

<b>Report to:</b>	QSMTM
<b>Report by:</b>	Lorraine Currie
<b>Meeting Date:</b>	14 November 2018
<b>Subject/ Title:</b> (and VC no)	CR Website Statistics Report Q2 2018-19 (VC 109739)
<b>Attached Papers</b> (title and VC no)	2018 10 19 Website Statistics Report Q2 2018-19 (VC 109084)

## Purpose of report

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1. To provide data about visits to the SIC website in Q2 2018-19.

## Recommendation and actions

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

## Executive summary

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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. As the attached report indicates, we ought to be seeing 14,705 absolute unique visits per quarter in order to remain on track to meet the target. This measure was not met in Q2 of the current operational plan year (13,599 absolutely unique visits).
5. We also have a target to achieve a 20% increase in the number of subscribers to content via our website (from 1,017 in 2015 to 1,220 by 2020). We have already met this target. We currently have 1,540 subscribers, up from 1,329 in Q2 of last year and 1463 last quarter.
6. However, as the report notes, with our plans to introduce a new mailing system and refresh our mailing lists, it is likely that the number of subscribers will drop significantly.
7. 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**

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8. 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**

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9. 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**

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10. No privacy implications arise from this report.

## **Resources impact**

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11. The website is maintained within planned operational resources.

## **Operational/ strategic plan impact**

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12. BAU P&C 6 in the current operational plan requires maintenance of website content.
13. Project P&C 3 in the current operational plan requires a review of the website and signposting.
14. 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)**

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15. None identified.

## **Consultation and Communication**

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16. None identified.

## **Publication**

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

## Website Statistics Report Q2 2018/19

### Visitor volumes

1. There were 13,599 absolutely unique visits (i.e. individual visitors) to the website in Q2. To remain on target to increase visits to the website to 64,800 by 2020, we ought to be seeing around 58,820 visits over 2018/19, which averages at 14,705 per quarter.
2. The number of users decreased by 1% compared to the same period in 2017/18. The number of sessions decreased by 3%.
3. Compared to Q2 of 2017/18, page views and pages per session have decreased by 10% and 7% respectively.
4. There was a 4% increase in overall bounce rate.

Visitor Volumes	Q3			Q4			Q1			Q2		
	2016-17	2017-18	% change	2016-17	2017-18	% change	2017-18	2018-19	% change	2017-18	2018-19	% change
Sessions	22,595	21,345	-6%	24,852	21,867	-12%	22,140	23,023	4%	21,323	20,580	-3%
Users	14,491	14,209	-2%	16,283	14,207	-13%	14,395	15,638	9%	13,795	13,599	-1%
Page views	74,092	61,756	-17%	77,950	64,345	-17%	66,970	63,817	-5%	63,717	57,239	-10%
Pages per session	3.28	2.89	-12%	3.14	2.94	-6%	3.02	2.77	-8%	2.99	2.78	-7%
Average session duration	00:02:53	00:02:50	-2%	00:02:57	00:02:49	-5%	00:02:57	00:02:37	-11%	00:02:48	00:02:40	-5%
Bounce rate	53%	56%	6%	54%	54%	0%	54%	57%	6%	53%	55%	4%

### Proportion of new visitors

5. We continued to sustain the higher rate of new visitors, as first seen in Q4 of 2017/18.

New visitor v returning	Q2	
	2017-18	2018-19
New	59%	82%
Returning	41%	18%

6. As is normal for our site, there was some fluctuation in the volumes of visitors who accessed our site in particular ways, but organic search (e.g. via a search engine like Google) remains the most common way for people to find our site, followed by directly entering the web address.



Visitor Volumes	Q2		
	2017-18	2018-19	% difference
Organic search	13,192	13,599	3%
Direct (URL typed in)	5,478	4,859	-11%
Referral from somewhere else	2,116	1,325	-37%
Social	311	132	-58%
Email	226	171	-24%
Other			
Total	21,323	20,086	-6%

## Twitter statistics

Month	Tweets	Tweet impressions	Profile visits	Mentions	New followers
July	11	24,700	627	21	11
August	13	28,100	647	29	9
September	25	47,700	1,067	24	11
<b>Q1 totals</b>	<b>34</b>	<b>87,800</b>	<b>2,818</b>	<b>351</b>	<b>50</b>
<b>Q2 totals</b>	<b>49</b>	<b>100,500</b>	<b>2,341</b>	<b>74</b>	<b>31</b>

\* "impression" means the tweet was delivered to a Twitter users' timeline, so is an indication of its reach

7. Our top tweets in each month (i.e. the ones which earned the most impressions) were:

Month	Top Tweet	Impressions
July	<p>A whopping 2/3 of decisions we issued this week are about failures to meet <b>#FOI</b> deadlines. Find out more, including how authorities can improve: <a href="http://bit.ly/2uC1eYt">bit.ly/2uC1eYt</a>  <a href="http://pic.twitter.com/AgDZV6LqvQ">pic.twitter.com/AgDZV6LqvQ</a></p>  <p>7 retweets 3 likes</p>	3,372
August	<p>How do you balance the public interest in disclosing or withholding information? Read more in our latest round-up at:  <a href="http://bit.ly/2AVg6Xw">bit.ly/2AVg6Xw</a> <a href="http://pic.twitter.com/yM6jzaqQjA">pic.twitter.com/yM6jzaqQjA</a></p>  <p>2 retweets 1 like</p>	2,399

September	<p><b>**New #FOI Guidance**</b> on the personal information exemption in FOISA and exception in the EIRs under <b>#GDPR</b> and <b>#DPA2018</b> <a href="http://bit.ly/1h6EAxo">bit.ly/1h6EAxo</a>  <a href="https://pic.twitter.com/2LBKGv5y0G">pic.twitter.com/2LBKGv5y0G</a></p>  <p>9 9</p>	3,756
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## Subscribers

8. Our target is to achieve a 20% increase in the number of subscribers to content via our website (from 1,017 in 2015 to 1,220 by 2020). We have already met this target. We currently have 1,540 subscribers, up from 1,329 in Q2 of last year and 1463 last quarter.
9. However, with our plans to introduce a new mailing system and refresh our mailing lists, it is likely that the number of subscribers will drop significantly once the new system is put in place.

## Traffic highlights

10. Reports and news releases issued in the quarter were:

Reports and consultation responses issued 2018-19		
		Unique page views
Launch date		Within first week
03 September 2018	BSL Plan	3
28 September 2018	Annual Report 2017/18	90

News releases		
		Unique page views
Launch date		Within first week
17 August 2018	Research study to explore access to environmental information in Scotland	12

04 September 2018	Research reveals gaps in public sector publishing duties	14
13 September 2018	Commissioner receives Scottish Governments draft action plan*	64
28 September 2018	Commissioner encourages people to use their FOI rights (Annual Report 2017/18)	5

\*Report and news release on same page  
(/home/AboutSIC/WhatWeDo/Intervention201702016ScottishGovernment.aspx)

## Content

11. The table below shows the 10 most viewed pages over the quarter.

Most frequently viewed content (page views)		Q2		Bounce rate	
		2017-18	2018-19	2017-18	2018-19
1	Home	6,306	6,503	22%	28%
2	FOISA/EIRs briefings (intro)	1,889	2,499	31%	24%
3	For public authorities (intro)	1,570	1,686	15%	26%
4	Law / legislation (intro)	1,909	1,614	37%	39%
5	Your rights (intro)	1,275	1,307	37%	33%
6	About the Commissioner	1,266	1,078	32%	25%
7	Law/FOISA	1,265	992	60%	62%
8	Law/What is environmental info	1,030	824	84%	85%
9	Contact Us	627	777	64%	67%
10	Draft section 38 briefing	n/a*	661	n/a*	67%

\* New pages that did not exist last year

12. The draft section 38 guidance remains in the top 10 most viewed pages. Promotion of the draft guidance via Twitter throughout September drove visitors to this page with a peak of 98 views on 4 September.

13. Please see the table below for an update on how the decisions database (which previously featured in the top 10 pages for every quarter) is performing.

Most frequently viewed content (page views)		Q2		Bounce rate	
		2017-18	2018-19	2017-18	2018-19
29	Decisions	2,789	342	20%	40%

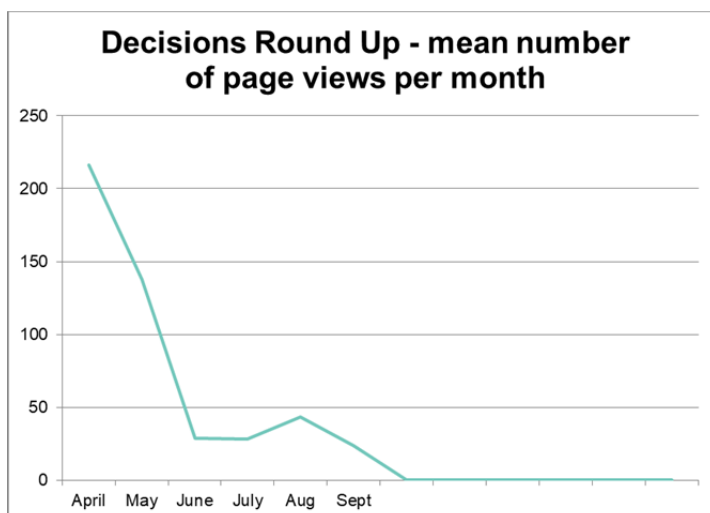
14. The bounce rate for the top ten most viewed pages remain broadly the same compared to Q2 2017/18 with the exception of the bounce rate for the public authorities introduction page which has risen from 15% to 26%. However, the higher bounce rate is consistent with the previous quarter, which was also 26%.

## Decisions Round Up

15. There continues to be a decline in the monthly average visits to the DRU pages. Compared to Q2 2017/18 there has been a decline of approx. 87% in the average monthly visits. This is undoubtedly because the DRU e-mail has not been circulated since 18 May 2018. Introduction

of a new mailing system remains a high priority for the Policy & Information Team. Links to the DRU pages continue to be tweeted in the meantime.

16. The most viewed DRU in the quarter was the 24 August DRU, which was viewed 61 times.



## Website maintenance

17. As requested, the log of changes undertaken in the website maintenance programme in the quarter is included below.

URL	Section	Sub Section	Date changes made	Change(s) made
<a href="http://www.itspublicknowledge.info/Law/F/OISA-EIRsGuidance/section38/section38briefing2018.aspx">http://www.itspublicknowledge.info/Law/F/OISA-EIRsGuidance/section38/section38briefing2018.aspx</a>	The Law	Briefing and Guidance, Section 38 (and all related pages)	12/07/18	Deleted Section 38 flowchart ,the link to Section 38 webpage, and other linked pages
<a href="http://www.itspublicknowledge.info/Law/F/OISA-EIRsGuidance/section38/section38briefing2018.aspx">http://www.itspublicknowledge.info/Law/F/OISA-EIRsGuidance/section38/section38briefing2018.aspx</a>	The Law	Briefing and Guidance, Section 38 (and all related pages)	03/09/18	Revised S38 and Reg 11 briefings uploaded - associated pages updated and republished. Homepage slideshow updated.