

Blackwood Uniting Church Website Report – May 2014

The goals of our BUC website (<http://blackwood.unitingchurchsa.org.au>) have always been to provide an information source for our own members as well as reaching out into our wider community. Our website continues to develop both in terms of content provided, but also in terms of the numbers of people reached.

The Audio Downloads page has been one of our newer and more exciting developments led by the IT Team and Ray Bown. Seeing that it now ranks 5th in Pageviews is excellent! About a quarter of the people viewing this page are return visitors and I have to say if you have missed a service or would like to listen to one again, you will find it well worth your while.

Many of our community outreach pages (Community Program, Continuing Learning, Playgroup, The Shed and Messy Church) are running neck-and-neck with Reflections which always gives people “Something to Think About”.

A quick look at the details of our “audience” shows that the numbers of Visits (see definitions below table) has gone up from an average of around 250 visits a month to just under 600! Over this time the number of New Visitors has increased from around 50% of visitors to over 70% in the last couple of months; however people are spending less time visiting the pages of the website than before.

This last month, April, is a bit of a one-off because of both Easter and ANZAC Day. Let there be no doubt that these events create great interest in our church community as you can see below with 815 Unique Visitors accessing the site compared to a more normal rate of 465 (over the previous month). Having said that, it is surprising to see a drop-off in the run up to Christmas!? I have included a table at the end of this article showing the top 25 of our pages according to their Pageviews; it provides some interesting and surprising insights.

BUC Website Audience Overview

	Visits	Unique Visitors	Pageviews	Pages / Visit	Avg. Visit Duration	% New Visits
1 - 31 Oct 2013	285	207	1,184	4.15	0:03:58	56.84%
1 - 30 Nov 2013	238	128	1,017	4.27	0:05:59	38.24%
1 - 31 Dec 2013	205	136	766	3.74	0:05:57	46.83%
1 - 31 Mar 2014	582	465	1,466	2.52	0:02:31	72.34%
1 - 30 Apr 2014	977	815	1,967	2.01	0:01:52	76.15%

Visits – number of people accessing our website

Unique Visitors – number of individual people accessing our website, not just the same person visiting more than one time that month

Pageviews – total number of pages viewed

Pages / Visit – average number of pages viewed by each visitor

Avg. Visit Duration – average time spent on our website by each visitor

New Visits – people who have not accessed our website before

We always have more room for people who would like to share further development ideas for the website or get involved. Perhaps you have a particular area of interest you'd like to see made available? Don't worry about needing to be a geek – it's all pretty easy (I promise!) and training will be provided. Please get in touch with Karen Collins via buc.website@gmail.com.

BUC Website Pageviews: 1 – 30 April 2014

	Page	Pageviews	Unique Pageviews
	TOTAL FOR MONTH: 1 - 30 April 2014	1,967	1,581
1	/events/regular-events/blackwood-anzac-vigil-dawn-service/	383	360
2	/ (Home page)	335	208
3	/events/regular-events/easter/	54	49
4	/groups/community-program/	52	41
5	/downloads/audio-downloads/	41	34
6	/about-us/leadership/ministers/	39	35
7	/events/coming-events/	34	24
8	/groups/community-program/continuing-learning/	27	14
9	/contact/	26	21
10	/groups/family-ministry/roundabout-playgroup/	25	22
11	/reflections/	23	17
12	/2014/04/04/rainbow-easter-service/	22	17
13	/downloads/	22	11
14	/events/	21	17
15	/groups/family-ministry/roundabout-playgroup/crafts/paper-plate-umbrellas/	20	20
16	/2014/04/17/belair-autumn-treasure-market/	19	17
17	/about-us/	18	8
18	/groups/family-ministry/roundabout-playgroup/crafts/patty-pan-flowers/	18	17
19	/groups/community-program/the-shed/	17	10
20	/news/	17	7
21	/about-us/spaces-to-book/weddings/	15	10
22	/groups/familyministry/messychurch/	15	12
23	/contact/map/	14	12
24	/2014/04/04/belairautumntreasuremarket/	13	7
25	/2014/04/24/magareyorchard/	13	13