

# WEBSITE STATISTICS



Avon and Somerset Constabulary  
**eservices**

**ANNUAL REPORT**  
1 Jan 2015 - 31 Dec 2015



Arrows show comparison to previous year

Website  
Visitors

2,006,583

8,471,193  
page views

14%

30%

## WHO WERE THESE VISITORS?



People came from 219 countries  
96% came from England  
49.6% were first-time visitors



70% of visitors came to the site on a mobile device

47%

## WHAT DID THEY DO ON OUR SITE?

The average visitor looked at 2.4 pages and stayed almost 1:32 minutes



{68%}

of visits only saw one page

{48%}

of mobile devices were iphones



## WHERE DID THEY COME FROM?

31% of traffic came from search engines like google and yahoo



48% of users came from social media, such as facebook and twitter

43%

16,431 visitors came as a referral from the BBC website

-43%

15% came directly to the site by typing the web address or clicking on a bookmarked/favourite page

30%

facebook is the strongest social network, generating 80% of all referral traffic

-10%

Chrome was the most popular browser used by 29% of visitors

## HOW DO PEOPLE SPEND THEIR TIME ON OUR SITE?

3,775,365

views of the Newsroom page

38%

285,432

views of the Services pages

35%

295,091

views of the Advice pages

11%

905,281

The home page was the third most viewed page on the site with 11% of all page views

## WHY DO MOST OF OUR VISITORS LEAVE SO QUICKLY?

- 86% of people who view the Newsroom page leave straight after without viewing any more pages
- visitors to the Jobs page went on to visit 3 more pages on average
- The Track My Crime page was visited 6,245 times and visitors spent an average of 1:30 viewing the page

## HOW POPULAR ARE DIGITAL SERVICES WITH OUR CUSTOMERS?

11,717

ONLINE CRIME REPORTS

127%

69,231

COMMUNITY ALERTS TEXTS

94%

USER SATISFACTION

28,337

WEBSITE SUBSCRIBERS

1,051,000

VISITORS VIA MOBILE PHONE

54%