
Wirral JSNA: Google Analytics Report

**Headlines for 2009
to 2014**

**Wirral JSNA
Executive Group**

**John Highton,
JSNA Lead
Wirral Council
Business & Public Health
Intelligence Team,
August 2015**

**Wirral JSNA Executive Group
Google Analytics Report: Headlines for 2009 – 2014 and then mid-year update to
end of June 2015**

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Version: 0.1 August 2014

Version Number	Date	Author	Reviewer	Actions
0.1	3 rd August 2014	John Highton	Sarah Kinsella	Review figures from Google Analytics that were achieved

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Wirral JSNA Executive Group

Google Analytics Report: Headlines for 2009 – 2014

March 2015

Introduction

This is the third 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) in 2010 to 33538 visits (67713 page views) in 2013, or an increase over 400% in visits. However this has dropped very slightly to 33086 visits (66733 page views) in 2014
- Bounce rate (*view only one page before exiting website*) has reduced from a high of 52.5% in 2010 to 2.25% by the end of 2013 and to only 1.41% in 2014.
- In 2010 the percentage of new visits was at 65% but this has increased to over 99% in 2014.
- The number of pages per visit has reduced from a high of 4.07 per visit in 2010 to 2.02 per visit in 2014. 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 – 2014)

	2009*	2010	2011	2012	2013	2014
Visits	271	6,244	8,821	17,800	33,538	33,086
Page views	2,127	25,435	32,438	45,749	67,713	66,733
Unique visitors	131	4,101	5,544	13,232	33,373	32,885
Pages / Visit	7.85	4.07	3.68	2.57	2.02	2.02
New visitors (%)	49.32	64.73	60.75	72.85	97.80	99.12
Bounce rate (%)	29.82	52.50	50.53	43.06	2.23%	1.41%
Average Visit Duration (m/s)	5:44	3:29	3:86	1:50	0:03	0.03

Source: Google Analytics, 6th March 2015

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
- Understand reasons for 2013 and 2014 results: have we peaked?
- Consider other new technologies and opportunities to improve access to the JSNA content

John Highton
Wirral JSNA
March 2015

For further details please contact

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Appendix



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

Audience Overview

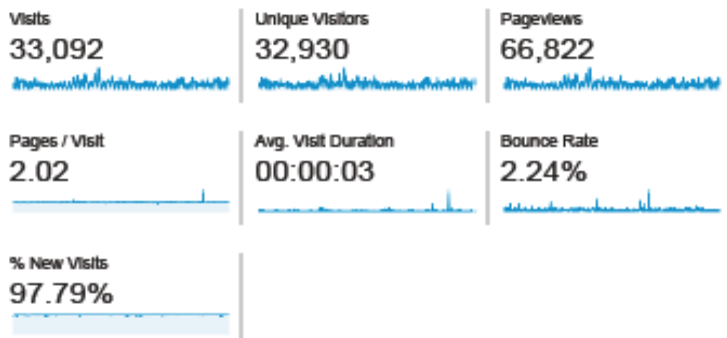
Jan 1, 2013 - Dec 19, 2013

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

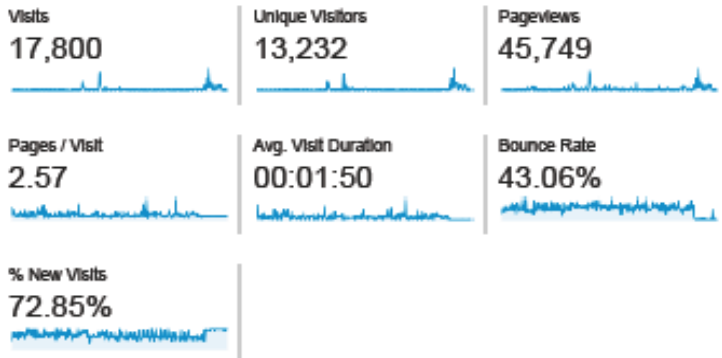


Overview

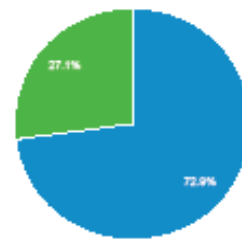
Visits



13,232 people visited this site



■ New Visitor ■ Returning Visitor



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



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%		



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

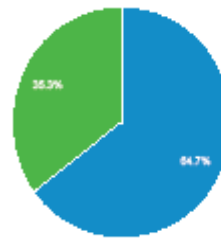
■ Visits



4,101 people visited this site



■ 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

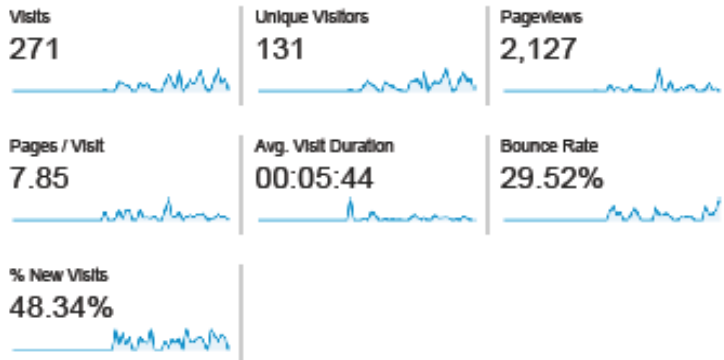


Overview

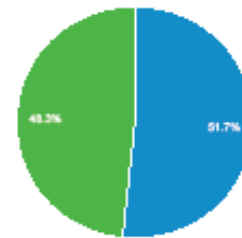
Visits



131 people visited this site



■ Returning Visitor ■ New Visitor



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