

FOI Release

Information released under the Freedom of Information Act

Title: Web traffic for BIS websites

Date of release: 27 March 2013

Information request:

Information regarding Web traffic for the websites (URL addresses) listed below, specifically:

- a) Number of visits per month (from 2009 onwards),
- b) Number of bits uploaded to the websites listed below on a monthly basis, including detail on formats of the data uploaded (from 2009 onwards),
- c) Number of downloads per month (from 2009 onwards).

Websites:

<https://www.gov.uk/government/organisations/department-for-business-innovation-skills>

<https://www.gov.uk/government/publications?departments%5B%5D=department-for-business-innovation-skills>

https://www.gov.uk/government/publications?departments%5B%5D=department-for-business-innovation-skills&publication_filter_option=consultations

https://www.gov.uk/government/publications?departments%5B%5D=department-for-business-innovation-skills&publication_filter_option=statistics

<https://www.gov.uk/government/organisations/department-for-business-innovation-skills/about/publication-scheme>

https://www.gov.uk/government/publications?departments%5B%5D=department-for-business-innovation-skills&publication_type=transparency-data

https://www.gov.uk/government/publications?departments%5B%5D=department-for-business-innovation-skills&publication_type=foi-releases

<https://www.gov.uk/make-a-freedom-of-information-request/the-freedom-of-information-act>

Information released:

a) Number of visits per month (from 2009 onwards)

All the URLs listed are for the GOV.UK (www.gov.uk) website, which was launched in October 2012. BIS began publishing its content to GOV.UK on 13 December 2012, so any data we do hold is since that date only.

Although these URLs are described as 'websites', they are in fact just pages within a single website, www.gov.uk. Furthermore, five of the items on the list are URLs for pages showing filtered search results, each comprising multiple documents (1842 items in the case of <https://www.gov.uk/government/publications?departments%5B%5D=department-for-business-innovation-skills>).

We do not have access to statistics for filtered search results pages, nor can we break down overall statistics for BIS publications by publication type (statistics, research etc) – with the exception of consultations. To provide all the information falling within the scope of this request – ie for the items listed on those pages – would require us to generate analytics results for over 2500 individual items.

From our preliminary assessment, we estimate that complying with this part of the request would exceed the cost limit of £600 provided under Section 12 of the Freedom of Information Act. This represents the estimated cost of spending 3.5 working days: (i) determining whether the department holds the information, and (ii) locating, retrieving and extracting the information. The Act provides that we are not obliged to comply with requests where the estimated cost of complying would exceed this limit.

Since launch on 13 December 2010, BIS publications have received a total of 266,715 pageviews, 75,400 of those being for consultations (see table below for monthly breakdown).

b) Number of bits uploaded to the websites listed below on a monthly basis, including detail on formats of the data uploaded (from 2009 onwards)

'Bits' has been assumed to mean content items. The content management system for GOV.UK does not provide statistics for content uploaded by period, but we can advise that BIS has (as at 8 March 2013) 3,938 items of content on the system, which break down as follows:

- Policies: 30
- Publications: 1,786
- News Articles: 1,620
- Consultations: 116
- Speeches: 184
- Detailed guides: 176
- Statistical data sets: 26

c) Number of downloads per month (from 2009 onwards)

See table below.

For BIS content on GOV.UK as a whole

(<https://www.gov.uk/government/organisations/department-for-business-innovation-skills>):

	13 – 31 Dec 2012	Jan 2013	Feb 2013
Visits	81,921	219,910	204,336
Pageviews	274,732	819,836	557,875
Unique visitors	64,478	152,318	160,728
Publications pageviews*	24,758	96,032	82,528

*A 'publication' on GOV.UK is an HTML page upon which there is one or more file attachments (PDF, Word etc) – see <https://www.gov.uk/government/publications/regional-growth-fund-project-application-form>, for example. We do not currently have the ability to track downloads of the individual attachments, so these figures are for publication pages.

For: <https://www.gov.uk/government/organisations/department-for-business-innovation-skills/about/publication-scheme> :

	13 – 31 Dec 2012	Jan 2013	Feb 2013
Pageviews	0	623	0

<https://www.gov.uk/make-a-freedom-of-information-request/the-freedom-of-information-act>

This page is in the 'Mainstream' section of GOV.UK and is not owned by BIS. Please contact the Government Digital Service to request statistics on this page (<https://www.gov.uk/feedback/contact>).