



**Analysis of Website Statistics
June – August 2006**

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CONTENTS

1	Introduction	1
2	Visits	1
3	Location of visitors	2
4	Webcrawler hits	4
5	Referrals	4
6	Website use	6

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1 Introduction

The HA EUWATCH web site became operational during November 2005. This report gives information on the usage of the HA EU Watch website (www.haeuwatchits.info) from 1 June 2006 to 31 August 2006 and includes comparisons with the historical data. Statistics are provided on the following areas for overall numbers of visits:

- Number of visits
- Location of visitor by continent
- Referrals
- Search engines
- Search phrases entered
- Pages viewed and points of entry and exit
- Viewing downloadable documents

2 Visits

A visit is defined as one person visiting and interacting with the web site (e.g. by clicking on a link within a page). One visit or search mechanism can consist of one or more page views. Each time an individual re-visits the site this is counted as a new visit. A new visit is also recorded if an individual opens the site with a different type of browser or if they make a request after a 30-minute period of inactivity.

The graph below shows the number of visits each day, this shows a fairly consistent rate of 50-60 hits per day on week days, although there is a small reduction to approximately 30-40 hits per day for the second half of August, probably explained by being coincident with the summer holiday period.

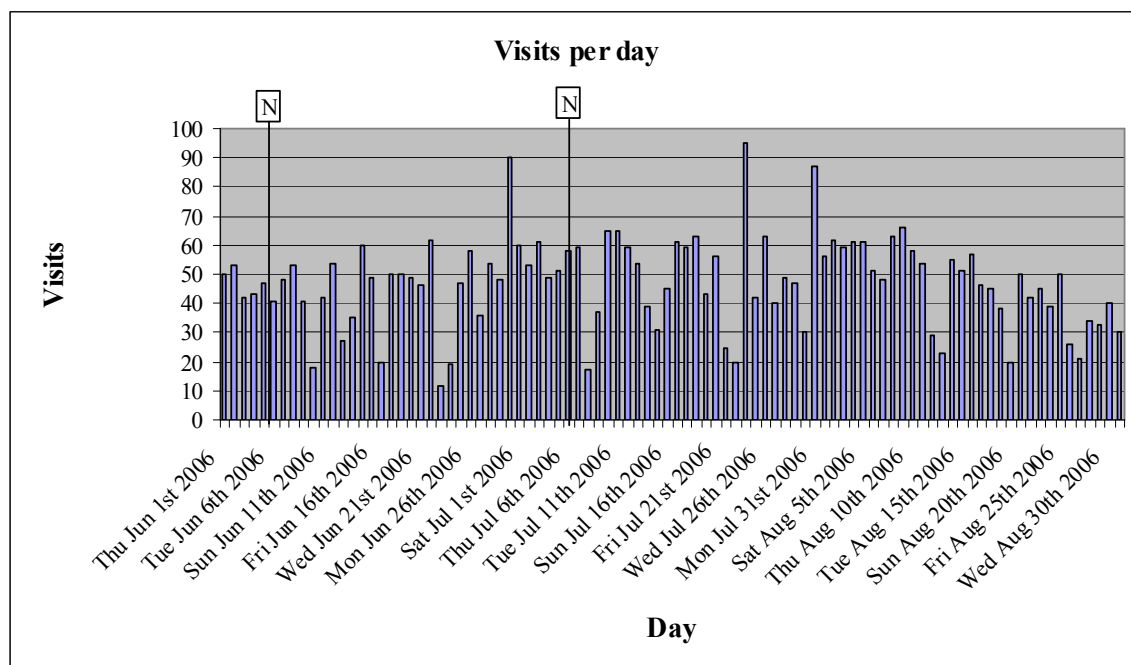


Figure 1: Number of visits per day

The graph also shows that publication of the Newswires (annotated N on the graph) does not appear to result in peaks in numbers of visits immediately afterwards. There tend to be slight increases in the number of visits shortly before the publication of a newswire, this is due to the uploading of new material onto the site. Loading new material onto the site and

checking it count as 'visits' but these are small in number; however changes on the site will tend to generate visits by search engines, which may explain these peaks.

Summarising by month, the average number of visits per day has risen from 2.4 in December to 47 for the period June-August 2006.

Table 1: Number of visits

	December	January	February	March	April	May	June	July	August
Average number of visits per day	2.4	5.5	20.2	31.2	33.9	54.2	44.8	51.1	45.6

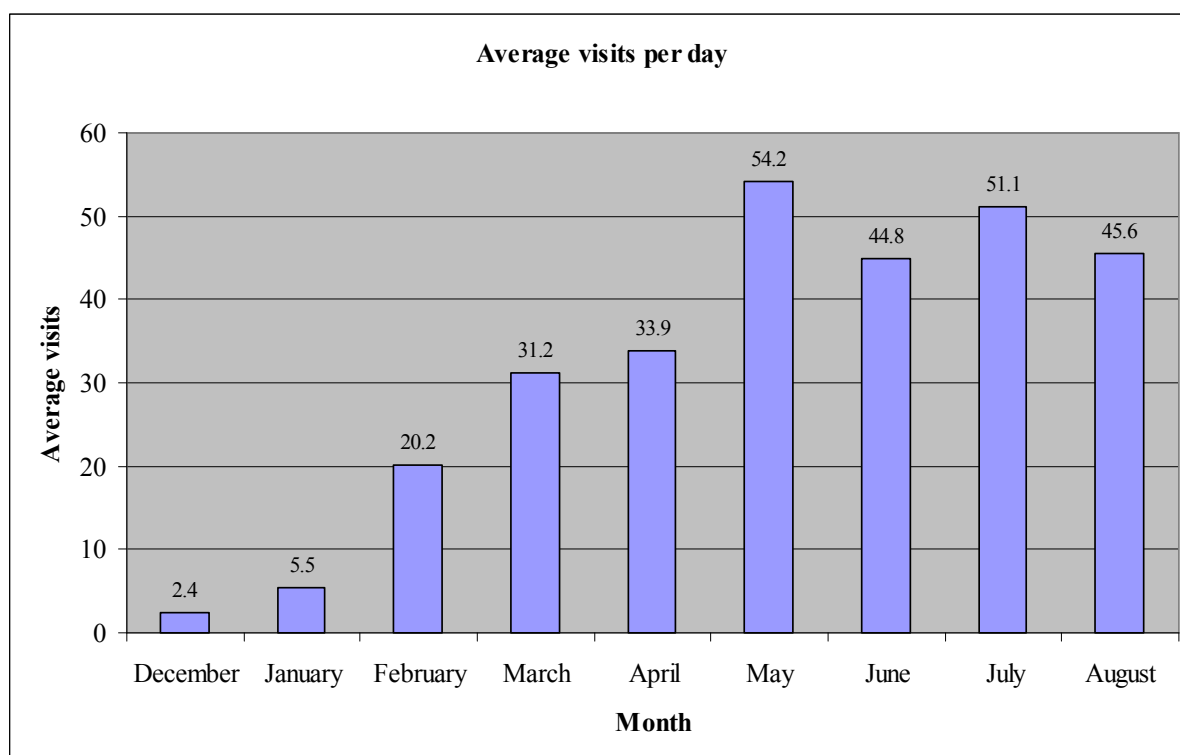


Figure 2: Average number of visits per day

3 Location of visitors

Visitors are defined as any individual or search mechanism which has opened a page on the site; a visitor can make multiple visits during the period examined.

The tables below show the number of visits to the site according to the location of visitors; in Table 2 these are summarised by continent and Table 3 provides a summary of visitors in Europe.

Table 2: Number of visits by continent

Worldwide Visitors	Jun-06	Jul-06	Aug-06	Total
North America	628	646	598	1,872
Europe	255	275	188	718
Asia	11	28	29	68
Oceania	4	7	6	17
South America	1	1	3	5
Africa	1	6	4	11
Total	900	963	828	2,691

Table 3: Number of visits by country in Europe

European Visitors	Jun-06	Jul-06	Aug-06	Total
Austria	3	5	2	10
Belgium	6	8	9	23
Czech Republic	3	0	1	4
Denmark	2	0	1	3
Finland	1	0	0	1
France	10	5	6	21
Germany	20	44	27	91
Great Britain	171	165	98	434
Greece	4	1	0	5
Hungary	2	4	4	10
Iceland	0	0	1	1
Ireland	0	0	1	1
Italy	6	1	1	8
Malta	0	1	0	1
Netherlands	7	19	9	35
Norway	1	0	0	1
Portugal	0	2	0	2
Russia	0	0	1	1
Slovakia	0	1	0	1
Slovenia	0	0	1	1
Spain	10	6	9	25
Sweden	3	8	13	24
Switzerland	5	5	4	14
Yugoslavia	1	0	0	1
Total	255	275	188	718

It is interesting to note that 73% of the visitors are from outside Europe, with 70% being from North America. The Newswires are not distributed to anyone based in North America, hence

it is likely that these visitors may arrive at the site as a result of entering a specific search term in a search engine rather than using the url to find the site.

Between 20 and 25 visits each month originated from the 'blocks' of IP addresses which include the two addresses used by the Highways Agency; this represents a small increase compared with early months and is displayed in Figure 3. Access by HA staff who are working away from the office is not included in these figures.

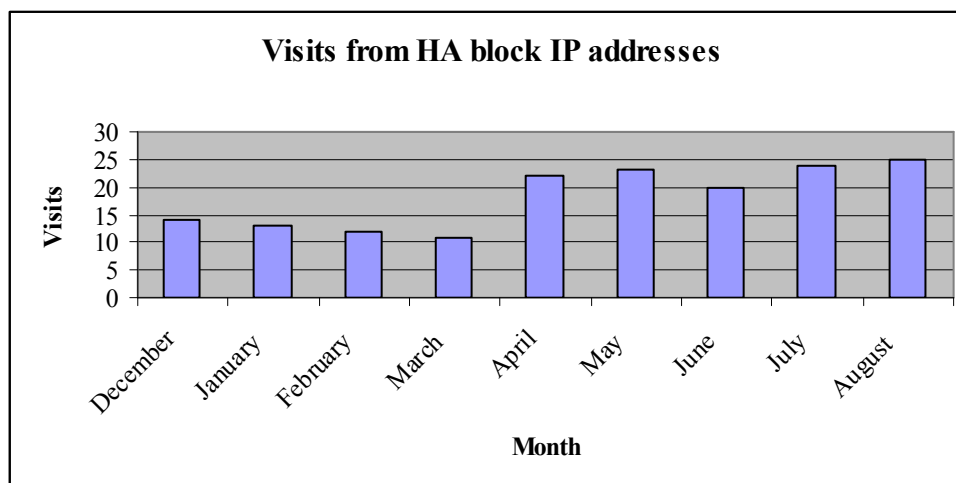


Figure 3: Visits from HA block email addresses

4 Webcrawler hits

Web crawlers are automated 'users' such as search engine robots, which crawl around the site and make their own 'index'. The number of pages on the site which were 'hit' by web crawlers each month is shown in the table below. (Note this is in addition to the 'visits' in the previous section).

Table 4: Number of hits by web crawlers

Crawler	Jun-06	Jul-06	Aug-06	Total
Alexa	0	0	1	1
Google	74	84	157	315
MSN	581	564	538	1,683
Pic Search	2	7	11	20
Teoma	1	0	0	1
Yahoo	202	285	187	674
Unknown	484	643	519	1,646
Total	1,344	1,583	1,413	4,340

5 Referrals

Referrals are defined as occasions when specific urls send users to the site.

The majority of webcrawler hits to the site have been through direct links – approximately 10% come from referrals. A direct link to the site suggests that the visitor used either a link in the Newswire or a 'favourite' link, or typed the website name directly into the browser.

Table 5: Referrals and direct links

Referrals	Jun-06	Jul-06	Aug-06
Total number of webcrawler referrals	1,344	1,583	1,413
Total number of referrals	153	159	159
% Referrals from a search engine	10%	8%	9%
% Referrals from another site	1%	2%	2%
% Direct link to site	89%	90%	89%

The domains which referred users to the site are shown in Table 6. Note that ITS Radar provides a link to HA EUWATCH from its home page.

Table 6: Domain names referring visits in month

Domain referrals	Jun-06	Jul-06	Aug-06	Total
Google	118	106	118	342
itsradar	8	7	4	19
MSN	9	21	11	41
Netcraft	1	1	2	4
Ottosuch	0	3	5	8
TRL	2	3	0	5
Whois	4	5	4	13
Yahoo	8	7	5	20
Translate.google	0	1	3	4
Other	3	5	7	15
Total	153	159	159	471

The number of visits which are referrals from search engines is shown in Table 7. The site is designed for an HA audience. Therefore a conscious decision was taken when the site was set up, that key words for use by search engines would not be included. Despite this, some visitors are being referred to the site by search engines. Note that the number of visits referred from Yahoo in June is different to the number of times the domain referred a visit in that month; it is possible that this is caused by either one of the smaller referring domains being classified as Yahoo, or by a partial dataset being recorded due to the ending of a session very shortly after beginning.

Table 7: Visits referred from search engines

Search engines	Jun-06	Jul-06	Aug-06	Total
Google	118	106	118	342
MSN	9	21	11	41
Yahoo	9	7	5	21
Total	136	134	134	404

Search terms used are summarised in Table 8.

Table 8: Frequently occurring search terms

Search terms	Jun-06	Jul-06	Aug-06	Total
agora	12	24	25	61
com2react	8	2	1	11
Curcao	4	0	2	6
CVIS	3	2	1	6
Datex	6	4	6	16
Galileo	5	8	5	18
Greek motorways	0	1	4	5
Intelligent road stud	0	2	1	3
Road charging	1	0	4	5
Tispan	4	4	2	10
Other	97	87	83	267
Total	136	134	134	310

6 Website use

Table 9 shows the average number of pages viewed in each visit and the average amount of time (in minutes and seconds) spent per visit. The number of page views per visit has followed the trend of previous reports by continuing to fall, however the amount of time spent on each page has risen. This may suggest that there may be habitual users who have now 'explored' the site and are now visiting specific articles or documents.

Table 9: Pages viewed and duration of visits

	Jun-06	Jul-06	Aug-06
Average page views per visit	4.3	3.5	3.1
Average time spent per visit	04:04	04:08	04:59

When visiting the site, the news stories are most the popular type of page, accounting for 61% of visits in June, 64% in July and 64% in August. The type of page visited is shown in Table 10 in (alphabetical order).

Table 10: Number of visits to each type of page

Page	Jun-06	Jul-06	Aug-06	Total
Advanced search	30	19	25	74
Archive	74	77	53	204
Contact us	35	28	53	116
Download file	4	4	9	17
Email a friend form	15	4	9	28
FAQ	52	33	41	126
FAQ post	16	49	44	109
FAQ individual	10	17	8	35
Home page	653	641	524	1,818
Latest news	84	75	55	214
News story	2,503	2,555	2,300	7,358
Project Overview	488	433	427	1348
Search detail	122	28	16	166
Search results	0	30	14	44
Site map	27	27	39	93
Total	4,113	4,020	3,617	11,750

More information can be gained from looking at the entry and exit pages of each visit, shown in Table 11 and Table 12. Entry on a news story may mean the visitor has been directed by a link from the Newswire, while entry on the Home Page implies that visitors have either typed in the url or been referred by a search engine.

Table 11: Number of visits entering the site at each type of page

Entry Page	Jun-06	Jul-06	Aug-06	Total
Advanced search	5	9	5	19
Archive	8	7	4	19
Contact us	5	7	24	36
Download file	3	1	2	6
Email a friend form	1	1	1	3
FAQ	15	6	5	26
FAQ post	5	28	12	45
FAQ individual	9	11	1	21
Home page	244	259	179	682
Latest news	23	23	6	52
News story	563	640	662	1,865
Project Overview	63	54	62	179
Search detail	3	5	4	12
Search results	6	5	3	14
Site map	17	14	16	47
Other	56	45	50	151
Total	1,026	1,115	1,036	3,177

The project overview features prominently among the exit pages, suggesting that having arrived in a news story or the home page, many visitors are finding out more about the project before they leave the site.

Table 12: Number of visits leaving the site at each type of page

Exit Page	Jun-06	Jul-06	Aug-06	Total
Advanced search	11	0	4	15
Archive	16	31	8	55
Contact us	9	7	11	27
Download file	2	2	2	6
Email a friend form	2	2	3	7
FAQ	8	7	6	21
FAQ post	5	32	23	60
FAQ individual	3	9	3	15
Home page	118	120	96	334
Latest news	22	16	11	49
News story	450	530	525	1,505
Project Overview	134	116	117	367
Search detail	4	7	6	17
Search results	6	4	3	13
Site map	14	3	13	30
Other	222	229	205	656
Total	1,026	1,115	1,036	3,177

The following tables (13-19) show the number of visits by downloadable document type. Note this does not necessarily mean that the documents were downloaded, and the figures include the internal checks which are made by TRL each month to ensure that the new links which have been set up in the site are all working correctly.

Over the three month period there were 102 visits to the Galileo newsletter, 95 to the EC policy, 152 to the research and 141 to the standards newsletters.

It is important to note when viewing the following tables that no newsletters were produced for August 2006.

Table 13: Number of visits to downloadable documents - Galileo

Galileo Newsletters	Jun-06	Jul-06	Aug-06	Total
October	1	4	1	6
November	0	2	2	4
December	0	0	0	0
January	0	3	1	4
February	2	3	3	8
March	4	5	2	11
April	3	3	2	8
May	23	7	2	32
June	2	12	4	18
July	0	3	8	11
Total	35	42	25	102

Table 14: Number of visits to downloadable documents – EC Policy

EC Policy Newsletters	Jun-06	Jul-06	Aug-06	Total
October	1	2	12	15
November	0	0	0	0
December	0	0	0	0
January	0	1	3	4
February	1	0	2	3
March	1	0	1	2
April	11	11	9	31
May	10	2	2	14
June	2	14	3	19
July	0	2	5	7
Total	26	32	37	95

Table 15: Number of visits to downloadable documents - Research

Research Newsletters	Jun-06	Jul-06	Aug-06	Total
October	1	1	2	4
November	0	1	3	4
December	0	0	0	0
January	11	2	2	15
February	3	4	2	9
March	1	1	2	4
April	11	27	15	53
May	16	4	3	23
June	2	21	4	27
July	0	4	9	13
Total	45	65	42	152

Table 16: Number of visits to downloadable documents - Standards

Standards Newsletters	Jun-06	Jul-06	Aug-06	Total
October	0	0	2	2
November	0	1	1	2
December	0	0	0	0
January	0	0	2	2
February	3	1	2	6
March	0	2	1	3
April	14	22	10	46
May	17	14	3	34
June	2	24	6	32
July	0	2	12	14
Total	36	66	39	141

Table 17: Number of visits to downloadable documents - Deliverables

Deliverables	Jun-06	Jul-06	Aug-06	Total
Nav 05 Conference Report	20	25	16	61
e-safety conference report	3	1	1	5
EU Watch review - full report	2	3	1	6
EU Watch review - main text	6	2	0	8
Intelligent roads	6	15	3	24
ITS standards spreadsheet	48	12	26	86
European Experiences report	0	2	3	5
European initiatives	0	3	2	5
HA EU Watch final report 2004	0	3	0	3
Total	85	66	52	203

Table 18: Number of visits to downloadable documents - Factsheets

Factsheets	Jun-06	Jul-06	Aug-06	Total
Datex II	28	24	25	77
Standards	13	21	15	49
ecall	29	43	27	99
Total	70	88	67	225

Table 19: Number of visits to downloadable documents - General

General	Jun-06	Jul-06	Aug-06	Total
Glossary	6	6	1	13
Keywords	1	2	2	5
Project briefing note	3	1	1	5
Opportunity Tracker	0	3	15	18
Total	10	12	19	41