DATE:	25 October 2018	FOI REQUEST NO:	183_1819

FOI REQUEST AND RESPONSE

Please could you provide the following information about the usage of your **www.southwales-fire.gov.uk** **website and any relevant sub-domains:**

1. The total number of sessions (visits) made to your website(s).
2. The overall "bounce rate" that is the proportion of sessions which involved only 1 pageview.
3. The proportion of sessions on your website made on desktop devices, mobile devices and tablet devices respectively.
4. Number of conversions (what Google Analytics calls Goals) in the past 12 months. If you collect multiple conversions, please break this figure down by type of conversion (different Goal).

Note: If you have not configured your system to collect conversions please state that.

5. The following ad campaign metrics in the past 12 months, including:
Total number of Clicks per campaign
Total Cost per campaign
Average Cost Per Click per campaign
Total number of Users per campaign
Total number of Sessions per campaign
Average Bounce Rate per campaign
Average Pages/Session per campaign
Note: If you have not configured your system to collect advertising campaign data please state that.

6. Please confirm what system you use to measure site usage (such as Google Analytics).

Please provide the above figures for the 12 months ending 31 July 2018 unless only a shorter time frame is possible. If you filter some sessions from your website (such as visits from IP addresses used by your employees), please provide the figures for both the filtered and unfiltered data (what Google Analytics calls "views"). If you have multiple websites please provide these figures for each site.

This data will be used to update a report we published in 2015. You can find out more here **https://bit.ly/2x2YhQW**

Please ensure that the data is provided under a licence that facilitates re-use (the Open Government Licence would be ideal).

Please see the table below

FOI REQUEST 183_1819

1	Total Number of Sessions (All Pages)	475,545
2	The overall "bounce rate" that is the proportion of sessions which involved only 1 pageview	48%
3	The proportion of sessions on your website made on desktop devices, mobile devices and tablet devices respectively.	Mobile - 56% Desktop - 36 % Tablet - 8%
4	Number of conversions (what Google Analytics calls Goals) in the past 12 months. If you collect multiple conversions, please break this figure down by type of conversion (different Goal).	Don't hold this data
5	The following ad campaign metrics in the past 12 months, including:	
	Total number of Clicks per campaign	
	Total Cost per campaign	
	Average Cost Per Click per campaign	Don't hold this data
	Total number of Users per campaign	
	Total number of Sessions per campaign	
	Average Bounce Rate per campaign	
	Average Pages/Session per campaign	
6	Please confirm what system you use to measure site usage	Google Analytics