

To: Marketing and Planning Committee

Date: November 24, 2010

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: November Website Use

SUMMARY OF ISSUES: County Connection now has access to detailed information on our website usage. Below is a summary activity for November 2010 compared to October 2010.

FINANCIAL IMPLICATIONS: None

RECOMMENDATION: Review and provide input.

ATTACHMENTS: Use overview and content over report.

	November 2010	October 2010
Visitors	24,448	26,931
New Visits	43.91%	45.72%
Unique Visitors	13,758	14,950
Pages Per Visit	3.59	3.77
Avg. Time On Site	3:59	3:31
Bounce Rate*	29.75%	27.33%

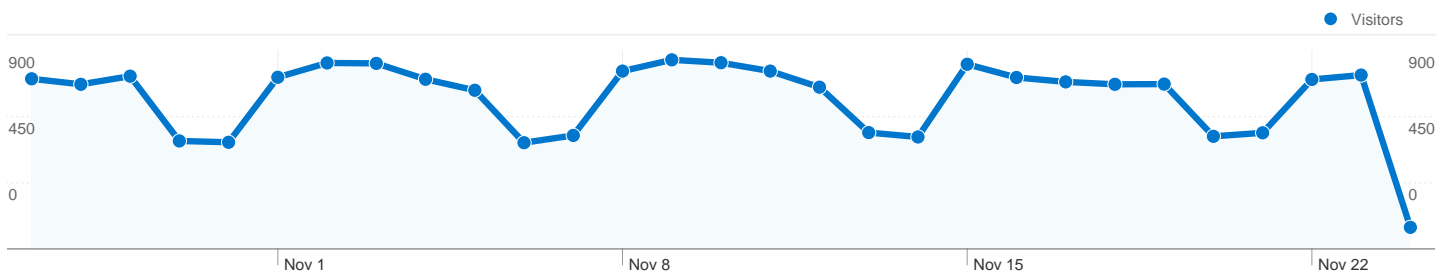
TERMS

Visitors - Total number of visitors to the site during time period

Unique Visitors – Total number of unduplicated visitors

New Visits – Percentage of people who had never visited the site before during the time period.

Bounce Rate - The number of single page visits, or visits where the person left the site from the “entrance” page.



13,758 people visited this site

24,448 Visits

13,758 Absolute Unique Visitors

87,828 Pageviews

3.59 Average Pageviews

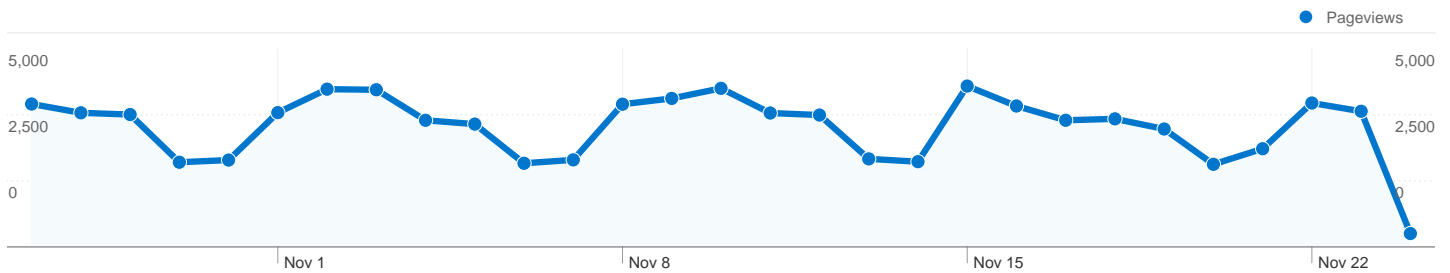
00:03:29 Time on Site

29.75% Bounce Rate

43.91% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	9,125	37.32%	Cable	10,590	43.32%
Safari	7,600	31.09%	Unknown	5,451	22.30%
Firefox	4,719	19.30%	DSL	5,067	20.73%
Chrome	2,231	9.13%	T1	3,026	12.38%
Opera	116	0.47%	OC3	231	0.94%



1,322 pages were viewed a total of 87,919 times

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
87,919 % of Site Total: 100.02%	62,423 % of Site Total: 100.02%	00:01:21 Site Avg: 00:01:21 (> 0.00%)	29.76% Site Avg: 29.76% (0.02%)	27.84% Site Avg: 27.84% (0.01%)	\$0.00 Site Avg: \$0.00 (0.00%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	26,503	16,860	00:00:52	18.63%	18.11%	\$0.00
/fares/	4,747	3,280	00:01:09	24.40%	22.14%	\$0.00
/maps-schedules/	3,847	2,311	00:01:01	17.35%	14.14%	\$0.00
/schedule/6/	2,532	2,174	00:02:45	80.36%	71.96%	\$0.00
/how-to-ride/	2,453	1,698	00:00:51	28.26%	10.64%	\$0.00
/schedule/9/	1,927	1,527	00:02:09	68.20%	43.64%	\$0.00
/schedule/18/	1,827	1,424	00:02:15	58.06%	39.79%	\$0.00
/schedule/10/	1,636	1,233	00:02:12	60.28%	44.32%	\$0.00
/schedule/21/	1,630	1,263	00:02:16	56.47%	43.50%	\$0.00
/schedule/20/	1,610	1,265	00:02:14	62.56%	44.66%	\$0.00
/schedule/98X/	1,551	1,244	00:02:39	67.17%	47.65%	\$0.00
/schedule/16/	1,369	1,041	00:01:42	54.34%	40.10%	\$0.00
/schedule/35/	1,361	1,018	00:02:19	66.53%	43.72%	\$0.00
/about/	1,305	1,000	00:00:48	32.56%	14.02%	\$0.00
/schedule/15/	1,253	998	00:01:59	72.46%	45.49%	\$0.00
/schedule/11/	1,172	933	00:01:35	34.46%	26.28%	\$0.00
/driver-login/	1,088	500	00:01:39	37.50%	38.33%	\$0.00
/schedule/28/	1,079	837	00:02:03	80.34%	46.71%	\$0.00
/schedule/316/	1,067	826	00:02:18	66.29%	41.33%	\$0.00
/schedule/314/	1,046	868	00:02:31	69.30%	56.88%	\$0.00
/schedule/4/	1,016	790	00:02:03	69.30%	54.43%	\$0.00

/schedule/96X/	890	680	00:03:59	56.94%	37.42%	\$0.00
/schedule/36/	821	604	00:01:52	58.46%	33.50%	\$0.00
/schedule/7/	808	604	00:02:46	54.43%	36.14%	\$0.00
/schedule/14/	803	628	00:01:43	61.80%	35.99%	\$0.00
/link/	792	596	00:00:54	44.44%	14.52%	\$0.00
/news/	786	515	00:00:27	20.00%	10.94%	\$0.00
/schedule/95X/	759	562	00:01:19	42.86%	22.13%	\$0.00
/schedule/19/	755	554	00:01:21	52.63%	24.37%	\$0.00
/schedule/17/	722	568	00:01:57	54.55%	36.29%	\$0.00
/schedule/1/	721	539	00:02:22	47.37%	36.75%	\$0.00
/schedule/320/	721	601	00:01:42	75.71%	38.42%	\$0.00
/schedule/321/	691	562	00:02:00	74.60%	44.14%	\$0.00
/fares/where-to-buy/	642	461	00:01:45	60.00%	32.55%	\$0.00
/schedule/311/	633	493	00:01:51	56.60%	34.60%	\$0.00
/about/jobs/	573	332	00:01:07	30.00%	36.65%	\$0.00
/schedule/97X/	546	405	00:03:10	51.47%	31.50%	\$0.00
/how-to-ride/paying-your-fare/	527	410	00:01:12	65.38%	16.70%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	504	298	00:02:14	57.89%	20.24%	\$0.00
/schedule/5/	462	362	00:01:34	62.50%	30.95%	\$0.00
/schedule/93X/	390	296	00:02:22	77.50%	36.67%	\$0.00
/schedule/2/	383	298	00:01:15	71.43%	37.34%	\$0.00
/maps-schedules/route-250/	372	286	00:01:48	56.82%	36.56%	\$0.00
/maps-schedules/school-routes-for-lafayettetemoragaorinda/	363	235	00:02:03	56.25%	32.51%	\$0.00
/site-map/	337	233	00:00:37	0.00%	5.93%	\$0.00
/schedule/92X/	320	262	00:02:32	55.56%	27.81%	\$0.00
/driver-login/employee-events/	309	65	00:00:54	0.00%	9.39%	\$0.00
/about/public-meetings/	308	138	00:00:44	66.67%	12.01%	\$0.00
/features/service-area/	306	198	00:00:36	0.00%	5.88%	\$0.00
/contact/	298	244	00:01:31	60.00%	35.23%	\$0.00

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