

1. Website Usage (Sunday, 11/15/09 – Saturday, 12/12/09) – 28 days

Executive Summary – The December reporting period contained the same number of days as the prior month's (November) period.

Total hits to the website decreased approximately 12% compared to November usage, with the number of pages being viewed decreasing by 25%.

a. Total Website Hits = 1,687

- i. Down 415 total hits, or 20% from the 2,102 reported on 11/18
- ii. Average 60 hits per day
 - 1. Down 20% from the 75 hits per day as reported on 11/18.

b. Total # of Pages Viewed = 6,259

- i. Down a total of 9,160 pages viewed, or 59% from the 15,419 reported on 11/18
- ii. Average 224 per day
 - 1. Down 59% from the 550 pages viewed per day on the 11/18 report.

c. Average of 3.7 pages per visit to the site (down from 7.8 pages reported on 11/18).

d. Most Popular pages:

- i. Calendar of Events
- ii. News
- iii. Police
- iv. Administration
- v. History
- vi. Community Organizations and Businesses
- vii. Community League
- viii. Public Safety
- ix. Contact
- x. Ordinances and Permits
- xi. Minutes
- xii. Public Works
- xiii. Parks