

**TUNBRIDGE WELLS BOROUGH COUNCIL
WEBSITE STATISTICS REPORT**

**2nd
QUARTER RESULTS 2004
(April - June 2004)**

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August 2004

www.tunbridgewells.gov.uk

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Introduction

As explained in the 1st quarter report, we started afresh with reporting figures for the 'new site' from January 2004. Therefore we did not have any figures to compare last quarter's figures with.

In this 2nd quarter report, however, we will try, where possible, to compare results with the 1st quarter 2004.

Improvements to the site during the 2nd quarter 2004

April 2004

- Borough e-news went online
- Pest Control pages went live
- Digital TV site went live

May 2004

- Redeveloped Parks and Open Spaces website
- First e-newsletter, text based and accessible-friendly sent out with the second edition of Borough e-news
- Creation of e-news room on the website
- 30 'Funding for Sport in Kent' pages went live

June 2004

- Election information on the web; 15 new pages, including how to register and vote, and coverage of the Euro and Local elections as they progressed
- Re-worked the Schools and Community Links listings to make them easier to search and navigate, as well as accurate
- Created 'Summer on the Pantiles' mini-site
- Sports centre - online booking for members
- Blingin' youth website launched (Sally Staples)

Quick Poll

We introduced a 'quick poll' on the homepage of the website in 2004 as a way of gauging web visitors' needs and opinions, and we want to use the results to help direct our development of the website and services in general. So far, there have been three questions and the results are as follows:

(1) Are you a resident of the Borough of Tunbridge Wells?

Yes: 60%

No: 40%

(2) Did you receive your copy of the Borough News?

No: 56 responses

(3) Do you use broadband to access the internet?

Yes: 68%

No: 32%

The current question is asking the age range of our visitors.

If you have an idea for a quick poll question, please contact Tracy Jones on ext 2024.

Definitions

Please see below for a list of definitions of the terms used in this report.

Unique visitor

This figure should give us an idea of how many individuals are accessing the site. If the same person visits the website more than once during the month, the software will only count the visit once.

Visits

This figure should give us the number of total visits made over the month. If the user views lots of pages, the software will only count this visit as one. However, if the user accesses the site several times over the month, the visitor would be counted again each time.

Pages

This records the total number of pages viewed on the website, regardless of visits.

Hits

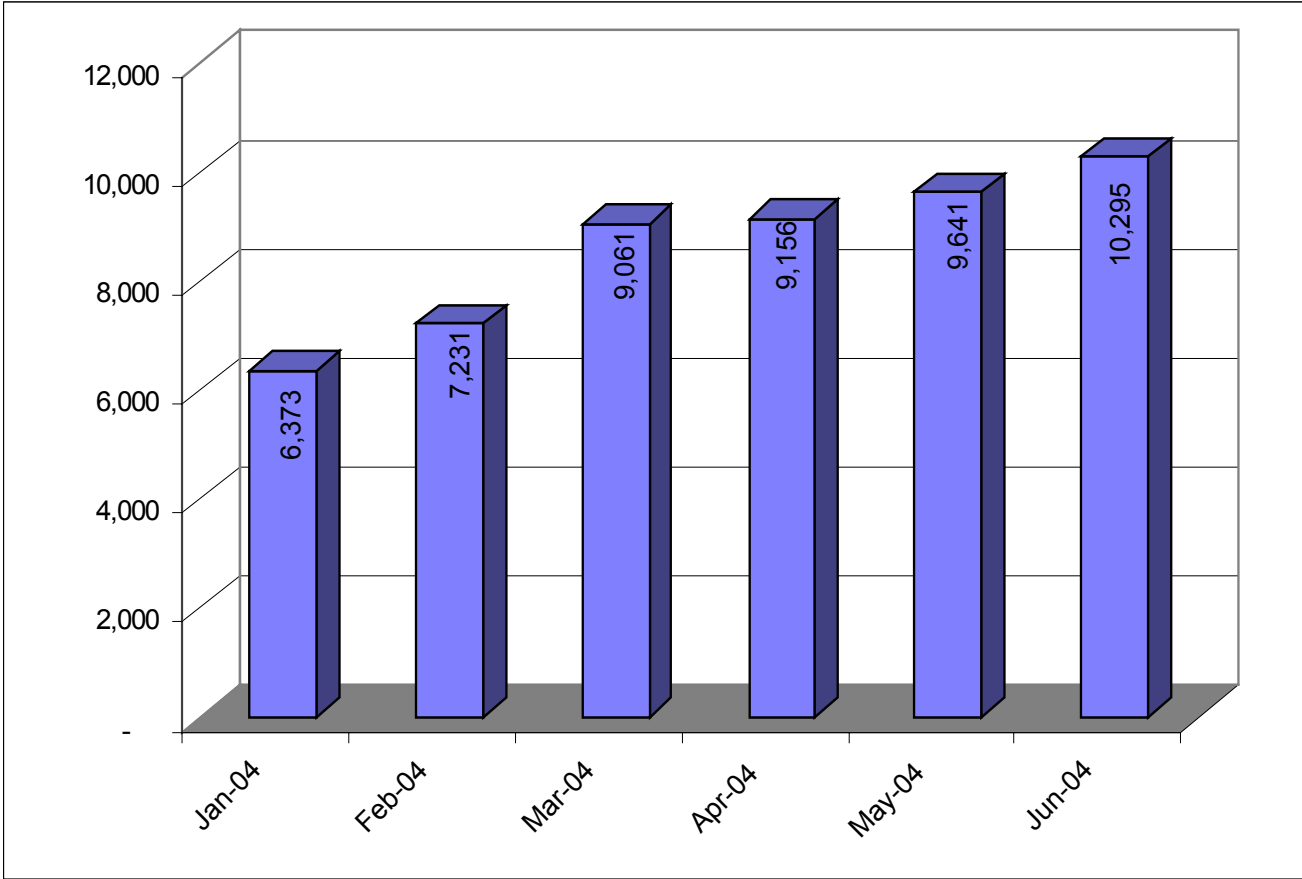
This is the number of file requests made on the server, for example, if a user clicks on a page which has ten images on it, this would count as 11 hits (the ten images plus the actual page).

Example: If you visited the site on Monday and looked at one page with ten images on it, then logged on to the site again on Tuesday and looked at one page with five images on it, this would count as one unique visitor, two visits, two pages viewed and 17 hits.

Who to contact

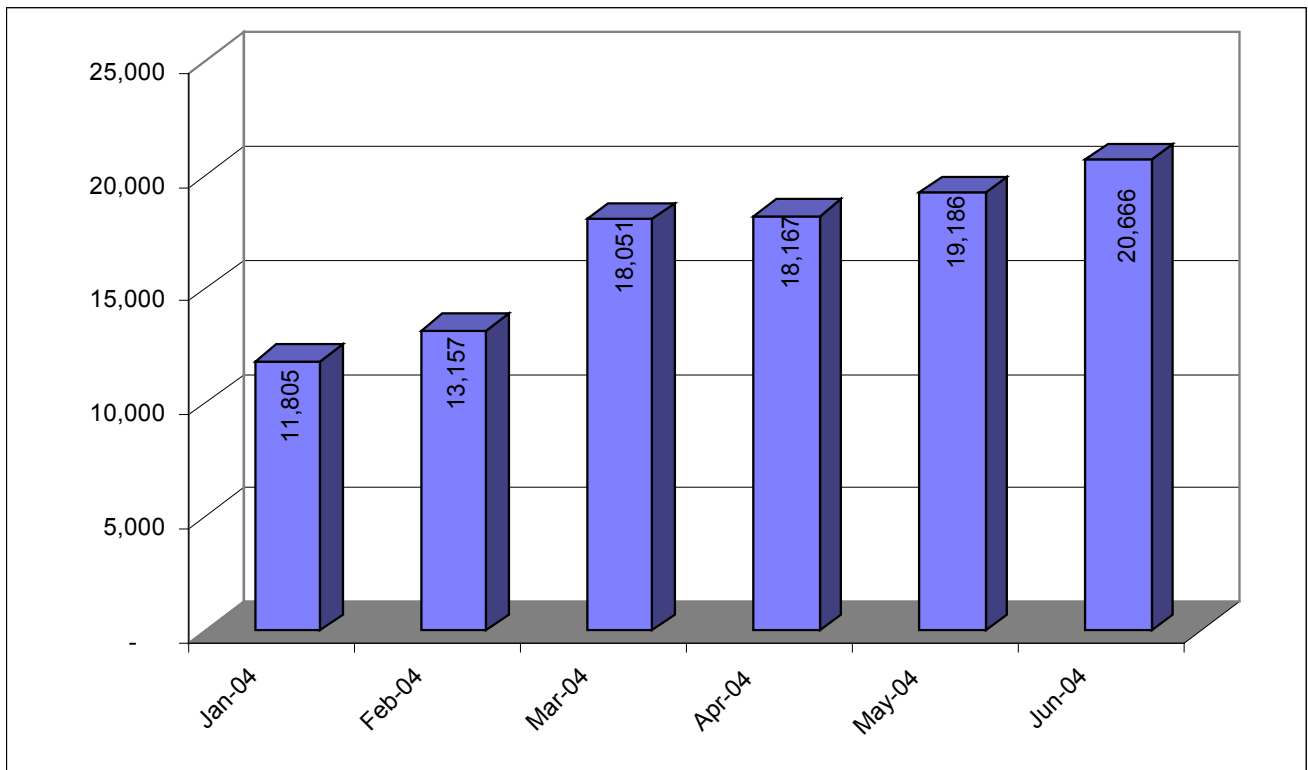
If you have any comments or suggestions about the site or would like to add any content for your section, please contact Tracy Jones, Graphics/Website Officer on ext 2024. If you have any comments about this report, please contact Louise Sanders on ext 3373.

Graph 1: Number of unique visitors to the website during the 2nd quarter 2004



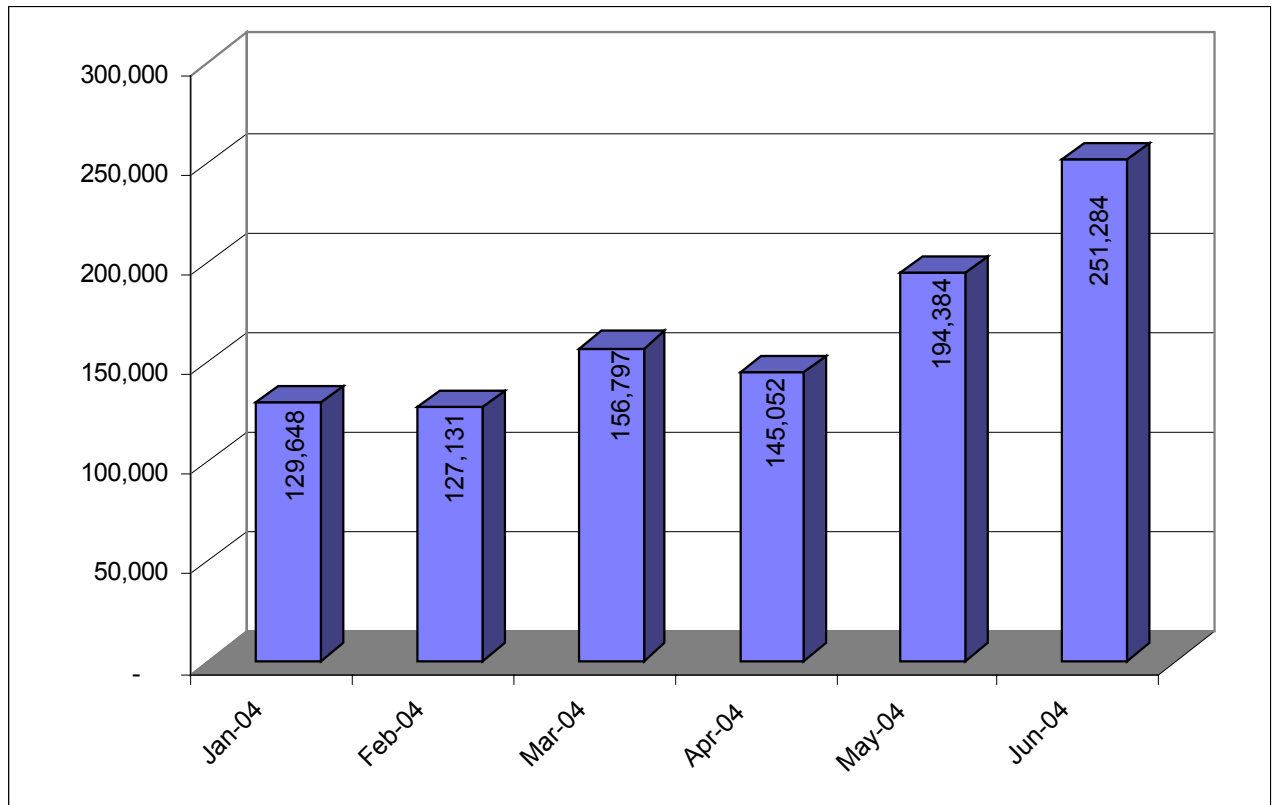
It can be seen from the graph above that the number of unique visitors continued to increase month on month throughout the 2nd quarter and it is encouraging to note that the figure has increased by 62% in six months (between January and June 2004). These figures are unique visitors and therefore show the total number of individuals who have accessed the site each month, ie 10,295 individuals in June 2004.

Graph 2: Number of visits made by all visitors to the website during the 2nd quarter 2004



Graph 2 above shows the total number of people who have logged onto the site each month, counting each occasion people have accessed the site. Again it shows that the number of visits has increased month on month from January through to June. The number of visits is roughly double the number of unique visitors each month showing that some people are visiting the site multiple times during the month.

Graph 3: Number of pages viewed by all visitors to the website during the 2nd quarter 2004



Graph 3 shows the total number of pages which were viewed on the website each month. Whilst the number of pages viewed dropped slightly between March and April, the figures for May and June increased dramatically with the number of pages viewed in June being almost double that in January. If we also look at Graph 2, it shows that of the 20,666 visits in June, 251,284 pages were viewed which equates to 12 pages per visit - the highest number of pages per visit in any one month recorded this year. On average, however, during the 2nd quarter 2004, people have viewed 10 pages per visit - equal to the average number for the 1st quarter.

It is difficult to interpret this information with confidence: a high number of pages might equate to the amount of information the visitor is interested in. Conversely, it might suggest they struggled to find what they were looking for. However, if the latter is the case, there is a facility for them to e-mail us to say what they were unable to find.

Table 1: Proportion of requests according to day of the week

	Average for April	Average for May	Average for June	Average
Monday				
Pages	3,647	5,686	8,769	6,034
Hits	14,251	17,251	24,419	18,640
Tuesday				
Pages	4,681	6,268	7,367	6,105
Hits	16,333	18,982	21,254	18,856
Wednesday				
Pages	4,411	6,043	7,034	5,829
Hits	16,557	18,525	21,119	18,734
Thursday				
Pages	3,869	6,261	7,020	5,717
Hits	15,257	22,191	20,359	19,269
Friday				
Pages	3,539	5,793	6,571	5,301
Hits	12,839	17,288	19,762	16,629
Saturday				
Pages	2,313	3,507	6,228	4,016
Hits	7,259	8,078	12,513	9,283
Sunday				
Pages	2,236	3,395	5,603	3,745
Hits	7,084	7,921	11,560	8,855

Table 2: Number of pages viewed according to time of day

	00:00-04:59	05:00-09:59	10:00-14:59	15:00-19:59	20:00-23:59
April	8,742	16,543	39,273	28,358	13,278
May	17,278	32,368	52,265	37,150	21,341
June	22,791	41,733	61,101	52,423	30,719
TOTAL	48,811	90,644	152,639	117,931	65,338

From table 1, it can be seen that weekdays were the busiest for traffic to the site with Mondays and Tuesdays being the busiest days overall.

Table 2 shows that the busiest time of day for visits was between 10am and 3pm.

This is the same trend as was seen during the 1st quarter.

Table 3: Top 50 visited pages on the site

	Qtr 2 2004	Position	Qtr 1 2004	Movement within the top 50 between quarters	% increase / decrease between quarters
Tourism (separate server)	40,463	1	32,338	Same	25%
E-payments	29,114	2	25,215	Same	15%
Assembly Hall	10,852	3	8,321	Same	30%
Planning	6,932	4	4,654	+2	49%
A-Z of Services	5,691	5	5,220	-1	9%
Work with Us	4,620	6	4,657	-1	-1%
Contact Us	4,040	7	3,272	Same	23%
Sports Centre	2,752	8	2,870	+1	-4%
Shop in Tunbridge Wells	2,574	9	2,347	+1	10%
Direct Debits	2,525	10	1,031	+8	145%
Council Services	2,399	11	1,973	Same	22%
Public Access for Planning	2,322	12	3,228	-4	-28%
Your Council	1,985	13	1,623	-1	22%
Town Map	1,699	14	1,051	-3	62%
Council Meetings	1,603	15	1,184	Same	35%
Museum & Art Gallery	1,460	16	1,354	-2	8%
Payments to the Council	1,404	17	1,275	-3	10%
Refuse & Recycling	1,310	18	Not monitored in 1 st quarter	-	-
Strategy & Development	1,254	19	951	Same	32%
Councillors	1,079	20	709	+6	52%
Parks & Open Spaces	1,073	21	1,081	-5	-1%
Community	980	22	908	-2	8%
Research	975	23	873	-2	12%
Leisure	823	24	756	+1	9%
Elections	761	25	199	+17	282%
Farmers' Market	760	26	762	-2	-0.2%
Council Tax	759	27	Not monitored in 1 st quarter	-	-
A-Z of Publications	755	28	697	Same	8%
Sports Directory	722	29	704	-2	3%
E-news Room	718	30	New page	-	-
Benefits Calculator	660	31	576	-2	15%
Other Websites	657	32	806	-9	-18%
News & Travel Links	647	33	Not monitored in 1 st quarter	-	-
Highways & Parking	639	34	478	-3	34%
Environmental Services	634	35	396	-3	60%
Current Borough News	604	36	149	+13	305%
Community Links	582	37	283	+1	106%
Town & Parish Councils	573	38	364	-2	57%
Housing	569	39	552	-9	3%
Report it!	553	40	393	-7	41%
Complaints & Suggestions	530	41	365	-6	45%
Plans & Strategies	509	42	275	-3	85%

Sports	467	43	376	-9	24%
Benefits	377	44	166	+1	127%
Cemetery & Crematorium	375	45	Not monitored in 1 st quarter	-	-
Reaching People	345	46	199	-4	73%
Arts Directory	339	47	77	+10	340%
Community Plan	337	48	310	+11	9%
Research Compendium	324	49	219	+7	48%
Press Releases	317	50	809	-28	-61%

Table 3 shows the top 50 visited pages (of the pages monitored) and shows that the top three visited pages have remained the same between quarters 1 & 2, these being Tourism, E-payments and the Assembly Hall, all of which recorded over 10,500 visits.

Visits to the majority of pages in the top 50 increased between quarters, with only eight pages showing a decline in visits (these being 'Work with Us', 'Sports Centre', 'Public Access for Planning', 'Parks and Open Spaces', 'Farmers' Market', 'Other Websites', 'Arts Directory' and 'Press Releases'). The most significant decline in visitors was to the Press Releases page. This could be due to the introduction of the E-news Room which gives the user a greater choice of pages concerned with media issues to view. Before this went online, the Press Releases page was the only choice 'media-wise' and so this is probably the reason it received more visits previously.

The two pages which showed the greatest increase in visits between the two quarters were the Borough News and Elections pages which increased by 305% and 282% respectively. Both of these pages have been developed and redesigned during the 2nd quarter which would explain the increases.

(See Appendix 1 for a full list of visits to all pages monitored this quarter)

Conclusion

The number of unique visitors to the site has increased month on month throughout the first six months of 2004, showing a 62% increase between January and June 2004. This figure shows that more and more people are visiting the site.

In addition to this, visitors are viewing an increased number of pages during their time on the site - the number of pages viewed in June was almost double that in January. The average number of pages per visit during the 2nd quarter is, however, the same as that recorded during the 1st quarter: 10 pages per visit.

The top three pages which received the greatest traffic remained the same: Tourism, E-payments and the Assembly Hall. All of these received over 10,500 visits and all showed an increase in visits between quarters. All but eight other pages in the top 50 also showed an increase in visitors between the 1st and 2nd quarters.

Of the 15 respondents to the website questionnaire during the 2nd quarter, 80% (12 people) were visiting for the first time. 53% of users thought the site was user-friendly. However, 33% couldn't find what they were looking for. It should be noted though that this percentage is calculated from a very small sample. All comments received have been passed to the Website Officer for consideration.