



Appendix A - ElevateMe Analytics Review

January – July 2018

ElevateMe Reading

The total page views for the period January 1st 2018 to July 31st 2018 was 6,812.

There were 1,220 users in January, 953 in February, 781 in March, 700 in April, 773 in May, 1,342 in June and 1,043 in July.

The most accessed **My City** pages were around work experience and lists of external agencies.

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. 70 users were referred from social media websites, with 69 coming via Facebook and 1 via Instagram.

35.21% of all views in the period provided data to compile age statistics and 37.72% of all views provided data to compile gender statistics.

Of this percentage;

- 18.69% 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 olds, at 28.96%. 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 2,172.

There were 139 users in January, 106 in February, 104 in March, 91 in April, 104 in May, 157 in June and 63 in July.

The most accessed **My City** pages were around volunteering, work search and ESOL.

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, the 18-24 age range made up 11.35% of recorded traffic.

ElevateMe Wokingham

The total pageviews for the period was 7,996.

In January there were 197 users, 142 in February, 145 in March, 115 in April, 240 in May, 242 in June and 203 in July.

The most accessed city page was a local vacancy search.

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 33.2% of users – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage, 13.27% of recorded users were in the 18-24 age group for the project.

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 2,218.

There were 95 users in January, 90 in February, 101 in March, 76 in April, 84 in May, 169 in June, and 156 in July.

The most accessed city page gives information on work experience.

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 29.30% of users – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage, 18.18% were in the 18-24 age range.

ElevateMe West Berkshire

The total pageviews for the period were 1,900.

By month, these comprised of 67 users in January, 76 in February, 70 in March, 48 in April, 38 in May, 137 in June and 82 in July.



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.

14.01% of 30.91% of the users that provided age and gender information fell in the 18-24 age bracket.

ElevateMe Slough

The total pageviews for the period was 2,341.

There were 59 users in January, 66 views in February, 80 views in March, 63 in April, 83 in May, 207 in June, and 140 July.

The most accessed city page was around work experience. 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 33.53% of users – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage, 18.87% of users fell into the 18-24 age bracket.

General Notes

As with previous reports, there are significantly more female users than male users. This has previously been attributed in large part to prevalent use of ad-blocking software among males aged 18-24. All partners experienced an increase in traffic in June compared with their previous figures, which may have been connected to post-exam uncertainty.

Review: December 2018