



## How to successfully manage an intranet

SWOOP Analytics®' 2025 SharePoint Intranet Benchmarking Report

DR. LAURENCE LOCK LEE  
Co-Founder & Chief Scientist

SHARON DAWSON  
Director, External Relations & Communications

# How to successfully manage an intranet

SWOOP Analytics' 2025 Sharepoint Intranet  
Benchmarking Report



## In SWOOP Analytics' 2025 SharePoint Intranet Benchmarking Report we analysed:

- More than **160,000 intranet pages** (83,000+ news pages & 77,000+ content pages)
- Real-life behaviours of almost **238,000 intranet visitors**
- Across **28 organisations**

# Presenters



Dr Laurence Lock Lee

SWOOP Analytics  
Chief Scientist



Sharon Dawson

SWOOP Analytics  
Director, External Relations and  
Communications



Cai Kjaer

SWOOP Analytics  
CEO



What percentage of employees  
access your intranet?





## More people are visiting the intranet but spending little time there

- 93% of all employees benchmarked access the intranet (up 7% from 2024).
- People don't spend a lot of time on the intranet.
- Content must be quick to find, up to date, accurate and ready for AI.

Table 2 - Intranet readership data comparing 2025 with 2024 findings.

|   | 2025        | 2024       |
|---|-------------|------------|
| Number of employees                                 | 253,156     | 198,600    |
| Number of employees accessing the intranet          | 237,858     | 177,000    |
| Percentage of employees accessing the intranet      | 93%         | 86%        |
| Percentage of employees reading News pages          | 62%         | 60%        |
| Percentage of employees reading Content pages       | 91%         | 87%        |
| Average number of visits per person per workday     | 3.36 visits | 1.6 visits |
| Average number of intranet pages accessed per visit | 2.19 pages  | 1.6 pages  |

## INSIGHT

# More people are visiting the intranet but spending little time there

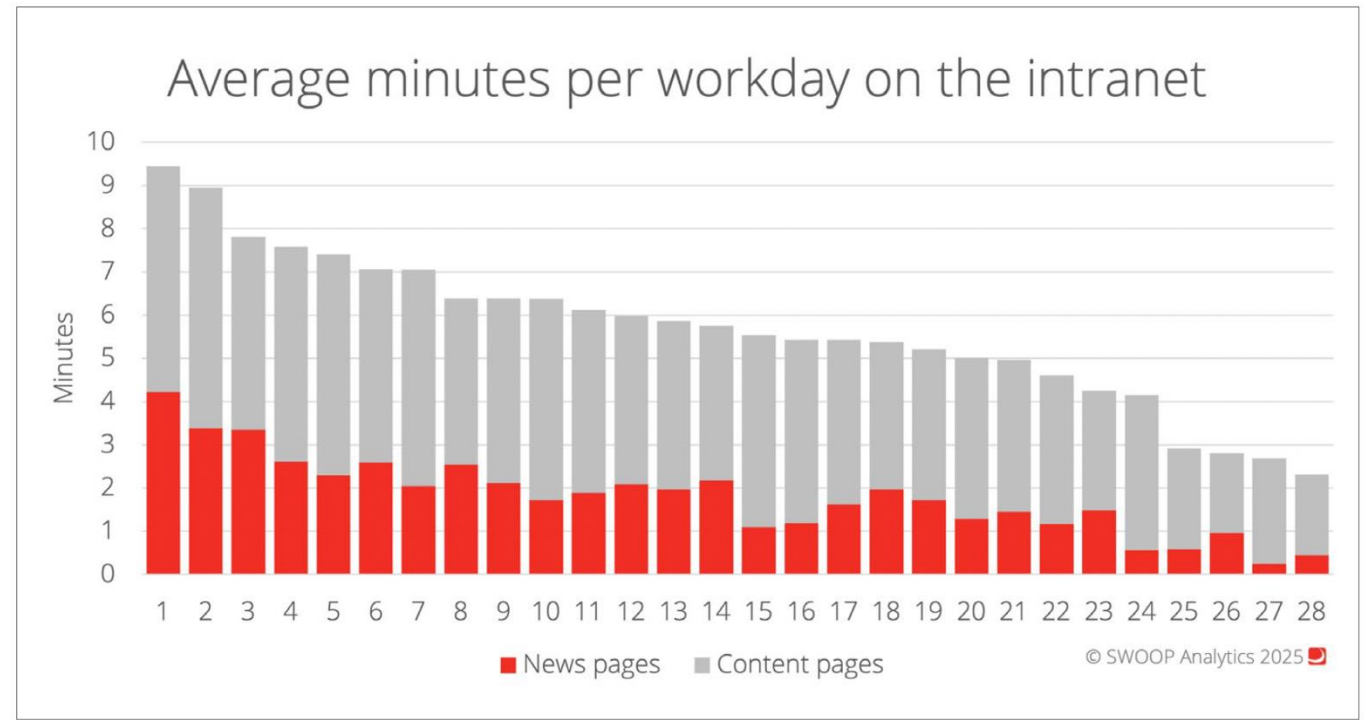
## ACTIONS

- Simplify page layouts to prioritise clarity and reduce cognitive load.
- Place critical information high on the page, above the fold, so people immediately see it.
- Use meaningful headings and bulleted summaries so people can absorb key points at a glance.



## How much time do employees spend visiting the intranet?

- The average time spent on the intranet is **5.85 minutes per person each working day**.
- People visit **Content pages** more than **News pages**.



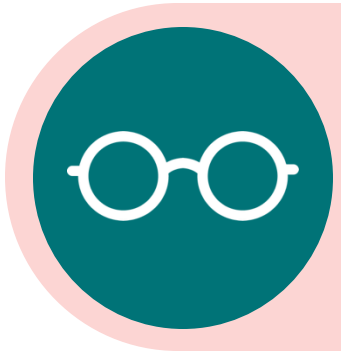
## INSIGHT

# Employees spend less than six minutes each day on the intranet

## ACTIONS

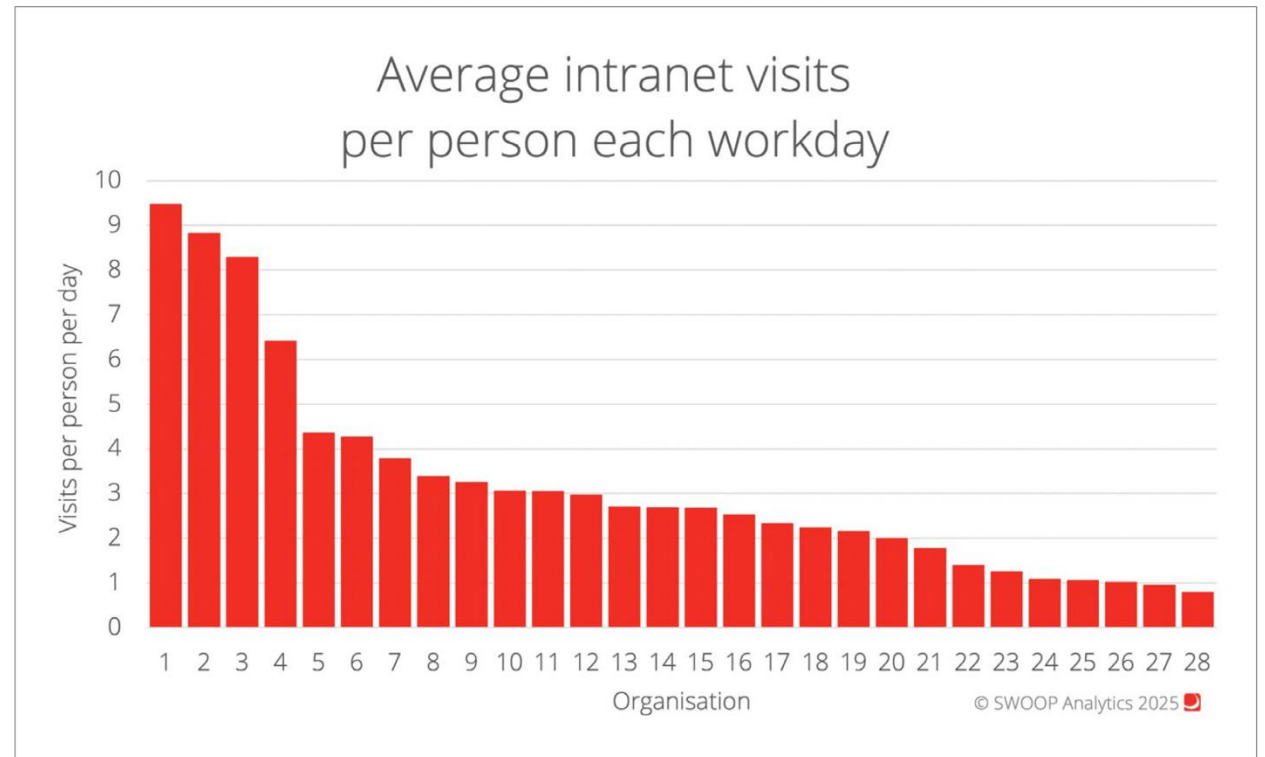
- Adopt a “less is more” approach to publishing. Focus on clarity and timeliness over volume.
- Include estimated reading time for articles to help manage reader expectations.
- Use visuals or icons to reduce reliance on text-only communication.





## People come to the intranet three times a day and look at two pages each visit

- People visit the intranet **three times each working day**, on average, and view a little **more than two pages each visit**.



## INSIGHT

Employees visit the intranet 3+ times a day, viewing ~2 pages per visit

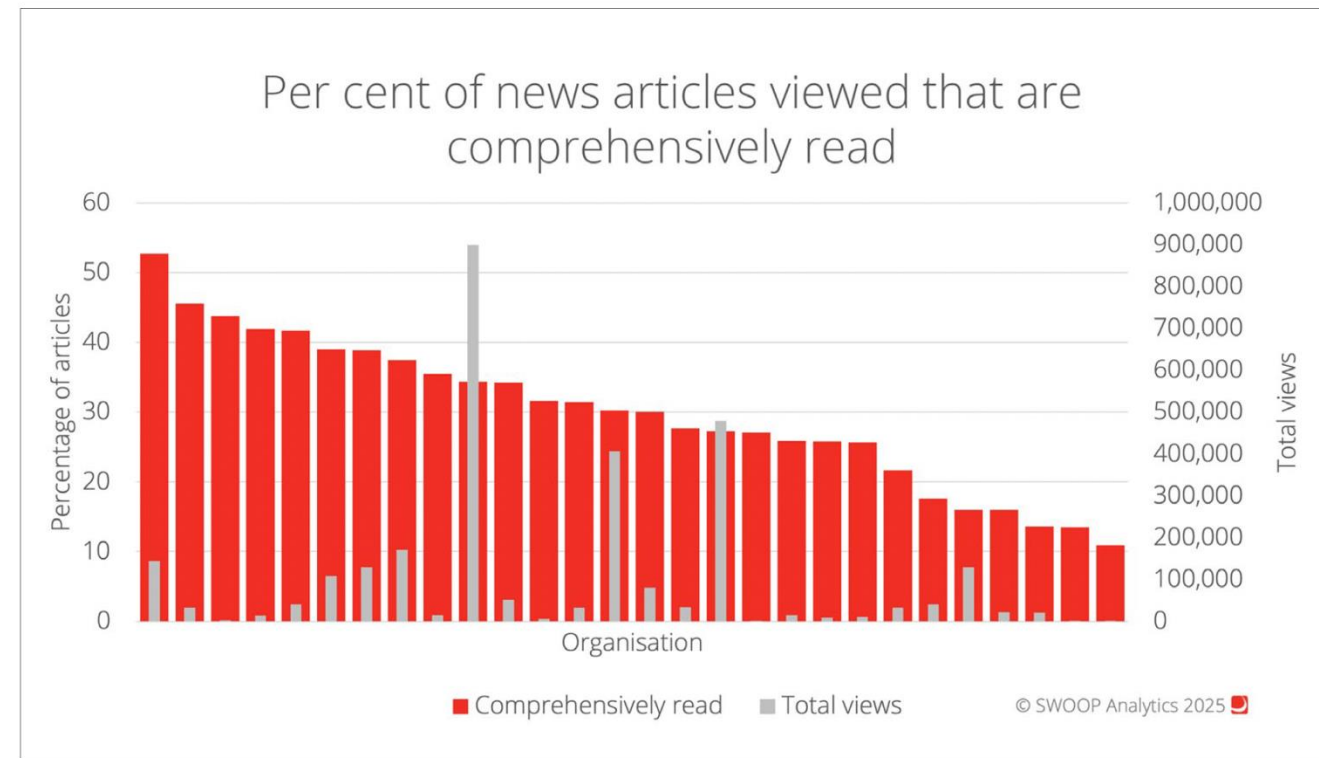
## ACTIONS

- Optimise key landing pages with high-utility links (leave policies, pay, system access).
- Feature “most viewed” or “frequently accessed” content prominently on the home page.
- Test navigation paths using real user journeys to remove friction.



# How many News articles do people visit each week?

- **Four** News articles each week, on average.
- Only **33%** of News pages are read from the start to the end.
- **67%** of News articles are being scanned or skimmed rather than read.



## INSIGHT

Only 33% of News pages are read from start to finish

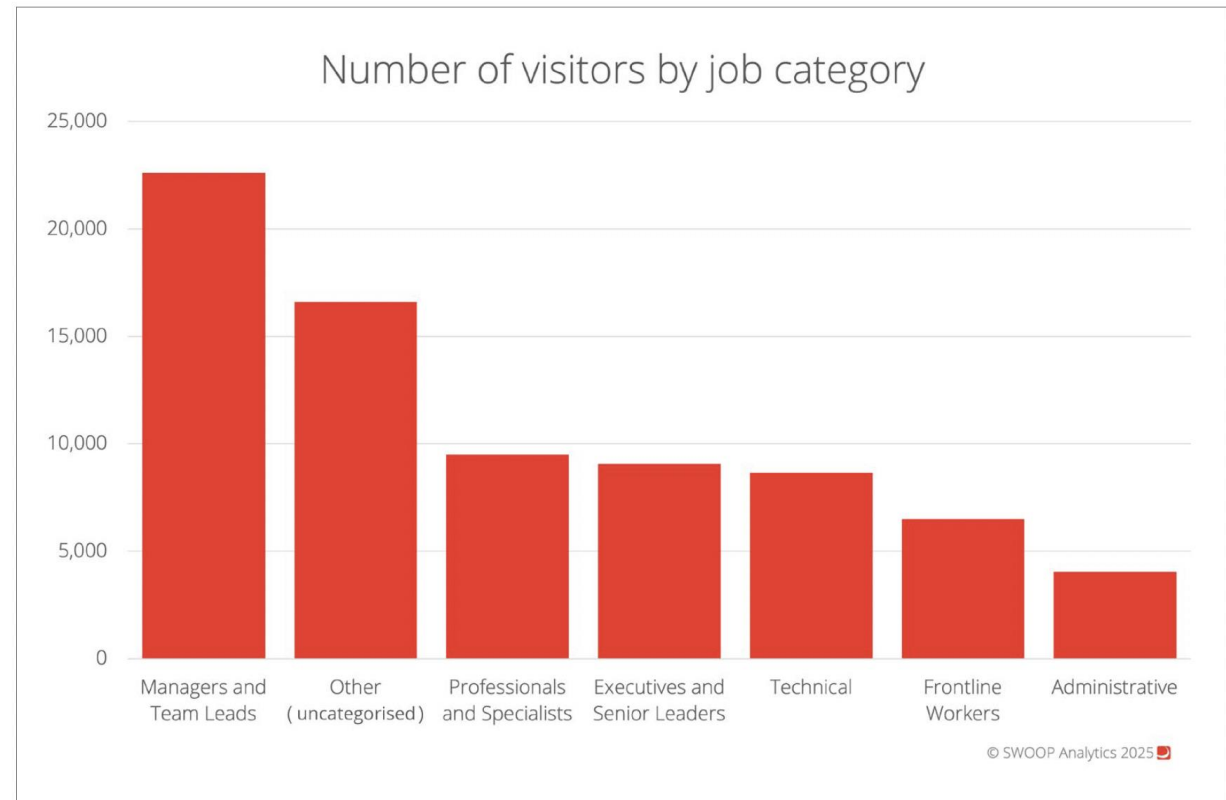
## ACTIONS

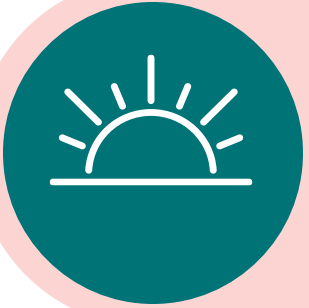
- Write shorter, scannable articles (100–300 words) for most updates.
- Lead with a “what’s in it for me?” message — make relevance clear in the first sentence.
- Use subheadings, bold text, and callout boxes to draw attention to key takeaways.



## Who is visiting the intranet?

- **Intranet News and Content is reaching most roles**, high diversity of job titles
- The most frequent job titles are **managers and team leads**.
- At the lower end of the scale are **administrative and frontline workers**.



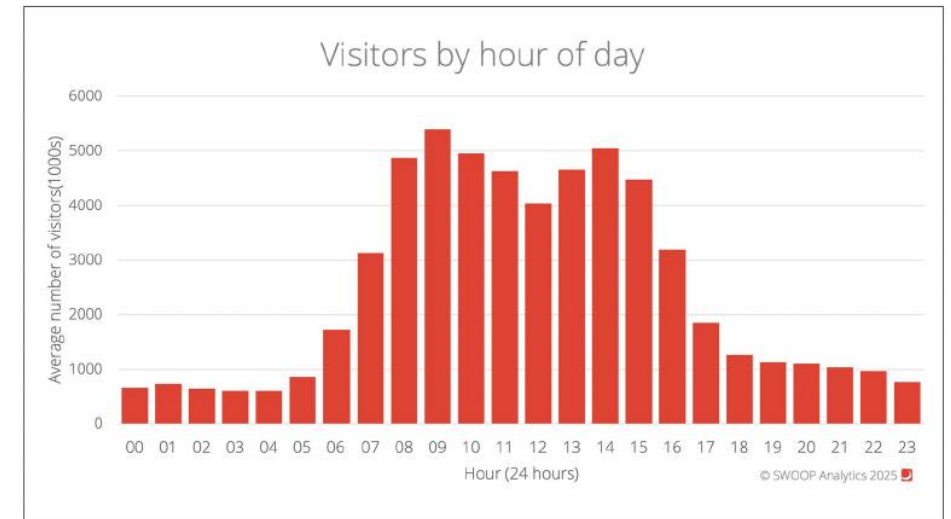


## When are people visiting the intranet?

- **Mondays to Fridays.**
- Mondays and Tuesdays are slightly more popular days.
- Peak times are **9am on weekdays, followed by 2pm on weekdays.**
- Overall, **intranets are well visited any time between 8am and 3pm on weekdays**, with a drop off at noon and a significant drop off after 3pm.



*Intranet visits by day of week.*



*Intranet visitors by hour of day.*

## INSIGHT

People visit the intranet mostly between 9am-2pm on weekdays

## ACTIONS

- Schedule intranet news and content updates to go live around 8.30am or 1.30pm to catch peak traffic.
- Monitor usage patterns in your own environment to tailor publishing times.
- Avoid releasing important updates late on Fridays.



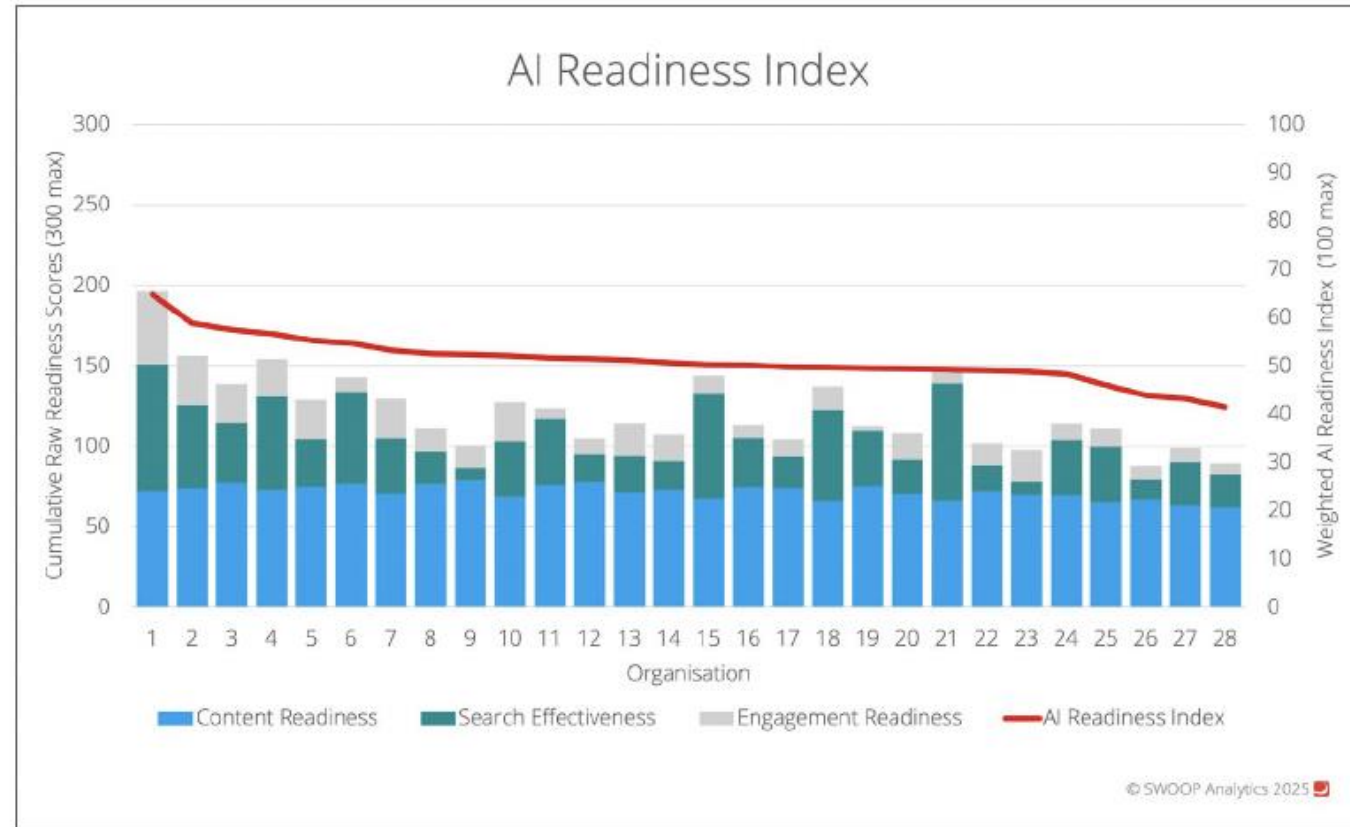
Have you built a chatbot for  
your intranet content?





## Are intranets ready for AI?

- AI Readiness Index can tell how ready the intranet is.
- There is a **long way to go before most intranets are ready for AI to support chatbots.**
- Start small.



## INSIGHT

Intranet AI readiness is low  
– average score of 51.1 out of 100

## ACTIONS

- Improve content quality and structure using [SWOOP Analytics' Health Score](#).
- Educate editors on writing for AI: clarity, consistency, and factual accuracy are key.
- Set a goal of an AI Readiness Index score of 54+.

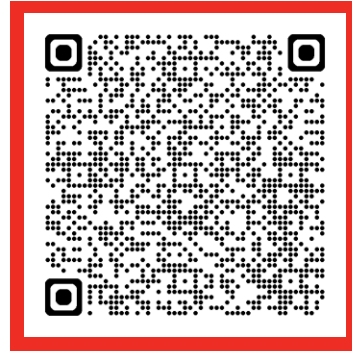
# Book a meeting



**Pete Johns**  
UK



**Nicole Scott**  
Europe



**Emily O'Brien**  
APAC



**Gemma Saint**  
Americas



**Coco Molina**  
Americas

# Download our **2025** SharePoint Intranet Benchmarking Report today!



- It's **free** to receive the report and is available to download now.
- If you're involved in **managing**, or **writing** for, an intranet but have little idea about what "good" looks like – we've got you covered!
- Our benchmarking data will give you real-life insights into **when** people are reading the intranet, **what** they're reading on the intranet, **how they're accessing** the intranet and how you can **best shape your content** to get maximum engagement.



# Join our **2025** SharePoint Intranet Benchmarking **briefing session!**

**Thursday, 19<sup>th</sup> June 2025 | 11:30am-12:30pm AEST**

More people are visiting the intranet but they're spending very little time there. Therefore, it's vital that information is easy to access, it's up to date, it's accurate and it's ready for AI.

We'll use the latest findings from our global benchmarking research to show you how to optimise your intranet to give people the accurate information they need to accomplish their work, while also preparing it for AI.



**REGISTER NOW** 

21 May 2025





# Join our **2026** SharePoint Intranet Benchmarking study!

## Get benchmarked!

- Participating in our benchmarking study means you will get the latest insights into what a healthy SharePoint intranet looks like and see how your intranet compares with others.
- SWOOP Analytics benchmarking is free and your data remains anonymous.
- You must be **connected to SWOOP Analytics for SharePoint intranet by March 1, 2026**, to be part of our 2026 benchmarking analysis.



# Join our **2025/26** Viva Engage benchmarking study!

**Available November 2025**

- If you're using Viva Engage, we want you to join our Viva Engage Benchmarking analysis!
- Participating in our benchmarking study means you will see exactly how your Viva Engage network compares with the rest of the world.
- SWOOP Analytics benchmarking is free and your data remains anonymous.
- You must be **connected to SWOOP Analytics for Viva Engage by August 1, 2025**, to be part of our 2025/26 benchmarking analysis.





Thank you!