



Update on the Board's Website

Purpose of the Paper

To update the Board on the implementation of some recommendations made by the Working Group for the Review of SALSEA-Track and the Inventory of Research, [ICR\(20\)07](#), which were adopted by the Board in 2020. In particular, the recommendations regarding the Board's website and the Inventory page on the website.

Decision

No decision is required.

Background

In 2018, Council agreed that the NASCO website should be updated, [CNL\(18\)45](#). This decision encompassed an update of the Board's website.

In 2020, the Board adopted the recommendations in the Report of the Working Group for the Review of SALSEA-Track and the Inventory of Research, [ICR\(20\)07](#). Amongst other things, it was agreed that:

1. The Secretariat engages with the web designer and works to improve the prominence, searchability and utility of the new Board website and the presentation of the Inventory on that site.
2. The Inventory is no longer presented on the website in a series of static PDF documents, but that a single spreadsheet is posted so that users can more easily interrogate the Inventory.
3. The Secretariat considers how the utility of the updated website can best be evaluated with the use of hit statistics and related metrics, and that these statistics should be presented to the Board annually to understand the extent to which the Inventory is used.

The New Board Website

1. As agreed, between 2018 and 2020 the Secretariat engaged with the web designer to improve the prominence, searchability and utility of the Board's new website. The Board's new website went live in October 2020. The Secretariat's engagement with the web designer is ongoing. The Board's site address is: <https://salmonatsea.com/>
2. As agreed, the Inventory is no longer presented on the Board's website in a series of static PDF documents. A single spreadsheet has been posted so that users can more easily interrogate the Inventory. This can be found at: <https://salmonatsea.com/research-inventory/>. This new presentation of the Inventory was posted onto the Board's website at the end of January 2021. It has, therefore, been available in this format for two months, at time of writing.
3. It is too early to consider how the utility of the updated website can best be evaluated with the use of hit statistics and related metrics, given that:
 - the new website has been live for less than a year;
 - the new Inventory format has been available for two months (at time of writing); and
 - neither of these time periods include the 'busy' Annual Meeting period for the website.

However, the two tables below provide benchmark information that can be used as a comparison with future website hits statistics. Table 1 shows statistics on visits to the Board’s website from 2015 – 2020. Table 2, reproduced from [ICR\(20\)07](#), provides hit statistics on the old Board’s Inventory page.

Google analytics has been applied to the new Board website so that these statistics can be updated in future years, to allow the website to be evaluated and modified to improve utility and performance.

Table 1: Statistics on visits to the Board’s website 2015 – 2020

	Number of visits	New visitors	Average number of pages viewed per session
1 April 2015 - 31 March 2016	2,100	-	3
1 April 2016 - 31 March 2017	2,300	-	3
1 April 2017 - 31 March 2018	1,800	86%	2
1 April 2018 – 31 March 2019	1,600	98%	2
1 April 2019 – 31 March 2020	1,500	99%	2
April 2020 -October 2020*	1,000	56%	2

Source: Secretary Reports [2020](#), [2019](#), [2018](#), [2017](#), [2016](#).

*NB: different timeframe to previous years due to the new website going live in October.

Table 2: Statistics on visits to the Inventory page 2015 – 2019

	Page Views	Unique Page Views	Avg Time on Page	Entrances	% Bounce Rate	% Exit
2015	379	295	01:27	147	51.70	38.79
2016	338	268	01:42	155	45.81	36.09
2017	335	273	01:33	167	40.72	36.42
2018	205	173	01:18	101	58.42	40.98
2019	78	66	01:46	43	76.74	52.56

Page Views: number of times a page is viewed;

Unique Page Views: number of sessions during which a page was viewed one or more times (i.e. page views from the same user during the same session are aggregated);

Avg Time on Page: average time a visitor stays on the page (minutes and seconds);

Entrances: number of times this was the first page viewed on site, e.g. linked to from a Google Search;

% Bounce Rate: % of visitors that navigate away from the website after only viewing one page; and

% Exit: % of visitors who exit the website from this page and do not go on to look at any other pages associated with the website.

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