

Montgomery County Board of Elections – Website 777vote.org usage overview
Time frame: 02/01/2024 to 02/29/2024

Category	Description	Data	Previous Month Data
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	63,310	17,507
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	11,924	8,097
Number of Sessions	A session is a period of time during which a user interacts with the website	21,050	10,610
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	14,523	4,983
Average Engagement Time	The average length of time that the website had focus in the browser	126 seconds	81 seconds
Number of Page Views / Active User		5.31 views	2.16 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	45%	38%
Direct	e.g., bookmarked page or user entered URL in a browser	53%	47%
Referrals / others	e.g., links from websites/social media	3%	15%
Desktop Users		54%	67%
Mobile Users		44%	32%
Tablet Users		2%	1%
Most visited pages			
February 2024		January 2024	
1. Home Page - 17,034		1. Home Page: 7,777	
2. Election Judge Connection - 11,966		2. Election Worker Job Description: 1,083	
3. Election Judge Training Materials - 11,914		3. Election Worker Program Overview: 1,048	
4. Election Judge Walkin Training Schedule - 2,606		4. School Poll Workers: 482	
5. Election Worker Program Overview - 2,846		5. Election Judges Getting Started: 456	
6. Election Worker Job Description - 1,963		6. Voter Registration FAQ's: 414	
7. Election Judge Newsletters - 1,511		7. Important dates: 345	
8. Election Judge Locations - 1,163		8. Vote By Mail: 342	
9. School Poll Workers - 1,087		9. Calendar: 341	
10. Election Judges Getting Started - 1,070		10. Board Meeting Documents – 322	