

## A SNAPSHOT VIEW OF PEWTERBANK WEBSITE INTEREST

Monthly Statistics for September 2009		
Total Hits	124551	
Total Files	93884	
<b>Total Pages</b>	<b>6184</b>	
<b>Total Visits</b>	<b>2542</b>	
Total KBytes	2122560	
Total Unique Sites	2366	
Total Unique URLs	533	
Total Unique Referrers	238	
Total Unique User Agents	908	
	<b>Avg</b>	<b>Max</b>
Hits per Hour	172	1124
Hits per Day	4151	6285
Files per Day	3129	4344
<b>Pages per Day</b>	<b>206</b>	<b>304</b>
<b>Visits per Day</b>	<b>84</b>	<b>152</b>
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%	<a href="#">/Fakes - Naval Bowls Jugs - Peter Trish Hayward... 10.pdf</a>
2	20	0.02%	204955	9.66%	<a href="#">/Articles - Lincoln s Chalice - Peter Edwards...13.pdf</a>
3	29	0.02%	133722	6.30%	<a href="#">/Regional Pewter - New Zealand - Fenton Collection - Peter Trish Hayward.. 11.pdf</a>
4	124	0.10%	128634	6.06%	<a href="#">/Articles - English Pewter Porringers...23.pdf</a>
5	1270	1.02%	106756	5.03%	<a href="#">/James Yates - revised article.pdf</a>
6	107	0.09%	65462	3.08%	<a href="#">/Regional Pewter...Irish...David Hall...22.pdf</a>
7	436	0.35%	55966	2.64%	<a href="#">/Spoons ..articles..13.pdf</a>
8	428	0.34%	51559	2.43%	<a href="#">/HALLMARKS by Jan Gadd...Makers and Marks... 8.pdf</a>
9	48	0.04%	44072	2.08%	<a href="#">/Articles - Making Pewter Today some Pewter History and Pewterers A E Williams....17.pdf</a>
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.