

NCAC Website Analysis - 1 March 2008 to 31 August 2008



NCAC

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Accreditation Council Inc.**

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From 1 March 2008 to 31 August 2008 NCAC's website received 155,664 visitors, at an average of 846 per day. 83.94% of visitors connected to the NCAC website from domains within Australia. In total, the website received visitors connecting from domains in 148 countries.

1,101,109 pages were viewed with an average of 5,984 pages per day. The Search for Child Care facility was the most used feature of the NCAC website, with the combined pages of this facility receiving 365,670 page views (33.2% of all page views).

The most viewed pages on the website were:	Page Views
Search for Child Care (combined results)	209,856
Home Page	203,405
Search for Child Care (index)	93,077
Search for Child Care (individual results with Accreditation History)	62,737
Resources	59,210
Child Care Professionals	45,178
Families and Children	24,263
Careers at NCAC	23,014
Key to Accreditation Status	21,919
Reports and Statistics	14,873

A total of 117,159 PDF and Word documents were downloaded from the website.

The most downloaded documents were:	Downloads
<i>QIAS Quality Practices Guide</i> (extract)	5,094
<i>QIAS Handbook</i>	4,148
<i>NCAC Application Form</i> (to apply for a position with NCAC)	3,259
<i>NCAC Employment Application Guide</i>	2,076
<i>Choosing Quality Long Day Care</i> – English	1,942

Other documents frequently downloaded were Factsheets and Policy Templates.

32.32% of visitors used a bookmark or direct link, such as entering NCAC's web address directly into their browser, to access the website. NCAC received 14,489 referrals from the Australian Child Care Index website, which was the most from a non-search engine site.

The NCAC website continued to comply with the World Wide Web Consortium's (WC3) website accessibility Priority 1 standards, ensuring that information available on the website is accessible to all users.