



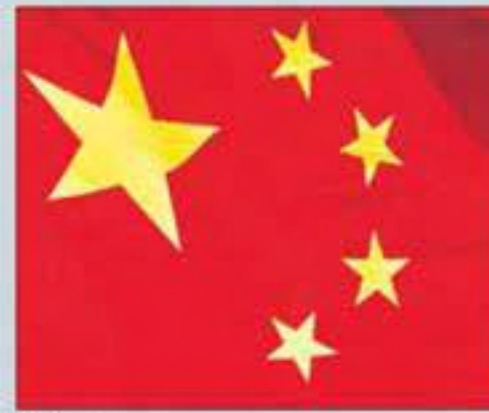
United Kingdom



Netherlands



Canada



China



United States of America



Russia



Poland



Germany



France



Ukraine

Town's online traffic from all over world

by **Tricia Jamieson**
 tjamieson@thekmgroupp.co.uk
 @triciajamieson1

The number of people logging on to the Tenterden town website has shot up.

Figures show that in 2013 there were 262,529 unique visitors compared to 182,910 in 2012.

The number of visits also rose from 315,915 to 480,063 and hits increased from 15,829,731 to 19,275,318.

Cllr Sue Ferguson runs the site - www.tenterdentown.co.uk - for Tenterden Chamber of Commerce.

She said: "We need to compete with lots of other towns in Kent and East Sussex.

"It is now a very digital age and we need to be visible online.

"We need to make it easy for tourists to find Tenterden online, and we need to show the world and the media we mean business - we think we do this rather well.

"Having an online presence for a town is extremely important. It's almost, get online or suffer the consequences these days."

August was the busiest month for the website in 2013 with 24,498 unique visitors and 1,789,682 hits.

Throughout the year, each person looked at an average of 9.07 pages and an average visit lasted four minutes 66 seconds.

The highest number of pages looked at was on Saturdays, with the most popular time for visitors being 4pm.

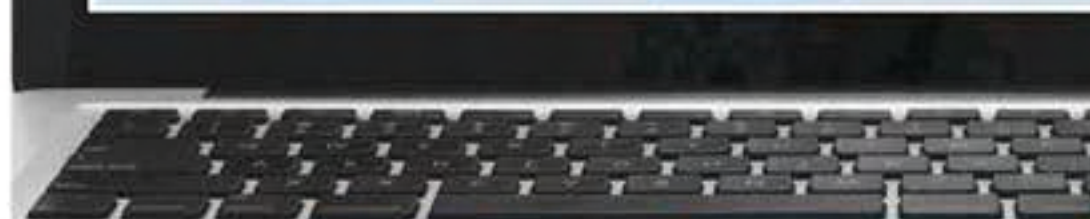
Most visitors were from the UK, followed by the USA, China, Ukraine, France, Germany, Poland, Russian Federation, Canada and the Netherlands.

Popular downloads were menus for the Woolpack and Honeymoon Chinese takeaway, loyalty card brochures, walks around Tenterden, the town map and details of car parks, toilets and the heritage trail. Cllr Ferguson also runs the town Facebook and Twitter accounts.

'Having an online website presence is extremely important. It's almost, get online or suffer the consequences'



TENTERDEN THE JEWEL OF THE WEALD		Tenterden Forum		
	Unique visitors	Number of visits	Pages	Hits
Jan	19,521	35,856	337,425	1,440,210
Feb	17,559	31,304	295,902	1,307,249
Mar	21,878	41,531	396,586	1,670,007
Apr	20,615	38,428	384,055	1,642,696
May	22,339	41,537	392,461	1,738,598
Jun	22,432	42,623	412,036	1,727,013
Jul	23,517	42,829	377,745	1,611,745
Aug	24,498	41,752	392,116	1,789,682
Sep	21,102	38,883	333,597	1,600,295
Oct	21,784	38,665	321,716	1,553,851
Nov	24,149	45,342	380,179	1,691,089
Dec	23,135	41,313	316,412	1,502,883



Sue Ferguson, who runs the website for Tenterden Chamber of Commerce and right, flags flying outside Tenterden Town Hall

