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

Time frame: 03/01/2024 to 03/31/2024

Category	Description	March	February	January
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	68,446	63,310	17,507
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	16,879	11,924	8,097
Number of Sessions	A session is a period of time during which a user interacts with the website	27,589	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	17,464	14,523	4,983
Average Engagement Time	The average length of time that the website had focus in the browser	89 seconds	126 seconds	81 seconds
Number of Page Views / Active User		4.06 views	5.31 views	2.16 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	40%	45%	38%
Direct	e.g., bookmarked page or user entered URL in a browser	48%	53%	47%
Referrals / others	e.g., links from websites/social media	12%	3%	15%
Desktop Users		46%	54%	67%
Mobile Users		52%	44%	32%
Tablet Users		2%	2%	1%

Most visited pages

March 2024
1. Home Page - 17,070
2. Election Judge Connection – 12,340
3. Election Judge Training Materials – 10,440
4. Election Judge Walkin Training Schedule – 3,055
5. Election Judge Newsletters – 3,047
6. Election Worker Program Overview - 2,632
7. Election Worker Job Description – 2,496
8. Election Judges Getting Started - 1,610
9. Election dates – 1,461
10. Election Judge Canvass -1,425

February 2024
1. Home Page - 17,034
2. Election Judge Connection - 11,966
3. Election Judge Training Materials - 11,914
4. Election Judge Walkin Training Schedule - 2,606
5. Election Worker Program Overview - 2,846
6. Election Worker Job Description - 1,963
7. Election Judge Newsletters - 1,511
8. Election Judge Locations - 1,163
9. School Poll Workers - 1,087
10. Election Judges Getting Started - 1,070