

WELCOME TO

Owen Sound

ENHANCED BY Google



Report A Concern



Waste Collection



Council &
Committee
Meetings



Employment



Bidding



Website Analytics & Overview

Corporate Services Committee

April 10, 2025



OwenSound.ca

Enhancing Performance and Online Accessibility

Aligned Online Enhancements



Building and Renovating

[Cloudpermit Portal Login](#)

[Cloudpermit Help & Support](#)

Cloudpermit is now live!

This means all City of Owen Sound building permit applications will be submitted online - anywhere, anytime, from any device.

[← Back](#)

Harrison Park Campground

We are pleased to welcome campers back to the Harrison Park Campground. A maximum 14 night stay applies to campground bookings.

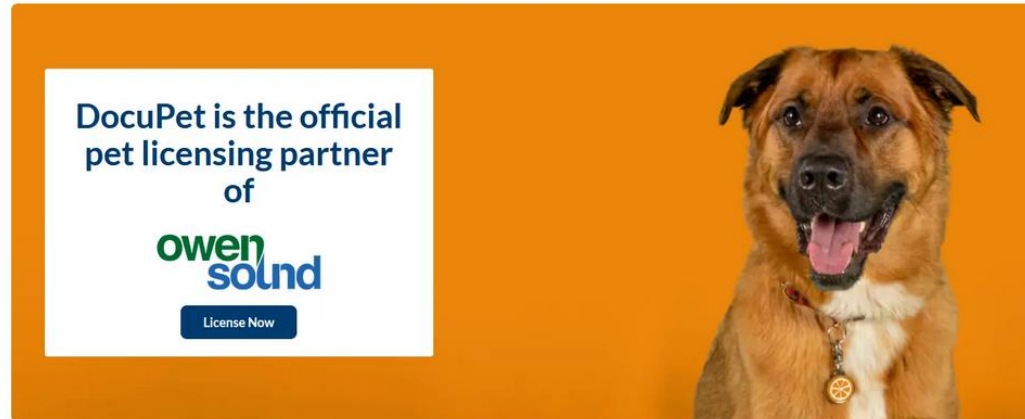
Location: Harrison Park Campground



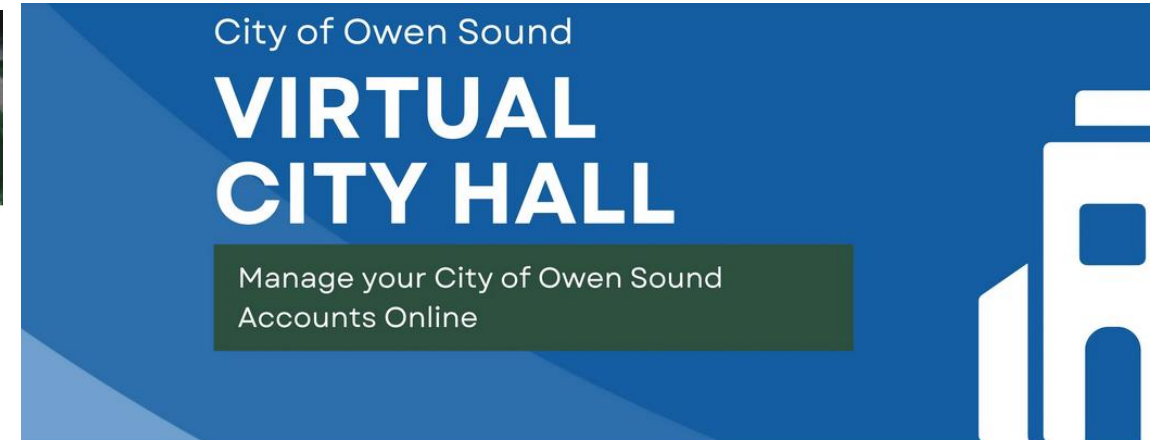
Aligned Online Enhancements



Dog and Cat Licences



[Click Here to License Now with DocuPet](#)



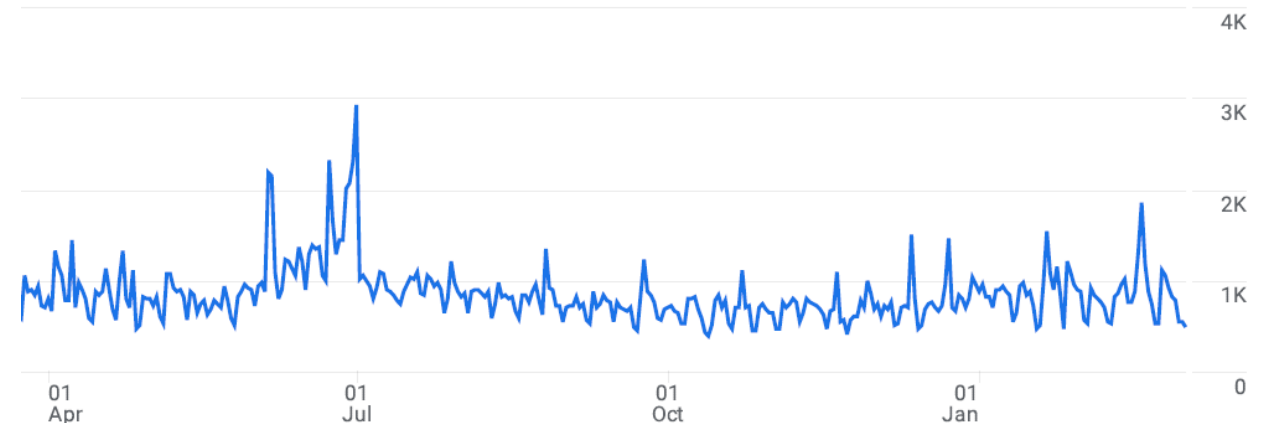
Virtual City Hall

City of Owen Sound ratepayers can now log-in to manage their Tax and Waterbilling accounts with the City of Owen Sound. Ratepayers can view their Property Tax and Water/Wastewater bills, make payments via credit card, set up pre-authorized payments, change their billing preference to paperless, order tax/water certificates and so much more.

[Virtual City Hall Portal](#)

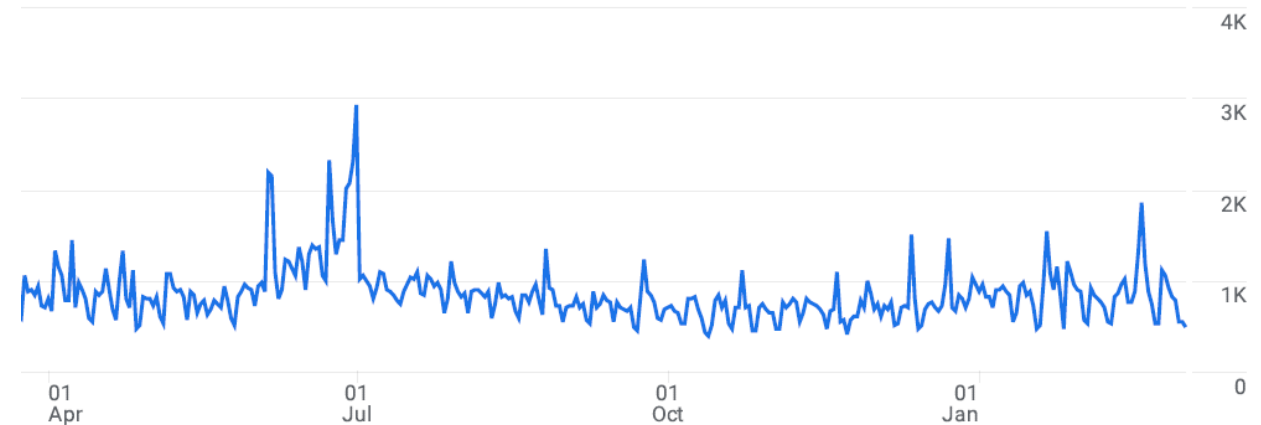
Website Traffic Analysis

- Total annual visits: 230,000
- Average engagement time per user: 1 min 1 sec
- Peak traffic leading up to July 1, driven by seasonal events and activities



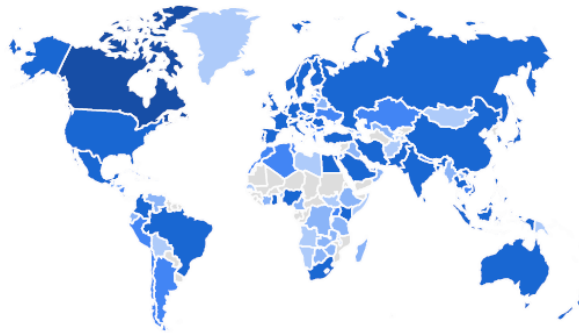
Content Performance

- Most Visited Pages:
 - Home Page
 - GOST Page
 - Careers Page
 - Waste Collection
 - Waterfront Camera



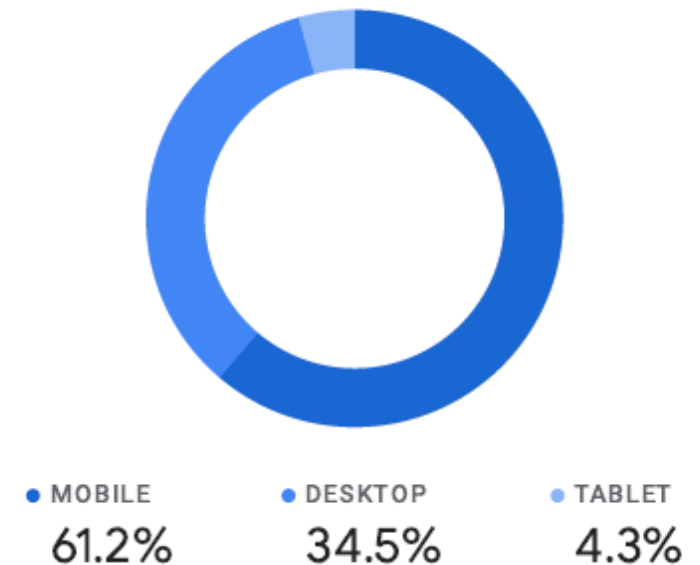
User Demographics & Behaviours

Country of Origin



COUNTRY	ACTIVE USERS
Canada	196K
United States	19K
Indonesia	6.5K
China	2.4K
Germany	1.8K
United Kingdom	736
Ireland	708

Device Type



User Acquisition

- The traffic channel through which a user first discovered the website.
- In other words:
 - It answers the question "How did our users first find us?"

Organic Search

Direct

Organic Social

Referral

Email

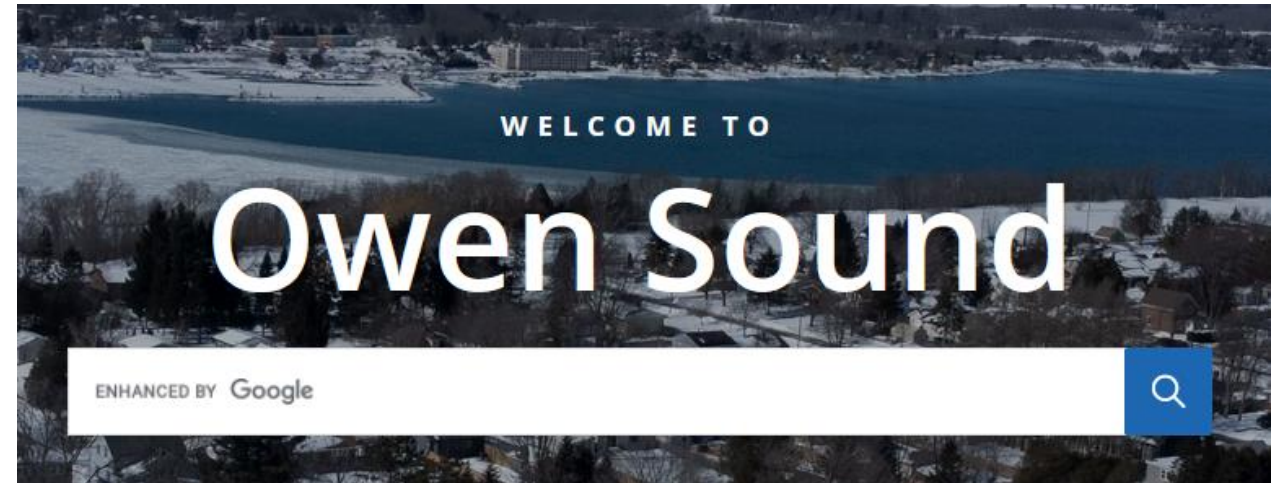
Display

Search Engine Optimization (SEO) & Google Search Analytics:

- Users continue to use search sites such as Google to find what they're looking for on our site
- Within OwenSound.ca, the site uses Google Search

Living Here ▾ Recreation and Culture ▾ Roads & Transportation ▾ Business, B

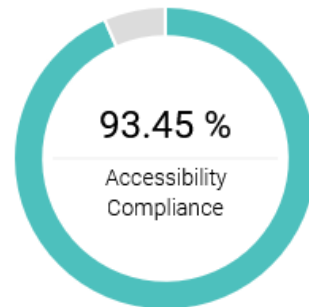
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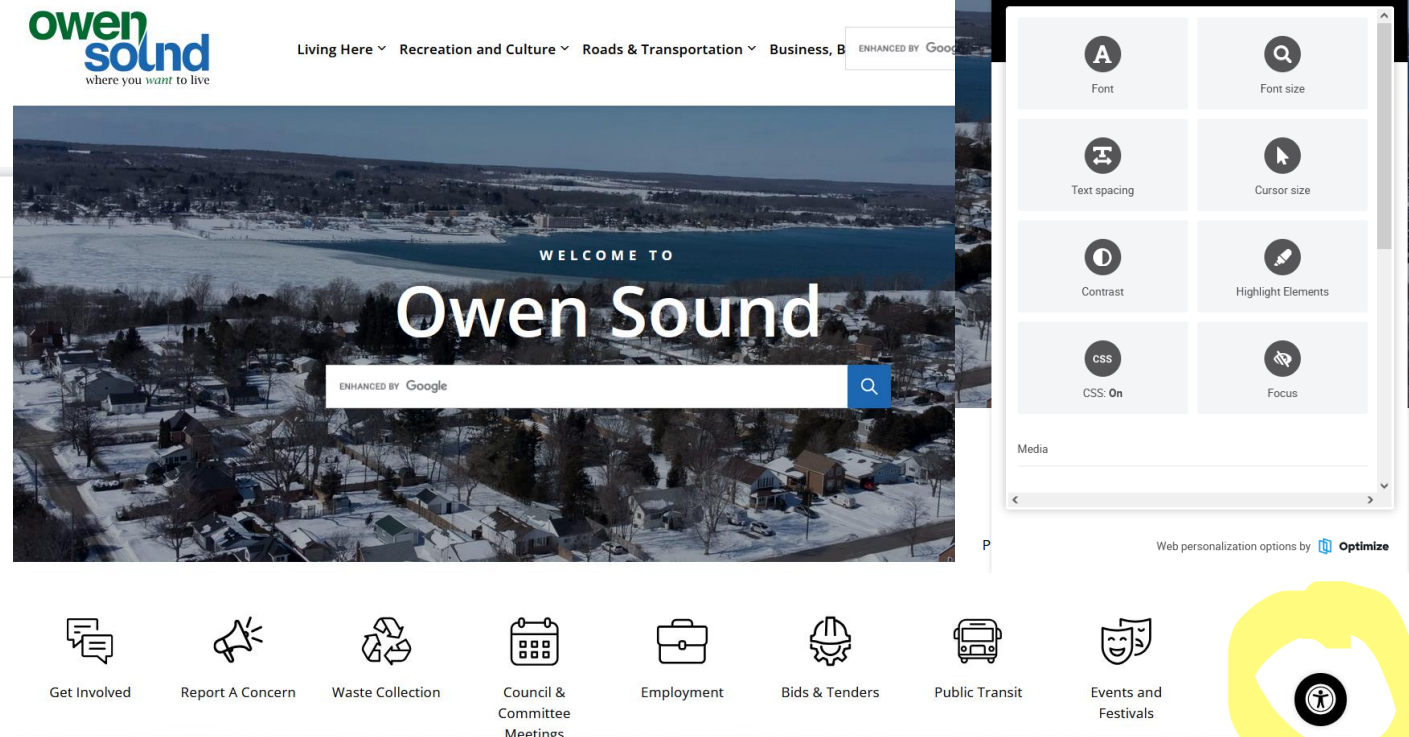
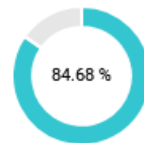
Accessibility Insights

Accessibility Diagnostics

Percentage shows the average compliance score across all pages on the domain



Industry average ?



Website → Data Insights → Service Improvements → Communications Strategy



Thank you

Recommendation:

THAT in consideration of Staff Report CM-25-006 respecting Corporate Website Analytics and Overview, the Corporate Services Committee recommends that City Council receive the report for information purposes.