

Report No:	RFN11-09-05
File No:	
Date:	19 September 2011
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 27 September 2011
Report Author: Richard Liddicoat – Online Communications Adviser
Subject: **Website Report**

EXECUTIVE SUMMARY

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

RECOMMENDATION/S

That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Website Report RFN11-09-05.

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1. Introduction

- 1.1 Kia ora tatou, I'm Richard Liddicoat, the new Online Communications Officer. I started on 29 August.
- 1.2 I've been getting to know the system and the Council team and working with the Website Steering Group. To get up to speed. These reports cover June, July and August 2011 and follow a similar format to existing reports.

2. New Data Available, New Report Method

- 2.1 The team have set up Google Analytics on our site, which enables us to have detailed reporting on many aspects of the behavior of people who visit us online.
- 2.2 Most popular document downloads - in previous reports, "downloads" were reported by comparing total downloads from Silent One. Google Analytics enables us to accurately identify downloads served to customers directly from our website – filtering out internal use.
- 2.3 This will give us accurate picture of the information people are accessing online.
- 2.4 In the August report, I have prepared a list of the top 15 documents downloaded over the June, July and August period with some explanatory notes.

3. New and Updated Content / Development

- 3.1 Additional Webcam – construction webcam at the James Road Bridge rebuilding project.

4. Planned New Content / Development

- 4.1 One improvement we are investigating is a way to better promote council initiatives and consultations, as well as highlight updated or time-sensitive content on the home page.
- 4.2 Many council websites have a slider – a method of rotating promotional material on a static page. Where we have a static image on the home page, we could create a series of images that load
- 4.3 We are investigating a low-bandwidth version. The idea would be able to have more space to promote consultations, by election, Council initiatives, deadlines for submissions or community grants, and so on.

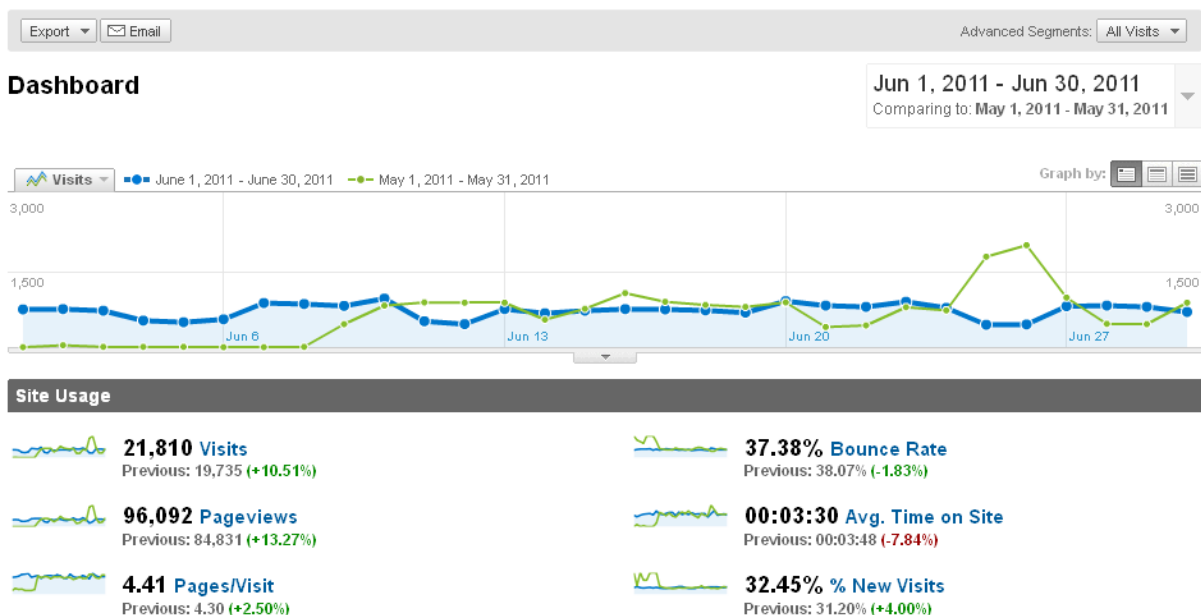
5. COUNCIL WEBSITE REPORT – JUNE 2011

5.1 Here are the key analytics with the change compared to May 2011:

- 21,810 Visits (+10.51%)
- 96,092 Page Views (+13.27%)
- 10,541 Unique (Different) Visitors (+16.62%)
- 1,272 Hours spent online (+1.7%)

Reasonably static traffic was recorded during June.

6. Daily Visits to the Council Website – June 2011



7. Popular Content Pages – May 2011 v June 2011

	May 2011	June 2011	May Page Views	Change in Page Views %
1	Rates Record Search	Rates Record Search	20,648	+40%
2	Cemetery Records Search	Cemetery Records Search	8,255	+44%
3	River Flow	St Arnaud Webcam	2,411	+31%
4	Rates	Rates	2,343	+20%
5	St Arnaud Webcam	River flow	1,440	-45%
6	Aorere at Devils Boot – River Flow	Property information	1,062	+44%
7	Rainfall	Job Vacancies	854	+12%
8	Wairoa at Irvines – River Flow	Full Council meetings	849	+51%
9	Job Vacancies	Rainfall	756	-25%
10	Property Information	Cemeteries	731	-44%

The heavy rainfall in the last week led to a surge of traffic to the areas of the website looking at river flow and rainfall.

8. Popular Search Terms – May 2011 v June 2011

	May 2011	June 2011
1	rates	Population
2	webcam	rates
3	jobs	zoning
4	District Plan	Mapua
5	gis	Dog registration
6	tenders	Jobs
7	grants	LIM
8	maps	Tenders
9	refuse	Dogs
10	Rates rebate	grants

9. Visits to the Top of the South Maps – May 2011 v June 2011



Daily visits to Top of the South Maps remained stable throughout this time period. 6745 visits (approx 225 per day), 7,824 page views.

10. New and Updated Content / Development

10.1 The following major developments, content additions or updates were carried out over May 2011: Additional Webcam – construction webcam at the Richmond Resource Recovery Centre.

11. COUNCIL WEBSITE REPORT – JULY 2011

11.1 Here are the key analytics with the change compared to June 2011:

- 28,212 Visits (+29%)
- 111,209 Page Views (+15%)
- 12,176 Unique (Different) Visitors (+15.5%)
- 1614 Hours spent online (+26.8%)

11.2 These stats show increased traffic between July 11 to 14 and on July 25. The busiest day was July 13, with 2,021 visits.

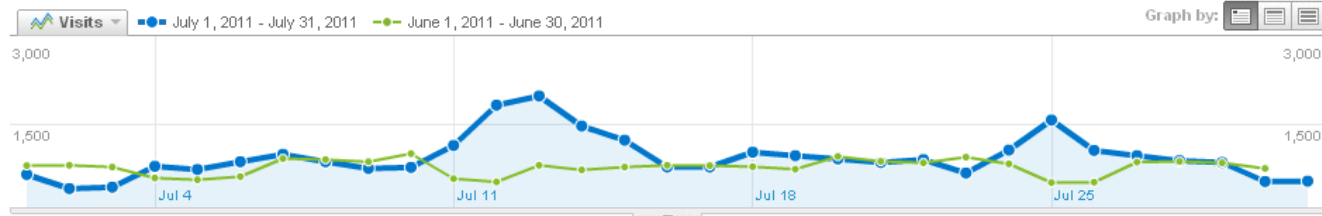
11.3 The mid-July surge coincides with media releases regarding the [purchase of 183 Queen Street](#), the [Takaka fire main opening](#) and the [letter to the Local Government Commission](#) regarding its Draft Reorganisation Plan. The later spike is weather related.

12. Daily Visits to the Council Website - July 2011

Dashboard

Jul 1, 2011 - Jul 31, 2011

Comparing to: Jun 1, 2011 - Jun 30, 2011



13. Popular Content Pages – June 2011 vs July 2011

	June 2011	July 2011	April Page Views	Change in Page Views
1	Rates Record Search	St Arnaud Webcam	10,973	-401%
2	Cemetery Records Search	Rates Records Search	3,506	-0.88%
3	St Arnaud Webcam	Rates	2,399	+3.05%
4	Rates	Golden Bay Webcam	2,034	189%
5	River flow	Richmond Webcam	2,001	297%
6	Property information	Job Vacancies	1,864	+126%
7	Job Vacancies	Webcams	1,842	+363%
8	Full Council meetings	Cemetery Records Search	1,441	-14%
9	Rainfall	Woodstock Webcam	1,331	+288%
10	Cemeteries	Property Information	1037	-0.77%

Webcams and searches – rates, jobs, property information, cemeteries – make up the most popular pages.

14. Popular Search Terms – June 2011 vs July 2011

	June 2011	July 2011
1	Population	webcam
2	rates	rates
3	zoning	jobs
4	Mapua	newsline
5	Dog registration	zoning
6	Jobs	tenders
7	LIM	firewood
8	Tenders	amalgamation
9	Dogs	maps
10	grants	camera

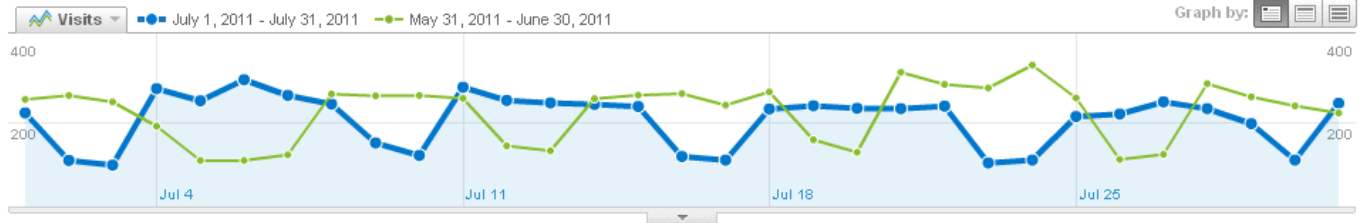
15. Visits to Top of the South Maps – July 2011

Dashboard

Dashboard

Jul 1, 2011 - Jul 31, 2011

Comparing to: May 31, 2011 - Jun 30, 2011



Daily visits to Top of the South Maps decreased slightly from last month: 6,431 visits (-8.1%), 7,452 page views (-8.3%).

Popular Website Document – see August figures below

16. COUNCIL WEBSITE REPORT – AUGUST 2011

16.1 Here are the key analytics with the change compared to July 2011:

- 24,344 Visits (-13.7%)
- 99,311 Page Views (-10%)
- 11,588 Unique (Different) Visitors (0%)
- 1426 Hours spent online -11%

16.2 These stats are from August 1 to 31.. The busiest day was August 15 with a total of 1190 visits.

17. Daily Visits to the Council Website - August 2011

Visitors Overview

Aug 1, 2011 - Aug 31, 2011

Comparing to: Jul 1, 2011 - Jul 31, 2011



18. Popular Content Pages – April 2011 vs May 2011

	April 2011	May 2011	April Page Views	Change in Page Views
1	Rate Record Search	Rates Record Search	14,734	-16%
2	Cemetery Records Search	Cemetery Records Search	5,725	-38%
3	Rates	River Flow	2,654	+111%
4	St Arnaud Webcam	Rates	1,944	-9%
5	River Flow	St Arnaud Webcam	1,839	-6%
6	Full Council Meetings	Aorere at Devils Boot – River Flow	1,391	+569%
7	Property Information	Rainfall	1,021	+31%
8	Tasman Resource Management Plan	Wairoa at Irvines – River Flow	851	+326%
9	Rainfall	Job Vacancies	728	+1%
10	Job Vacancies	Property Information	733	-10%

Webcams and river flow continue to be popular, along with searches for rating or cemetery information and job vacancies.

19. Popular Search Terms – July 2011 vs August 2011

	July 2011	August 2011
1	webcam	rates
2	rates	webcam
3	jobs	jobs
4	newslines	District Plan
5	zoning	gis
6	tenders	tenders
7	firewood	grants
8	amalgamation	maps
9	maps	refuse
10	camera	Rates rebate

20. Visits to Top of the South Maps – August 2011



Daily visits to Top of the South Maps increased slightly in August. 6,498 visits, 7,645 page views

21. Popular Website Document – August

Note on Google Analytics results.

Previously we have reported total downloads of documents in our public area. This figure, while representing authentic document transactions, could have also included internal use of these documents. Google Analytics have been set up on the site to track download actions for these documents from the website only.

Downloads reported from Google Analytics August 1 to August 31 2011

Application for Building Consent and/or Application for Project Information Memorandum (PIM)	60
RESC11-08-10 Tasman Cycle Trail Update	21
RESC11-08-02 Transportation Report	19
Agenda AESC11-08-04	18
Agenda AMCB11-08-09	16
Guidance Notes and Building Consent Procedures Information for Applicants	16
RESC11-08-11 Tasman Loop Trail Bylaw-Attachment 1	16
Report RCN11-08-01 Submission on Draft Reorganisation Proposal	16
TRMP Guide II- 6 - Rules for Building Construction or Alteration: Residential Zone	16
Zone Map 124 - Richmond North West Central - Scale 1:5,000	16

Downloads report from SilentOne

Figures are for three months.

	Document Title	June, July & August 2011 Downloads
1	Community Grants Application form	472

2	TRMP Planning Maps - Area/Zone Legend (28/8/2010)	434
3	Dog Registration Application Form for year ending June 2011	412
4	Richmond Walking and Cycling Map	402
5	Rates Direct Debit Application Form	369
6	TRMP Chapter 25 - Coastal Marine Area Rules	345
7	Application for Building Consent and/or Application for Project Information Memorandum (PIM)	301
8	Tasman District Council Employment Application Form	299
9	TRMP Planning Maps - Index (Location Map) - (26/09/2009)	277
10	Guidance Notes and Building Consent Procedures Information for Applicants	215
11	Section 17.1: Residential Zone Rules	207
12	TRMP Chapter 36 - Rules for Contaminant Discharges	205
13	Freedom Camping Bylaw 2011	194
14	TRMP Planning Maps - Index (Alphabetical) - (26/9/2009)	189
15	Section 16.3: Subdivision	188

22. RECOMMENDATION/S

22.1 That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

23. DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Website Report RFN11-09-05.

Richard Liddicoat
Online Communications Adviser

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