

## HIE network web sites [www.hie.co.uk](http://www.hie.co.uk) – statistical summary 2004–2005

Early in 2004, the HIE site and all its sub-sites were fully restructured and re-designed in response to evolving visitors' needs, new usability and accessibility standards and changes in legislation. These changes were achieved successfully and without interruption to our online services – with the new sites going live in July 2004. Many of the new features introduced proved popular with users.

For the third successive year there was a significant increase in overall site usage. The number of user sessions almost doubled while the increase in page visits was more modest.

The number of people who found the sites through search engines was well up, with a 74 per cent increase in visitors who arrived via Google or Google UK. The sites are very highly rated by Google and appear among the top search results for a large variety of queries. They were found, and clicked on, for over 200,000 different search terms during the year, of which about 50,000 produced visits on more than one occasion.

There was a dramatic increase in use of the online business directory following the sites' migration and redesign. Around 27 per cent of all site traffic was related to shared, externally-held data accessed through the sites – business directory, events listings and news 'feeds' from the Scottish Executive, BBC and other sources. A new 'key services' section including 200 business information self-service factsheets also proved very popular with more than 68,000 factsheets downloaded.

Since the introduction of the Freedom of Information (Scotland) Act in January 2005, 160 enquiry-related documents were published and totalled 7,900 downloads.

HIE's largest ever public consultation – between January and March 2005 and relating to preparation of its new strategy – was partially conducted on the main HIE site through an online forum and survey questionnaire which generated 213 detailed responses.

Plans to improve our web presence for 2005–2006 include: The introduction of streaming video; publication of a new e-magazine; improved business and skills diagnostic tools; enhanced diary to include training and other key events, and further improvements in accessibility for disabled people.

**Figure one: HIE web sites – key statistics**

	<b>2003-4</b>	<b>2004-5</b>	<b>% change</b>
Page visits	8.3million	11.3 million	+ 36.1
Site visits	3.8 million	7.5 million	+ 97.4
Site size in pages	5,038	6,765	+ 34.3
Documents downloaded	315,000	444,000	+ 39.7
Referrals to the business directory	54,000	590,000	+ 992.6
Searches undertaken	63,000	69,000	+ 9.5
LEC sites average monthly page visits	22,000	26,000	+ 16.1
Site availability (uptime)	97.60%	99.70%	+ 2.1
Referrals made to the site from Google	206,000	363,000	+ 76.0
Referrals made to new 'key services' section since October 2004	–	174,000	<i>new data</i>

**Figure two: Main HIE web site – monthly site visits 2003– 2005**

No. visits to site per month

