

Montgomery County Board of Elections – Website 777vote.org usage overview

Time frame: 04/01/2024 to 04/30/2024

Category	Description	April	March	February
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	118,760	68,446	63,310
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	29,496	16,879	11,924
Number of Sessions	A session is a period of time during which a user interacts with the website	51,214	27,589	21,050
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	31,899	17,464	14,523
Average Engagement Time	The average length of time that the website had focus in the browser	93 seconds	89 seconds	126 seconds
Number of Page Views / Active User		4.03 views	4.06 views	5.31 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	36%	40%	45%
Direct	e.g., bookmarked page or user entered URL in a browser	49%	48%	53%
Referrals / others	e.g., links from websites/social media	5%	12%	3%
Paid search		10%		
Desktop Users		46%	46%	54%
Mobile Users		51%	52%	44%
Tablet Users		3%	2%	2%
Most visited pages				
April 2024		March 2024		
<ol style="list-style-type: none"> 1. Home Page - 29,515 2. Election Judge Connection - 20,504 3. Election Judges Getting Started - 7,335 4. Election Judge Training Materials - 10,683 5. Election Worker Job Description - 4,744 6. Election Judge Walkin Training Schedule - 4,477 7. Election Worker Program Overview - 3,914 8. Election Judge Newsletters - 3,280 9. Early Voting Center Wait Times - 3,270 10. Early Voting Centers - 2,427 		<ol style="list-style-type: none"> 11. Home Page - 17,070 12. Election Judge Connection – 12,340 13. Election Judge Training Materials – 10,440 14. Election Judge Walkin Training Schedule – 3,055 15. Election Judge Newsletters – 3,047 16. Election Worker Program Overview - 2,632 17. Election Worker Job Description – 2,496 18. Election Judges Getting Started - 1,610 19. Election dates – 1,461 20. Election Judge Canvass -1,425 		