Request for information: 2013070090 Website and mobile users

1. **How much did the website design, development and launch cost?**
   The CMS used previously by Shropshire Council was based on a legacy in-house developed Lotus Domino system.
   Since June 2013 the corporate Content Management system has been built on an Open Source .NET solution called Umbraco.
   Both systems have been managed and developed in-house, by a small team of Digital Services staff – and have spent nothing on external agencies or products specifically for this.

2. **What is the cost of maintaining the website month to month? Specifically the development support, hosting and other maintenance costs.**
   The corporate content management system sits on Shropshire Council's self-hosted virtual infrastructure, whereby it shares this platform with many other systems and services.
   It is maintained by Shropshire Council's in-house Digital Services team.

3. **When was the current iteration of your website launched?**
   June 2013

4. **Does the website have a mobile-friendly version? (i.e. does the website have a version tailored specifically to smartphone users)**
   Our older styled website (Shropshire.gov.uk) isn't yet responsively designed, but this is being investigated.
   All of our newer designed service areas sit on new.shropshire.gov.uk, whereby responsive design was employed from the start.

5. **For each of the following date periods:**
   o January 2013
   o February 2013
   o March 2013
   o April 2013
   o May 2013
   The following information is requested:

   How many visits where there to the website?
   o January 2013:   316,631
   o February 2013:   243,730
   o March 2013:   234,816
   o April 2013:   231,482
   o May 2013:   263,424

   How many of these visits were from a smartphone device?
   o January 2013:   44,604
   o February 2013:   23,938
   o March 2013:   32,352
   o April 2013:   27,622
   o May 2013:   30,444

How many of them were from a tablet device?

o January 2013:   29,960
o February 2013:   19,401
o March 2013:   24,599
o April 2013:   23,876
o May 2013:   27,164

6. **Which web analytics tool was used to track data such as the above?**
    Google Analytics

7.   **What are the costs incurred with using the current web Analytics tool?**
    Google Analytics is a 0 cost product, provided by Google for free.