

2015

Web highlights

www.strathcona.ca

Over
1.97M
sessions

6%

staff
(within the network)

What do people do on the website?

From July 1 to December 31, 2015:

* Excluding staff

People downloaded documents

164 thousand times
Mostly **transit schedules**

followed by **swimming and recreation schedules**
and the **waste calendar**



Followed a link to
register
for recreation programs
10
thousand times

Followed a link to a
survey
1.8
thousand times

Clicked to send us
an email
16
thousand times

Waited
3.4 seconds
for the average page to load



Clicked to read or
sign up for an
eNewsletter
2
thousand times



Clicked to
phone us
from their smartphone
15
thousand times

Clicked to view the
property assessment
mapping tool
17
thousand times



Watched a
video
29
thousand times

The most popular
video watched **through**
the website was the Traffic
Circle Changes, with
over 1,600 views.



People also watched on social media

These were our top 3 YouTube videos *throughout 2015, including staff views.*



Dance off crosswalks
57 thousand views
48% from USA
12% from Canada



Rain barrel tricks
8 thousand views
68% from USA
11% from Canada



Traffic Circle
5 thousand views
1% from USA
98% from Canada

Numbers include views from website, facebook, Twitter and Youtube.

The global website conversion rate was **15%.**

This means residents performed a **special activity**, in addition to coming to the website for information.

Topics of interest were:



<i>Top 10 groups of pages</i>	<i>Pageviews (in thousands)</i>
Recreation, parks and culture	519
Transit	238
Careers and Human Resources	222
Permits, planning, development	92
Utilities	81
Taxation and assessment	45
Search results	38
Transportation and agriculture	37
News and events	32
Family and Community Services	30

July 1 to December 31

How do people get to the website?

65%

Arrive at the County website after searching the web, primarily google.



Google

They land **directly** on the pages containing their search terms.



10%

Of sessions originating from search land on the homepage.

People searched for:

strathcona-county
millenium-place
strathcona-transit
sherwood-park-transit
school-zone 411
strathcona
strathcona-county-jobs
millennium-place
millennium
strathcona-wilderness-centre
sherwood-park
strathcona-county-library
strathcona-county-transit
county-of-strathcona
ardrossan
ardrossan-rec-centre

People also followed links from other websites to ours.
The **top 5 referring websites** since July 1, showcased:

**Playgrounds,
events and activities**

7.5

*thousand
sessions*

todocanada.ca
raisingedmonton.com
frugaledmontonmama.com

Careers

4.5

*thousand
sessions*

wowjobs.ca
ca.indeed.com

If people came from social media, they came from:



Social *by the* NUMBERS

7 thousand Facebook page likes
Average of 7.5 Facebook posts
per week

5.5 thousand Twitter followers

18 staff crafting messages and/or
monitoring across departments

The *Most engaging* posts in social media were:

TRAFFIC CIRCLE

17 thousand
Facebook users reached

3 thousand
Facebook post clicks

720 Likes, comments
and shares

315 Twitter
clicks (from 2 tweets)

WATER BAN

22 thousand
Facebook users reached

3.7 thousand
Facebook post clicks

525 Likes, comments
and shares

155 Twitter
clicks (from 2 tweets)

DANCE OFF

15 thousand
Facebook users reached

1.9 thousand
Facebook post clicks

283 Likes, comments
and shares

108 Twitter
clicks

All best performing posts
featured rich content
(images or videos)

The average reach in Facebook
was **1.3 thousand** users and the
average engagement was **65** likes,
comments or shares

Out of the total **389** Facebook
posts, **98%** were organic
(not paid for)

How people outside our network viewed the website:



51%
using a phone



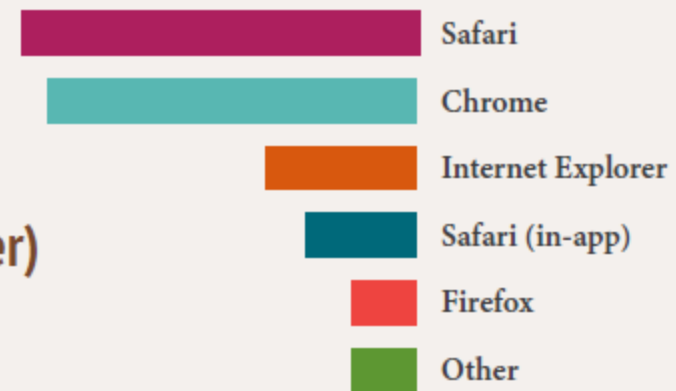
38%
using a desktop

11%



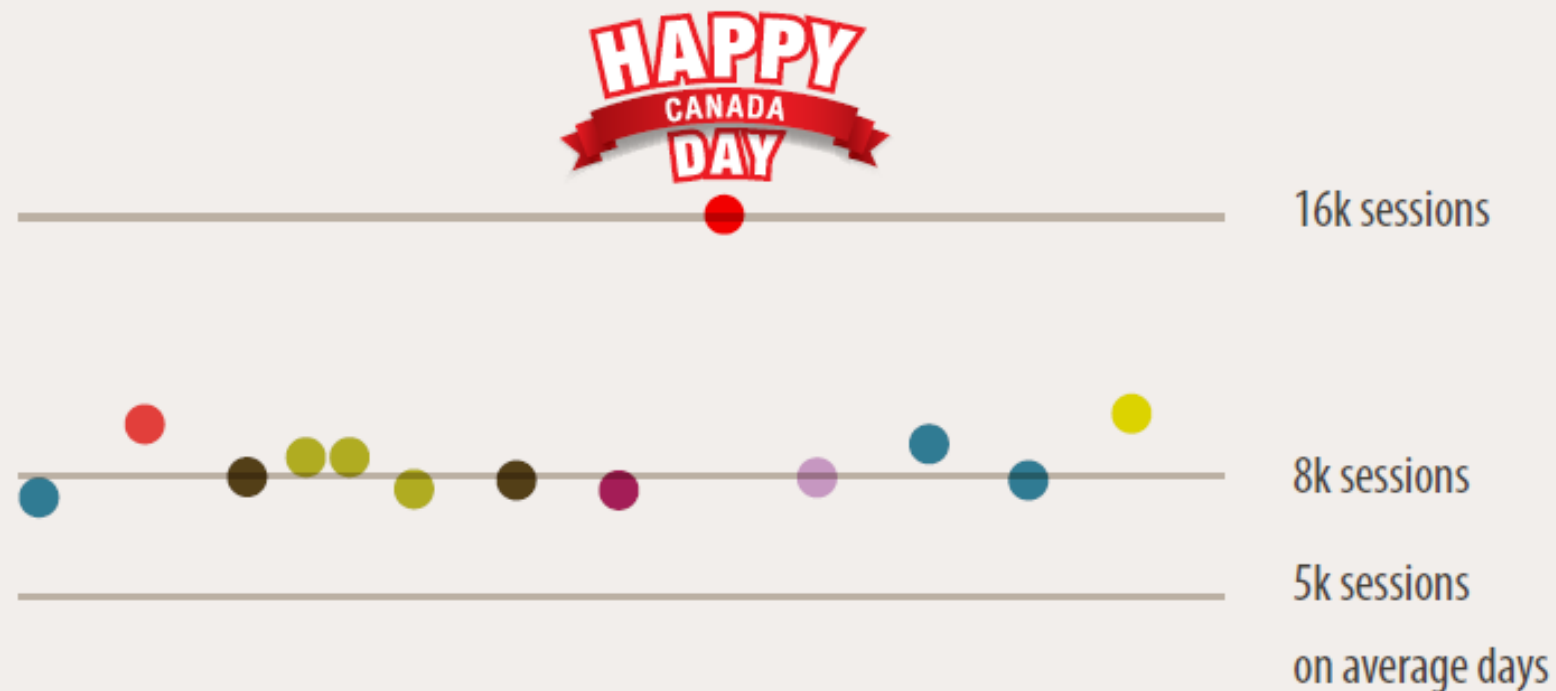
on a
tablet

**Using these
browsers**
(and many more under other)



Special topics and events that brought users to the website *in 2015* *Including staff

- Swim registration
- Wildfires
- Potbellied pig court session
- Census
- Fire bans
- Canada Day
- Changes to traffic circle
- New Year's Festival



Website *by the* NUMBERS

75 active editors across all departments

over 2.8 thousand pages and 7 thousand documents including brochures, forms, maps, bylaws, reports and historical Council reports, agendas and minutes.

Server up time: 99.91%

Visits *over* TIME

