

The County Connection

Inter Office Memo

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

Date: August 31, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: July/August 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.

	8/11	7/11	6/11	5/11	4/11	3/11	2/11	1/11	12/10
Visitors	40,496	29,970	30,898	30,417	27,952	29,519	23,344	29,181	25,499
New Visits	40.99%	42.28	42.29	39.65	41.04	40.33	40.59	41.26	41.75
Unique Visitors	21,143	16,195	17,147	16,167	15,033	15,790	13,093	15,275	13,576
Pages Per Visit	3.19	3.13	3.23	3.05	3.15	3.15	3.32	3.56	3.57
Avg. Time On Site	3:14	3:13	3:21	2:58	3:28	3:17	3:17	3:27	3:17
Bounce Rate*	35.55%	36.49	34.82	36.73	34.42	34.51	32.27	29.76	28.22
Mobile Devices	10,640	7,929	7,713	7,656	6,802	7,112	6,109	6,075	5,094

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.