

Report No:	RFN11-06-03
File No:	C797
Date:	
<b>Information Only – no decision required</b>	

## REPORT SUMMARY

**Report to:** Communications Subcommittee  
**Meeting Date:** 7 June 2011  
**Subject:** Website Report RFN11-06-03  
**Report Author:** Tama Easton - Online Communications Adviser

### EXECUTIVE SUMMARY

This report summarises the website activity for the months of March and April 2011 and advises the new ranking of Council's website in comparison to other local authority websites.

### RECOMMENDATION

**That the report be received.**

### DRAFT RESOLUTION

**THAT the Communications Subcommittee receives the Website Report RFN11-06-03.**

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**Background**

The website continues to attract an increasing level of unique visitors, however, for the sake of this report the proof will be anecdotal as the analytics function went down for the last three days of the month.

In the last month the website was recognised at the annual ALGIM awards for the best new feature (interface with Google Maps) and rose in the national local government rankings from 71<sup>st</sup> (out of 89) to 3<sup>rd</sup>.

This ranking is well above any of the major cities and may give credence to the cry of ‘Robbed’ from the back of the hall when South Taranaki received the Best Redeveloped Site Award.

**Council Website Key Analytics to April 2011**

Here are the key analytics for the past six months:

	<b>Visits</b>	<b>Page Views</b>	<b>Unique Visitors</b>	<b>Hours Spent Online</b>
<b>Nov-10</b>	17,064	90,309	9,077	1,005
<b>Dec-10</b>	21,382	100,734	10,284	1,206
<b>Jan-11</b>	21,109	97,620	10,953	1,206
<b>Feb-11</b>	18,787	83,266	9,358	950
<b>Mar-11</b>	21,856	101,474	10,310	1,239
<b>Apr-11</b>	19,081	87,359	9,114	1,087

Traffic monitoring was lost part way through April 27, meaning the statistics for April 2011 are incomplete. This will have an impact on the comparison month to month in the short term.

### Daily Visits to the Council Website - April 2011



As stated above monitoring was for the last 3½ days of the month.

### Popular Content Pages – March 2011 vs April 2011

	March 2011	April 2011	April Page Views	Change in Page Views
1	Rate Record Search	Rate Record Search	17,636	-14%
2	Cemetery Records Search	Cemetery Records Search	9,275	+19%
3	Rates	Rates	2,129	-11%
4	St Arnaud Webcam	St Arnaud Webcam	1,961	+12%
5	River Flow	River Flow	1,255	-14%
6	Tasman Resource Management Plan	Full Council Meetings	867	+82%
7	Job Vacancies	Property Information	812	-12%
8	Property Information	Tasman Resource Management Plan	796	-28%
9	Motueka at Woodstock – River Flow	Rainfall	781	+3%
10	Rainfall	Job Vacancies	748	-26%

The most notable rise was around the Full Council Meetings page. There was a significant spike of interest around the 7 April 2011 meeting.

### Popular Search Terms – March 2011 vs April 2011

	March 2011	April 2011
1	rates	rates
2	zoning	ANZAC
3	maps	food premises
4	plan change 22	GIS
5	GIS	photos
6	food premises	freedom camping
7	LIM	maps
8	district plan	webcam
9	annual plan	ANZAC day
10	TRMP	cycle

As you can see special days such as ANZAC Day often trigger searches to the website. It's difficult to pre-empt interest about special days as it is hard to tell what information the public will be looking for on the website.

### Visits to Top of the South Maps – November 2010 to April 2011



**26,107 Visits** | **144.24 Visits / Day**

Traffic continues to grow to Top of the South Maps with daily traffic reaching 231 visits a day in April 2011 (up 19% from March). In April 2011 approximately 55% of visits came via Nelson City Council with 40% via Tasman District Council.

### Popular Website Document – March 2011 vs April 2011

	Document Title	March 2011 Downloads	April 2011 Downloads
1	TRMP Planning Maps - Area/Zone Legend (28/8/2010)	172	205
2	TRMP Planning Maps - Index (Location Map) - (26/09/2009)	104	110
3	Application for Building Consent and/or Application for Project Information Memorandum (PIM)	100	103
4	TRMP Chapter 36 - Rules for Contaminant Discharges	69	85
5	Freedom Camping Brochure	71	79
6	Section 17.5: Rural 1 Zone Rules	61	79
7	TRMP Planning Maps - Index (Alphabetical) - (26/9/2009)	74	78
8	Section 17.1: Residential Zone Rules	65	74
9	Ten Year Plan 2009-2019 - Volume II	45	63
10	Ten Year Plan 2009-2019 - Volume I	70	59
11	Guidance Notes and Building Consent Procedures Information for Applicants	78	52
12	Section 16.3: Subdivision	62	50
13	Application for Building Consent for Solid Fuel Heating Appliance	37	50
14	Form for Submission on Resource Consent Application	24	48
15	Request for Land Information Memorandum	65	44

### New and Updated Content / Development

The following major developments, content additions or updates were carried out over April 2011.

- **Motueka Flood Control Project** – Information and online submissions for this project.
- **Additional Project Information** – ongoing improvements to online information about current projects.

- **Additional Parks and Reserves** – Additional parks, reserves and playground information added to website.
- **Settlement Photos** – Public submitted photos added to Tasman > Settlements section.
- **Weed Control Information** – Detailed information about weed control, biocontrols in Environment > Pests & Weeds

### Planned New Content / Development

The following major developments, content additions or changes are planned for May 2011.

- **News and Notice Alerts** – alerts of news and notices sent to Councillors and Council staff.
- **Regular Review Process** – semi-automated review system where content is checked every six months.
- **Additional Webcam** – construction webcam at the Richmond Resource Recovery Centre

### RECOMMENDATION

**That the report be received.**

### DRAFT RESOLUTION

**THAT the Communications Subcommittee receives the Website Report RFN11-06-03.**