

## Montgomery County Board of Elections – Website [777vote.org](https://777vote.org) usage overview

Time frame: 05/01/2022 to 05/31/2025

| Category  | Description   | May  | April      | March     |
|---|---|--|------------|-----------|
| Number of Page Views                                  | Number of web pages viewed by users. Repeated views are counted                                 | 7,746  | 7,345      | 7,140     |
| Number of Total Active Users                          | Number of distinct users who visited the website (unique visitors)                              | 3,108  | 3,021      | 2,856     |
| Number of Sessions                                    | A session is a period of time during which a user interacts with the website                    | 4,080  | 4,009      | 3,946     |
| Number Engaged Sessions                               | The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views | 2,227  | 2,162      | 2,206     |
| Average Engagement Time                               | The average length of time that the website had focus in the browser (seconds)                  | 39   | 37         | 48        |
| Number of Page Views / Active User                    |   | 2.49 views   | 2.43 views | 2.5 views |
| Organic Search  | e.g., Google Search, Bing Search, Yahoo search  | 56%  | 50%        | 49%       |
| Direct  | e.g., bookmarked page or user entered URL in a browser  | 42%  | 48%        | 49%       |
| Referrals / others                                    | e.g., links from websites/social media  | 2%   | 2%         | 2%        |
| Paid search   |   | 0%   | 0%         | 0%        |
| Desktop Users   |   | 54.2%  | 63%        | 58%       |
| Mobile Users  |   | 44.4%  | 36%        | 41%       |
| Tablet Users  |   | 1.4%   | 1%         | 1%        |
| <b>Top pages by number of page views</b>              |   |  |            |           |
| <b>May 2025</b>                                       |   | <b>April 2025</b>                                      |            |           |
| 1. Home Page - 2,438                                  |   | 11. Home Page - 2,148                                  |            |           |
| 2. Election Board Information Meeting Documents - 336 |   | 12. Election Board Information Meeting Documents - 270 |            |           |
| 3. Official Voter Guide and Sample Ballot - 260       |   | 13. Election Maps - 195                                |            |           |
| 4. Election Voting Locations - 172                    |   | 14. Voter Registration FAQs - 182                      |            |           |
| 5. Elections Calendar - 172                           |   | 15. Election Worker Job Description - 174              |            |           |
| 6. Election Maps - 159                                |   | 16. Election Worker Program Overview - 152             |            |           |
| 7. Elections Dropbox Locations - 145                  |   | 17. Election Judge Connection - 148                    |            |           |
| 8. Elected Officials - 126                            |   | 18. Elections Calendar - 145                           |            |           |
| 9. Election Maps - Council Maps - 118                 |   | 19. Election Maps - Council Maps - 139                 |            |           |
| 10. Elections Maps - Legislative Maps - 115           |   | 20. Elected Officials - 137                            |            |           |