

Media Backgrounder:

New Website Features:

- Simplified navigation structure based on eight categories or “lines of business”: Development, Environment, Food Safety, Management, Organics, Production, Research and Statistics
- Three mouse clicks to most documents on the site
- More powerful search engine
- Indexed listing of all department programs and services

Statistics (January - October 2006):

Visits - A visit occurs when someone comes to a site, regardless of whether they request one, 10 or 100 pages. The total number of visits recorded during this period totalled nearly 1.5 million. Visits included:

Saskatchewan – over 131,000 visits

Ontario – almost 54,000 visits

Alberta – almost 46,000 visits

United States – over 811,000 visits

Other countries that visited include: Nepal, Uganda, Costa Rica and Mongolia.

On average, the site enjoys nearly 34,000 visits per week and nearly 149,000 visits per month. The peak traffic during this period occurred during the month of March, when 194,000 visits were recorded.

Unique Visitors - A unique visitor represents any number of visits from the same computer. Between January 2006 and October 2006, there have been over 871,000 unique visitors to the Saskatchewan Agriculture and Food (SAF) site.

New Visitors – A new visitor represents a visit by a computer that has not yet been to the website in the time period of the report. Between January 2006 and October 2006, there were nearly 319,000 new visitors to the SAF site.

Return Visitors - A return visit is counted when a computer that has already been to the site before returns for another visit. Between January 2006 and October 2006, there have been almost 552,000 return visitors to our site

Documents – There are roughly 1,700 documents on the SAF website – ranging from single page fact sheets to forms, handbooks and manuals. The site is also home to approximately 4,000 images.

Size – Reading out loud, for 24 hours per day, it would take about five years to read all of the documents on the Saskatchewan Agriculture and Food website.