

Annual Report Information Now 2013

Executive Summary

The upgrade and re- launch of Information Now took place April/May 2013 and has proved to be a great success. The number of visitors to the new look website has increased dramatically.

- **In 2013 here were 94% more unique visitors in total than 2012 (108751 unique visitors in 2013 vs. 44008 in 2012).**
- More visitors are accessing the site using mobile technology than ever before. **285% more visitors using mobile phones (24,386 in 2013 vs. 6,330 in 2012).**
- The main information priorities of our visitors continue to be Bereavement, Benefits, Health, Leisure, Driving as you get older, Getting Online and Information Now.
- Organisations are now beginning to log in and update their own information in the new site. Since May, 109 organisation updates were received.
- At the end of 2013 there were 831 organisations listed and 267 articles on Information Now. This includes 11 new articles which were researched and developed to meet information needs in the city.
- A partial content review was carried out prior to the launch: 303 new organisations were added; 31 organisations were removed and over 365 articles were updated.
- The number of subscribers to Information Now E News has gradually increased across the year from 371 in January 2013 to 641 in December 2013.
- The Information Now E News has grown in strength signposting 1885 visitors to the Information Now. (8 visitors came to the website via Information Now E News in 2012.)
- **There has been an 85% increase in the number of visitors reaching Information Now using the direct website address.** This illustrates how Information Now is a more recognised brand within the city and it's reputation has grown.
- Recite Me accessibility software has been added to the site which means Information Now can be;
 - read aloud
 - translated into over 52 languages
 - explained using an interactive dictionary
 - tailored to suit the visitors access needs including altering the colour, contrast and size of the font

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1. Number of Visitors to Information Now

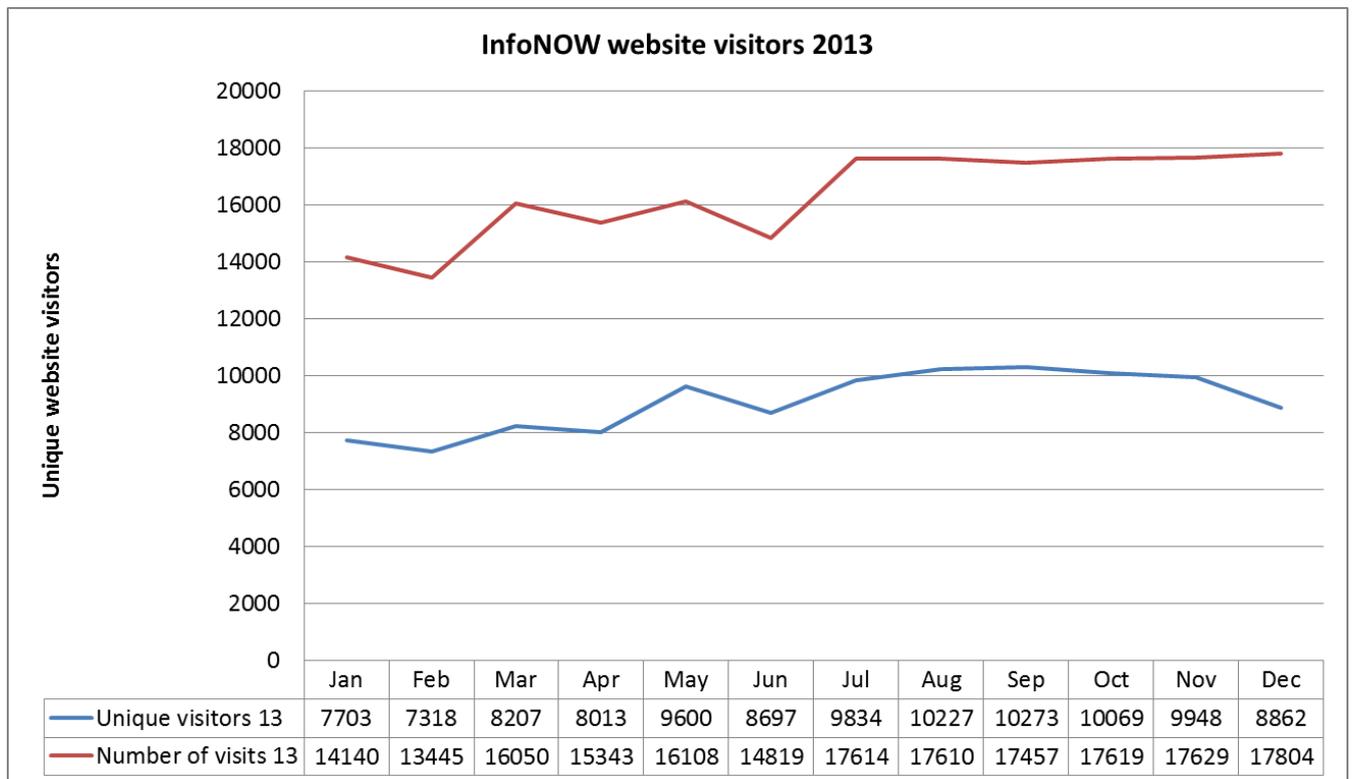
2013 was a landmark year for Information Now. Following the launch of the new website there has been a dramatic increase in the number of visitors to the website.

In 2013 there were 94% more unique visitors in total than 2012 (108751 unique visitors in 2013 vs. 44008 in 2012)

Contributing factors to this dramatic increase in visitors to the website include;

- The new structure of the website which is easier to search and has increased its search engine ranking
- The weekly Information Now E News
- Active promotion of the new website with a launch event, followed by a rolling programme of presentations and demonstrations to community groups and staff teams

This has resulted in increased brand recognition of Information Now as a reliable and trusted source of information.

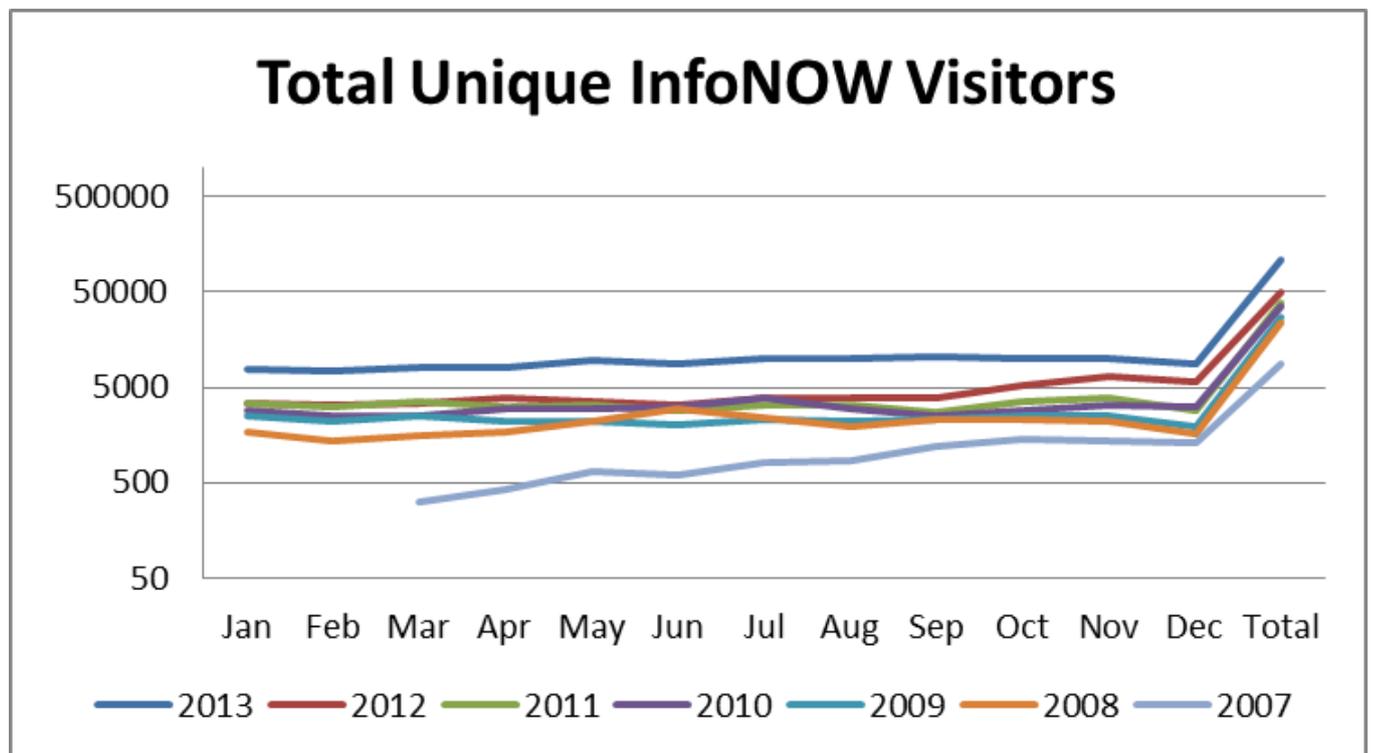


Information Now Unique Website Visitors

	2013	2012	2011	2010	2009	2008	2007
Jan	7703	3392	3431	2900	2552	1671	0
Feb	7318	3312	3140	2503	2163	1351	0
Mar	8207	3340	3469	2550	2553	1537	307
Apr	8013	3808	3088	2937	2235	1705	430
May	9600	3579	3234	2937	2206	2170	654
Jun	8697	3287	2903	3091	2027	3015	596
Jul	9834	3897	3194	3791	2258	2392	815
Aug	10227	3828	3263	3033	2183	1972	861
Sep	10273	3857	2771	2517	2324	2250	1187
Oct	10069	5294	3588	2804	2455	2272	1407
Nov	9948	6414	3882	3279	2476	2216	1386
Dec	8862	5745	2868	3045	1920	1630	1301
Total	108751	49753	38831	35387	27352	24181	8944
Average	9063	4146	3236	2949	2279	2015	745

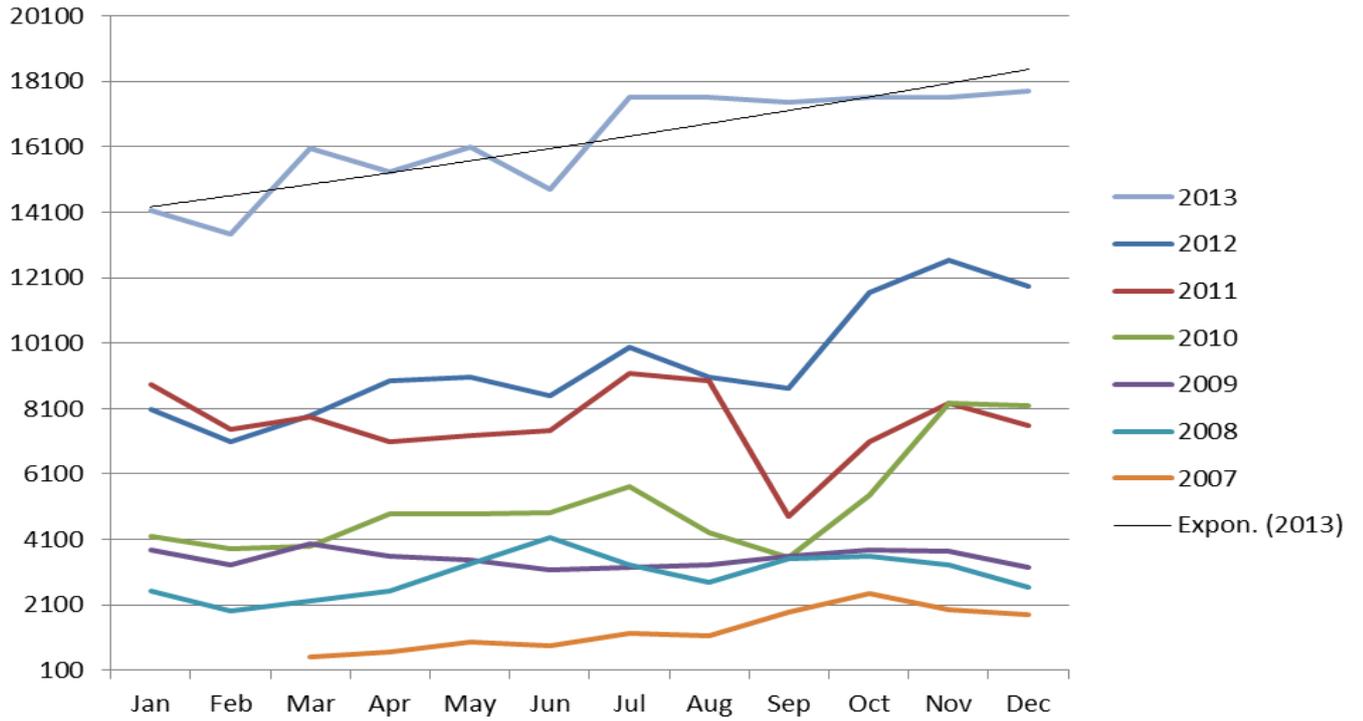
Key Dates

- March 2007 website launched
- April 2013 New look InfoNOW soft launch
- May 2013 Official launch of new look InfoNOW



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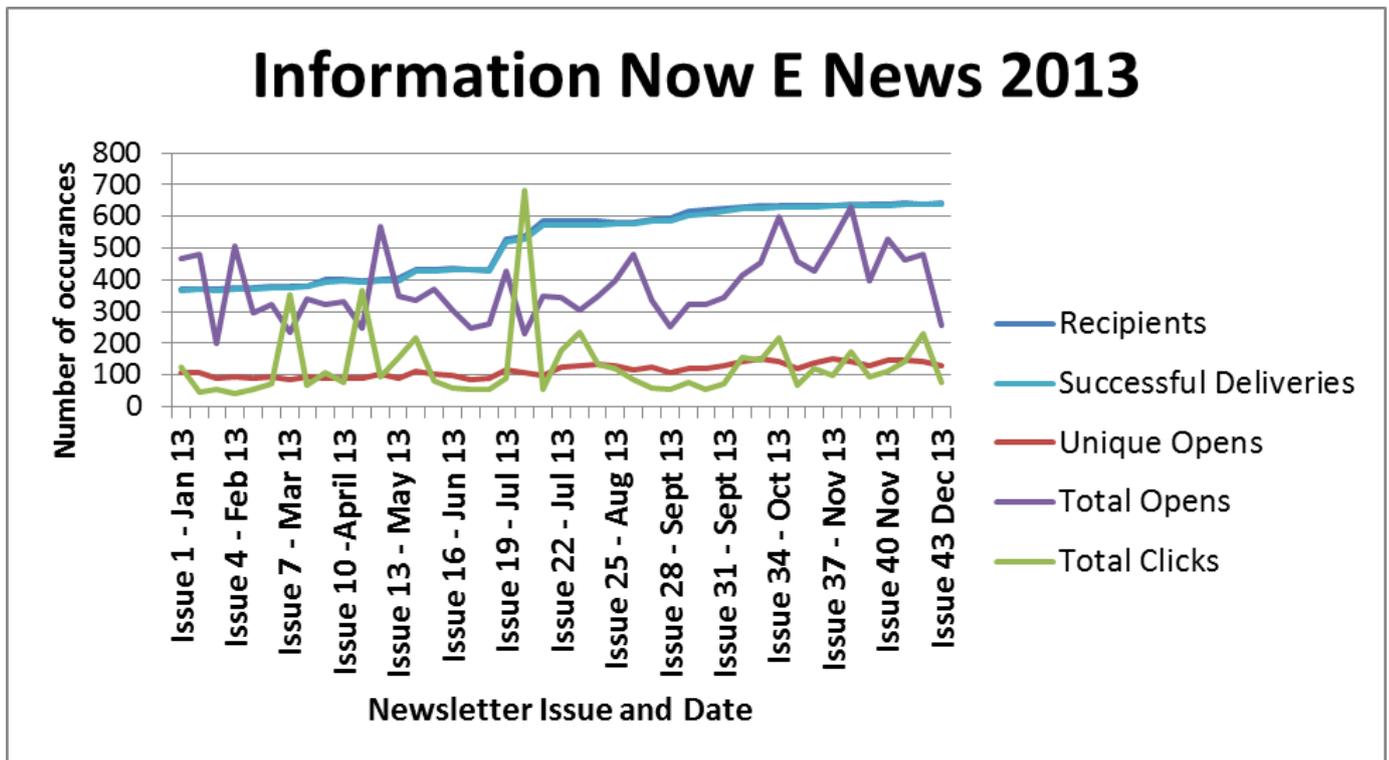
Total no. InfoNOW Visits



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2. Information Now E News

The weekly Information Now E News has generated a lot of traffic to the website and is now an established communication tool, reaching over 640 professionals across Newcastle each week.



- The number of subscribers to the newsletter has gradually increased across the year from 371 in January 2013 to 641 in December 2013.
- 1885 visitors came to the website via Information Now E News in 2013 where as only 8 visitors came to the website via Information Now E News in 2012.
- The industry average for number of clicks on a newsletter is 2.9%. The Information Now E News has a much higher average number of clicks, at 6.5%.
- The large spike in the number of clicks made in July can be attributed to the [newsletter sent on 12th July](#). This contained information from the Age Action Alliance on 'Who will love me when I'm 64'. This specific link was clicked 608 times and suggests that some subscribers are forwarding their Information Now E News onto colleagues.
- The 'Total opens' refers to the number of times a newsletter was opened. This is often higher than the number of 'unique opens' as the same person

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may open the newsletter more than once, or forward their newsletter email on to colleagues who then open the newsletter. The number of opens is usually lower than the number of recipients as the software cannot count the number of people who read the newsletter in their 'reading pane'. So this number is a good guide but not entirely accurate as to the number of people who read the newsletter.

- The industry average for number of opens of a newsletter is 22.5%. The Information Now E News is not far off this with an 18.2% average.

3. Information Priorities on Information Now

3.1. Most viewed organisations on Information Now 2013

Rank	Organisation Name	Number of views
1	Citizen's Advice Bureau Newcastle	3787
2	Community Health & Social Care Direct (formerly Adult Social Care Direct)	2244
3	Age UK Newcastle	2108
4	Care Quality Commission	1732
5	HM Passport Office	1687
6	Newcastle Libraries	1152
7	Macmillan cancer info & support centre	1147
8	Ponteland Rd Walk in centre	1114
9	Battlehill Walk in centre	1079
10	Your Homes Newcastle	1086

This highlights the information priorities that people have in the city and indicated how Information Now is instrumental in signposting to these important frontline services.

3.2. Most Viewed Information

It is useful to examine the most viewed articles, categories and searched for terms on Information Now across the year. From this we can see that there is a certain seasonal element to the information that people require, for example in Quarter 4 as winter begins, searches for winter fuel payment information increased. There is little variation across the year on the types of information viewed and 'What to do when someone dies' continued to be the most viewed article. This has not changed since Information Now was launched.

The common themes in the most sought after information on the website are

- Death/bereavement
- Benefits (including Job seekers allowance, Disability Living Allowance, and the Simple Payment Service)
- Health (including walk in centres, NHS Direct, continence problems,)
- Leisure activities (including swimming pools, learning, and music)
- Driving as you get older
- Getting Online
- Information Now

The most viewed articles in 2013 were

Rank	Article Title	No. of Views
1.	When Someone Dies: A Practical Guide	16,143
2.	Simple Payment Service	8,858
3.	Paying For Care	4,880
4.	Urgent Medical Help Available - NHS 111 & NHS Direct	4,250
5.	Walk-In Centres	2,698

Some of the most visited articles can be linked to their appearance in the Information Now Newsletter, for example the Driving as you get older and Getting Online information was mentioned frequently in different newsletters across the year. This indicates that this awareness raising campaign has had an impact resulting in an increase in visitors to the website.

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Breakdown of most visited information and searched for terms 2013

Quarter 1	Most Visited Article	Most Visited Category	Most searched for terms
	When someone dies	Benefits	DLA and jobseekers
	Simple Payment Service	Care	Simple Payment Service
	Disability Living Allowance	End of Life	NHS (direct/walk in centres)
	Walk in Centres	Leisure	Information Now
	Job seekers allowance	Transport	Death
Quarter 2	Most Visited Article	Most Visited Category	Most searched for terms
	When someone dies	Leisure	NHS (direct/walk in centres)
	Simple Payment Service	Care	Simple Payment Service
	NHS Direct	Benefits	DLA and jobseekers
	Walk in centres	Health	Information Now
	Paying for care	Useful Local Support	Death
			Continence
			DVLA
Quarter 3	Most Visited Article	Most Visited Category	Most searched for terms
	When someone dies	Benefits	DLA and jobseekers
	Paying for care	Health	NHS (direct/walk in centres)
	Simple Payment Service	Care	Simple Payment Service
	Driving as you get older	Leisure	What to do when someone dies/at home
	NHS Direct	Transport	Information Now
	What you can do online		Continence
			Tips for good health
			Social Fund
			Power of attorney
			Deaf people

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Quarter 4	Most Visited Article	Most Visited Category	Most searched for terms
	When someone dies at home	Care	NHS (direct/walk in centres)
	Paying for care	Benefits	Simple Payment Service
	Driving as you get older	Health	Death
	NHS Direct	Leisure	Information Now
	Simple Payment Service	Housing	Continence
	Music Venues		winter fuel payments
	What you can do online		Sports
			Passport office
			U3A
			Animals/pets

1. New additions to Information Now in 2013

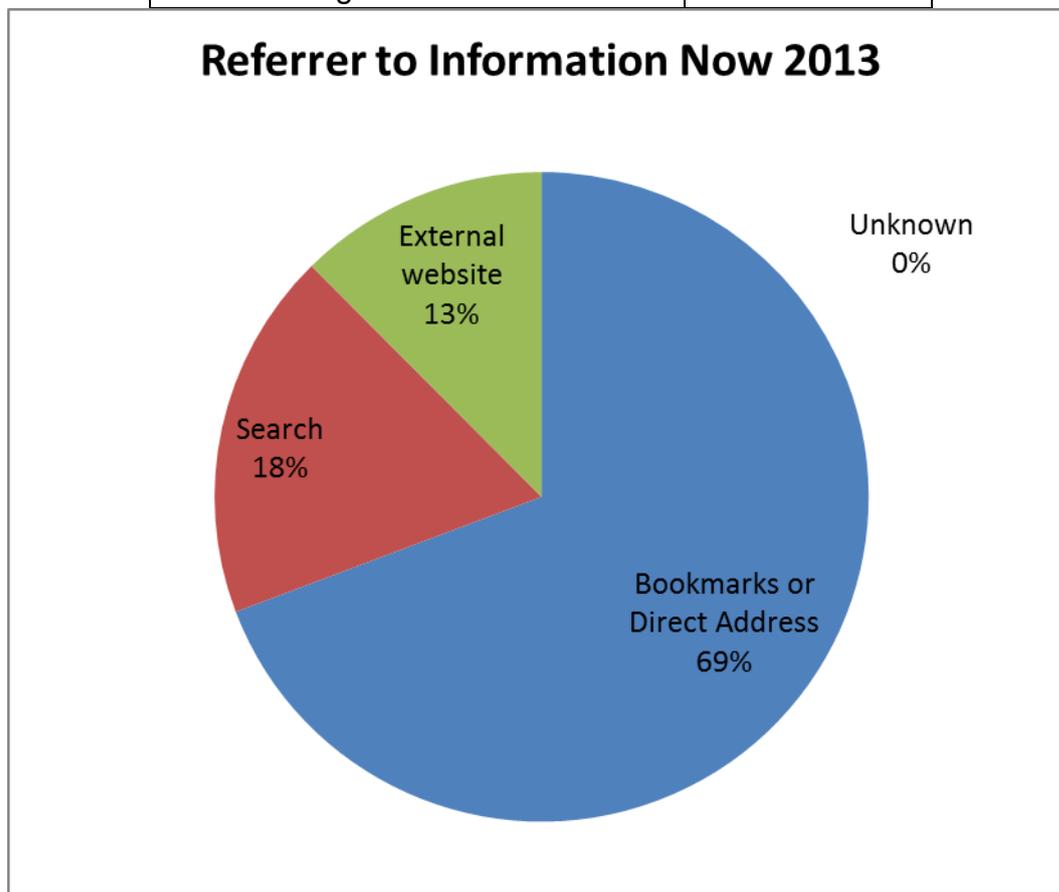
- Upgraded website including;
 - more intelligent search engine
 - ability to browse directory of organisations and information
 - new filters for searching organisations based on, postcode, area, A- Z or category
 - view organisations near by on a map
 - ability to subscribe to newsletter online
 - Twitter and Facebook accounts (Information Now has 274 Twitter followers and 19 likes on Facebook)
 - use of icons to aid understanding
 - streamlined structure
 - easy sharing options, save, print, email, social media
 - organisational log in to update information
- An instructional video showing visitors how to get the most out of Information Now. This has been viewed 30 times since its launch.
- Recite Me accessibility software which means the website can be
 - translated into over 52 languages
 - read aloud
 - explained using an interactive dictionary
 - tailored to suit the visitors access needs including altering the colour, contrast and size of the font
- Data Protocol established for inclusion and exclusion of information/organisations on the website.
- 11 new articles were researched and developed in 2013 to meet information needs identified in the city.
- 8000 new Information Now bookmarks and 100 posters were distributed

2. How did people reach Information Now in 2013?

There has been an 85% increase in the number of visitors reaching Information Now using the direct website address. This illustrates how Information Now is a more recognised brand within the city and it's reputation has grown.

The number of visitors arriving via google increased by 354% demonstrating how successful the restructuring the website has been, greatly improving the website's compatibility with new technology and systems.

Referrer to Information Now	No. of visitors
informationnow.org.uk	1,322
google.co.uk	1,045
newcastle.gov.uk	783
search.bt.com	280
search.sky.com	140
search.mywebsearch.com	120
talktalk.co.uk	117
mycarenewcastle.org.uk	106
housingcare.org	64
search.orange.co.uk	64



3. How do people behave when they visit Information Now?

Information Now Visit Duration 2013	Average
0 secs – 30 secs	76%
30 secs - 2mins	6%
2 mins - 5 mins	3%
5 mins -15 mins	4%
15 mins - 30 mins	3%
30 mins - 1h	4%
1h+	4%

The average visit duration on Information Now is 0 – 30 seconds. This is where the visitor looks at one page and leaves the website. A large number of the ‘single page views’ on Information Now are to the most visited article ‘When someone dies: A practical guide’. This suggests that the visitor may have bookmarked the page and returns to visit this article which they are familiar with, perhaps to retrieve a contact detail or check a piece of information and spends less than 30 seconds on the page.

The number of visitors looking at Information Now for less than 30 seconds dropped from over 80% at the beginning of 2013 to 70% at the end of 2013. This is a pleasing result and may demonstrate that since the new website was launched in May visitors are spending longer on the website than previously. However short visits to the website may also indicate that the website is easy to navigate and the new structure of the site enables visitors to reach the information they need quickly

It is interesting to note that (with the exception of those using the website for less than 30 seconds) **the majority of visitors remain on the site for up to 2 minutes**, which reflects the way information is digested online. We will continue to monitor this trend.

4. How do visitors access Information Now?

It is clear that the visitors to Information Now are moving gradually over to newer operating systems, with **58% of visitors using Windows based operating systems as opposed to Mac (19%) or other systems (23%)**. This is useful to note when ensuring that Information Now performs well on a variety of systems especially when we are aware that many of our colleagues in the voluntary and charity sector are using older equipment which may be being replaced.

Operating System	Average
Windows	58%
Windows XP	22%
Windows NT	28%
Windows Me	0%
Windows Codename Longhorn	5%
Windows CE	0%
Windows 98	0%
Windows 95	0%
Windows 2003	2%
Windows 2000	0%
Windows 3.xx	0%
MAC	19%
Mac OS X	19%
Mac OS	0%
Others	23%
Unknown	14%

Monitoring the browsers which visitors use to view Information Now is useful to examine what type of device they own and to help us to continue to improve the website's appearance and functionality. It is clear from the statistics that some older (slower) browsers are still being used, however there has been a steady increase in the number of visitors using the more up to date versions of Internet Explorer and Firefox.

5. Devices Used to Access Information Now

In 2013 there was a great increase in the number of people accessing Information Now using mobile technology. This indicates how people are using information 'on the move'. The new look Information Now has a responsive design which is suited to mobile technology including iPads, tablets and smart phones. The new structure to the website means that it is user friendly on all devices, ensuring it's sustainability in the fast paced realm of technology development.

- **285% more visitors using mobile phones (24,386 in 2013 vs. 6,330 in 2012)**
- **210% more visitors using tablet devices (11,891 in 2013 vs. 3,832 in 2012)**

This dramatic leap in mobile technology usage may be indicative of the number of older people who are attending IT skills sessions, such as the Northumbria Students Union Project in partnership with the Elders Council of Newcastle. These sessions provide guidance on how to get to grips with iPads. Many of whom subsequently invest in an iPad.

Despite the shift into mobile technology we are still seeing a large proportion of visits to Information Now from static desktop computers **with 55% more visitors using desktop computers. (66,862 visitors in 2013 vs. 43,062 in 2012)**

Appendix:

Information Now statistics 2013

Information Now 2013	Jan - March	April - June	July - Sept	Oct - Dec	Total
Info Now articles updated	Unknown	260	Unknown	105	365
Info Now Orgs updated	Unknown	764	TBC	15	779
Total no. Orgs listed	527	764	809	764	831
New orgs added	Unknown	237	45	21	303
Total no. orgs revisions received	Unknown	Unknown	64	45	109
Total no. articles listed	0	Unknown	Unknown	267	267
New articles added	Unknown	4	3	4	11
No Orgs removed	Unknown	Unknown	15	16	31
No. Unique Visitors	23228	26310	30334	28879	108751
No. page views	43635	46270	52681	256736	399322
No. of bookmarks distributed	Unknown	2500	4980	500	7980
No. of posters distributed	Unknown	84	0	0	84
No. of promo events attended	Unknown	3	9	6	18
No. of promo emails sent by InfoNOW	Unknown	363	Unknown	0	363
No. of newsletter featured in	Unknown	15	5	0	20
Total No. of followers on Twitter	Unknown	212	256	274	274 (total)
Total no. of likes on Facebook	Unknown	11	16	19	19 (total)
No. of websites linking to InfoNOW	Unknown	4	5	0	9
InfoNOW staff demonstrations	Unknown	0	2	0	2
InfoNOW public demonstrations	Unknown	1	4	0	5

* Unknown = It was not possible to measure this prior to the new website