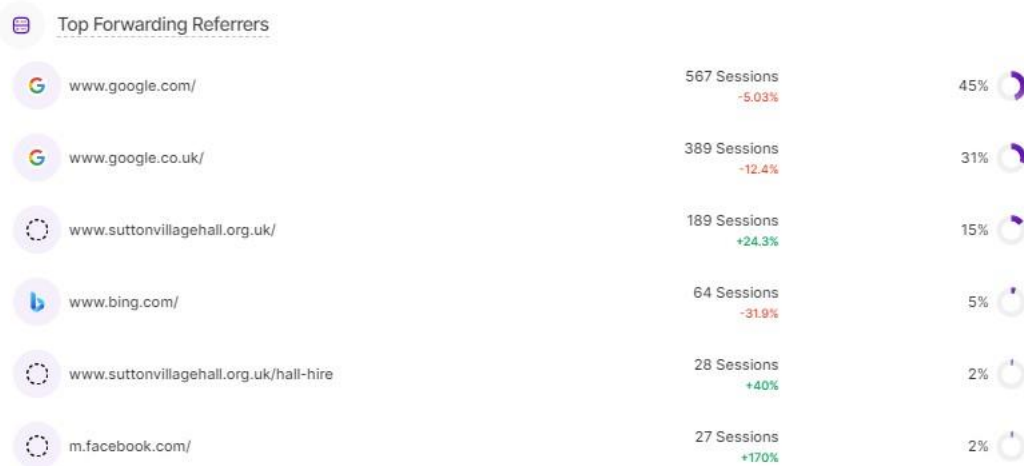


Sutton Village Hall website report Nov 2022-Nov 2023

1. How visitors access the website

The majority of new visitors find the website by searching on Google (76%). 15% use the URL directly, perhaps after seeing it on a poster, etc. or by saving the link as a Favourite. Others are using Bing as their search engine and a small number have reached the site via the Sutton Facebook page and Joe Broughton's Facebook page.



2. Google search performance

Searches for "Sutton" on Google has presented links to our website 11,627 times in just the past three months. This is surprisingly high until we understand that there are 30 other towns named Sutton in the UK! Our website is coming out high in the results offered by Google, but the click-through rate (where people select our link) is very low. That is simply because we are not the particular Sutton that many people are looking for.

Google Search Console

Site performance on Google i

Last 90 Days

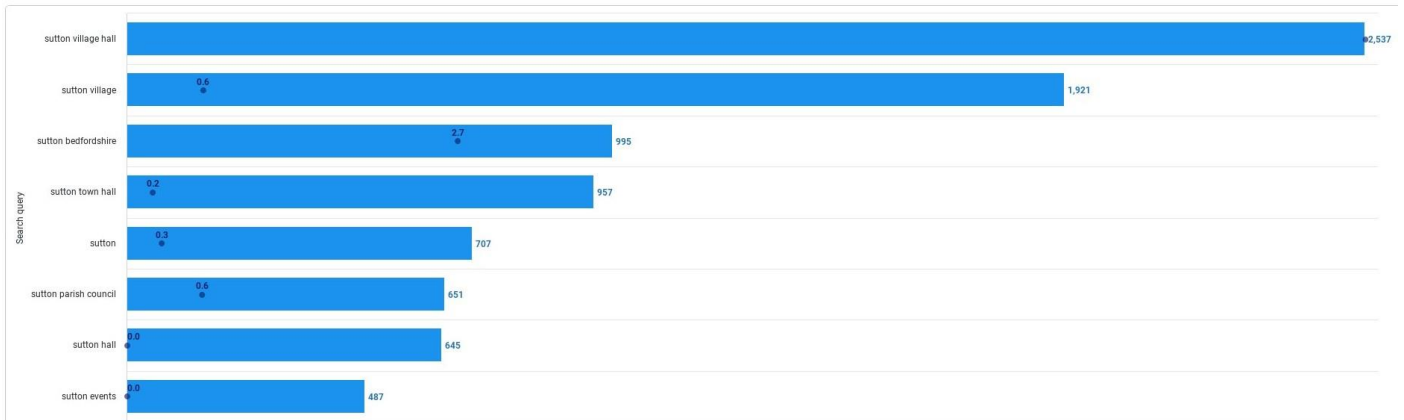
Google last reported data: 11/6/2023

Total performance over time



3. Top search queries

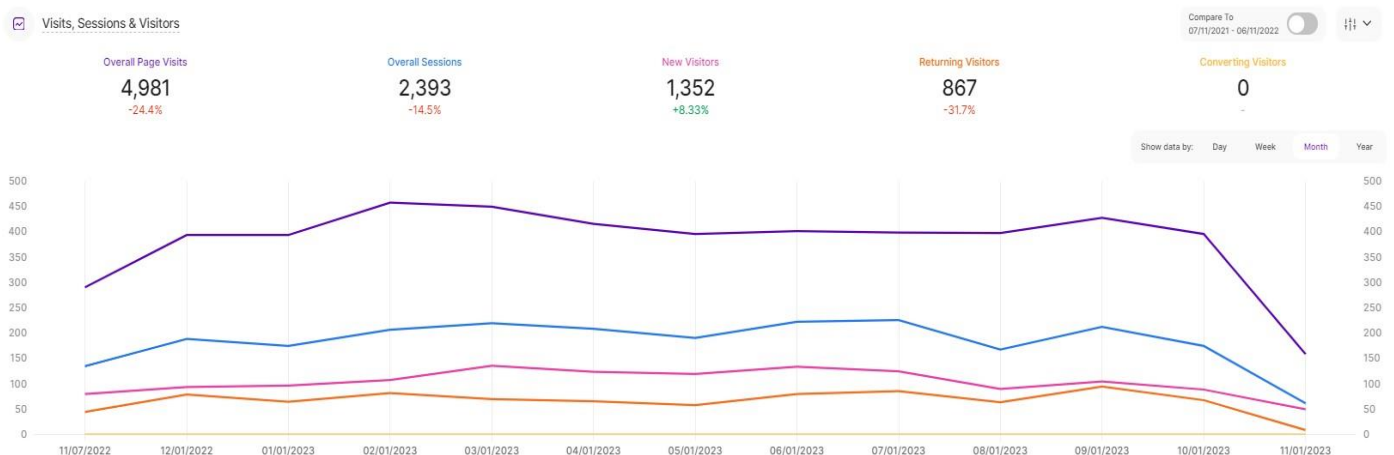
The top search terms that visitors use to access the website are: “Sutton Village Hall”, “Sutton village” and “Sutton Bedfordshire”. The click-through rate is highest for the more specific search term of “Sutton Bedfordshire”.



4. Number of sessions

Over the past 12 months, the website has been accessed 2,393 times. Given that 4,981 pages were visited in total, we can see that on average, a typical session will involve viewing 2 pages, which could indicate that people easily find what they need.

Of the total 2,393 sessions, 1,352 are new and 867 are returning sessions where people may be checking details for hall hire, keeping up to date with events, etc.



5. New versus returning visitors

The total number of **people** (rather than sessions discussed above) using the website over the past 12 months is 887 (previously 753). Of these, 66 people are using the website regularly to keep up with events, etc. This represents a 43% increase on last year's figure of 46 people.

New vs returning visitors

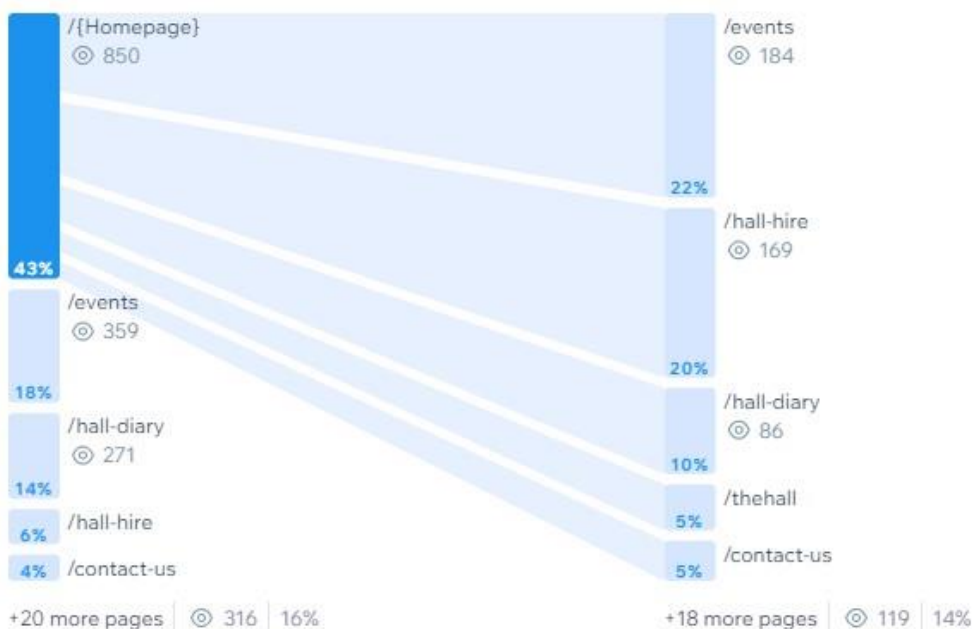


6. Most viewed pages

Following the Homepage, the most viewed pages are Events, Hall hire, Hall diary, the Hall and Contact us.

Top navigation flows

Entry page

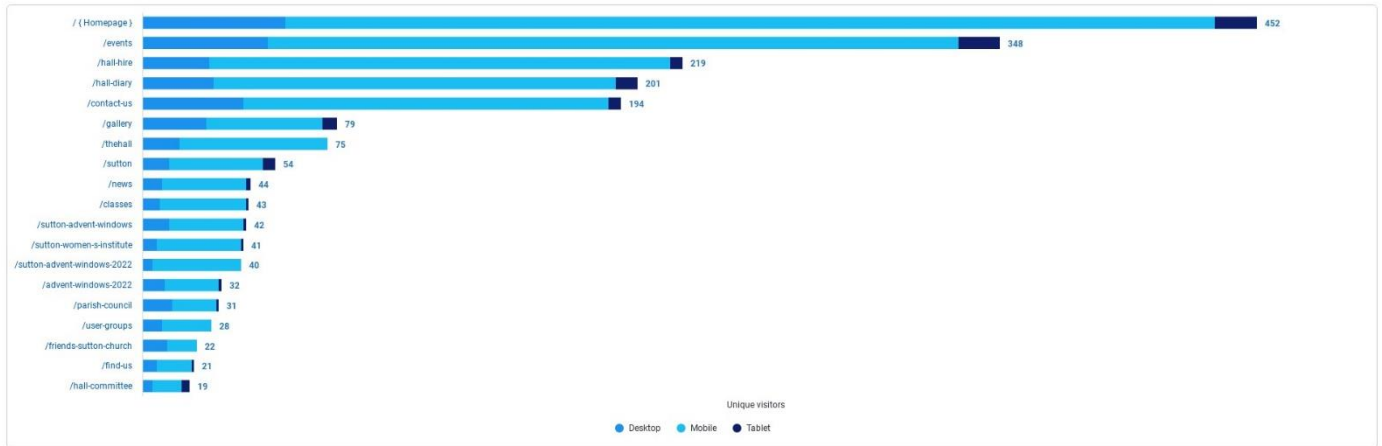


7. Access by device type

The majority of visitors now access the website using their mobile phone rather than a PC, laptop or tablet. The website is optimised for viewing on all three types of device.

Page Visits (split bar)

Select a time period is in the last 365 days Top pages is 19 Select a measure is Unique visitors Split by is Device type Exclude bots is Yes



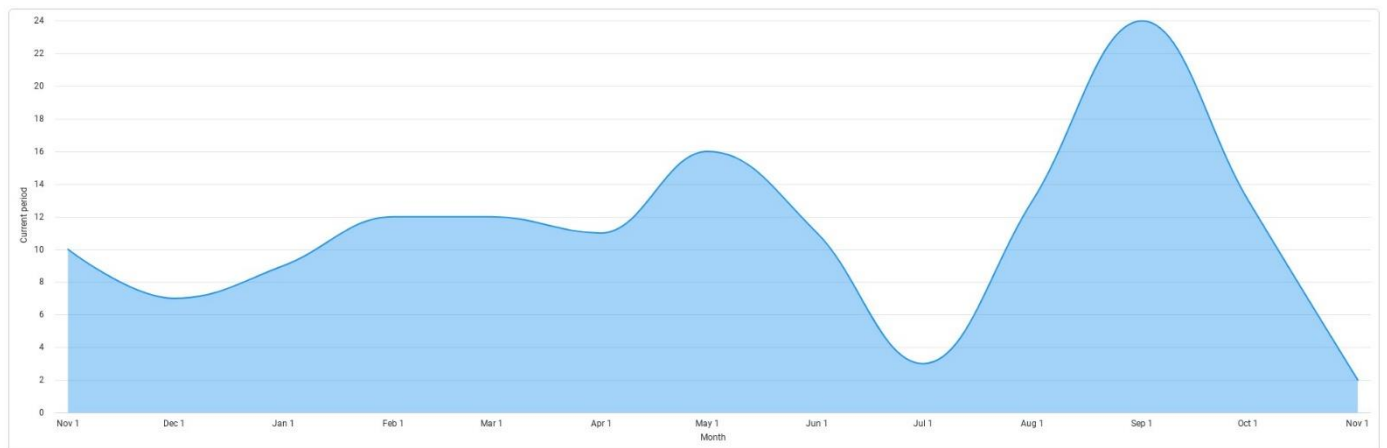
Generated by Looker on November 6, 2023 at 7:22 PM UTC

8. Number of contacts

226 people (an increase from 130 last year) have contacted us using the contact form over the last 12 months, mainly to hire the hall for classes and parties, and to book tickets for events. The rate is fairly evenly distributed over this time period, except for a significant dip during July for the summer holiday period followed by an increase in bookings in September.

Contacts over time (graph)

Select a time period is in the last 365 days Compare to is None Group by is Month Exclude Deleted is Yes



Generated by Looker on November 6, 2023 at 7:47 PM UTC

9. Usability

The site compares well with other not-for-profit and community websites when it comes to people finding the website, finding something of interest and coming back to look at it again. Bounce rate (where someone comes to the website and leaves immediately) stands at 43%, better than the benchmark of 50% for similar community websites. On average, users spend just over 4 minutes viewing the website, spending longest on the Gallery and, over the festive period, the Advent Windows pages.

10. Speed

The site has been stable with no downtime and loading speed is fast at 1.3 seconds (compared to 1.6 last year) on desktop and 1.7 seconds on mobile. As a comparison, the benchmark average page load time for websites on desktop is 2.5 seconds on desktop and 8.6 seconds on mobile (*Source: 2023 Website Loading Times Report*).

11. Running costs

We currently hold a subscription with Wix to host the website costing £230.30 for the next 2 years, until October 2024.