



## Visit Thornton Le Dale Website

# About the Website and Page Descriptions

March 2016

### About the Website: [Some Facts...why you should have an entry](#)

The visit Thornton le Dale website is available for traders in Thornton le Dale. The site continues to expand, year on year, and it is undoubtedly bringing in trade to the village. Some facts & statistics:

- Visit Thornton le Dale is the first site on the list of Search Engines (e.g. Google), when you type in Thornton le Dale or Thornton Dale
- When traders look for their business in search engines, the Visit Thornton le Dale entry will be very near the top of 'hits'. For some businesses the Visit Thornton le Dale page may appear above the business's own website.
- Some traders find that they only need a page on the Visit Thornton le Dale website, and do not own a unique website.
- By allowing clubs and charities to have free pages, this keeps traffic to the site busy throughout the year, which in turn means that search engines keep our site high on their listings. This avoids us having to pay for entries to be listed at the top of the search engine listings.
- If potential clients search under a general title in Thornton Dale (e.g. Accommodation, B&B, shopping) then the Visit Thornton le Dale site is one of the first 'hits'.
- We get over 3000 visit per month:
  - Typically visitors viewed between 5 and 6 pages per visit, thus approximately 17,500 pages were read
  - Each Visitor spends an average time of 65 seconds per page and this is very good in Internet terms.
  - Some average traffic figures are
    - The *What's On* page 1100 visits per month
    - The *Local Accommodation pages* received 1100 visits per month
    - The *Food Drink and Shopping* received 600 visits per month
  - Those businesses that have Webpage Analytics will see that they are receiving regular referrals to their main websites from the Visit Thornton Le Dale site
- We have approximately 230 organisations following us on Twitter
  - These include tourist sites who re-tweet our messages onwards
  - For example when we tweeted the scarecrows it was re-tweeted to approximately 5000 other contacts
- The site is administered free of charge by volunteers. This means that after the ongoing costs are paid, the vast majority of the income is available to fund events such as the summer concerts (a full programme of brass bands is planned for 2015).



## Website entry: [Enhanced lineage](#)

- This is basic text which gives your contact details **without** hypertext links (e.g. 'The Bungalow' on page <http://www.visitthorntonledale.co.uk/local/accommodation/self-cateringcottages>)
- The text can be updated by the advertiser (a user name and password will be made available). Full instructions are available or the webmaster can make updates on your behalf.
- **Cost: Set up fee £60 (including first year)**, thereafter £25 per annum maintenance Fee.  
Note: in 2016 we have introduced invoicing for an 18 month period (£37.50)

## Website entry: [Premium page](#)

- A full page with text, pictures, documents (if needed) and contact details.
- The page can be updated by the advertiser (a user name and password will be made available). Full instructions are available or the webmaster can make updates on your behalf.
  - We can provide a short tuition session and take photographs free of charge.
- When a site visitor clicks on the 'more' button, in your entry of the category listing, it opens in a new page which can be edited by yourself. This would allow you to upload pictures etc. and to insert hyper-text links to other site(s). For <http://www.visitthorntonledale.co.uk/local/lavenders> We are happy to do minor maintenance for you as a service, if you prefer however.
- The 'Contact us' email box, this will come directly to your email, thus if you do not have your own website, this would allow you to have the benefits of a page and contact emails without the set up costs of a full website.
- Offers - these appear on the site home page (<http://www.visitthorntonledale.co.uk/home>)
- **Cost: Set up fee £230 (including first year)**, thereafter £60 per annum maintenance Fee  
Note: in 2016 we have introduced invoicing for an 18 month period (£90.00)

## Website entry: [Sponsor](#)

- As premium but this features a logo on the top right and lower right of the site home page.
- **Cost: Set up fee £500 (including first year)**, thereafter £100 per annum maintenance Fee

