



# Staff Report

## Administration

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**Report To:** Community Communications Advisory Committee  
**Meeting Date:** December 15, 2020  
**Report Number:** FAF.20.198  
**Subject:** Website Analytics Update – 2020 Quarter 3  
**Prepared By:** Tim Hendry, Manager of Communications and Economic Development

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### A. Recommendations

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THAT the Community Communications Advisory Committee receive Staff Report FAF.20.198 entitled Website Analytics Update – 2020 Quarter 3 for information purposes.

### B. Overview

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This report provides an overview of the 2020 Q1, Q2 and Q3 website statistics for the [www.thebluemountains.ca](http://www.thebluemountains.ca) website analytics, as directed at the June 17, 2019 Community Communications Advisory Committee (“Committee”) meeting.

### C. Background

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Each quarter, the Communications and Economic Development Coordinator reviews the Town’s website analytics data. Included for information is website analytics data for Quarter 1 of 2020, Quarter 2 of 2020, and Quarter 3 of 2020.

### D. Analysis

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#### Definitions

The following section contains definitions of the standard terms used within website analytics reporting:

- **Users:** The number of new and returning people who visit your site during a set period of time.
- **New Users:** The number of first-time users during the selected date range.
- **Sessions:** A session is the period time a user is actively engaged with your website. The default time frame is 30 minutes. Assuming this default time frame, user interactions with no more than 30 minutes between them are in the same session; wait more than 30 minutes between user interactions, and a new session starts.

- **Pages Per Session:** The number of pages a user will visit within one session.
- **Page Views:** A pageview is an instance of a page being loaded (or reloaded) in a browser.
- **Unique Page Views:** The number of individual pages loaded by new users. This does not take multiple visits to the same page into account.
- **Average Time on Page:** The average time that all website users spend on an individual website page.
- **Bounce Rate:** The number of users that enter your site, then leave after viewing just a single page.
- **Exit Percentage:** The percentage of visitors to a page on the website from which they exit the website to a different website.
- **Organic Search:** Website traffic from search engine results.
- **Direct Traffic:** Any direct traffic where the referrer or source is unknown.
- **Referral Traffic:** Traffic that occurs when a user is directed through a site other than a major search engine.
- **Social Traffic:** Traffic from a social network, such as Facebook, LinkedIn, Twitter, or Instagram.
- **Not Set:** Traffic with no defined or reported location.

## Website Analytics

Table 1 – Metrics Overview

Metrics	2020 Q1	2020 Q2	2020 Q3	Variance (Current vs Previous)
Users	25,790	37,560	55,358	38%
New Users	23,956	35,034	50,787	36.7%
Pages Per Session	2.36	2.31	2.08	- 10%
Pageviews	101,980	152,242	170,905	11.5%
Unique Pageviews	82,302	122,598	139,946	13%
Average Time on Page	1:22	1:30	1:34	3%
Bounce Rate	59.06%	58.06%	64.11%	9.9%
Exit Percentage	42.32%	43.23%	48.13%	10.7%

**Table 2 – Traffic Source**

<b>Traffic Source</b>	<b>2019 Q3</b>	<b>2019 Q4</b>	<b>2020 Q1</b>	<b>2020 Q2</b>	<b>2020 Q3</b>	<b>Variance (Current vs Previous)</b>
Organic Search	58.7%	68%	64%	67%	70%	4.3%
Direct	23.5%	27.2%	28%	25%	19.5%	- 24.7%
Referral	15.9%	3.8%	5%	5%	3.5%	- 35%
Social	1.9%	1%	3%	3%	1.5%	- 66%

**Table 3 – Social Network Overview**

<b>Social Network</b>	<b>2020 Q1</b>	<b>2020 Q2</b>	<b>2020 Q3</b>	<b>Variance (Current vs Previous)</b>
Twitter	816	1,868	1,236	-40%
Facebook	522	573	955	50%
LinkedIn	20	77	29	-90%
Trip Advisor	2	1	16	176%

**Table 4 – Traffic Location**

<b>Traffic Location</b>					
<b>2020 Q1</b>		<b>2020 Q2</b>		<b>2020 Q3</b>	
<b>Location</b>	<b>Users</b>	<b>Location</b>	<b>Users</b>	<b>Location</b>	<b>Users</b>
Toronto	4,976	Collingwood	9,625	Toronto	12,295
Collingwood	4,330	Toronto	6,671	Collingwood	8,272
Not Set	3,122	Not Set	4,114	Not Set	5,660
TBM	2,125	TBM	2,360	Brampton	3,317
Owen Sound	1,016	Brampton	1,281	TBM	2,436
Midland	764	Midland	1,218	Hamilton	2,157
Ashburn	692	Hamilton	1,159	Mississauga	1,903
Hamilton	666	Owen Sound	993	Vaughn	1,359
Mississauga	539	Mississauga	744	Owen Sound	979
Barrie	465	Barrie	538	Kitchener	968

**Table 5 – Committee of the Whole & Council Meeting Live Stream Views**

<b>Month</b>	<b>Users</b>	<b>% of New</b>	<b>% of Recurring</b>	<b>Sessions</b>	<b>Average Session Duration</b>	<b>Sessions</b>	<b>Annual Average Session Duration</b>
January 2019	251	27%	73%	585	1 hour, 08 minutes	232	43 minutes
February 2019	317	22%	78%	891	1 hour, 36 minutes	368	40 minutes
March 2019	227	40%	60%	399	49 minutes	378	30 minutes
April 2019	152	22%	78%	356	52 minutes	579	52 minutes
May 2019	221	31%	69%	483	1 hour, 12 minutes	436	52 minutes
June 2019	277	32%	68%	579	58 minutes	391	55 minutes
July 2019	200	31%	69%	417	1 hour, 25 minutes	157	42 minutes
August 2019	170	40%	60%	281	50 minutes	124	1 hour, 11 minutes
September 2019	187	31%	69%	407	1 hour, 08 minutes	344	58 minutes
October 2019	230	36%	64%	427	53 minutes	480	40 minutes
November 2019	247	30%	7%	556	1 hour, 13 minutes	265	58 minutes
December 2019	211	30%	70%	439	1 hour, 24 minutes	545	1 hour, 03 minutes
January 2020	186	23%	77%	511	1 hour, 24 minutes	585	1 hour, 08 minutes
February 2020	195	18%	82%	602	1 hour, 29 minutes	891	1 hour, 36 minutes
March 2020	317	18%	82%	658	1 hour, 06 minutes	399	49 minutes
April 2020	153	26%	74%	310	46 minutes	356	52 minutes
May 2020	252	34%	66%	532	1 hour, 11 minutes	483	1 hour, 12 minutes
June 2020	333	27%	73%	871	1 hour, 21 minutes	579	58 minutes
July 2020	219	32%	68%	434	1 hour, 00 minutes	417	1 hours, 25 minutes
August 2020	221	31%	69%	475	1 hour, 27 minutes	281	50 minutes
September 2020	420	32%	68%	1,061	1 hour, 12 minutes	407	1 hour, 08 minutes

**Table 6 – Top 10 Website Pages**

<b>Top 10 Website Pages</b>					
<b>2020 Q1</b>		<b>2020 Q2</b>		<b>2020 Q3</b>	
<b>Page</b>	<b>Page views</b>	<b>Page</b>	<b>Page views</b>	<b>Page</b>	<b>Page views</b>
Homepage	14,066	Homepage	18,609	Homepage	20,912
Employment Opportunities	5,443	COVID-19	12,942	COVID-19	9,235
Search	4,915	COVID-19 Open & Closed	8,295	Search	8,285
COVID-19	3,881	Search	8,217	Facilities	5,962
Solid Waste	2,192	Tomahawk Golf Course	5,368	Tomahawk Golf Course	4,961
A – Z Listing	1,931	Employment Opportunities	5,250	Solid Waste	3,924
Council	1,685	Solid Waste	4,340	Employment Opportunities	3,623
Staff Directory	1,604	Facilities	2,721	Staff Directory	2,420
Newsroom	1,525	A – Z Listing	2,087	Thornbury Harbour	2,319
Public Transit	1,298	Agendas, Minutes & Reports	990	A-Z Listing	2,318

## **E. Strategic Priorities**

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### **1. Communications and Engagement**

We will enhance communications and engagement between Town Staff, Town residents and stakeholders.

### **2. Organizational Excellence**

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

## **F. Environmental Impacts**

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No environmental impacts are associated with this report.

## **G. Financial Impact**

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No financial impacts are associated with this report.

## **H. In consultation with**

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Shawn Everitt, Chief Administrative Officer

## **I. Public Engagement**

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The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, [communications@thebluemountains.ca](mailto:communications@thebluemountains.ca).

## **J. Attached**

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None

Respectfully Submitted,

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Tim Hendry  
Manager of Communications and Economic Development

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Shawn Everitt  
Chief Administrative Officer

For more information, please contact:  
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