

**TUNBRIDGE WELLS BOROUGH COUNCIL
WEBSITE STATISTICS REPORT**

**4th
QUARTER RESULTS 2004
(October - December 2004)**

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www.tunbridgewells.gov.uk

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Developmental work and improvements to the site during the 4th quarter 2004

- Re-launch of the 'Find your Councillor' section with a homepage link.
- Improvements to the e-payments service.
- Scrolling information on Sports Centre homepage.
- Planning portal improvements incorporating online forms and fee payments for applications. This is currently being tested before going live.

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 five questions and the results are 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) 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
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(the postcodes for these 56 were provided so we can identify where problems with distribution exist)

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

Yes	68%
No	32%

(4) Which age band do you fall into?

Under 16	5%
17-25	15%
26-35	28%
36-50	29%
Over 50	23%

(5) How often do you visit our websites?

Every day	1%
Once or twice a week	4%
Couple of times a month	11%
I've been here before	27%
First time user	56%

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

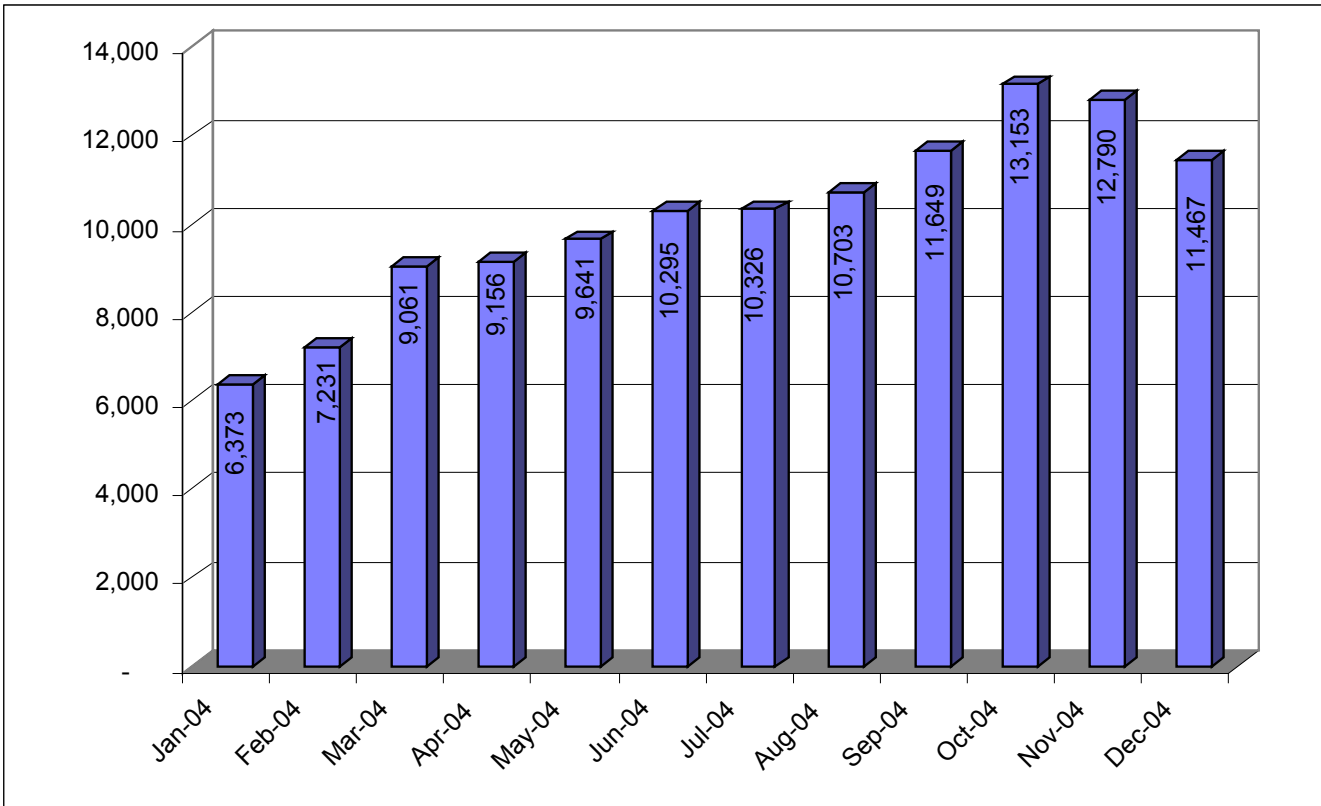
This is the number of file requests made on the server, for example, if a user clicks on a page which has ten images on it, this would count as 11 hits (the ten images plus the actual page).

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

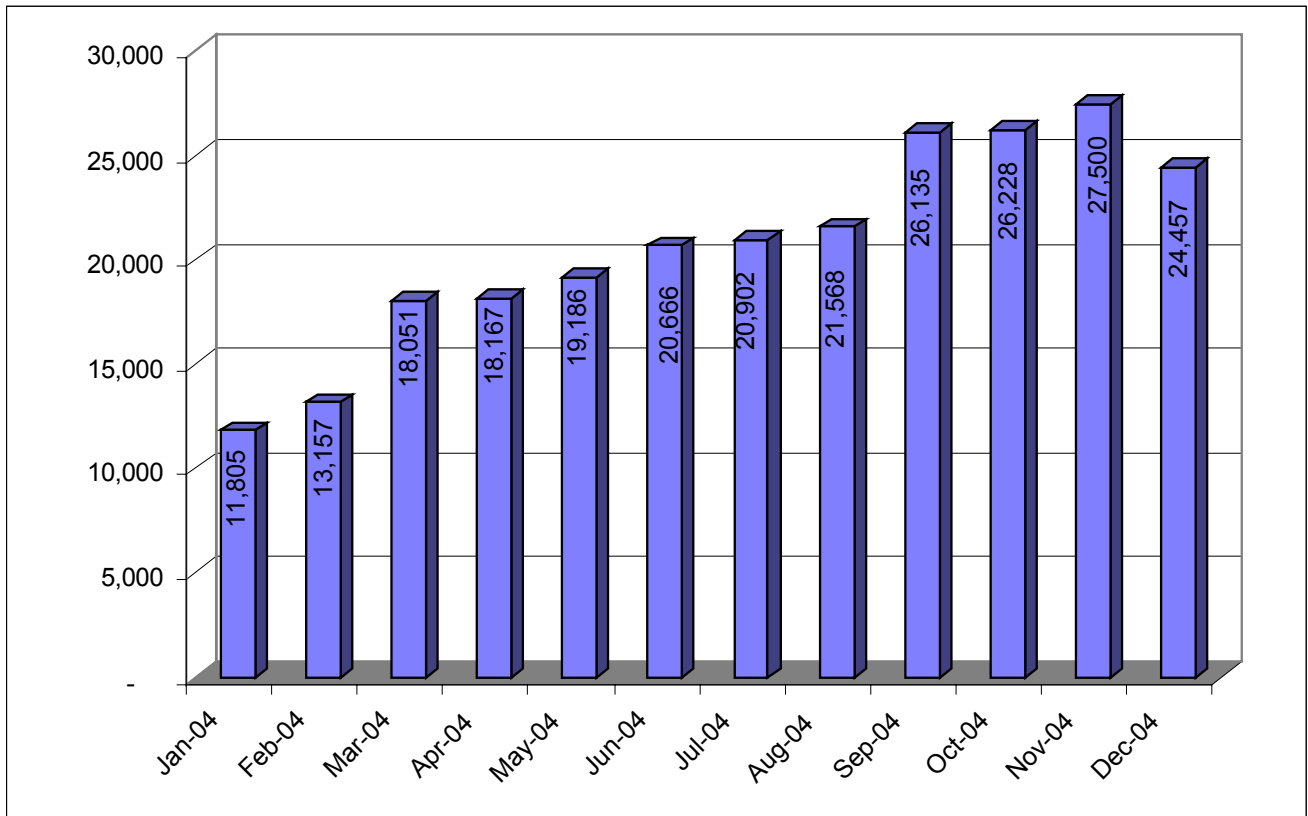
If you have any comments or suggestions about the site or would like to add any content for your section, please contact Tracy Jones, Graphics/Website Officer on ext 2024. If you have any comments about this report, please contact Louise Sanders on ext 3373.

Graph 1: Number of unique visitors to the website during the 4th quarter 2004



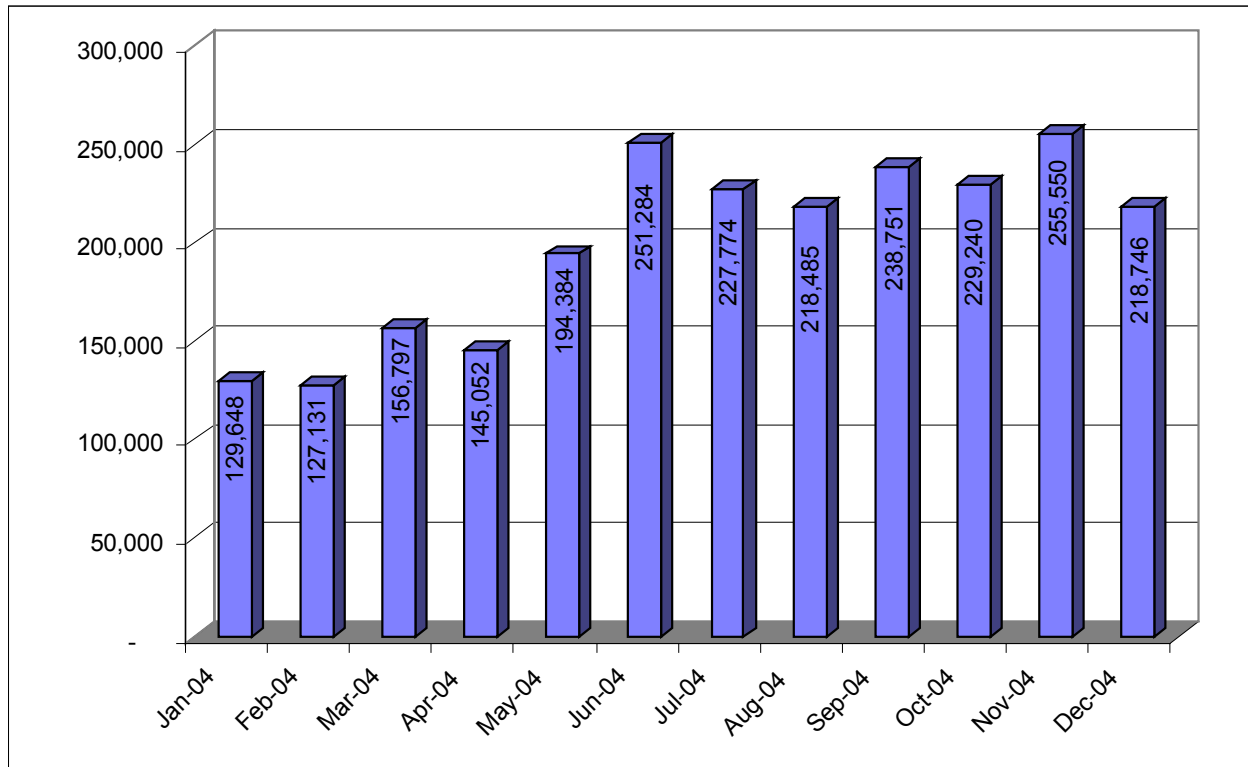
Graph 1 (above) shows that the number of unique visitors recorded in October was the highest to date, totalling over 13,100 individuals. This figure dipped slightly in November and December but still remained high. These figures are unique visitors and therefore show the total number of individuals who have accessed the site each month, ie an average of 10,154 per month in 2004.

Graph 2: Number of visits made by all visitors to the website during the 4th 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 November. The number of visits - like the number of unique visitors in Graph 1 - fell between November and December which could perhaps be due to the time of the year/Christmas period. 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 4th quarter 2004



Graph 3 shows the total number of pages which were viewed on the website each month. The number of pages viewed dropped between September and October but still remained high throughout the 4th quarter at over 229,000 pages viewed each month. The number of pages viewed increased between October and November when the highest number of pages viewed to date was recorded (255,550 pages in November 2004).

An average of 199,404 pages were viewed per month in 2004 and if we also look at Graph 2, it shows that, on average in 2004, people have viewed 10 pages per visit.

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 October	Average for November	Average for December	Average for 4 th Quarter	% of requests for 4 th Qtr
Monday					
Pages	6,889	8,390	6,964	7,414	17%
Hits	26,023	27,531	22,703	25,419	19%
Tuesday					
Pages	7,265	7,864	5,943	7,024	16%
Hits	24,245	25,788	20,700	23,578	17%
Wednesday					
Pages	6,382	7,554	6,267	6,734	15%
Hits	22,909	24,080	20,946	22,645	17%
Thursday					
Pages	6,510	7,257	5,993	6,587	15%
Hits	22,433	23,567	20,344	22,115	16%
Friday					
Pages	5,986	7,664	5,876	6,509	15%
Hits	19,948	21,957	17,615	19,840	15%
Saturday					
Pages	4,318	5,230	4,642	4,730	11%
Hits	11,830	11,517	9,849	11,065	8%
Sunday					
Pages	4,663	4,933	4,813	4,803	11%
Hits	13,455	12,127	10,822	12,135	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
October	20,493	32,294	58,641	47,960	23,622
November	23,374	38,369	66,509	50,509	33,062
December	20,377	33,462	58,028	43,657	24,600
TOTAL	64,244 (11%)	104,125 (18%)	183,178 (32%)	142,126 (25%)	81,284 (14%)

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

This follows the same basic trend as the 1st, 2nd and 3rd quarters 2004.

Table 3: Top 50 visited pages on the site

	Qtr 4 2004	Position	Qtr 3 2004	Movement within the top 50 between quarters	% increase / decrease between quarters
Tourism (separate server) *	43,334	1	42,814	Same	+1%
E-payments	33,929	2	30,417	Same	+12%
Assembly Hall	18,058	3	16,510	Same	+9%
Planning	6,319	4	6,617	Same	-5%
Work with us	5,503	5	5,089	+1	+8%
A-Z of services	5,489	6	5,866	-1	-6%
Sports Centre	5,072	7	4,776	Same	+6%
Contact Us	4,307	8	4,354	Same	-1%
Shop in Tunbridge Wells	3,098	9	2,716	Same	+14%
Council Services	2,608	10	2,483	Same	+5%
Public Access for Planning	2,363	11	2,364	Same	About the same
Town Map	2,314	12	2,169	Same	+7%
Payments to the Council	2,093	13	1,727	+2	+21%
Find your Councillor	1,947	14	859	+10	+127%
Your Council	1,730	15	1,812	-2	-5%
Museum & Art Gallery	1,730	15	1,722	+1	About the same
Current Borough News	1,480	17	1,011	+4	+46%
Strategy & Development	1,310	18	1,219	Same	+7%
Community	1,137	19	924	+3	+23%
Refuse & Recycling	1,095	20	1,203	-1	-9%
Direct Debits	1,069	21	1,398	-4	-24%
Council Meetings	951	22	1,792	-8	-47%
Community Links	930	23	806	+3	+15%
Leisure	921	24	923	-1	About the same
Parks & Open Spaces	852	25	1,013	-5	-16%
Highways & Parking	776	26	740	+3	+5%
Town & Parish Councils	733	27	609	+7	+20%
A-Z of Publications	721	28	841	-3	-14%
Parking	715	29	557	+10	+28%
Benefits Calculator	695	30	749	-2	-7%
Environmental Services	667	31	588	+4	+13%
Farmers' Market	637	32	670	-1	-5%
Research	612	33	709	-3	-14%
Council Tax	610	34	611	-1	About the same
Other Websites	598	35	588	Same	+2%
Housing	567	36	621	-3	-9%
Sports Directory	559	37	763	-10	-27%
Complaints & Suggestions	464	38	496	+3	-6%
CPA	459	39	564	-1	-19%
News & Travel Links	441	40	584	-3	-24%
Report it!	431	41	486	+1	-11%
E-news room	417	42	406	+1	+3%
Sports	406	43	513	-3	-21%
Plans & Strategies	397	44	346	+3	+15%
Cemetery & Crematorium	351	45	365	Same	-4%
Benefits	306	46	279	+6	+10%
Reaching People	296	47	311	+1	-5%
Elections	293	48	376	-4	-22%

Performance Plan	276	49	356	-3	-22%
The Constitution	272	50	304	-1	-11%

** Note: 1½ days missing from November Tourism figure due to a technical fault in the stats package.*

Table 3 shows the top 50 visited pages (of the pages monitored) and it can be seen that the top 12 most visited pages have stayed in the same positions between the 3rd and 4th quarters (with the exception of 'Work with Us' and 'A-Z of Services' which have just switched places).

The top three most visited pages ('Tourism', 'e-payments' and 'Assembly Hall') all still record significantly higher numbers of visitors than the remaining pages. The Assembly Hall (3rd place) received almost treble the number of visitors as the Planning page in 4th place. In addition, the figure for the second most visited page (e-payments) is almost double that of the Assembly Hall page.

The page to show the greatest increase between the 3rd and 4th quarters 2004 is the 'Find your Councillor' page which increased by 127%. As noted on page 2, this is probably due to the fact that this section was 're-vamped' during the 4th quarter with a homepage link which always tends to increase visitors. The user can now find and contact their ward Councillor by clicking on a map of the borough or by selecting their area from a list. It has also been discovered from comments received through the website that users are contacting their MP through our website in significant numbers.

The 'Current Borough News' page also showed a significant increase between quarters (up 46%) which could be due to the fact that the September edition was distributed at the end of September (ie near the beginning of the 4th quarter) and the November edition was distributed during the 4th quarter.

Conclusion

Looking at graphs 1-3 on pages 4, 5 & 6, it is encouraging to note that the overall shape of each graph is an upward curve, showing that the number of visitors, and the number of pages they viewed, steadily increased throughout 2004. This shows that more and more people are visiting the site. The average number of pages viewed per visit, however, has remained consistent at 10 hits per visit throughout 2004.

There was an average of 10,154 unique visitors per month during 2004 with October 2004 reaching a peak with 13,153 unique visitors recorded in that month alone. The number of unique visitors grew by 65% between the 1st quarter 2004 and the 4th quarter 2004.

The top three most visited pages remained the same throughout 2004; Tourism, e-payments and the Assembly Hall. Visits to these pages grew quarter by quarter throughout the year.

Weekdays between 10am & 3pm were the busiest time for traffic throughout 2004.

Louise Sanders
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