

The County Connection

Inter Office Memo

To: Marketing and Planning Committee

Date: April 28, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: April Website Use

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

FINANCIAL IMPLICATIONS: None

RECOMMENDATION: For information and review

ATTACHMENTS: Use overview and content over report.

	4/11	3/11	2/11	1/11	12/10	11/10	10/10
Visitors	27952	29,519	23,344	29,181	25,499	24,448	26,931
New Visits	41.04%	40.33%	40.59%	41.26%	41.75%	43.91%	45.72%
Unique Visitors	15,033	15,790	13,093	15,275	13,576	13,758	14,950
Pages Per Visit	3.15	3.15	3.32	3.56	3.57	3.59	3.77
Avg. Time On Site	3:28	3:17	3:17	3:27	3:17	3:59	3:31
Bounce Rate*	34.42	34.51%	32.27%	29.76%	28.22%	29.75%	27.33

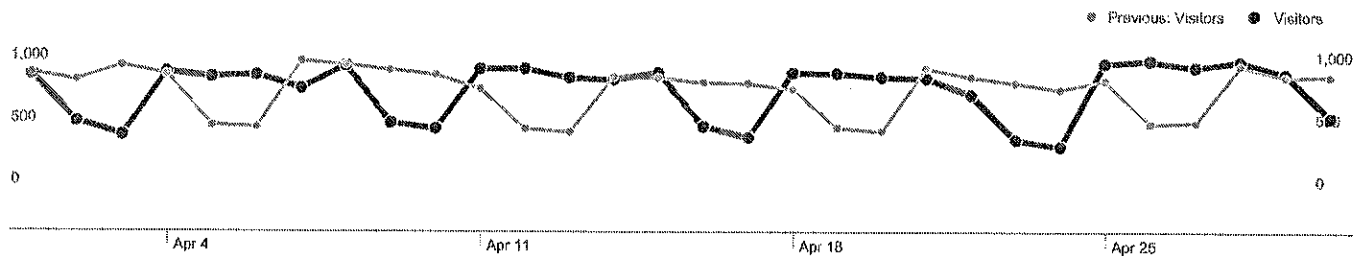
TERMS

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.



15,033 people visited this site

27,952 Visits

Previous: 29,519 (-5.31%)

15,033 Absolute Unique Visitors

Previous: 15,424 (-2.54%)

88,174 Pageviews

Previous: 93,045 (-5.24%)

3.15 Average Pageviews

Previous: 3.15 (0.06%)

00:03:28 Time on Site

Previous: 00:03:17 (5.21%)

34.42% Bounce Rate

Previous: 34.51% (-0.25%)

41.04% New Visits

Previous: 40.33% (1.76%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Safari			Unknown		
Apr 1, 2011 - Apr 30, 2011	9,709	34.73%	Apr 1, 2011 - Apr 30, 2011	27,952	100.00%
Mar 1, 2011 - Mar 31, 2011	10,467	35.46%	Mar 1, 2011 - Mar 31, 2011	29,519	100.00%
% Change	-7.24%	-2.04%	% Change	-5.31%	0.00%
Internet Explorer					
Apr 1, 2011 - Apr 30, 2011	9,274	33.18%			
Mar 1, 2011 - Mar 31, 2011	9,857	33.39%			
% Change	-5.91%	-0.64%			

Firefox

Apr 1, 2011 - Apr 30, 2011	5,120	18.32%
Mar 1, 2011 - Mar 31, 2011	5,466	18.52%
% Change	-6.33%	-1.08%

Chrome

Apr 1, 2011 - Apr 30, 2011	3,020	10.80%
Mar 1, 2011 - Mar 31, 2011	2,947	9.98%
% Change	2.48%	8.22%

Opera

Apr 1, 2011 - Apr 30, 2011	139	0.50%
Mar 1, 2011 - Mar 31, 2011	165	0.56%
% Change	-15.76%	-11.03%