

Website hits the spot with visitors from around world

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THE number of people logging on to Tenterden's website for the first time has risen by 72,144.

There were 182,910 unique visitors in 2012, compared with 110,766 in 2011.

The total number of visitors – including those who went to the site more than once – was 315,915 last year, an increase of 139,221, while the number of hits was 15,829,731 in 2012 and 10,494,519 in 2011.

The site is run by Tenterden Chamber of Commerce.

Editor Sue Ferguson said: "This is pretty impressive for a small town. Tenterden is definitely on the map.

"People are obviously finding what they want. The increased number of hits on the website show us this.

"In addition to tourists wanting to know more about the town, locals are finding out what is available in the way of shops, services, clubs and events."

Chamber of Commerce spokesman Bill Ferguson said: "If you make it easy for people to find what they want locally, they won't go to Bluewater or shop online."

The highest number of visitors by month last year was 31,502 in December. The most unique users were in June at 17,987.

The top 10 nationalities using the website last year ranged from the UK at number one with 13,759,435 hits to Poland at number 10 with 22,914.

The other countries were United States, China, Germany, France, Russian Federation, Ukraine, Netherlands and Belgium.

The increase in online visitors
 Tenterden website: On the rise

NUMBERS	2011	2012
Unique visitors	110,766	182,910
Total visitors	176,694	315,915