

**To:** Marketing and Planning Committee

**Date:** March 30, 2011

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

**Reviewed By:**

**SUBJECT:** Website Use

**SUMMARY OF ISSUES:** The attached report presents CCCTA website user information for the month of March.

**FINANCIAL IMPLICATIONS:** None

**RECOMMENDATION:** For information and review

**ATTACHMENTS:** Use overview and content over report.

	<u>3/11</u>	<u>2/11</u>	<u>1/11</u>	<u>12/10</u>	<u>11/10</u>	<u>10/10</u>
Visitors	29,519	23,344	29,181	25,499	24,448	26,931
New Visits	40.33%	40.59%	41.26%	41.75%	43.91%	45.72%
Unique Visitors	15,790	13,093	15,275	13,576	13,758	14,950
Pages Per Visit	3.15	3.32	3.56	3.57	3.59	3.77
Avg. Time On Site	3:17	3:17	3:27	3:17	3:59	3:31
Bounce Rate*	34.51%	32.27%	29.76%	28.22%	29.75%	27.33

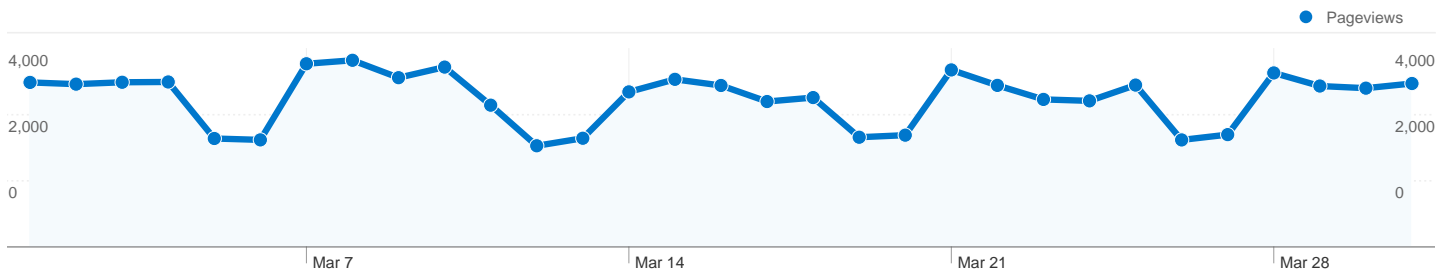
## TERMS

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.



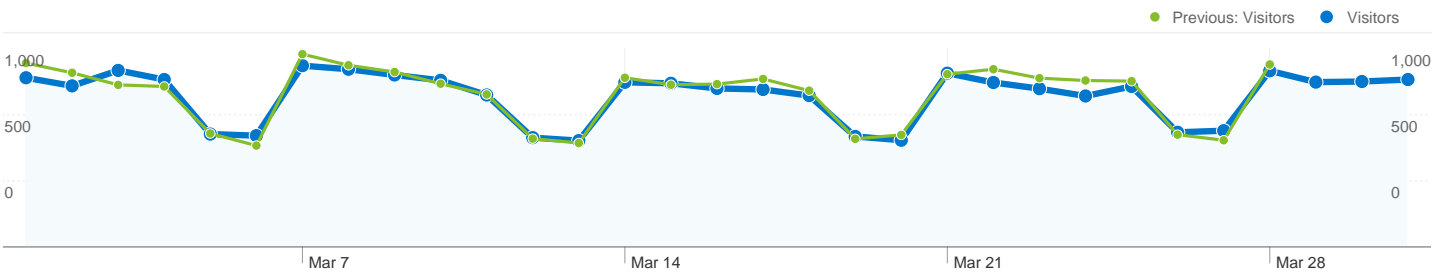
**1,083 pages were viewed a total of 93,045 times**

**Content Performance**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	26,764	17,072	00:01:07	23.45%	22.65%	\$0.00
/maps-schedules/	9,120	5,630	00:00:55	14.01%	13.59%	\$0.00
/fares/	4,028	2,853	00:01:17	30.12%	25.20%	\$0.00
/schedule/6/	2,898	2,493	00:04:38	82.52%	74.43%	\$0.00
/schedule/18/	2,517	1,969	00:02:17	66.94%	47.40%	\$0.00
/schedule/9/	2,209	1,722	00:05:20	67.97%	46.08%	\$0.00
/schedule/21/	1,855	1,519	00:01:53	47.88%	46.15%	\$0.00
/how-to-ride/	1,813	1,319	00:00:44	29.27%	8.77%	\$0.00
/schedule/10/	1,713	1,363	00:03:00	63.69%	51.55%	\$0.00
/schedule/20/	1,688	1,357	00:02:04	67.97%	50.36%	\$0.00
/schedule/98X/	1,609	1,278	00:02:05	72.71%	50.03%	\$0.00
/schedule/15/	1,575	1,244	00:03:05	78.33%	46.73%	\$0.00
/schedule/16/	1,552	1,258	00:02:07	71.69%	44.97%	\$0.00
/schedule/14/	1,327	1,042	00:03:22	60.39%	44.39%	\$0.00
/schedule/314/	1,293	1,068	00:04:18	74.69%	61.48%	\$0.00
/schedule/35/	1,265	997	00:02:16	68.92%	48.85%	\$0.00
/about/	1,260	979	00:00:29	20.00%	11.19%	\$0.00
/schedule/11/	1,188	943	00:01:46	56.62%	34.76%	\$0.00
/driver-login/	1,134	591	00:02:14	44.55%	44.36%	\$0.00
/schedule/4/	1,130	888	00:02:48	68.72%	58.94%	\$0.00
/schedule/28/	1,123	881	00:02:32	64.33%	42.92%	\$0.00

/schedule/316/	1,116	866	00:02:23	67.42%	46.24%	\$0.00
/schedule/96X/	970	742	00:02:06	64.66%	41.96%	\$0.00
/schedule/7/	880	654	00:02:05	70.27%	34.43%	\$0.00
/schedule/95X/	854	667	00:01:27	29.89%	30.21%	\$0.00
/schedule/1/	845	632	00:02:17	72.90%	40.36%	\$0.00
/schedule/36/	838	632	00:01:57	49.57%	33.53%	\$0.00
/schedule/320/	771	633	00:01:48	83.00%	47.34%	\$0.00
/schedule/19/	759	573	00:01:49	53.85%	27.01%	\$0.00
/link/	756	564	00:00:52	37.89%	22.35%	\$0.00
/schedule/321/	726	581	00:01:54	86.90%	49.72%	\$0.00
/schedule/17/	674	551	00:02:11	60.00%	42.73%	\$0.00
/schedule/311/	672	554	00:01:29	71.43%	43.45%	\$0.00
/about/jobs/	526	345	00:00:45	56.82%	40.49%	\$0.00
/fares/where-to-buy/	518	401	00:01:45	81.25%	38.61%	\$0.00
/how-to-ride/paying-your-fare/	496	399	00:01:16	75.00%	19.56%	\$0.00
/schedule/93X/	485	350	00:01:54	57.69%	36.29%	\$0.00
/schedule/97X/	461	361	00:01:48	58.06%	32.10%	\$0.00
/news/	449	340	00:00:27	41.67%	14.03%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	431	251	00:01:25	64.00%	27.15%	\$0.00
/schedule/5/	429	357	00:02:20	60.42%	40.09%	\$0.00
/schedule/92X/	384	285	00:01:34	57.53%	31.77%	\$0.00
/schedule/2/	370	286	00:01:32	71.74%	37.30%	\$0.00
/maps-schedules/school-routes-for-danvillesan-ramon/	326	179	00:01:50	44.44%	20.86%	\$0.00
/about/public-meetings/	301	194	00:00:14	7.69%	19.93%	\$0.00
/schedule/250/	292	249	00:02:29	48.65%	46.23%	\$0.00
/schedule/25/	286	231	00:01:44	64.29%	33.57%	\$0.00
/fares/transfer-policy/	259	211	00:01:48	66.67%	18.92%	\$0.00
/how-to-ride/commuter-resources/	258	173	00:01:05	66.67%	18.22%	\$0.00
/link/eligibility-registration/	257	182	00:02:11	23.53%	44.75%	\$0.00

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## 15,790 people visited this site

**29,519 Visits**  
Previous: 26,773 (10.26%)

**15,790 Absolute Unique Visitors**  
Previous: 14,252 (10.79%)

**93,045 Pageviews**  
Previous: 88,179 (5.52%)

**3.15 Average Pageviews**  
Previous: 3.29 (-4.30%)

**00:03:17 Time on Site**  
Previous: 00:03:18 (-0.28%)

**34.51% Bounce Rate**  
Previous: 32.48% (6.25%)

**40.33% New Visits**  
Previous: 40.49% (-0.39%)

## Technical Profile

Browser	Visits	% visits
<b>Safari</b>		
Mar 1, 2011 - Mar 31, 2011	10,467	35.46%
Feb 1, 2011 - Feb 28, 2011	9,265	34.61%
% Change	12.97%	2.46%
<b>Internet Explorer</b>		
Mar 1, 2011 - Mar 31, 2011	9,857	33.39%
Feb 1, 2011 - Feb 28, 2011	9,151	34.18%
% Change	7.72%	-2.31%

Connection Speed	Visits	% visits
<b>Unknown</b>		
Mar 1, 2011 - Mar 31, 2011	29,519	100.00%
Feb 1, 2011 - Feb 28, 2011	9,974	37.25%
% Change	195.96%	168.43%
<b>T1</b>		
Mar 1, 2011 - Mar 31, 2011	0	0.00%
Feb 1, 2011 - Feb 28, 2011	2,346	8.76%
% Change	-100.00%	-100.00%

Firefox		
Mar 1, 2011 - Mar 31, 2011	5,466	18.52%
Feb 1, 2011 - Feb 28, 2011	4,881	18.23%
% Change	11.99%	1.57%
Chrome		
Mar 1, 2011 - Mar 31, 2011	2,947	9.98%
Feb 1, 2011 - Feb 28, 2011	2,618	9.78%
% Change	12.57%	2.10%
Opera		
Mar 1, 2011 - Mar 31, 2011	165	0.56%
Feb 1, 2011 - Feb 28, 2011	190	0.71%
% Change	-13.16%	-21.24%

Cable		
Mar 1, 2011 - Mar 31, 2011	0	0.00%
Feb 1, 2011 - Feb 28, 2011	9,648	36.04%
% Change	-100.00%	-100.00%
Dialup		
Mar 1, 2011 - Mar 31, 2011	0	0.00%
Feb 1, 2011 - Feb 28, 2011	54	0.20%
% Change	-100.00%	-100.00%
DSL		
Mar 1, 2011 - Mar 31, 2011	0	0.00%
Feb 1, 2011 - Feb 28, 2011	4,541	16.96%
% Change	-100.00%	-100.00%