



Tilshead Village Website

www.tilsheadvillage.com

2018/2019 Annual Report

Introduction

Tilshead Village Website [the website] was first published over 10 years ago by the Webmaster Norman Baynes and is a source of local news and information.

The website differs from others in the area in that it is a community website funded by the Parish Council rather than a Parish Council Website.

Webmaster - Melanie Baker
Format - Wordpress
Website host - Siteground
Domain name - Fasthosts

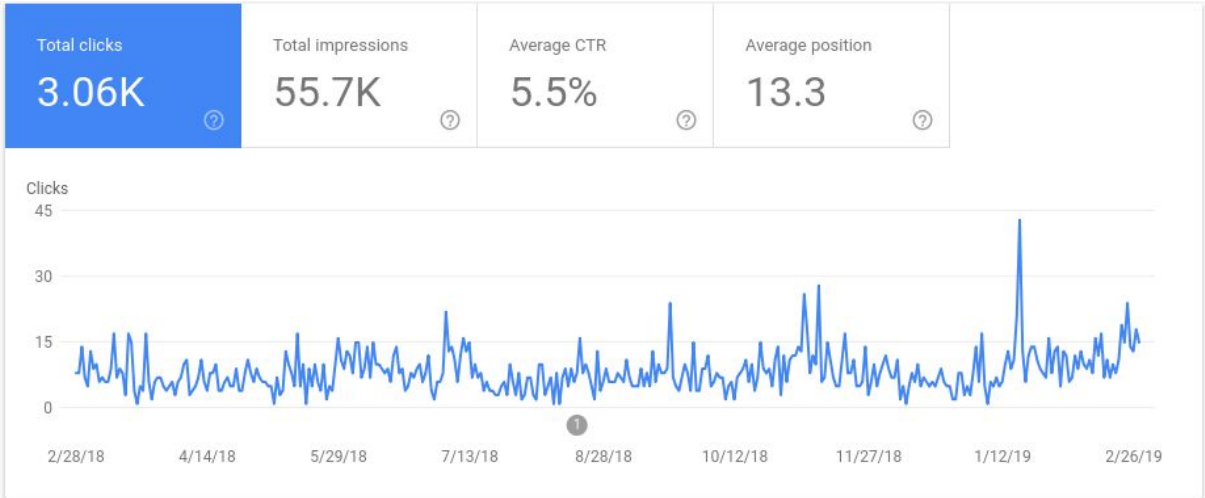
Changes in 2018/2019

- Header picture changed
- Logo picture changed
- Parish Council annual reports added
- Various news stories, events and posts added
- GDPR compliance:
 - The Privacy Policy was revised
 - Request to access and erase users' stored personal data added to Privacy Policy
 - Consent to use cookies was added
 - Plug-ins checked for GDPR compliance
 - Data being collected and stored limited
 - Mailing lists cleansed

Statistics and Growth

Measure	2018/2019	2017/2018	Change In Year
Pages - Source: Wordpress Dashboard	26	24	+2
Posts - Source: Wordpress Dashboard	141	56	+85
Comments - Source: Wordpress Dashboard	1	1	0
Subscribers to weekly email - Source: Mailchimp.com	17	5	+12
Users clicked to the website through search results (clicks) - Source: Google Search Console	3.06k	656	+2.4k
Users saw the website listed in search results (impressions) - Source: Google Search Console	55.7k	8.21k	+47.5k
Impressions resulted in clicks (CTR) - Source: Google Search Console	5.5%	8%	-2.5%
Position in web search results (position) - Source: Google Search Console	13.3th	14.4th	+1.1

There was a noticeable increase in impressions and clicks in mid-January 2019 when the 'Winnie Plaque' was revealed which reflects the wider media interest.



Looking Forward to 2018/2019

- Continue general housekeeping and tidying up behind the scenes.
- Create a new interactive front page rather than the static landing page.
- Publish new updated photographs of the village and village landmarks throughout the seasons.
- Increase subscriptions.

Melanie Baker
Tilshead Village Website Webmaster

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