

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

Time frame: 05/01/2024 to 05/31/2024

Category	Description	May	April	March
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	139,034	118,760	68,446
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	38,174	29,496	16,879
Number of Sessions	A session is a period of time during which a user interacts with the website	57,420	51,214	27,589
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	34,484	31,899	17,464
Average Engagement Time	The average length of time that the website had focus in the browser	60	93 seconds	89 seconds
Number of Page Views / Active User		3.64 views	4.03 views	4.06 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	69%	36%	40%
Direct	e.g., bookmarked page or user entered URL in a browser	24%	49%	48%
Referrals / others	e.g., links from websites/social media	4%	5%	12%
Paid search		3%	10%	
Desktop Users		39%	46%	46%
Mobile Users		59%	51%	52%
Tablet Users		2%	3%	2%
Most visited pages				
May 2024		April 2024		
<ol style="list-style-type: none"> 1. Early Voting Wait Times - 42,243 2. Home Page - 27,199 3. Election Judge Connection - 8,880 4. Sample Ballot Voter Guide - 7,097 5. Election Judge Training Materials - 6,663 6. Early Voting Centers - 6,080 7. Election Dates - 4,475 8. Dropbox Locations - 4,088 9. Election Worker Job Description - 3,222 10. Election Voting Locations - 2,526 		<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 		