



## **TAVISTOCK TOWN COUNCIL**

### **APPROACH TO DECIDING ON A SAMPLE OF PAGES TO TEST**

Tavistock Town Council contacted their Website Provider to obtain "Website Statistics" these figures gave us information with regard to pages most visited during December 2019, search phases, downloads and countries of origin.

#### **PAGES MOST VISITED**

1. Home Page
2. Pannier Market Page
3. News Items
4. Events

#### **SEARCH PHASES**

1. Dickensian
2. Market
3. Town Council
4. Christmas

#### **DOWNLOADS**

1. Pannier Market Brochure
2. Panier Market Application Forms
3. Goose Fair Documents

#### **TESTING**

As a priority, we therefore decided to test the Home Page and Pannier Market Page's first but also included the Town Hall Page as we were aware this was one of the most frequently visited pages at other times of the year.

#### **CONCLUSION**

Ongoing testing will continue, at least annually, using statistical data produced by our Website Provider.