Annex XIV: Results Website Visitors Survey

(October/November 2010)

General information:

- The website visitors survey was published on the website from 11 October 2010 until 30 November 2010.

- The total amount of visits during this period was 10.557 (5.271 hosts).

- The survey consisted of 10 questions with an estimated completion time of two minutes.

- The total number of completed surveys amounted to 70.

Summarised version of the noteworthy results of the survey:

Objective visit

1) The primary reason for visiting the EQAR website:

    - Research on QA /higher education (22,7 %)

    - Check out the listed agencies/ a listed agency (20%)

    - Learn more about EQAR and its activities (20%)

2) Did you find what you needed?:
   Most respondents found what they wanted, except for 5,6 % (4) who answered "no, none of it".

Site-use

3) How did you find out about the EQAR website?
   While most respondents found EQAR through the usual canals (search engine, link, and colleague/friend) there were a few interesting responses: "newspaper", "a reference in a book", "article", "EQAF Lyon" and "citation".

4) How often do you visit the EQAR website?
   The biggest response was 38,6% "less than once a month".

5) What is your overall impression of the site?

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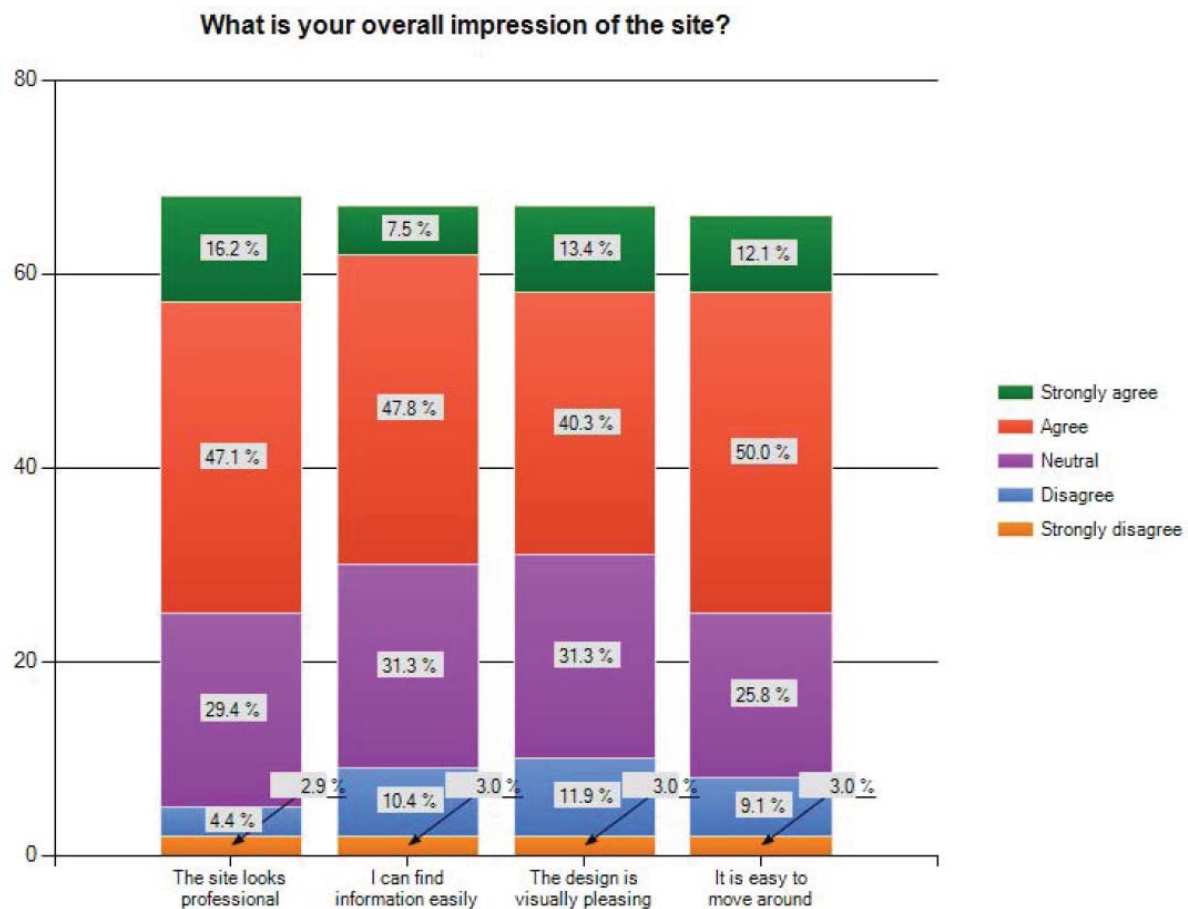
Some interesting facts:

- QAA staff rate the above questions more positively (than the average).

- Visitors who had never heard of EQAR or the ESG answered the questions less favourably.

- Students answered the question less favourable than average, especially with regard to the design and easiness to move around.

- The age-group 35-44 had a far better impression of the website than all other age-groups.

Knowledge

6) Had you heard of EQAR before visiting the website?

7) Have you ever heard of the ESG?

Approximately two-thirds of the respondents were well informed. Around 15 % had never heard of either.

Demographics

8) Visitors profile

- QAA staff/representative (22,1 %)
- Student (20,6 %)
- Academic staff (20,6 %)
- European institution, NGO or other organisation (13,2)

Their primary reason for visiting the website:

- Both students and academic staff (teacher/researcher) visited the EQAR website in first instance for research and secondly to learn more about EQAR and its activities in general.
- QAA staff visited the website mainly to check out the listed agencies as well as by surfing on the web (looking for information on QA).
- The EU/NGO/other organisation group wanted to (mainly) learn more about EQAR and its activities in general.

9) Age-group

- Most visitors were between 26-44 years old.

10) Comments, suggestions to improve the website.

Some useful suggestions were made for improving the website, among others:

- The addition of a map of Europe on the homepage, showing the registered agencies and where they are operating.
- The use of a drop-down menu.
- More QA related information.

The most "alarming" comment was of one visitor who could not find the Register (as in the overview of listed agencies).