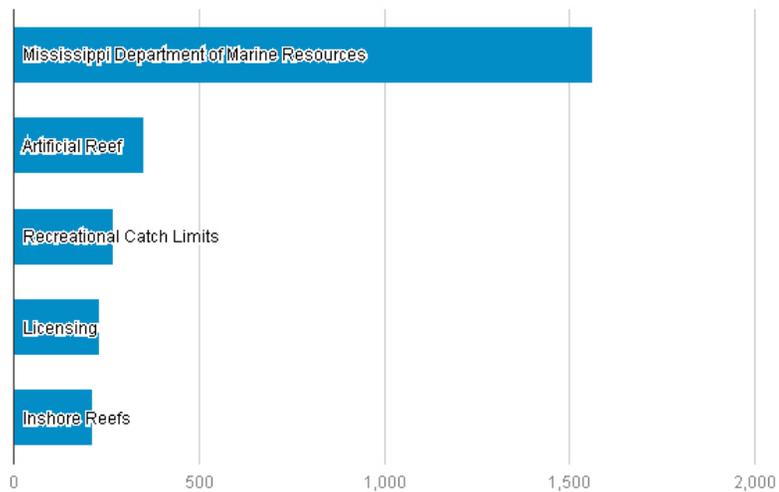


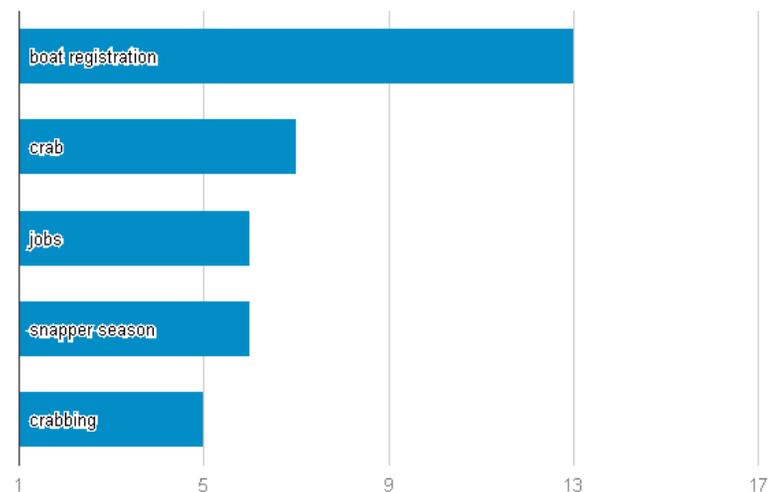
dmr.ms.gov Monthly Report

(April 1 - April 30, 2013)

Popular Pages This Week

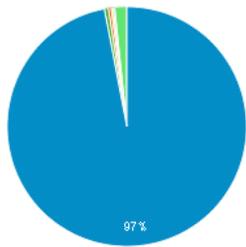


Most Popular Searches This Month



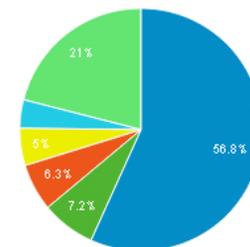
Visits by Country This Month

United States United Kingdom Philippines Canada
India Other



Visits by State This Month

Mississippi Louisiana Texas Florida Alabama
Other



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Notable This Month:

- The website experienced an unexplained spike in traffic on April 30, possibly due to commercial license expiration.
- Mobile visits (including tablets) compared to the same period last year have increased 171.51%.
- The legal notice opening the 2012-2013 shrimp season received 92.42% new visitors, indicating an increased interest in the opening of the 2013-2014 shrimp season.

dmr.ms.gov Website Metrics:

- **7,150** people visited the site during this period (+8.84% from the previous month)
- These people generated **10,722** visits to the site (some came more than once)
- **29,504** pages were viewed
- The average user visited **2.75** pages
- The average visit lasted **3:10** minutes
- **56%** came from a web search, **30.4%** directly (typed it in, used a bookmark, or clicked an email link), **13.5%** through links on other sites, and **.07%** via QR code and RSS feed
- **2,783** visits came from a mobile device (**26%** of all visits)

About MDMR Website Monthly Analytics Reports

Google Analytics is used to gain insights into user engagement with dmr.ms.gov. Kimberly Denz gathered Google Analytics metrics on visitors and prepared this report. Ms. Denz is available to customize and present this information, upon request. Please feel free to contact Ms. Denz with any questions or suggestions regarding this report. This report was created on May 3, 2013.

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