

Flowers from the Farm - Website Report 2022 – 2023



Overview

2022 has been our first full year with our new website. Our new web developer and hosting provider, Pixeled Eggs ensured that the site was updated and ran smoothly throughout the period. There were a number of small issues in the site functions over the year, the majority of which were resolved in a timely manner. Issues are tracked with an online monitoring system. The website was down for just over 9 minutes in December, the only time in the whole year!

The membership payment/subscription system is working well and we are investigating setting up a direct debit option for payment.

Big Weekend proved to be a little more complex to manage this year as our current event calendar did not provide a clear enough mapping option and searching for events could have been better displayed. Having reviewed the options we will be looking towards an inbuilt solution in the future, but for the next year will be improving on our existing resources.

With the website now being such a large and important part of Flowers from the Farm it was decided that a website co-ordinator role be established which has been taken up by Carole Patilla who has done a brilliant job in organising the site, enhancing different areas of it and making sure it is up to date and relevant. Alongside her, Michael Hardy as web content editor has done a fantastic job in making sure that the website is kept up to date with new articles and blogs. Shanna Ludwig as gallery curator has done a great job of re-organising the gallery layouts on the site. We are very appreciative of all the high quality images provided by members and always need more!

The data in this report compares Jul-Dec 2021 to Jul-Dec 2022 for a comparative figures and then shows the whole of 2022 which will be used as the benchmark for the future.

General statistics



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The comparison between the years shows little difference. The bounce rate here is an anomaly caused by the very low figures involved.

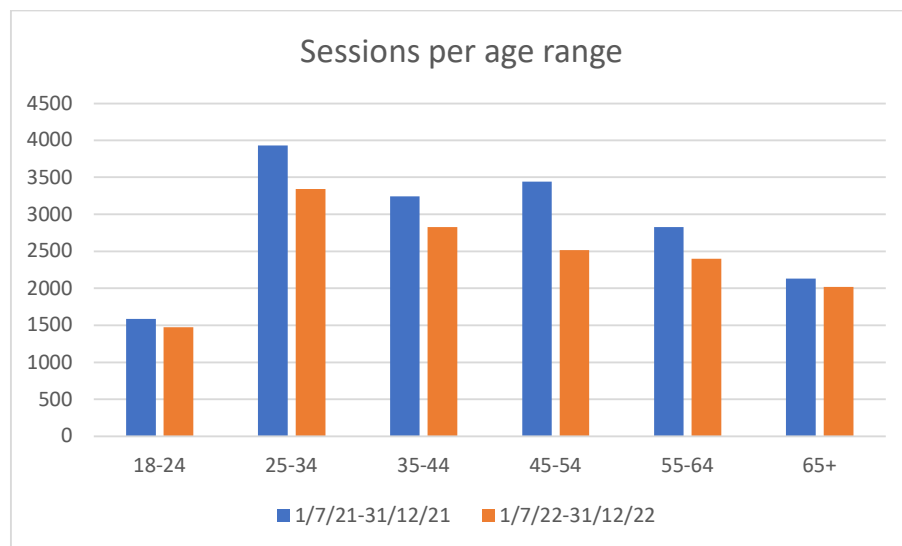


The chart above represents sessions for all of 2022. Over the last year there has been a very slight increase in sessions (total 171,091) and unique users (113,607) with everything else remaining very similar. The bounce rate (people who leave the site after viewing only one page) is now stable at 2.81% which is well below the average. There were over 1,500,000 page views in the year.

The number of returning visitors is stable at 33%.

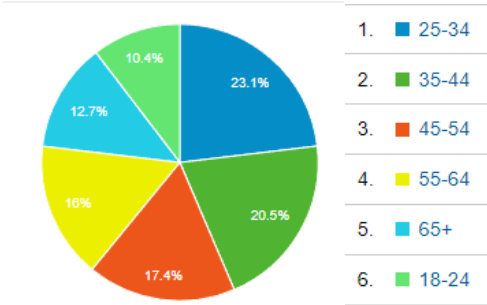
Gender and Age

The number of men engaging and visiting the website has increased rising to 31% for the whole of 2022. This was broadly consistent throughout year, hopefully representing a trend.



The overall number of sessions in every age range has fallen but the decrease is less significant than last reported. The fall has reduced particularly in those over 55, perhaps suggesting that the figures are stabilising for this age range. The pie chart below shows the number of sessions by age for visitors to the site. It might be interesting to compare this to the membership age demographic.

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How do our users get to us

The pattern over the past year shows very little change. Direct links are fractionally up with Facebook and Instagram being the top social media referrals (about equal).



As can be seen The Flower Farmers Big Weekend produced the strongest most sustained response although not the highest.

Around 60% of all referrals came from search engines, the majority of which was through Google which accounted for just over 100,000 sessions and 57% of new users on the site. The Guardian accounted for 4% of referrals with articles in February, March, May, August and September. Referrals came from around 250 members own websites.

Which pages do people look at

This shows the final 6 months of 2021 compared to the full year in 2022. As can be seen in most instances the figures are at least double. A lot more members have logged into their account (and looked at the special offers!) and the Big Weekend event finder was obviously very popular. This list is extracted from the top 100 entries and an n/a entry means that the page did not appear in 2022.

Page	2021 (6months)	2022 (12months)
/find-flowers/	97386	208517
/ (home page)	86178	179873
/dashboard/	16970	40741
/login/	14404	29028
/about-us/	13576	23624
/events/	12796	21185
/learning-resources/foilage-for-flower-arranging/	12362	19588
/flower-farmers-big-weekend-2022/	10906	17645
/account/	7222	16727
/faqs/	6497	11129
/blog-and-more/blog/	4426	8717
/inspiration/	4293	6156
/about-us/our-team/	3960	10737
/about-us/our-story/	3916	5031
/events/category/big-weekend-2021/ (event finder in 2022)	3568	16861
/join-us/	5383	12707
/blog-and-more-2/	3435	5834
/inspiration/image-gallery/	3211	6156
/inspiration/wedding-flowers/	3102	7213
/login/?action=forgot_password	3082	3966
/register/annual-membership/	2895	6120
/inspiration/why-british-flowers/	2702	4522
/inspiration/funeral-flowers/	2690	4876
/stories/stokesay-flowers/	2683	n/a
/about-us/contact-us/	2218	3912
/resources/special-offers-for-fftf-members/	2109	7319
/members/the-sunflower-lady/	2084	n/a
/stories/	2050	3426
/members/italian-ranunculus-uk/	2027	4587
/learning-resources-overview		1424
/resources/growing-advice/	1959	4090

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/learning-resources/	1922	3678
/inspiration/image-gallery-spring-copy/	1723	3458
/members/	1690	4589
/learning-resources/the-carbon-footprint-of-flowers/	1630	2894
/members/flowers-by-eden-valley/	1557	n/a
/members/victoria-martin/	1399	n/a
/members/justdahlias/	1395	2898
/members/little-garden/	1343	n/a
/members/keythorpe-walled-garden/	1337	n/a
/resources/business-advice/?preview=true	1333	2661
/learning-resources/uk-seasonality/	1272	4866
/about-us/10th-anniversary/	1259	n/a
/faqs/faqs-about-membership/	1207	2392
/faqs/faqs-about-buying-flowers/	1188	2205
/members/amelias-flower-farm		3103
/members/dulce-and-flor/		2729
/members/libbys-flower-garden		2358

The new website has around 345 pages plus 900+ member pages and has published over 400 events.

Where people live

This is where visitors to the website come from, not where our members are!

City	Sessions
London	47151
(not set)	24176
Birmingham	3209
Sheffield	2356
Bristol	2177
Leeds	2028
Edinburgh	1711
Manchester	1515
Wolverhampton	1515
Croydon	1504
Plymouth	1453
Glasgow	1165
Liverpool	1147

City	Sessions
Cardiff	1112
Newcastle upon Tyne	903
Norwich	862
Oxford	821
Luton	818
Cambridge	802
Nottingham	747
Worcester	742
Aberdeen	718
Stoke on Trent	708
Reading	671
Telford	663

Where are our members



Our members cover the whole of the United Kingdom.

The “Find Flowers” page on the website is the most popular.

Every time someone searches on the page Google charges us. There have been over 300,000 map loads and geocoding requests in 2022. This took us over our free quota with a charge on the year of £82.

This suggests that one of the most popular uses of the website is to find members.

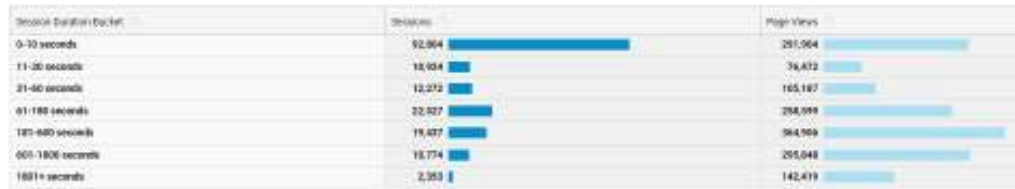
Length of time on website

Using the six monthly comparison against the last report, there has been a marginal reduction in sessions but a 15% reduction in page views. However, the differences in each duration bucket between the two years overall is marginal.

Session Duration Bucket	Sessions	Page Views
0-10 seconds		
1 Jul 2022 - 31 Dec 2022	43,819	107,408
1 Jul 2021 - 31 Dec 2021	42,679	108,641
11-30 seconds		
1 Jul 2022 - 31 Dec 2022	4,729	33,825
1 Jul 2021 - 31 Dec 2021	5,113	37,863
31-60 seconds		
1 Jul 2022 - 31 Dec 2022	5,621	47,488
1 Jul 2021 - 31 Dec 2021	6,727	61,496
61-90 seconds		
1 Jul 2022 - 31 Dec 2022	16,927	113,228
1 Jul 2021 - 31 Dec 2021	16,357	101,719
91-120 seconds		
1 Jul 2022 - 31 Dec 2022	8,544	154,384
1 Jul 2021 - 31 Dec 2021	9,397	196,467
121-150 seconds		
1 Jul 2022 - 31 Dec 2022	4,404	116,724
1 Jul 2021 - 31 Dec 2021	5,814	154,868
150/+ seconds		
1 Jul 2022 - 31 Dec 2022	886	59,852
1 Jul 2021 - 31 Dec 2021	1,107	71,898

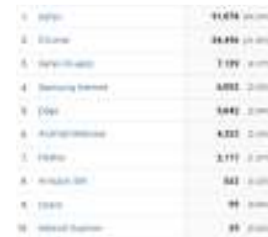
Taking 2022 as a whole on its own the sessions and views are marginally better (i.e. slightly more than double the six month period).

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Browser being used and devices used to connect.

The pattern of browser usage is virtually identical to last year but there has been a small increase in the use of desktop computers at the expense of mobile devices (-4%). People using tablets only make up 5% of the total compared to 68% using mobiles.



Site speed

Whilst the site's overall speed is good, certain pages are very slow which pulls down the overall average to just over 2 seconds. The principal pages doing this are the dashboard, the account page and the events page. These pages are not massively slow, but they are accessed a lot. There are also a number of member pages which have been reported as very very slow. However, in these instances, the slowness is only on one occasion which may be connected to when a member is updating their profile and images. However, these all need to be investigated.

Conclusion

The new website has proved itself to be stable and effective. It provides a good resource both to the public and its members. The mapping feature works well and is used extensively. The payment system is solid and provides adequate tools for management.

Having established this solid base it would be worth looking at what improvements would benefit Flowers from the Farm and its members.

Whilst websites have design trends, the new website has a solid design which reflects a professional approach. It has the advantage of the beauty of flowers as its principal imagery. The site has a large number of pages and its content is principally developed by volunteers.

The enquiry system on the website appears to function effectively.

The website benefits from a service level agreement which keeps the site up to date and fixes basic operational functions. It does not cover significant changes to the site.

However, as the site is one of the most important elements in the organisation's portfolio, serious consideration has to be made as to what future improvements will have greatest impact and benefit.

This should perhaps take the form of a quarterly review process covering design, public facing content, member facing content and resources/services and technical aspects such as SEO and site speed. This could involve the key people working regularly with the site and chair(s). Decisions then taken can be acted on or taken for strategic/budget approval.