**BCS Paper 2017/53**

## Analysis of website traffic

Background

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 2018 Review of UK Parliament Constituencies.

3. The information has been collected by using Google Analytics which tracks and reports website traffic.

For information
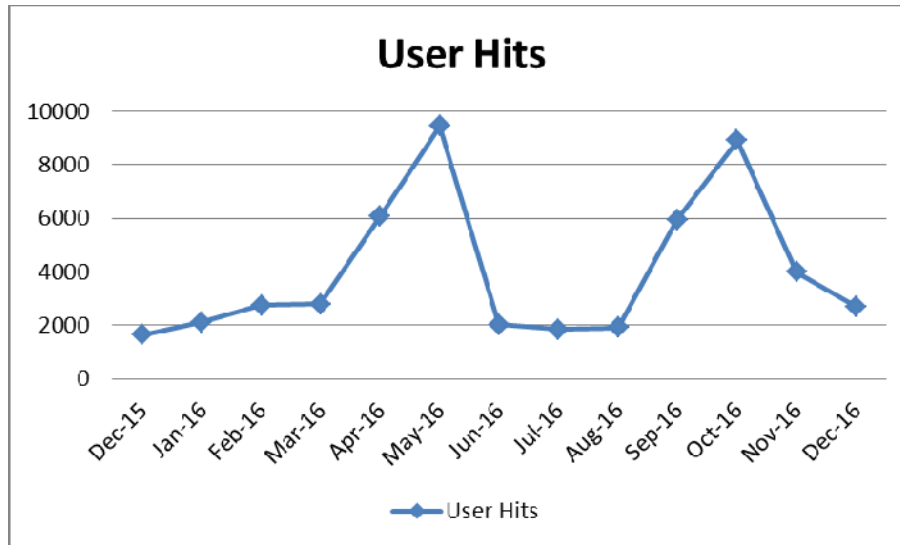
User hits are the number of times our website is visited.   Over the year we can identify two large spikes, the publication of electoral data by ward in May and the publication of our initial proposals in October.

Hits and Page Views
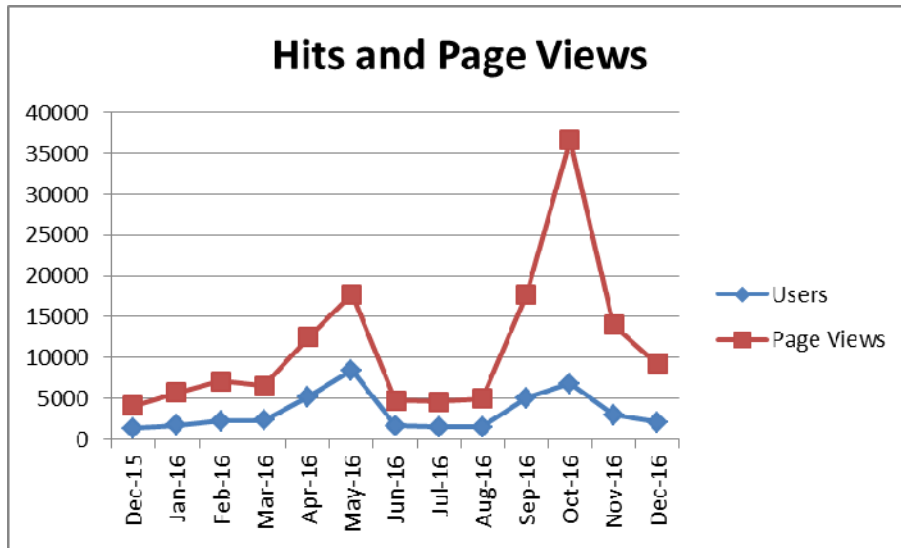
The graph above shows the number of individual users (hits), and the number of pages they viewed. E.g. October had 6,814 individual users looking at a total of 36,690 pages.
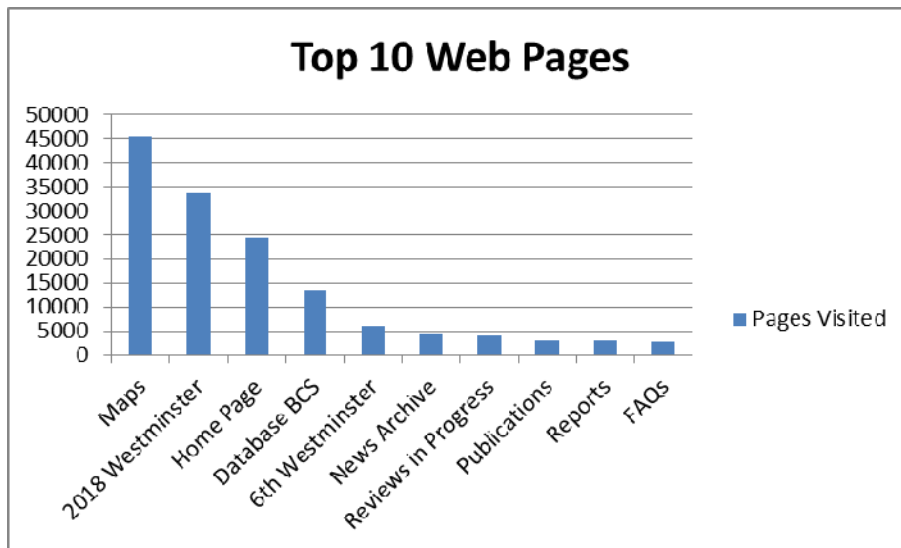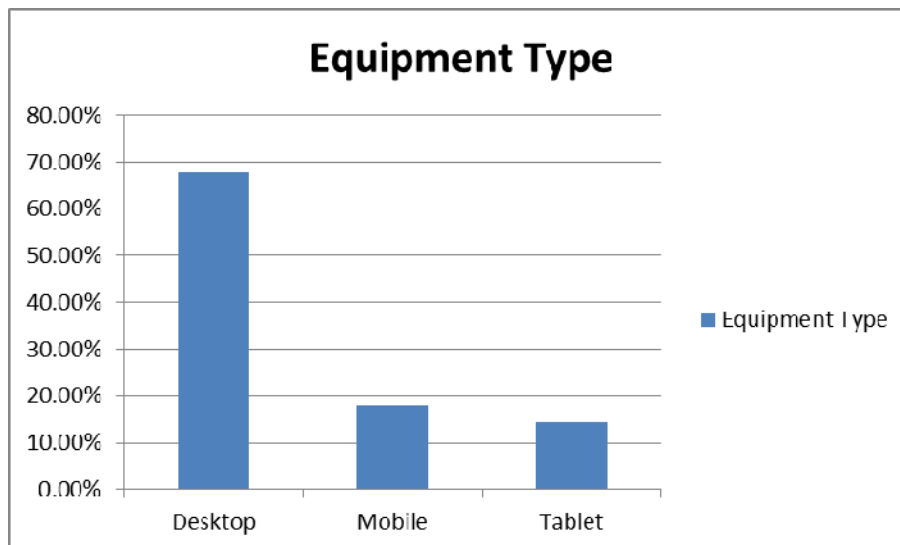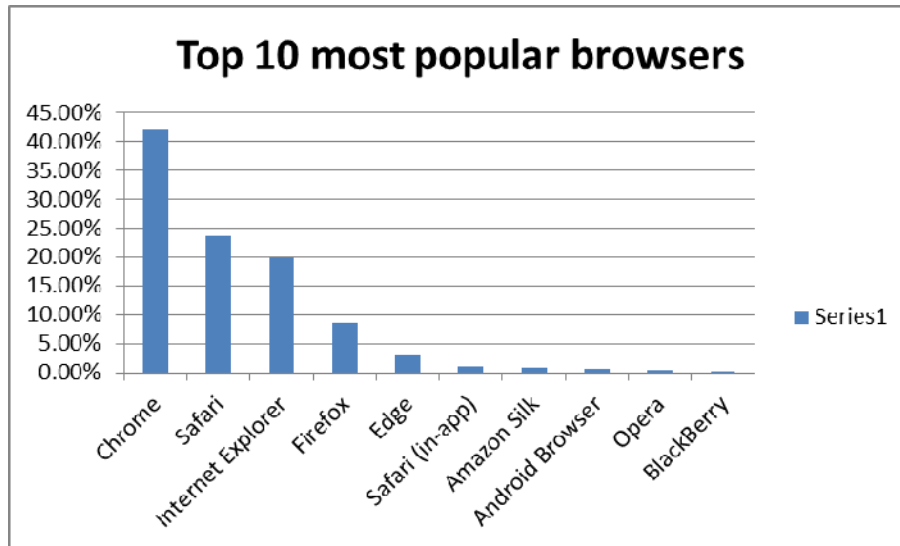

Top 10 Web Pages

The Top 10 web pages data shows Maps is the most popular webpage over the year. The Maps webpage shows current and historic boundaries. However from October to December, the 2018 Westminster pages were most popular with 27,223 views.
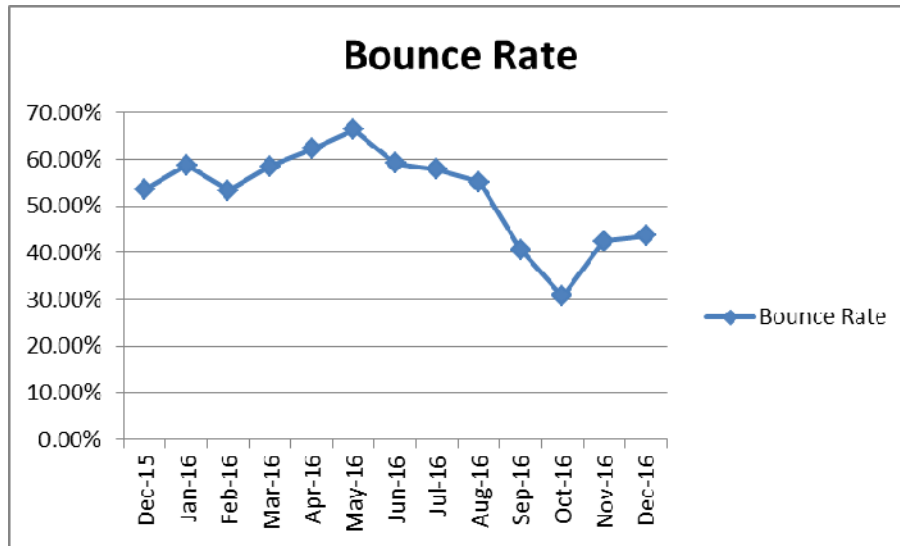
The bounce rate shows how users engage with our website. A 'bounce' is when a user visits the site, looks at one page, then moves away from the site. These 'bounces' generally occur when a user clicks a link to our site from another website. Bounce rate is a measure of the effectiveness of a website 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.
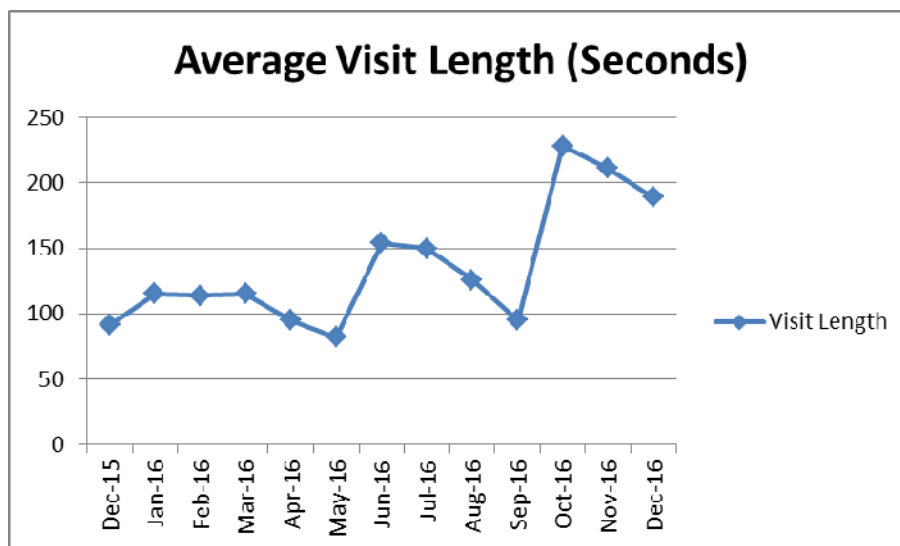

This shows how long visitors spend on the website. The average session duration is 2 minutes and 17 seconds. This figure includes 'bounce' users who will spend considerably less time on the site.

Top 10 most popular browsers

A bar chart showing the percentage usage of the top 10 browsers. Chrome approximately 42%, Safari approximately 24%, Internet Explorer approximately 20%, Firefox approximately 9%, Edge approximately 3%, Safari (in-app) approximately 1.5%, Amazon Silk approximately 1%, Android Browser approximately 0.75%, Opera approximately 0.5%, BlackBerry approximately 0.25%. Legend: Series1.

Equipment Type

A bar chart showing equipment type usage. Desktop approximately 68%, Mobile approximately 18%, Tablet approximately 14%. Legend: Equipment Type.

It is important to know which types of equipment and which browsers are used to view the website. 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.

UK visits by Country
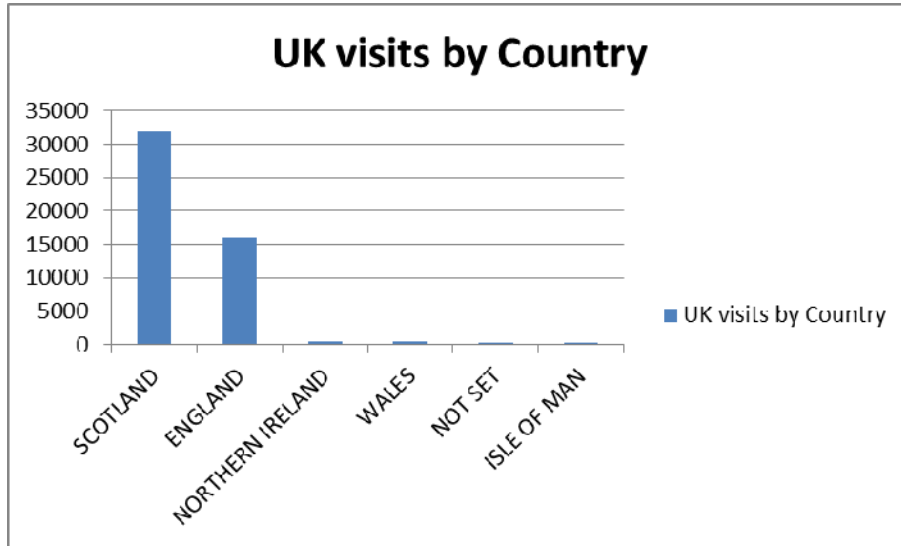
Most visitors to the web site are from within the UK with 48,635 hits, followed by the USA.

Top 10 countries visiting our website
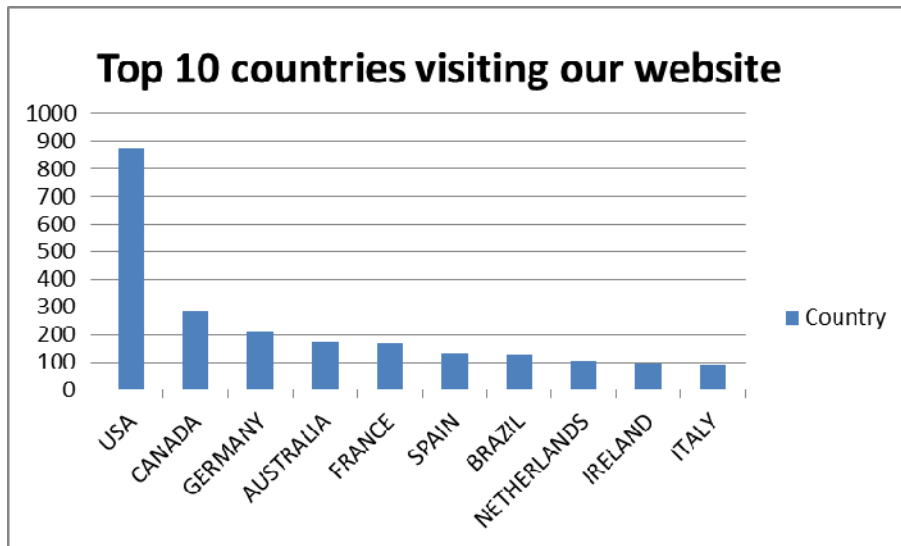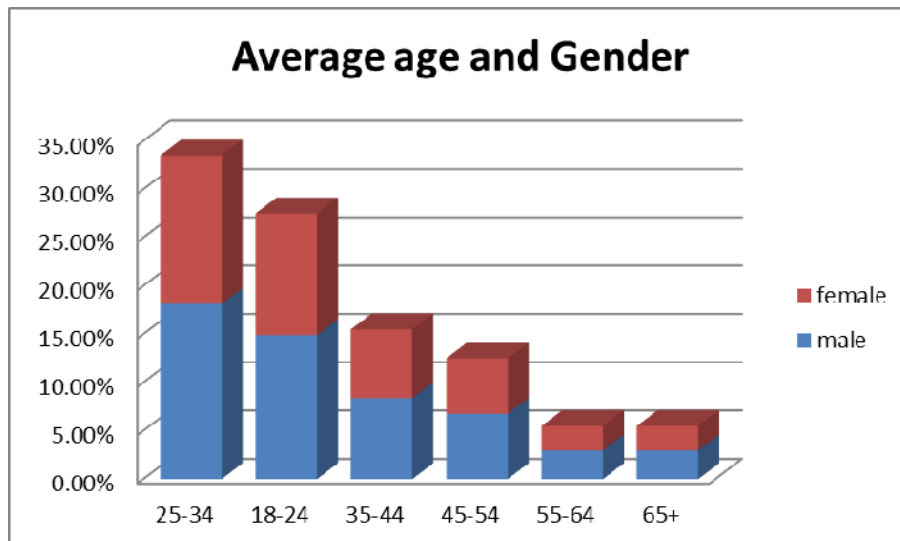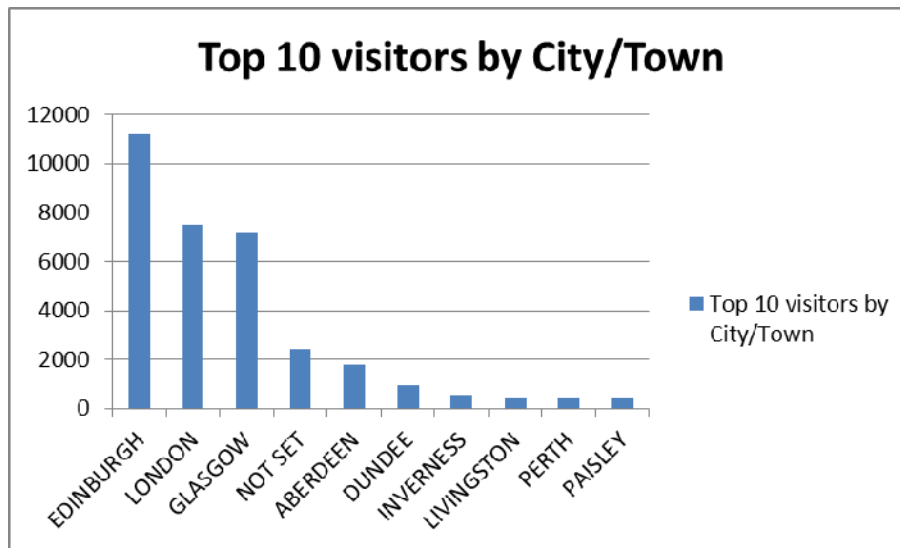
Summary

4. Overall, the most popular visitor to our site is male, aged between 25-34 years, and lives or works in Edinburgh. He uses a desktop computer, browses with Google Chrome, looks at Maps and the 2018 Westminster pages for an average of 2 minutes and 17 seconds.

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

Secretariat
February 2017