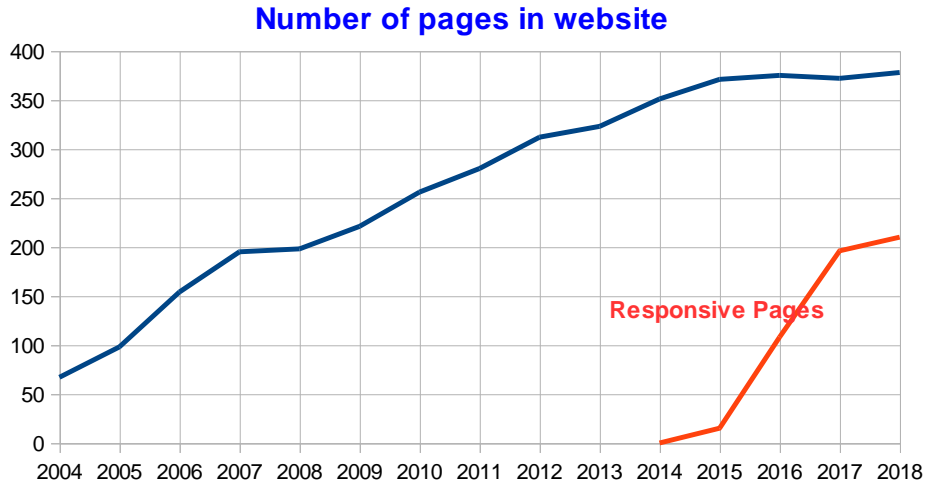


# Pageant Website Report for 2018

## Pageant Website Size and Structure

Pageant’s website continues to be an effective ‘shop-window’ for our activities – attracting new members and funding to help our work in The Gambia. The site has continued to increase in size, though its overall structure is unchanged. Smartphones and mobile devices are now the main way to access the internet, and Google penalises mobile unfriendly websites. Our programme of converting our most important pages to a ‘responsive’ format is now complete. We have retained a large number of ‘archive’ pages in their original format, as most of these are seldom viewed.



Looking at all pages viewed during 2018, 83% of these were in responsive format. However, by checking users’ operating systems, it is possible to estimate that only about 30% of the views were from small screen devices.

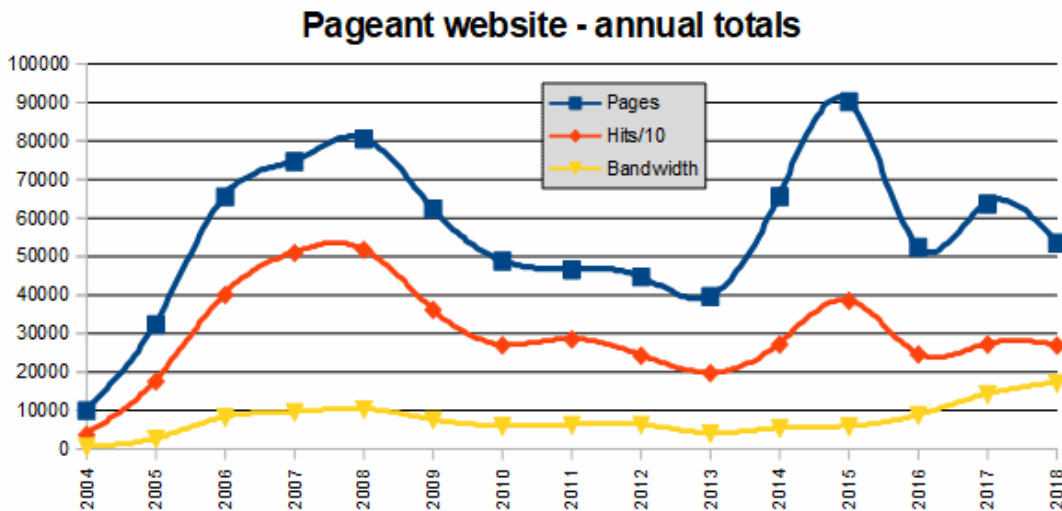
Pageant site access from mobile phones

2012	2013	2014	2015	2016	2017	2018
1.7%	6.1%	6.5%	11.4%	23.4%	29.8%	29.5%

## Search Results

Google now delivers personalized search results which depend on the user’s search history. To get an impartial answer, it is better to use a search engine, such as **DuckDuckGo**, which does not collect user information. At the end of 2018, using search terms ‘gambia’ ‘education’ and ‘charity’, our home page was No 4 with Google and No 5 with Duckduckgo.

## Traffic on the Website



From 2017 to 2018, there was a decrease in the number of web pages viewed, but at the same time bandwidth increased, indicating fewer but larger pages are being looked at. We update website usage data each month on our website statistics page (<http://pageant.org.uk/stats.htm>)

# Pageant Website Report for 2018

## Top 20 Pages Viewed

The following is a list of the top 20 pages viewed during 2018 compared with the number of views during 2017. 19 of these pages were in last year's top 20 list.

Top 20 pages 2018	2018	2017	change
Home Page	18707	28004	-33.2%
Background	2293	2854	-19.7%
News	1867	1462	27.7%
Links	1700	2044	-16.8%
News Archive	1153	956	20.6%
How to Contact Pageant	1117	1194	-6.4%
Pageant Projects	938	973	-3.6%
Sponsorship Enquiry	907	906	0.1%
Information Page	789	732	7.8%
List of Pageant Ethical Gifts	731	538	35.9%
Sitemap	700	718	-2.5%
Frequently Asked Questions	631	657	-4.0%
Sponsorship Information	580	903	-35.8%
Maps index	387	383	1.0%
Donate Online	340	405	-16.0%
Pageant Ethical Gifts Scheme	316	387	-18.3%
Membership	280	486	-42.4%
Gambian Schools Index	272	1661	-83.6%
Main Help Page	261	333	-21.6%
Members Page	256	394	-35.0%

**Online Donation & Fundraising** We have used BT's MyDonate for all our online fundraising, but this service is closing at the end of June 2019. We are in the process of choosing an alternative service, and will keep all our fundraisers informed. All details will also be our fundraisers' page (<http://pageant.org.uk/fr>).

**Pageant Ethical Gifts** Purchasing a Pageant Ethical Gift helps schools, children and villagers in The Gambia. You won't receive a banana plant or a sack of rice, but we do actually purchase the gift you choose and ensure it goes to the intended recipient in The Gambia. We don't make substitutions. Where possible, we purchase the gift in The Gambia - helping the local economy. For 2019 we have introduced an online ordering and payment system, in addition to the postal based service. See <http://pageant.org.uk/gifts> for details.

**Easyfundraising** Shop online and earn a small donation for Pageant, without your purchases costing you a penny more. Our members using this service have together raised over £270 for Pageant – just buying things they were going to buy anyway. See details on <http://pageant.org.uk/ef>

**Pageant Blog** The Pageant News Blog (<http://pageant-news.blogspot.com>) was launched in July 2006. Its main use is for posting news from our team members when they visit The Gambia in February and November each year. However, it is for all our members to use. Please contact me for an invitation to join the blog team if you plan to visit The Gambia and would like to post news of your trip, or if you are involved with a Pageant-related event in the UK, such as a sponsored run.

**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 seldom used over the last few years.

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

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