

Website Statistics Report

2nd quarter results
April-June 2005

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July 2005



Tunbridge Wells
BOROUGH COUNCIL
www.tunbridgewells.gov.uk

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Developmental work and improvements to the site during the 2nd quarter 2005

April 2005

- Planning Portal – on-line application for submitting and paying for planning applications.
- Planning Information homepage developed, which points into Planning, Building Control and Strategy helping users to distinguish between services and linking to them direct.
- Community Plan pages updated with on-line comment form.
- Introduction of PowerPoint presentations onto the site enhancing the multi-media experience for the user.

May 2005

- Residents' Parking Zone search/database: 'The Zone Finder'.
- Text alert service: users who subscribed were sent a text telling them who their new MP was the morning after the election.
- Improved shopping website launched: www.shopintunbridgewells.com.

June 2005

- Royal Tunbridge Wells 400th anniversary website launched: www.royaltunbridgewells400.info.
- New web editor, David Bonninga, appointed to help with the change over from the old website to the new over the coming months.
- Templates agreed for the look and feel of the new corporate and Assembly Hall websites.
- Youth pages published with links to advice, the Youth Council and our youth correspondent archive.
- Car park pages & parks and play areas section now have maps and/or links to an interactive on-line mapping service.

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. Results of the three most recently asked questions are shown below. (We should treat these figures with caution, however, as they represent a relatively small proportion of visitors and also due to the unscientific nature of data gathering.)

(1) Would you be interested in subscribing to your choice of SMS alerts from this website?

Yes	24%
No	76%

(2) Would you like to text the Council with enquiries?

Yes	42%
No	58%

(3) Would you recommend Tunbridge Wells to your family and friends as a place to visit or live?

Yes	70%
No	30%

The current quick poll question is 'Is this site easy for you to use?'

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 will be counted again each time.

Pages

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

Hits

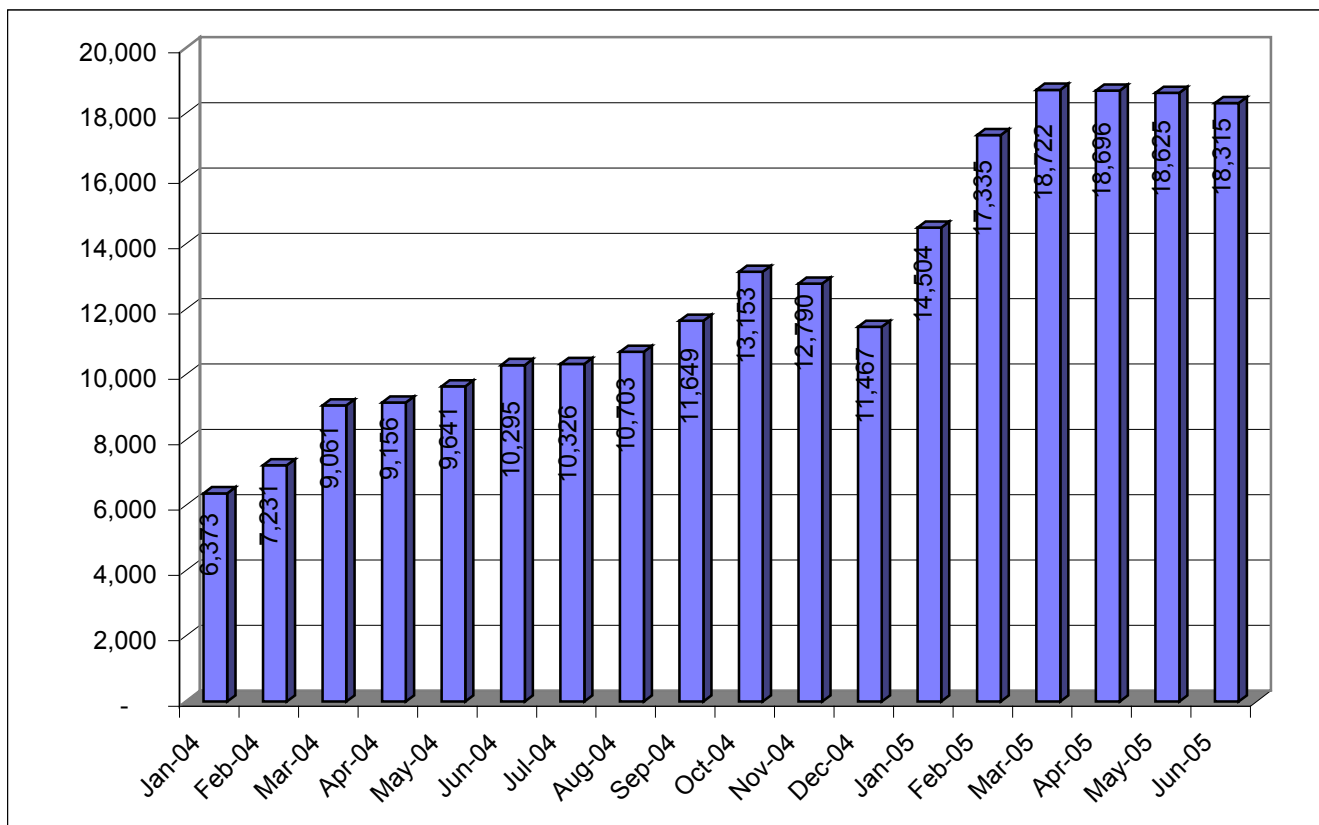
This is the number of file requests made on the server, for example, if a user clicks on a page which has ten images on it, this will count as 11 hits (the ten images plus the actual page).

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

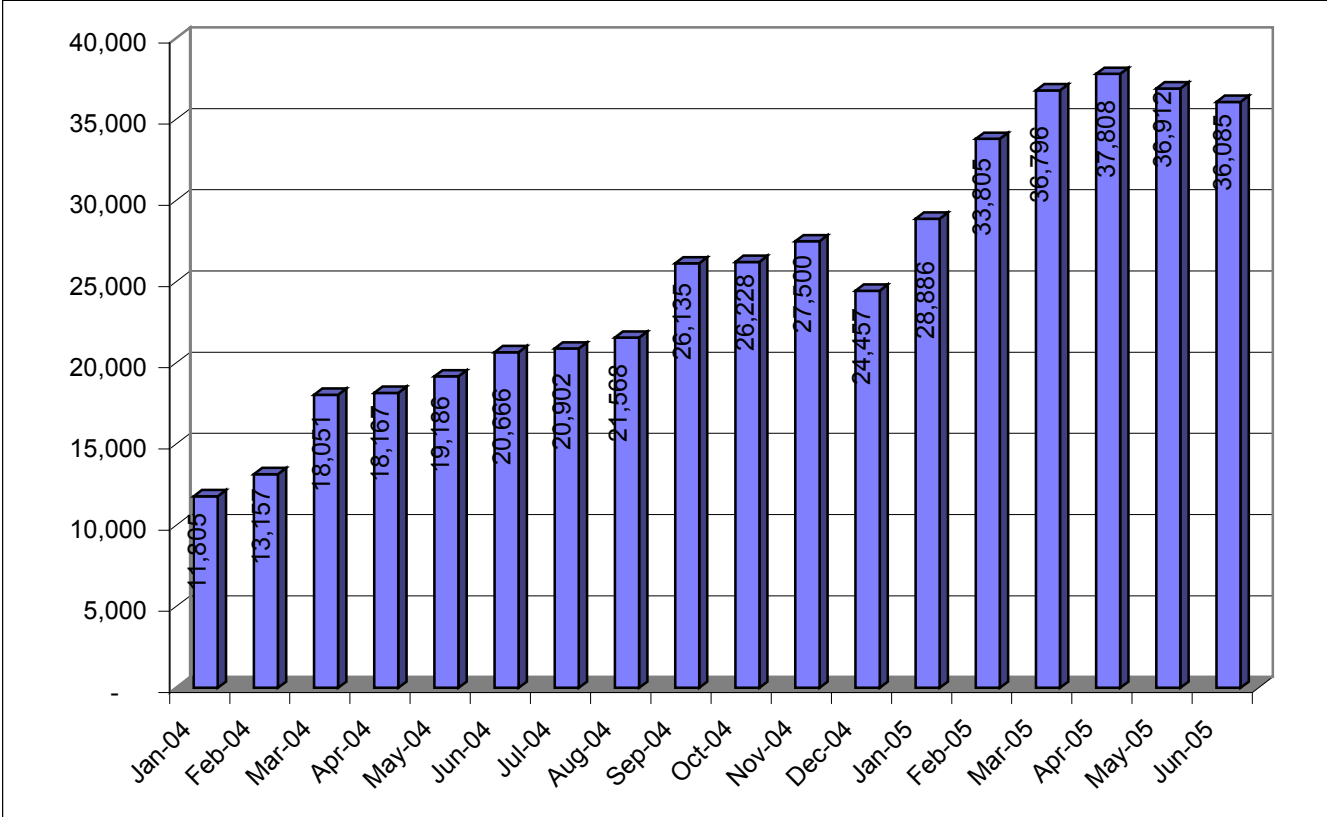
If you have any comments or suggestions about the site or would like to add any content for your section, please contact Tracy Jones, Graphics/Website Officer on ext 2024. If you have any comments about this report, please contact Louise Sanders on ext 3373.

Graph 1: Number of unique visitors to the website during the 2nd quarter 2005



Graph 1 above shows that the number of unique visitors remained consistently high throughout the 2nd Quarter 2005. Although the actual number fell slightly between the months of March & April, the overall number of unique visitors increased by 10% between the 1st and 2nd quarters 2005 and by 91% if we compare the 2nd quarter 2005 with the same period in 2004.

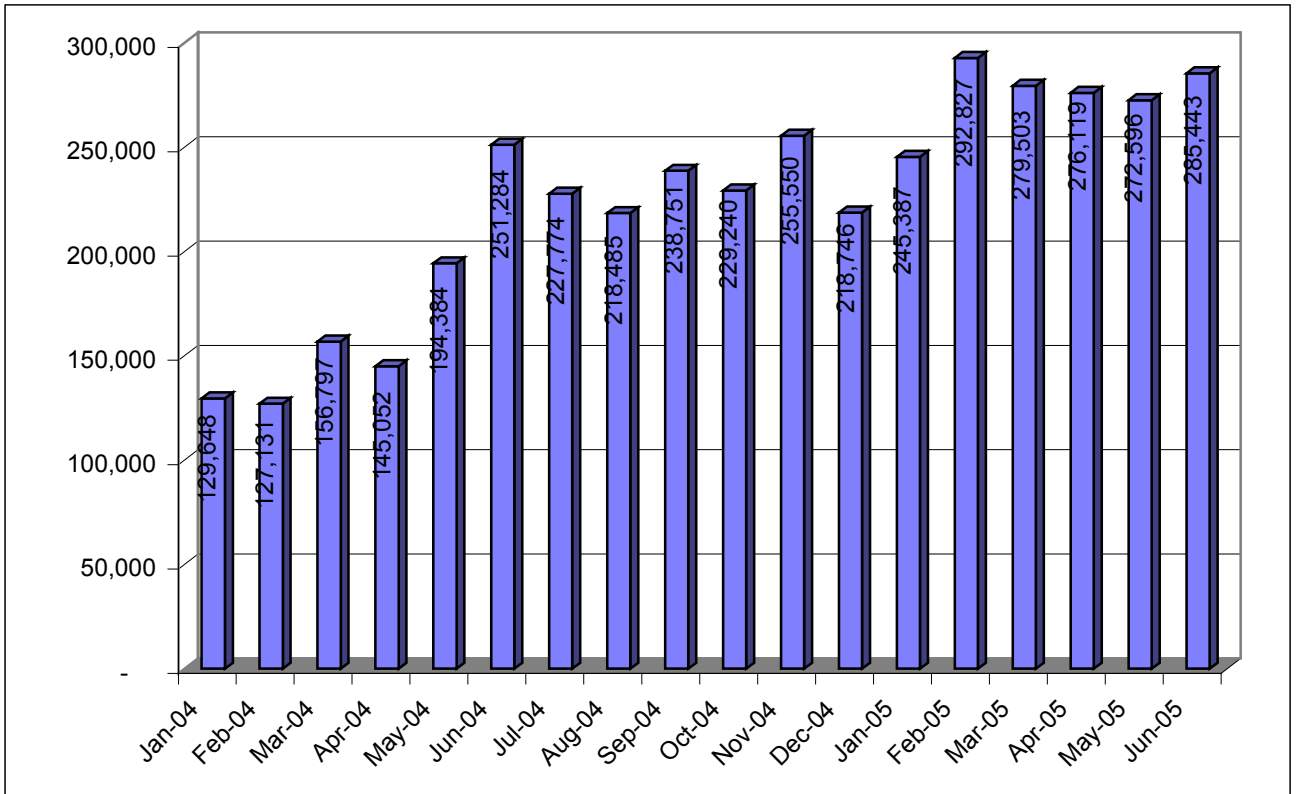
Graph 2: Number of visits made by all visitors to the website during the 2nd quarter 2005



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. It shows that the number of visits is continuing to increase each quarter with an 11% increase between quarter 1 & quarter 2 2005. If we compare the same period 12 months previously, the number of visits has grown by 91%.

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 2005



Graph 3 shows the total number of pages which were viewed on the website each month. The number of pages viewed remained fairly consistent between the 1st and 2nd quarters, increasing by just 2%.

An average of 278,053 pages were viewed per month during the 2nd quarter 2005 and if we also look at Graph 2 it shows that, on average, people viewed 8 pages per visit. This is the same number of pages per visit recorded in the 1st quarter 2005.

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 for 2 nd Quarter	% of requests for 2 nd Qtr
Monday					
Pages	8,385	6,870	9,069	8,108	16%
Hits	31,600	26,197	35,244	31,013	17%
Tuesday					
Pages	7,923	8,706	9,020	8,549	17%
Hits	29,524	31,446	34,711	31,894	18%
Wednesday					
Pages	8,751	7,589	8,355	8,232	16%
Hits	30,214	30,022	31,964	30,733	17%
Thursday					
Pages	7,879	8,064	8,895	8,280	16%
Hits	28,643	30,114	31,044	29,933	16%
Friday					
Pages	7,756	8,062	7,529	7,782	15%
Hits	25,410	28,561	28,001	27,324	15%
Saturday					
Pages	5,312	5,841	5,065	5,406	10%
Hits	15,081	16,289	12,787	14,719	8%
Sunday					
Pages	5,207	5,169	5,308	5,228	10%
Hits	16,725	15,396	14,610	15,577	9%

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	20,757	41,036	71,566	55,425	29,130
May	20,135	42,764	71,146	57,387	30,513
June	21,943	41,411	76,512	57,829	32,522
TOTAL	62,835 (9%)	125,211 (19%)	219,224 (33%)	170,641 (25%)	92,165 (14%)

From tables 1 and 2, it can be seen that weekdays were the busiest for traffic to the site with Tuesdays being the busiest overall. The busiest time of day for visits is between 10am & 3pm.

Table 3: Top 50 visited pages on the site

	Qtr 2 2005	Position	Qtr 1 2005	Movement within the top 50 between quarters	% increase / decrease between quarters
Tourism (separate server)	61,455	1	42,553	Same	+44%
E-payments	31,927	2	29,950	Same	+7%
Assembly Hall	16,893	3	20,829	Same	-23%
Sports Centre	8,730	4	7,980	Same	+9%
A-Z of services	6,939	5	7,208	+1	-4%
Work with us	5,881	6	6,175	+1	-5%
Contact Us	5,220	7	4,883	+1	+7%
Town Map	4,628	8	3,435	+2	+35%
Planning	3,873	9	7,809	-4	-50%
Shop in Tunbridge Wells	3,785	10	3,291	+1	+15%
Direct Debits	3,653	11	1,307	+14	+179%
Council Services	3,240	12	3,530	-3	-8%
Payments to the Council	3,224	13	2,172	+2	+48%
Your Council	2,429	14	2,340	-1	+4%
Museum & Art Gallery	2,306	15	2,175	-1	+6%
Find your Councillor	1,760	16	1,824	+1	-4%
Town & Parish Councils	1,725	17	1,639	+1	+5%
Public Access for Planning	1,591	18	2,364	-6	-33%
Refuse & Recycling	1,443	19	1,483	+4	+3%
Parks & Open Spaces	1,318	20	842	+17	+57%
Community	1,151	21	1,572	-2	-27%
Benefits Calculator	1,142	22	1,414	+1	-19%
Council Meetings	1,134	23	1,536	-3	-26%
Council Tax	1,123	24	1,012	+4	+11%
Research	1,049	25	1,397	-1	-25%
Leisure	1,043	26	1,032	+1	+1%
E-News	1,020	27	1,990	-11	-49%
Strategy & Development	1,004	28	1,500	-7	-33%
Highways & Parking	984	29	861	+5	+14%
A to Z of Publications	962	30	1,223	-4	-21%
Farmers' Market	919	31	918	Same	About the same
Community Plan	794	32	353	+12	+125%
Parking	770	33	697	+5	+10%
Community Links	708	34	860	+1	-18%
Environmental Services	690	35	684	+4	+1%
Housing	683	36	677	+4	+1%
Elections	638	37	382	+9	+67%
Other Websites	614	38	900	-6	-32%
Report it!	606	39	857	-3	-29%
Complaints & Suggestions	598	40	920	-10	-35%
News & Travel Links	590	41	1,008	-12	-41%
Sports Directory	574	42	544	Same	+6%
Sports	542	43	493	Same	+10%
E-News Room	517	44	881	-11	-41%
Plans & Strategies	466	45	357	+3	+31%
CPA	444	46	385	-1	+15%
Cemetery & Crematorium	442	47	413	-3	+7%
Community Safety	406	48	280	+6	+45%

Partnership					
Benefits	405	49	335	Same	+21%
Reaching People	376	50	364	-3	+3%

Table 3 shows that of the top 50 visited pages, the four most visited pages have remained in the same positions between quarters 1 & 2 2005; Tourism, E-payments, Assembly Hall and Sports Centre. Visits to the Assembly Hall page fell slightly between quarters whereas visits to the other three pages increased.

The top three most visited pages (Tourism, E-payments and Assembly Hall) all still record significantly higher numbers of visitors than the remaining pages.

Of the remaining pages in the top 50, six pages showed fairly significant increases and six pages fairly significant decreases between the first and second quarters 2005. With the help of the Website Officer, I've tried to suggest possible reasons for these differences below:

Increases:

- **Direct Debits** (increased by 179% between quarters): probably due to Council Tax demands being sent out at the end of March.
- **Community Plan** (up by 125%): there has been a new link from the homepage and also from the community and planning sections. There is also a shortcut e-mail address now: communityplan@ which Estelle has been using to market the Plan.
- **Elections** (up by 67%): probably due to the General Election, 5 May.
- **Parks & Open spaces** (up by 57%): possibly due to the time of year / good weather.
- **Payments to the Council** (up by 48%): again, probably due to Council Tax demands being sent out at the end of March.
- **Community Safety** (up by 45%): a new link was set up in the community section.

Decreases:

- **Planning** (decreased by 50% between quarters): navigation has been improved through planning, building control and strategy with links taking the user direct to the relevant pages and therefore may by-pass the Planning homepage.
- **E-News** (down by 49%): the last e-news covered Feb-April which may explain why figures are down this quarter.
- **News & travel links** (down by 41%): this page is linked to from the e-news section, and also the newsletter which is e-mailed. Since there wasn't a current e-news during the 2nd quarter, this may explain why visits fell.
- **E-News room** (down by 41%): again, possibly due to the fact that there wasn't an e-news during the second quarter.
- **Strategy & Development** (down by 33%): as mentioned above, due to the navigation of this section having been improved, links take the user direct to the relevant pages and therefore may by-pass the strategy & development homepage.
- **Public Access for Planning** (down by 33%): this has been undergoing redevelopment and may have been off-line at certain times during the second quarter.

Conclusion

Graphs 1 & 2 present very similar shapes and patterns, and if we compare the growths in figures, we can see that over a 12-month period, the number of unique visitors and the number of visits have both increased by 91%. Figures are also still increasing quarter by quarter, with unique visitors having increased by 10% between the 1st and 2nd quarters 2005, and visitors having grown by 11%. On average, during the 2nd quarter 2005, people viewed eight pages per visit. This figure remains consistent with the previous quarter.

Table 3 on page 8 once again shows that the top four most visited pages during the 2nd quarter 2005 were Tourism, E-payments, Assembly Hall and Sports Centre.

Louise Sanders
Senior Team Coordinator

Appendix I

