Website quarterly report   Q1 2019

Argyll Bute COUNCIL

In Q1 2019 we had:
* Compared to Q4 2018/19

1,031,768 Pageviews[1]
Down 7,835 pageviews*

208,749 Users[1]
Up 30,244 users*

77% happy customers
An increase of 5%*

£1,108,663 in online payments
An increase of over £350,000 on last quarter*

57% mobile users
6% more mobile users*

3788 form submissions
Down 7%*

38,758 Searches
over 10,000 more searches*

6440 registered users
690 new accounts created this quarter*

14,717 Facebook likes[2]
Up an additional 377 likes*

12,752 Twitter followers[2]
increased 248 followers*

What did customers search for on our site?

The larger the font, the more times this word or phrase was searched for

PARKING PERMITS · FLY TIPPING · LOCAL DEVELOPMENT PLAN · COUNCILLORS · CONTACT DETAILS · COMPLAINTS PROCEDURE · PRIVATE WATER SUPPLY · COUNCIL TAX ACCOUNT · REFUSE COLLECTION · CAR PARK CHARGES · AMENITY SERVICES · FERGUS MURRAY · ENVIRONMENTAL · BUILDING STANDARDS · HERMITAGE PARK · absence line · JOAN MCCALLUM · CHANGE OF USE · PAY IT · HELENSBURGH · COUNCIL TAX REDUCTION · PAY COUNCIL TAX · ARROCHAR · IONA PERMIT · PERMITS · COUNCILLORS · disabled parking · HEAD OF EDUCATION · STRATEGIC HOUSING INVESTMENT PLAN · ABANDONED VEHICLES · EUROPEAN PARLIAMENTARY ELECTIONS · FERRY TIMETABLE · oban · PLANNING · vacancy · council tax · PRIVATE HIRE · building warrant fee · JURA FERRY · MY VIEW · EDUCATION MANAGEMENT CIRCULARS · clothing grants · BUS TIMETABLES · annual accounts · myview · PROCUREMENT · holidays · PLANNING · ISLAY · bin collections · FOOD WASTE · SKIP PERMIT · HOMELESSNESS · APPLICATIONS · SCHOOL UNIFORM · diagonal rail · approachpathy · CAR PARKS · CORE PATHS · TREE PRESERVATION ORDERS · PAY IT · cauhci · education · noise nuisance · DUNOON WEBCAM · COUNCIL · consultation · PARKING FINE · TAXI LICENSE · TAX BANDS · BANK HOLIDAYS · MEMORIAL BENCHES · blue badge application · SCHOOL CLOTHING GRANT · postal vote · CAMPBELTOWN · EQUALITY · landlord · skip hire · TOBERMORY · SCHOOL HOLIDAYS · PARKS · pest control · MEETINGS · child protection · BINS · WEBCAM · JOB VACANCY · cashless catering · PROPERTY · DUNOON · SCHOOL MEALS · payroll · ROADS · EUROPEAN ELECTIONS · BLUE BADGES · SCHOOLS · RECYCLING · bins · collected · PLANNING PERMISSION · building control · INVERARAY · LANDLORD REGISTRATION · FEES AND CHARGES · CHANGE OF ADDRESS · CAN I SET UP A DIRECT DEBIT FOR MY SEWERAGE · DISCRETIONARY HOUSING PAYMENTS · ENVIRONMENTAL HEALTH · OPENING HOURS

1. Aggregated pageviews accross all main council owned sites- includes: main website, marriage, high schools, film in argyll
2. Aggregated figures from all relevant council social media accounts and pages- see full list at www.argyll-bute.gov.uk/social-media

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. school holiday, jobs, bin collection and planning related pages (particularly the Public Access system) continue to be extremely popular.

Page	Pageviews	Page	Pageviews
searchresults	24788	dunoon gourock passenger ferry timetable	6930
find and comment planning applications	22533	dunoon webcam	6218
bin collection	21145	rubbish and recycling	5916
school holidays	13889	islay ferry timetable	5378
enquiriesform	13754	weekly list valid planning applications	5354
council tax	12723	welcome	5300
planning and environment	12148	births	5240
pay it	11793	education and learning	5187
myview	9171	a z	5098
jobs	8911	myaccount register	4638

What did online customers contact us about?

The website satisfaction survey asks customers which topics they were interested in for this visit. This gives us some insight into the wants and needs of customers that may not have filled in the 'contact us' form.

Council tax	92	Business	6
Rubbish and recycling	44	Adult / further education	5
Roads and Highways	30	Housing	3
Planning	12	Environmental health	3
Social care	10	Family history	2
Parking	9	Job vacancies	2
Council Business	9	Electoral register	1
Schools/youth	8		
Transport and Buses	7		
None	7		

Why did customers visit us?

What was the purpose of your visit?

- Find information — 62%
- Make a payment — 11%
- Request a service — 9%
- Report a problem — 8%
- Make an application — 5%
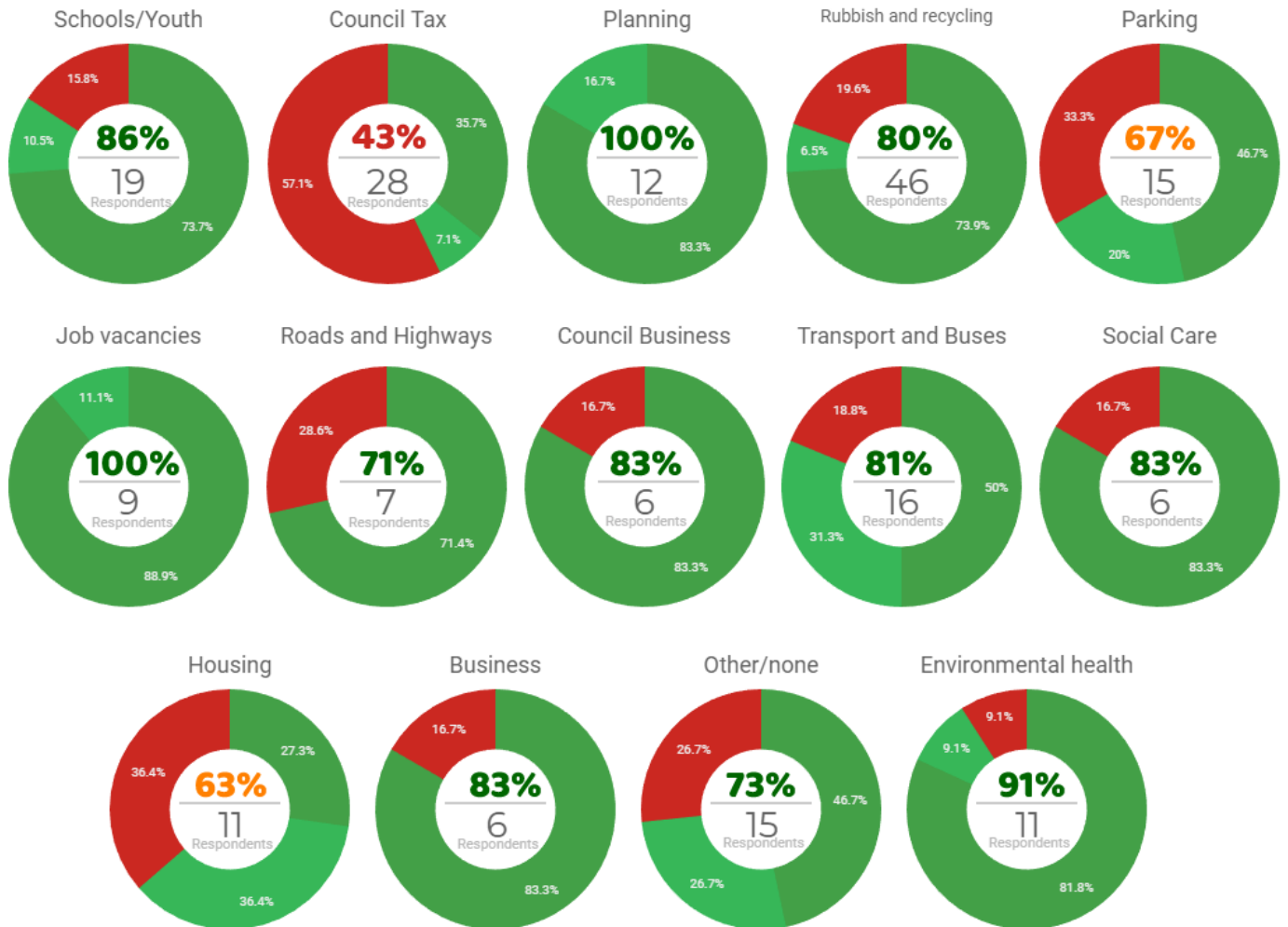- Not looking for anything in particular — 4%
- Make a booking — 1%
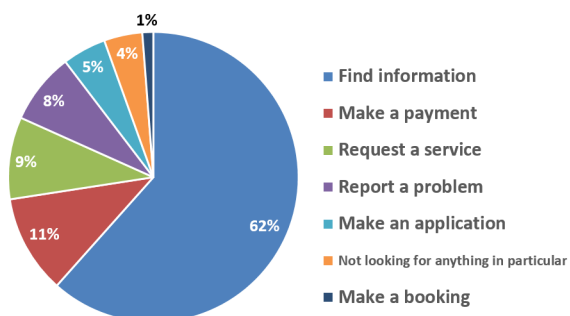
What service were you interested in?
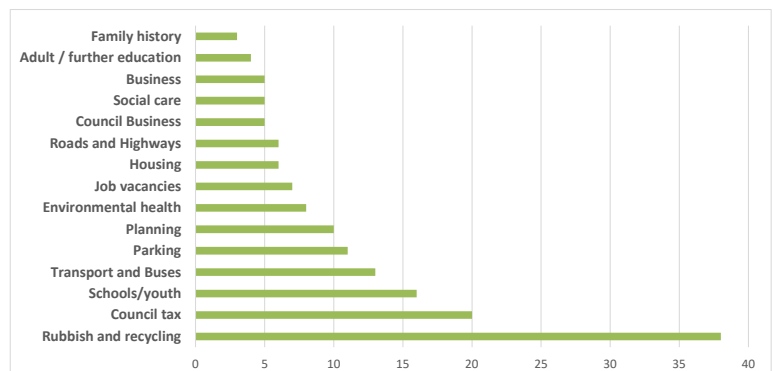
3. Satisfaction
Survey question: "How satisfied were you with your visit today?"

Overall satisfaction
🙂 77%

Schools/Youth
86% 19 Respondents
15.8% · 10.5% · 73.7%

Council Tax
43% 28 Respondents
35.7% · 57.1% · 7.1%

Planning
100% 12 Respondents
16.7% · 83.3%

Rubbish and recycling
80% 46 Respondents
19.6% · 6.5% · 73.9%

Parking
67% 15 Respondents
33.3% · 46.7% · 20%

Job vacancies
100% 9 Respondents
11.1% · 88.9%

Roads and Highways
71% 7 Respondents
28.6% · 71.4%

Council Business
83% 6 Respondents
16.7% · 83.3%

Transport and Buses
81% 16 Respondents
18.8% · 31.3% · 50%

Social Care
83% 6 Respondents
16.7% · 83.3%

Housing
63% 11 Respondents
36.4% · 27.3% · 36.4%

Business
83% 6 Respondents
16.7% · 83.3%

Other/none
73% 15 Respondents
26.7% · 46.7% · 26.7%

Environmental health
91% 11 Respondents
9.1% · 9.1% · 81.8%

Customer Feedback

good website – easy to use and navigate

Fast, easy to use and full of relevant information. Well done.

Could you provide a clearer webcam picture ? Miller Stewart was my favorite looking at Hanover St. and watching the Burgh Hall renovation. That webcam was canceled out over a year ago. All there is left is your Council web cam that is of poor quality of a nice view.

Make it less confusing - whatever happened to plain language. I would prefer to speak to a person but your phone contact is equally rubbish.

Super website and with a little help from the council lady it was easy peasy.

Overall visit Success

☺ **75%**

Schools/Youth
73%
19 Respondents
26.3% · 5.3% · 68.4%

Council Tax
58%
28 Respondents
26.9% · 42.3% · 30.8%

Planning
90%
12 Respondents
10% · 30% · 60%

Rubbish and recycling
82%
46 Respondents
17.8% · 26.7% · 55.6%

Parking
67%
15 Respondents
20% · 33.3% · 46.7%

Job vacancies
89%
9 Respondents
11.1% · 33.3% · 55.6%

Roads and Highways
71%
7 Respondents
28.6% · 14.3% · 57.1%

Council Business
83%
6 Respondents
16.7% · 16.7% · 66.7%

Transport and Buses
75%
16 Respondents
25% · 25% · 50%

Social Care
100%
6 Respondents
40% · 60%

Housing
44%
11 Respondents
33.3% · 55.6% · 11.1%

Business
67%
6 Respondents
33.3% · 33.3% · 33.3%

Other/none
64%
15 Respondents
35.7% · 50% · 14.3%

Environmental health
82%
11 Respondents
18.2% · 27.3% · 54.5%

You said we did

> I wanted to book on the Cuan ferry but it didn't seem clear whether this was possible.

> Looking to contact you Play Parks. Still have no idea who/ where to find out contact details. Website has no clear direction. Must do better

> On the ferry charges page, the Contact Us box hides some of the ferry prices. I'm using a laptop with a fairly wide screen.

> We are working on a new online ticketing system for our ferries which will be availiable in August.

> we added additional search terms for play parks and made it easier to find in our main menu. We have also added this to our A-Z of services

> We fixed the table so that it now displays correctly on all devices

See more at www.argyll-bute.gov.uk/yousaid

5. Mobile
Data from Google Analytics and Hotjar website satisfaction survey

% of users by device for quarter (how many people are using these devices)

42% ↓ 6%

45% ↑ 6%

13%
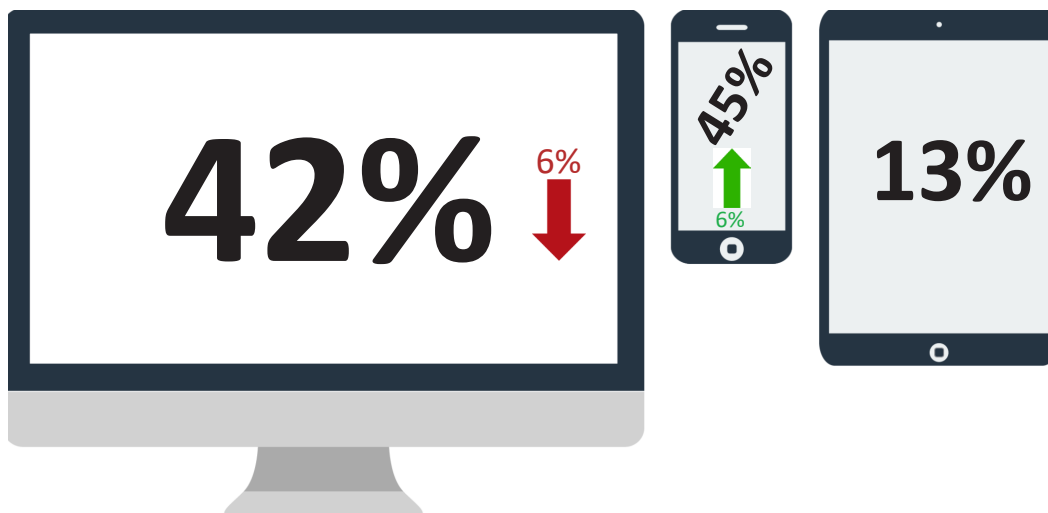
What type of mobile devices are being used?

This includes usage for both Smartphones and Tablets
Percentage figure shows comparison to last year

iOS Sessions
104,286
↑ 36.8%

Android Sessions
78,758
↑ 35.4%

Other Sessions
141
↓ -36.5%

Overall satisfaction
From mobile customers only

77% ↑ 5%

52 respondents

Top 10 pages on mobile
(Excluding homepage)

/education-and-learning/school-holidays
/dunoon-gourock-passenger-ferry-timetable
/planning-and-environment/bin-collection
/housing/council-tax
/myview
/pay-it
/isle-islay-portnahavenport-askaig-bowmore-port-el-len-ardbeg
/content/enquiriesform
/planning-and-environment/find-and-comment-planning-applications
/school-holidays-helensburgh-and-lomond-2018-2019

Visit success
From mobile customers only

81% ↑ 9%

53 respondents

Satisfaction with other elements of the site

Mapping
14.3%
19%
105
66.7%
● Satisfied ● OK ● Dissatisfied

Ease of finding information
19%
20.5%
205
60.5%
● Satisfied ● OK ● Dissatisfied

Ease of getting around site
16.3%
16.7%
209
67%
● Satisfied ● OK ● Dissatisfied

Value of information
14.1%
22.6%
199
63.3%
● Satisfied ● Dissatisfied ● OK

Site search
19%
21.5%
195
59.5%
● Satisfied ● Dissatisfied ● OK
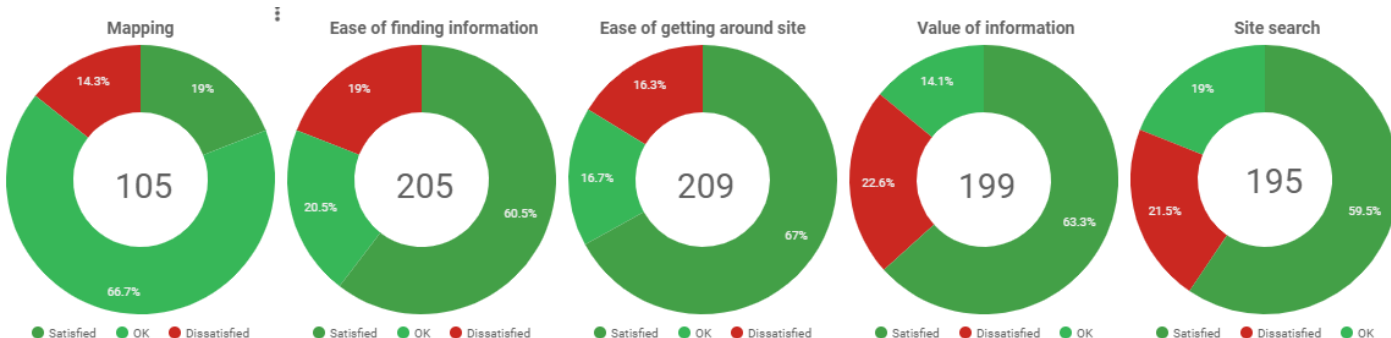
The mobile session and device statistics on this page exclude internal council traffic

6. Social media
Stats direct from Facebook and Twitter

Facebook page likes

Page	Q1 new likes	Total likes
Argyll and Bute Council	230	5560
Early Years	11	1519
Weathering the storm	12	6122
Argyll and Bute Civil Ceremonies	41	875
Trading Standards	-43	238
Gaelic Forum	2	283
HLCC Events	81	358

Twitter followers

@argyllandbute **12,507** ⬆️ *220*

@ABC_Planning **307** ⬆️ *9*

@MoneySkillsABC **69** ⬆️ *0*

@ArgyllButeFood **340** ⬆️ *22*

Instagram followers

@argyllandbute **4127** ⬆️ *694*

@abregistrars **341** ⬆️ *180*

@argyllandbutefood **924** ⬆️ *34*

Social Media Sentiment *(Facebook and Twitter)*

The sentiment (positive, negative or neutral) of messages sent to us or mentioning us on social media

69% Sentiment Neutral

Positive 25%

Negative 6%

Neutral 69%
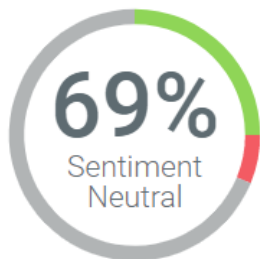
Most popular Instagram photos this quarter

April — 314 Likes - @johnnyg40

May — 524 Likes - @billycoupar

June — 628 Likes - @alexminardi1

10. Transactional forms and services

Stats from Google Analytics and Oracle CRM

Customer satisfaction

Finding information

83%

35 respondents

Visit Success

89%

35 respondents

Overall satisfaction

77%

35 respondents

Form usage

Page	Page Views	Unique Page Views	Avg. Time on Page
Smart Assistant	2640	2215	03:59
Outreach signup (email)	1675	1116	01:32
Missed Bin	815	645	03:22
Planning Pre Application	645	500	08:55
Contact Preferences	520	444	01:58
Iona Permit	478	366	06:29
Road Defect	416	285	05:00
Complaints	398	320	03:52
Live Chat / Virtual Assistant	673	225	08:04
Abandoned Vehicle	276	164	04:06
Recycling Bin Request	275	241	02:44
Cemetery Enquiry	224	194	04:55
Bulky Waste	222	175	04:36
Road Safety	194	149	05:11
Food Waste Bin Request	189	166	03:07
Commercial Waste	187	136	04:39
Domestic Bin	181	157	02:34
Civic Amenity Site	179	163	03:27
Flytipping	153	123	04:59
PWS Request	118	86	03:52
Survey completed	116	112	03:46
Certificate Birth	107	96	06:56
Pest Control	107	100	04:44
Other Roads Enquiry	106	96	06:27
Second Bin	104	96	03:10
Road Defect	104	24	02:47
Grass Cutting	96	82	04:51
Gazetteer New Property	89	72	07:23
Parking Enquiry	86	67	04:39
Dog Fouling	73	65	04:34
Dog Control	63	49	05:13
Street Cleaning	61	47	05:27
Assisted Bin	60	59	04:54
Public Recycling Points	58	48	04:39
Certificate Marriage	58	50	04:32
Invasive Plants	56	39	06:15
Paths Enquiry	56	45	06:42
Glass Bin Request	53	47	01:53
Outreach Verify	52	50	02:29
Gazetteer Change Property	48	40	03:18

11. Web Strategy Development Plan Update

task number	description	Completion date
web 25	Review transactional services to ensure compliance with General Data Protection Regulations (GDPR)	24/05/2018
web 16	Create digital marketing request form on Hub	30/05/2018
web 43	Conduct annual resilience testing on the website	30/05/2018
web 2	Add google optimises to website - carry out initial A/B test	30/06/2018
web 15	Implement mobile adaptive theme on all 3rd party sites/applications	30/06/2018
web 27	Create a central list of council owned and operated websites and other customer facing digital assets	30/06/2018
web 29	Create mechanism to allow submission of content from various stakeholder groups on the Hub. (crowdsourcing)	30/06/2018
web 11	Report on, and make available, 'popular search terms, 'ineffective searches', 'search success' and 'customer satisfaction with search' data. Data will be made available through the Hub.	01/07/2018
web 17	Publish digital marketing metrics to a central location.	01/07/2018
web 31	Ensure that all new systems with a customer facing digital element are mobile adaptive	30/07/2018
web 1	Create a central library of images in collaboration with Comms and Economic dev	31/07/2018
web 38	Install tablets in service points	31/07/2018
web 41	Monitor and report on the quality or website content.	31/07/2018
web 24	Review and update privacy, terms and conditions and cookie guidance information	30/08/2018
web 37	Regularly report to customers on web development and improvements	30/08/2018
web 4	Pass Better Connected accessibility assessment	30/09/2018
web 5	Create and publish guidance for authors and editors on producing accessible digital content	30/09/2018
web 21	Implement the use of 'User stories' as developed by the Government Digital Office	30/09/2018
web 22	Provide up to date training material on the Hub for content authors and editors	30/09/2018
web 23	Publish performance and feedback data onto an appropriate platform and allow access to this data to relevant parties.	30/09/2018
web 28	Create new section on Hub to properly reflect all the available resources in-house for digital marketing and service development	30/09/2018
web 33	Establish a preferred method for mobile app development.	30/09/2018
web 10	Attend DMTs to educate services on how they can use customer feedback data (search, analytics, surveys etc).	30/10/2018
web 12	Increase usability testing with customers. Tie in with Better connected tasks for 2019	30/11/2018
web 19	Create appropriate workflow within Drupal to remove or archive data, as appropriate, from the website	30/11/2018
web 20	Fully Implement content governance model 3	30/11/2018
web 34	Integrate Single sign on (SSO) to new system whenever possible.	30/11/2018
web 32	Investigate and adopt agile working practices within the web team and digital development teams that will allow for rapid and efficient digital development	31/12/2018
web 8	Review content and consolidate or remove 'deep' pages	30/04/2019
web 6	Create a central, comprehensive menu structure within Drupal For both website and Intranet	30/04/2019
web 7	Implement 'breadcrumb' navigation menu	30/04/2019
web 39	Implement "Virtual Assistant"	30/04/2019
web 14	Investigate and propose an upgrade path to Drupal 8	30/05/2019
web 40	Natural language user interface	31/05/2019
web 18	Attend information security forum	01/07/2019
web 26	Investigate the use of new and growing technologies. Propose development projects	30/11/2019
web 30	Implement 'top tasks' approach to navigation on Intranet (The Hub)	30/01/2020
web 35	Adopt national BisAccount authenticated service.	28/12/2020
web 36	Work with national bodies to implement collaborative transactional services	31/12/2020
web 42	Investigate use of AI to enhance conversational user experiences.	31/12/2020