

Montgomery County Board of Elections – Website 777vote.org usage overview
Time frame: 01/01/2024 to 01/31/2024

Category	Description	Data
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	17,507
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	8,097
Number of Sessions	A session is a period of time during which a user interacts with the website	10,610
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	4,983
Average Engagement Time	The average length of time that the website had focus in the browser	81 seconds
Number of Page Views / Active User		2.16 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	38%
Direct	e.g., bookmarked page or user enter URL in browser	47%
Referrals / others	e.g., links from websites/social media	15%
Desktop Users		67%
Mobile Users		32%
Tablet Users		1%
Most visited pages	<ol style="list-style-type: none"> 1. Home Page: 7,777 2. Election Worker Job Description: 1,083 3. Election Worker Program Overview: 1,048 4. School Poll Workers: 482 5. Election Judges Getting Started: 456 6. Voter Registration FAQ's: 414 7. Important dates: 345 8. Vote By Mail: 342 9. Calendar: 341 10. Board Meeting Documents – 322 	