

Report No:	RFN11-11-13
File No:	C797
Date:	29 November 2011
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 29 November 2011
Subject: Website Report
Report Author: Richard Liddicoat - Online Communications Officer

EXECUTIVE SUMMARY

Here are the key analytics with the change compared to September 2011:

22,768 Visits (+6.42%)
98,671 Page Views (+3.9%)
11,358 Unique (Different) Visitors (+9.2%)
1,404 Hours spent online (+5.24%)
Average time on site 03:44

There was a spike on October 3 relating to media releases on the Pohara Boat Ramp Management, the consents survey results, and the decision to go ahead with building work. There was also a weather event which drove traffic to river and rainfall pages.

The webcam of construction projects continue to grow in popularity, not only with our online constituents but birds and spiders continue to be attracted to the cameras.

RECOMMENDATION/S

That the report be received.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Website Report RFN11-11-13.

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1. Online report

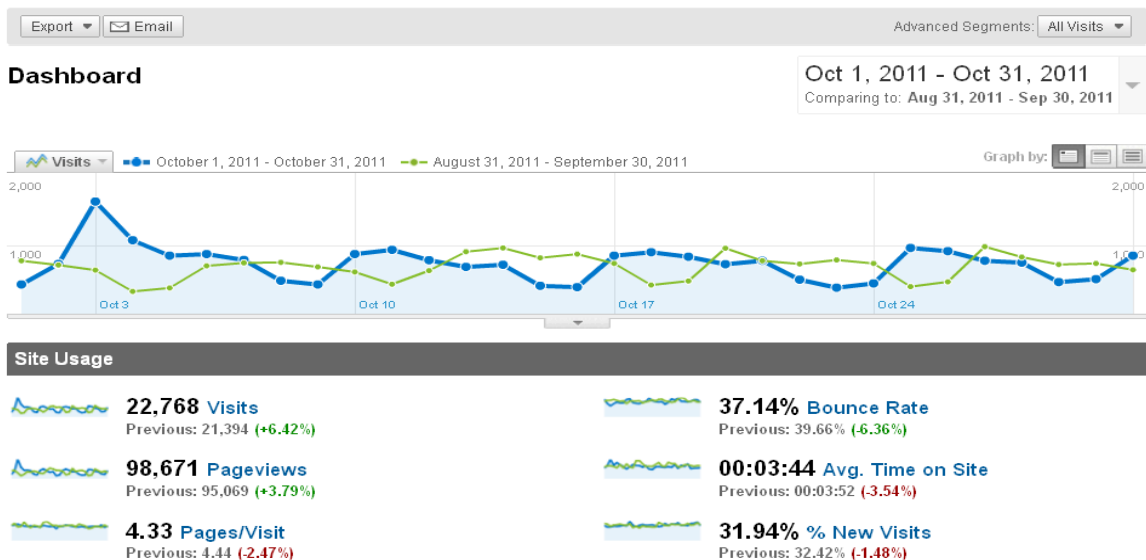
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Daily Visits to the Council Website - October 2011



Popular Content Pages – October 2011

	September 2011	October 2011
1	Rates Record Search	Rates record search
2	Cemetery Records Search	Cemetery Records Search
3	St Arnaud Webcam	River Flow
4	Rates	St Arnaud Webcam
5	Job Vacancies	Rates
6	Property information	Property Information
7	Contact	Golden Bay webcam
8	Richmond webcam	Job Vacancies
9	Tasman Resource Management Plan	Rainfall
10	Golden Bay webcam	Tasman Resource Management Plan

Popular Search Terms – September 2011 vs October 2011
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	September 2011	October 2011
1	Rates	Rates
2	Tenders	River Flow
3	webcam	District Plan
4	Zoning	Webcam(s)
5	forms	Tenders
6	logo	Noise
7	maps	chickens
8	newslines	maps
9	staff	River flows
10	dog	library

Downloads reported from Google Analytics October 1 to October 31 2011
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Application for Building Consent and/or Application for Project Information Memorandum (PIM)	70
Guidance Notes and Building Consent Procedures Information	23
Report RMCB11-10-06 Motueka Projects Activities Interests	23
TRMP Guide II-6 Rules for building, construction, alteration	23
Agenda ACN11-10-06	20
Report RCN11-10-06 Committee Structure and Appointments	20
Agenda ACN11-10-20	19
Agenda AEP11-10-06	19
2009/2010 Annual Report	17
Report Draft Tasman Cycling Plan	16

Downloads report from SilentOne October 2011

	Document Title	
1	TRMP Planning Maps - Area/Zone Legend	163
2	Application for Building Consent and/or Application for Project Information Memorandum (PIM)	120
3	TRMP Planning Maps - Index (Location Map)	108
4	Richmond Walking and Cycling Map	104
5	Section 17.1: Residential Zone Rules	81
6	TRMP Planning Maps - Index (Alphabetical) - (26/9/2009)	78
7	Guidance Notes and Building Consent Procedures Information for Applicants	74
8	Section 16.3: Subdivision TRMP Chapter 2 - Meaning of Words	64
10	TRMP Planning Maps - Special Maps Legend TRMP Chapter 36 - Rules for Contaminant Discharges	63

2. New and Updated Content / Development

The following major developments, content additions or updates were carried out during October 2011:

- **James Road Webcam Live** – construction webcam at the James Road Bridge installed and already proving popular
- **Review of river flow and level data** - working on some changes to the templates to better present some of this data and better track what is being accessed.
- **Training for website editors and contributors** will be offered in November / December at the library. Training will include technical refreshers and writing for the web technique.
- **Secondhand Sunday** run again.
- **Public Consultations** – preparation for speed limit changes, Takaka flood modelling and Draft Tasman Regional Passenger Transport Plan submissions via online forms.
- **Summertime Reading programme** – An online registration form is being prepared for this library event.
- **Library website project**

3. Library website project

The project to redevelop the library website is progressing. The redevelopment will create a strong connection between the library and the Council - the library site will look and feel similar to the Council site, but with library branding, and will have similar functionality. It will also enable library staff to easily update and refresh content. Deployment is set for February

- Currently we are working on the hierarchy or structure – where everything lives on the site.
- A content audit and rewriting of content will follow this.
- Look and feel requirements have been specified and sent to Silverstripe.
- The platform will be the same - Silverstripe.

5. RECOMMENDATION/S

That the report be received.

6. DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Website Report RFN11-11-13.