

Top 10 Viewed Pages on HD8 Network in January 2021

The HD8 Network is improving the way we report the interaction your membership has generated.

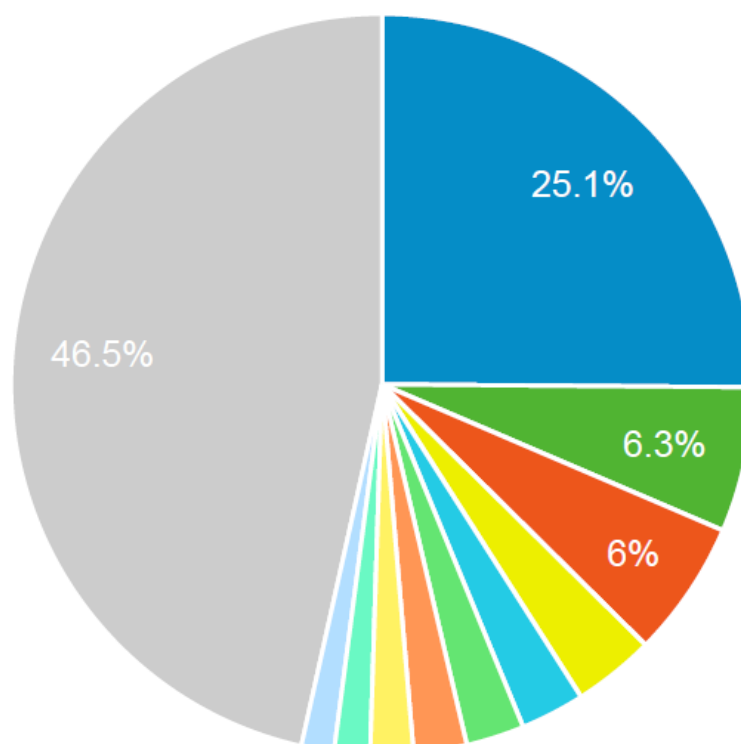
Our Silver and Gold members receive regular updates and reviews about how their listings; how it is performing, what we can do to increase the exposure and tailor it for them.

Our Bronze members are sent reports showing the PageViews their listings have received after the first few months and towards the end of their membership.

More recently we have started to generate weekly reports showing the most clicked outbound links and most viewed business listings. These reports are being shared with the members who feature.

Last month we reviewed the top viewed pages on the HD8 Network during January and here are the results -

There were 2245 Pageviews in total during January 2021.



Page	Pageviews	Pageviews
	2,245 % of Total: 100.00% (2,245)	2,245 % of Total: 100.00% (2,245)
1. /	564	25.12%
2. /local-businesses/	142	6.33%
3. /news/	134	5.97%
4. /join/	80	3.56%
5. /unsubscribe/	63	2.81%
6. /areas/denby-dale/	57	2.54%
7. /christmas-directory/	52	2.32%
8. /events/	42	1.87%
9. /work-rest-play-hd8-area/	35	1.56%
10. /sign-up-to-the-hd8-network/?listingtype=Christmas Directory	32	1.43%

1. / - this is the homepage.

Unsurprisingly this is the topmost viewed page, as the first page most people will come to and are likely to go back to.

There were 564 pageviews for the homepage which is equal to 25.12% of total pageviews.

2. /local-businesses/ - this is our business directory.

Each of the individual directory listings has its own URL, which as mentioned above, we are now generating a report of the weekly top ten viewed directory listings and sending this to the member when they feature.

This ranking however is the pageviews for the full Directory Page itself.

There were 142 pageviews for the Business Directory which is 6.333% of the total pageviews.

3. /news/ - this is our news section, where we share stories and articles.

Most of the articles are written about our members, however we like to include updates from ourselves, as well as other interesting topics relating to the HD8 area.

Again, like the directory listings, each individual news article has its own URL; for which the pageviews for are not counted in the number below. Currently it is possible to read the article without leaving the news page, as they appear on a reel and so this figure does not account for all the people that read the news article.

There were 134 pageviews for the News Section which is 5.97% of the total pageviews.



4. /join/ - this is where we share information about the HD8 Network membership for organisations in and around the HD8 area.

People are then able to move to the sign-up section if they wish to become a member.

There were 80 pageviews for the Join page which is 3.56% of the total pageviews.

5. /unsubscribe/ - this is the page we send people to when, unsurprisingly, they want to unsubscribe.

To ensure we hold current and relevant information, as part of our process, and periodically, we attempt to clean the data we hold by inviting people to unsubscribe if they are no longer interested in being subscribed. Of course, it makes us sad to think people might not want to hear from us, but then we remember the information is also on social media and people get too many emails. So, we would rather only email people that would like to receive our emails.

There were 63 pageviews for the Unsubscribe which is 2.81% of the total pageviews.

6. /areas/denby-dale/ - This is one of the Village pages we have currently on our homepage.

Clearly there was some interest on the Denby Dale page in January. On the village pages we provide a brief introduction to the village (suggestions always welcomed), as well as Events and Organisations in the village.

There were 57 pageviews for the Denby Dale page which is 2.54% of the total pageviews.

7. /christmas-directory/ - Christmas Virtual High Street.

At the end of November, we launched our Virtual Christmas High Street, to help local people buy locally. This was live until the end of January. Due to the success received, we now updated this (de-Christmas-ifying it) and the Virtual High Street will now be an ongoing feature to help you find local products (and services).

There were 52 pageviews in January for the Christmas Directory which is 2.323% of the total pageviews.

8. /events/ - We offer a free events calendar for events, activities and special offers which would be of interest to those who work, rest, and play in the HD8 area.

This understandably has seen difficult times over the past year, so it is good to see that it appears in the top ten of pageviews. We hope our platform will help to support the recovery into our new normal.

There were 42 pageviews for the Events Calendar which is 1.87% of the total pageviews.



9. /work-rest-play-hd8-area/ - This is the page where we try to explain how we classify your interest.

This page leads to more information and options about what is available and of interest to you. Help us to know what is of interest to you by getting in touch, we're on social, but welcome telephone calls and emails too.

There were 35 pageviews for the Work, Rest or Play page which is 1.56% of the total pageviews.

10. sign-up-to-the-hd8-network/?listingtype=ChristmasDirectory – this is the sign-up page where they have indicated interest in the Christmas Directory.

There were 32 pageviews for the Sign up to the Christmas Directory page which is 1.43% of the total pageviews.

If only that many people signed up each month! A fraction of it would be terrific! If you would like to find out about membership and how you could possibly appear in one of these Analytic reports, please get in touch or visit the Join or Sign-up page.

46.5% represents all the other pages that have been viewed on the HD8 Network website.

As mentioned above, this could be a listing on the directory, an event listing, a news article or Village pages.

Which pages will you go and read now?

Please get in contact with the HD8 Network to let us know if this report was interesting and if you would like more information or if it made no sense and you would like more information.

Alternatively, please get in touch to request updated report on the pageviews for your listing and/or for all pageviews in in February or other months.

Thanks for reading.

