

1. Website Usage (Sunday, 8/16/09 – Saturday, 9/12/09) – 28 days

Executive Summary – The September reporting period contained 7 fewer days than the prior months (August) period. Despite the fewer number of days, resulting in decreases in both total overall hits and pages viewed, when the 7 days difference is removed from the analysis, the total hits to the website remained essentially the same month-to-month, while the number of pages viewed increased by 20%.

For this reporting period, the same number of users were accessing the website, however, they were viewing more pages while on the site.

- a. Total Website Hits = 1,233
 - i. Down 340 total of hits, or 21.6% from the 1,573 reported on 8/19
 - 1. **7 fewer days in the reporting period from last month**
 - ii. Average 44 hits per day
 - 1. Down 2.2% from the 45 hits per day as reported on 8/19.

- b. Total # of Pages Viewed = 7,454
 - i. Down total of 286 pages viewed, 3.7% from the 7,740 reported on 8/19
 - 1. **7 fewer days in the reporting period from last month**
 - ii. Average 266 per day
 - 1. Up 20.4% from the 221 pages viewed per day on the 8/19 report.

- c. Average of 6.3 pages per visit to the site (up from 4.7 pages reported on 8/19).

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