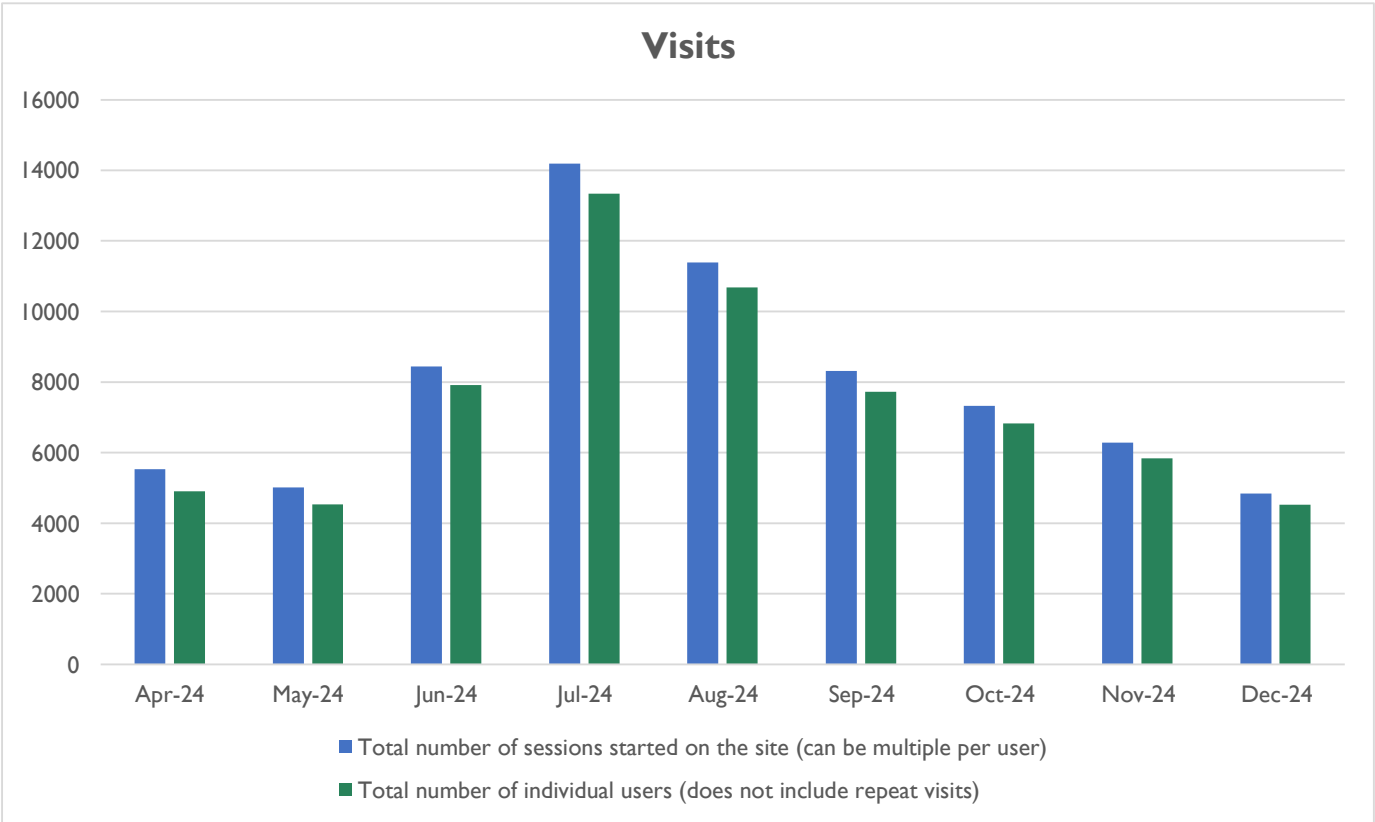


Appendix 3 – [East Sussex Pension Fund website](#)

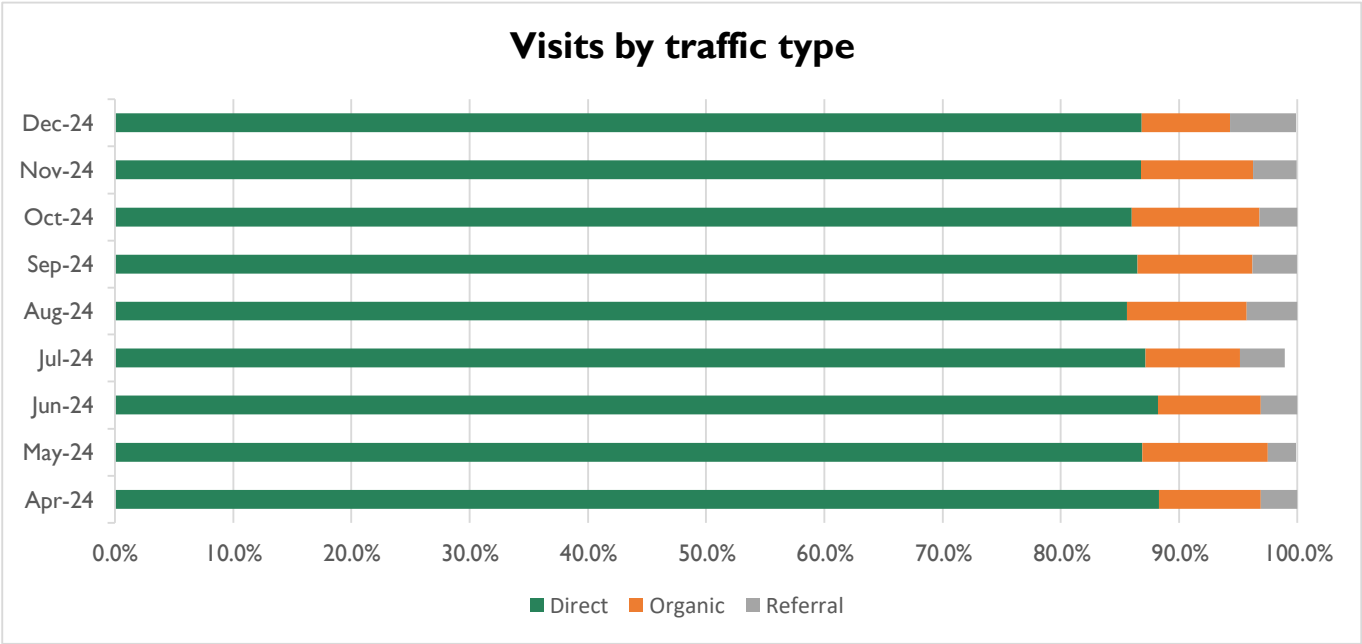


Total number of visitors to the website

Reasons for peaks

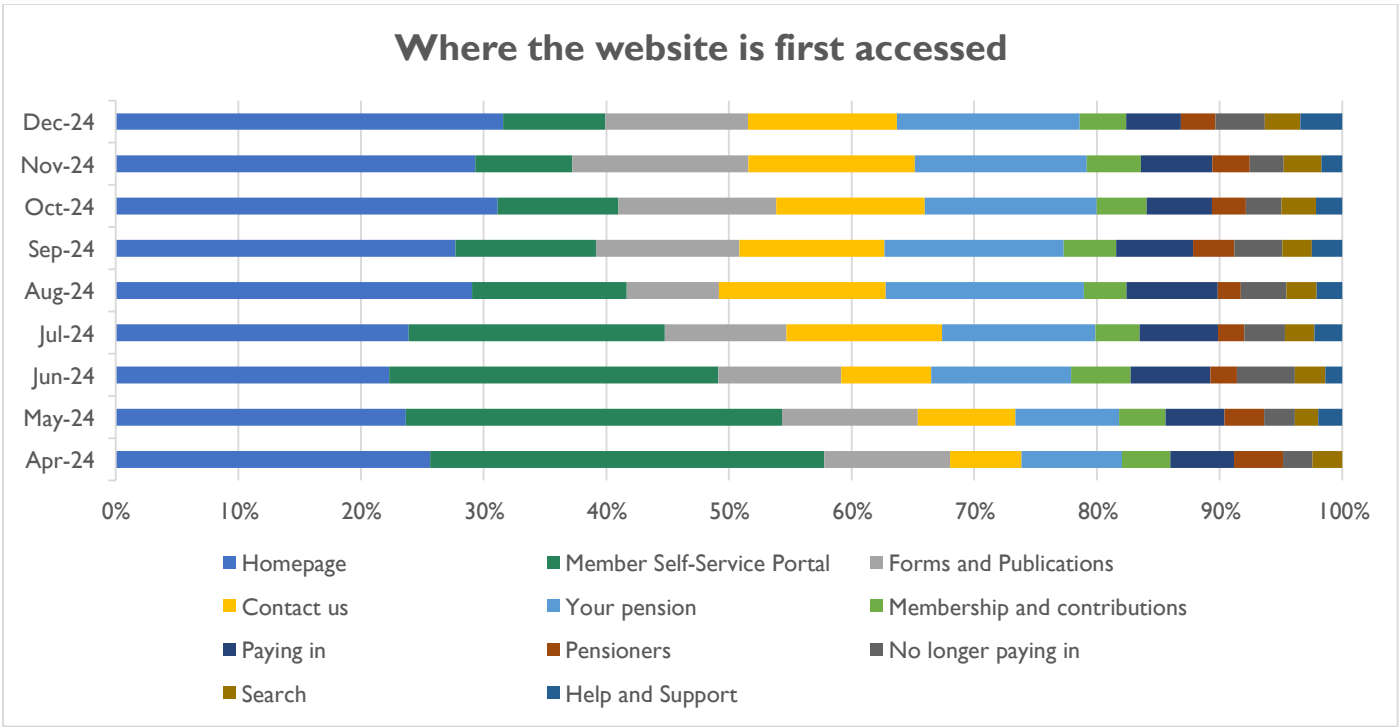
- June 24 – Active member newsletter / Deferred member newsletter
- July 24 – ‘My Pension’, self-service website launch (linked to instruction/overview page of website)
- August 24 – Annual benefit statements issued
- September 24 – Continued promotion of ‘My Pension’ + pensioner newsletter issued

How do people reach the website



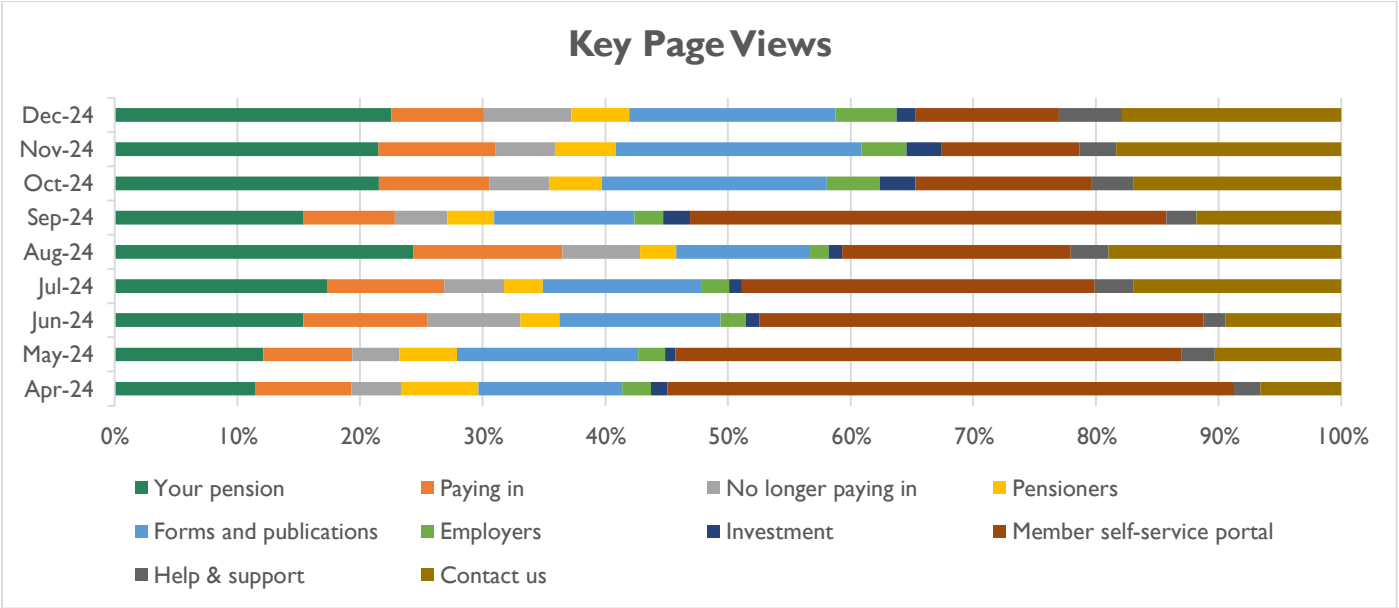
- Direct** Visited the site by typing the URL directly into their browser or clicked on links
- Organic** Visitors referred by an unpaid search engine listing, e.g. a Google.com search.
- Referral** The number of people who click external links to visit your site (for example employer intranet sites).

Where the website is first accessed



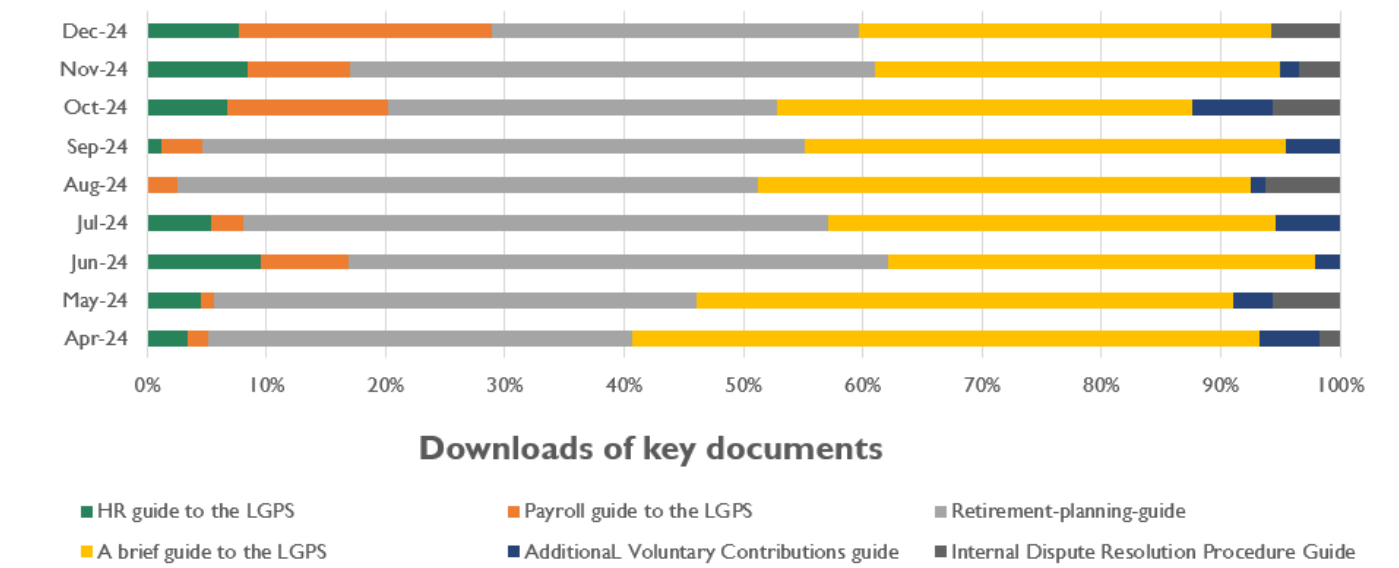
The Homepage (as expected) and the Member self-service (MSS) portal pages are the most visited. Within our communications we promote the ‘Your Pension’ page as this is a great starting point for members. Again, it’s good news this page has been used more as 2024 progressed.

Key page views



Shown above is a graph which shows how a selection of key pages in the website are being used month on month. Interestingly the volume of visits to the Member self-service page has actually decreased since we launched the new version in July. The old version had issues with log ins/passwords. So it looks like the upgraded version has landed well and people are needing less support.

Usage of key documents



The graph above concentrates on the main guides we promote via members and employers. As expected, the brief guide to the LGPS and the Retirement Planning Guide are the most popular, but it's good to see the Payroll Guide getting more usage since promotion in the Employer Forum in late November.