

To: Marketing and Planning Committee

Date: January 26, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Website Use

SUMMARY OF ISSUES: Since the redesigned website was introduced in the fall, the MP&L Committee has reviewed use patterns. The attached report presents December data. Use information for January 2011 will be provided at the meeting.

FINANCIAL IMPLICATIONS: None

RECOMMENDATION: For information and review

ATTACHMENTS: Use overview and content over report.

	<u>Dec. 2010</u>	<u>Nov. 2010</u>	<u>Oct. 2010</u>
Visitors	25,499	24,448	26,931
New Visits	41.75%	43.91%	45.72%
Unique Visitors	13,576	13,758	14,950
Pages Per Visit	3.57	3.59	3.77
Avg. Time On Site	3:17	3:59	3:31
Bounce Rate*	28.22%	29.75%	27.33%

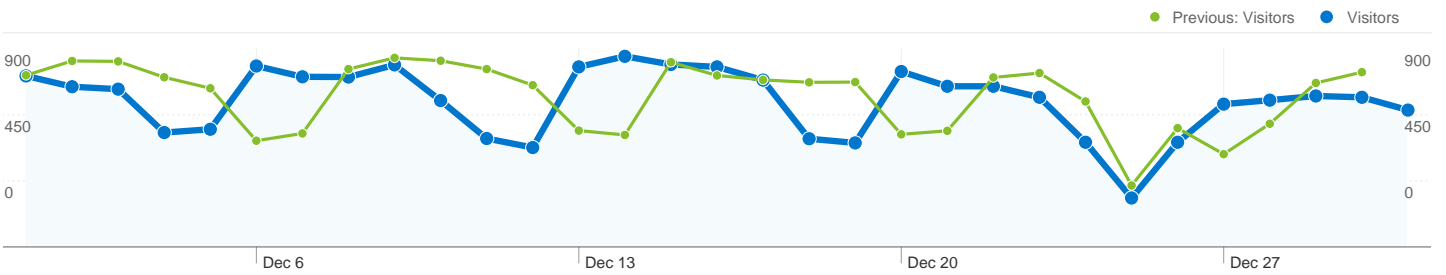
TERMS

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

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

Unique Visitors – Total number of unduplicated visitors during time period.

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



13,576 people visited this site

25,499 Visits
Previous: 25,236 (1.04%)

13,576 Absolute Unique Visitors
Previous: 13,784 (-1.51%)

90,942 Pageviews
Previous: 90,213 (0.81%)

3.57 Average Pageviews
Previous: 3.57 (-0.23%)

00:03:17 Time on Site
Previous: 00:03:26 (-4.53%)

28.22% Bounce Rate
Previous: 29.63% (-4.75%)

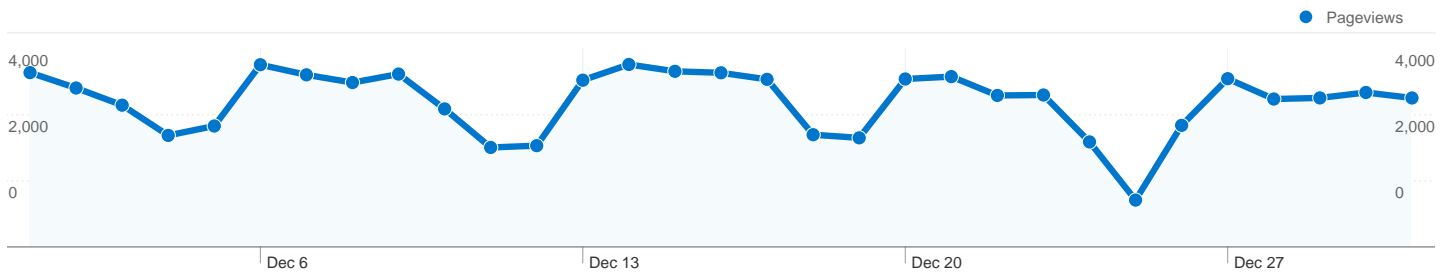
41.75% New Visits
Previous: 43.78% (-4.64%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Dec 1, 2010 - Dec 31, 2010	9,265	36.33%	Dec 1, 2010 - Dec 31, 2010	11,652	45.70%
Nov 1, 2010 - Nov 30, 2010	9,400	37.25%	Nov 1, 2010 - Nov 30, 2010	10,936	43.33%
% Change	-1.44%	-2.45%	% Change	6.55%	5.45%
Safari			Unknown		
Dec 1, 2010 - Dec 31, 2010	7,863	30.84%	Dec 1, 2010 - Dec 31, 2010	6,081	23.85%
Nov 1, 2010 - Nov 30, 2010	7,788	30.86%	Nov 1, 2010 - Nov 30, 2010	5,690	22.55%
% Change	0.96%	-0.08%	% Change	6.87%	5.77%

Firefox		
Dec 1, 2010 - Dec 31, 2010	4,940	19.37%
Nov 1, 2010 - Nov 30, 2010	4,888	19.37%
% Change	1.06%	0.02%
Chrome		
Dec 1, 2010 - Dec 31, 2010	2,567	10.07%
Nov 1, 2010 - Nov 30, 2010	2,326	9.22%
% Change	10.36%	9.22%
Mozilla Compatible Agent		
Dec 1, 2010 - Dec 31, 2010	118	0.46%
Nov 1, 2010 - Nov 30, 2010	107	0.42%
% Change	10.28%	9.14%

DSL		
Dec 1, 2010 - Dec 31, 2010	5,453	21.39%
Nov 1, 2010 - Nov 30, 2010	5,343	21.17%
% Change	2.06%	1.01%
T1		
Dec 1, 2010 - Dec 31, 2010	1,985	7.78%
Nov 1, 2010 - Nov 30, 2010	2,941	11.65%
% Change	-32.51%	-33.20%
OC3		
Dec 1, 2010 - Dec 31, 2010	246	0.96%
Nov 1, 2010 - Nov 30, 2010	255	1.01%
% Change	-3.53%	-4.52%



1,233 pages were viewed a total of 90,942 times

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
90,942 % of Site Total: 100.00%	65,226 % of Site Total: 100.00%	00:01:17 Site Avg: 00:01:17 (0.00%)	28.23% Site Avg: 28.23% (0.00%)	28.03% Site Avg: 28.03% (0.00%)	\$0.00 Site Avg: \$0.00 (0.00%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	24,432	15,861	00:00:49	16.44%	16.24%	\$0.00
/maps-schedules/	6,627	4,035	00:00:56	13.26%	13.96%	\$0.00
/fares/	4,636	3,209	00:01:08	24.71%	21.81%	\$0.00
/how-to-ride/	2,243	1,584	00:00:48	35.42%	9.99%	\$0.00
/schedule/18/	2,128	1,660	00:02:13	58.11%	40.65%	\$0.00
/schedule/9/	2,106	1,650	00:02:38	62.11%	47.77%	\$0.00
/schedule/6/	1,933	1,648	00:03:19	83.76%	72.94%	\$0.00
/schedule/20/	1,847	1,473	00:02:20	67.35%	47.43%	\$0.00
/schedule/98X/	1,703	1,349	00:02:11	70.71%	47.97%	\$0.00
/schedule/21/	1,646	1,328	00:02:27	67.38%	47.57%	\$0.00
/schedule/10/	1,588	1,221	00:02:00	51.56%	45.28%	\$0.00
/schedule/16/	1,572	1,227	00:02:04	64.36%	42.88%	\$0.00
/driver-login/	1,426	676	00:03:11	38.01%	41.73%	\$0.00
/schedule/15/	1,386	1,097	00:02:12	71.17%	46.90%	\$0.00
/schedule/35/	1,301	989	00:02:12	56.94%	44.35%	\$0.00
/about/	1,253	971	00:00:35	22.73%	13.25%	\$0.00
/schedule/316/	1,249	963	00:01:59	63.48%	43.15%	\$0.00
/schedule/314/	1,208	978	00:02:11	73.30%	55.38%	\$0.00
/schedule/4/	1,189	916	00:02:09	69.50%	55.85%	\$0.00
/news/	1,167	759	00:00:24	47.62%	10.20%	\$0.00
/schedule/11/	1,105	869	00:01:24	55.83%	31.67%	\$0.00

/schedule/28/	1,057	844	00:02:04	85.71%	46.83%	\$0.00
/schedule/14/	1,004	809	00:01:58	58.39%	44.52%	\$0.00
/schedule/320/	922	761	00:01:25	85.64%	48.16%	\$0.00
/schedule/96X/	898	704	00:01:28	64.00%	40.76%	\$0.00
/schedule/36/	876	657	00:01:59	62.69%	36.99%	\$0.00
/schedule/95X/	833	664	00:01:05	20.14%	23.29%	\$0.00
/schedule/7/	757	570	00:02:14	57.75%	34.48%	\$0.00
/several-bus-schedules-change-december-26th/	740	460	00:01:17	61.54%	22.84%	\$0.00
/schedule/321/	733	605	00:02:12	78.18%	46.93%	\$0.00
/schedule/17/	719	575	00:01:48	63.95%	41.31%	\$0.00
/schedule/1/	707	540	00:02:06	59.38%	35.50%	\$0.00
/schedule/19/	682	514	00:01:45	53.85%	25.81%	\$0.00
/link/	648	484	00:00:48	40.43%	16.05%	\$0.00
/about/jobs/	588	350	00:00:54	52.63%	35.54%	\$0.00
/schedule/311/	578	456	00:01:33	53.49%	34.08%	\$0.00
/fares/where-to-buy/	508	372	00:01:47	75.00%	35.24%	\$0.00
/schedule/5/	496	380	00:01:42	46.67%	36.09%	\$0.00
/how-to-ride/paying-your-fare/	465	363	00:01:24	57.14%	15.91%	\$0.00
/schedule/2/	456	365	00:01:51	83.33%	41.67%	\$0.00
/county-connection-holiday-service-hours/	455	362	00:01:07	55.56%	27.69%	\$0.00
/schedule/97X/	449	348	00:01:39	43.59%	26.50%	\$0.00
/holiday-service-over-new-years-weekend/	444	328	00:01:14	78.57%	29.50%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	435	256	00:02:03	50.00%	22.53%	\$0.00
/schedule/93X/	353	267	00:02:02	61.90%	33.71%	\$0.00
/site-map/	351	238	00:00:47	0.00%	7.69%	\$0.00
/contact/	333	275	00:01:39	61.11%	36.64%	\$0.00
/schedule/92X/	333	247	00:02:13	44.12%	27.63%	\$0.00
/schedule/25/	316	244	00:01:16	70.00%	29.75%	\$0.00
/about/public-meetings/	299	166	00:00:18	57.14%	14.05%	\$0.00

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