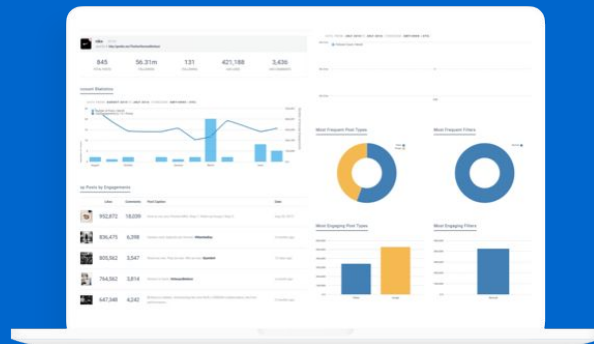




# WAI

## Web Analytics Italia

Statistics of government websites in Italy





## Web analytics in the Italian legislative context

Code of Digital Administration - LEGISLATIVE DECREE N. 82 of 7 March 2005 - **ART 7**

Public administrations shall publish, on their websites, data on usage statistics.



## Web analytics in national guidelines for public administration web sites

Code of Digital Administration - LEGISLATIVE DECREE N. 82 of 7 March 2005 - **ART 53**

Internet sites of public administrations should respect the principles of **accessibility**, as well as of high **usability**, as stated in **government guidelines**.





## Web analytics in national guidelines for public administration web sites

Agency for Digital Italy wrote the “Design guidelines for PA web sites”.

The **Guidelines** define the modalities for the creation and modification of Internet websites of public administrations.

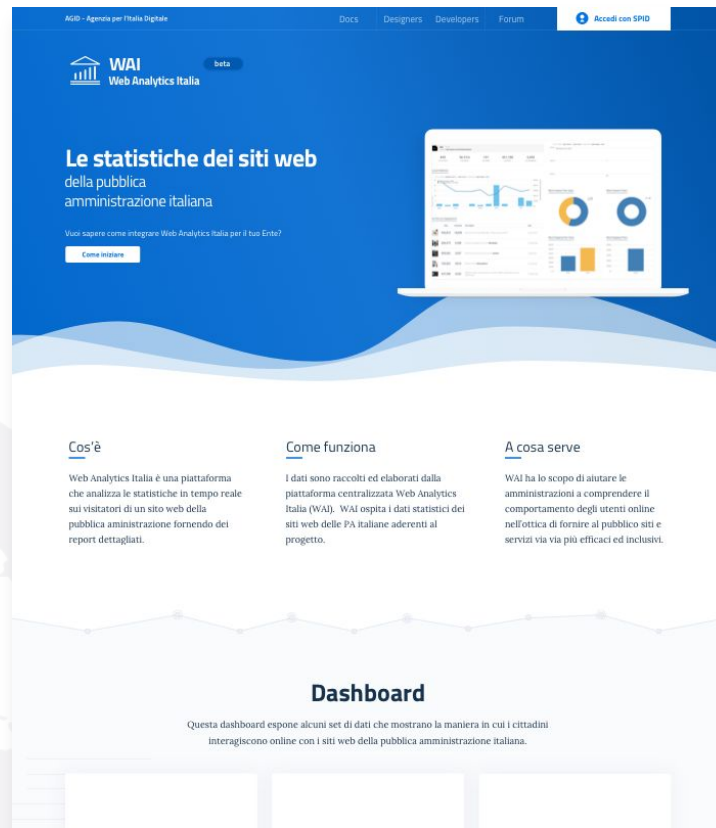


# Web analytics in national guidelines for public administration web sites

Design guidelines for PA web sites

## Service monitoring

In order to analyse and improve the user experience of digital services, PA should collect usage data, joining the **Web Analytics Italia** national platform, a Matomo based solution.



The screenshot shows the homepage of the Web Analytics Italia website. The header includes the logo, navigation links (Docs, Designers, Developers, Forum), and a user login option. The main content area features a large blue banner with the title 'Le statistiche dei siti web della pubblica amministrazione italiana' and a 'Come iniziare' button. Below the banner, there are three columns of text explaining the platform's purpose, how it works, and its benefits. A 'Dashboard' section at the bottom highlights the data visualization capabilities.

AGID - Agenzia per l'Italia Digitale Docs Designers Developers Forum Accedi con SPID

WAI Web Analytics Italia beta

## Le statistiche dei siti web della pubblica amministrazione italiana

Vuoi sapere come integrare Web Analytics Italia per il tuo Ente?

Come iniziare

### Cos'è

Web Analytics Italia è una piattaforma che analizza le statistiche in tempo reale sui visitatori di un sito web della pubblica amministrazione fornendo dei report dettagliati.

### Come funziona

I dati sono raccolti ed elaborati dalla piattaforma centralizzata Web Analytics Italia (WAI). WAI ospita i dati statistici dei siti web delle PA italiane aderenti al progetto.

### A cosa serve

WAI ha lo scopo di aiutare le amministrazioni a comprendere il comportamento degli utenti online nell'ottica di fornire al pubblico siti e servizi via via più efficaci ed inclusivi.

## Dashboard

Questa dashboard espone alcuni set di dati che mostrano la maniera in cui i cittadini interagiscono online con i siti web della pubblica amministrazione italiana.



## Regulation 2018/1724 of the European Parliament and of the Council

Regulation establishes a **single digital gateway** to provide access to information, to procedures and to assistance and problem-solving services.



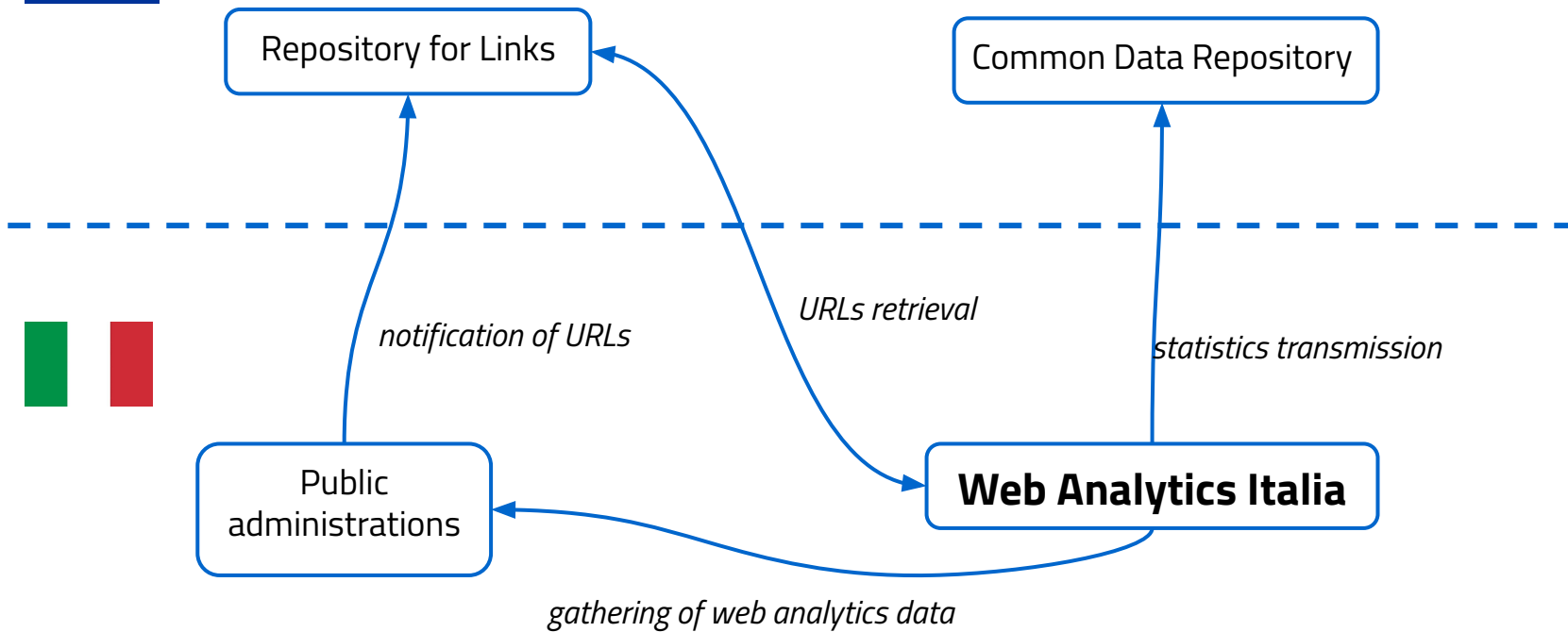
<https://europa.eu/youreurope/>



- Regulation (EU) 2018/1724
- Implementing Act

## The basic informations gathered

- Number of visits per webpage
- Number of unique visits per webpage
- The countries from which users are visiting the webpage
- Type of devices used to visit the webpages
- Time spent on page





Thank you for your kind attention

<https://webanalytics.italia.it/>

