

Montgomery County Board of Elections – Website 777vote.org usage overview
Time frame: 10/1/2023 to 10/31/2023

Category	Description	Data
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	17,987
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	8,576
Number of Sessions	A session is a period of time during which a user interacts with the website	10,773
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	6,025
Average Engagement Time	The average length of time that the web site had focus in the browser	41 seconds
Number of Page Views / Active User		2.1 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	56%
Direct	e.g., bookmarked page or user enter URL in browser	42%
Referrals	e.g., links from websites/social media	2%
Desktop Users		45%
Mobile Users		53%
Tablet Users		2%
Most visited pages	<ol style="list-style-type: none"> 1. Home Page - 5,848 2. Job Description - 1,052 3. Sample Ballot Voter Guide - 1,033 4. Calendar - 728 5. 2022 Early Voting Centers - 628 6. Election Worker Program Overview – 532 7. Board Meeting Documents - 309 8. Maps – 294 9. School Poll Workers - 293 10. Election Judges Getting Started - 283 	