

# The County Connection

Inter Office Memo

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

**Date:** October 5, 2011

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

**Reviewed By:** *MBM*

**SUBJECT:** September 2011 Website Use Overview

<b>SUMMARY OF ISSUES:</b>	The attached report presents CCCTA website user information for the month of September.
<b>FINANCIAL IMPLICATIONS:</b>	None
<b>RECOMMENDATION:</b>	For information and review
<b>ATTACHMENTS:</b>	Use tables, overview, and content report.

**FY11 Web Use Statistics**

	July	August	Sept.	Oct.	Nov	Dec.	Jan	Feb	March	April	May	June
Total Visitors				26,931	24,448	25,499	29,181	23,344	29,519	27,952	30,417	30,898
Unique Visitors				14,950	13,758	13,576	15,275	13,093	15,790	15,033	16,167	17,147
% New Visitor				45.72	43.91	41.75	41.26	40.59	40.33	41.04	39.65	42.29
Pages/Visit				3.77	3.59	3.57	3.56	3.32	3.15	3.15	3.05	3.23
Avg. Time				3:31	3:59	3:17	3:27	3:17	3:17	3:28	2:58	3:21
Mobile Device				4,601	4,598	5,094	6,075	6,109	7,112	6,802	7,656	7,713

**FY12 Web Use Statistics**

	July	August	Sept.	Oct.	Nov	Dec.	Jan	Feb	March	April	May	June
Total Visitors	29,970	40,496	36,252									
Unique Visitors	16,195	21,143	19,225									
% New Visitor	42.28	40.99	40.88									
Pages/Visit	3.13	3.19	3.06									
Avg. Time	3:13	3:14	3:00									
Mobile Device	7,929	10,640	10,772									

**TERMS**

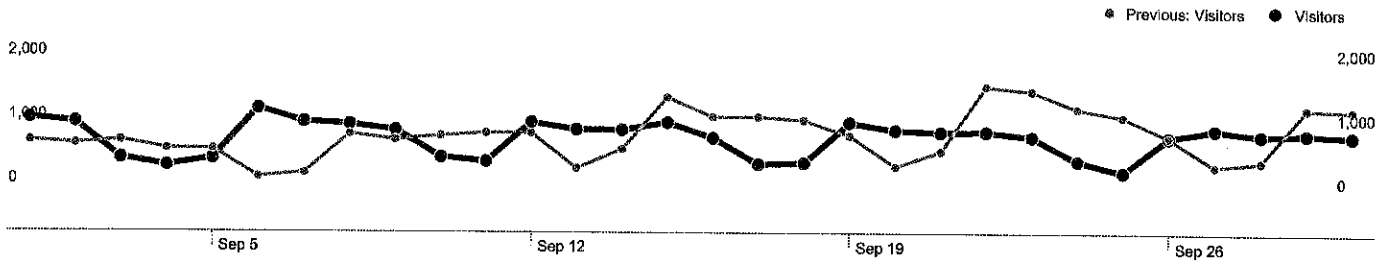
Visitors - Total number of visitors to the site during time period

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 devise.



## 19,225 people visited this site

**36,252 Visits**

Previous: 41,032 (-11.65%)

**19,225 Absolute Unique Visitors**

Previous: 21,032 (-8.59%)

**110,967 Pageviews**

Previous: 130,874 (-15.21%)

**3.06 Average Pageviews**

Previous: 3.19 (-4.03%)

**00:03:00 Time on Site**

Previous: 00:03:15 (-7.65%)

**37.20% Bounce Rate**

Previous: 35.56% (4.61%)

**40.88% New Visits**

Previous: 40.97% (-0.23%)

## Technical Profile

Browser	Visits	% visits
<b>Internet Explorer</b>		
Sep 1, 2011 - Sep 30, 2011	10,220	28.19%
Aug 1, 2011 - Aug 31, 2011	12,666	30.87%
% Change	-19.31%	-8.67%
<b>Safari</b>		
Sep 1, 2011 - Sep 30, 2011	10,125	27.93%
Aug 1, 2011 - Aug 31, 2011	10,463	25.50%
% Change	-3.23%	9.53%

Firefox

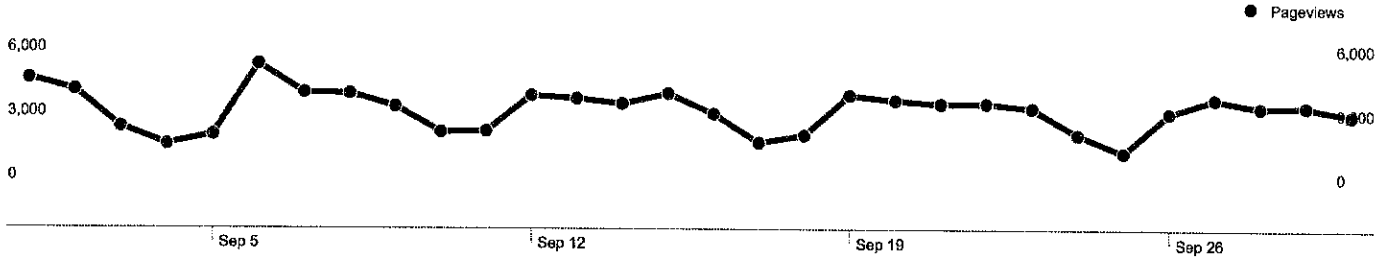
Sep 1, 2011 - Sep 30, 2011	5,870	16.19%
Aug 1, 2011 - Aug 31, 2011	7,071	17.23%
% Change	-16.98%	-6.04%

Android Browser

Sep 1, 2011 - Sep 30, 2011	4,570	12.61%
Aug 1, 2011 - Aug 31, 2011	4,609	11.23%
% Change	-0.85%	12.23%

Chrome

Sep 1, 2011 - Sep 30, 2011	4,403	12.15%
Aug 1, 2011 - Aug 31, 2011	5,252	12.80%
% Change	-16.17%	-5.11%



**1,375 pages were viewed a total of 110,967 times**

**Content Performance**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index							
<table border="0"> <tr> <td><b>Pageviews</b> <b>110,967</b> % of Site Total: 100.00%</td> <td><b>Unique Pageviews</b> <b>79,940</b> % of Site Total: 100.00%</td> <td><b>Avg. Time on Page</b> <b>00:01:27</b> Site Avg: 00:01:27 (0.00%)</td> <td><b>Bounce Rate</b> <b>37.21%</b> Site Avg: 37.21% (0.00%)</td> <td><b>% Exit</b> <b>32.66%</b> Site Avg: 32.66% (0.00%)</td> <td colspan="2"><b>\$ Index</b> <b>\$0.00</b> Site Avg: \$0.00 (0.00%)</td> </tr> </table>							<b>Pageviews</b> <b>110,967</b> % of Site Total: 100.00%	<b>Unique Pageviews</b> <b>79,940</b> % of Site Total: 100.00%	<b>Avg. Time on Page</b> <b>00:01:27</b> Site Avg: 00:01:27 (0.00%)	<b>Bounce Rate</b> <b>37.21%</b> Site Avg: 37.21% (0.00%)	<b>% Exit</b> <b>32.66%</b> Site Avg: 32.66% (0.00%)	<b>\$ Index</b> <b>\$0.00</b> Site Avg: \$0.00 (0.00%)	
<b>Pageviews</b> <b>110,967</b> % of Site Total: 100.00%	<b>Unique Pageviews</b> <b>79,940</b> % of Site Total: 100.00%	<b>Avg. Time on Page</b> <b>00:01:27</b> Site Avg: 00:01:27 (0.00%)	<b>Bounce Rate</b> <b>37.21%</b> Site Avg: 37.21% (0.00%)	<b>% Exit</b> <b>32.66%</b> Site Avg: 32.66% (0.00%)	<b>\$ Index</b> <b>\$0.00</b> Site Avg: \$0.00 (0.00%)								
/	30,639	19,700	00:01:07	26.10%	24.75%	\$0.00							
/maps-schedules/	12,779	8,121	00:00:53	17.55%	16.32%	\$0.00							
/fares/	4,506	3,210	00:01:15	40.18%	25.92%	\$0.00							
/schedule/6/	3,649	3,158	00:04:49	81.86%	73.88%	\$0.00							
/schedule/9/	2,567	2,025	00:02:29	67.75%	47.80%	\$0.00							
/schedule/18/	2,462	1,964	00:02:11	71.20%	46.63%	\$0.00							
/how-to-ride/	2,368	1,714	00:00:38	40.35%	10.05%	\$0.00							
/schedule/20/	2,220	1,802	00:02:16	61.63%	51.80%	\$0.00							
/schedule/16/	2,027	1,609	00:02:09	65.58%	45.44%	\$0.00							
/schedule/98X/	1,928	1,571	00:02:51	76.77%	53.42%	\$0.00							
/schedule/21/	1,924	1,489	00:02:35	67.82%	45.43%	\$0.00							
/schedule/10/	1,868	1,520	00:02:17	65.14%	50.64%	\$0.00							
/schedule/15/	1,819	1,411	00:02:21	70.27%	48.43%	\$0.00							
/schedule/14/	1,429	1,129	00:02:46	65.81%	47.03%	\$0.00							
/schedule/4/	1,385	1,148	00:02:35	76.87%	65.49%	\$0.00							
/schedule/35/	1,376	1,061	00:02:24	63.45%	46.73%	\$0.00							
/about/	1,363	1,041	00:00:34	64.93%	20.40%	\$0.00							
/schedule/316/	1,304	1,030	00:02:23	76.71%	48.77%	\$0.00							
/schedule/11/	1,226	988	00:01:33	59.67%	38.09%	\$0.00							
/schedule/314/	1,182	938	00:02:09	71.63%	45.01%	\$0.00							
/schedule/28/	1,137	862	00:02:41	64.38%	44.24%	\$0.00							

/schedule/96X/	1,079	839	00:01:51	72.07%	44.76%	\$0.00
/driver-login/	951	499	00:02:05	37.99%	46.48%	\$0.00
/schedule/7/	913	703	00:02:27	72.73%	39.98%	\$0.00
/fares/where-to-buy/	853	623	00:01:55	78.85%	35.87%	\$0.00
/schedule/36/	849	644	00:01:59	67.03%	36.51%	\$0.00
/schedule/320/	839	661	00:01:36	80.27%	44.22%	\$0.00
/schedule/1/	817	629	00:02:05	66.06%	38.92%	\$0.00
/schedule/19/	804	614	00:01:45	60.49%	28.61%	\$0.00
/schedule/311/	801	618	00:02:09	73.49%	36.70%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	800	432	00:01:55	42.42%	21.62%	\$0.00
/link/	749	574	00:01:00	33.63%	22.43%	\$0.00
/schedule/17/	748	607	00:02:07	78.26%	45.32%	\$0.00
/schedule/95X/	744	587	00:01:35	73.42%	31.59%	\$0.00
/schedule/321/	732	600	00:02:14	69.47%	53.01%	\$0.00
/schedule/310/	728	602	00:02:05	77.91%	53.02%	\$0.00
/news/	644	474	00:00:33	50.00%	16.15%	\$0.00
/schedule/93X/	607	458	00:02:08	68.42%	41.85%	\$0.00
/maps-schedules/school-routes-for-danvillesan-ramon/	570	276	00:02:07	39.13%	20.70%	\$0.00
/schedule/250/	566	462	00:02:07	64.29%	46.47%	\$0.00
/how-to-ride/paying-your-fare/	558	457	00:01:22	65.62%	21.15%	\$0.00
/schedule/5/	485	381	00:02:06	74.23%	42.68%	\$0.00
/schedule/97X/	460	363	00:03:01	67.44%	36.52%	\$0.00
/fares/clipper-card/	455	386	00:00:59	41.38%	24.84%	\$0.00
/maps-schedules/school-routes-for-lafayettetemoragaorinda/	444	282	00:01:56	68.18%	36.04%	\$0.00
/how-to-ride/places-to-go/	439	332	00:00:45	37.50%	8.66%	\$0.00
/schedule/92X/	426	322	00:01:48	66.67%	40.38%	\$0.00
/schedule/2/	419	347	00:02:05	91.67%	47.02%	\$0.00
/about/jobs/	405	233	00:00:59	44.44%	32.59%	\$0.00
/contact/	345	269	00:01:42	77.78%	40.29%	\$0.00

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