



Citizens' Guide to the Metro Budget

Website Trend Analysis



Citizens' Guide to the Metro Budget

Site Activity Summary

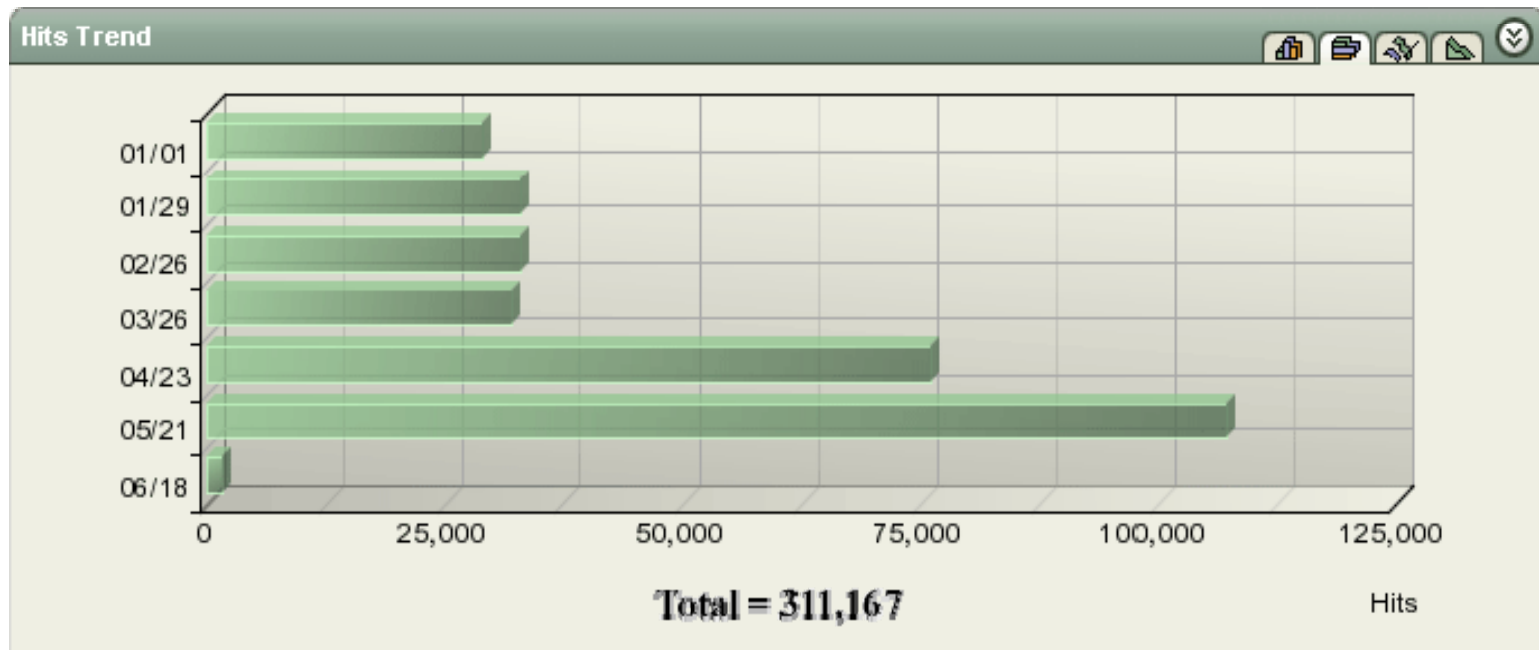
January 1, 2005 – June 18, 2005

○ Total Hits	331,167
○ Average Hits Per Day	1,841
○ Total Visits	44,200
○ Average Visits Per Day	261
○ Average Visit Duration	00:03:14
○ Total Visitors	29,466
○ Total New Visitors	1,896

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Hits Trends

January 1, 2005 – June 18, 2005



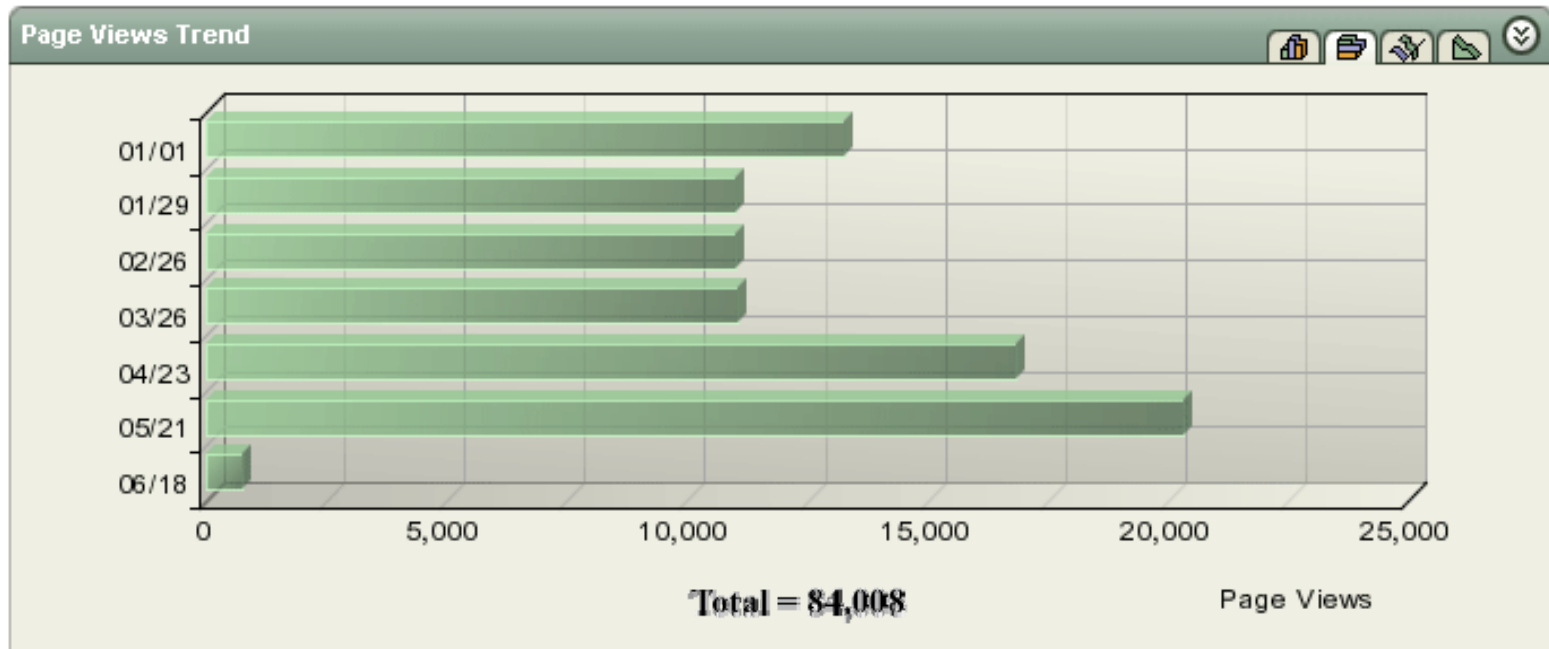
○ Total number of hits

A “Hit” is defined as a request for a file by a browser. Since a web page can contain many embedded files, like images for instance, a single web page view can result in dozens of hits. Because the number of hits is so heavily influenced by the complexity of a page, hits are a far less helpful measure of site traffic than visits or visitors. Hits, however, can be useful

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Page View Trends

January 1, 2005 – June 18, 2005



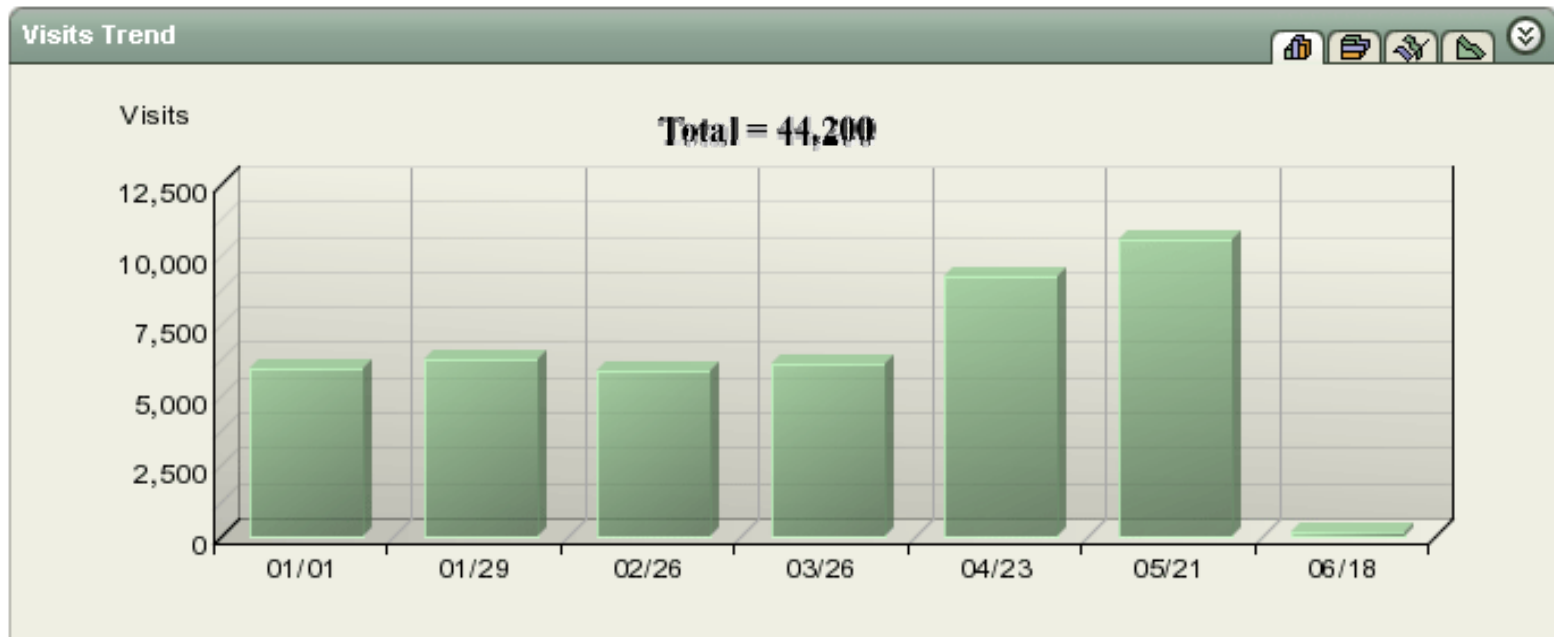
- Total number of page views

A "Page View" is a hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

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Visit Trends

January 1, 2005 – June 18, 2005



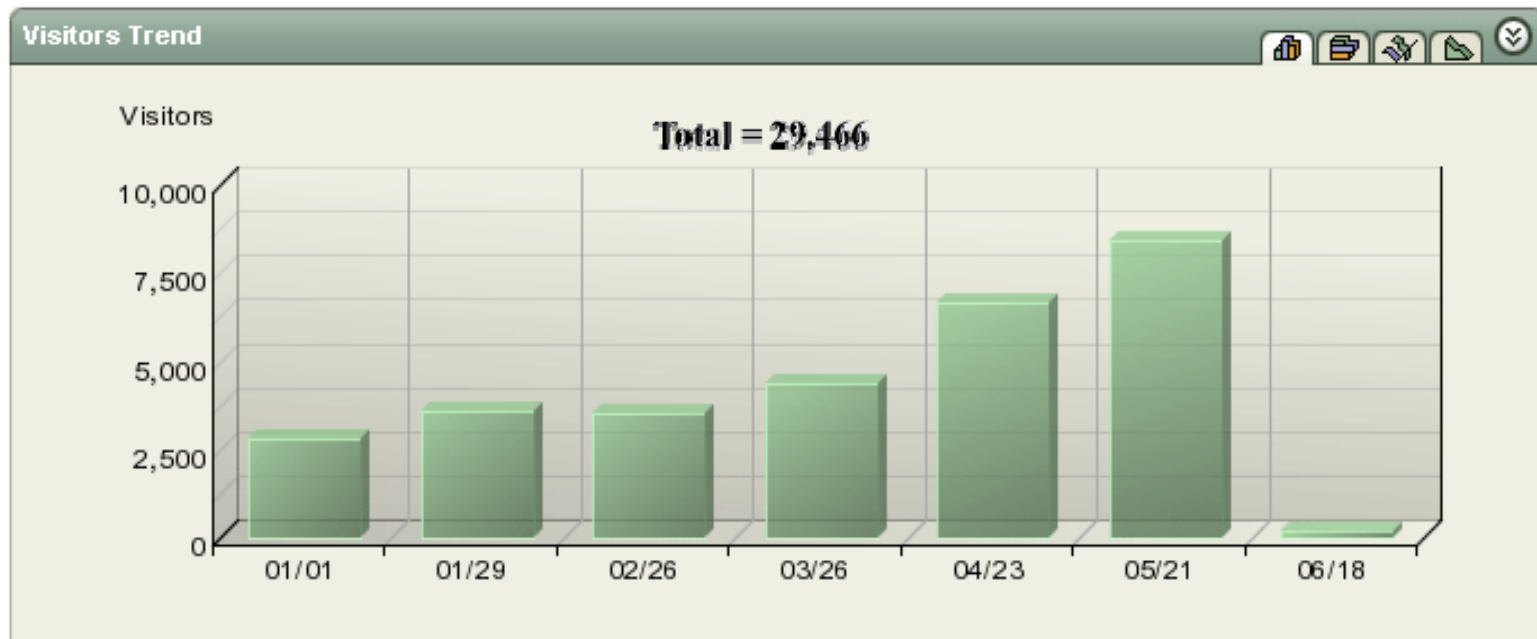
○ Total number of visits

A "Visit" consists of all the activity of one visitor's browser to a web site, within certain time constraints. A visit is a series of page views, beginning when a visitor's browser requests the first page from the server, and ending when the visitor leaves the site or remains idle beyond the idle-time limit.

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Visitor Trends

January 1, 2005 – June 18, 2005



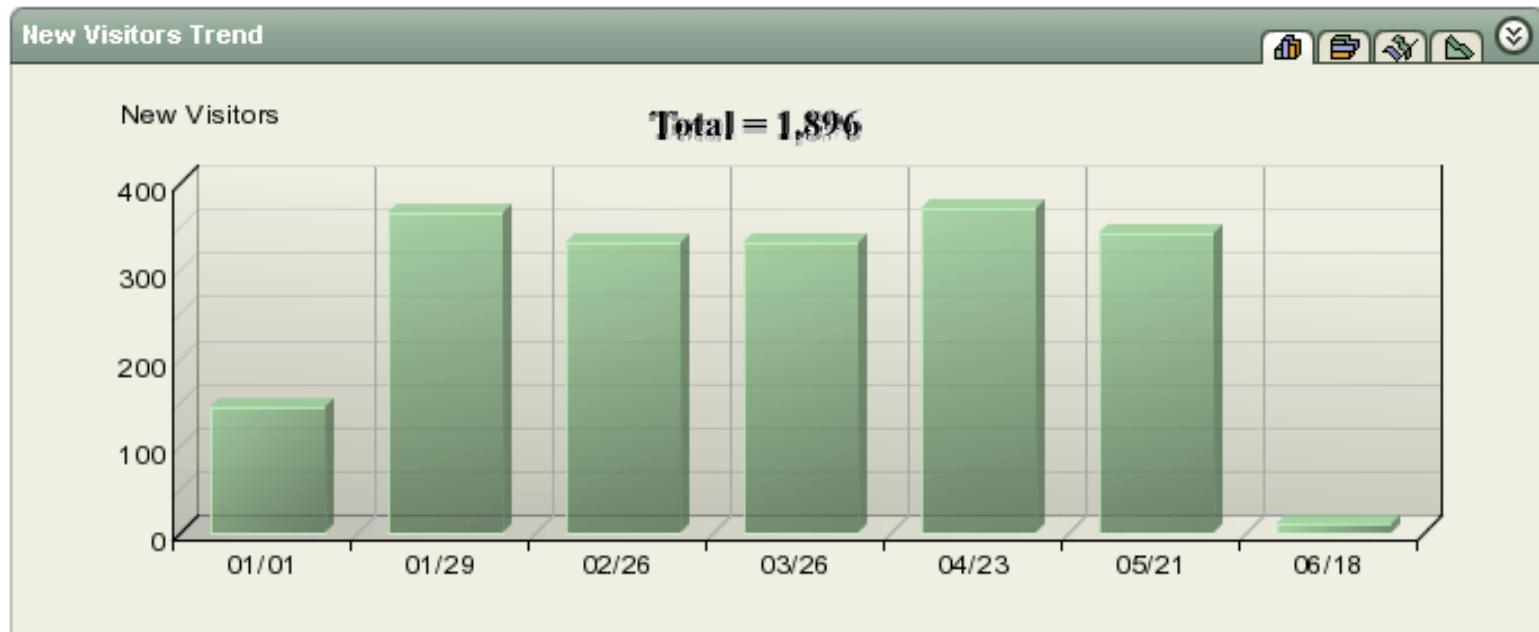
○ Total number of visitors

A "Visitor" is classified as person at a computer using a browser to visit a web site. A visitor may make more than one visit during a given time period. Note the combination of person, computer, and browser. Since a person may use different computers or even use different browsers on the same computer, it is possible for him/her to appear as more than one visitor.

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New Visitor Trends

January 1, 2005 – June 18, 2005



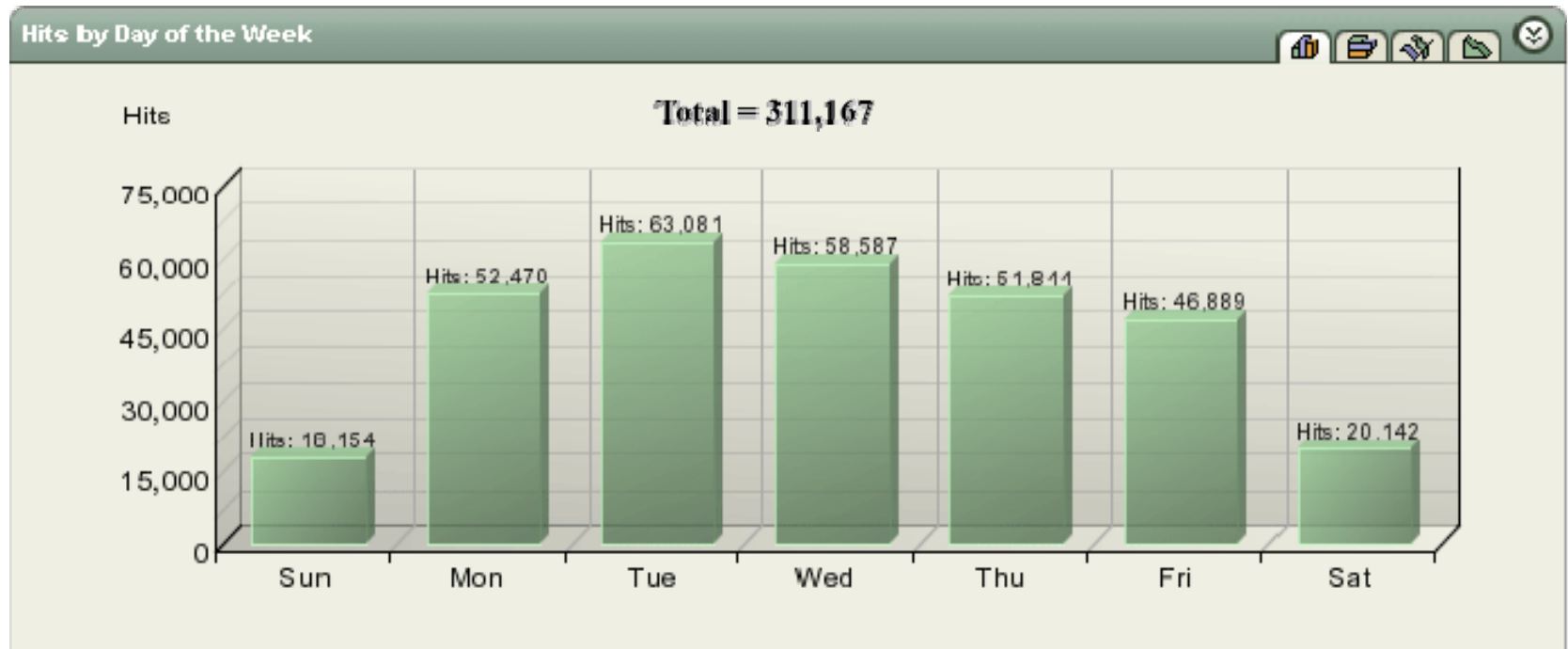
○ Total number of new visitors

A “New Visitor” is a visitor who has never visited a specified web site since tracking with WebTrends and persistent cookies began. New visitors are identifiable only on sites that give out persistent cookies. WebTrends identifies visitors as new visitors if they arrive without a site cookie and they can accept a site cookie for subsequent page views. A user who already has a site cookie on arrival has presumably visited the site before.

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Hits by Days of the Week

January 1, 2005 – June 18, 2005

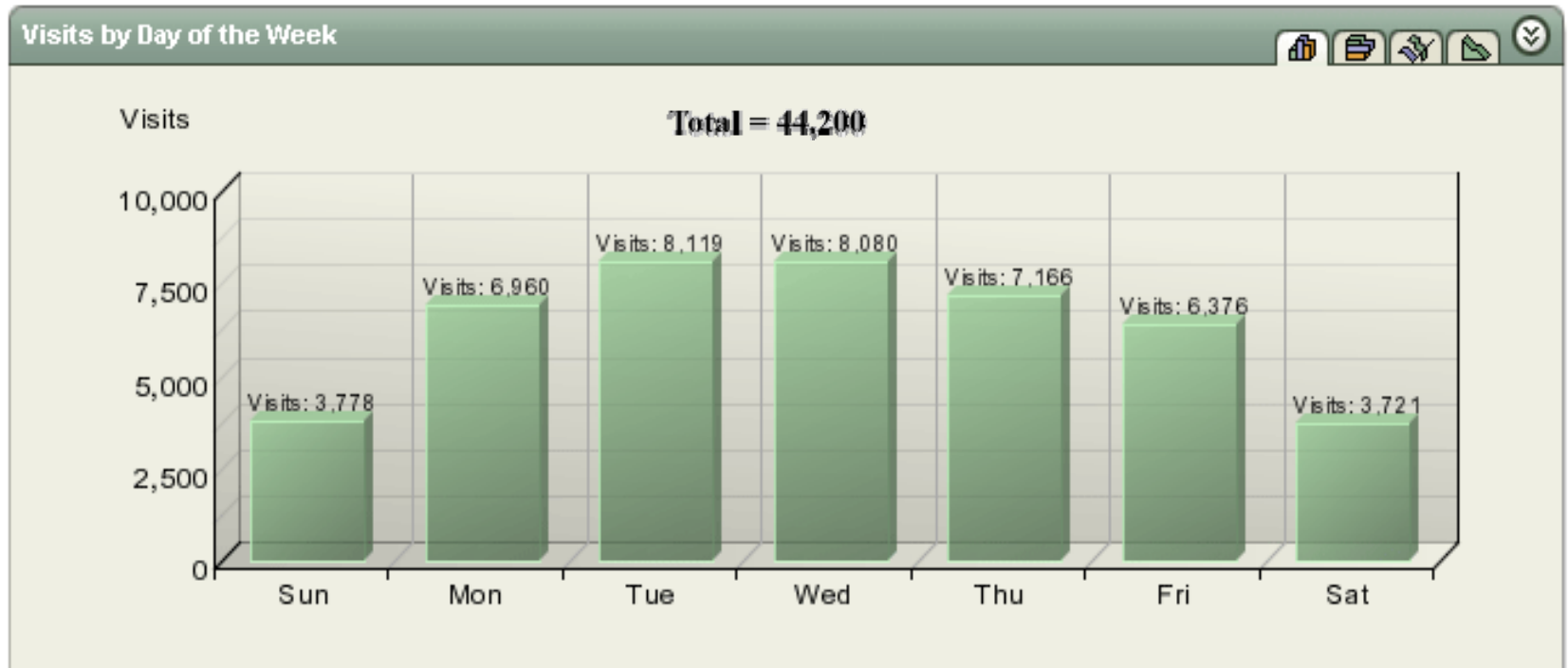


- Total number of hits received on each day of the week

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Visits by Days of the Week

January 1, 2005 – June 18, 2005



- Total number of visits on each day of the week



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10 Most Visited Pages

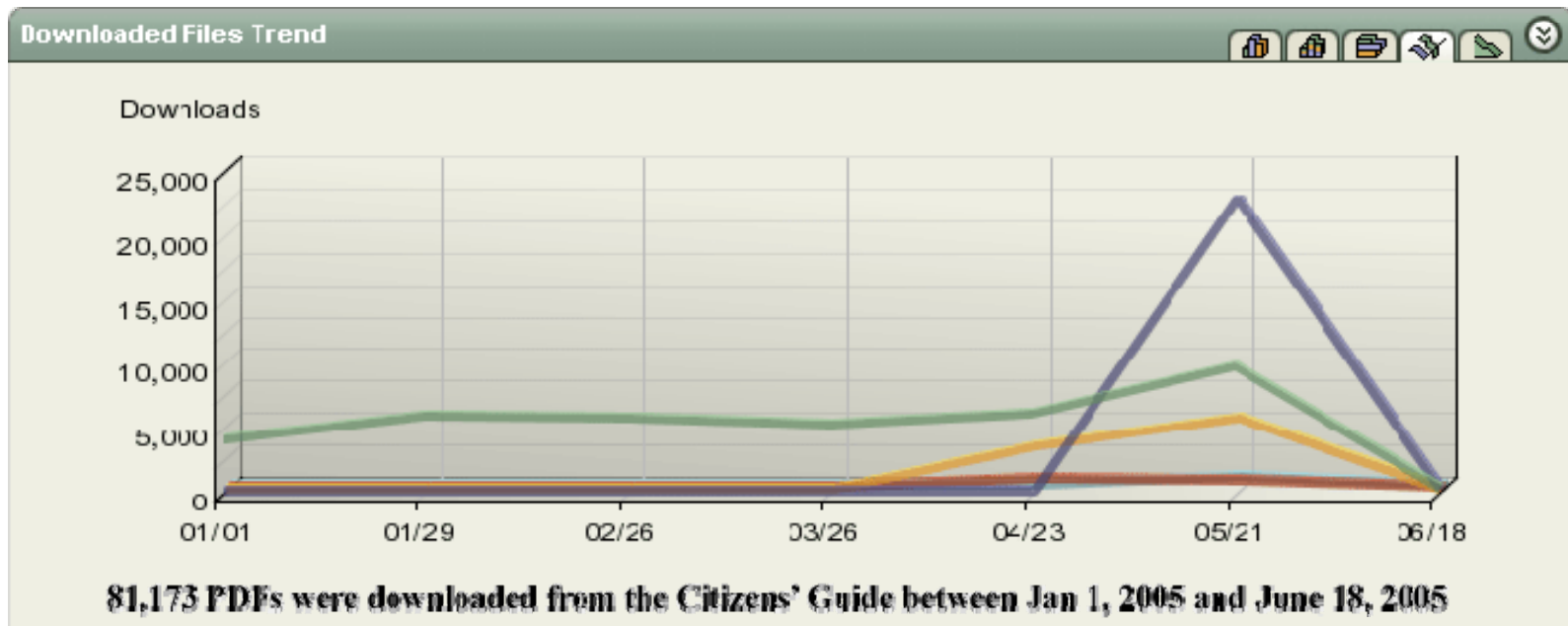
January 1, 2005 – May 31, 2005

- 2005-2006 Citizens' Guide home page
- 2004-2005 Citizens' Guide home page
- 2003-2004 Citizens' Guide home page
- MNPS Capital Budget home page
- 2005 Mayor's Hearing Schedule
- Budget Process Timeline (from 2004-2005 CG)
- Who's Who in OMB
- Tax Levy Information
- Capital Budget – Public Works – Roads/Intersections
- MNPS Capital Budget - Modernization

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5 Most Frequently Downloaded Documents

January 1, 2005 – June 18, 2005

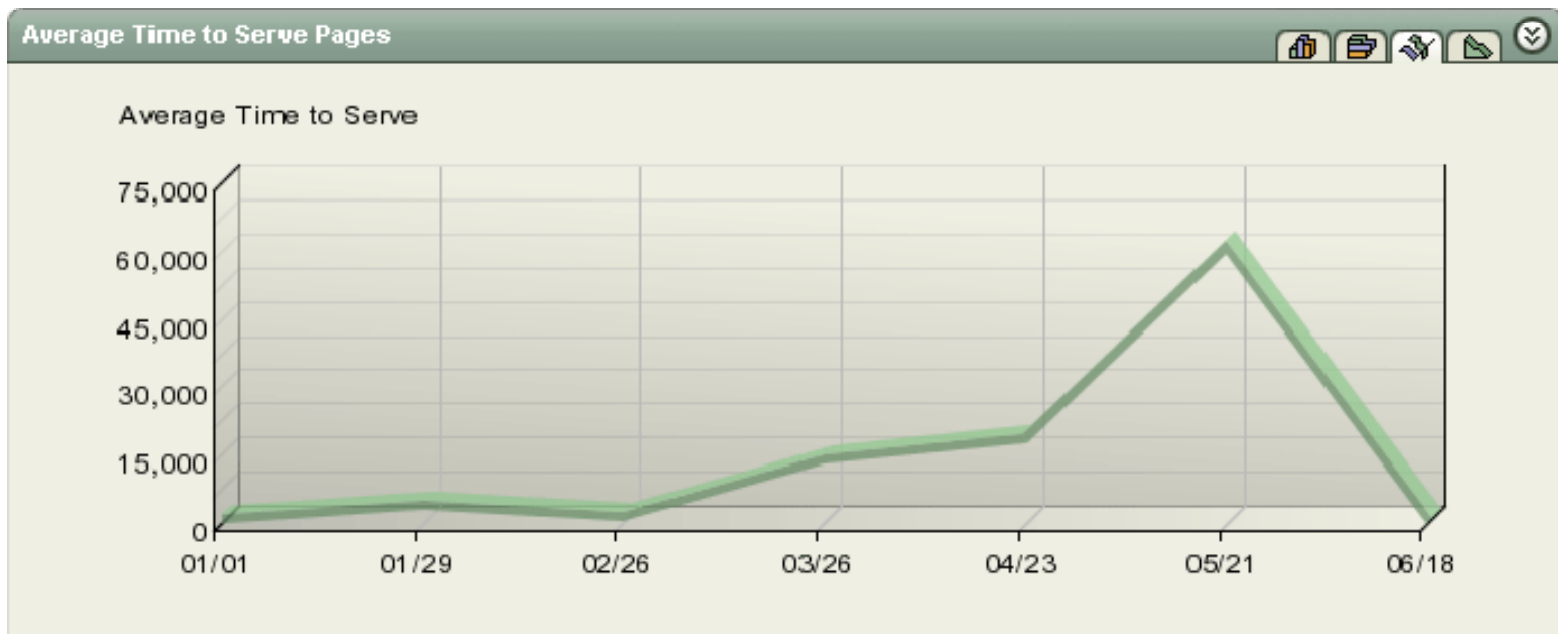


- 37,140** ■ 2004 Operating Budget from Citizens' Guide home page
- 22,836** ■ 2006 Recommended Operating Budget
- 8,744** ■ 2005 Operating Budget
- 1,368** ■ 2004 Operating Budget from OMB's home page
- 777** ■ Fire and Public Works Section of the 2006 Recommended Budget

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Average Time to Serve Pages

January 1, 2005 – June 18, 2005



- Average time (in milliseconds) that it took to serve pages

1,000 millisecond = 1 seconds



Citizens' Guide to the Metro Budget

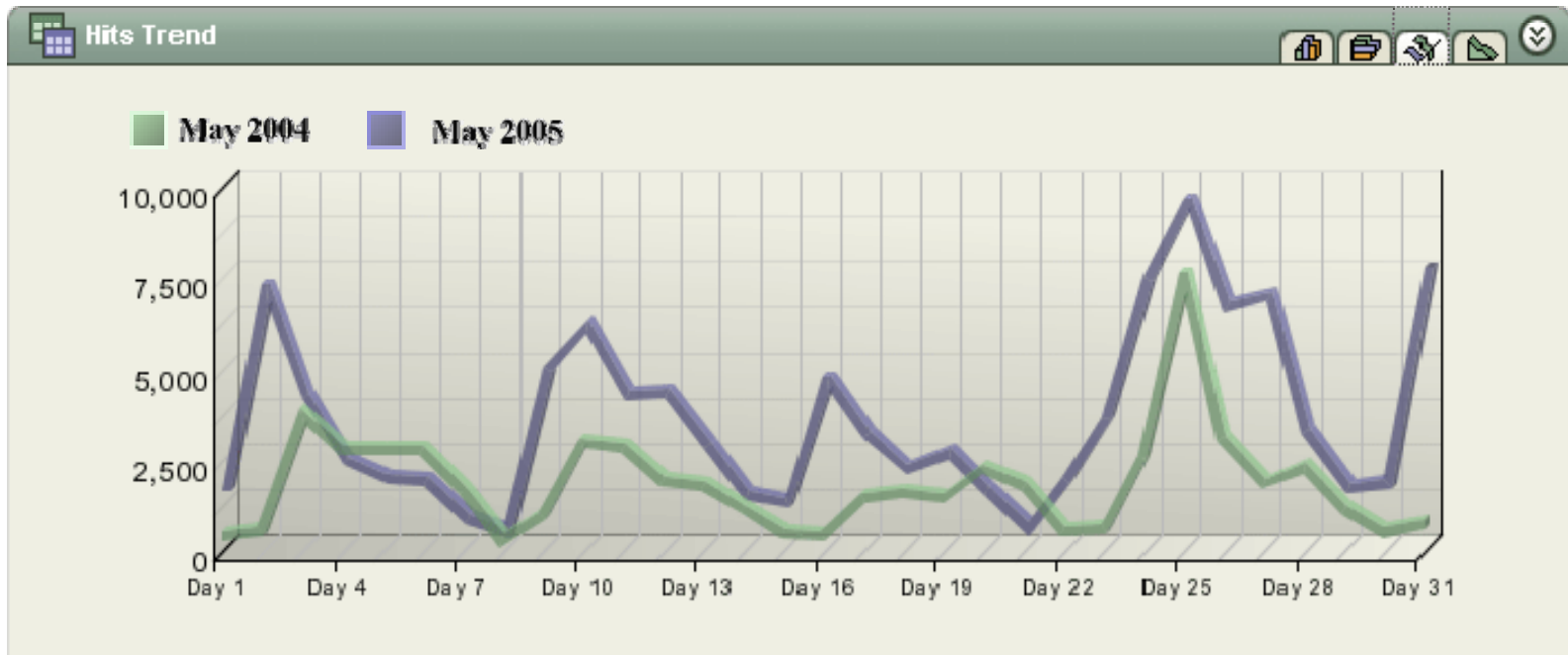
Trends Comparison Summary

May 2004 vs. May 2005

	May 2004	May 2005	% Change
Total Visits	8,758	11,810	34.85%
Average Visits per Day	282	380	34.75%
Total Hits	56,960	108,775	90.97%
Average Hits per Day	1,837	3,508	90.96%
Total Visitors	4,536	7,090	56.31%
One time Visitors	3,830	6,133	60.13%
Repeat Visitors	706	957	35.55%

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Hits Trend Comparison *May 2004 vs. May 2005*

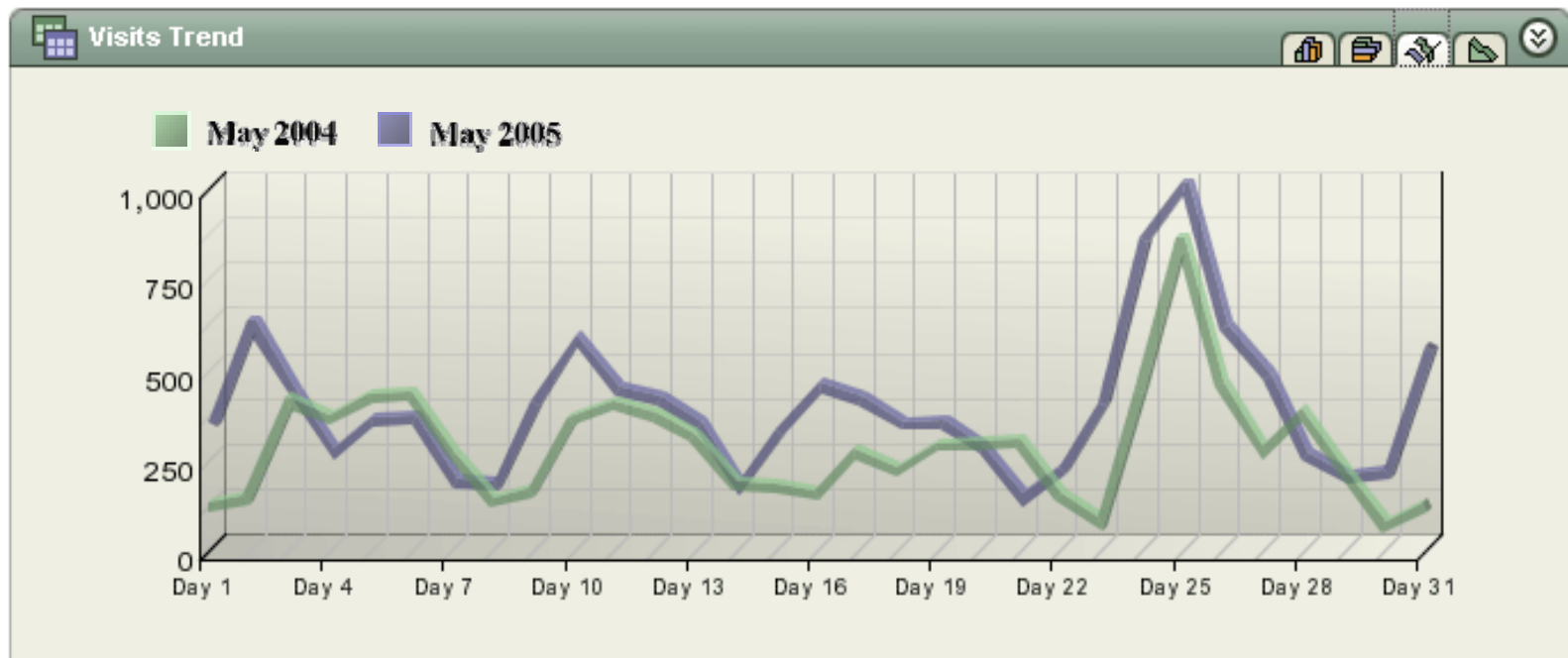


- Number of files requested from server in May 2004 and May 2005

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Visit Trends Comparison

May 2004 vs. May 2005

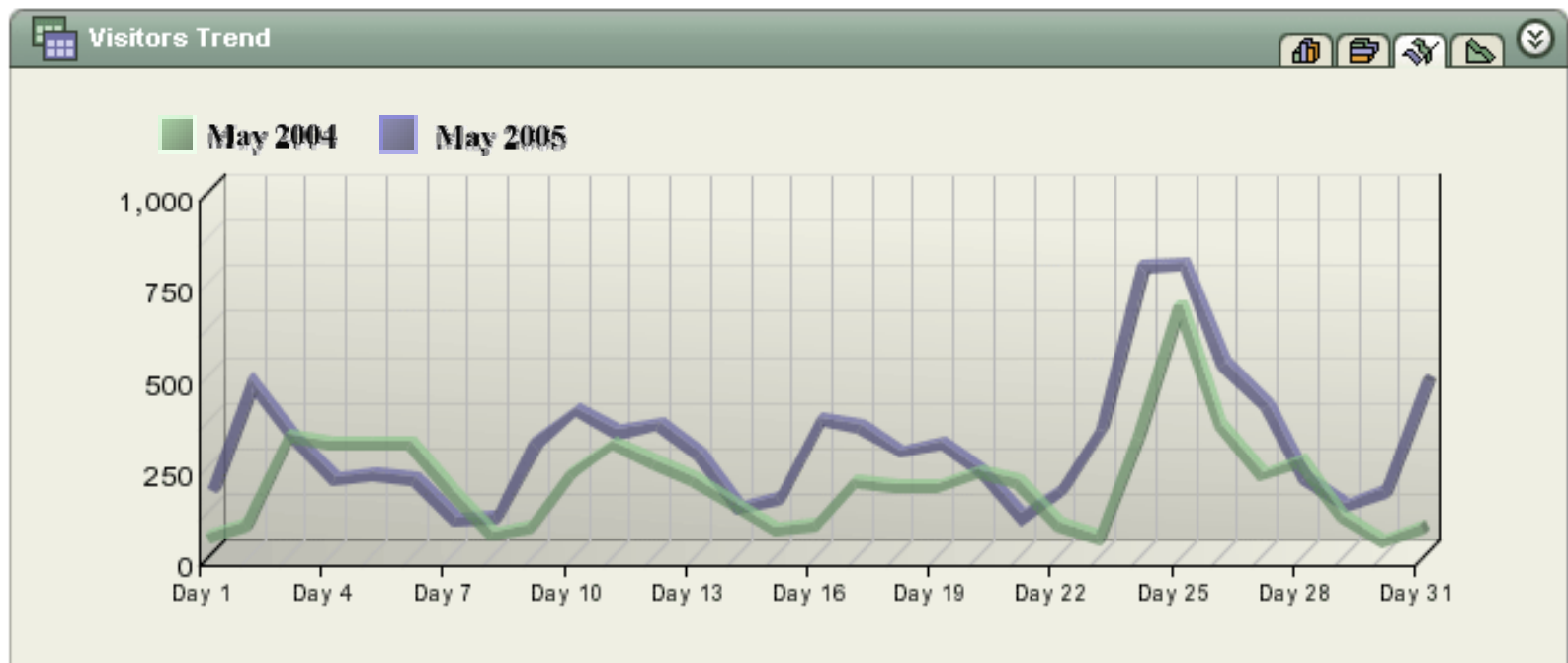


- Total number of visits to the Citizens' Guide site in May 2004 and May 2005

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Visitor Trends Comparison

May 2004 vs. May 2005

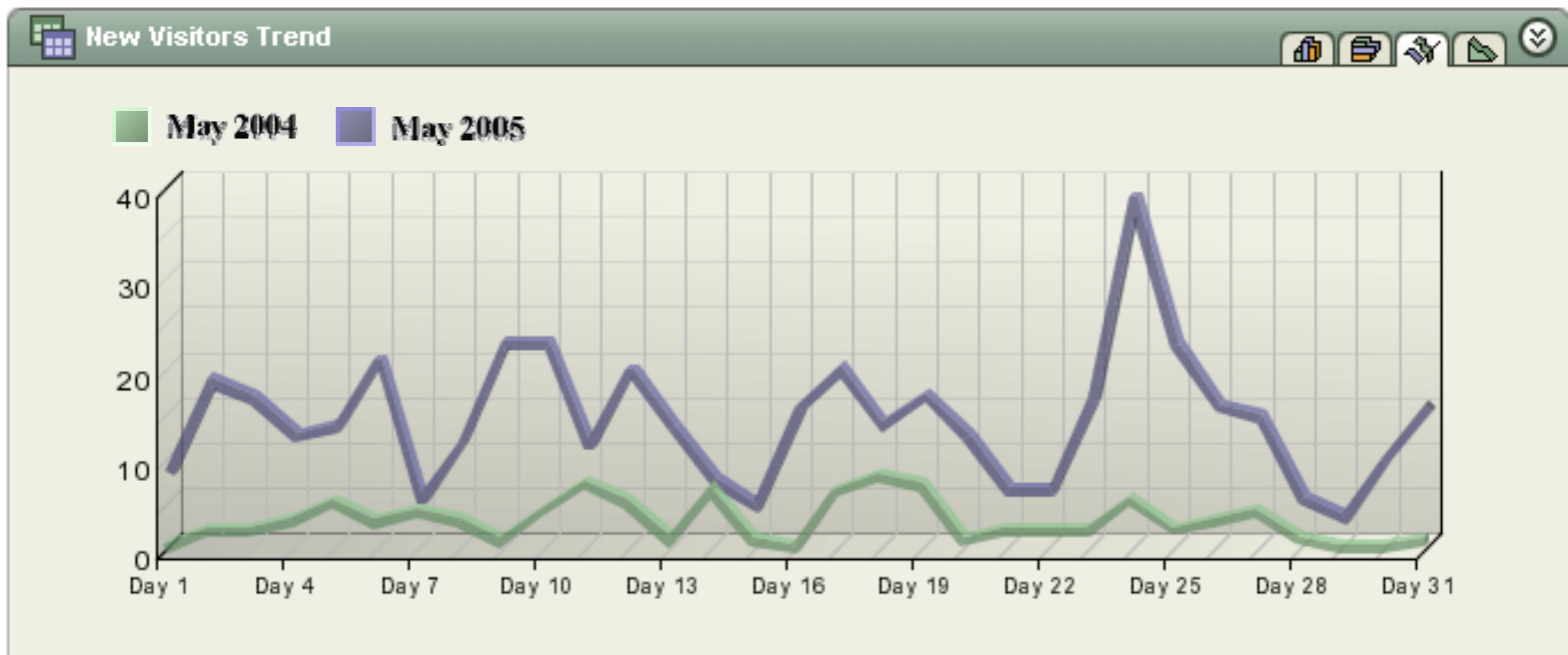


- Total number of visitors to the Citizens' Guide in May 2004 and May 2005

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New Visitor Trends Comparison

May 2004 vs. May 2005



- Total number of new visitors to the Citizens' Guide site in May 2004 and May 2005