

# The County Connection

## Inter Office Memo

**To:** Marketing, Planning & Legislative Committee  
Board of Directors  
County Connection Advisory Committee

**Date:** June 29, 2011

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

**Reviewed By:**

**SUBJECT:** June 2011 Website Use

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

**FINANCIAL IMPLICATIONS:** None

**RECOMMENDATION:** For information and review

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

	6/11	5/11	4/11	3/11	2/11	1/11	12/10	11/10	10/10
Visitors	30,898	30,417	27,952	29,519	23,344	29,181	25,499	24,448	26,931
New Visits	42.29%	39.65%	41.04%	40.33%	40.59%	41.26%	41.75%	43.91%	45.72%
Unique Visitors	17,147	16,167	15,033	15,790	13,093	15,275	13,576	13,758	14,950
Pages Per Visit	3.23	3.05	3.15	3.15	3.32	3.56	3.57	3.59	3.77
Avg. Time On Site	3:21	2:58	3:28	3:17	3:17	3:27	3:17	3:59	3:31
Bounce Rate*	34.82%	36.73%	34.42	34.51	32.27	29.76	28.22	29.75	27.33
Mobile Devices	7,713	7,656	6,802	7,112	6,109	6,075	5,094	4,598	4,601

### 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.

Mobile Devices – Total number of visitors accessing the website using a mobile device.