

**Appendix 1: Key performance indicators (KPIs) 2015-16 – careers website: jobs.wiltshire.gov.uk**

<b>Measure</b>	<b>Q 1 (launch 11/05/15)</b>		<b>Q 2</b>		<b>Q 3</b>		<b>Q 4</b>	
Total sessions*	66,854		107,225		134,351		167,709	
Total users	30,109		49,052		63,740		76,175	
Unique visits to the 'search and apply' page	47,000		77,292		91,111		118,758	
Applications started**	5,566		5,153		5,452		5,519	
Average session length	2 mins 33 sec		2 mins 8 sec		1 min 48 sec		1 min 52 sec	
Bounce rate***	19.5%		23.0%		31.4%		32.1%	
Top five cities that visitors came from	Trowbridge	28%	Trowbridge	29%	Trowbridge	23%	Trowbridge	20%
	Bristol	11%	London	13%	London	13%	London	12%
	London	11%	Bristol	9%	Bristol	9%	Bristol	10%
	Bath	6%	Bath	6%	Salisbury	5%	Bath	5%
	Salisbury	5%	Salisbury	5%	Bath	5%	Salisbury	5%
Top five sourcing channels	Google search	42%	Google search	41%	Google search	34%	Google search	37%
	Directly	32%	Directly	27%	Indeed	24%	Directly	23%
	The Wire	16%	The Wire	16%	Directly	23%	Indeed	22%
	Bing search	3%	Indeed.co.uk	6%	The Wire	11%	The Wire	8%
	Yahoo search	1%	Bing search	3%	Bing search	2%	Bing search	3%
Top three social media sources and number of sessions	Facebook	974	Facebook	1,429	Facebook	2,558	Facebook	3,446
	LinkedIn	89	LinkedIn	149	LinkedIn	148	LinkedIn	336
	Twitter	75	Twitter	87	Twitter	133	Twitter	245
Percentage of sessions by device	Desktop	62%	Desktop	61%	Desktop	57%	Desktop	52%
	Mobile	19%	Mobile	21%	Mobile	22%	Mobile	27%
	Tablet	18%	Tablet	18%	Tablet	21%	Tablet	21%
Top five pages being viewed with average session durations	Homepage	30s	Search and apply page	2m 55s	Search and apply page	3m 20s	Search and apply page	3m 31s
	Search and apply page	2m 13s	Homepage	23s	Homepage	22s	Homepage	23s
	Opportunities page	55s	Schools vacancies page	1m 44s	Job advert pages	1m 20s	Job advert pages	1m 23s
	Schools vacancies page	4m 22s	Job advert pages	1m 45s	Featured jobs page	32s	Featured jobs page	29s
	Featured jobs page	29s	Opportunities page	23s	Opportunities page	28s	Opportunities page	35s

\*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 for Q 1 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.

Q 1: April – June 2015

Q 2: July – September 2015

Q 3: October – December 2015

Q 4: January – March 2016