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| Action          | For Discussion   |

## CACoP website usage

### 1. PURPOSE

The Code Administration Code of Practice (CACoP) Forum has agreed to carry out a review of the performance of the CACoP website, beginning with a review of the recent usage of the website. This paper sets out the key statistics on website usage for the Forum to consider.

### 2. ANALYSIS OF WEBSITE USAGE

We have reviewed the number of page visits for the period January to May 2023 for the main pages on the website (we have excluded landing pages and individual meeting pages from this list).

Since the beginning of 2023, the website has had a total of 1,194 page views. The table below summarises the total number of views and the number of individual visitors each page had across this time:

| Page                           | Total page views | Unique visitors |
|--------------------------------|------------------|-----------------|
| Homepage                       | 177              | 94              |
| About the CACoP                | 95               | 51              |
| About the CACoP Forum          | 58               | 26              |
| Central Modifications Register | 128              | 56              |
| Horizon Scanner                | 31               | 16              |
| Consumer Benefit Analysis      | 9                | 8               |
| Industry Code Diagrams         | 33               | 27              |
| Codes                          | 143              | 65              |
| Meetings calendar              | 134              | 47              |
| CACoP news                     | 33               | 22              |
| CACoP Newsletters              | 15               | 11              |
| Contact us                     | 30               | 22              |

The table below summarises the number of unique visitors to each page in each calendar month across this time:

| Page                                | Jan 23 | Feb 23 | Mar 23 | Apr 23 | May 23 |
|-------------------------------------|--------|--------|--------|--------|--------|
| Homepage                            | 20     | 19     | 24     | 19     | 25     |
| About the CACoP                     | 13     | 13     | 12     | 14     | 12     |
| About the CACoP Forum               | 6      | 3      | 9      | 12     | 10     |
| Central Modifications Register      | 10     | 12     | 11     | 22     | 13     |
| Horizon Scanner                     | 6      | 4      | 3      | 2      | 3      |
| Consumer Benefit Analysis           | 1      | 4      | 1      | 3      | 0      |
| Industry Code Diagrams <sup>1</sup> | -      | -      | 2      | 18     | 7      |
| Codes                               | 14     | 16     | 9      | 20     | 16     |
| Meetings calendar                   | 13     | 10     | 15     | 11     | 10     |
| CACoP news                          | 5      | 7      | 6      | 6      | 1      |
| CACoP Newsletters                   | 2      | 2      | 2      | 4      | 1      |
| Contact us                          | 6      | 6      | 4      | 6      | 2      |

The website analytics tool set up for the website has not been able to track the number of downloads for each document. We therefore have no information on how many times each document has been viewed by users.

We currently have 35 people subscribed to receive a direct link to download the Newsletter, with around a fifth of these coming from Code Administrator organisations. We cannot tell how many of these click through to the Newsletter. Other links that we issue, such as those in the Newsletter and in LinkedIn posts, are typically to webpages rather than specific documents, meaning anyone who clicked these will have been included in the counts above.

The Forum is invited to review this information and raise any ideas as to how to enhance usage of the CACoP website.

### 3. RECOMMENDATIONS

The CACoP Forum is invited to:

- **DISCUSS** the current usage of the CACoP website; and
- **AGREE** the next steps for any work on the website.

**David Kemp**

Forum Chair, 6 June 2023

<sup>1</sup> The Industry Code Diagrams page was created at the end of March 2023