

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

Time frame: 04/01/202 to 04/30/2025

Category	Description	April	March	February
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	7,345	7,140	7,407
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	3,021	2,856	3,060
Number of Sessions	A session is a period of time during which a user interacts with the website	4,009	3,946	3,970
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	2,162	2,206	2,217
Average Engagement Time	The average length of time that the website had focus in the browser (seconds)	37	48	36
Number of Page Views / Active User		2.43 views	2.5 views	2.42 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	50%	49%	60%
Direct	e.g., bookmarked page or user entered URL in a browser	48%	49%	36%
Referrals / others	e.g., links from websites/social media	2%	2%	3%
Paid search		0%	0%	1%
Desktop Users		63%	58%	52%
Mobile Users		36%	41%	47%
Tablet Users		1%	1%	12%
Top pages by number of page views				
April 2025		March 2025		
<ol style="list-style-type: none"> 1. Home Page - 2,148 2. Election Board Information Meeting Documents - 270 3. Election Maps - 195 4. Voter Registration FAQs - 182 5. Election Worker Job Description - 174 6. Election Worker Program Overview - 152 7. Election Judge Connection - 148 8. Elections Calendar - 145 9. Election Maps - Council Maps - 139 10. Elected Officials - 137 		<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 		