

Housing statistics review

Report period: 12 December 2016 to 11 June 2017

The screenshot shows the Luton Council website's 'Housing' page. The header includes the Luton logo, a search bar, and navigation links for 'A-Z of services' and 'Text size'. A left-hand navigation menu lists various services, with 'Housing' highlighted. The main content area features a large image of a brick house, a 'Homelessness prevention strategy' banner, and several informational links such as 'Allocating council homes', 'The simple way to pay your rent', and 'Register for housing updates'. A right-hand sidebar contains sections for 'I want to' (with links like 'Check my rent', 'Pay my council rent', 'Report a repair', 'Rent a garage'), 'Straight to' (with links like 'Improvements and repairs', 'Homeless help', 'Sheltered housing', 'Council tax'), and 'Related links' (with links like 'Register for housing updates', 'Comments, compliments, complaints', 'Apply for housing'). A 'Select Language' dropdown is visible at the bottom left of the page content.

TERMS

Pageviews: The total number of pages viewed. Repeated views of a single page are counted.

Unique pageviews: The number of visits during which the specified page was viewed at least once. A unique pageview is counted for each page URL + page title combination.

Avg time on page: The average amount of time users spent viewing a specified page or screen, or set of pages or screens.

Entrances: Entrances is the number of times visitors entered your site through a specified page or set of pages.

Bounce rate: The percentage of single-page visits (ie visits in which the person left the site from the entrance page without interacting with the page).

Exits: Indicates how often users exit from that page when they view the page.

See the [associated Excel spreadsheet](#) for more in-depth listings of:

- mobile and desktop pageviews A-Z
- daily pageviews
- total pageviews high to low
- page ranking in estate
- time spent on page
- Google search terms
- site search terms

INTRODUCTION

Overall, the housing section is consistently one of the most viewed sections on our website. The following table shows the top ten housing pages and their page ranking out of a total of **8,440 pages** in our digital estate.

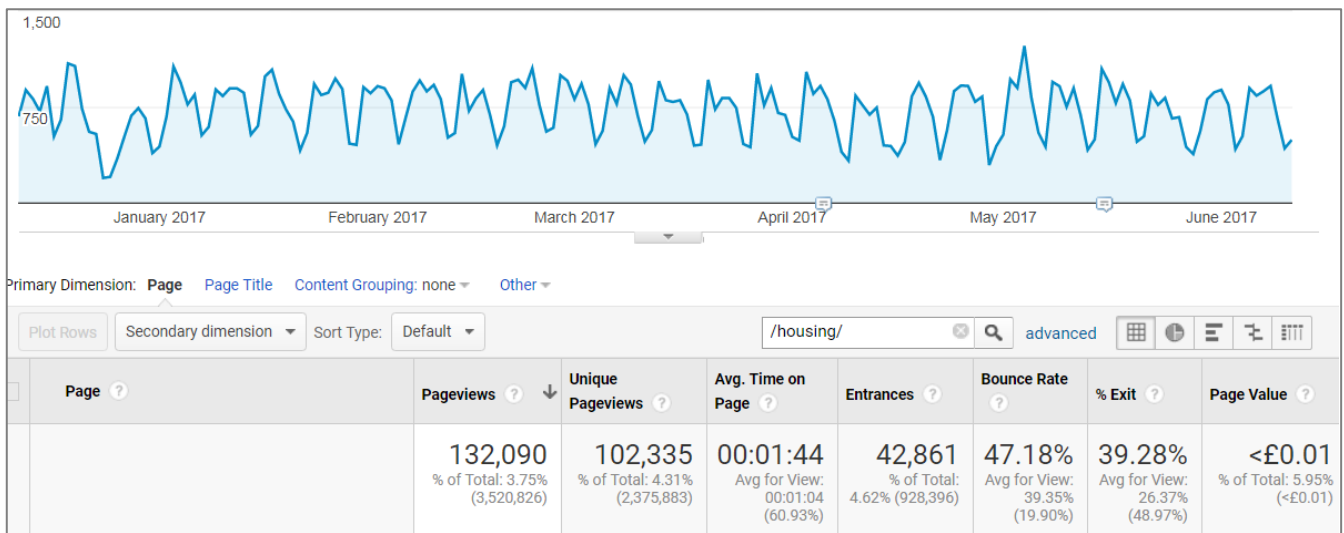
Page title	Position
Housing benefit	35
Housing	41
How to bid for council and housing association homes	52
Apply for housing benefit and council tax reduction	67
View council tax and housing benefit details	93
Local Housing Allowance (LHA)	215
Housing advice for private tenants	265
More information on housing benefit in Luton	321
Discretionary housing payment	325
Housing policy, strategy and development	591

There were **132,090** pageviews in the housing section during the six-month period between **12 December 2016 and 11 June 2017**. Of these pageviews, **42,861** or **34.45%** were entrance pages, meaning it was the first page the user viewed when visiting our website. This also means they found the page by using a search engine or other source. We will talk more about page sources later in the report.

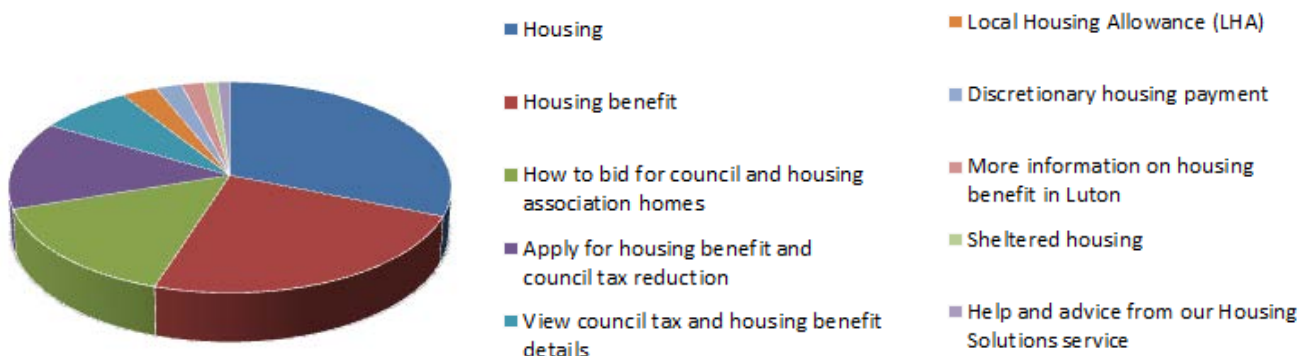
Users spend on average **1.44** minutes per page within the housing section. Compared to **1.04** minutes on the site overall, this is a relatively long time, but it does depend on the content of the page. If there is a lot of information, or the user is required to complete a form for example, this will mean longer spent on the page.

If they are spending less time on a page than expected, the content must be reviewed to make sure it is user friendly and contains the relevant information. In addition, there are ways to make sure the content is suitable for all audiences, including mobile users. Again this is discussed later.

HOUSING OVERVIEW



The ten most popular pages over the report period are as follows:

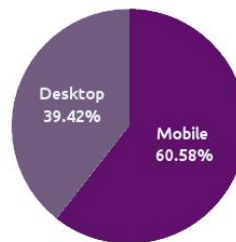


	Page	Pageviews	Unique pageviews	Avg. time on page	Entrances	Bounce rate	Exit
1	Housing	30,933	22,093	1.54m	5341	23.42%	17.07%
2	Housing benefit	23,585	16,260	1.90m	7471	28.80%	22.81%
3	How to bid for council and housing association homes	14,861	12,042	8.03m	7334	37.96%	63.53%
4	Apply for housing benefit and council tax reduction	13,412	9,274	8.01m	1685	45.42%	44.95%
5	View council tax and housing benefit details	7,579	5,801	6.15m	1385	47.21%	41.95%
6	Local Housing Allowance (LHA)	2,827	1,795	2.56m	1152	10.50%	37.52%
7	Discretionary housing payment	2,105	1,892	2.53m	562	40.01%	26.82%
8	More information on housing benefit in Luton	1,830	1,361	0.51m	83	31.16%	8.88%
9	Sheltered housing	1,098	809	3.38m	482	49.48%	38.76%
10	Help and advice from our Housing Solutions service	1,000	902	6.50m	339	64.91%	49.01%

DEVICE USAGE

Device usage is more common in the housing section when compared to the digital estate overall, as shown in the table below. Mobile statistics show a combination of all mobile devices - phones and tablets.

	Sessions	Percentage
Housing mobile	72,319	60.58
Estate mobile	549,136	58.92
Estate desktop	382,925	41.08
Housing desktop	47,065	39.42



As over 60% of visitors are using a mobile device, pages should be written and presented with mobile users in mind. The Digital Services team can assist with this, editing content accordingly as it is supplied, but things to bear in mind when creating or rewriting content are:

- keeping paragraphs and sentences as short as possible to make viewing on a mobile device easier (think about reading a very long paragraph or page on your phone!)
- using bullet pointed lists where possible to create white space and make reading easier
- breaking text into more manageable sections with the use of sub-headings to enable scanning for content
- linking to external websites where appropriate to save the user having to search

BOUNCE RATES

A bounce is when a user arrives on a specific page of a website but doesn't view any other pages – they leave the website from their entrance page. Bounce rates usually reflect the purpose of the page/website itself. Where deeper interaction is required such as completing a form, you would expect the bounce rate to be low as users are extremely likely to visit other pages during their session. In these cases, the entrance page is very rarely the end of the user journey.

For pages where the user comes to find the information on that page only, such as finding out how to make a rent payment, you would expect to see a higher bounce rate as people would usually exit the site immediately, or bounce, having found what they were looking for on the entrance page.

The following tables show the ten highest and ten lowest bounce rates within housing. The bounce rate across the entire section for the reporting period is **41.38%***. [Between 40% and 51% is considered an acceptable bounce rate for local authority websites](#) because 50% of all local government sites are within that range.

Ten highest	
Pay your housing rent by direct debit	100.00%
Former housing officer convicted of fraud	92.59%
I think you've made a mistake with HB	85.67%
Housing forums	84.64%
Immigration - housing checks	77.86%
Luton's first housing forum	75.00%
Housing workshops	75.00%
Domestic abuse and your situation	71.03%
Help and advice from our Housing Solutions service	64.91%
The simple way to pay your housing rent	62.50%

Ten lowest	
Housing	23.42%
Housing advice for private tenants	22.18%
Care homes and housing options	17.12%
Housing Services - what you can expect	16.67%
Local Housing Allowance (LHA)	10.50%
Housing Matters magazine	0.00%
Benefits (Housing and Council Tax)	0.00%
Local government transparency code:	0.00%
First housing forum takes place in Luton	0.00%
Learning Disability Partnership	0.00%

PAGE SOURCE

Every referral to a webpage has an origin, or source. Possible sources include: 'google' (name of a search engine), 'facebook.com' (the name of a referring site), 'spring newsletter' (name of a newsletter), and 'direct' (users that typed the URL directly into browser, or who had bookmarked the site).

Out of 138 different sources used to find housing pages, ranging from activeluton.com to zh.wikipedia.org, the most common source, ie the way most people found the page they were looking for on our website, was Google. Top five sources for housing pages are as follows:

No. of times source was listed	Source	Pageviews from source
194	Google	77,949
94	Direct	19,876
84	Facebook	1,020
68	Bing	7,124
51	Yahoo	2,071

More specifically, these are the top ten pages found by searches, along with the source. Pages with LBC in the title are desktop searches, those without were searches conducted on a mobile device.

Page	Source	Pageviews from search
Housing - LBC	google	12,578
Housing benefit	google	10,129
Housing	google	8,710
How to bid for council and housing association homes	google	6,980
Housing benefit - LBC	google	6,331
Apply for housing benefit and council tax reduction	google	4,522
Apply for housing benefit and council tax reduction - LBC	google	3,942
How to bid for council and housing association homes - LBC	google	3,778
View council tax and housing benefit details - LBC	google	3,094
Housing - Luton Borough Council	(direct)	2,967

SITE SEARCH

90,325 site searches were conducted on Luton.gov.uk during the reporting period. Of these, 2,322 or 2.57% of searches were housing related. The top ten housing searches are as follows:

	Search query text	No.	Percentage
1	landlord services	828	0.92%
21	housing benefit	140	0.15%
22	right to buy	134	0.15%
26	rent	132	0.15%
29	discretionary housing payment	114	0.13%
35	housing	102	0.11%
43	check my rent	87	0.10%
47	pay rent	84	0.09%
72	rent account	65	0.07%

[Click here to view associated Excel spreadsheet](#)