

# South Downs Branch website activity report

## April-June 2011

Current number of members: 543

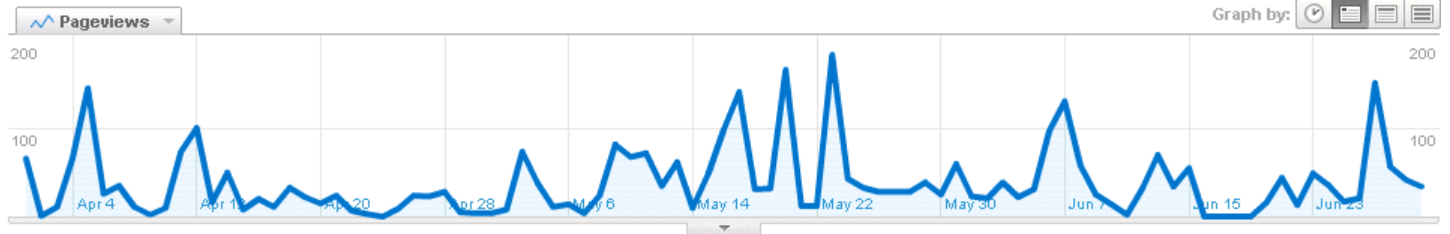
Branch Web Champion: Steve Nicoll

These statistics enable us to monitor who is visiting your branch pages, what pages/information they are viewing and overall how the site is being used. Understanding what these statistics can tell us about our website visitor behaviour will help us tailor our online offering and promote key messages to appropriate audiences.

Please refer to the Glossary of terms at the back of this document for clarification on terms used in this report.

## Pageviews for all visitors

Apr 1, 2011 - Jun 30, 2011



### 3,505 Pageviews

Busiest day: Monday 10 January – 178 Pageviews

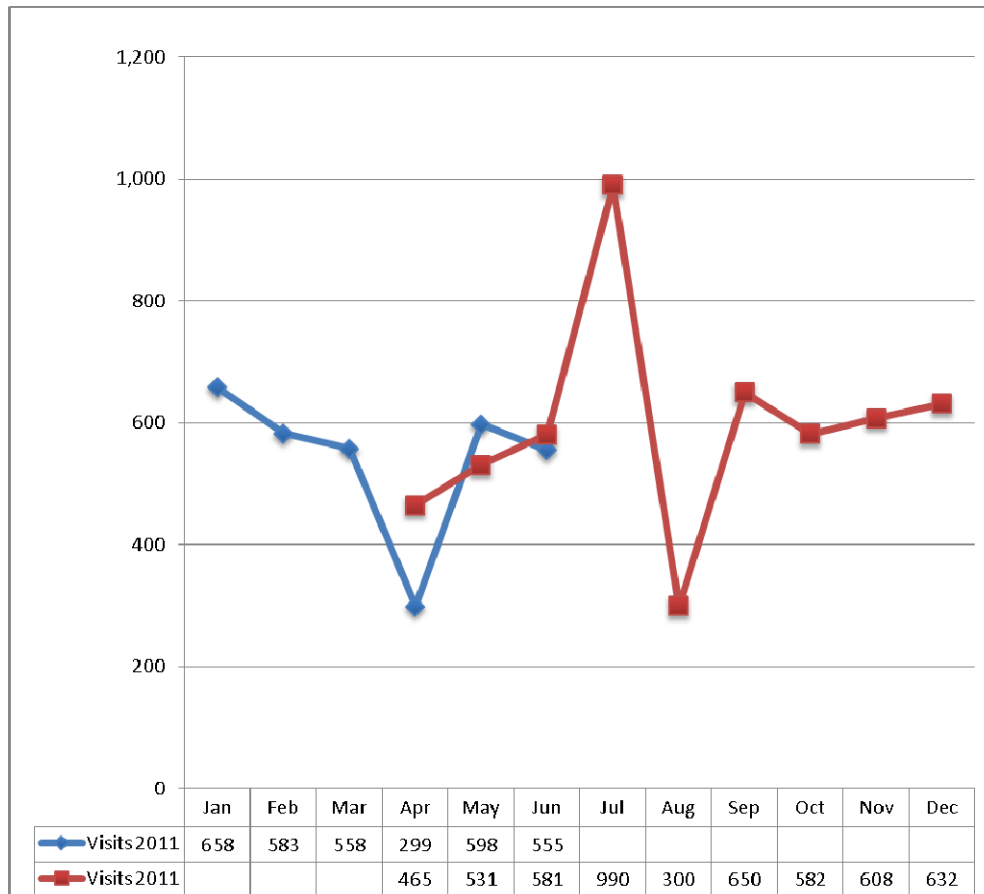
### Key stats

	Unique Visits	Visits	Page Views	Pages/Visit	New Visits & (%)	Returning Visits & (%)	Avg time
Apr	135	299	851	2.85	69 (23.08%)	230 (76.92%)	00:02:25
May	246	598	1,518	2.54	133 (22.24%)	465 (77.76%)	00:02:34
Jun	269	555	1,136	2.05	136 (24.50%)	419 (75.50%)	00:01:47
	*468	1,452	3,505		338 (23.27%)	1,114 (76.73%)	

\*The Unique Visits total is an accurate figure for the quarter as a whole, not a sum of the three months. Please see the definition of Unique Visits in our Glossary of terms.

### Observations:

- Over this three month period you have potentially reached 86% of your total membership.
- The Unique Visitor numbers show that, on average, approx. 217 people are visiting the South Downs Branch pages a month.
- Overall visits to the microsite have generally increased over the quarter. The steep increase in May could be attributed to promotion of upcoming events



## Most popular pages

	Page Title	Page Views	Unique Page Views	Avg. Time on Page
1.	Branch Events 2011	372	213	00:02:28
2.	Branch Events	362	224	00:00:29
3.	Regulatory Reform Order	277	254	00:03:02
4.	Shoreham Harbour	275	212	00:02:46
5.	Annual Legal Update	218	189	00:02:55
6.	HSE Update	200	185	00:00:52
7.	Branch committee	186	114	00:00:43
8.	Document Library	168	24	00:00:33
9.	Fire Safety	165	137	00:01:27
10.	Noise	147	129	00:05:33
11.	Sections	109	76	00:00:08
12.	Branch News	94	69	00:02:19
13.	Annual General Meeting 2011	75	59	00:01:51
14.	Accident Investigation	71	61	00:04:01
15.	Health & Safety Video Production	61	57	00:01:43

### Observations:

- Branch members continue to use the South Downs microsite primarily as a source of event information and branch documents.

## IOSH.co.uk update – this excludes Forum stats

	Unique Visits	Visits	Page Views	Pages/ Visit	New Visits & (%)	Returning Visits & (%)	Avg time
Apr	42,023	89,079	417,371	4.69	29,397 (33.00%)	59,682 (67.00%)	00:04:24
May	48,561	101,729	462,134	4.54	34,788 (34.20%)	66,941 (65.80%)	00:04:14
Jun	38,235	77,706	379,592	4.88	27,423 (35.29%)	50,283 (64.71%)	00:04:39
	108,757	268,514	1,259,097		91,608 (34.16%)	176,906 (65.84%)	

### Observations:

- Visits to the IOSH website have decreased slightly compared to last quarter, but have remained steady.

## General Networks overview: Apr-Jun 2011

Overview at a glance	Page Views	Unique Page Views	Avg time on Page
iosh.co.uk	1,259,097	837,979	00:01:12
Groups	28,726	22,233	00:00:57
Branches	102,354	77,763	00:00:56

## Glossary of terms

### Visit

A visit starts when someone comes to our site, and ends when they leave. A visit can contain any number of pageviews. 'Visits' also counts how many times a person visits our site during a time period – i.e. if we were reporting for December 09, one person visiting the site 15 times in the month would be counted as 15 visits.

### Unique Visits

A Unique Visitor is someone whose visits to the site are only counted once during the time period we're monitoring – i.e. if we were reporting for December 09, one person visiting the site 15 times in the month would be counted as one unique visit.

### New Visitor

A new visitor is someone who has not visited our site before the time period we're monitoring – i.e. if we were reporting for December 09, anyone who had not visited before December 09 would be classed as a new visitor for the purpose of the report.

### Returning Visitor

A Returning visitor is someone who has visited our site before the time period we're monitoring – i.e. if we were reporting for December 09, a person who visited the site in November 09, and then visited again in December, would be classed as a returning visitor for the purpose of the report.

### Pages/Visit

The average number of pages the visitor looks at during one visit to our site. A high number would be desirable, as we want visitors to spend time on our site visiting different pages and sections.

### Pageview

A pageview occurs when a visitor opens a web page. If the visitor refreshes the page, it will be counted as another pageview. If the user goes to a different page and then returns to the original page, it will count as two pageviews.

### Unique Views

'Unique Views' are pageviews that are only counted once during a visit. For example, if one person viewed a single page 100 times during the same visit, that page would show 100 pageviews, but only 1 "unique view". This statistic is most useful for reports of individual pages.

### Average Time

This is the average time a visitor spends during one visit to our site.