

# Performance

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## Introduction

### Quick Answer

To view website performance statistics, login to your **Club Control Panel**.

Click the **Performance** tab.

Select **Social & Insights** from the left-hand menu.

### This Guide

In this guide, you will learn how to **view website traffic statistics**, **review site revenue** and **use easyfundraising with Pitchero**.

### About the Performance section

In the Performance section you can find all the statistical data for your club's website.

Webmasters can view how many visitors are accessing the website each week, and how many are further engaging with social media platforms such as Facebook and Twitter.

You can also view the revenue your club has earned through partner schemes such as easyfundraising, Lovell Soccer and Rugby, and Barrington Sports.

In addition, the Performance section is where you can view your all important website ranking, amongst hundreds or even thousands, of other clubs in our network!

Use the left-hand menu to navigate through this section.

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## Social & Insights

### This Guide

In this guide, you will learn how to view your **website traffic**, view your **Pitchero ranking**, review your **most viewed pages**, view your club's **engagement**, and review your **most shared pages**.

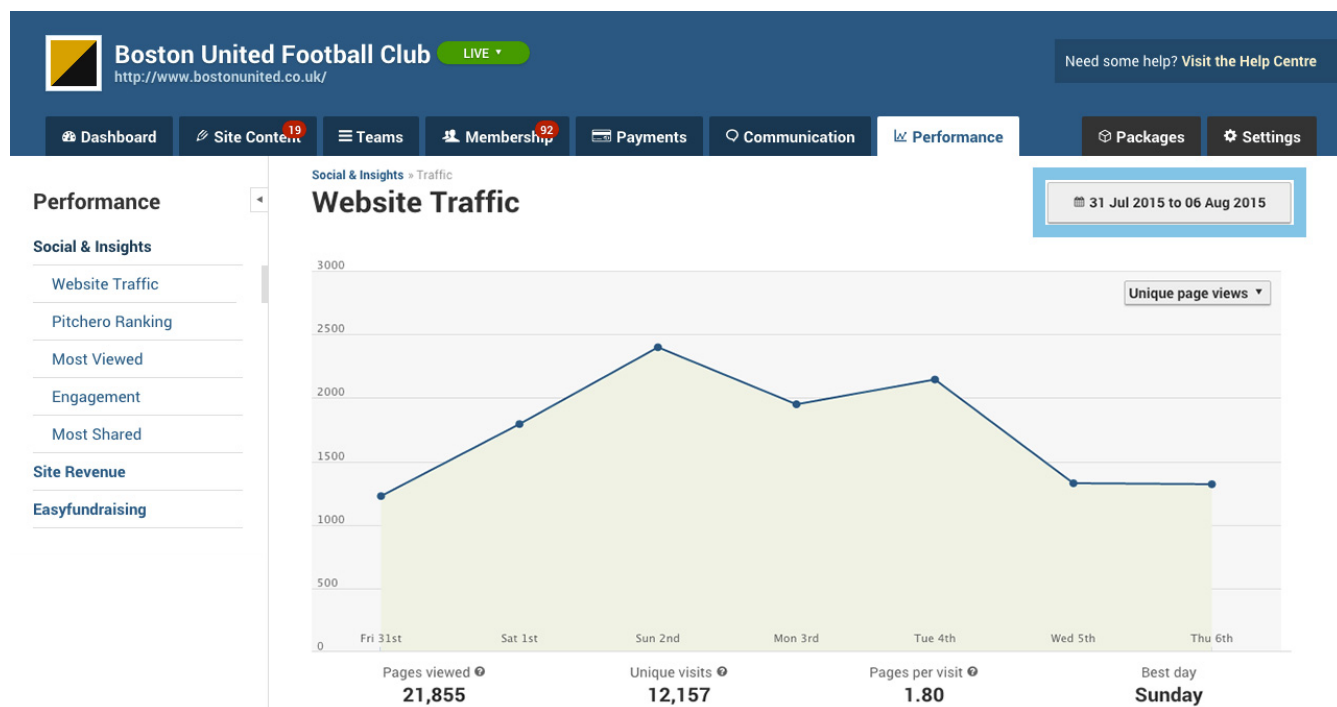
## Viewing your website traffic

Access your Club Control Panel and click the 'Performance' tab, then select 'Social & Insights' followed by 'Website Traffic' from the left-hand menu.



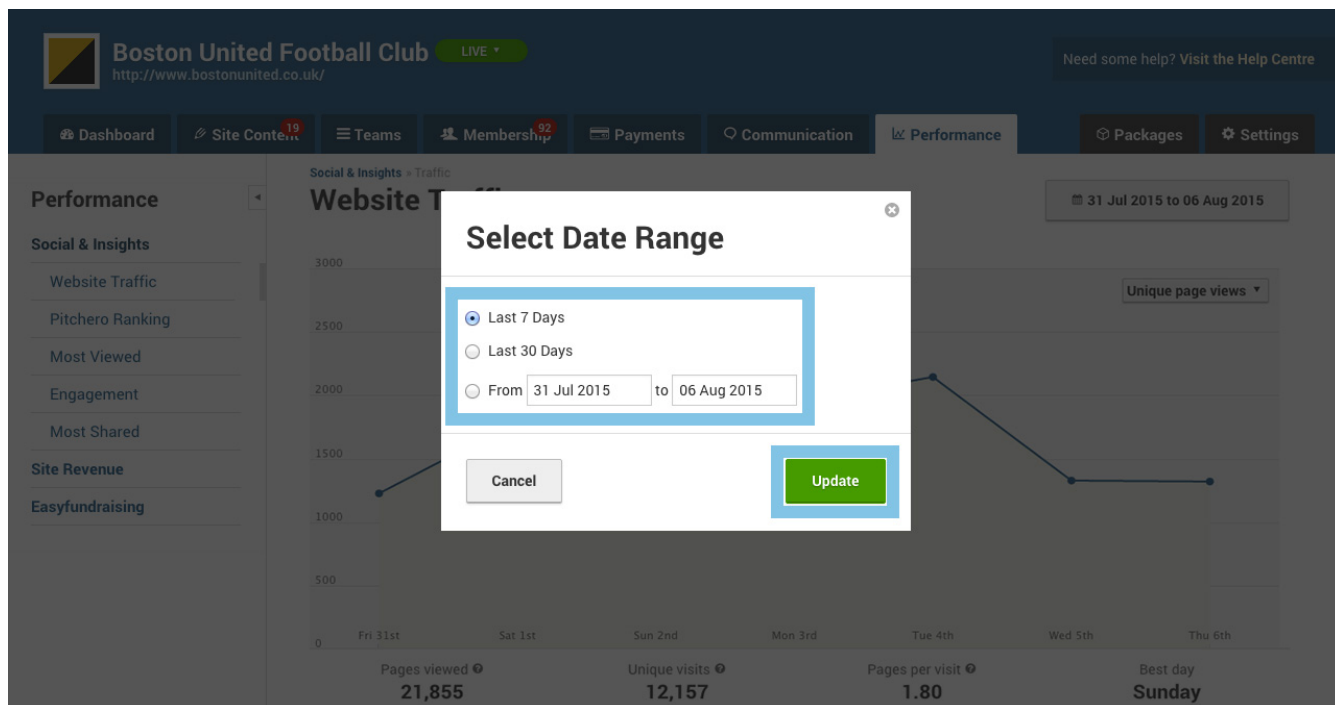
On this page, you can view the number of unique page views and visits made to your website in the last seven days.

To view the website statistics by a different range, click the grey date range button located on the right-hand side of the page.



In the overlay, you can select between statistics for the last seven days, the last thirty days, or your own custom date range.

Once you have chosen a new date range, click the green 'Update' button.



The graph and table will then be updated automatically with statistics from this new date range.

### Top tip

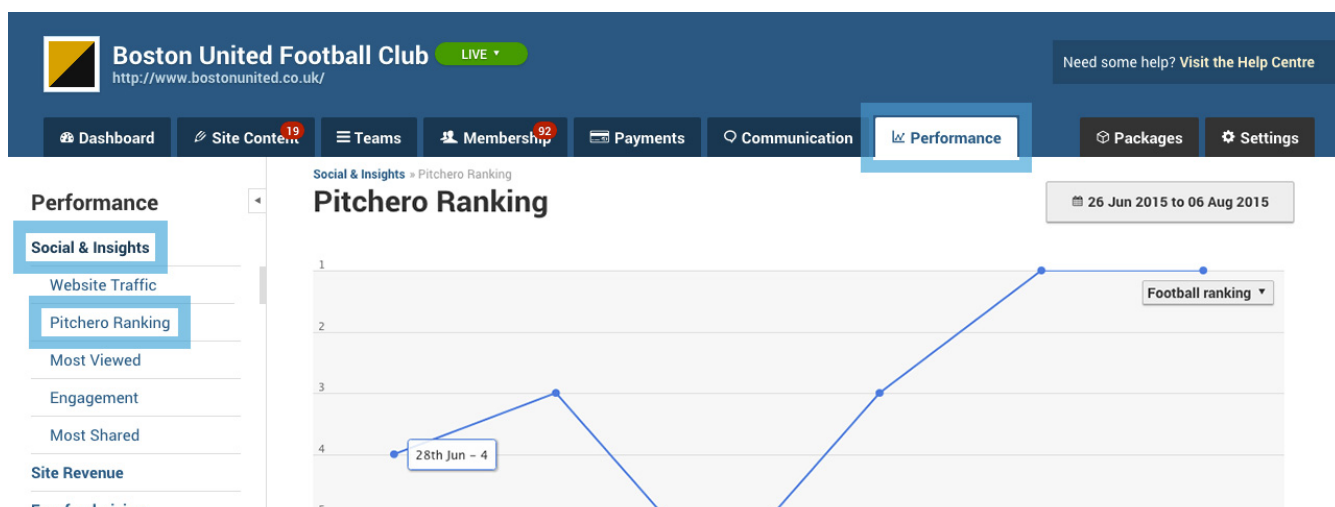
Traffic statistics are a great way to market your website to new and existing sponsors.

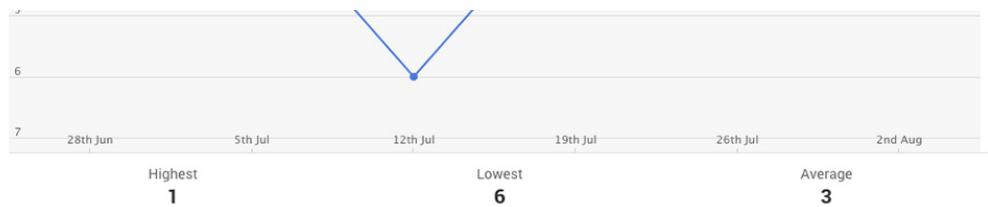
You can show the number of visitors your website receives on an average week, month, or during an entire season.

A sponsor can then gauge the exposure their banner would receive from being displayed on your website.

## Viewing your Pitchero ranking

Access your Club Control Panel and click the 'Performance' tab, then select 'Social & Insights' followed by 'Pitchero Ranking' from the left-hand menu.



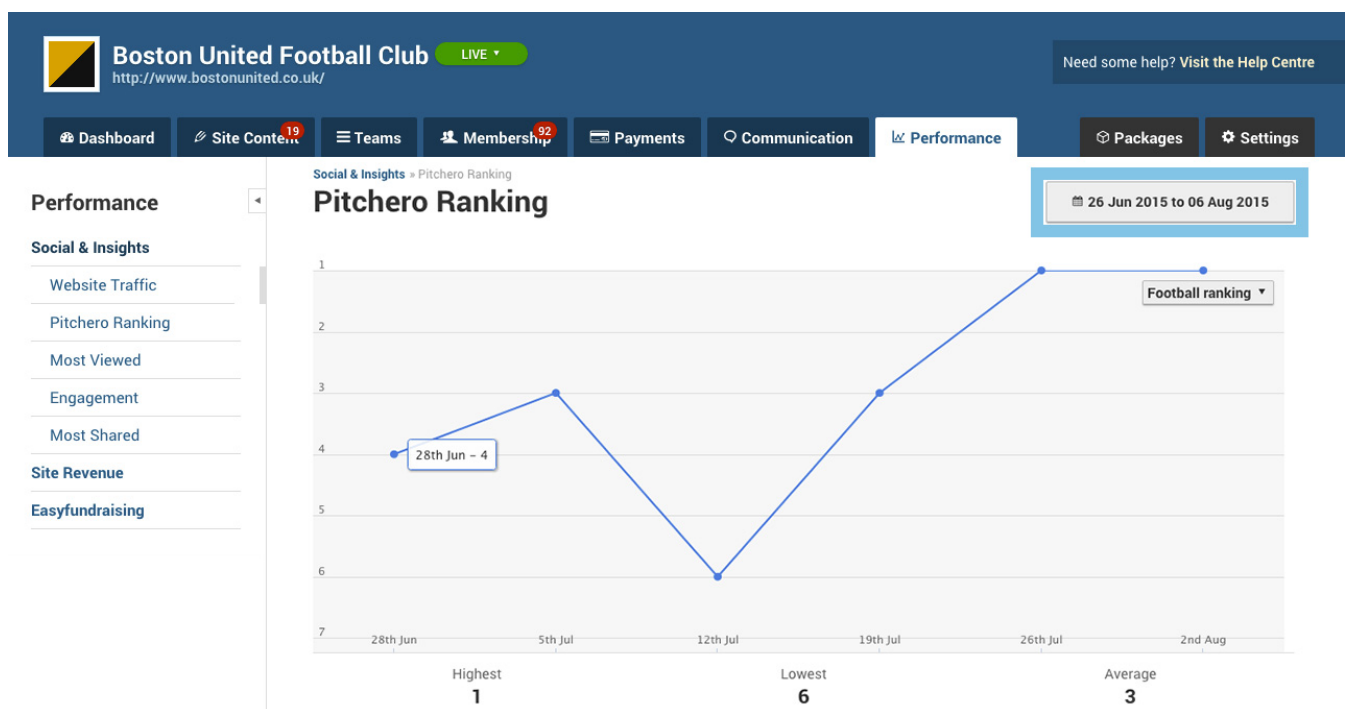


On this page, you can view your website ranking within your sport or within all sports, for the last six weeks.

Below the graph you can view your club's all-time highest, lowest, and average place within the rankings.



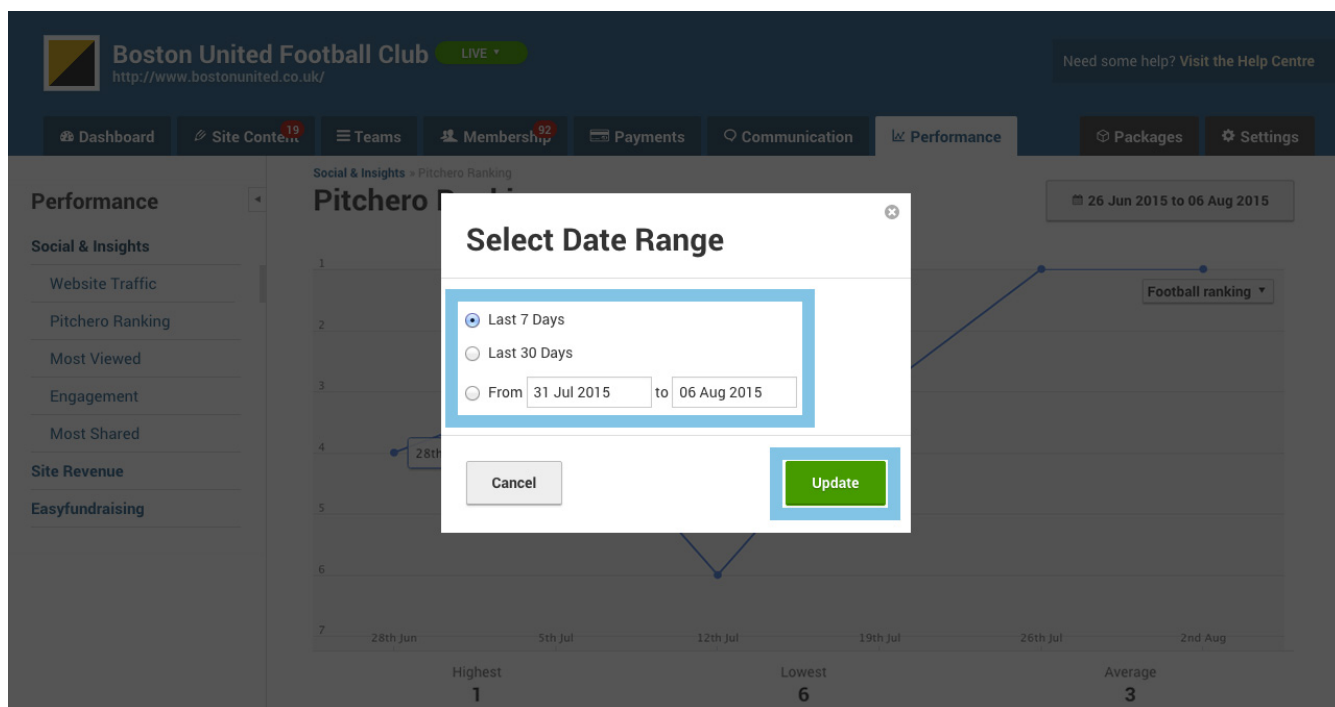
If you wish to view your Pitchero rankings for a different time frame, click the grey date range button located on the right-hand side of the page.



In the overlay, you can select between the last seven days, the last thirty days, or by your own custom date range.

in the overlay, you can select between the last seven days, the last thirty days, or by your own custom date range.

Once you have chosen a new date range, click the green 'Update' button.



The graph will then be updated automatically with your website ranking in this new date range.

### How the rankings are determined

The Pitchero rankings are assessed primarily by unique visits and raw hits to your website.

The rankings also consider how much content (news items, match reports, photos and videos) has been added to the website in the last seven days.

To improve your ranking, we encourage clubs to:

- Post content and update the website regularly.
- Invite new members to join your website.
- Share content regularly to Facebook and Twitter.

These tips should help drive more visitors to your website and encourage them to return regularly for the latest information.

### Reviewing your most viewed pages

Friendly competition between different teams at your club is only natural! Your Pitchero website can provide a lot of answers about which team is viewed the most.

Access your Club Control Panel and click the 'Performance' tab, then select 'Social & Insights' followed by 'Most

Viewed' from the left-hand menu.

The screenshot shows the Boston United Football Club website dashboard. The top navigation bar includes the club logo, name, and URL, along with a 'LIVE' indicator and a 'Need some help? Visit the Help Centre' link. The main navigation menu contains links for Dashboard, Site Content, Teams, Memberships, Payments, Communication, Performance, Packages, and Settings. The 'Performance' section is highlighted in the left-hand menu. The 'Most viewed' page is displayed, showing a table of the most viewed pages over the last seven days (31 Jul 2015 to 06 Aug 2015). The table lists various page types, teams, names, and view counts.

Type	Team	Name	Views
Club homepage		Boston United Football Club	7131
News.view		Pledges sought for United goals - News - Boston United Football Club	5752
Unknown		Fixtures & Results - First Team - Boston United Football Club	2093
Team match centre		Workshop Town 2-2 Boston United - First Team - Boston United Football Club	1788
Team information	First Team	First Team - Information - Boston United Football Club	1047
Team profiles		The Team - First Team - Boston United Football Club	786
Article		Information - Boston United Football Club	667
News homepage		News - Boston United Football Club	590
Section homepage		First Team - Teams - Boston United Football Club	234

Here, you can see which pages on your website received the most views in the last seven days.

To view the statistics for a different range, click the grey date range button located on the right-hand side of the page.

This screenshot is identical to the previous one, but with a date range overlay highlighted. The overlay is a grey box with a blue border, containing the date range '31 Jul 2015 to 06 Aug 2015'. The overlay is positioned over the date range button in the top right corner of the 'Most viewed' section.

In the overlay, you can select to view statistics for the last seven days, the last thirty days, or your own custom date range.

Once you have chosen a new date range, click the green 'Update' button.

The screenshot shows the 'Performance' section of the website. A modal titled 'Select Date Range' is open, allowing users to choose a date range for the data. The modal has three options: 'Last 7 Days' (selected), 'Last 30 Days', and 'From' to '06 Aug 2015'. The 'Update' button is highlighted in green. The background shows a table of 'Most viewed' pages with columns for 'Type', 'Name', and 'Views'.

Type	Name	Views
Club homepage	Boston United Football Club	7131
News.view	Pledges sought for United goals - News - Boston United Football Club	5752
Unknown	Fixtures & Results - First Team - Boston United Football Club	2093
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Team information	First Team - Information - Boston United Football Club	1047
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Article	Information - Boston United Football Club	667
News homepage	News - Boston United Football Club	590
Section homepage	First Team - Teams - Boston United Football Club	234

The table will then be updated with statistics from this new date range.

By default, this page displays all types of content, such as the homepage, match reports, the calendar, and even individual profiles.

To narrow down the types of content listed, click into the 'All page types' drop-down and tick the types of content you wish to view.

Then click out of the drop-down to update the listings.

The screenshot shows the 'Performance' section of the website. The 'All page types' dropdown menu is open, showing a list of content types that can be selected. The 'Update' button is highlighted in green. The background shows a table of 'Most viewed' pages with columns for 'Type', 'Name', and 'Views'.

Type	Name	Views
Club homepage	Boston United Football Club	7131
News.view	Pledges sought for United goals - News - Boston United Football Club	5752
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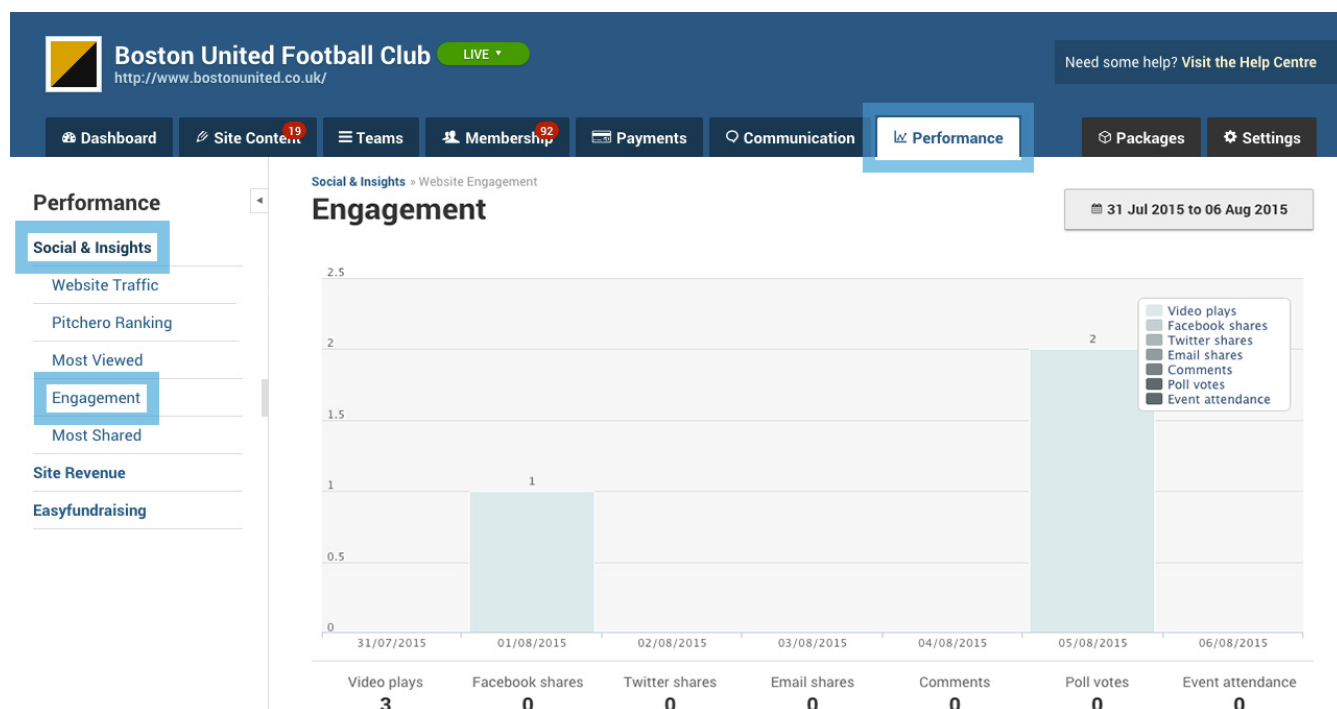
## Viewing website engagement

See how members interact with your website through the engagement tracking tools.

Access your Club Control Panel and click the 'Performance' tab, then select 'Social & Insights' followed by

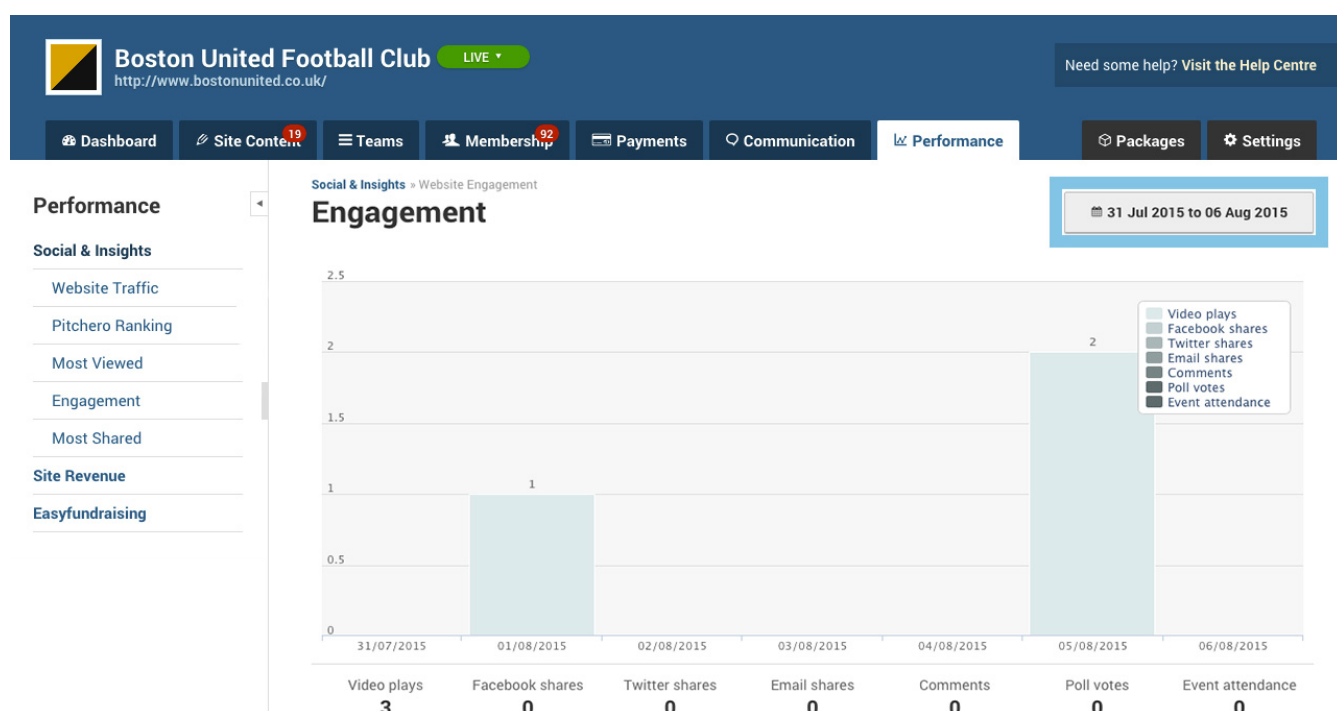


Access your Club Control Panel and click the Performance tab, then select Social & Insights followed by 'Engagement' from the left-hand menu.



Here, you can view the number of video plays, items shared to Facebook and Twitter or via email, comments posted, polls voted on and attendances set in the last seven days.

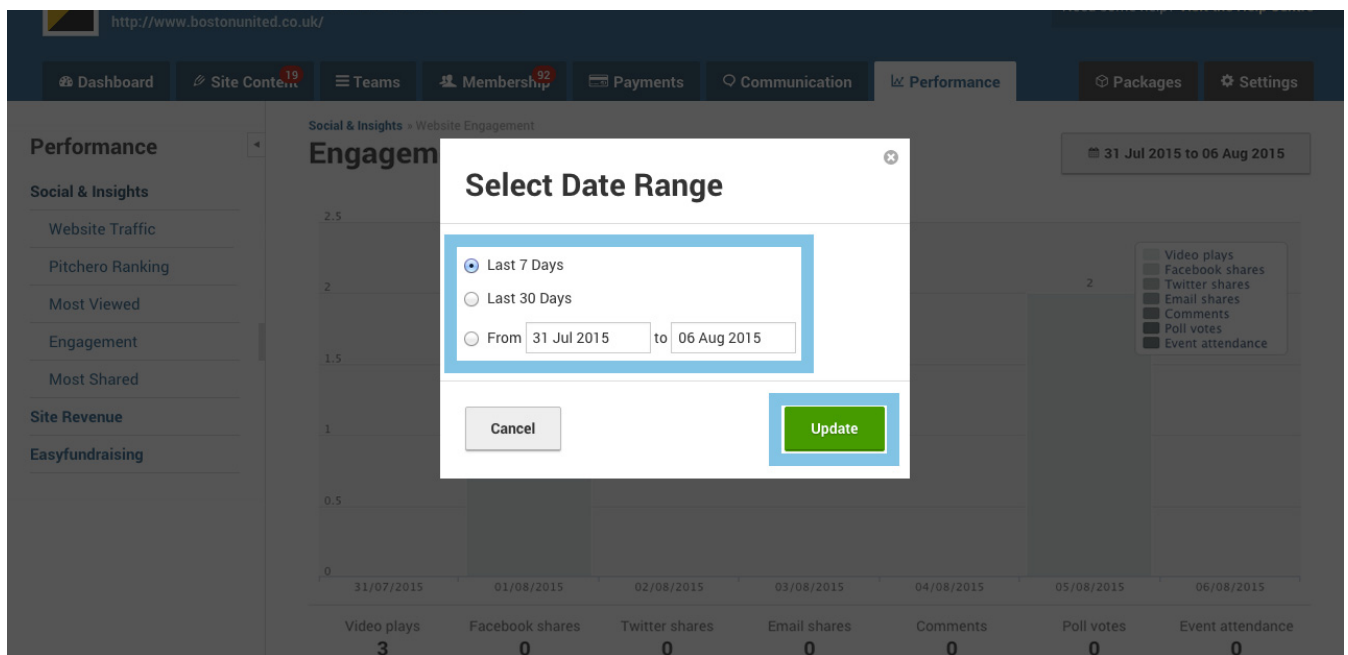
To view the statistics by a different range, click the grey date range button located on the right-hand side of the page.



In the overlay, select between statistics for the last seven days, the last thirty days, or your own custom date range.

Once you have chosen a new date range, click the green 'Update' button.





The table and graph will then be updated with statistics for this new date range.

## Reviewing your most shared pages

Access your Club Control Panel and click the 'Performance' tab, then select 'Social & Insights' followed by 'Most Shared' from the left-hand menu.

The screenshot shows the 'Most Shared' page in the Club Control Panel. The top navigation bar is the same as the previous screenshot. The left-hand menu under 'Performance' has 'Most Shared' highlighted. The main area displays 'Social & Insights > Most Shared Pages' with a date range of '31 Jul 2015 to 06 Aug 2015'. A dropdown menu shows 'All page types'. The table below lists the most shared pages.

Name	Type	Shares	Clicks
Grimsby set for weekend visit	News story	4	0
Ravas completes United move	News story	3	2
RIP Mick Lord 1940-2014	News story	2	0
Honours even in final friendly	News story	2	13
Grimsby clinch friendly victory	News story	1	0
Pilgrim Lounge closed on Saturday	News story	1	10
United clinch Rollins deal	News story	0	7
County trip awaits on opening day	News story	0	1

Here you can see which are the most shared pages on your website in the last seven days.

To view the statistics by a different range, click the grey date range button located on the right-hand side of the page.



Performance

Social & Insights

Website Traffic

Pitchero Ranking

Most Viewed

Engagement

Most Shared

Site Revenue

Easyfundraising

Most Shared

31 Jul 2015 to 06 Aug 2015

All page types

[Select all]

Calendar

Club homepage

Coach profile

Event

Fixtures and results

League news

League table

Match centre

Match report

News homepage

News story

Page 1 of 1

	Type	Shares	Clicks
	News story	4	0
	News story	3	2
	News story	2	0
	News story	2	13
	News story	1	0
	News story	1	10
	News story	0	7
	News story	0	1

## Site Revenue

### This Guide

In this guide, you will learn how to **view revenue** your club has earned through retailers and **update your payment details**.

### Viewing the revenue your club has earned through online retailers

Access your Club Control Panel and click the 'Performance' tab, then select 'Site Revenue' from the left-hand menu.

Boston United Football Club

LIVE

Need some help? Visit the Help Centre

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Members92

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Social & Insights

Site Revenue

Easyfundraising

Site Revenue

Update Payment Details

Total Revenue Earned

£15.65

Total Revenue Paid Out

£0.00

Balance

£15.65

Revenue Earned

Marketplace	Club Kit	Insurance	Trophies	Cashback	Total
5% Commission	5% Commission	£50 Cashback	5% Commission	1% – 50% Commission	
£0.10	£0.00	£0.00	£0.00	£15.55	£15.65

Transactions

Date	Type	Value	Commission	Balance
N/A	Cashback	£15.55	£15.55	£15.55
2nd Sep 2013	Marketplace	£1.99	£0.10	£15.65

On this page, you can view all of the revenue your club has earned from various retailer options such as the

Marketplace, club kit, insurance, trophies and cashback.

Once your club has earned over the quarterly threshold of £25, you are eligible to receive a cheque.

Before a cheque is sent, you must check that your payment details are correct.

## Updating your payment details

Access your Club Control Panel and click the 'Performance' tab, then select 'Site Revenue' from the left-hand menu.

Click the green 'Update Payment Details' button on the right-hand side of the page.

The screenshot shows the Boston United Football Club Club Control Panel. The top navigation bar includes links for Dashboard, Site Content (19), Teams, Membership (92), Payments, Communication, Performance (highlighted), Packages, and Settings. The left-hand menu under 'Performance' includes Social & Insights, Site Revenue (highlighted), and Easyfundraising. The main content area is titled 'Site Revenue' and features a green 'Update Payment Details' button. Below this, there are three summary boxes: Total Revenue Earned (£15.65), Total Revenue Paid Out (£0.00), and Balance (£15.65). A table titled 'Revenue Earned' shows breakdowns for Marketplace (5% Commission, £0.10), Club Kit (5% Commission, £0.00), Insurance (£50 Cashback, £0.00), Trophies (5% Commission, £0.00), and Cashback (1% - 50% Commission, £15.55), with a Total of £15.65. A 'Transactions' table lists two entries: a Cashback transaction on N/A for £15.55 and a Marketplace transaction on 2nd Sep 2013 for £1.99, both contributing to the total balance.

Revenue Earned					
Marketplace	Club Kit	Insurance	Trophies	Cashback	Total
5% Commission	5% Commission	£50 Cashback	5% Commission	1% - 50% Commission	
£0.10	£0.00	£0.00	£0.00	£15.55	£15.65

Transactions					
Date	Type	Value	Commission	Balance	
N/A	Cashback	£15.55	£15.55	£15.55	
2nd Sep 2013	Marketplace	£1.99	£0.10	£15.65	

In the overlay, complete the payee name, contact name, address and postcode.

Then, click the green 'Update Information' button.

The screenshot shows the same Club Control Panel with a 'Payment Details' overlay form open. The form contains the following fields: Payee name (Boston United FC), Contact name (Example Contact Name), Address (The Jakemans Stadium, York Street, Boston), and Postcode (PE21 6JN). The background shows the 'Site Revenue' page with the 'Update Payment Details' button highlighted.

	Date		Commission	Balance
	N/A	Cancel	£15.55	£15.55
	2nd Sep 2013	Update Information	£0.10	£15.65

# easyfundraising

## This Guide

In this guide, you will learn how to **register your club with easyfundraising**, **connect your cause page** to your club website, and **make revenue** on your members' online purchases.

## Registering your club with easyfundraising

Access your Club Control Panel and click the 'Performance' tab, then select 'easyfundraising' from the left-hand menu.

Click the green 'Register my club for free' button.

The screenshot shows the Boston United Football Club Club Control Panel. The top navigation bar includes links for Dashboard, Site Content, Teams, Membership, Payments, Communication, Performance (highlighted), Packages, and Settings. The left-hand menu under 'Performance' includes Social & Insights, Site Revenue, and easyfundraising (highlighted). The main content area features a large blue banner with the text 'Raise FREE funds by shopping online' and 'Increase your club revenues by registering with easyfundraising'. Below the banner are two buttons: 'Register my club for free' (highlighted) and 'Already registered?'. Underneath these buttons are three circular icons representing the steps: Step 1 (easyfundraising logo), Step 2 (a collage of retail logos including Argos, ASDA, eBay, Amazon, John Lewis, etc.), and Step 3 (a stack of gold coins).

In the easyfundraising window, enter the required information and then click the 'Register' button at the bottom of the page.

#### Our privacy promise

We take privacy very seriously. We store all of your data securely and promise to never pass your name or contact details onto any other organisation.

For more information, please read our [privacy policy](#).

#### Register your club

**Tell us about your club**

**Club name**

**Tell us a bit about your club**

**Postcode**


**Telephone number**

Once you have registered you can connect your cause page to your Pitchero website.

## Connecting your cause page to your website

Access your Club Control Panel and click the 'Performance' tab, then select 'easyfundraising' from the left-hand menu.

Click the green 'Already registered?' button.

**Boston United Football Club**  
http://www.bostonunited.co.uk/

LIVE ▾

Need some help? Visit the [Help Centre](#)

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Site Content <sup>19</sup>

Teams

Memberships <sup>92</sup>

Payments

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Social & Insights


Site Revenue


easyfundraising


**Raise FREE funds by shopping online**  
Increase your club revenues by registering with easyfundraising  

Register my club for free


Already registered?

  
Step 1

  
Step 2

  
Step 3

In the overlay, enter your easyfundraising cause URL and click the green 'Apply' button.

**Boston United Football Club**  
http://www.bostonunited.co.uk/

LIVE ▾

Need some help? Visit the [Help Centre](#)

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**Already registered?**  
Please provide your Cause URL below.

Find your easyfundraising cause url within the "Share your Cause Page" box on [Raise More](#).

Cause URL:

## Making revenue from members' online purchases

easyfundraising is a great way for clubs to gain revenue from members' purchases online.

Whether it be a weekly food shop, a domestic appliance, or even a holiday, easyfundraising will donate a percentage of the amount spent to your club as a thank you.

### Top tip

Encourage your members to download the easyfundraising browser plugin, which makes it even simpler for donations to be automatically tracked from your members' purchases at any of the available retailers online.

For case studies on how other clubs have benefitted from easyfundraising, [CLICK HERE](#).

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