



## **Analysis of Website Statistics September – November 2006**

**by R Walker and J Hopkin**

## CONTENTS

<b>1</b>	<b>Introduction</b>	<b>1</b>
<b>2</b>	<b>Visits</b>	<b>1</b>
<b>3</b>	<b>Location of visitors</b>	<b>3</b>
<b>4</b>	<b>Referrals</b>	<b>4</b>
<b>5</b>	<b>Website use</b>	<b>7</b>

### Document Control

Version	Date	Description	Issued to:
Draft	15/02/2007	First draft (RW)	
	06/03/07	Minor revisions (JH)	
Final	12/03/07	Version 1.1	Alan Raines

## 1 Introduction

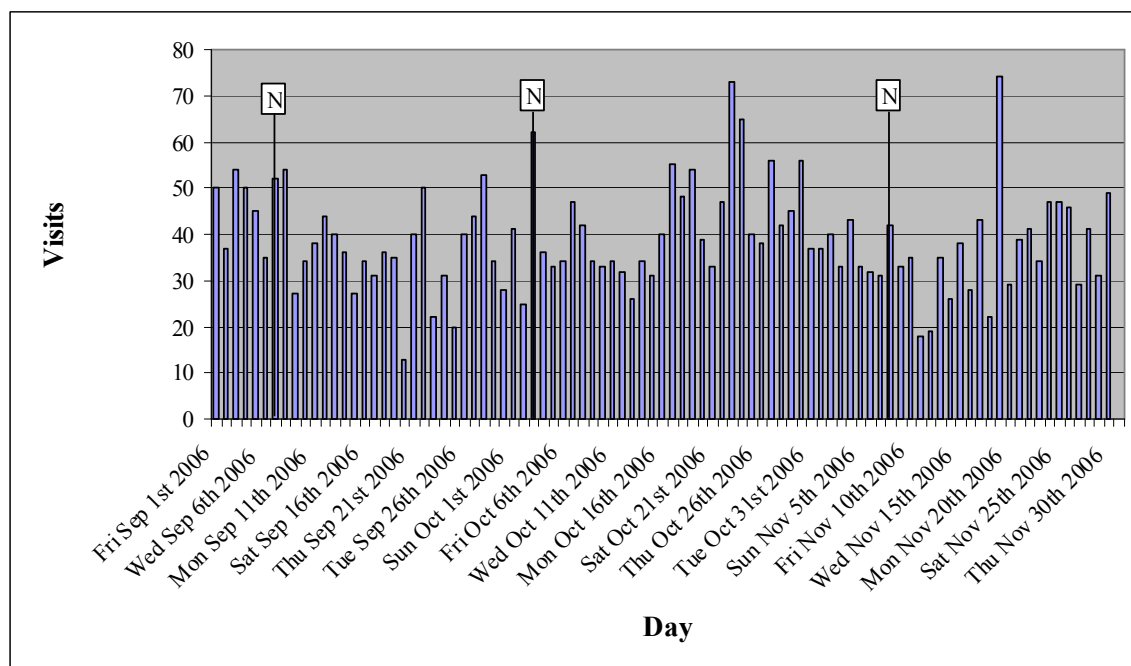
The HA EUWATCH web site became operational during November 2005. This report gives information on the usage of the HA EU Watch website ([www.haeuwatchits.info](http://www.haeuwatchits.info)) from 1 September 2006 to 30 November 2006 and includes comparisons with the historical data covering the 12 months of data collected to date. 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 rate of approximately 30-50 hits per day on week days.



**Figure 1: Number of visits per day**

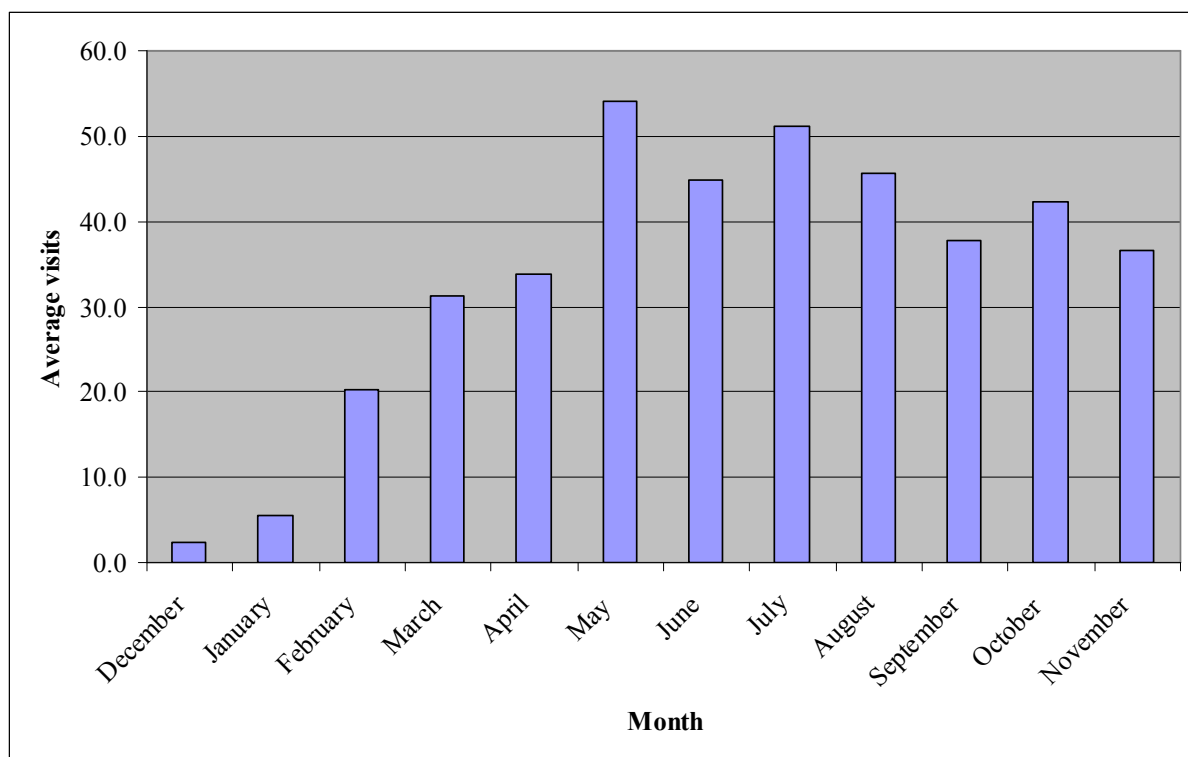
The graph also shows that publication of the Newswires (annotated N on the graph) does not appear to correspond in peaks in numbers of visits shortly afterwards. There tend to be slight increases in the number of visits towards the end of a month; this is due to the uploading of new material onto the site. Loading new material onto the site and checking it count as 'visits' but these are small in number. The updating of the site occurs in the last

few days of each month and despite not creating many new visits the changes on the site will tend to generate visits by search engines, which may explain some of the peaks.

Summarising by month, the average number of visits per day has risen from 2.4 in December 2005 to approximately 39 for the period September-November 2006. The figures for the three months September-November 2006 represent a reduction on the previous 3 months of approximately 8 visits per day.

**Table 1: Number of visits**

	December	January	February	March	April	May	June	July	August	September	October	November
Average number of visits per day	2.4	5.5	20.2	31.2	33.9	54.2	44.8	51.1	45.6	37.8	42.3	36.5



**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**

<b>Worldwide Visitors</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
North America	480	585	461	<b>1526</b>
Europe	154	160	179	<b>493</b>
Asia	12	43	7	<b>62</b>
Oceania	2	3	2	<b>7</b>
South America	0	0	0	<b>0</b>
Africa	0	0	0	<b>0</b>
Unknown	486	521	446	<b>1453</b>
<b>Total</b>	<b>1134</b>	<b>1312</b>	<b>1095</b>	<b>3541</b>

**Table 3: Number of visits by country in Europe**

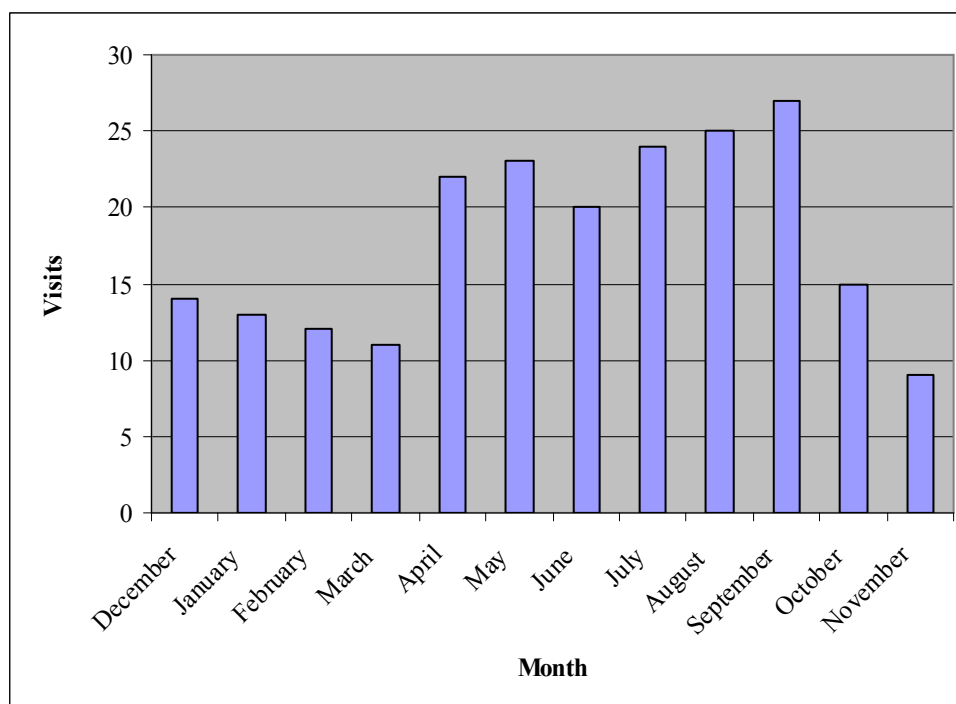
<b>European Visitors</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
Austria	4	3	1	<b>8</b>
Belgium	5	8	1	<b>14</b>
Czech Republic	0	0	0	<b>0</b>
Denmark	0	1	0	<b>1</b>
Finland	0	0	2	<b>2</b>
France	2	0	4	<b>6</b>
Germany	12	17	13	<b>42</b>
Great Britain	107	86	113	<b>306</b>
Greece	5	1	2	<b>8</b>
Ireland	0	1	1	<b>2</b>
Italy	2	1	0	<b>3</b>
Luxemburg	0	2	0	<b>2</b>
Netherlands	2	12	10	<b>24</b>
Portugal	0	1	1	<b>2</b>
Slovakia	0	0	1	<b>1</b>
Spain	8	2	4	<b>14</b>
Sweden	0	6	4	<b>10</b>
Switzerland	7	19	22	<b>48</b>
<b>Total</b>	<b>154</b>	<b>160</b>	<b>179</b>	<b>493</b>

It can be seen that 76% of the visitors with known locations are from outside Europe, with 73% of these being from North America. The Newswires are not distributed to anyone based in North America; hence it is likely that these visitors may be web crawlers or visitors

arriving 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.

Outside of Great Britain the European countries that most frequently have visitors to the website are generally central European with Switzerland, Germany and the Netherlands having the most visits.

Over the three months of September to November 2006, 51 visits to the site were made from the 'blocks' of IP addresses which include the two addresses used by the Highways Agency. The figure decreased from 27 in September to 9 in November, 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 Referrals

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

The majority of hits to the site have been through direct links – approximately 6% 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 4: Referrals and direct links**

Referrals	Sep-06	Oct-06	Nov-06
Total number of visits	1134	1312	1095
Total number of referrals	63	89	62
% Referrals from a search engine	3%	6%	4%
% Referrals from another site	3%	1%	2%
% Direct link to site	94%	93%	94%

The domains which referred users to the site are shown in Table 5. Note that ITS Radar provides a link to HA EUWATCH from its home page.

**Table 5: Domain names referring visits in month**

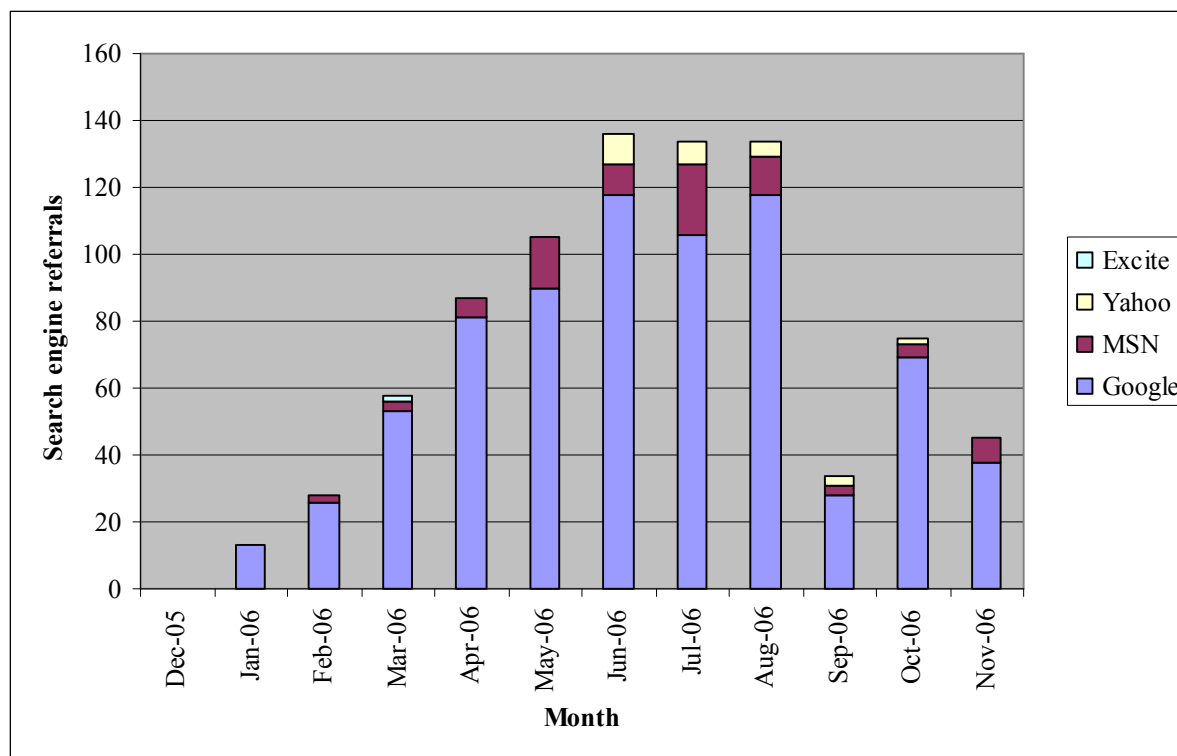
<b>Domain referrals</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
Google	28	71	38	<b>137</b>
ITS Radar	11	3	6	<b>20</b>
MSN	3	4	7	<b>14</b>
Whois	4	4	4	<b>12</b>
Carpooling.gr	10	0	2	<b>12</b>
Yahoo	3	2	0	<b>5</b>
Unknown	0	3	1	<b>4</b>
HA	2	1	1	<b>4</b>
Search live	0	0	2	<b>2</b>
Netcraft	0	1	1	<b>2</b>
Ottosuch	1	0	0	<b>1</b>
Insurane-bot	1	0	0	<b>1</b>
<b>Total</b>	<b>63</b>	<b>89</b>	<b>62</b>	<b>214</b>

The number of visits which are referrals from search engines is shown in Table 6. 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 Google in October 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 Google, or by a partial dataset being recorded due a session ending very shortly after beginning.

**Table 6: Visits referred from search engines**

<b>Search engines</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
Google	28	69	38	<b>135</b>
MSN	3	4	7	<b>14</b>
Yahoo	3	2	0	<b>5</b>
Excite	0	0	0	<b>0</b>
<b>Total</b>	<b>34</b>	<b>75</b>	<b>45</b>	<b>154</b>

Figure 4 illustrates the number of referrals coming from all identified search engines over time since the site was made operational in December 2005. This figure illustrates that the majority of referrals have been from Google throughout the history of the website. The figure shows a significant drop off during the three months of September to November 2006, the reason for this reduction is unclear. One possible explanation for the reduction in September is that visits from search engines are generated by activity on web sites, and there was no new material added to the web site during August.



**Figure 4: Referrals from all identified search engines**

The most commonly used search terms are summarised in Table 7. The most commonly searched term over the three month period was 'agora' a method for map-based 'on-the-fly' location referencing. Other commonly searched terms are generally related to projects or specifications and specifically the most common are: Calm, com2react, DATEX, Galileo and HA EU Watch itself.

**Table 7: Frequently occurring search terms**

Search terms	Sep-06	Oct-06	Nov-06	Total
Agora	13	29	17	<b>59</b>
HA EU Watch	2	3	1	<b>6</b>
Galileo	0	5	1	<b>6</b>
Calm	0	3	2	<b>5</b>
Com2react	0	3	1	<b>4</b>
DATEX	0	2	1	<b>3</b>
eCall	1	1	0	<b>2</b>
Norwich union/ pay-as-you-drive	0	2	0	<b>2</b>
Zeljko Jeftic	1	1	0	<b>2</b>
Other	9	25	22	<b>56</b>
<b>Total</b>	<b>26</b>	<b>74</b>	<b>45</b>	<b>145</b>

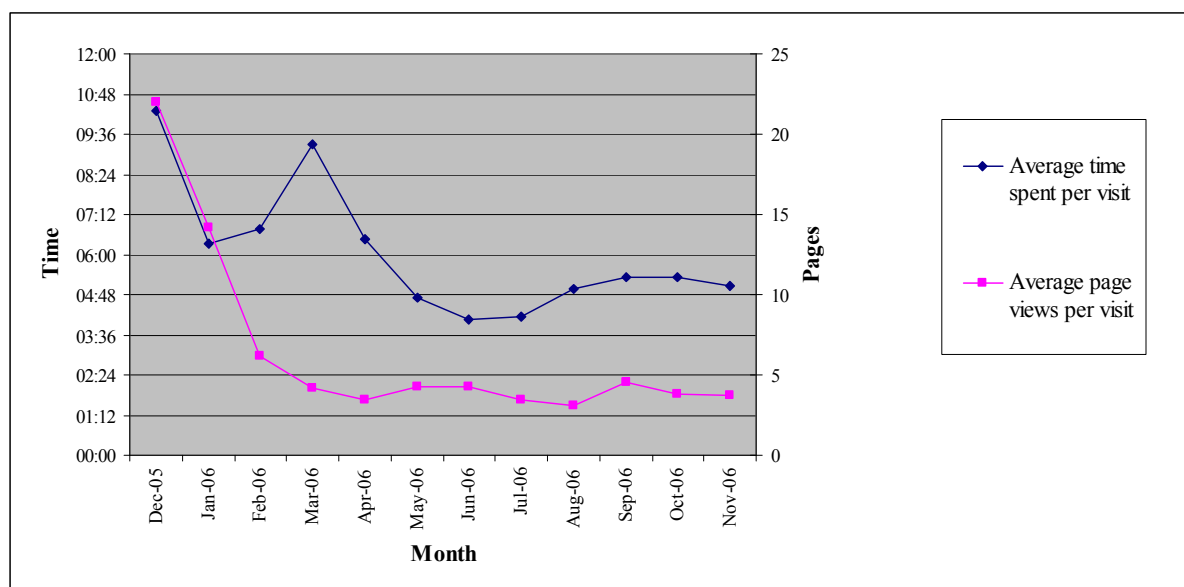
## 5 Website use

Table 8 shows the average number of pages viewed in each visit and the average amount of time (in minutes and seconds) spent per visit. This table illustrates that the profile of usage was very similar in each of the months.

**Table 8: Pages viewed and duration of visits**

	Sep-06	Oct-06	Nov-06
Average page views per visit	4.5	3.8	3.8
Average time spent per visit	05:20	05:19	05:05

Figure 6 illustrates the average amount of time spent on each page and the average page views per visit for the previous 12 months. The number of page views per visit and the time spent on each page have largely stabilised over the last 6 months. This perhaps suggests that there may be habitual users who have 'explored' the site and are now visiting specific articles or documents.



**Figure 5: Average Time and Page views per visit**

When visiting the site, the news stories are most the popular type of page, accounting for 74% of page visits over the three month period. Other frequently accessed pages tend to be those that lead to the news stories, such as the home page, archive and latest news pages. The type of page visited is shown in Table 9.

**Table 9: Number of visits to each type of page**

<b>Page</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
News story	2184	3496	1709	<b>7389</b>
Project Overview	391	308	282	<b>981</b>
Home Page	264	238	207	<b>709</b>
Latest News	94	72	35	<b>201</b>
Archive	73	43	52	<b>168</b>
Search results	70	28	17	<b>115</b>
FAQ detail	38	38	29	<b>105</b>
Contact Us	35	30	30	<b>95</b>
Site Map	30	40	22	<b>92</b>
Advanced Search	30	18	18	<b>66</b>
FAQ Post	30	16	9	<b>55</b>
Search Detail	20	10	6	<b>36</b>
Download file	9	4	4	<b>17</b>
Email a friend form	3	4	1	<b>8</b>
FAQ Individual	0	5	3	<b>8</b>
FAQ	1	1	1	<b>3</b>
<b>Total</b>	<b>3272</b>	<b>4351</b>	<b>2425</b>	<b>10048</b>

More information can be gained from looking at the entry and exit pages of each visit, shown in Table 10 and Table 11. Entry on a news story may mean the visitor has been directed by a link from the Newswire or a link from a search engine, while entry on the Home Page implies that visitors have either typed in the url or been directed by a search engine. In general the majority of users enter the site through a news story; however significant numbers also arrive at the home page and also the project overview page.

**Table 10: Number of visits entering the site at each type of page**

<b>Entry Page</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
News story	407	632	411	<b>1450</b>
Home Page	229	219	231	<b>679</b>
Project Overview	46	42	52	<b>140</b>
Latest News	32	44	20	<b>96</b>
Site Map	22	20	17	<b>59</b>
Contact Us	12	11	10	<b>33</b>
FAQ Post	15	6	2	<b>23</b>
FAQ detail	5	7	9	<b>21</b>
Advanced Search	5	2	11	<b>18</b>
Search results	8	4	4	<b>16</b>
Archive	6	6	1	<b>13</b>
Download file	4	2	4	<b>10</b>
FAQ Individual	0	5	3	<b>8</b>
Search Detail	3	3	2	<b>8</b>
Email a friend form	0	0	0	<b>0</b>
FAQ	0	0	0	<b>0</b>
Other	53	31	31	<b>115</b>
<b>Total</b>	<b>847</b>	<b>1034</b>	<b>808</b>	<b>2689</b>

Generally it is seen that the last place a visitor will browse to is a news story, however a significant number also complete their visit on the home page and the project overview page, perhaps indicating that there are continuing to be new users that would like to know about the project.

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

<b>Exit Page</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
News story	388	570	380	<b>1338</b>
Home Page	101	116	119	<b>336</b>
Project Overview	95	83	105	<b>283</b>
Archive	11	15	17	<b>43</b>
Site Map	14	12	16	<b>42</b>
Latest News	10	17	12	<b>39</b>
FAQ detail	10	13	11	<b>34</b>
Advanced Search	7	10	11	<b>28</b>
Contact Us	8	10	9	<b>27</b>
FAQ Post	19	4	2	<b>25</b>
Search results	8	3	1	<b>12</b>
Download file	5	2	4	<b>11</b>
Search Detail	4	3	3	<b>10</b>
FAQ Individual	0	3	3	<b>6</b>
Email a friend form	1	1	1	<b>3</b>
FAQ	0	0	0	<b>0</b>
Other	166	172	114	<b>452</b>
<b>Total</b>	<b>847</b>	<b>1034</b>	<b>808</b>	<b>2689</b>

The following tables (12-18) 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 83 visits to the Galileo newsletter, 47 to the EC policy, 64 to the research and 52 to the standards newsletters.

Interestingly the older fact sheets and newsletter continue to be visited, although the frequency of this is less than the more recent publications.

It should be noted when viewing the following tables, no newsletters were produced for December 2005 or August 2006.

**Table 12: Number of visits to downloadable documents - Galileo**

<b>Galileo Newsletters</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
Oct-05	1	2	3	<b>6</b>
Nov-05	1	1	2	<b>4</b>
Jan-06	1	2	1	<b>4</b>
Feb-06	1	1	2	<b>4</b>
Mar-06	1	2	1	<b>4</b>
Apr-06	3	1	2	<b>6</b>
May-06	2	2	2	<b>6</b>
Jun-06	2	2	3	<b>7</b>
Jul-06	7	3	1	<b>11</b>
Sep-06	6	12	1	<b>19</b>
Oct-06	0	0	12	<b>12</b>
<b>Total</b>	<b>25</b>	<b>28</b>	<b>30</b>	<b>83</b>

**Table 13: Number of visits to downloadable documents – EC Policy**

<b>EC Policy Newsletters</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
Oct-05	1	2	2	<b>5</b>
Nov-05	0	0	0	<b>0</b>
Jan-06	1	1	2	<b>4</b>
Feb-06	1	2	1	<b>4</b>
Mar-06	1	1	3	<b>5</b>
Apr-06	2	3	3	<b>8</b>
May-06	0	2	2	<b>4</b>
Jun-06	1	2	2	<b>5</b>
Jul-06	6	4	2	<b>12</b>
Sep-06	5	9	2	<b>16</b>
Oct-06	0	0	5	<b>5</b>
<b>Total</b>	<b>18</b>	<b>26</b>	<b>24</b>	<b>47</b>

**Table 14: Number of visits to downloadable documents - Research**

<b>Research Newsletters</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
Oct-05	2	2	2	<b>6</b>
Nov-05	1	2	3	<b>6</b>
Jan-06	1	3	2	<b>6</b>
Feb-06	1	1	2	<b>4</b>
Mar-06	2	1	2	<b>5</b>
Apr-06	1	8	3	<b>12</b>
May-06	0	4	3	<b>7</b>
Jun-06	0	2	2	<b>4</b>
Jul-06	5	5	4	<b>14</b>
Sep-06	5	26	4	<b>35</b>
Oct-06	0	0	14	<b>14</b>
<b>Total</b>	<b>18</b>	<b>54</b>	<b>41</b>	<b>64</b>

**Table 15: Number of visits to downloadable documents - Standards**

<b>Standards Newsletters</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
Oct-05	0	2	2	<b>4</b>
Nov-05	1	3	3	<b>7</b>
Jan-06	1	1	2	<b>4</b>
Feb-06	3	1	2	<b>6</b>
Mar-06	1	2	2	<b>5</b>
Apr-06	2	3	3	<b>8</b>
May-06	1	1	2	<b>4</b>
Jun-06	1	2	2	<b>5</b>
Jul-06	4	4	1	<b>9</b>
Sep-06	5	13	1	<b>19</b>
Oct-06	0	0	7	<b>7</b>
<b>Total</b>	<b>19</b>	<b>32</b>	<b>27</b>	<b>52</b>

**Table 16: Number of visits to downloadable documents - Deliverables**

<b>Deliverables</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
Nav' 05 conference report	11	7	13	<b>31</b>
e-safety conference report	1	1	3	<b>5</b>
EU Watch review – full report	2	1	2	<b>5</b>
EU Watch review - main text	1	2	3	<b>6</b>
Intelligent roads	1	2	2	<b>5</b>
ITS standards	13	27	25	<b>65</b>
European Experiences report	4	6	1	<b>11</b>
European initiatives	8	2	1	<b>11</b>
HA EU Watch final report 2004	1	5	8	<b>14</b>
HA EU Watch web site usage report Jun-Aug 2006	0	0	2	<b>2</b>
CVIS wp2 conference report October 2006	0	0	2	<b>2</b>
<b>Total</b>	<b>42</b>	<b>53</b>	<b>62</b>	<b>157</b>

**Table 17: Number of visits to downloadable documents - Factsheets**

<b>Factsheets</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
DATEX II	23	11	37	<b>71</b>
Standards	7	6	4	<b>17</b>
eCall	4	1	12	<b>17</b>
<b>Total</b>	<b>34</b>	<b>18</b>	<b>53</b>	<b>105</b>

**Table 18: Number of visits to downloadable documents - General**

<b>General</b>	<b>Sep-06</b>	<b>Oct-06</b>	<b>Nov-06</b>	<b>Total</b>
Glossary	12	4	4	<b>20</b>
Keywords	4	1	4	<b>9</b>
Project briefing note	2	2	2	<b>6</b>
Opportunity Tracker	9	11	8	<b>28</b>
<b>Total</b>	<b>27</b>	<b>18</b>	<b>18</b>	<b>63</b>