Woodford Halse Village Signpost

Sixth Web Site Update : Jan – December 2016

The Woodford Halse Village Signpost web site has now been running for just over three and a half years. This report updates the details from my report last December with information from January to December 2016.

The overall picture is one of slowly increasing growth in usage.

**Summary**

- There were over 21200 web site visits in 2016 with views of over 50000 pages (compared with 18732 & 48260 in 2015), an average of over 55 visits every day.
- The number of visits was up by 13% and the number of page views up by 4% compared with 2015.
- The Signpost web site is ranked #2 (after our Wikipedia entry) on searches for "Woodford Halse" on Google. Google is by far the dominant search engine used to find our site - over 90% of searches that come to our site come from Google. Twitter has been only a small source of visits to the site this year, less than 1% of views came from there.
- We have 366 Facebook "Likes" (up from 305 last year) - these people get all our updates on their Facebook feed automatically. We also continue to post selected items to the separate, independently run Woodford Halse Community Facebook page with its 2400+ members.
- The three most popular pages were WOW (814 views) Parish Council (781 views), Meeting Minutes (573) & Events (564).
- 243 news items were put on the site in 2016. An added news items is the main reason why someone comes to look at the site.
- The most popular news items were those on Road Closures (over 3000 views in total), problems with water (over 900 views), SARA field issues, and Police Warnings. Posts typically get between 50 and 150 readings, depending on topic.
- The web site played a major role in the consultation process for the Woodford cum Membris Neighbourhood Development Plan with almost every response to the Plan being received electronically via the web site. Pages related to the Plan had over 650 hits during the consultation period and over 1100 overall.
- This year we introduced a specific "Xmas News" page to allow local businesses to publicise their Christmas activities. This has carried posts about the Blossom Shop, Social Club Events, shop club and pub opening times and local Xmas events.
- The Signpost carries fraud warnings from local police and the national fraud program. 31 new items were added. They were accessed typically between 40 and 50 times each.
- In December we carried out a survey of visitors to the site which resulted in 33 responses, These are summarised in a separate report.
- Data in this report comes from the information held by the web site software. Next year I hope to add to it with further information from the information held by Google which we can also have free access to.
John Williams
Woodford Signpost Editor
January 2nd 2017