

Councillor Peter Black  
Convener – Adult Services Scrutiny  
Panel

BY EMAIL

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Dear Councillor Black

Thank you for your letter regarding the Adult Services Scrutiny Performance Panel following the meeting of the Panel on 20 September 2017, which concerned access to Social Services pages on the Council website.

All council information is most frequently accessed online from:

- a search engine
- visiting [Swansea.gov.uk](http://Swansea.gov.uk) or [Abertawe.gov.uk](http://Abertawe.gov.uk) and navigating to it
- visiting [Swansea.gov.uk](http://Swansea.gov.uk) or [Abertawe.gov.uk](http://Abertawe.gov.uk) and using the site search
- a link on social media or another website

Social Services' webpages can be accessed from the homepage via the 'More' menu link, where it is third from the top. The site search can be accessed from every web page in the top right hand corner, and the main council phone number is in the footer of each page. If service users ring this number they are immediately transferred to Social Services, and the Social Services emergency contacts are given on the out of hours message.

The decision about the order in which content is displayed on the homepage is driven by data, and the site is split into four tabs. Each tab's contents is configured by page popularity as demonstrated in Appendix 1, which displays page rank from April to September 2017.

The stats show that users are finding the Social Services pages, as there has been a 42% rise in pageviews on the Contact Social Services page from April to Sept 2017 compared with the previous year (from 5778 to 8202). This is the highest ranked Social Services page at 111<sup>th</sup> and the main Social Care and Wellbeing page is ranked 200<sup>th</sup> with 4585 pageviews.

There are pages which have high numbers of pageviews that are not displayed on the homepage tab, for example councillor information (49<sup>th</sup> place) and the Grand Theatre (ranked 1st).

The council homepage is not the most frequently accessed page on the website. This is because of the patterns of use by mobile device users, who use search engines and therefore use deep links straight from search, bypassing the front page.

47% of total usage of the website is via smartphone, 38% on a PC and 15% from a tablet. 58% of users visit the Contact Social Services page via a mobile phone or tablet with the majority deep linking straight to the page – Google Analytics tracks paths through the site.

Google Analytics also provides results from the site search (on the top right hand corner of every web page) and the results for the most popular social services search terms are below.

Site search term (on Swansea.gov.uk)	Rank	Times searched from Apr – Sept 2017
Contact social services	70th	113
Social services	167th	63
Social care and wellbeing	184th	60

### Way forward

The suggested way forward would be to continue to promote certain aspects of Social Services work, and promote these through banners and on the rotating hero image on the homepage.

The web team already collaborates successfully with Social Services, for example with Foster Swansea, which has resulted in a £6500 saving, a 62% rise in webpage views (see Appendix 2) and four well attended open evenings for prospective foster carers during 2017.

This has been achieved by homepage advertising, bringing the Google Adwords campaign in-house and utilising free methods of advertising like social media to raise awareness.

This collaboration will help Social Services achieve their targets and continue to provide support for Swansea's residents. Further feedback on this idea is welcomed.

Yours sincerely,



**COUNCILLOR CLIVE LLOYD**  
**DEPUTY LEADER & CABINET MEMBER FOR SERVICE TRANSFORMATION**  
**& BUSINESS OPERATIONS**