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## INFORMATION RELEASED UNDER THE FREEDOM OF INFORMATION ACT

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Information released title	Visits to UKCES online content
Original request	Please tell me how many visits to the UK Commission for Employment and Skills website have been recorded for each month since 1st January 2014?
Date of release	31/07/2014
Requester type	Political communications firm

### Information released:

Domain	Period	Pageviews	Unique users
ukces.org.uk	Jan-14	76,305	14,115
ukces.org.uk	Feb-14	58,747	14,735
ukces.org.uk	Mar-14	55,006	17,764
ukces.org.uk	Apr-14	40,624	13,443
gov.uk/ukces	May-14	35,382	22,366
gov.uk/ukces	Jun-14	35,885	21,361
gov.uk/ukces	Jul-14	33,541	19,845

During the period requested, UKCES web presence changed from a single domain (<http://www.ukces.org.uk/>) to pages on the single government platform (<http://www.gov.uk/ukces>). The single domain closed on 30<sup>th</sup> April. The table above refers to both the single domain and to gov.uk. Monthly figures were recorded with Google Analytics and refer to full calendar months.

In providing the information requested, the terms 'page views' and 'unique users' have been defined as follows:

- A pageview is a view of a page that is being tracked by the Google Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.
- Unique users are individuals that may make several visits but are only counted once. They are logged by a Google Analytics cookie. This anonymously registers a visitor to the website as an individual user. (They can still be double-counted if, for example, they clear their cookies between visits.)