

Report No:	RFN12-08-02
File No:	C797
Date:	23 August 2012
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 23 August 2012
Subject: Website Report
Report Author: Richard Liddicoat – Online Communications Officer

EXECUTIVE SUMMARY

This report covers the month of June and July 2012. The website continues its steady and consistent performance.

Highlights

Peak visits on 2,499 recorded on Wednesday 6 June for a total of 9,392 page views.
Peak visits of 2,618 recorded on Sunday 15 July for a total of 12,694 page views.
Rain events are the likely cause of the spikes in traffic.

RECOMMENDATION/S

That the report be received.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Website report RFN12-08-02,

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1. Commentary

The launch of the Library website displays the web presence the Council is building with a direct relationship between the look and feel of each facet ie Council, Library, facebook and twitter.

The Council's web team and steering committee are meeting, and often exceeding as reported in feedback, the service expectations of Tasman's online audience.

The past year's recognition has not meant a slow-down in the search for improvements with the next target being the increased use of the sites for engagement and online payments.

As displayed below the number of visits and time spent on the site is slowly increasing which could be attributed to a greater acceptance of the site as a means of interacting with the Council at the very least indicates a increased trust in the information provided.

Slow but steady growth is also being experienced with the Council's social media presence with gradual increases in numbers of followers / likes.

- 174 followers on Twitter
- 100 likes on Facebook

Note – a couple of Creative Community Grant recipients posted a thank you note on our facebook page - Mapua Art Group and Ruby Coast Arts Weekend.

2. RECOMMENDATION/S

That the report be received.

3. DRAFT RESOLUTION

**THAT the Communications Subcommittee receives the Website Report
RFN12-08-02**

Appendices:

Appendix 1 – Visit and Download Analysis June and July 2012

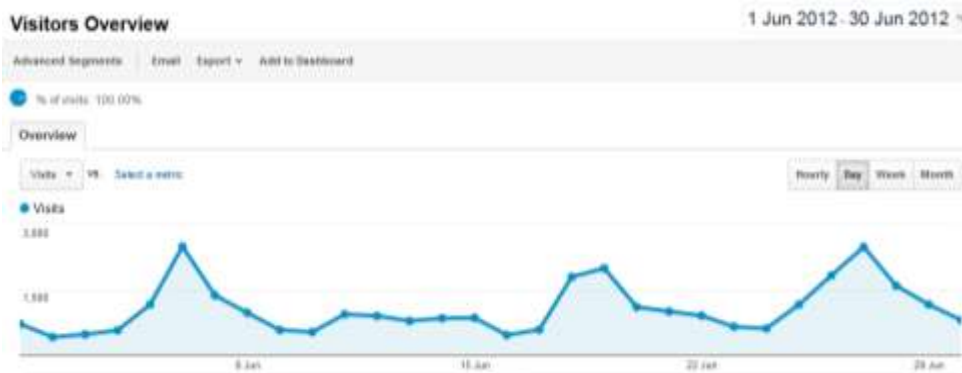
Appendix 1 – Visit and Download Analysis June and July 2012

High Level Visitor Analysis

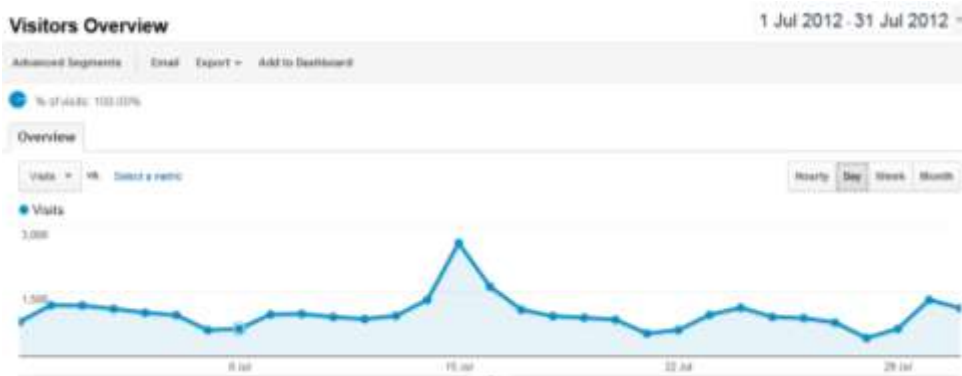
This table shows the website can consistently attract visitors and maintain its audience and relevance.

	June	July
Visits	31,780	30,673
Page views	120,255	120,816
Unique (different) visitors	13,849	14,212
Hours spent online	1924	1789
Average visit duration	03:38	03:30

Daily Visits to Council Website – June 2012



Daily Visits to the Council Website – July 2012



Popular Content Pages – June and July 2012

	June 2012	July 2012
1	Rates Record Search	Rates Record Search
2	St Arnaud webcam	St Arnaud webcam
3	Cemetery Record Search	Cemetery Record Search
4	Golden Bay Webcam	Rates
5	Rates	River Flow
6	River Flow	Golden Bay Webcam
7	Richmond Webcam	Woodstock Webcam
8	Webcams	Webcams
9	Woodstock Webcam	Property information
10	Rainfall	Rainfall

Popular Search Terms – June and July 2012

Searches were conducted by 4.68% of users in June and 5.12% of users in July. Note increase in searches for Development Contributions. Several pages were updated following the policy announcements.

	June 2012	July 2012
1	Rates	Rates
2	District Plan	tenders
3	map	District Plan
4	TRMP	library
5	Building Consent	zoning
6	Development Contributions	cam
7	GIS	Development Contributions
8	tenders	flooding
9	web	jobs
10	Web cam	LIM

Downloads reported from Google Analytics June 2012

Downloads are increasing incrementally – a good sign. The June total was 973 documents.

Application for Building Consent and/or Application for Project Information Memorandum (PIM)	86
Agenda ACN12-06-21	28
Zone Map 18 – Ngatimoti 0 –Scale 1:50,000	26
RESC 12-06-06 Transportation Report	24
Report RCN12-06-06 Rates Remission Natural Disasters	22
Application for Amendment to Building Consent	20
Agenda ACN12-05-24	19
2010/2011 Annual report – Tasman District Council	18
Agenda and Reports	18
Report RGB12-06-01	18

Downloads reported from Google Analytics July 2012

A total of 898 document downloads were recorded.

Application for Building Consent and/or Application for Project Information Memorandum (PIM)	72
Agenda CAN 12-07-19	49
Report RCN12-07-03 Development Contributions Policy	45
Report RCN12-07-01 Submission on LGA 2002 Amendment Bill 2012	30
RESC12-07-05 River Gravel Matters	27
Report RCN12-07-03 Appendix 2 – DC Presentation 09-07-12	25
Minutes MCN-12-05-24	24
Application for Amendment to a Building Consent	22
Application for Building Consent for Solid Fuel Heating Appliance	22
Report RCN12-07-02 Representation Review – Deliberation for Final Proposal	22

Downloads report from SilentOne June 2012

Top Documents from Silent One

1.	TRMP Planning Maps - Area/Zone Legend (28/8/2010)	200
2.	Section 17.1: Residential Zone Rules	110
3.	Application for Building Consent and/or Application for Project Information Memorandum (PIM)	109
4.	Guidance Notes and Building Consent Procedures Information for Applicants	108
5.	Richmond Walking and Cycling Map	101
6.	TRMP Planning Maps - Index (Location Map) - (26/09/2009)	99
7.	Connecting Tasman - the Regional Land Transport Strategy	81
8.	Engineering Standards and Policies 2008	79
9.	Section 17.5: Rural 1 Zone Rules	69
10.	TRMP Chapter 36 - Rules for Contaminant Discharges	68

Downloads report from SilentOne July 2012

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1.	Connecting Tasman – The Regional Land Transport Strategy	201
2.	TRMP Planning Maps Area Zone / Legend	145
3.	Guidance Notes and Building Consent Procedures Information	110
4.	Richmond Walking and Cycling Map	103
5.	TRMP Planning Maps Index Location Map	87
6.	Request for Land Information Memorandum	82
7.	Resource Consent Application for Land Use Consent	73
8.	Section 17.1 Residential Zone Rules	73
9.	Community Grants Application Form	72