

**Montgomery County Board of Elections – Website [777vote.org](https://777vote.org) usage overview**  
**Time frame: 12/1/2023 to 12/31/2023**

<b>Category</b>	<b>Description</b>	<b>Data</b>
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	6,762
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	2,319
Number of Sessions	A session is a period of time during which a user interacts with the website	3,398
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	1,918
Average Engagement Time	The average length of time that the web site had focus in the browser	68 seconds
Number of Page Views / Active User		2.92 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	57%
Direct	e.g., bookmarked page or user enter URL in browser	40%
Referrals / others	e.g., links from websites/social media	3%
Desktop Users		53%
Mobile Users		45%
Tablet Users		2%
Most visited pages	<ol style="list-style-type: none"> <li>1. Home Page - 2,071</li> <li>2. Job Description – 424</li> <li>3. Calendar – 356</li> <li>4. School Poll Workers – 309</li> <li>5. Election Worker Program Overview – 304</li> <li>6. Board Meeting Documents – 238</li> <li>7. Voter Registration FAQ's – 189</li> <li>8. Elected Officials – 176</li> <li>9. Maps – 165</li> <li>10. Election Judges Getting Started - 119</li> </ol>	