



Tilshead Village Website

www.tilsheadvillage.com

2017/2018 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 2017/2018

- Norman Baynes retired as Webmaster in June 2017.
- Melanie Baker appointed as new Webmaster in June 2017.
- Site hosting changed from Toltech to Siteground. Toltech offered business-level support which was considered above the requirements of the website. Moving to blog-level support has resulted in significant savings. There is scope to increase the level of support as the website grows.
- The website has been fully remodelled and moved to a Wordpress format. The remodelled website was published in September 2017.
- ICANN records updated to reflect change in Webmaster and hosting in November 2017.
- Weekly subscription emails introduced in February 2018. The emails provide subscribers with a weekly summary of the news and information posts published on the website in the preceding week.

Statistics and Growth

24 pages

56 posts

1 comment

- *Source: Wordpress Dashboard*

5 subscribers to weekly email

- *Source: Mailchimp.com*

656 users clicked to the website through search results (clicks)

8.21k users saw the website listed in search results (impressions)

8% impressions resulted in clicks (CTR)

14.4th position in web search results (position)

- *Source: Google Search Console*

Looking Forward to 2018/2019

- 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 in the Summer.

Melanie Baker

Tilshead Village Website Webmaster

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