



# Staff Report

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## Administration

**Report To:** Community Communications Advisory Committee  
**Meeting Date:** January 20, 2020  
**Report Number:** FAF.20.012  
**Subject:** 3<sup>rd</sup> Quarter 2019 Website Analytics Update  
**Prepared by:** Tim Hendry, Communications and Economic Development Coordinator

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### A. Recommendations

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THAT the Community Communications Advisory Committee receive Staff Report FAF.20.012 entitled, "3<sup>rd</sup> Quarter 2019 Website Analytics Update" for information purposes.

### B. Overview

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This report provides a 3<sup>rd</sup> quarter update regarding [www.thebluemountains.ca](http://www.thebluemountains.ca) website analytics, as directed at the June 17, 2019 Community Communications Advisory Committee ("Committee") meeting.

### C. Background

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Each quarter, the Communications and Economic Development Coordinator reviews the Town's website analytics data. Included for information is website analytics data for Quarter 3 ("Q3").

### D. Analysis

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#### Definitions

The following section contains definitions of the standard terms used within website analytics reporting:

- **Users:** The number of new and returning people who visit your site during a set period of time.
- **New Users:** The number of first-time users during the selected date range.
- **Sessions:** A session is the period time a user is actively engaged with your website. The default time frame is 30 minutes. Assuming this default time frame, user interactions with no more than 30 minutes between them are in the same session; wait more than 30 minutes between user interactions, and a new session starts.

- **Pages Per Session:** The number of pages a user will visit within one session.
- **Page Views:** A pageview is an instance of a page being loaded (or reloaded) in a browser.
- **Unique Page Views:** The number of individual pages loaded by new users. This does not take multiple visits to the same page into account.
- **Average Time on Page:** The average time that all website users spend on an individual website page.
- **Bounce Rate:** The number of users that enter your site, then leave after viewing just a single page.
- **Exit Percentage:** The percentage of visitors to a page on the website from which they exit the website to a different website.

## Website Analytics

The following charts contain website analytics data from the 3<sup>rd</sup> quarter of 2019. **Please note that due to the analytics issues in Q2, the variance is measured between Q3 and Q1.**

**Table 1 – Metrics Overview**

<b>Metrics</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Variance (Current vs Previous)</b>
Users	22,660	41,280	29,781		31.4%
New Users	20,598	38,617	26,781		30%
Pages Per Session	2.71	2.74	2.38		-12.18%
Pageviews	115,600	166,404	108,951		-5.75%
Unique Pageviews	90,278	122,696	86,310		-4.39%
Average Time on Page	1:23	00:56	1:23		0%
Bounce Rate	55.85%	41.35%	60.40%		8.15%
Exit Percentage	36.93%	36.54%	42.09%		13.97%

**Table 2 – Traffic Source**

Traffic Source	Q1	Q2	Q3	Q4	Variance (Current vs Previous)
Organic Search	58.7%	38%	67.2%		14.48%
Direct	23.5%	55%	24.2%		2.98%
Referral	15.9%	54.3%	4%		-74.8%
Social	1.9%	1.7%	1.36%		-26.84%

**Table 3 – Social Network Overview**

Social Network	Q1	Q2	Q3	Q4	Variance (Current vs Previous)
Twitter	721	144	230		-68.1%
Facebook	481	523	346		-28.07%
LinkedIn	6	34	25		316.7%
Trip Advisor	5	4	62		1140%
Blogger	1	0	0		-100%

**Table 3 – Traffic Location**

\*Please note that the traffic from Gurgaon has been filtered and removed from the website analytics at the end of Q2. It is not possible to filter retroactively with Google Analytics.

Traffic Location							
Q1		Q2		Q3		Q4	
Location	Users	Location	Users	Location	Users	Location	Users
Toronto	4,633	Gurgaon*	17,073	Toronto	7,045		
The Blue Mtns	4,099	Toronto	5,276	Collingwood	4,483		
Collingwood	3,110	Collingwood	3,893	Not Set	3,712		
Oshawa	1,048	The Blue Mtns	2,944	The Blue Mtns	1,924		
Mississauga	912	Not Set	2,233	Hamilton	1,205		
Owen Sound	618	Owen Sound	815	Owen Sound	834		
Not Set	594	Hamilton	613	Mississauga	769		
Ashburn	474	Mississauga	546	Brampton	578		
Hamilton	467	Barrie	449	Barrie	510		
Barrie	457	Markham	347	Midland	465		

**Table 4 – Committee of the Whole & Council Meeting Live Stream Views**

<b>Month</b>	<b>Users</b>	<b>% of New</b>	<b>% of Recurring</b>	<b>Sessions</b>	<b>Average Session Duration</b>	<b>2018 Sessions</b>	<b>2018 Average Session Duration</b>
January	251	27%	73%	585	1 hour, 08 minutes	232	43 minutes
February	317	22%	78%	891	1 hour, 36 minutes	368	40 minutes
March	227	40%	60%	399	49 minutes	378	30 minutes
April	152	22%	78%	356	52 minutes	579	52 minutes
May	221	31%	69%	483	1 hour, 12 minutes	436	52 minutes
June	277	32%	68%	579	58 minutes	391	55 minutes
July	200	31%	69%	417	1 hour, 25 minutes	157	42 minutes
August	170	40%	60%	281	50 minutes	124	1 hour, 11 minutes
September	187	31%	69%	407	1 hour, 08 minutes	344	58 minutes
October						480	40 minutes
November						265	58 minutes
December						545	1 hour, 03 minutes

**Table 5 – Top 10 Website Pages**

<b>Top 10 Website Pgs</b>							
<b>Q1</b>		<b>Q2</b>		<b>Q3</b>		<b>Q4</b>	
<b>Page</b>	<b>Page views</b>	<b>Page</b>	<b>Page views</b>	<b>Page</b>	<b>Page views</b>	<b>Page</b>	<b>Page views</b>
Homepage	4,633	Test Portal	35,022	Homepage	13,511		
Council & Committee Calendar	4,099	Test Portal Admin Page	17,494	Employment Opportunities	6,019		
Search	3,110	Homepage	16,352	Search	5,903		
Newsroom	1,048	Search	5,985	Facilities	3,562		
Employment Opportunities	912	Employment Opportunities	5,801	Staff Directory	2,190		
Council	618	Solid Waste	2,124	A – Z Listing	1,776		
Agenda, Minutes & Reports	594	Staff Directory	2,089	Solid Waste	1,532		
Council Meeting Live Stream	474	Council	1,935	Tomahawk Golf Course	1,444		
Solid Waste	467	Agenda, Minutes & Reports	1,266	Council	1,279		
Community Events Calendar	457	Tomahawk Golf Course	1,093	Public Transit	1,221		

## **E. The Blue Mountains Strategic Plan**

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Goal #2: Engage Our Communities & Partners  
Objective #1 Improve External Communication with our Constituents  
Objective #2 Use Technology to Advance Engagement

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

## **F. Environmental Impacts**

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No environmental impacts are associated with this report.

## **G. Financial Impact**

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No financial impacts are associated with this report.

## **H. In consultation with**

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Shawn Everitt, Chief Administrative Officer

Cathy Bailey, Manager of IT

## **I. Public Engagement**

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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, [communications@thebluemountains.ca](mailto:communications@thebluemountains.ca).

## **J. Attached**

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None

Respectfully Submitted,

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Tim Hendry  
Communications and Economic Development Coordinator

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Shawn Everitt  
Chief Administrative Officer

For more information, please contact:  
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