

1. Website Usage (Sunday, 7/12/09 – Saturday, 8/15/09) – 35 days

a. Total Website Hits = 1,573

- i. Up 463 total of hits, or 42% from the 1,110 reported on 7/15
- ii. Average 45 hits per day
 - 1. Up 13% from the 40 hits per day as reported on 7/15.

b. Total # of Pages Viewed = 7,740

- i. Up total of 3,779 pages viewed, 95% from the 3,961 reported on 7/15
- ii. Average 221 per day
 - 1. Up 56% from the 142 pages viewed per day on the 7/15 report.

c. Average of 4.7 pages per visit to the site (up from 3.7 pages reported on 7/15).

d. Most Popular pages:

- | | |
|-----------------------|--|
| i. Calendar of Events | ix. Community Day Schedule of Events |
| ii. Police | x. Community Photos |
| iii. News | xi. Ordinances and Permits |
| iv. Administration | xii. History |
| v. Public Notices | xiii. Boards and Commissions |
| vi. Public Safety | xiv. Contact |
| vii. Parks | xv. Community Organizations & Businesses |
| viii. Businesses | |

1st Year of Website Operation:

- As of 8/1/2009 the Conway Borough website has been in operation for 1 year.
- Website usage continues to grow, in both terms of the overall number of website hits and the number of pages viewed.
 - The information contained within the site is being viewed and used by the community.
- The Average # of pages viewed per visit has decreased since the time of the initial roll out of the website indicating that for the first several months, people were seeing what was out on the site, whereas now they're checking for certain information, and/or are better at finding what they're looking for. It also appears that either more people are using the site, or certain people are using the site more often.
- Website is run 100% in house, for a cost of less than \$300 per year.

Total Website Hits (8/1/08 – 8/1/09) = **13,124**

Average of 1,094 hits per month

Total # of Pages Viewed (8/1/08 – 8/1/09) = **54,899**

Average of 4,575 pages viewed per month

Average of 4.3 pages viewed per visit to the website (8/1/08 – 8/1/09)