Highlands and Islands Enterprise (HIE) - Website Analytics Review
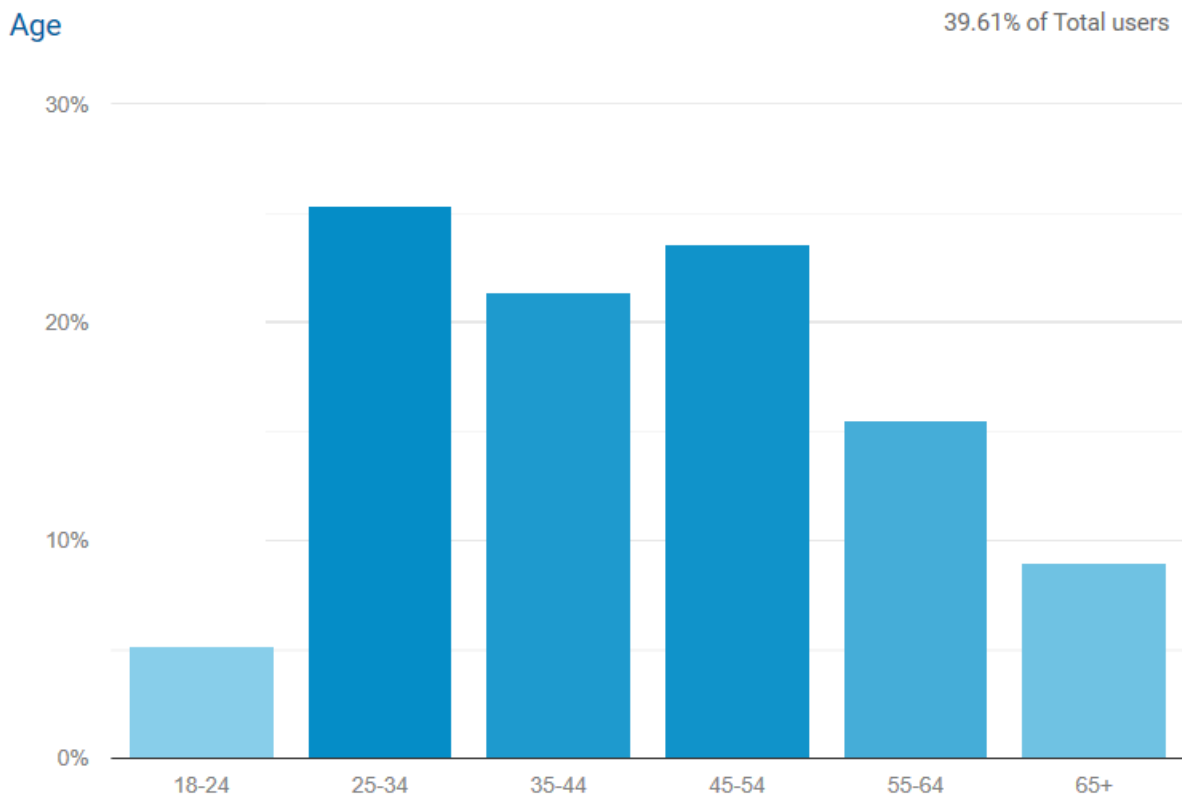
This examines web analytics data from HIE, the most comparable agency to SOSE currently in existence, to see what might be learned for the SOSE website ()

Summary

Based on 12 months of data, from 1st Nov 2018 to 31st Oct 2019, the site has had just over half a million page views from 128k users. The average user has had 1.7 sessions over the year. On average, a user is on the site for just under 2 minutes per session, and looks at an average of 2.5 pages.

Demographics

Based on Google Analytics demographic data, the site has 53% male and 47% female audience with the following age breakdown (based on roughly 40% of the site's users, using data from signed-in Google users and their Google account data of birth).

The site sees traffic predominantly from browsers with the language set to English, with the top ten other languages all falling below 1% of traffic:

1. Spanish (714 users)
2. German (632 users)
3. French (551 users)
4. Chinese (502 users)
5. Italian (303 users)
6. Portuguese (235 users)
7. Dutch (232 users)
8. Polish (190 users)
9. Russian (187 users)
10. Norwegian (184 users)

Most site visitors are new to the site (82%) rather than returning visitors (18%).

Desktop browsers make up a higher percentage than most SG sites - 64% desktop, 36% mobile/tablet.

In terms of peak traffic, the busiest day over this period was 14/12/2018 with 1,320 users over the day and a peak in that of 235 users in one hour (4pm) (relating to news of Cairngorm resort takeover).

Summary of top searches to HIE site

48%+ of clicked Google searches are for brand terms (sheet) and 75 searches make up 80% of search traffic. Similar themes come up again in searches, as expected, with vacancies, office locations, the spaceport and broadband. There's more on grants/funds, specific tools (like skills analysis), and some named company owners.

Search Query	Clicks	Impressions	Average Position	%
highlands and islands enterprise	7,235	10,973	1.1	17.7%
Hie	6,781	69,526	6.4	17%
hie jobs	3,696	4,539	1.3	9%
hie vacancies	1,201	1,352	1	3%
highland and islands enterprise	979	1,570	1.1	2%
option agreement	834	13,191	4.2	2%

hie inverness	644	1,367	1.3	2%
highlands & islands enterprise	572	1,105	1	1%
scottish land fund	544	3,243	2.4	1%
highlands and islands enterprise jobs	464	580	1	1%
space hub sutherland	405	820	1.1	1%
sutherland spaceport	383	2,798	4.1	1%
highlands and islands	381	12,072	4.1	1%
skills analysis	321	4,581	5.4	1%
hie scotland	309	713	1	1%
highland and island enterprise	305	453	1.1	1%
paddy crerar	275	921	1.3	1%
northern innovation hub	266	476	1.4	1%
hie events	260	350	1.3	1%
hie broadband checker	232	257	1	1%
highlands and island enterprise	230	334	1	1%
hie broadband	215	265	1	1%
hie careers	211	412	2.1	1%
hie funding	209	354	2.7	1%
highlands islands enterprise	208	301	1	1%
science skills academy	198	256	1	0%
highlands and islands enterprise grants	186	292	1	0%
hient	184	1,534	2.6	0%
highland enterprise	165	998	5.9	0%
data landscape	164	3,525	5.1	0%
scottish investment bank	161	6,324	3.3	0%
laurence odie knitwear	156	944	3.2	0%
spaceport sutherland	144	729	3.3	0%
community broadband scotland	137	316	1.1	0%
hie grants	133	176	2.2	0%
orkney research and innovation campus	131	252	1.4	0%
charlotte wright hie	126	284	1	0%
hie board	126	163	1	0%
strengthening communities conference 2019	123	152	1	0%
skill analysis	121	2,776	6.4	0%
hie shetland	114	191	1.1	0%

susan smith hie	114	186	1	0%
charlotte wright	111	6,932	1.4	0%
hie website	109	231	2.2	0%
hie stornoway	103	281	1.3	0%
freda newton	101	576	1.6	0%
hie digital	99	151	1.1	0%
highlands and islands development board	98	445	1.4	0%
hie uk	97	299	1.8	0%
deepwind cluster	95	209	1.7	0%
hie spaceport	94	132	1	0%
hie staff	88	122	1.3	0%
highlands and islands enterprise inverness	83	350	1.3	0%

Summary of internal searches on HIE site

Around 3.5% of all site users make use of the internal site search but average more than one search per user.

There's a broad spread of search terms (see sheet) with the first few which would be of most interest to SOSE focusing on jobs/vacancies, broadband, grants and funding. Several organisational searches are included, relating to the organisation's operating plan, annual report and procurement.

Summary of top referrals

Search is the main way to get to the site (50% of all traffic), with Direct (37%) and social media links (8%). There is very little referral traffic from other websites (lower than expected for an established site) as this traffic makes up only 2%. Traffic from social media is 75% from Facebook, 20% Twitter. 40% of the traffic from social media has been to the the jobs page on HIE (www.hie.co.uk/about-hie/working-with-hie/job-opportunities.html).

Linking sites (sheet) include geographic and public sector sites, local authority and business intranets, university, NHS sites and commercial sites but no one site is particularly powerful.

Source	Users	%
campaign	1493	1.11%
direct	49586	36.97%

email	578	0.43%
organic search	68427	51.02%
paid Facebook ad	12	0.01%
referral - business	253	0.19%
referral - intranet	216	0.16%
referral - local	829	0.62%
referral - news	46	0.03%
referral - recruitment	25	0.02%
referral - social media	11418	8.51%
referral - spam	210	0.16%
referral - uncategorised	862	0.64%
referral - wikipedia	174	0.13%

Summary of top content

The structure and content on the HIE site make it hard to establish the percentages of users who are reading content relating to their business area and those general interest users that are reading news. 50% of the site's traffic goes to just 25 pages, but after that there is a large spread of traffic across 1,000+ other content items (see content drilldown sheet and content sheet).

Page	Page Views	%
/	75,070	14.15%
/about-hie/working-with-hie/job-opportunities.html	46,003	8.67%
/about-hie/	20,296	3.83%
/about-hie/offices-and-staff/staff-directory.html	14,588	2.75%
/business-support/	12,280	2.31%
/regional-information/digital-highlands-and-islands/can-i-get-it.html	8,879	1.67%
/growth-sectors/	6,743	1.27%
/regional-information/area-information/caithness-and-sutherland/uk-space-port/	6,725	1.27%
/about-hie/offices-and-staff/board-members/	6,613	1.25%
/regional-information/	6,377	1.20%
/community-support/	6,257	1.18%
/all-news/	5,524	1.04%

/about-hie/offices-and-staff/directors-and-senior-managers/	5,257	0.99%
/about-hie/offices-and-staff/	4,810	0.91%
/about-hie/events/	4,567	0.86%
/regional-information/digital-highlands-and-islands/	3,923	0.74%
/business-support/funding/funding.html	3,581	0.67%
/community-support/community-conference/	3,092	0.58%
/about-hie/offices-and-staff/staff-directory.html	2,898	0.55%
/about-hie/what-we-do.html	2,808	0.53%
/about-hie/where-we-re-investing/	2,709	0.51%
/business-support/entrepreneurship/entrepreneurial-academy/	2,691	0.51%
/business-support/innovation-r-d/	2,665	0.50%
/investors/	2,640	0.50%
/regional-information/area-information/	2,562	0.48%

Summary of top downloads and outbound links

Unfortunately the Google Analytics setup for HIE is incomplete and there is currently no tracking of document downloads or outgoing clicks to external links.