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

Time frame: 10/01/2025 to 10/31/2025

Category	Description	October	September	August
Number of Page Views	Number of web pages viewed by users. Repeated views are counted	13,223	8,000	6,003
Number of Total Active Users	Number of distinct users who visited the website (unique visitors)	6,422	3,483	2,431
Number of Sessions	A session is a period of time during which a user interacts with the website	8,106	4,817	3,310
Number Engaged Sessions	The number of sessions that lasted longer than 10 seconds or had 2 or more screen or page views	4,414	2,665	1,907
Average Engagement Time	The average length of time that the website had focus in the browser (seconds)	42	50	48
Number of Page Views / Active User		2.06 views	2.3 views	2.47 views
Organic Search	e.g., Google Search, Bing Search, Yahoo search	64%	55%	64%
Direct	e.g., bookmarked page or user entered URL in a browser	34%	40%	31%
Referrals / others	e.g., links from websites/social media	2%	5%	5%
Desktop Users		54%	63%	58%
Mobile Users		45%	36%	41%
Tablet Users		1%	1%	1%

Top pages by number of page views

October 2025
1. Home Page - 4,235
2. Election Judge Connection - 547
3. Elections Official Sample Ballot Voter Guide - 473
4. Election Judge Important Dates - 426
5. Election Worker Program Overview - 350
6. Elections Early Voting Centers Wait Times - 346
7. Elections Calendar - 346
8. Election Worker Job (Position) Description and Payments - 305
9. Elections Early Voting Centers - 278
10. Election Board Information Meeting Documents - 275

September 2025
1. Home Page - 2,388
2. Election Judge Connection - 603
3. Election Worker Program Overview - 294
4. Election Board Information Meeting Documents - 278
5. Election Worker Job (Position) Description and Payments - 266
6. Elected Officials - 175
7. Election Maps - Council Maps - 173
8. Election Judge Important Dates - 171
9. Voter Registration – 171
10. Election Maps - 167