

Report to:	QSMTM
Report by:	Lorraine Currie
Meeting Date:	7 November 2019
Subject/ Title: (and VC no)	CR Website Statistics Report Q1&2 2019-20 (VC125750)
Attached Papers (title and VC no)	2019 10 01 Website Statistics Report Q1&2 2019-20 (VC125164)

Purpose of report

1. To provide data about visits to the SIC website in Quarters 1-2 of 2019-20.

Recommendation and actions

2. I recommend:
 - (i) The SMT notes the content of this report.
 - (ii) The report and attached paper is published in full.

Executive summary

3. The Commissioner's Performance and Quality Framework requires a report on website usage and performance against targets. The measure / indicator for the website is to achieve a 20% increase in the number of annual unique website users (from 54,000 to 64,800) by 2020.
4. Last year the number of unique users was 53,156 (a 1% increase on the previous year). As the attached report indicates, in Q1-Q2 of the current operational plan year, we had 30,408 unique users. This compares to 29,237 unique users in Q1-Q2 of 2018-19. We are making progress towards our target, but will need to make further, significant, gains to meet the target by 2020.
5. The report also provides information about:
 - The proportion of new to returning visitors
 - Twitter statistics
 - Subscribers
 - Traffic Highlights
 - Most Viewed Content
 - Visits to Decisions Round-up pages
 - Website maintenance carried out in the quarter.

Risk impact

6. The website is our main method of communication about our work. The risks associated with communications are identified in the current Risk Register.

Equalities impact

7. We have achieved a WCAG “AA” rating for the website which means that it should be accessible to people who use screen readers to access website content. We also currently have work underway to achieve WCAG 2.1. We recognise, however, that not everyone can or wants to use the internet. We provide information in alternative formats via our enquiries service.

Privacy impact

8. No privacy implications arise from this report.

Resources impact

9. The website is maintained within planned operational resources.

Operational/ strategic plan impact

10. BAU 5 in the current operational plan requires promotion of the website to increase audience participation, and BAU 6 requires maintenance of website content.
11. Project P&C 2 in the current operational plan requires an accessibility audit of SIC website, with recommendations to achieve WCAG 2.1 to achieve compliance with European accessibility standard EN 301 549 by 23/09/2020.
12. Many other projects and business as usual activities are dependent on a fully functioning website that is accessible to all visitors.

Records management impact (including any key documents actions)

13. None identified.

Consultation and Communication

14. None identified.

Publication

15. I recommend that this committee report (and attached papers – see table at the start of this report) are published in full.

Website Statistics Report Q1-Q2 2019/20

Visitor volumes

1. There were 30,408 absolutely unique visits (i.e. individual visitors) to the website in Q1-Q2. This compares to 29,237 unique users in Q1-Q2 of 2018-19 (an increase of 4%). We are making progress towards our target, but will need to make further, significant, gains to meet the target by 2020.
2. The number of sessions increased, by 12%. Page views increased by 15% and pages per session also increased by 3% compared with the same period in 2018-19.
3. There was a 2% increase in the overall bounce rate.

Visitor Volumes	Q1-Q2		
	2018-19	2019-20	% Change
Sessions	43,603	48,979	12%
Users	29,237	30,408	4%
Page views	121,056	139,693	15%
Pages per session	2.77	2.86	3%
Average session duration	00:02:40	00:02:56	10%
Bounce rate	57%	58%	2%

Proportion of new visitors

4. We continue to sustain the higher rate of new visitors.

New visitor v returning	Q1-Q2	
	2018-19	2019-20
New	84%	85%
Returning	16%	15%

5. Visitors accessing the website via a direct URL have increased by 78% compared with Q1-Q2 in 2018-19. This has likely been as a result of RSLs following links contained in communications we have sent to them. There has been little movement in the other ways in which visitors access the website, and organic search (using a search engine) remains the most common way people find our site.

Visitor Volumes	Q1-Q2		
	2018-19	2019-20	% Change
Organic search	26,827	23,518	-12%
Direct (URL typed in)	12,048	21,449	78%
Referral from somewhere else	3,470	3,054	-12%
Social	547	522	-5%
Email	241	225	-7%
Other			
Total	43,133	48,768	13%

Twitter statistics

6. The Q1-Q2 total for Twitter activity is shown below, and then broken down by month.

	Q1-Q2 2018-19	Q1-Q2 2019-20
Tweets	83	178
Tweet impressions	188,300	345,600
Profile visits	5,159	6,116
Mentions	425	278
New followers	81	74

Monthly totals						
	Apr	May	Jun	Jul	Aug	Sept
Tweets	28	34	25	24	29	38
Tweet impressions*	37600	38300	25900	39000	114000	90800
Profile visits	885	895	716	1810	1014	796
Mentions	4	84	55	15	76	44
New followers	7	16	7	16	28	23

*"impression" means the tweet was delivered to a Twitter users' timeline, so is an indication of its reach

7. Our top tweet for each from Q1-Q2 (i.e. the ones which earned the most impressions) are shown in the Appendix.

Subscribers

- Our target is to achieve a 20% increase in the number of subscribers to content via our website (from 1,017 in 2015 to 1,220 by 2020). We have already met this target. We currently have 1,755 subscribers.
- However, with our plans to introduce a new mailing system and refresh our mailing lists, it is likely that the number of subscribers will drop significantly once the new system is put in place.

Traffic highlights

10. Reports and news releases etc issued in Q1-Q2 were:

Reports, consultation responses and news releases etc issued 2019-20			
		Unique page views	
Launch date	Title	First week	Full year
08/05/2019	Submission on post-legislative scrutiny of FOISA	*	
10/05/2019	Response to consultation on environmental principles and governance in Scotland	*	
29/07/2019	Progress Report on Scottish Government FOI Intervention	529	
24/09/2019	Awareness of FOI at an all-time high - survey results	29	

* Data not available as document uploaded as a PDF.

11. Data is not available for some publications, as they were uploaded to the “[Other Reports](#)” webpage as a PDF. In September, the Policy & Information Team revised the “[Latest News](#)” page to create a space where all of our news (not just our news releases) can be accessed. All items on this page link to another webpage, rather than a PDF. This means that for the items that are added to the “Latest News” page in future, more detail should be available about how many times these pages are viewed by users.

Content

12. The table below shows the 10 most viewed pages in Q1-Q2 2019-20.

No.	Page	Unique Views	Bounce Rate
1	Home	14,950	29%
2	FOISA/EIRs briefings (intro)	5,355	32%
3	For public authorities (intro)	4,195	19%
4	Law / legislation (intro)	3,723	36%
5	Your rights (intro)	2,713	40%
6	Law / FOISA	2,706	58%
7	About the Commissioner	2,527	33%
8	Make an appeal	1,784	84%
9	MPS	1,448	73%
20	New Authorities	1,230	52%

13. The Model Publication Scheme and New Authorities pages feature in the top ten most likely due to RSLs using these pages in their preparations for becoming subject to FOI. The Make an Appeal page has moved from 15th most viewed page at the end of 2018-19 up to 8th.

14. Please see the table below for an update on how the decisions database performed in Q1-Q2 2019-20. Although the database is now the 34th most viewed page (slipping from no. 29 in Q2 2018-19) there is an increase in unique page views, from 342 in Q2 2018-19 to 817 at the end of Q2 2019-20.

	Unique Views	Bounce Rate
34. Decisions Database	817	42%

Decisions Round Up

15. The number of visits to the DRU pages remained at the lower level recorded since we stopped circulating the DRU e-mail, with an average of 64 page visits per DRU.

16. The most viewed DRU in Q1-Q2 was the 26th April [DRU](#), which was viewed 86 times.

Website maintenance






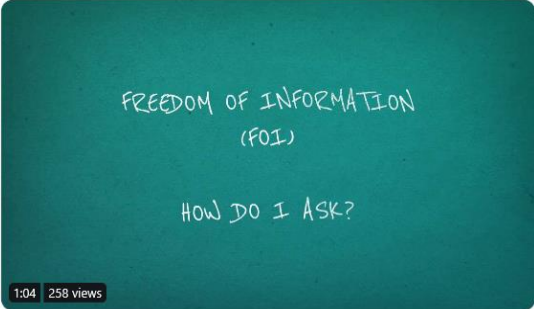
17. The Policy & Information Team met in September to review the approach to website maintenance and to allocate the following sections of the website to team members to review and update.







- About Us
- Your Rights
- RSLs

- The Law
- FAQs
- For Public Authorities

18. Minor amendments and corrections continue to be made as identified / required.

Appendix – Top Tweets each month

Month	Top Tweet	Impressions
<p>April</p>	<p>  Scottish Information Com... @FOIScotland </p> <p>This month, we're busting some #FOI myths. Although we can only measure those who come to us on appeal, 75% of our appeals last year were from members of the public, and only 11% came from the media. More details at bit.ly/2HuZ4ma</p>  <p>1:20 PM - 9 Apr 2019</p>	<p>3784</p>
<p>May</p>	<p>  Scottish Information Com... @FOIScotland </p> <p>Authorites have a duty to help #FOI requesters - find out more about the advice and assistance duty at bit.ly/2VGX1S9</p>  <p>8:11 AM - 8 May 2019</p>	<p>3122</p>
<p>June</p>	<p>  Scottish Information Com... @FOIScotland </p> <p>Want to make an #FOI request? Where to start? Our animation shows you, step by step, how to do it!</p>  <p>1:04 258 views</p> <p>8:40 AM - 19 Jun 2019</p>	<p>2476</p>

<p>July</p>	<p> Scottish Information Com... @FOIScotland</p> <p>We've just published a Progress Report on our ongoing intervention to help improve the Scottish Government's #FOI performance. The Report examines the work so far, and sets out the next steps. Read our report at bit.ly/2sRII48</p>  <p>11:30 AM - 29 Jul 2019</p>	<p>2886</p>
<p>August</p>	<p> Scottish Information Com... @FOIScotland</p> <p>JOB VACANCY:</p> <p>Do YOU want to be our next Head of Policy and Information?</p> <p>For details and to apply go to itspublicknowledge.info/vacancies</p> <p>Closing date: Fri 6 Sep 2019 #foi #policy #Job</p>  <p>8:30 AM - 21 Aug 2019</p>	<p>72681</p>
<p>September</p>	<p> Scottish Information Com... @FOIScotland</p> <p>Marking International Right to Know Day, we'll be at the Scottish Public Information Forum, @GlasgowCVS on 26 Sep hearing from @JerseyOIC, @ICONews and @CampaignFOI.</p> <p>Open to anyone with an interest in #FOI and #AccessToInformation.</p> <p>Register at eventbrite.co.uk/e/scottish-pub...</p>  <p>10:34 AM - 20 Sep 2019</p>	<p>54211</p>