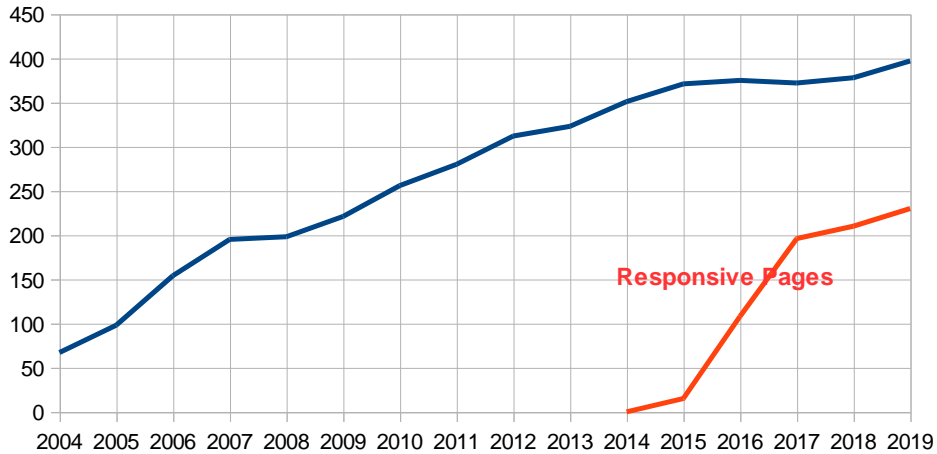


Pageant Website Report for 2019

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 continues to increase in size with overall structure unchanged. Smartphones are now the main way to access the internet, and Google penalises mobile unfriendly websites. Our programme of converting our most important pages to a ‘responsive’ format is now complete. During 2019, 82.5% of pages viewed were in responsive format, but we have retained a large number of infrequently viewed ‘archive’ pages in original format.

Number of pages in website



Despite our website being ‘mobile friendly’, when we correlate hits with users’ operating systems, we estimated that only about 30% of the views could be attributed to small screen devices.

Pageant site access from mobile phones

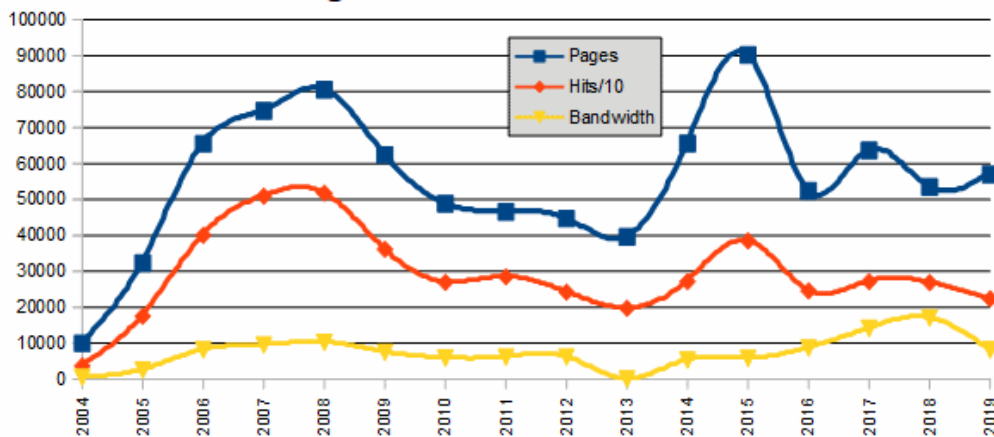
| Year | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|------|------|------|------|-------|-------|-------|-------|-------|
| Hits | 1.7% | 6.1% | 6.5% | 19.0% | 33.8% | 35.8% | 34.6% | 28.1% |

Search Rankings

Google now delivers personalized search results which depend on the user’s search history. Using our standard search terms ‘gambia’ ‘education’ and ‘charity’ on my PC shows our home page at No 2, but everyone will get a different answer! For an impartial answer we could use **DuckDuckGo**, which does not collect user information. This lists our home page at No 28! Perhaps it is time to stop looking at rankings.

Traffic on the Website

Pageant website - annual totals



From 2018 to 2019, there was an increase in the number of pages viewed, but bandwidth and hits decreased – so overall not much change. We update website usage data each month on our website statistics page (<http://pageant.org.uk/stats.htm>)

Pageant Website Report for 2019

Top 20 Pages Viewed

The following is a list of the top 20 pages viewed during 2019 compared with the number of views during 2018. There are surprising increases in views of two old pages, which we can't explain.

| Top 20 pages viewed in 2019 | 2019 | 2018 | change |
|-------------------------------|-------|-------|--------|
| Home Page | 13482 | 18707 | -27.9% |
| News | 3269 | 1867 | 75.1% |
| Links | 2246 | 1700 | 32.1% |
| How to Contact Pageant | 1905 | 1117 | 70.5% |
| Pageant Projects | 1672 | 938 | 78.3% |
| Information Page | 1574 | 789 | 99.5% |
| List of Pageant Ethical Gifts | 1466 | 731 | 100.5% |
| Sitemap | 1455 | 700 | 107.9% |
| Frequently Asked Questions | 1399 | 631 | 121.7% |
| News Archive | 1223 | 1153 | 6.1% |
| Background | 829 | 2293 | -63.8% |
| Shape Sorter Video (2015) | 571 | 101 | 465.3% |
| Sponsorship Information | 427 | 580 | -26.4% |
| Pageant Ethical Gifts Scheme | 303 | 316 | -4.1% |
| Donate Online | 294 | 340 | -13.5% |
| Main Help Page | 288 | 261 | 10.3% |
| Membership | 268 | 280 | -4.3% |
| Members Page | 267 | 256 | 4.3% |
| Easy Fundraising | 245 | 187 | 31.0% |
| Vivace! Concert (2009) | 222 | 36 | 516.7% |

Online Donation & Fundraising We used BT's MyDonate for our online fundraising until it closed in June 2019. We now use **The Wonderful Organisation**, which doesn't make any charges, for most of our online donation, with **Virgin Money Giving** for a few activities. All details are on our fundraisers' page <http://pageant.org.uk/fr>.

Pageant Ethical Gifts Purchasing a Pageant Ethical Gift helps schools, children and villagers in The Gambia. You won't receive a banana plant or a sack of rice, but we do actually purchase the gift you choose and ensure it goes to the intended recipient in The Gambia. We don't make substitutions. Where possible, we purchase the gift in The Gambia - helping the local economy. In 2019 we introduced an online ordering and payment system, in addition to the postal based service. See <http://pageant.org.uk/gifts> for details.

Fundraise as you Shop Shop online and earn a small donation for Pageant, without your purchases costing you a penny more. Our members have used **EasyFundraising** to raise over £300. So far we only have 11 active supporters, so please sign up to help us. See details on <http://pageant.org.uk/ef>. You can also raise funds when you shop at **Amazon**. See details on <http://pageant.org.uk/smile>.

Pageant Blog The Pageant News Blog (<http://pageant-news.blogspot.com>) was launched in July 2006. Its main use is for posting news from our team members when they visit The Gambia in February and November each year. However, it is for all our members to use. Please contact me for an invitation to join the blog team if you plan to visit The Gambia and would like to post news of your trip, or if you are involved with a Pageant-related event in the UK, such as a sponsored run.

Twitter We still have a Twitter account (<https://twitter.com/pageantuk>), which has not been used for some time.

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

Dave Gray – webmaster@pageant.org.uk