

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

Time frame: 08/01/202 to 08/31/2025

Category	Description	August	July	June
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	6,003	5,412	6,661
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	2,431	2,077	2,584
Number of Sessions	A session is a period of time during which a user interacts with the website	3,310	2,875	3,437
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	1,907	1,612	1,958
Average Engagement Time	The average length of time that the website had focus in the browser (seconds)	48	43	44
Number of Page Views / Active User		2.47 views	2.61 views	2.56 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	64%	68%	62%
Direct	e.g., bookmarked page or user entered URL in a browser	31%	29%	34%
Referrals / others	e.g., links from websites/social media	5%	3%	4%
Desktop Users		58%	61.1%	54.7%
Mobile Users		41%	37.9%	43.9%
Tablet Users		1%	1.0%	1.4%
Top pages by number of page views				
August 2025		July 2025		
1. Home Page - 1,664		1. Home Page - 1,423		
2. Election Judge Connection - 258		2. Election Maps - Council Maps - 191		
3. Election Board Information Meeting Documents - 203		3. Elected Officials - 143		
4. Election Worker Program Overview - 197		4. Election Maps - 134		
5. Election Maps - 180		5. Election Worker Job (Position) Description and Payments - 133		
6. Election Worker Job (Position) Description and Payments - 147		6. Election Worker Program Overview - 129		
7. Election Maps - Council Maps - 138		7. Elections Calendar - 127		
8. Election Judge Important Dates - 135		8. Election Judge Connection - 122		
9. Voter Registration FAQs - 133		9. Election Board Information Meeting Documents - 121		
10. Voter Registration - 129		10. Voter Registration FAQs - 110		