

COUNCIL

WEDNESDAY 11th DECEMBER 2019

WEBSITE ACTIVITY

1. PURPOSE OF THE REPORT

- 1.1 To provide details on website activity for the three months from the launch in September.

2. WEBSITE STATISTICS

- 2.1 Since the launch of the redesigned website in September 2019, there have been:
- 1,104 users of which 11.5% are returning visitors
 - Visitors to the site on average view 4 pages
 - 5,604 page views of which 25% view the home page only. The 'Who We Are' page is next most popular at 5.62%
 - 54.5% find the website through a google search, 28% by typing in the url, 15% from a social media links
 - Over 80% of visitors to the site are from the UK

3. RECOMMENDATION

- 3.1 To note the report