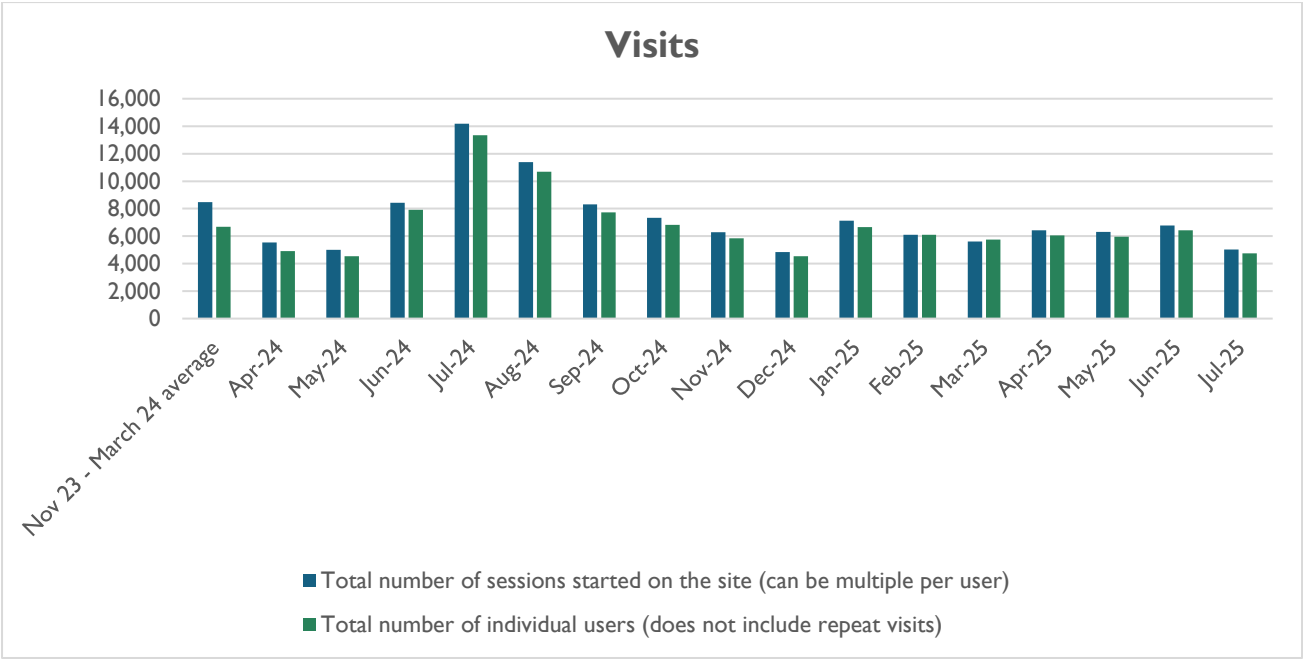
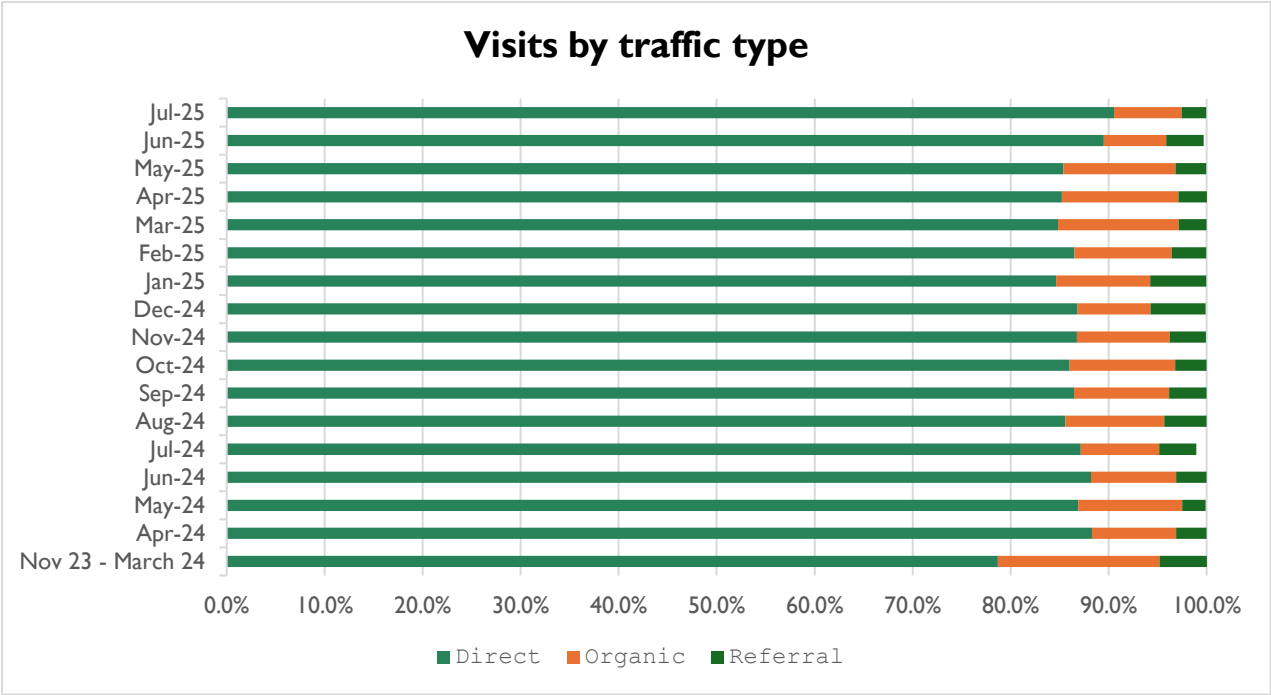


Appendix I – [East Sussex Pension Fund website](#)

Total number of visitors to the website



How do people reach the website



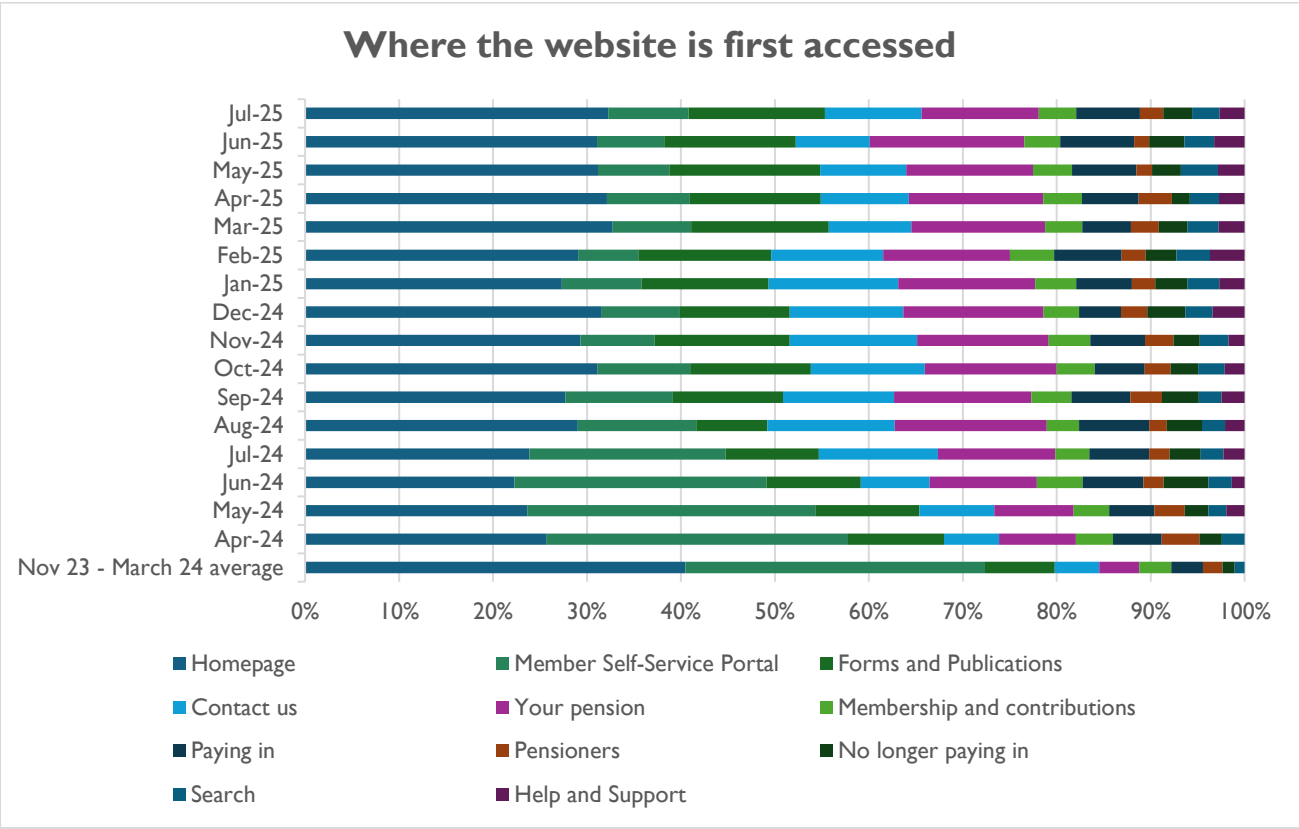
- Direct

Visited the site by typing the URL directly into their browser or clicked on links
- Organic

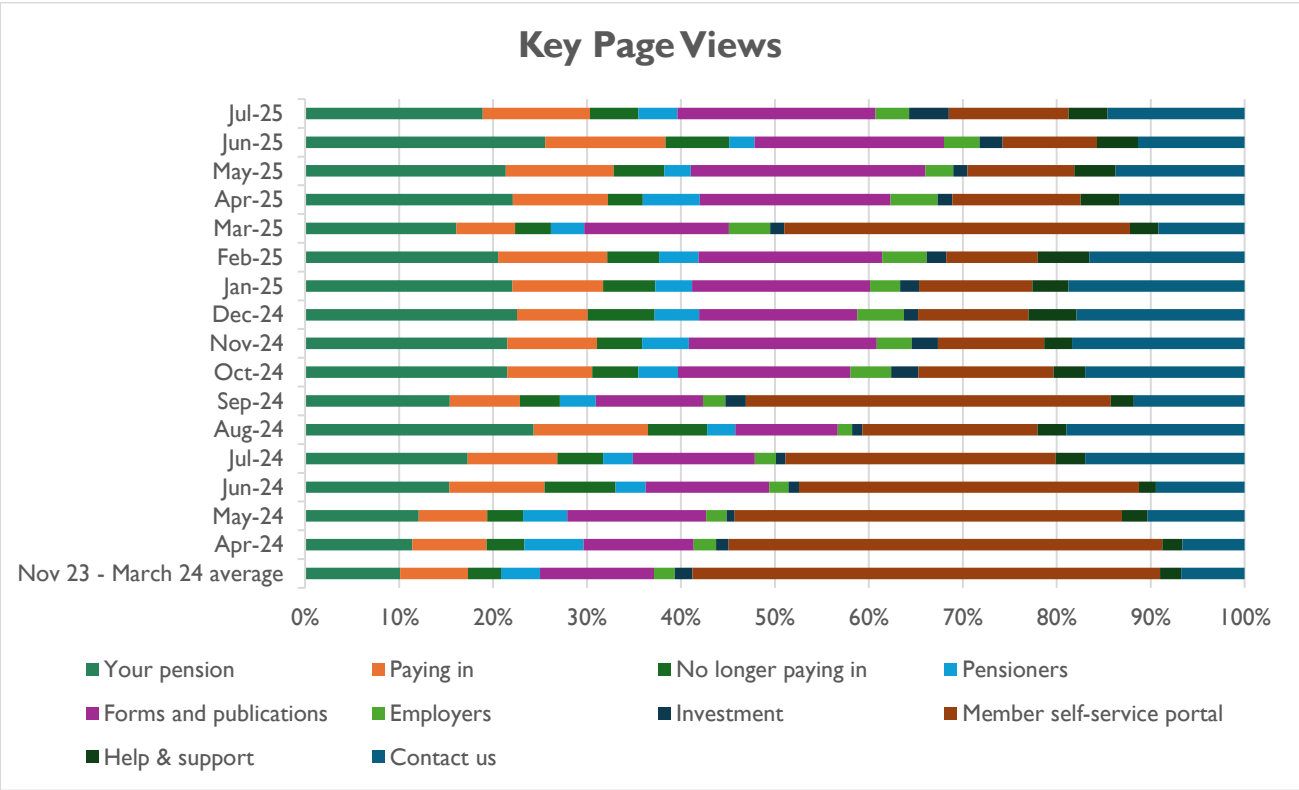
Visitors referred by an unpaid search engine listing, e.g. a Google.com search.
- Referral

The number of people who click external links to visit your site (for example employer intranet sites).

Where the website is first accessed

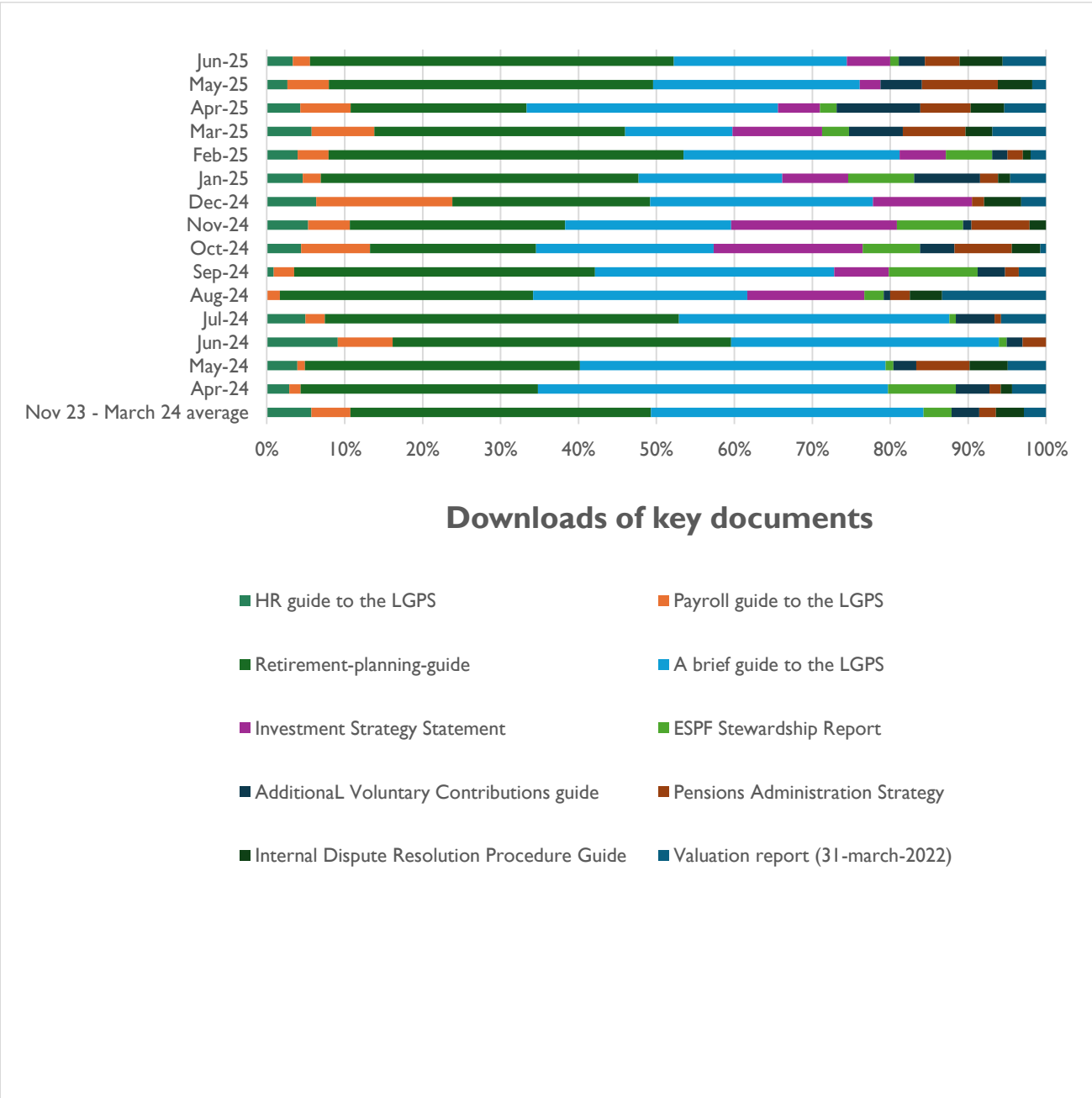


Key page views



Shown above is a graph which shows how a selection of key website pages are being used month on month.

Usage of key documents



The graph above concentrates on the main guides we promote via members and employers.