

WEBSITE OVERVIEW

Dec 1/18 – Jun 30/19



NEWS

Jul 17, 2019

Water Lives

Water Hemlock
some livestock
details on ide
[Read More](#)

Welcome to the County of Vermilion River

In east central Alberta at the Alberta-Saskatchewan border y
of Vermilion River, which is home to 8,267 residents, 7 uninc
villages and 1 town. The many features, amenities and oppor

New Website

In December 2018, we launched our updated website, which featured a fresh new look, improved functionality (especially for mobile users), and user engagement opportunities. The following overview is based on an analysis of 7 months of use (December 1, 2018 to June 30, 2019).

01

Page Views of our main page increased by 5,000 views

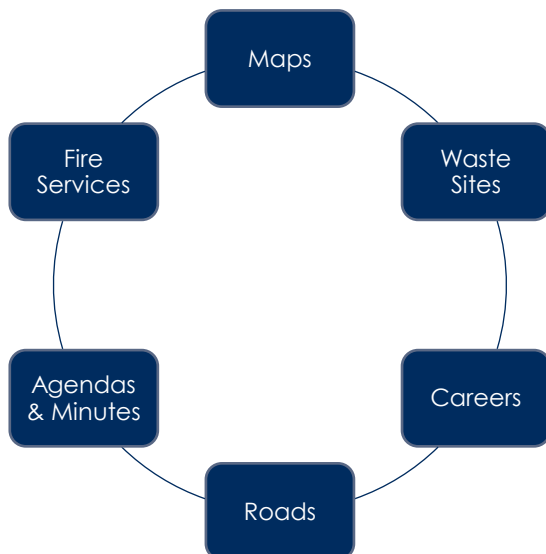
02

25% of users are age 35-44; 25% of users are 25-34; 22% are 45-54; 15% are 55-64; 7% are 65+ and 4% are 18-24

03

Average time spent on pages increased by 8.6%

WEBSITE HOT TOPICS



63,977 Page Views

51,202 Unique Page Views

12,596 New Users

43% users are on Mobile

8% users are on Tablet

49% users are on Desktop

FUNCTIONALITY

The new site features drop down menus that allow users to go directly to a topic, rather than clicking on multiple pages to get to the topic they want. This new function has reduced our overall Page Views over the same period last year, but has greatly improved how users move through the site with less clicking.

NEW FEATURES

REPORT A CONCERN – this new feature allows users to identify and submit concerns, change of addresses etc. In 7 months, there were 584 views of the section.

NEWS & NEWS ROOM – more than 3,871 views of our News Stories (the rotating slideshow on the home page)! This is a very direct way to share information with our users.

CALENDAR of EVENTS – this is also found on our home page and is a much improved calendar function over the previous version. It is a great way for us to promote the community, as well as our events. There were 2,605 views of the events in the calendar.