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

Time frame: 09/01/2024 to 09/3/2024

Category	Description	September	August	July
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	101,567	60,607	19,922
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	35,132	20,071	7,826
Number of Sessions	A session is a period of time during which a user interacts with the website	50,439	28,481	10,841
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	31,224	17,189	6,329
Average Engagement Time	The average length of time that the website had focus in the browser	78	75	66
Number of Page Views / Active User		2.89 views	3.02views	2.55 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	48%	42%	64%
Direct	e.g., bookmarked page or user entered URL in a browser	42%	47%	33%
Referrals / others	e.g., links from websites/social media	5%	11%	3%
Paid search		5%	1%	1%
Desktop Users		46%	58%	47.5%
Mobile Users		52%	40%	50.3%
Tablet Users		2%	2%	2.2%

Most visited pages

September 2024
1. Home Page - 21,904
2. Election Judge Connection - 14,023
3. Election Judge Training Materials - 7,987
4. Vote By Mail - 5,507
5. Early Voting Centers - 5,175
6. Election Worker Job Description - 4,812
7. Election Judges Getting Started - 4,290
8. Early Voting Wait Times - 3,723
9. Election Worker Program Overview - 3,465
10. Future Vote School Poll Workers - 3,099

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