

**NCAC Website Analysis -
1 September 2008 to 28 February 2009**



NCAC

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Accreditation Council Inc.**

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From 1 September 2008 to 28 February 2009 NCAC's website received 129,968 visitors, at an average of 718 per day. 93.24% of visitors connected to the NCAC website from domains within Australia. In total, the website received visitors connecting from domains in 149 countries.

933,848 pages were viewed with an average of 5,159 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 389,523 page views (41.7% of all page views).

The most viewed pages on the website were:	Page Views
Search for Child Care (combined results)	224,808
Home Page	112,208
Search for Child Care (index)	97,209
Search for Child Care (individual results with Accreditation History)	67,506
Resources	50,823
Child Care Professionals	35,992
Key to Accreditation Status	22,812
Families and Children	19,881
Reports and Statistics	12,964
About NCAC	12,823

A total of 94,999 PDF and Word documents were downloaded from the website.

The most downloaded documents were:	Downloads
<i>QIAS Quality Practices Guide (extract)</i>	3,875
<i>QIAS Handbook</i>	3,095
<i>FDCQA Quality Practices Guide (extract)</i>	1,617
<i>QIAS Quality Practices Guide (index)</i>	1,365
<i>QIAS Handbook (English extract)</i>	1,345

Other documents frequently downloaded were Reports, Factsheets and Policy Templates.

34.25% 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 14,556 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.