DCHC MPO

Site User Analysis from January 2015 to December 2016

Since January 2015

Google Site User Analysis

Over 27K people visited the site, generating over 75K of views of pages on DCHC MPO's website.

WHO WERE THESE VISITORS?

38% DCHC MPO area

48.26% first-time visitors

• Over 3500 visitors visited the site on a mobile device.

WHAT DID THEY DO ON OUR SITE?

The average visitor in the DCHC MPO region looked at least 3.5 pages and stayed on the pages for over 2.5 minutes.

Pages that drew high numbers of visitors to the site included /maps, /2045mtp, /2040 mtp, /ctp and /agenda.

Our Users

Visits and Avg. Visit Duration from Top 7 Cities

Durham Users: 6600 sessions at 4:48 minutes per session
Raleigh Users: 1900 sessions at 3:13 minutes per session
Chapel Hill Users: 1050 sessions at 2:47 minutes per session
Cary Users: 550 sessions at 4:18 minutes per session
Charlotte Users: 355 sessions at 2:09 minutes per session
Carrboro Users: 338 sessions at 2:57 minutes per session
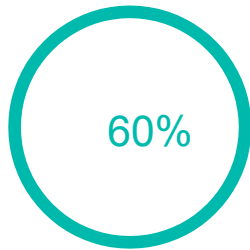Hillsborough Users: 305 sessions at 3:07 minutes per session

In most cases returning users are spending up to 4.5 minutes per session on pages that contain information on the MTP and CTP planning updates.

The DCHC MPO Website user base is growing

Now over 39K of the 79K sessions are new users

How is our bounce rate?   and what does it mean?

60%

Bounce Rate

1-2 minutes

Average Time spent on one page

Website Usage is going up

DCHC MPO — The home page is the most viewed page but now our users are navigating the website for more information.

Time Spent on a Page

Bounce rate is the measure of the time of the first page visited. If only one page is visited and the user leaves the time spent on the first page is called the bounce rate.

The DCHC MPO website, visitors may only want to see one page for information, so then the amount of time spent on the first page visited is more important.

The average time spent on a page is going up which is one way to measure information delivery to the public.
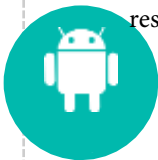
SO WHAT DID WE DO WITH THIS DATA?

2016 represents the second full year that the new DCHC MPO website has been in use. Based on an analysis of website metrics and usability measurements, key improvements have been made in public use of website information, documents and maps and measurable organic increases in public website use of the DCHC MPO website.

- ❖ DCHC MPO has been able to make planning documents, maps and public comment documents easier to view and download.
- ❖ The user experience has been streamlined and improved to allow for fewer mouse-clicks to access documents and pages
- ❖ Mobile device access to web-pages, documents and maps has been updated to allow for a responsive user experience on tablets and most recently released mobile devices

What's Next

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Coming in 2017 DCHC MPO will implement an interactive user web portal for the public, partners and regional agencies to allow access to MPO planning and mapping resources and information to enhance collaboration and reporting to the public.

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For more information, please contact DCHC MPO Planning   admin@dchcmpo.org