

Kent Homechoice

Helpwithhomelessness.info

Analysis of usage – Google Analytics

22 Oct 2019



Smarter Digital Services

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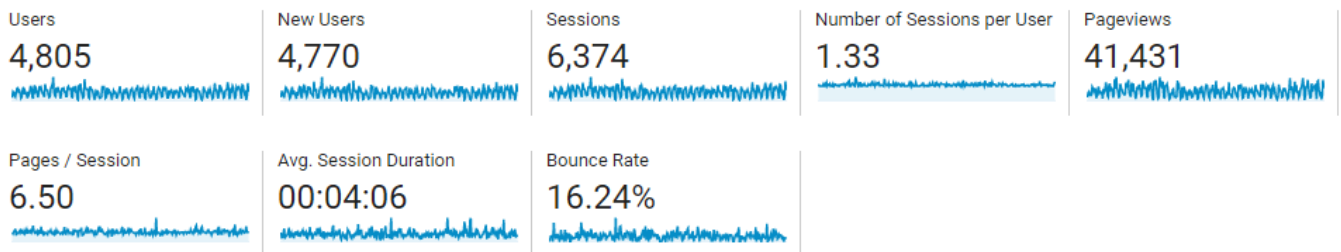
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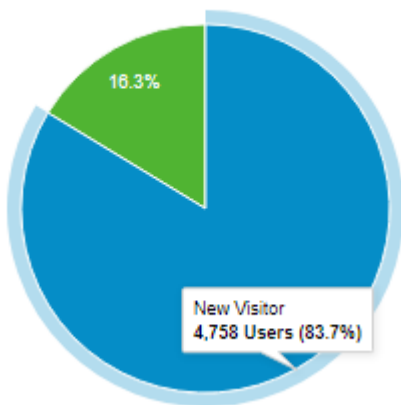
Period: 01.01.2019 – 22.10.2019

1. Audience stats

4,805 users accessed the tool during the period with 16.3% (927) being returning visitors.



■ New Visitor ■ Returning Visitor



The most common device for accessing the tool was on a mobile phone being **54.6%** of users and **38%** using a desktop. Only 7% used a tablet.

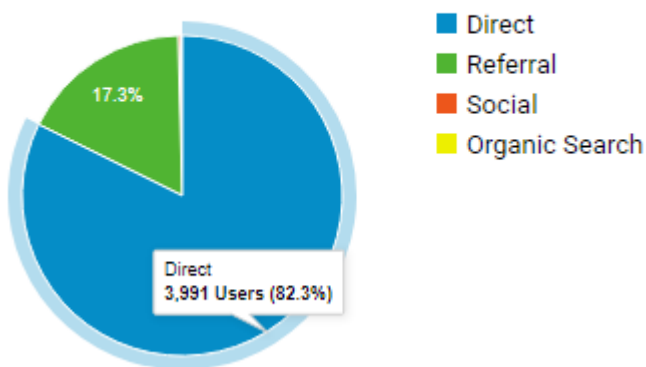
Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	4,805 % of Total: 100.00% (4,805)	4,771 % of Total: 100.02% (4,770)	6,374 % of Total: 100.00% (6,374)
<input type="checkbox"/> 1. mobile	2,625 (54.62%)	2,618 (54.87%)	3,400 (53.34%)
<input type="checkbox"/> 2. desktop	1,828 (38.04%)	1,804 (37.81%)	2,500 (39.22%)
<input type="checkbox"/> 3. tablet	353 (7.34%)	349 (7.32%)	474 (7.44%)

Browsers used were primarily Chrome and Safari (71%).

2. Acquisition / referral stats

82% of users accessed the tool directly (they typed in the URL directly) with only 17.3% shown as being referred from another website.

Top Channels



		Acquisition		
		Users	New Users	Sessions
		4,805	4,770	6,374
1	Direct	3,991	<div style="width: 82.3%;"></div>	
2	Referral	837	<div style="width: 17.3%;"></div>	
3	Social	15	<div style="width: 0.3%;"></div>	
4	Organic Search	5	<div style="width: 0.1%;"></div>	

Of those referrals shown in the above image, only 5 LAs are listed in Google Analytics with 3 of them having a very low usage possibly indicating that they have stopped using the triage tool during this period (see below).

<input type="checkbox"/>	Source / Medium ?	Acquisition
		Users ? ↓
		4,805 % of Total: 100.00% (4,805)
<input type="checkbox"/>	1. (direct) / (none)	3,991 (82.20%)
<input type="checkbox"/>	2. tunbridgewells.gov.uk / referral	521 (10.73%)
<input type="checkbox"/>	3. maidstone.gov.uk / referral	258 (5.31%)
<input type="checkbox"/>	4. gravesham.gov.uk / referral	31 (0.64%)
<input type="checkbox"/>	5. m.facebook.com / referral	15 (0.31%)
<input type="checkbox"/>	6. hdtvdadaquidebyt.us / referral	10 (0.21%)
<input type="checkbox"/>	7. outlook.live.com / referral	6 (0.12%)
<input type="checkbox"/>	8. canterbury.gov.uk / referral	5 (0.10%)
<input type="checkbox"/>	9. bing / organic	3 (0.06%)
<input type="checkbox"/>	10. tmhc.gov.uk / referral	3 (0.06%)

Those who are still using the triage tool on their websites but who are showing very low usage in Google Analytics can be explained because they are not using the referral link on their websites, whereby they need to append an extension, eg. **?from=mbc**. Without this link it is not possible to define that visitors have arrived from one of the LA websites and their referrals will be part of the **3,991** figure shown in the table above.

Details of LAs who are **not** using the fully configured referral link on their websites are:-

- Canterbury
- Dover
- Sevenoaks

These are the partners who are **not** using the homelessness triage tool at all:-

- Ashford
- Dartford
- Folkestone & Hythe
- Gravesham (since May 2019)
- Medway
- Swale
- Thanet

The helpwithhomelessness triage tool is not listed on Google as it could only be indexed if all LAs in Kent used it. As this was not the case from the beginning it has never been possible to list it on Google search results pages.

3. Behaviour / Content / Page stats

There have been **41,431** pageviews.

552 (1.3%) of visitors clicked on the General Help & Advice button and 16 visitors provided feedback from the Feedback link.

<input type="checkbox"/>	Page [?]	Pageviews [?] ↓
		41,431 % of Total: 100.00% (41,431)
<input type="checkbox"/>	1. /assessment/	24,615 (59.41%)
<input type="checkbox"/>	2. /assessment	11,010 (26.57%)
<input type="checkbox"/>	3. /	1,788 (4.32%)
<input type="checkbox"/>	4. /?from=mbc	1,735 (4.19%)
<input type="checkbox"/>	5. /?from=twbc	747 (1.80%)
<input type="checkbox"/>	6. /?from=tonbridge	736 (1.78%)
<input type="checkbox"/>	7. /general-help-advice/	552 (1.33%)
<input type="checkbox"/>	8. /?from=gravesham	199 (0.48%)
<input type="checkbox"/>	9. /feedback/	16 (0.04%)
<input type="checkbox"/>	10. /?from=canterbury	10 (0.02%)
<input type="checkbox"/>	11. /?from=mbc-	5 (0.01%)
<input type="checkbox"/>	12. /?from=mbcc	4 (0.01%)
<input type="checkbox"/>	13. /?from=maidstone	3 (0.01%)

There was a **15%** exit rate from the triage tool with **51%** of those exits being from the triage tool homepage (/assessment). **21%** of exits were from the general help and advice page.

Analytics for visitors clicking on the HPA2 Referral form link at the end of the homelessness triage tool were:-

1. Cookie Consent	3,188 (39.97%)
2. https://hpa2.org/refer/CANT	1,339 (16.79%)
3. https://hpa2.org/refer/MAID	1,103 (13.83%)
4. https://hpa2.org/refer/DOVER	783 (9.82%)
5. https://hpa2.org/refer/TMBC	466 (5.84%)
6. https://hpa2.org/refer/TUNW	372 (4.66%)
7. https://hpa2.org/refer/SOAKS	146 (1.83%)
8. https://hpa2.org/refer/GRAV	115 (1.44%)
9. https://www.kenthomechoice.org.uk/assess	95 (1.19%)
10. https://hpa2.org/refer/DART	87 (1.09%)
11. https://hpa2.org/refer/ABC	66 (0.83%)
12. https://hpa2.org/refer/MDW	58 (0.73%)
13. https://hpa2.org/refer/FOLK	41 (0.51%)
14. https://hpa2.org/refer/THANET	39 (0.49%)
15. https://www.swale.gov.uk/homelessness-prevention/	22 (0.28%)
16. http://england.shelter.org.uk/	8 (0.10%)
17. http://cookiesandyou.com/	7 (0.09%)
18. https://www.gov.uk/benefits-adviser	6 (0.08%)
19. http://www.kent.gov.uk/social-care-and-health	4 (0.05%)
20. http://www.kent.gov.uk/social-care-and-health/finding-a-new-home/supported-housing	4 (0.05%)
21. http://www.kenthomechoice.org.uk/choice/Content.aspx?wkid=1	4 (0.05%)

The table above indicates access to the HPA2 Referral form from within the homelessness triage form. However, there is no indication of where the source of the homelessness triage form link came from for those LAs who are no longer using it on their websites. Possibly this has been done by people who already know the URL of the tool and have typed it in directly (external partners / CSAs possibly).

The above clearly shows how Tunbridge Wells, Canterbury and Maidstone have embraced the use of the tool and users are subsequently accessing the HPA2 Referral form.

Canterbury uses a very strong Call-to-Action button on their websites which drives usage up. It is quick and easy to access for users.

Canterbury - Call to Action on their homelessness page

We can give you help or advice if you're homeless or at risk of losing your home.


Fill in our quick online form to find out what help you might get and receive advice on your situation:

[Find out what help you might get >](#)


Maidstone has a link but it's right down at the bottom of the page. However, many people do look at the bottom of website pages and as the title is a strong message, this may have encouraged use.

Maidstone - Call to Action on their homelessness page

How to get help from us

If you need help with housing please click [here](#) .

If you're already homeless with nowhere to stay tonight please attend the Housing Advice Triage Service at:

 Maidstone Link,
King Street,
Maidstone,
ME15 6JQ

Dover has a link within the middle of their Homeless or threatened with homeless page, which states it to be a referral form. This is closer to what the current helpwithhomelessness triage form is actually doing as it doesn't offer advice and information and simply supplies a link to complete the HPA2 referral form.

Dover – Call to Action on their [If you are Homeless or threatened with homelessness](#) page

Housing assistance referral form

» [Complete our referral form](#) »

» A Housing Options Officer will contact you within 14 working days to discuss your situation.


» If you are homeless today please call us on 01304 872265 and a Housing Options Officer will contact you. You will still need to complete the referral form.

Tonbridge and Malling have a link to the triage form at the top of their Homeless prevention page, however it links to 'triage tool' which actually means nothing to a member of the public although it states 'to get basic information', which unfortunately it doesn't do. It also follows the invitation to contact the Council's Housing Options Team which is likely to encourage the user to do this first.

Tonbridge & Malling – Call to action on their [Homelessness prevention](#) page

If you are homeless or fear you may become homeless we have a duty to try and help you.

If you're about to become homeless...

If you, or someone you know, is homeless or threatened with homelessness you should contact [Council's Housing Options Team](#). You can also use the [triage tool](#)  to get basic information.

Tunbridge Wells has a prominent link on their Homeless, Vulnerable or at Risk page which directs the user straight to the triage form. Introduction wording is minimal although it does state that it will 'provide you with useful information and guidance', which it does not.

Tunbridge Wells – Call to action on their Homeless, Vulnerable or at Risk page

Homeless, Vulnerable or at Risk

<p>Homelessness</p> <p>and support for homeless people or those at risk of homelessness</p>		<p>Are you at risk of becoming homeless?</p> <p>If you are homeless or at risk of becoming homeless, then our assessment tool can provide you with useful information and guidance</p>		<p>Affordability Calculator</p> <p>A tool to help you work out if you can afford private rental you want to rent.</p>
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