

eDemocracy Scrutiny Review

Comparison of usage figures for CYC website

	Old Site 27 May - 30 Sept 2014	New site 27 May - 30 Sept 2015
Sessions	1,048,964	645,166
Users	608,881	369,197
Page views	3,050,946	1,960,069
Pages / Session	2.91	3.04
Avg. Session Duration	00:02:17	00:02:04
Bounce Rate	50.22%	51.25%
% New Sessions	49.64%	54.54%

Points to note are:

- the change in popular browsers (see pie charts below) can be attributed to more mobile users (safari is the iphone's default browser)
- an increased percentage of new visitors (perhaps more people willing to try the site for the first time?)
- less page views and shorter session duration may be accredited to users are getting what they need to know on their first visit, faster, from more concise content which is displayed across fewer pages, following the content review.
- A higher bounce rate could be that (with the exception of the home page) they came, got what they wanted and left, again because since the content review, they didn't need to click any further. Please see table below for 2015 'landing pages' (eg. where users enter our site) – this can be hard to interpret as we can't tell exactly why users leave...

Top 50 Page Titles (by page views)

	27 May - 30 Sept 2014	27 May - 30 Sept 2015
1	CYC Homepage	CYC Homepage
2	Search Results	Search results
3	Car parks directory	Car parks directory
4	Tour de France	Parking and travel

5	Job vacancies	Council tax
6	Park and Ride	Planning and building
7	Parking	ICT Portal
8	ICT Portal	Sports facilities
9	Council services beginning with City of York Council	Contact us
10	Planning and building control	Energise timetables
11	Traffic and travel information for when the Tour de France comes to York	Waste and Recycling
12	Customer services	Yearsley Pool timetable
13	Council tax	Your council
14	Local Plan	Hazel Court Household Waste Recycling Centre (HWRC)
15	Energise	Jobs, training and volunteering
16	Timetable	Search planning applications
17	Tour de France York Route Map - Tour de France York Route Map - Downloads	Job vacancies
18	Recycling, rubbish and waste	Paying your bill
19	Lendal Bridge	Housing
20	Tour de France in York - Le Grand D'Ã©part	School term dates
21	Libraries and archives	Park and Ride
22	Swimming timetable	Schools and education
23	The Route	Council tax discount and exemptions for students
24	Tour de France in York - Q&As	Swimming at Energise
25	Jobs and training	Coppergate fine repayments
26	School Term Dates 2014/2015	Sports and leisure
27	Yearsley Pool	Our customer centre
28	Swimming at Energise	Towthorpe/Strensall Household Waste Recycling Centre (HWRC)
29	Hazel Court	Benefits
30	Visiting York	Car parks directory - Castle car park - YO1 9SA
31	Paying Your Bill	Adult education courses
32	Castle car park	Park and pay by phone
33	Energise timetables	Car parks directory search
34	Planning applications	Energise
35	Keeping safe and protecting vulnerable adults from harm & abuse	Properties exempt from council tax

36	Parking permits and discounts	News centre
37	Search planning applications	School Term Dates 2015/2016
38	Household waste recycling sites	A to Z of services
39	Prices and discounts	Council tax banding enquiries
40	Housing	Car parks directory - Marygate car park - YO30 7DT
41	YorkCards	Moving to another property
42	York residents' Minster badges	On street parking
43	Council tax discounts and exemptions	Swimming admissions policy
44	Adult education courses	Council tax charges 2015 to 2016
45	Living in York	Applying for a council property
46	Household waste	Household and additional vehicle parking permits
47	What's on Events	Apply for a school place
48	Union Terrace car park	Household waste
49	York Register Office	The City Walls
50	York Explore Library	Yearsley Pool facilities and admissions

50 Most Popular Search Terms (since the new site launched)

('search term' data not available for same period in 2014)

	Total Unique Searches
council tax	1,255
planning	626
jobs	592
coppergate	584
ict portal	447
parking	238
council tax discount	229
councillors	211
planning applications	205
Jobs	199
local view	199
DoltOnline MyAccount	194
Planning	186
Council tax	160
york card	150
bus pass	149
meetings	147

vacancies	142
planning application	134
planning and building control	132
car parks	130
council tax exemption	130
schools term holiday and other closure dates	119
hazel court	118
lental bridge	117
council meetings	112
housing	106
school holidays	105
blue badge	104
park and ride	104
Jobvacancies	101
local plan	100
recycling	100
portal	98
lental Request Refund	97
yfas	96
job vacancies	91
do it online	90
highways	90
waste	88
licensing	87
repairs	87
school admissions	87
Coppergate	84
minster badge	80
student exemption	80
Energise	79
library	77
pest control	77
housing benefit	76

Most Popular 'landing pages' (since launch of new site)

Page Title	Sessions
City of York Council website home page	179,960
Energise timetables Energise timetables	17,437
Sports facilities	16,889
Yearsley Pool timetable Yearsley Pool	16,465

timetable	
ICT Portal ICT Portal	16,408
Parking and travel	14,932
Car parks directory	13,875
Council tax	12,487
School term dates School term dates	9,246
ICT Portal ICT Portal	8,881
Hazel Court Household Waste Recycling Centre (HWRC) Hazel Court Household Waste Recycling Centre (HWRC)	8,649
Planning and building	7,674
Waste and Recycling	6,816
Park and Ride Park and Ride	6,462
Council tax discount and exemptions for students Council tax discount and exemptions for students	6,097
Coppergate fine repayments Coppergate fine repayments	5,035
Towthorpe/Strensall Household Waste Recycling Centre (HWRC) Towthorpe/Strensall Household Waste Recycling Centre (HWRC)	4,929
Adult education courses Adult education courses	4,441
Contact us	3,856
Paying your bill Paying your bill	3,805
The City Walls The City Walls	3,551
Swimming admissions policy Swimming admissions policy	3,546
Properties exempt from council tax Properties exempt from council tax	3,396
Contact us	3,050
A to Z of services	2,892
City of York Council website home page	2,404
Council tax charges 2015 to 2016 Council tax charges 2015 to 2016	2,316
Parking and travel	2,241
Housing	2,138
York Crematorium York Crematorium	2,008
York residents' Minster badge York residents' Minster badge	1,988
Benefits	1,920
Coppergate fine repayments Coppergate fine	1,874

repayments	
Parking and travel	1,804
Our customer centre Our customer centre	1,796
Births, deaths and marriages	1,618
Apply for a school place Apply for a school place	1,569
Page not found	1,538
Council tax	1,535
Car parks directory - Castle car park - YO1 9SA	1,525
Staff warning register Staff warning register	1,522
Council tax	1,494
Your Details - Entitledto	1,463
Household waste Household waste	1,422
Car parks directory - Marygate car park - YO30 7DT	1,416
Household and additional vehicle parking permits Household and additional vehicle parking permits	1,370
Parking and travel	1,362
Page not found	1,331
Building control Building control	1,303
School data reporting School data reporting	1,251