

Report No:	FN12-06-03
File No:	C797
Date:	26 June 2012
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 26 June 2012
Subject: Website Report
Report Author: Online Communications Advisor

EXECUTIVE SUMMARY

This report covers February, March, April and May 2012. The website continues its steady and consistent performance.

Ongoing development on the site is occurring, notably the front page drawing attention to the opportunities for engagement.

Highlights for the period included:

Tasman.govt.nz achieved third place in the Association of Local Government Information Management (ALGIM) ranking survey for 2012, a very pleasing result. The survey consisted of three assessment components:

1. Web Standards compliance (self assessment based on NZ Government web standards)
2. Accessibility test (assessed by the Royal New Zealand Foundation of the Blind)
3. Enquiry response time test (assessed by ALGIM)

The Draft Long Term Plan Submission page was viewed 3,300 times during this period, spending an average of 4:34minutes on the web page.

The Tasman Resource Management Plan and Amalgamation pages were just outside the top 10 page views for each of these months.

Document downloads are showing slow but steady growth.

Social Media also shows slow but steady growth.

RECOMMENDATION/S

That the report be received.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Website Report FN12-06-03.

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Subject: Website report
Report Author: Richard Liddicoat – Online Communications Advisor

1. Highlights

This report covers February, March, April and May 2012. The website continues its steady and consistent performance.

A new home page design is about to be released with the most visible change being an image carousel – rotating images – replacing the existing static image. At the moment, two or three images will be used to promote council activities. News notices, events and a new contacts section will appear below this.

Secondly, an easily edited section of popular links has been added, and this, together with revamped page footer, will appear on every page of the site. An example will be shown at the meeting.

The changes will identify opportunities for engagement leading visitors to the site to the increasingly popular submission page.

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2. High Level Visitor Analysis

The table below shows the website maintains consistent audience in terms of total visits, page views, unique visitors and average visit duration.

	Feb	March	April	May
Visits	26,104	28507	24462	25,159
Page views	107,491	112,760	100,161	103,005
Unique (different) visitors	13,118	14,071	12,585	12,336
Hours spent online	1464	1631	1447	1425
Average visit duration	03:22	03:26	03:33	03:24

3. Daily Visits to the Council Website – February - May 2012

Visitors Overview

1 Feb 2012 - 31 May 2012

Advanced Segments | Email **BETA** | Export | Add to Dashboard

% of visits : 100.00%

Overview

Visits vs. Select a metric

Hourly Day Week Month

Visits

2,000

1,000

Mar 2012 Apr 2012 May 2012

4. Popular Content Pages – Feb - May 2012

	February 2012	March 2012	April 2012	May 2012
1	Rate Record Search	Rate Record Search	Rate Record Search	Rates Record Search
2	Cemetery Record Search	Cemetery Record Search	Cemetery Record Search	Cemetery Record Search
3	St Arnaud webcam	St Arnaud webcam	St Arnaud webcam	St Arnaud webcam
4	Rates	Rates	Rates	Rates
5	Golden Bay Webcam	Draft LTP	Draft LTP	Property Information
6	River Flow	Golden Bay Webcam	Property Information	Golden Bay Webcam
7	Property information	River Flow	Golden Bay Webcam	Job Vacancies
8	Rainfall	Property information	River Flow	Contact Us
9	Richmond Webcam	Richmond webcam	Cemeteries	Richmond Webcam
10	Contact Us	Construction Webcam	Job Vacancies	Full Council mtgs

5. SOCIAL MEDIA

Small but steady growth seems to be the scenario here, with gradual increases in numbers of followers / likes.

- 133 followers on Twitter
- 87 Likes on Facebook

We continue to promote the full range of Council activities – grants, meetings, library events and so on. News and public notices are automatically posted on both accounts. We are also monitoring progress with built-in analytic tools and click measuring tools.

6. RECOMMENDATION/S

That the report be received.

7. DRAFT RESOLUTION

**THAT the Communications Subcommittee receives the Website Report
FN12-06-03**

Appendices:

1. *Downloads Report*

Appendix 1

Downloads reported from Google Analytics February 2012

Downloads are increasing incrementally – a good sign.

Application for Building Consent and/or Application for Project Information Memorandum (PIM)	75
2010/2011 Annual Report - Tasman District Council	42
REP-2012-02-11 Environment and Planning Chair's report	30
Building Consent Pre-Lodgement Checklist	27
2010/2011 Annual Report Summary	22
Application for Amendment to Building consent	20
TRMP Guide II- 6 - Rules for Building Construction or Alteration: Residential Zone	18
WWAC brochure	18
TRMP Planning Maps – Special Maps Legend	17
Agenda ACN 12-02-23 Full Council agenda 23 Feb	14

Downloads reported from Google Analytics March 2012

Application for Building Consent and/or Application for Project Information Memorandum (PIM)	75
Amalgamation Newsletter – Issue 01	61
Amalgamation Newsletter – Issue 02	30
2010/2011 Annual Report - Tasman District Council	25
Building Consent Pre-Lodgement Checklist	21
Guidance Notes and Building Consent Procedures Information for Applicants	21
RESC 12-03-03 Transportation report	21
AESC 12-03-15 Agenda	19
Minutes MGB12-02-14	19
Application for Building Consent for Solid Fuel Heating Appliance	18

Downloads reported from Google Analytics April 2012

Application for Building Consent and/or Application for Project Information Memorandum (PIM)	92
Amalgamation Newsletter – Issue 01	28
TRMP Planning Maps – Special Maps Legend	23
AESC12-04-26 Agenda	20
Zone Map 87 - Mapua/Ruby Bay - Scale 1:10,000 - OIP (31/3/2012)	20
Report REP12-04-02	17
Request for LIM	16
Minutes MCN12-02-23	15
Minutes MGB12-04-10	15
RESC12-04-05 Transportation report	15

Downloads reported from Google Analytics April 2012

Application for Building Consent and/or Application for Project Information Memorandum (PIM)	64
Report REP12-05-04 - Review of Freedom Camping Bylaw	46
Report RCN12-05-05 Overview Report	33
Application for Building Consent for Solid Fuel Heating Appliance	30
Application for Amendment to a Building Consent	24
Agenda and Reports MCB12-05-08	23
Minutes MCN12-05-03	23
Agenda and Reports 16 May 2012	21
Zone Map 130 - Richmond North East - Update Map 41/8 (24/9/2011)	21
Agenda ACN12-05-24	20

Downloads report from SilentOne Feb 2012

Top Documents from Silent One

1. TRMP Planning Maps - Area/Zone Legend (28/8/2010)	137
2. Application for Building Consent and/or Application for Project Information Memorandum (PIM)	104
3. Section 17.1: Residential Zone Rules	101
4. Freedom Camping Brochure	100
5. Richmond Walking and Cycling Map	92
6. Guide to Boating and Water Sports in Tasman District	83
7. Water Supply Activity Management Plan 2009	80
8. TRMP Planning Maps - Index (Location Map) - (26/09/2009)	70
9. Request for Land Information Memorandum	70
10. TRMP Chapter 2 - Meaning of Words	67

Downloads report from SilentOne March 2012

Top Documents from Silent One

1. TRMP Planning Maps - Area/Zone Legend (28/8/2010)	149
2. Freedom Camping Brochure	100
3. Application for Building Consent and/or Application for Project Information Memorandum (PIM)	99
4. Richmond Walking and Cycling Map	91
5. Section 17.1: Residential Zone Rules	81
6. Guidance Notes and Building Consent Procedures Information for Applicants	78
7. Engineering Standards and Policies 2008	74
8. TRMP Planning Maps - Index (Location Map) - (26/09/2009)	73
9. Guide to Boating and Water Sports in Tasman District	70
10. Liquor Licensing - Manager's Certificate Information	64

Downloads report from SilentOne April 2012

Top Documents from Silent One

1. Richmond Walking and Cycling Map	132
2. Application for Building Consent and/or Application for Project Information Memorandum (PIM)	113
3. TRMP Planning Maps - Index (Location Map) - (26/09/2009)	109
4. Guidance Notes and Building Consent Procedures Information for Applicants	106
5. Section 17.1: Residential Zone Rules	92
6. Freedom Camping Brochure	87
7. TRMP Chapter 36 - Rules for Contaminant Discharges	79
8. TRMP Planning Maps - Index (Alphabetical) - (26/9/2009)	78
9. Guide to Boating and Water Sports in Tasman District	77
10. TRMP Chapter 2 - Meaning of Words	67

Downloads report from SilentOne May 2012 TBC

Top Documents from Silent One

1. TRMP Planning Maps – Area Zone Legend	191
2. Guidance Notes and Building Consent Procedures Information for Applicants	107
3. Richmond Walking and Cycling Map	101
4. TRMP Chapter 36 – Rules for Contaminant Discharges	86
5. Application for Building Consent and/or Application for Project Information Memorandum (PIM)	84
6. TRMP Planning Maps – Index (Location Map) - (26/09/2009)	84
7. TRMP Planning Maps - Index (Alphabetical) - (26/9/2009)	83
8. Resource Consent Application Form	76
9. Section 16.3 Subdivision	75
10. Connecting Tasman – the Regional Land Transport Strategy	66