



Local Agency Formation Commission
LAFCO of Napa County

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August 2, 2010
Agenda Item No. 10d (Information)

July 26, 2010

TO: Local Agency Formation Commission

FROM: Brendon Freeman, Analyst

SUBJECT: Report on Website Visits

The Commission will receive a report summarizing visitor traffic to the agency's new website since January 2010. The report is being presented for informational purposes only.

The Cortese-Knox-Hertzberg Local Government Reorganization Act of 2000 requires Local Agency Formation Commissions (LAFCOs) to establish and maintain websites. Government Code Section 56300 specifies LAFCO websites must provide notices of meetings and hearings as well as other pertinent information for public review.

A. Information

In July 2009, LAFCO of Napa County ("Commission") launched a new website. The new website was designed and implemented by Planeteria, headquartered in Santa Rosa. The new website replaced the Commission's previous website, which had been developed and maintained by staff using Adobe GoLive. The purpose in budgeting for the new website was threefold: (a) improve visual setting; (b) enhance content management; and (c) increase interactivity through user-friendly navigation.

Staff has been tracking visitor usage on the new website with Google Analytics since January 2010. This application is a free service that generates detailed statistics showing trends in website usage. A review of usage of the Commission's website since the beginning of the year reveals the following:

- A total of 484 different people have visited the website as measured by internet protocol addresses.
- People accessing the website have produced a total of 990 visits.
- The two most frequently visited website pages are Meetings and Staff Reports. (42% of all visitors viewed Meetings; 36% of all visitors viewed Staff Reports)
- Nearly one-half of all visits to the website have been the result of a Google search. The majority of remaining visits are tied to direct website access and redirection from CALAFCO.

Juliana Inman, Chair
Councilmember, City of Napa

Lewis Chilton, Commissioner
Councilmember, Town of Yountville

Joan Bennett, Alternate Commissioner
Councilmember, City of American Canyon

Bill Dodd, Vice Chair
County of Napa Supervisor, 4th District

Brad Wagenknecht, Commissioner
County of Napa Supervisor, 1st District

Mark Luce, Alternate Commissioner
County of Napa Supervisor, 2nd District

Brian J. Kelly, Commissioner
Representative of the General Public

Gregory Rodeno, Alternate Commissioner
Representative of the General Public

Keene Simonds
Executive Officer

- January experienced the highest total monthly visits at 177. February experienced the lowest number of monthly visits at 118.

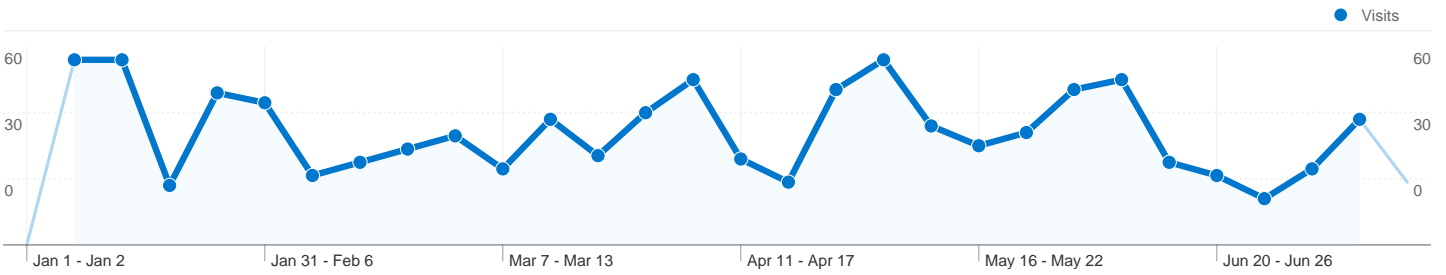
Staff will continue to track usage on the website and provide periodic updates to the Commission.

B. Commission Review

The Commission is invited to review and discuss the report and direct staff to follow up with any additional information as needed.

Attachments:

- 1) Google Analytics Report for Website, January 2010 to July 2010



Site Usage

990 Visits

24.85% Bounce Rate

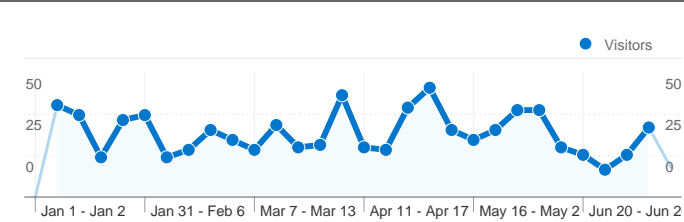
4,659 Pageviews

00:03:42 Avg. Time on Site

4.71 Pages/Visit

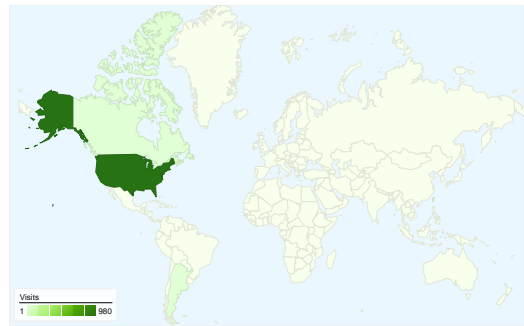
47.88% % New Visits

Visitors Overview

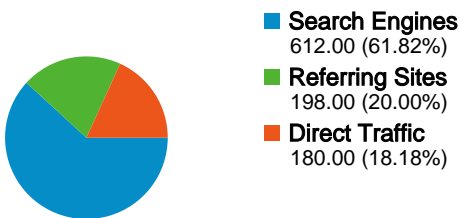


Visitors
484

Map Overlay

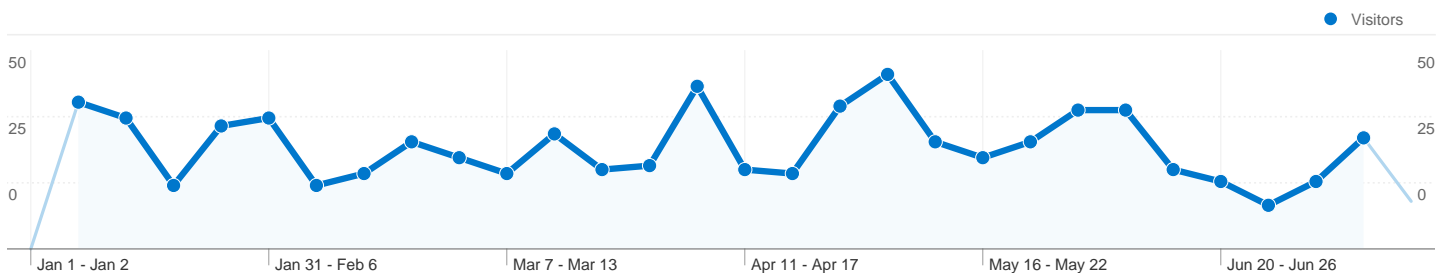


Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/	954	20.48%
/cm_meeting_schedule.aspx	415	8.91%
/staff_reports.aspx	363	7.79%
/default.aspx	260	5.58%
/cm_agendaminutes.aspx	226	4.85%



484 people visited this site

990 Visits

484 Absolute Unique Visitors

4,659 Pageviews

4.71 Average Pageviews

00:03:42 Time on Site

24.85% Bounce Rate

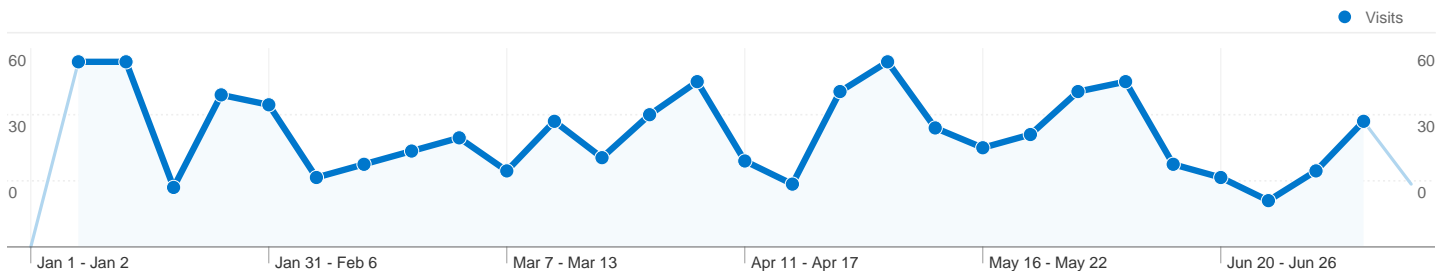
47.88% New Visits

Technical Profile




Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	685	69.19%	DSL	269	27.17%
Firefox	238	24.04%	ISDN	250	25.25%
Safari	37	3.74%	Cable	186	18.79%
Chrome	25	2.53%	Unknown	172	17.37%
Opera Mini	1	0.10%	T1	72	7.27%

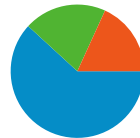
Traffic Sources Overview

Comparing to: Site



All traffic sources sent a total of 990 visits

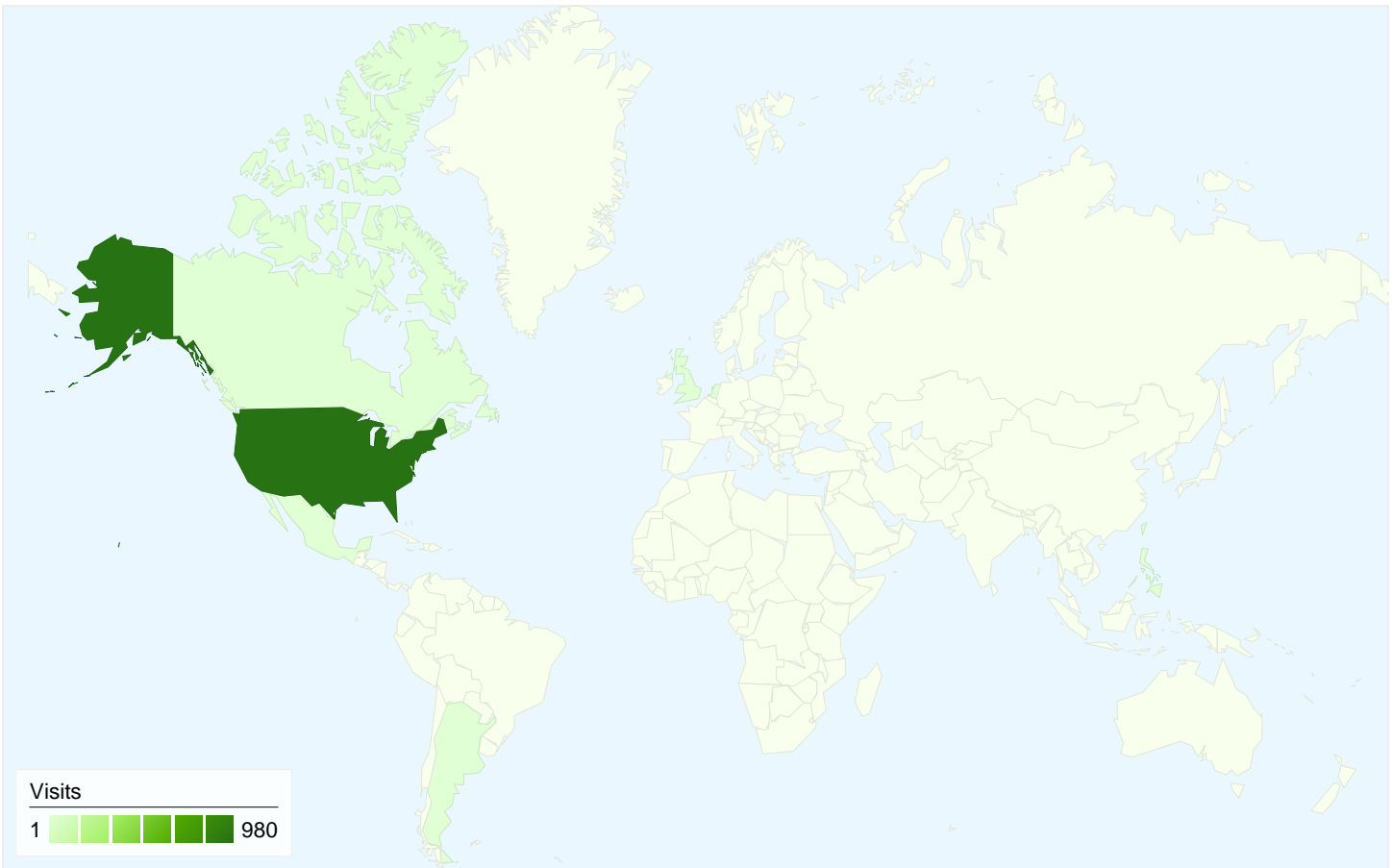
-  **18.18% Direct Traffic**
-  **20.00% Referring Sites**
-  **61.82% Search Engines**



- **Search Engines**
612.00 (61.82%)
- **Referring Sites**
198.00 (20.00%)
- **Direct Traffic**
180.00 (18.18%)

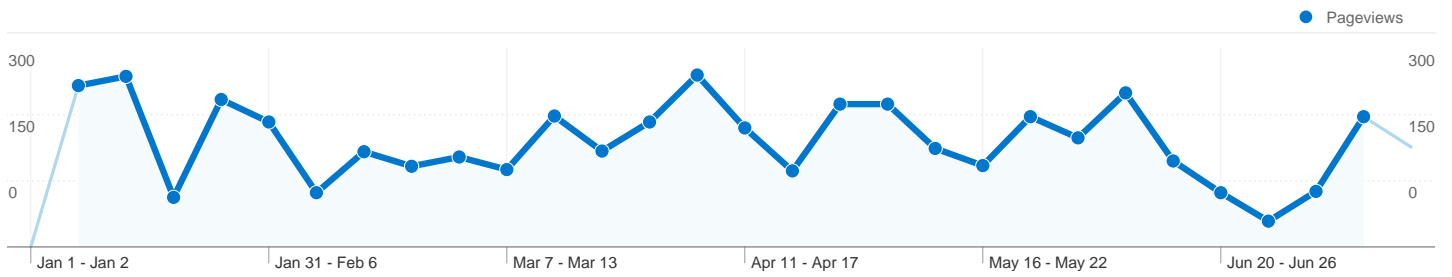
Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	508	51.31%	napa lafco	198	32.35%
(direct) ((none))	180	18.18%	napa county lafco	110	17.97%
calafco.org (referral)	122	12.32%	lafco napa	59	9.64%
yahoo (organic)	71	7.17%	napa, alabama	35	5.72%
countyofnapa.org (referral)	45	4.55%	lafco of napa county	20	3.27%



990 visits came from 9 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
990 % of Site Total: 100.00%	4.71 Site Avg: 4.71 (0.00%)	00:03:42 Site Avg: 00:03:42 (0.00%)	47.88% Site Avg: 47.88% (0.00%)	24.85% Site Avg: 24.85% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States	980	4.73	00:03:44	47.35%	24.49%	
Canada	2	2.50	00:01:43	100.00%	0.00%	
Taiwan	2	1.00	00:00:00	100.00%	100.00%	
(not set)	1	1.00	00:00:00	100.00%	100.00%	
Argentina	1	1.00	00:00:00	100.00%	100.00%	
Netherlands	1	7.00	00:01:50	100.00%	0.00%	
Mexico	1	3.00	00:04:49	100.00%	0.00%	
United Kingdom	1	1.00	00:00:00	100.00%	100.00%	
Philippines	1	1.00	00:00:00	100.00%	100.00%	



Pages on this site were viewed a total of 4,659 times

4,659 Pageviews

3,406 Unique Views

24.85% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	954	20.48%
/cm_meeting_schedule.aspx	415	8.91%
/staff_reports.aspx	363	7.79%
/default.aspx	260	5.58%
/cm_agendaminutes.aspx	226	4.85%