
Wirral JSNA: Google Analytics Report

**Headlines for 2009
to 2014 and then to
mid-year June 2015**

**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

Author: John Highton

Title of author: JSNA Lead

Contact details: 0151 666 5151

Information request email address: johnhighton@wirral.gov.uk

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Version Number	Date	Author	Reviewer	Actions
0.1	3 rd August 2015	John Highton	Sarah Kinsella	Consider Google Analytics data

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Introduction

This is an in-year update on the Wirral JSNA website traffic.

General overview 2009 – December 2014

- Traffic has increased from 6,244 visits (25,435 page views) in 2010 to 33,538 visits (67,713 page views) in 2013, or an increase over 400% in visits. However this has dropped very slightly to 33,086 visits (66,733 page views) in 2014. The prediction is that the full year total will be approaching 40,000+ visits (80,000 page views) by end of December 2015 or an increase of 17% on 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 but risen slightly to 3.77% (June 2015)
- In 2010 the percentage of new visits was at 65% but this has increased to over 99% in 2014 and this remains the case (99.46%) in June 2015
- 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 and further still to 1.99 by June 2015. This is thought to be through more opportunities to access the website and at the same these are more direct hyperlinks to relevant content.
- In terms of most popular landing pages (Table 3) then the home (also known as site) and our JSNA page, receive the majority of web users. This is likely accounted by the number of specific page links offered which go onto PDF documents to view. This approach shortens the users journey to the information they require and is linked to the low bounce rate (people find content quickly), Pages/Visit (people go direct to the right page) and Duration (only spend time on page to access document 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

Table 2: Trend data on Wirral JSNA website traffic, 2009 – 30th June 2015 (6 months)

	2009*	2010	2011	2012	2013	2014	2015**
Visits	271	6,244	8,821	17,800	33,538	33,086	20.007
Page views	2,127	25,435	32,438	45,749	67,713	66,733	39.804
Unique visitors	131	4,101	5,544	13,232	33,373	32,885	19.917
Pages / Visit	7.85	4.07	3.68	2.57	2.02	2.02	1.99
New visitors (%)	49.32	64.73	60.75	72.85	97.80	99.12	99.49
Bounce rate (%)	29.82	52.50	50.53	43.06	2.23%	1.41%	3.77
Average Visit Duration (m/s)	5:44	3:29	3:86	1:50	0:03	0.03	0.02

Source: Google Analytics, 28th July 2015

Notes:

*differentials in numbers likely to be related to development of website,

** Part year to 30/06/15

Table 3: Most accessed pages January 1st 2015 – June 30th 2015

Page Title	Page views	Unique Page views
Joint Strategic Needs Assessment - Home	8,471	4,310
Joint Strategic Needs Assessment - Our JSNA	4,257	2,141
Joint Strategic Needs Assessment - Site	2,152	1,081
Joint Strategic Needs Assessment - Search	1,695	840
Joint Strategic Needs Assessment - Intelligence Hub	1,554	777
Joint Strategic Needs Assessment - Area	1,401	701
Joint Strategic Needs Assessment - Local Atlas	1,355	680
Joint Strategic Needs Assessment - Population Group	1,098	551
Joint Strategic Needs Assessment - Health & Wellbeing Board	822	417
Joint Strategic Needs Assessment - Wirral health profiles	710	354
Total	39,804	20,258

Source: Google Analytics, 28th July 2015

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

John Highton
Wirral JSNA
August 2015

Appendix



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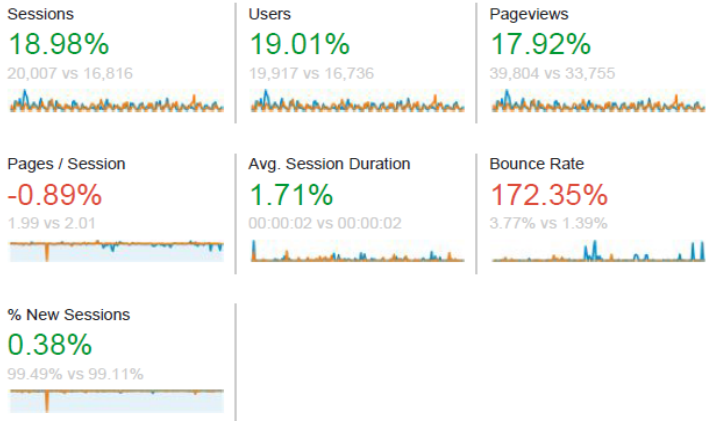
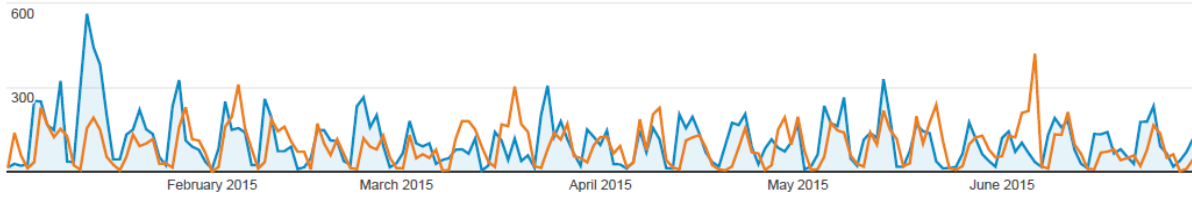
Audience Overview

Jan 1, 2015 - Jun 30, 2015
Compare to: Jan 1, 2014 - Jun 30, 2014



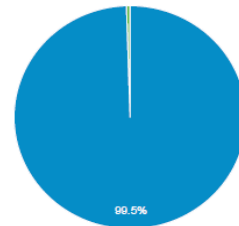
Overview

Jan 1, 2015 - Jun 30, 2015: ● Sessions
Jan 1, 2014 - Jun 30, 2014: ● Sessions

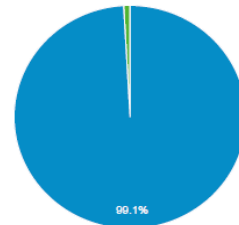


■ New Visitor ■ Returning Visitor

Jan 1, 2015 - Jun 30, 2015



Jan 1, 2014 - Jun 30, 2014



Language	Sessions	% Sessions
1. en-us		
Jan 1, 2015 - Jun 30, 2015	16,517	82.56%
Jan 1, 2014 - Jun 30, 2014	14,277	84.90%
% Change	15.69%	-2.76%
2. en-gb		
Jan 1, 2015 - Jun 30, 2015	2,930	14.64%
Jan 1, 2014 - Jun 30, 2014	2,359	14.03%
% Change	24.21%	4.40%
3. (not set)		
Jan 1, 2015 - Jun 30, 2015	431	2.15%
Jan 1, 2014 - Jun 30, 2014	0	0.00%
% Change	100.00%	100.00%

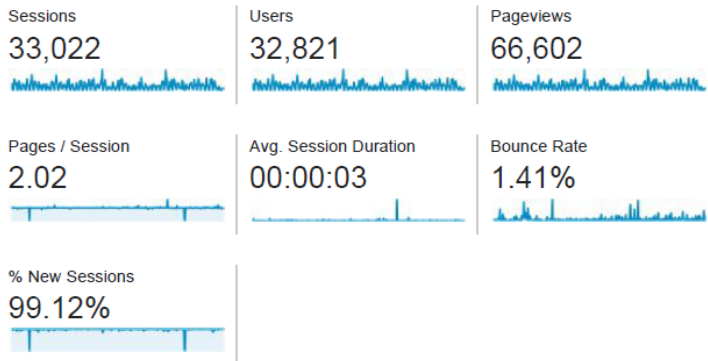
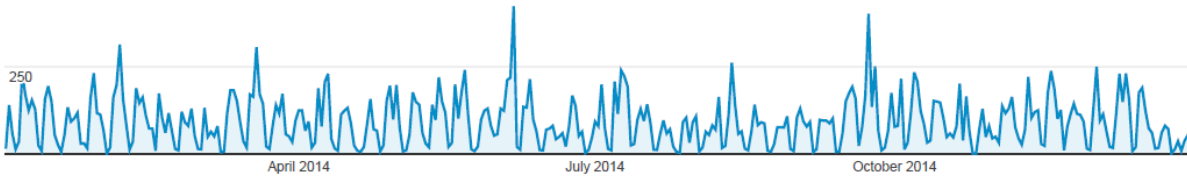
Audience Overview

Jan 1, 2014 - Dec 31, 2014

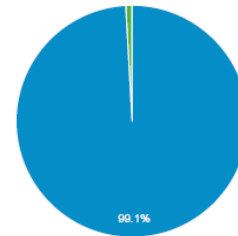
All Sessions
100.00%

Overview

Sessions
500



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	28,221	85.46%
2. en-gb	4,560	13.81%
3. es	86	0.26%
4. en	31	0.09%
5. pt-br	28	0.08%
6. zh-cn	22	0.07%
7. pt-pt	9	0.03%
8. ru	7	0.02%
9. it-it	6	0.02%
10. c	5	0.02%

Audience Overview

Jan 1, 2013 - Dec 19, 2013



Overview

Visits



32,930 people visited this site

Visits 33,092	Unique Visitors 32,930	Pageviews 66,822
Pages / Visit 2.02	Avg. Visit Duration 00:00:03	Bounce Rate 2.24%
% New Visits 97.79%		



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

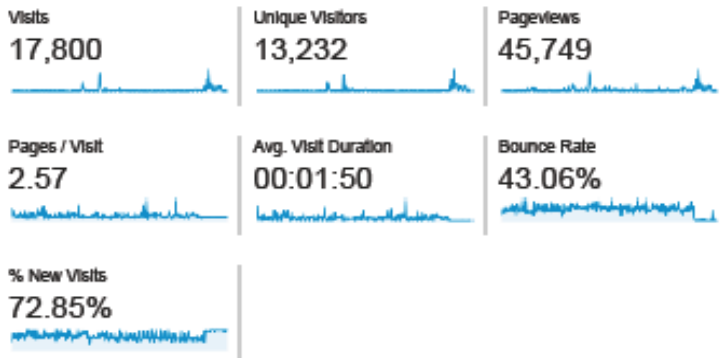
All Visits
100.00%

Overview

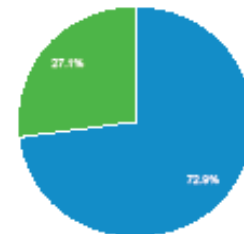
Visits
1,000



13,232 people visited this site



New Visitor Returning Visitor



Language	Visits	% Visits
1. en-us	15,685	86.12%
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%

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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%

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info.wirral.nhs.uk/

Audience Overview

Jan 1, 2010 - Dec 31, 2010

All Visits
100.00%

Overview

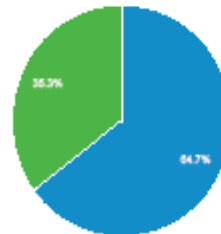
Visits



4,101 people visited this site

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

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%

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info.wirral.nhs.uk/

Audience Overview

Oct 18, 2009 - Dec 18, 2009

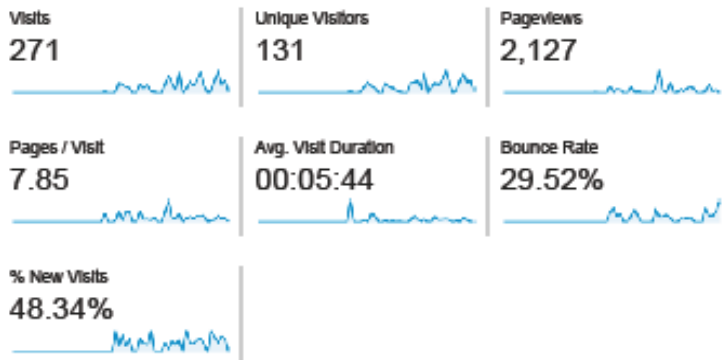
All Visits
100.00%

Overview

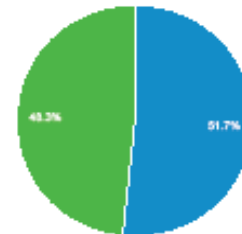
Visits



131 people visited this site



Returning Visitor New Visitor



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