

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

Time frame: 10/01/2024 to 11/30/2024

Category	Description	November	October	September
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	213,932	799,607	101,567
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	70,006	144,670	35,132
Number of Sessions	A session is a period of time during which a user interacts with the website	90,195	216,667	50,439
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	50,921	131,553	31,224
Average Engagement Time	The average length of time that the website had focus in the browser	33	67	78
Number of Page Views / Active User		3.06 views	5.53 views	2.89 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	65%	69%	48%
Direct	e.g., bookmarked page or user entered URL in a browser	32%	27%	42%
Referrals / others	e.g., links from websites/social media	1%	2%	5%
Paid search		1%	1%	5%
Desktop Users		30%	35%	46%
Mobile Users		69%	63%	52%
Tablet Users		1%	2%	2%
Top pages by number of page views				
September 2024		October 2024		
1. Early Voting Wait Times - 89,372		11. Early Voting Wait Times - 501,347		
2. Home Page - 30,237		12. Early Voting Centers - 94,336		
3. Election Voting Locations - 21,847		13. Home Page - 56,957		
4. Early Voting Centers - 15,443		14. Election Judge Connection - 24,672		
5. Elections Drop Boxes (including locations) - 10,171		15. Sample Ballot Voter Guide - 16,043		
6. Sample Ballot Voter Guide - 9,197		16. Elections Drop Boxes (including locations) - 13,313		
7. Election Judge Connection - 3,813		17. Vote By Mail - 11,420		
8. Vote By Mail - 3,687		18. Election Judge Training Materials - 10,167		
9. Where's My Ballot - 2,619		19. Election Voting Locations - 9,013		
10. 2024 Mail-In Ballot Canvass - 2,153		20. Election Worker Job Description - 6,709		