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

Time frame: 02/01/202 to 02/28/2025

Category	Description	February	January	December
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	7,407	7,560	8,416
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	3,060	3,142	3,113
Number of Sessions	A session is a period of time during which a user interacts with the website	3,970	4,140	4,327
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	2,217	2,223	2,074
Average Engagement Time	The average length of time that the website had focus in the browser (seconds)	36	32	39
Number of Page Views / Active User		2.42 views	2.41 views	2.7 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	60%	66%	42%
Direct	e.g., bookmarked page or user entered URL in a browser	36%	30%	55%
Referrals / others	e.g., links from websites/social media	3%	3%	2%
Paid search		1%	1%	1%
Desktop Users		52%	50%	54%
Mobile Users		447%	49%	44%
Tablet Users		12%	1%	2%

Top pages by number of page views

February 2025
1. Home Page - 1,807
2. Election Inclement Weather Policy - 736
3. Election Judge Connection - 231
4. Election Maps - 227
5. Elected Officials - 194
6. Election Worker Job Description - 187
7. Election Board Information Meeting Documents - 186
8. Election Maps - Council Maps - 160
9. Voter Registration FAQs - 154
10. Board of Education District Maps - 144

January 2025
1. Home Page - 1,480
2. Election Inclement Weather Policy - 916
3. Election Judge Connection - 262
4. Election Board Information Meeting Documents - 232
5. Election Maps - 201
6. Early Voting Centers - 188
7. Voter Registration FAQs - 160
8. Board of Education District Maps - 158
9. Election Worker Job Description - 157
10. Elected Officials - 156