

# Pageant Website Report for 2016

## Pageant Website Size and Structure

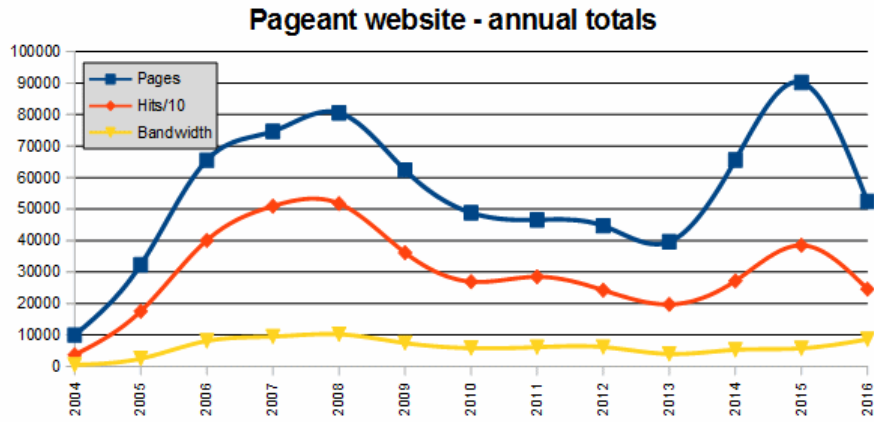
Pageant’s website continues to be an effective ‘shop-window’ for our activities – attracting new members and funding to help our work in The Gambia. The website’s overall structure has remained the same since 2004, but its size has increased steadily. During 2015, smartphones and mobile devices became the main way of accessing the internet, overtaking laptops and desktops. Google began to penalise mobile unfriendly websites with lower rankings, so a programme of conversion was started, making our most important pages mobile friendly, while retaining a similar appearance on large screen devices to unconverted pages. By the end of 2016, 108 out of 375 pages were in the responsive format. A further 27 old pages are earmarked for conversion soon, and all new pages will be responsive.



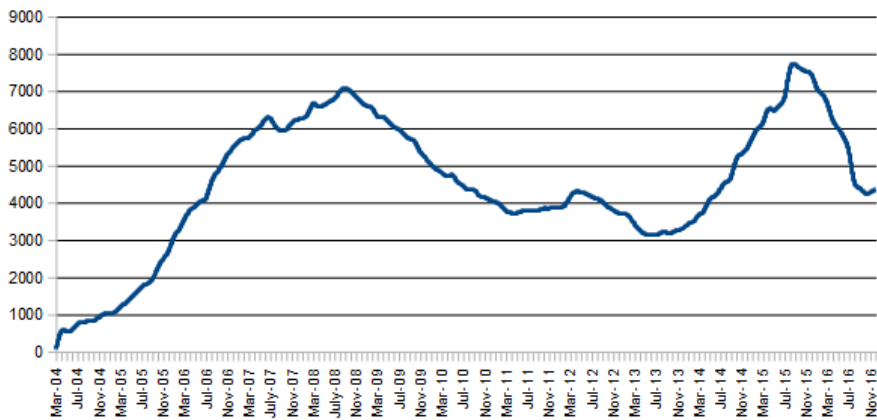
## Search Results and PageRank

We have continued monitoring Google search results for our website using search terms ‘gambia’ ‘education’ and ‘charity’. Early in 2015 our home page dropped out of the first page of results, but later that year, with just 15 responsive pages, our home page was back at number 4. It stayed around there throughout 2016, and ended the year at number 3. It is noticeable that there are now many more charities working to help children and education in The Gambia. This may make our task of keeping a high Google search position more difficult, but it is obviously good news for The Gambia!

## Traffic on the Website



Pageant website pages viewed, March 2004 - December 2016



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The graph of annual totals showed a downward trend from a peak in 2008 - possibly a mirror of economic conditions in the UK. There was a recovery from 2013, but another downturn from the middle of 2015. There are now signs that this might have reached a minimum, and hopefully another recovery has started.

### Top 20 Pages Viewed

The following is a list of the top 20 pages viewed during 2016 compared with the number of views during 2015. 16 of these were in last year's top 20 list. Sarah Hayes page, now 6 years old, is still there, and is the only top 20 page still in non-responsive format, though it is on the list for conversion soon.

Top 20 Pages	Viewed 2016	Viewed 2015	% change
Home Page	13054	10712	21.9%
Gambian Schools Index	5379	1978	69.0%
News	2433	3182	-33.8%
Links	1384	2254	-38.6%
Background	1348		New page
How to Contact Pageant	1171	1086	7.8%
Sponsorship Information	867	1385	15.8%
Pageant Projects	863	1990	-56.6%
Sponsorship Enquiry	844	729	15.8%
News Archive	706	1749	-59.6%
Information Page	658	632	4.1%
Sitemap	582	525	10.9%
Frequently Asked Questions	564	487	15.8%
Donate Online	398	500	-20.4%
List of Pageant Ethical Gifts	393	323	21.7%
Pageant Ethical Gifts Scheme	316	323	-2.2%
Sarah Hayes' Page	288	438	-34.2%
Membership	274	346	-20.8%
Pageant Loans	255	264	-3.4%
Members Page	252	264	-4.5%

**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> We still have 16 members using this service, and together they have raised over £200 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. Our most prolific bloggers in The Gambia have moved on, and do not now contribute. The main use for the blog is to post news from our team members when they visit The Gambia. Please help us keep the blog alive by posting your news if you are visiting The Gambia or if you are involved with any Pageant-related event in the UK. 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 two or three years.

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

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