The Power of the Website **Voice** Speaker: Ann Pascoe

Rural Highlands of Scotland



Winter fields





Strath of Kildonan





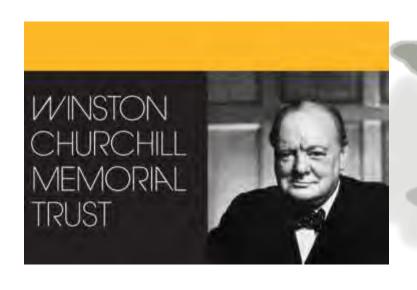
Churchill Fellowship

India

Goa - May 2012 Kerala - June 2012

Taiwan

Taipei - April 2013 ADI Conference



You can still live a life







No-one should ever have to walk the lonely dementia carer journey alone.



- Website layout
- Design of header
- Colours
- Strap lines/messages/logos
- Content
- Make it dementia friendly





No-one should ever have to do this journey alone

Blogs » Care Homes » Community » Campaigns » India » Learning Zone » Carers »

Search this site ...

tome «Ann's Blog « Exploring Ponda on the back of a scooter ...

Exploring Ponda on the back of a scooter ...

osted by Ann on May 15, 2012



This scooter ... and I'm hoping the proper pic comes up here! Today I became a true Goan; worked with Shezmin ... see the Work in Goa pages ... and besides learning so much, I had one of the best days of my life. When she suggested we use her scooter to get around I sort of gulped and thought about it for 10 seconds and then decided 'go with the flow ... you're only here once': so off we went ... sans helmet (I know, I know) but they only drive at 30 miles an hour and all the roads have traffic humps every mile or so ... We had a few scary brushes with a few maniac busses and other hairy scooters, but I think it was more shock on their part at seeing two such different woman on the same

Recent Posts

- Congratulations Babu! Cochin's dementia friendly work wins Taipei award
- Creative Carers in Brora and Helmsdale
- 22 Jan Helmsdale Gets Creative!
- Calling all carers
- Caring for Carers on Radio Scotland

External Links

Alzheimer Europe

Our village



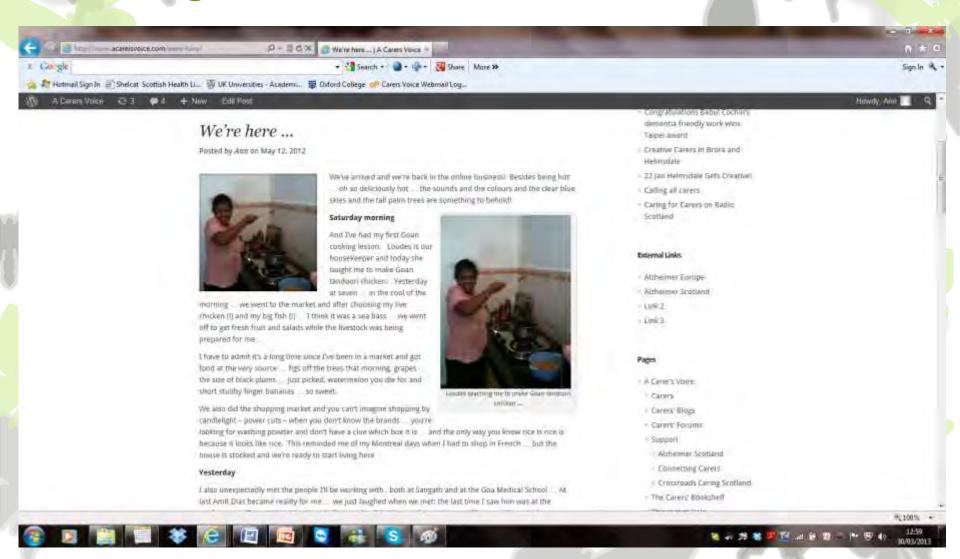
The market place



Our neighbour



Blogs from India



Health Clinic



Shezmin

Work in Goa ...

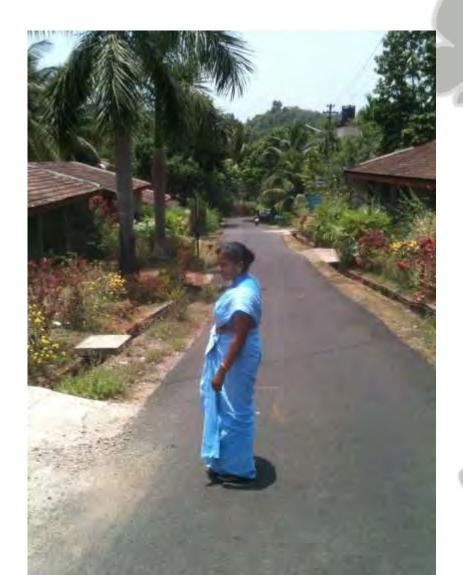




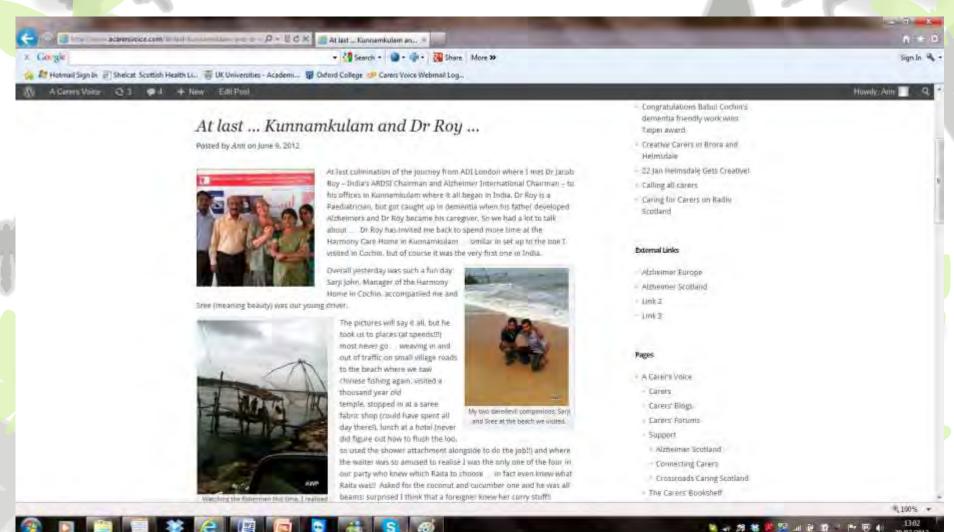
Delicious 'home' food



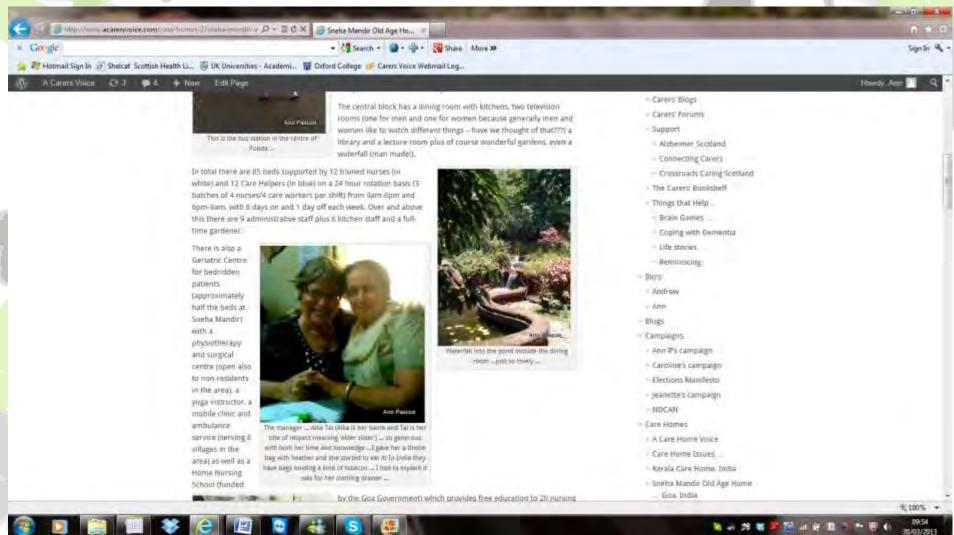
Home from home



Visit to Kerela



Key message



Unexpected outcome

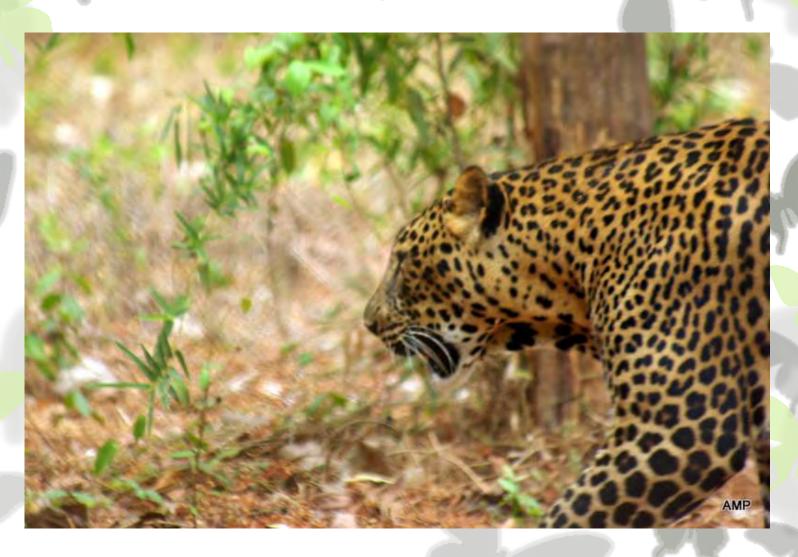
- Andrew decided to blog
- but couldn't do it alone
- So I helped him ...



His favourite beach



Animal sanctuary



Moped power



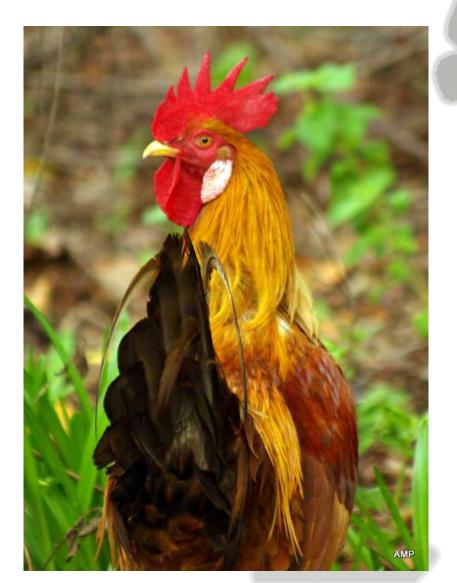
Full tummies



Bougainvillea



Alarm clock



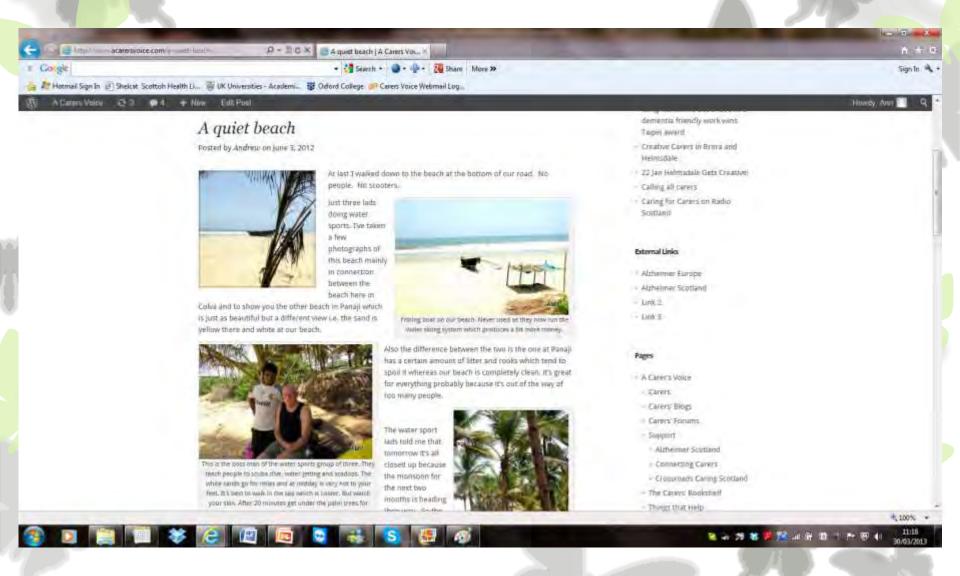
Monsoon's coming



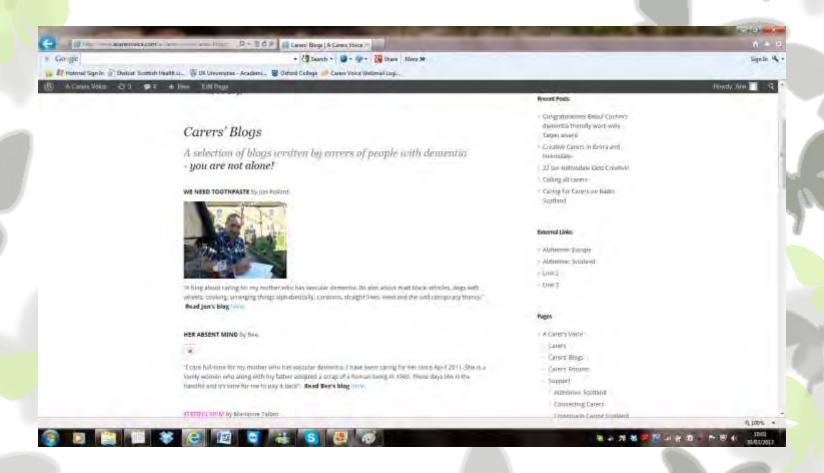
It arrives



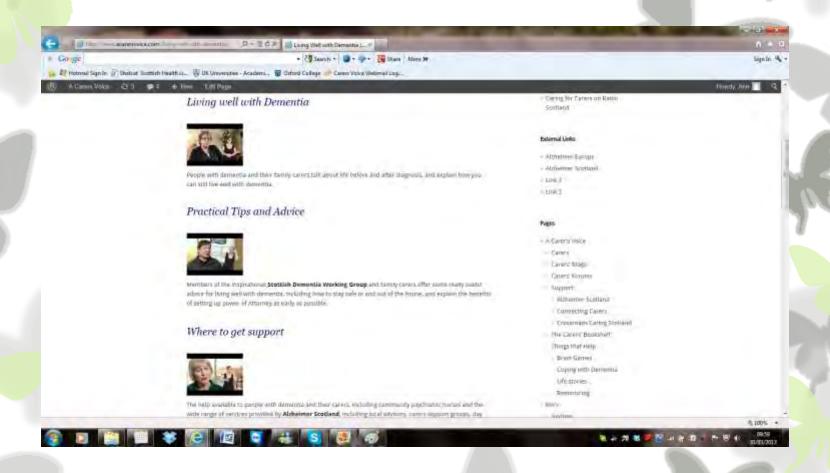
Andrew begins to blog



Carers not alone



A working site



Campaigning site

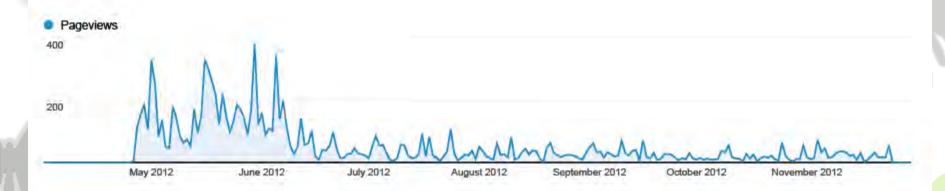


Apr 1, 2012 - Nov 30, 2012

Content Overview

% of pageviews: 100.00%

Overview



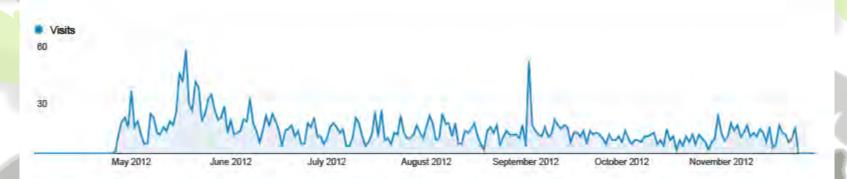
Pages on this site were viewed a total of 11,707 times



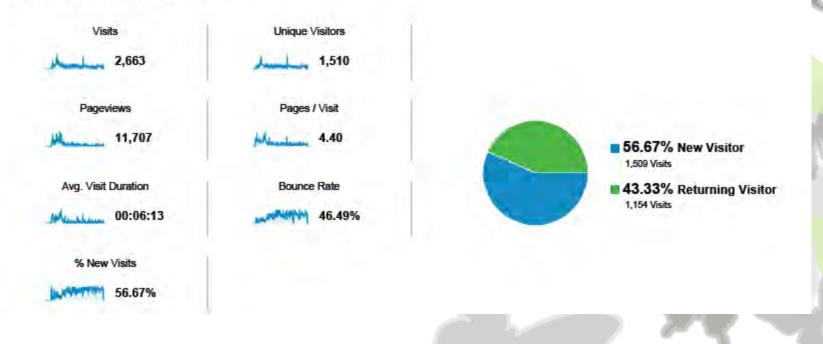
Audience Overview

@ % of visits: 100.00%

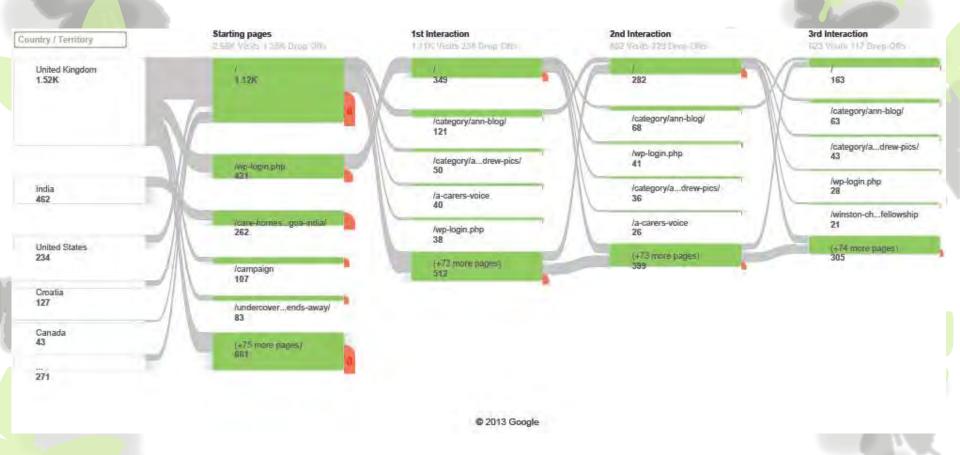
Overview



1,510 people visited this site



Visitors' flow



Indicates, what visitors', by which territory, were captivated by on acarersvoice.com before dropping off/ leaving the website.

Site usage



Overview

Apr 1, 2012 - Nov 30, 2012

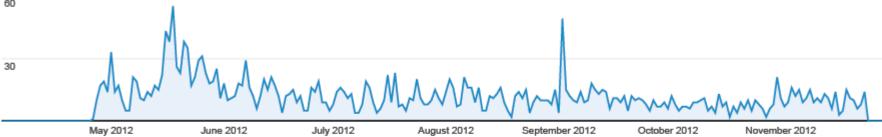
% of visits: 100.00%

Explorer

Site Usage

Visits





Visits

2,663

% of Total: 100.00% (2,663)

Pages / Visit

4.40

Site Avg: 4.40 (0.00%)

Avg. Visit Duration

00:06:13

Site Avg: 00:06:13 (0.00%)

% New Visits

56.67%

Site Avg: 56.67% (0.00%)

Bounce Rate

46.49%

Site Avg: 46.49% (0.00%)

Mobile (Including Tablet)	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. No	2,381	4.58	00:06:34	55.44%	44.65%
2. Yes	282	2.83	00:03:12	67.02%	62.06%

Rows 1 - 2 of 2

New vs Returning

6 % of visits: 100.00%

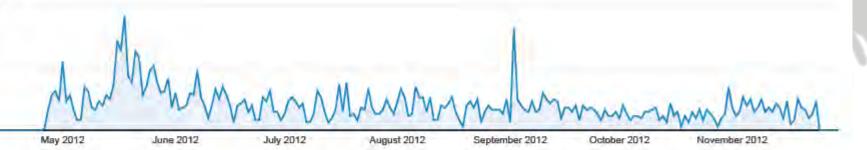
Explorer

Site Usage



60

30



Visits

2,663

% of Total: 100,00% (2,663)

Pages / Visit

4.40

Site Avg: 4.40 (0.00%)

Avg. Visit Duration

00:06:13

Site Avg: 00:06:13 (0.00%)

Bounce Rate

46.49%

Site Avg: 46.49% (0.00%)

Visitor Type	Visits	Pages / Visit	Avg. Visit Duration	Bounce Rate
New Visitor	1,509	2.69	00:02:29	63.55%
2. Returning Visitor	1,154	6.62	00:11:05	24.18%

Rows 1 - 2 of 2

Location

6 % of visits; 100,00%

Map Overlay

Site Usage

Country / Territory

United Kingdom



Visits

1,525

Pages / Visit

5.32

Avg. Visit Duration

00:07:31

% New Visits

44.92%

Bounce Rate

35.15%

Language

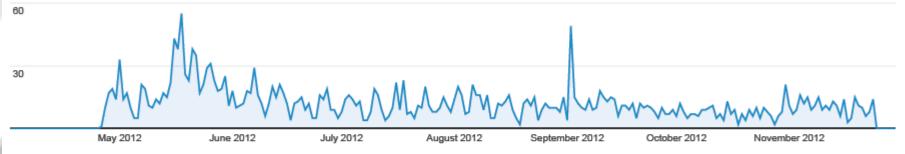
% of visits: 100.00%

-000

Explorer

Site Usage





Visits

2,663

% of Total: 100.00% (2,663)

Pages / Visit

4.40

Site Avg: 4.40 (0.00%)

Avg. Visit Duration

00:06:13

Site Avg: 00:06:13 (0.00%)

% New Visits

56.67%

Site Avg: 56.67% (0.00%)

Bounce Rate

46.49%

Site Avg: 46.49% (0.00%)

Language	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. en-us	2,272	4.66	00:06:46	53.65%	43.93%
2. en-gb	285	3.32	00:03:34	68.42%	55.44%
3. en	45	1.69	00:01:48	86.67%	73.33%
4. de-de	7	1.43	00:00:05	71.43%	71.43%
5. ru	6	1.17	00:00:11	83.33%	83.33%

Engagement

% of visits: 100.00%

Distribution

Visit Duration

Visits

2,663

% of Total: 100.00% (2,663)

Pageviews

11,707

% of Total: 100.00% (11,707)

Visit Duration	Visits	Pageviews
0-10 seconds	1,278	1,314
11-30 seconds	110	246
31-60 seconds	146	378
61-180 seconds	311	1,228
181-600 seconds	375	2,509
601-1800 seconds	303	2,972
1801+ seconds	140	3,060

© 2013 Google

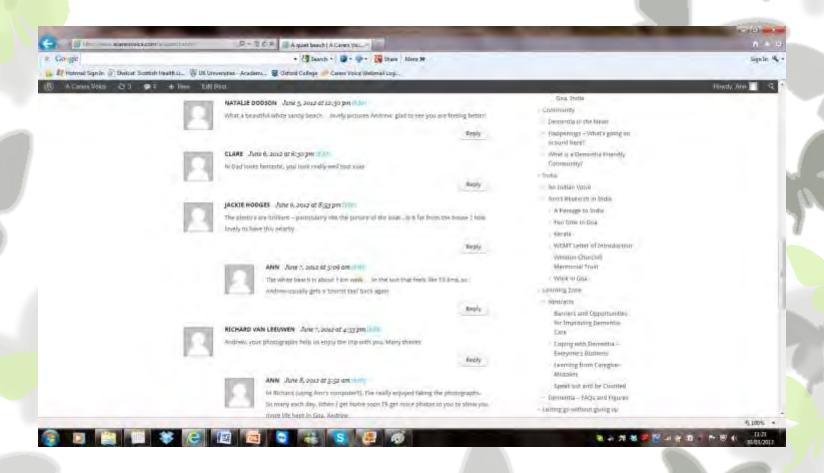


Domain Stats

- Rank has been stable
 - with no relevant variation over the last 3 months

- Site launched 21/3/2012
 - 1 year and 1 month old
 - reaches roughly 870 users
 - delivers about 1,920 page views/month

Comments flow in



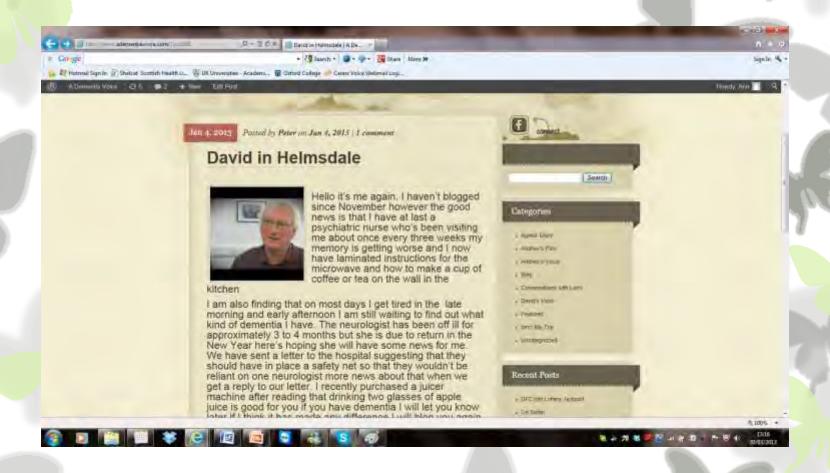


23/03/2013

Agnes joins us



David joins us



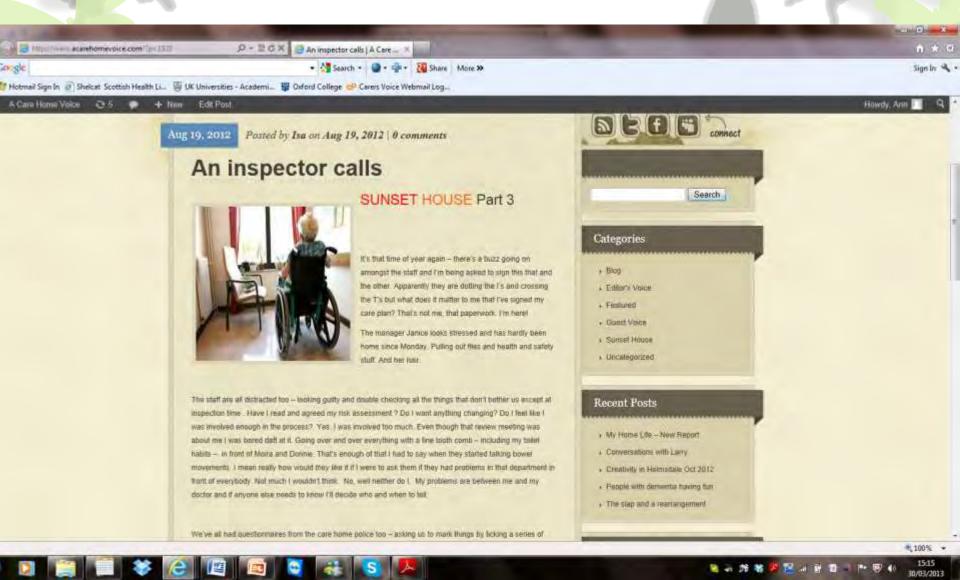
Ian joins us







Sunset House





Flagship website

- highlight progress towards our vision of living well with dementia
- showcase innovation
- promote events
- highlight roadblocks
- map progress
- a forum
- a shop window to:
 - spread the message and
 - sustain the work
 - report the evidence



The Power of the Website Voice

Peter Armstrong BA (Hons)

- Mental nurse
- Website editor
- Director: dementia Friendly Communities CIC

Anthony Dodson

- A+ Certified Technician
- Microsoft Certified Professional
- Microsoft Certified Systems Engineer
- 'Nerds on Site' Business Partner

Ann Pascoe BA (Hons), MSc in Dementia (2014)

- Scottish National Dementia Carers Action Network (NDCAN)
- Winston Churchill Memorial Trust Fellow (2012)
- Director: Dementia Friendly Communities CIC
- Trustee: Life Changes Trust

PHOTOGRAPHY: Andrew Pascoe

Contact:

www.adementiafriendly.com ann@dementia-friendly.com