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.

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

https://europa.eu/youreurope/
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
Public administrations → Repository for Links

Repository for Links → Common Data Repository

Common Data Repository → Web Analytics Italia

Web Analytics Italia → Public administrations

Gathering of web analytics data

Notification of URLs

URLs retrieval

Statistics transmission
Thank you for your kind attention

https://webanalytics.italia.it/