

# Pageant Website Report for 2009

## Pageant Website size and structure

The overall structure has remained the same since 2004, but its size has steadily increased. We aim to comply as closely as possible with the W3C specifications on accessibility, though we have now removed the W3C declaration from the header of all pages, as this caused unexpected display problems in Internet Explorer 8.

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

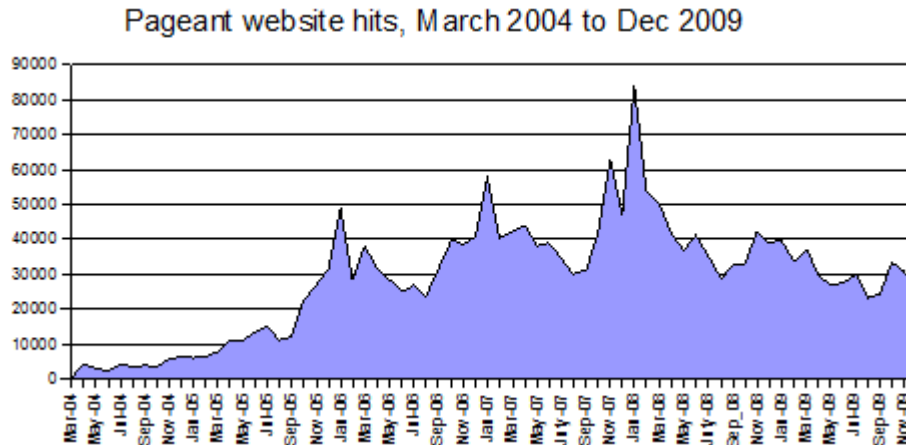
\*pages available to the general public through public links

## Search results and site ranking

Google is the acknowledged market leader amongst search engines, so we only need to consider Google when discussing search results. The Google PageRank\* was 4 throughout 2009. (\*See note at the end of this report) Our home page is still listed in first place using search terms 'gambia' 'education' and 'charity', and our links page is in 16<sup>th</sup> place.

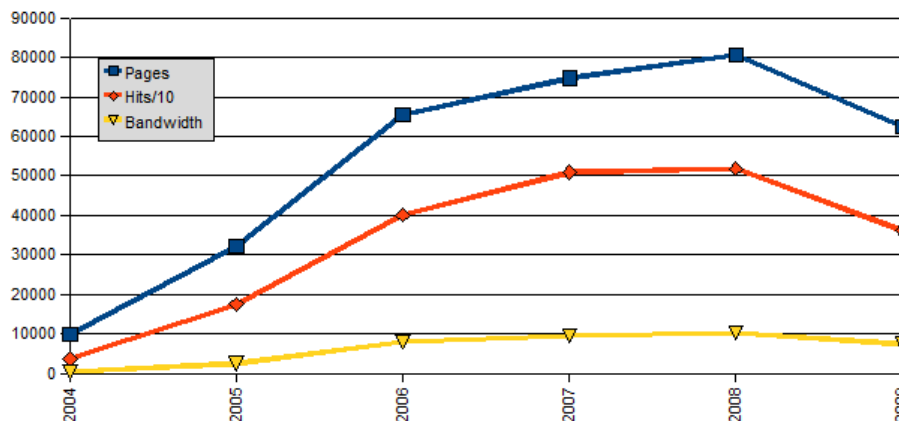
## Traffic to the site

The graph shows there is considerable month-to-month variation in 'hits' on our website, but there is an underlying downward trend over the last year or so.



The annual totals below clearly show the downturn in three measures of traffic from 2008 to 2009. Traffic has fallen about 20-25% since 2008, and is now below the 2006 level. This is possibly a reflection of economic conditions, with fewer people having spare cash for charities, and therefore less interest in charity websites.

## Pageant website - annual totals



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## Page Statistics

The following is a list of the top 20 pages viewed during 2009. For comparison, we show the number of views during 2008 and the percentage change. Topical stories and news pages obviously attract fewer views as they get out of date. During 2009, 22 old news pages were deleted and 17 new ones added. Overall views of news pages were down by 8.4%. Views of general pages, which are constantly updated, were down by around 20%. There was a disturbing drop in views of our Sponsorship Enquiry page. We are unsure if this is a consequence of less spare cash for charities or people not finding this page. In case it is the latter, we have improved sponsorship visibility with some obvious banners on our main pages.

Page Title	Viewed 2009	Viewed 2008	% change
Home Page	9459	12068	-21.6%
News	1991	2557	-22.1%
Links	1816	2418	-24.9%
Pageant projects	1515	1518	-0.2%
How to contact Pageant	1108	1260	-12.1%
Ethical gifts	1057	1032	2.4%
Sponsorship information	1027	1201	-14.5%
Schools index (*New June 2008)	985	575*	71.3%
Sponsorship enquiry (†2008 figure corrected)	897	2460†	-63.5%
Information page (New in 2009)	806		
Site search	649	826	-17.1%
Fund raising summary	523	555	-5.8%
Members page	469	533	-12.0%
News archive	440	716	-38.6%
Sarah Hayes' fundraising page (New in 2009)	434		
Maps of The Gambia	426	472	-9.8%
Gifts in Action	426	505	-15.6%
News of sponsored children	407	676	-39.8%
Membership enquiries	395	378	4.5%
Online donation	395	362	9.1%

## Online Donation

We have signed up with Virgin Money Giving, which is providing us with a fast and reliable online donation service. If you are thinking about a fundraising event for Pageant, please consider using a fundraising page on the VMG website – more details are on our Fundraisers page. (<http://pageant.org.uk/fundraisers.htm>)

## Website Feedback

Please let us know if you have any thoughts about the structure, appearance or content of the website.

## Pageant News Blog

The Pageant News Blog ([pageant-news.blogspot.com](http://pageant-news.blogspot.com)) was launched in July 2006. We have a blog team consisting of Pageant members and contributors in The Gambia. Alhassan and Sainey Darboe make regular postings, keeping us up to date with happenings in The Gambia. The blog still has a Google PageRank of 3 (The majority of blogs are not ranked), and occurs frequently when searching for information about The Gambia. The Pageant News Blog is there for all our members. If you are organising an event in the UK, or are visiting The Gambia, please think about joining the blog team. Ask Dave Gray for more information and an invitation to join.

## Note on PageRank

Google PageRank is a rating system used by Google to show how important they think a page is. The minimum is 0 and maximum 10. The precise algorithm is a secret, but the PR scale is believed to be logarithmic, so moving up one rank means that the page is x times more important. (We don't know what x is!)

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