

WEBSITE STRATEGY GROUP
Wednesday, 6th October, 2010

Present:- Councillor Wyatt (in the Chair); Jon Ashton, David Barker, Pete Lawrenson, Mark Leese, Rachel O'Neil, Ceri Williams and Sue Wilson.

Apologies for absence were received from Anne Hawke, Dawn Price and Jenny Vaughan.

95. MINUTES OF MEETING HELD ON 25TH AUGUST, 2010

Agreed:- (1) That the minutes of the meeting held on 25th August, 2010, be agreed as a true record.

Arising from Minute No. 92, the Chairman reported that the issue of Flickr would be reported to the next E-Gov Board.

There had been no progress with regard to the possibility of an on-line shop due to the need to resolve the financial implications.

(2) That a meeting be held as a matter of urgency between Jon Ashton, Richard Douthwaite and Pete Lawrenson.

96. WEBSITE TRANSITIONAL INFORMATION

Jon Ashton introduced a report summarising the performance of the refreshed website from January to September, 2010.

The report highlighted:-

- Visitor statistics
- Pages viewed
- Completed online forms
- Online cash transactions

Discussion ensued with the following issues highlighted:-

- o The number of searches had increased to 350,00 a month
- o 70 unique visitors
- o Pages per view had stabilised
- o Online transactions steadily increasing
- o The number of cashier transactions was falling with the online cash transactions increasing showing a shift from face-to-face
- o The gaps between this year and last year slowing growing
- o The website had accounted for 1,000 people transferring to Direct Debit Council Tax this year

- 980 people had completed and submitted forms online

Agreed:- That a report be noted.

97. BENCHMARKING

Jon Ashton reported that the Authority was performing very well against some large authorities although there was some room for improvement against smaller ones.

Authorities had been selected that also used Jadu.

Rachel O'Neil reported that the regional local authorities had commissioned SOCITM on website performance. Rotherham had submitted a copy of the previous report and had performed very well.

98. GOOGLE ANALYTICS

As agreed at the last meeting, examination had taken place of the trends, what people did on the website and the reasons why they dropped out of the website. There were a few mechanisms to facilitate this work e.g. Google Analytics, customer feedback, Service area feedback, Directorate Editors and authors of the content and the QA Team.

Currently customer feedback was looked at and any bad feedback was reacted to but this should be the last resort and the problem areas should be found before feedback was necessary.

Jon stated that by using the search statistics you could ensure that the top 500 search terms were performing. He proposed that, to be proactive, himself and the QA Team would look at the top 100 and make sure they were performing well and the individual Directorate Editors check the next 400. He was to raise the issue at the Directorate Editors meeting to be held the following day.

Agreed:- (1) That Jon Ashton and the QA Team check the top 100 search terms for performance.

(2) That the Directorate Editors check the next 400.

99. HOME PAGE

Jon Ashton reported that a speech bubble had now been added to the home page and there was the opportunity to market from the page now.

The second phase of work was ongoing and looking at advertising on internal pages.

100. ROTHERHAM SHOW

Jon Ashton reported that the winner had not replied to the e-mail informing them that they had won. They had been given a deadline to reply by but that had now lapsed.

It was suggested that the 10 top users be selected and a draw be made. Should the winner still not come forward within a week. The hamper be given to charity.

101. PHOTO COMPETITION

The Group viewed the photographs that had been submitted as part of the competition.

The winning photo was selected – 1 illustrating the newly renovated Band Stand with classic cars in the background.

102. ANY OTHER BUSINESS

(1) E-Petitioning

Jon Ashton reported that he had had a meeting with Lewis South and Debbie Bacon with regard to the Mod.Gov system which had a facility for e-petitioning. Training was required but it was planned to switch the facility on by the end of the month.

Discussion ensued with the following concerns raised:-

- Who would be the moderator of which petitions were included on the website
- Had the project group considered how e-petitioning would be promoted
- If the legal requirement was 15th December why switch the facility on at the end of October
- Need to see clear protocol and recommendations.

Agreed:- That Rachel O'Neil discuss the above concerns with Lewis South.

(2) Feedback

Jon Ashton had met with the Disability Group and Ethnic Minority Group where positive feedback had been received with regard to the

website.

103. DATE OF NEXT MEETING

Agreed:- That a further meeting be held on Wednesday, 24th November 2010 at 1.30 p.m. in the Town Hall.