



## *Review of the 2021 Inventory of Research*

### **Purpose**

The purpose of the paper is to update the Board on the display of the Inventory on the website and related website statistics, in line with the 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.

### **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](#), which subsequently went live in October 2020.

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 Inventory of Research Relating to Salmon Mortality in the Sea (the Inventory)**

Since 2021, a single spreadsheet containing the Inventory for each year has been posted on the website. This allows users to interrogate it more easily.

As agreed in 2020, [ICR\(20\)16](#), the Secretariat sent the relevant portion of the spreadsheet to the Parties in early November 2021 with a request that they update it. Parties were asked to return the update by the end of December 2021. Responses were received from most of the Parties. The Secretariat posted the updated Inventory spreadsheet on the website at the beginning of February 2022. This can be found at: <https://salmonatsea.com/research-inventory/>.

### **The Board Website**

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 website address is: <https://salmonatsea.com/>

In 2021, two tables were provided containing benchmark information that could be used as a comparison with future website hits statistics.

Table 1 shows statistics on visits to the Board’s website from 2015 – 2022.

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

	Number of visits	New visitors	Average number of pages viewed per session
<b>1 April 2015 - 31 March 2016</b>	2,100	-	3
<b>1 April 2016 - 31 March 2017</b>	2,300	-	3
<b>1 April 2017 - 31 March 2018</b>	1,800	86%	2
<b>1 April 2018 – 31 March 2019</b>	1,600	98%	2
<b>1 April 2019 – 31 March 2020</b>	1,500	99%	2
<b>April 2020 -October 2020*</b>	1,000	56%	2
<b>1 April 2021 – 31 March 2022</b>	1,800	93%	2

Source: Secretary Reports [2020](#), [2019](#), [2018](#), [2017](#), [2016](#) and latest Google Analytics analysis.

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

Table 2, reproduced and updated from document [ICR\(20\)07](#), provides hit statistics on the Board’s Inventory page.

**Table 2: Statistics on visits to the Inventory page 2015 – 2021 (1 January – 31 December)**

	Page Views	Unique Page Views	Avg Time on Page	Entrances	% Bounce Rate	% Exit
<b>2015</b>	379	295	01:27	147	51.70	38.79
<b>2016</b>	338	268	01:42	155	45.81	36.09
<b>2017</b>	335	273	01:33	167	40.72	36.42
<b>2018</b>	205	173	01:18	101	58.42	40.98
<b>2019</b>	78	66	01:46	43	76.74	52.56
<b>2020</b>	Not available due to changes related to the new website					
<b>2021</b>	128	109	02:51	48	83.33	57.03

**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.

Secretariat  
Edinburgh  
6 May 2022