



## Appendix A - ElevateMe Analytics Review

### ElevateMe Reading

The total pageviews for the period August 1<sup>st</sup> 2018 to 1<sup>st</sup> May 2019 was 10,487. 2,663 users account for these views (of which 2,632 were new). There was a bounce rate of 64.76%

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. 79 users came to the site via Facebook.

25.27% of all views in the period provided data to compile age statistics and 27% of all views provided data to compile gender statistics.

Of this percentage;

- 15.45% 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 28.53%. 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 7,642.

1,077 users account for these views (of which 1,065 were new). There was a bounce rate of 56.70%. The most accessed **My City** pages were around apprenticeships 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. 39 users came to the site via social media, with 29 from Facebook, 9 from Twitter and one from the now-closed Google+.

A combination of age and gender data could be derived from 26.37% of views – 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 9.51% of recorded traffic. Again, the majority of those users were female.



## **ElevateMe Wokingham**

The total pageviews for the period was 8,577.

1,441 users account for these views (of which 1,405 were new). There was a bounce rate of 46.78%.

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. 46 site visitors came via social media, 40 of which came via Facebook, and 6 from Twitter.

A combination of age and gender data could be derived from 30.40% of users – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage, 8.52% 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 2,543, shared between 843 users (of which 834 were new). There was a bounce rate of 65.07%.

The most accessed city page gives information on local employers.

Most sessions came from organic searches, with most referrals coming from the landing page, Ways Into Work and RBWM's service directory. 23 users came to the site through social media, with 15 from Facebook and 8 from Twitter.

A combination of age and gender data could be derived from 17.20% of users – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage, 8.28% were in the 18-24 age range.

## **ElevateMe West Berkshire**

The total pageviews for the period were 2,246, shared between 612 users (608 of which were new). There was a bounce rate of 57.65%.

The most accessed city page gives information on work experience.

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.

8 users came to the site via social media, with 7 from Facebook and one from Twitter.



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None of the users that provided age and gender information fell in the 18-24 age bracket, with 35-44 year olds visiting in greater numbers.

## **ElevateMe Slough**

The total pageviews for the period was 5,065, shared between 1,116 users (of which 1,103 were new). There was a bounce rate of 53.70%.

The most accessed 'resources' were the agency list, in particular the Young People's Service. None of the 'My City' pages, aside from the main page, appear in the top 10 pages on the analytics report.

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. 7 users came to the site through social media, with 6 from Facebook and 1 from Twitter.

A combination of age and gender data could be derived from 23.92% of users – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage, 12.73% 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.

**Review: June 2019**