

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

Time frame: 09/01/2025 to 09/30/2025

Category	Description	September	August	July
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	8,000	6,003	5,412
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	3,483	2,431	2,077
Number of Sessions	A session is a period of time during which a user interacts with the website	4,817	3,310	2,875
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	2,665	1,907	1,612
Average Engagement Time	The average length of time that the website had focus in the browser (seconds)	50	48	43
Number of Page Views / Active User		2.3 views	2.47 views	2.61 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	55%	64%	68%
Direct	e.g., bookmarked page or user entered URL in a browser	40%	31%	29%
Referrals / others	e.g., links from websites/social media	5%	5%	3%
Desktop Users		63%	58%	61.1%
Mobile Users		36%	41%	37.9%
Tablet Users		1%	1%	1.0%
Top pages by number of page views				
September 2025		August 2025		
1. Home Page - 2,388		1. Home Page - 1,664		
2. Election Judge Connection - 603		2. Election Judge Connection - 258		
3. Election Worker Program Overview - 294		3. Election Board Information Meeting Documents - 203		
4. Election Board Information Meeting Documents - 278		4. Election Worker Program Overview - 197		
5. Election Worker Job (Position) Description and Payments - 266		5. Election Maps - 180		
6. Elected Officials - 175		6. Election Worker Job (Position) Description and Payments - 147		
7. Election Maps - Council Maps - 173		7. Election Maps - Council Maps - 138		
8. Election Judge Important Dates - 171		8. Election Judge Important Dates - 135		
9. Voter Registration - 171		9. Voter Registration FAQs - 133		
10. Election Maps - 167		10. Voter Registration - 129		