

13. Marketing and publicity

The site marketing strategy focuses on:

- Promoting the site via the marketing of services and events
- Emphasising convenience and 24/7 availability
- Targeting appropriate media related to specific services eg adverts for online bus timetables on buses, bookmarks in libraries advertising online library renewals
- Promoting interactive or transactional features

The site address: www.nottinghamshire.gov.uk should be included on all corporate stationery and publications bearing contact information. Service-based URL's eg www.nottinghamshire.gov.uk/libraries may also be included on relevant publications. References to the website should be included in all publications and press releases. Out-of-hours phone messages should include a reference to the site as a valuable source of information.

The website address will be periodically included on franking outgoing mail.

The site url is registered with relevant search engines

14. Monitoring and Evaluation

Site usage statistics are available from the NetTracker system.

Headline data is published quarterly on the public website, including:

- total visits
- unique visitors
- page impressions.