From:	Susan Carey, Cabinet Member Customers, Communications & Performance
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To:	Policy and Resources Cabinet Committee,
Date:	5 December 2017
Subject:	Website (kent.gov.uk) Usage
Classification:	Unrestricted

Summary:
The Kent County Council website is a highly-rated, well-used resource that is continuously developed and improved, based on data and feedback from users.

Recommendation(s):
The Policy and Resources Cabinet Committee is asked to NOTE the report.

1. Introduction

1.1. At the Policy and Resources Cabinet Committee meeting held on 16 June 2017, Members expressed an interest in the usage statistics for the main Kent County Council website (kent.gov.uk).

1.2. The Committee requested an overview of usage data for the website, as well an overview of how the website is developed based on data and customer experience.

2. Kent.gov.uk

2.1. The current website was launched in March 2014 and was built using the design principles established by the Government Digital Service: www.gov.uk/guidance/government-design-principles.

2.2. The website aims to make it as easy as possible for residents to successfully complete "tasks" on the website.

2.3. The website consists of over 3,000 web pages covering over 300 KCC services and currently averages around 880,000 page views per month.

2.4. A presentation on kent.gov.uk usage will be given to Members by the Marketing and Digital Manager at the Cabinet Committee. It will cover:

- **Usage** - an overview of website traffic data (overall volumes, how people find us, what devices they use when visiting the website and what areas of content are used most often).
- **Feedback** – sources of feedback and how it is used to improve and further develop the website for users.

- **Usability** – a brief overview of how technologies like WebChat and Hotjar are used to help improve the online customer experience.

3.   Terminology

3.1. Members may find the following explanations of some of the terms often used when reporting website traffic data helpful.

- **Pageviews –** every time someone accesses a page on our site, it is counted as a single "pageview".
- **Sessions –** refers to a group of interactions that occur on a website during a given time span, usually 30 minutes (so, for example, if someone arrived at the website and looked at seven pages then left, this would be counted as one "session", but seven pageviews).
- **Users -** the number of people who have visited our site in a given period - even if one of them has visited the site multiple times they are still counted as a single user (so for example, if someone visited the site on Monday, looked at 3 pages then came back on Tuesday and looked at 5 pages, this would be counted as 1 "user", 2 "sessions" and 8 "pageviews" in total).
- **Bounce Rate** – the percentage of all sessions on our site in which users viewed only a single page.

4.   Recommendations

4.1. The Policy and Resources Cabinet Committee is asked to NOTE the report presented.

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