



CELEBRATING OUR FIRST WEBAVERSARY

TheLink Website Statistics

This document contains the figures over the past year to display how well the website has progressed. To commemorate our first anniversary, please see the next page for the stats between July 2018 and July 2019.

Bushra Jabeen | TheLink Development and Admin Officer



Statistics | July 2018 – July 2019

Content	Managed 86 events	
	Uploaded 597 news articles	
	Dealt with 1,000+ other upload requests and queries	
Registrations to TheLink	Schools	448 registrations
	Early Years	139 registrations
	LA representatives	77 registrations
	Total	664 registrations
Subscriptions to newsletter	Schools	354 subscribed
	Early Years	117 subscribed
	LA representatives	75 subscribed
	Total	546 subscriptions
Viewing TheLink	Number of users*	21,905
	Number of page views**	75,148
Trends	Increase in user activity during holidays	13,761/ 21,905 users spent more than 30 minutes browsing the website.
	The website is accessed mostly on Wednesday between 10.00am – 2.00pm.	During 10am – 2pm we tend to get 1,000+ users browsing the site.
	Searching for information online	199,000 impressions*** made from search results
	Most popular words****	<ol style="list-style-type: none"> 1. Child Protection Training for School Staff 2. Safeguarding PowerPoint 3. Peer on Peer Abuse 4. ELSA Training 5. Slough Teaching School Alliance 6. KS1 Moderation 2019 7. Slough Youth Parliament 8. SEND Funding 9. Virtual School 10. School Effectiveness
	Location of Users	Our website has attracted users from around the world in Italy, Netherlands, Romania, Cyprus and Switzerland!
	Top Linked***** Pages	<ol style="list-style-type: none"> 1. Slough School Effectiveness Strategy 2. TheLink Website Overview 3. School Services 4. SENDCo Support Service 5. Integrated Support Service 6. Safeguarding Services 7. SEND Guidance Documents 8. The Choices Programme 9. Emotional Wellbeing 10. Early Years Foundation Stage Forum

These statistics are for the following period: 2 July 2018 - 26 July 2019.

Statistics | July 2018 – July 2019

* A user is considered as an individual using the website, with or without registering.

** A page view is a single viewing of the web page. If a user visits the same page multiple times within a single session, each viewing of the page will add to its page view count. A session is considered as the time period a user is actively engaged with the website.

*** Impressions are how many times a user saw a link to our website in search results.

**** Most popular words refers to online searches made that do not contain the words ‘thelink, the link slough, TheLink”, which have led users on to the website using the key words listed”.

***** Linked pages refer to when a user has travelled from one page to another on the website.

If you have any questions please do not hesitate to contact us.

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TheLink

WEBAVERSARY
CELEBRATION

