



Staff Report

Administration

Report To: Community Communications Advisory Committee
Meeting Date: June 17, 2019
Report Number: FAF.19.108
Subject: Website Analytics Benchmark
Prepared by: Tim Hendry, CEDC

A. Recommendations

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.108, entitled "Website Analytics Benchmark" for information;

AND THAT the Community Communications Advisory Committee approves the website analytics and benchmark reporting format as presented within this report;

AND THAT the Community Communications Advisory Committee directs staff to provide a quarterly report on the www.thebluemountains.ca website analytics.

B. Overview

This report is a follow up to the Website Analytics Overview presentation from May 27th, 2019.

C. Background

Through reviewing the website analytics, it was suggested by the committee that the analytics be reported on quarterly with a format that allows for comparison and benchmarking.

D. Analysis

The following charts contain website analytics data from the first quarter of 2019.

Metrics	Q1	Q2	Q3	Q4
Users	22,660			
New Users	20,598			
Pages Per Session	2.71			
Pageviews	115,600			
Unique Pageviews	90,278			
Average Time on Page	1:23			
Bounce Rate	55.85%			
Exit Percentage	36.93%			

Traffic Source	Q1	Q2	Q3	Q4
Organic Search	58.7%			
Direct	23.5%			
Referral	15.9%			
Social	1.9%			

Social Network	Q1	Q2	Q3	Q4
Twitter	721			
Facebook	481			
LinkedIn	6			
Trip Advisor	5			
Blogger	1			

Traffic Location							
Q1		Q2		Q3		Q4	
Location	Users	Location	Users	Location	Users	Location	Users
Toronto	4,633						
The Blue Mountains	4,099						
Collingwood	3,110						
Oshawa	1,048						
Mississauga	912						
Owen Sound	618						
Not Set	594						
Ashburn	474						
Hamilton	467						
Barrie	457						

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Top 10 Website Pages							
Q1		Q2		Q3		Q4	
Page	Pageviews	Page	Pageviews	Page	Pageviews	Page	Pageviews
Homepage	23,697						
Council & Committee Calendar	7,228						
Search	6,256						
Newsroom	5,779						
Employment Opportunities	4,750						
Council	4,029						
Agendas, Minutes & Reports	3,506						
Council Meeting Live Stream	3,321						
Solid Waste	2,845						
Community Events Calendar	2,790						

E. The Blue Mountains Strategic Plan

Goal #2: Engage Our Communities & Partners

Objective #1 Improve External Communication with our Constituents

Objective #2 Use Technology to Advance Engagement

Objective #3 Strengthen Partnerships

Goal #4: Promote a Culture of Organizational & Operational Excellence

Objective #2 Improve Internal Communications Across our Organization

Objective #3 To Consistently Deliver Excellent Customer Service

Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

F. Environmental Impacts

N/A

G. Financial Impact

N/A

H. In consultation with

N/A

I. Public Engagement

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry at communications@thebluemountains.ca

J. Attached

N/A

Respectfully Submitted,

Tim Hendry
Communications & Economic Development Coordinator

Shawn Everitt
Chief Administrative Officer

For more information, please contact:

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