## Item 2 - Paper 2c - LGPS Annual Report - Google Analytics

Summary
The Board are provided with this summary note of Google Analytics of the Shadow Scheme Advisory Board website since the Annual Report was launched in November 2014.

Overview statistics
Since the LGPS Annual Report was launched on 4 November 2014, the website received 2,442 visitors, 40% of whom were new visitors to the Board website. During the week ending 8 November 2014, there were 409 direct visits to the Scheme Annual Report page, and there was another spike in the week ended 6 December 2014 of 210 direct visits.
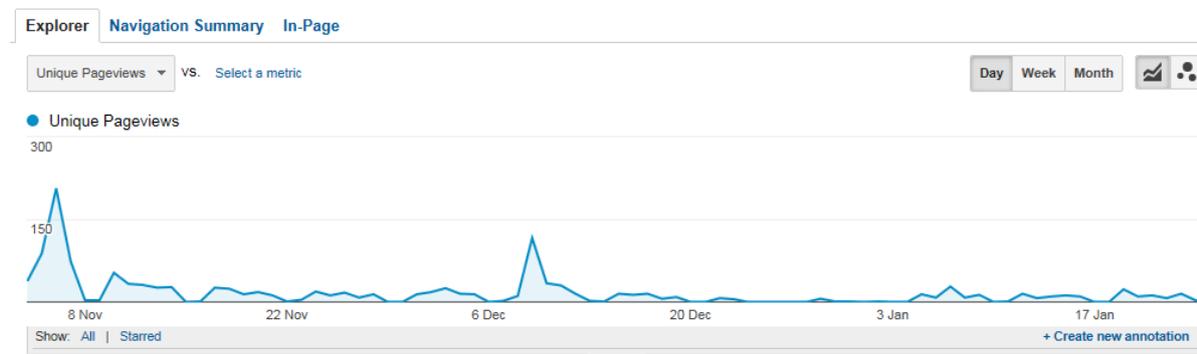
Unique pageviews **index.php/schemedata/scheme-annual-report** between 4 November 2014 and 27 January 2015: 1331

Further information and analysis
In-page analysis provides number of clicks and an insight into the relative popularity of pages within the website. The most commonly clicked on sub-menu items were as follows:

Fund Annual Reports 2014	30.8%
Introduction	20.1%
Life Expectancy Index	7.1%
Fund Annual Reports 2013	5.9%
Investments	5.8%
Governance	5.5%
Membership profile (GAD data)	4.8%
Investment performance (SSIA data)	4.4%
Membership	4.2%
Funding information	3.9%
Income and Expenditure	3.4%
Reporting Framework	1.7%
Statement of Account	1.3%
Net Assets Statement	1.1%

Sub menu item clicks rebased to total sub menu clicks, 4 November 2014 to 27 January 2015

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Ideas for improving website hits

- Use these statistics and those collected on an ongoing basis for designing the webpages for the 2014 Annual Report.

- Ask individual fund administering authorities to include hyperlinks in their report and accounts and on their fund websites.

- Include a hyperlink to the Board website in email signatures.

2 February 2015

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