

Communications Committee – Wednesday, 24 October 2007

## Website Statistics Report

### Executive summary and recommendations

#### **Introduction**

The Web Manager has produced a statistical report which covers the period 1 April 2007 to 30 September 2007. The reports summarise the number of visits to the site, the average visit duration, the origin of visits as well as identifying the most popular pages and the most popular files downloaded from the site.

The main items to note from the statistics include:

- 43,000 visitors per month (visitors = individual users who have visited the website)
- 81,000 visits per month (visits = the activity of a user to the website)
- 2,657 visits per day
- 491,000 page views per month (page views = individual pages looked at)
- 16,112 page views per day
- 6 page views per visit
- 67% of visits are from the UK
- The top three most visited pages are the home page, the apply section and the about registration section.
- Other frequently visited pages include: the hearings page (28,000 visits); the standards page (26,000 visits); the approved course list (20,000); and the cpd page (18,000).
- The most frequently downloaded documents include: the UK application pack (19,000 downloads); the international application pack (13,500 downloads); and the CPD short and long guides (approximately 7000 downloads each)

Note: the figures quoted are the average amounts for the six months from 1 April 2007 to 30 September 2007

#### **Decision**

This paper is for information only. No decision is required.

#### **Background information**

**Resource implications**

None

**Financial implications**

None

**Appendices**

Webtrends report for hpc-uk.org 1 April 2007 – 30 September 2007

**Date of paper**

24 October 2007

# hpc-uk.org

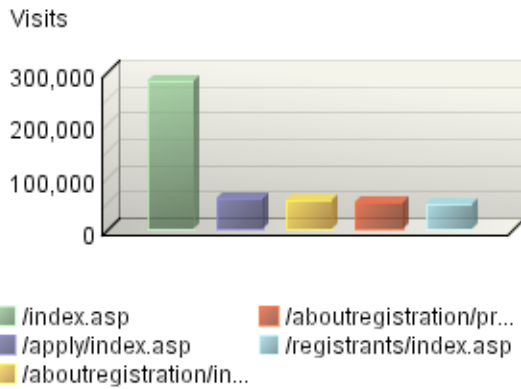
Custom View: 01/04/07 - 30/09/07

01 April 2007 00:00:00 – 30 September 2007 23:59:58

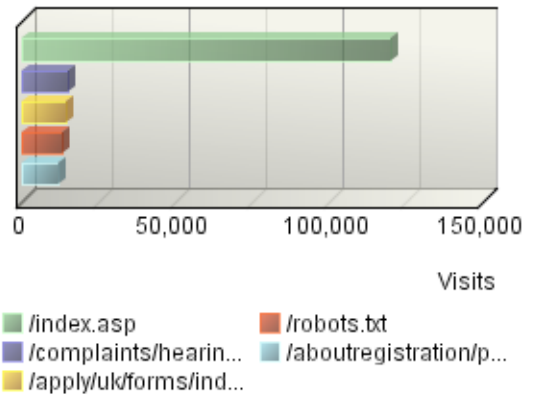
# Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. You can click on a graph title to navigate to the corresponding report page.

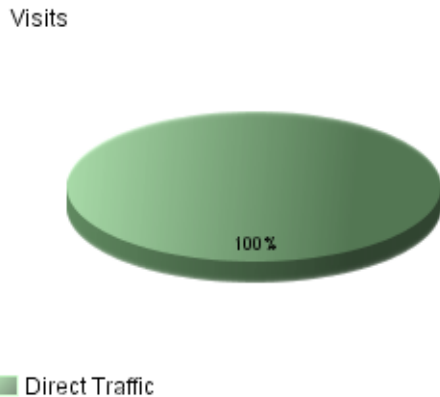
**Pages**



**Exit Pages**



**Referring Site**



**Visit Summary**

Visits	486,237
Average per Day	2,657
Average Visit Duration	00:09:49
Median Visit Duration	00:02:49
International Visits	32.68%
Visits of Unknown Origin	0.02%
Visits from Your Country: United Kingdom (UK)	67.30%

# Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of the Visitors chapter. You can click on a graph title to navigate to the corresponding report page.

## Visit Summary

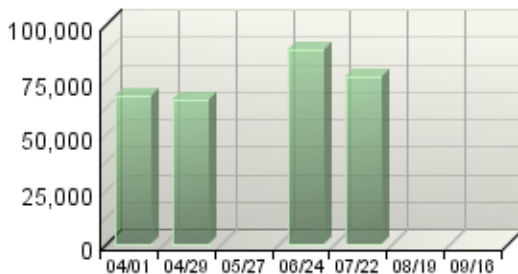
Visits	486,237
Average per Day	2,657
Average Visit Duration	00:09:49
Median Visit Duration	00:02:49
International Visits	32.68%
Visits of Unknown Origin	0.02%
Visits from Your Country: United Kingdom (UK)	67.30%

## Visitor Summary

Visitors	259,322
Visitors Who Visited Once	207,044
Visitors Who Visited More Than Once	52,278
Average Visits per Visitor	1.88

## Key Metrics Summary

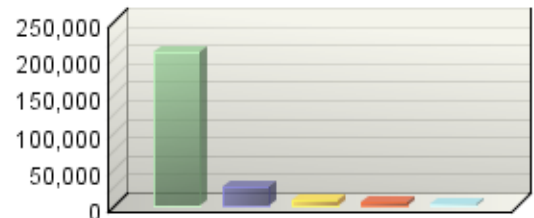
Active Visits



Active Visits

## Visitors by Number of Visits

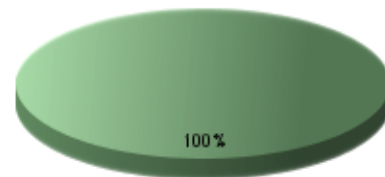
Visitors



1 visit 2 visits 3 visits 4 visits 5 visits

## New vs. Returning Visitors

Visits

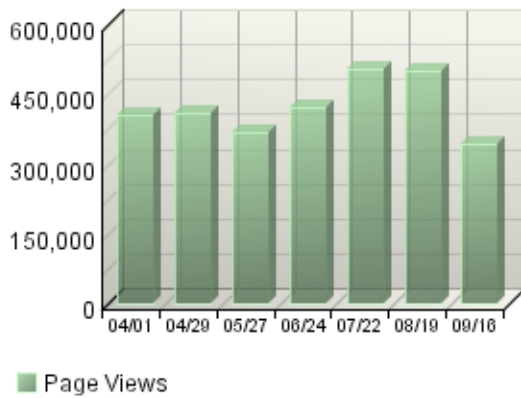


Visitors Not Accepting Cookies

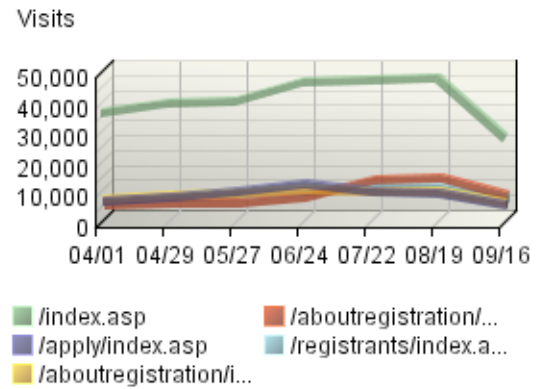
# Pages Dashboard

This dashboard displays key graphs and tables that provide an overview of the Pages chapter. You can click on a graph title to navigate to the corresponding report page.

**Page Views Trend**



**Pages Trend**



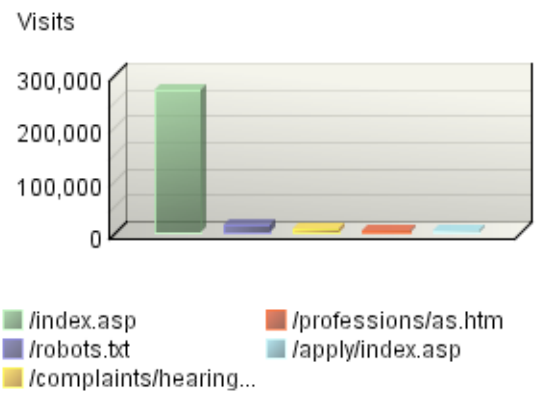
**Content Groups**

No data is available for this graph.

**Page View Summary**

Page Views	2,948,650
Average per Day	16,112
Average Page Views per Visit	6.06

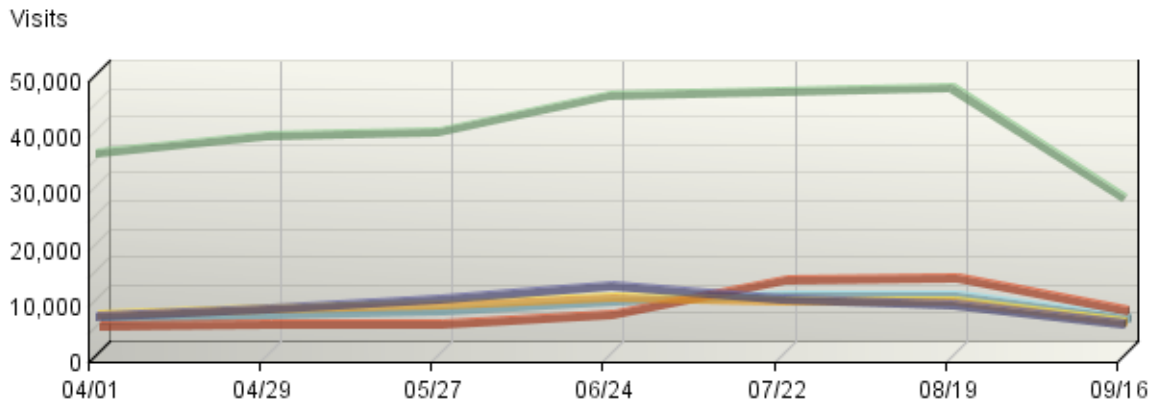
**Entry Pages**



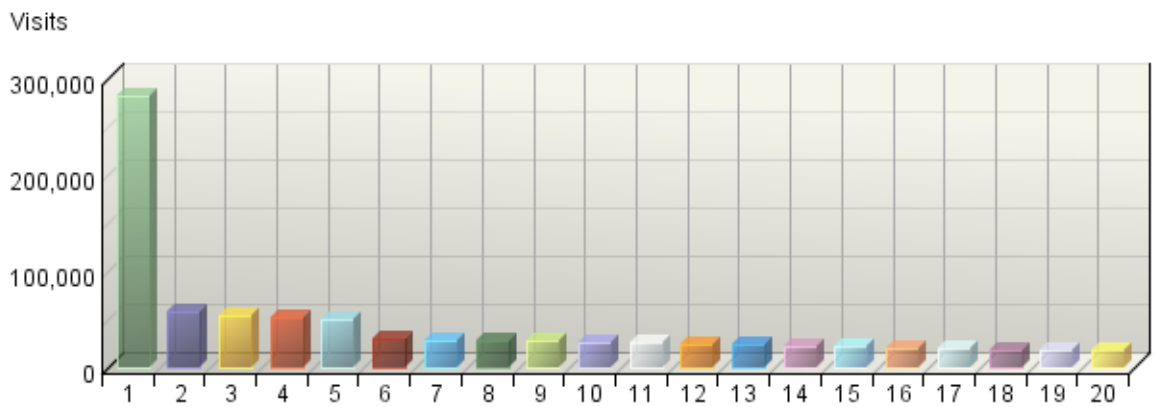
# Pages

This identifies the most popular web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.

**Pages Trend**



**Pages**



**Pages**

	Pages	Visits	Views	Average Time Viewed
1.	<b>HPC -Health Professions Council</b> <a href="http://www.hpc-uk.org/index.asp">http://www.hpc-uk.org/index.asp</a>	282,248	466,010	00:01:51
2.	<b>HPC -Health Professions Council -Apply</b> <a href="http://www.hpc-uk.org/apply/index.asp">http://www.hpc-uk.org/apply/index.asp</a>	57,815	88,490	00:00:27
3.	<b>HPC -Health Professions Council -About Registration</b> <a href="http://www.hpc-uk.org/aboutregistration/index.asp">http://www.hpc-uk.org/aboutregistration/index.asp</a>	54,084	82,575	00:00:38
4.	<b>HPC -Health Professions Council -Professions</b> <a href="http://www.hpc-uk.org/aboutregistration/professions/index.asp">http://www.hpc-uk.org/aboutregistration/professions/index.asp</a>	51,468	94,421	00:00:46
5.	<b>HPC -Health Professions Council -Registrants</b> <a href="http://www.hpc-uk.org/registrants/index.asp">http://www.hpc-uk.org/registrants/index.asp</a>	49,341	73,641	00:00:34
6.	<b>HPC -Health Professions Council -About Us</b> <a href="http://www.hpc-uk.org/aboutus/index.asp">http://www.hpc-uk.org/aboutus/index.asp</a>	29,210	42,588	00:00:31
7.	<b>HPC -Health Professions Council -Search</b> <a href="http://www.hpc-uk.org/search/index.asp">http://www.hpc-uk.org/search/index.asp</a>	28,945	66,786	00:00:28
8.	<b>HPC -Health Professions Council -Hearings</b> <a href="http://www.hpc-uk.org/complaints/hearings/index.asp">http://www.hpc-uk.org/complaints/hearings/index.asp</a>	28,638	221,310	00:00:39
9.	<b>HPC -Health Professions Council -Complaints</b> <a href="http://www.hpc-uk.org/complaints/index.asp">http://www.hpc-uk.org/complaints/index.asp</a>	28,381	40,904	00:00:22
10.	<b>HPC -Health Professions Council -Standards</b> <a href="http://www.hpc-uk.org/publications/standards/index.asp">http://www.hpc-uk.org/publications/standards/index.asp</a>	26,402	66,480	00:01:35
11.	<b>HPC -Health Professions Council -UK approved course</b> <a href="http://www.hpc-uk.org/apply/uk/index.asp">http://www.hpc-uk.org/apply/uk/index.asp</a>	25,598	34,221	00:00:28
12.	<a href="http://www.hpc-uk.org/publications/index.asp">http://www.hpc-uk.org/publications/index.asp</a>	24,064	61,885	00:01:05
13.	<a href="http://www.hpc-uk.org/aboutregistration/theregister/index.asp">http://www.hpc-uk.org/aboutregistration/theregister/index.asp</a>	23,564	34,227	00:00:44
14.	<b>HPC -Health Professions Council -International</b> <a href="http://www.hpc-uk.org/apply/international/index.asp">http://www.hpc-uk.org/apply/international/index.asp</a>	22,240	31,634	00:00:50
15.	<b>HPC -Health Professions Council -Download application forms</b> <a href="http://www.hpc-uk.org/apply/uk/forms/index.asp">http://www.hpc-uk.org/apply/uk/forms/index.asp</a>	21,118	29,401	00:04:10
16.	<b>HPC -Health Professions Council -Register of approved courses</b> <a href="http://www.hpc-uk.org/aboutregistration/educationandtraining/approvedcourses/index.asp">http://www.hpc-uk.org/aboutregistration/educationandtraining/approvedcourses/index.asp</a>	20,855	32,559	00:00:24
17.	<b>HPC -Health Professions Council -UK approved course</b> <a href="http://www.hpc-uk.org/apply/uk/">http://www.hpc-uk.org/apply/uk/</a>	20,844	24,564	00:00:04



	Pages	Visits	Views	Average Time Viewed
18.	<b>HPC -Health Professions Council -Continuing professional development</b> <a href="http://www.hpc-uk.org/registrants/cpd/index.asp">http://www.hpc-uk.org/registrants/cpd/index.asp</a>	18,246	28,042	00:00:55
19.	<b>HPC -Health Professions Council -Contact us</b> <a href="http://www.hpc-uk.org/aboutus/contactus/index.asp">http://www.hpc-uk.org/aboutus/contactus/index.asp</a>	18,068	25,388	00:01:11
20.	<b>HPC -Health Professions Council -News</b> <a href="http://www.hpc-uk.org/mediaandevents/news/index.asp">http://www.hpc-uk.org/mediaandevents/news/index.asp</a>	17,913	31,996	00:00:33
<b>Subtotal for rows 1–20</b>		-	<b>1,577,122</b>	-
<b>Other</b>		-	<b>1,371,528</b>	-
<b>Total</b>		-	<b>2,948,650</b>	-

Items 1–20 of 2,000

#### Pages

	Pages	Average Time to Serve (ms)
1.	<b>HPC -Health Professions Council</b> <a href="http://www.hpc-uk.org/index.asp">http://www.hpc-uk.org/index.asp</a>	0
2.	<b>HPC -Health Professions Council -Apply</b> <a href="http://www.hpc-uk.org/apply/index.asp">http://www.hpc-uk.org/apply/index.asp</a>	0
3.	<b>HPC -Health Professions Council -About Registration</b> <a href="http://www.hpc-uk.org/aboutregistration/index.asp">http://www.hpc-uk.org/aboutregistration/index.asp</a>	0
4.	<b>HPC -Health Professions Council -Professions</b> <a href="http://www.hpc-uk.org/aboutregistration/professions/index.asp">http://www.hpc-uk.org/aboutregistration/professions/index.asp</a>	0
5.	<b>HPC -Health Professions Council -Registrants</b> <a href="http://www.hpc-uk.org/registrants/index.asp">http://www.hpc-uk.org/registrants/index.asp</a>	0
6.	<b>HPC -Health Professions Council -About Us</b> <a href="http://www.hpc-uk.org/aboutus/index.asp">http://www.hpc-uk.org/aboutus/index.asp</a>	0
7.	<b>HPC -Health Professions Council -Search</b> <a href="http://www.hpc-uk.org/search/index.asp">http://www.hpc-uk.org/search/index.asp</a>	0
8.	<b>HPC -Health Professions Council -Hearings</b> <a href="http://www.hpc-uk.org/complaints/hearings/index.asp">http://www.hpc-uk.org/complaints/hearings/index.asp</a>	0
9.	<b>HPC -Health Professions Council -Complaints</b> <a href="http://www.hpc-uk.org/complaints/index.asp">http://www.hpc-uk.org/complaints/index.asp</a>	0

## Pages - Help Card



### Column Definitions

#### Pages

Any displayed page. You can specify for each profile the types of files that qualify as a page. These settings can be changed by the WebTrends administrator.

#### Visits

Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

#### Views

Number of times this page was viewed by visitors.

#### Average Time Viewed

Average length of time the specified page was viewed. (The format is hh:mm:ss - hours:minutes:seconds.)

#### Average Time to Serve

Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

**Note:** Note that in order to show a total for this column, the value is computed to 2 decimal places. However, because the data for each row is an integer measured in milliseconds, the two decimal places are not significant for Average Time to Serve row values. If the entire column shows values of zero, your web server may not be logging Time to Serve information.



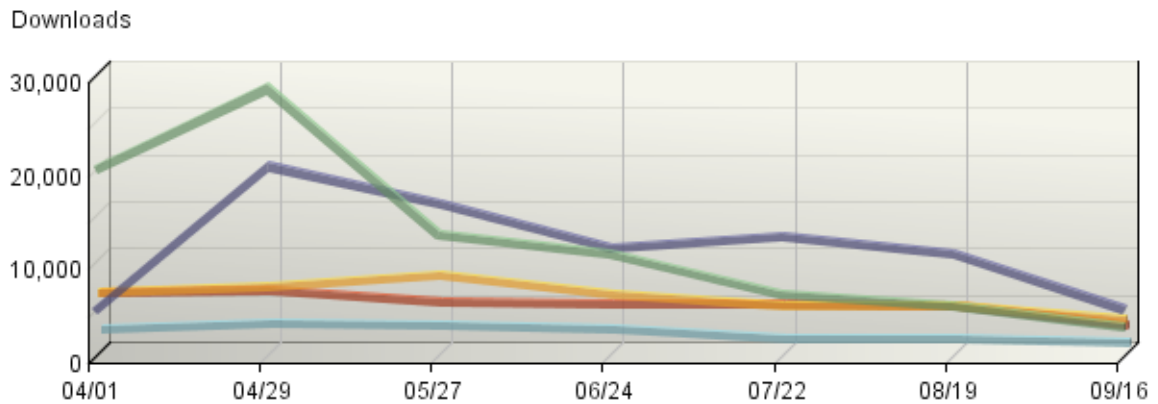
### Report Descriptions

Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

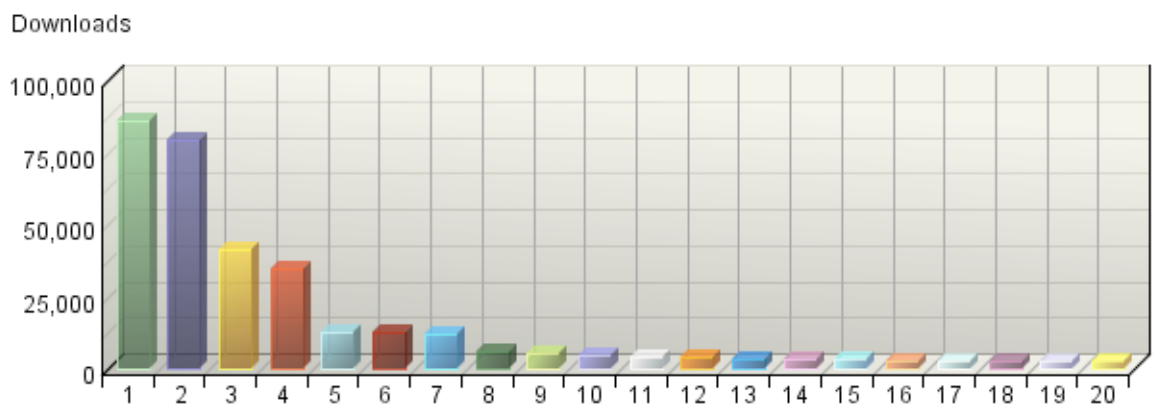
# Downloaded Files

This report identifies the most popular files downloaded from your site.

**Downloaded Files Trend**



**Downloaded Files**



**Downloaded Files**

	Downloaded Files	Downloads	% Downloads	Visits
■ 1.	<a href="http://www.hpc-uk.org/assets/documents/100008ADHPC_UK_application_pack.pdf">http://www.hpc-uk.org/assets/documents/100008ADHPC_UK_application_pack.pdf</a>	86,204	20.20%	19,505

	<b>Downloaded Files</b>	<b>Downloads</b>	<b>% Downloads</b>	<b>Visits</b>
2.	<a href="http://www.hpc-uk.org/assets/documents/10001A5EApprovalProcessSupplementaryInformationforEducationProviders.pdf">http://www.hpc-uk.org/assets/documents/10001A5EApprovalProcessSupplementaryInformationforEducationProviders.pdf</a>	79,201	18.56%	515
3.	<a href="http://www.hpc-uk.org/assets/documents/1000119FShort_guide_to_CPD.pdf">http://www.hpc-uk.org/assets/documents/1000119FShort_guide_to_CPD.pdf</a>	41,161	9.64%	7,731
4.	<a href="http://www.hpc-uk.org/assets/documents/100008AFHPC_International_application_pack.pdf">http://www.hpc-uk.org/assets/documents/100008AFHPC_International_application_pack.pdf</a>	34,907	8.18%	13,576
5.	<a href="http://www.hpc-uk.org/assets/documents/1000062CHPC034HPCA5_Standards_of_conduct_performance_and_ethics.pdf">http://www.hpc-uk.org/assets/documents/1000062CHPC034HPCA5_Standards_of_conduct_performance_and_ethics.pdf</a>	12,693	2.97%	8,370
6.	<a href="http://www.hpc-uk.org/Assets/documents/10001368HPC_RTP_application_pack.pdf">http://www.hpc-uk.org/Assets/documents/10001368HPC_RTP_application_pack.pdf</a>	12,465	2.92%	2,472
7.	<a href="http://www.hpc-uk.org/assets/documents/10001314CPD_and_your_registration.pdf">http://www.hpc-uk.org/assets/documents/10001314CPD_and_your_registration.pdf</a>	12,232	2.87%	6,589
8.	<a href="http://www.hpc-uk.org/assets/documents/1000056AHPC_Course_information_form.doc">http://www.hpc-uk.org/assets/documents/1000056AHPC_Course_information_form.doc</a>	6,241	1.46%	5,145
9.	<a href="http://www.hpc-uk.org/assets/documents/10000DBCStandards_of_Proficiency_Physiotherapists.pdf">http://www.hpc-uk.org/assets/documents/10000DBCStandards_of_Proficiency_Physiotherapists.pdf</a>	5,443	1.28%	3,424
10.	<a href="http://www.hpc-uk.org/assets/documents/10001B15HPC_Readmission_application_pack.pdf">http://www.hpc-uk.org/assets/documents/10001B15HPC_Readmission_application_pack.pdf</a>	4,794	1.12%	2,196
11.	<a href="http://www.hpc-uk.org/assets/documents/10000512Standards_of_Proficiency_Occupational_Therapists.pdf">http://www.hpc-uk.org/assets/documents/10000512Standards_of_Proficiency_Occupational_Therapists.pdf</a>	4,332	1.01%	2,470
12.	<a href="http://www.hpc-uk.org/assets/documents/10000290HPC034HPCA5_Standards_of_conduct_performance_and_ethics.pdf">http://www.hpc-uk.org/assets/documents/10000290HPC034HPCA5_Standards_of_conduct_performance_and_ethics.pdf</a>	4,298	1.01%	2,998
13.	<a href="http://www.hpc-uk.org/assets/documents/10001C84FTP_annual_report_2007_cfw.pdf">http://www.hpc-uk.org/assets/documents/10001C84FTP_annual_report_2007_cfw.pdf</a>	3,623	0.85%	458
14.	<a href="http://www.hpc-uk.org/assets/documents/10001364returning_to_practice.pdf">http://www.hpc-uk.org/assets/documents/10001364returning_to_practice.pdf</a>	3,377	0.79%	2,085
15.	<a href="http://www.hpc-uk.org/assets/documents/10000575cpd_consultation_document.pdf">http://www.hpc-uk.org/assets/documents/10000575cpd_consultation_document.pdf</a>	3,289	0.77%	380
16.	<a href="http://www.hpc-uk.org/assets/documents/10000BCF46345Educ-Train-SOPA5_v2.pdf">http://www.hpc-uk.org/assets/documents/10000BCF46345Educ-Train-SOPA5_v2.pdf</a>	2,912	0.68%	2,111
17.	<a href="http://www.hpc-uk.org/assets/documents/10001A84HPCInFocus,Issue10.pdf">http://www.hpc-uk.org/assets/documents/10001A84HPCInFocus,Issue10.pdf</a>	2,582	0.60%	1,764
18.	<a href="http://www.hpc-uk.org/assets/documents/10000DBDStandards_of_Proficiency_Radiographers.pdf">http://www.hpc-uk.org/assets/documents/10000DBDStandards_of_Proficiency_Radiographers.pdf</a>	2,543	0.60%	1,749
19.	<a href="http://www.hpc-uk.org/assets/documents/100004FDStandards_of_Proficiency_Biomedical_Scientists.pdf">http://www.hpc-uk.org/assets/documents/100004FDStandards_of_Proficiency_Biomedical_Scientists.pdf</a>	2,516	0.59%	1,725
20.	<a href="http://www.hpc-uk.org/_vti_bin/owssvr.dll">http://www.hpc-uk.org/_vti_bin/owssvr.dll</a>	2,502	0.59%	1,253
<b>Subtotal for rows 1–20</b>		<b>327,315</b>	<b>76.69%</b>	<b>86,516</b>
<b>Other</b>		<b>99,497</b>	<b>23.31%</b>	<b>69,131</b>

Downloaded Files	Downloads	% Downloads	Visits
<b>Total</b>	<b>426,812</b>	<b>100.00%</b>	<b>155,647</b>

Items 1–20 of 1,000

### Downloaded Files - Help Card



#### Column Definitions

##### Files

The path and filename of the file being analyzed.

##### Downloads

Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted. Note that downloaded PDF files may cause an inflated count.

##### Visits

Number of visits that accessed the specified files. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.



#### Report Descriptions

If you are using an SDC data source, then this report is not applicable.

This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

## HPC website statistics

	Visits	Visitors	Page views
Jan-06	84,022	39,841	470,102
Feb-06	75,538	36,069	437,895
Mar-06	87,706	41,778	550,879
Apr-06	79,858	39,802	427,703
May-06	83,990	39,934	500,389
Jun-06	79,085	38,411	521,637
Jul-06	83,714	41,000	465,300
Aug-06	75,314	37,222	388,132
Sep-06	72,570	36,855	483,312
Oct-06	78,884	39,603	469,731
Nov-06	71,146	36,563	396,605
Dec-06	56,815	29,616	280,672
Jan-07	76,981	39,593	397,822
Feb-07	68,663	36,639	365,251
Mar-07	73,409	39,877	479,064
Apr-07	67,613	38,449	426,840
May-07	73,761	40,356	449,973
Jun-07	76,634	41,275	401,254
Jul-07	88,523	46,936	505,622
Aug-07	89,023	44,985	552,056
Sep-07	90,683	47,321	612,905

