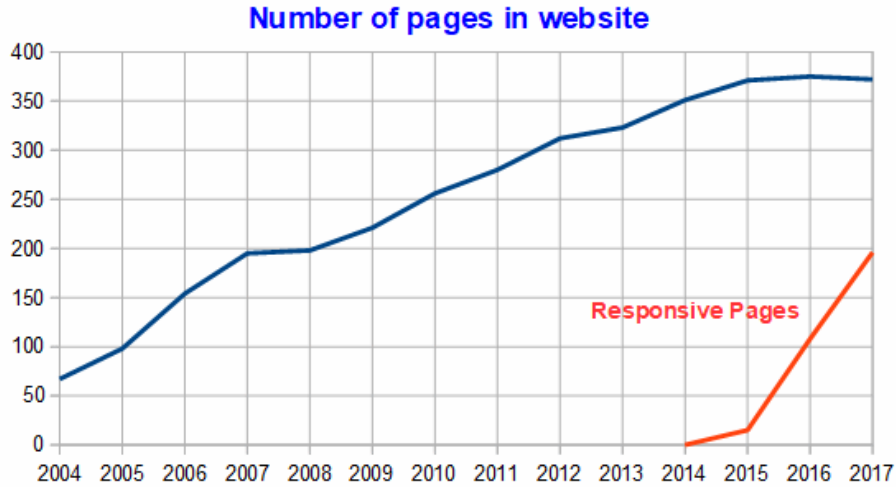


# Pageant Website Report for 2017

## Pageant Website Size and Structure

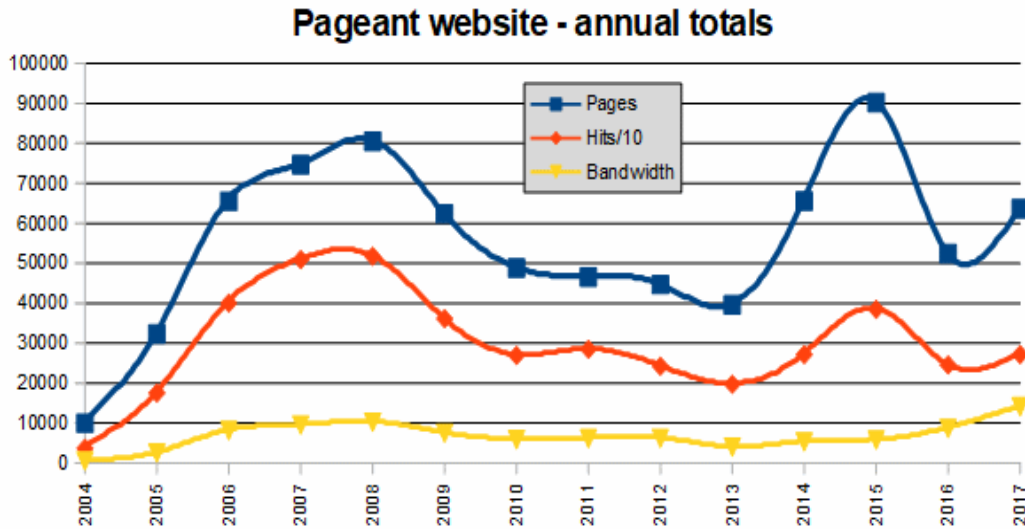
Pageant’s website continues to be an effective ‘shop-window’ for our activities – attracting new members and funding to help our work in The Gambia. The site’s overall structure has remained the same since 2004, though it has increased in size. During 2015, smartphones and mobile devices overtook laptops and desktops as the main way of accessing the internet. Google began to penalise mobile unfriendly websites, so we risked a lower visibility in search results. We started a programme of converting our most important pages to a ‘responsive’ format, so they would not need horizontal scrolling on small screens while retaining a similar appearance to older pages on large screen devices. The programme is almost completed, with about half the site now in responsive format. The remaining pages are seldom viewed, and are retained as ‘archives’ in their original format. Taking all pages viewed by users during 2017, 88% of these were in responsive format. However, it is estimated that only about 30% of the views were from small screen devices.



## Search Results

We have continued monitoring Google search results for our website using search terms ‘gambia’ ‘education’ and ‘charity’. At the end of 2017, our home page was No 2 in the search results, compared with No 3 in 2016 and No 4 in 2015. However, Google now delivers personalized search results depending on the user’s search history, so different users could get different results. To get an impartial answer, it is better to use a search engine, such as **DuckDuckGo**, which does not collect user information. This shows our home page at No 4, which may be a more accurate assessment. In the future, we intend to use both DuckDuckGo and Google for monitoring search results.

## Traffic on the Website



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. We update website usage data each month on our website statistics page (<http://pageant.org.uk/stats.htm>)

# Pageant Website Report for 2017

## Top 20 Pages Viewed

The following is a list of the top 20 pages viewed during 2017 compared with the number of views during 2016. 18 of these pages were in last year's top 20 list. Views of our home page have more than doubled.

| Top 20 Pages                  | Viewed 2017 | Viewed 2016 | % change |
|-------------------------------|-------------|-------------|----------|
| Home Page                     | 28004       | 13054       | +114.5%  |
| Background                    | 2854        | 1348        | +111.7%  |
| Links                         | 2044        | 1384        | +47.7%   |
| Gambian Schools Index         | 1661        | 5379        | -69.1%   |
| News                          | 1462        | 2433        | -39.9%   |
| How to Contact Pageant        | 1194        | 1171        | +2.0%    |
| Pageant Projects              | 973         | 863         | +12.7%   |
| News Archive                  | 956         | 706         | +35.4%   |
| Sponsorship Enquiry           | 906         | 844         | +7.3%    |
| Sponsorship Information       | 903         | 867         | +4.2%    |
| Information Page              | 732         | 658         | +11.2%   |
| Sitemap                       | 718         | 582         | +23.4%   |
| Frequently Asked Questions    | 657         | 564         | +16.5%   |
| List of Pageant Ethical Gifts | 538         | 393         | +36.9%   |
| Membership                    | 486         | 274         | +77.4%   |
| Donate Online                 | 405         | 398         | +1.8%    |
| Members Page                  | 394         | 252         | +56.3%   |
| Pageant Ethical Gifts Scheme  | 387         | 316         | +22.5%   |
| Maps Index                    | 383         | 212         | +80.7%   |
| Main Help Page                | 333         | 258         | +29.0%   |

**Online Donation & Fundraising** We use BT's MyDonate for all new fundraising 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. We have 16 members using this service, and together they have raised nearly £250 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, 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 now is to post news from our team members when they visit The Gambia. Perhaps you plan to visit The Gambia and would like to post news of your trip on our blog – or maybe you are involved with a Pageant-related event in the UK, such as a sponsored run. If so please contact me and you will be invited 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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