

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

Time frame: 03/01/202 to 03/31/2025

Category	Description	March	February	January
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	7,140	7,407	7,560
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	2,856	3,060	3,142
Number of Sessions	A session is a period of time during which a user interacts with the website	3,946	3,970	4,140
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	2,206	2,217	2,223
Average Engagement Time	The average length of time that the website had focus in the browser (seconds)	48	36	32
Number of Page Views / Active User		2.5 views	2.42 views	2.41 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	49%	60%	66%
Direct	e.g., bookmarked page or user entered URL in a browser	49%	36%	30%
Referrals / others	e.g., links from websites/social media	2%	3%	3%
Paid search		0%	1%	1%
Desktop Users		58%	52%	50%
Mobile Users		41%	47%	49%
Tablet Users		1%	12%	1%
Top pages by number of page views				
March 2025		February 2025		
<ol style="list-style-type: none"> 1. Home Page - 2,119 2. Election Judge Connection – 300 3. Election Maps – 210 4. Election Board Information Meeting Documents – 186 5. Elected Officials – 199 6. Election Worker Job Description – 188 7. Voter Registration FAQs – 184 8. Election Maps - Council Maps – 165 9. Elections Calendar – 146 10. Elections Maps - Legislative Maps - 132 		<ol style="list-style-type: none"> 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 		

