

1. Website Usage (Sunday, 10/18/09 – Saturday, 11/14/09) – 28 days

Executive Summary – The November reporting period contained 7 fewer days than the prior month's (October) period. Despite have a lesser number of days in this reporting period compared to last month, the overall website usage continues to increase.

Total hits to the website increased approximately 12% compared to October usage, with the number of pages being viewed increasing by 25%.

For this reporting period, not only were there more people continuing to access the website, but they're also continuing to look at more pages while they're on the site.

a. Total Website Hits = 2,102

- i. Up 233 total hits, or 12% from the 1,869 reported on 10/21
 - 1. **7 fewer days in the reporting period from last month**
- ii. Average 75 hits per day
 - 1. Up 41% from the 53 hits per day as reported on 10/21.

b. Total # of Pages Viewed = 15,419

- i. Up total of 3,129 pages viewed, or 25% from the 12,290 reported on 10/21
 - 1. **7 fewer days in the reporting period from last month**
- ii. Average 550 per day
 - 1. Up 57% from the 351 pages viewed per day on the 10/21 report.

c. Average of 7.8 pages per visit to the site (up from 6.8 pages reported on 10/21).

d. Most Popular pages:

- i. Calendar of Events
- ii. News
- iii. Administration
- iv. Community Photos
- v. Community League
- vi. History
- vii. Historical Photo Gallery
- viii. Parks
- ix. Ordinances and Permits
- x. Police
- xi. Contact Form
- xii. Businesses