

Report to:	QSMTM
Report by:	Lorraine Currie
Meeting Date:	8 August 2018
Subject/ Title: (and VC no)	CR Website Statistics Report Q1 2018-19 (VC 105037)
Attached Papers (title and VC no)	2018 07 02 Website Statistics Report Q1 2018-19 (VC 104465)

Purpose of report

1. To provide data about visits to the SIC website in Q1 2018-19.

Recommendation and actions

2. I recommend:
 - (i) The SMT notes the content of this report.
 - (ii) The report and attached paper is published in full.

Executive summary

3. The Commissioner's Performance and Quality Framework requires a report on website usage and performance against targets. The measure / indicator for the website is to achieve a 20% increase in the number of annual unique website users (from 54,000 to 64,800) by 2020.
4. Last year the number of unique users was 52,839 (a 4% decrease on the previous year). To reach the target by 2020, we need to gather
5. Assuming this will be an incremental increase over each quarter over the next two operational years, we need to be hitting the following targets to get on track to meet the target.

Year	Target annual unique website users
2017/18	52,839
2018/19	58,820
2019/20	64,800

6. In order to achieve 58,820 absolute unique visits (i.e. individual visitors) to the SIC website by the end of this year, we need to see 14,705 absolute unique visits per quarter. As the attached report indicates, this measure was exceeded in Q1 of the current operational plan year (15,638 absolutely unique visits).
7. However, as detailed in the report, the publication of the Scottish Government Intervention Report drove significant traffic to the website this quarter. Future reports will monitor whether this progress towards the target is sustained.

8. The report also provides information about:
- The proportion of new to returning visitors
 - Traffic highlights
 - Most frequently viewed content
 - Twitter statistics
 - Visits to Decisions Round-up pages
 - Website maintenance carried out in the quarter.

Risk impact

9. The website is our main method of communication about our work. The risks associated with communications are identified in the current Risk Register.

Equalities impact

10. We have achieved a WCAG “AA” rating for the website which means that it should be accessible to people who use screen readers to access website content. We recognise, however, that not everyone can or wants to use the internet. We provide information in alternative formats via our enquiries service.

Privacy impact

11. No privacy implications arise from this report.

Resources impact

12. The website is maintained within planned operational resources.

Operational/ strategic plan impact

13. BAU P&C 6 in the current operational plan requires maintenance of website content.
14. Project P&C 3 in the current operational plan requires a review of the website and signposting.
15. Many other projects and business as usual activities are dependent on a fully functioning website that is accessible to all visitors.

Records management impact (including any key documents actions)

16. None identified.

Consultation and Communication

17. None identified.

Publication

18. I recommend that this committee report (and attached papers – see table at the start of this report) are published in full.