

Record number of visitors to Community web site

There must have been something special in the (cyber) air because in the week of 18-24 July the Community web site received a record number of visits for that week, 579 to be precise. OK, we'll own up, it wasn't in the air but in the Aucklander (South Edition). An interview with photo of Peter and Anny Dentener (Community site design team) about the web site's first birthday was published on 15 July 2005, just before this record in visits.

Monthly visits

Visits to the site have been growing steadily since it was first set up mid April 2004 (Figure 1). By the end of May 2004 the site had already attracted 433 visits.

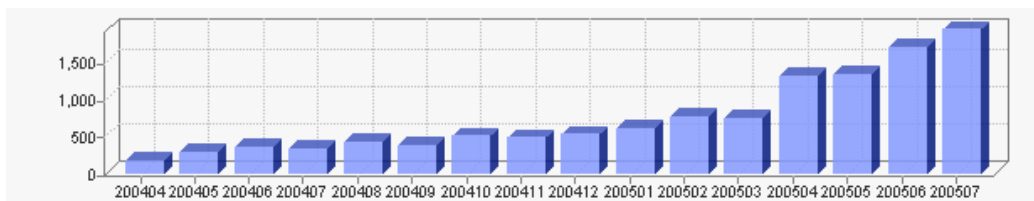


Figure 1 : Number of visits to the web site between April 2004 (200404) and July 2005 (200507)

And there has been a steady increase ever since, but nothing as spectacular as the last few months, when July 2005 almost hit the 2,000 visit mark, contributing to a total of 11,559 visits since the launch. The good news is that more than 30% of visitors keep coming back.

Pages viewed

A strong indicator of people's interest in what we offer on the site is the number of times a page has been visited, so here are your top 10 favourite pages, with the number of views in brackets:

1. Home or index page (4266)
2. Business listings (2196)
3. News (2126)
4. To Do (1978)
5. What's on (1491)
6. Index page to photos (1407)
7. Community listings (1319)
8. History (1161)
9. Photos of the Village (1100)
10. Mangere Bridge Today (1033)

Site noticed on the web

The Community web site is a valuable resource for Mangere Bridge, and apart from our residents the local businesses also benefit. Type in the name of any shop or business listed on our Business page in a major web search engine like Google, and you will find that these businesses tend to end up very high (e.g. often on the first page) on the Google search page. Good news for business exposure, and it is there 24 hours a day, seven days a week. So check that your business listing is correct, and if not, please contact us and we will fix it. Not yet listed? Contact us with your details (see our contact details below).

Not just for businesses

The site also offers listings for clubs, organisations, schools and churches, and others who carry out charitable or not-for-profit work. If you are not listed yet, please use the resource and get in touch with us. Organising an event, enrolments, or fund raiser? You name it, we can list it on the site. Just give us about 3 weeks advanced notice. If you want more exposure, why not consider a (paid) extended listing or web page to promote your organisation? See out contact details below.

Interviews and articles

One of the things we really enjoy is going out into the community, and talking with people. These articles and interviews are published on a regular basis, and you visited the interviews and articles page 900 times.

And going by the number of times they have been downloaded they remain popular. For example, the article about the Ambury tree planting day (June 2004) was downloaded 244 times. You read about the Mangere Mountain Education Centre almost as much (241), and finding out the Village had a beekeeper intrigued 172 people. And the list goes on with 147 downloads of the interview with local historian Val Payne, 139 about the Coastal Walk Way opening, and 134 about a former All Black dropping in. The top ten interviews

together saw 1,233 downloads so we can safely conclude that you like them too. So we will continue doing them.

Suggestions

We are always interested to hear your thoughts about the web site, or suggestions for new topics. Please keep the feedback coming. Recent suggestions include a Bulletin Board, and For Sale and Wanted to Buy pages. We are interested in your thoughts about this.

You can contact us by email (peter.dentener@mangerebridge.co.nz), or mail us (9 Ashcroft Ave, Mangere Bridge). And don't forget to regularly visit the web site to look for new items!

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Published on the Mangere Bridge Community web site (www.mangerebridge.co.nz), 22/08/2005

Peter R. Dentener
Adecron WebDesign
9 Ashcroft Ave
Mangere Bridge
Auckland
Ph/fax +64 09 636-6245
Mobile: 021 261-2029
Email: peter.dentener@adecron.co.nz
www.adecron.co.nz