

NCAC Website Analysis - 1 September 2007 to 29 February 2008



NCAC

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During this period (1 September 2007 to 29 February 2008) NCAC's website received **111,197** visitors, at an average of **611** per day. **79%** of visitors connected to the NCAC website from domains within Australia. In total, the website received visitors connecting from domains in **136** countries.

883,158 pages were viewed with an average of **4,853** 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 **341,017** page views (**39%** of all page views).

The most viewed pages on the website were:	Page Views
Search for Child Care (combined results page)	197,536
Home Page	170,925
Search for Child Care (Index page)	90,002
Search for Child Care (individual results with Accreditation History)	53,479
Resources	41,322
Child Care Professionals	33,332
Key to Accreditation Status	19,774
Families and Children	16,935
Careers	15,711
Reports and Statistics	12,169

A total of **73,065** PDF and Word documents were downloaded from the website.

The most downloaded documents were:	Downloads
<i>Draft Guide to the Standards – August 2007</i>	3,358
<i>QIAS Quality Practices Guide (extract)</i>	2,887
<i>QIAS Handbook</i>	2,442
<i>QIAS Quality Practices Guide (index)</i>	1,613
<i>NCAC Application Form</i>	1,302

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

35% 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 **8,838** 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.