

**Wirral JSNA Executive Group
Google Analytics Report: Headlines for 2009 – 2013
December 2013**

Introduction

This is the second report to the JSNA Executive Group in relation to an update on the JSNA website traffic.

General overview

- Traffic has increased from 6244 visits (25,435 page views) between January and December 2010 to 26830 visits (54,075 page views) between January and December 2013, or an increase over 400% in visits.
- Bounce rate (*view only one page before exiting website*) has reduced from a high of 52.5% in 2010 to just 2.25% by the end of 2013.
- In 2010 the percentage of new visits was at 65% but this has increased to 98% in 2013.
- The number of pages per visit has reduced from a high of 4.07 per visit in 2010 to 2.02 per visit in 2013. This is thought to be through more opportunities to access the website and at the same these are more direct hyperlinks to relevant content.

Table 1: Trend data on Wirral JSNA website traffic (2009 – 2013)

	2009*	2010	2011	2012	2013
Visits	271	6,244	8,821	17,800	33,092
Page views	2,127	25,435	32,438	45,749	66,822
Unique visitors	131	4,101	5,544	13,232	32,930
Pages / Visit	7.85	4.07	3.68	2.57	2.02
New visitors (%)	49.32	64.73	60.75	72.85	97.79
Bounce rate (%)	29.82	52.50	50.53	43.06	2.24%
Average Visit Duration (m/s)	5:44	3:29	3:86	1:50	0:03

Source: Google Analytics, 19th December 2013

Notes: *differentials in numbers likely to be related to development of website

Next steps

- Continue to inform JSNA Executive Group of progress being made
- Consider underpinning reasons for increased website traffic
- Ensure we continue to develop and improve flow to the website
- Consider other new technologies and opportunities to improve access to the JSNA content

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Wirral JSNA
December 2013**

For further details please contact

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Appendix



[Go to this report](#)

http://info.wirral.nhs.uk/ - http://info.wirral.nhs.uk/
info.wirral.nhs.uk/

Audience Overview

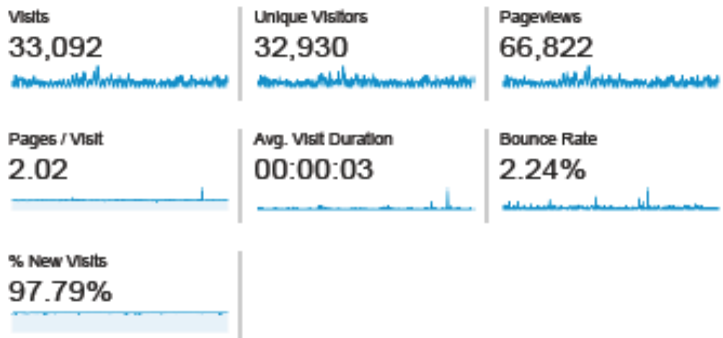
Jan 1, 2013 - Dec 19, 2013

All Visits
100.00%

Overview



32,930 people visited this site



Language	Visits	% Visits
1. en-us	29,730	89.84%
2. en-gb	3,099	9.36%
3. en	90	0.27%
4. tr	28	0.08%
5. de	27	0.08%
6. es	24	0.07%
7. en_gb	16	0.05%
8. de-de	11	0.03%
9. nl	10	0.03%
10. da	6	0.02%

Audience Overview

Jan 1, 2012 - Dec 31, 2012

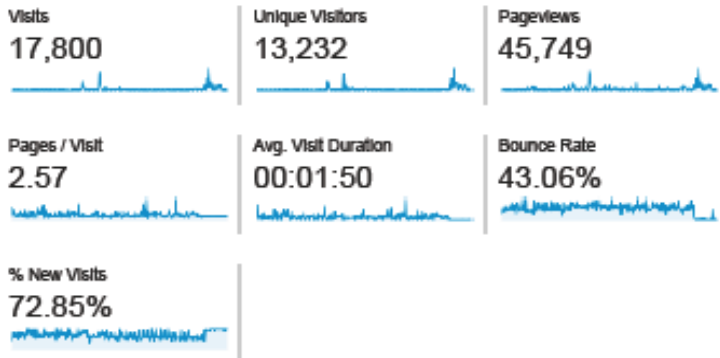


Overview

Visits



13,232 people visited this site



Language	Visits	% Visits
1. en-us	15,685	88.12%
2. en-gb	1,854	10.42%
3. en	119	0.67%
4. it-it	19	0.11%
5. zh-cn	16	0.09%
6. fr	11	0.06%
7. en-nl	7	0.04%
8. ko	7	0.04%
9. de-de	6	0.03%
10. en_gb	6	0.03%

Audience Overview

Jan 1, 2011 - Dec 31, 2011

All Visits
100.00%

Overview

■ Visits

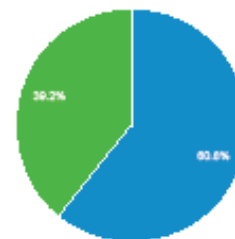
100



5,544 people visited this site

Visits 8,821	Unique Visitors 5,544	Pageviews 32,438
Pages / Visit 3.68	Avg. Visit Duration 00:03:33	Bounce Rate 50.53%
% New Visits 60.75%		

■ New Visitor ■ Returning Visitor



Language	Visits	% Visits
1. en-us	7,429	84.23%
2. en-gb	1,132	12.83%
3. en	53	0.60%
4. zh-cn	24	0.27%
5. de	21	0.24%
6. fr	17	0.19%
7. zh-tw	13	0.15%
8. es	9	0.10%
9. de-de	7	0.08%
10. nl	7	0.08%

Audience Overview

Jan 1, 2010 - Dec 31, 2010



Overview

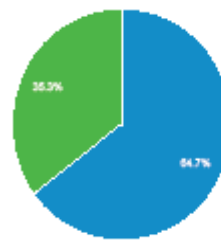
Visits



4,101 people visited this site

Visits 6,244	Unique Visitors 4,101	Pageviews 25,435
Pages / Visit 4.07	Avg. Visit Duration 00:03:29	Bounce Rate 52.50%
% New Visits 64.73%		

■ New Visitor ■ Returning Visitor



Language	Visits	% Visits
1. en-us	5,516	88.34%
2. en-gb	531	8.50%
3. en	39	0.62%
4. pt-br	22	0.35%
5. fr	17	0.27%
6. pl	16	0.26%
7. de	15	0.24%
8. zh-cn	10	0.16%
9. zh-tw	7	0.11%
10. it	6	0.10%

Audience Overview

Oct 18, 2009 - Dec 18, 2009








 All Visits
100.00%

Overview

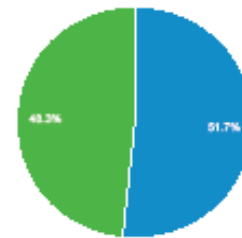
Visits



131 people visited this site

Visits 271 	Unique Visitors 131 	Pageviews 2,127 
Pages / Visit 7.85 	Avg. Visit Duration 00:05:44 	Bounce Rate 29.52% 
% New Visits 48.34% 		

■ Returning Visitor ■ New Visitor



Language	Visits	% Visits
1. en-us	256	94.46%
2. en-gb	15	5.54%