



Charities SORP

User behaviours 1st September 2019 – 31st August 2020

Overview

29,442 users

41,057 sessions

1.39 sessions per user

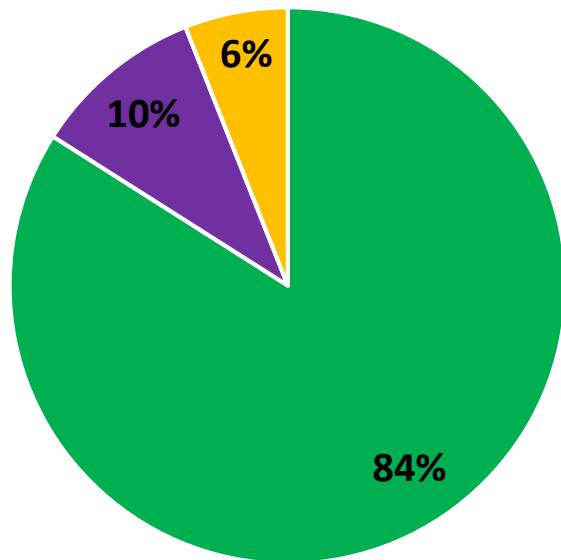
105,969 page views

2.58 pages viewed per session

01:52 average session duration

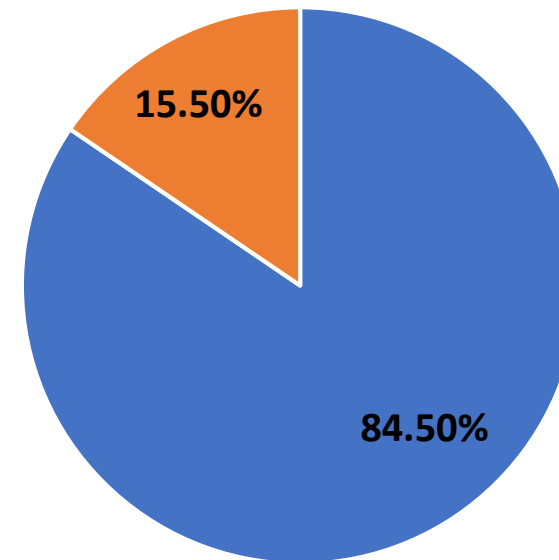
Overview continued

- Device type



■ Desktop ■ Mobile
■ Tablet

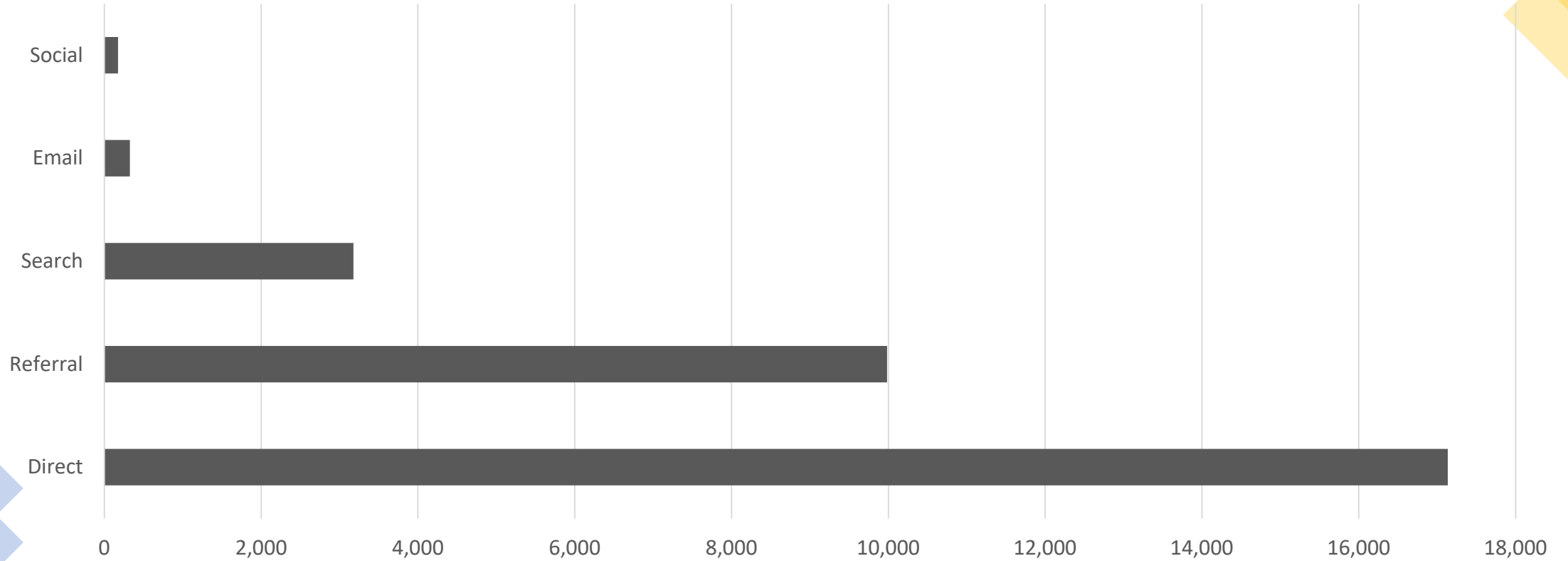
- New/returning visitors



■ New ■ Returning

Acquisition

Users



Top 10 pages viewed

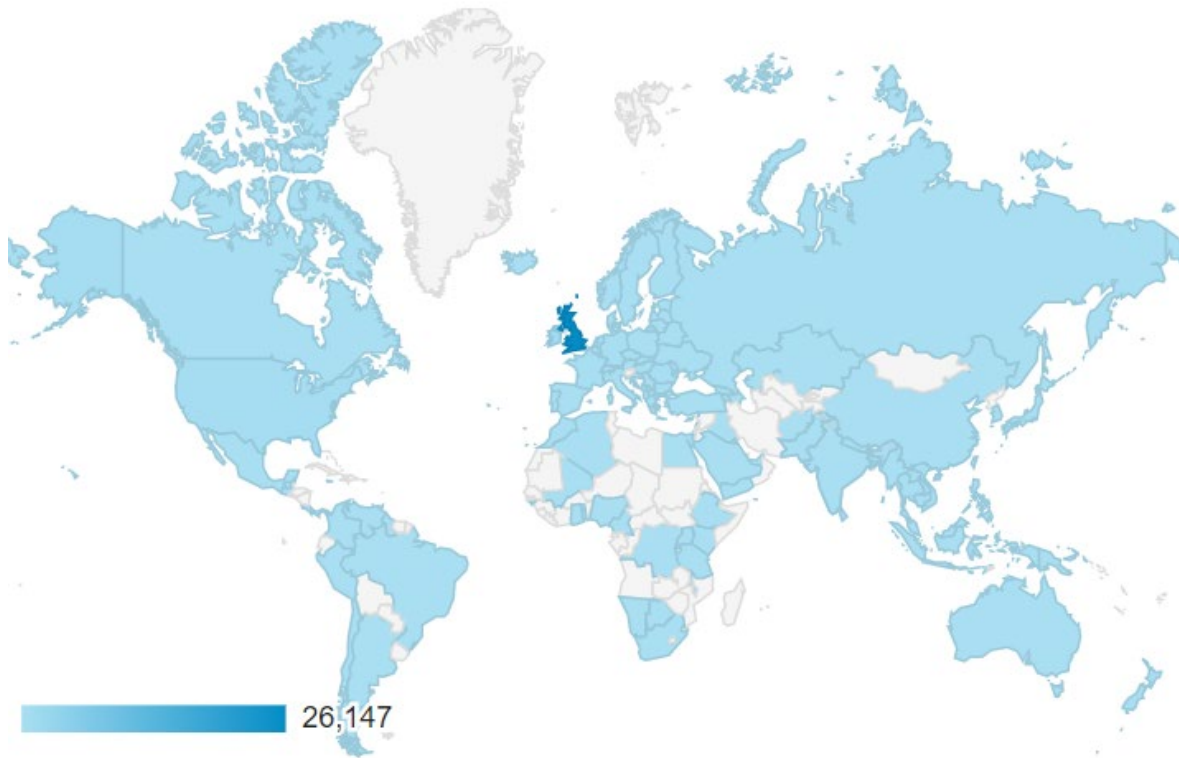


Page	Page views
Home page	33,856
Download a full Sorp	13,431
Choose Sorp modules – FRS 102	7,912
Customise your Sorp – FRS 102	7,893
About the Sorp – Covid 19	7,738
Example trustees annual reports	6,320
Choose Sorp modules	6,250
Helpsheets	3,555
Customise your Sorp	2,986
Join us	2,003



Next Page Path		Page Views	% Page Views
/download-a-full-sorp/		6,454	31.23%
/about-the-sorp/covid-19/		3,843	18.60%
/choose-sorp-modules/		2,602	12.59%
/customise-your-sorp/		1,673	8.10%
/about-the-sorp/		1,523	7.37%
/about-the-sorp/cash-based-accounting/		879	4.25%
/choosing-the-right-sorp/		766	3.71%
/about-the-sorp/helpsheets/		677	3.28%
/about-us/		520	2.52%
/about-the-sorp/join-us/		452	2.19%

Where users went after viewing the home page



Country	Users
UK	26,147
Ireland	1,397
USA	641
France	127
Netherlands	98

Location of users – top 5
