



Headstone Manor Park Website Update **01st March 2022 to 01st April 2023** **Adrian (Adie) M Doyle**

Overview

A complete review of the website showed that major upgrades were necessary to fulfil several criteria including better information, greater accessibility and as a location for previous events.

Over 100 hours has been spent revising the layout into four distinct categories which has also allowed us to refresh the design making it easier to navigate and easier to populate with specific information and a greater use of images and logos to access websites of other organisations which use the park.

Changing the font to enable it to be more easily read allows for better access on various computer platforms, and a new documents page allows for better placement of more detailed information.

Many thanks go to Stephen, Irfan, 'Speedy', Peter (for the images) and others from the committee with their help and constructive comments.

Current Status

The website is now ready to relaunch via our social media platforms.

Next Steps

The Website format is now set and will be used to update information on a weekly basis.

A small selection of documents need to be added once they have been converted into PDF format (the default option for documents) these along with replacement images will be added over the next few months.

The current web package allows options for creating newsletters, sending out e mail circulars and these will be investigated over the coming year.

Stats

The Website has been visited 904 times over the 12 month period ending 31st March 2023 an increase of 101% on the previous year.

The Website had 479 new visitors over the 12 month period ending 31st March 2023 an increase of 53% on the previous year.

The Website has been viewed in the following countries over the 12 month period ending 31st March 2023

Belgium
Canada
Finland
France
Germany
India
Ireland
Kazakhstan
Poland
Saudi Arabia
Spain
Switzerland
Turkey
United Kingdom
United States of America

Apr 1, 2022 - Mar 31, 2023

compared to previous period (Apr 1, 2021 - Mar 31, 2022)

Site sessions
904 ↑ 101%

Unique visitors
494 ↑ 44%

Avg. session duration
5m 7s ↑ 11%

Sessions over time



New vs returning visitors



Unique visitors

494

- New
97% • 479
- Returning
3% • 15

[See full report](#)

Sessions by device



Site sessions

904

- Desktop
52% • 467
- Mobile
47% • 425
- Tablet
1% • 12

[See full report](#)