6.2 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 5% over the same period a year ago;

2. The number of pages accessed during the period has increased by 4% over the same period a year.

INTRODUCTION

The 2009-2013 Council Plan lists “A Monash community that is connected and involved in shaping decisions that affect them” as one of its Strategic Objectives. Under this objective is a strategy to “Assist Monash residents to access the Council support and services they need to help live healthy and fulfilling lives”. This is partly measured by the number of visits recorded to Council’s website. This quarterly report on website activity covers the period 1 January to 31 March 2012.

BACKGROUND

Council’s websites have proven to be very popular with around 117,329 visits a month to the primary and aquatic websites. A benchmarking survey of a range of metropolitan councils conducted in 2010 found Monash had significantly higher website visitor numbers than any other council surveyed.

Since the website’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 – ‘user sessions’ and ‘total numbers of pages viewed’, (see Attachments 1 & 2). ‘User sessions’ indicates how many users entered the site, while the latter method indicates how many pages the users accessed during their visit.

User sessions for the quarter have averaged 27,076 a week, which is a 5% increase over the same period last year.

The average number of pages accessed on a weekly basis during the quarter was 83,609, which is a 4% increase over the same period last year.

In addition to this, other Monash City Council websites received the following average weekly visits and pages viewed:

- Monash Library Services (7,294 visits and 11,703 pages)
- Monash Gallery of Art (945 visits and 2,947 pages)
- Monash Youth and Family Services (227 visits and 1,250 pages)

In the last quarter, Council’s 27 social media sites have 4,478 friends/likes, photos were viewed and video played 2,423 times and 1,226 postings were made to these sites (up from 669 in the previous quarter). The total reach (users exposed to any content associated with Facebook pages) for the quarter was 83,993, up from 27,757 in the previous quarter. This shows that a growing number of the community access Council information via social media networks.

**Most Popular Site Locations** *

The top ten most popular locations within the site in March 2012 were:

1. Planning and Building (1 in last report)
2. Jobs (3)
3. MARC website - pools (4)
4. MACD events (Oakleigh Music Festival) (2)
5. Preschools (8)
6. Council halls - Booking Request (-)
7. Contact Us (7)
8. ORC website - fixtures (10)
9. MARC website - prices (6)
10. Local Directories (-)

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

**CONCLUSION**

Visits to the site increased by 5% and the number of pages accessed increased by 4% for the past quarter compared to the same period last year.
User Sessions and Total Pages Views for January - March 2012

**Figure 1:** User sessions January - March 2012

**Figure 2:** Total page views January - March 2012
The most requested pages - March 2012

Figure 3: The most requested pages – March 2012