



Staff Report

Report To: Council Meeting
From: J. Nethercott, Clerk
Date: 2020-06-11
Report: 2020-08
Subject: Website Analytics

Recommendation:

That West Elgin Council hereby receives the report from J. Nethercott, Clerk Re: Website Analytics for information purposes.

Purpose:

The purpose of this report is to provide Council and update on the user analytics from the newly re-designed website.

Background:

On March 31, 2020 West Elgin launched the re-designed municipal website. This was a project enabled by the Municipal Modernization Grant.

Between April 1, 2020 and May 31, 2020 the website has seen 9,018 users with the average session time being 1.33 seconds, with a bounce rate (or users who exit after viewing one page) of 63% and an average of 2 pages viewed per visit. In speaking with communications and website specialist in other municipalities, these numbers are all good indications that the website is easy to navigate and find the information required quickly.

The top ten pages viewed are:

1. Main Page
2. Garbage and Recycling
3. Port Glasgow Trailer Park
4. News- Message to Seasonal Cottagers and Trailer Park Residents
5. Municipal Contact
6. Landfill
7. Meetings
8. COVID-19
9. News
10. Job Postings

These page vies are reflective of what is going on in the world with the pandemic and I believe we will see a truer reflection of the popular pages as time goes on. This information will be important for staff as the website evolves, so that the top pages have the information that residents require.

One interesting find is that we have almost an equal split of viewers using a desktop computer (48.48%) and mobile device (45.67%) and only a tiny amount of views from a tablet (5.85%).