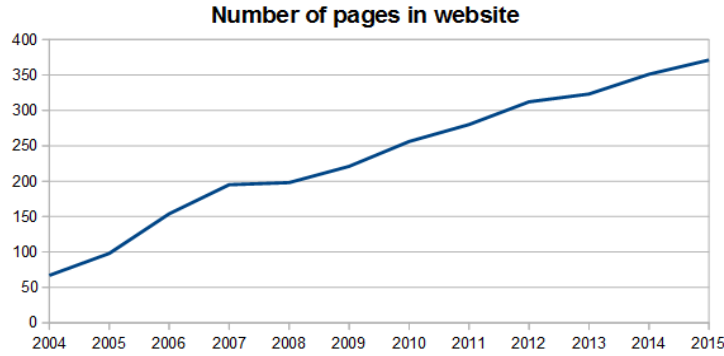


Pageant Website Report for 2015

Pageant Website Size and Structure

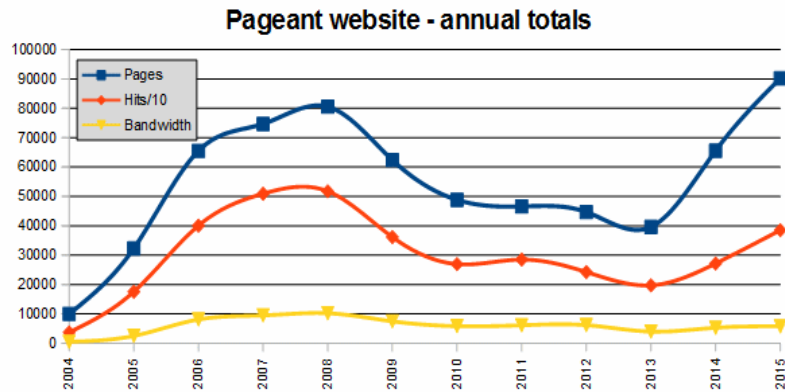
The website structure has not changed since 2004, but its size has increased steadily as shown below. During 2015, we learnt that internet access using mobile devices now exceeded access from laptops and desktops, and that mobile unfriendly websites were being penalised in Google rankings. We have embarked on a programme of converting our most important pages to make them mobile friendly, while still looking similar to existing pages on large screen devices (responsive pages). So far 45 pages have been converted, and there are immediate plans to convert another 15 or so. All new pages will be responsive.



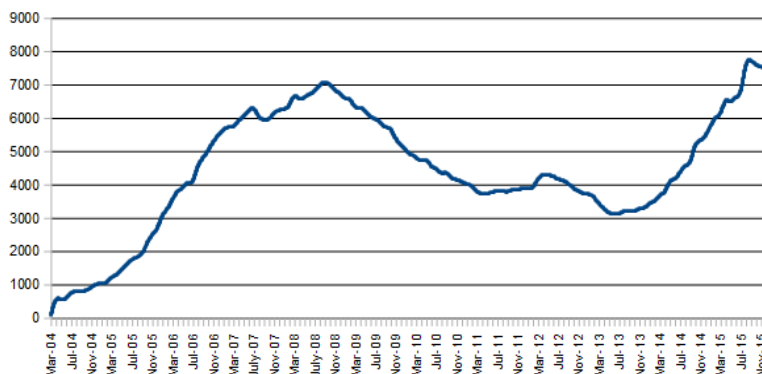
Search Results and PageRank

We have continued to monitor hits on our website using search terms 'gambia' 'education' and 'charity' on Google. Earlier in the year our home page had dropped out of the first page of results. Making our main pages responsive has resulted in a significant improvement, and we are currently at number 4. Google seems to have changed its system to reduce listing of multiple pages from the same website, so we don't have any other pages in the top 100. If we restrict our search to 'images', the photo from our new home page is at number 1, so it was obviously a good choice! The Google PageRank of our home page is still 3, which is reasonable for our type of website.

Traffic on the Website



Pageant website pages viewed, March 2004 - December 2015



Pageant Website Report for 2015

The graph of annual totals showed a downward trend from a peak in 2008 - possibly a mirror of economic conditions in the UK. Since 2013 there has been a steady increase in website traffic, with page views now exceeding 2008 levels.

Top 20 Pages Viewed

The following is a list of the top 20 pages viewed during 2015 compared with the number of views during 2014. 18 of these were in last year's top 20 list. Sarah Hayes page, now 5 years old, is still there, and the 10 year old page covering Team Shap Ahoy in the Plymouth-Banjul Challenge has moved into the top 20.

Top 20 Pages	Viewed 2015	Viewed 2014	% change
Home Page	10712	11403	-6.1%
Gambian Schools Index	3182	1978	60.9%
News	2433	2466	-1.3%
Links	2254	1833	23.0%
Pageant's Projects	1990	1814	9.7%
News Archive	1749	1683	3.9%
Sponsorship Information	1385	904	53.2%
How to Contact Pageant	1086	941	15.4%
Sponsorship Enquiry	729	786	-7.3%
Information Page	632	736	-14.1%
Sitemap	525	773	-32.1%
Site Search	517	554	-6.7%
Donate Online	500	486	2.9%
Frequently Asked Questions	487		new page
Sponsorship Stories	462	1366	239.7%
Members Page	459	593	-22.6%
Fundraising Summary	456	442	3.2%
Sarah Hayes' Page	438	463	-5.4%
Membership	346	346	0.0%
Plymouth-Banjul - Shap Ahoy	324	322	.06%

Online Donation & Fundraising We use BT's MyDonate for all new appeals, as they charge us less than other similar online fundraisers. 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 16 members and together they have raised £176 for Pageant just buying things they 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 or two.

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

Dave Gray – webmaster@pageant.org.uk