

## NCAC Website Analysis - 1 March 2007 to 31 August 2007



NCAC

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Accreditation Council Inc.**

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During this period (1 March 2007 to 31 August 2007) NCAC's website received **112,217** visitors, at an average of **610** per day. **91%** of visitors connected to the NCAC website from domains within Australia. In total, the website received visitors connecting from domains in **112** countries.

**984,021** pages were viewed with an average of **5,348** 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 **366,982** page views (**37%** of all page views).

The most viewed pages on the website were:	Page Views
Search for Child Care (Results page)	231,220
Home Page	198,770
Search for Child Care (Index page)	97,596
Resources	49,476
Child Care Professionals	40,612
Search for Child Care (No Services Found page)	38,166
Families and Children	19,354
Reports and Statistics	15,969
Key to Accreditation Status	15,909
Online Store	14,221

A total of **73,746** PDF and Word documents were downloaded from the website.

The most downloaded documents were:	Downloads
<i>QIAS Quality Practices Guide</i> (extract)	4,234
<i>QIAS Handbook</i>	2,961
<i>Proposed CCAS Framework and Diagram</i> – June 2007	1,662
<i>QIAS Quality Practices Guide</i> (index)	1,613
<i>Choosing Quality Long Day Care</i> - English	1,589

Other documents frequently downloaded were Factsheets, Sample Policy Templates and NCAC's newsletter *Putting Children First*.

**41.4%** 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 **1,536** referrals from the Department of Families, Community Services and Indigenous Affairs' 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.