



# Homepage Analytics Review

London Borough of Haringey

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## Project Aim

To review the homepage analytics of the current London Borough of Haringey website, compiling data and findings in terms of user engagement through both mobile and desktop device usage. The findings are there to help shape the homepage of the new LGD website.

## Approach and Analysis

Access to Google Analytics and HotJar was provided by the London Borough of Haringey team and we extracted the data from a 1 year period, as well as conducting an audit of recordings and heat maps in order to review findings. The analysis starts by summarising a high-level look at the overall device usage on the website and homepage, including the number of users, time spent on the homepage and bounce rates. We then take a much deeper look into user behaviours within the homepage.

Data is extracted from the period: 1 November 2021 - 30 November 2022

## ◆ Homepage

The review includes a summary of mobile vs desktop device usage and further analysis of separate mobile and desktop user behaviours.

## ◆ Mobile vs desktop analytics summary

The following data shows the mobile and desktop comparison bounce rate and time spent on the current Haringey website homepage. Within a 1 year period, slightly more visitors used a mobile device to access the homepage. Mobile users spend approximately 1 minute less on the homepage compared with desktop users. Comparatively, desktop and mobile devices offer similar results in terms of bounce rate.

### User homepage session duration and bounce rate on mobile and desktop

#	Device	URL	Session duration	Bounce rate	Number of users	Percentage of users
1.	Mobile	www.haringey.gov.uk/	00.02:09	37.59%	315,968	3.97%
2.	Desktop	www.haringey.gov.uk/	00.03:11	30.35%	309,991	3.89%

The table below shows the top 10 devices used and the user age category using them. It is surprising to see the statistics for desktop devices are higher than mobile devices with the younger age groups.

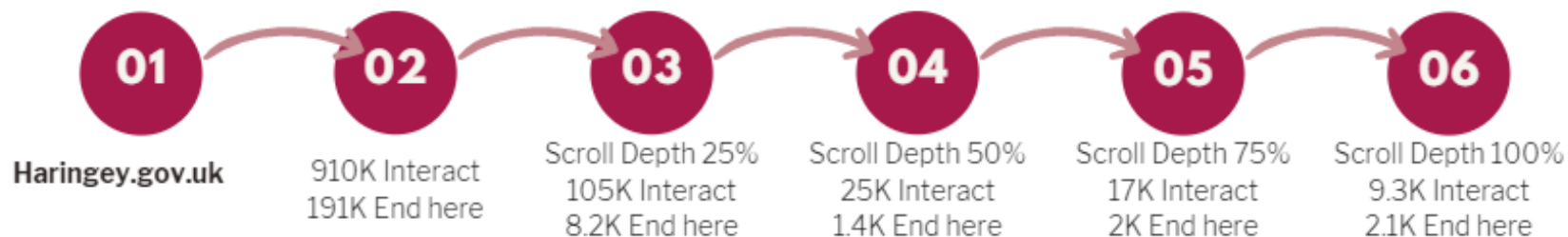
### Top 10 most used device within age categories

#	Device	Age	Number of users	Percentage of users
1.	Desktop	25-34	99,267	14.13%
2.	Mobile	25-34	92,831	13.22%
3.	Desktop	35-44	83,889	11.94%
4.	Desktop	18-24	72,936	10.38%

#	Device	Age	Number of users	Percentage of users
5.	Mobile	35-44	69,853	9.95%
6.	Desktop	45-54	68,406	9.74%
7.	Mobile	18-24	53,087	7.56%
8.	Mobile	45-54	40,474	5.76%
9.	Desktop	55-64	39,886	5.68%
10.	Desktop	65+	29,285	4.17%

### ◆ Homepage user journey

The user journey below represents the level of user engagement on the homepage on a desktop device. The numbers in the red circle represent the stages of interaction at which point users drop off or continue to interact/scroll further.



## ◇ Homepage mobile user behaviour

The heatmaps on the following page demonstrate where mobile device users are clicking on the homepage.

### **Hamburger menu**

The hamburger menu is particularly well engaged with. However, it is interesting to note that when you delve further into the videos of user behaviour it is often the case that users are opening it, but not clicking on any of the options provided.

### **Search**

Users are opting to use search over clicking a service button.

### **Twitter 'Load more'**

The 'Load more' button appears to be well used. When you study the live behaviour it shows some users are using the homepage as a Twitter feed by continually loading more options.

### **My Haringey**

Users are interacting with the My Haringey postcode/location function.

**My Haringey**

Information about your property and local area including council tax bands, parking zones, planning applications and much more.


House/flat number (required)

\*\*\*\*\*

Postcode (required)

\*\*\*\*\*

[Search](#)




**Haringey, Here to Help:** Support with money, benefits, and debt

**Haringey**  
LONDON

\*\*\*\*\*

Menu

**Council Services**

 **Parking, Roads and Travel**

[LOAD MORE](#)

A to Z Directory of Haringey Council Services

<a href="#">A</a>	<a href="#">B</a>	<a href="#">C</a>	<a href="#">D</a>	<a href="#">E</a>
<a href="#">F</a>	<a href="#">G</a>	<a href="#">H</a>	<a href="#">I</a>	<a href="#">J</a>
<a href="#">K</a>	<a href="#">L</a>	<a href="#">M</a>	<a href="#">N</a>	<a href="#">O</a>
<a href="#">P</a>	<a href="#">Q</a>	<a href="#">R</a>	<a href="#">S</a>	<a href="#">T</a>
<a href="#">U</a>	<a href="#">V</a>	<a href="#">W</a>	<a href="#">X</a>	<a href="#">Y</a>

## ◆ Mobile user recordings audit

50 user interactions were observed and audited using an engagement checklist. This included all possible options of engagement including, hovering over, scrolling and clicking on anything within the website homepage mobile view. The findings support the existing analytics, which tell us that Parking is the most visited service area. It was also interesting to note that users are scrolling around the service buttons, but often not clicking them. They are also frequently choosing to scroll to the bottom of the homepage and work their way upwards. Users are clicking the hamburger menu icon but often not selecting from the menu options.

Below shows the results of the audit in order of the most common user behaviour. Any actions that were not carried out at all during the audit and scored 0%, were discounted from the results.

### Homepage usage audit of 50 mobile users

Action on the homepage	Percentage of users
Scroll up and down main service buttons	74%
Scroll to the bottom of the homepage and up again	34%
Click on Parking, roads and travel	22%
Use search bar	22%
Click on hamburger menu	16%
Click on Council Tax and Benefits Click on Housing	8%
Use My Haringey Click Haringey, here to help Click Load more on Twitter Click on a News and Events carousel story	4%
Click on Libraries, sport and leisure	2%

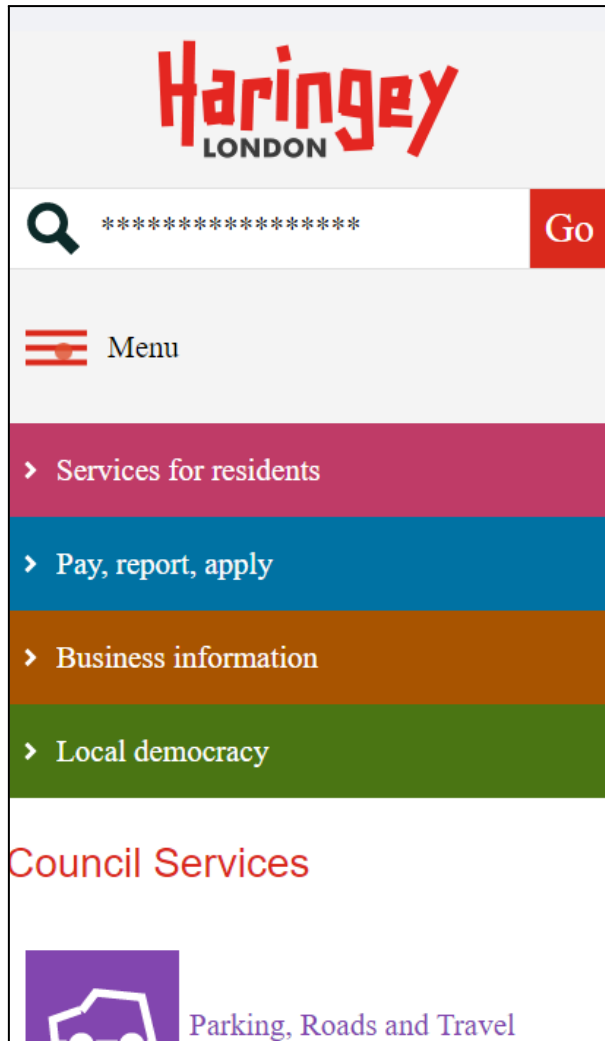
Action on the homepage	Percentage of users
Click on Children and families Click on Pay, report and apply Click on Local Democracy Click Latest news Hover over Latest news headlines Click 'Next' or 'Previous' on News and Events Click A-Z Click Mobile apps	

From the mobile view heat maps and user videos the following notable observations have been made:

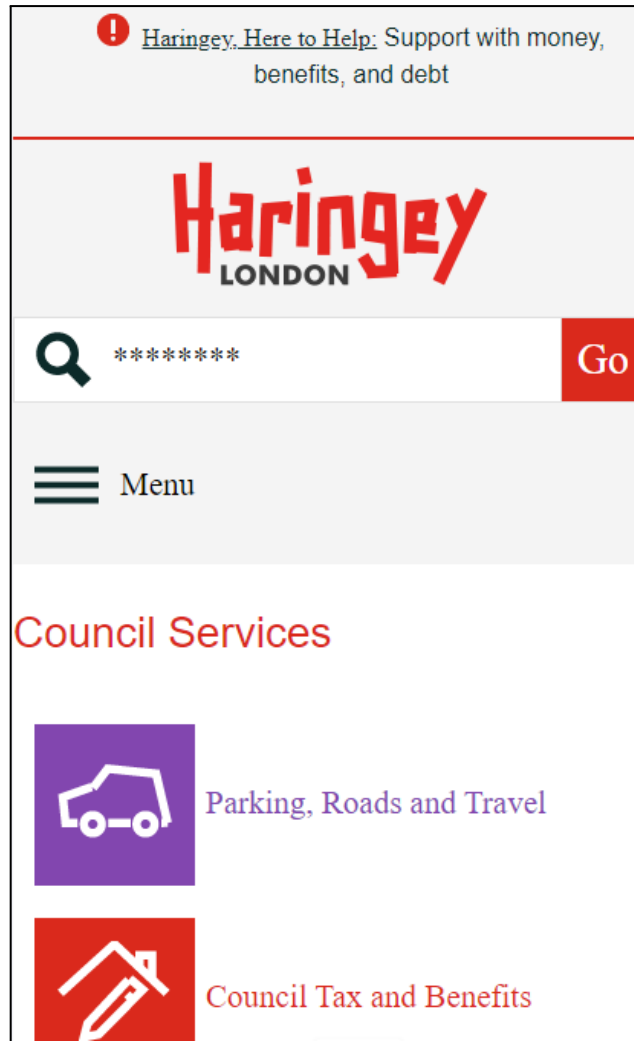
- Service buttons are often overlooked initially or users are scrolling around the services but not engaging.
- Users tend to scroll to the bottom of the page first and then back up.
- Some users use the website homepage in a similar way to a social media platform loading more and more Twitter updates.
- Users are clicking the hamburger button but often don't select anything once it's opened.
- Users are using the search bar
- Users are interacting with My Haringey
- Users are viewing the website in another language



Users are clicking the hamburger menu



Users are using the search



Users are viewing in another language



## ◆ Homepage desktop user behaviour

The heatmaps on the following page demonstrate where desktop device users are clicking on the homepage.

### **Login/Register**

The desktop heat maps show us that this is well engaged with. Unfortunately, the mobile view does not offer the same visibility of the login button hence why there is less engagement. It is essential that mobile users have the same clear access to this on the new website.

### **Search**

Users are often opting to use search over clicking a service button. Displaying more of the IA will help engage users, allowing them to view options and navigate more easily.

### **News stories**

The main news stories are attracting users to click through, however, it's important to note that carousels are not an inclusive or accessible function. By using this method some content will always be hidden, resulting in some users being excluded from this content or not finding it as simply.

### **My Haringey**

Users are interacting with the My Haringey postcode/location function.



\*\*\*\*\*



Login/Register

> Services for residents

> Pay, report, apply

> Business information

> Local democracy

**BOOST**

your immunity this winter

WITH THE  
FLU + COVID BOOSTER  
VACCINES

NHS



Showing story \*\* of \*\*

Stay well this winter

Book now to get your COVID-\* booster and a free flu vaccine if you are over \*, in an at-risk group or pregnant.



[Previous story](#)



[Next story](#)

### My Haringey

Information about your property and local area including council tax bands, parking zones, planning applications and much more.

House/flat number (required)

\*\*\*\*\*

Postcode (required)

\*\*\*\*\*

Search



Login

## ◆ Desktop user recordings audit

50 user interactions were observed and audited using an engagement checklist. This included all possible options of engagement including, hovering over, scrolling and clicking on anything within the website homepage desktop view. The findings support the existing analytics, which tell us that users are engaging with Parking and Council Tax over other services. It was also interesting to note that, similarly to mobile device users, users are scrolling around the service buttons but often not clicking on them. They are also frequently choosing to scroll to the bottom of the homepage and work their way upwards from there. Users are opting to search over navigating the website and desktop users are more interested in news and events.

Below shows the results of the audit in order of the most common user behaviour. Any actions that were not carried out at all during the audit and scored 0%, were discounted from the results.

### Homepage usage audit of 50 desktop users

Action on the homepage	Percentage of users
Scroll to the bottom of the homepage and up again	38%
Scroll up and down main service buttons	32%
Use search bar	26%
Click 'Next' or 'Previous' on News and Events	10%
Click on Login/Register (My Account)	8%
Click on latest news	6%
Click on Parking, roads and travel Click on Council Tax and benefits Hover over latest news Use My Haringey Click on a News and Events carousel story Click 'Next' or 'Previous' on a Feature News story Click on a contact method at the bottom	4%

Action on the homepage	Percentage of users
Click on Haringey, here to help Click on Housing Click on Children and families Click on Environment and Waste Click on Planning and building control Click on Births, Deaths and Marriages Click Business information Click 'Load more' on Twitter Click on a Twitter story Click on a Featured News story Click A-Z	2%

From the desktop view heat maps and the user videos the following notable observations have been made:

- Service buttons are often overlooked initially or users are scrolling around the services but not engaging.
- Users tend to scroll to the bottom of the page first and then back up.
- Users are engaging with news and events much more on desktop than on mobile devices
- Users are not engaging with the 4 CTAs at the top as you would expect (services for residents, pay, report and apply, business information and local democracy) - You would expect users to be using 'Pay, report and apply' but the audit showed the opposite.
- Users are using the search bar
- Parking and Council Tax are the most clicked services from the homepage

Users are browsing the service CTAs on the homepage



Users are typing in the search bar

The screenshot shows the Haringey website interface. At the top, there is a notification banner: **Haringey. Here to Help:** Support with money, benefits, and debt. Below this is the main header with the **Haringey LONDON** logo on the left, a search bar in the center containing masked text (\*\*\* \*\*\*) with a cursor, and a **Go** button on the right. A **Login/Register** button is also present in the top right. A navigation menu below the header includes: **> Services for residents**, **> Pay, report, apply**, **> Business information**, and **> Local democracy**. The main content area features a large blue banner for **BOOST** with the text "your immunity this winter" and "WITH THE FLU + COVID BOOSTER VACCINES". The banner includes an image of a smiling couple and the **NHS** logo. Below the banner is a carousel showing a story titled "Stay well this winter" with a description: "Book now to get your COVID-\* booster and a free flu vaccine if you are over \*, in an at-risk group or pregnant." Navigation arrows for "Previous story" and "Next story" are visible. On the right side, there is a "My Haringey" section with the text: "Information about your property and local area including council tax bands, parking zones, planning applications and much more." Below this are input fields for "House/flat number (required)" and "Postcode (required)", both containing masked text (\*\*\*\*\*). A **Search** button and a location icon are also present in this section.

## ◆ Homepage Summary and Recommendations

This report provides an overview of the similarities and differences between the user behaviours on mobile and desktop devices on the current London Borough of Haringey homepage.

### Similarities

- Users are frequently scrolling to the bottom of the homepage and working up from there
- Users are hovering around service buttons on both desktop and mobile devices
- Users on both devices are opting to use search
- Mobile and desktop users are equally engaged with My Haringey, although desktop users missed out the house number on a couple of occasions and were met with an error. This did not happen on mobile.

### Differences

- Mobile users are not interested in the news and events carousel but instead tend to load more and more twitter stories to use the homepage in a social media app scrolling manner.
- Desktop users are really engaging with the news and events carousel in that they are clicking 'next' but not always clicking on a story.
- It is important to note that users are engaging with the 'Login/Register' button on the desktop, but as this is not visible in the same way on mobile It is not showing the same results.
- Mobile users are clicking on Haringey, here to help, this is most likely due to the visibility and prominence on mobile view over desktop.

It is important to remember that the data collected is taken from a sample audit of user recordings as well as a year date range set in Google analytics. Although data can be a very good indicator of user behaviour, there are variables involved, which means it can only act as part of the wider research.

\*End of document\*