

From: [BDC Lgoima](#)
To: [REDACTED]
Subject: Official Information Request for Website Analytics Ref: OIA 027/25
Date: Wednesday, 26 March 2025 2:52:51 pm
Attachments: [Let's talk and Buller District Council Analytics.xlsx](#)
[Let's talk Buller_screenshoot.jpg](#)
[Analytics screenshoot #1.jpg](#)

Dear [REDACTED]

We refer to your official information request dated 26 February 2025 for information on website analytics.

Please find attached an excel spreadsheet with your questions and our answers, as well as screen shots of the analytics of both the website and Let's Talk Buller.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss this decision with us, please feel free to contact the Buller District Council by return email to lgoima@bdc.govt.nz.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request may be published at <https://bullerdc.govt.nz/district-council/your-council/request-for-official-information/responses-to-lgoima-requests/> with your personal information removed.

Kind regards,

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LTP

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Question

Is the 224,000 visits page views?

What is the unique visits figure for the same period?

What is the bot traffic data?

Do you have data on how many different parts of the site the average user visits?

How many of the page views are in New Zealand? How many are offshore?

How many page views has Let's Talk Buller had so far?

How many unique visits?

How much bot traffic?

How many registrations?

How many engagements?

How many surveys completed?

What date did it go live (just so I've got a date range)?

Answer

The Buller District Council website received 224,000 visits between the 1 January 2024 and the 31 December 2024.

In Google Analytics, "unique visits" (or "users") represent the number of distinct individuals who visited your website within a specific timeframe, regardless of how many times they visit. For a definition of the different user types refer to the Google Analytics page. <https://support.google.com/analytics/answer/12253918?hl=en>

The number of total users for the period 1 January 2024 - 31 December 2024 was 58,000.

The number of active users for the period 1 January 2024 - 31 December 2024 was 58,000.

The number of new users for the period 1 January 2024 - 31 December 2024 was 55,000.

In Google Analytics 4 (GA4), traffic from known bots and spiders is automatically excluded, and you cannot disable this exclusion or see how much traffic was excluded.

The average number of mobile app screens or web pages viewed per active user is 4.21.

Google Analytics only collects demographic data associated to a user not to a view. In the period 1 January 2024 - 31 December 2024 46,787 (81.44%) active users were from New Zealand. The rest were from offshore locations.

The number of page views for the period 14 October 2024 - 24 March 2025 as per screen shot. This is the number of times a page is loaded.

The number of visits for the period 14 October 2024 - 24 March 2025 was 3,973. This is the number of unique visits by a browser. Each Visit creates a new session which lasts until there have been 30 minutes of inactivity. Visits from admins who have logged in are not counted.

EngagementHQ tracks Visits and Visitors using cookies. When someone accesses your site for the first time, EHQ drops a cookie in that browser to begin tracking that Visitor in a session, which will count as one Visit. EngagementHQ does not have filter option like google analytics to filter known bots and spider.

The number of registrations for the period 14 October 2024 - 24 March 2025 was 27.

The number of contributions for the period 14 October 2024 - 24 March 2025 was 937. Contributions count how many submissions, posts, comments, and reactions have been made.

The number of surveys completed across five surveys for the period 14 October 2024 - 24 March 2025 was 876. 80 of these were paper surveys added by administrators.

The site went live on the 14 October 2024.

