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

Time frame: 12/01/2024 to 12/31/2024

Category	Description	December	November	October
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	8,416	213,932	799,607
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	3,113	70,006	144,670
Number of Sessions	A session is a period of time during which a user interacts with the website	4,327	90,195	216,667
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	2,074	50,921	131,553
Average Engagement Time	The average length of time that the website had focus in the browser (seconds)	39	33	67
Number of Page Views / Active User		2.7 views	3.06 views	5.53 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	42%	65%	69%
Direct	e.g., bookmarked page or user entered URL in a browser	55%	32%	27%
Referrals / others	e.g., links from websites/social media	2%	1%	2%
Paid search		1%	1%	1%
Desktop Users		54%	30%	35%
Mobile Users		44%	69%	63%
Tablet Users		2%	1%	2%

Top pages by number of page views

December 2024

1. Home Page - 1,813
2. Election Worker Job Description - 555
3. Election Judge Connection - 550
4. Early Voting Wait Times - 270
5. Early Voting Centers - 249
6. Election Worker Program Overview - 868
7. Election Board Information Meeting Documents - 197
8. Election Maps - 159
9. Election Judge Newsletters - 152
10. Voter Registration FAQs - 129

November 2024

1. Early Voting Wait Times - 89,372
2. Home Page - 30,237
3. Election Voting Locations - 21,847
4. Early Voting Centers - 15,443
5. Elections Drop Boxes (including locations) - 10,171
6. Sample Ballot Voter Guide - 9,197
7. Election Judge Connection - 3,813
8. Vote By Mail - 3,687
9. Where's My Ballot - 2,619
10. 2024 Mail-In Ballot Canvass - 2,153