

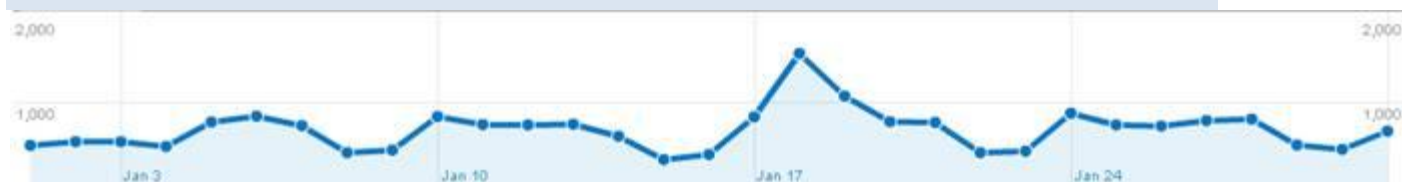
APPENDIX 2 COUNCIL WEBSITE REPORT – JANUARY 2011

COUNCIL WEBSITE KEY ANALYTICS - JANUARY 2011

Here are the key analytics with the change compared to December 2010:

- 21,109 Visits (-1%)
- 97,620 Page Views (-3%)
- 10,953 Unique (Different) Visitors (+7%)
- 1,206 Hours spent online (-3%)

DAILY VISITS TO THE COUNCIL WEBSITE - JANUARY 2011



The surge in traffic on 18 January can be attributed to the heavy rain warning given for that day.

POPULAR CONTENT PAGES – DECEMBER 2010 VS JANUARY 2011

	December 2010	January 2011	Change in Page Views
1	Rate Record Search	Rate Record Search	+26%
2	Cemetery Records Search	Cemetery Records Search	+47%
3	River Flow	River Flow	-40%
4	Rainfall	Rates	+18%
5	Rates	St Arnaud Webcam	+45%
6	Buller at Longford – River Flow	Rainfall	-54%
7	Motueka at Woodstock – River Flow	Property Information	+65%
8	Water	Aorere at Devils Boot – River Flow	-2%
9	St Arnaud Webcam	Buller at Longford – River Flow	-35%
10	Aorere at Devils Boot – River Flow	Job Vacancies	+23%

Traffic to Rates and Cemetery Searches has risen as people have returned from holiday. The St Arnaud Webcam has become very popular with recreational users checking the weather and conditions at Lake Rotoiti.

POPULAR SEARCH TERMS – DECEMBER 2010 VS JANUARY 2011

	December 2010	January 2011
1	rates	rates
2	rainfall	primer
3	primer	18.5.3.1
4	trmp	dogs
5	christmas lights	gis
6	river flow	trmp
7	river flows	motorsport
8	18.5.3.1	webcam
9	gis	library
10	webcam	zoning

The term “primer” is a misspelt genealogy search by some very very persistent people. “18.5.3.1” is a section of the TRMP referring to land disturbance permitted activities. The “motorsport” search relates to resource consents for the proposed regional motorsport park at Stanley Brook.

TOP OF THE SOUTH MAPS – JANUARY 2011

On 8 December 2010 we launched “Top of the South Maps”, a joint GIS/ mapping website for Tasman and Nelson. Traffic has increased 38% from 107 visits a day in December 2010 to 148 visits a day in January 2011.

DAILY VISITS TO TOP OF THE SOUTH MAPS – JANUARY 2011



4,586 Visits | **147.94 Visits / Day**

WEBSITE DOCUMENTS – MOST POPULAR SINCE LAUNCH

This month we are adding popular website documents to the report. In future months we will give the most popular website documents for each month. The following list shows the 20 most popular documents downloaded from the new website since it was launched on 12 August 2010.

1. TRMP Planning Maps - Area/Zone Legend (28/8/2010)
2. TRMP Planning Maps - Index (Location Map) - (26/09/2009)
3. Tasman District Council Employment Application Form
4. Application for Building Consent and/or Application for Project Information Memorandum (PIM)
5. Guidance Notes and Building Consent Procedures Information for Applicants
6. TRMP Planning Maps - Index (Alphabetical) - (26/9/2009)
7. TRMP Chapter 36 - Rules for Contaminant Discharges
8. Engineering Standards and Policies 2008
9. Section 17.1: Residential Zone Rules
10. Section 17.5: Rural 1 Zone Rules
11. TRMP Chapter 2 - Meaning of Words
12. Annual Plan 2010/2011
13. Ten Year Plan 2009-2019 - Volume I
14. Request for Land Information Memorandum
15. Form for Submission on Resource Consent Application
16. Liquor Licensing - Manager's Certificate Information
17. Section 16.3: Subdivision
18. McKee Recreation Reserve Brochure
19. Application for Code Compliance Certificate
20. Resource Consent Application Form for Land Use Consent

NEW AND UPDATED CONTENT / DEVELOPMENT

The following major developments, content additions or updates were carried out over January 2011.

- **Public Online Payments** – Online credit card payment of Property and Water Rates.
- **Standing Orders / Code of Conduct** – Policies around Council meetings was added to Policy > Policies section.

PLANNED NEW CONTENT / DEVELOPMENT

The following major developments, content additions or changes are planned for February 2011.

- **Improved Settlement Section** – Localised information about services, recreation and plans for each settlement.
- **Increased Online Consultation** – Increased use of the Policy > Public Consultation section for running online consultation with the community.
- **Additional Project Information** – Adding more projects and information to Policy > Projects.
- **Reviewing Community Board Information** – Reviewing and updating information about the Community Boards.

COUNCIL WEBSITE REPORT – FEBRUARY 2011

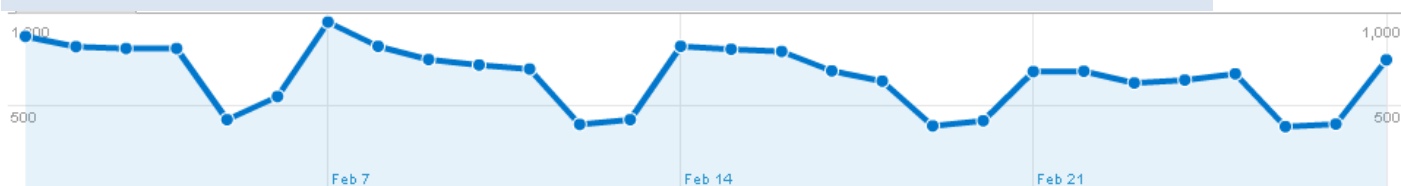
COUNCIL WEBSITE KEY ANALYTICS - FEBRUARY 2011

Here are the key analytics with the change compared to January 2011:

- 18,787 Visits (-11%)
- 83,266 Page Views (-15%)
- 9,358 Unique (Different) Visitors (-15%)
- 950 Hours spent online (-21%)

A shorter month and no major events in our region led to a noticeable drop in monthly traffic.

DAILY VISITS TO THE COUNCIL WEBSITE - FEBRUARY 2011



There was nothing out of the ordinary with website traffic over February. The drop in the final week could be attributed to the Christchurch earthquake, around 14% of the website traffic normally comes from Canterbury.

POPULAR CONTENT PAGES – JANUARY 2011 VS FEBRUARY 2011

	January 2011	February 2011	Change in Page Views
1	Rate Record Search	Rate Record Search	+0%
2	Cemetery Records Search	Cemetery Records Search	-34%
3	River Flow	Rates	-1%
4	Rates	St Arnaud Webcam	+4%
5	St Arnaud Webcam	Job Vacancies	+20%
6	Rainfall	River Flow	-59%
7	Property Information	Property Information	-19%
8	Aorere at Devils Boot – River Flow	Golden Bay Webcam	-22%
9	Buller at Longford – River Flow	Tasman Resource Management Plan	+19%
10	Job Vacancies	Cemeteries	+12%

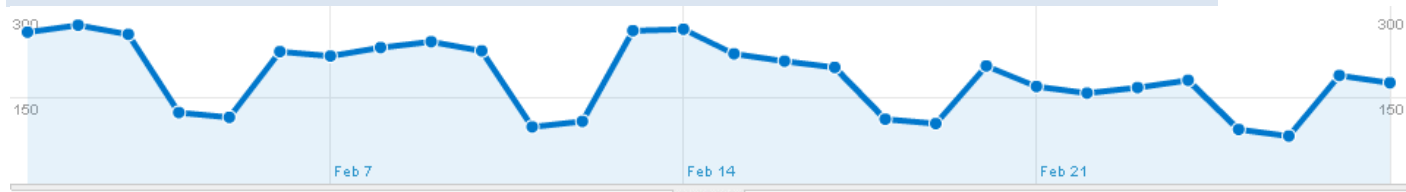
The St Arnaud Webcam continues to grow in popularity amongst recreational users. River flow information dropped off markedly due to the lack of heavy rain events.

POPULAR SEARCH TERMS – JANUARY 2011 VS FEBRUARY 2011

	January 2011	February 2011
1	rates	rates
2	primer	appointments staff new
3	18.5.3.1	water
4	dogs	gis
5	gis	webcams
6	trmp	district plan
7	motorsport	trmp
8	webcam	annual report
9	library	lee valley
10	zoning	lim

The phrase “appointments staff new” appears to have come from one visitor searching multiple times over 5 days. We have set “district plan” to suggest the TRMP and Annual Plan in the search drop down.

DAILY VISITS TO TOP OF THE SOUTH MAPS – FEBRUARY 2011



5,248 Visits | **187.43 Visits / Day**

Top of the South Maps continues to grown in popularity and usage as the service becomes more widely know Traffic has increased 26% from 148 visits a day in January 2011 to 187 visits a day in February 2011. Note the final week mirrors our website traffic.

POPULAR WEBSITE DOCUMENTS – FEBRUARY 2011

1	TRMP Planning Maps - Area/Zone Legend (28/8/2010)
2	Tasman District Council Employment Application Form
3	Application for Building Consent and/or Application for Project Information Memorandum (PIM)
4	Freedom Camping Brochure
5	Form for Submission on Resource Consent Application
6	TRMP Chapter 36 - Rules for Contaminant Discharges
7	TRMP Planning Maps - Index (Location Map) - (26/09/2009)
8	TRMP Planning Maps - Index (Alphabetical) - (26/9/2009)
9	Section 17.1: Residential Zone Rules
10	Guidance Notes and Building Consent Procedures Information for Applicants
11	TRMP Chapter 2 - Meaning of Words
12	Connecting Tasman - the Regional Land Transport Strategy
13	Request for Land Information Memorandum
14	Annual Plan 2010/2011
15	McKee Recreation Reserve Brochure
16	Application for Code Compliance Certificate
17	Application for Compliance Schedule
18	Development Contributions Brochure 2010
19	Engineering Standards and Policies 2008
20	Section 17.5: Rural 1 Zone Rules

NEW AND UPDATED CONTENT / DEVELOPMENT

The following major developments, content additions or updates were carried out over February 2011.

- **Improved Settlement Section** – Localised information about services, recreation and plans for 8 settlements.
- **Draft Community Board Information** – Sent to Community Boards for feedback before publishing.
- **Online Consultations** – Two online consultations setup for the Golden Bay Community Board.

PLANNED NEW CONTENT / DEVELOPMENT

The following major developments, content additions or changes are planned for March 2011.

- **Improved Settlement Section** – Localised information about services, recreation and plans for 17 settlements.
- **Additional Project Information** – Adding more projects and information to Policy > Projects.