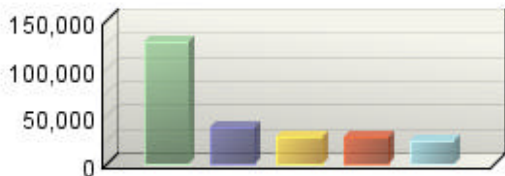




Web & Intranet Programme Status Report – September 2008

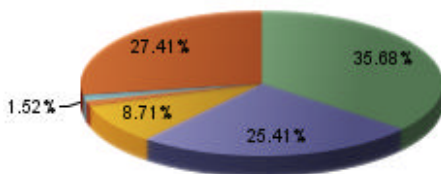
Pages

Visits



Referring Site

Visits



Visitor Summary	
Visitors	520,056
Visitors Who Visited Once	455,610
Visitors Who Visited More Than Once	64,446
Average Visits per Visitor	1.29



Visit Summary

Visits	669,581
Average per Day	22,319
Average Visit Duration	00:07:40
Median Visit Duration	00:02:29
International Visits	34.95%
Visits of Unknown Origin	0.00%
Visits from Your Country: United Kingdom (UK)	65.05%

Page View Summary

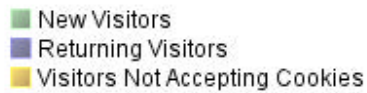
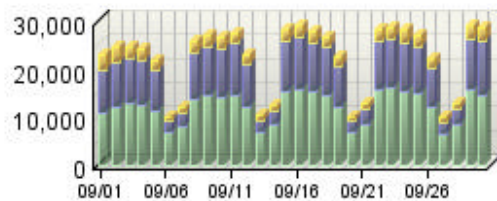
Page Views	2,780,617
Average per Day	92,687
Average Page Views per Visit	4.15

Hit Summary

Successful Hits for Entire Site	2,817,569
Average Hits per Day	93,918
Home Page Hits	201,335

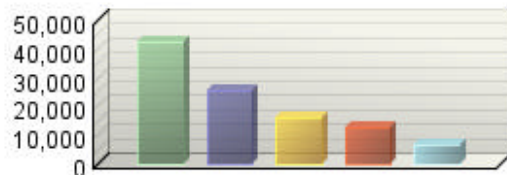
New vs. Returning Visitors Trend

Visits



Exit Pages

Visits



New Services Metrics		
Service	Page views	Change ¹
Podcasts	25,505	-7.25
Virtual Tours	23,866	55.78
Feedback form	17,938	16.90
Bill Tracker	98,399	63.64
Calendar	6,286	75.54

Notes:

Visits and visitors to the site have continued to decline over the summer recess (specifically to the Publications area of the site, where visits have dropped 19% y-t-d compared to 2007, while visits to the rest of the site have increased by nearly 10% over the same period). Evidence suggests that this is due to a change in the algorithm Google uses to rank pages in its search results. TSO continue to investigate the cause and what can be done and the Web Centre propose the following actions:

- Submit a site map to the major search engines
- See what the Hansard review can do to improve the traffic to Hansard content on publications.parliament.uk
- Optimise all pages on the site
- Investigate an adwords strategy

Figures are now being recorded for the new Education site which received just under 7,000 visits in September (2,000 of which were referred from the Explore.Parliament site). This compares to an annual average of 37,000 visits per month to the former site. However, it should be noted that a large proportion of visits to Explore Parliament were from misdirected users, expecting more general information about Parliament, who bounced straight off the home page. Whereas users visiting the new site are explicitly navigating to the site and, therefore, can be assumed to have a specific interest in the content. The site will be launched formally in October and the associated publicity should help to attract new users to the site.

¹ September 2008 compared to August 2008