



DYEC Call Centre Log November 2012

Case ID	101001214871		
Date (YYYYMMDD)	20121122		
Municipality	OutsideRegion		
Details	Caller is looking for addresses of facilities. Thanks		
Follow Up	Project team followed up by telephone on November 23rd and provided the address for the Durham York Energy Centre.		
Escalate To	info@durhamyorkwaste.ca		
Category	EFW Miscellaneous - Inquiry		
Status	Closed		
Follow-up By	Telephone		

REPORT

Standard analytics report

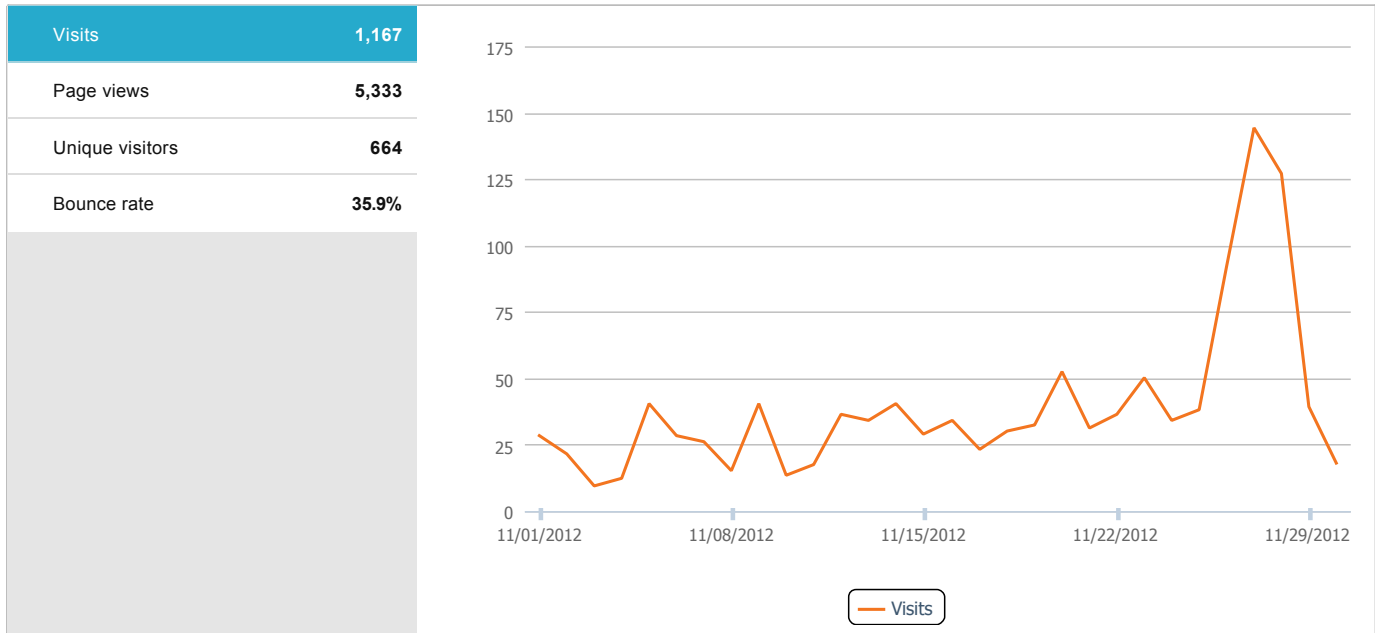
SITE
<http://www.durhamyorkwaste.ca/>

A detailed overview of how visitors behave on the site and an insight into what they are looking for.

From referrer sources and search terms that visitors have used to reach the site through to behavior tracking relating to the most popular page on the site and search terms visitors are using internally. Understand visitor behavior to optimize the site, and give your visitors what they are looking for.

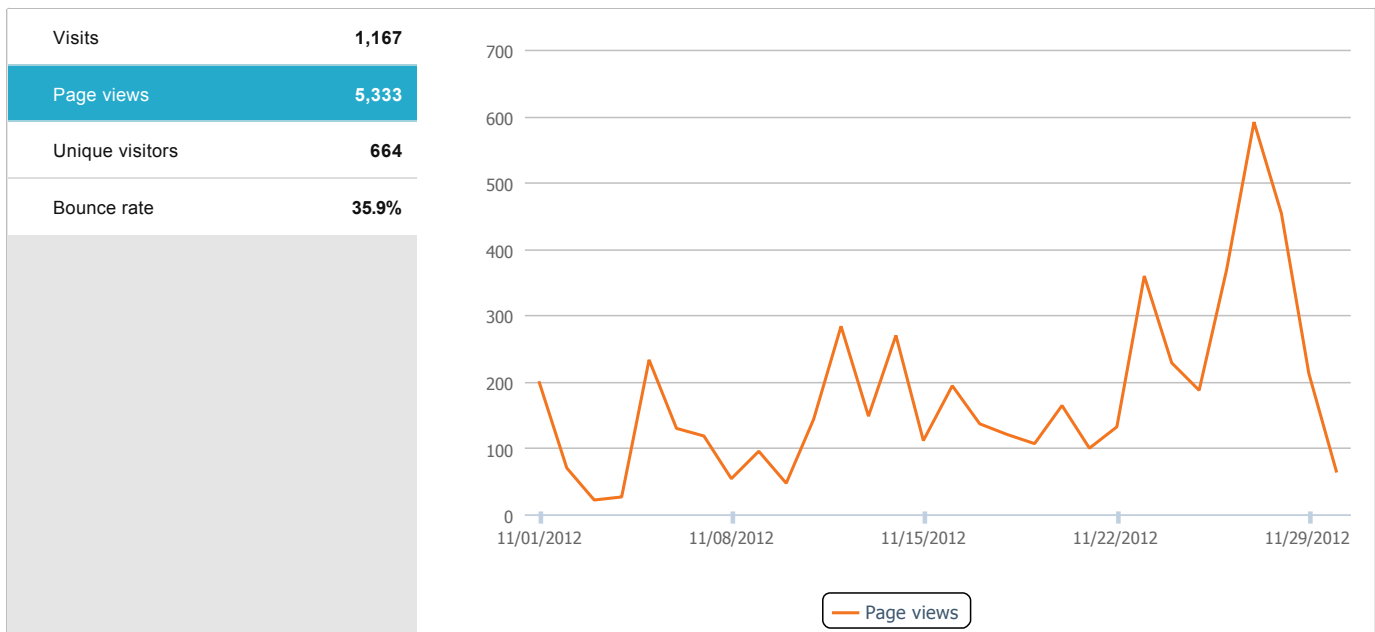
Visits

Brief statistical and visual overview of visitor figures. The graph details visit patterns across the time period selected.



Page views

Brief statistical and visual overview of visitor figures. The graph details page view patterns across the time period selected.

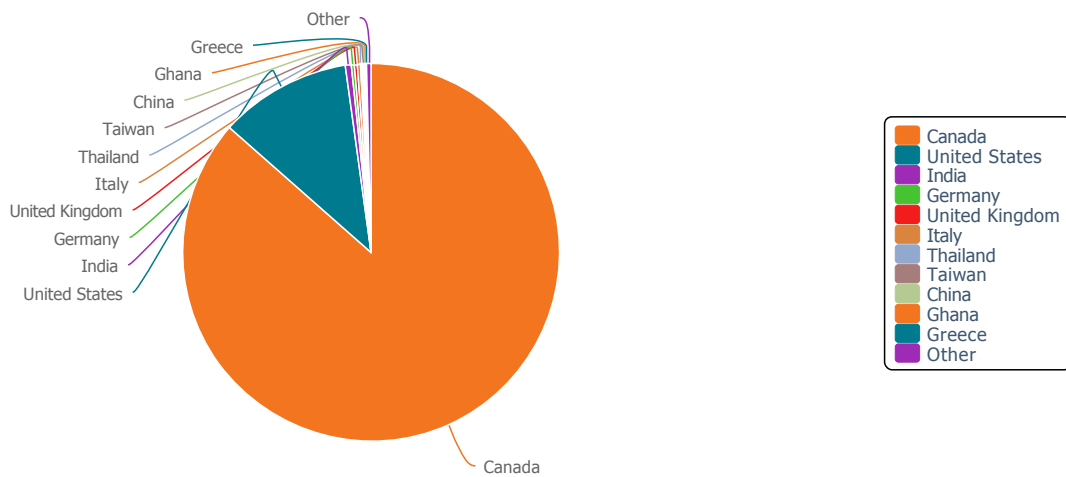


Countries

Overview of visitor origin, including % out of the total number of visitors. Each country is identified with a country flag and name. The bounce rate is also provided, and a high bounce rate for a specific country could indicate that you do not cater for that specific audience or the pages by which visitors are entering your site are not relevant.

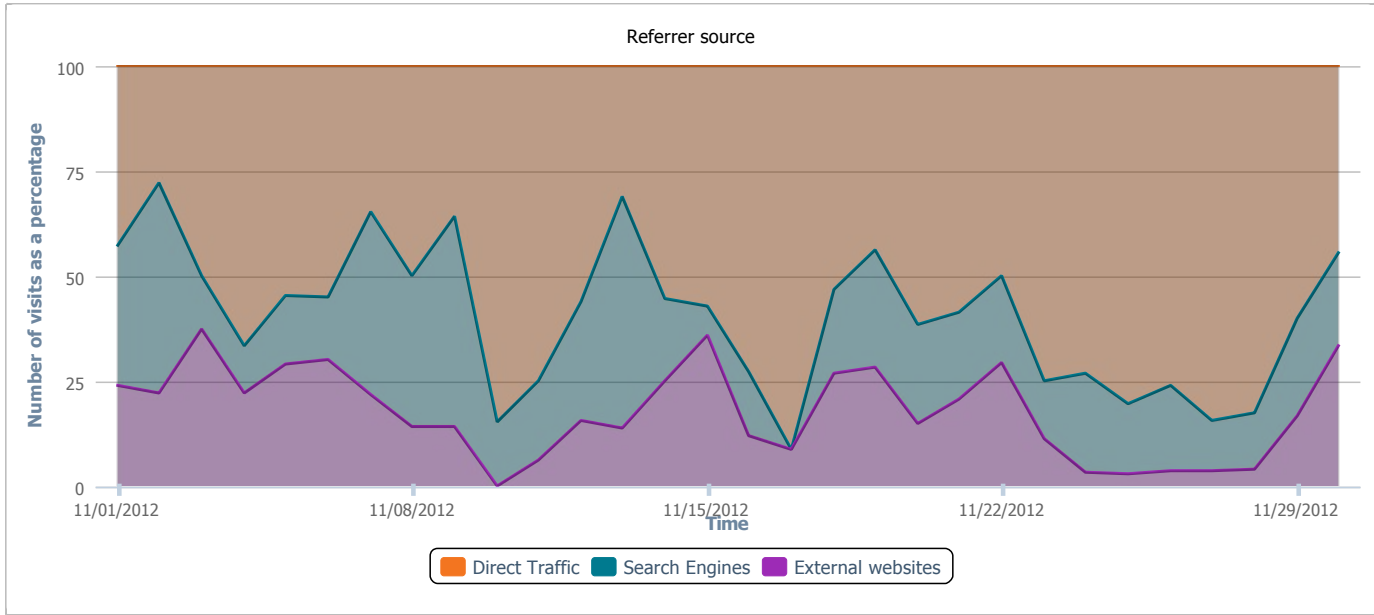
Country	Visits	% of total	Bounce rate
Canada	1,010	86.5%	32.9%
United States	131	11.2%	55.7%
India	7	0.6%	71.4%
Germany	3	0.3%	66.7%
United Kingdom	3	0.3%	33.3%
Italy	2	0.2%	0.0%
Thailand	2	0.2%	50.0%
TAIWAN	2	0.2%	0.0%
China	1	0.1%	100.0%
Ghana	1	0.1%	0.0%
Greece	1	0.1%	100.0%
Lebanon	1	0.1%	100.0%
Mexico	1	0.1%	100.0%
Poland	1	0.1%	100.0%
Turkey	1	0.1%	0.0%

Country share
Measured by number of visits



Referrers

% of referrals from external websites, search engines and those that have come directly to the site. The table displays the most popular referrers across external websites and search engines.



Site	Visits	Bounce rate
Direct traffic	675	30.7%
www.google.ca	174	19.0%
www.covantaenergy.com	51	27.5%
www.york.ca	37	62.2%
www.durham.ca	34	32.4%
www.bing.com	20	30.0%
Google	19	15.8%
ca.search.yahoo.com	6	16.7%
mail.live.com	3	33.3%
www.durhamprosperity.org	3	0.0%
www.wastebusinessjournal.com	3	33.3%
www.durhamenvironmentwatch.org	2	0.0%
www.google.co.uk	2	0.0%
36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	1	0.0%
alert.scansafe.net	1	100.0%
ca.yhs4.search.yahoo.com	1	100.0%
connectas.tumblr.com	1	0.0%
m.baidu.com	1	100.0%
myportal.york.ca	1	100.0%
search.conduit.com	1	100.0%

External search terms

Search terms that have been used across all search engines and referred visitors to the site. The number of entry pages reached through each search term is also displayed.

External search terms	Pages	Visits	Bounce rate
durham york energy centre	2	38	13.2%
york energy centre	2	5	0.0%
durham york energy	2	4	0.0%
durham energy from waste	1	4	25.0%
energy from waste	1	3	0.0%
york energy	2	3	33.3%
durham york efw	1	3	0.0%
durham-york energy centre	2	2	50.0%
durham efw	2	2	0.0%
durham york energy centre location	1	2	0.0%
energy from waste durham	2	2	0.0%
www.durhamyorkwaste.ca	1	2	100.0%
durham york energy from waste plant	2	2	0.0%
durham york energy centre address	2	2	0.0%
durham region waste	2	2	50.0%
durham energy-from-waste facility	3	2	0.0%
durham region's green bin initiative	1	2	0.0%
durhamyorkwaste.ca/project/cert_doc.htm	1	2	0.0%
durham york energy sentre	1	2	0.0%
york durham waste to energy	1	1	0.0%

Entry pages

Entry pages are the first pages visitors come to when they enter the site. For each entry page, you can see the number of visits that started on this page, what % of total visits have this page as the entry page and the bounce rate.

The Bounce rate is the percentage of single-page visits the page has received – i.e. when a visitor has entered the site on this page and then left the site again without visiting another page. A high bounce rate (over 50%) can indicate that the pages by which visitors are entering your site are not relevant, however when looking at the bounce rate it is important to understand the purpose of every page located on your website.

Title	Entries	Total visits %	Bounce rate
Durham/York Residual Waste Project - Documents and Publications http://www.durhamyorkwaste.ca/project/cert_doc.htm	290	24.9%	15.9%
Durham York Energy Centre http://www.durhamyorkwaste.ca	271	23.2%	34.7%
Durham/York Residual Waste Project - Project Information http://www.durhamyorkwaste.ca/project/project_overview.htm	192	16.5%	25.5%
Durham York Energy Centre - Home http://www.durhamyorkwaste.ca/project_index.htm	138	11.8%	25.4%
Durham/York Residual Waste Project - Documents and Publications http://www.durhamyorkwaste.ca/project/whats_new.htm	46	3.9%	93.5%
Durham/York Residual Waste Project - Facts and Info http://www.durhamyorkwaste.ca/project/faq.htm	28	2.4%	57.1%
Durham/York Residual Waste Project - Project Information http://www.durhamyorkwaste.ca/project/project_wasteprograms.htm	27	2.3%	70.4%
Durham/York Residual Waste Project - Getting Involved http://www.durhamyorkwaste.ca/project/efw-committee.htm	26	2.2%	69.2%
Durham/York Residual Waste Project - Documents and Publications http://www.durhamyorkwaste.ca/project/project_doc.htm	14	1.2%	64.3%
Durham/York Residual Waste Project - Getting Involved http://www.durhamyorkwaste.ca/project/liaison-committee.htm	14	1.2%	85.7%
Durham/York Residual Waste Project - Documents and Publications http://www.durhamyorkwaste.ca/project/construction.htm	14	1.2%	71.4%
Durham/York Residual Waste Study http://www.durhamyorkwaste.ca/study_index.htm	8	0.7%	25.0%
Durham/York Residual Waste Study - Documents and Publications http://www.durhamyorkwaste.ca/processing_system.htm	8	0.7%	25.0%
Durham/York Residual Waste Study - Facts and Info http://www.durhamyorkwaste.ca/project/study_schedule.htm	6	0.5%	50.0%
Durham/York Residual Waste Study - Documents and Publications http://www.durhamyorkwaste.ca/amended_ea_study_doc.htm	5	0.4%	40.0%
Durham/York Residual Waste Project - EFW Meetings http://www.durhamyorkwaste.ca/project/efw-committeemeetings.htm	5	0.4%	60.0%
Durham/York Residual Waste Project - Project Information http://www.durhamyorkwaste.ca/project/project_assessment.htm	5	0.4%	40.0%
DurhamYorkEnergyCentreAirandNoiseCofA http://www.durhamyorkwaste.ca/pdfs/project/certApproval/DurhamYorkEnergyCentreAirandNoiseCofA.pdf	5	0.4%	100.0%
Durham/York Residual Waste Project - Documents and Publications http://www.durhamyorkwaste.ca/project/efw-facility.htm	3	0.3%	33.3%
EFWTimeline http://www.durhamyorkwaste.ca/pdfs/project/EFWTimeline.pdf	3	0.3%	66.7%

Internal search terms

Search terms visitors used on your internal search.

Statistics from your internal search give valuable feedback as to what visitors are looking for on your site. It is also good practice to enter popular search terms into your own search solution, to see what your users are experiencing and make appropriate changes if you are able to edit your search solution's results.

No search terms found.

Most popular pages

The most popular pages based on the number of page views.

If the Quality Assurance service is also utilized, the report will benefit from the integration between this service and Analytics.

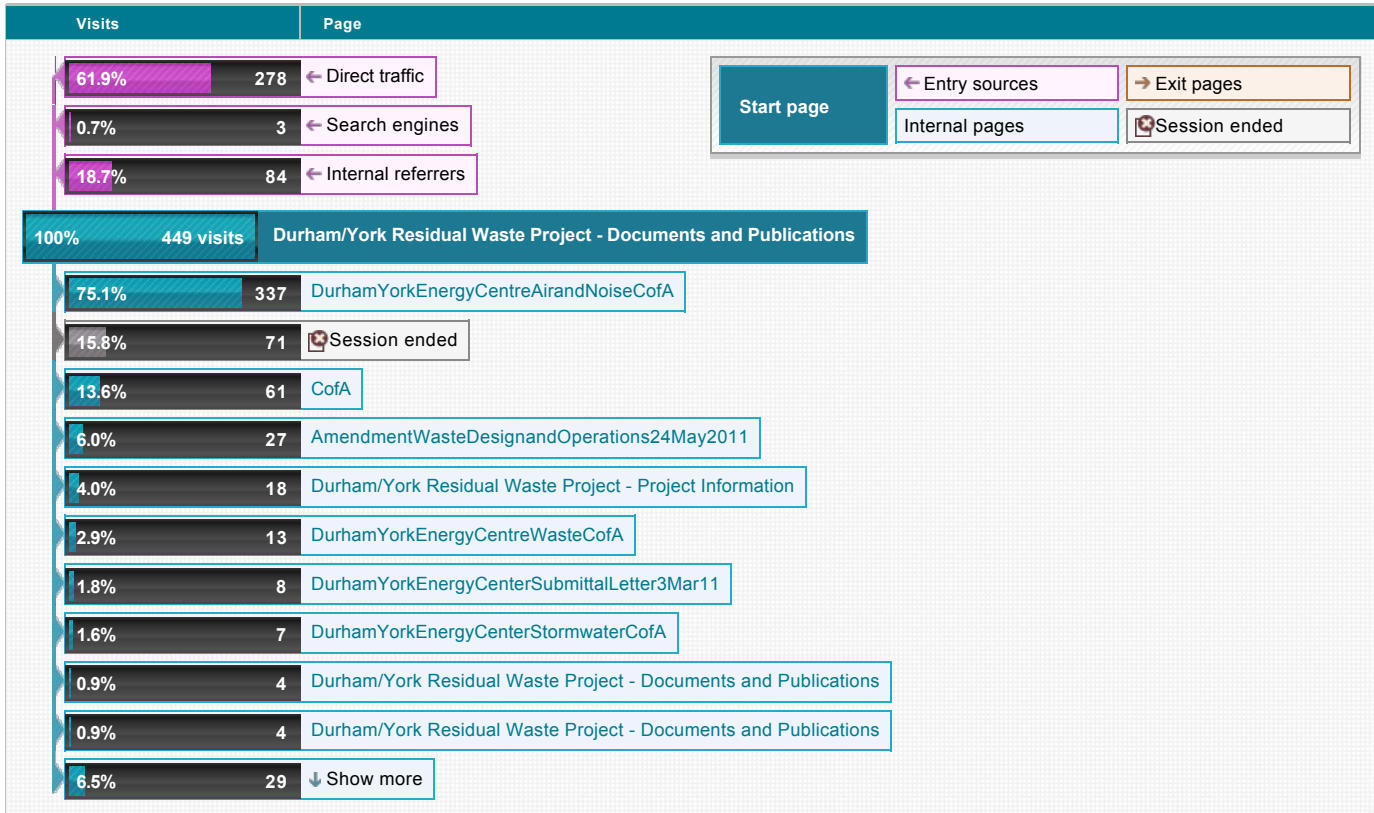
This integration enables for a page score to be calculated. A page score is accredited to each page found during the crawl, and ranges from 0-10. The inclusion of the page score enables you to immediately see if any of your popular pages contain broken links or misspellings.

Title	Page views	Last visited	Bounce rate	Page score
Durham/York Residual Waste Project - Documents and Publications http://www.durhamyorkwaste.ca/project/cert_doc.htm	849	01/21/2013	15.9%	10
Durham/York Residual Waste Project - Project Information http://www.durhamyorkwaste.ca/project/project_overview.htm	559	01/23/2013	25.5%	10
DurhamYorkEnergyCentreAirandNoiseCofA http://www.durhamyorkwaste.ca/pdfs/project/certApproval/DurhamYorkEnergyCentreAirandNoiseCofA.pdf	443	01/10/2013	100.0%	-
Durham York Energy Centre http://www.durhamyorkwaste.ca	421	01/23/2013	34.7%	-
Durham York Energy Centre - Home http://www.durhamyorkwaste.ca/project_index.htm	404	01/23/2013	25.4%	10
Durham/York Residual Waste Project - Documents and Publications http://www.durhamyorkwaste.ca/project/construction.htm	307	01/23/2013	71.4%	10
Durham/York Residual Waste Project - Documents and Publications http://www.durhamyorkwaste.ca/project/whats_new.htm	194	01/23/2013	93.5%	10
Durham/York Residual Waste Project - Facts and Info http://www.durhamyorkwaste.ca/project/faq.htm	189	01/23/2013	57.1%	10
Durham/York Residual Waste Project - Documents and Publications http://www.durhamyorkwaste.ca/project/project_doc.htm	176	01/23/2013	64.3%	10
Durham/York Residual Waste Study - Facts and Info http://www.durhamyorkwaste.ca/project/study_schedule.htm	133	01/23/2013	50.0%	10
Durham/York Residual Waste Study http://www.durhamyorkwaste.ca/study_index.htm	88	01/23/2013	25.0%	10
CofA http://www.durhamyorkwaste.ca/pdfs/project/certApproval/CofA.pdf	72	01/21/2013	100.0%	-
Durham/York Residual Waste Project - Getting Involved http://www.durhamyorkwaste.ca/project/efw-committee.htm	68	01/21/2013	69.2%	10
Durham/York Residual Waste Project - Contact Us http://www.durhamyorkwaste.ca/project/contact.htm	67	01/23/2013	66.7%	10
Durham/York Residual Waste Project - Documents and Publications http://www.durhamyorkwaste.ca/project/efw-facility.htm	61	01/22/2013	33.3%	10
Durham/York Residual Waste Project - Media Releases http://www.durhamyorkwaste.ca/project/media.htm	59	01/23/2013	100.0%	10
Durham/York Residual Waste Project - Project Information http://www.durhamyorkwaste.ca/project/project_wasteprograms.htm	54	01/22/2013	70.4%	10
EFWTimeline http://www.durhamyorkwaste.ca/pdfs/project/EFWTimeline.pdf	53	01/23/2013	66.7%	-
Durham/York Residual Waste Project - Links http://www.durhamyorkwaste.ca/project/links.htm	51	01/23/2013	100.0%	7.6
Durham/York Residual Waste Project - Facts and Info http://www.durhamyorkwaste.ca/project/reference_material.htm	46	01/23/2013	100.0%	10
Durham/York Residual Waste Project - Project Information http://www.durhamyorkwaste.ca/project/project_assessment.htm	45	01/22/2013	40.0%	10
Durham/York Residual Waste Study - Documents and Publications http://www.durhamyorkwaste.ca/ea_study_doc.htm	43	01/22/2013	100.0%	10
Durham/York Residual Waste Project - Getting Involved http://www.durhamyorkwaste.ca/project/liaison-committee.htm	39	01/23/2013	85.7%	10
EFW_Feb15_2011 http://www.durhamyorkwaste.ca/pdfs/project/EFW_Feb15_2011.pdf	36	01/18/2013	0.0%	-
Durham/York Residual Waste Study - Documents and Publications http://www.durhamyorkwaste.ca/amended_ea_study_doc.htm	31	01/15/2013	40.0%	10
July312012SitePreparationComplete http://www.durhamyorkwaste.ca/pdfs/project/construction/July312012SitePreparationComplete.pdf	31	01/22/2013	100.0%	-

Title	Page views	Last visited	Bounce rate	Page score
AmendmentWasteDesignandOperations24May2011 http://www.durhamyorkwaste.ca/pdfs/project/certApproval/AmendmentWasteDesignandOperations24May2011.pdf	30	01/21/2013	0.0%	-
Durham/York Residual Waste Project - Committee and Council Reports http://www.durhamyorkwaste.ca/project/council_reports_dur.htm	26	01/22/2013	0.0%	10
EFWprocess http://www.durhamyorkwaste.ca/pdfs/project/EFWprocess.pdf	26	01/22/2013	0.0%	-
Durham/York Residual Waste Project - Documents and Publications http://www.durhamyorkwaste.ca/project/health-review.htm	24	01/23/2013	0.0%	10
ConstructionSchedule http://www.durhamyorkwaste.ca/pdfs/project/construction/ConstructionSchedule.pdf	22	01/21/2013	0.0%	-
Durham/York Residual Waste Study - Documents and Publications http://www.durhamyorkwaste.ca/processing_system.htm	20	01/17/2013	25.0%	10
Agenda+Meeting+5.pdf http://www.durhamyorkwaste.ca/pdfs/project/EFWWMAC/Meeting_5/Agenda+Meeting+5.pdf	20	01/15/2013	100.0%	-
July312012ConstructionUpdate http://www.durhamyorkwaste.ca/pdfs/project/construction/July312012ConstructionUpdate.pdf	19	01/17/2013	100.0%	-
20110817-DurhamYorkRegionsbreakgroundonEFWfacility http://www.durhamyorkwaste.ca/pdfs/media/20110817-DurhamYorkRegionsbreakgroundonEFWfacility.pdf	18	01/22/2013	100.0%	-
Durham/York Residual Waste Project - EFW WMAC Meetings http://www.durhamyorkwaste.ca/project/efwwmac-committeemeetings.htm	17	01/23/2013	66.7%	10
Durham/York Residual Waste Study - Study Information http://www.durhamyorkwaste.ca/study_overview.htm	16	01/23/2013	100.0%	10
DurhamYorkEnergyCentreWasteCofA http://www.durhamyorkwaste.ca/pdfs/project/certApproval/DurhamYorkEnergyCentreWasteCofA.pdf	15	01/21/2013	0.0%	-
SitePreparationMay1112 http://www.durhamyorkwaste.ca/pdfs/project/construction/SitePreparationMay1112.pdf	15	01/17/2013	0.0%	-
2012.10.05_DYEC+Draft+Community+Communications+Plan+(September+2012).pdf http://www.durhamyorkwaste.ca/pdfs/project/community_communication_plan/2012.10.05_DYEC+Draft+Community+Communications+Plan+(September+2012).pdf	15	01/18/2013	100.0%	-

Behavior tracking - Most popular page

An overview of how visitors reach the most popular page, and where they go afterwards. The online feature enables users to expand each element to really get a clear picture of visitor behavior on the site, and to see detailed behavior patterns for all pages.



Exit links

Links that are used to leave the website.

Url	Visits
http://www.covantaenergy.com Energy-from-Waste EFW Waste-to-Energy WTE Renewable Energy Facility Clean World Initiative Sustainability - Covanta Energy	5
http://www.durham.ca "No title"	2
http://www.york.ca/Departments/Transportation+and+Works/Solid+Waste+Management+Programs/default_SWM.htm default_SWM.htm	2
http://www.durham.ca/departments/health/health_statistics/fastFactsAsthmaDec07.pdf fastFactsAsthmaDec07	2
http://www.metrovancouver.org/about/publications/Publications/WasteEnergyFactsheet.pdf WasteEnergyFactsheet	2
http://www.plascoenergygroup.com Plasco Energy Group	2
http://www.seas.columbia.edu/earth/papers/global_waste_to_energy.html An overview of the global waste-to-energy industry - full text article from Waste Management World Magazine July - August 2003	1
http://www.durham.ca/extcontent.asp?nr=div&axion=minagend Region of Durham - Clerk's - Minutes and Agendas	1
http://www.news.ontario.ca/ene/en/2010/11/strict-conditions-put-on-energy-from-waste-facility.html Strict Conditions Put On Energy-From-Waste Facility	1
http://www.ene.gov.on.ca Ministry of the Environment / Ministère de l'Environnement	1
http://www.york.ca/Regional+Government/Agendas+Minutes+and+Reports/default.htm default	1

Glossary

- **Visits:**

A visit is defined as a series of page requests from the same uniquely identified visitor with a time of no more than 30 minutes between each page request.

- **Page Views:**

How many times a certain page is accessed during the selected period. A valid visitor seeing a page on the website results in one page view.

- **Unique visitors:**The total number of unique visitors during the selected period.

- **Bounce rate:**

Bounce rate is calculated from single-page visits (visits where users have only seen one page) divided by the number of entries on the site.

- **Referrers:** External sites and search terms that have referred visitors to the site.

- **Entry page:**

The 1st page a visitor sees after being referred to the site. Entry pages can also be referred to as entry pages.

- **Page score:**

If you also utilize the Quality Assurance service, integration between the 2 services enables for a page score to be calculated. A page score is accredited to each page found during the Quality Assurance crawl It is calculated based on the number of broken links, misspellings and page level. The range is 0-10, with a score of 10 indicating that the page has no link or spelling errors.