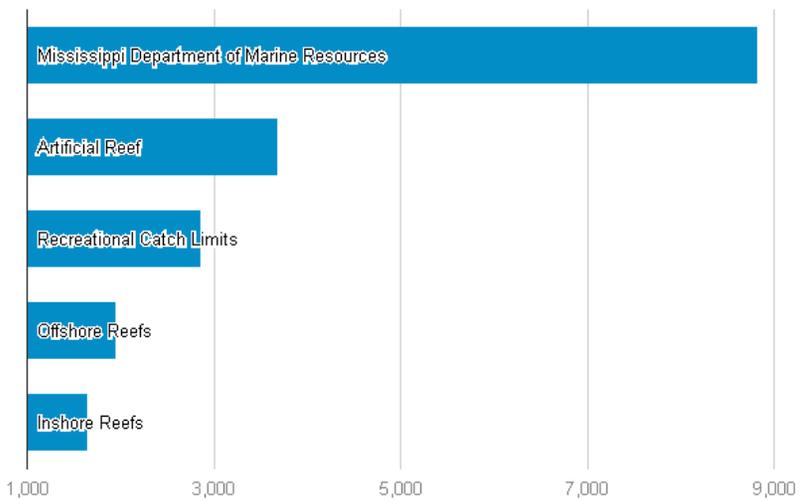


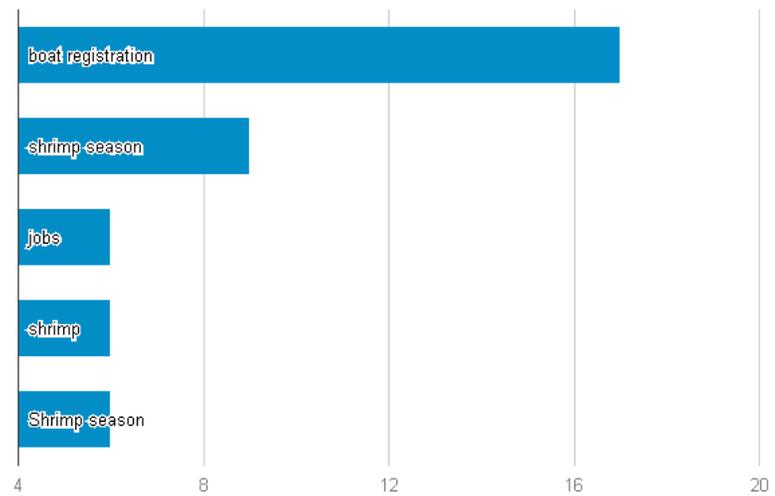
dmr.ms.gov Monthly Report

(June 1 - June 30, 2013)

Popular Pages This Month

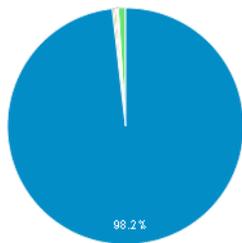


Most Popular Searches This Month



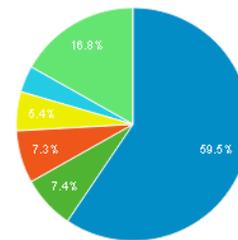
Visits by Country This Month

United States United Kingdom Philippines India
Slovakia Other



Visits by State This Month

Mississippi Texas Louisiana Alabama Georgia
Other



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Notable This Month:

- An unexplained pageviews spike (1,991) occurred on Monday, June 3rd, likely due to anticipation of the notice opening the 2013-2014 shrimp season. Notable statistics on that day include:
 - 57.52% new visits
 - The top ten pages visited:

▪ Artificial Reef Bureau	▪ Contact Us
▪ 2012-2013 Shrimp Season Legal Notice	▪ Inshore Reefs
▪ Recreational Catch Limits	▪ Shrimp & Crab Bureau
▪ Offshore Reefs	▪ Licensing
▪ Seasons	▪ Recreational Fishing
- A link to Offshore Reefs was shared on Facebook on Sunday, June 30th, resulting in a spike of 95 visits that day. Updated maps were posted on Friday, May 31st.
- Mobile visits (including tablets) compared to the same period last year have increased 223.4%.

dmr.ms.gov Website Metrics:

- **10,843** people visited the site during this period (+23.22% from the previous month)
- These people generated **15,654** visits to the site (some came more than once)
- **43,510** pages were viewed
- The average user visited **2.78** pages
- The average visit lasted **2:56** minutes
- **53.5%** came from a web search, **30.7%** directly (typed it in, used a bookmark, or clicked an email link), **15.8%** through links on other sites, with **6** visits via QR code and RSS feed
- **5,763** visits came from a mobile device (**36.8%** 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 July 1, 2013.

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