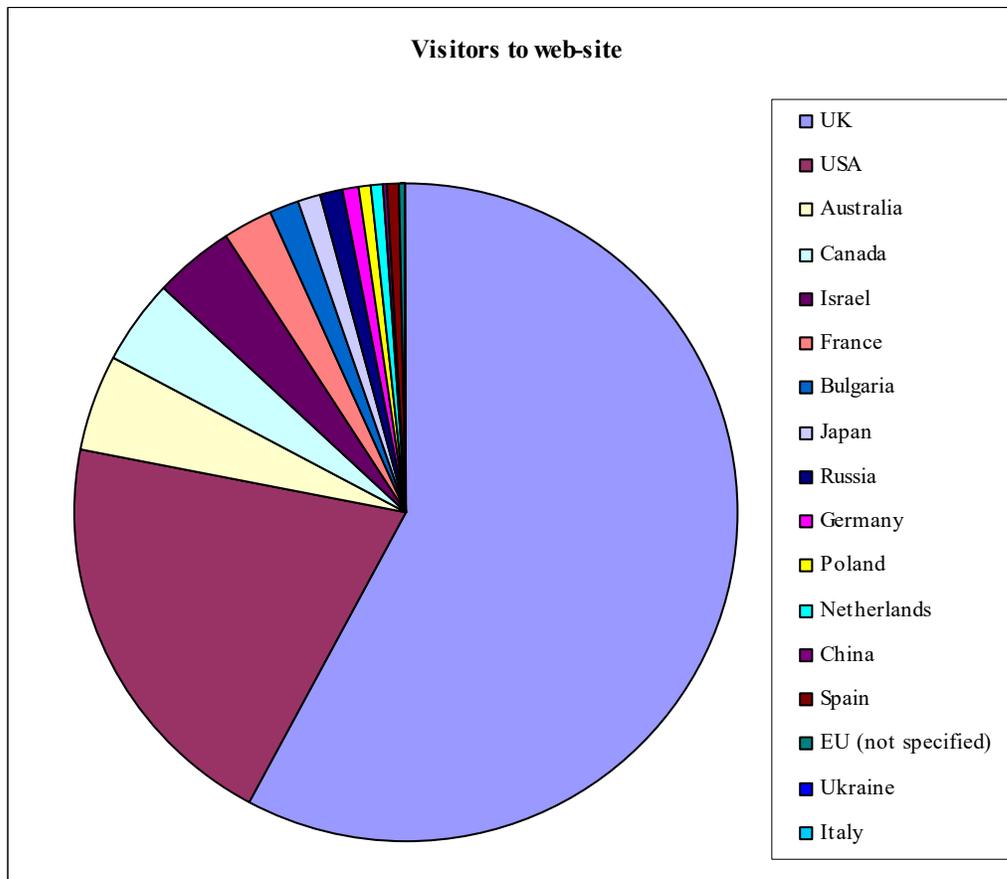# Who visits our web-site?

Moving the Society's web-site to a new hosting service has had some additional benefits, since we can now get information on visitors to the site and which pages they visit. Some interesting facts have emerged from our first 5 months of operation on the new site.
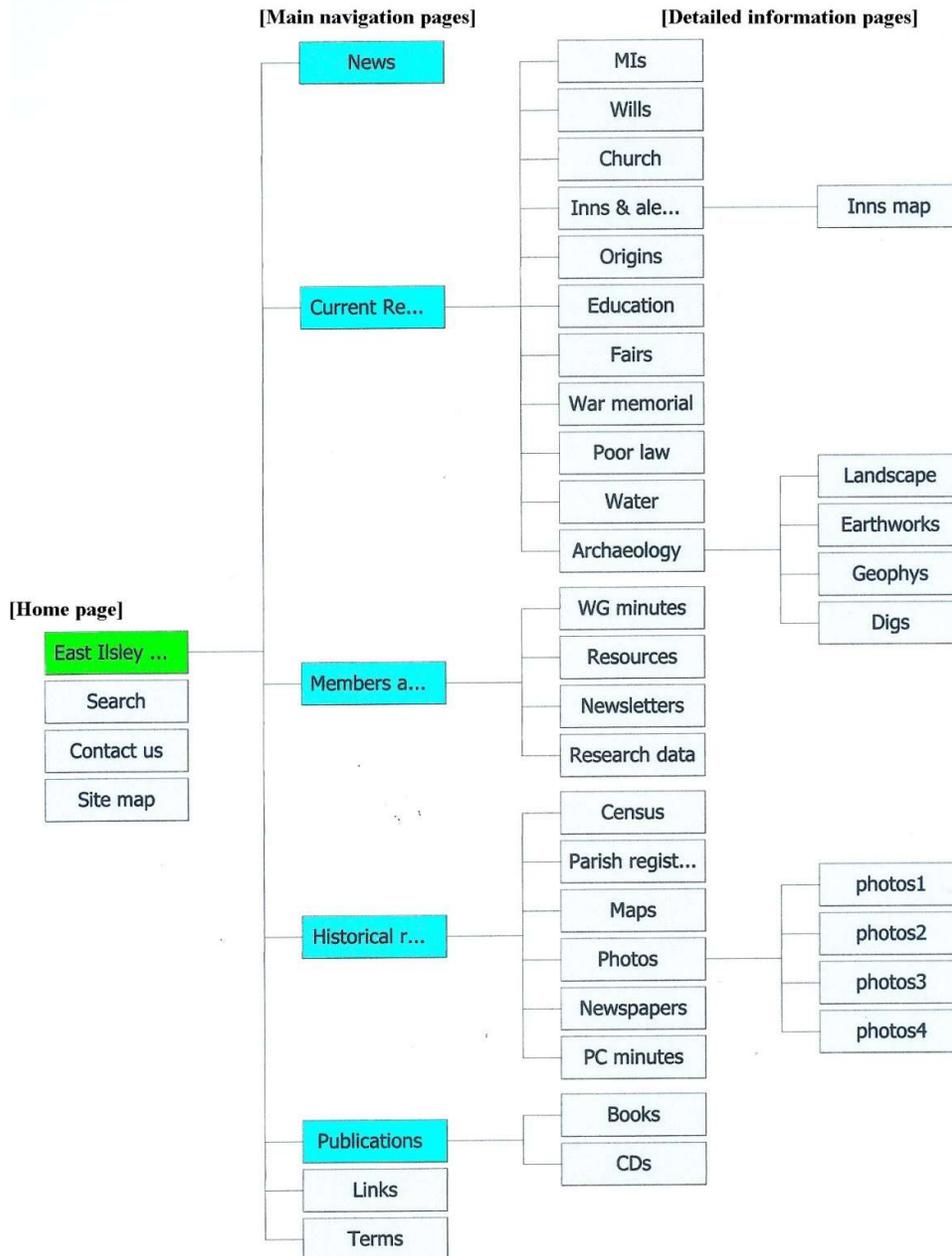
We now get an average of 85 to 90 unique visitors to the site each month. As expected, the majority of these are in the UK (58%) but a surprising range of countries is covered by the remaining visitors. The usual English-speaking nations are well represented – USA, Australia and Canada – but for some reason, no visitors from New Zealand. But there are some unexpected countries represented as well – not just one visit (which could be by accident) but multiple visits – see chart below.

Visitors to web-site

Legend: UK, USA, Australia, Canada, Israel, France, Bulgaria, Japan, Russia, Germany, Poland, Netherlands, China, Spain, EU (not specified), Ukraine, Italy

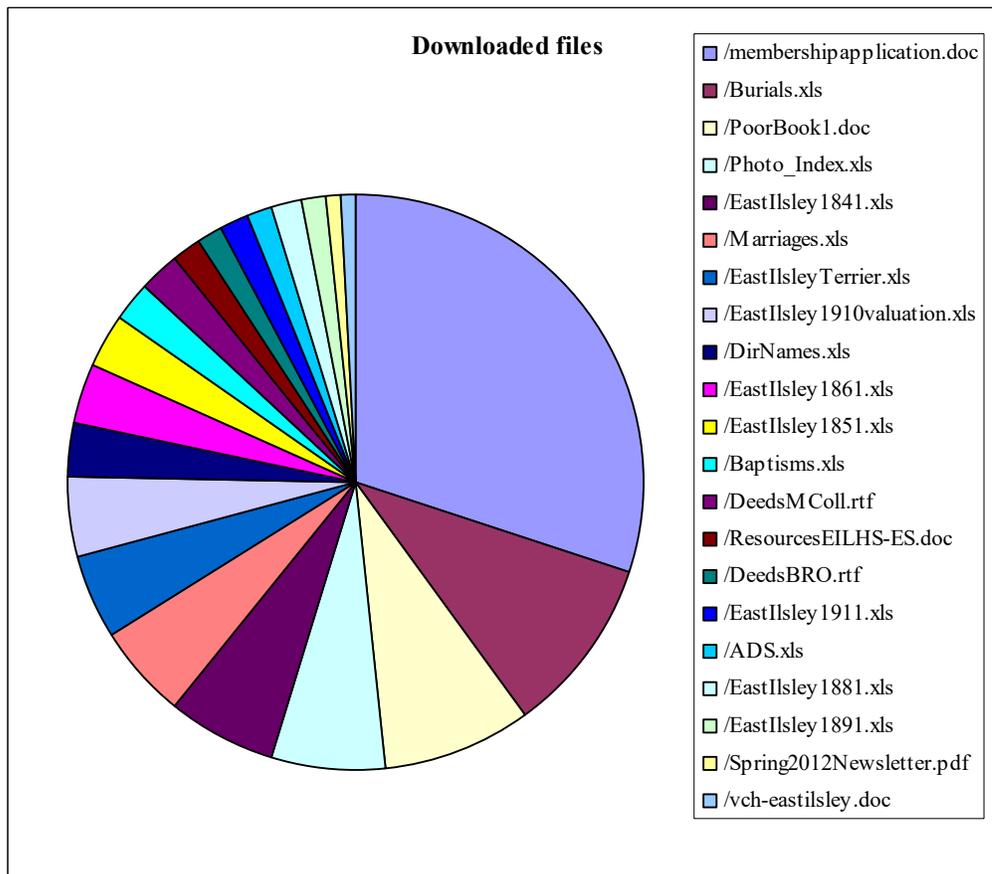**Countries represented in visitors to our web-site**

Another very useful piece of information is how long each visitor spends looking at the site. In this age of short attention spans, perhaps it's not surprising that 68% of visitors spend less than 30 seconds on the site. If they don't find what they want very quickly, they are gone. This highlights the need to make it clear to visitors on the home page as to what is available on the site. Those who do stay to browse generally spend up to 5 minutes on the site. About 10% of our visitors spend longer than this, in some cases more than an hour.

So which pages are most visited? Most visitors will arrive via our home page and then navigate to their particular areas of interest. So the home page and the next level of navigation pages are well used. Once we get down to the detailed information pages, the photos pages are the most popular pages but most of the research areas are looked at quite frequently.

[Main navigation pages]   [Detailed information pages]

News

Current Re...
- MIs
- Wills
- Church
- Inns & ale... — Inns map
- Origins
- Education
- Fairs
- War memorial
- Poor law
- Water
- Archaeology
  - Landscape
  - Earthworks
  - Geophys
  - Digs

[Home page]
East Ilsley ...
Search
Contact us
Site map

Members a...
- WG minutes
- Resources
- Newsletters
- Research data

Historical r...
- Census
- Parish regist...
- Maps
- Photos
  - photos1
  - photos2
  - photos3
  - photos4
- Newspapers
- PC minutes

Publications
- Books
- CDs
Links
Terms

Structure of our web-site – home page (green), main navigation pages (blue) and detailed information pages

In our members' area of the web-site, there are a range of files available to download. These include parish registers, census listings and many other documents. At the moment, the Burials listing and the transcription of the first Poor Book are the most popular downloads apart from the membership form. Other documents which are not easily available elsewhere on-line are also popular, for example, the Terrier of 1831 and the Valuation Survey of 1910. Census listings are not so often downloaded by our members, as these are available on-line nowadays.

Downloaded files

Legend:
- /membershipapplication.doc
- /Burials.xls
- /PoorBook1.doc
- /Photo_Index.xls
- /EastIlsley1841.xls
- /Marriages.xls
- /EastIlsleyTerrier.xls
- /EastIlsley1910valuation.xls
- /DirNames.xls
- /EastIlsley1861.xls
- /EastIlsley1851.xls
- /Baptisms.xls
- /DeedsMColl.rtf
- /ResourcesEILHS-ES.doc
- /DeedsBRO.rtf
- /EastIlsley1911.xls
- /ADS.xls
- /EastIlsley1881.xls
- /EastIlsley1891.xls
- /Spring2012Newsletter.pdf
- /vch-eastilsley.doc

Most popular downloads

So how can we use the information generated by these statistics? Here are some possible suggestions – what do you think?

- We could highlight some of the more unusual documents available to members, to help increase our membership for the future.
- Photos are always popular so perhaps we should look at putting a wider range on the site.
- The News page is often accessed, so we could use this to highlight some of the research topics in progress

Any other ideas would be welcome – please contact any member of the research group if you have any suggestions.