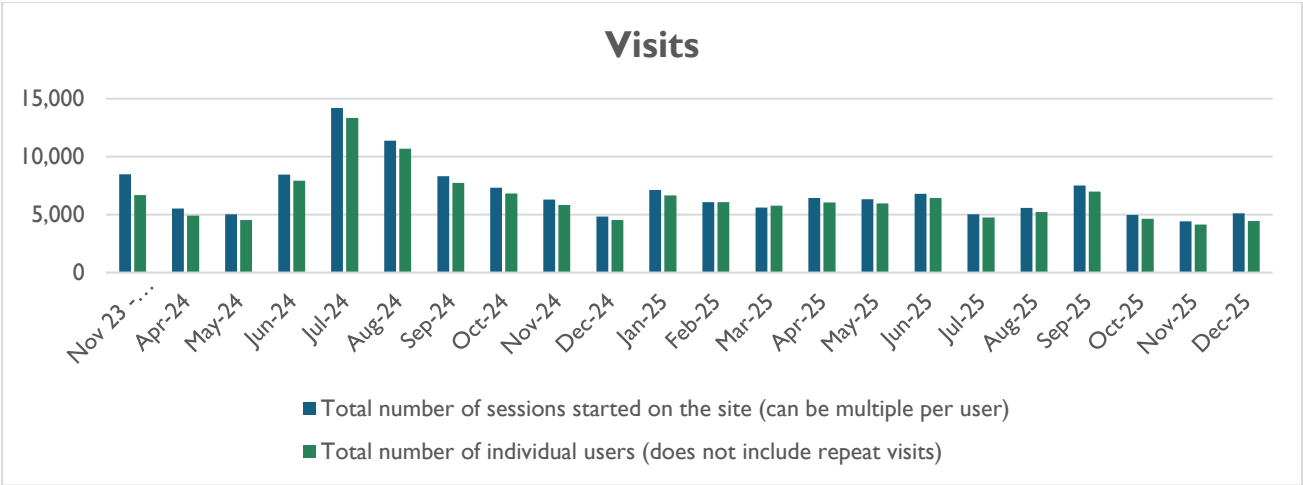
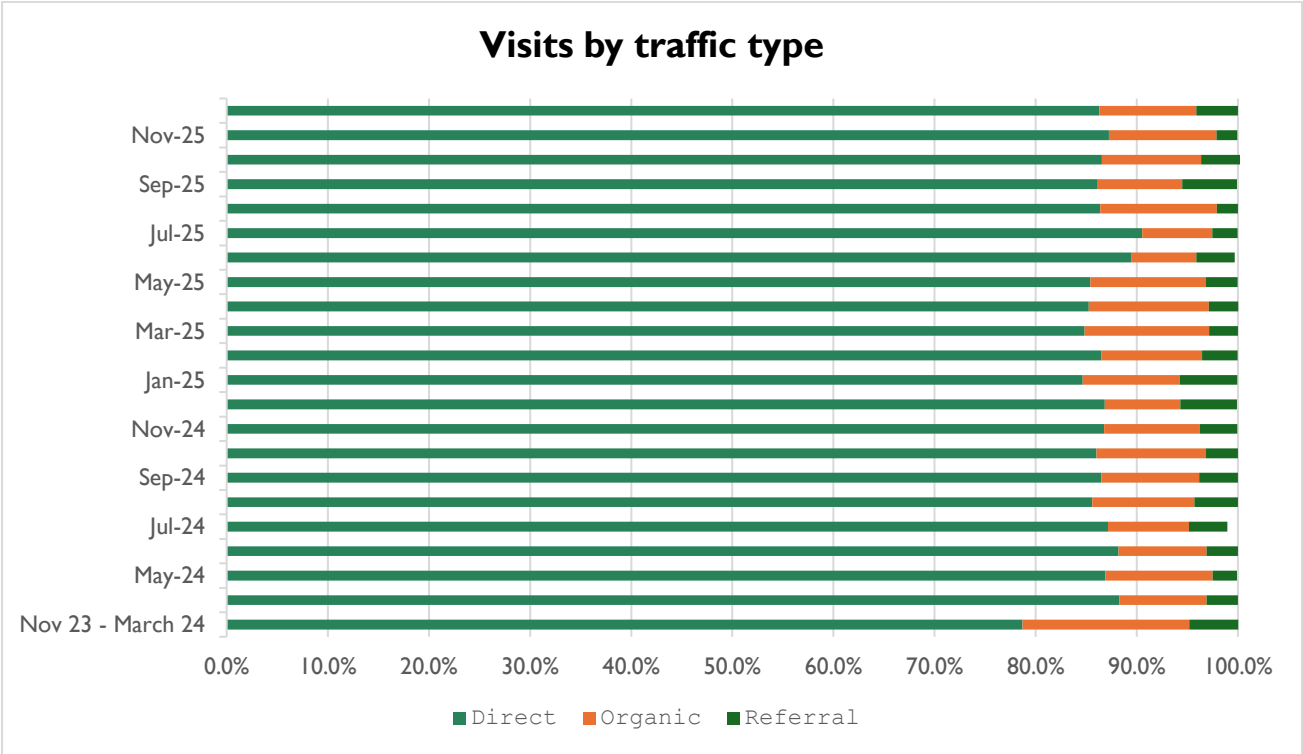


Appendix I – [East Sussex Pension Fund website](#)

Total number of visitors to the website



How do people reach the website



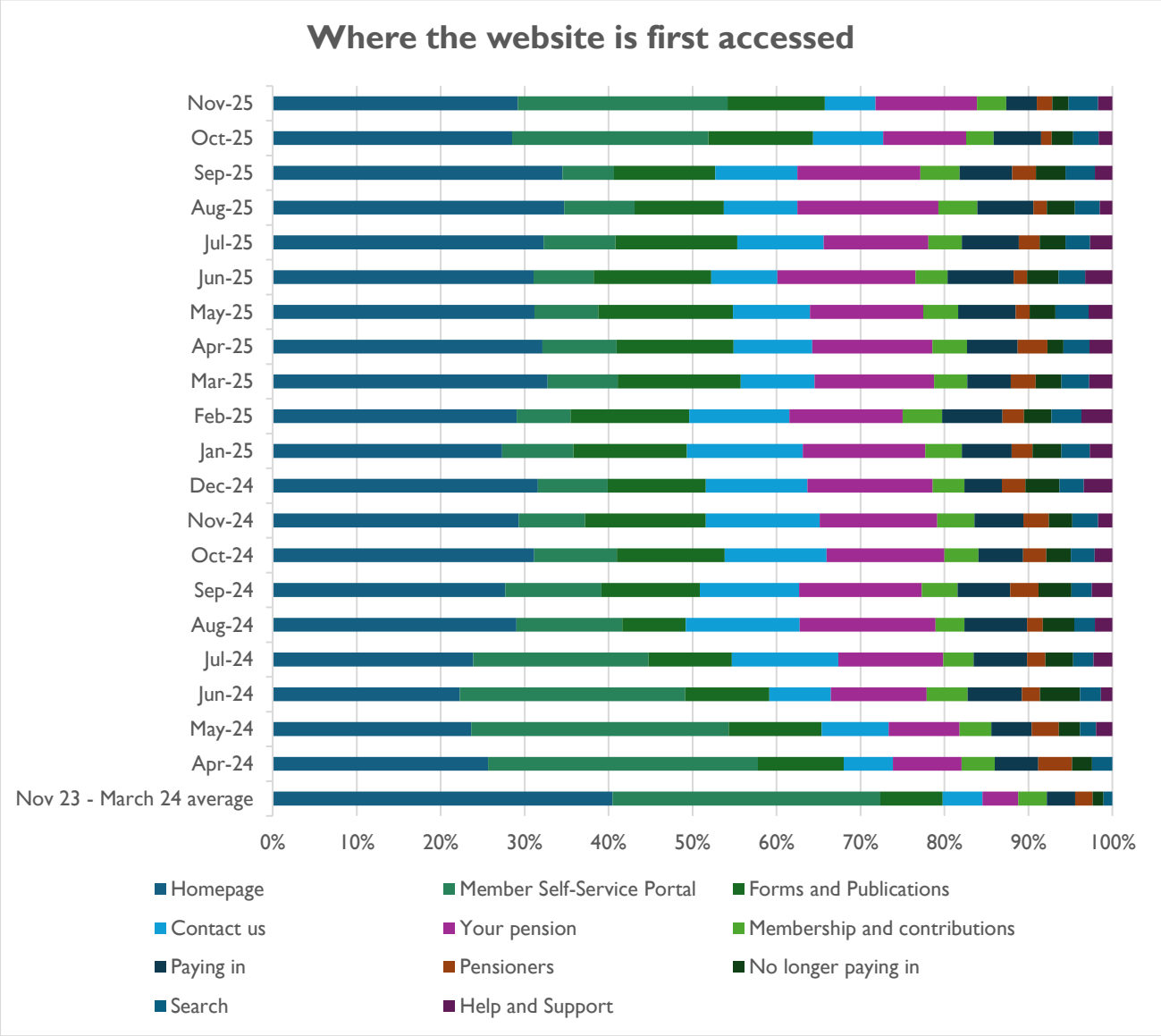
- Direct

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

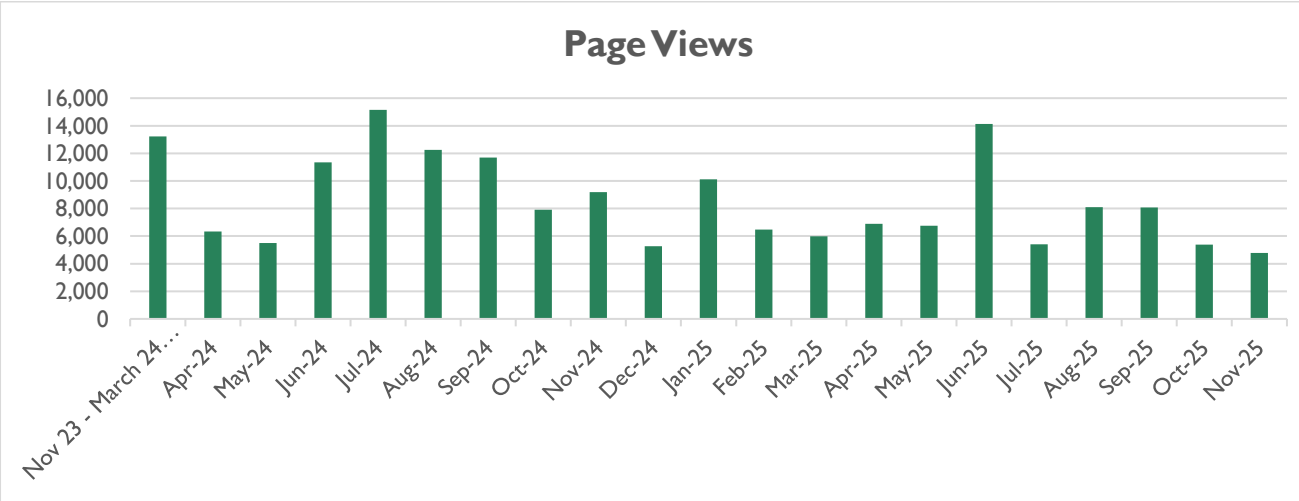
Visitors referred by an unpaid search engine listing, e.g. a Google.com search.
- Referral

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

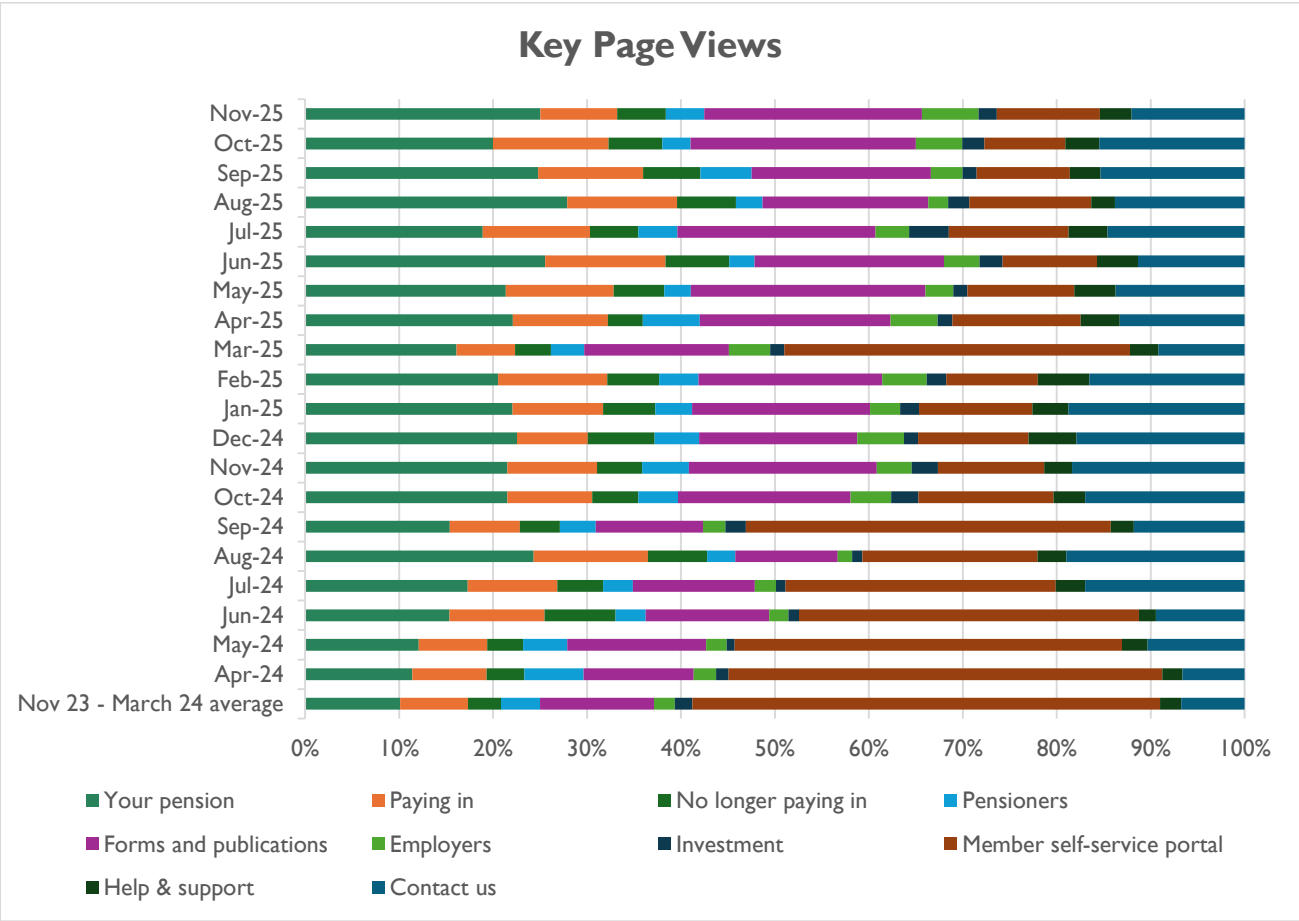
Where the website is first accessed



Page views

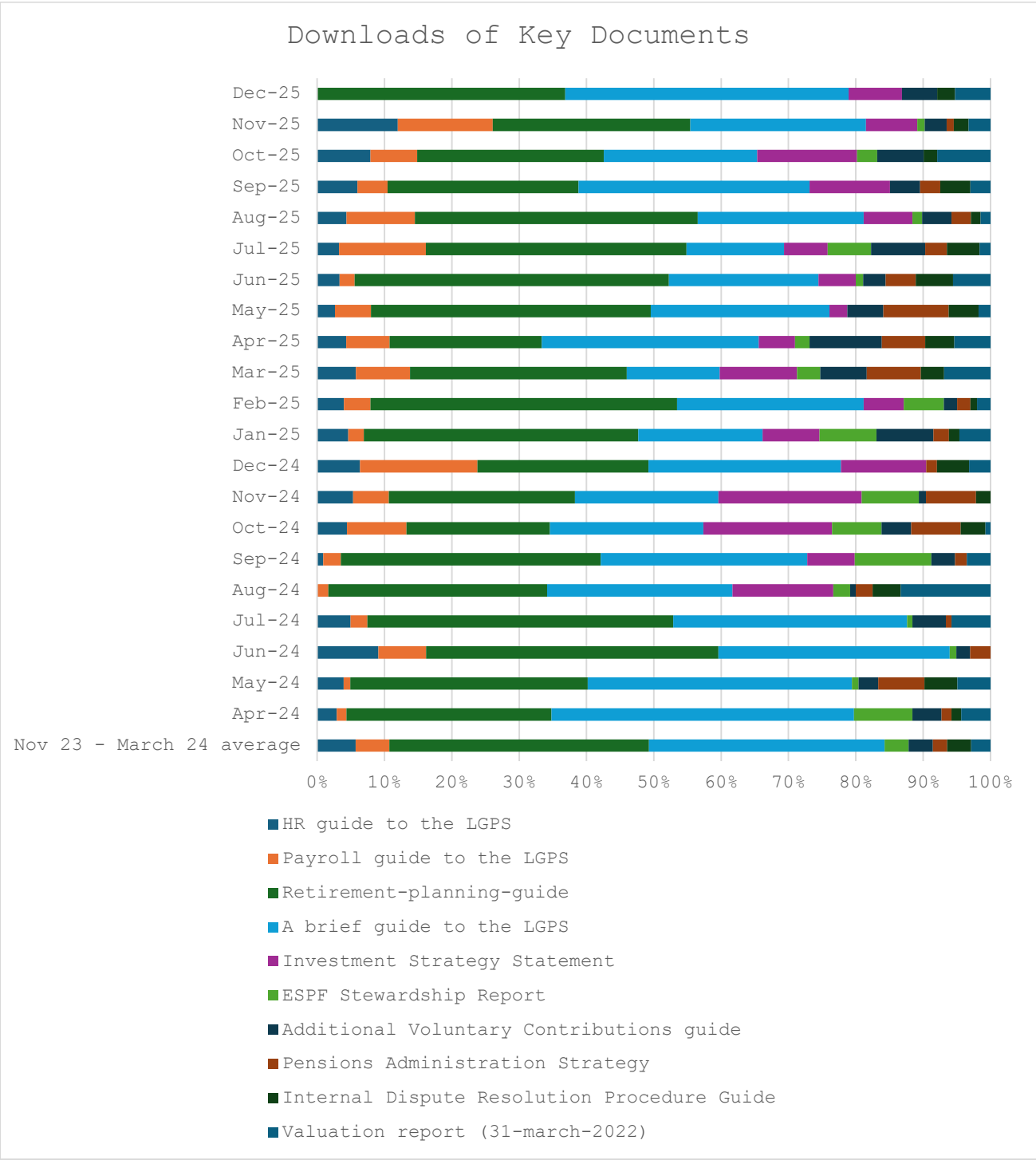


Key page views



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.