

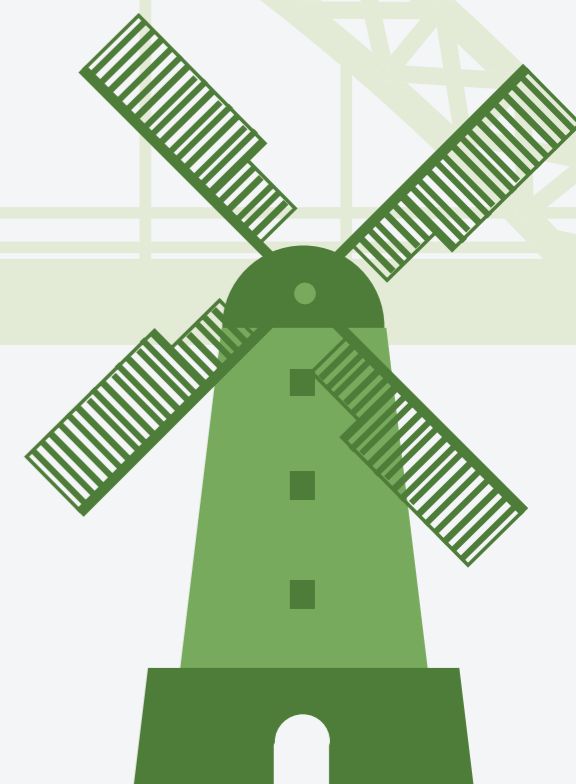


wellbeinginfo.org



# wellbeinginfo Stats Information Report

April 2017 - March 2018



# Stats for wellbeinginfo

April 1st 2017 - March 31st 2018

## Unique Visitors

April 2017- March 2018

117k

Unique visitors have more than doubled from the April 2016 - March 2017 stats which were 55,398.

Unique Visitors; This is the amount of unique devices that have visited the site.

Visits to site broke down into months from 1st April 2017 - 31 st March 2018

April May June July August September October November December January February March

7.5K | 9k | 8k | 8k | 8k | 8.5k | 10k | 13k | 11k | 10.5k | 11k | 13k

## Website Hits

April 2017- March 2018

4,131,000

Website hits have went down from last years number of 4,324,000, we believe this is down to extensive improvements on the site search and the navigation helping people find what they are looking for quicker and with less clicks.

Website hits - This is the amount of clicks made on the entire website

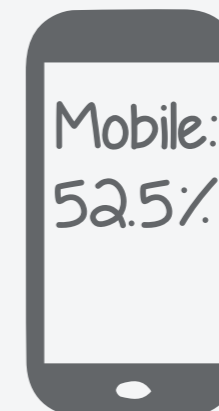
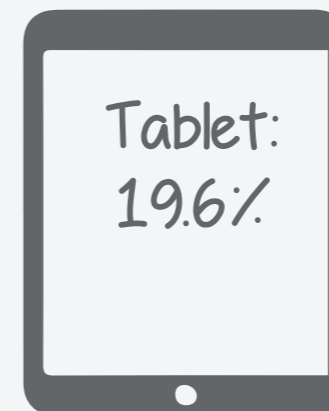
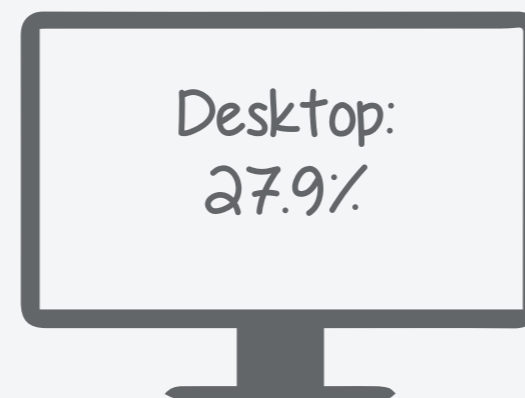
Website hits broke down into months from 1st April 2017 - March 2018.

April May June July August September October November December January February March

269k | 378k | 274k | 281k | 282k | 283k | 366k | 413k | 297k | 471k | 395k | 422k

## Devices

This information shows us how people are accessing the site, through a mobile device such as a phone, or a tablet or a desktop computer.



More and more people are accessing the site via a mobile device rather than a desktop computer.

## Comparing Stats between March 2017 and March 2018

### Unique Visitors

March 2017

6,696

March 2018

13,039

Unique visitors have nearly doubled from March 2017 to March 2018

### Site hits

March 2017

240,170

March 2018

421,733

That's nearly a **100%** increase on the year before.

wellbeinginfo is growing every year and Unique Visitors are at an all-time high

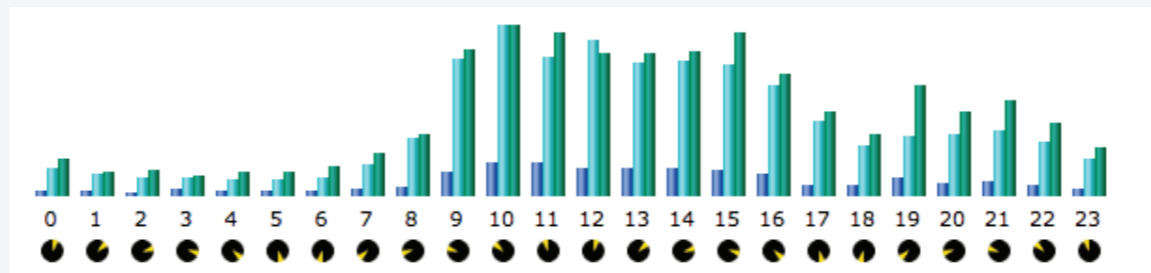
This page shows how people have interacted with the site between April 2017 - March 2018

## Returning Visitors

This is the percentage of visitors that returned to the site at another time.

(this does not account for visitors that may have used a different device on a new visit, they may have a hand held device and a desktop computer)

32.6%



## Activity on site by time of day

The image above shows traffic and activity on the site by during the day, showing peak times between 8am to 4pm. With the number going back up in the later hours of the night.

## Hits by day

This information shows the number of hits split into the days of the week. The information shows Monday as the busiest day and good access throughout the weekend.

Mon	19,107	Fri	15,554
Tue	18,028	Sat	9,980
Wed	18,249	Sun	8,623
Thu	16,541		

Records taken from March 2018

## Downloads

The information on the right shows the top ten downloads from the site between April 2017 - March 2018

- South Tyneside Sexual Health Services.pdf
- Directory\_of\_Cancer\_Services\_2010.pdf
- Detention\_Under\_The\_Mental\_Health\_Act\_Factsheet.pdf
- A4\_Gateshead\_Sexual\_health\_with\_addresses.pdf
- HADS\_scoring\_sheet.pdf
- Community\_mental\_health\_profile\_2.pdf
- SouthTynesideGuidejune2013.pdf
- Volunteer Role Descriptions.pdf
- Copy\_of\_Jarrow\_Hebburn\_PRACTICE\_DETAILS.pdf

## Top five pages used are....

Here are the five most visited pages on the website, obviously home is normally going to be the number one as its the first page you get to on the site before navigating to somewhere else.

- 1) Stepped Care
- 2) Safe Self-harm
- 3) Crisis
- 4) Useful Links
- 5) Things to do

April 2017 - March 2018

Please keep in mind that the actual numbers could be higher, the figures come from IP addresses that were located within Sunderland but does not account for people from Sunderland that are accessing the site from a mobile device in another area.

## Unique Visitors

April 2017- March 2018

40.5%

Percentage of unique visitors on site from Sunderland

## Pages Viewed

The number below is the average amount of pages people viewed from Sunderland while visiting the site.

3.1 pages per session

## Pages viewed

The numbers show how many times people from Sunderland viewed particular pages between the above dates.

Stepped Care 912 people

Crisis 815 people

Things to do 645 people

Safe Self-Harm 543 people

## Website Hits

April 2017- March 2018

1,734,413

Nearly 2 million hits in one year

## Time spent on the site.

The average time people spent on the site in this year was...

2 minutes and 27 seconds



A brand new wellbeinginfo app is being developed to make it even easier to access information and local services.