

DA website report for AGM 2018

General Summary

All seems well with the DA UK website. I believe that it performs its primary functions well, and that I have been responsive to requests for changes to meetings etc.

Updating the theme: The theme of the website (the backstage structure of the site, not the dressing of fonts, colour, etc) needs updating. For example I've lost the ability to change what is in the sidebars, so the easiest thing is to install and adapt a more modern theme, This might have advantages in being for example more responsive to different devices.

Notification of new posts: This has been added recently, with all on the Intergroup email list being informed. I don't know if anyone would prefer not to get these, but it seems to me that this should be relevant for GSRs, and it would not be straightforward to just add some people and not others.

I also want it to be possible for anyone to sign up for these, but I can't implement this until I update the theme, when I can add this into the sidebar.

Video: I've added the new DA animation video to the front page. This is uploaded to our main website, rather than being streamed eg from YouTube or Vimeo. This may reduce the quality of the streaming, and please let me know if that's a problem.

Changes to the content or the look and feel: If people want changes then they should let me know, having discussed at Intergroup if it's not trivial. I only do what I'm asked to do; I don't make non-trivial content decisions myself.

Neil S, webmaster

Website costs

2017 costs

Website hosting (£50.00)	£50.00
.org.ok domain renewal 23june2017:	£7.19
Premium subscription to Wordpress Jetpack (enabling website backup) @ \$39 paid 04Jan2018	£29.80
Tablepress donation €11 (19jan2018)	£10.10
Filebase donation €11 (19jan2018)	£10.10
Total:	£107.27

2018 budget

I think the 2017 budget was reasonable, and I expect to have to renew both .org.uk, and .uk domains, which we own.

1. Support plugins

I'd like to support the same plugins (TablePress, Filebase, Jetpack at a total estimated total cost of £50

2. Domains

Renewal of org.uk and .uk domains: ~£15

3. Hosting costs

Contribution to hosting costs of £50.

3. Adding contingency

Contingency costs £25

Summary: I request £150 set aside for the website for 2017

Website analytics – who uses the DA website?

1. No. of people entering the site

2016-2017: Similar pattern (except for one spike) with slight increase in 2017:

Entrances seem to be about 50/day



Large spike 08 August 2017



Spike around day of October Convention in London



Details: Page views etc

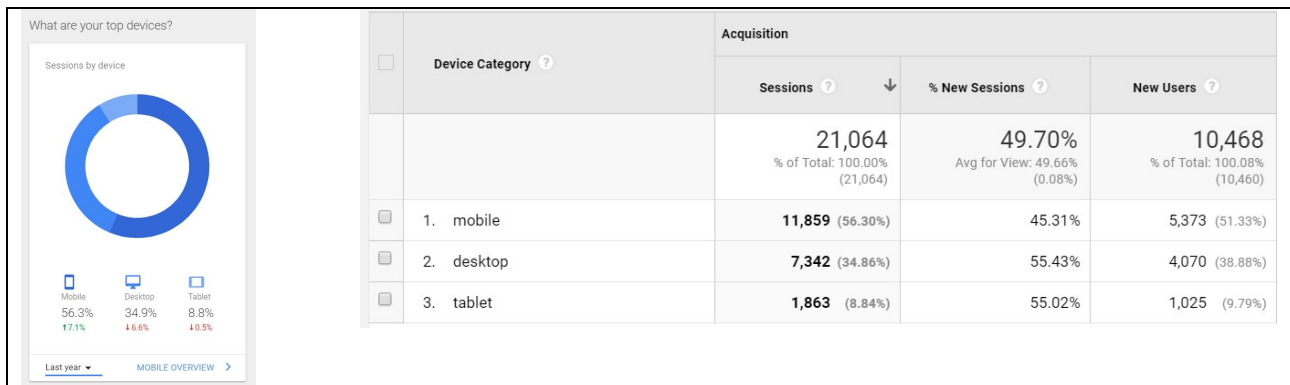
Page views 2016: av 115/day; 2017 av 138/day

2014	Pageviews 38,893	Unique Pageviews 32,253	Avg. Time on Page 00:01:13	Bounce Rate 48.54%	% Exit 38.44%
2015	Pageviews 42,088	Unique Pageviews 35,765	Avg. Time on Page 00:01:21	Bounce Rate 57.60%	% Exit 45.64%
2016	Pageviews 41,905	Unique Pageviews 34,718	Avg. Time on Page 00:01:21	Bounce Rate 53.95%	% Exit 43.97%
2017	Pageviews 50,514	Unique Pageviews 42,111	Avg. Time on Page 00:01:23	Bounce Rate 51.16%	% Exit 41.63%

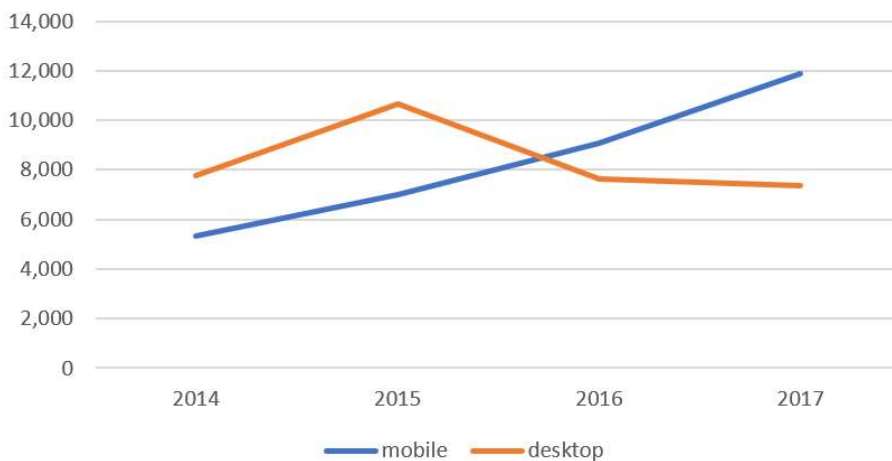
Interpretation

There seems to be a slight increase in page views in 2017 over 2016.

2. Devices used



Mobile vs Desktop



Interpretation

The most common device is now mobile (56% vs desktop 35%), with a significant change over recent years

3. What pages do people look at?

2016 – pages viewed		Pageviews	Pageviews
		41,905 % of Total: 100.00% (41,905)	41,905 % of Total: 100.00% (41,905)
1.	/meetings-in-london	10,065	24.02%
2.	/	8,566	20.44%
3.	/meetings-list	6,573	15.69%
4.	/meetings-outside-london	2,668	6.37%
5.	/am-i-a-debtor	1,842	4.40%
6.	/literature	1,717	4.10%
7.	/getting-started	1,151	2.75%
8.	/business-debtors	1,117	2.67%
9.	/how-it-works	960	2.29%
10.	/contact	760	1.81%

2017 – pages viewed		Pageviews	Pageviews
		50,514 % of Total: 100.00% (50,514)	50,514 % of Total: 100.00% (50,514)
1.	/meetings-in-london	11,410	22.59%
2.	/	11,177	22.13%
3.	/meetings-list	7,606	15.06%
4.	/meetings-outside-london	3,737	7.40%
5.	/am-i-a-debtor	2,758	5.46%
6.	/getting-started	1,848	3.66%
7.	/literature	1,579	3.13%
8.	/business-debtors	1,225	2.43%
9.	/how-it-works	980	1.94%
10.	/contact	841	1.66%

Interpretation

The pattern hasn't changed, with meeting and the home page being most popular, followed by 'Am I a Debtor?'

Location of visitors

By country 2017

Country	Sessions	Sessions
	21,064 % of Total: 100.00% (21,064)	21,064 % of Total: 100.00% (21,064)
1. United Kingdom	18,762	89.07%
2. United States	444	2.11%
3. (not set)	268	1.27%
4. Ireland	227	1.08%
5. Germany	155	0.74%
6. France	133	0.63%
7. Spain	124	0.59%
8. Italy	61	0.29%
9. India	52	0.25%
10. Australia	45	0.21%

By city 2014-16 combined

City	Sessions	Sessions
	21,064 % of Total: 100.00% (21,064)	21,064 % of Total: 100.00% (21,064)
1. London	12,138	57.62%
2. (not set)	760	3.61%
3. Bristol	261	1.24%
4. Birmingham	250	1.19%
5. Brighton	226	1.07%
6. Croydon	195	0.93%
7. Leeds	164	0.78%
8. Dublin	152	0.72%
9. Manchester	137	0.65%
10. Edinburgh	129	0.61%

Interpretation

As in the past, London and UK are overwhelmingly the most common locations.

08 Aug 2017 spike:

Visits look much the same

Page	Pageviews	City	Acquisition
	3,263 % of Total: 100.00% (3,263)		Sessions ? 1,199 % of Total: 100.00% (1,199)
1. /	1,287 (39.44%)	1. London	270 (22.52%)
2. /am-i-a-debtor	514 (15.75%)	2. (not set)	43 (3.59%)
3. /meetings-list	431 (13.21%)	3. Birmingham	39 (3.25%)
4. /getting-started	250 (7.66%)	4. Liverpool	26 (2.17%)
5. /meetings-outside-london	235 (7.20%)	5. Glasgow	26 (2.17%)
6. /meetings-in-london	120 (3.68%)	6. Leeds	23 (1.92%)
7. /how-it-works	102 (3.13%)	7. Edinburgh	22 (1.83%)
8. /contact	77 (2.36%)	8. Sheffield	20 (1.67%)
9. /useful-links	37 (1.13%)	9. Bristol	18 (1.50%)
10. /literature	35 (1.07%)	10. Manchester	18 (1.50%)

Other questions?

If there's anything else people would like to see, let me know.