

Website Manager's Report, Linsey Parkinson

We began our programme of enhanced digital activity in August 2019 and a steady increase in visits and page views can be seen as a result. We're building on this through 2020, as can be seen from our improving figures during that year. Thanks to Diane Duffy, Anthony Burton, Libby Tempest and other contributors for a steady stream of diverse and fascinating blog posts.

We've added new content to the site too, including scans of the first 60 newsletters; Nancy Weyant and Meghan Lowe's bibliographies; and (at last!) a complete list of Elizabeth Gaskell's works - many of which have links to where they can be read online, free of charge. Thank you to Nancy, Meghan, Helen Smith, Mitsuharu Matsuoka and others, for all this wonderful new content that's accessible to all.

Web Views (the number of pages opened)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
2018	1,794	1,980	1,886	1,758	1,625	1,884	1,254	1,380	1,552	1,586	1,037	1,081	19,065
2019	1,903	1,626	1,719	1,518	1,603	1,313	1,362	1,548	1,753	1,837	1,932	1,355	19,470
2020	1,732	1,924	1,766	2,297	2,742	1,944	1,905	2,037					17221

Web Visitors (individual people visiting the site)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
2018	951	901	949	805	813	1,057	613	610	744	675	600	457	9,181
2019	748	745	840	690	797	556	568	632	756	868	958	669	8,827
2020	812	866	842	1,104	1,225	866	873	979					

How people found the site, 1 January to 31 December 2019

Search engines		Other sites		Additional
Google	7,486	Twitter	279	Creative Tourist, Ecosia, Tatton Park, BBC, Nancy Weyant, Open University, Gaskell Journal, Brook Street Chapel, Gaskell Society of Japan
Bing	319	Wikipedia	176	
Others	405	Facebook	153	
TOTAL	8,210	Gaskell House	141	

Most popular individual pages in 2019

Biography	6,783	Publications	574
Welcome	4,635	Gaskell House	546
Timeline	862	Join the Society	544

In 2019, the Society responded to 30 different enquiries submitted through the website from around the world: from membership to media requests, literary queries to biographical ones.

We still have a wealth of content to share, so potential contributors are always most welcome. I hope we'll be able to allow new members to join and renew memberships online soon.

Social Media

We had to restart our social media accounts from zero in 2019, but are now building engagement back up, with 562 followers on Twitter and numbers continuing to increase. Between August and December 2019, our 324 tweets had 112,200 impressions. We now have a full year of daily tweets featuring quotes from Elizabeth Gaskell's letters, thanks to Diane Duffy.

Please continue to like, retweet, follow and share our posts or, if you're not familiar with social media, give it a try. There's a wealth of literary resources out there to discover.