

Report for Annual Parish Meeting – Web Site

I took over from Chris Hamilton as the WebEditor in November 2020. This coincided with a decision to develop a new website to be designed and hosted by Suffolk Cloud who have worked with a number of other Parish Councils in Suffolk.

The new web site went live in February 2021 and has been completely refreshed and has a new design which should promote accessibility and ease of access and can be used with screen readers.

Visitors to the site should find it easy to navigate with the home page offering quick access to information about the Parish Council, St Mary's Church, the Local Community and Earl Stonham Village Hall as well as links to key pages and documents for download. There are also a number of menu buttons at the top of the page that will take visitors to specific information which may be of interest, including a What's On Page which contains dates of forthcoming events.

The content (including photography galleries) from the previous web site has been archived.

Suffolk Cloud set up Google Analytics for us to provide us with a range of web site data, for example, in the last 90 days:

- The % of users accessing the web site by device – Desktop (56.2%), Tablet (11.4%) and mobile (32.5%)
- There have been 1,113 pageviews with the most popular pages
 - Home Page (282)
 - The Recorder (50)
 - Parish Council (48)
 - Parish Councils Meeting dates (46)
 - Business Directory (39)
- The majority of visits to the site take place between the hours of 07.00 and 20.00 and are fairly evenly spread across the week.
- 80% of visitors are from the UK, but 11% are from China, 6% from the USA and we have even had 1 user from New Zealand.

Councillor Mark Gillett

28 April 2021