

## Holy Trinity Anglican Church, Port Melbourne

### 2015 Church Website Report

Our website is visited quite often, so using it to provide information about our church would appear to be effective. We aim to keep it useful, relevant and up-to-date.

1. **Visits so far in 2015** (Jan-Nov 14) = **11,622 separate visits** viewing a total number of 21,097 website pages.
2. **Countries** where visitors are located, and the number of pages viewed for each country:
  - a. Australia 5,733
  - b. China 4,197
  - c. United States 3,529
  - d. Russia 966
  - e. Ukraine 945
  - f. Germany 750
  - g. France 717
  - h. Great Britain 430
  - i. Plus many more...
3. We frequently sent **emails with links** to our lists: 11,173 (75% of all visits) came from these.
4. 2,215 (14.8% of visits) came from visitors using **search engines** such as Google.
5. Which **web pages** are visited most on our site (in 2015)?
  - a. Photo Gallery 866
  - b. Notices 838
  - c. Activities 653
  - d. Contact Us 607
  - e. Services 505
  - f. Chat 468
  - g. History 447
  - h. Find Us 415
  - i. Our Windows 402
  - j. Readings 382
  - k. Archives 2014 354
  - l. Archives 2012 323
  - m. Links Page 300
  - n. 160 Anniversary 290
  - o. Our Needs 288
  - p. Plus a few more...
6. **Duration of Visits** – the vast majority of visits are quite short – people generally want information quickly, so the way it is set out, and helpful menus are important.

#### **Conclusion.**

The concern that nobody visits our website is not valid – as you can see from the above information for 2015, many people do in fact visit the Holy Trinity Website.

Therefore, our website is a viable means of outreach to others, and an information source to members of our own congregation.

Keith Richardson (Webmaster)