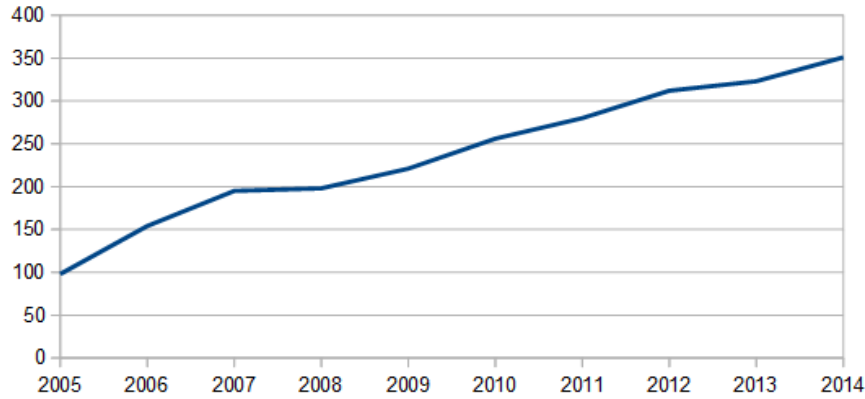


Pageant Website Report for 2014

Pageant Website Size and Structure

The website structure has not changed since 2004, but its size has increased steadily as shown below. About 30 pages are kept constantly up-to-date, with older pages retained as an archive of Pageant’s activities. The two level bits of the graph reflect culls of redundant pages in 2008 and 2013.

Number of Pages in Website

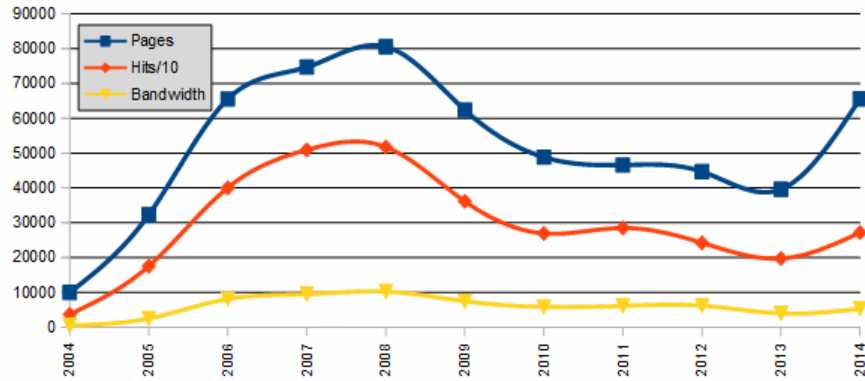


Search Results and PageRank

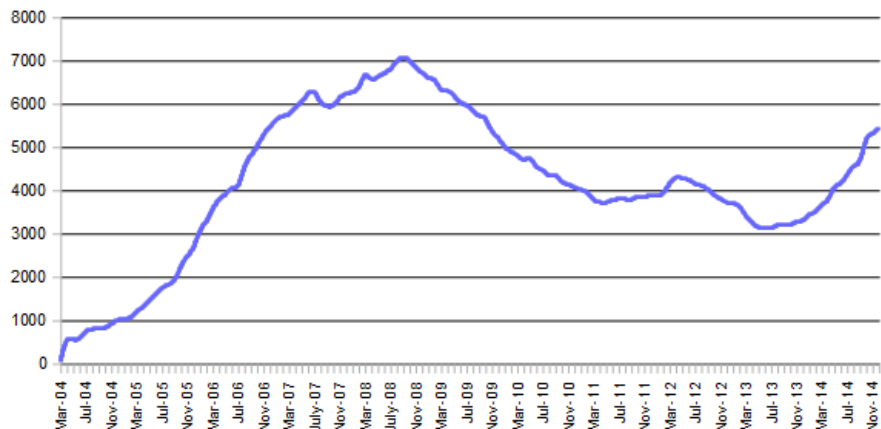
Google provides 88% of searches in the UK, and 77% of search engine hits to our website come via Google. Using search terms ‘gambia’ ‘education’ and ‘charity’, Google currently places our home page at No. 10, so we are still on the first page of results, and our links page is at No. 11. Last year our home page was at No. 3, so I have started to do some Search Engine Optimisation (SEO) to try to improve these search results. The Google PageRank* of our home page is still 3, which is reasonable for our type of website. (*Google’s rating of the importance of a page - range 0 to 10 with a logarithmic scale.)

Traffic to the Website

Pageant website - annual totals



Pageant website pages viewed, March 2004 to December 2014



Pageant Website Report for 2014

The graph of annual totals showed a downward trend from a peak in 2008 - possibly a mirror of economic conditions in the UK. However, both the annual totals and the smoothed month-by-month graph of pages viewed shows that there has been a sustained recovery since the middle of 2013.

Top 20 Pages Viewed

The following is a list of the top 20 pages viewed during 2014 compared with the number of views during 2013. Sixteen of these were in last year's top 20 list. Nearly all our top pages showed considerable increases in views. We are slightly puzzled by the 'Sarah Hayes' (4 years old) and the 'IceCold' (7 years old) pages making it into the top 20.

Top 20 Pages	Viewed 2014	Viewed 2013	% change
Home Page	11403	8088	+41.0%
News	2466	1184	+108.3%
Gambian Schools Index	1978	1189	+66.4%
Links	1833	1195	+53.4%
Pageant's Projects	1814	823	+120.4%
News Archive	1683	1193	+41.1%
How to Contact Pageant	941	760	+23.8%
Sponsorship Information	904	677	+33.5%
Sponsorship Enquiry	786	426	+84.5%
Sitemap	773	427	+81.0%
Information Page	736	634	+16.1%
Members Page	593	310	+91.3%
Site Search	554	583	-5.0%
Donate Online	486	277	+75.5%
Sarah Hayes' Page	463	486	-4.7%
Fundraising Summary	442	283	+56.2%
Pageant Ethical Gifts	382	338	+13.0%
Plymouth-Banjul Challenge 2007 - IceCold	364	224	+62.5%
Membership	346	224	+34.6%
Pageant's General Projects	336	197	+70.6%

Online Donation & Fundraising We use BT's MyDonate for all new appeals, as they charge us less than other similar online fundraisers, 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 £139 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 contribute less frequently. Blog team members visiting The Gambia try to post news during their visits, but poor internet access often defeats their attempts. Please help us keep the blog alive by posting your news if you are involved with any Pageant-related event in the UK or if you are visiting The Gambia – even if you have to do the posting after your return. Contact me if you want to join the blog team.

Facebook & Twitter We still have a Facebook page (<http://www.facebook.com/pageant.uk>) and a Twitter account (<https://twitter.com/pageantuk>), but both have been little used over the last year.

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

Dave Gray – webmaster@pageant.org.uk