

## Peel Online: Third Annual Report

1. Peel Online has now been running for three years. This report summarises key developments to the site over the last year, and reports on the growth in site traffic. Commissioners are asked to note the report and make any suggestions for the future development of the site.

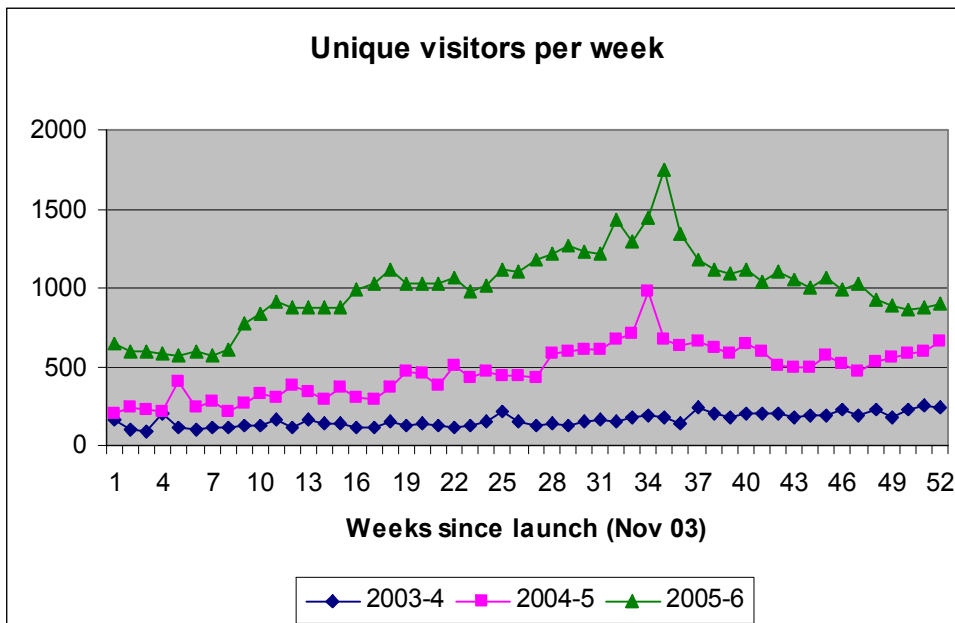
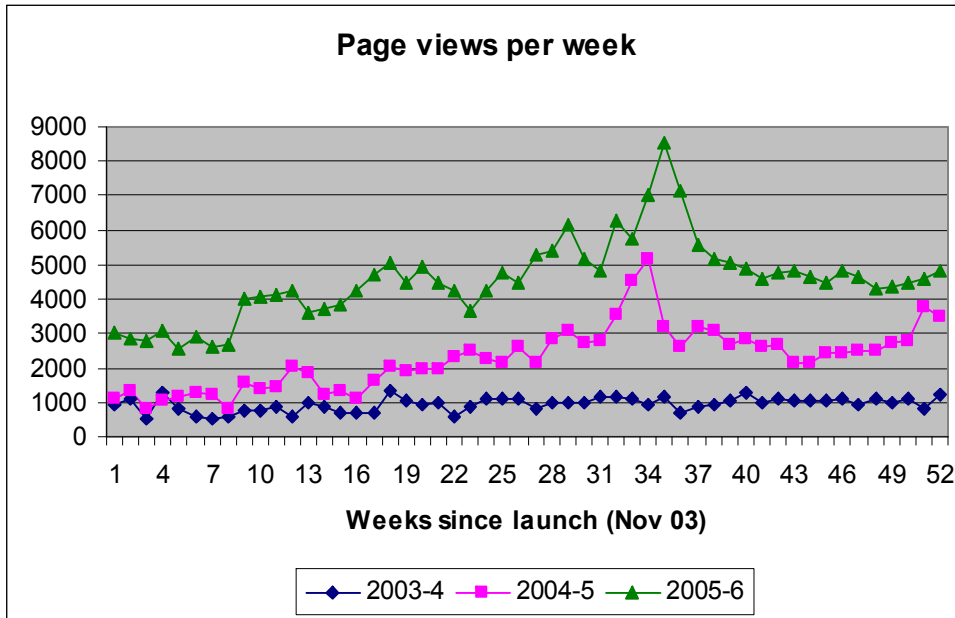
It is suggested that PTC releases a press notice to highlight recent developments and raise awareness.

### Key developments over the last year:

- **Photo competition.** The “Photos of the Month” feature has maintained its popularity in its second year and Commissioners should consider whether they want to run the competition again next year. Photographs are one of the key features that make the site interesting and up to date and attract visitors to keep returning to the site.
- Much of the site has undergone its first significant **re-design** in recent months, with Commissioners pages, Life in Peel, Where to stay, and the front page all getting “face lifts” whilst maintaining the same content and page structure. More-minor changes have been made to the Library and Museum sites.
- Visitors are now able to register to receive **email updates** for the Commissioners’ Newsletter and the Events information. Numbers signing up are small to date, but this will build up over time, and will also serve as a prompt for people to visit the site for the latest news.
- **Webcam.** The new Manx Radio webcam now has a prominent link from the front page of the site.

### Site visitors

2. The popularity of the site has continued to grow over the year as shown below.



**Factors that may have contributed to the increase in visitor numbers:**

- Work has been carried out periodically to optimise the site pages for search engines, notably Google, and the site is represented better than ever in the listings of Google on a number of different searches relating to Peel, including for the first time, a page 1 listing for a search on “Peel”, for which Peel Online has to compete with other popular sites eg BBC pages relating to John Peel, and the company Peel Holdings. All results are better than or equal to one year ago.
- Search engine listings are important for making the site and its various sub-parts much easier to find when the visitor cannot remember, or does not know how to use, the precise web address. It also makes Peel much

more visible around the world to potential tourists. The table below shows the current ranking of Peel Online at google.com when performing various search requests. For example when searching for "Peel Online" the site appears at the top of the first page of results. When searching for "Peel" the site is now seventh on Page 1.

<b>Search terms</b>	<b>Google ranking</b> (position on page 1 of results, unless otherwise stated)					
	<b>April 2005</b>	<b>July 2005</b>	<b>Nov 2005</b>	<b>May 2006</b>	<b>August 2006</b>	<b>November 2006</b>
Peel Online	1	1	1	1	2	<b>1</b>
Peel Isle Man	8	1	2	1	1	<b>1</b>
Ward library	5	1	3	2	2	<b>2</b>
Peel library	4	2	2	2	2	<b>1</b>
Leece museum	1	1	2	1	1	<b>1</b>
Events peel	5	5	Page 2	7	7	<b>7</b>
Photos peel	Page 3	Page 2	Page 3	-	Page 5	<b>Page 3</b>
Peel camp site	2	1	2	1	1	<b>1</b>
Peel campsite	1	3	2	1	1	<b>1</b>
Peel Camping Park	3	4	5	2	1	<b>1</b>
Peel Town Map	1	1	1	1	1	<b>1</b>
Peel	-	Page 3	Page 2	Page 2	Page 2	<b>7</b>

- The strong link between Peel Online and the site for the Viking Festival was again of mutual benefit this year. Peel Online had a picture link to the Viking site, and vice versa, on its front page leading up to the festival. This led to a huge increase in traffic shown in the charts above at the time of the festival.

**Popularity of different parts of the site:**

4. Using data on visitors for the **most recent full month** (October 2006) we see that the most popular pages in terms of page views are as follows:

Home page	2850
Commissioners news and photos page	550
Events page	470
Photos page	260
Library home page	340
Where to stay – list of tourist accommodation	300
Commissioners minutes	200
Town map	350
Business in Peel	250
Campsite	200
Links page	150
Leece museum home page	310
Weekly events list	120
Commissioners services page	100

**Chris Littler**

15 November 2006