

Report to:	QSMTM
Report by:	Claire Stephen, Acting Head of Policy and Information (HOPI)
Meeting Date:	11 May 2022
Subject/ Title: (and VC no)	Website Statistics Report 2021-22 Committee Report (VC169062)
Attached Papers (title and VC no)	Website Statistics Report 2021-22

Purpose of report

1. To report on performance of the Scottish Information Commissioner’s website in 2021-22.

Recommendation and actions

2. I recommend that:
 - (i) The Senior Management Team (SMT) notes the contents of this report and the attached paper
 - (ii) SMT note that the Commissioner’s new website was launched on 7 April 2022 and therefore the figures reflected in this report relate to the Commissioner’s old website.
 - (iii) This report and attached paper are published in full as set out in the publication section below.

Executive summary

3. Each year traffic and usage of the Scottish Information Commissioner’s (‘the Commissioner’) website www.itspublicknowledge.info is reported.
4. Across 2021-22, key statistics highlight:
5. Overall traffic to the website has increased across the year (Sessions [121,907] by 33% and users [78,762] by 38%). The proportion of new visitors to our website (compared to returning visitors) has also increased, slightly, compared to 2020-21, now at 88% compared to 86%.
6. The most viewed sections of the website were Home/About Us, The Law, and Scottish Public Authorities. This is in keeping with 2020-21. The Covid-19 Info Hub landing page has dropped out of the top 10 most viewed pages.
7. Traffic on the decisions section of the website has increased significantly over the last year (likely due to decisions being uploaded regularly now after disruption arising from the pandemic). Unique page views for the decisions database increased 15-fold across 2021-22 compared to 2020-21.

Risk impact

8. The website is the Commissioner’s principal communication tool. The risks associated with lack of effective communications are identified within existing risk management mechanisms, and are mitigated by actions set out in our communications planning and strategy tools.

Equalities impact

9. Across 2020-21 work took place to identify and address issues regarding accessibility of the Commissioner's website for as many people as possible, in line with requirements of the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018. Work is underway to review the Commissioner's Accessibility Statement to reflect significant improvements made in the production of the new website launched on 7 April 2022. Activity in this area will continue.
10. It is noted that not all people in Scotland can or wish to use the internet, and as a result the Commissioner provides information in alternative formats including via the enquiries service, wherever possible.

Privacy impact

11. No new privacy implications arise from this report.

Resources impact

12. The old website was maintained within planned operational resources, and the content of this report does not in itself give rise to any additional resource impact.

Operational/ strategic plan impact

13. The performance of the Commissioner's website is critical to delivery of a range of strategic and operational priorities. This report's findings do not highlight any new impacts.

Records management impact (including any key documents actions)

14. None identified.

Consultation and Communication

15. Relevant policy and information officers have been involved in preparation of the report. This report provides annual detail to the SMT about performance of the Commissioner's website.

Publication

16. I recommend that this committee report and the attached paper are published in full.

Website Statistics Report 2021-22

Introduction and key findings

1. This report provides statistics for the Scottish Information Commissioner's website (www.itspublicknowledge.info) for the period 1 April 2021 to 31 March 2022.
2. Traffic to the website has increased across the year (Sessions by 33% and users by 38%). The proportion of new visitors to our website (compared to returning visitors) has increased slightly compared to 2020-21, now at 88% compared to 86%.
3. The most viewed sections of the website were Home/About Us, Law, and Scottish Public Authorities, which is in keeping with 2020-21. Page views, for every page in top 10 have nearly doubled compared to views in 2020-21 and, over all, there has been a 76% increase in page views in 2021-22.
4. The decisions section of the website appeared back in the top 10 in 2021-22, after the disruption of the pandemic impacted on the availability of decisions on the website in 2020-21. Unique page views for the decisions database was 15 times higher in 2021-22 than 2020-21.

Visitor volumes

Annual totals	2020-21	2021-22	% change
Sessions	91,810	121,907	33%
Users	57,042	78,762	38%
Page Views	315,305	554,742	76%
Pages per session	3.43	4.55	33%
Average session duration	2m39s	2m22s	-10%
Bounce rate	41%	5%	-88%

5. Visits and users on the site have increased over the year by 33-38%.
6. There has also been another significant increase in page views – up by 76% on 2021-22, and the number of pages viewed per sessions has risen by 33%.
7. This is highlighted by the proportion of new (88%) to returning (12%) visitors to the site.

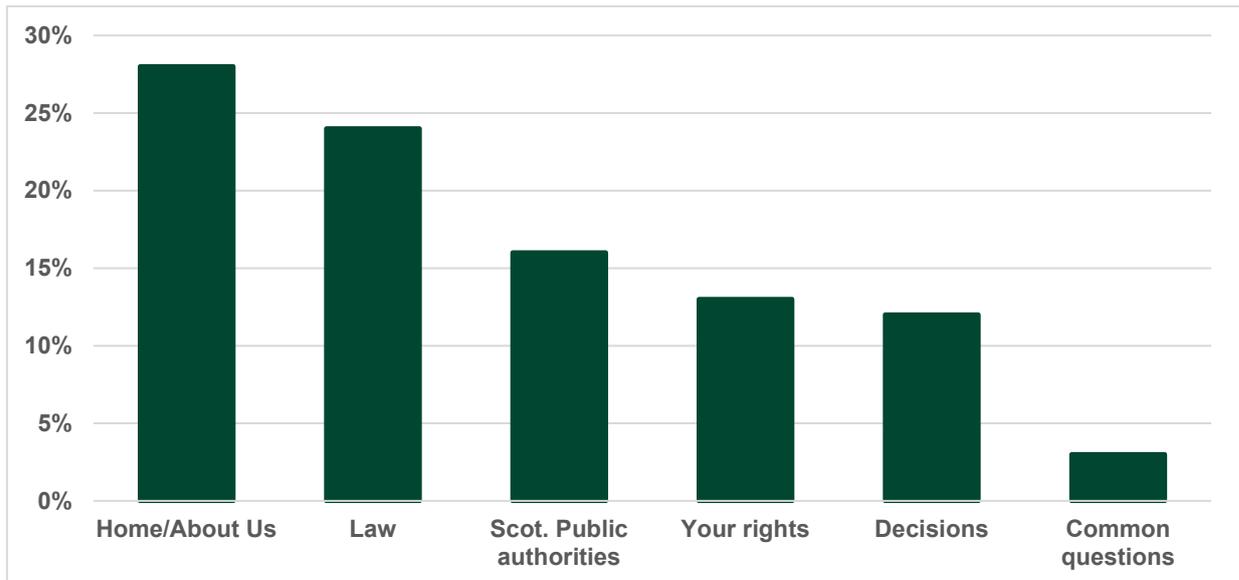
Percentage of total site visitors	2019-20	2020-21	2021-22
New visitors	87%	86%	88%
Returning visitors	13%	14%	12%

8. New user behaviour was similar to that observed in previous years e.g. they viewed fewer pages than returning visitors, spent shorter period of time on the site and were much more likely to leave the site from their initial landing page.

New Visitors	2020-21	2021-22	% change
Sessions	55,495	76,823	38%
Pages per session	2.63	3.61	37%
Average session duration	1m23s	1m11s	-14%
Bounce rate	48%	3%	-93%

Returning visitors	2020-21	2021-22	% change
Sessions	36,315	45,084	24%
Pages per session	4.66	6.16	32%
Average session duration	4m36s	4m24s	-4%
Bounce rate	32%	8%	-75%

- The most viewed sections of the website were Home/About Us, Law, and Scottish Public Authorities. This is in keeping with previous years. Overall page views for the year have increased by 76%.
- The graph below shows the percentage of total unique page views each section of the site accounted for:



- The table below shows the fluctuations in page views for key sections of the website across 2020-21 and 2021-22:

Unique page views of content by section of website			
Section	2020-21	2021-22	% change
Home/About us	59,660	68,645	15%
Law	48,473	58,408	20%
Scottish public authorities	26,615	39,435	48%
Decisions	17,079	29,018	70%
Your rights	24,948	33,206	33%
Common Questions	5955	6290	6%

- Page views for all sections of the website in 2020-21 were undoubtedly affected by the impact of the Covid-19 pandemic, so it encouraging to see there has been a significant improvement during 2021-22.

Decisions section

- The Decisions section of the website accounted for 12% of website views this year, having accounted for 9% last year and 10% the previous year. Most notably, page views of the decision section have risen by 70% compared to 2020-21

Traffic peaks

14. Traffic to individual pages for reports, consultation responses and news releases over the year are listed in the table below. Those that drew notable traffic are:

- The Annual Report 2020-21 was published on 15 October 2021. The number of website page views that day was 666.
- The Covid-19 Special Report was published on 13 January 2022. Website views that day was 1,365

News, consultations and report pages 2021-22			
		Unique page views	
Publication date	Subject	Within first week	Across 2021-22
7 April 2021	Changing how we seek information from authorities	31	69
18 May 2021	Time to renew Scotland’s approach to FOI publication	60	126
18 May 2021	MySociety ‘Reforming FOI’ Report	26	58
21 June 2021	Changes to FOI legislation set to be phased out	37	112
2 July 2021	Information Commissioners highlight importance of proactive publication	13	62
9 September 2021	The time is right to improve our access to information	52	109
1 October 2021	Latest changes to FOI legislation now in force	4	46
5 October 2021	Online events mark Access to Information Day	6	21
12 October 2021	Shining a spotlight on access to environmental information	37	85
15 October 2021	Scottish Information Commissioner published Annual Report 2020-21 (News item)	35	92
15 October 2021	Annual Report 2020-21 (Report page)	271	366
23 November 2021	Commissioner reflects on FOI in 2021	35	88
26 November 2021	Appeal proofing your FOI – Holyrood Conference Workshop	61	105
16 December 2021	Enforcement action reminds authorities not to share a requester’s identity	86	338
11 January 2022	Commissioner launches FOI Practitioner Survey	10	24
13 January 2022	New report recommends improvement to strengthen post-pandemic FOI	39	71
13 January 2022	Covid-19 Special Report	227	446
8 March 2022	Scottish Public Forum explores changes to FOI law	112	148

