# Life or Knife Site Analytics

**West Midlands Police**

Digital Services

## About the report

Here is a brief report for the Life or Knife website.  Based on Google Analytics.  The report shows how the site has performed over the past several months.  The period of time is 28 October 2022 - 11 January  2023.

We've recently implemented Cookie agreement process on the 4th of January.  So unless people have accepted our cookies we will be unable to record there visits.  So going forward the figures may artificially be lower.

# Site Metrics

## 5,666

**Total Sessions**

Nearly 50% of traffic that came to the site was either direct to the site or Google was unable to determine

## 2.68

**Pages per session**

People who visit the site as direct/none views the most pages in a session of 3.67
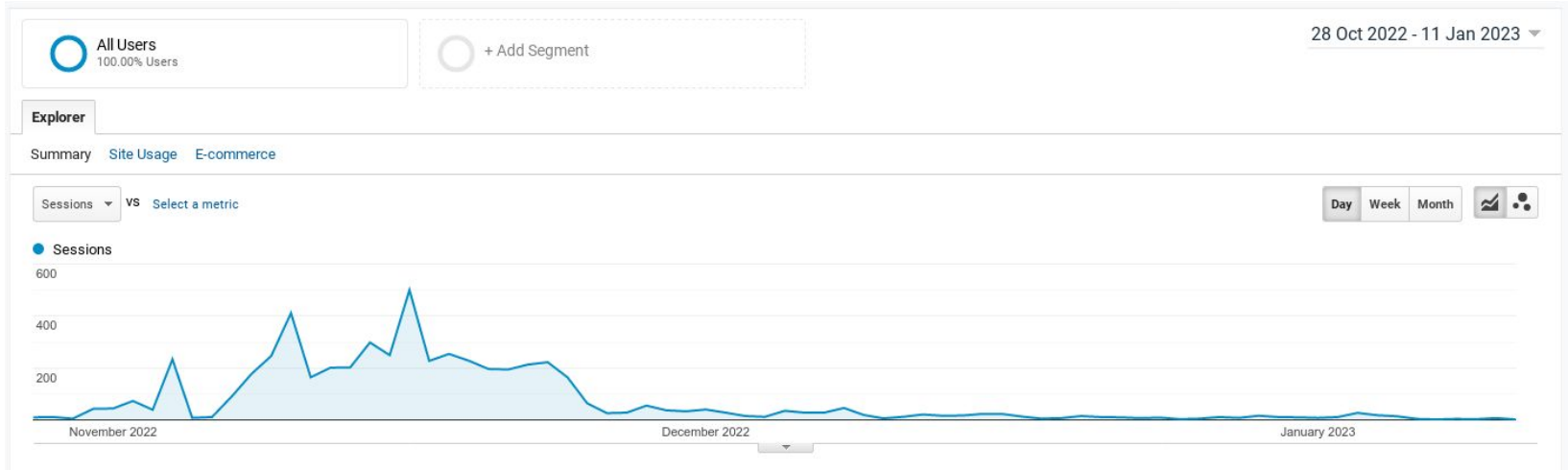
## 14,905

**Total Page Views**

Nearly 20% of page view is the homepage

## 01:08

**Average Session Duration**

In the top sources our visitors from Google Organic stay on the site the longest a total of 02:27

## Visits (Sessions)



We had a lot of healthy  traffic during the month of November heading into the start of December as this when we had our campaigns going out promoting the website.

# How people found us

The most popular way people found the site is directly or in a way which the analytics can't track the place they came from.  Which is 47.27%.

There are several facebook referrals this is due Facebook using several domains and internal redirect engines

| | Source/Medium | Sessions | | Avg. Session Duration | Pages/Session |
|---|---|---|---|---|---|
| | | 5,566<br>% of Total: 100.00%<br>(5,566) | ↓ | 00:01:08<br>Avg for View: 00:01:08<br>(0.00%) | 2.68<br>Avg for View: 2.68<br>(0.00%) |
| ☐ | 1. (direct) / (none) | 2,631 (47.27%) | | 00:00:56 | 3.67 |
| ☐ | 2. m.facebook.com / referral | 950 (17.07%) | | 00:00:21 | 1.19 |
| ☐ | 3. google / organic | 893 (16.04%) | | 00:02:27 | 2.30 |
| ☐ | 4. l.facebook.com / referral | 308 (5.53%) | | 00:00:31 | 1.23 |
| ☐ | 5. lm.facebook.com / referral | 234 (4.20%) | | 00:00:43 | 1.56 |
| ☐ | 6. intranet2 / referral | 200 (3.59%) | | 00:01:44 | 2.53 |
| ☐ | 7. bing / organic | 105 (1.89%) | | 00:01:39 | 2.01 |
| ☐ | 8. t.co / referral | 57 (1.02%) | | 00:00:45 | 1.86 |
| ☐ | 9. news-beat.co.uk / referral | 39 (0.70%) | | 00:02:10 | 3.00 |
| ☐ | 10. youtube.com / referral | 18 (0.32%) | | 00:01:24 | 3.17 |

# Gender

The gender of the sessions is sample based so it's just less than 20% of overall site traffic.

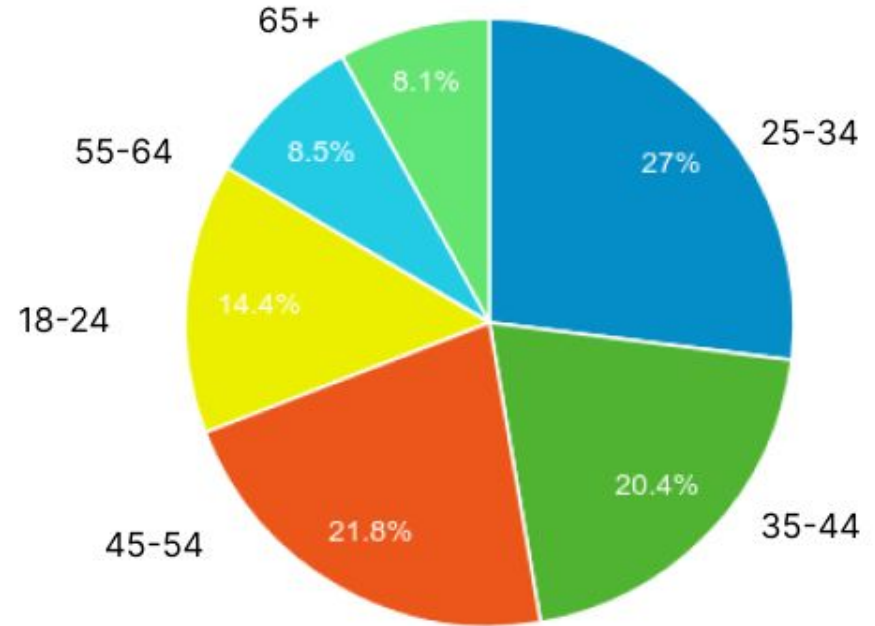56.2% of sessions was from females and 43.8% where from males
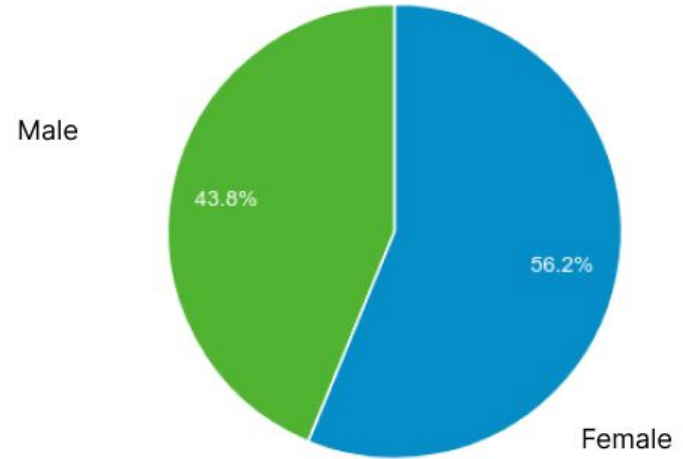
# Age

The age of the sessions is sample based so it's just less than 20% of overall site traffic.

One thing to note due to data privacy laws we unable to report the age ranges of under 18.

Combined the age range of 25-34 and 35-44 make up nearly 50% of traffic.

# Device

The desktop average is really high for example on desktop we usually expect to see 30%. An assumption that could be made because teachers and schools could be viewing the site on a desktop.
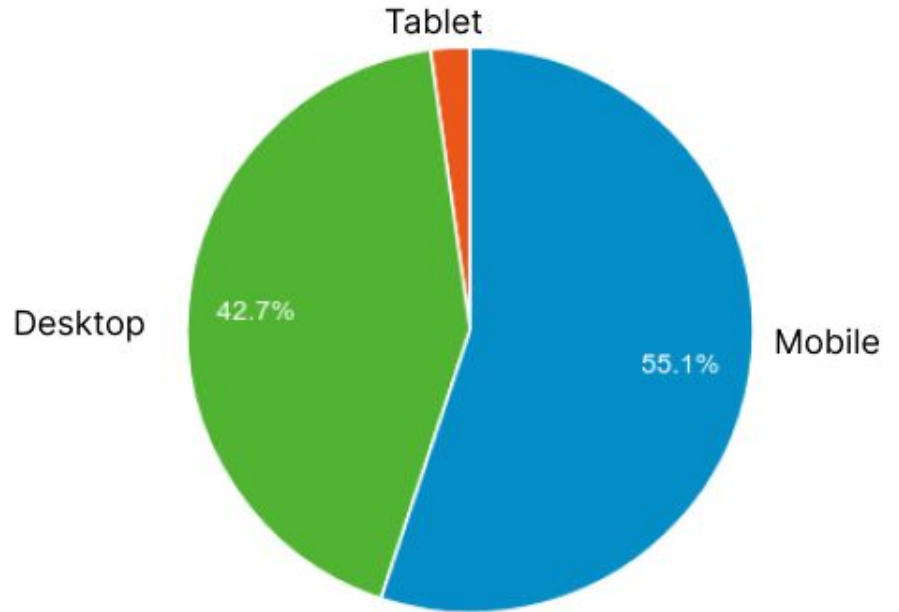
# Most visited pages

The most popular page on the site is the homepage followed young people and parents.

Point to note since Google Analytics currently doesn't have the facebook filter setup some of the Facebook pages figures are exempt from the report on the right. However I can provide a full report if you want.

| Page | Page Views | Avg. Time on Page | Bounce Rate |
|---|---|---|---|
| | **14,905**<br>% of Total: 100.00% (14,905) | **00:00:40**<br>Avg for View: 00:00:40 (0.00%) | **68.86%**<br>Avg for View: 68.86% (0.00%) |
| 1. / | **2,864** (19.22%) | 00:01:04 | 53.07% |
| 2. /young-people/ | **1,121** (7.52%) | 00:00:08 | 14.00% |
| 3. /parents/ | **785** (5.27%) | 00:00:08 | 7.41% |
| 4. /teachers-and-others/ | **587** (3.94%) | 00:00:05 | 0.00% |
| 5. /about/ | **579** (3.88%) | 00:00:31 | 19.05% |
| 6. /young-people/what-is-joint-enterprise/ | **505** (3.39%) | 00:00:43 | 76.86% |
| 7. /young-people/the-consequences/ | **477** (3.20%) | 00:00:58 | 70.86% |
| 8. /young-people/getting-help-reporting-knife-crime-and-ditching-knives/ | **380** (2.55%) | 00:00:10 | 23.33% |
| 9. /young-people/a-convicted-murderers-message-to-you/ | **345** (2.31%) | 00:00:45 | 36.36% |
| 10. /young-people/be-in-the-know/ | **342** (2.29%) | 00:00:10 | 7.41% |

Any questions issues or problems please give me shout.

# The end!