

Visitor statistics for Haringey Council website (www.haringey.gov.uk) - 2011 - 2012

(see key below for description of terms used)

	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Annual total
Visits	161,408	179,463	180,945	175,827	192,982	213,408	204,836	186,109	151,103	212,761	188,033	201,428	2,248,303
Absolute Unique Visitors	98,758	109,106	108,788	106,637	115,279	122,534	118,945	118,473	92,183	127,590	113,461	121,596	1,353,350
Page Views	560,820	647,937	654,869	619,940	600,886	722,288	677,684	601,622	456,228	665,149	574,941	626,687	7,409,051
													Annual average
Average Page Views	3.47	3.61	3.62	3.53	3.11	3.38	3.31	3.23	3.02	3.13	3.06	3.11	3.30
Average Time on Site (min:sec)	02:52	02:59	03:04	03:00	02:30	02:52	02:50	02:54	02:29	02:41	02:36	02:40	02:47
New Visits	43.78%	43.43%	43.02%	42.86%	44.08%	41.98%	41.49%	51.43%	53.17%	48.22%	46.33%	45.11%	45.41%

Key

Visits	Number of visits to the website (a visit being a period of interaction between a visitor's browser and this site, ending when the browser is closed or shut down or when the user has been inactive on the site for 30 minutes).
Unique Visitors	Unique Visitors represent the number of unduplicated (counted only once) visitors to the website over the course of a specified time period (in this case a month). A Unique Visitor is determined using cookies.
Page Views	Total number of pages viewed. A page view is an instance of a page being loaded by a browser (Google Analytics logs a page view each time that the tracking code is executed).
Average Page Views	Average number of pages viewed by each visitor to the website.
Average Time on Site	Average amount of time spent by each visitor on the website (in minutes and seconds).
New Visits	The percentage of all visits to the website made by new visitors.

Source	Google Analytics
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