

Analysis of website traffic

For information

1. The Commission is invited to note analysis of traffic to its website during 2021, see Appendix A.
2. The information has been collated from Google Analytics.
3. The summary shows website traffic for both the Boundaries Scotland and Boundary Commission for Scotland websites.
4. Boundaries Scotland continues to be the more popular website.
5. The maps pages prove to be the most popular pages for both websites.
6. The analysis highlights interest in the Boundaries Scotland website in May 2021. This was when Boundaries Scotland submitted its Island Review reports to Scottish Government. Visits to Boundary Commission for Scotland peaked in October 2021 when consultation on its initial proposals began.
7. Both websites provide a postcode search function where users can identify their ward, council area, UK Parliament constituency or Scottish Parliament constituency. The number of searches are limited to 10,000 per month. In May 2021, probably due to the May Scottish Parliament election, the number of searches exceeded the limit but are included in the table below.

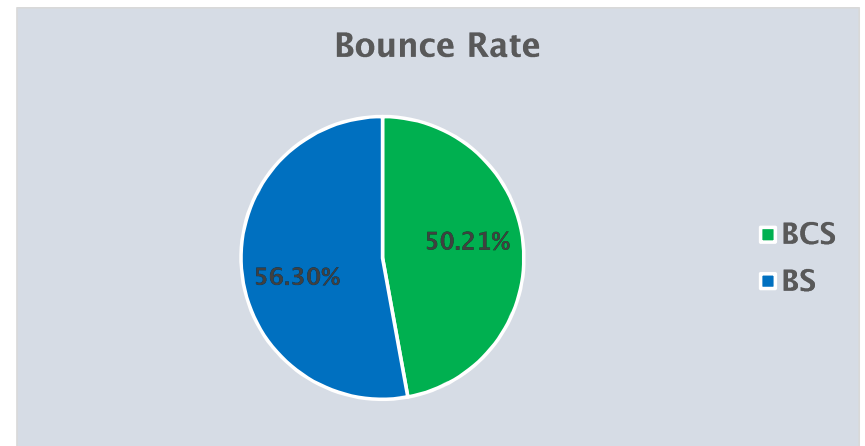
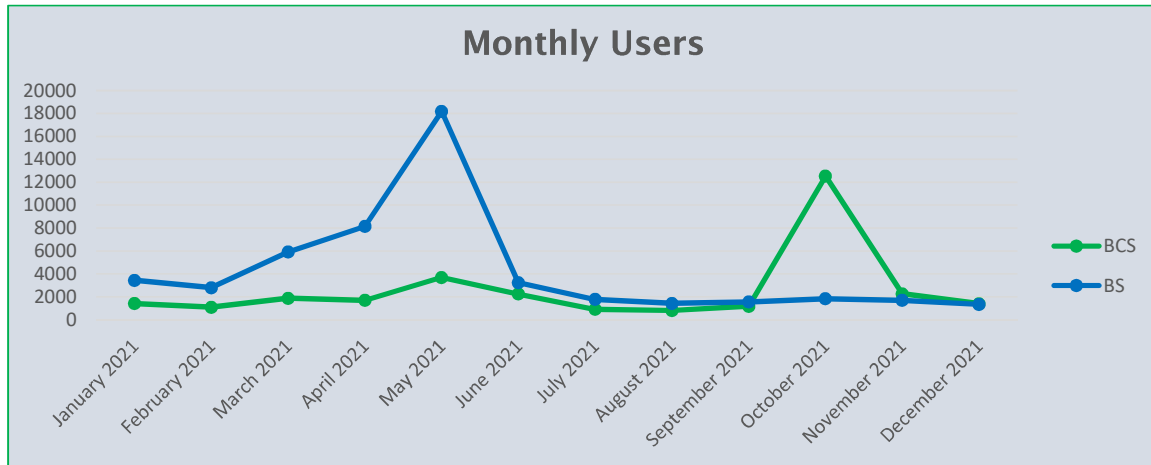
2021	Searches	2021	Searches
January	172	July	1,568
February	920	August	2,153
March	968	September	1,400
April	6,743	October	2,016
May	83,166	November	1,506
June	2,643	December	1,013
		Total	104,268

8. The Secretariat will continue to monitor website traffic over the next 12 months and provide further updates.

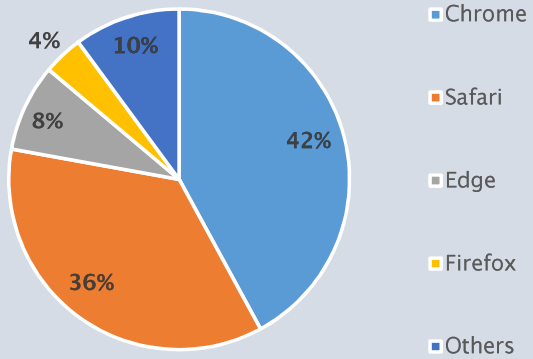
Secretariat
February 2021

Web Stats January - December 2021

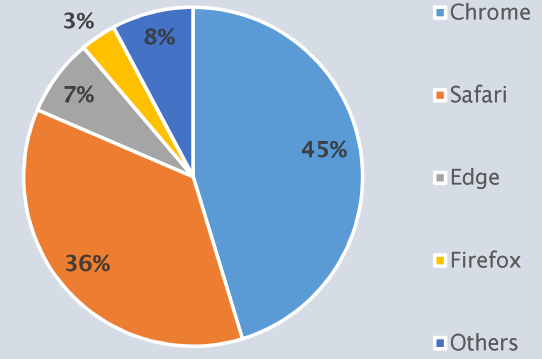
Appendix A



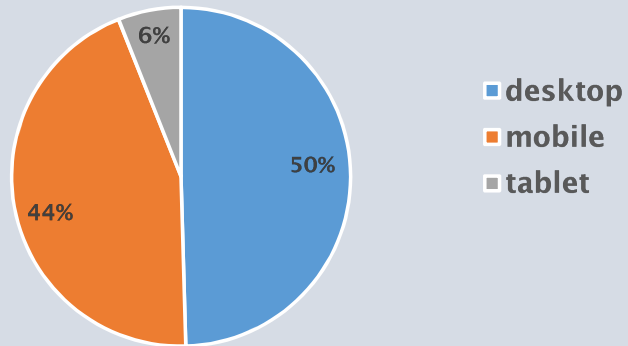
BCS – Browsers



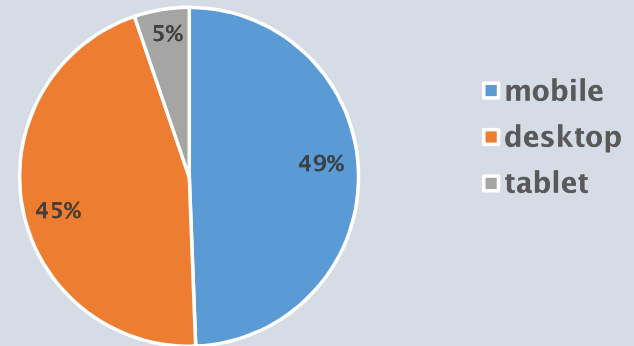
BS – Browsers

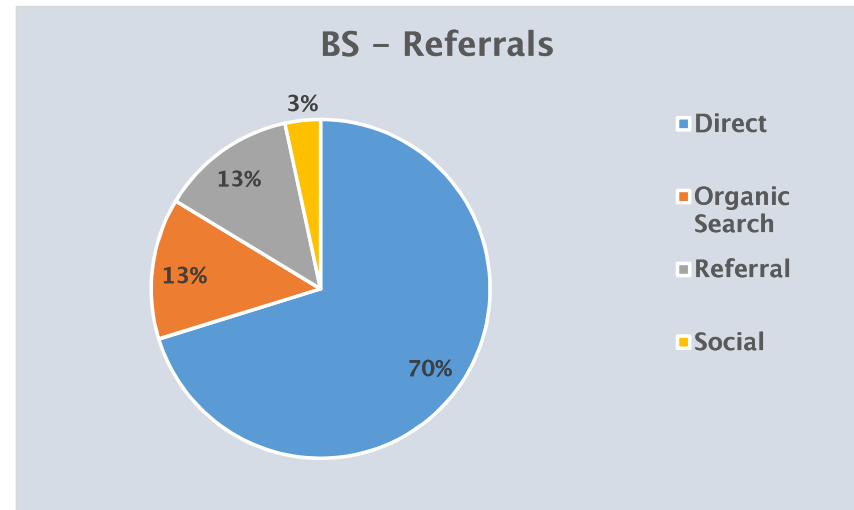
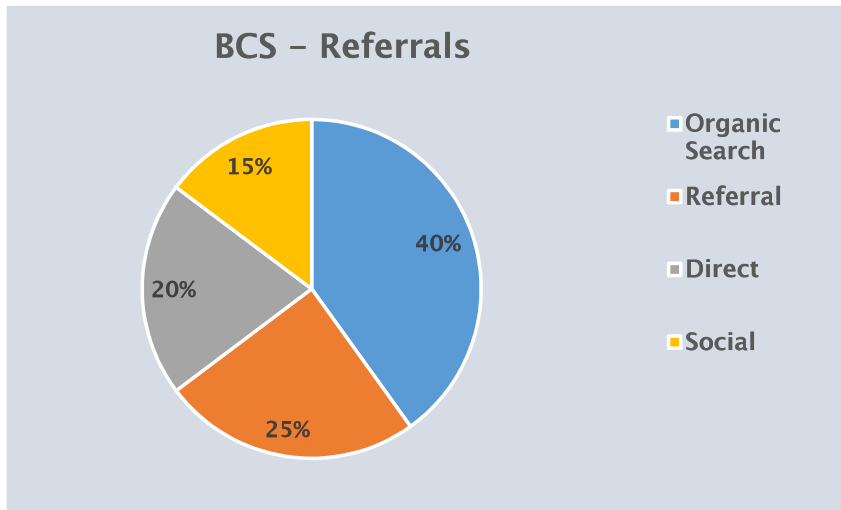


BCS – Technology



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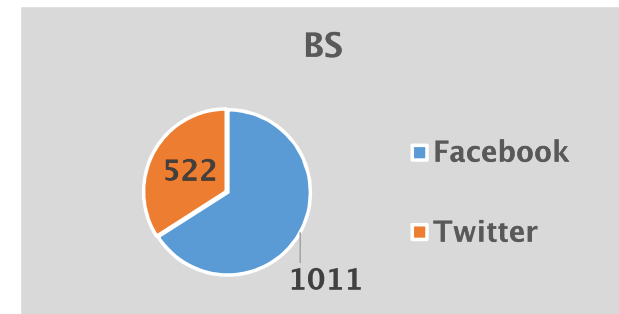
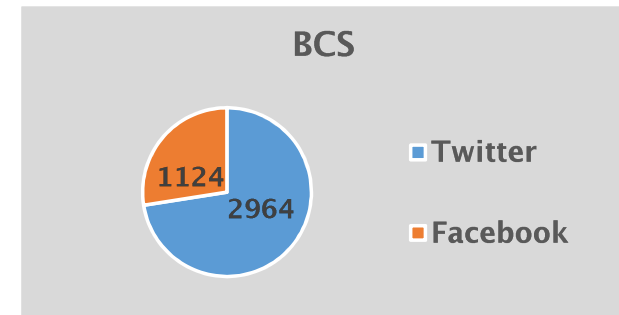


Direct: when users manually type the web address, or use a saved favourite to connect to the site

Organic Search: when users perform a search on e.g. google, then follow the suggested link.

Referral: when users click on a link to our website whilst browsing another site.

Social: when users click on a link from social media sites.



Top 10 referring websites

BCS

	Source	Users
1	t.co	2963
2	bbc.co.uk	2703
3	mygov.scot	1613
4	bcereviews.org.uk	695
5	m.facebook.com	614
6	commonslibrary.parliament.uk	384
7	lm.facebook.com	375
8	baidu.com	179
9	bcs2023review.com	177
10	l.facebook.com	10

BS

	Source	Users
1	mygov.scot	2644
2	gov.je	1147
3	m.facebook.com	800
4	t.co	522
5	boundaries.scot	395
6	en.wikipedia.org	289
7	moray.gov.uk	277
8	baidu.com	262
9	bcomm-scotland.independent.gov.uk	222
10	l.facebook.com	121

baidu.com is the Chinese version of Google.

En.wikipedia.org this is an article outlining the functions of the four UK Boundary commissions.

t.Co is Twitter

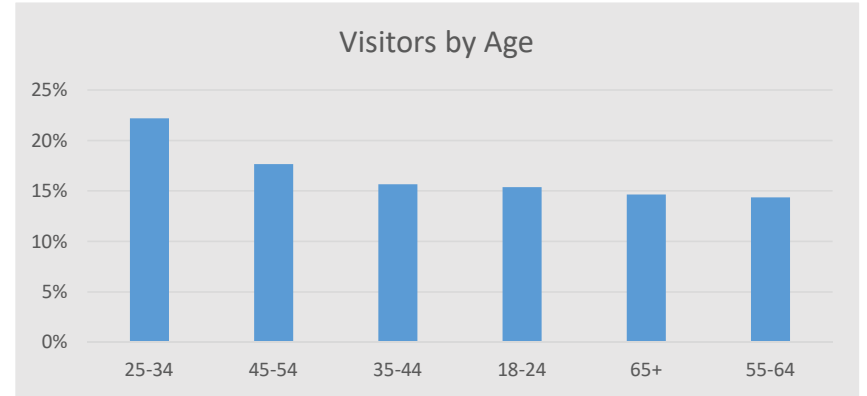
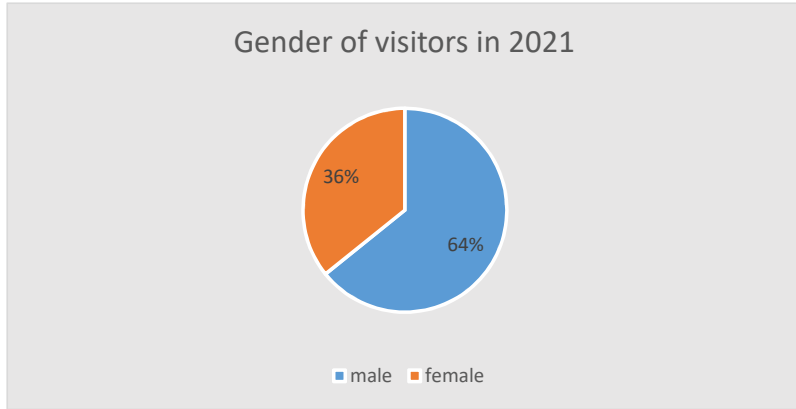
Top 10 Landing Pages

BCS		Sessions	BS		Sessions
1	/ home page	21878	1	/index.asp	31726
2	/reviews/2023-review-uk-parliament-constituencies	7087	2	/boundary-maps/maps	8226
3	/boundary-maps/constituency-maps	1880	3	/scottish-parliament-boundary-maps-2011	6601
4	?q=boundary-maps/constituency-maps	1163	4	/boundary-maps	2845
5	/resources/news	441	5	/2019-reviews-electoral-arrangements	1686
6	?q=reviews/2023-review-uk-parliament-constituencies	158	6	/5th-reviews-ward-maps	1058
7	/maps/westminster/2005/	54	7	/maps/index.asp	433
8	?q=boundary-maps	53	8	/3rd-reviews-ward-maps	217
9	/boundary-maps/data-files	33	9	/about-us/commission	141
10	/maps/	33	10	/formation-electoral-arrangements-ward-maps-1995-1999	131

Top 10 Exit Pages

BCS		Exits	BS		Exits
1	/ home page	20829	1	/index.asp	22103
2	/reviews/2023-review-uk-parliament-constituencies	7817	2	/scottish-parliament-boundary-maps-2011	9059
3	/boundary-maps/constituency-maps	1249	3	/boundary-maps	6832
4	?q=boundary-maps/constituency-maps	938	4	/boundary-maps/maps	6482
5	?q=5th-review-constituency-maps-2005	472	5	/5th-reviews-ward-maps	3513
6	?q=reviews/2023-review-uk-parliament-constituencies	439	6	/2019-reviews-electoral-arrangements	2459
7	/resources/news	407	7	/maps/index.asp	355
8	?q=boundary-maps	204	8	/3rd-reviews-ward-maps	271
9	/sites/default/files/Aidrie_and_Shotts.pdf	76	9	/boundary-maps/data-files	270
10	?q=reviews/2018-review	66	10	/resources/news	230

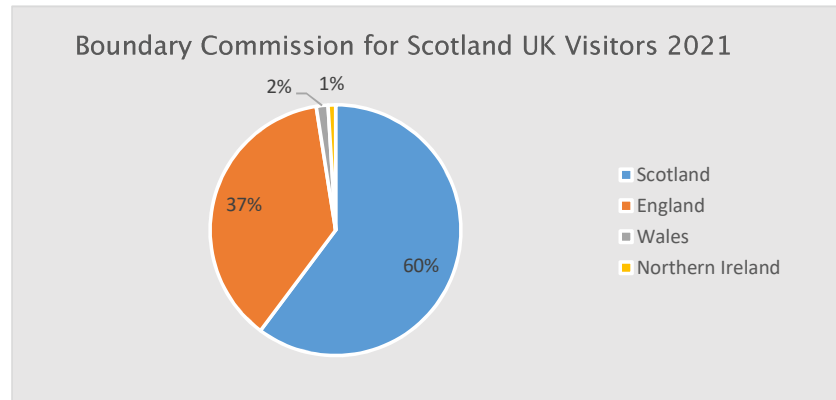
Demographics



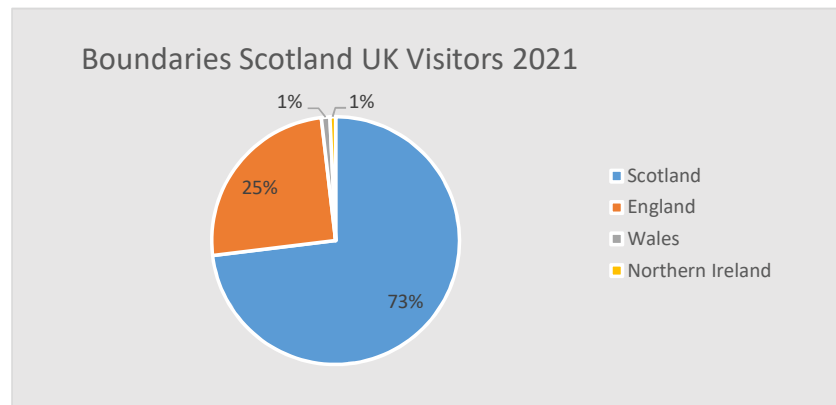
Information on demographics has only been collated for the BCS site.

Geographic Locations - UK

91% of visitors to the BCS site are from the UK



90% of visitors to the BS site are from the UK



Top 10 World Visitors 2021

