

Corporate Website Statistics

January 2022

14,036

unique users looking at the site **27,110** times creating **75,276** page views



What might have influenced this data

Weather / Storms ↑

Christmas Tree Recycling ↑



Site availability

99.8%

No recorded downtime

Average

Sessions per user

1.93

Pages/session

2.78

Session duration

2 mins 29 secs

Bounce rate

31.49%

Visitor information

Top locations

London - 3,973
Dorking - 1,670
Edinburgh - 1,485
Epsom - 915
Reigate - 729
Leatherhead - 608
Woking - 284
Nottingham - 249
Crawley - 186

Top channels

Direct - 8,714
Organic Search - 6,382
Referral - 1,390
Social - 76
Email - 2

Age

35-44 - 883
25-34 - 807
45-54 - 735
55-64 - 488
18-24 - 466
65+ - 410

Gender

54.36%

2,143 male

45.64%

1,799 female

Top social media traffic

Facebook - 73
Twitter - 24
Wordpress - 7
LinkedIn - 5
Instagram - 1

Mobile type

4,981

iPhone

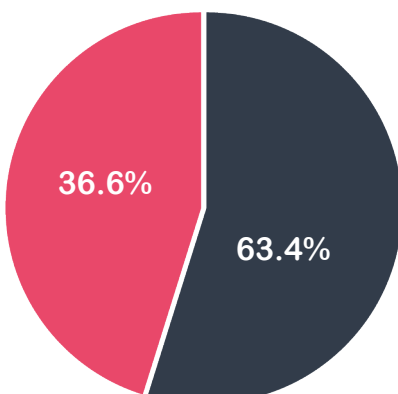
415

iPad

112

Samsung Galaxy S21

■ New visitor ■ Returning visitor



Device type

6,341

Desktop

7,231

Mobile

575

Tablet

Site content

Most viewed pages

Planning Search
Bin Collection Calendar
Bins & Recycling
Payments
Business Grants
Council Tax
Contact us
Committee Agendas
Council Tax Payments

Least viewed pages

Displaying Info Town Centres
Falls Prevention
Refill Mole Valley Initiative
2023 Boundary Review
Council Land Property
Mole Valley Rewilds
Land Charges
Hedgerows
Ash Die Back Disease
Houses Multiple Occupation

Top landing pages

Planning Search
Bin Collection Calendar
Bins & Recycling
Payments
Contact us
Council Tax
Business Grants
Christmas Tree Recycling
Car Parking
Adopted Planning Policy Docs

Top 2nd level content

Search
Building & Planning
Payments
Council Tax
Contact us
Councillor
Car Parking
Test & Trace Self Isolation

Top exit pages

Planning Search
Bin Collection Calendar
Payments
Business Grants
Contact us
Council Tax Bands
Bins - What goes in them
Bins & Recycling
Garden Waste & Composting

Pages with 20 views or above

303

Pages with lower than 20 views

457

Events

Outbound Links 20,087
Downloads - 8,306
Email addresses 1,319

Sitemorse Index score

6.5 out of 10

96th place out of 416 UK local authorities