

1. Website Usage (Sunday, 9/13/09 – Saturday, 10/17/09) – 35 days

Executive Summary – The October reporting period contained 7 more days than the prior month's (September) period. Despite have a greater number of days in this reporting period compared to last month, the increases in website usage are shown to be real increases when adjusting results to a per day basis, thereby allowing for 1-to-1 comparisons. Total hits to the website increased approximately 21% compared to September usage, with the number of pages being viewed increasing by 32%.

For this reporting period, not only were there more people accessing the website, they were also viewing more pages while on the site.

- a. Total Website Hits = 1,869
 - i. Up 636 total hits, or 52% from the 1,233 reported on 9/16
 - 1. **7 additional days in the reporting period from last month**
 - ii. Average 53 hits per day
 - 1. Up 21% from the 44 hits per day as reported on 9/16.

- b. Total # of Pages Viewed = 12,290
 - i. Up total of 4,836 pages viewed, or 65% from the 7,454 reported on 9/16
 - 1. **7 additional days in the reporting period from last month**
 - ii. Average 351 per day
 - 1. Up 32% from the 266 pages viewed per day on the 9/16 report.

- c. Average of 6.8 pages per visit to the site (up from 6.3 pages reported on 9/16).

- d. Most Popular pages:
 - i. Calendar of Events
 - ii. News
 - iii. History
 - iv. Administration
 - v. Police
 - vi. Community Organizations & Businesses
 - vii. Public Safety
 - viii. Community Photos
 - ix. Minutes
 - x. Ordinances and Permits
 - xi. Historical Photos
 - xii. Boards and Commissions
 - xiii. Parks