



visited ■ webpages

Bus Timetables

8,157

Housing Enquiry Tools

7,675

School Term Dates

4,940

Bin Day Finder

3,655

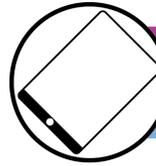
Planning Applications

3,269

monthly average unique hits since website relaunch August 2015

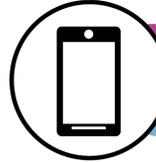
Devices accessing our website

2014
2015



2015 18.5%

2014 18.1%



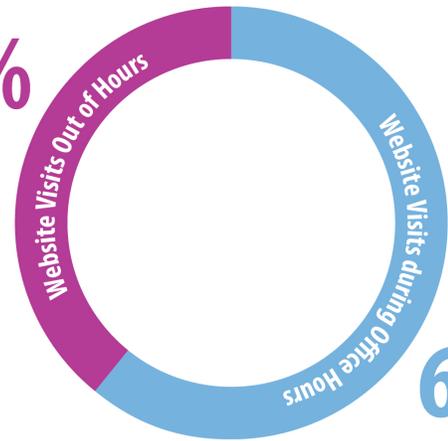
2015 32.3%

2014 23.5%

38.9%

2015

When you accessed our website



61.1%

Jan 15, 2016 10:53 GMT

improved website access following re-design

Moray Connected: how you used our website in 2015

A rise in smart-technology, a reduction in the use of desktops and a necessity for out-of-hours accessibility are just three of the main findings from research into how you used our website in 2015.

Using Google Analytics – a measuring tool which tells us how, when and why you visit us online – we’ve put together a set of infographics which provide an ‘at-a-glance’ look into our website usage over the last 12 months.

We launched a brand-new website in August 2015 with a bold, bright design and, importantly, it is responsive. This means that it is 'mobile-friendly' and adapts its design if you view it on a tablet or smartphone device, giving a better user experience.

We've also embarked on a content overhaul of the website, making it easier for you to access the information you're looking for in less time and fewer 'clicks'.

And it's working; in 2015 we had over 200,000 more sessions to the website than in 2014, with more people year-on-year choosing to access it outwith our traditional working hours. It's now more important than ever for us to provide information and online services so you can manage your council services at any time that suits. That's what our Moray Connected project is all about and you can keep updated on its progress [here](#).

Let us know your thoughts on our website and what you'd like to see in the future by [filling out our online survey](#) or by [emailing our Moray Connected team](#).

Famous for its colony of dolphins, fabulous beaches and more malt whisky distilleries than any where else in Scotland, Moray is a thriving area and a great place to live. Nestling between Aberdeenshire and the Highlands, Moray stretches from Tomintoul in the south to the shores of the Moray Firth, from Keith in the east to Brodie Castle in the west.

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