

Appendix 8: –
Draft Day Opportunities Strategy Consultation
Google Analytics (2019) –
Day Opportunities Consultation Webpage Traffic



Google Analytics (2019) – Day Opps Consultation Webpage Traffic

Glossary of terms:

Page views – how many times the page was viewed during the period (this includes multiple viewings by a person)

Unique page views – this counts each “session” (a session lasts 20 minutes, so an example person viewing a page 5 times during a session is only counted once)

Average time on page – the average time each person spends on that page

A report was produced using Google Analytics toolkit to identify the web traffic trends within the Day Opportunities Consultation Webpage, during the period of 8th April 2019 to August 4th 2019.

Graph 1: Demonstrates the throughput on the webpage during the Consultation Period.

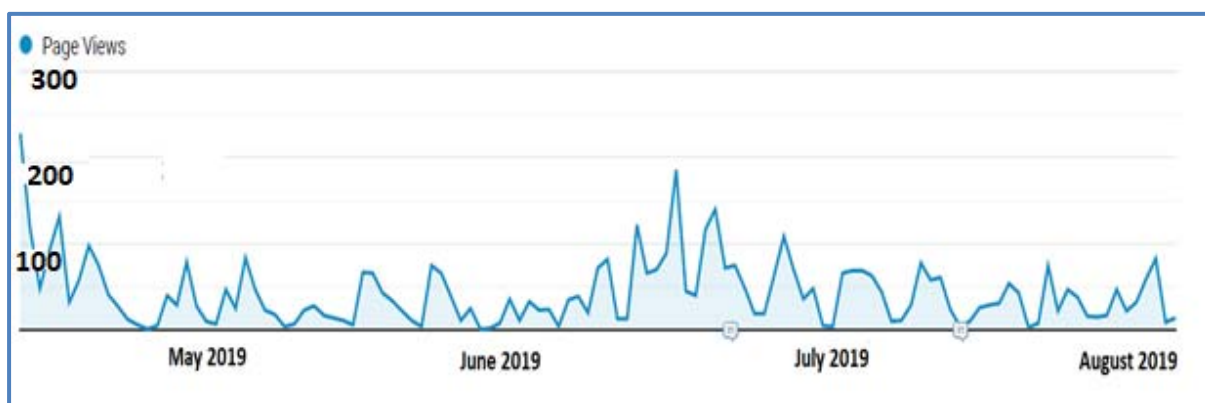


Table 2: Summary of Web traffic from the Adult Social Care Day Opportunities Consultation 2019.

	Page Views	Unique Page Views	Avg. Time on Page
Summary	5,130	3,137	00:01:51

From the 8th April – 4th August 2019, there was 5,130 total views to the Day Opportunities Consultation Webpage with an average timespan recorded as 00:01:51 minutes.

Table 3: Shows the breakdown of individual pages from the Day Opportunities Consultation Webpage 2019 throughout the consultation.

Page Title	Page Views	Unique Page Views	Avg. Time on Page
Adult Social Care Day Opportunities Consultation 2019 , Birmingham City Council	3,929 (76.59%)	2,309 (73.61%)	0:01:59
Frequently asked questions and responses, Adult Social Care Day Opportunities Consultation 2019, Birmingham City Council	303 (5.91%)	223 (7.11%)	0:02:49
What happens next, Adult Social Care Day Opportunities Consultation 2019, Birmingham City Council	300 (5.85%)	237 (7.55%)	0:00:26
Adult Social Care Day Opportunities Consultation 2019, Birmingham City Council	144 (2.81%)	71 (2.26%)	0:01:09
Comments from events, Adult Social Care Day Opportunities Consultation 2019, Birmingham City Council	115 (2.24%)	59 (1.88%)	0:01:14
Amendment made to the introduction in the document: Consultation on the Draft Day Opportunities Strategy, Adult Social Care Day Opportunities Consultation, 2019, Birmingham City Council	93 (1.81%)	60 (1.91%)	0:00:43
Comments from provider events, Adult Social Care Day Opportunities Consultation, 2019, Birmingham City Council	84 (1.64%)	64 (2.04%)	0:02:19
Comments from public events, Adult Social Care Day Opportunities Consultation 2019, Birmingham City Council	75 (1.46%)	57 (1.82%)	0:02:09
Comments from internal events, Adult Social Care Day Opportunities Consultation 2019, Birmingham City Council	72 (1.40%)	47 (1.50%)	0:01:51
Comments from internal events - 28 May and 2 July 2019 Adults Social Care Day Opportunities Consultation 2019 Birmingham City Council	8 (0.16%)	5 (0.16%)	0:01:01
Comments from internal events - 15, 16 and 23 May 2019 Adults Social Care Day Opportunities Consultation 2019 Birmingham City Council	7 (0.14%)	5 (0.16%)	0:00:34

Graph 2: Demonstrates the throughput on the website during the Consultation Period using the short web link referenced in the day opportunities consultation 2019 published documentation - <https://www.birmingham.gov.uk/day-opportunities-consultation2019>

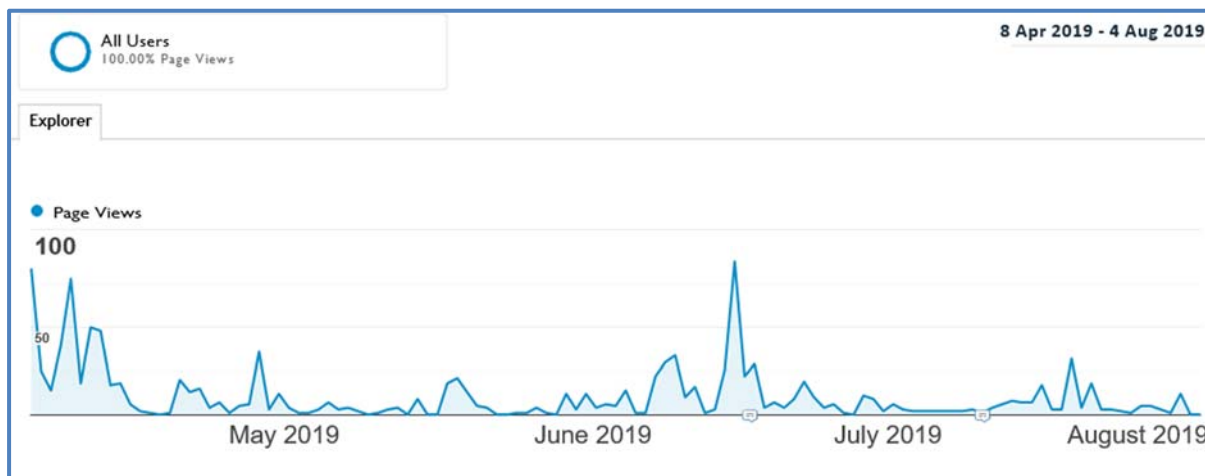


Table 4: Summary of Web traffic from the Adult Social Care Day Opportunities Consultation 2019 using the Short Web link.

	Page Views	Unique Page Views	Avg. Time on Page
Summary	1,228	765	00:01:53

Table 5: Web Page Update History

Date	Ref Number	Webpage / BeHeard Update History
04/04/2019	N/A	Day Opportunities Consultation 2019 website live
08/04/2019	N/A	BeHead Live
08/04/2019	N/A	Consultation Packs live on website (standard & easy read) / Rearrange
05/04/2019	N/A	Website update NDTi Report link added / content update
14/05/2019	N/A	Section 4 added (Comments from events)
01/05/2019	N/A	Website update – email address
08/05/2019	N/A	Website update
12/04/2019	N/A	Website / BeHeard update link added to page 1 para 7 Consultation on the draft day opportunities strategy
14/05/2019	N/A	Website update (Update Section 1 & 4)
13/05/2019	N/A	Website update (FAQ'S) / rearrange
10/06/2019	1366880	Rearrange design
07/06/2019	1363339	Website updates, Consultation Extended, Amendment to Cllr Hamilton Foreword and wider explanation of supporting documentation. General order of content updated.
10/06/2019	N/A	BeHeard Consultation update
14/06/2019	1373563	Update of FAQ's / rearrange
17/06/2019	1376609	Website update
17/06/2019	N/A	BeHeard update
20/06/2019	1381707	Update of FAQs - the questions
21/06/2019	1383243	Update comments
12/07/2019	1407354	Comments and FAQs
15/07/2019	1411121	Update of FAQ's
22/07/2019	1422117	Update to Consultation Amendment Presentation Standard and Consultation Amendment Presentation Easy Read
25/07/2019	1424740	Update changes re FAQ's
02/08/2019	1436153	Update of comments
02/08/2019		BeHeard Update
09/08/2019	1445675	Update to FAQ's
12/08/2019	1450096	Webpage update / rearrange content
15/08/2019	1457501	Web page maintenance
15/08/2019	1457674	FAQ's maintenance
15/08/2019	1457803	Further updates
15/08/2019	1457838	Update with new content
16/08/2019	1459570	FAQ's update
20/08/2019	1465579	Webpage general maintenance
21/08/2019	1465784	Updates re formatting
22/08/2019	1466426	Updates re formatting / New section Internal Comments
22/08/2019	1467578	Updates re formatting
09/09/2019	1516871	Webpage update
12/09/2019	1526234	General updates
17/09/2019	1537599	Updates -
26/09/2019	1564497	Webpage update
12/11/2019	1715772	Webpage update – rename section (November Update)
13/11/2019	1720648	Webpage update to section What Happens Next (Cabinet Meeting update)