

DCHC MPO

Annual Website Report

Over the past year

2015 Data

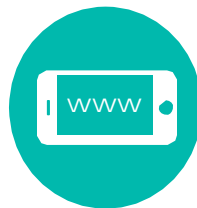
15,296 people visited the site, generating 39,537 number of views of pages on our site.

WHO WERE THESE VISITORS?



- 5000 People came from NC.
- 38 % came from DCHC MPO area.
- 13% first-time visitors.

• 5 % of visitors came to the site on a mobile device.



WHAT DID THEY DO ON OUR SITE?

The average visitor looked at 1-2 number of pages and stayed almost 2.58 minutes.



66

PERCENT of visits only saw one page

63

PERCENT of visits by New Users

Pages that drew high numbers of visitors to the site included /agenda, /maps, and TIP.

WHERE DID THEY COME FROM?



- 24 % came from web searches on engines like Google, Bing, or Yahoo.
- 2 % came from a social interaction, such as e-mail, chat rooms, or from a social media source like Facebook or Twitter.
- 5 % came as a referral from another website. Of the referral traffic, Wikipedia sent the most traffic to our site.
- 23 % came directly to the site by typing in a agency.gov address or visiting a bookmarked page.



70% are new sessions

HOW DID PEOPLE SPEND THEIR TIME ON OUR SITE?



KEY PAGES
(Most viewed pages on the site)



PRIMARY NAVIGATION SECTIONS
(Home, TIP, Maps, Agendas, News)



KEY Search ELEMENT
(Referral Sessions)



DCHC MPO

The home page was the most viewed single page on the site, with 37% of all pageviews.

WHY DID MOST OF OUR VISITORS LEAVE SO QUICKLY?

- 38% of people started their visit on a key page.
- 100% of those visitors left right from that page without downloading the report or going on to another page.
- But the average time on all DCHC MPO website pages remains 1:22 minutes



SO WHAT DID WE DO WITH THIS DATA?

2015 represents the first full year that the new DCHC MPO website has been in use. Based on analysis of website metrics and usability measurements, we have seen key improvements in public use of website information, documents and maps.

- DCHC MPO has been able to make access to planning documents and maps easier for the general public to view and download.
- DCHC MPO has been able to gain new users and has indexed program and project pages so that a user can access them with fewer mouse clicks
- Steps to accommodate mobile and tablet users were made by making the DCHC MPO website a responsive design that will load on all documented mobile platforms without data or image distortion.
- DCHC MPO is working to increase the visibility of news and key projects on social media platforms, using organic methods to increase Facebook and Twitter referrals to key site information.
- DCHC MPO will implement a user portal to allow easy access to shared information resources whenever possible. This portal will be the access point to the DCHC MPO FTP file sever which will increase accessibility to information and documents that are too large to be accessed directly through the website.



For more information, please contact DCHC MPO Planning

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