

FOI Request

1. Usage Data for both URLs

The below table shows active users, session and views for the given time period.

For **register.fca.org.uk/s/search**, the filter was set to **contains "register.fca.org.uk/s/search"**. This means the data includes the search page itself and all related search result URLs that begin with this path (for example, URLs with additional text or parameters after /s/search).

For **register.fca.org.uk/s/**, the filter was set to **equals "register.fca.org.uk/s/"**. This means the data only includes activity on that specific landing page and excludes any other URLs within the /s/ path.

Month	register.fca.org.uk/s/search			register.fca.org.uk/s/		
	Active Users	Sessions	Views	Active Users	Sessions	Views
Jul-25	70,201	125,262	311,253	86,949	135,510	156,881
Aug-25	59,570	116,164	234,093	75,984	121,991	147,516
Sep-25	66,096	120,480	260,757	83,922	130,546	152,095
Oct-25	64,466	121,333	257,055	82,359	135,423	153,895
Nov-25	64,909	117,622	237,348	70,174	112,166	130,362
Dec-25	64,287	108,524	372,381	66,719	99,227	119,634
Jan-26	81,532	150,232	417,349	78,477	133,749	158,450
Feb-26	76,535	134,720	268,794	69,439	112,888	135,775
Mar-26	71,486	134,605	290,967	75,058	121,505	142,494
Apr-26	64,842	116,385	278,103	68,831	106,250	128,600
May-26	59,146	110,632	223,388	61,812	99,915	116,207
Jun-26	66,738	123,510	237,988	68,797	109,452	130,038
Jul-26	67,475	123,096	256,158	68,848	109,739	134,902

2. Trend in Active Users Over the Last Year

Below shows the trend of active users for the overall site which includes all paths in the url



3. Usage of the Register search function

The views to any URL that contain 'register.fca.org.uk/s/search' can be used a reliable guide as to how many searches have been performed.

This data is shown in the table in section 1

4. Top 10 Traffic Sources in the Last Year

The table below shows the top 10 traffic sources to the overall site.

Session Source	Session Medium	Active Users	% of Active Users
(direct)	(none)	665,653	50.00%
google	organic	583,080	43.80%
bing	organic	27,460	2.10%
statics.teams.cdn.office.net	referral	10,816	0.80%
FCA	direct	7,398	0.60%
gov.uk	referral	9,618	0.70%
(not set)	(not set)	11,097	0.80%
fscs.org.uk	referral	8,178	0.60%
chatgpt.com	referral	5,140	0.40%
ecosia.org	organic	3,523	0.30%

5. Any available insights into user behaviour and engagement

We don't often use the data to draw user behavioural insights apart from seeing if usage is increasing or decreasing - so we don't have any insights on hand to share.