

DELIVER A CUSTOMER CENTRIC WEBSITE

(WHAT EVERY COUNCIL NEEDS TO KNOW)

ON AVERAGE,

80%

OF THE TRAFFIC TO A COUNCIL'S WEBSITE GOES TO ONLY

286

PAGES

THE FIRST

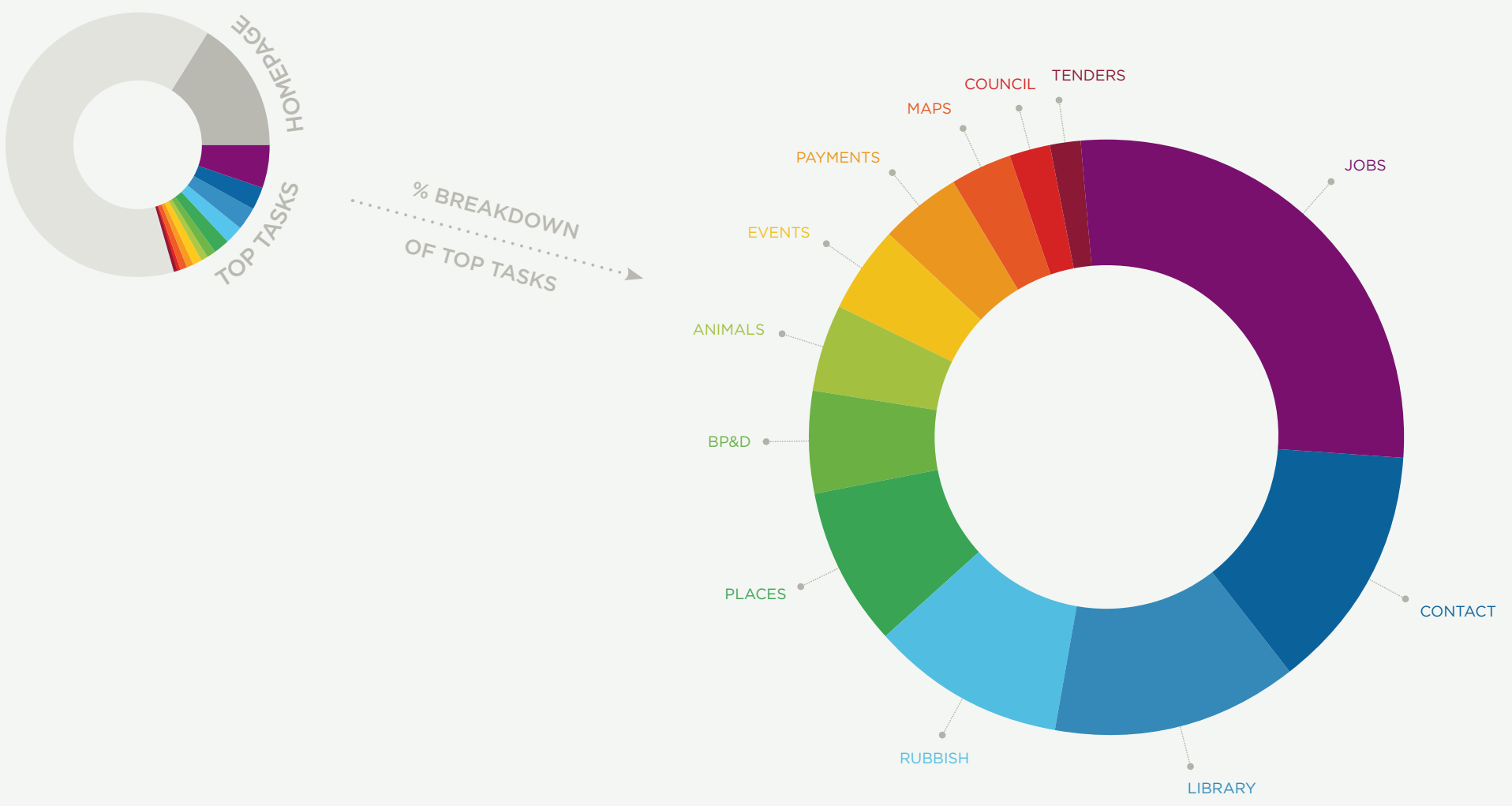
10

PAGES RECEIVE A HUGE

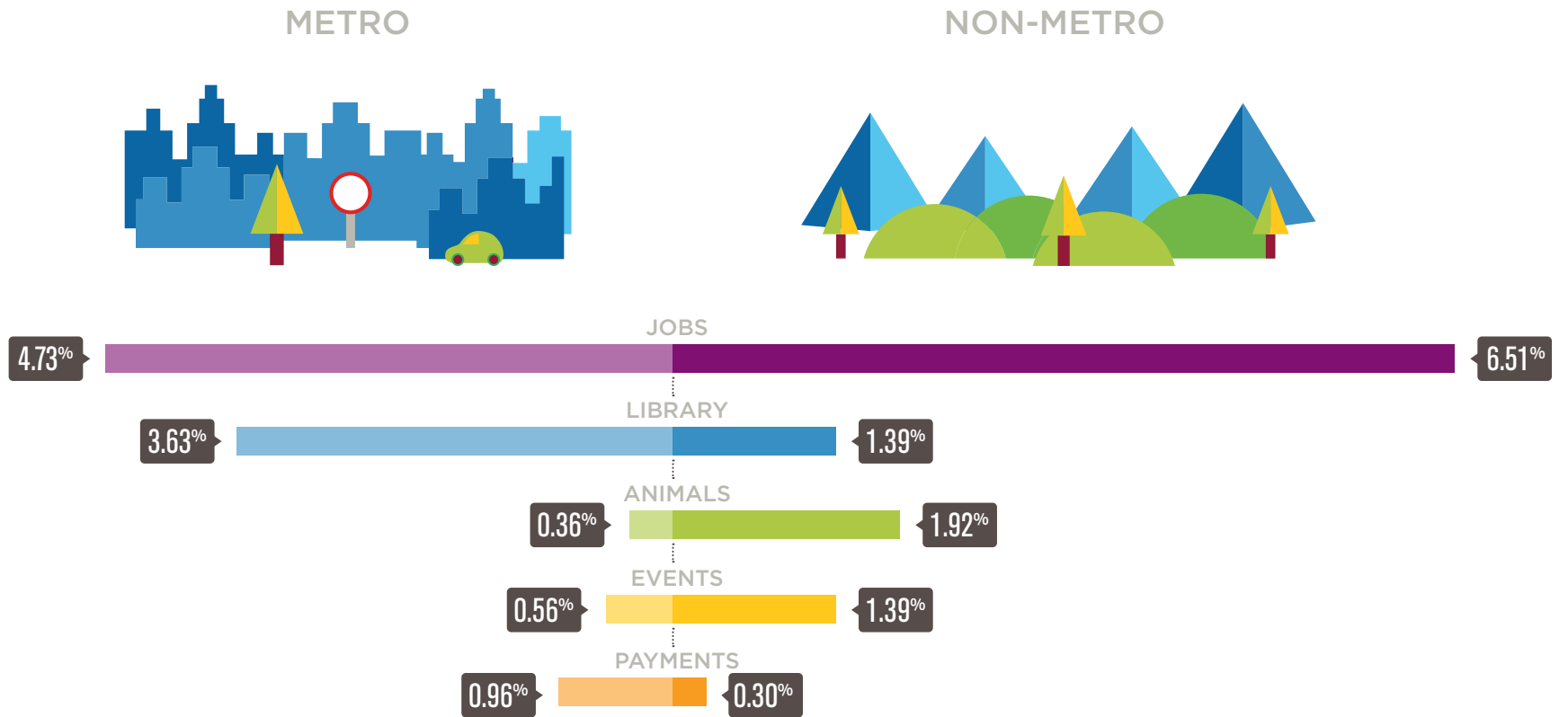
25%

OF ALL TRAFFIC AND FELL IN ONE OF 12 TOPIC AREAS

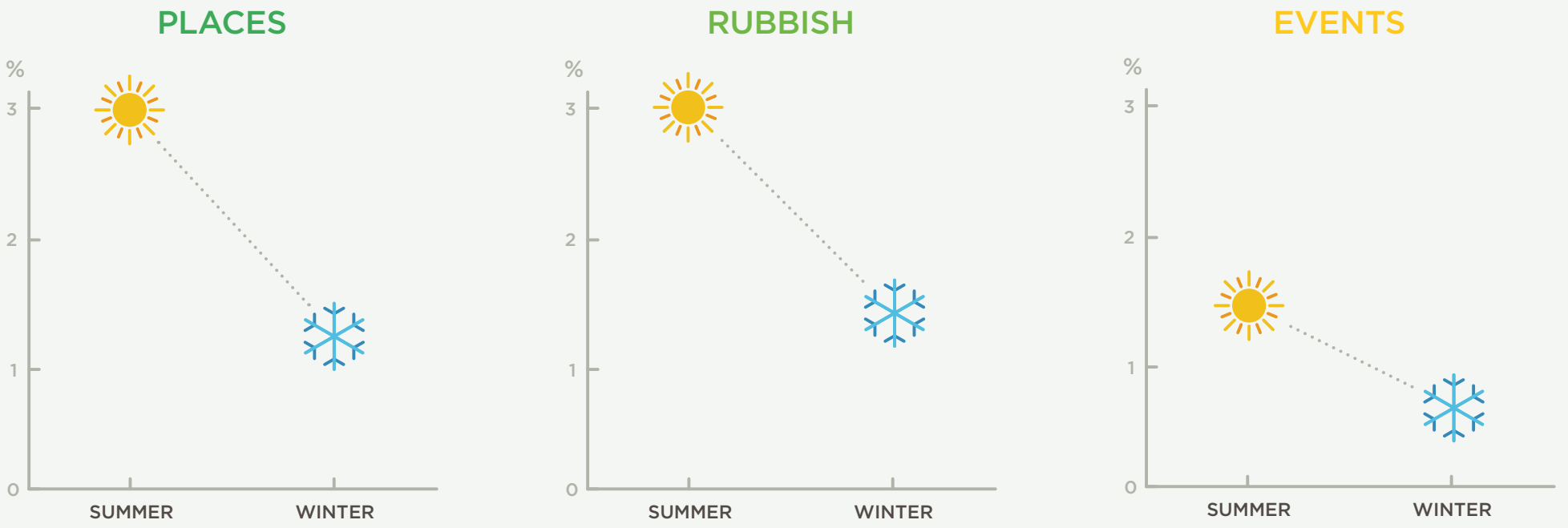
WE CALL THESE TOPIC AREAS 'TOP TASKS'



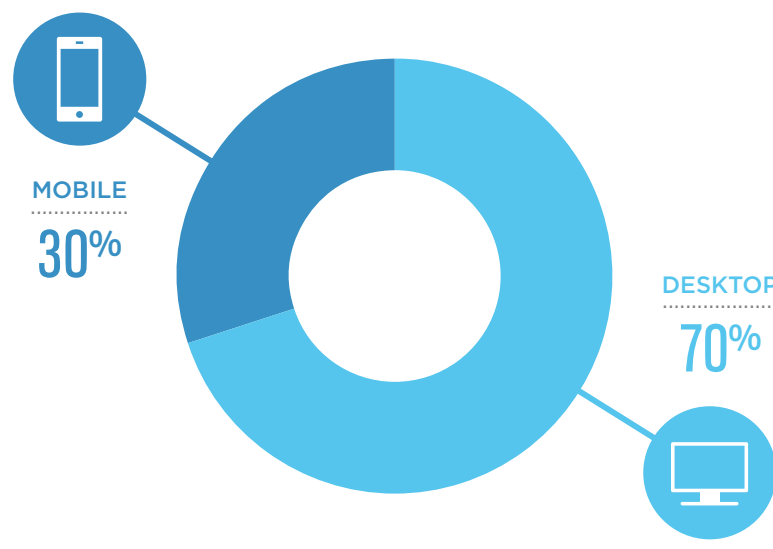
TOP TASKS ARE DIFFERENT FOR METRO AND NON-METRO



AND ALSO VARY ON A SEASONAL BASIS



OVER 30% OF TRAFFIC TO A COUNCIL WEBSITE NOW COMES FROM MOBILE



MOBILE AS A PERCENTAGE OF OVERALL WEBSITE'S TRAFFIC

MOBILE TOP TASKS POPULARITY LOOKS DIFFERENT THAN THE OVERALL TOP TASKS

