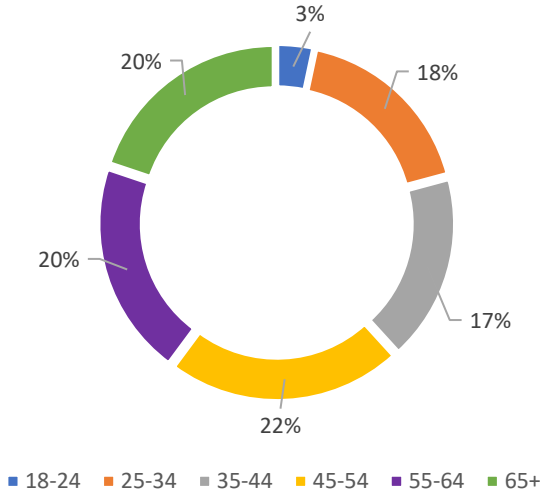# Who uses our website?
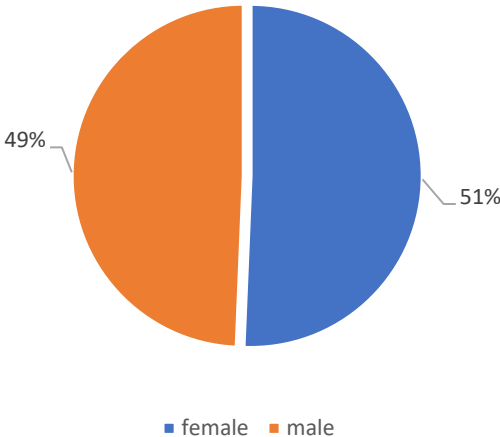
Let's look at some of these segments a little further…
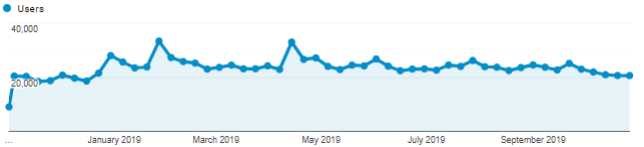
What age groups use our website the most?

3%
18%
17%
22%
20%
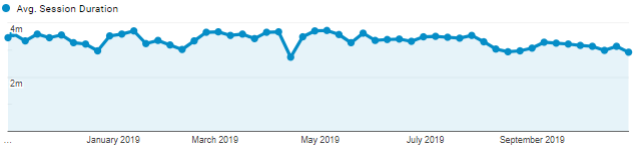20%

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

What's the difference between men and women?
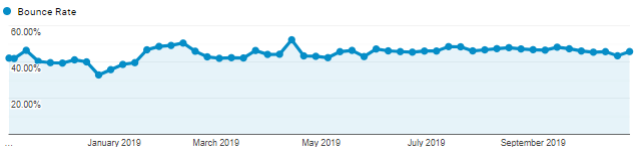

49%
51%

■ female ■ male

785,049 users

3 minute 21 second average session duration

44.83% user bounce rate

These are our eldest, youngest and most popular age segments.

Let's take a closer look at these three segments…

How much time do they spend searching and are there any problems within segments?

Do they access services and information differently?

What kind of content are they searching for?

There are different content priorities between age groups – as the difference between our youngest and oldest segments tell us.

45-54

2. /jobvacancies/

3. /planning/

4. /planning/planAppSearchHistory.aspx

The bounce rate of 18-24 year old's is significantly greater than 65+ users who consume by far the most amount of information during sessions.

65+

2. /planning/

3. /planning/planAppSearchHistory.aspx

4. /wasteday/ameyWasteDay.aspx

2. /jobvacancies/

3. /counciltaxonline/

18-24

4. /Residents/Leisure-and-Sport/Leisure-Centres/Hei

Age	Bounce Rate	↓ Pages / Session
	41.75% Avg for View: 44.83% (-6.87%)	4.82 Avg for View: 5.58 (-13.60%)
1. 18-24	47.01%	4.36
2. 45-54	43.05%	4.62
3. 65+	39.83%	5.07

What technology is most used to access services?
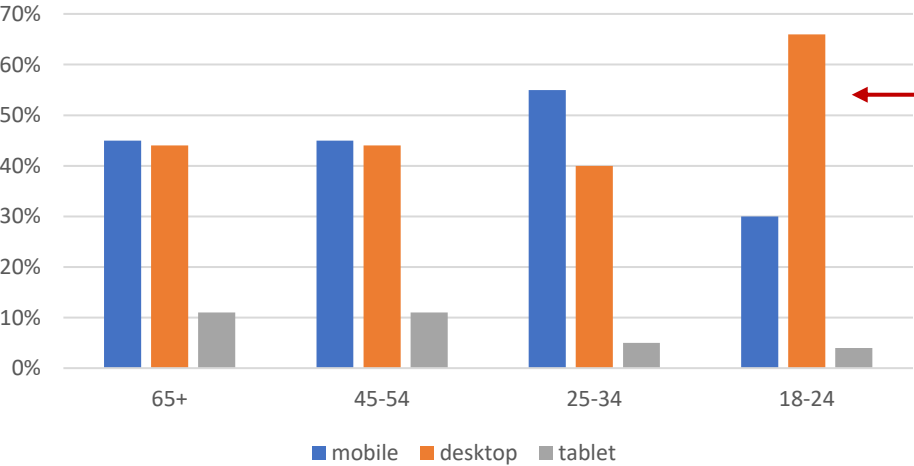
The youngest segment of users are **least likely** to access services through mobile, by quite a margin. Mobile use is consistently the highest across all age segments – *even* 65+ users - which challenges our initial presumptions about how different segments find access.

mobile   desktop   tablet

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+
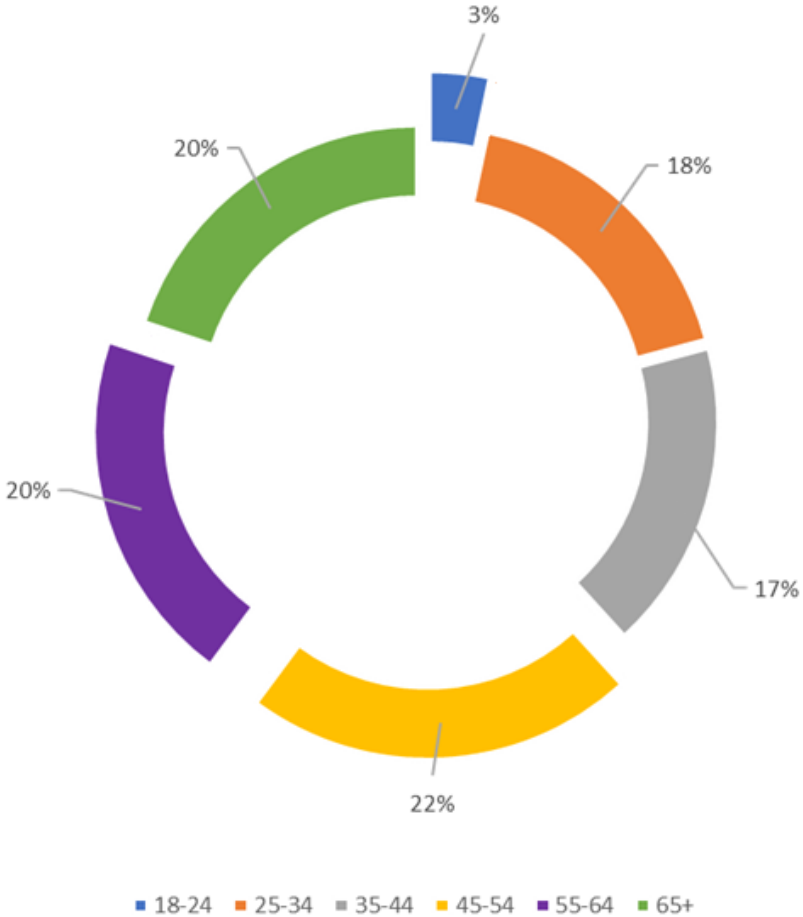
What services do users most frequently look for?

How is the search bar used?

What are the most popular pages?

How do users arrive to the site?

The homepage is the major driver of website entrances – meaning there should be navigation focus placed on it.

Top Page by Pageviews
Nov 1, 2018–Oct 31, 2019

Page	Pageviews
/	633,368
/planning/default.aspx	573,033
/error.aspx?aspxerrorpath=/planning/AppDetails3.aspx	537,433
/planning/planAppSearchHistory.aspx	335,695
/jobvacancies/	157,477
/wasteday/ameyWasteDay.aspx	145,556
/search/default.aspx	114,685
/planning/	109,684
/residents/	101,845
/planning/planAppSearch.aspx	97,842

Planning-related pages take up the majority of site traffic, with **five** different pages with the most pageviews across the entire site.

Top Landing Page by Entrances
Nov 1, 2018–Oct 31, 2019

Landing Page	Entrances
/	271,940
/jobvacancies/	63,558
/Residents/Libraries-Cultural-and-Heritage/	52,287
/planning/planAppSearchHistory.aspx	39,569
/planning/	38,513
/Residents/Care-Support-and-Housing/Fostering-and-Adoption/	28,160
/counciltaxonline/	27,674
/wasteday/ameyWasteDay.aspx	27,494
/Residents/Leisure-and-Sport/Leisure-Centres/Heights-Leisure-Centre/Abou11	23,973
/Residents/Environment-Planning-and-Waste/Waste-and-Recycling/	18,246

Visits Without Site Search · Visits With Site Search

5.8% · 94.2%
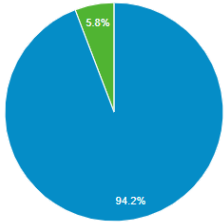
Only 5.8% of visitors use the search bar.

Sessions with Search
104,200

Total Unique Searches
194,761

Results Pageviews / Search
1.50

% Search Exits
15.97%

% Search Refinements
36.64%

Time after Search
00:02:35

Avg. Search Depth
2.73

Over a third of users have to refine their initial search phrasing while having to look at almost three different pages per search term.

The overwhelming majority of site visits and pageviews are through organic or direct searches (with Google by far the most popular), with very few social referrals – only Facebook contributes a significant amount.

Default Channel Grouping	Acquisition Users
	785,049 % of Total: 100.00% (785,049)
1. Organic Search	424,862 (49.56%)
2. Direct	287,223 (33.51%)
3. Referral	98,645 (11.51%)
4. Social	33,223 (3.88%)
5. Paid Search	12,666 (1.48%)
6. (Other)	543 (0.06%)
7. Email	86 (0.01%)

Top Source by Pageviews
Nov 1, 2018–Oct 31, 2019

Source	Pageviews
google	4,262,252
(direct)	3,714,218
bing	500,917
wightnet.iow.gov.uk	223,782
iow.gov.uk	197,595
sbs.e-paycapita.com	104,820
m.facebook.com	79,560
gov.uk	71,029
publicaccess.iow.gov.uk	61,795
isleofwightjobs.com	57,796

Next Page Path	Pageviews	% Pageviews
/Residents/Environment-Planning-and-Waste/	26,338	28.56%
/counciltaxonline/	11,242	12.19%
/Residents/Transport-Parking-and-Streets/	6,732	7.30%
/Residents/Schools-and-Learning/	5,451	5.91%
/	4,517	4.90%
/housingbenefitonline/	4,351	4.72%
/Residents/Care-Support-and-Housing/	4,240	4.60%
/search/default.aspx	4,044	4.38%
/council/	2,320	2.52%
/council/OtherServices/Local-Council-Tax-Support-Entitlement/Apply-for-Local-Council-Tax-Support	2,135	2.31%

These are the most popular services that residents look for through site navigation.

Is there differences between different segments?
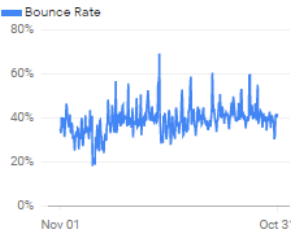
Does this change user behaviour?

What is the split between our mobile and desktop users?

Since **July 2018**, mobile access has become the most popular way to access information and services.
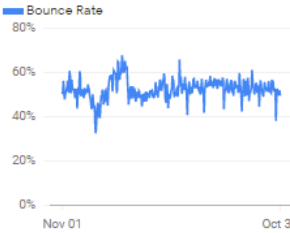

44%

56%

- mobile-users (sessions) ■ desktop-users (sessions)
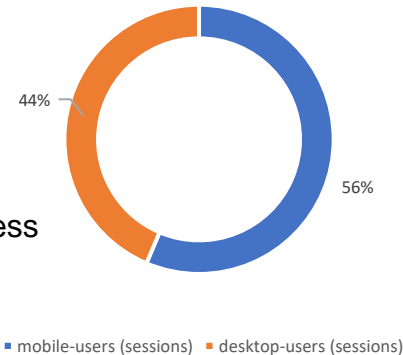
Desktop Bounce Rate
Nov 1, 2018–Oct 31, 2019

39.19%

■ Bounce Rate
80%

60%

40%

20%

0%
Nov 01   Oct 31

Mobile Bounce Rate
Nov 1, 2018–Oct 31, 2019

52.09%

■ Bounce Rate
80%

60%

40%

20%

0%
Nov 01   Oct 31

Mobile users access the site for less amount of time, have less pageviews per session and have a significantly higher bounce rate.
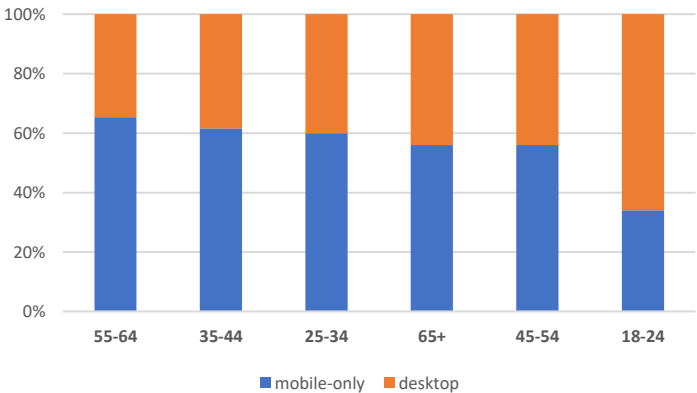
Average time on site (mobile)

00:02:35
Avg for View: 00:03:21 (-23.13%)

What technology is used to access the site?

Although, the mobile-only browsers have far fewer pageviews per session. This could indicate that users are completing the tasks they require quickly in a mobile-only format.
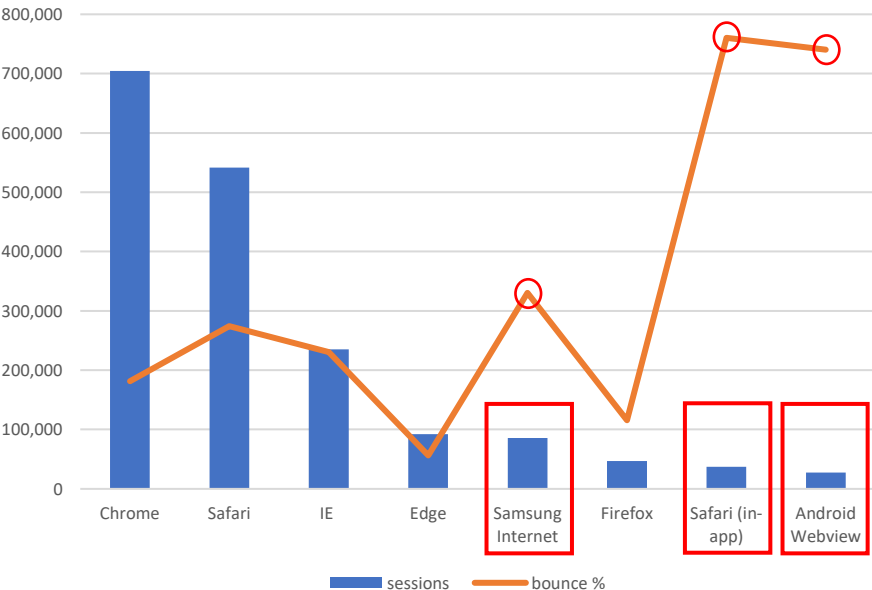
Mobile access is favoured more significantly by younger age segments **apart from** the youngest age segment (18-24). This should indicate, however, that we expect the number of mobile-only sessions to increase significantly in the next 10 years.

In-app & mobile-based only browsers have a significantly higher bounce rate, which may signal problems in performance and usability for our users.

Popularity & performance of browsers

sessions ——bounce %

Pages per session by browser used

pages/session ——bounce %

Mobile vs desktop users by age segment

■ mobile-only ■ desktop