

## Website report for 2019

The numbers of people looking at the website are quite low, so these statistics are just a rough guide:

	<b>2018</b>	<b>2019</b>
Visitors per day	44.0	42.6
This Week Sheet downloaded per week.	48	44

The downloadable files were downloaded the following times:

	<b>2018</b>	<b>2019</b>
Interment of Ashes and Fees	377	141
Bereavement	238	69
Wedding FAQs	192	135
Worried about a child	186	97
Child Protection Policy	168	95
Funeral information	151	114
Data Protection Policy	-	123

It seems very surprising that there was much less interest in funerals in 2019. Would having no vicar make that difference? Also, why was there more interest in Data Protection than weddings?!

Most popular This Week Sheets and, perhaps, why:

<b>2018</b>			<b>2019</b>		
11 February	76	<i>Ash Wednesday</i>	27 October	74	<i>Fauré Requiem / Memorial service</i>
1 July	75	<i>Car Boot Sale</i>	22 September	66	<i>Vicar interviews</i>
30 September	68	<i>Two funerals?</i>	13 October	65	<i>Retreat?</i>
7 October	68	<i>Jim's leaving?</i>	20 October	58	?
28 October	65	<i>Service of Memory?</i>	10 November	58	<i>Remembrance Sunday</i>

It's always a fun game to try and work out what people are interested in, but there does seem to be a time of popularity for the This Week Sheet each autumn.

Number of times each page of the website was viewed:

	2018	2019	
News and Events	5,807	5,712	<i>The TWS is found here</i>
Contact Us	1,350	1,282	
About Us	1,031	1,038	<i>Our vision statement</i>
Life at St Mary's	1,019	1,349	<i>Our photos</i>
Services	884	837	<i>Details of service times</i>
Funerals	765	707	
Bellringers	686	342	
Weddings	589	415	
Find Us	537	456	
Social Groups	532	470	
Music	456	445	
Booking our facilities	386	595	
Study Groups	382	385	
Stewardship	345	295	
Baptisms	335	343	
Junior Church	292	267	
Worried about a child	161	321	
GDPR	-	74	

People aren't more worried about a child, it just didn't exist as a page until part-way through 2018.

Most interestingly, I can see what people enter the website to find, (in other words, what their starting point is) and it's no surprise that News and Events comes out highly as I send out an email with a link to that page each week. Other than that, people are searching for information on Funerals and for Booking our Facilities. Interestingly, very, very few people are searching for Worried about a Child, yet, everyone who ends up there downloads the information. It's also quite a surprise that very few people are searching for Weddings, and even fewer looking up what time the services are!

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4th February 2020