

Scotland's Environment Web Campaign Report

LIFE10-ENVUK-182

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Contents

1	Brief	3
2	Analysis	7
3	Conclusions and recommendations	31

1. Brief

The BIG Partnership was appointed to develop a new, innovative and creative approach to promotion of a web site and social media communications while taking into account any resource constraints.

Key deliverables:

A. Produce PR campaign strategy and presentation (attending relevant meetings)

B. Implement and/or oversee implementation of PR campaign activities and supporting promotional materials (attending relevant meetings)

C. Monitoring web site use performance statistics as basis for PR campaign evaluation, success measures, and production of end of project report/recommendations.

As part of this there was the requirement to:

Brand

- Reinforce "Scotland's Environment" online brand
- Increase recognition of its value/benefits as a key central source of information

Site specific

- Increase website traffic to 10k to 12k k visits a month. Additional visits (approx. 8.5k) may be created by the redirection of Land Information Search (LIS) at certain times of the year.
- Increase time on site from 1.5 to 3 mins per visit (monthly average)
- Increase number of pages viewed per visit from 3 to 5 (monthly average)
- Increase referral traffic – e.g. from social media, digital newsletter, and from partner web sites.

Deliverable A. Produce PR campaign strategy and presentation

BIG was asked to:

- Prepare a PR campaign strategy for the re launch of Scotland's Environmental Website based on "a new, innovative and creative approach" while considering "resource implications".

In order to progress this, BIG undertook:

- An inception meeting (13/2/14)
- A meeting with the technical team (25/2/14)
- A stakeholder mapping session (27/2/14)
- A review of background materials supplied
- A presentation of strategy to the project manager (18/3/14)
- A presentation to the SEWeb Comms Officer Group (20/3/14)

- A presentation to the SE Web Partnership Management Group (24/3/14) for approval.
- A presentation of Social Media recommendations (15/5/14)
- Ongoing client liaison meetings.

A draft strategy was produced. In summary, the key elements of this were:

- **Target audiences:** following the stakeholder mapping session (27/2/14), BIG recommended that Scotland's Environment should focus on target audiences that derive most benefit and, therefore, are most likely to return regularly to the website (i.e. encouraging a higher proportion of repeat visits than first time visitors). Marketing communications, therefore, should focus on emphasising specific benefits to each audience.

The agreed target audiences were:

- Policy/NGOs – including staff of the partner organisations
- General public – with an existing environment interest

NB It was agreed academics would be targeted at a later date.

In particular, it was agreed that the initial focus should be on partner staff (within the 13 stakeholder organisations and wider contributing partners) as they are still the main user base (i.e. a potential 10,000 users) as the site's relatively low penetration was thought due to a lack of awareness of the site and its benefits.

- **Channels:** it was recommended that to make best use of available resources/budget an initial priority should be to leverage third party marketing support through partners i.e. initially best value can be obtained through use of existing internal resources and channels, tapping into partner networks (internal and external) to access people with an established interest in or who are already informed re the environment – i.e. their staff should act as site champions and encourage usage of and links to the site.
- **Strategic approach:** BIG recommended development of a programme of planned sequence of launches (i.e. planned milestones) and mini campaigns focused on individual products/tools targeted at specific audiences (e.g. Project Finder for volunteers) to keep the site at front of mind and drive traffic on an ongoing basis.
- **Key messages:** BIG supplied recommended messages – refined by client, these were used as the basis for relevant materials
- **Ongoing:** BIG's recommended approach was designed to allow activity to be maintained by the SEWeb team following the end of BIG's appointment period (i.e. by creating a rolling activity plan for the SEWeb team) in order to achieve the medium/long term targets.
BIG recommended that most impact will be derived, from integrated, targeted activity – i.e. this will best meet the objective of delivering a new, innovative and creative approach while considering resource implications.

Deliverable B. Implement and/or oversee implementation of PR campaign activities and supporting promotional materials (attending relevant meetings)

As part of the strategy a series of recommended tactics/actions were recommended and these were converted into a rolling action/content plan by the SEWeb team.

Individual actions were discussed and responsibilities for implementation agreed based on available resources (as identified in the original brief).

In summary, BIG implemented/supported the following actions:

- BETA launch – recommended BETA launch and targeting partners with advance access
- Communications audit
 - Drafted questionnaire to identify partners' communication channels, implemented by SEWeb team, BIG tabulated findings – outputs used to encourage partners' support and for circulation of materials, and as basis for linkage strategy (i.e. with their websites and social media channels)
- Project Finder launch
 - Campaign theme and recommendations
 - Designed Poster/card – distributed at relevant events
- Social Media
 - Social Media recommendations (link to main strategy)
 - Presentation given for partners – rules of engagement/how to use in support of campaign
 - Draft social media engagement policy
 - Channel profiles
 - Initial content calendar for SEWeb launch week 1 with draft content
- Web – onsite activities
 - Provided countdown clock module (not implemented due to technical requirement)
 - Strategy for recommending further pages (i.e to hold in site)
- Onsite features – recommendations to ensure effective signposting of onsite features to relevant features/tools (both from on site and off site communications activities).
 - Suggested data capture /extend use of database
- Surveys
 - Drafted site survey
 - Drafted feature survey
- Print
 - Drafted and designed updated leaflet to promote SEWeb
- Media relations
 - Drafted SEWeb launch media release
 - Drafted Project Finder media release
- Infographics BIG designed for use in media, social media and on web
 - Air
 - Water (including software to allow client to complete animated version)
 - Land
- Word clouds
 - BIG designed user journey wordclouds – activated by client
- Factoids – Reviewed SoE Report sections and supplied interesting facts and figures (used in social media and infographics)

- Water
- Air
- Land
- People and the environment
- Climate change factoids
- User guidance videos
 - BIG supplied software for SEWeb to record user guidance videos/podcast tutorials explaining how to use the site and demonstrate key features
- SEWeb Comms Toolkit for partners
- SEO recommendations – e.g. key words analysis

Deliverable C. Monitoring web site use performance statistics as basis for PR campaign evaluation, success measures, and production of end of project report/recommendations.

The brief required to identify the impact of the web site re-launch PR Campaign – including how far the initial three month delivery of the PR Campaign will go towards achieving the stated performance targets.

- a) Increase traffic to the website to 12,000 visitors per month.
- b) Increase the time visitors spend on the website to a monthly average of 3 minutes.
- c) Increase number of pages viewed per visit to a monthly average of 5 pages.
- d) Increase in the number of referrals to Scotland's Environment Web Site from Social Media, Digital Newsletter, and from Partner web sites
- e) Recommend any other measures of success that can be expected as a result of the positive impact the PR campaign will achieve.

The primary measurement of a) to d) is Google Analytics.

The SEWeb team has also supplied analysis of social media channels.

One of the advantages of Google Analytics is the depth of analysis it can provide.

One of the disadvantages of Google Analytics is the depth of analysis it can provide.

We have selected what we believe to be key metrics from which conclusions and subsequent recommendations can be derived.

2. Analysis

Target a) Increase website traffic to 10k - 12k visits a month.

The updated Scotland's Environment website analytics has been split into three sections – the map function and apps section (discover data) sections have their own analysis functions. In order to achieve a site total the analytics for these need to be added to the total for the core site. The key below is based on the site's three sections.

KEY

a = web

b = map

c = apps

Month	Visitors	% New visits	Pages per visit	Session duration	Month	Visitors (users)	% New visits***	Pages per visit	Average session duration
June 2013	2,075	57.6%	3.64	04:13	June 2014 (*5/6/15) launch	a)4,187 (+102%) b)1,191 T 5,742 (+177%)	a)62.7% b)55.9%	a)3.05 b)1.35	a)3.10 b)01.39
Aug 2013	1,753	57.5%	3.84	03:41	Aug 2014	a)2,188 (+25%) b) 834 c) 211 T 3,233 (+84%)	a)54.9% b)47.8% c)58.7%	a)3.15 b)1.36 c)3.81	a)4.07 b)1.47 c)3.53
Sept 2013	2,807	62.3%	3.12	03:04	Sep 2014	a)3,104 b) 969 c) 189 T 4,262 (+52%)	a)61.1% b)49.9% c)54.2%	a)2.67 b)1.41 c)3.77	a)3.22 b)1.59 c)4.37
Oct 2013	3,673	63.3%	2.89	02:54	Oct 2014	a)3,396 b)1,193 c) 414 T 5,003 (+36%)	a)61.3% b)53.9% c)70%	a)2.86 b)1.44 c)3.75	a)3.27 b)2.19 c)4.13
Nov 2013	3,697	63.4%	3.00	03:10	Nov 2014	a)3,348 b) 953 c) 156 T 4,457 (+ 20%)	a)63.47% b)49.25% c)69.57%	a)2.55 b)1.39 c)3.04	a)3.00 b)2.09 c)2.35
Dec 2014	2,567	65.4%	2.6	02.48	Dec 2014				
Jan 2014	a)3,509 b)195**	64.8% 32.9%	2.81 1.52	03.04 02.06	Jan 2015				
Feb 2014	a)4,046 b)943	66.2% 54.5%	2.92 1.36	02.57 01.51	Feb 2015				

Mar 2014	a)4,178 b)1,030	65.5% 43.6%	2.59 1.22	02.37 01.15	Mar 2015				
Apr 2014	a)3,326 b)580	67.8% 44.4%	2.47 1.32	02.12 01.34	Apr 2015				
May 2014	a)3,653 b)560	71.6% 42.5%	2.94 1.23	3.43 01.14	May 2015				

*****App metrics available from 5 July 2014**

****Map metrics available from 23 Jan 2014**

***** New visits** are shown as a proportion of 100%. Returning visitors make up the remainder.

Although the proportions vary, the overall number of returning visitors should increase as the number of site visitors increase.

We have compared the year on year results given the fluctuation in figures to account for any potential seasonal factors – e.g. the large partner user community may be impacted by holiday seasons.

Comparing only the core site data the first five months shows:

- June - an increase in users of 102%
- July - an increase in users of 51%
- Aug - an increase in users of 25%
- Sep – an increase in users of 52%
- Oct – an increase in users of 36%
- Nov – an increase in users of 20%

The overall traffic to the site does suggest a consistent upward trend (although there was a slight decrease in core site figs during October 2014 from 3,673 in 2013 to 3,396 in 2014.). However, this shows a gradual increase rather than the step change required to achieve an additional 7,500 visitors.

Comparison vs the Jan to May 2014 figures will be important to clarify any trends – as during these months in 2013 the core site was reaching figs of 3,326 to 4,178.

The above stats show a relatively healthy increase comparing equivalent months. A further perspective can be provided by analysing the period since launch and comparing it to the same period in 2013. This is summarised in the following statistics.

SEWeb usage stats – June to November 2013



Sessions

22,417



Users

14,279



Pageviews

73,069



Pages / Session

3.26



Avg. Session Duration

00:03:24



Bounce Rate

53.92%

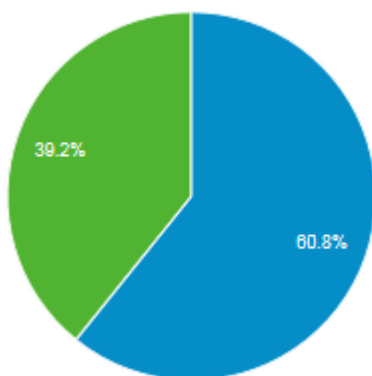


% New Sessions

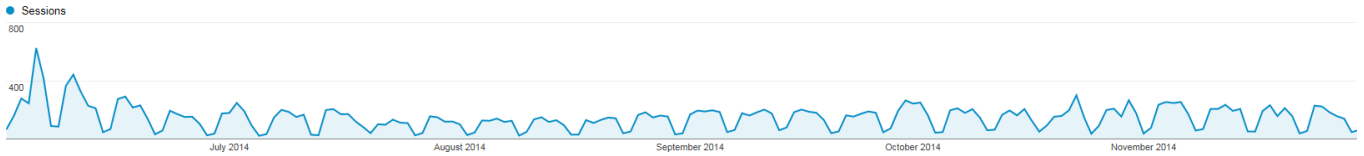
60.75%



■ New Visitor ■ Returning Visitor



SEWeb usage stats – June to November 2014



Sessions

26,573



Users

17,050



Pageviews

75,990



Pages / Session

2.86



Avg. Session Duration

00:03:25



Bounce Rate

55.38%

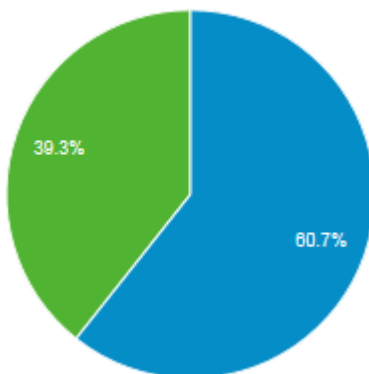


% New Sessions

60.64%



■ New Visitor ■ Returning Visitor



NB the figures are for the core part of the website only (as these are the only figs available for 2013):

Total users June to Nov 2013 = 14,279

Total users June to Nov 2014 = 17,050

An increase of 2,771 (19%)

Taking into account the additional sections (map and apps) of the website this increase can be viewed as greater:

Total users June to Nov 2013 = 14,279

Total users June to Nov 2014 = 23,195

An increase of 8,916 (62%)

In summary, the core website elements have seen traffic increase by 19% when comparing June to Oct 2013 with the same period in 2014. When taking into account the map and apps sections, the traffic has increased by up to 62%.

NB This latter figure can only be an estimate as we are unable to take into account where the same user is viewing all three sections during one visit.

A 62% increase is significant for a 6 month period.

If this performance (i.e. 60%) incremental growth was to be maintained the target of 12,000 visits per month would (72,000 visits per 6 months) be reached by early 2016. Given the nature of the other analytics reviewed, however, we would not describe this as a step change until the trend for a further 6 months has been reviewed.

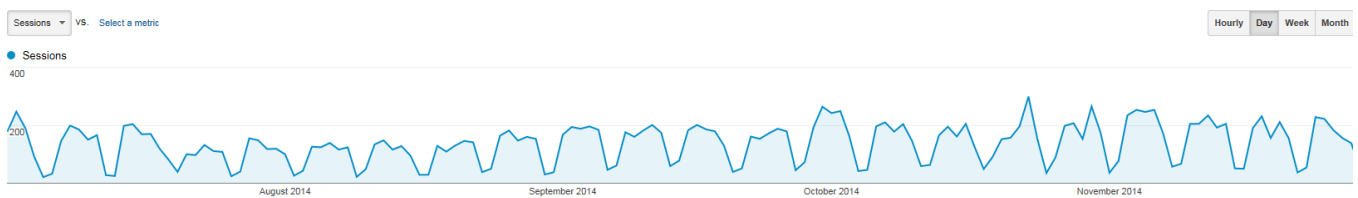
The overall sessions profile June to November 2014 does reflect the general upward trend. There are consistent spikes in traffic on Tuesdays and Thursdays.

Examples of particular recent spikes are:

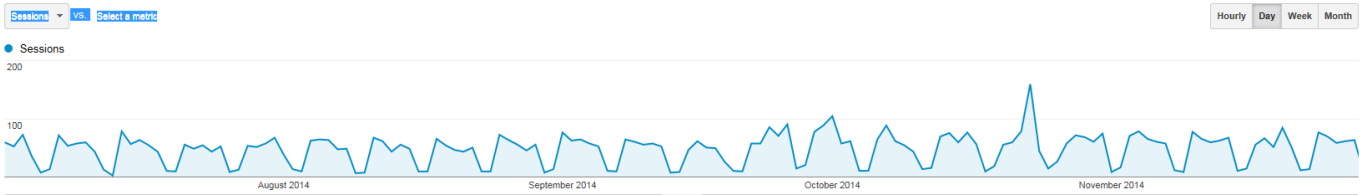
- Thursday 23rd October – including 118 referrals from University of West Scotland
- Tuesday 14th to Thursday 16th October – air pollution/climate change info push
- Thursday 2nd October – waste info push.

The figures tend to suggest the benefit of high profile promotions in boosting traffic – there may be an argument for focusing on a reduced number of high impact campaigns and improving integration with social media channels.

a) Core site sessions July to Nov 2014

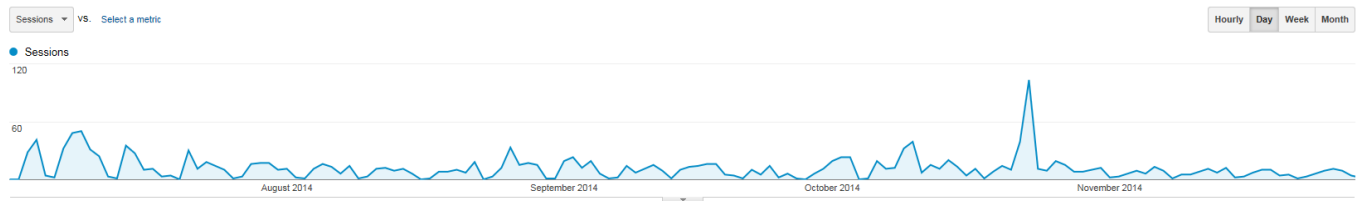


b) Maps sessions July to Nov 2014



This shows a consistent level of activity apart from a significant spike on 23 Oct 2014/

c) Apps sessions July to Nov 2014



This shows greater level of fluctuation with one major spike, again, on 23 Oct.

The previous pie charts comparing **new vs. returning visitors** during June to Oct 2014 with the same period in the previous year show consistency. If, however, the proportion remains the same and traffic is increased, the number of returning visitor numbers will increase.

Target b): Increase time on site from 1.5 to 3 mins per visit

NB As stated in the original proposal, marketing of the site will have limited impact on this objective – rather it will be influenced by the quality of site content and effective signposting to relevant content within the site.

The 3 mins time session duration target has been met every month since launch.

For core site content, comparing year on year Aug to Oct show an increased session duration:

- Aug 3.41 min to 4.07 min (an increase of 11%)
- Sep 3.04 min to 3.22 min (an increase of 6%)
- Oct 2.54 min to 3.27 min (an increase of 28%)

June and July 2014 show a decrease compared to 2013.

- Jun 4.13 min to July 3.10 min
- July 4.09 min to 3.43 min

NB June figs may be due to the large number of first time visitors to the site.

Taking the whole June to October period into account, the session duration time is very similar 3.30 min (2014) and 3.28 min (2013). NB this reflects the core site only and does not take into account additional time spent on apps and metrics (i.e. as no comparison data is available which collates all 3 parts of the site).

Average session duration time for

- Apps ranges from 4.37 mins in Sept to 2.35 mins in Nov (2014)
- Map ranges from 2.19 mins in Oct to 1.39 in June (2014)

Maps show a relatively consistent level of session duration.

Apps show much greater fluctuation including number of sessions (see previous timeline)

Exit pages – Google Analytics also allows us to analyse pages where people leave the site (see table below). This shows there is no individual page with an exceptionally high exit percentage which would need to be addressed.

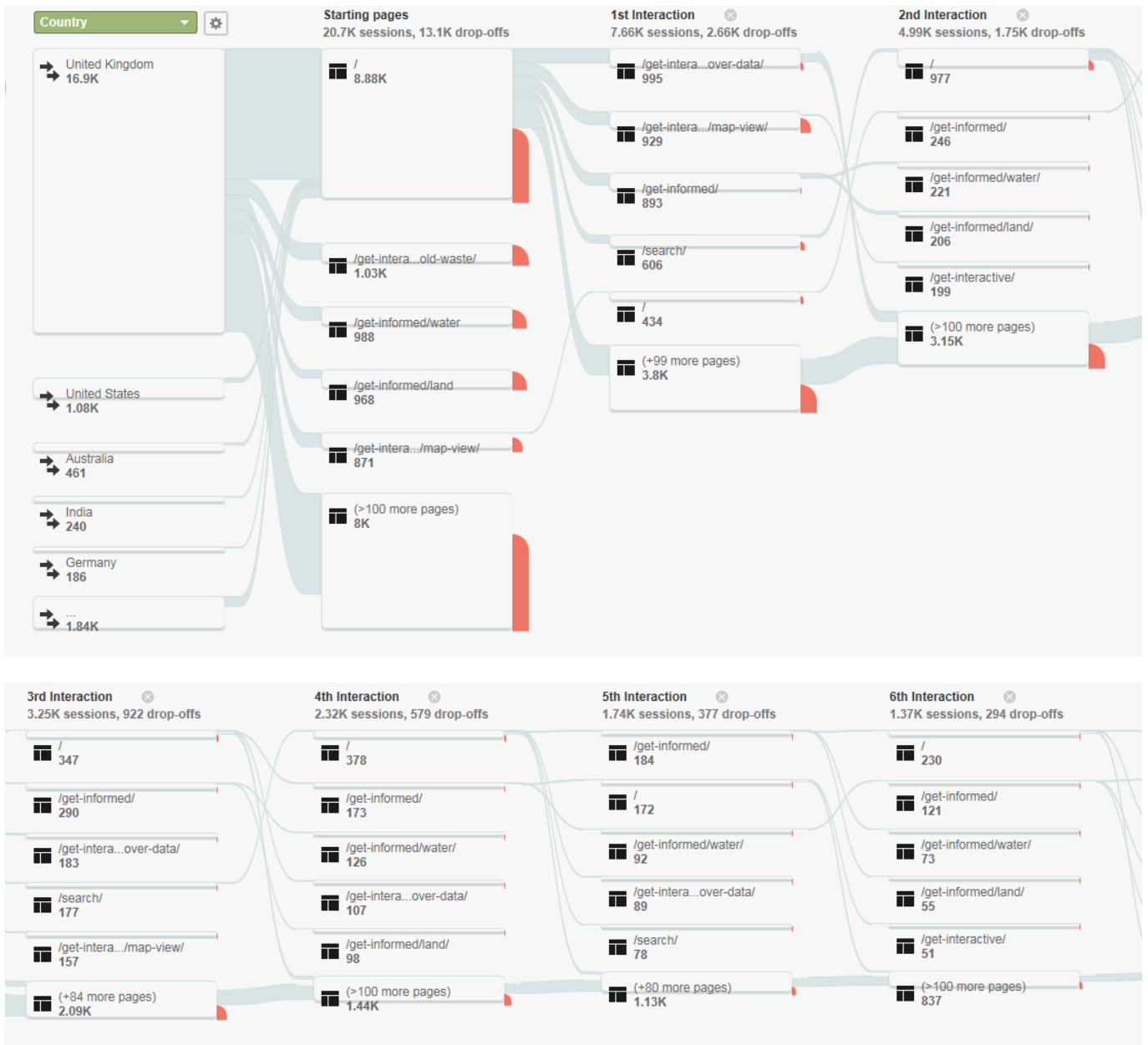
Page	Exits	Pageviews	% Exit
	21,999 % of Total: 100.00% (21,999)	64,345 % of Total: 100.00% (64,345)	34.19% Site Avg: 34.19% (0.00%)
1. /	5,294 (24.06%)	14,685 (22.82%)	36.05%
2. /get-interactive/map-view/	1,169 (5.31%)	2,323 (3.61%)	50.32%
3. /get-interactive/data/household-waste/	1,092 (4.96%)	1,639 (2.55%)	66.63%
4. /get-interactive/	939 (4.27%)	2,509 (3.90%)	37.43%
5. /get-involved/	740 (3.36%)	1,873 (2.91%)	39.51%
6. /get-informed/state-of-the-environment-summary/	591 (2.69%)	1,485 (2.31%)	39.80%
7. /get-informed/	578 (2.63%)	4,540 (7.06%)	12.73%
8. /get-informed/water/	439 (2.00%)	1,869 (2.90%)	23.49%
9. /get-interactive/data/water-body-classification/	389 (1.77%)	765 (1.19%)	50.85%
10. /get-interactive/interactive-map-search/	358 (1.63%)	724 (1.13%)	49.45%
11. /get-interactive/discover-data/	353 (1.60%)	2,253 (3.50%)	15.67%
12. /get-informed/land/landscape/	303 (1.38%)	473 (0.74%)	64.06%
13. /get-involved/the-big-discussion/	293 (1.33%)	1,111 (1.73%)	26.37%
14. /get-involved/toolkit/	267 (1.21%)	648 (1.01%)	41.20%
15. /get-interactive/data/bathing-waters/	257 (1.17%)	450 (0.70%)	57.11%
16. /get-involved/mobile-apps/	254 (1.15%)	456 (0.71%)	55.70%
17. /get-informed/land/soils/	247 (1.12%)	455 (0.71%)	54.29%
18. /get-informed/water/rivers-and-lochs/	244 (1.11%)	364 (0.57%)	67.03%
19. /get-informed/land/rocks-and-landforms/	239 (1.09%)	354 (0.55%)	67.51%
20. /get-informed/land/	234 (1.06%)	1,542 (2.40%)	15.18%
21. /get-informed/people-and-the-environment/benefits-from-the-environment/	228 (1.04%)	390 (0.61%)	58.46%
22. /get-informed/water/offshore-waters/	228 (1.04%)	332 (0.52%)	68.67%
23. /default.aspx	223 (1.01%)	470 (0.73%)	47.45%
24. /get-informed/water/rivers-and-canals/	196 (0.89%)	445 (0.69%)	44.04%
25. /get-communicating/social-circles/	188 (0.85%)	483 (0.75%)	38.92%

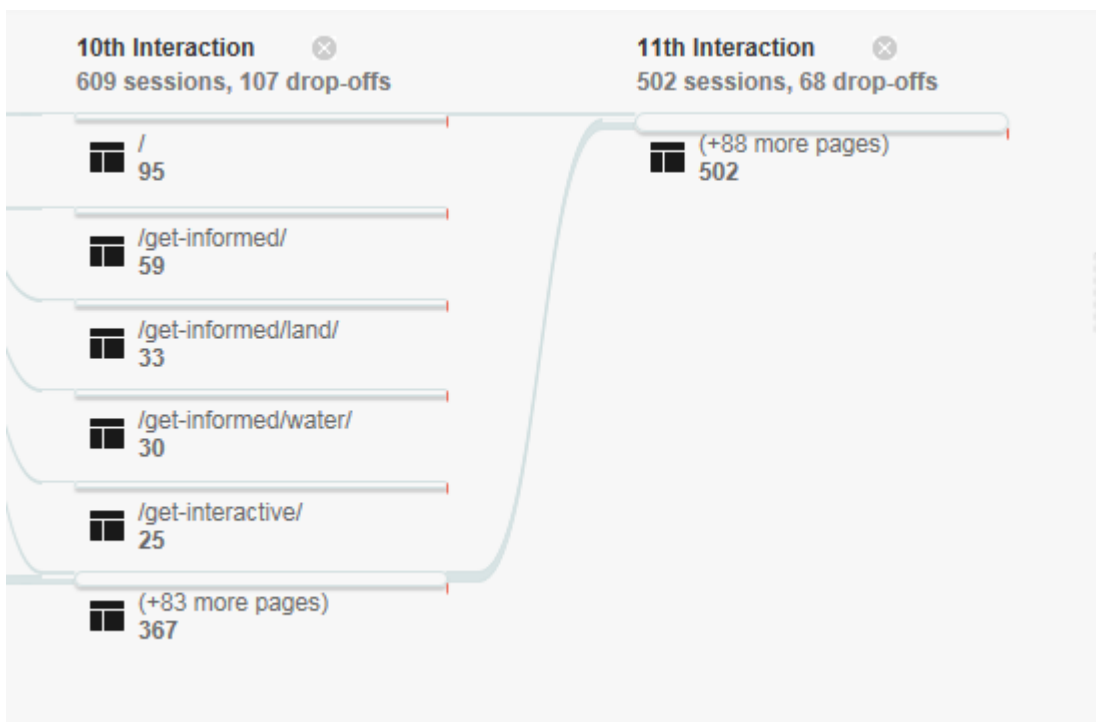
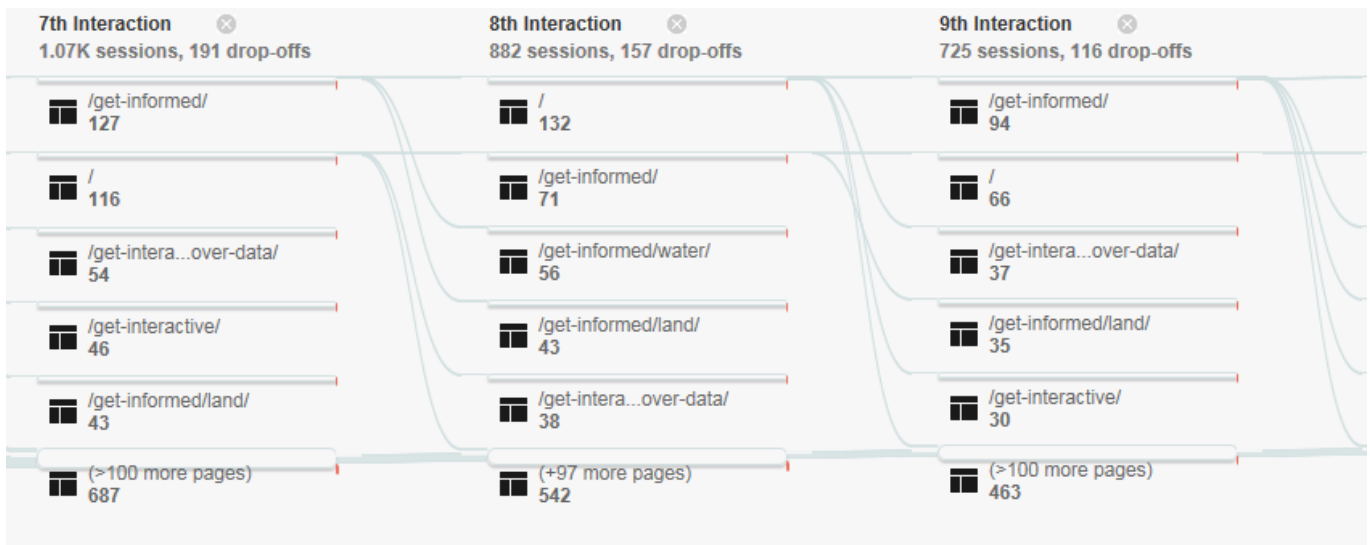
Userflow

Google Analytics allows you track user journeys, but it can be difficult to interpret meaning in the data.

a) User flow – core section

The following tracks the user journeys on the core section of the website. The red blocks indicate drop offs (exits).





The red tabs indicate where visitors are leaving the site as a % of total traffic – i.e. 20% of total traffic exits on the home page. Most sites will exhibit such a drop off on the home page – e.g. people arrive at the site and it may not be what they expected – but perhaps more could be done to encourage people to ‘try’ part of the site – e.g. on the home page, more eye catching animation or video elements or additional information on each of the icons to highlight interest.

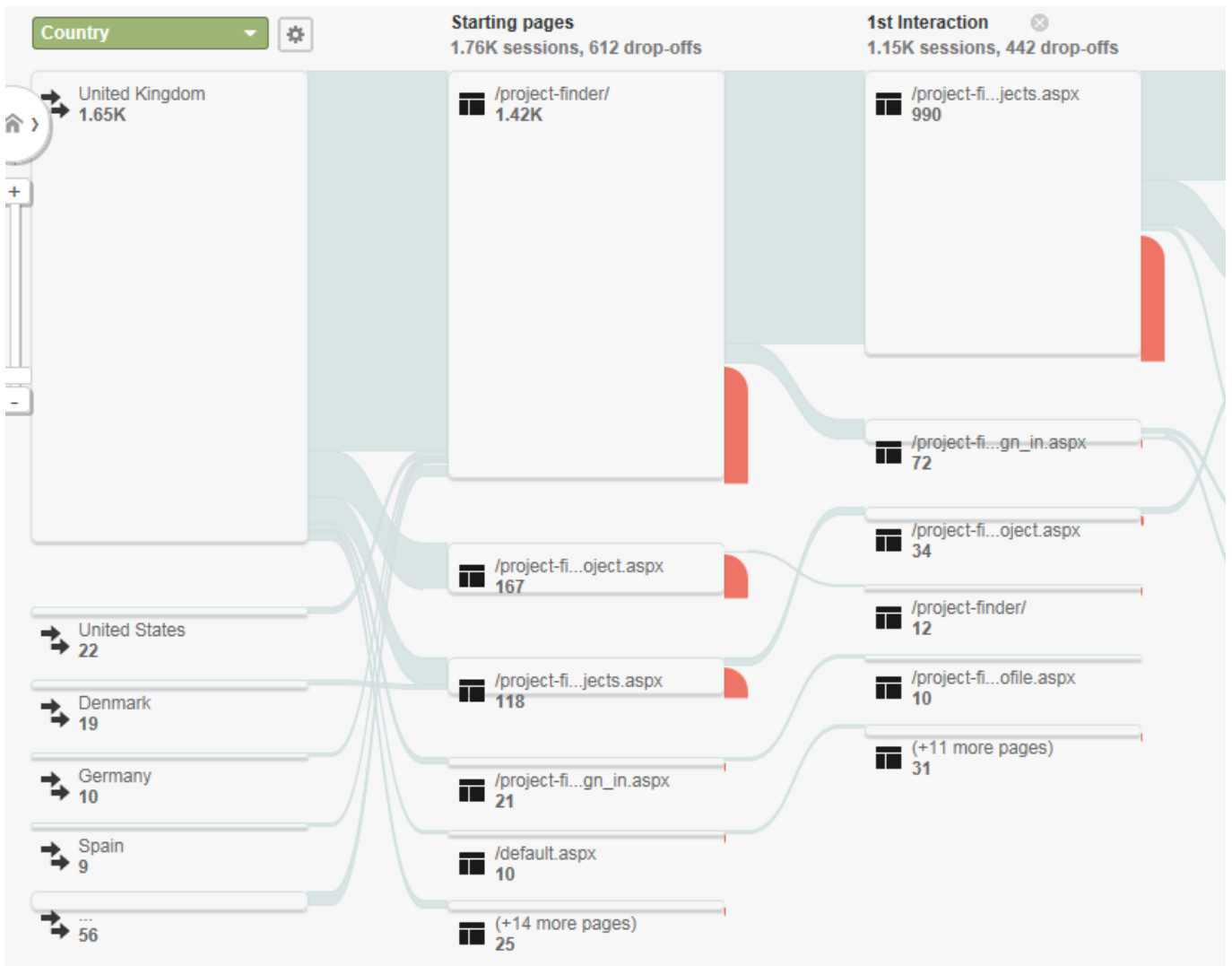
The drop off as a % of people visiting a page can also be analysed:

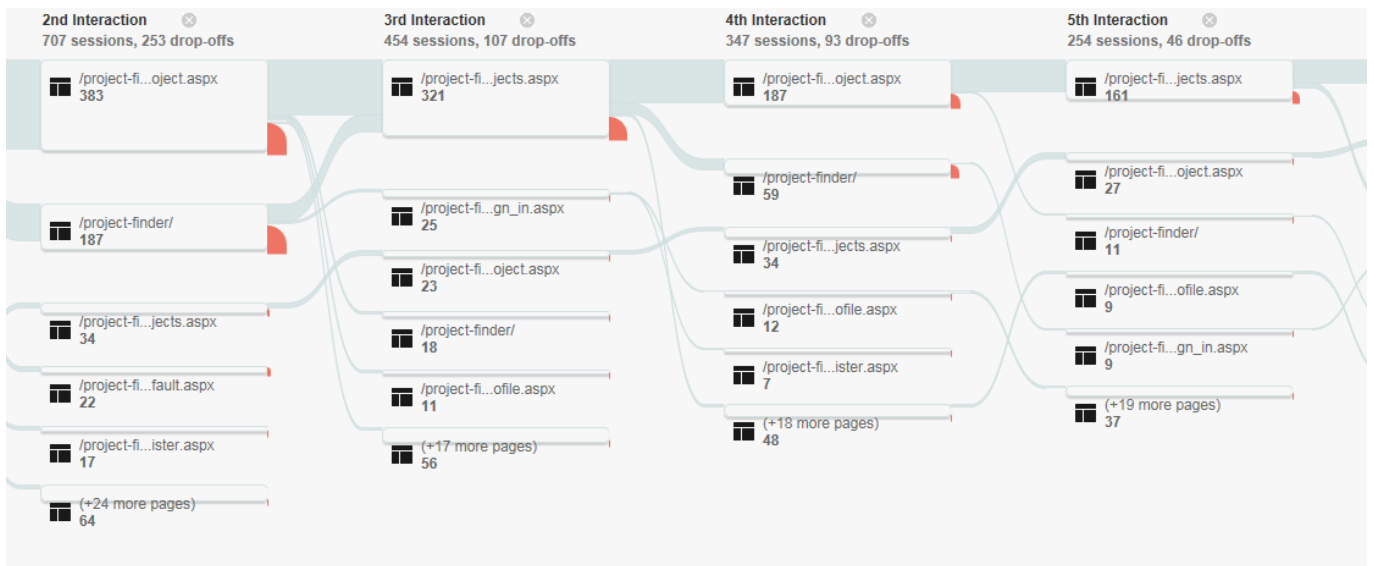
- 46.9% of visitors that view the home page exit (see above note)
- 4 additional starting pages are highlighted (these may have been bookmarked)

- Pages that are not the home page, but are used as starting pages, exhibit a much higher drop off rate ranging from 94% to 68.9%. (It could be that people have bookmarked these pages and periodically revisit them to check if they have been updated)
- Apart from the home page and the starting pages, there is no individual page that is exhibiting drop off rates that would be of major concern.

b) User flow – apps

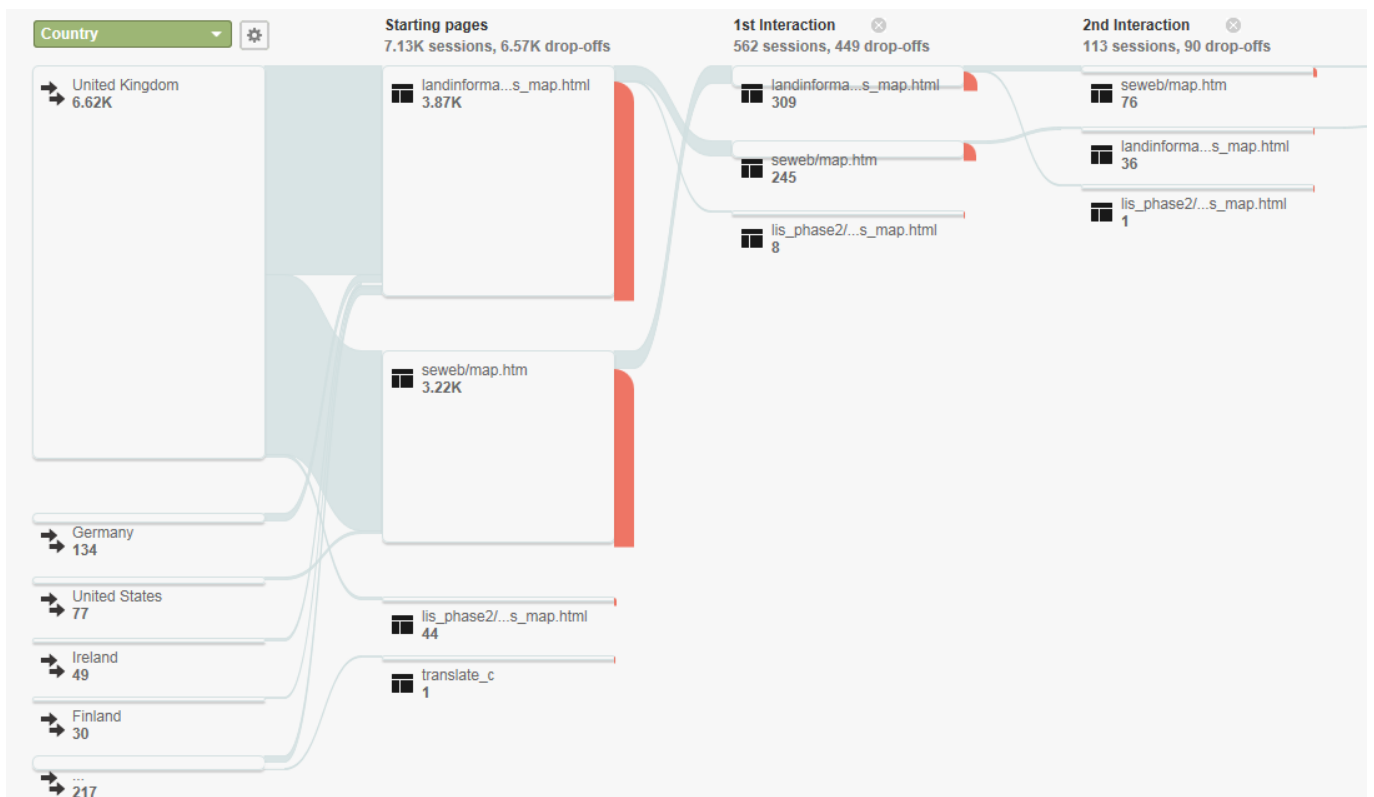
The User Flow for Apps shows a slightly different pattern





This shows drop offs at more regular intervals as people progress through the site. It suggests they are identifying items of particular interest and then exiting.

c) User journeys – maps



This shows a different profile, suggesting people use the map and then exit the section.

The user journey function is not able to show if the people exit and move to other parts of the site. NB Within Google Analytics these graphs are interactive – it may be that a briefing session to explain the use of these graphs would be beneficial.

Target c) Increase number of pages viewed per visit to a monthly average of 5 pages.

For the core site, the number of pages viewed

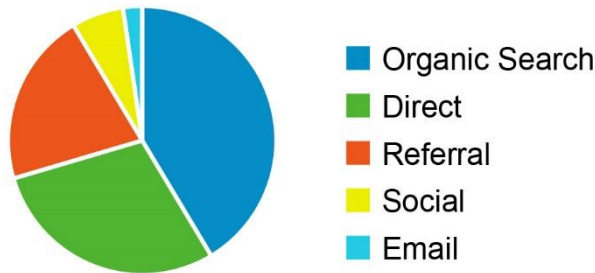
- July to Oct 2014 averaged 2.9
- July to Oct 2013 averaged 3.4

The metric shows a decrease in core site pages viewed.

Marketing of the site will also have limited impact on this objective, but this may suggest further work on the recommendation/redirection strategy is required.

Target d) Increase in the number of referrals to Scotland’s Environment Web Site from Social Media, Digital Newsletter, and from Partner web sites

Top Channels



The above pie chart summarises sources from June to October 2014. The sources show a disproportionately high contribution from Google and direct.

We would have anticipated a higher contribution from direct – e.g. people from partner and contributing agencies who have bookmarked pages and return to the site regularly.

The following are the top 25 acquisition sources for June – Aug 2014 (i.e. referrals and from organic searches):

	June	June	Jul	Jul	Aug	Aug
1	Google	1,877 (32%)	Google	1,275 (33%)	Google	1,184
2	Direct	1,874 (32%)	Direct	1,069 (28%)	Direct	905
3	Sepa.org.uk	487 (8.54%)	Sepa.org.uk	376	Sepa.org.uk	291
4	Stir-app-net05	203	t.co	177	bing	113
5	Update standard list / email	170	Stir-app-net05	129	t.co	94
6	bing	157	Update standard list / email	103	Snh.gov.uk	86
7	t.co	154	bing	100	Update standard list / email	43
8	SEWeb news / email	105	Snh.gov.uk	97	Stir-app-net05	37
9	Snh.gov.uk	90	l.facebook.com	46	yahoo	34
10	Facebook.com	69	SEWeb news / email	40	Sepa-app-net07	26

11	m.facebook.com	53	Facebook.com	39	m.facebook.com	23
12	l.facebook.com	45	Sepaview.com	36	Scotland.forestry.gov.uk	23
13	yahoo	39	yahoo	26	Floodline.sepa.org.uk	21
14	Scotland.gov.uk	35	Scotland.forestry.gov.uk	22	l.facebook.com	21
15	Map.environment.scotland.gov.uk	34	Sepa-app-net02	20	Intranet.hotton.ac.uk	19
16	Hutton.ac.uk	33	m.facebook.com	14	Sepa-app-spl02	19
17	Bgs.ac.uk	31	Scotland.us.list-manage.com	14	Tiny.url.com	19
18	Scotland.forestry.gov.uk	29	Sepa-app-net07	14	Scotland.us2.list-manage.com	16
19	Scotland.us2.list-manage.com	28	Greenspacescotland.org.uk	13	Facebook.com	12
20	Keepsotlandbeautiful.org	24	Map.environment.scotland.gov.uk	10	Sepaview.com	11
21	Sepa-app-net07	19	Us2.camapign-archive2.com	10	Scotland.us2.list-manage1.com	10
22	Endsreport.com	14	6x8pxm.axshare.com	8	Seweb.abdn.ac.uk	9
23	Us2.camapign-archive2.com	14	Us2.camapign-archive1.com	8	Trial.scotlandsenvironment.com	9
24	Environment.scotland.gov.uk	13	Dev.scotlandsenvironment	7	Ukeof.org.uk	7
25	Ukeof.org.uk	12	Scotland.gov.uk	6	Holyrood.com	6

	Sept	Sept	Oct	Oct	Totals (Jun – Oct)	Total
1	Google	1,989 (45%)	Google	1,837 (38%)	Google	8,162 (37.1%)
2	Direct	1,145 (26%)	Direct	1,399 (29%)	Direct	6,392 (29%)
3	Sepa.org.uk	334 (7.54%)	Sepa.org.uk	397 (8%)	Sepa.org.uk	1,885 (8.6%)
4	Stir-app-net05	159	Moodle.uws.ac.uk	207	Bing	706
5	t.co	131	Bing	177	t.co	658
6	Snh.gov.uk	79	Snh.gov.uk	107	Snh.gov.uk	459
7	Tinyurl.com	77	t.co	102	Stir-app-net05	420

8	l.facebook.com	52	Tinyurl.com	55	Update standard list	350
9	yahoo	49	facebook.com	46	Moodle.uws.ac.uk	243
10	Moodle.uws.ac.uk	36	Stir-app-net05	44	Facebook.com	195
11	facebook.com	29	yahoo	43	l.Facebook.com	193
12	Update standard list/email	29	l.Facebook.com	30	yahoo	191
13	Sepaview.com	25	Sepa-app-net07	30	SEWeb news	156
14	Sepa-app-net07	24	Scotland.forestry.gov.uk	25	Tinyurl.com	151
15	Sepa-app-spl02	24	Sepaview.com	25	m.facebook.com	125
16	Ukeof.org.uk	20	Floodline.sepa.org.uk	21	Scotland.forestry.gov.uk	118
17	Scotland.forestry.gov.uk	19	Forestry.gov.uk	20	Sepa-app-net07	113
18	m.facebook.com	16	m.facebook.com	19	Sepaview.com	105
19	Reddit.com	16	Webmail.westlothian.org.uk	14	Scotland.us2.list-manage.com	67
20	Media.sepa.org.uk	14	Media.sepa.org.uk	12	Sepa-app-sp02	64
21	ask	9	Blogs.glowscotland.org.uk	12	Floodline.sepa.org.uk	50
22	Infomatics.sepa.org.uk	8	Dundeecity.gov.uk	10	Map.environmental.scotland.gov.uk	48
23	77.68.107.9:2375/referral	7	lm.facebook.com	10	Ukeof.org.uk	46
24	Ec.europa.eu	7	Edscot.org.uk	8	Scotland.gov.uk	45
25	Media.sepaweb.org.uk	7	Moodle.sruc.ac.uk	8	Hutton.ac.uk	44

A key element of the strategy is based on “piggy backing” on partner channels (including wider contributors), yet their contribution to traffic is relatively low.

A key requirement, fundamental to boosting website and social media traffic, is to ensure partners and stakeholders link, share content, refer – other than SEPA, there is little if any evidence of this in the figures – e.g. even SNH (which appears relatively high amongst partners) contributes only around 100 referrals per month approx. 25% of SEPA’s contribution.

e) Other measures

Social media

Based on the top channel statistics (see previous section), Facebook/Twitter is contributing traffic to the website:

- Jun – 321 (5.5%)
- Jul – 276 (7.34%)
- Aug – 149 (4.75%)
- Sep – 228 (5.14%)
- Oct – 105 (4.28%)

The SEWeb team also produces its own analytics (See tables below for the period Jun to Nov 2014):

	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Cumulative Total - Jun-Nov
Twitter							
Tweets	23	36	28	39	44	54	224
Followers	72	132	176	256	323	367	
"@scotenvironment"							
Mentions	28	20	4	7	3	4	66
"@scotenvironment"							
Mention Reach	14,240	23,830	3,237	28,740	769	3,200	74,016
ReTweets	20	14	9	35	20	32	74,082
ReTweet Reach	9,079	16,630	1,474	8,807	3,818	1,480	41,288
#ScotEnvironment							
Tweet Reach	10,927	6,023	147	n/a	n/a	n/a	17,097

Facebook							
Page Likes (cumulative)	218	243	262	266	281	289	
Page Likes (monthly)	27	24	8	11	14	8	
Post Likes (monthly)	64	35	19	48	51	64	
Posts	23	27	22	25	16	17	130
No. of people that posts reached	4,324	3,627	2,467	2,708	2,088	1,044	16,258

- URLs shared on Twitter and Facebook – increasingly links are provided to specific pages and products (a key element of the communications strategy).
- Both Twitter and Facebook show a steady increase in followers and page likes, although there is no dramatic step change. While relatively new, the followers and page likes could be said to be relatively low given the

number of potential followers across all partner and contributor organisations. Twitter in particular is proving effective in generating referrals – as the nature of channel encourages users to visit web to confirm information.

- “@scotenvironment” mentions have reduced significantly – efforts should be made with partners to encourage its use.

Surveys completed and feedback

The SEWeb team supplied 69 initial responses to the onsite survey. NB Not all respondents answered all questions.

How did you hear about Scotland's Environment website?

Search Engine	9
Leaflet	3
Article	5
Event	1
Meeting / Presentation	10
Word of Mouth	19
Referral	11
Social Media	4

The scores for meeting/presentation, WOM and referral (65% when combined) suggests the importance of/potential for generating contacts through partner networks and direct recommendation by partner networks.

How often do you visit the site?

First visit	16
Every Day	6
Several times a week	6
Several times a month	13
Less than once a month	21

There is a split between those visiting several times a month or more (40%) and those visiting less than once a month (34%), but this does suggest potential for encouraging frequent repeat visits amongst a significant section of site visitors.

Why did you come to the site?

General interest	28
Research	14
Education/Study	5
For my job	32
Other	1

This suggests the site has most appeal/relevance to people with an informed interest on the environment. The high proportion of general interest suggests there might be potential to stimulate greater interest from the general public.

Number of features used by regular visitors

Use one specific feature	9
Use several features	18

The relatively high proportion of regular visitors using just one feature (33%) is a concern. Those who use only one service tended not to specify which one.

Did you find what you were looking for?

Yes	30
No	8

See next section

What info were you unable to find?

A number were very specific requirements (e.g. "More detailed info on water quality" and "Updates to Scottish Environmental Regulations") – *is there potential to highlight within the survey that an enquiry service is available.* A couple also highlighted they could not answer this as the survey launches when they arrive at site – *if possible, consider launching survey at exit.*

One visitor only wanted to find out what's new on the site – *could the news section on home page be changed to also highlight new additions to the Site?*

What do you like most/least about the website?

Positive feedback covered navigation ("easy to find"), breadth of information, design and interactive displays.

Negative feedback focused on specific technical information (e.g. ability to access to ECQs compliance criteria), size of text, improving links and level of content i.e. "dumbing down"

Given the individual nature of many of the comments these would need to be reviewed by and, if felt appropriate, addressed by the SEWeb team on a case by case basis.

How likely are you to return?

Definitely	17
Likely	19
Unlikely	4
Not at All	0

How likely are you to recommend this site?

Definitely	14
Likely	18
Unlikely	6
Not at all	2

Both represent a very high proportion for definitely and likely.

Suggestions/other comments

Suggestions for improvement /developments included:

- Increasing size of text in news panel (and text size generally)
- Improving impact of home page
- Highlight the just top 5 news stories
- Highlight what's new on site in summary panel
- Better links to partner sites.

Given the individual nature of many of the comments these would need to be reviewed by and, if felt appropriate, addressed by the SEWeb team on a case by case basis.

How would you prefer to receive updates?

Quarterly newsletter	5
Fortnightly email	2
Both	2

This does demonstrate potential for encouraging a proportion of visitors to sign up for materials and for creating a database for future promotion of the site.

Are you interested in the environment?

Yes	30
No	8

Suggests a proportion of visitors are coming to the site to use tools/gain information – not primarily for environmental purposes.

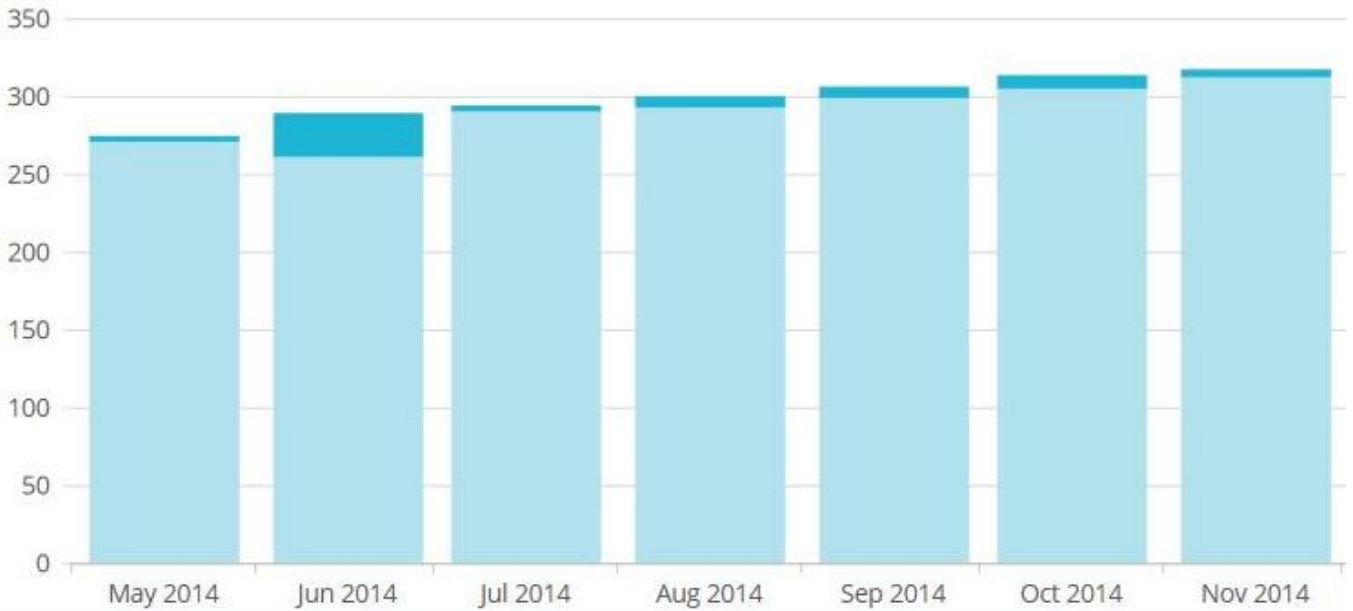
We would recommend that the SEWeb team also compare the results with an updated survey in six months' time to evaluate trends.

E-zine opens and redirects

BIG to undertake review if information can be supplied by client.

List growth

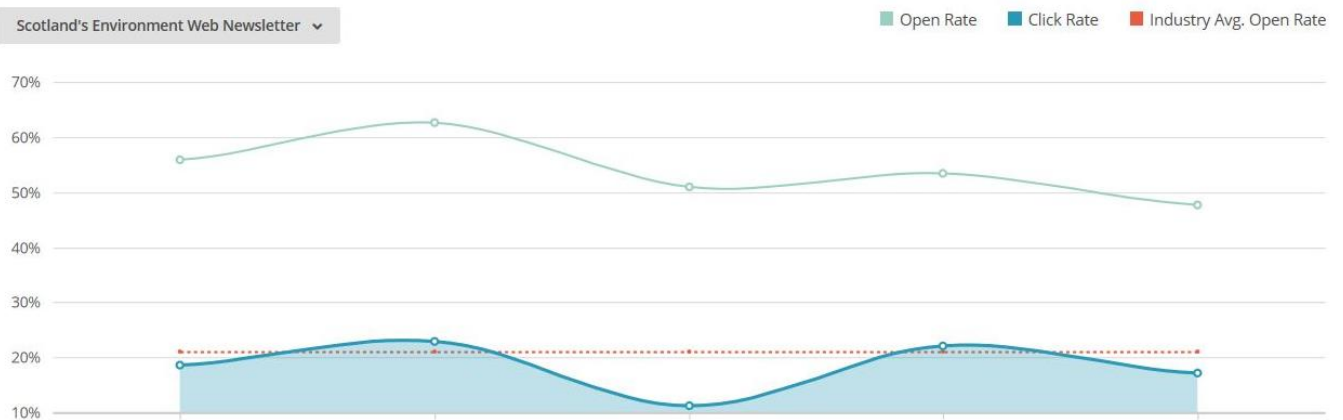
Scotland's Environment Web Newsletter ▾



Subscribes Imports Existing

Similar to the website the ezine newsletter is showing steady growth.

Overview Revenue



Click through to the website remain relatively consistent. Consideration could be given to encouraging links to the website by providing more teaser information in the ezine which requires access to the website to retrieve full or associated informatio

Key words

Google Analytics provides an analysis of key words that have been used within browsers by people accessing the site (See table below). Unfortunately a high proportion of these are not defined in the analysis (i.e. "not provided" which makes the value of this analysis limited. Key word analysis showing average monthly searches. NB These are search terms people input to Google's search function which lead them to accessing the Scotland's Environment website.

Keyword	Acquisition		
	Sessions	% New Sessions	New Users
	9,106 % of Total: 41.39% (21,999)	64.89% Site Avg: 60.06% (8.05%)	5,909 % of Total: 44.72% (13,212)
1. (not provided)	7,388 (81.13%)	62.63%	4,627 (78.30%)
2. seweb	108 (1.19%)	36.11%	39 (0.66%)
3. scotlands environment	54 (0.59%)	44.44%	24 (0.41%)
4. scotland's environment	50 (0.55%)	62.00%	31 (0.52%)
5. se web	46 (0.51%)	45.65%	21 (0.36%)
6. scotland environment	41 (0.45%)	48.78%	20 (0.34%)
7. environment scotland	37 (0.41%)	32.43%	12 (0.20%)
8. environmental issues in scotland	19 (0.21%)	89.47%	17 (0.29%)
9. scotland environment web	18 (0.20%)	44.44%	8 (0.14%)
10. scotlands environment web	18 (0.20%)	66.67%	12 (0.20%)
11. scotland environmental issues	15 (0.16%)	73.33%	11 (0.19%)
12. scotland landscape	13 (0.14%)	100.00%	13 (0.22%)
13. environment website	12 (0.13%)	91.67%	11 (0.19%)
14. http://environment.scotland.gov.uk/	12 (0.13%)	0.00%	0 (0.00%)
15. scottish estuaries	12 (0.13%)	100.00%	12 (0.20%)
16. environmental health scotland	11 (0.12%)	100.00%	11 (0.19%)
17. scottish environment	10 (0.11%)	90.00%	9 (0.15%)
18. citizen science scotland	8 (0.09%)	50.00%	4 (0.07%)
19. scotland's environment website	8 (0.09%)	50.00%	4 (0.07%)
20. scottish environment web	8 (0.09%)	50.00%	4 (0.07%)
21. fossil fuels	7 (0.08%)	100.00%	7 (0.12%)
22. natural resources of scotland	7 (0.08%)	100.00%	7 (0.12%)
23. http://www.environment.scotland.gov.uk/get-informed/land/fossil-fuels-and-minerals/	6 (0.07%)	16.67%	1 (0.02%)
24. landforms in scotland	6 (0.07%)	83.33%	5 (0.08%)
25. landscape of scotland	6 (0.07%)	100.00%	6 (0.10%)

This shows a high proportion of the search terms used involve the site or related titles, which suggests searches by people who already know about the site.

A more useful analysis is to review general search words – i.e. review words being used frequently in Google searches and evaluate if it is worthwhile optimising the site against some of these terms i.e. increasing its potential to rank high in order to attract the people using the terms.

From Nov 2013 to Nov 2014, for example, the following Scottish specific terms were used as search terms:

- Air pollution Scotland 50
- Environment Scotland 50
- Air quality Scotland 70
- Environment agency Scotland 170
- Environment jobs Scotland 260

In general terms, it was difficult to identify many Scottish specific environmental search terms that are being used and those that are being used involve limited numbers.

There are some general Scottish search terms that may be relevant, but again the numbers are relatively low:

- Information about Scotland 390
- Scotland information 480

Generic terms with a higher search rates include:

- Environment articles 1,300
- Air pollution facts 6,600
- Water pollution facts 4,400
- Environment protection 8,100
- Effects of water pollution 8,100
- Pollution facts 9,900
- Save environment 12,100
- Causes of water pollution 12,100

Based on the keyword analysis, the opportunities to generate traffic from the general public searching for environmental information is limited – i.e. even if the high ranking keywords are used effectively within the site, because of the relatively limited numbers searching, it is unlikely to lead to a significant boost in traffic

3. Conclusions and recommendations

Recommendation 1 – Ensure more support from partner/contributing organisations

Initial figures for the first six months since launch show a positive, gradual increase in traffic **i.e. 62% increase in traffic based on a comparison with the same period in 2013.**

Despite being significant this % increase is likely to be difficult to maintain (as part of this increase is accounted for by additional website features) and probably does not represent not the step change required to achieve original targets relatively quickly. This could be viewed as a step changed if a further 50% increase is achieved in the next 6 month period.

The figures also indicate that:

- Based on the referral stats, the contribution from partner/contributing organisations and their audiences (NB agreed as the key target audiences) is relatively limited
- Based on the keyword analysis, the opportunities to generate traffic from the general public searching for environmental information is limited – i.e. even if the high ranking keywords are used effectively within the site, because of the relatively limited numbers searching, it is unlikely to lead to a significant boost in traffic (NB accepting it was also agreed at the stakeholder mapping session that this was not the priority target audience).

There is unlikely to be other significant sources of traffic (until the academics materials are launched).

A core element of the strategy is that Scotland's Environment website grow its user base by leveraging support from partner and contributing organisations (NB agreed as the primary target audience for Scotland's Environment website).

The analysis suggests further work is required to engage with partners/contributors to encourage support in line with the original strategy.

We recommend that efforts are directed at formalising comms support for SEWeb:

- **Key contacts** - Investigating if key comms contact at each partner/contributing organisation can be charged with (official) responsibility for providing support to SEWeb. Partners/contributors senior management (e.g. SEWeb board level) are also tasked with ensuring comms support from their organisation is effective – i.e. comms contacts recognise they report to senior management in their organisation on this.
- **Editorial group** – see *recommendation 2*
- **Planning** - Partners/contributors are asked to provide internal/external comms plan detailing how they will support SEWeb. Where possible, agree targets – e.g no of web links, number of forward tweets, number of social media posts related to SEWeb, demo level of access to partner databases, comms channels and intranet etc.
- **Reporting** - Partners/contributors are asked to provide monthly report demonstrating levels of support– ultimately reported to SEweb board - i.e. encouraging both partner and the wider contributing organisations to demonstrate how they are supporting Scotland's Environment.
NB the above planning and reporting tasks can be linnked to advice in the SEWeb toolkit
- **Proactive** - The SEWeb team proactively/regularly contacts partner/contributing oragnsiations –e.g.
 - o Highlighting information SEWeb is issuing and how they can support this

- Reviewing content produced by partners/contributors and suggest where links can be added (as part of link building strategy).

NB subject to permissions, this might also involve SEWeb team liaising with partner/contributor HR teams to access internal comms channels.

- **Link building** - pursuing a link-building strategy with partners and contributors should have a much higher impact – i.e.
 - When the SEWeb team forwards content or alerts partners, highlight link opportunities (NB monitoring partner/contributor use of links and challenging those that don't)
 - The SEWeb team proactively reviewing (auditing) partner/contributor identifying opportunities for links and discussing these with their comms representatives.

At one level partner organisations should be challenged on addressing the low number of referrals from their organisations, given the site was developed by/for them.

In addition to this we recommend that Scottish Government contacts are challenged with helping the SEWeb team identify and target political/policy researchers - including government officials (national and local).

Recommendation 2 – Continue to produce and seed quality content

Activity shows a significant effort has been directed at generating interesting content (web and social media channels) to support promotion of Scotland's Environment and user rates do spike when activity is undertaken.

The Scotland's Environment team is in effect acting as a publisher and needs to ensure it is publishing quality material on a regular basis (either new material or drawing attention to existing information in an interesting way). This is critical in keeping SEWeb at front of mind amongst potential users.

We would recommend that an editorial board is formalised and made responsible for:

- updating the content plan/calendar (web and social media)
- developing content
- monitoring performance of content
- liaising with partner/contributor comms personnel (NB it might be appropriate to include key personnel from partners on the panel).

Recommendation 3 – Search Engine Optimisation tactics

In general it is good practice to align copy and content (including tags) with the search terms people are using as this will help optimise the website. However, the key words profile suggests this would only support incremental growth as not enough searches are based on Scottish environmental terms. General terms should be repeated in copy, although the SEO impact will be less as competition on general terms is, obviously, greater.

Recommendation 4 – Social media

Rather than introduce additional channels at present we recommend a focus is given to growing the Facebook and Twitter channels (with the YouTube channel as a linking promotional device), and using these to support the link building strategy.

We believe this would also help make the most effective use of resources.

As part of the requested comms plan the SEweb team should ask partners/contributors to identify how they can help increase awareness/promote Scotland's Environment across their organisations (and maintain this awareness) and incorporate this in their promotion plan (See recommendation A).

Recommendation 5 - Key metrics

The current metrics were developed by SEPA as part of the original brief:

Metric a) **Increase** website traffic to 10k to 12k k visits a month. Additional visits (approx 8.5k) may be created by the redirection of Land Information Search (LIS) at certain times of the year.

Metric b) Increase time on site from 1.5 to 3 mins per visit (monthly average)

Metric c) Increase number of pages viewed per visit from 3 to 5 (monthly average)

Metric d) Increase referral traffic – e.g. from social media, digital newsletter, and from partner web sites.

During Sept to Nov 2014:

Metric a) Website traffic was averaging 4,262 (Sept) to 5,003 (Oct) showing an increase of between 17% (Nov) and 52% (Sep).

Metric b) The 3 mins time session duration target has been met every month since launch.

Metric c) The number of pages viewed per visit remains similar to the previous statistics (although it is difficult to compare like with like)

Metric d) Increased referral traffic is being sourced by social media (these channels did not exist previously), but there is little evidence of consistent increased traffic from stakeholder and partner sites.

Are the metrics still relevant?

Metric a) Given the revamped site, focus on developing relevant content and increased marketing effort it does not seem unreasonable to double visits within 12 to 24 months. However, this is based on the supposition that revamping and marketing the site would increase usage by partner and relevant stakeholder organisations (the primary target audiences). To the end November 2014, there is no obvious evidence of this. It is not possible to deduce from analytics why this is the case – is there simply a lack of awareness or lack of engagement because of the content? Research with individual stakeholders would be required. At the very least, we would ask that partner organisations should be challenged on why there is limited engagement (given they were involved in developing the site to meet their needs).

Metric b) Given this target is being met, it would be worthwhile to set a new target – e.g. 4 to 5 minutes to be achieved within the next 12/18 months.

Metric c) We recommend this target is retained and reviewed after a further 6 months – again, given the focus on generating relevant content this is not unreasonable and should be achievable.

Metric d) Increased referral – we would recommend that each partner/stakeholder is challenged based on their current level of referrals and targets agreed with each as part of their marketing support plans.

Are additional metrics required?

We believe these metrics are valid and should be used as the basis for future analysis Metric d) should be refined with specific targets and targets set for Facebook and Twitter once full year statistics are available – e.g. 25% incremental growth each six months.

Appendix – Glossary

A glossary of technical terms used in this report:

- **Bounce** – A Session with only one Page view
- **Bounce rate** – The percentage of single-page Sessions (total Bounces/total Sessions)
- **Drop-offs (Behaviour flow metrics)** – The number of Sessions that end on a specific webpage, includes Exits and Bounces in total
- **Entrances** – The number of Sessions the start on a specific webpage or group of webpages
- **Exits / Exit pages** – The number of Sessions that end on a specific webpage or group of webpages
- **Google Analytics** – Web analytics service offered by Google that tracks and reports website traffic and associated metrics
- **Page views** – Total number of times an individual webpage is loaded in a web browser
- **Pages per visit / Page views per Session** – Average total number of page views during Sessions (total Pageviews/total Sessions)
- **Unique Page views** – Total number of Sessions that loaded the individual page at least once (multiple visits are not counted in this metric)
- **Referral** – a Visit originating from an external link. Usually another website, social media profile or search engine (Google, Yahoo, Bing, etc.)
- **Session (or Visit)** – The full timespan a visitor spends on the website
- **New Sessions** – Each new session is defined after 30 minutes of inactivity or if a User leaves the site and does not return within 30 minutes (returns within this time frame continue the existing Session)
- **Users /Visitors** – the broad term used to define those accessing a website's pages
 - **Unique Visitor** – A Visitor accessing a website for the first time
 - **New Visitor** – A Visitor accessing website pages for either the first time or after an elapsed period of time having previously been recorded as a Unique Visitor (i.e. new visit but has visited previously)

- **Returning Visitor** – Where Google can identify a Visitor has visited the website previously within a certain period of time
- **User journey** – Google Analytics metrics which graphically display a User's movements during their Visit from landing page to exit page
- **URL** – Uniform Resource Locator: comprising of protocol identifier (i.e. http) and resource name (i.e. example.co.uk) the components which make up an internet website address.