2016

external website

UPDATE

Over
2.1M
sessions

6%
staff
(within the network)

WHAT
visitors do on the website
excluding staff

Clicks to County Connect
17K 2K website requests
received via web (staff + public)

Downloaded documents
178K
Mostly transit schedules
followed by recreation schedules
and the waste calendar

Read FAQs
113K
Most often to learn about:
Canada Day
bus information
recreation programs
Enviroservice Station

Top **2** Campaigns with dashboards

Enviroservice campaign

6K sessions

50% new users

38K page views

10% of sessions came from paid social posts

SC Alerts

5.2K sessions

36% new users

10K page views

4K sessions came from the short web address www.strathcona.ca/scalerts
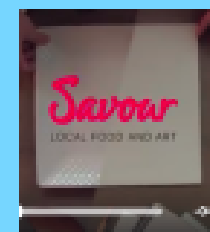
STRATHCONA COUNTY

The *best performing* paid ads
on the County's Facebook page

Enviroservice campaign
106K users reached
5.5K link clicks
$0.36 cost per click
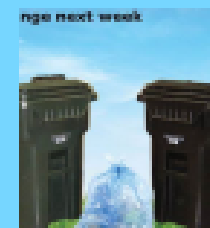
Savour Strathcona video
15K users reached
16.7K video plays
$0.01 cost per click

Tourism Getaway
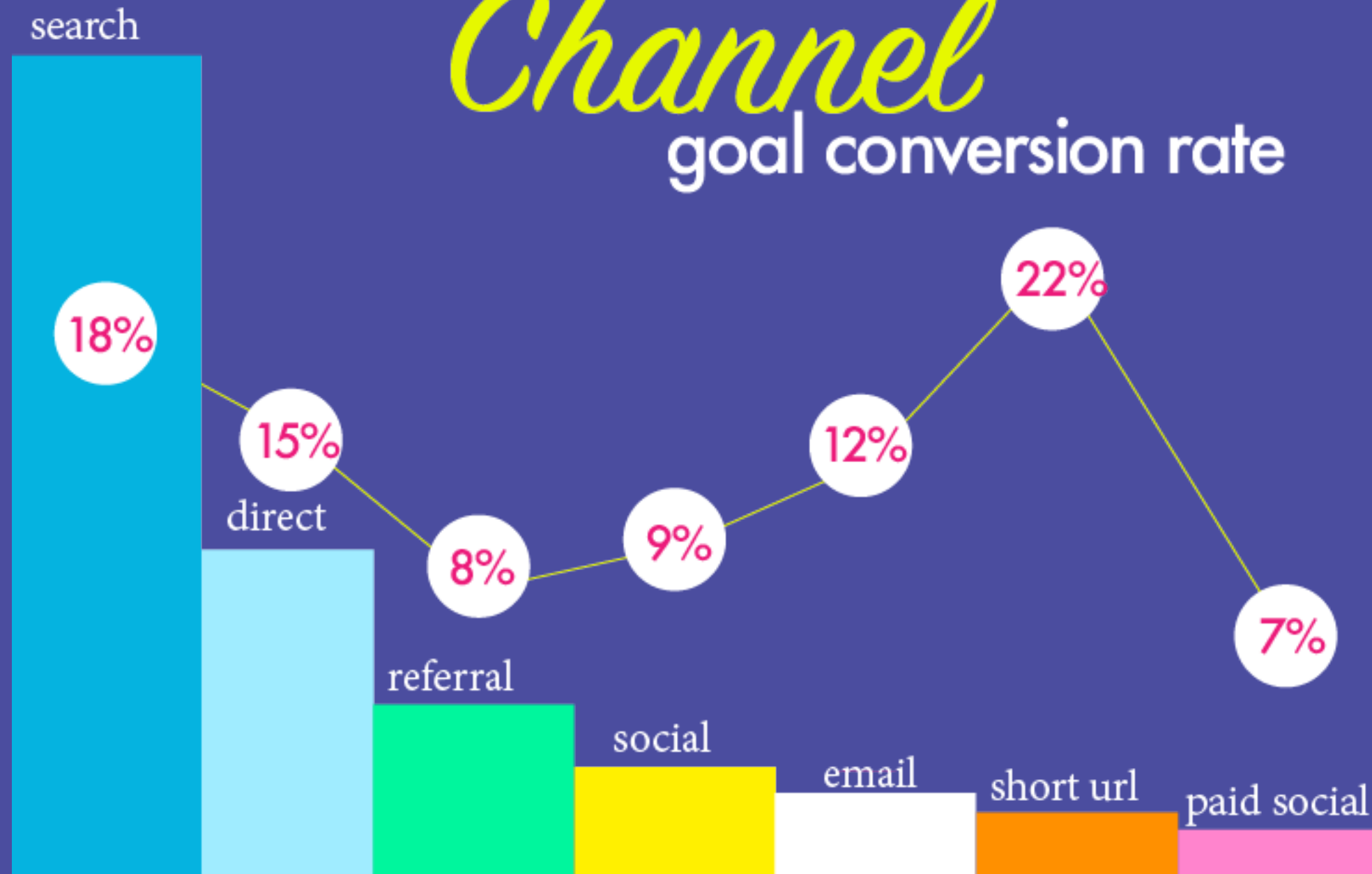106K users reached
4.4K link clicks
$0.17 cost per click

Waste collection changes
14.7K users reached
2K engagements
$0.03 cost per engagement

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Engagement
via online surveys

Clicked to view the
Property Assessment Mapping Tool
38K

Clicked to send us
email
14K
*Excludes jobs@ email - replaced by Jazz in July

Followed a link to Google or GIS
map
21K

Followed a link to **register** for a program using Click-it
13K

Waited
4.26 seconds
for the average page to load

Jumped to a **survey**
6.7K
2.8K clicks to Community Talk

Clicked to access
Your Accounts Online
12K

Clicked to
County Connect
17K
2K website requests received via web (staff + public)

Clicked to **phone us** from their smartphone
25K

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Planning **&**

Modelling
completed

- content audit

- residents and staff engagement: **content sorting**

- **information architecture and wireframes:** content function plan to guide design and implementation

- **usability testing** on current website

- site content **map**

- design and development **consultant selected**

How do you **SORT?**

A giftcard for your thoughts

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What is
NEXT

**website upgrade
and redesign project**

organize content primarily by **topics**

software **upgrade** the current content management system

redesign - a new face for the websites

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