Pageant Website Report for 2007

Pageant Website size and structure

The website has grown in terms of number of pages as shown in the table below.

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

*pages available to general public through public links

The overall structure of the site has remained the same since 2004. We still aim to comply as closely as possible with the W3C specifications on accessibility. Growth of the site during 2006 brought us close to our web hosting limit of 100Mb, so video clips and selected pictures were moved to an auxiliary site. Further growth in 2007 brought us close to the limit again. We therefore moved to a new hosting service, giving us 2Gb at **a lower annual cost.** The move was accomplished without break of service, and totally invisible to users. We have ample room for growth, and all videos and pictures have been brought back to the main site.
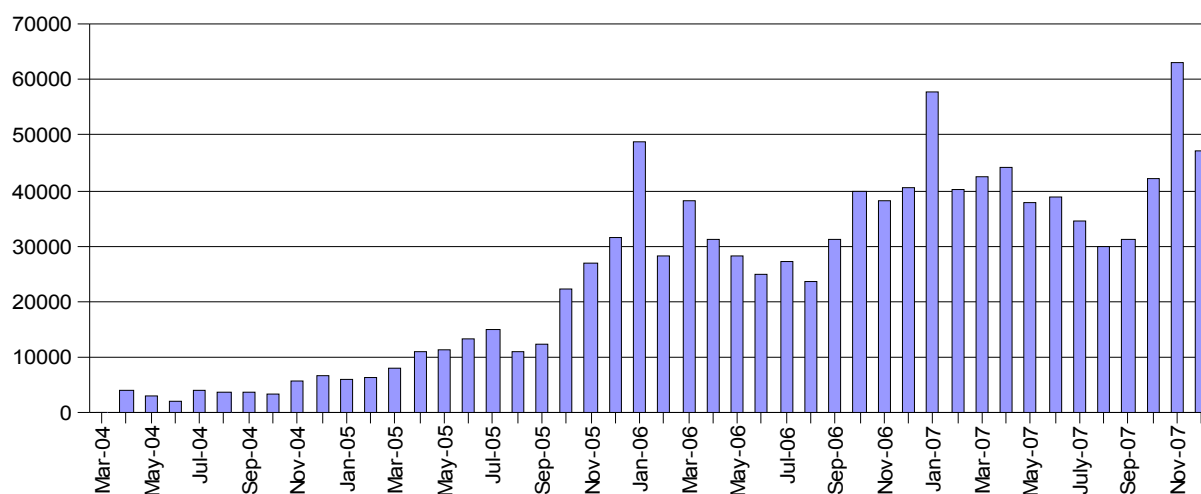
Search results and site ranking

The Google search engine still has the major share of all search engine usage – around 56% globally, and probably bigger in the UK – so there is little point in considering other search engines. The Pageant home page still has a Google PageRank of 4/10, and our home page is still listed at No 1 using search terms 'gambia' 'education' and 'charity', with our links page still at No 2. It is also amazing how often a Pageant page is in the top 10 when searching for information about The Gambia.

Traffic to the site

The cumulative graph below shows that despite fluctuations, there has been an underlying steady increase in traffic of about 20% from 2006 to 2007. Cumulative graphs, updated monthly, are on the website – link on the members page.

Pageant website hits, March 2004 to Dec 2007

Recent Activities

Pageant has once again benefitted from the help of teams taking part in the Plymouth-Banjul Challenge. Previously in the 2006 Challenge, Shap Ahoy and Super Trooper together raised nearly £9000, and in 2007 Ibrakeforcake, Desert Mice, First to the Bar and the IceCold teams together raised about £9600. Pageant offers a web page hosting service in return for this help, which provides each team with a page where they can promote their fundraising activities, and we then update this daily during the challenge using reports sent back by email, text message etc. Finally we can turn the teams' challenge diaries and photos into a permanent record of their acheivements. Transplant Titans have recently completed the 2008 Challenge, raising a substantial sum for Pageant. They report that other teams were very

Pageant Website Report for 2007

impressed by their web page, so perhaps the word will spread, and we will have some mutually beneficial relationships with more teams next year.

Statistics

Due to an oversight, I didn't retrieve detailed statistics from our old hosting service for the period up to 25 October 2007. However, I do have detailed statistics for the last two months of 2007, and have added in January 2008 to get a picture of the top pages on our site for a three month period. It is quite striking how the second most popular page is that for Transplant Titans.

Page Title	File name	Viewed
Home Page	index.html	3740
Transplant Titans (Plymouth-Banjul Challenge 2008)	plyban08.htm	1481
Links	links.htm	1011
News	news.htm	828
Sponsorship enquiry form	sponsor_enquiry.htm	738
Ethical gifts	gifts.htm	552
Pageant projects	story.htm	531
Sponsorship information	sponsorship.htm	373
How to contact Pageant	contact.htm	360
Transplant Titans (PBC 2008 daily reports)	plyban08b.htm	343
Shap Ahoy 4Ts challenge (2008)	shapahoy4Ts.htm	254
Ethical gifts in action	giftsinaction01	230
Transplant Titans (PBC 2008 sponsors)	plyban08a.htm	228
Shap Ahoy (Plymouth-Banjul Challenge 2006)	plyban01.htm	228
News archive	newsarc.htm	220
Sitemap	sitemap.htm	209
JTT nursery school	jtt01.htm	189
Fund raising summary	fundraising.htm	181
Shap Ahoy T4 (Bamako Run 2007)	shapahoy_T4.htm	180
Members page	members.htm	166
Challenges summary 2007	challenge07.htm	166
News of sponsored children	sponsor_update.htm	155
Projects in Banjul	proj_banul.htm	151
General projects	proj_general.htm	145
GEPADG page	gepadg01.htm	137

News Blog

We launched the News Blog (pageant-news.blogspot.com) in July 2006. This was intended to provide a faster service for breaking news, and we hoped to build up a team of contributors who could post items. However, so far it has simply mirrored the website news page and virtually all posts have been from the Webmaster. The blog has not been particularly successful in bringing people to our main site. On only 13 occasions during the last three months did someone use a link on the blog to get to our website. I intend to keep the blog going, as it doesn't involve much extra work, but it would be nice if members started to use it to post news items. Anyone can become part of the blog team, and it is very simple to make a post. Just ask the Webmaster for more information and an invitation to join.

Dave Gray - Webmaster