



ElevateMe Analytics Review

Q4 2017 – ESF Claim 8 Period

ElevateMe Reading

The total pageviews for the period was 3,129.

By month, these comprised of 1,151 views in October, 865 in November, and 1,113 in December.

There are a few reasons why October may be the month with the most pageviews; there may be users needing guidance after starting a destination in September or it may be that there were more sessions held using ElevateMe as a resource in school/guidance settings. This also shows a steady increase over November into December, peaking mid-month – however, I was making edits at the time and this may also be a factor, as I needed to check that the formatting was correct after making edits. This won't account for a large number of views as I would only need to check each page once after it was changed. Accounting for my excessive access may explain the difference in trend between ElevateMe Reading and other ElevateMe sites over the period.

The most accessed **My City** pages were around work search and work experience.

Most sessions were accessed by those searching organically, but of those site entries referred from other sources, the highest proportion were referred from the Reading Borough Council website.

40.81% of all views in the period provided data to compile age and gender statistics (1,285 views of 3,149 views).

Of this percentage;

- 18-24 – Female - 210 (16.34% of recorded pageviews)
- 18-24 - Male – 96 (7.47% of recorded pageviews)
- 23.81% of all recorded traffic was from users in the project's scope. This bolsters the idea that parents, advisers and teachers are more likely to show the site as a resource, rather than be a site that is used independently.
- As covered in the last report, males are more likely to use ad-blocking software than females, so the true figure will be higher (by how much is impossible to tell). This also applies to the female numbers.
- The largest percentage of recorded traffic came from 25-34 year old females, at just under 20%. This is a common trend across all ElevateMe sites, and may explain part of the gender disparity in site access. For ElevateMe Reading, the difference in usage can be clearly seen in the target age group.
- Something to note as a limitation of these figures, is that Google Analytics does not collect data from users under 18, so two years of Elevate-eligible site users are not accounted for in any of the statistics.



ElevateMe Bracknell

The total pageviews for the period was 1,259.

By month, these comprised of 471 views in October, 543 in November, and 245 in December.

There is an increase from October to November, perhaps due an interest in pre-Christmas work or in use as a school resource, which also would explain the tapering off in December and the holiday period.

The most accessed **My City** pages was around volunteering, with the second most accessed My City page showing a list of local employers.

The site was accessed most by those searching organically, with the most referrals from other sources coming from *getreading* and various Bracknell Forest council agencies.

A combination of age and gender data could be derived from 35.90% of views (452 of 1,259) – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage;

- 18-24 - Female – 49 pageviews.
- No views were recorded against males in this category.
- The largest percentage of recorded traffic came from 25-34 year old females, at 25.88%.

ElevateMe Wokingham

The total pageviews for the period was 2,888.

By month, these comprised of 1,080 views in October, 1,146 in November, 662 in December

This shows a steady increase over October into November, and shares the same trend as Bracknell where pageviews dropped significantly in December.

The most accessed city pages were those on vacancy search, apprenticeships, a list of local employers and work search tips.

The site was accessed most by those searching organically, with the most referrals from other sources coming directly from the Elevate Berkshire landing page.

A combination of age and gender data could be derived from 38.43% of users (1,110 of 2,888) – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage;

- 18-24 – Female - 77 (6.94% of recorded pageviews)
- 18-24 - Male – 86 (7.75% of recorded pageviews)



- 14.69% of all recorded traffic was from users in the project's scope. The largest percentage of recorded traffic came from 25-34 year old females, at 47.57%. This also bolsters the idea that parents, advisers and teachers are more likely to show the site as a resource, rather than be a site that is used independently. Indeed, advisers and volunteers produce vacancy lists from the site's vacancy search function to send to participants.
- As covered in the last report, males are more likely to use ad-blocking software than females, so the true figure will be higher (by how much is impossible to tell). This also applies to the female numbers.

ElevateMe RBWM

The total pageviews for the period was 332.

By month, these comprised of 130 views in October, 133 views in November, 69 views in December. This mirrors the trend shown in Bracknell and Wokingham.

The most accessed city page gives information on apprenticeships.

Most sessions came from organic searches, with most referrals coming from the landing page, Ways Into Work and RBWM's service directory.

A combination of age and gender data could be derived from 50.41% of users (491 of 974) – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage;

- 18-24 - Male – 66 (13.44% of pageviews)
- 18-24 – Female – 31 (6.31% of pageviews)
- 19.75% of all eligible pageviews came from users in the project's scope.
- The largest percentage of recorded traffic came from 25-34 year old females, at 26.07%.
- As covered in the last report, males are more likely to use ad-blocking software than females, so the true figure will be higher (by how much is impossible to tell). This also applies to the female numbers.

ElevateMe West Berkshire

The total pageviews for the period were 170.

By month, these comprised of 66 views in October, 74 in November, and 30 in December. This trend mirrors several other partners' figures.



Most traffic came from organic searches. Most referrals came from the landing page and West Berks services portal (though I can't locate the link myself), though this link may benefit from greater prominence on the services portal.

No data in West Berks could be broken down by both age and gender for 18-24 year olds. 21 pageviews were attributed to this age bracket but no further breakdown could be provided. Older age groups access the site in greater numbers. This is in line with previous suggestions that the site is used more by parents and advisors than young people.

ElevateMe Slough

The total pageviews for the period was 969.

By month, these comprised of 347 views in October, 384 views in November, and 238 views in December. This mirrors the trend shown in Bracknell and Wokingham.

The most accessed city page was the city creation page. The most accessed 'resources' were the agency list, in particular the Young People's Service.

Most sessions came from organic searches, with most referrals coming from the Slough.gov and Adviza websites. A significant number of users visited the page directly.

A combination of age and gender data could be derived from 37.67% of users (365 of 969) – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage;

- 25-34 – 115 pageviews (31.51%)
- 18-24 – 89 pageviews (24.38%)
- 45-54 - 57 pageviews (15.62%)
- 35-44 – 104 pageviews (28.49%)

Insufficient gender data could be gathered for a breakdown by age bracket. 530 overall views could be broken down by gender, and of these, 365 views could be attributed to female visitors, while 165 could be attributed to male visitors. As stated above, the use of ad-blocking software is more prevalent among male internet users, but is not exclusive to them.

Other Notes

On 19th February, we will have the final report from Projects with Purpose regarding peer-to-peer work with young people and digital media. There may be some insight from this report and presentation that we can apply to ElevateMe.

Review: May 2018