

Pageant Website Report for 2010

Pageant Website size and structure

The overall website structure has remained the same since 2004, but its size has steadily increased. About 30 pages are kept constantly up-to-date, many older pages are retained as an archive of Pageant's activities, and there is an occasional cull of obviously redundant pages.

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
31 December 2010	256	13	12

*pages available to the general public through public links

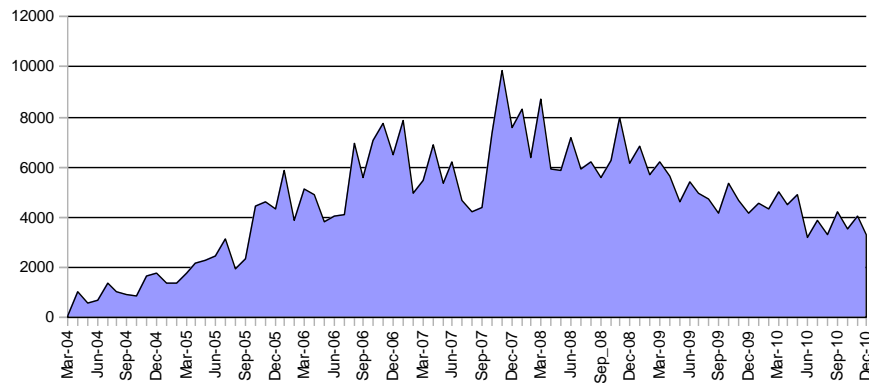
Search results and site ranking

Google is the acknowledged market leader amongst search engines, so we don't now check other search engines. In searches using 'gambia' 'education' and 'charity', our home page has dropped from first place to fourth and our links page is in 20th place. Google PageRank has remained at 4 for more than two years. (PageRank is a rating system used by Google to show how important they think a page is. The minimum is 0 and maximum 10, with a logarithmic scale.)

Traffic to the site

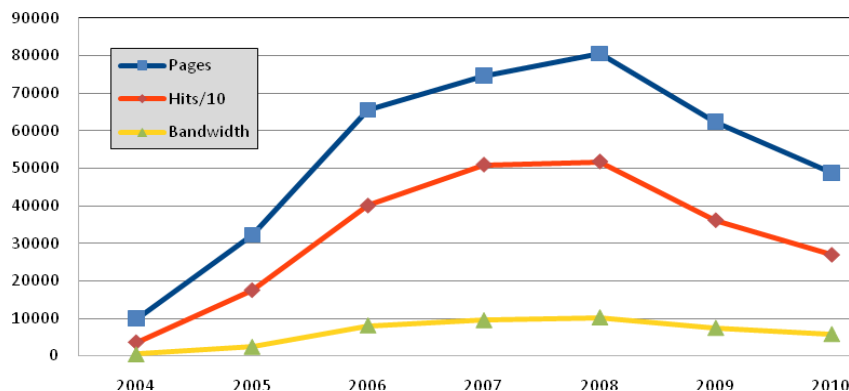
The graph below shows that there is considerable month-to-month variation in traffic to our website, but there is an underlying downward trend over the last two or three years.

Pageant website pages viewed, March 2004 to December 2010



Overall usage has continued to fall since a peak in 2008. This seems to mirror economic conditions in the UK, with fewer people having spare cash for charities, and therefore less interest in charity websites. In December 2010, it was reported that overall donations to UK charities have declined by 11% over the preceding year. Smaller charities have suffered more than larger ones, with a fall in donations of around 20%. However, Pageant's donations have not shown such a reduction, indicating that our core support remains firm even though casual viewing of our website may have fallen.

Pageant website - annual totals



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Top 20 Pages Viewed

The following is a list of the top 20 pages viewed during 2010. For comparison, we show the number of views during 2009 and the percentage change. Topical stories and news pages obviously attract fewer views as they get out of date. Views of older news pages were down by about 30%, whereas views of general pages, which are constantly updated, were down by around 15 to 20%. There was a drop in views of our Sponsorship pages, but actual sponsorship hasn't fallen. Views of our Ethical Gifts pages increased, and sales of gift tokens were up by 12.5% over last year. The Gifts Pages have recently been revised and improved, so we hope that more people will purchase Pageant Ethical Gifts in 2011. The increased views of the 2007 IceCold page is a puzzle, but in most cases users didn't go on to other pages on our site, so these could be people searching for something else.

Top 20 Pages	Viewed 2010	Viewed 2009	% change
Home Page	7620	9459	-19.4%
News	1728	1991	-13.2%
Links	1408	1816	-22.5%
Ethical gifts	1229	1057	+16.3%
Pageant projects	1165	1515	-23.1%
Sponsorship information	962	1027	-6.4%
How to contact Pageant	938	1108	-15.3%
Gifts in Action	867	426	+103.5%
Schools index	853	985	-13.4%
Sponsorship enquiry	717	897	-20.0%
Information page	709	806	-12.1%
Site Search	588	685	-14.2%
News archive	528	440	+20.0%
Sitemap	527	649	-18.8%
Fundraising summary	437	523	-16.4%
Members page	379	469	-19.2%
Membership enquiries	368	395	-6.8%
Plymouth-Banjul 2007 – Ice Cold	304	207	+46.9%
Online donation	304	395	-23.0%
Maps of The Gambia	300	426	-29.6%

Online Donation

We are continuing to use Virgin Money Giving as our main vehicle for online donation, as they provide us with a fast and reliable 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 (<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 Pageant News Blog is there for all our members. If you are organising a Pageant event in the UK, why not use the blog to publicise it. If you are going to The Gambia, what about using the blog to post news during your visit. Ask Dave Gray for more information and an invitation to join the blog team.

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