



Do it online

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About the City
Who we are, what we do

Services
Local and national

Business
Local, national and global

Things to do
Culture, green spaces and leisure

Find it!
[Search bar]

Welcome to the City of London Corporation

View from Millennium Bridge

Millennium Bridge dazzles during London 2012 showcasing one of the most spectacular City views.

- ### Most popular
- Economic research
 - Search your family history
 - Pay council tax
 - Challenge or pay your parking fine
 - City Business Library events

Don't miss...

The Lord Mayor of the City of London



Lord Mayor's Show

Come along on Saturday 10 November and be part of something really special on a day that's

What's on



Winter in the City

See highlights of what's on in the City this season - and win one of five £100 gift cards!

New this week

The City's high standing remains undiminished in spite of recent troubles

Win Lord Mayor's Show tickets

Enter the prize draw with the chance to win a family pass (5 tickets) for the Grandstand

City Resident

The Autumn-Winter issue is now out: fully packed with information and events leading up

Web site – user feedback and statistics

Overview

- There was a soft launch of the City of London's web site on 16 July 2012
- The re-launched site had been through a transformational change. This included a radical re-design, a 50% reduction in pages, new quality assurance processes and the integration of social media
- **Qualitative and quantitative research with existing and new users to the web site took place between July to December 2012**
- **This document contains the headline findings from this research, comparing (where relevant) pre and post launch feedback. It also includes external benchmarking feedback for Socitm.**

Contents

- **User qualitative feedback** – pre/post launch
- **User quantitative feedback** – pre/post launch
- **External benchmarking** – pre/post launch
- **Web statistics methodology** – pre/post launch
- **Web statistics** – pre/post launch
- **Action** – next steps

Users qualitative pre-launch feedback

Old fashioned, clunky and dull

I waste a lot of time on this site, there is a lot of duplicate dated content ... relevant, plain English content is hard to find

Text is out of date and written for print. It needs to be broken into smaller paragraphs for the web

Content varies from being very basic to overly complicated... very poor use of imagery that doesn't say anything and is not even relevant to text

The design is dull, the navigation is clunky and search just doesn't work

Users qualitative post-launch feedback

Modern, useful, inspirational and relevant

A massive improvement, modern, classy, clean design and easy to use

Content is relevant, informative & up-to-date. Easy to navigate, well done!

Great look and feel! Inspiring imagery, useful content, good to see social media everywhere, the site was a joy to use

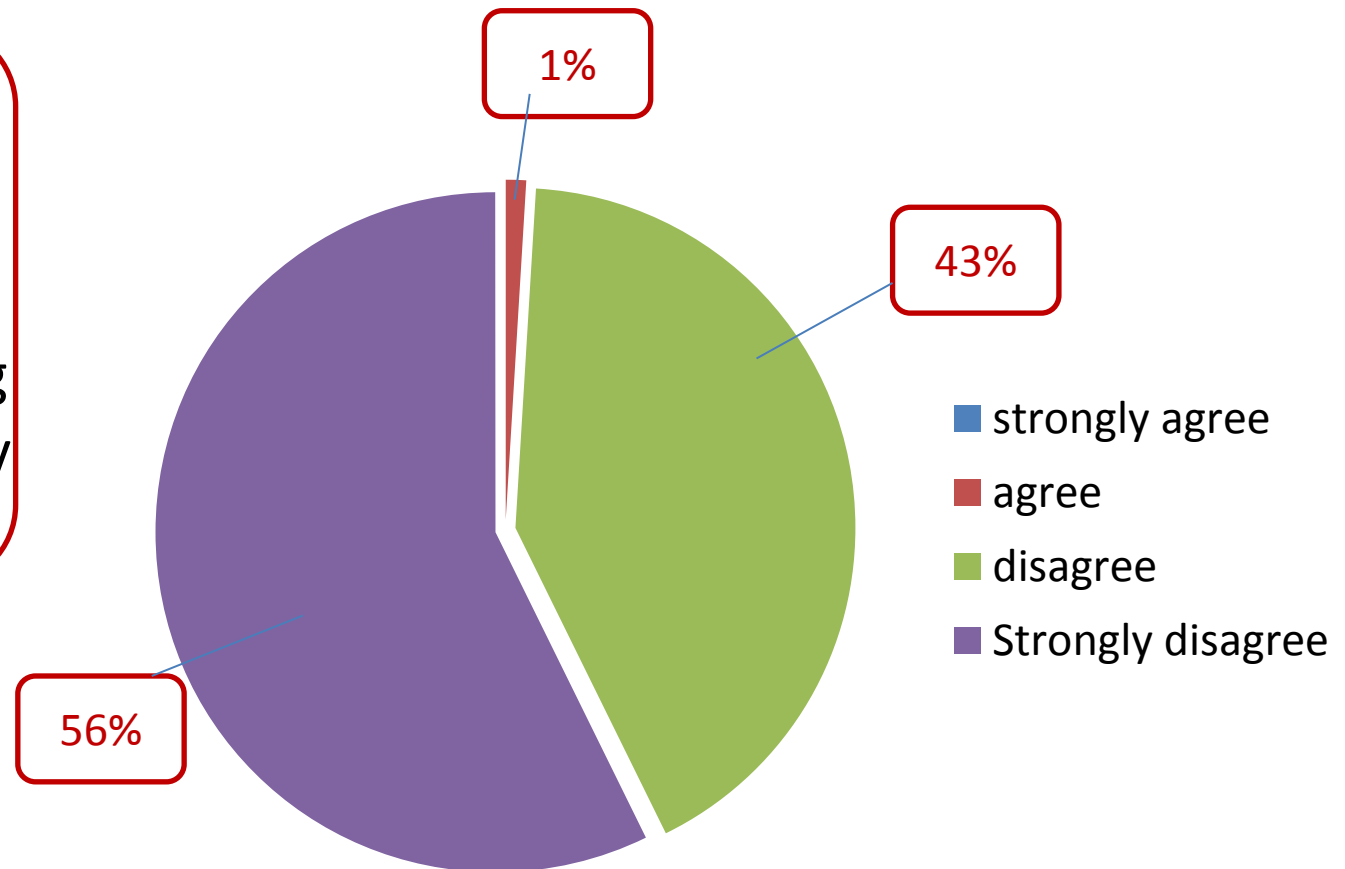
It has everything a resident & visitor needs... very comprehensive packed with relevant, useful information and neatly arranged. I loved it. (new user)

Very useful. Needs to be publicised more!. I did not know this site existed.

Users quantitative pre-launch feedback

Q1: The look and feel of the current site is relevant and showcases the City of London's content and services

99% of users disagreed with this statement
(43% disagreeing and 56% strongly disagreeing)



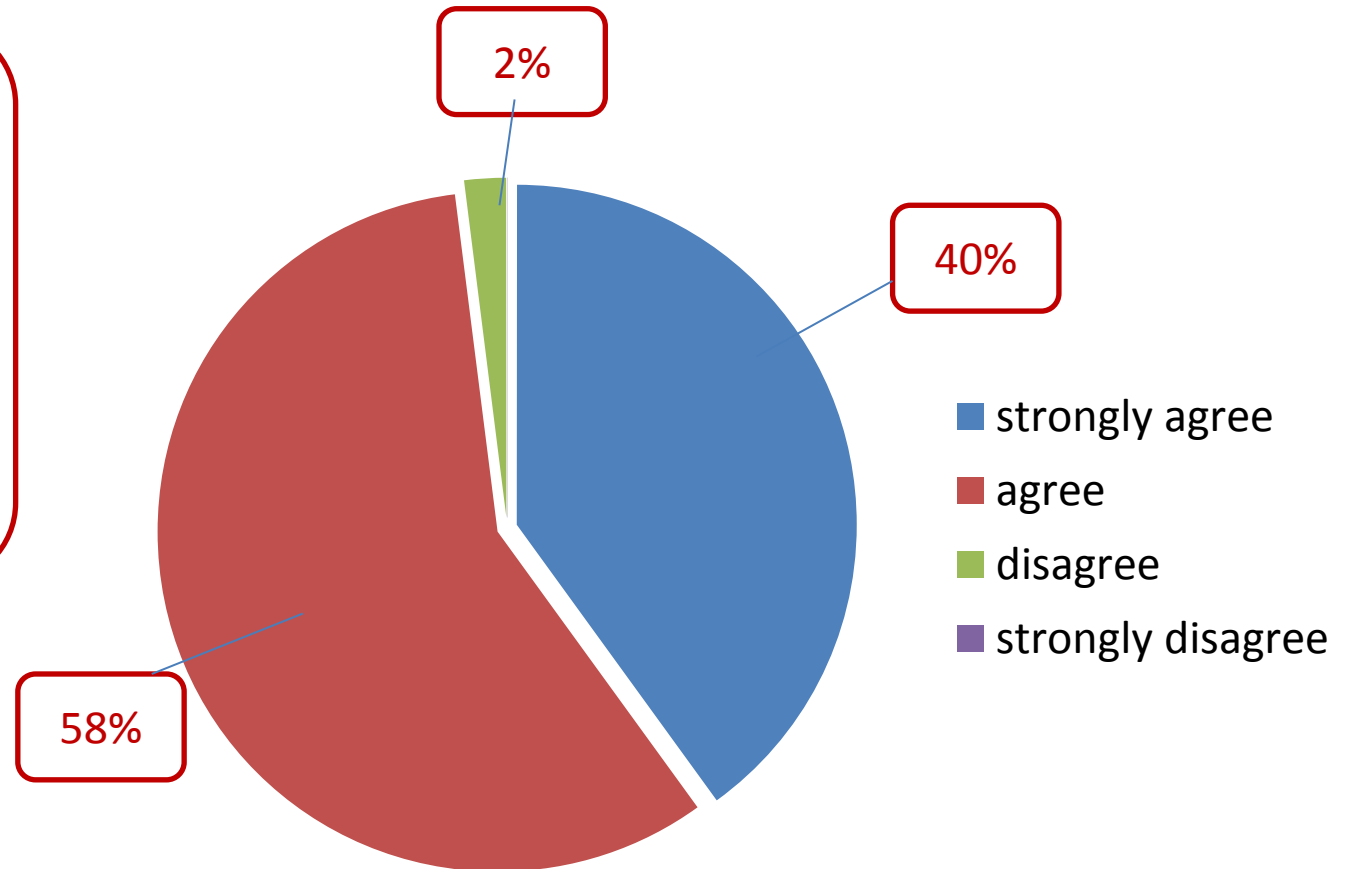
A key strategic objective for the project

Users quantitative post-launch feedback

Q1: The look and feel of the re-launched web site is relevant and showcases the City of London's content and services

98% of users agreed with this statement

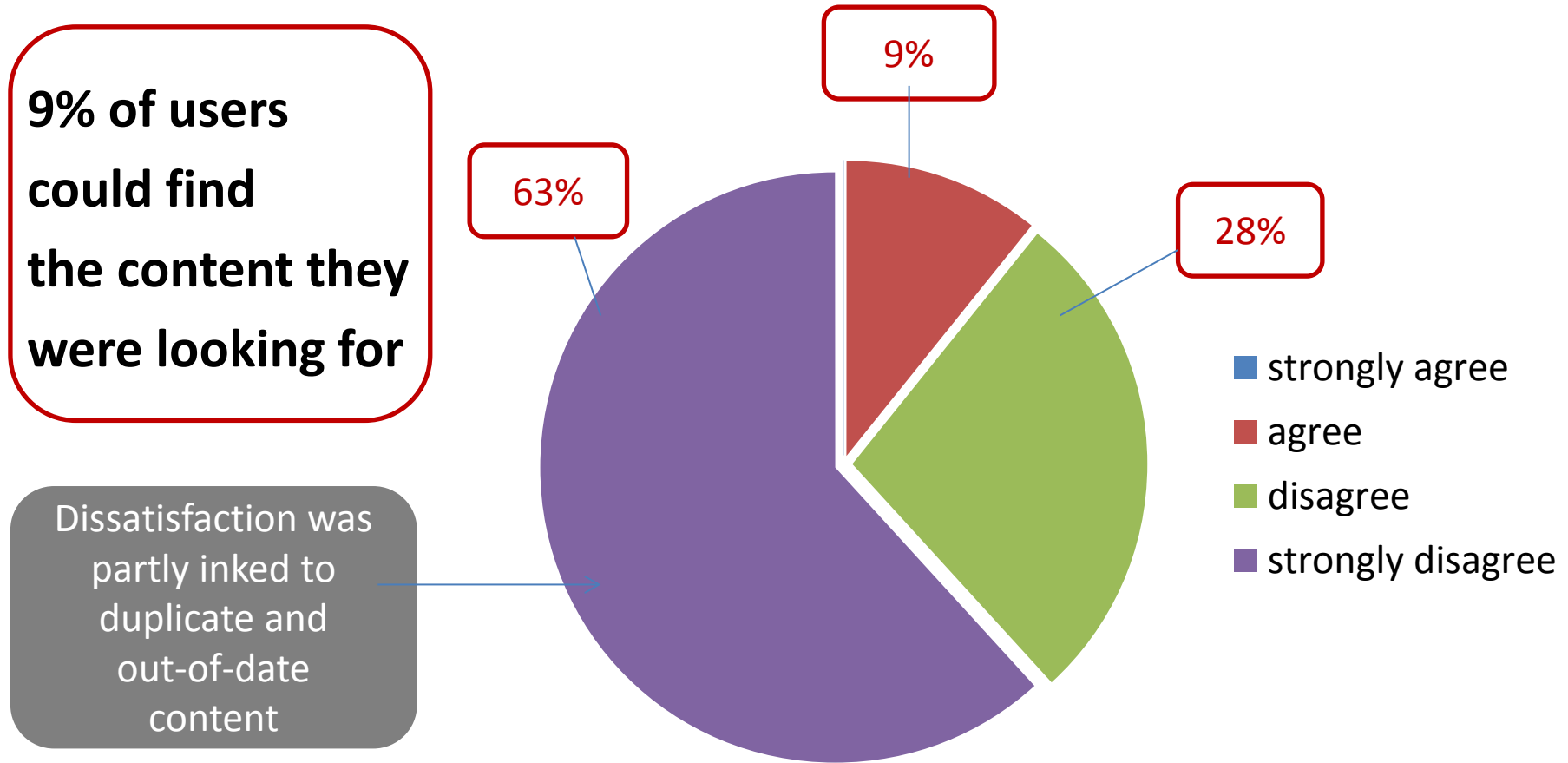
(40% strongly agreeing and 58% agreeing)



A key strategic objective for the project

Users quantitative pre-launch feedback

Internal search – I could find the content I was looking for



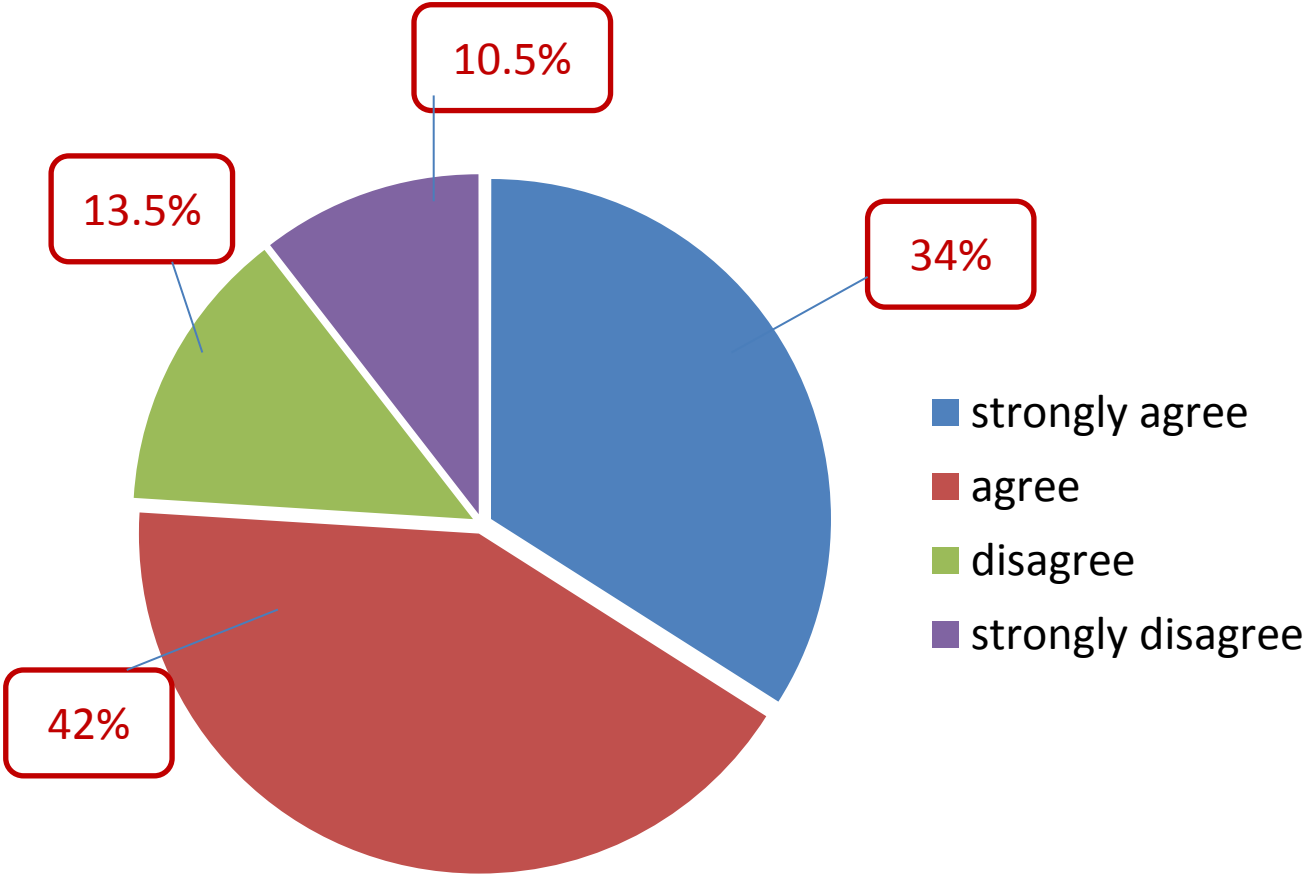
A key strategic objective for the project

Users quantitative post-launch feedback

Internal search – I could find the content I was looking for

76% of users could find the content they were looking for

Significant improvement but further enhancements required



A key strategic objective for the project

External benchmarking



15th annual survey of all local authority websites
474 websites have been examined

A team of reviewers carried out a structured survey with 224 questions for local authority websites, followed by four shorter surveys on specific topics

2011, pre-launch

Star ratings mobile improvements



2012, post-launch

Star ratings mobile improvements



Only 15% of sites reached Socitm mobile standards

Usability – how can we improve?

Six usability criteria

- navigation for top tasks



- **search**

X

Being scoped

- **A to Z**

X

Taxonomy under review

- **Location**

X

Work started with maps

- Accessibility



- **Resilience**
(performance, site errors etc)

X

Timing of review (October – December)

14 Top Tasks - how can we improve?

Customer journeys (Socitm) Top tasks

1 Dispose of an old bed

2 Find out opening times for council tip

3 Reserve a library book ✓

4 Apply for a council job

5 Find opening times for local swimming pool

6 Find out about free nursery places ✓

7 Object to a planning application

8 Find out how to apply for housing ✓

9 Apply for older person's bus pass

10 Pay parking fine ✓

11 Find out about getting help at home

12 Report pothole

13 Find help in starting new business ✓

14 Find out about my councillor

Summary

- Five top tasks were fine ✓
- Five top tasks are not appropriate for the CoL site

Four tasks need to be reviewed

- Find out about my councillor
- Report a pothole (transaction)
- Apply for a council job
- Object to a planning application

Our objective for 2013 is to achieve eight of the 14 tasks (five are not relevant)

Socitm criteria

What do we need to do to get 4*?

4 star sites include

Name	Top tasks	Usability	Overall rating
Haringey	10/14	6/6	3
Southwark	8/14	5/6	3
Merton	8/14	4/6	3
CoL	5/14	2/6	2

Deliver eight of the 14 tasks (only nine of the 14 tasks are relevant for us)

Deliver five of the six usability criteria

Achieve an overall rating of 3

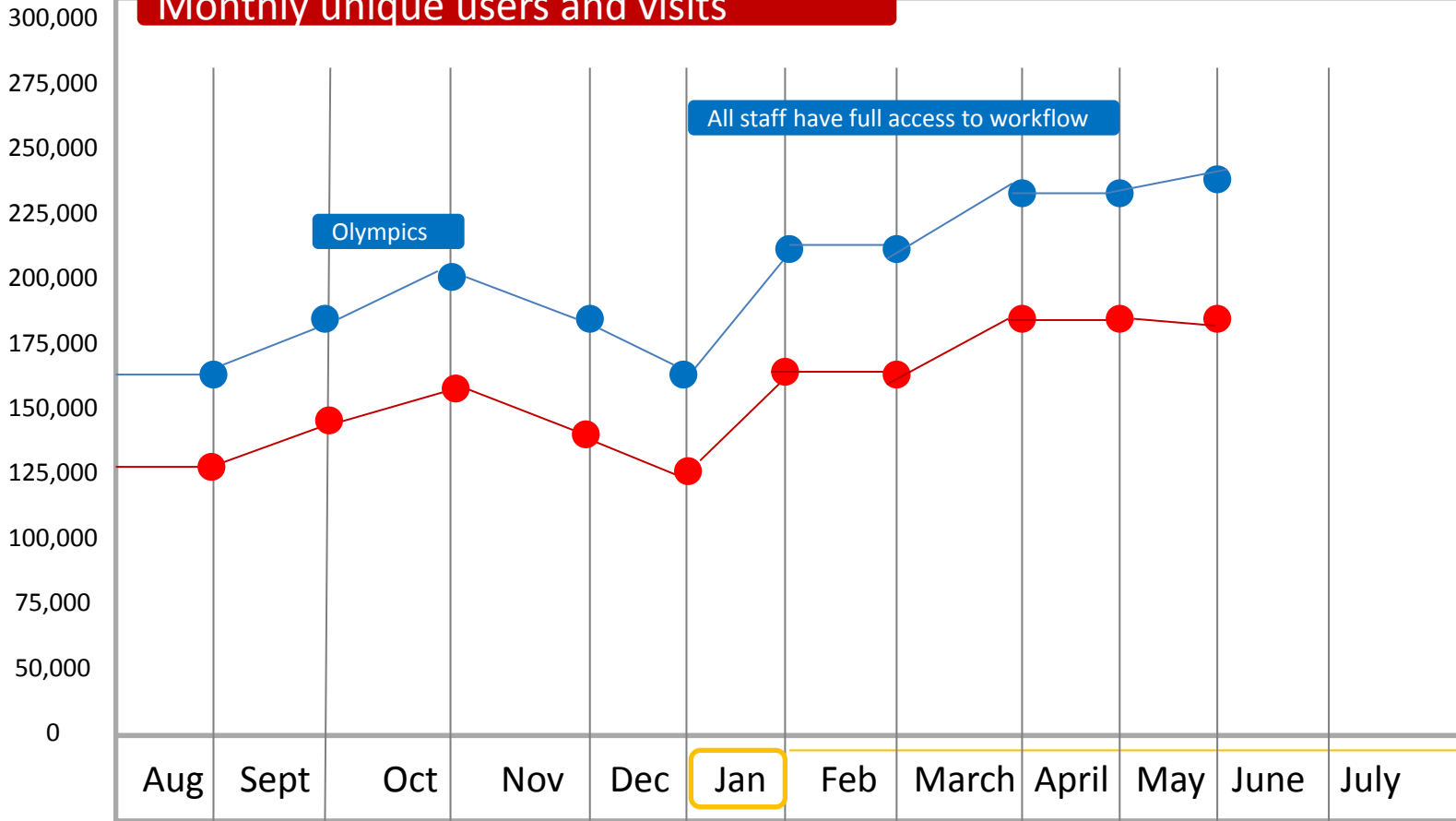
Web stats

Methodology for measuring traffic

Criteria	Pre-launch	Post launch
• No of pages	3,600	1,800
• % of out of date content	50%	0%
• External referrals	8,779 (May, pre-launch)	4,145 (July post-launch)
• Stats package	Neilson	Google
• Customer satisfaction	Low	High
• PDFs	Counted in stats	Not counted
• Internal traffic	Counted in stats	Not counted
• User journeys (goals)	N/A	Top 20 under review
• External audit of how the site is tagged	N/A	Work being mapped out

Web stats post launch (Aug 2012/May 2013)

Monthly unique users and visits



KEY

Post launch
Unique users

Post launch
Visits

**March/
April 2013**
Highest
post-launch
launch traffic

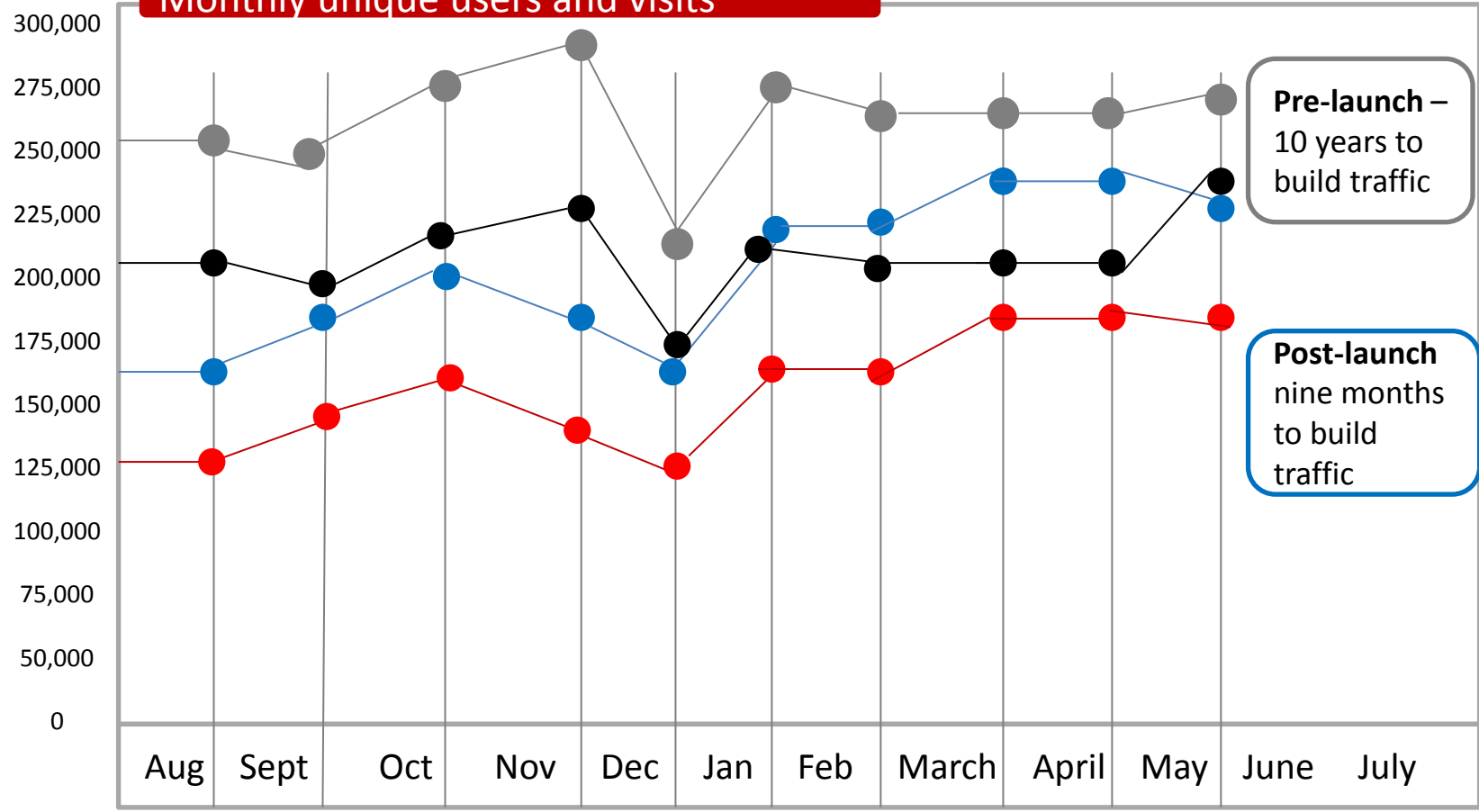
Workflow
January
2013
The first full
month all
staff had
access to
the
workflow

Monthly stats

		Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July
Post launch	Unique users	127,354	152,742	164,400	138,710	129,917	173,138	169,416	183,834	180,138	178,342		
Post launch	Visits	162,021	195,827	212,932	204,441	163,097	219,895	216,049	231,936	230,895	229,579		

Web site stats pre and post launch

Monthly unique users and visits



- 2011/12
Pre-launch
Visits
- 2012/13
Post launch
Visits
- 2011/12
Pre launch
Unique users
- 2012/13
Post launch
Unique users

Month on month comparison unique users (UU) and visits

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July
2011/12 Pre-launch (UU)	205,533	198,601	221,568	231,265	174,028	216,895	206,830	213,852	213,852	228,134		
2012/13 Post launch (UU)	127,354	152,742	164,400	138,710	129,917	173,138	169,416	183,834	180,138	178,342		
2011/12 Pre-launch Visits	253,750	248,560	277,843	290,269	215,244	276,069	264,221	269,050	269,050	279,582		
2012/13 Post launch Visits	162,021	195,827	212,932	204,441	163,097	219,895	216,049	231,936	230,895	229,579		

Action – technical/content priorities linked to strategic and external user need

10 priority areas

Strategic need

Delivery

• Search – implement recommendations	CoL users, Socitm 4*	Web Dev
• A-Z – scope and implement recommendations	CoL users, Socitm 4*	Web Dev
• Transactions	CoL users, Socitm 4*	Web Dev
• Events – implement recommendations	CoL users, Socitm 4*	Web Dev
• Location based services – develop	CoL users, Socitm 4*	Richard Steel/content
• Top 20 CoL user journeys – review/develop	CoL users, Socitm (9), business/reputation	Content/Web Dev
• Accessibility – implement Site Morse/Shaw Trust	CoL, users, Socitm 4*	Web Dev/content
• Social media – extend to Place Pages	Col users, Socitm 4*	Web Dev
• Mobile – strategy/Socitm recommendations	CoL users, Socitm 4*	PRO/Web Dev/WDB
• Site wide traffic tagging audit – web and mobile	CoL, Socitm 4*	External/Web Dev

Technical and content tasks

Action – priorities for internal staff and QA

- **Engagement with middle managers so staff are supported, encouraged, recognised and rewarded for the (extra) work they do on the website.**
- Promotion of the website to all staff, not just the editors
- Extra resources for IS – bottleneck of development work can dissipate editorial enthusiasm
- Web stats highlighting how pages have been improved could be featured on the intranet and used to encourage staff
- Use of internal resources (Contact Centre) to provide mystery shopping to improve user experience



**CITY
OF
LONDON**
