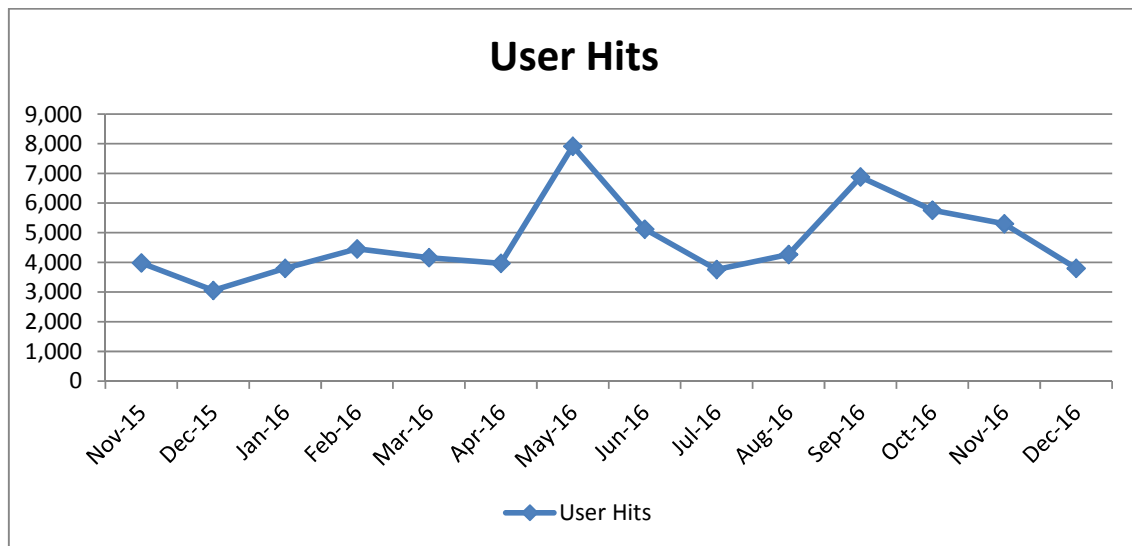


### Analysis of website traffic

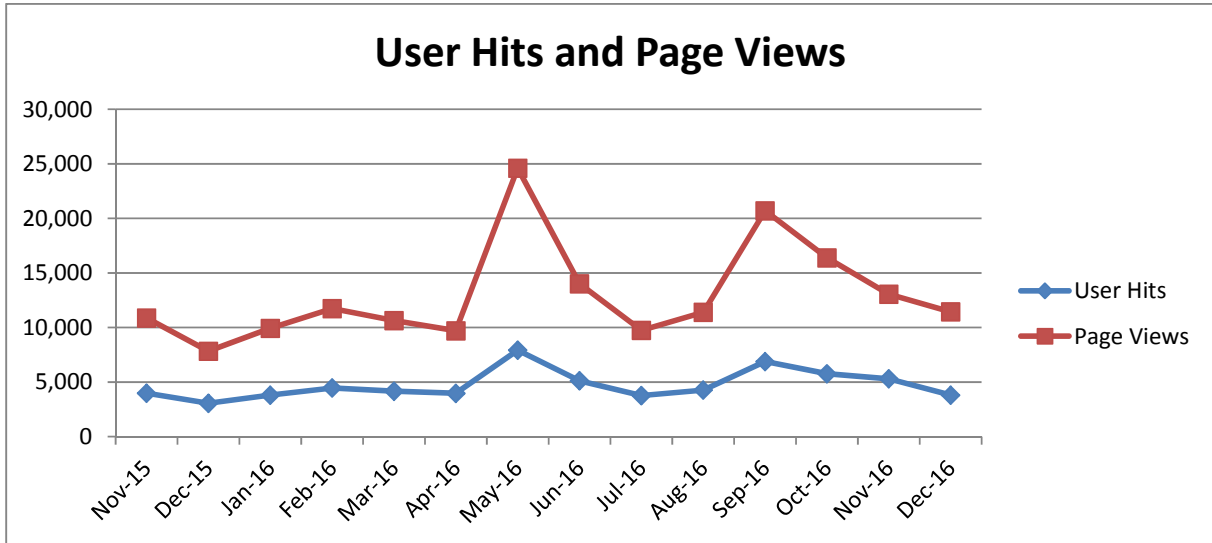
#### Introduction

1. The Commission is invited to note analysis of traffic to its website from December 2015 to December 2016.
2. The analysis highlights interest in the 5<sup>th</sup> Reviews of Electoral Arrangements.
3. The information has been collected using Google Analytics which tracks and reports website traffic.
4. Analytics will be helpful in informing any website refresh in the coming period. While there is no timetable, or budget, for this work it may sensibly follow on from any decisions about name change for LGBCS once it becomes responsible for Scottish Parliament boundaries. Even without that driver, the 3 websites that the Secretariat maintains (for BCS, LGBCS and a shared site with map browser) have been in place for some time and need updating. Effective incorporation of mapping will be an important part of this.

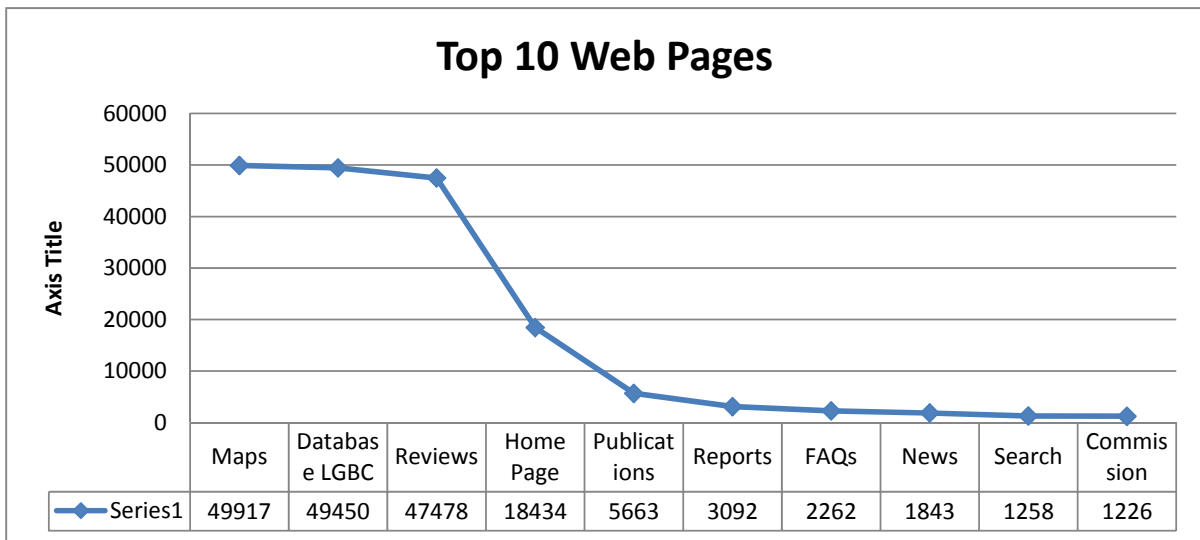
#### For information



User hits are the number of times the website is visited. Over the year we can identify two peaks. In May when the Commission submitted its recommendations on the 5<sup>th</sup> Reviews of Electoral Arrangements and in September when Ministers made their decision on the 5<sup>th</sup> Reviews.

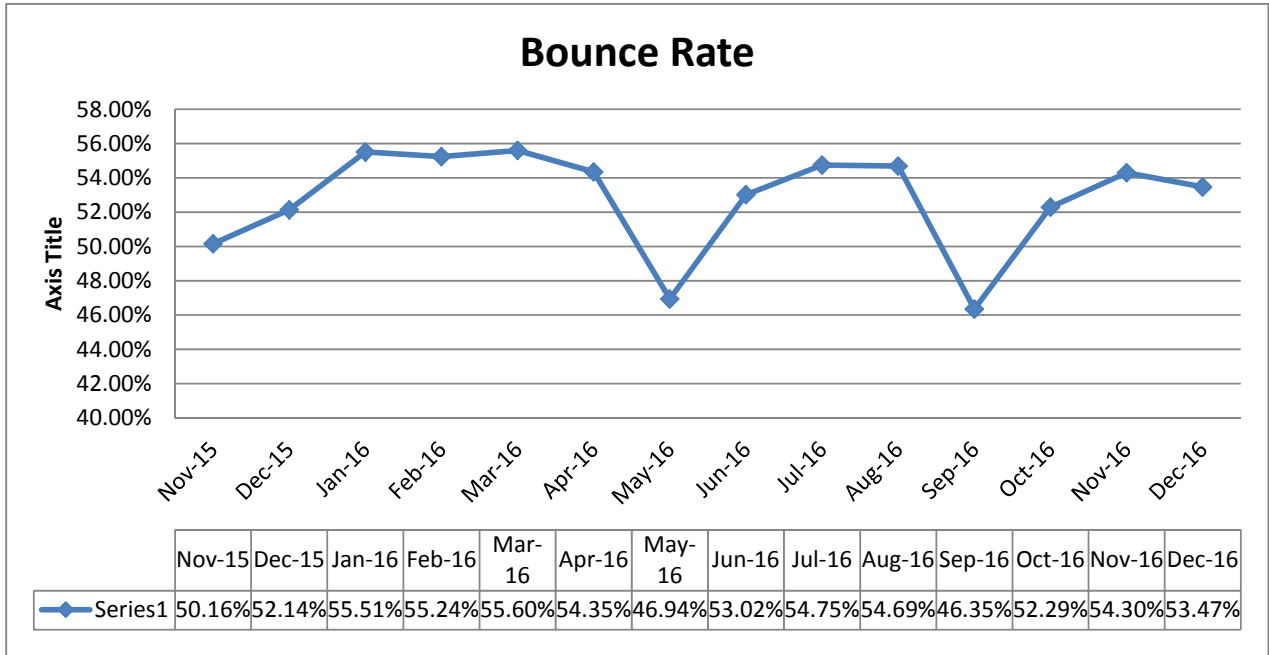


The graph above shows the number of individual users (hits), and the number of pages they viewed. E.g. May 2016 shows 7,919 users viewing a total of 24,605 pages.

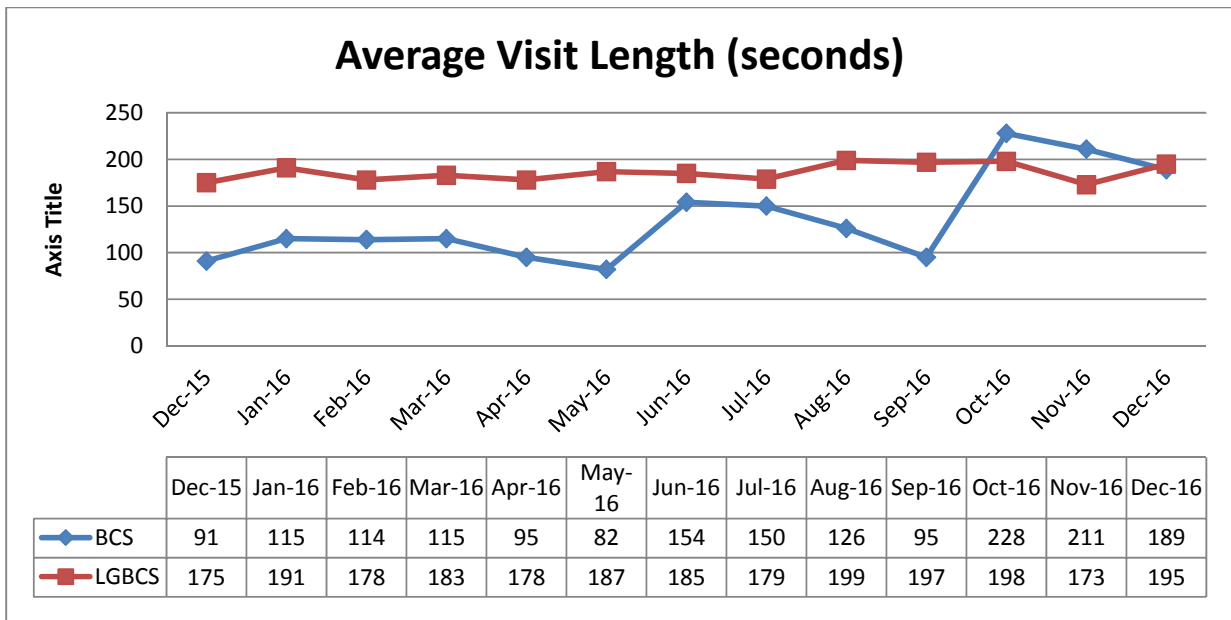


The Top 10 web pages data shows Maps as the most popular webpage over the year. The Maps webpage provides links to current and historic boundaries.

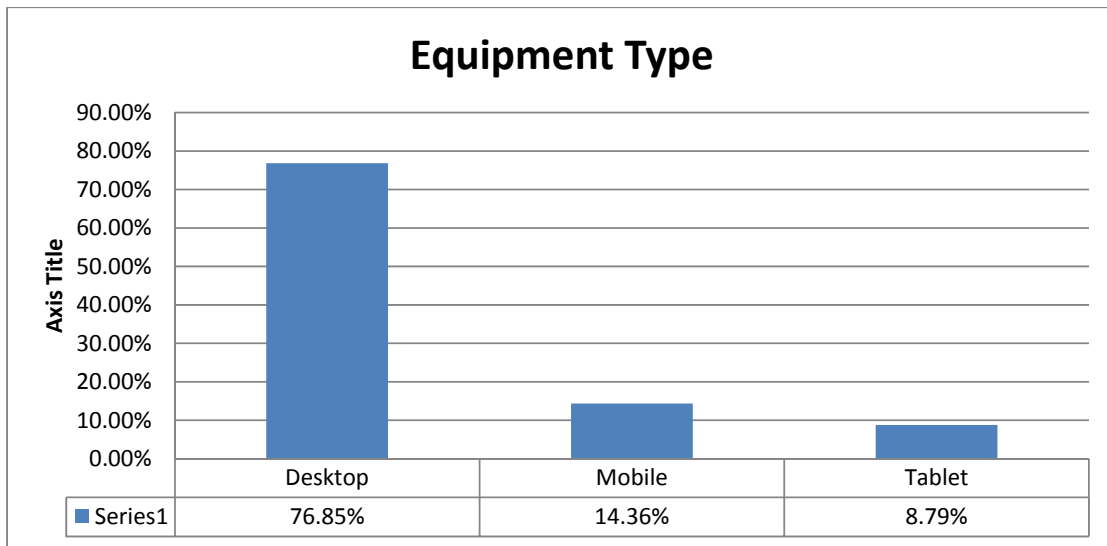
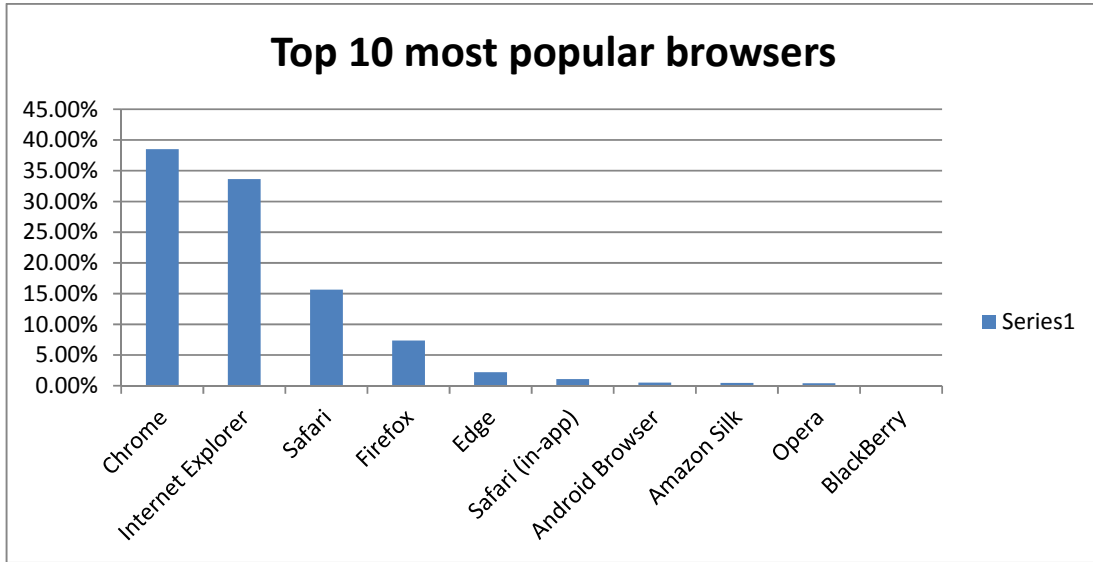
The reviews pages show a spike of 4,149 views on 26th May 2016 which coincides with the announcement of the Commission’s recommendations to Scottish Ministers for the 5th Reviews of Electoral Arrangements. There is a smaller spike of 2,146 views on September 14th when Ministers announced their decisions on the 5th Reviews.



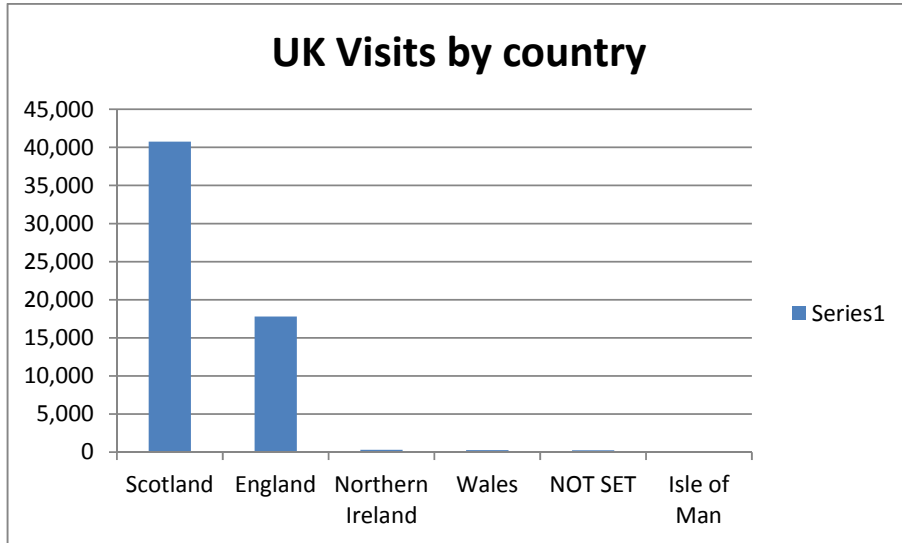
The bounce rate shows how users engage with our website. A 'bounce' is when a user visits the site, looks at one page, then moves away from the site. These 'bounces' generally occur when a user clicks a link to our site from another website. Bounce rate is a measure of the effectiveness of a website in encouraging visitors to continue with their visit. A bounce rate of 50% or less is seen as excellent, while a bounce rate of 60-70% is more typical.



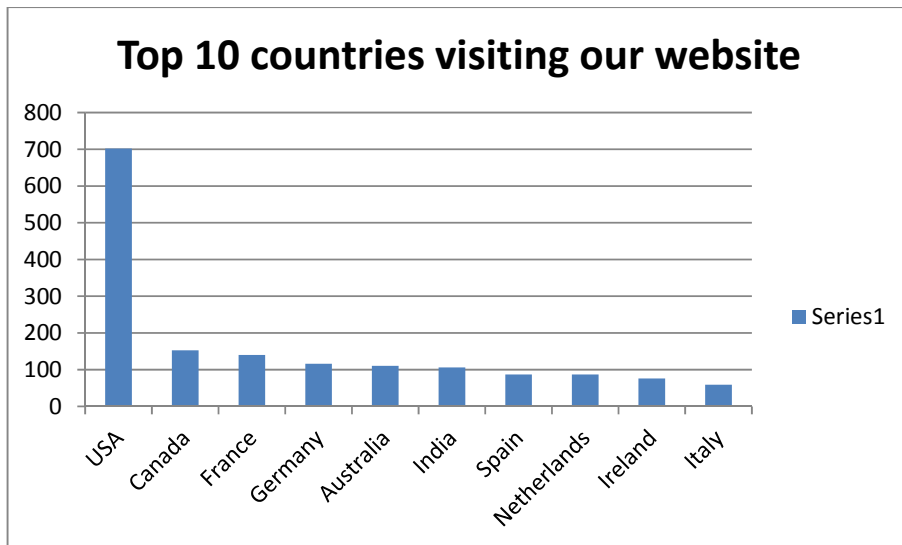
This shows how long visitors spend on our website. The average session duration for LGBCS is 3 minutes and 7 seconds. Please note that this figure includes 'bounce' users who will spend considerably less time on the site. The average session duration for the Boundary Commission for Scotland webpage is 2 minutes and 17 seconds.

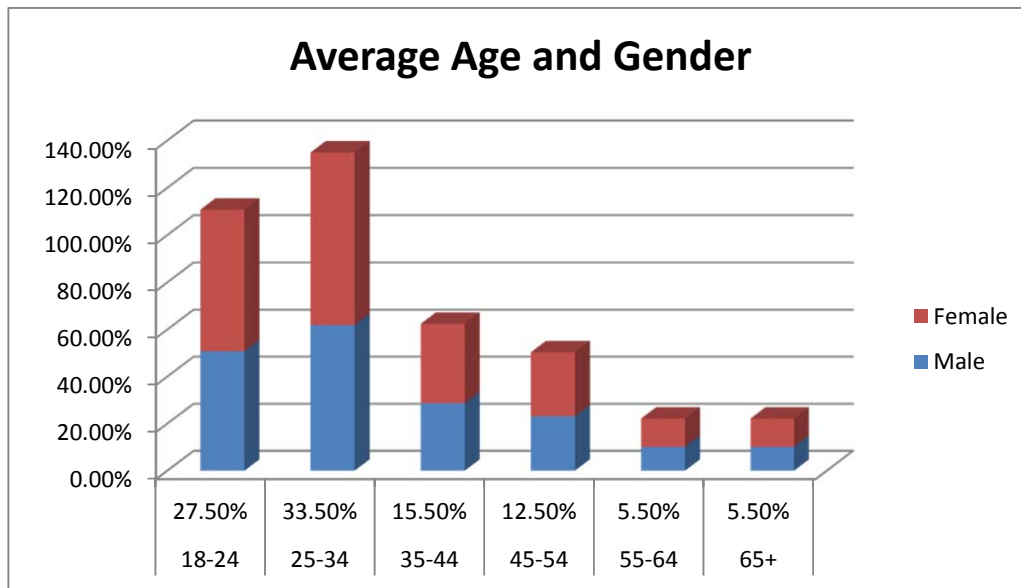
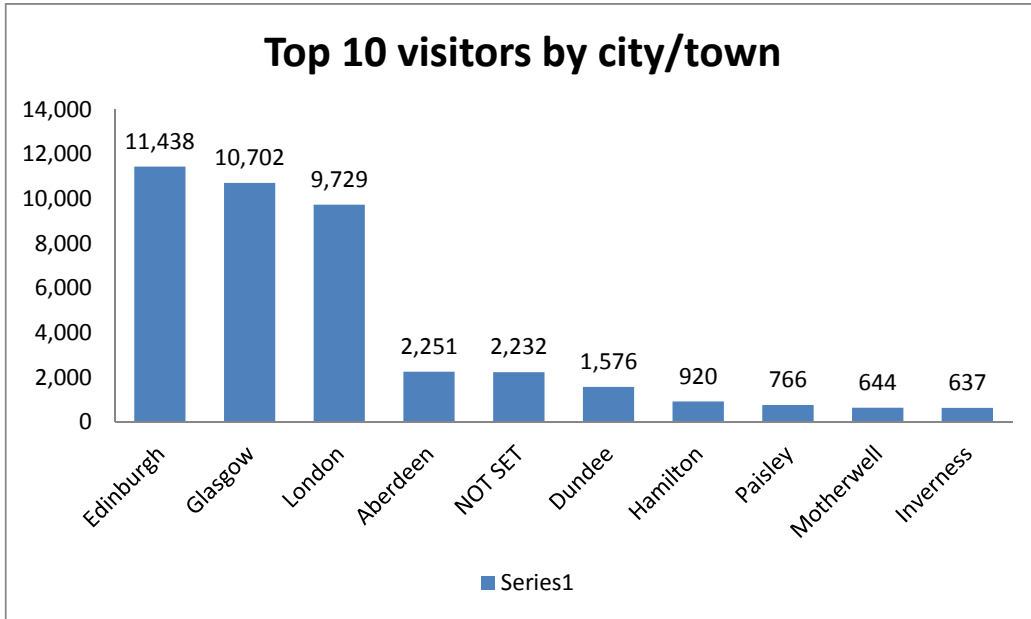


It is important to know which types of equipment and which browsers are used to view our web pages. Some browsers need different code to embed links, these need to be considered when adding new pages. Similarly, the progressive use of mobile phones and tablets require testing to ensure the best browsing experience for web site users.



Most visitors to the web site are from within the UK with 59,362 hits, followed by the USA.





**Summary**

- Overall, the most popular visitor to our site is male, aged between 25-34 years, he lives or works in Edinburgh. He uses a desktop computer, browses with Google chrome, he looks at Maps or 5<sup>th</sup> Reviews pages for an average of 3 minutes and 7 seconds.
- The Secretariat will continue to monitor website traffic over the next 12 months and provide further updates.

**Secretariat  
March 2017**