

# Sutton Village Hall website report Nov 2023-Nov 2024

## 1. How visitors get to the website

### People

A total of 1077 people accessed the website over the past 12 months, a notable increase of 21% compared with 887 people in 2022-2023.

The most frequently used path to the website is using Google search, accounting for 714 visitors. The next most used route with 429 visitors is direct access using the URL [suttonvillagehall.org.uk](http://suttonvillagehall.org.uk) eg after seeing the URL on a poster, leaflet, etc., or using the link we send in response to contact via the website. Returning visitors may also have accessed the website directly by saving the link as a favourite or shortcut.

### Sessions

If we look at the number of sessions (ie the total number of times people have viewed the website), we see that there has been a 35% increase in direct access and a 29% increase in Google searches.

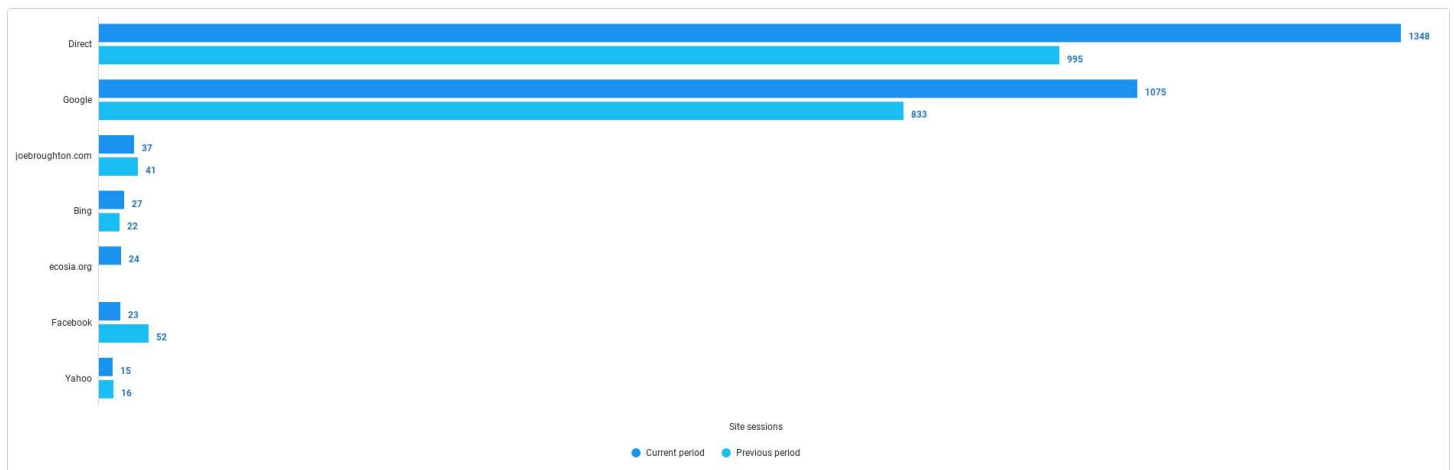
The remaining sessions are directed from:

- Joe Broughton's website (37)
- Facebook (23 down from 52)
- search engines Microsoft Bing (27), Yahoo (15) and Ecosia (24 up from 0!)

*Note: [Ecosia](http://Ecosia) is a non-profit company that supports the environment and claims to be more ethical than Google. It uses Bing's search engine and invests its profits in tree-planting projects with over 219 million trees planted worldwide.*

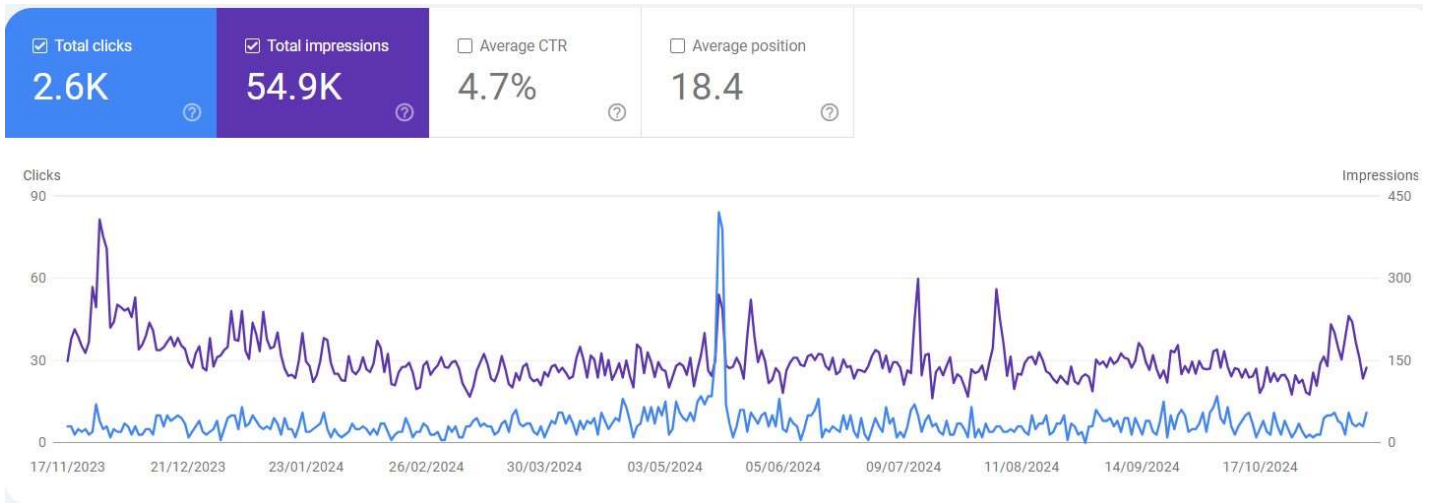
### Marketing & Seo Traffic By Referring Sites

Select a time period is in the last 365 days   Compare to is Previous period   Items to show is 7   Select a measure is Site sessions   Group traffic by is Traffic source   Attribution model is Last interaction



## 2. How easy is it to find us on Google?

Searches on Google returned links to our website 54,900 times in the last 12 months (up 17%). These links were clicked on 2,600 times to get to the website, ie a click rate of 4.7%. This figure is low because most are searching for information on the 30 other towns named Sutton in the UK – we’re usually just not the particular Sutton that most people are looking for! If someone searches on “Sutton” we have a lot of competition and our link displays far down on the list of suggested links because we have such a small population and reach.

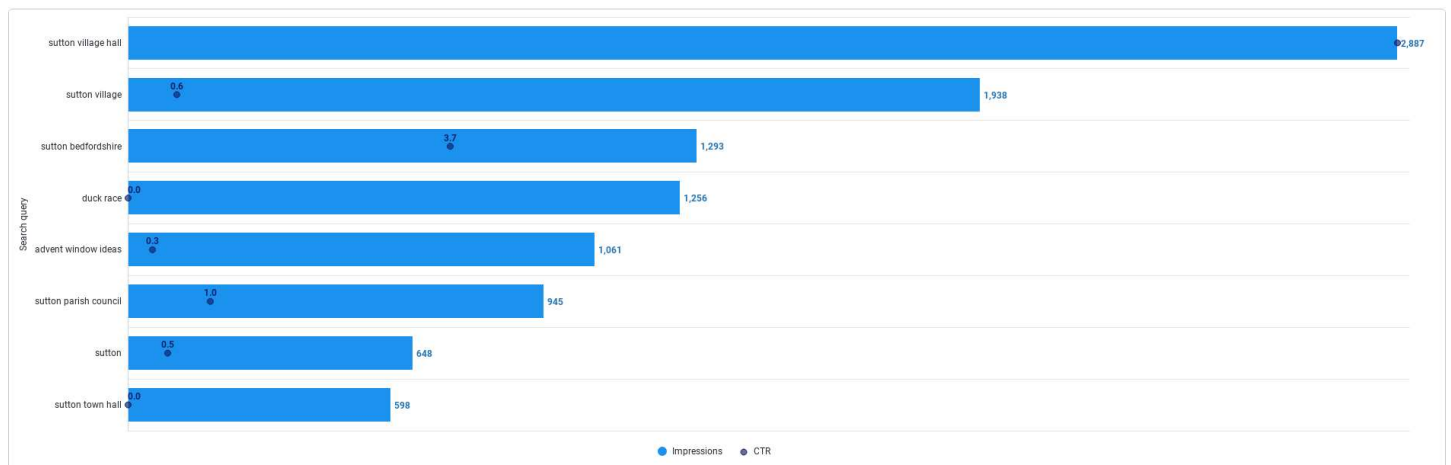


## 3. Top search queries

The top search terms for which Google returned a link to the website are: “Sutton Village Hall”, “Sutton village” and “Sutton Bedfordshire”. The more specific term “Sutton Village Hall, Bedfordshire” ranks top in the Google list of results and “Sutton Parish Council” ranks fairly high, while “Sutton Village Hall” has the highest click through rate. Google also lists our link in response to searches such as “Hall hire near Sandy”, “duck race”, “advent window ideas”, etc.

Gsc Top Queries Comp Y Axes

Select a time period is in the last 365 days Queries to show is 8 Select a measure is Impressions Select a rate is CTR



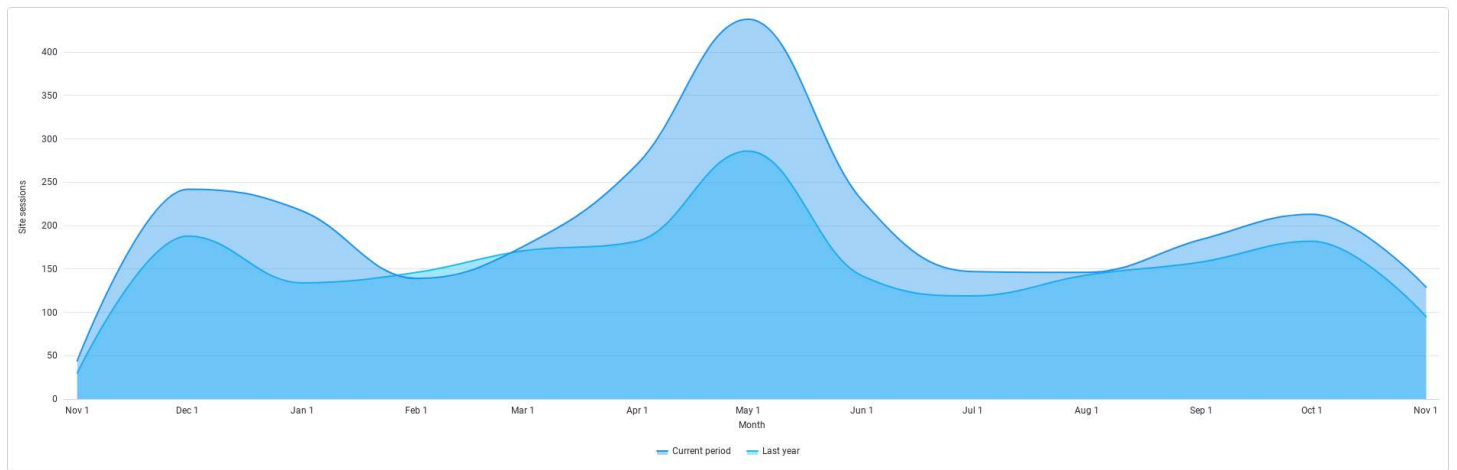
## 4. How often people visit the website

Over the past 12 months, the website has been accessed 2,574 (up from 2,393) times and 6,464 (up from 4,981) pages were visited in total, a 30% increase. On average, a typical session involved viewing 2-3 pages for just over 4 minutes.

Date ↓	Page views	Site sessions ⓘ	Unique visitors	Bounce rate ⓘ	Avg. session dura... ⓘ
<b>Summary</b>	6,464	2,574	1,077	50%	4m, 8s
01/11/2024	274	128	72	58%	3m, 51s
01/10/2024	647	213	107	50%	3m, 42s
01/09/2024	537	184	97	45%	4m, 29s
01/08/2024	359	146	90	45%	2m, 48s
01/07/2024	352	147	83	48%	2m, 40s
01/06/2024	555	229	128	52%	4m, 4s
01/05/2024	921	438	264	54%	3m, 30s
01/04/2024	613	271	133	52%	2m, 56s
01/03/2024	454	176	107	50%	3m, 14s
01/02/2024	307	139	76	58%	4m, 50s
01/01/2024	631	217	107	47%	6m, 49s
01/12/2023	710	242	92	45%	6m, 7s

### Traffic Over Time

Select a time period is in the last 365 days Compare to is Last year Group by is Month Select a measure is Site sessions Exclude bots is Yes



## 5. Who uses the website

The total number of unique visitors ie people (rather than sessions as discussed above) using the website over the past 12 months is 1075 (up from 887). This represents a 21% increase since the previous period.

The number of new visitors has increased by 20% from 821 to 1004. 71 returning visitors (up from 66) viewed the website an average of 10 times throughout the year.

Visitor type	Page views ↓	Site sessions ⓘ	Unique visitors	Bounce rate ⓘ	Avg. session dura... ⓘ
<b>Summary</b>	6,439	2,562	1,075	50%	4m, 4s
New	4,458	1,862	1,004	52%	3m, 56s
Returning	1,981	700	71	46%	4m, 21s

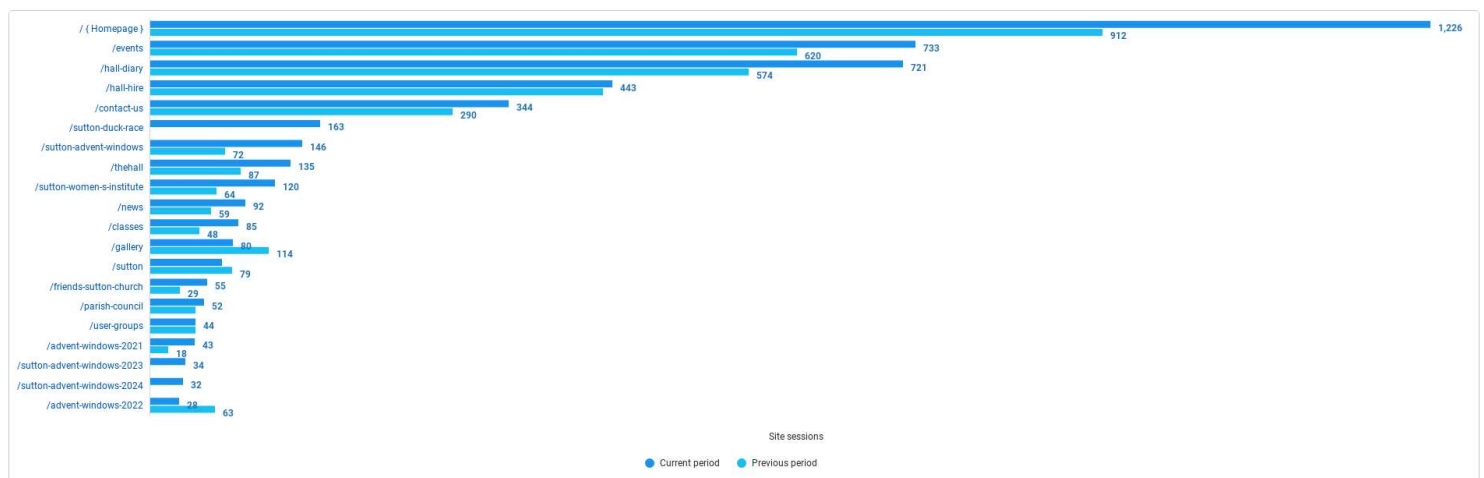
## 6. What people look at on the website

The most popular pages are the Homepage, Events, Hall diary, Hall hire, Contact us, Duck race and Advent windows. Viewings of these pages have increased significantly since 2022-2023, with the Homepage getting 34% more views.

Pages for the Womens Institute (was 64 now 120) and Friends of Sutton Church (was 29 now 55) were viewed nearly twice as often this year.

### Page Visits

Select a time period is in the last 365 days Compare to is Previous period Top pages is 20 Select a measure is Site sessions Exclude bots is Yes



## 7. What devices do people use?

The majority of visitors access the website using their mobile phone rather than a PC, laptop or tablet. This is important to be aware of as any update to the website needs to be checked separately on desktop and mobile. There has been a drop in access using tablets.

### Traffic by Device

Select a time period is in the last 365 days Compare to is Previous period Select a measure is Unique visitors Exclude bots is Yes



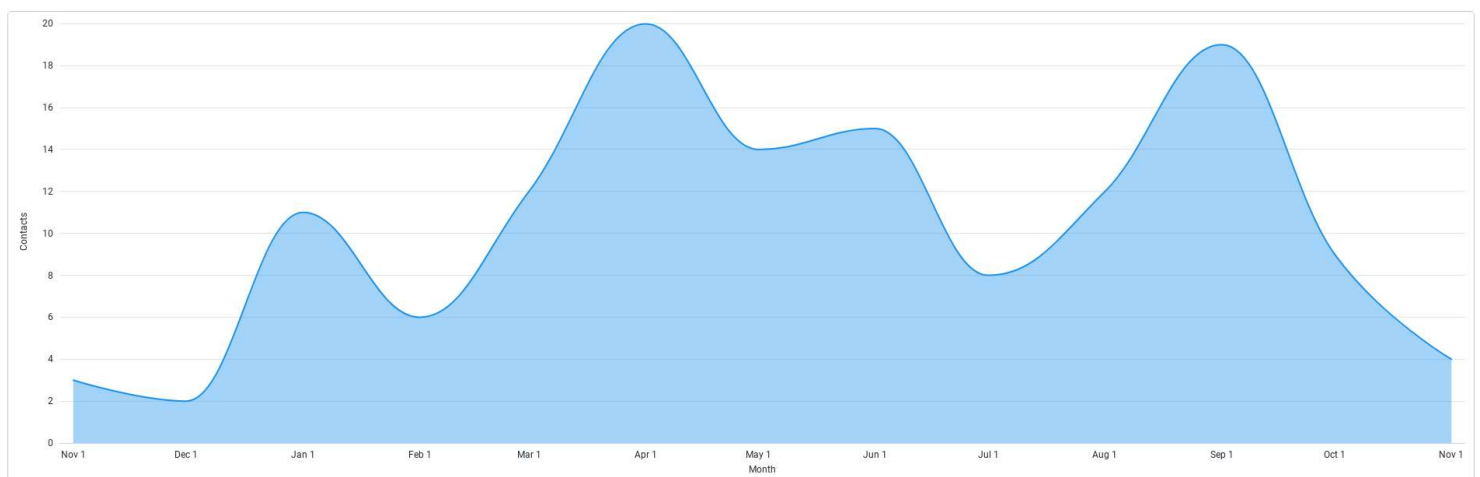
Generated by Looker on November 21, 2024 at 11:31 PM UTC

## 8. How many people have contacted us

135 people (similar to 2022-2023) 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. We can see a large peak in viewings in the lead up to the duck race in May, the usual large dip during July for the summer holidays, picking up again in September and back down again in November. The contact form now asks for information on where the visitor heard about us so that we can get an insight into what type of advertising is most effective.

### Contacts over time

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



Generated by Looker on November 18, 2024 at 4:34 PM UTC

## 9. How we compare with other non-profit websites

We have fewer visitors than 70% of other non-profit and community websites in the UK. However, making up for that, we have more returning visitors than 88% of these other sites so we have a loyal following! Visitors view the website for an average of just under 4 minutes each time, similar to other websites.

Bounce rate (where a visitor comes to a page on the website and leaves without viewing any other page) stands at 54%, which is slightly better than other websites but not as good as our 2022-2023 rate of 43%. This isn't necessarily an issue as it could just be an increase in people just checking the Homepage to see what's new, user groups only checking their own pages for updates, hirers only being interested in checking the hall hire page, etc. To encourage people to view other pages, we need to work on providing more interesting content! Please do send me photos and write-ups of events, of the area around Sutton, its history, etc. As always, we do need to ask people's permission before posting photos of them.

Organic searches (searches not paid for by advertising) are lower than average, indicating that we need to keep working on our Search Engine Optimisation to push our site higher up the search result rankings. Improvement will be limited because we are a relatively small site with few other sites linking to us. A viable option would be to start a blog which could create more indexed links. Also, making more use of social media eg Facebook, Twitter, Instagram, TicToc, WhatsApp, etc., could bring more visitors and make the website more interactive with more interesting content. Is this something we want to investigate further? If so, who would lead this?

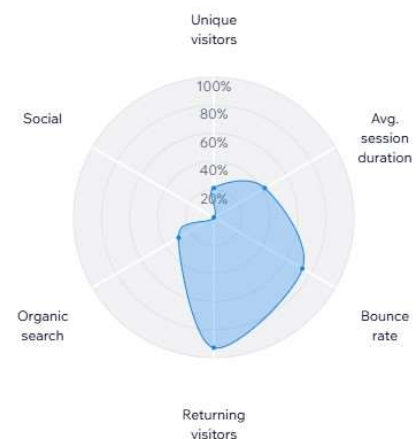
### Key stats comparison

You're compared to Non Profit Org sites in United Kingdom. [Change Category](#)

Traffic	Your stats	Better than
👤 Unique visitors	95	29%
🕒 Avg. session duration	3min 39sec	48%
🚪 Bounce rate	54%	56%
👤 Returning visitors	27%	88%
🔍 Organic search	30%	23%
📱 Social	0%	0%

### Competition radar

This is a visual representation of your benchmarks. The more coverage you have, the better you're doing compared to others.



## 10. Stability and speed

The site has been stable with 99.98% uptime over the past 12 months.

Loading speed is fast at 1.7 seconds on desktop and on mobile. As a comparison, the benchmark average page load time for websites is 2.5 seconds on desktop and 8.6 seconds on mobile. (*Source: April 2024 website loading times report: Tooltester.com*).



Your site is pretty fast ⓘ

Most visitors can see text or images on your mobile site within 1.7 seconds. That's faster than most sites in [your category](#).

## 11. How much the website costs to run

Wix, who provide the website platform, doubled the cost of subscriptions this year to £250 per annum to cover enhanced functionality and new features. After negotiating with them on the basis that SVH is of charitable status and that the website does not use advanced features, we managed to agree a subscription freeze at £115.20 for this year which will run until September 2025. They would not guarantee however that they would offer a discount in the future, only that they would do their best to support us. It would be a major task to move to a different provider as there is no export functionality on Wix and migration would involve much manual effort.

The good news however is that through "Charity Digital" we should be able to get a 70% discount for a 2-year premium plan with Wix for an admin fee of £30. If this is still available in September, this means we could renew our subscription for just £90 per year ( $(£500 \text{ full cost for 2 years} - 70\% + £30) / 2$ ). We should aim to start investigating this offer at least a month before the current subscription expires. It is valid for existing Wix websites and can be renewed every 2 years.

## 12. Back-up plan

It would be wise to come up with a back-up plan for the website in case those currently managing it become unavailable due to illness, etc. I can write up instructions to cover the basics and how to keep the What's new and Event list updated, but it would be easier to take whoever might be interested through the steps in person.

## 13. What visitors are saying

Not strictly related to the website, but a good note to finish on...

Over the past year, ten hall hirers have posted positive 5-star reviews on Google. As Google displays these whenever it lists a link to the SVH website, potential hirers and users can easily see what experience others have had. We should encourage more users to give reviews whenever we can.

We have now added these reviews to the Homepage along with a button linking to the Hall Hire page.

*"Lovely space for birthday parties."*

*"Easy to find. Good space. Reasonable amount of parking. Good facilities."*

*"Great place for our son's party, plenty of space, tables and chairs for us."*

*"The gentleman that takes care of the booking was very quick to reply emails with very easy and precise booking requirements."*

## **Glossary**

Avg. session duration: the average time people spent on your site.

Avg. pages per session: the average number of pages people visit during a session.

Avg. position: this measure counts where your users are clicking on a list of search results. A low value (one to three) indicates that most visitors found what they were looking for within the first few results.

Avg. time on page: time spent on each page is calculated as the time gap between a visitor looking at one page and looking at the next page. Time spent on the last page in a session is not included.

Bounce rate: the percentage of visitors who left your site after viewing only one page.

CTR: Click-through rate: the number of times at least one result was clicked, out of all searches.

Impressions: a metric that measures the number of times your website appears in search engine results.

Organic search: a method of finding information on the Internet through a search engine, such as Google or Bing, where the results are not influenced by paid advertising.

Session: a visit to the site that ends after 30 minutes inactivity.

Unique visitors: the number of people that visited your site. A visitor is considered unique when they connect from a different browser or device (IP address).