

www.saferstockton.com - Traffic on Ward pages

1. The 'Crime In Your Area' web pages were available from the end of July 2008, but small adjustments continued to be made throughout the remainder of the month to improve the service. Web usage data was recorded from August 2008: this report covers the period 1st August to 31st October 2008 inclusively.
2. There were a total of 3596 hits during the period from 1st August until the 31st October 2008, with a total of 1938 individual visits. The most hits and visits occurred during the first month, with 1421 hits and 662 visits received during August 2008 only. It is important we continue to raise public awareness of this service: a press release will follow this report's findings.
3. The 'Crime In Your Area' homepage received the most hits throughout this period, and was the most used entry and exit pages. The 'Crime In Your Area' homepage is also the most used single-page visit, which means that a large percentage of users did not click through to any individual ward page.
4. The Stockton Town Centre ward page received the most visits in August: however the Billingham Central ward page received the most visits in both September and October. There appears to be no trend in the least visited ward pages, which were Norton South in August, Hardwick in September and Newtown in October.
5. The web pages received the most hits and views on weekdays, with an average of 20 visits and 37 hits per weekday throughout the period. There appears to have been a problem with the data recording in the initial stages as the most activity in August was recorded on Saturdays between 4am and 5am. However the most activity was recorded in both September and October on weekdays between 3pm and 4pm.