

Habitat Regulations Executive Committee

SE Devon Wildlife Communications Key Performance Indicators: Appendix A – Benchmarks

	ECC	ECC	EDDC	EDDC	TDC	TDC
Pages	https://exeter.gov.uk/leisure-and-culture/walking-in-exeter/exeter-green-circle-walks/ - 1 March 2020 to 1 March 2021	https://exeter.gov.uk/leisure-and-culture/parks-and-open-spaces/exeter-valley-parks/ - 28 September 2020 to 1 March 2021 (this page only went live on 28 Sept)	/wild-east-devon-nature-reserves/	/countryside/	Nature reserves/Dawlish Warren National Nature Reserve	Parks/Dawlish Countryside Park
Page views	47101	259	18384	10419	1627	3035
Time spent on site (avg session duration)	01:21	01:13	02:43	01:01	151.89	174.17
Avg. number of pages/session (ECC for referred traffic)	3.16	3.16				
Avg. number of pages/session (for direct traffic)	2.2	2.2				
Referrals (total users)	93.3% of all traffic has been referred, only 6.7% is 'direct'	79% of all traffic has been referred, 19% is 'direct'	80% direct/search		1389	2648
top referral channel	google (accounts for around 75% of views)	google (accounts for around 57% of views)	google / organic	google 8.56%; direct 6.55%		
top web content						
Comment					Most of the traffic is direct or from our own website. The odd post on social media will surge traffic to decoy. Hardly anything being referred	