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

Time frame: 07/01/2024 to 08/31/2024

Category	Description	August	July	June
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	60,607	19,922	13,770
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	20,071	7,826	5,103
Number of Sessions	A session is a period of time during which a user interacts with the website	28,481	10,841	7,102
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	17,189	6,329	4,093
Average Engagement Time	The average length of time that the website had focus in the browser	75	66	64
Number of Page Views / Active User		3.02views	2.55 views	2.70 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	42%	64%	49%
Direct	e.g., bookmarked page or user entered URL in a browser	47%	33%	47%
Referrals / others	e.g., links from websites/social media	11%	3%	3%
Paid search		1%	1%	1%
Desktop Users		58%	47.5%	48%
Mobile Users		40%	50.3%	51%
Tablet Users		2%	2.2%	1%

Most visited pages

August 2024
1. Home Page - 17,924
2. Election Judge Connection - 9,904
3. Election Judge Training Materials - 5,112
4. Election Worker Job Description - 2,768
5. Election Worker Program Overview - 2,748
6. Vote By Mail - 1,970
7. Election Judge Walkin Training Schedule - 1,826
8. Early Voting Centers - 1,680
9. Election Judges Getting Started - 1,358
10. Election Dates - 1,349

July 2024
1. Home Page - 4,431
2. Election Judge Connection - 2,149
3. Election Dates - 1,047
4. Election Judge Training Materials - 974
5. Election Worker Job Description - 966
6. Election Worker Program Overview - 848
7. Vote By Mail - 831
8. Early Voting Centers - 517
9. Voter Registration - 493
10. Future Vote School Poll Workers - 418