



Government Websites: The Argyle Socks Of Web Analytics



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data runs deep

@datarunsdeep





A black and white photograph capturing a man walking past a large billboard. The billboard features the text "THE JOY OF NOT BEING SOLD ANYTHING" in a hand-drawn, blocky font. The man, dressed in a dark jacket and light-colored trousers, is walking from left to right in the foreground. To the right of the man, a traffic light stands on a pole. Below the billboard, a sign with the word "MAIDEN" is visible. The scene is set against a plain wall, and strong shadows are cast across the billboard and the man, suggesting a bright, sunny day.

THE JOY OF NOT BEING SOLD ANYTHING

MAIDEN



Argyle Socks

- Not sexy





People expect their experience to suck



What sucks?

We can't always tell, because

- Patchy installations
- Outdated tracking code (Yay OMG Urchin!)
- Hacky workarounds



“Sure, I’ll add Event Tracking for links”

Event Label ?	Total Events ? ↓
	85,274 % of Total: 68.84% (123,871)
1. pagetitle=homepage&linktext=search&linkdiv=input_panel&linkdivclass=inner&linkid=jpapp_button	18,925 (22.19%)
2. pagetitle=homepage&linktext=search&linkdiv=input_panel&linkdivclass=inner&linkid=jpapp_button	9,356 (10.97%)
3. pagetitle=homepage&linktext=find a jp document signing station&linkdiv=find_panel&linkdivclass=inner&linkid=finddss_button	4,172 (4.89%)
4. pagetitle=homepage&linktext=find a justice of the peace (jp)&linkdiv=find_panel&linkdivclass=inner&linkid=findjp_button	2,664 (3.12%)
5. pagetitle=homepage&linktext=search by postcode&linkhref=javascript:void(0);&linkdiv=dss_panel&linkdivclass=show	2,114 (2.48%)
6. pagetitle=homepage&linktext=search by suburb&linkhref=javascript:void(0);&linkdiv=jp_panel&linkdivclass=show	2,022 (2.37%)
7. pagetitle=homepage&linktext=find a jp document signing station&linkdiv=find_panel&linkdivclass=inner&linkid=finddss_button	1,914 (2.24%)
8. pagetitle=statutory declarations&linktext=list of authorised witnesses&linkhref=/home/justice+system&linkdiv=content&linkdivclass=inner	1,483 (1.74%)
9. pagetitle=where to go&linktext=search by suburb&linkhref=javascript:void(0);&linkdiv=dss_panel&linkdivclass=show	1,319 (1.55%)
10. pagetitle=homepage&linktext=find a justice of the peace (jp)&linkdiv=find_panel&linkdivclass=inner&linkid=findjp_button	1,269 (1.49%)



Content

- Engagement
- Efficiency
- Satisfaction

Transactions

- Completions
- Time Saved
- Satisfaction

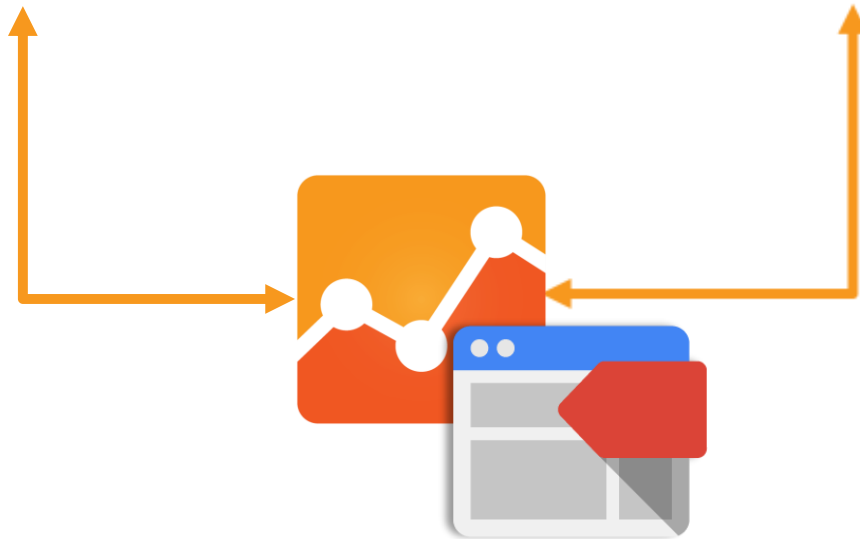


Content

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CONTENT





Base GTM Container = Engagement

404 Error Tracking

bit.ly/lunametrics-404

Adjusted Bounce

bit.ly/sewatch-abr

Scroll Depth

bit.ly/himanshu-scroll

Clicked Link Text

bit.ly/dragon-click-text

PDF Downloads

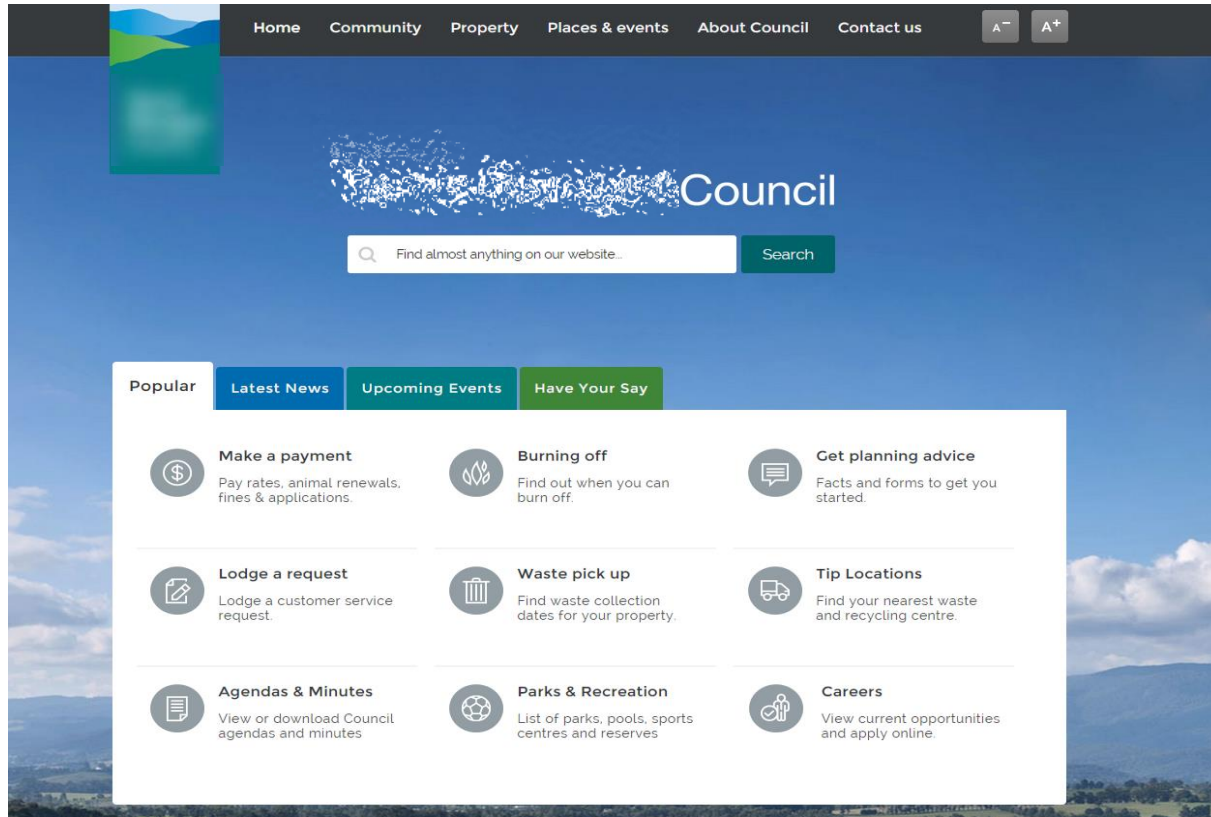
bit.ly/simo-pdf

Pre-bundled JSON

bit.ly/base-container



Put the right content in the right place



Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions ▾ Include ▾ ✕

Page ▾ contains ▾ /Lists/Minutes-Agendas – OR AND

+ Add Filter



Summary

0.76%
of users

Users
8

Sessions
8
0.66% of sessions

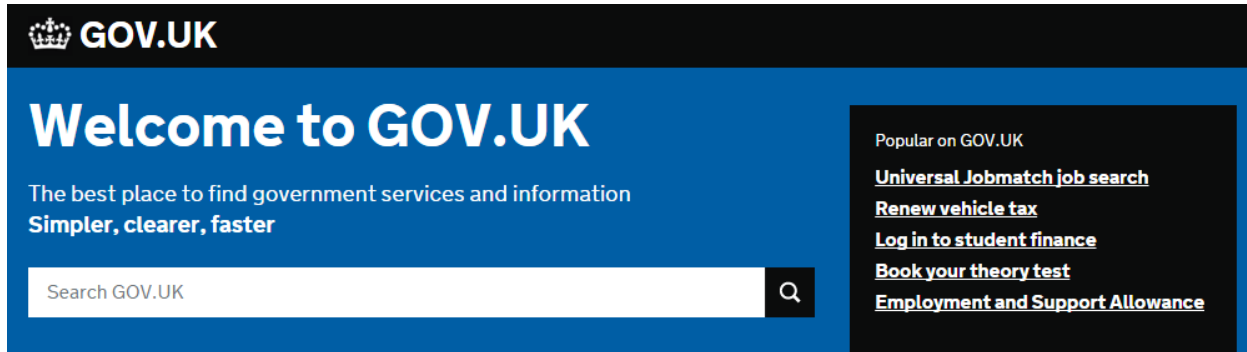
Conditions

✕

Page: contains "/Lists/Minutes-Agendas"



How are people interacting with search?



The screenshot shows the GOV.UK homepage. At the top left is the GOV.UK logo. Below it, the text reads "Welcome to GOV.UK" and "The best place to find government services and information. Simpler, clearer, faster". A search bar is located below this text, containing the placeholder "Search GOV.UK" and a magnifying glass icon. To the right of the search bar, a dark blue box contains the text "Popular on GOV.UK" followed by a list of links: "Universal Jobmatch job search", "Renew vehicle tax", "Log in to student finance", "Book your theory test", and "Employment and Support Allowance".

[Benefits](#)

Includes tax credits, eligibility and appeals

[Births, deaths, marriages and care](#)

Parenting, civil partnerships, divorce and Lasting Power of Attorney

[Business and self-employed](#)

Tools and guidance for businesses

[Childcare and parenting](#)

Includes giving birth, fostering, adopting, benefits for children, childcare and schools

[Disabled people](#)

Includes carers, your rights, benefits and the Equality Act

[Driving and transport](#)

Includes vehicle tax, MOT and driving licences

[Education and learning](#)

Includes student loans, admissions and apprenticeships

[Employing people](#)

Includes pay, contracts and hiring

[Money and tax](#)

Includes debt and Self Assessment

[Passports, travel and living abroad](#)

Includes renewing passports and travel advice by country

[Visas and immigration](#)

Visas, asylum and sponsorship

[Working, jobs and pensions](#)

Includes holidays and finding a job



Trending site search

Last updated: Thursday 4:15pm

Trending search terms	Today	Yesterday	Past week	Top searches
marriage allowance	163	236		contact
p11d	147	138		jobs
p60 forms	131	143		forms
calculators	129	68		p60
basic paye tools	126	129		change of address
vehicle enquiry	93	143		hmrc
rti	93	105		passport
vehicle check	92	72		pensions
childcare vouchers	92	61		car tax
r85	91	104		self assessment
tier 2	85	116		child benefit
inheritance tax	84	113		vat
order p60	80	108		apprenticeships
maternity leave	78	81		visa
childcare	72	79		pension

bit.ly/gds-trending



Engagement: Site search extras

Event Label [?]	Avg. Value [?]
	10.50 Avg for View: 3.21 (226.91%)
1. how to change password	0.80
2. how to get licence	38.00
3. how to save when you forget your card	0.20
4. how much for restricted	22.00
5. how to stop in a stop sign	26.00
6. car insurance how much	13.00
7. how does the learners licence test go	0.00
8. how long for driving lesson	11.00
9. how long is a driving lesson	11.00
10. how many meters a load may overhang from the front of a vehicle?	0.00

Too many results returned? Not enough results returned?



Efficiency: True Time On Page

Adds a counter when the page or tab drops in and out of focus: bit.ly/drd-page-visibility

Page ?	Page Visible ? ↓	Page Hidden ?
	12400:05:08 % of Total: 8.46% (146591:18:05)	26239:18:10 % of Total: 9.22% (284673:00:42)
1. /contact-us/telephone	4396:13:20 (35.45%)	9258:43:39 (35.29%)
2. /contact-us/resolve-a-dispute	2519:26:38 (20.32%)	6649:55:20 (25.34%)
3. /contact-us/online-contact-forms	1021:32:03 (8.24%)	1798:15:14 (6.85%)
4. /contact-us/make-a-complaint	1013:51:49 (8.18%)	1270:24:00 (4.84%)
5. /contact-us	930:12:27 (7.50%)	1650:10:27 (6.29%)

bit.ly/ninja-page-time



Calculated Metrics...

Average Time In
Focus

Formatting Type

Time ▾

Formula

Start typing and you'll see a list of predefined metrics which you can use to create a formula. Accepted operators include plus ("+"), minus ("-"), divided by ("/"), multiplied by ("*"). Using the minus operator as a negative is unsupported (i.e. A-B is supported, but -B+A is not). Formulas are limited to 1024 characters.

`{{Page Visible}} / {{Pageviews}}`

Percent Time In
Focus

Formatting Type









Percent ▾

Formula

Start typing and you'll see a list of predefined metrics which you can use to create a formula. Accepted operators include plus ("+"), minus ("-"), divided by ("/"), multiplied by ("*"). Using the minus operator as a negative is unsupported (i.e. A-B is supported, but -B+A is not). Formulas are limited to 1024 characters.

`{{Page Visible}} / ({{Page Visible}} + {{Page Hidden}})`

Efficiency: Average & Percent Focus

Page ?	Pageviews ? ↓	Engaged Pageviews ?	Average Time In Focus	Percent Time In Focus
	633,213 % of Total: 100.00% (633,213)	279,917 % of Total: 100.00% (279,917)	00:13:53 % of Total: 100.00% (00:13:53)	33.99% % of Total: 100.00% (33.99%)
1. / 	80,833 (12.77%)	10,333 (3.69%)	00:04:44 (34.13%)	38.62% (113.63%)
2. /myaccount/sign-in 	34,196 (5.40%)	16,720 (5.97%)	00:03:12 (23.00%)	36.27% (106.72%)
3. /myaccount/getting-started 	23,002 (3.63%)	9,023 (3.22%)	00:06:48 (48.94%)	26.74% (78.66%)
4. /myaccount 	22,746 (3.59%)	12,734 (4.55%)	00:08:55 (64.14%)	33.58% (98.79%)
5. /contact-us 	11,952 (1.89%)	3,225 (1.15%)	00:04:40 (33.62%)	36.05% (106.06%)
6. /lodging-your-return 	9,966 (1.57%)	3,337 (1.19%)	00:02:45 (19.82%)	26.67% (78.45%)
7. /lodging-your-return/how-to-lodge 	9,272 (1.46%)	5,323 (1.90%)	00:07:32 (54.23%)	19.00% (55.90%)
8. /understanding-your-obligations 	9,152 (1.45%)	1,646 (0.59%)	00:02:25 (17.37%)	32.29% (95.01%)



Engaged Pageviews

Page ?	Pageviews ?	Engaged Pageviews ?
	633,213 % of Total: 100.00% (633,213)	279,917 % of Total: 100.00% (279,917)
1. /	80,833 (12.77%)	10,333 (3.69%)
2. /myaccount/sign-in	34,196 (5.40%)	16,720 (5.97%)
3. /myaccount/getting-started	23,002 (3.63%)	9,023 (3.22%)
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7. /lodging-your-return/how-to-lodge	9,272 (1.46%)	5,323 (1.90%)
8. /understanding-your-obligations	9,152 (1.45%)	1,646 (0.59%)



Fire Custom Metric when your Adjusted Bounce Rate Event fires



Page ?	Feedback Positive ?	↓	Feedback Negative ?
	1,261 % of Total: 94.10% (1,340)		1,267 % of Total: 94.69% (1,338)
1.	36 (2.85%)		91 (7.18%)
2.	31 (2.46%)		9 (0.71%)
3.	27 (2.14%)		3 (0.24%)
4.	24 (1.90%)		36 (2.84%)
5.	23 (1.82%)		19 (1.50%)
6.	23 (1.82%)		4 (0.32%)
7.	21 (1.67%)		6 (0.47%)
8.	21 (1.67%)		308 (24.31%)
9.	20 (1.59%)		3 (0.24%)
10.	20 (1.59%)		11 (0.87%)



Page ?	Feedback Positive ? ↓	Feedback Negative ?	Feedback Ratio
	1,261 % of Total: 94.10% (1,340)	1,267 % of Total: 94.69% (1,338)	1.00 % of Total: 99.38% (1.00)
1. Feedback Ratio	36 (2.85%)	91 (7.18%)	0.40 (39.75%)
2. {{Feedback Positive}} / {{Feedback Negative}}	31 (2.46%)	9 (0.71%)	3.44(346.08%)
3.	27 (2.14%)	3 (0.24%)	9.00(904.28%)
4.	24 (1.90%)	36 (2.84%)	0.67 (66.98%)
5.	23 (1.82%)	19 (1.50%)	1.21(121.63%)
6.	23 (1.82%)	4 (0.32%)	5.75(577.74%)
7.	21 (1.67%)	6 (0.47%)	3.50(351.67%)
8.	21 (1.67%)	308 (24.31%)	0.07 (6.85%)
9.	20 (1.59%)	3 (0.24%)	6.67(669.84%)
10.	20 (1.59%)	11 (0.87%)	1.82(182.68%)



Page ?	Feedback Positive ? ↓	Feedback Negative ?	Feedback Ratio	Positive Pageviews	Negative Pageviews
	1,261 % of Total: 94.10% (1,340)	1,267 % of Total: 94.69% (1,338)	1.00 % of Total: 99.38% (1.00)	0.13% % of Total: 94.89% (0.14%)	0.13% % of Total: 95.48% (0.14%)
1. Feedback Ratio	36 (2.85%)	91 (7.18%)	0.40 (39.75%)	0.25%(189.16%)	0.64%(475.88%)
2. $\frac{\text{Feedback Positive}}{\text{Feedback Negative}}$	31 (2.46%)	9 (0.71%)	3.44(346.08%)	0.24%(182.83%)	0.07% (52.83%)
3.	27 (2.14%)	3 (0.24%)	9.00(904.28%)	0.71%(533.55%)	0.08% (59.00%)
4. Positive Pageviews	24 (1.90%)	36 (2.84%)	0.67 (66.98%)	0.23%(169.73%)	0.34%(253.39%)
5. $\frac{\text{Feedback Positive}}{\text{Engaged Pageviews}}$	23 (1.82%)	19 (1.50%)	1.21(121.63%)	0.12% (91.36%)	0.10% (75.11%)
6.	23 (1.82%)	4 (0.32%)	5.75(577.74%)	0.15%(115.64%)	0.03% (20.02%)
7.	21 (1.67%)	6 (0.47%)	3.50(351.67%)	0.31%(232.01%)	0.09% (65.97%)
8. Negative Pageviews	21 (1.67%)	308 (24.31%)	0.07 (6.85%)	0.36%(271.04%)	5.31%(3,956.50%)
9. $\frac{\text{Feedback Negative}}{\text{Engaged Pageviews}}$	20 (1.59%)	3 (0.24%)	6.67(669.84%)	0.48%(361.07%)	0.07% (53.90%)
10.	20 (1.59%)	11 (0.87%)	1.82(182.68%)	0.18%(132.96%)	0.10% (72.78%)



User-inputted text

Is there anything wrong with this page?

Help us improve GOV.UK

Don't include personal or financial information, eg your National Insurance number or credit card details.

What you were doing

What went wrong

Send



User-inputted text

[Is there anything wrong with this page?](#)

Help us improve GOV.UK

Don't include personal or financial information, eg your National Insurance number or credit card details.

What you were doing

What went wrong

Send

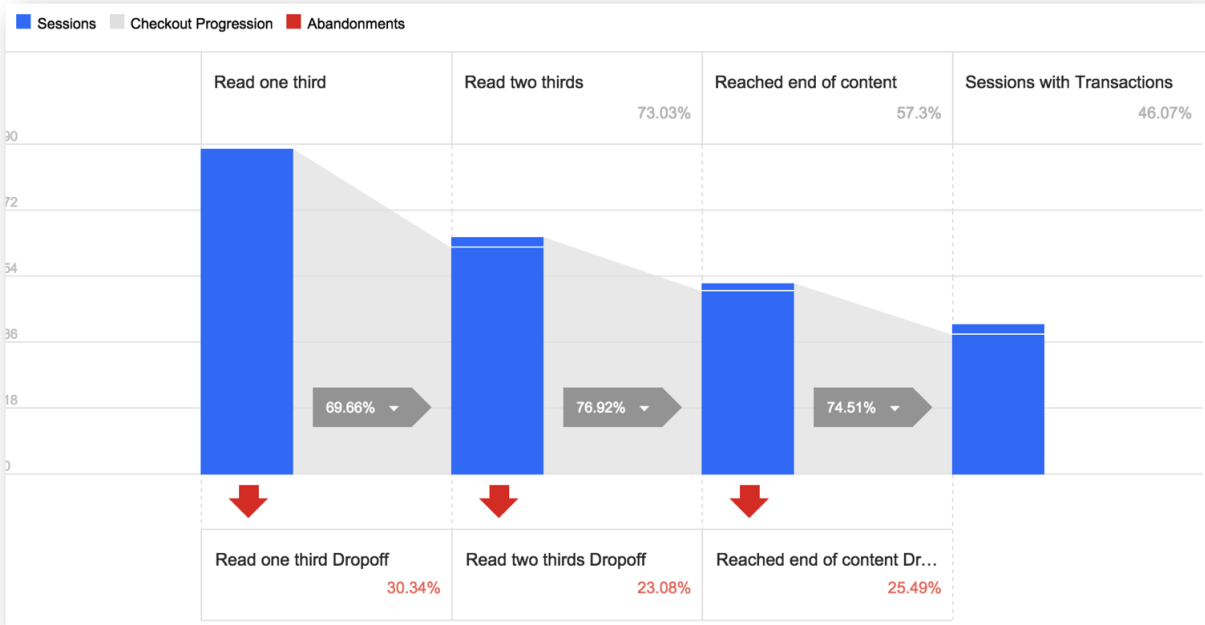
Event Label ?

1. ALL SUPPERMARKETS ARE NOT GIVING RECEIPTS .WHAT IS HAPPENIG .NON ISSUE OF RECEIPTS IS FEDERAL OFFENCE . WHY SUPERMARKET ASK YOU IF YOU WANT ONE . THEY BLOODY MUST GIVE ONE BY LAW , WITHOUT ASKING



You can go much further...

- Simo's technique: Enhanced Ecommerce for Content Sites



bit.ly/simo-content-ee

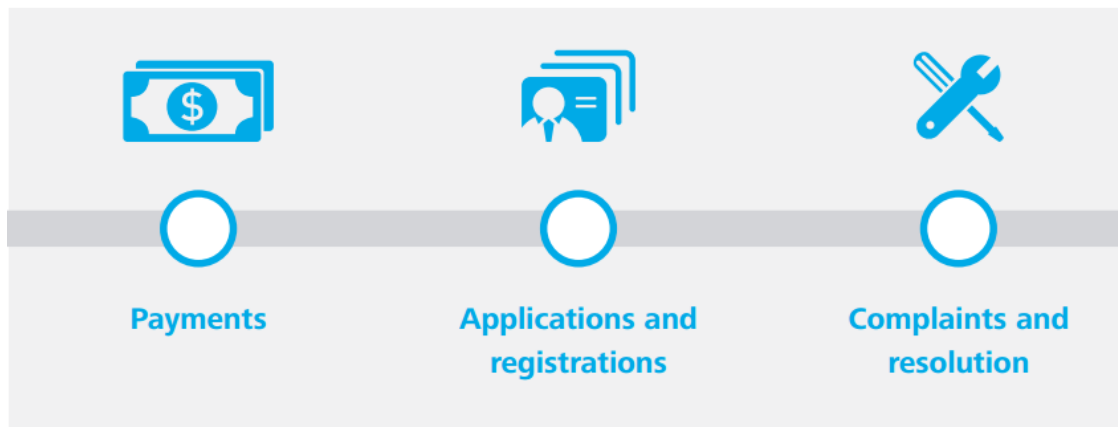
TRANSACTIONS



Not necessarily payments

- Any situation where a citizen sends information to government
 - Register a marriage
 - Apply for a gun license
 - Register a change of name





2015, Australia = 811 million transactions

Population = 22 million
~ 36 per person per year



Telephone

139.0m

Total annual volume



70.3m

Forecast in ten years

\$6.60

Telephone

139.0m

Total annual volume



70.3m

Forecast in ten years

\$6.60

Postal

97.4m

Total annual volume



49.3m

Forecast in ten years

\$12.79

Telephone

139.0m

Total annual volume



70.3m

Forecast in ten years

\$6.60

Postal

97.4m

Total annual volume



49.3m

Forecast in ten years

\$12.79

Face-to-face

84.1m

Total annual volume



42.6m

Forecast in ten years

\$16.90

Table A: Total transaction volume and cost per transaction by channel¹

Channel	Total annual volume (millions)	Forecast channel volume in ten years (millions)	Cost per transaction (AUD)
Face-to-face	84.1	42.6	\$16.90
Telephone	139.0	70.3	\$6.60
Postal	97.4	49.3	\$12.79
Online	490.0	648.4	\$0.40
Total	810.6	810.6	

60% digital in 2015
80% digital by 2025

Projected savings = \$17.9 billion

648.4m
Forecast in ten years

Online

490m

Total annual volume



\$0.40

Council Transactions Survey

A Council in Sydney, Australia

50 graffiti reports come in per week

(Phone, email)

30 minutes to process each one

= 25 hours per week

\$38.89 per hour (employee cost)

\$46,667 per annum

(30,000 EUR)



data runs deep



Analytics loves transactions

- Completions
- Time Saved
- Satisfaction



Completions

- Form Tracking
 - Error tracking
- Goal conversions as form completes
- Dead easy



Time Saved

- Track time taken to complete a form
- Method
 - Write timestamp to cookie when user interacts with first field (OnBlur)
 - Retrieve timestamp when user completes the form (completion event)

bit.ly/drd-timings-gtm



Renew your registration

1

Step 1 of 4 : Enter vehicle details

Payment

To renew your registration online you must pay using MasterCard or Visa.

Concessions & discounts

If you are eligible for a registration concession and it has not been applied to your renewal notice please check [Registration Concessions](#) for information.

Moved recently?

If your address has changed simply use the [change your address](#) online service. You will need to have your licence details handy.

** Indicates a required field*

Vehicle details

Type of vehicle *

Please select	Please select ▼
Registration number *	Please select CAR / TRUCK MOTORCYCLE TRAILER / CARAVAN BOAT

Next →



Renew your registration

Completions

[Time Saved](#)

Satisfaction



Step 1 of 4 : Enter vehicle details

Form Step 1

Start timer...

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* Indicates a required field

Vehicle details

Type of vehicle *

Please select	Please select
	Please select
	CAR / TRUCK
	MOTORCYCLE
	TRAILER / CARAVAN
	BOAT

Registration number *

Next →

Form Step 1

Start timer...

Form Step 4 = Complete

Retrieve timer!

Event Label ?	Total Events ? ↓	Unique Events ?	Event Value ?	Avg. Value ?
	72 % of Total: 0.00% (6,179,105)	12 % of Total: 0.00% (5,500,751)	0 % of Total: 0.00% (322,024,071)	0.00 Avg for View: 52.12 (-100.00%)
1. Step 1	24 (33.33%)	12 (25.00%)	0 (0.00%)	0.00
2. Step 2	24 (33.33%)	12 (25.00%)	108 (0.00%)	9.00
3. Step 3	12 (16.67%)	12 (25.00%)	2,640 (0.00%)	220.00
4. Step 4	12 (16.67%)	12 (25.00%)	6,600 (0.00%)	550.00





[travel.state.gov](#) > [Passports & International Travel](#) > [Your Passports](#) > **Renew a Passport**

[Español](#)

[Print](#) [Email](#)

Renew a Passport

Renew by Mail if All of the Following are True

Your Most Recent U.S. Passport:

- Is **undamaged** and can be **submitted** with your application;
- Was issued when you were **age 16 or older**;
- Was issued within the last **15 years**; and
- Was issued in your **current name** or you can legally document your name change with **original or certified copy** of your marriage certificate or the government-issued document evidencing your legal name change.

If any of the above statements do not apply to you, you must **Apply in Person**.



Do you have **6 months** validity remaining on your passport?

Many countries require that your U.S. passport have as much as 6 months validity remaining for entry. If your passport doesn't have the required validity, renew it today to avoid the cost and stress of waiting until the last minute.

Before you start, please note:

- **All minors age 15 and under who have or have not had a passport in the past must apply in person using form DS-11.**
- You may mail in your renewal application yourself - You do not need to make an appointment at an acceptance facility!
- If you have or ever had a passport book *and* you are eligible to use Form DS-82, you may apply for a passport card as a renewal by mail - even if it is your *first* passport card! Learn more about the [U.S. passport card](#).
- You can renew your passport even if it has not expired.
- If your most recent U.S. passport has been mutilated, altered, or damaged, you cannot apply by mail - you must **Apply in Person**.
- Applicants will receive their old passport back in the mail. It may be sent separately from the new passport.
- If you are behind in child support payments, you may not be



WHERE TO APPLY ▶

Processing Times

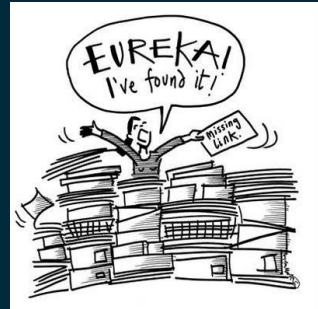
Routine	4-6 Weeks
Expedited	3 Weeks
Expedited at Agency	8 Business Days*

*Based on need, restrictions apply

Forms

DS-82: U.S. Passport Renewal Application for Eligible Individuals (By Mail)

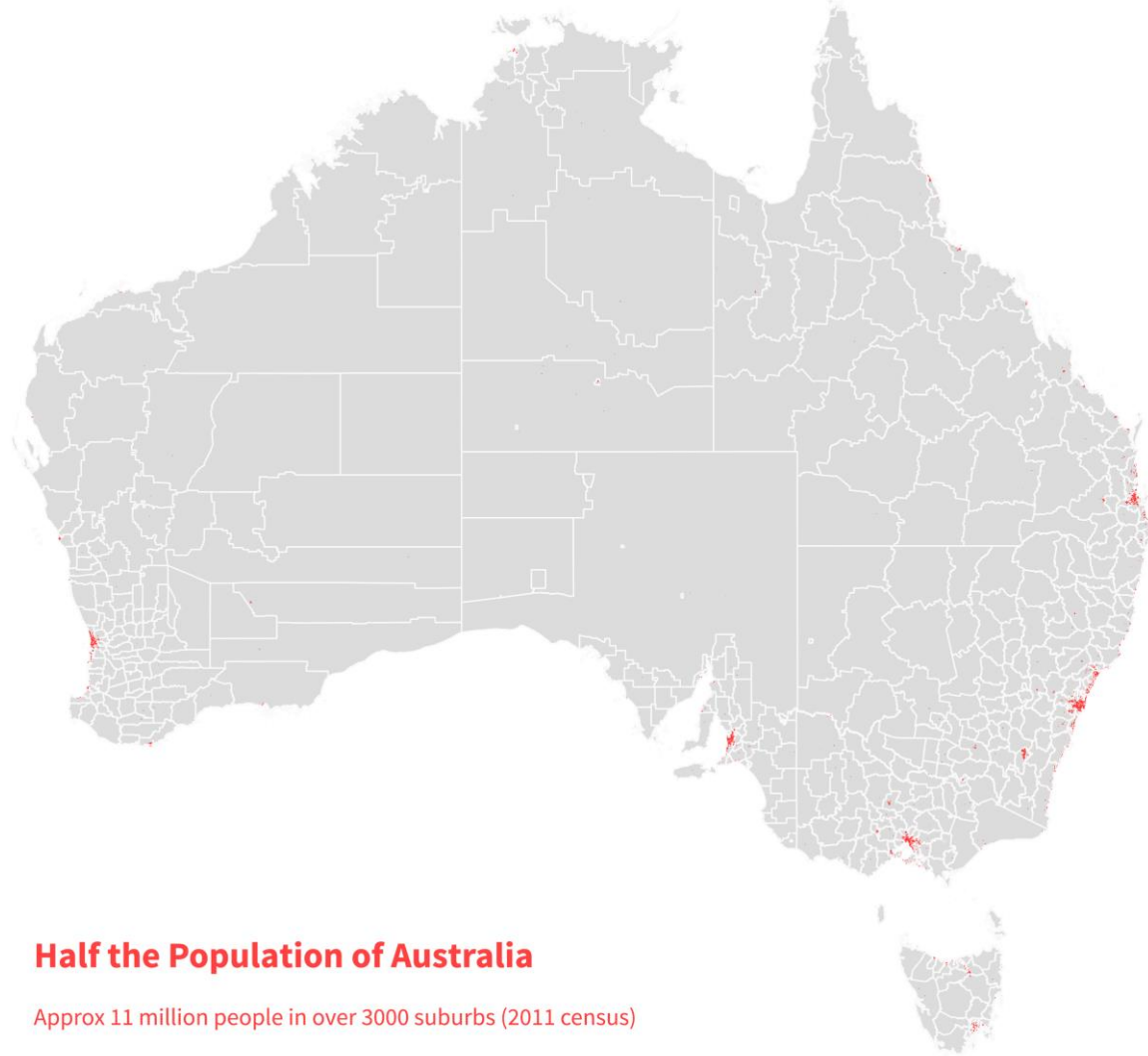
[COMPLETE ONLINE](#) [PDF](#)



What about people that don't live near services?

Likewise parking, travel within a city, "come back with the right form"...

Time saved with digital is huge



Half the Population of Australia

Approx 11 million people in over 3000 suburbs (2011 census)

Source: <http://www.abs.gov.au/websitedbs/censushome.nsf/home/datapacks>

Satisfaction: SEQ

- The S.E.Q. – Single Ease Question

Overall, how difficult or easy did you find this task?

Very Difficult 1 2 3 4 5 6 7 Very Easy

Event Category ?	Event Label ? ✕	Total Events ? ↓
		956,807 % of Total: 35.22% (2,716,294)
1. SEQ	4-6	401,461 (41.96%)
2. SEQ	2-3	335,864 (35.10%)
3. SEQ7	7	189,763 (19.83%)
4. SEQ	1	29,364 (3.07%)

Inferred Satisfaction

FunnelPlus.com

Free funnel visualisation tool

Use Events as Funnel Steps = great for form tracking



		DeviceCategory		
		desktop	mobile	tablet
Total				
Form Start	9,334	6,345	2,071	918
	70.4%	75.9%	57.2%	62.4%
Step 1 Complete	6,575	4,818	1,184	573
	85.1%	87.2%	78.2%	82.0%
Step 2 Complete	5,598	4,202	926	470
	83.0%	85.7%	71.6%	81.9%
Step 3 Complete	4,648	3,600	663	385
	100.0%	100.0%	100.0%	100.0%
Step 4 Complete	4,648	3,600	663	385
	92.5%	93.6%	89.0%	88.6%
Step 5 Complete	4,300	3,369	590	341
	94.4%	95.8%	87.8%	92.1%
Step 6 Complete	4,059	3,227	518	314
	96.9%	97.1%	96.1%	96.5%
Form Complete	3,934	3,133	498	303

Do users bail?

Contact us - telephone

👍 Helpful 547 🖨️ Print this page + Email/Share this page

Before contacting us, we recommend that you first read the relevant advice on this website.

Calling our Helplines costs the same as a local call. Additional charges may apply from mobile or payphones.

Helpline

1300 55 82 82

Koori Helpline

1300 661 511

International callers

+61 3 8684 0735

Cost of online transaction: \$0.40

Cost of phone transaction: \$6.60

bit.ly/drd-phone-views



Do users bail?

Contact us - telephone

Helpful 547 [Print this page](#) [Email/Share this page](#)

Before contacting us, we recommend that you first read the relevant advice on this website.

Calling our Helplines costs the same as a local call. Additional charges may apply from mobile or payphones.

Helpline

1300 55 82 82

Koori Helpline

1300 661 511

International callers

+61 3 8684 0735

Cost of online transaction: \$0.40

Cost of phone transaction: \$6.60

bit.ly/drd-phone-views

Lookup Table [?](#)

Input		Output		
1300558282		Helpline		Delete
1300661511		Koori Helpline		Delete
61386840735		International Callers		Delete
131450		Interpreter Callers		Delete



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Lookup Table ?

Input	Output
1300558282	Helpline
1300661511	Koori Helpline
61386840735	International Callers
131450	Interpreter Callers

Event Action ?	Event Label ? ⊗	Total Events ? ↓	Avg. Value ?
		32,771 <small>% of Total: 1.21% (2,716,294)</small>	417.12 <small>Avg for View: 87,477.14 (-99.52%)</small>
1. Phone Number View	Helpline	6,887 (21.02%)	390.27
2. Phone Number View	Koori Helpline	6,835 (20.86%)	390.79
3. Phone Number View	International	6,637 (20.25%)	392.65
4. Phone Number View	Interpreter	4,370 (13.33%)	423.79
5. Phone Number View	TTY	2,804 (8.56%)	477.72
6. Phone Number View	Speak And Listen	2,679 (8.17%)	480.65
7. Phone Number View	Internet Relay	2,555 (7.80%)	479.59
8. Phone Number View	TIY	4 (0.01%)	2.75

Here's who bails

Filter Sessions ▾ Include ▾ ✕

Event Action ▾ contains ▾ Form Start − OR AND

AND _____

Event Action ▾ does not contain ▾ Form Complete − OR AND

AND _____

Event Action ▾ contains ▾ Phone Number | View − OR AND

bit.ly/drd-phone-views



CONNECTION



38,266

people on government websites now

Visits Today



Eastern Time

Visits in the Past 90 Days

There were **1.53 billion** visits over the past 90 days.

Devices		Browsers		Operating Systems	
desktop	63.8%	Chrome	41.8%	Windows	54.4%
mobile	28.9%	Internet Explorer	21.7%	Mac OS	34.6%
tablet	7.3%	Firefox	15%	iOS	8.5%
		Safari	9%	Android	7.3%
		Edge	10%	Chrome OS	1.9%
		Android Browser	7%	Other	1.3%
		Other	8%	Other	0.8%
			6%	Other	0.1%
			0.1%	Other	0.1%
			18.1%		
			21.2%		
			8.8%		
			2%		
			1.8%		
			2.7%		

Visitor Locations Right Now

Cities		Countries	
London	1.6%	International	52.6%
New York	1.5%	India	5.7%
Los Angeles	1.4%	United Kingdom	4.4%
		Spain	3.3%
		China	2.6%

Top Pages

People on a **single, specific page** now. [Download the full dataset](#)

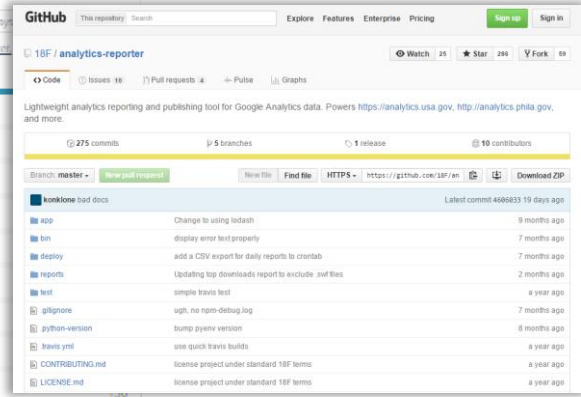
- Where's My Refund? - It's Quick, Easy and Secure.
- Internal Revenue Service
- National Weather Service
- Tax Topics - Topic: 152 Refund Information
- Norimmigrant Visa - Instructions Page
- Zika Virus | Zika virus | CDC
- Norimmigrant Visa - Travel Information
- Consular Electronic Application Center
- Earthquakes
- When is Where's My Refund Available?

- Norimmigrant Visa - Address and Phone Information
- Norimmigrant Visa - Personal Information 1
- Norimmigrant Visa - Present Work/Education/Training Information
- Norimmigrant Visa - Previous Work/Education/Training Information
- Storm Prediction Center Feb 1, 2016 0700 UTC Day 2 Convective Outl...
- Norimmigrant Visa - Confirmation Page
- Symptoms, Diagnosis, & Treatment | Zika virus | CDC
- Norimmigrant Visa - U.S. Point of Contact Information
- Norimmigrant Visa - Instructions Page
- Norimmigrant Visa - Recover Your Application

Top Downloads

Total file downloads over the last week on government domains.

Forms & Pubs irs.gov / i1040gi.pdf	193,506
Forms & Pubs irs.gov / i1040.pdf	177,744
Internal Revenue Service irs.gov / i1040.pdf	142,195
Form W-9, Request for Taxpayer Identification Number (TIN) and Certi... irs.gov / fw9.pdf	81,829
Internal Revenue Service irs.gov / i1040it.pdf	72,271



github.com/GSA/analytics.usa.gov



CARDINALPATH

bit.ly/cardinal-gov



Performance

Activity on GOV.UK: web traffic

 View the dashboard
[Full screen mode](#)

 Web traffic on [our site](#), based on data from Google Analytics.

Live service usage

Number of users currently on GOV.UK



Dashboard name *

Activity on GOV.UK

Activity on the Performance Platform

Attorney General's Office

Cabinet Office

Company Names Tribunal

Copyright Tribunal

Council for Science and Technology

Department for Business, Innovation and Skills

Department for Communities and Local Government

Department for Culture, Media and Sport

Department for Education

Department for Environment, Food and Rural Affairs

Department for International Development

Unique visitors to GOV.UK





922

MILLION
visits to the site in the
last year



65

MILLION
times our search function has
been used in the last year



GOV UK @GOVUK · 17h

GOV.UK exceeds 2 BILLION visits since launch, with 922m visits in the past year alone:

43 31

unique page views
in millions

Most visited
areas

Over the last year:
27 October 2014 –
26 October 2015

Find a job with Universal Jobmatch	56.3
Renew vehicle tax	40.2
Get info about a company	20.5
UK bank holidays	16.3
Check vehicle tax	15.3



GOV UK @GOVUK · 15h

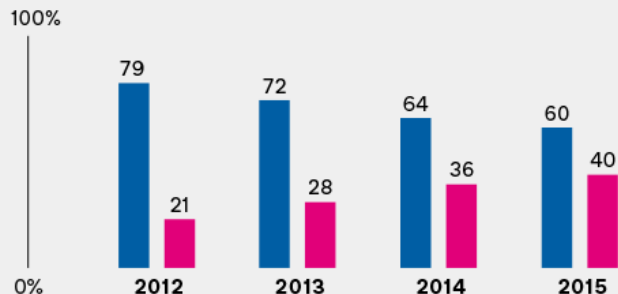
What are the most visited areas on GOV.UK? From taxing your vehicle to checking the next bank holiday...

15 2

Desktop vs Mobile

access to GOV.UK

Mobile and tablet
Desktop



GOV UK @GOVUK · 13h

Accessing GOV.UK via a desktop continues to fall. Check out the rise of mobile usage over the last 4 years:

53 25

Mobile/Tablet %

Services
with highest
mobile access
vs desktop

1 September –
26 October 2015
Start pages only
More than 10k sessions

Prison visits	62.9
Change driving test	56.1
Buy a personalised registration number	55.9
Tax credits calculator	55.7
Find Sure Start Children's Centre	54.1



GOV UK @GOVUK · 11h

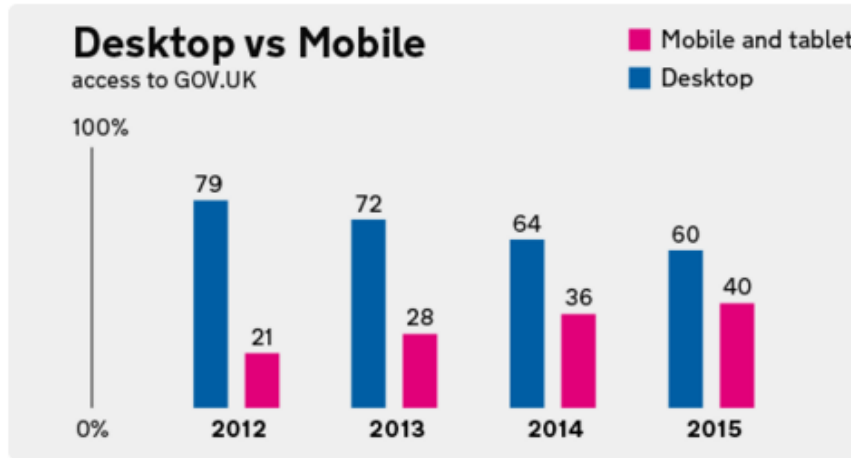
From booking a prison visit to buying a number plate, GOV.UK services with more mobile traffic than desktop:

19 11

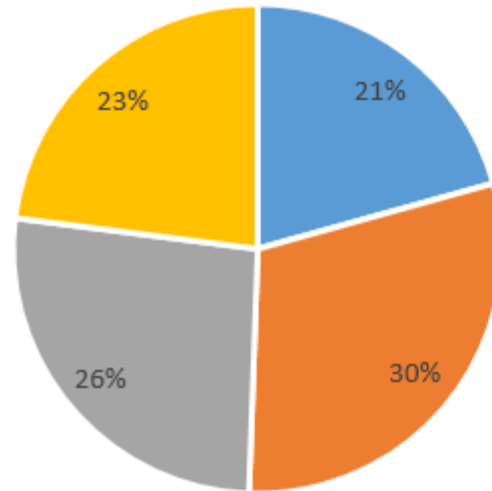


GDS @gdsteam · Nov 30

The importance of being mobile-first. How users are increasingly accessing government services via a mobile device:



87 41



- Analytics people: 18
- Government people: 26
- Neither: 23
- Spammers : 20





Nathan Wall (@Work) @i_am_nw · 20h

Real-time stats. Big TV. My team can now see why we do what we do. Real people, just trying to get on with life.



Argyle Socks Are Actually Pretty Awesome

Analytics helps government understand people



Argyle Socks Are Actually Pretty Awesome

Analytics helps government understand people

...which helps government make better services



Argyle Socks Are Actually Pretty Awesome

Analytics helps government understand people

...which helps government make better services

...which makes things easier for people



Argyle Socks Are Actually Pretty Awesome

Analytics helps government understand people

...which helps government make better services

...which makes things easier for people

...which makes the world a better place.





@datarunsdeep

