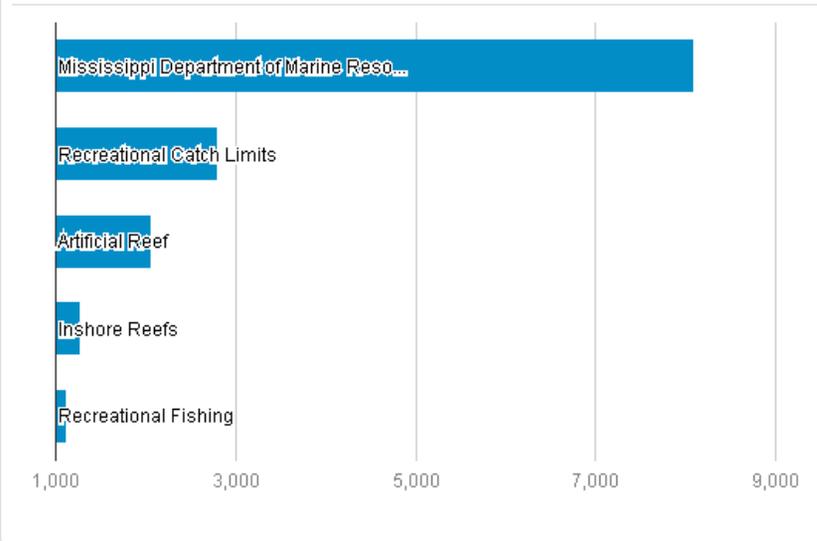


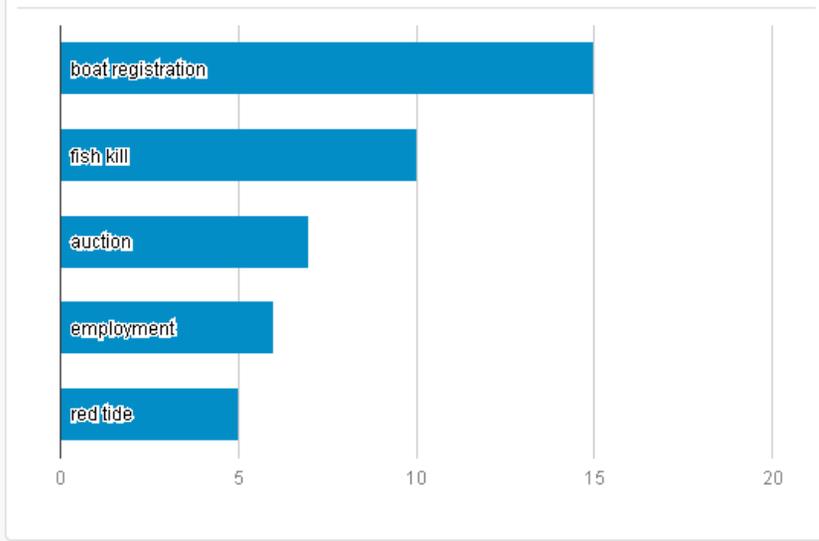
dmr.ms.gov Monthly Report

(July 1 - July 31, 2013)

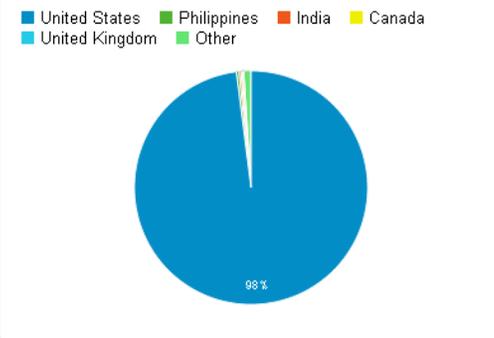
Popular Pages This Month



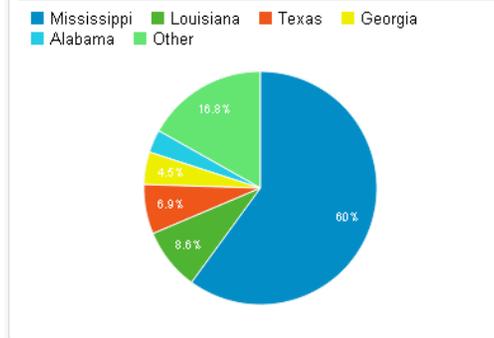
Most Popular Searches This Month



Visits by Country This Month



Visits by State This Month



dmr.ms.gov Monthly Report

(July 1 – July 31, 2013)

Notable This Month:

- A pageviews spike (1,906) occurred on Tuesday, July 2nd, likely due to the release of the OIG report. The OIG report was posted to the website on July 2nd and was downloaded 68 times this month.
- The social plug-in ShareThis was added on July 1st to Recent News item pages (news releases and public notices). Since then, three stories were shared to Twitter; one story was shared to Facebook.
- Unique visitors have increased **29.9%** over the same period last year (from 6,810 to 8,847).

dmr.ms.gov Website Metrics:

- **8,847** people visited the site during this period (-18.4% from the previous month)
- These people generated **13,125** visits to the site (some came more than once)
- **36,002** pages were viewed
- The average user visited **2.74** pages
- The average visit lasted **2:55** minutes
- **52.8%** came from a web search, **32.8%** directly (typed it in, used a bookmark, or clicked an email link), **14.3%** through links on other sites, with **6** visits via QR code and RSS feed
- **4,640** visits came from a mobile device (**35.4%** 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 August 5, 2013.

Kimberly Denz

Programmer Analyst, Information Technology Bureau

Email: kimberly.denz@dmr.ms.gov

Phone: 228.523.4046