

**To:** MP&L Committee

**Date:** October 27, 2010

**From:** Mary Burdick, Sr. Manager of Marketing

**Reviewed By:**

**SUBJECT:** CCCTA Web User Information

**SUMMARY OF ISSUES:**

When the new website was being developed, a priority for the marketing staff was to have easy access to user statistics for tracking and marketing purposes. Through Google Analytics CCCTA can get up to date “traffic” information on our website. Knowing the type of information our riders are looking for, and how they’re using our website, will help us better understand and serve our riders.

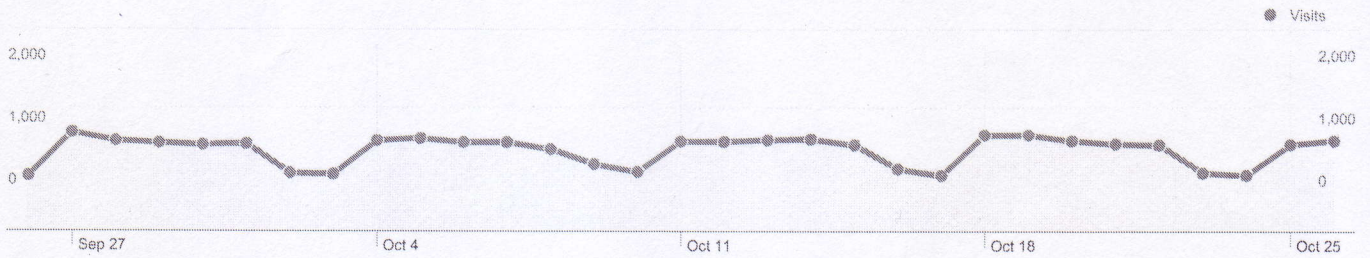
Attached is an overview of the type of information we have readily available, along with a list of the top 50 pages viewed. This can be provided each month if the Committee wishes.

**RECOMMENDATION:**

Review monthly

**ATTACHMENTS:**

Google Transit monthly overview.



**Site Usage**

**26,931** Visits

**27.33%** Bounce Rate

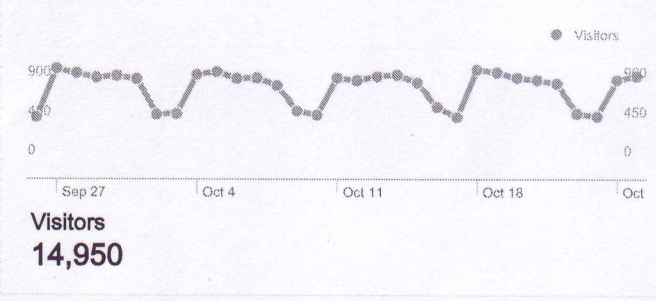
**101,420** Pageviews

**00:03:31** Avg. Time on Site

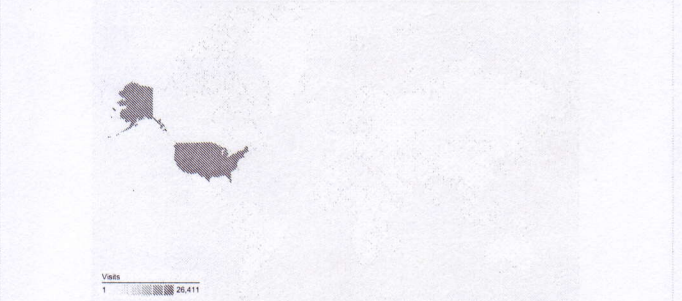
**3.77** Pages/Visit

**45.72%** % New Visits

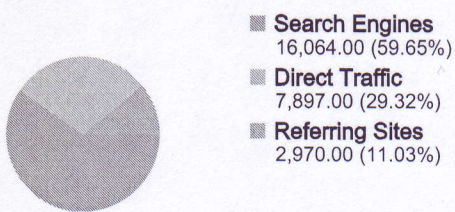
**Visitors Overview**



**Map Overlay**



**Traffic Sources Overview**



**Content Overview**

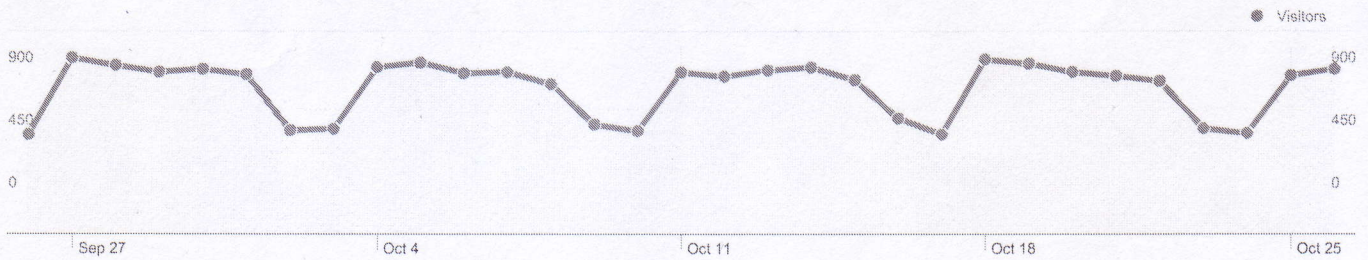
Pages	Pageviews	% Pageviews
/	32,032	31.58%
/fares/	5,846	5.76%
/maps-schedules/	3,132	3.09%
/how-to-ride/	2,984	2.94%
/schedule/6/	2,583	2.55%



# Visitors Overview

Sep 26, 2010 - Oct 26, 2010

Comparing to: Site



**14,950 people visited this site**

**26,931** Visits

**14,950** Absolute Unique Visitors

**101,420** Pageviews

**3.77** Average Pageviews

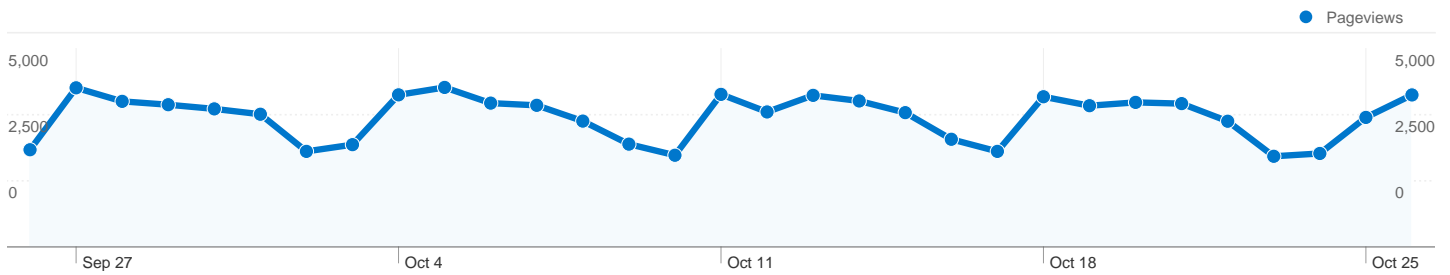
**00:03:31** Time on Site

**27.33%** Bounce Rate

**45.72%** New Visits

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	10,462	38.85%	Cable	11,506	42.72%
Safari	7,719	28.66%	Unknown	6,025	22.37%
Firefox	5,335	19.81%	DSL	5,707	21.19%
Chrome	2,432	9.03%	T1	3,277	12.17%
Opera	136	0.50%	OC3	308	1.14%



**1,555 pages were viewed a total of 101,420 times**

**Content Performance**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	32,032	19,581	00:00:53	16.75%	16.43%	\$0.00
/fares/	5,846	3,990	00:01:12	24.63%	21.66%	\$0.00
/maps-schedules/	3,132	1,940	00:01:11	37.92%	15.29%	\$0.00
/how-to-ride/	2,984	2,066	00:00:49	23.21%	9.68%	\$0.00
/schedule/6/	2,583	2,191	00:03:00	87.19%	71.78%	\$0.00
/schedule/18/	2,273	1,719	00:01:56	66.10%	38.32%	\$0.00
/schedule/9/	2,230	1,726	00:02:01	67.96%	45.38%	\$0.00
/schedule/20/	1,965	1,503	00:02:23	69.65%	43.00%	\$0.00
/schedule/10/	1,831	1,375	00:02:06	62.39%	44.62%	\$0.00
/schedule/98X/	1,740	1,364	00:01:56	74.03%	45.57%	\$0.00
/schedule/21/	1,725	1,343	00:02:12	71.68%	44.35%	\$0.00
/schedule/16/	1,665	1,259	00:01:59	63.29%	37.24%	\$0.00
/schedule/35/	1,588	1,147	00:01:59	57.62%	40.18%	\$0.00
/schedule/15/	1,516	1,170	00:02:05	64.23%	44.33%	\$0.00
/about/	1,470	1,109	00:00:42	16.67%	12.45%	\$0.00
/schedule/28/	1,338	1,031	00:02:23	88.60%	47.53%	\$0.00
/schedule/316/	1,328	988	00:01:53	54.95%	35.92%	\$0.00
/schedule/11/	1,257	952	00:01:28	43.53%	26.49%	\$0.00
/schedule/314/	1,242	1,002	00:02:04	68.66%	52.01%	\$0.00
/schedule/96X/	1,100	862	00:01:56	67.83%	36.73%	\$0.00
/schedule/4/	1,050	802	00:02:10	61.68%	51.71%	\$0.00

/schedule/36/	1,042	754	00:01:55	56.67%	28.89%	\$0.00
/fares/where-to-buy/	939	660	00:01:50	53.33%	29.39%	\$0.00
/schedule/14/	927	731	00:01:41	56.52%	38.40%	\$0.00
/news/	882	614	00:00:31	37.50%	9.86%	\$0.00
/schedule/19/	875	642	00:01:36	41.30%	24.57%	\$0.00
/link/	860	683	00:00:58	38.98%	15.47%	\$0.00
/schedule/320/	852	663	00:01:36	69.09%	35.92%	\$0.00
/driver-login/	845	360	00:02:29	32.76%	33.49%	\$0.00
/schedule/17/	837	648	00:01:36	59.26%	34.77%	\$0.00
/schedule/95X/	828	617	00:01:17	54.29%	21.38%	\$0.00
/schedule/1/	797	589	00:01:53	52.22%	34.76%	\$0.00
/schedule/7/	786	588	00:02:16	60.00%	34.99%	\$0.00
/schedule/321/	760	589	00:02:10	61.36%	37.76%	\$0.00
/how-to-ride/paying-your-fare/	684	543	00:01:20	66.67%	16.23%	\$0.00
/schedule/311/	650	507	00:01:38	31.58%	32.31%	\$0.00
/schedule/97X/	638	476	00:01:36	57.50%	31.35%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	589	366	00:01:39	71.43%	21.90%	\$0.00
/schedule/93X/	560	395	00:01:39	72.92%	31.79%	\$0.00
/schedule/5/	533	403	00:01:44	55.56%	33.21%	\$0.00
/schedule/2/	454	345	00:01:54	51.85%	35.02%	\$0.00
/maps-schedules/route-250/	444	336	00:01:26	63.83%	33.33%	\$0.00
/maps-schedules/school-routes-for-danvillesan-ramon/	411	247	00:01:38	30.77%	20.92%	\$0.00
/schedule/92X/	388	304	00:01:45	67.74%	28.61%	\$0.00
/maps-schedules/school-routes-for-lafayettetomoraorinda/	378	238	00:01:27	60.00%	33.07%	\$0.00
/schedule/91X/	361	263	00:00:57	30.00%	15.24%	\$0.00
/schedule/315/	332	252	00:01:25	55.56%	25.60%	\$0.00
/schedule/25/	324	254	00:01:26	50.00%	22.22%	\$0.00
/fares/transfer-policy/	320	260	00:01:40	0.00%	18.44%	\$0.00
/route-98-update/	316	248	00:01:13	50.00%	18.35%	\$0.00

1 - 50 of 1,555