

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

Time frame: 06/01/2024 to 06/30/2024

| Category | Description | June | May | April |
|--|---|--|------------|------------|
| Number of Page Views | Number of web pages viewed by users. Repeated views are counted | 13,770 | 139,034 | 118,760 |
| Number of Total Active Users | Number of distinct users who visited the website (unique visitors) | 5,103 | 38,174 | 29,496 |
| Number of Sessions | A session is a period of time during which a user interacts with the website | 7,102 | 57,420 | 51,214 |
| Number Engaged Sessions | The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views | 4,093 | 34,484 | 31,899 |
| Average Engagement Time | The average length of time that the website had focus in the browser | 64 | 60 | 93 seconds |
| Number of Page Views / Active User | | 2.70 views | 3.64 views | 4.03 views |
| Organic Search | e.g., Google Search, Bing Search, Yahoo search | 49% | 69% | 36% |
| Direct | e.g., bookmarked page or user entered URL in a browser | 47% | 24% | 49% |
| Referrals / others | e.g., links from websites/social media | 3% | 4% | 5% |
| Paid search | | 1% | 3% | 10% |
| Desktop Users | | 48% | 39% | 46% |
| Mobile Users | | 51% | 59% | 51% |
| Tablet Users | | 1% | 2% | 3% |
| Most visited pages | | | | |
| June 2024 | | May 2024 | | |
| <ol style="list-style-type: none"> 1. Home Page – 3,701 2. EJ Connection – 1,171 3. Election Worker Job Descriptions - 931 4. Early Voting Wait Times - 758 5. 2024 Election Dates - 751 6. Election Judge - Program Overview - 593 7. Election Judges - Getting Started - 334 8. Election Judge Training Resources - 326 9. Montgomery County Election Judge Newsletters - 318 10. Election Worker FAQs - 239 | | <ol style="list-style-type: none"> 11. Early Voting Wait Times - 42,243 12. Home Page - 27,199 13. Election Judge Connection - 8,880 14. Sample Ballot Voter Guide - 7,097 15. Election Judge Training Materials - 6,663 16. Early Voting Centers - 6,080 17. Election Dates - 4,475 18. Dropbox Locations - 4,088 19. Election Worker Job Description - 3,222 20. Election Voting Locations - 2,526 | | |