

\* Compared to Q4 2021/22



An increase of £181k\*



up 3319



1326 new website accounts created this quarter

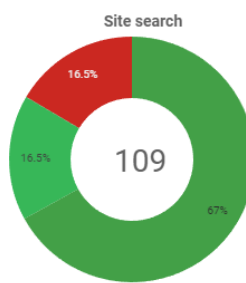
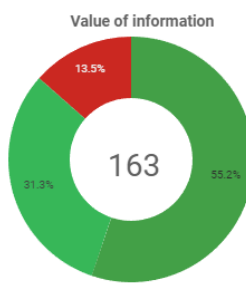
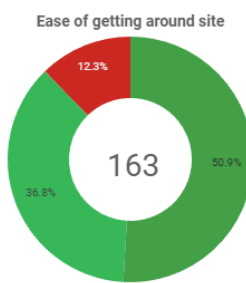
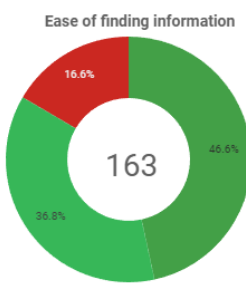


increased 612 followers this quarter

[illegible]

Mapping

Response	Percentage
163	81.5%
12.3%	12.3%
6.1%	6.1%



1. Aggregated pageviews accross all main council owned sites- includes: main website, marriage, high schools, film in argyll

## 2. What are customers looking for?

Survey question: "What was the main service that you were interested in today?"

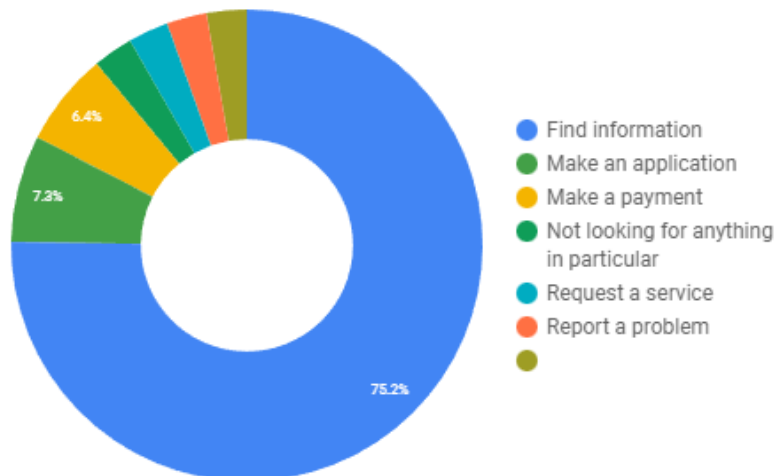
### 20 most popular pages *from Google Analytics*

Which pages are most looked at on the site. This list is made up mostly of 'landing pages', the main pages for topics of information, so we can assume that customers then progress to the specific pages they want. Bin collections feature highly as well as road cameras. unsurprisingly, Covid-19 relatd pages start to appear in the list of most looked at pages.

Page	Pageviews
/planning-and-environment/bin-collection	29061
/	27470
/school-holidays-2022-2023	10757
/searchresults	8816
/home	8669
/planning-and-environment/ find-and-comment-planning-applications	7919
/welcome	6655
/helensburgh-and-lomond	6082
/school-holidays-2023-2024	5502
/housing/council-tax	4904

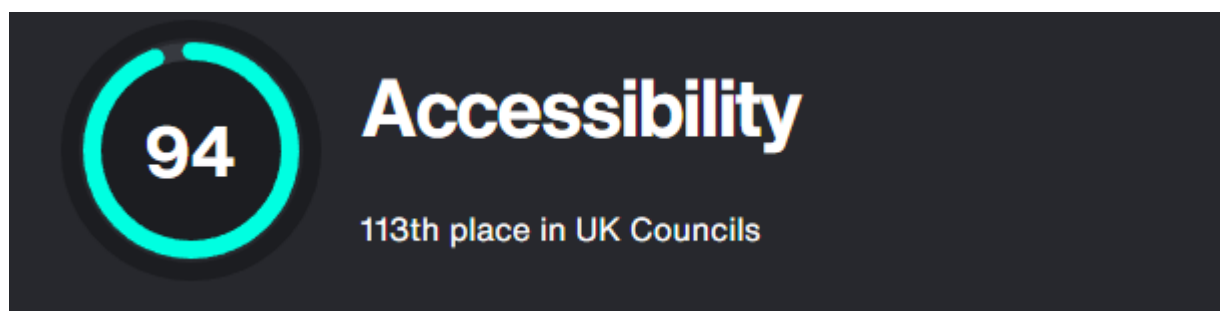
Page	Pageviews
/pay-it	4691
/port-askaig-islay-feolin-jura-fer- ry-timetable	4107
/content/enquiriesform	3575
/education-and-learning/ school-holidays	3154
/planning-and-environment	3097
/myview	2988
/planning-and-environment/rub- bish-and-recycling	2834
/isle-islay-portnahaven- port-askaig-bowmore-port-el- len-ardbeg	2781

### Why did customers visit us?



### Accessibility

*Making our website work for everyone*



# 3. Satisfaction

Survey question: "How satisfied were you with your visit today?"

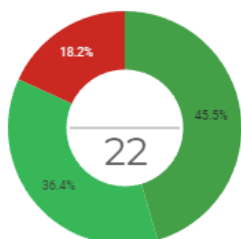
## Overall satisfaction



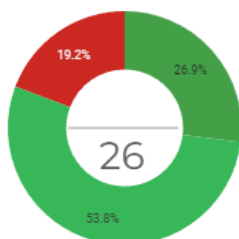
Schools/Youth



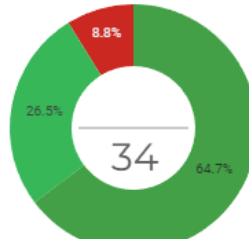
Council Tax



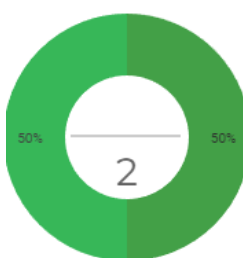
Planning



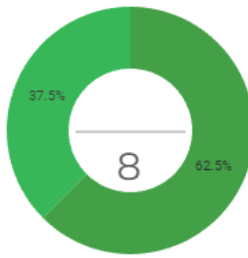
Rubbish and recycling



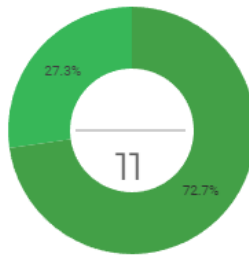
Job vacancies



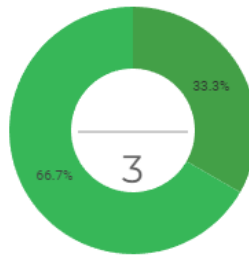
Roads and Highways



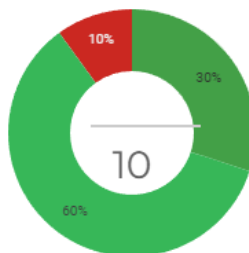
Council Business



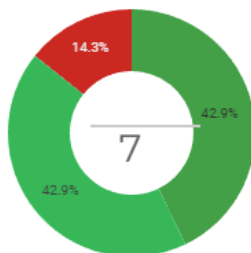
Transport and Buses



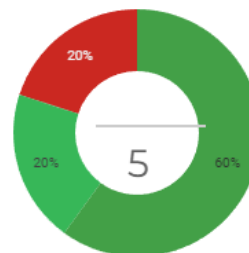
Housing



Business



Environmental health



## Customer Feedback

Quite happy

Information overload  
it needs to be clearer  
and compact

Not very mobile  
friendly, lots of sub  
sites make finding relevant  
information hard work!

Planning portal is really  
not user friendly at all. It is  
hard to navigate and very  
challenging for infrequent  
users.

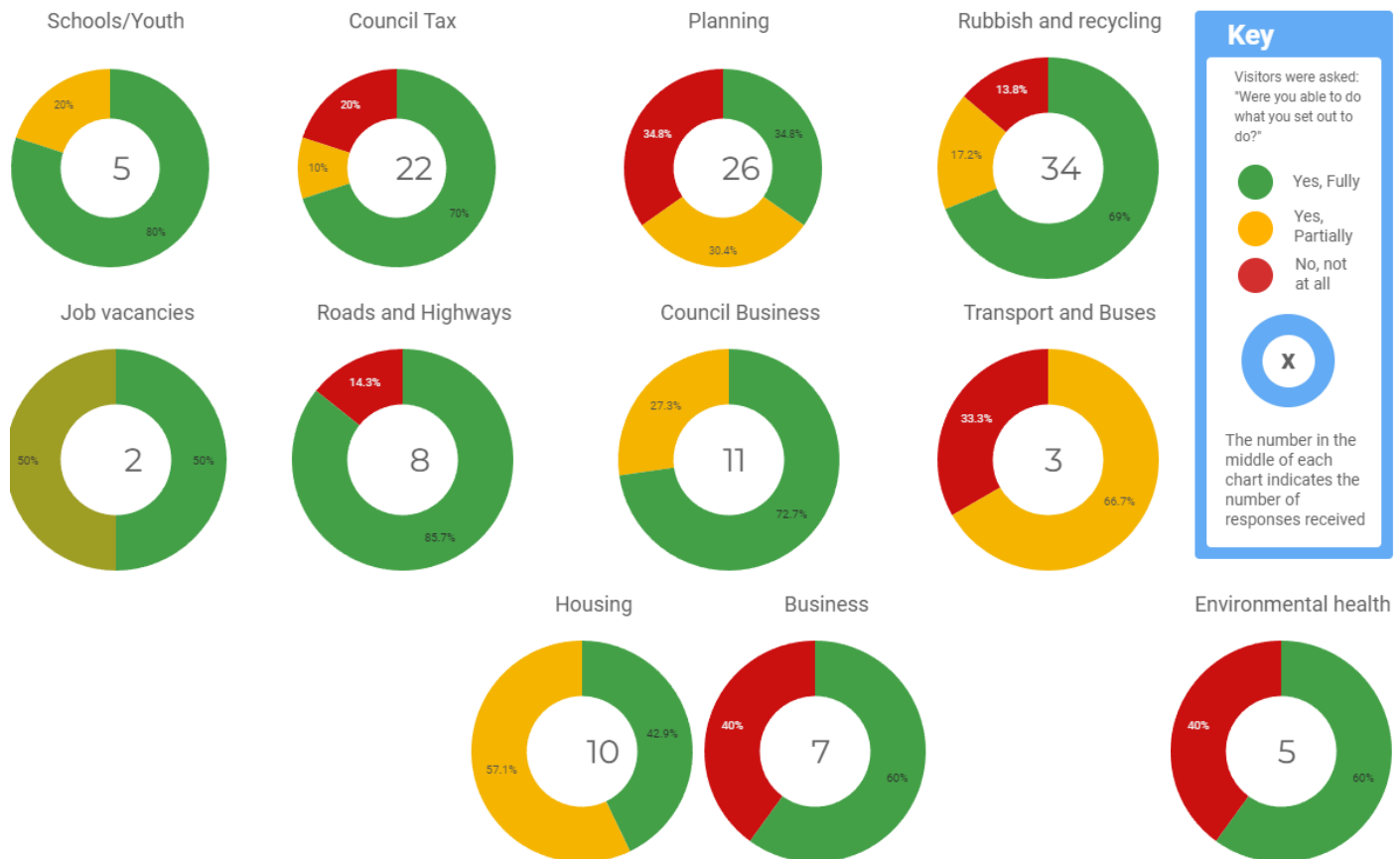
When  
searching for  
refuse uplift dates,  
it doesn't come up  
when I first enter the  
postcode, so I have to  
enter this twice. It would  
be more convenient if  
it just brought up the  
requested information  
on first attempt.

# 4. Visit success

Survey question: "Were you able to do what you set out to do?"

## Overall visit Success

😊 79%



### You said we did

What is the point of having a bin disruption site if it is not accurate or updated

We are working closely with services to ensure that status information is correct and updated often.

For things such as planning fees.,The maximum amount should be set to higher. I had to pay my fee in two lots.

We recently changed our payment portal which now allows for payment of full fees.

Unable to navigate a change password request.

We are reviewing the instructions for resetting passwords through the Myaccount service

# 5. Transactional forms and services

Stats from Google Analytics and Oracle CRM

## Customer satisfaction

### Finding information



97%

32 respondents

### Visit Success



94%

32 respondents

### Overall satisfaction



81%

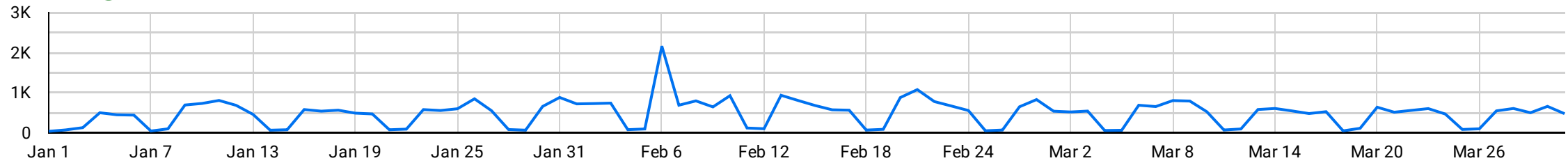
32 respondents

## Form usage

Page	Page Views	Unique Page Views	Avg. Time on Page
/app/console/contact_binday_lookup	7497	2962	279.20
/app/EDU/Clothing_Grant_Free_School_Meals	2678	2157	451.96
/app/ask/	2069	1853	274.30
/app/account/overview	1958	1368	86.26
/app/ask	1118	948	245.98
/app/LAP_Forms/LAP_Missed_Bin	1106	867	211.49
/app/EDU/Education_Maintenance_Allowance	1006	846	688.45
/app/LAP_Forms/LAP_Planning_Pre_Application	812	624	498.13
/app/RA/Road_Defect	705	556	344.32
/app/admin/Contact_Preferences	513	439	79.82
/app/LAP_Forms/LAP_Complaints	481	371	301.44
/app/CTAX/Direct_Debit	432	376	307.33
/app/REG/Short_Term_Lets_New_Application	409	145	376.31
/app/AS/Bulky_Waste	374	307	198.38
/app/LAP_Forms/LAP_Recycling_Bin_Request	373	309	166.10
/app/REG/Short_Term_Lets_Payment_Test	370	19	67.39
/app/RA/Iona_Permit	342	288	398.63
/	286	241	88.63
/app/ask_confirm/sb/1/refno/220606-000421	283	173	454.66
/app/AS/Road_Safety	267	228	393.82
/app/askwl	264	230	231.47
/app	252	179	118.21
/app/AS/Cemetery_Lair_Enquiry	239	191	285.53
/app/LAP_Forms/LAP_Certificate_Birth	239	191	294.35
/app/SW/General_Enquiry	231	186	353.32
/app/admin/Outreach_Updated	203	156	110.36
/app/SW/Welfare_Rights	197	165	386.40
/app/CTAX/exemptions/Empty_Dwelling	196	174	595.04
/app/LAP_Forms/LAP_Food_Waste_Bin_Request	196	147	128.34
/app/LAP_Forms/LAP_Commercial_Waste	188	130	222.79
/app/LAP_Forms/LAP_Domestic_Bin	188	156	162.60
/app/LAP_Forms/LAP_Abandoned_Vehicle	171	140	351.68
/app/AS/Parking_Enquiry	165	141	397.56
/app/LAP_Forms/LAP_Second_Bin	158	143	201.86
/app/AS/Civic_Amenity_Site	157	137	210.00
/app/AS/Other_Roads_Enquiry	154	139	429.67
/app/LAP_Forms/LAP_PWS_Request	153	121	445.08
/app/EDU/Education_Summer_Programme	146	111	356.34
/app/LAP_Forms/LAP_Pest_Control	134	114	338.80



## Pageviews over time



## Pageviews:

43,368

↑ 18.4% from previous quarter

## Sessions:

22,688

↑ 8.8%

## Users:

6,458

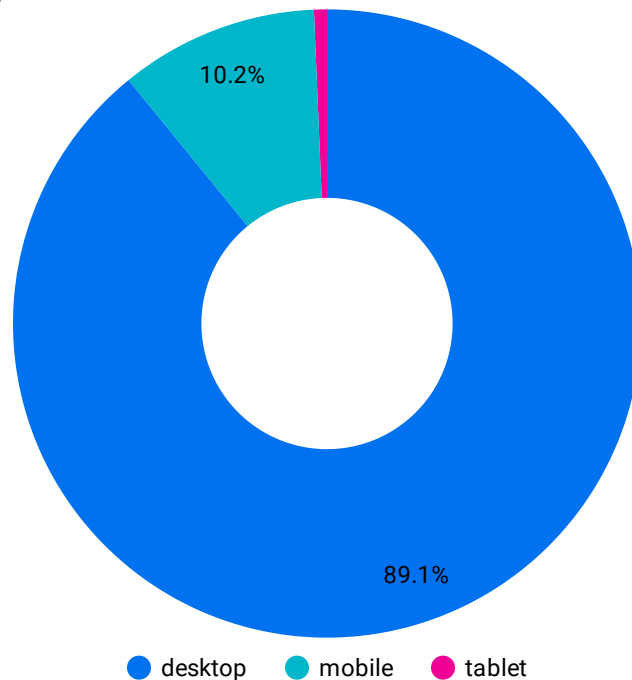
↓ -4.4%

## Total Downloads:

240

↑ 122.2%

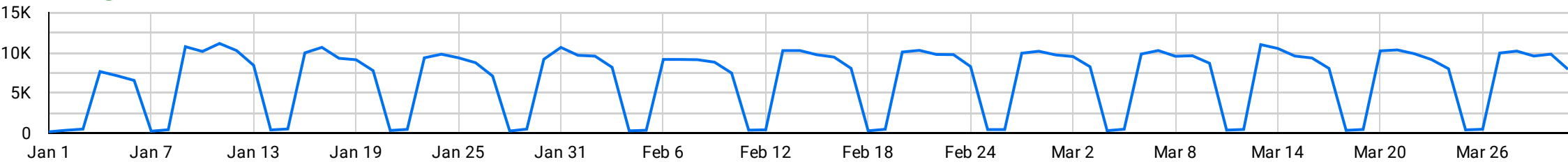
## Device types:



## Most popular pages

	Page Title	Pageviews
1.	Job vacancies – My Council Works	12,539
2.	My Council Works	4,864
3.	Online Learning – My Council Works	4,171
4.	Contacting your Digital Champion – My Council Works	1,659
5.	My Tools – My Council Works	818
6.	Wellbeing Wednesday Monthly Edition – My Council Works	796
7.	Employee Development Workshops – My Council Works	563
8.	MS Teams Webinars – My Council Works	446
9.	HR contacts – My Council Works	404
10.	My HR – My Council Works	402
11.	Managing leave and sickness – My Council Works	390
12.	Cascade – My Council Works	381
13.	News from the Chief Executive – My Council Works	373
14.	Learning and Development – My Council Works	370
15.	Staff Noticeboard – My Council Works	363
16.	Latest news from My Modern Workspace – My Council Wo...	335
17.	Teachers Strike Action 24 November 2022 – My Council W...	332
18.	Our Modern Workspace – My Council Works	316
19.	Frequently asked questions – My Council Works	309
20.	Microsoft 365 – My Council Works	302

## Pageviews over time



Pageviews:

598,493

↑ 15.6% from previous quarter

Sessions:

248,087

↑ 17.5%

Users:

8,454

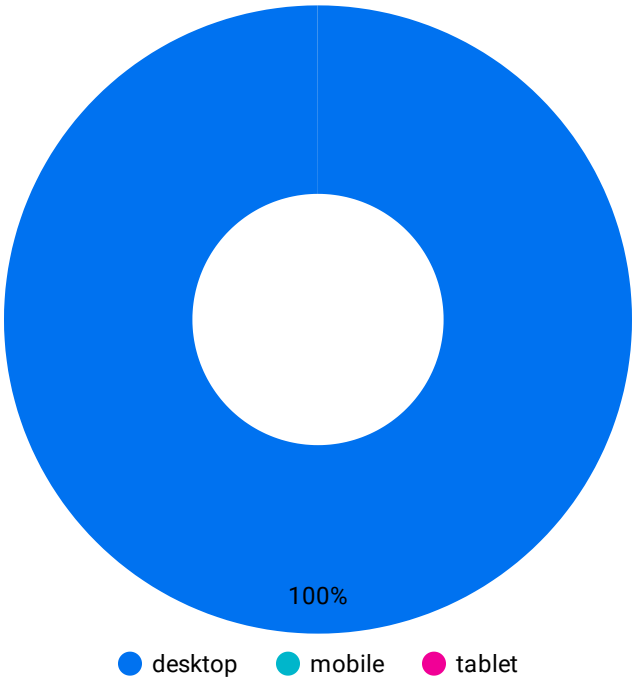
↑ 13.7%

Total Downloads:

14,594

↑ 10.2%

## Device types:



## Most popular pages

	Page Title	Pageviews
1.	Welcome to the Hub   The Hub	412,469
2.	My Options - Flexi Time Recording Sy...	97,399
3.	MyView   The Hub	15,265
4.	Search   The Hub	12,297
5.	Maps on the Hub   The Hub	6,606
6.	Talentlink - Vacancy Management Sy...	5,023
7.	Booking System   The Hub	4,930
8.	My HR   The Hub	3,495
9.	Sickness and absence   The Hub	1,573
10.	The Hub	1,480
11.	My Work   The Hub	1,446
12.	My Hub   The Hub	947
13.	Payroll   The Hub	942
14.	Annual leave and public holidays   T...	883
15.	Coronation Holiday   The Hub	832
16.	MyView Absence User guides   The H...	801
17.	Managing sickness and leave   The H...	755
18.	HR Contacts   The Hub	614
19.	For sale/wanted   The Hub	603
20.	ICT homepage   The Hub	589

Top 20 Pages

	Page Title	Pageviews
1.	Home - Marriage	1,499
2.	Naming ceremony readings ...	1,403
3.	The Quaich Ceremony - Marr...	1,270
4.	Marriage Paperwork - Marria...	877
5.	Venues - Marriage	705
6.	Hand Fasting - Marriage	613
7.	Oathing Stone Ceremony - ...	568
8.	Helensburgh Registration O...	505
9.	Marriage Information - Marri...	493
10.	Marriage Ceremonies - Marri...	469
11.	Readings and Poems – Chil...	456
12.	Fees and Charges - Marriage	437
13.	Contact us - Marriage	418
14.	Directory of Local Suppliers -...	353
15.	Who can conduct a marriag...	297
16.	Oban Registration Office - M...	256
17.	Making Your Ceremony Uni...	251
18.	Marriage Gallery 2022 - Marr...	242
19.	Vows - Marriage	225
20.	Wedding Planning Timeline ...	221

1 - 100 / 153

Sessions

9,534

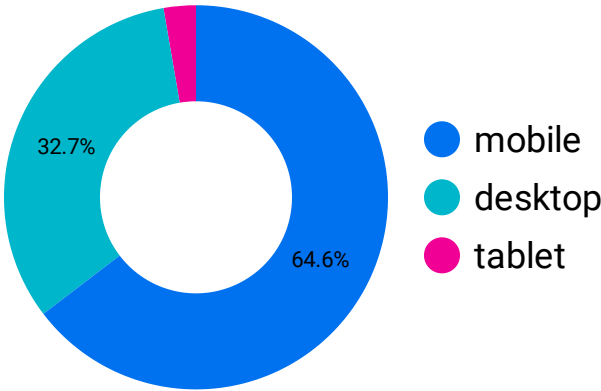
Pageviews

17,190

Users

7,404

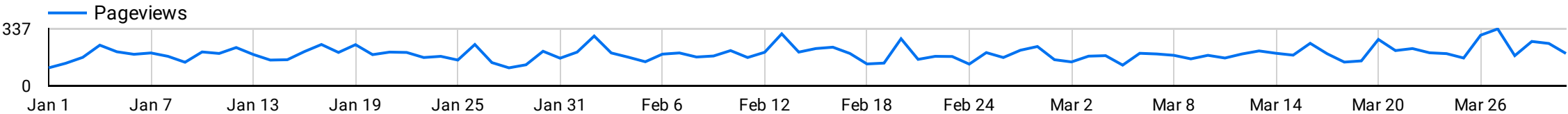
Types of devices used



Where did traffic come from?

Full Referrer	Sessions...
1. google	6,347
2. (direct)	1,972
3. m.facebook.com/	246
4. bing	221
5. lm.facebook.com/	140
6. facebook.com/	87
7. rss	77
8. l.facebook.com/	63
9. registryofficesnearme.com/	54
10. duckduckgo	43
11. argyllandbute.custhelp.com/	40
12. l.instagram.com/	31
13. yahoo	30
14. ecosia.org	28
15. oban.org.uk/	26

1 - 47 / 47





	Landing Screen	Sessions ▼
1.	<a href="http://www.argyll-bute.gov.uk/marriage/2021/12/the-quaich-ceremony/">www.argyll-bute.gov.uk/marriage/2021/12/the-quaich-ceremony/</a>	592
2.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/02/naming-ceremony-readings-and-poems/">www.argyll-bute.gov.uk/marriage/2022/02/naming-ceremony-readings-and-poems/</a>	438
3.	<a href="http://www.argyll-bute.gov.uk/marriage/2021/11/hand-fasting/">www.argyll-bute.gov.uk/marriage/2021/11/hand-fasting/</a>	356
4.	<a href="http://www.argyll-bute.gov.uk/marriage/">www.argyll-bute.gov.uk/marriage/</a>	303
5.	<a href="http://www.argyll-bute.gov.uk/marriage/2021/11/oathing-stone-ceremony/">www.argyll-bute.gov.uk/marriage/2021/11/oathing-stone-ceremony/</a>	227
6.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/02/helensburgh-registration-office/">www.argyll-bute.gov.uk/marriage/2022/02/helensburgh-registration-office/</a>	169
7.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/05/readings-and-poems-children/">www.argyll-bute.gov.uk/marriage/2022/05/readings-and-poems-children/</a>	142
8.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/02/marriage-paperwork/">www.argyll-bute.gov.uk/marriage/2022/02/marriage-paperwork/</a>	125
9.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/05/readings-and-poems-wedding-day/">www.argyll-bute.gov.uk/marriage/2022/05/readings-and-poems-wedding-day/</a>	79
10.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/10/who-can-conduct-a-marriage-ceremony-in-scotland/">www.argyll-bute.gov.uk/marriage/2022/10/who-can-conduct-a-marriage-ceremony-in-scotland/</a>	77
11.	<a href="http://www.argyll-bute.gov.uk/marriage/2021/09/oban-registration-office/">www.argyll-bute.gov.uk/marriage/2021/09/oban-registration-office/</a>	75
12.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/05/readings-and-poems-parents/">www.argyll-bute.gov.uk/marriage/2022/05/readings-and-poems-parents/</a>	71
13.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/02/marriage-information/">www.argyll-bute.gov.uk/marriage/2022/02/marriage-information/</a>	66
14.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/02/dunoon-registration-office/">www.argyll-bute.gov.uk/marriage/2022/02/dunoon-registration-office/</a>	44
15.	<a href="http://www.argyll-bute.gov.uk/marriage/venues/">www.argyll-bute.gov.uk/marriage/venues/</a>	44
16.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/03/renewal-of-vows-reading-and-poems/">www.argyll-bute.gov.uk/marriage/2022/03/renewal-of-vows-reading-and-poems/</a>	43
17.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/02/fees-and-charges/">www.argyll-bute.gov.uk/marriage/2022/02/fees-and-charges/</a>	41
18.	<a href="http://www.argyll-bute.gov.uk/marriage/2021/09/isle-of-mull-registration-office/">www.argyll-bute.gov.uk/marriage/2021/09/isle-of-mull-registration-office/</a>	39
19.	<a href="http://www.argyll-bute.gov.uk/marriage/marriage-ceremonies/">www.argyll-bute.gov.uk/marriage/marriage-ceremonies/</a>	32
20.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/02/vows/">www.argyll-bute.gov.uk/marriage/2022/02/vows/</a>	30
21.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/02/lochgilphead-registration-office/">www.argyll-bute.gov.uk/marriage/2022/02/lochgilphead-registration-office/</a>	27
22.	<a href="http://www.argyll-bute.gov.uk/marriage/contact-us/">www.argyll-bute.gov.uk/marriage/contact-us/</a>	26
23.	<a href="http://www.argyll-bute.gov.uk/marriage/2022/02/isle-of-mull/">www.argyll-bute.gov.uk/marriage/2022/02/isle-of-mull/</a>	26
24.	<a href="http://www.argyll-bute.gov.uk/marriage/why-argyll-and-bute/">www.argyll-bute.gov.uk/marriage/why-argyll-and-bute/</a>	25