Year in Review

September 2023 - August 2024

This report was finalised on September 4th 2024, ahead of the one year anniversary of the Women's Services Map website.

The report provides an overview of the website's performance during its first year by collating key metrics and data on:

- inbound traffic (acquisition/source)
- top keyword searches
- visitor demographics
- on-site activity

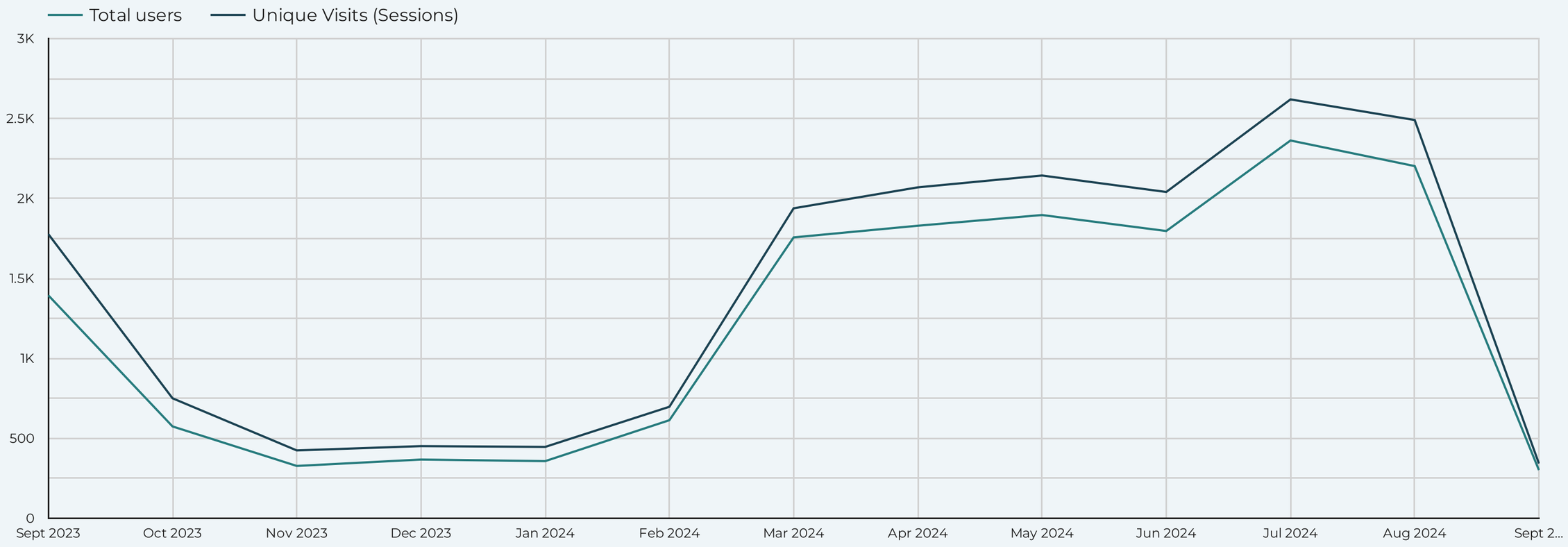
As part of the National Women's Justice Coalition's commitment to developing the Map to its full potential, a new phase of work will begin in September 2024 to improve organic inbound traffic to the website generated by search engines - also known as Search Engine Optimisation (SEO).

The aim of this work will be to improve the overall visibility of the website in Google search results and increase visibility for key pages that provide more detail on individual service specialisms, and list organisations and services by geographical proximity. New pages will be added to include specialism landing pages and county-based landing pages and directories.

A new blog feature will also be launched on the website to coincide with its one year anniversary. Blog content will spotlight featured organisations, explore how and why women's centres work, and reflect on the value of holistic, gender-based services for women and girls in contact with the criminal justice system.

Analytics at a Glance

Overall Website Traffic



The website naturally saw a large amount of inbound traffic during the month (Sept 2023) it launched. Thereafter, traffic grew steadily with a large volume coming from organic searches for prison related keywords (for example, “women's prisons in the UK"). Traffic specifically to the Prison Directory has been consistently steady since March 2024, demonstrating how highly the website is ranking in search engine results for prison-based services.

Total Figures

Total users
13,232

Page views
42,933

Sessions
18,074

Average Engagement Time
00:01:10

Engagement rate
65.05%

Total users - over 13,000 individuals have visited the website over the last year.

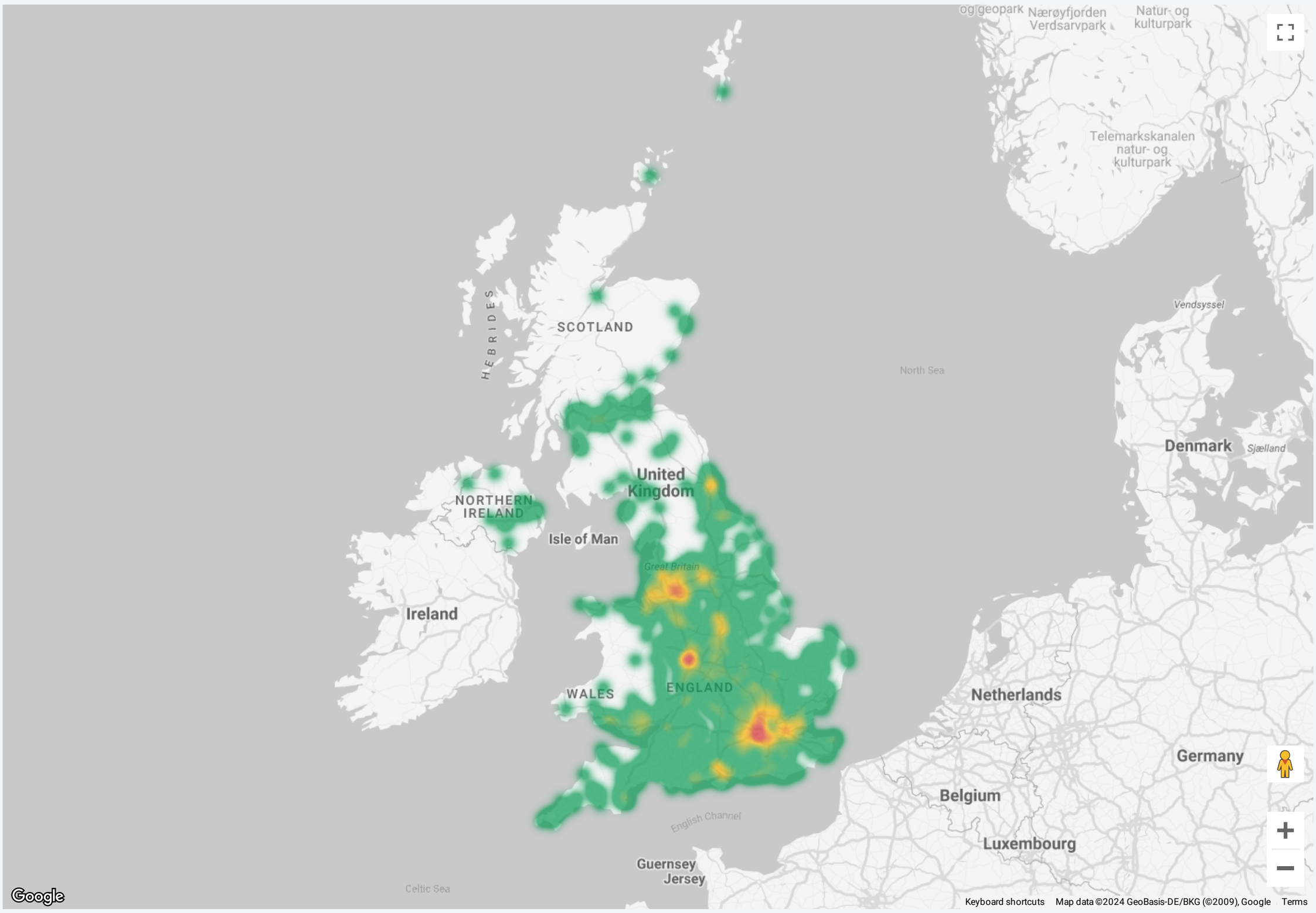
Sessions - this has resulted in a total of 18,000+ sessions which are counted as a browsing period across several pages before exiting the website. These figures demonstrate that users are returning to the website.

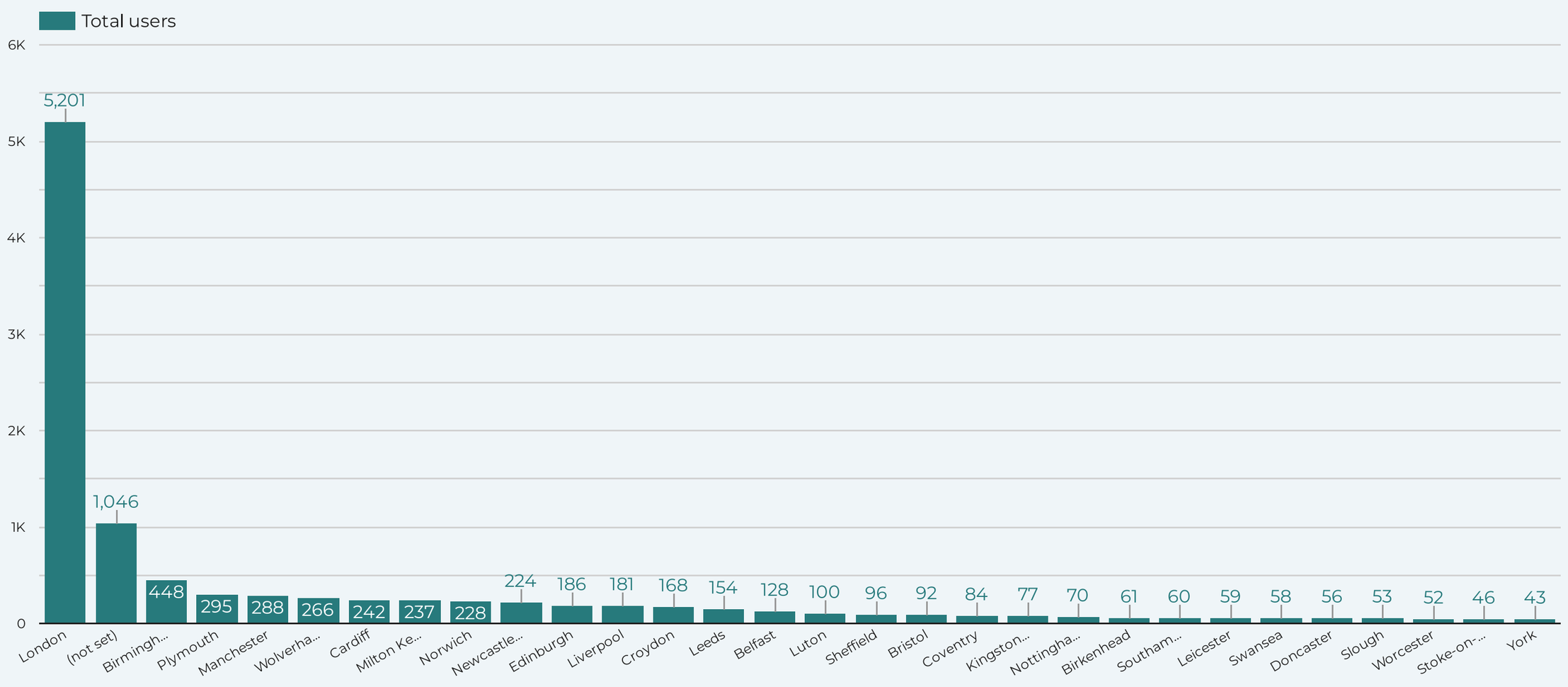
The **Engagement rate and time** highlights that the average time spent on the website is 1 minute 10 seconds. The percentage rate shown (65.05%) is the inverse of bounce rate. That is to say that approximately 65% of visitors to the website interacted with its content by scrolling, clicking and browsing. Overall, a bounce rate of 26-40% is considered very good and the bounce rate for the Map can be determine as being approximately 35%+.

Women's Services Map

Visitor demographics

Location of visitors (UK filtered)





Visitors to the website come from all over the UK with a heavy bias in London. New county-based landing pages that will be introduced as part of the website's development will help to generate more organic traffic for other areas of the UK.

National Women's Justice Coalition

Acquisition

Top Google keywords

	Search Term	Impressions ▾	Url Clicks	Click-through rate	Average Position
1.	prisons near me	5,053	1	0.02%	9.31
2.	women's prisons uk	4,691	1,200	25.58%	5.03
3.	list of female prisons uk	4,045	591	14.61%	3.36
4.	list of women's prisons	3,932	311	7.91%	4.63
5.	changing lives doncaster	2,658	14	0.53%	10.88
6.	prison near me	2,435	1	0.04%	9.11
7.	female prisons uk	2,312	485	20.98%	5.28
8.	hope street southampton	2,145	27	1.26%	10.09
9.	women's prison near me	1,445	160	11.07%	5.36
10.	foston hall	1,441	8	0.56%	17.72
11.	nottingham women's centre	1,349	1	0.07%	8.59
12.	together women leeds	1,228	1	0.08%	8.28
13.	stockport women's centre	1,087	7	0.64%	6.05
14.	list of women's prisons in london	1,085	42	3.87%	4.82
15.	womens prisons uk	1,061	271	25.54%	5.36
16.	women's prison	1,020	144	14.12%	9.29
17.	women's centre nottingham	990	0	0%	8.62
18.	women's prison uk	967	114	11.79%	7.9
19.	womens prisons	882	169	19.16%	6.96
20.	women's prisons near me	845	83	9.82%	5.8
21.	shewise	829	4	0.48%	8.1
22.	the nelson trust	784	9	1.15%	15.25
23.	uk prisons list	734	2	0.27%	12.9
24.	womens prison	728	66	9.07%	10.8
25.	01733 964086	717	2	0.28%	8.84
26.	nelson trust	698	9	1.29%	17.46
27.	kyra york	652	2	0.31%	8.3
28.	female prisons	638	97	15.2%	6.95
29.	nottingham womens centre	620	2	0.32%	7.55
30.	self defence classes hull	614	3	0.49%	15.83
31.	women's prisons uk map	595	21	3.53%	4.66
32.	womens prison uk	593	107	18.04%	6.48
33.	nearest women's prison	587	86	14.65%	5.56
34.	changing lives	583	3	0.51%	7.65
35.	how many female prisons are there in the uk	568	79	13.91%	7.04
36.	uk women's prisons	567	66	11.64%	6.76
37.	joy project worcester	562	23	4.09%	5.72
38.	womens centre nottingham	554	0	0%	13.51
39.	how many women's prisons in uk	505	90	17.82%	5.79
40.	women's aid peterborough	491	0	0%	30.93
41.	together women hull	477	0	0%	8.48
42.	nelsons trust	471	12	2.55%	11.27
43.	nelson trust swansea	471	82	17.41%	4.66
44.	list of women's prisons in uk	470	106	22.55%	2.83
45.	Others	68,830	2,684	3.9%	22.37

Traffic sources

	Acquisition Channel	Users ▾
1..	Organic Search	10,208
2.	Direct	2,237
3.	Referral	576
4.	Organic Social	337
5.	Unassigned	12
6.	Email	1
	Grand total	**13,232**

Searches for prison related keywords are far outperforming others, highlighting the requirement to balance search engine optimisation for other areas of the website.

Considering strategies to drive traffic to the website from other sources will also be a focus for the development of the Map. This could include generating backlinks from organisations' websites (embedded links to the Map from third party websites), increasing the profile of the Map on social media and direct email marketing.

Top Pages

	Calculated Concatenated Pages	Total users ▼	Views
1.	/prison-database/	8,668	11,672
2.	/	2,771	5,815
3.	/centres-database/	1,508	3,724
4.	/map/	1,388	1,927
5.	/service-database/	1,357	2,284
6.	/search/	619	1,175
7.	/specialisms/	366	602
8.	/search	280	941
9.	/contact-us/	193	414
10.	/prison/askham-grange/	190	213
11.	/prison/bronzefield/	154	172
12.	/prison/eastwood-park/	139	163
13.	/prison/styal/	133	147
14.	/prison/drake-hall/	121	132
15.	/prison/downview/	119	129
16.	/about/	117	173
17.	/prison/east-sutton-park/	100	109
18.	/prison/peterborough/	98	175
19.	/prison/foston-hall/	95	113
20.	/prison/new-hall/	90	100
21.	/log-in/	80	325
22.	/your-dashboard/	77	1,726
23.	/prison/send/	74	76
24.	/your-dashboard/edit-centre/	57	803
25.	/prison/low-newton/	48	50
26.	/your-dashboard/edit-service/	38	1,114
27.	/your-dashboard/add-service/	31	369
28.	/your-dashboard/manage-your-profile/	22	47
29.	/*	22	29
30.	/map	20	23
31.	/your-dashboard/add-centre/	8	68
32.	/create-an-account/	5	9
33.	/specialisms/education-training-and-employment-support/	4	6
34.	/specialisms/accommodation-support/	4	4
35.	/create-a-user/	3	78
36.	/specialisms/accommodation-and-housing/	3	33
37.	/specialist-support-for-women-in-hampshire/	3	14
38.	/a-transformational-tool/	3	13
39.	/your-dashboard/list-users/	3	11
40.	/privacy-policy/	3	4
41.	/specialisms/volunteering-support/	3	3
42.	/blog/	2	41
43.	/blog-test/	2	34
44.	/county/berkshire/	2	30
45.	/county/greater-london/	2	30
46.	/county/hampshire/	2	15
47.	/archive-template/archive-template-one/	2	11
48.	/specialisms/domestic-abuse-support/	2	3
49.	/specialisms/substance-misuse-support/	2	3
50.	/404/	2	2
51.	Others	69	140
	Grand total	**11,493**	**35,294**

Glossary of Terminology

Term ▲	Definition
Acquisition	Acquisition is the indicator of how each session began on the website. A session may begin in different ways including via organic search (for example, through Google), a social media link or by a direct link such as by typing the website URL in to a browser or clicking on a non-tracked email link.
Ave. engagement time	The average engagement time is the total of all time spent on the website over a set period, divided by the number of sessions.
Average position	Across all impressions for a given key word, average position denotes the average location the website appeared in a Google search. A score of 10 or less means that the link was on the first page of results. Lower numbers are consequently more desirable, particularly in relation to key words specific to the purpose of the Map website.
Click-through rate	The click-through rate shows how well a search result leads to people clicking on a website. It's calculated by dividing the number of clicks a link gets by the number of times the link is shown, then turning that into a percentage.
Engagement rate	The engagement rate is a metric that measures the percentage of visitors who interacted with a piece of content. This interaction may include clicking on the link, filling out a form, or spending a significant amount of time on a website. Engagement rates increase when visitors engage well with content. The average engagement rate across industries and company types is 62%. Source: https://www.portent.com/blog/content/ga4-engagement-rates.htm
Impressions	This indicates how many times the website was listed on Google for the particular search term.
Page view	A page view is any view of a page that is being tracked by Google Analytics. If you land on a page, it counts as one page view. If you reload that same page, it counts as another. If you leave the page and come right back to it, it counts as another.
Sessions (aka visits)	Visits are recorded every time a user visits the website and interacts with a number of different pages. If the user visits the home page, then the centres directory, and then a specific centre all in one browsing session this only counts as one visit. If they later return to the website, they will log a new session.
Users	A user is a unique identifiable user that may visit the website across multiple devices (mobile, laptop, etc). Google attempts to join up user information and patterns across these devices to accurately match a user across their different devices.