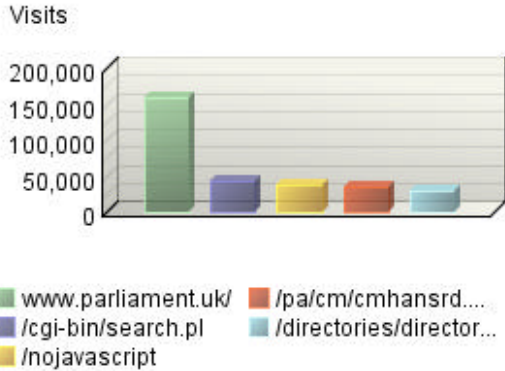


Web & Intranet Programme Status Report – July 2008

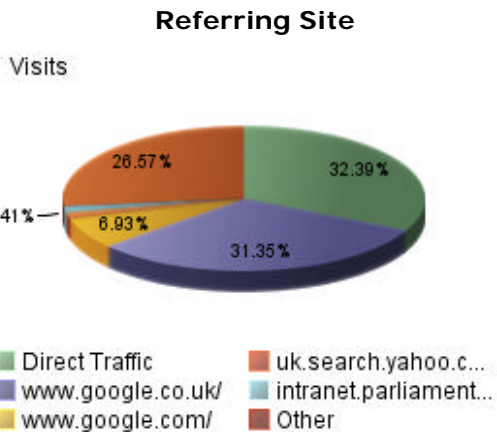
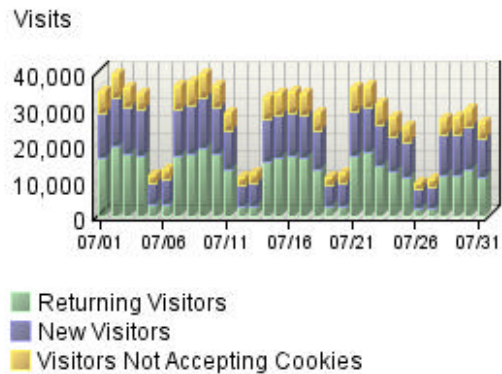
Pages



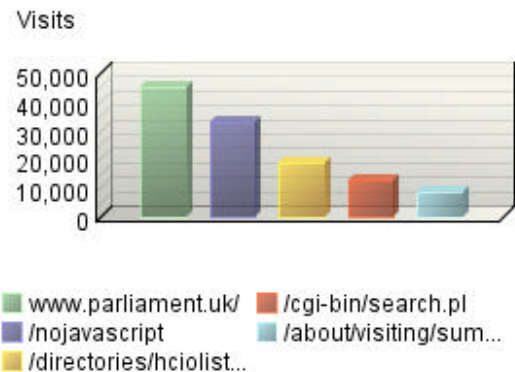
Visit Summary	
Visits	840,647
Average per Day	27,117
Average Visit Duration	00:08:25
Median Visit Duration	00:02:39
International Visits	28.88%
Visits of Unknown Origin	0.00%
Visits from Your Country: United Kingdom (UK)	71.12%

Page View Summary	
Page Views	4,207,184
Average per Day	135,715
Average Page Views per Visit	5

New vs. Returning Visitors Trend



Exit Pages



Visitor Summary	
Visitors	563,734
Visitors Who Visited Once	474,257
Visitors Who Visited More Than Once	89,477
Average Visits per Visitor	1.49

New Services Metrics		
Service	Page views	Change ¹
Podcasts	28,060	7.89%
Virtual Tours	14,457	-3.27%
Feedback form	22,363	-5.72%
Bill Tracker	168,148	-9.14%
Calendar	13,643	-9.19%

Notes:

Visits and visitors to the site have been declining over the first seven months of 2008, compared to the same period in 2007 (both measures are down by roughly 10%). The trend is most acute in the Publications section where visits are down by 16% and visitors down by 18% - which is somewhat offset in the figures for the site as a whole by a 10% increase in visits/visitors to the rest of the site.

This is a worrying trend and both the Web Centre and TSO are investigating the cause. One possible reason might be a recent change in the algorithm Google uses to rank pages in its search results – this would seem to be borne out by a drop in the proportion of visits to the site as a result of Google searches (down from 38% to 31% over the last year). The Web Centre are currently reviewing the search optimisation of publications pages to see if this can be improved in the light of the new Google algorithm.

¹ July 2008 compared to June 2008