



# WEBSITE REVIEW

TOWN COUNCIL MEETING

REPORT 3/23

9 JANUARY 2023

The purpose of this Report is to provide Members with a summary of the use of our new Website during 2022.

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**No. DETAILS**

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**1) BACKGROUND**

- a) The Town Council's new Website went live in April last year.
- b) It includes the detailed collection of access data for each of its wide range of segments.
- c) The Town Council's Business Support Officer, Nigel Slater-Bishop, has led its development and leads on content additions.
- d) He has prepared the attached information on the use made of the site during its first nine months.

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**2) RECOMMENDATION**

Members are recommended to note and comment on the attached information.

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Ventnor Town Council

# Annual Website Review

April 2022 -  
December 2022

Analytical data from The Ventnor Town Council Website

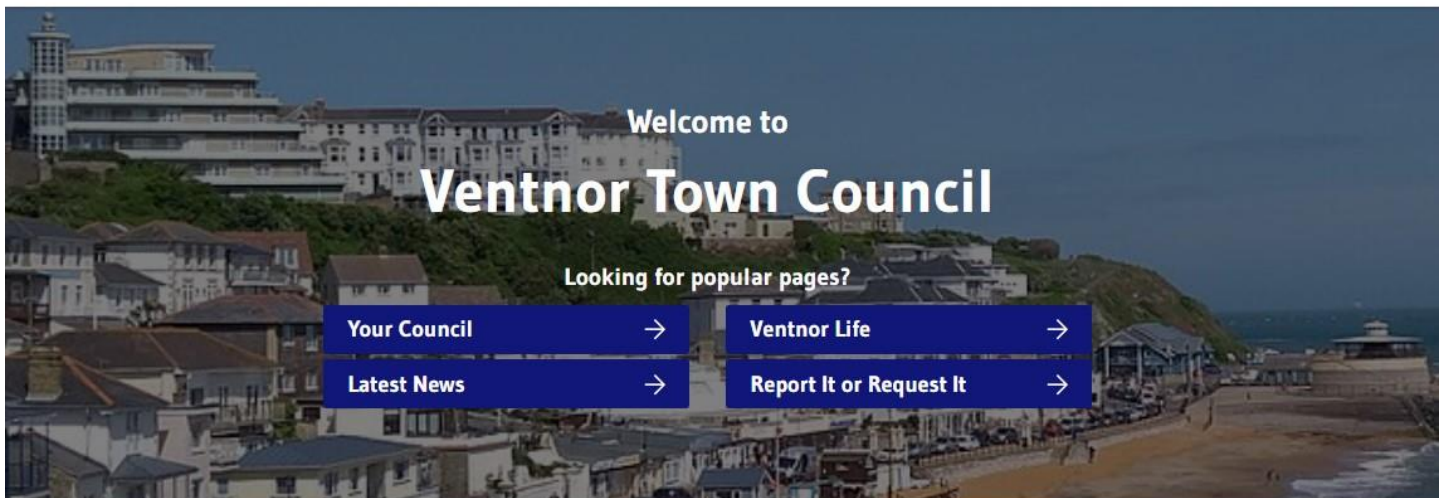


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Town Council

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Town Council

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Ventnor Life

Find out more

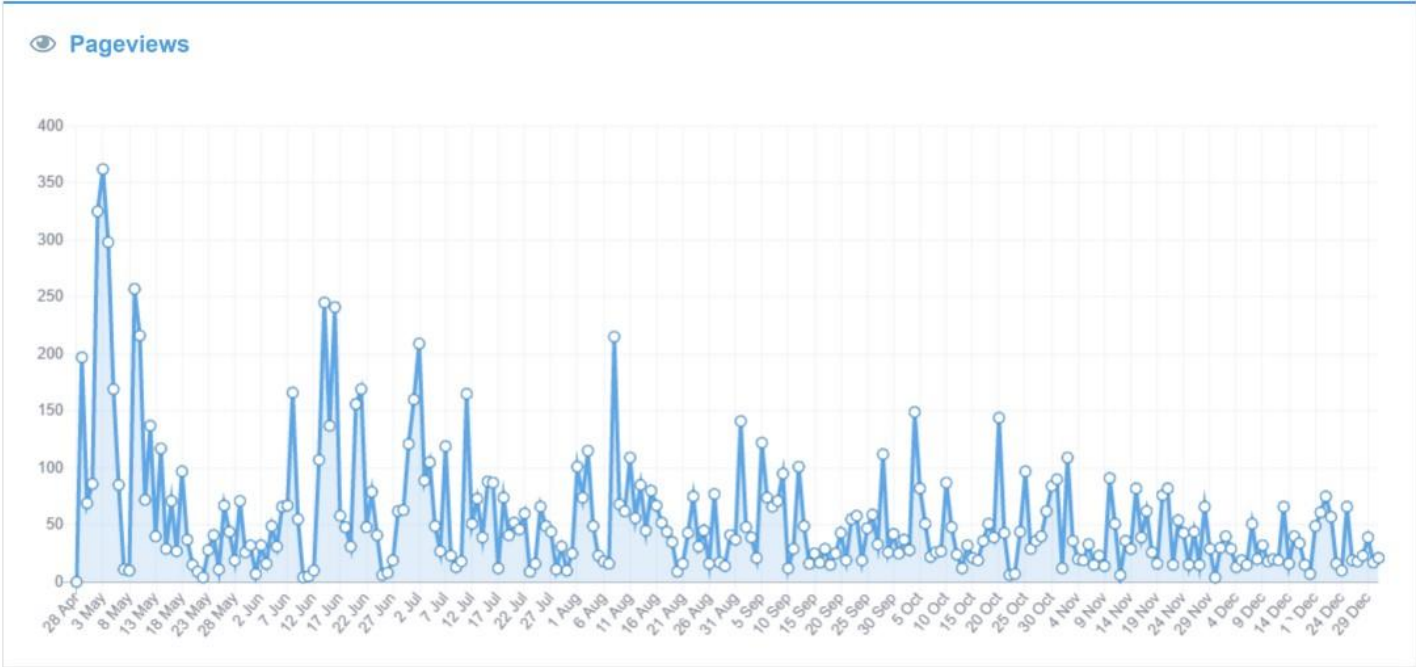


About Ventnor

Find out more

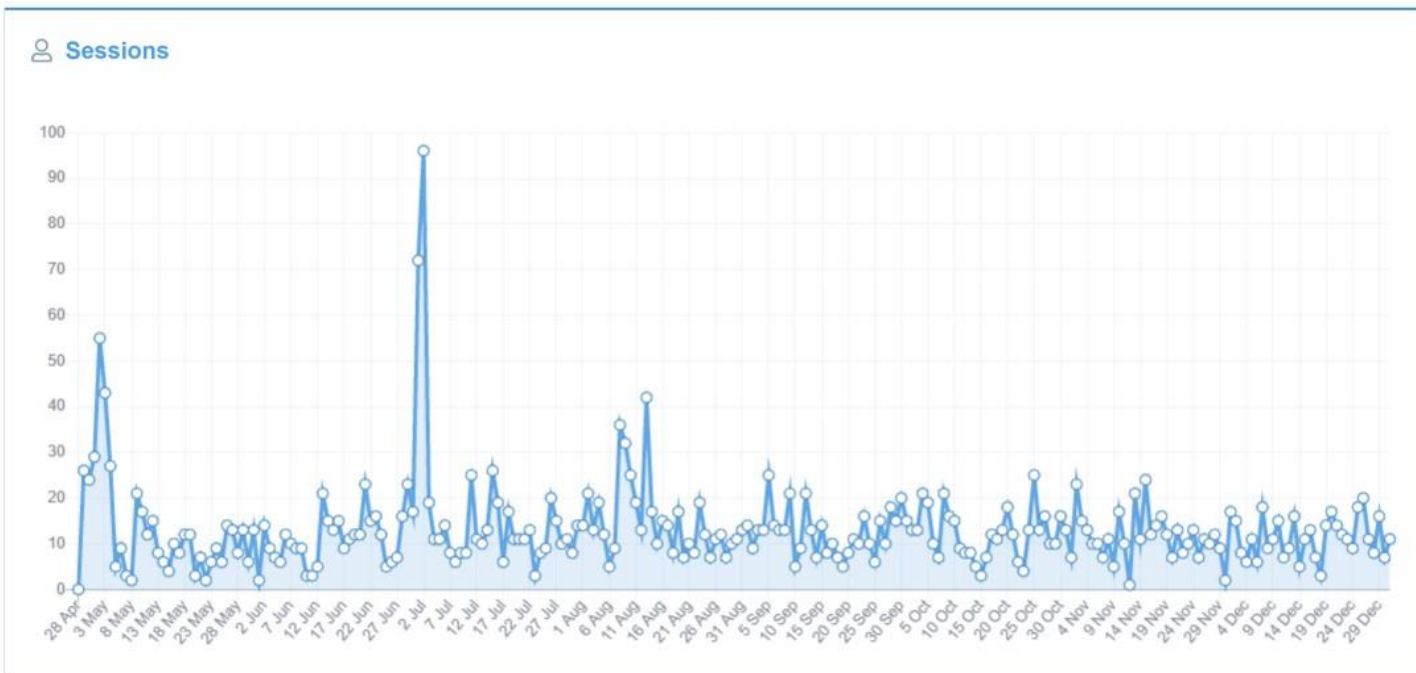


# Number of page Views



<div>Sessions</div> <div>3,253</div> <div>↑ 100% vs. Previous 248 Days</div>	<div>Pageviews</div> <div>13,945</div> <div>↑ 100% vs. Previous 248 Days</div>	<div>Avg. Session Duration</div> <div>1m 18s</div> <div>↑ 100% vs. Previous 248 Days</div>	<div>Total Users</div> <div>1,794</div> <div>↑ 100% vs. Previous 248 Days</div>
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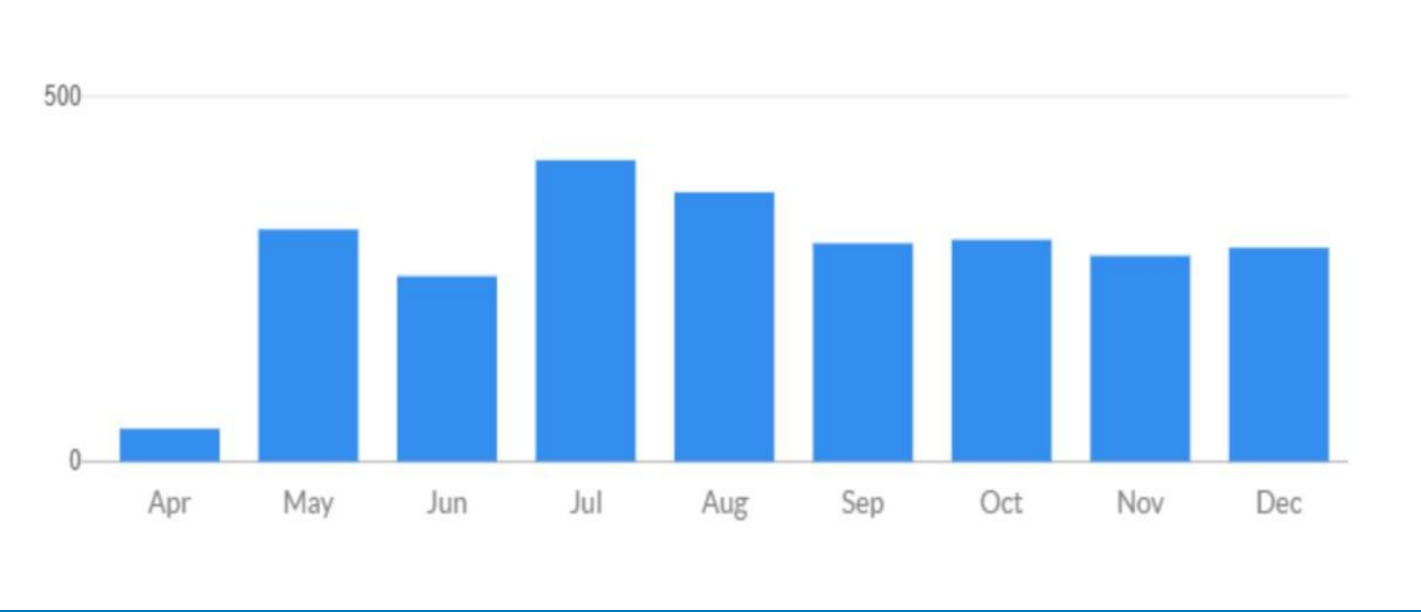
# Number of Sessions



# Top Post and Pages

Top Posts/Pages		
1.	Home - Ventnor Town Council	2,597
2.	Your Council - Ventnor Town Council	961
3.	Councillors - Ventnor Town Council	399
4.	Ventnor Life - Ventnor Town Council	380
5.	Town Council meetings, Committees & Working Groups - Ventnor Town Council	340
6.	Car Parks - Ventnor Town Council	331
7.	News - Ventnor Town Council	289
8.	Events - Ventnor Town Council	237
9.	Ventnor Town Council Team - Ventnor Town Council	228
10.	Ventnor Town Council Meetings - Ventnor Town Council	224

# Visitor Monthly Spread



# Total time spent on site















## Time Spent on Site

**4252** minutes

Each visitor spent an average of 1.0 minutes on your website in 2022.

## Top Country/ Referral data

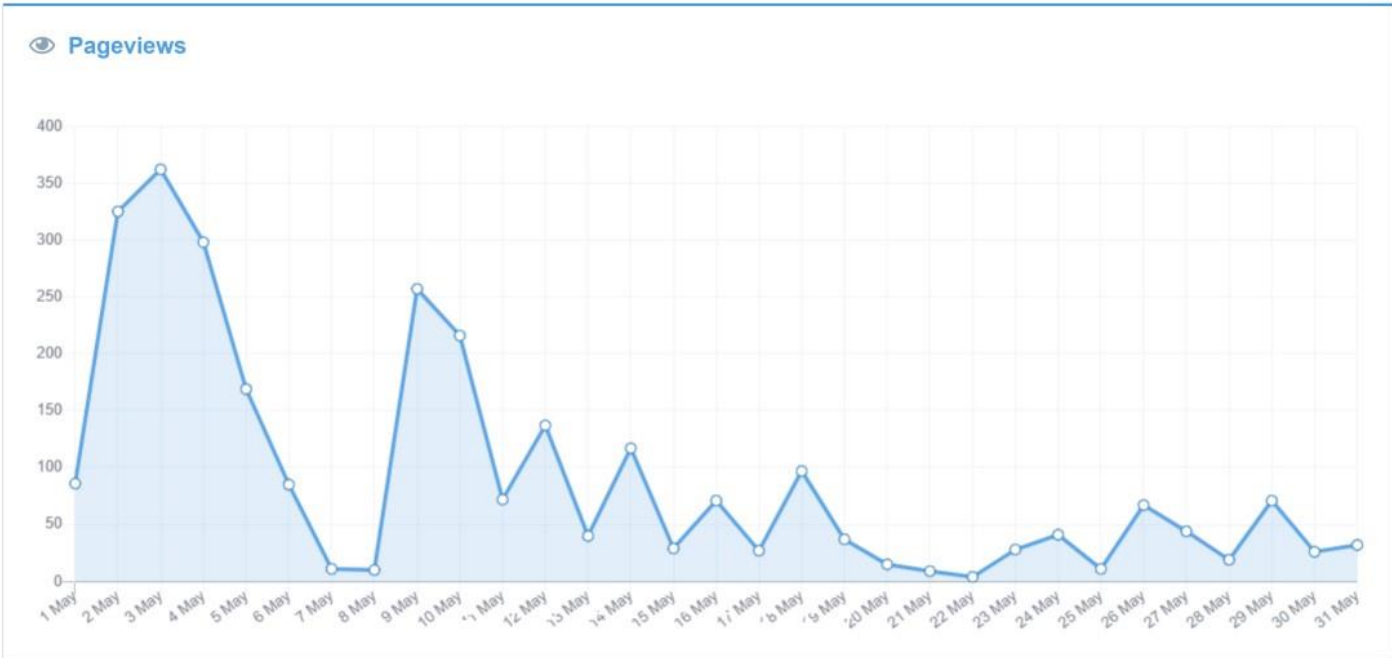
### Top 10 Countries

1.	 United Kingdom	3,106
2.	 Cyprus	36
3.	 United States	25
4.	 Germany	18
5.	 Spain	10
6.	 Nigeria	7
7.	 Netherlands	7
8.	 Ireland	2
9.	 Portugal	2
10.	 Romania	2

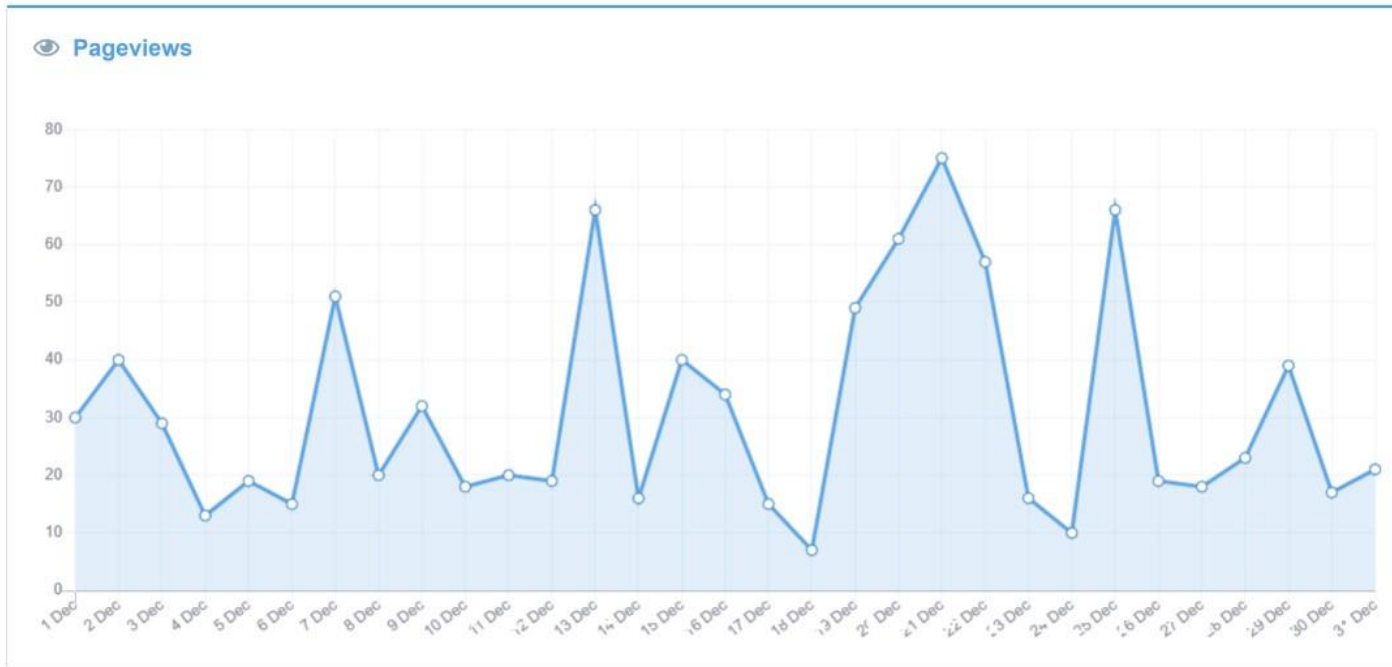
### Top 10 Referrals

1.	m.facebook.com	24
2.	beta.iow.gov.uk	16
3.	lm.facebook.com	16
4.	ventnortowncouncil.org.uk	16
5.	l.facebook.com	11
6.	uk.search.yahoo.com	8
7.	countypress.co.uk	4
8.	totallylocally.org	3
9.	bbc.co.uk	2
10.	onthewight.com	2

# Comparisons for May data and December data



<b>Sessions</b> <b>399</b> ↑ 698% vs. Previous 31 Days	<b>Pageviews</b> <b>2,813</b> ↑ 958% vs. Previous 31 Days	<b>Avg. Session Duration</b> <b>1m 48s</b> ↑ 55% vs. Previous 31 Days	<b>Total Users</b> <b>244</b> ↑ 481% vs. Previous 31 Days
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<b>Sessions</b> <b>355</b> ↑ 1% vs. Previous 31 Days	<b>Pageviews</b> <b>955</b> ↓ -24% vs. Previous 31 Days	<b>Avg. Session Duration</b> <b>52s</b> ↓ -30% vs. Previous 31 Days	<b>Total Users</b> <b>227</b> ↑ 9% vs. Previous 31 Days
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