

## Visitor statistics for Haringey Council website (www.haringey.gov.uk) - 2008 - 2009

(see key below for description of terms used)

	Apr 08	May 08	Jun 08	Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Annual total
<b>Visits</b>	155,664	147,470	147,126	155,063	137,696	170,660	152,747	192,543	128,977	158,536	157,236	171,924	<b>1,875,642</b>
<b>Unique Visitors</b>	91,477	86,772	86,262	90,276	82,722	101,557	98,511	132,193	87,746	104,206	100,541	108,145	<b>1,170,408</b>
<b>Page Views</b>	670,923	636,201	672,591	692,216	594,404	724,040	669,685	843,010	549,121	692,493	695,089	727,416	<b>8,167,189</b>
													<b>Annual average</b>
<b>Average Page Views</b>	4.31	4.31	4.57	4.46	4.32	4.24	4.38	4.38	4.26	4.37	4.42	4.23	<b>4.35</b>
<b>Average Time on Site (min:sec)</b>	03:09	03:05	03:11	03:11	03:08	03:10	03:11	03:06	02:53	03:10	03:17	03:12	<b>03:09</b>
<b>New Visits</b>	49.43%	45.86%	44.30%	43.38%	44.28%	44.48%	47.87%	55.15%	49.56%	48.90%	46.61%	46.25%	<b>47.17%</b>

### Key

<b>Visits</b>	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).	
<b>Unique Visitors</b>	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.	
<b>Page Views</b>	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).	
<b>Average Page Views</b>	Average number of pages viewed by each visitor to the website.	
<b>Average Time on Site</b>	Average amount of time spent by each visitor on the website (in minutes and seconds).	
<b>New Visits</b>	The percentage of all visits to the website made by new visitors.	

<b>Source</b>	Google Analytics	Please note that last year's statistics were provided using Webtrends which uses a different reporting system to Google. This means we are unable to give meaningful year on year comparisons.
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