**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 22% over the same period a year ago; and
2. The number of pages accessed during the period has increased by 21% 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 4 July 2010 to 2 October 2010.

**BACKGROUND**

Council’s web site has proven to be very popular with around 90,772 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.

Significant additions to the site in the past quarter was the inclusion of Google Translate as well as public consultations on the Long Term Strategy, Environmental Sustainability Road Map, Footpath Trading & Access.

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 20,947 a week, which is a 22% increase over the same period last year.

The average number of pages accessed on a weekly basis during the quarter was 67,511, which is a 21% increase over the same period last year.

These increases are due to finals and new season games at Oakleigh Recreation Centre, the annual hard rubbish collection, three public consultations and Pets of Monash.

Most Popular Site Locations

The top ten most popular locations within the site in September 2010 were:

1. ORC website  (3 in last report)
2. Jobs          (1)
3. MARC website  (2)
4. ORC website - stadium (5)
5. Contact Us    (4)
6. Annual Waste Collection (-)
7. Services      (6)
8. Planning and Building (7)
9. Pay Bills     (-)
10. Council Phone Numbers (9)

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

CONCLUSION

Visits to the site increased by 22% and the number of pages accessed increased by 21% for the past quarter compared to the same period last year. These increases are due to finals and new season games at Oakleigh Recreation Centre, the annual hard rubbish collection, three public consultations and Pets of Monash.