

6.1 COUNCIL WEB SITE QUARTERLY REPORT

Responsible Officer: Chief Executive Officer

RECOMMENDATION

That Council notes the Quarterly Website Report and in particular the following features:

- 1. Visits to the site during the period have increased by 9% over the same period a year ago; and*
- 2. The number of pages accessed during the period has increased by 9 % over the same period a year ago.*

INTRODUCTION

The 2006-2010 Council Plan lists “An inclusive and connected community as one of its Strategic Objectives. Under this objective is a strategy to “Strengthen links between individuals and community” and that this would be measured by the “number of web site visits recorded to Council’s website”. This quarterly report on website activity covers the period 30 September to 29 December 2007.

BACKGROUND

Council’s web site has proven to be very popular with around 80,000 individual visits a month. A benchmarking survey of a range of metropolitan Councils conducted late in 2006 found Monash had significantly higher website visitor numbers than any other Council surveyed.

Since the web site’s launch in early 2000, its information content has continued to be built to make it more relevant to the Monash community. Additions to the site have been guided by feedback from site visitors and analysis of search requests.

It is updated on a daily basis.

The site has been constructed under the principles of "usability", where ease of navigation and quick download times for users are the major considerations. The site complies with the World Wide Web Accessibility Guidelines as advised by the Australian Human Rights and Equal Opportunity Commission. The guidelines are aimed at ensuring that people with disabilities, the aged, people with colour blindness, low literacy levels and those with technical constraints can use on-line resources. Audio news reports are published on the site and service information in the four-major CALD languages is also featured.

ANALYSIS

Visits or hits on the site:

Analysing the total number of visits or hits on the site is based on two industry-accepted methods - "unique user sessions" and "total numbers of pages viewed," (see Attachments 1 & 2).

'Unique user sessions' indicates how many individual users entered the site, while the latter method indicates how many pages individual users accessed during their visit.

Unique user sessions for the quarter have averaged 14,442 a week, which is a 9% increase over the same period last year.

The average number of pages accessed on a weekly basis during the quarter was 36,970, which is a 9% increase over the same period last year.

Most Popular Site Locations

The top ten most popular locations within the site in December 2007 were:

1. Monash Aquatic & Recreation Centre (2 in last report)
2. Jobs (1)
3. Services (3)
4. Oakleigh Recreation Centre (-)
5. Planning & Building (4)
6. Oakleigh Recreation Centre stadium (-)
7. Monash Arts & Cultural Development (-)
8. Recreation (9)
9. About Council (7)
10. Maps (8)

The attached graph (Attachment 3) plots the 30 most frequently visited locations within the web site for the month of December.

CONCLUSION

Visits to the site have continued to increase, with a 9% increase in visits for the past quarter compared to the same period last year.