

A SNAPSHOT VIEW OF PEWTERBANK WEBSITE INTEREST

| Monthly Statistics for September 2009 | | |
|---------------------------------------|-------------|------------|
| Total Hits | 124551 | |
| Total Files | 93884 | |
| Total Pages | 6184 | |
| Total Visits | 2542 | |
| Total KBytes | 2122560 | |
| Total Unique Sites | 2366 | |
| Total Unique URLs | 533 | |
| Total Unique Referrers | 238 | |
| Total Unique User Agents | 908 | |
| | Avg | Max |
| Hits per Hour | 172 | 1124 |
| Hits per Day | 4151 | 6285 |
| Files per Day | 3129 | 4344 |
| Pages per Day | 206 | 304 |
| Visits per Day | 84 | 152 |
| KBytes per Day | 70752 | 165046 |

Interest as shown by what is searched for in August and from which countries in September 2009 and what was being read

| Top 20 of 208 Total Search Strings | | | |
|------------------------------------|------|--------|--------------------------|
| # | Hits | | Search String |
| 1 | 101 | 23.17% | pewter marks |
| 2 | 12 | 2.75% | britannia metal |
| 3 | 9 | 2.06% | pewter hallmarks uk |
| 4 | 8 | 1.83% | pewter marks london |
| 5 | 8 | 1.83% | pewter values |
| 6 | 7 | 1.61% | english pewter marks |
| 7 | 7 | 1.61% | pewter markings |
| 8 | 6 | 1.38% | antique pewter marks |
| 9 | 6 | 1.38% | pewter hallmarks |
| 10 | 5 | 1.15% | pewter makers marks |
| 11 | 4 | 0.92% | british hallmarks pewter |

| | | | |
|----|---|-------|--------------------------------|
| 12 | 4 | 0.92% | channel islands pewter measure |
| 13 | 4 | 0.92% | marks on pewter |
| 14 | 4 | 0.92% | pewter candlesticks |
| 15 | 3 | 0.69% | britannia metal marks |
| 16 | 3 | 0.69% | british pewter hallmarks |
| 17 | 3 | 0.69% | guide to the value of pewter |
| 18 | 3 | 0.69% | irish pewter marks |
| 19 | 3 | 0.69% | james yates pewter |
| 20 | 3 | 0.69% | makers marks |

Top 30 of 42 Total Countries

| # | Hits | | Files | | KBytes | | Country |
|----|-------|--------|-------|--------|---------|--------|-------------------------|
| 1 | 53789 | 43.19% | 40973 | 43.64% | 1044817 | 49.22% | US Commercial |
| 2 | 30090 | 24.16% | 23999 | 25.56% | 552252 | 26.02% | Network |
| 3 | 16095 | 12.92% | 12398 | 13.21% | 204844 | 9.65% | Unresolved/Unknown |
| 4 | 12561 | 10.09% | 10361 | 11.04% | 173834 | 8.19% | United Kingdom |
| 5 | 2525 | 2.03% | 1955 | 2.08% | 21546 | 1.02% | Australia |
| 6 | 1427 | 1.15% | 993 | 1.06% | 14710 | 0.69% | Canada |
| 7 | 1242 | 1.00% | 852 | 0.91% | 26229 | 1.24% | Netherlands |
| 8 | 895 | 0.72% | 431 | 0.46% | 5333 | 0.25% | Argentina |
| 9 | 629 | 0.51% | 535 | 0.57% | 5530 | 0.26% | South Africa |
| 10 | 546 | 0.44% | 335 | 0.36% | 12227 | 0.58% | Norway |
| 11 | 462 | 0.37% | 439 | 0.47% | 3234 | 0.15% | Ireland |
| 12 | 442 | 0.35% | 411 | 0.44% | 3433 | 0.16% | France |
| 13 | 417 | 0.33% | 379 | 0.40% | 3765 | 0.18% | New Zealand (Aotearoa) |
| 14 | 369 | 0.30% | 354 | 0.38% | 7935 | 0.37% | Belgium |
| 15 | 350 | 0.28% | 317 | 0.34% | 2471 | 0.12% | Italy |
| 16 | 335 | 0.27% | 292 | 0.31% | 4410 | 0.21% | Non-Profit Organization |
| 17 | 253 | 0.20% | 229 | 0.24% | 15541 | 0.73% | Czech Republic |
| 18 | 220 | 0.18% | 215 | 0.23% | 3204 | 0.15% | Denmark |
| 19 | 219 | 0.18% | 212 | 0.23% | 1695 | 0.08% | Poland |
| 20 | 194 | 0.16% | 192 | 0.20% | 3446 | 0.16% | US Military |
| 21 | 168 | 0.13% | 168 | 0.18% | 1050 | 0.05% | Malaysia |
| 22 | 166 | 0.13% | 166 | 0.18% | 2233 | 0.11% | Ukraine |
| 23 | 150 | 0.12% | 150 | 0.16% | 1174 | 0.06% | Sweden |
| 24 | 142 | 0.11% | 131 | 0.14% | 941 | 0.04% | US Educational |
| 25 | 123 | 0.10% | 64 | 0.07% | 509 | 0.02% | United States |
| 26 | 88 | 0.07% | 88 | 0.09% | 542 | 0.03% | Greece |
| 27 | 88 | 0.07% | 88 | 0.09% | 649 | 0.03% | Romania |
| 28 | 78 | 0.06% | 78 | 0.08% | 665 | 0.03% | Singapore |
| 29 | 65 | 0.05% | 64 | 0.07% | 513 | 0.02% | Mexico |
| 30 | 63 | 0.05% | 63 | 0.07% | 740 | 0.03% | Germany |

By the end of EACH month very often more than 40 countries – outside of US Military, US Educational, Non-Profit (what does that mean as a country?), Arpanet, and Unresolved – have often visited this website..

Top Ten Articles Being Read in September were

| Top 10 of 533 Total URLs By KBytes | | | | | |
|------------------------------------|------|-------|--------|--------|--|
| # | Hits | | KBytes | | URL |
| 1 | 30 | 0.02% | 216492 | 10.20% | /Fakes - Naval Bowls Jugs - Peter Trish Hayward... 10.pdf |
| 2 | 20 | 0.02% | 204955 | 9.66% | /Articles - Lincoln s Chalice - Peter Edwards...13.pdf |
| 3 | 29 | 0.02% | 133722 | 6.30% | /Regional Pewter - New Zealand - Fenton Collection - Peter Trish Hayward.. 11.pdf |
| 4 | 124 | 0.10% | 128634 | 6.06% | /Articles - English Pewter Porringers...23.pdf |
| 5 | 1270 | 1.02% | 106756 | 5.03% | /James Yates - revised article.pdf |
| 6 | 107 | 0.09% | 65462 | 3.08% | /Regional Pewter...Irish...David Hall...22.pdf |
| 7 | 436 | 0.35% | 55966 | 2.64% | /Spoons ..articles..13.pdf |
| 8 | 428 | 0.34% | 51559 | 2.43% | /HALLMARKS by Jan Gadd...Makers and Marks... 8.pdf |
| 9 | 48 | 0.04% | 44072 | 2.08% | /Articles - Making Pewter Today some Pewter History and Pewterers A E Williams....17.pdf |
| 10 | 881 | 0.71% | 41252 | 1.94% | / |

It is probably better here to look at the number of hits as determining interest. Some articles have far more detailed photos than others and hence the Kbytes can be a great deal more, but will result from far less readings and different levels of reader interest.

Conclusions – it could be that this website is serving its intended purpose. Those who are curious about British Pewter will come across *James Yates* really very often - and it is this name which appears to attract most hits (readers).

An average day had about 80 readers, Google (here I refer to Google Analytics - says that over 80% of those are unique readers (first time). Google figures are not shown here as it is not known how to trace readership of the pop up files which are now most of the files on site that are in PDF format.) Each reader appears to read 2.4 pages – which is likely to be 2.4 articles, as each PDF file in this system counts as one page.

An average reader is on the website for just over 4 minutes (that includes those who cannot read it – and those who really don't want it!).

Although this is all interesting – as nothing on this website is sold or advertised – one could reasonably ask – why bother?

The answer might be that if no-one took an interest then it would be a waste of time and I might as well know.