



**Local Agency Formation Commission**  
**LAFCO of Napa County**

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**December 6, 2010**  
**Agenda Item No. 5g (Information)**

November 29, 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 August 2010. The report is being presented for informational purposes only.

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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 website was designed and implemented by Planeteria, headquartered in Santa Rosa. The website replaced the Commission's previous version, 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. Staff presented an information item at the Commission's August meeting detailing website usage through August 1<sup>st</sup>. A review of usage of the Commission's website since August 1<sup>st</sup> reveals the following:

- A total of 265 different users have visited the website as measured by internet protocol addresses.
- Users accessing the website have produced a total of 438 visits.
- The two most frequently visited website pages are Staff Reports and Meetings. (40% of all visitors viewed Staff Reports; 33% of all visitors viewed Meetings)

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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*

- 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.
- August experienced the highest total monthly visits at 149. November experienced the lowest number of monthly visits at 73.

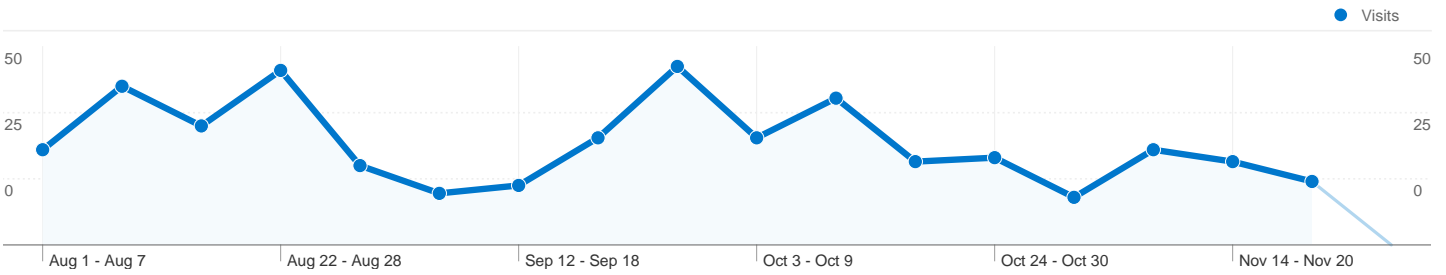
Staff will continue to track usage on the website and provide periodic updates to the Commission.

## **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, August 2010 to November 2010



**Site Usage**

**438** Visits

**25.57%** Bounce Rate

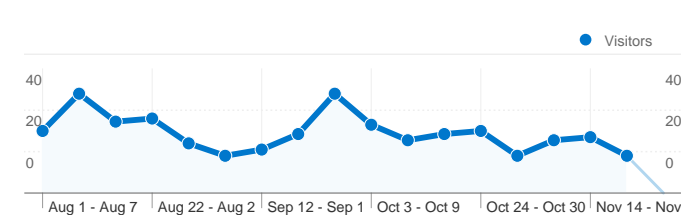
**1,771** Pageviews

**00:03:06** Avg. Time on Site

**4.04** Pages/Visit

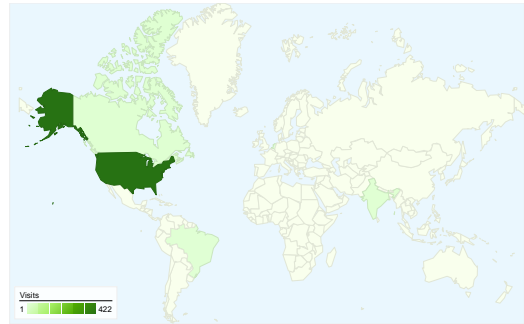
**48.86%** % New Visits

**Visitors Overview**

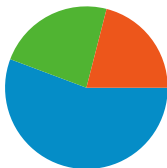


**Visitors**  
**265**

**Map Overlay**



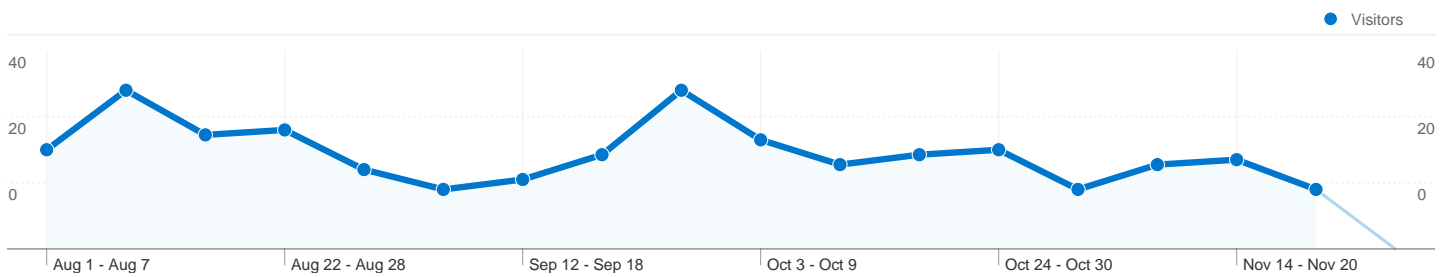
**Traffic Sources Overview**



- **Search Engines**  
244.00 (55.71%)
- **Referring Sites**  
102.00 (23.29%)
- **Direct Traffic**  
92.00 (21.00%)

**Content Overview**

Pages	Pageviews	% Pageviews
/	396	22.36%
/staff_reports.aspx	160	9.03%
/cm_meeting_schedule.aspx	131	7.40%
/s_municipal_reviews.aspx	129	7.28%
/c_commissioners.aspx	95	5.36%



## 265 people visited this site

438 Visits

265 Absolute Unique Visitors

1,771 Pageviews

4.04 Average Pageviews

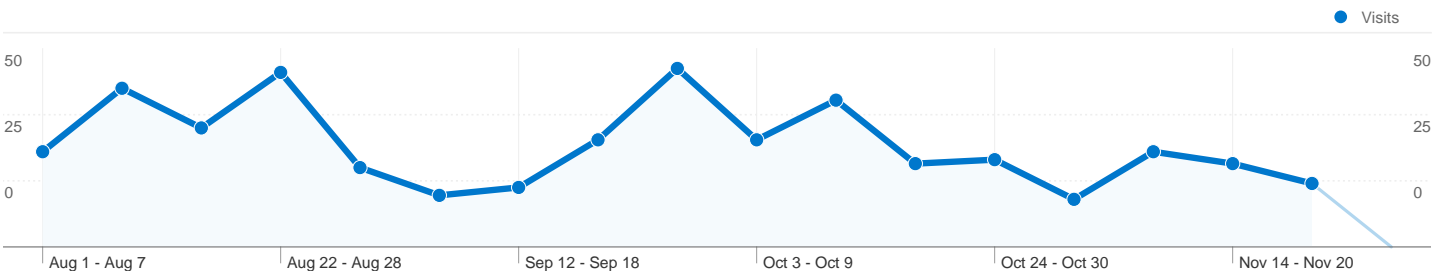
00:03:06 Time on Site

25.57% Bounce Rate




48.86% New Visits

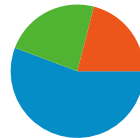
## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	345	78.77%	ISDN	123	28.08%
Firefox	67	15.30%	Unknown	90	20.55%
Safari	15	3.42%	Cable	86	19.63%
Chrome	9	2.05%	DSL	79	18.04%
Opera	1	0.23%	T1	49	11.19%



## All traffic sources sent a total of 438 visits

-  21.00% Direct Traffic
-  23.29% Referring Sites
-  55.71% Search Engines

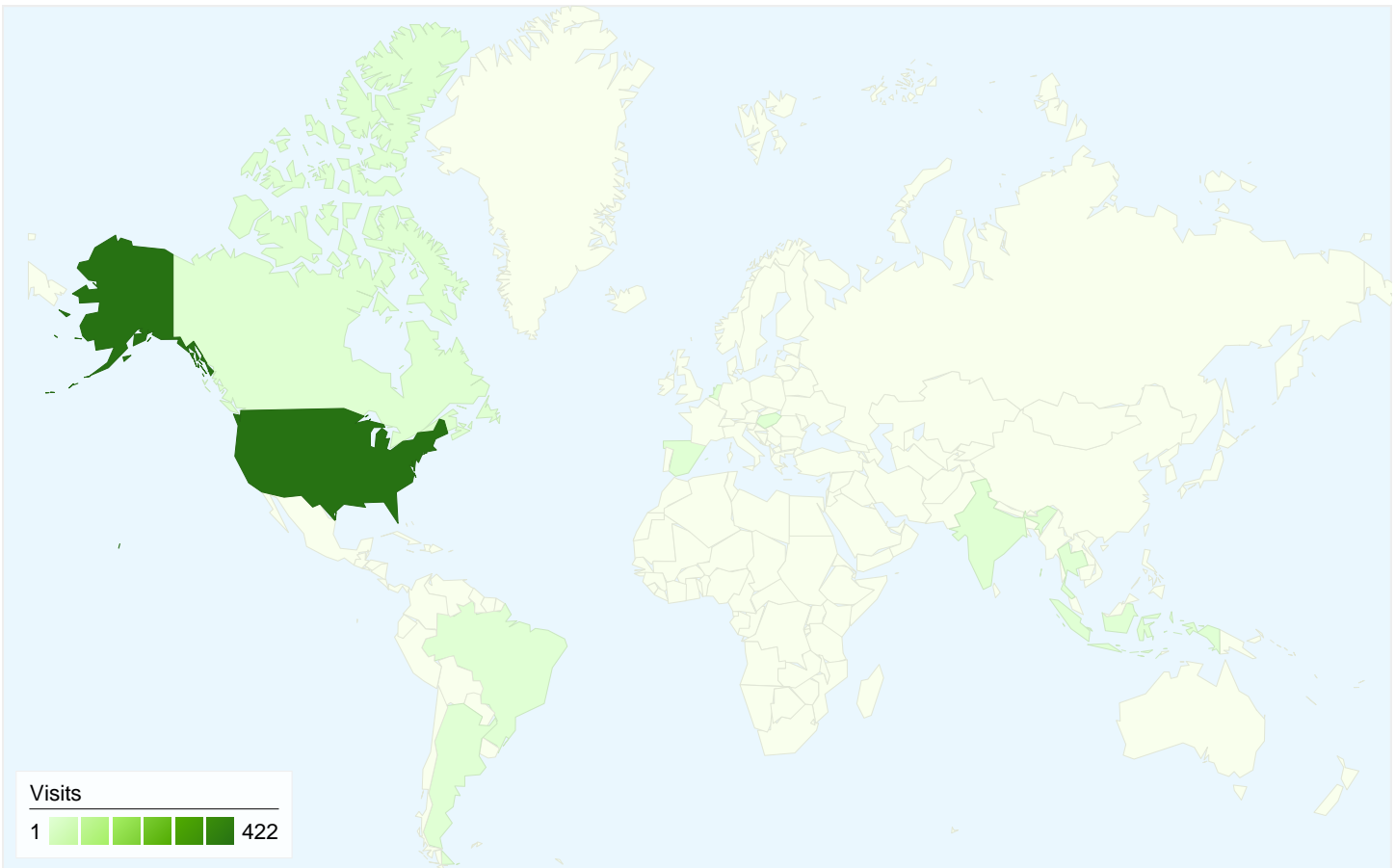


- Search Engines  
244.00 (55.71%)
- Referring Sites  
102.00 (23.29%)
- Direct Traffic  
92.00 (21.00%)

## Top Traffic Sources

Sources	Visits	% visits
google (organic)	210	47.95%
(direct) ((none))	92	21.00%
calafco.org (referral)	51	11.64%
countyofnapa.org (referral)	29	6.62%
yahoo (organic)	22	5.02%

Keywords	Visits	% visits
napa lafco	73	29.92%
napa county lafco	42	17.21%
lafco napa	21	8.61%
lafco of napa county	12	4.92%
chilton napa	5	2.05%

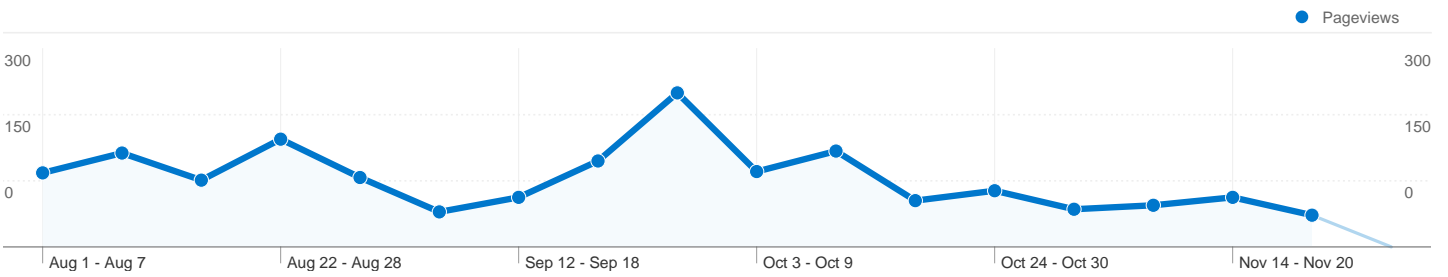


**438 visits came from 11 countries/territories**

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	422	4.13	00:03:11	48.10%	24.17%
Canada	4	1.50	00:00:26	100.00%	75.00%
India	3	1.00	00:00:00	100.00%	100.00%
Brazil	2	1.50	00:00:00	0.00%	50.00%
Spain	1	1.00	00:00:00	0.00%	100.00%
Hungary	1	2.00	00:00:00	0.00%	0.00%
Netherlands	1	3.00	00:00:00	0.00%	0.00%
(not set)	1	1.00	00:00:00	100.00%	100.00%
Thailand	1	6.00	00:11:08	100.00%	0.00%

Indonesia	1	1.00	00:00:00	100.00%	100.00%
					1 - 10 of 11



Pages on this site were viewed a total of 1,771 times

1,771 Pageviews

1,372 Unique Views

25.57% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/	396	22.36%
/staff_reports.aspx	160	9.03%
/cm_meeting_schedule.aspx	131	7.40%
/s_municipal_reviews.aspx	129	7.28%
/c_commissioners.aspx	95	5.36%