

Appendix 1

Careers website performance report: statistics for quarters 1 and 2, 2015

Q 1: 1st April – 30th June 2015 (please note that unless otherwise indicated, statistics for Q1 represent data from the old careers website as well as the new as the careers website which was launched mid-point on 11th May 2015).

Q 2: 1st July – 30th September 2015.

Key performance indicators – careers website: jobs.wiltshire.gov.uk				
Measure	Q 1		Q 2	
Total sessions*	66,854		107,225	
Total users	30,109		49,052	
Unique visits to the 'search and apply' page	47,000		77,292	
Applications started**	5,566		5,153	
Average session length	2 mins 33 sec		2 mins 8 sec	
Bounce rate***	19.5%		23.0%	
Top five cities that visitors came from	Trowbridge	28%	Trowbridge	29%
	Bristol	11%	London	13%
	London	11%	Bristol	9%
	Bath	6%	Bath	6%
	Salisbury	5%	Salisbury	5%
Top five sourcing channels	Google search	42%	Google search	41%
	Directly	32%	Directly	27%
	The Wire	16%	The Wire	16%
	Bing search	3%	Indeed.co.uk	6%
	Yahoo search	1%	Bing search	3%
Top three social media sources and number of sessions	Facebook	974	Facebook	1,429
	LinkedIn	89	LinkedIn	149
	Twitter	75	Twitter	87
Percentage of sessions by device	Desktop	62%	Desktop	61%
	Mobile	19%	Mobile	21%
	Tablet	18%	Tablet	18%
Top five pages being viewed with average session durations	Homepage	30s	Search and apply page	2m 55s
	Search and apply page	2m 13s	Homepage	23s
	Opportunities page	55s	Schools vacancies page	1m 44s
	Schools vacancies page	4m 22s	Job advert pages	1m 45s
	Featured jobs page	29s	Opportunities page	23s
% of candidates that find the website easy to navigate (total number of candidates)	86% (8)		100% (5)	

* A session is a group of interactions that take place on the website within a given time frame. A single session can contain multiple page views.

**This statistic includes data from 01/04/15, whereas the other statistics in the table only include data from the website launch on 11/05/15.

***The 'bounce rate' is the percentage of visits where only one page was viewed before leaving the site.