

June 2023

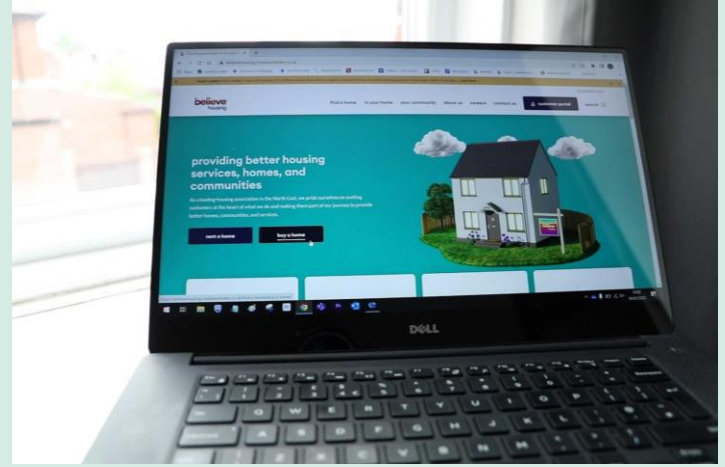


believe housing website

believe in feedback



July 2022 saw the launch of our new website



Thanks to you the following changes were made before go-live



- Homepage now has seasonal animations
- 'Scams' is now one of our homepage notification banners
- Changes to customer responsibilities are now publicised by a banner, as well as a carousel on the homepage
- A specific DKO webpage was built and a line added to the 'available properties' page about registering with the scheme first
- Tenant-led alterations are now called 'customer home improvements', which also makes this easier to search for on the site
- The ability to have a 'group chat' on the website was mentioned. This was trialled in Wheatley Hill, Shotton and Durham city on a separate platform with outcomes being collated.

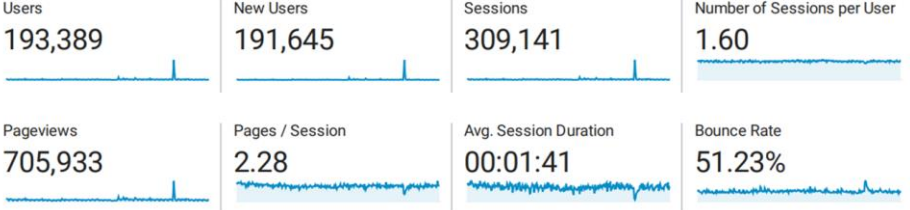
how the site has performed over the last 10 months

some key stats

July 2021 – May 2022

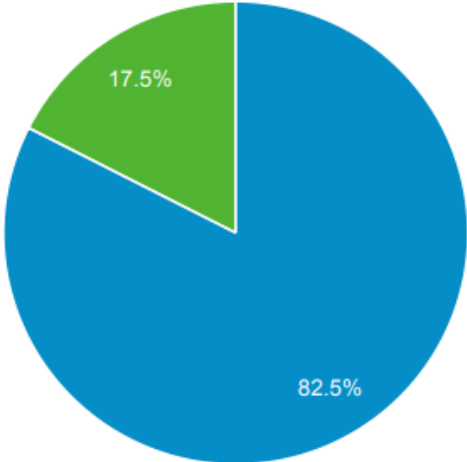


July 2022 – May 2023



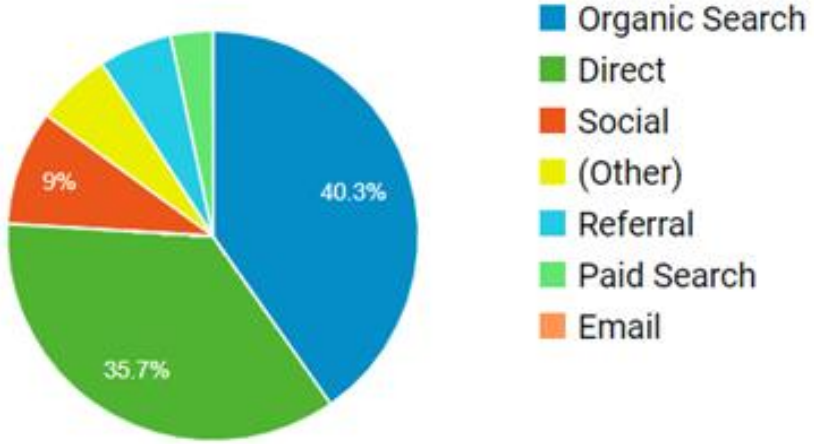
new versus returning visitors

■ New Visitor ■ Returning Visitor



how people are finding us

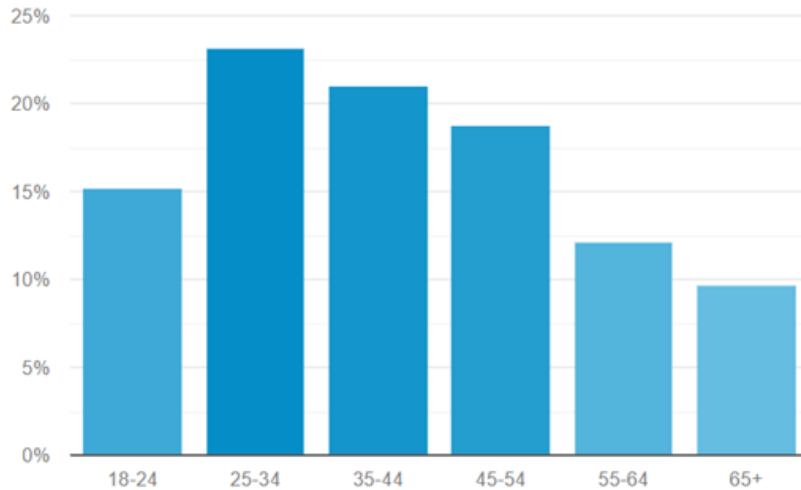
Top Channels



who is visiting our site

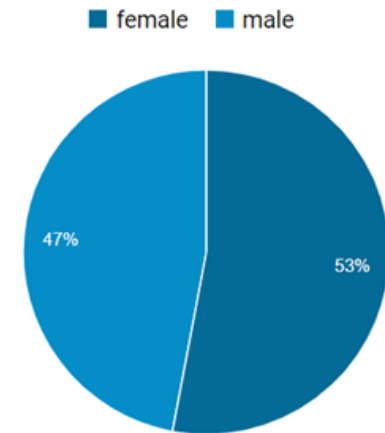
Age

28.95% of total users



Gender

29.33% of total users



how long people are spending on our pages

Sessions















309,141

% of Total: 100.00% (309,141)

Pageviews

705,933

% of Total: 100.00% (705,933)

Session Duration Bucket [?]	Sessions [?]	Pageviews [?]
0-10 seconds	188,487 	211,579 
11-30 seconds	28,693 	67,297 
31-60 seconds	22,238 	64,786 
61-180 seconds	33,064 	132,142 
181-600 seconds	22,452 	125,833 
601-1800 seconds	12,081 	75,600 
1801+ seconds	2,126 	28,696 

how people are accessing our site

Device Category ?	Acquisition
	Users ? ↓
	193,389 % of Total: 100.00% (193,389)
1. mobile	151,877 (77.86%)
2. desktop	35,436 (18.17%)
3. tablet	7,747 (3.97%)

our most popular landing pages

Page Title

1. [housing association in durham and the north east | believe housing](#)
2. [housing association homes & houses to rent | believe housing](#)
3. [important information for universal credit customers | believe housing](#)
4. [current housing association vacancies | believe housing](#)
5. [contact us | believe housing](#)
6. [properties for rent | believe housing](#)
7. [find a home with affordable housing | believe housing](#)
8. [immediately available homes & properties for rent | believe housing](#)
9. [housing rent payment online | believe housing](#)
10. [developments | believe housing](#)

additional developments made

- **Development around online forms**
- **Chatbot is live**
- **Interactive map included in communities**
- **Neighbourhood officers listed**
- **Support for military personnel information**
- **Cost of living area created**
- **New build portfolio**



and what's to come ...

- A review of page structure based on how people are using the site
- A new look customer magazine
- Online bookings
- Improved emarketing
- Further develop our build offer



we believe in life without barriers

