

# Pageant Website Report for 2013

## Pageant Website Size and Structure

The website structure is unchanged since 2004, but its size has increased steadily. About 30 pages are kept constantly up-to-date, and other pages updated as discrepancies are noticed. Older pages are retained as an archive of Pageant's activities

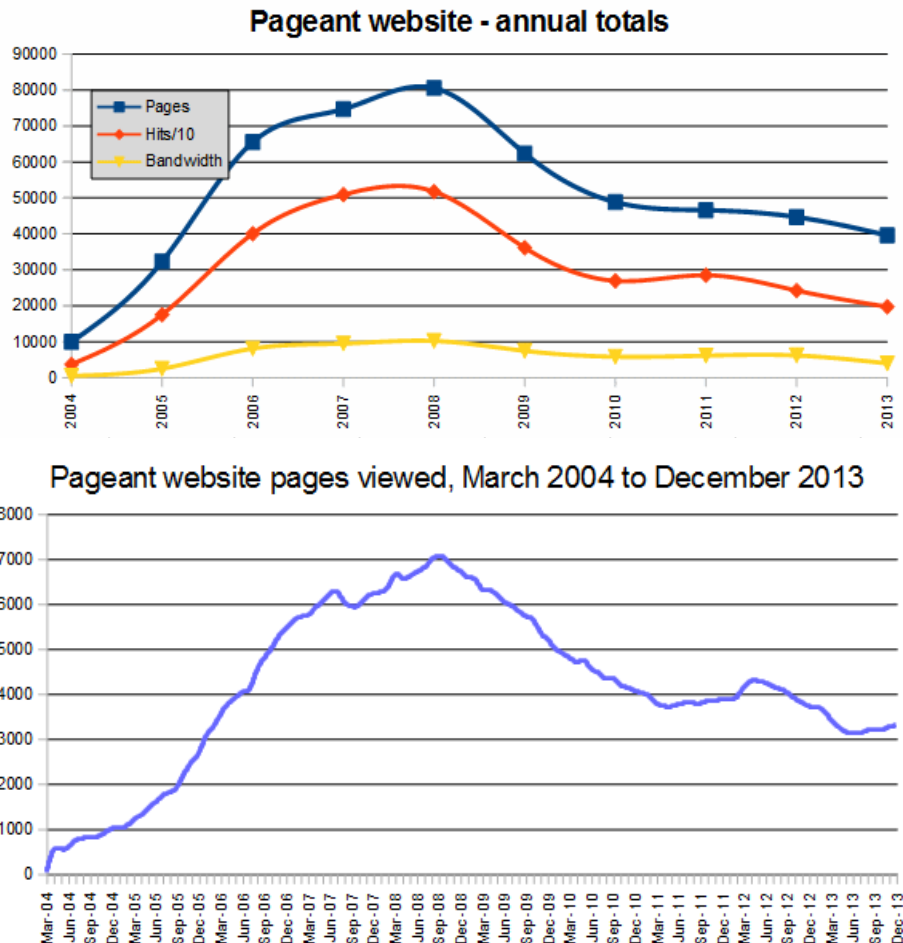
Date	Real* web pages	PDF and Word docs	Video clips
31 December 2004	67	4	12
31 December 2005	98	8	12
31 December 2006	154	9	12
31 December 2007	195	9	12
31 December 2008	198	10	12
31 December 2009	221	12	12
31 December 2010	256	13	12
31 December 2011	280	15	12
31 December 2012	312	22	12
31 December 2013	323	23	12

\*pages available to the general public through public links and links within the website

## Search results and Page Rank

Google now provides 88% of searches made in the UK, so we don't bother with other search engines. Using search terms 'gambia' 'education' and 'charity', Google currently places our home page at No. 3. The Google PageRank\* of our home page is currently 3, having been as high as 4 in previous years. (\* a rating system used by Google to show how important they think a page is. The minimum is 0 and maximum 10, with a logarithmic scale.)

## Traffic to the Website



The graph of annual totals shows a downward trend from a peak in 2008 - possibly a mirror of economic conditions in the UK, with fewer people having spare cash for charities, and therefore less interest in charity websites. However, if we look at month-by-month 'hits', smoothed by taking 12 month running averages, there are signs of an upturn from the middle of this year.

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## Top 20 Pages Viewed

The following is a list of the top 20 pages viewed during 2013 compared with the number of views during 2012. Fifteen of these were in last year's top 20 list. There are decreased views of some of our 'main' pages, but a few have increased views. Our news archive was looked at much more, while the news page had fewer views – perhaps because there has been less activity to report in 2013. We are intrigued that the Sarah Hayes page is still very popular after three years.

Top 20 Pages	Viewed 2013	Viewed 2012	% change
Home Page	8088	8895	-9.1%
Links	1195	2287	-31.7%
News archive	1193	675	+77.0%
Schools index	1189	1005	+18.3%
News	1184	1503	-21.2%
Pageant projects	823	914	-10.0%
How to contact Pageant	760	931	-18.4%
Sponsorship information	677	644	+5.1%
Information page	634	545	+16.3%
Site Search	583	698	-16.5%
Sarah Hayes' Page	486	554	-11.9%
Sitemap	427	338	+26.3%
Sponsorship enquiry	426	441	-3.4%
Pageant Blog info page	378	344	+9.9%
Pageant ethical gifts	338	274	+23.4%
Artemisia project	327	280	+16.8%
Members page	310	272	+14.0%
Foundation for Disabled People	309	240	+28.8%
Microscopy workshops	290	627	-53.7%
Fundraising summary	283	329	-13.7%

**Online Donation & Fundraising** We now use BT's MyDonate for all new appeals, though some of our older appeals continue to use Virgin Money Giving. If you are thinking about a fundraising event for Pageant, please see our fundraisers' page (<http://pageant.org.uk/fr>) for more details.

**Easyfundraising** Shop online and earn a small donation for Pageant, without your purchases costing you a penny more. See details on <http://pageant.org.uk/ef> So far we have raised £111 just buying things we were going to buy anyway.

**Pageant Blog** The Pageant News Blog (<http://pageant-news.blogspot.com>) was launched in July 2006, and is for all our members to use. Some of our most prolific bloggers in The Gambia have moved on, and no longer contribute. There have also been fewer posts from our members visiting The Gambia. Please help us keep the blog alive by posting your news if you are organising a Pageant event in the UK or visiting The Gambia.

**Facebook** Our Facebook page (<http://www.facebook.com/pageant.uk>) helps us to publicise Pageant's activities. It is now mainly looked after by Frances Boswell.

**Twitter** Pageant has a Twitter account (<https://twitter.com/pageantuk>). We planned to use this to announce website updates and other news, but so far not many tweets, and only 8 followers.

**Website Feedback** Please contact me if you have any thoughts or questions about any aspect of the website.

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