

## Site traffic report: Information Services main web server [www.infodiv.universityx.edu.au](http://www.infodiv.universityx.edu.au) January to March 2007

By Margaret Ruwoldt, Information Management

10 September 2007

### Scope of report

This report describes usage of web sites in the [www.infodiv.universityx.edu.au](http://www.infodiv.universityx.edu.au) domain. This is the main 'corporate' web domain of the Information Services division.

The [www.infodiv.universityx.edu.au](http://www.infodiv.universityx.edu.au) domain contains the division's home page and several subsites relating to specific services, organisational units or topics. These sites are managed by a variety of individuals, working independently. The domain is hosted on the University's centrally-managed webfarm servers, which allow only static HTML publishing (no CMS, wiki, blog, database or other dynamic publishing systems).

The data source for this analysis is weekly reports automatically generated by PWebStats and published at [www.universityx.edu.au/stats/](http://www.universityx.edu.au/stats/)

Compared to current web analytics tools, PWebStats is extremely limited in its capacity to provide useful data for analysis and tracking of web site performance. This site traffic report should therefore be read as an approximation of the web sites' actual performance. Further analysis, such as usability testing and content analysis, should be undertaken before any changes are made to the sites.

### Contents of this report:

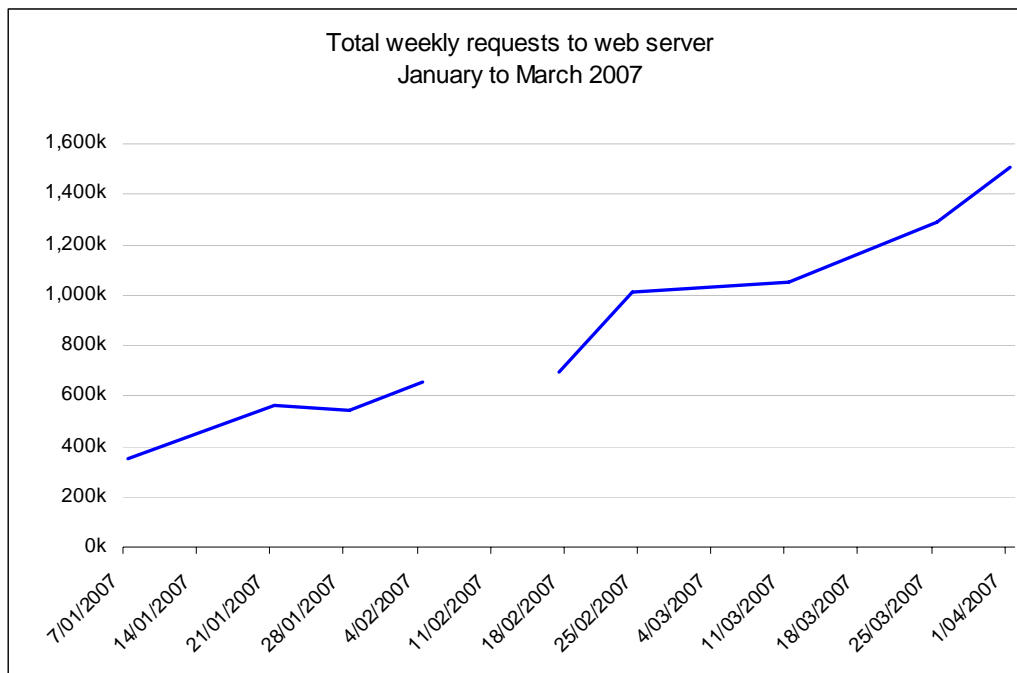
Scope of report .....	1
Recommendations .....	2
Volume of site traffic.....	3
Visitor demographics.....	4
Most-requested pages.....	5

## Recommendations

1. Employ a fully-featured web analytics solution to track site usage and performance of all Information Services web sites.
2. Instead of basing information architecture on organisational units or structures, break web sites into smaller, specific topic-based sites.
3. Where the primary audience is University students or staff, restrict access to University-only. For student information and online services, deliver content and transactions via the Student Portal.
4. Ensure all web pages and sites comply with Web Content Accessibility Guidelines (WCAG) published by World Wide Web Consortium. This will help the University avoid legal liability under the federal Disability Discrimination Act. Test web pages and sites for accessibility and usability.
5. Apply the 2007 web design templates to all Information Services web pages. Employ the University's corporate branding, and comply with all relevant requirements in the University Style Guide.
6. Optimise web pages so that they download quickly, make minimal demands on web servers and are readable by search engines. Employ semantic markup and use keywords in headings and anchor text.
7. Update web pages at least once every six months (eg at start of each semester). This builds confidence in the currency of the information and services. Remove outdated files from web servers.
8. Conduct annual quality and compliance audits of web sites.

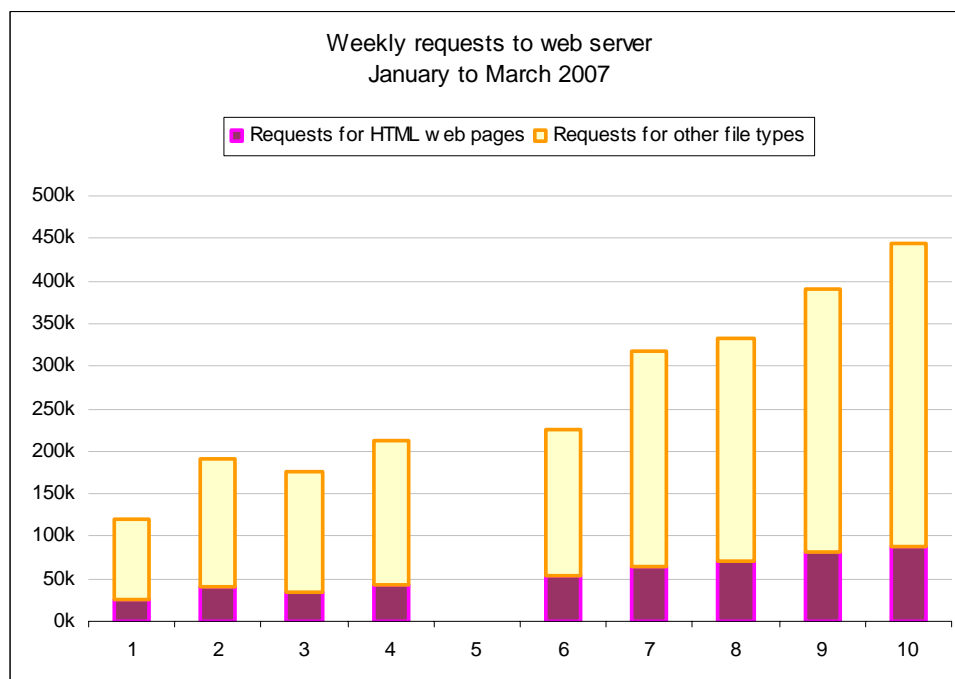
## Volume of site traffic

The first graph shows the total number of requests to the [www.infodiv.universityx.edu.au](http://www.infodiv.universityx.edu.au) web server each week.



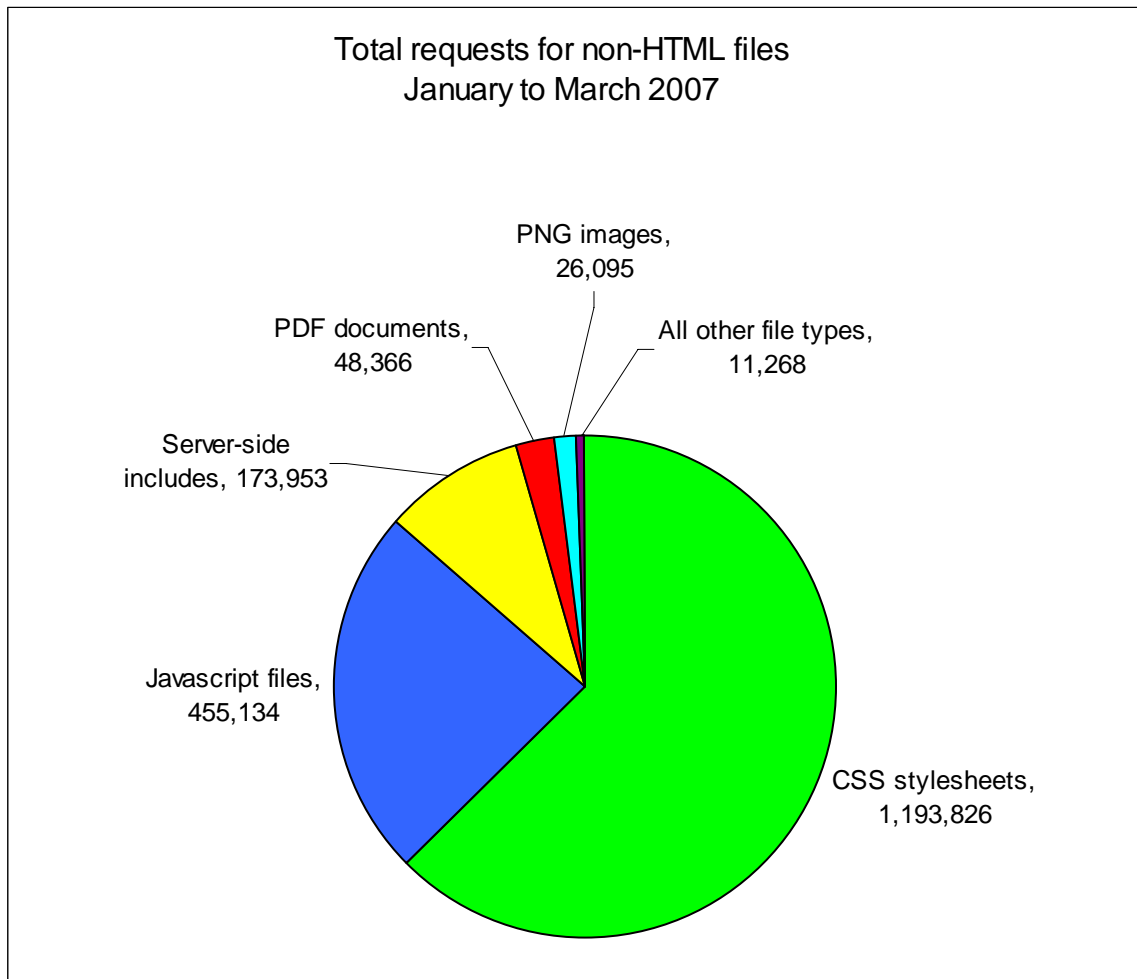
Source: [www.universityx.edu.au/stats/](http://www.universityx.edu.au/stats/)

Requests to the web server are not indicative of actual web pages viewed by human visitors. The next graph shows the proportion of requests that were for HTML web pages.



Source: [www.universityx.edu.au/stats/](http://www.universityx.edu.au/stats/)

Over the three-month period, only 21 per cent of all requests were for HTML web pages. Of the remaining 79 per cent of all requests, most were for stylesheets, javascripts and server-side includes -- files that a web browser (Internet Explorer, Mozilla Firefox) uses to construct the and display a web page.

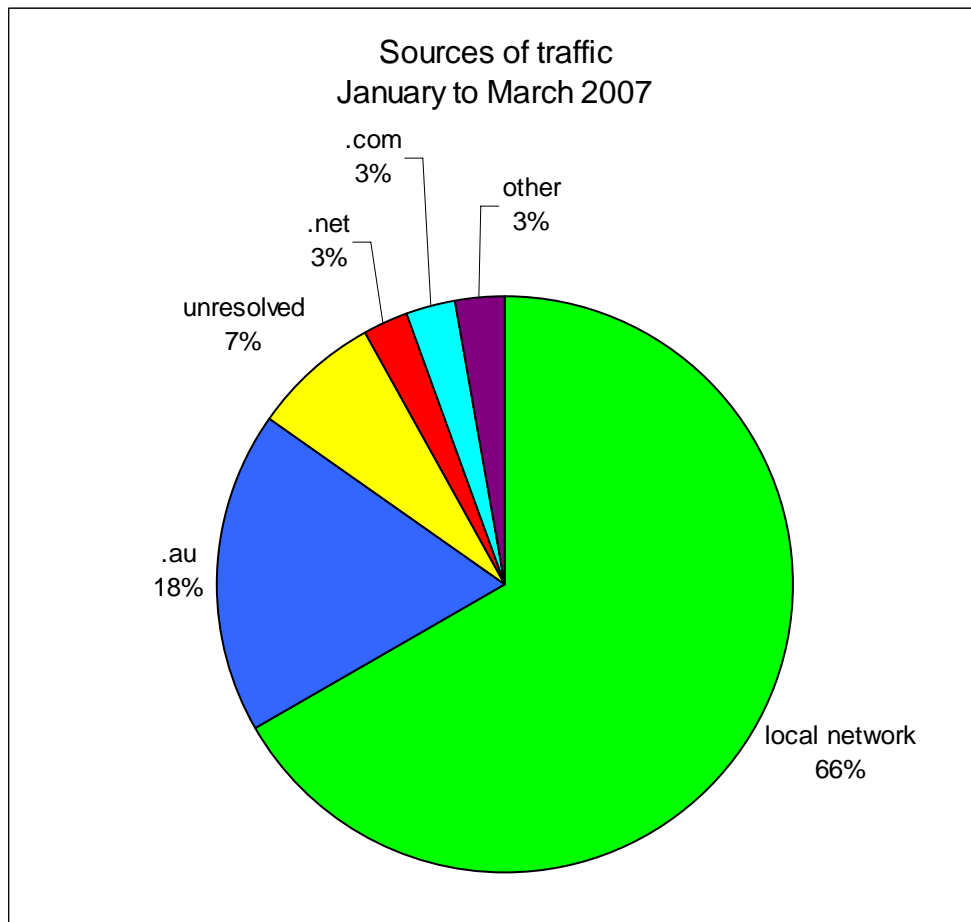


Source: [www.universityx.edu.au/stats/](http://www.universityx.edu.au/stats/)

## Visitor demographics

The PWebStats application has limited capacity for identifying sources of traffic to a web site. Reliable information about the geographical and network locations of the visitor, proportion of new and returning visitors and identification of referrer sites is not available from this software.

PWebStats can roughly identify the proportion of visitors who accessed the server from within the University's network -- identified as "local network" in the graph below.



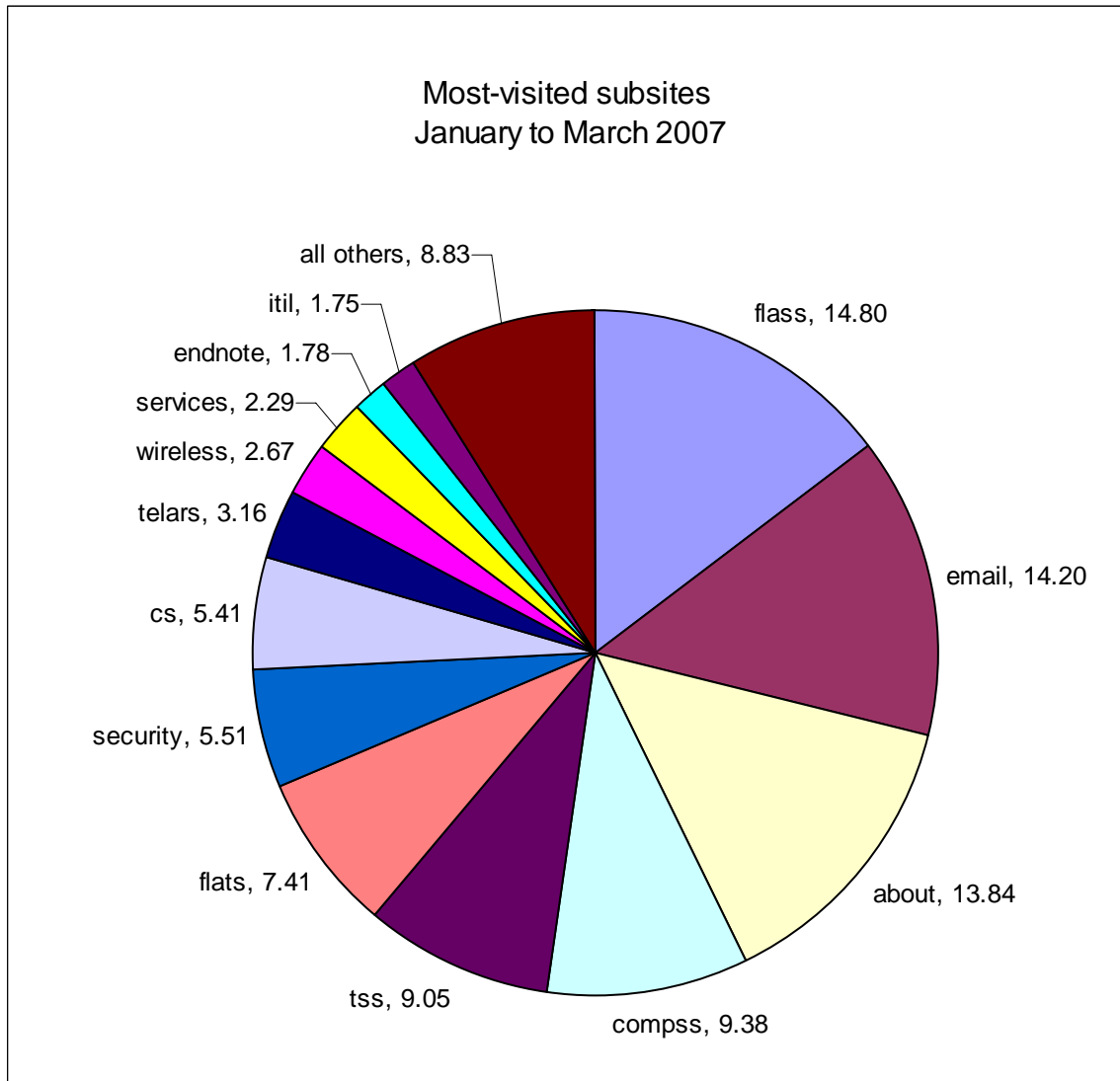
Data source: [www.universityx.edu.au/stats/](http://www.universityx.edu.au/stats/)

In a typical month, around 7-8 per cent of total traffic to this web server is generated by the University's own web search engine (Ultraseek Server) and one or more applications hosted on the Metabelis web server -- automated exchanges of data, rather than people viewing web sites or completing transactions.

## Most-requested pages


By far the most-requested page in the [www.infodiv.universityx.edu.au](http://www.infodiv.universityx.edu.au) domain is the Information Services home page. During the three months January to March 2007, this page was requested almost 73,000 times: the next most-requested page was the home page of the Collaborative Learning Centre, with 41,000 requests.

The next graph identifies the 12 subsites that accounted for 90 per cent of all [www.infodiv.universityx.edu.au](http://www.infodiv.universityx.edu.au) page/document requests during the first quarter of 2007. The following pages describe those subsites and provide a basic analysis of the technical quality of their home pages.



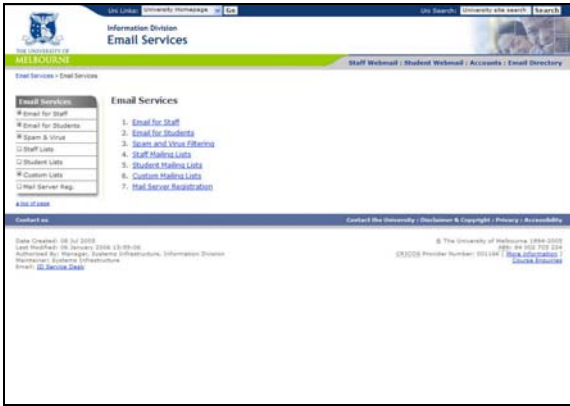
Numbers represent percentage of overall traffic  
Source of data: [www.universityx.edu.au/stats/](http://www.universityx.edu.au/stats/)

## Most-visited subsites in the domain www.infodiv.universityx.edu.au, January to March 2007 (audited 10 September 2007)

SUBSITE	% OF OVERALL TRAFFIC	URL	HOME PAGE	DESCRIPTION OF SUBSITE
flass	14.80	/flass/		<p>Based on organisational structure: describes facilities and services managed by Flexible Learning and Student Services group.</p> <p>Primary audience: enrolled students</p> <p>Other audiences: professional staff, academic staff</p> <p>Home page:</p> <ul style="list-style-type: none"> <li>• Available to public (not restricted to University-only access)</li> <li>• Google Pagerank = 6</li> <li>• invalid HTML code</li> <li>• &lt;alt&gt; text on images could be improved</li> <li>• fails the WCAG accessibility checklist</li> <li>• makes 51 requests to server</li> <li>• contains several large images (50 kb or larger)</li> <li>• downloads in 28.35 seconds via ISDN 128 kb broadband</li> <li>• last updated 5 September 2007</li> <li>• uses 2004 web design templates, customised with green highlight and abstract triple-helix image in branding space</li> </ul>


Information Management  
Information Services division

Most-visited subsites in the domain www.infodiv.universityx.edu.au, January to March 2007 (audited 10 September 2007)

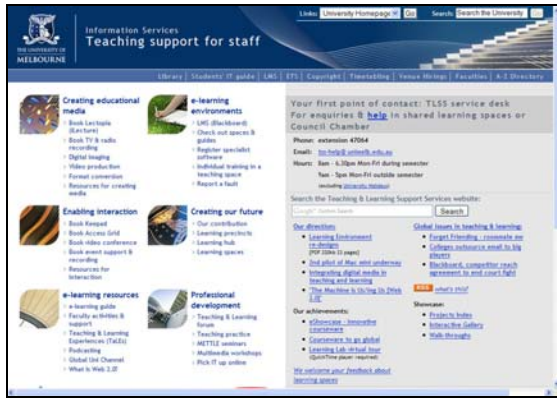
SUBSITE	% OF OVERALL TRAFFIC	URL	HOME PAGE	DESCRIPTION OF SUBSITE
email	14.20	/email/		<p>Describes email services available to students and staff including virus scanning, email distribution and discussion lists, how to access webmail.</p> <p>Primary audience: students</p> <p>Other audiences: academic and professional staff</p> <p>Home page:</p> <ul style="list-style-type: none"> <li>• available to public (not restricted to University-only access)</li> <li>• Google Pagerank = 6</li> <li>• invalid HTML code</li> <li>• fails the WCAG accessibility checklist</li> <li>• makes 40 requests to server</li> <li>• downloads in 14.62 seconds via ISDN 128 kb broadband</li> <li>• last updated 6 January 2006</li> <li>• uses 2004 web design templates, customised with green highlight</li> <li>• refers to Information Division (not Information Services)</li> </ul>

Information Management  
Information Services division


Most-visited subsites in the domain www.infodiv.universityx.edu.au, January to March 2007 (audited 10 September 2007)

SUBSITE	% OF OVERALL TRAFFIC	URL	HOME PAGE	DESCRIPTION OF SUBSITE
about	13.84	/		<p>Based on organisational structure -- provides information about org structure; profiles of individual managers; range of services provided by the Information Services division</p> <p>Content includes outdated versions of organisational chart, strategic and organisational plans for the division: these documents are indexed by web search engines</p> <p>Primary audience: not clearly identified</p> <p>Home page:</p> <ul style="list-style-type: none"> <li>• available to public (not restricted to University-only access)</li> <li>• Google Pagerank = 7</li> <li>• invalid HTML code</li> <li>• fails the WCAG accessibility checklist</li> <li>• makes 43 requests to server</li> <li>• downloads in 16.70 seconds via ISDN 128 kb broadband</li> <li>• last updated 4 September 2006</li> <li>• links to URLs that are not publicly available and not marked as restricted</li> <li>• uses 2004 web design templates, customised with green and orange highlight bands and Information Services branding image</li> </ul>

## Most-visited subsites in the domain www.infodiv.universityx.edu.au, January to March 2007 (audited 10 September 2007)


SUBSITE	% OF OVERALL TRAFFIC	URL	HOME PAGE	DESCRIPTION OF SUBSITE
compss	9.38	/compss/	Not applicable	Superseded web site: server-level redirect to <a href="http://www.infodiv.universityx.edu.au/itus/">www.infodiv.universityx.edu.au/itus/</a>
tss	9.05	/tss/		<p>Topic-based site describing facilities and services that enable use of multimedia technology in learning and teaching</p> <p>Primary audience: academic staff Other audiences: professional staff</p> <p>Home page:</p> <ul style="list-style-type: none"> <li>• Available to public (not restricted to University-only access)</li> <li>• displays logos for six external companies and/or consortiums</li> <li>• Google Pagerank = 6</li> <li>• invalid HTML code</li> <li>• invalid RSS feed</li> <li>• fails the WCAG accessibility checklist</li> <li>• makes 48 requests to server</li> <li>• contains two large images (50 kb or larger)</li> <li>• downloads in 26.36 seconds via ISDN 128 kb broadband</li> <li>• last updated 10 September 2007</li> <li>• uses 2007 web design template</li> </ul>

## Most-visited subsites in the domain www.infodiv.universityx.edu.au, January to March 2007 (audited 10 September 2007)

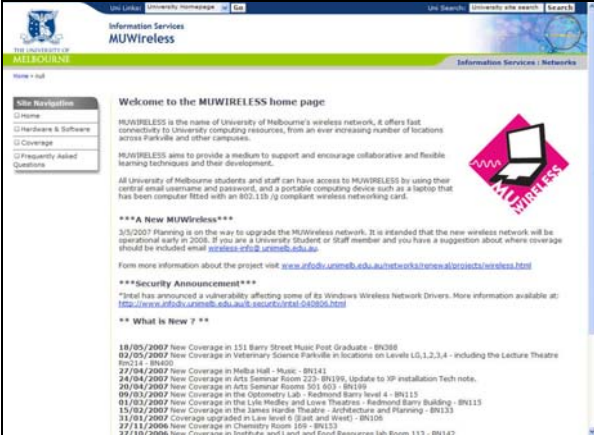
SUBSITE	% OF OVERALL TRAFFIC	URL	HOME PAGE	DESCRIPTION OF SUBSITE
flats	7.41	/flats/	Not applicable	Superseded web site: server-level redirect to <a href="http://www.infodiv.universityx.edu.au/flass/">www.infodiv.universityx.edu.au/flass/</a>
security	5.51	/it-security/		<p>Topic-based site providing self-help information, guidance on University policy, form for reporting IT security incidents, news alerts about recent hazards</p> <p>Primary audience: professional staff (IT managers)</p> <p>Other audiences: not clearly identified</p> <p>Home page:</p> <ul style="list-style-type: none"> <li>• Available to public (not restricted to University-only access)</li> <li>• Google Pagerank = 6</li> <li>• invalid HTML code</li> <li>• fails the WCAG accessibility checklist</li> <li>• &lt;alt&gt; text on images needs improvement</li> <li>• makes 24 requests to server</li> <li>• downloads in 9.17 seconds via ISDN 128 kb broadband</li> <li>• last updated 24 April 2007</li> <li>• uses 2004 web design template</li> </ul>

Information Management  
Information Services division

Most-visited subsites in the domain www.infodiv.universityx.edu.au, January to March 2007 (audited 10 September 2007)

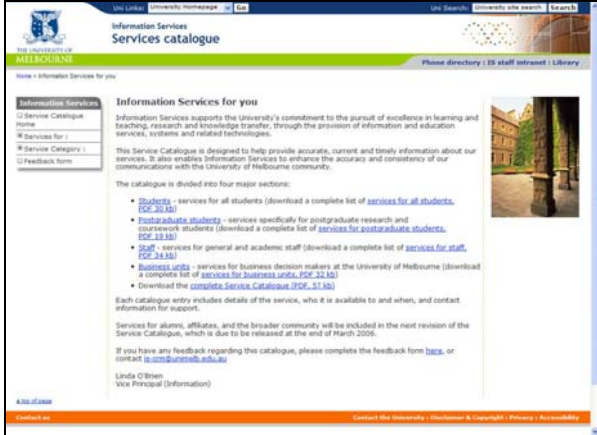
SUBSITE	% OF OVERALL TRAFFIC	URL	HOME PAGE	DESCRIPTION OF SUBSITE
cs	5.41	/cs/		<p>Based on organisational structure: intranet site describing activities and management of Client Services group. Content is out of date, but this would not be obvious to someone not employed in the Information Services division.</p> <p>Primary audience: University staff (not further differentiated into client segments)</p> <p>Other audiences: not clearly identified</p> <p>Home page:</p> <ul style="list-style-type: none"> <li>• Internal (University) access only</li> <li>• invalid HTML code</li> <li>• passes WCAG level 1 accessibility checklist</li> <li>• last updated 24 April 2005</li> <li>• uses 2004 web design template</li> </ul>
telars	3.16	/telars/	Not applicable	Superseded site. HTML redirect to <a href="http://www.infodiv.universityx.edu.au/ets/">www.infodiv.universityx.edu.au/ets/</a>

Most-visited subsites in the domain www.infodiv.universityx.edu.au, January to March 2007 (audited 10 September 2007)

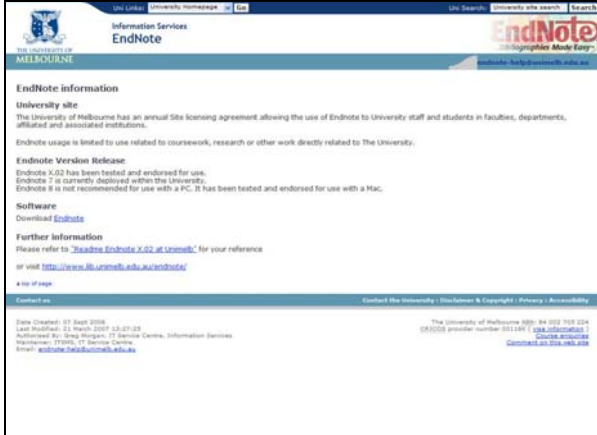
SUBSITE	% OF OVERALL TRAFFIC	URL	HOME PAGE	DESCRIPTION OF SUBSITE
wireless	2.67	/wireless/		<p>Topic-based site providing information about management and upgrade of wireless network, extent of network coverage, self-help information for users of the network</p> <p>Primary audience: not clearly identified -- could be students or professional (IT) staff</p> <p>Home page:</p> <ul style="list-style-type: none"> <li>• available to public</li> <li>• Google Pagerank = 5</li> <li>• invalid HTML code and CSS</li> <li>• four broken links</li> <li>• fails the WCAG accessibility checklist</li> <li>• makes 49 requests to server</li> <li>• downloads in 19.16 seconds via ISDN 128 kb broadband</li> <li>• last updated 27 August 2007</li> <li>• uses 2004 web design template customised with orange and green highlight bands, branding image</li> <li>• displays MyUni Wireless logo</li> </ul>

Information Management  
Information Services division

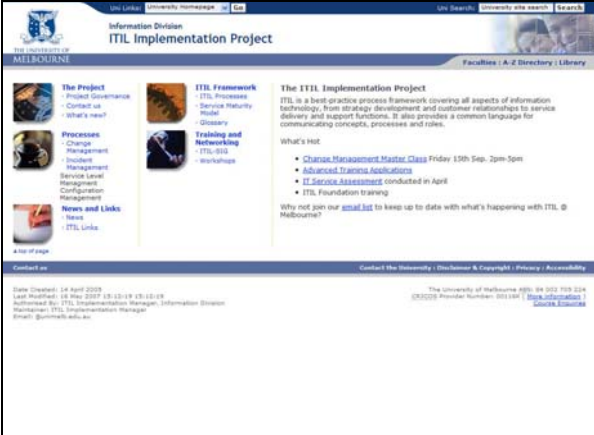
Most-visited subsites in the domain www.infodiv.universityx.edu.au, January to March 2007 (audited 10 September 2007)

SUBSITE	% OF OVERALL TRAFFIC	URL	HOME PAGE	DESCRIPTION OF SUBSITE
services	2.29	/services/		<p>Directory of services offered by Information Services division, browsable by user group or service category. Content is out of date, though this is not clear to users of the site.</p> <p>Primary audience: not clearly identified</p> <p>Home page:</p> <ul style="list-style-type: none"> <li>• available to public (not restricted to University-only access)</li> <li>• Google Pagerank = 5</li> <li>• valid HTML code and CSS</li> <li>• &lt;alt&gt; text on images could be improved</li> <li>• fails the WCAG accessibility checklist</li> <li>• makes 42 requests to server</li> <li>• downloads in 16.24 seconds via ISDN 128 kb broadband</li> <li>• one broken link</li> <li>• last updated 13 March 2006</li> <li>• uses 2004 web design templates, customised with green highlight and abstract triple-helix image in branding space</li> </ul>

## Most-visited subsites in the domain www.infodiv.universityx.edu.au, January to March 2007 (audited 10 September 2007)

SUBSITE	% OF OVERALL TRAFFIC	URL	HOME PAGE	DESCRIPTION OF SUBSITE
endnote	1.78	/endnote/		<p>Topic-based site for downloading licensed version of Endnote software package. Links to Library web sites for user support and documentation.</p> <p>Primary audience: enrolled students</p> <p>Other audiences: academic staff</p> <p>Home page:</p> <ul style="list-style-type: none"> <li>• Available to public (not restricted to University-only access)</li> <li>• Google Pagerank = 5</li> <li>• valid HTML code</li> <li>• invalid CSS</li> <li>• displays Endnote company's logo in University branding space</li> <li>• fails the WCAG accessibility checklist</li> <li>• makes 49 requests to server</li> <li>• downloads in 22.35 seconds via ISDN 128 kb broadband</li> <li>• last updated 21 March 2007</li> <li>• uses 2004 web design template, customised with branding image and aqua highlight (template design is not rendered correctly: layout errors in heading table)</li> </ul>

Most-visited subsites in the domain www.infodiv.universityx.edu.au, January to March 2007 (audited 10 September 2007)

SUBSITE	% OF OVERALL TRAFFIC	URL	HOME PAGE	DESCRIPTION OF SUBSITE
itil	1.75	/itil/		<p>Topic-based web site describing goals, progress and outcomes of ITIL Implementation Project.</p> <p>Primary audience: professional (IT) staff</p> <p>Other audiences: other professional staff</p> <p>Home page:</p> <ul style="list-style-type: none"> <li>• available to public (not restricted to University-only access)</li> <li>• refers to Information Division (not Information Services)</li> <li>• does not provide email address for maintainer</li> <li>• Google Pagerank = 6</li> <li>• valid HTML code</li> <li>• invalid CSS</li> <li>• fails the WCAG accessibility checklist</li> <li>• &lt;alt&gt; text on images could be improved</li> <li>• makes 44 requests to server</li> <li>• downloads in 16.12 seconds via ISDN 128 kb broadband</li> <li>• last updated 16 May 2007</li> <li>• uses 2004 web design template</li> </ul>