Bressingham and Fersfield Website Report

(https://bressinghamandfersfield.org)

1st April 2022 to 31 March 2023

The website hasn't undergone any significant design or structure changes over the last twelve months; rather the existing framework has been refined and augmented. In addition to Parish Council related documentation, the website continues to host a variety of information about parish events, activities, businesses and clubs. Content updates are usually provided via the parish council clerk and chair but also by parish councillors, local committee members, church wardens and parishioners.

The website's design and functionality allow it to display all the content that is currently requested to be hosted. It would be good to see a higher level of engagement by members of the parish in terms of content suggestions and provided content. The website contact form is used on a regular, but not frequent basis. It cannot be said that the points raised are always pertinent to the website or its content; however, points and questions relevant to others are directed to the appropriate person in every case. The website could be considered to some degree, to be 'in competition' with the locally focused Facebook pages. Relevant content is therefore often taken from these pages in order to ensure the site reflects the latest local updates.

For the coming year I would wish the site to continue and increasingly be, a destination for those who are seeking both new and general information about the villages and surrounding locality. Some updates to the look and feel might also become appropriate in the next few months in order to maintain a fresh and appealing look to the site. Other means, for example a monthly photo competition, might help to drive traffic to the site and to help generate a sense of community through the site.

Website Analytics Reports

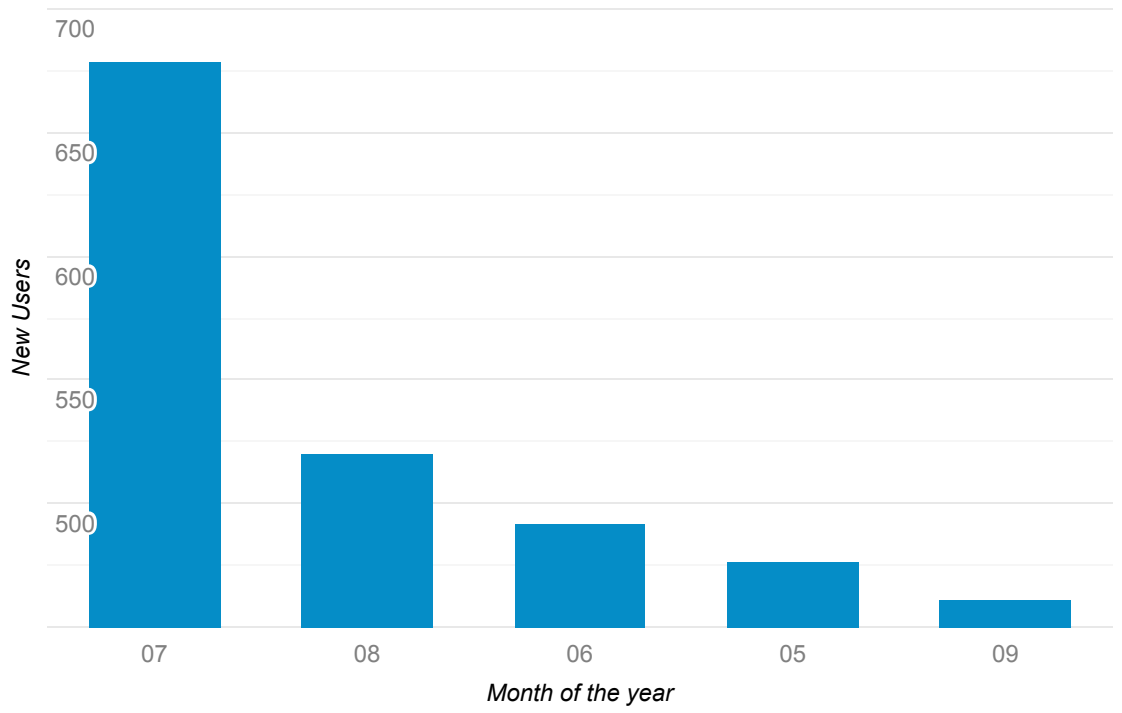
The reports on the following pages present the major traffic statistics for the website on a month by month basis. The information is presented in two reports, each spanning a period of six months.

APM

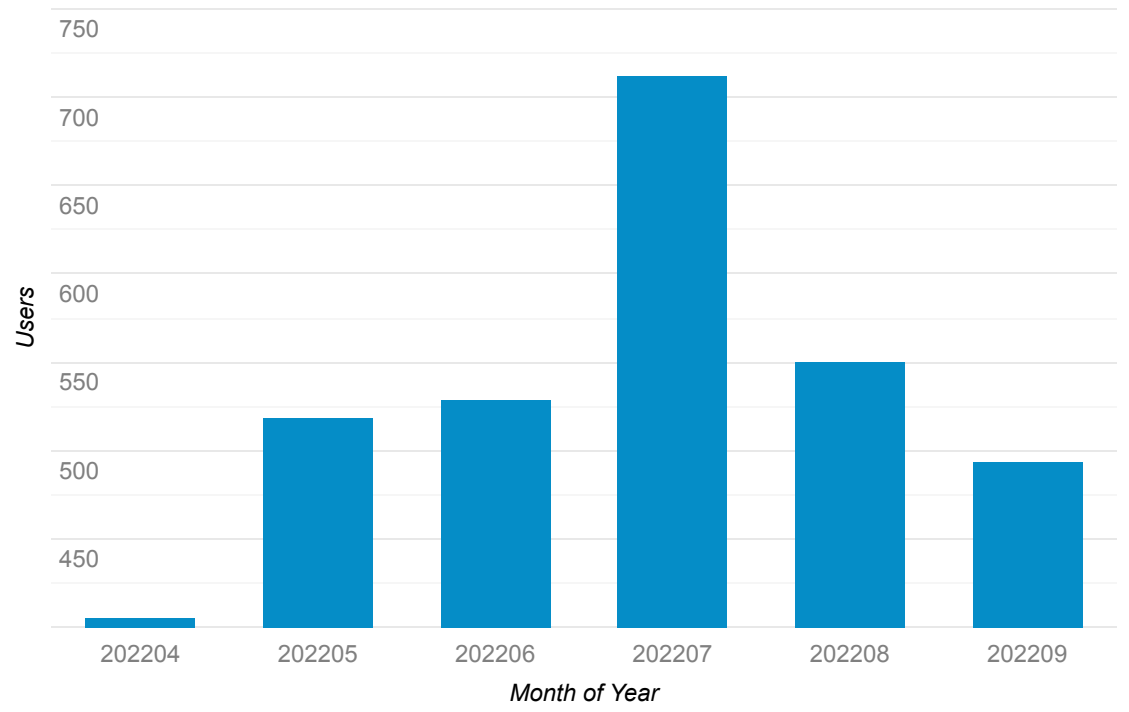
1 Apr 2022 - 31 Oct 2022

All Users
100.00% Sessions

New Users by Month of the year



Users by Month of Year



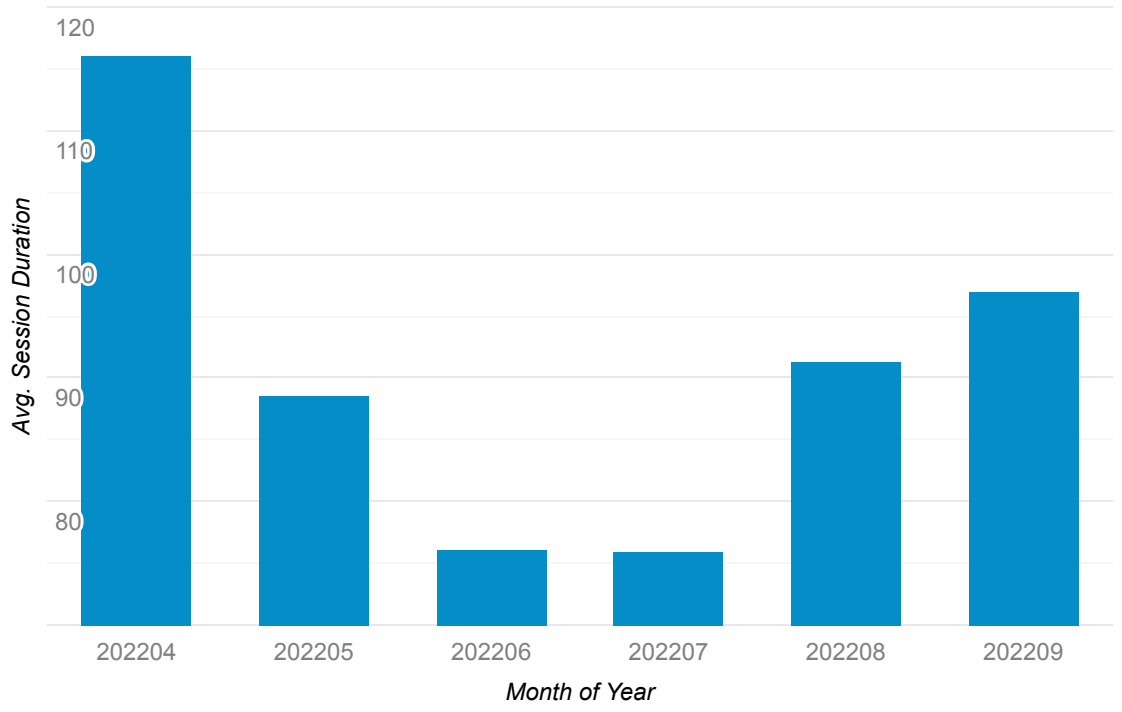
Sessions by Country

Country	Sessions
United Kingdom	3,850
United States	615
Indonesia	109
China	52
Germany	20
Netherlands	16
Canada	15
(not set)	15
France	11
Ireland	11

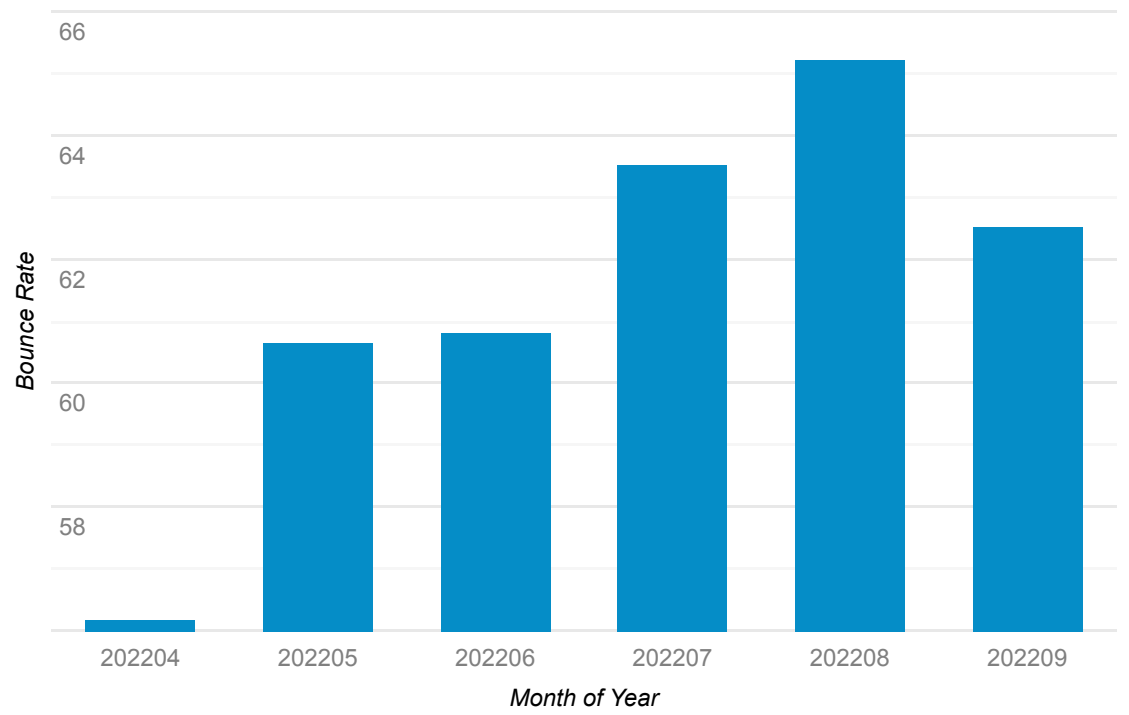
Sessions by Browser

Browser	Sessions
Chrome	1,889
Safari	1,640
'DuckDuckBot-Https	434
Edge	299
Android Browser	135
Samsung Internet	112

Avg. Session Duration by Month of Year



Bounce Rate by Month of Year



Sessions by Page

Page	Sessions
/	1,436
/404.html?page=/2022/current-news/6904/?utm_source=rss&from=	401
/parish-council/	188

Sessions by Device Category

Device Category	Sessions
desktop	2,460
mobile	2,028
tablet	338

/community/village-hall/	160
/2022/current-news/6842/	96
/directory/2022-1108/	92
/community/cock-crow/	70
/notices/plans-for-routing-of-new-electricity-cables/	61
/2021/history/6206/	57
/directory-category/visit/	57

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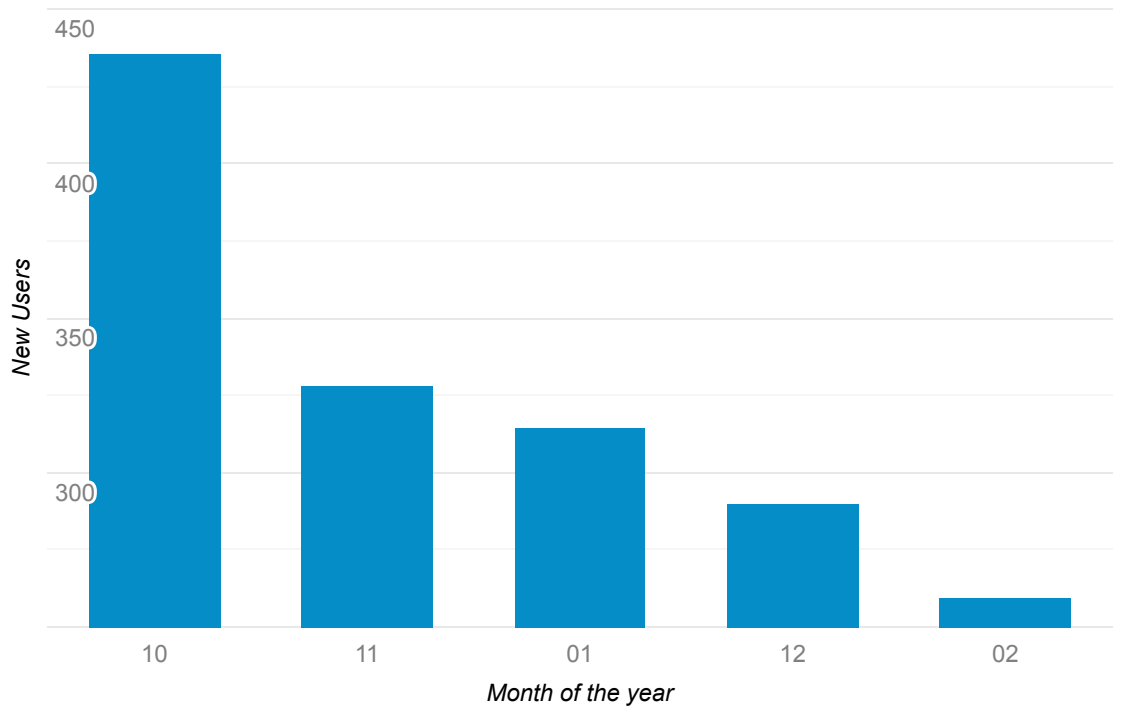
APM

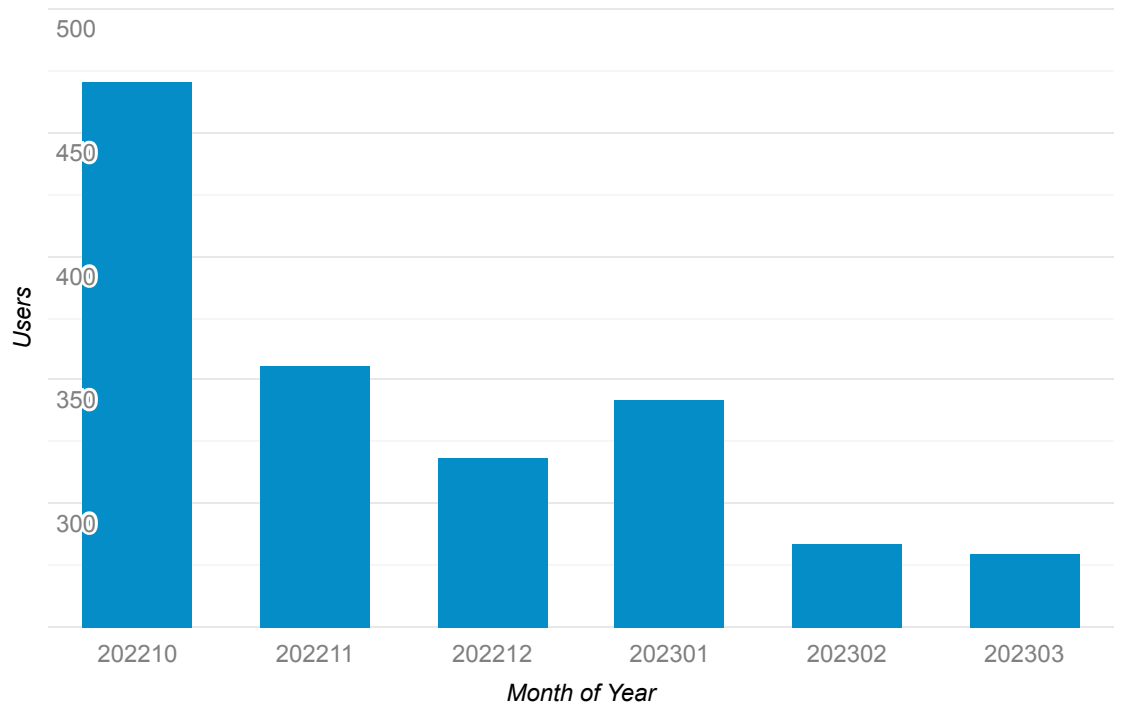
1 Oct 2022 - 31 Mar 2023

All Users
100.00% Sessions

New Users by Month of the year



Users by Month of Year



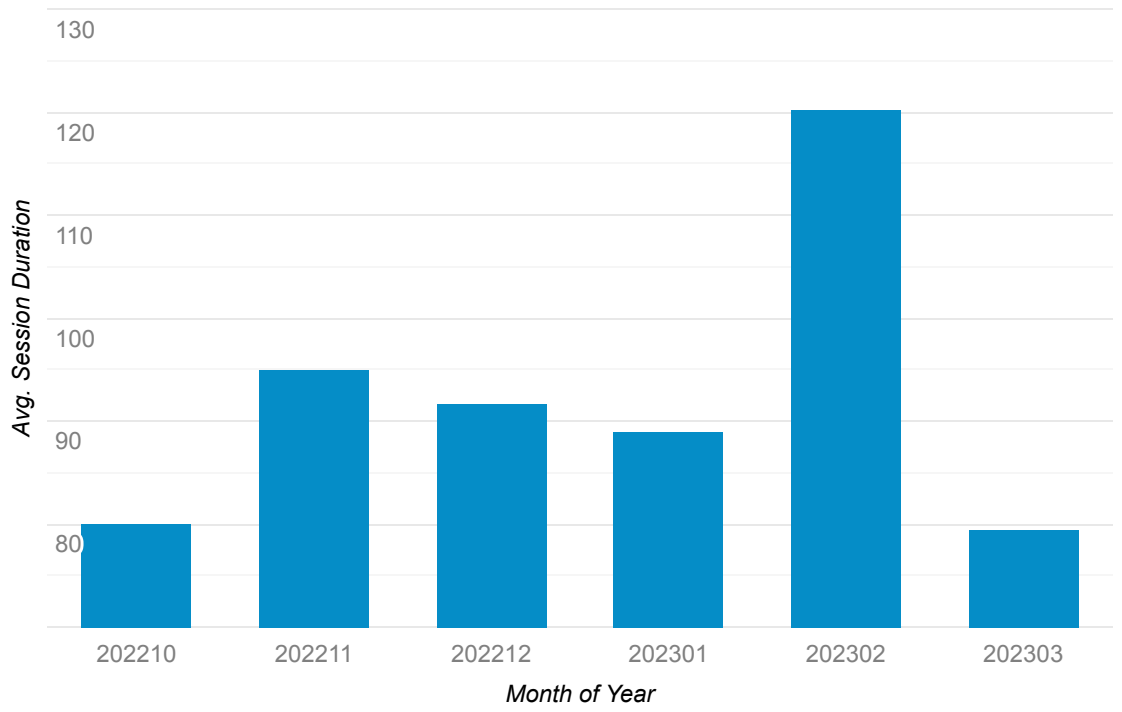
Sessions by Country

Country	Sessions
United Kingdom	2,363
United States	187
Mexico	26
Canada	22
Germany	20
China	19
Spain	17
Indonesia	17
Singapore	16
France	11

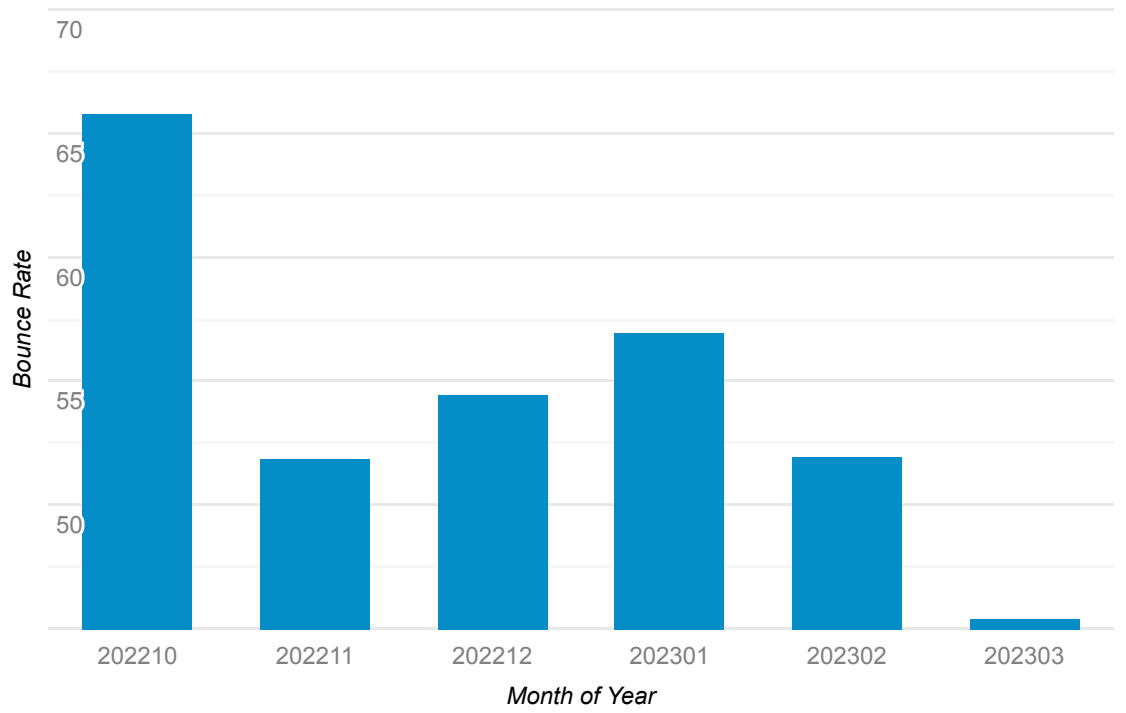
Sessions by Browser

Browser	Sessions
Safari	1,163
Chrome	1,112
Edge	187
Samsung Internet	77
Firefox	65
Android Browser	59

Avg. Session Duration by Month of Year



Bounce Rate by Month of Year



Sessions by Page

Page	Sessions
/	1,019
/directory/2022-1108/	121
/parish-council/	99
/category/current-news/	78

Sessions by Device Category

Device Category	Sessions
desktop	1,471
mobile	1,088
tablet	218

/community/village-hall/	73
/404.html?page=/2022/current-news/6904/?utm_source=rss&from=	68
/2021/history/6206/	54
/directory/bread-workshops/	51
/directory/diss-leisure-centre/	44
/directory/local-footpaths/	38

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