



Columbia, Missouri

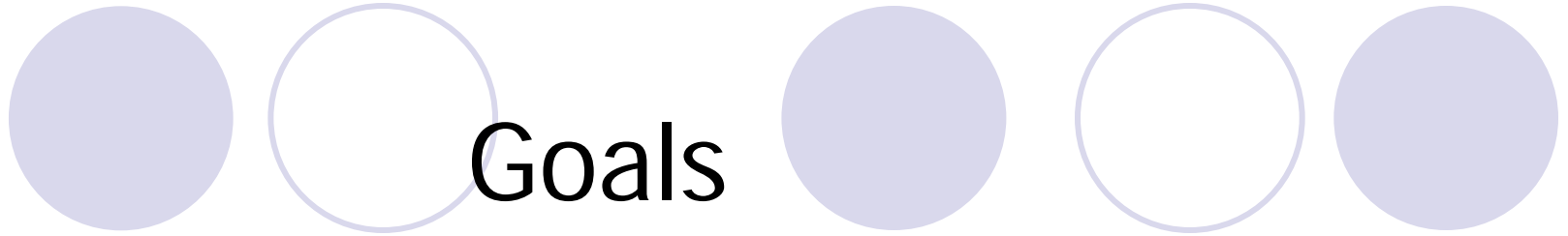
Web Site Statistics

for April 2011



Key Definitions

- **Page views** – A page is defined as any file or content delivered by a Web server that would generally be considered a web document. This includes HTML pages (.html, .htm, .shtml), script-generated pages (.cgi, .asp, .cfm, etc.), and plain-text pages. It also includes sound files (.wav, .aiff, etc.), video files (.mov, etc.), and other non-document files. Only image files (.jpeg, .gif, .png), javascript (.js) and style sheets (.css) are excluded from this definition. Each time a file defined as a page is served, a page view is registered by Urchin.
- **Referrer** – The URL of an HTML page that refers visitors to a site.
- **Visits** – A visit is a period of interaction between a visitor's browser and a particular website, ending upon the closure of the browser window or shut down of the browser program.



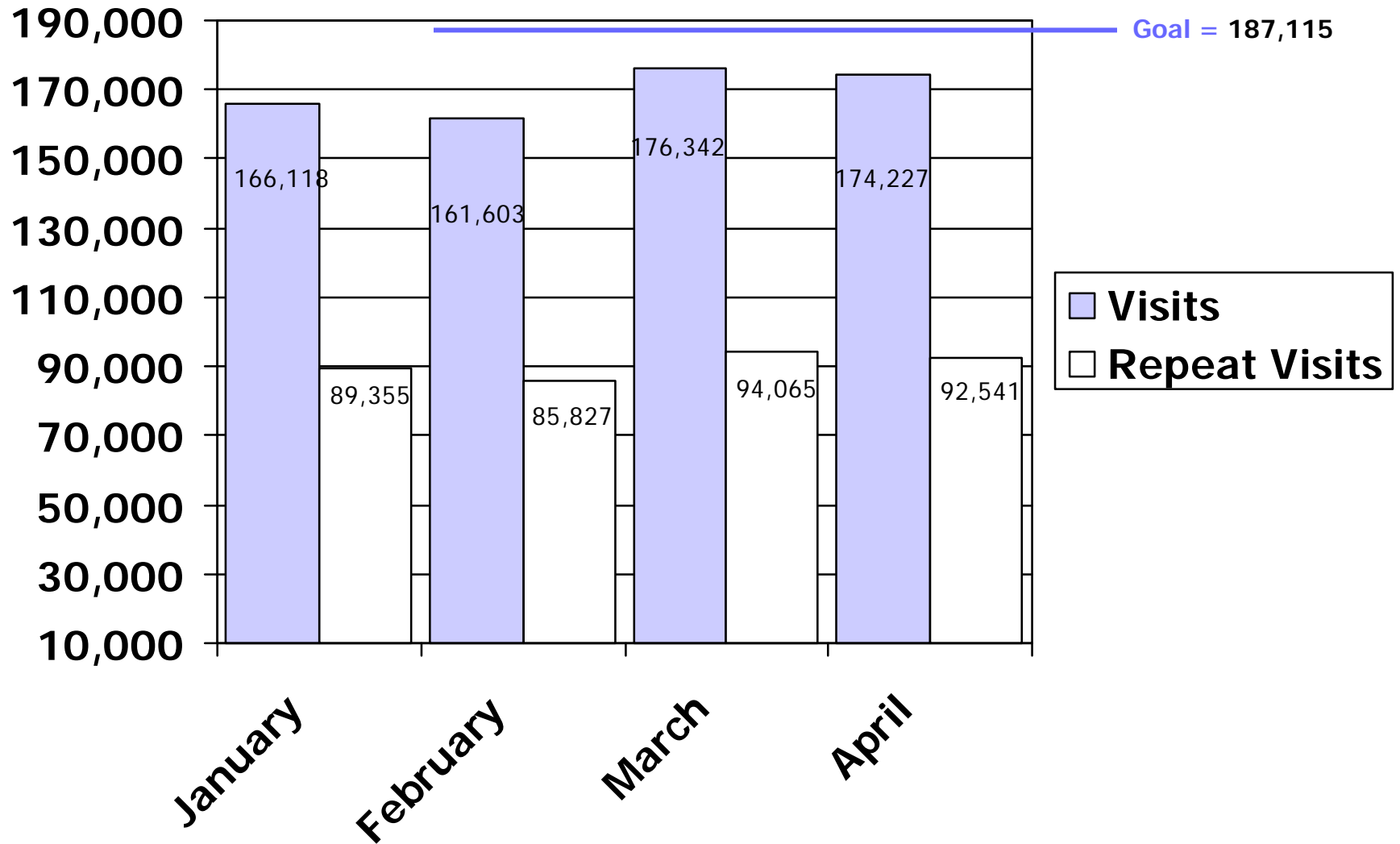
- **Goals are reevaluated in January of each year and established as an approximate 15% increase over the previous years averages.**

[2011 Monthly Goals](#)

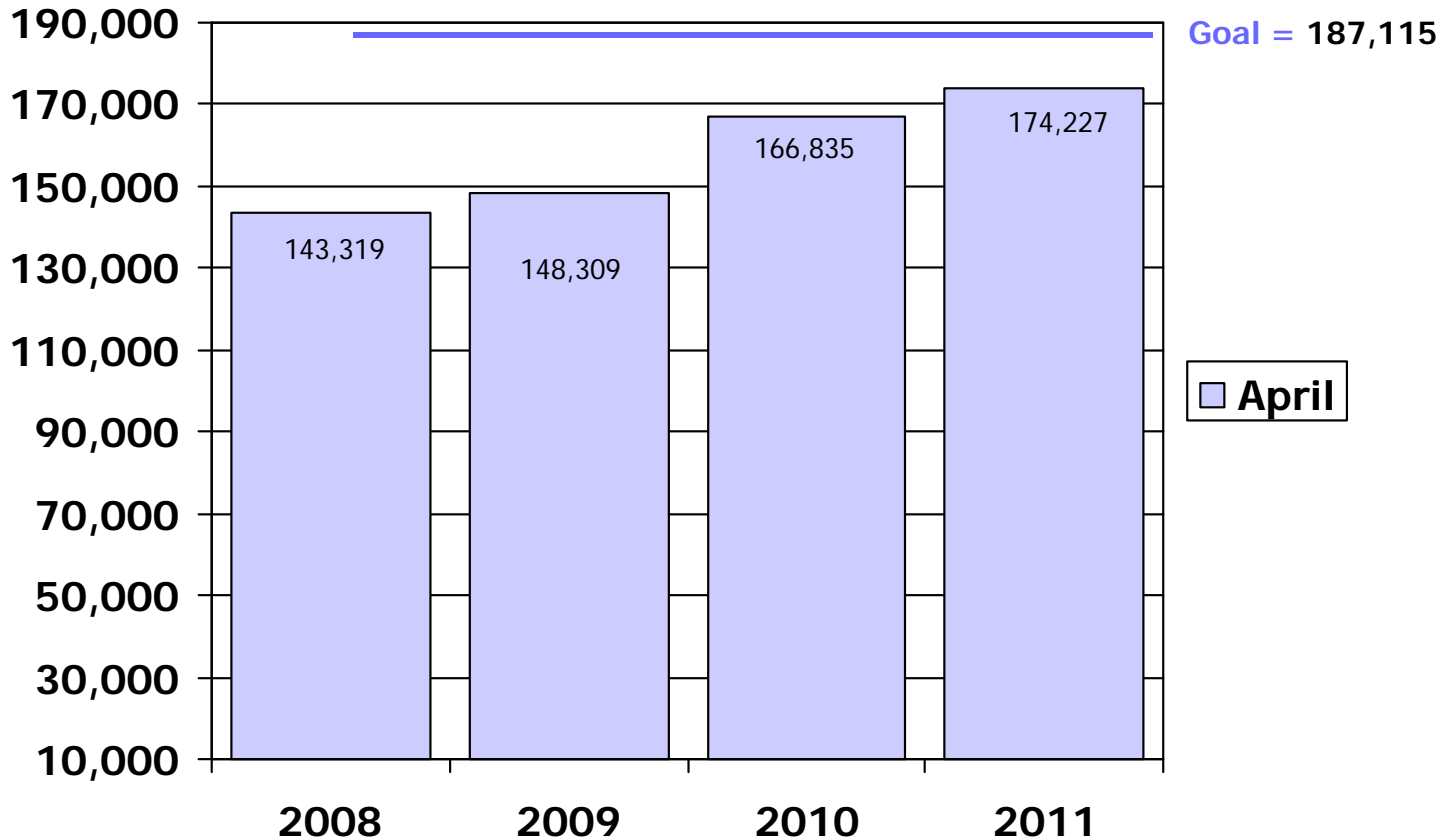
Sessions: 187,115

Page views: 2,386,935

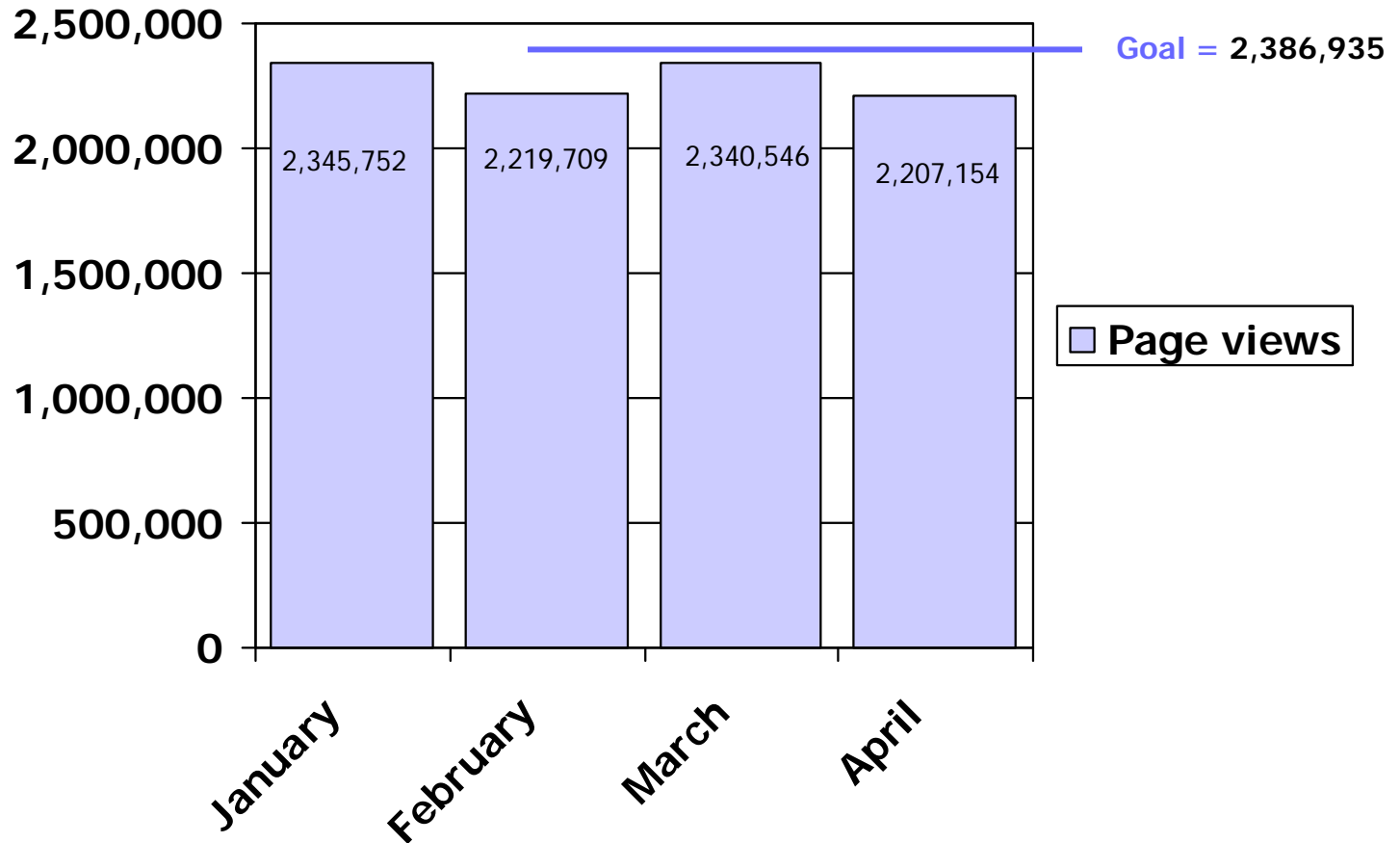
Visits By Month



Visitation By Year

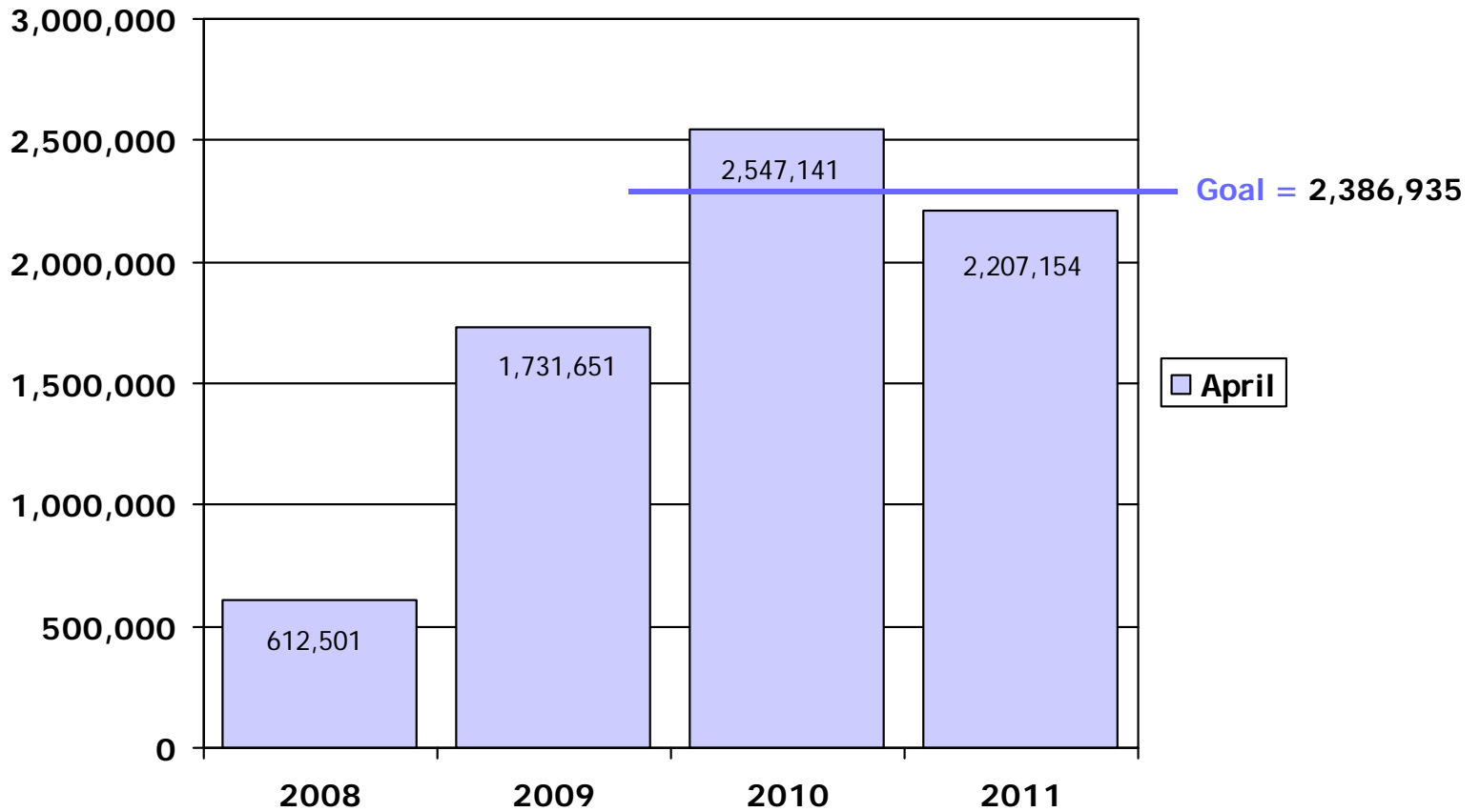


Site Usage By Month



• Page views reflect Web site usage.

Site Usage By Year



• Page views reflect site usage.

Referring Pages

Total: 3103 different pages-url	Pages	Percent
http://www.facebook.com/plugins/like.php	1175	8.2 %
http://parking.missouri.edu/html/sbus.cfm	195	1.3 %
http://www.columbia.mo.gov	172	1.2 %
http://diamondcouncil.net/resources/fields	163	1.1 %
http://bblearn.missouri.edu/webapps/blackboard/content/listConte...	155	1 %
http://www.visitcolumbiamo.com/web/things_to_do/family_fun.php	151	1 %
http://womenscenter.missouri.edu	145	1 %
http://www.visitcolumbiamo.com/web/things_to_do/gardens.php	130	0.9 %
http://www.columbiamissourian.com/stories/2011/04/04/show-me-rec...	122	0.8 %
http://www.slu.edu/x39738.xml	112	0.7 %
http://www.centurylink.net/search/index.php	111	0.7 %
http://www.columbia.mo.gov/hr/	95	0.6 %
http://www.bikekatytrail.com/columbia.aspx	90	0.6 %
http://www.columbiasoccerclub.net/maps.asp	86	0.6 %
http://www.dsireusa.org/incentives/incentive.cfm	83	0.5 %
http://www.showmeboone.com/redirect.asp	82	0.5 %
http://jobwizard.columbiatribune.com/CandidateNet/Job/7239635	82	0.5 %
http://casinofreegamesblog.com	71	0.4 %
http://swagbucks.com	71	0.4 %
http://en.wikipedia.org/wiki/Columbia,_Missouri	61	0.4 %

Most Active Pages

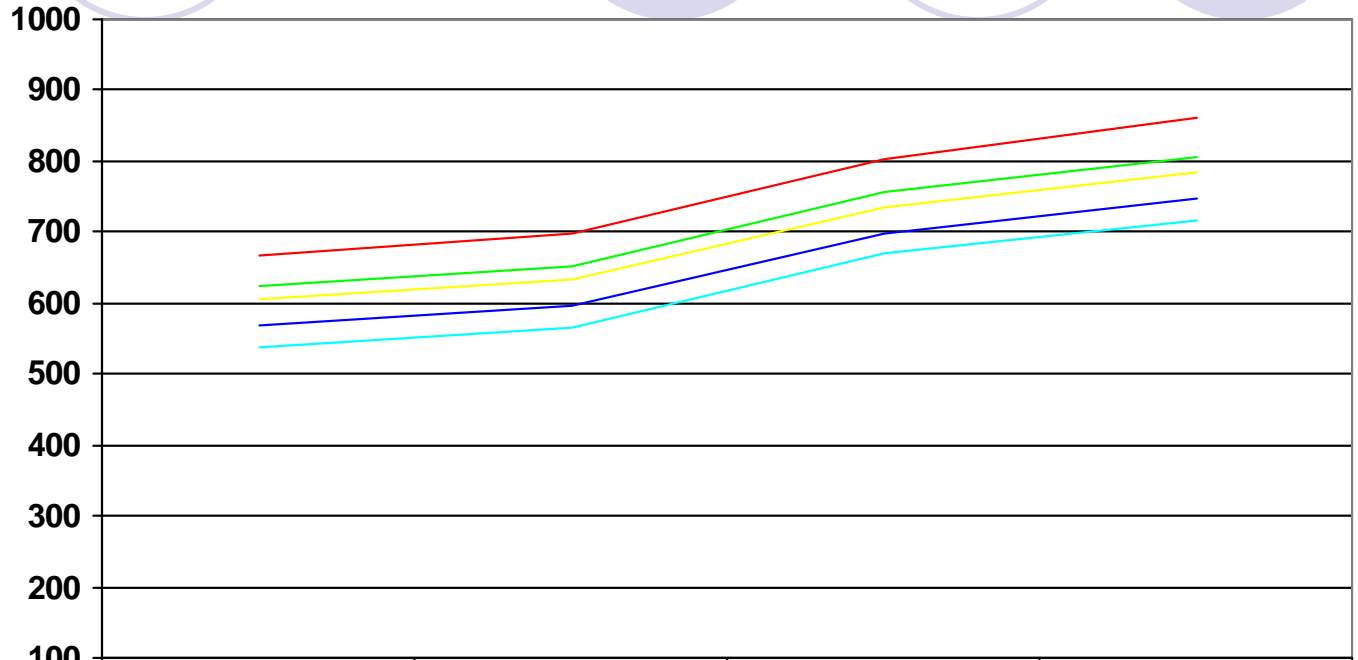
Total: 92570 different pages-url	Viewed
PSJC - 911 Fire Dispatch	409670
City of Columbia Home Page	65511
Finance - Utility Service	63579
Announcements RSS Feed	21231
Human Resources - Job Openings	11611
Finance - Utility Service Description	10922
Parks & Rec – Home Page	8827
PSJC – 911 Fire & Rescue Dispatch	7978
Online Bill Payment Services	7356
PSJC – 911 Dispatch Overview	6813
Police - Home Page	6550
Public Works – Transit	6468
Contact Us	6297
Parks & Rec – Sports	5894
Human Resources – Home Page	5224
Parks & Rec – Sports Schedules	4886
PSJC – Police GORSS Feed	4727
Parks & Rec – ARC	4132
Public Works – Water Treatment Plant	3880
Finance – UCS	3744

Top Search Terms

Keywords	Hits
recycling	75
utilities	69
jobs	59
compost	58
pay utility bill	45
911	42
zoning map	39
household hazardous waste	39
Zoning Map	38
mulch	31
softball schedule	30
city channel	27
animal control	26
earth day	26
softball	26
trash pickup	26
community service	25
neighborhood services	24
golf	23
zoning maps	21

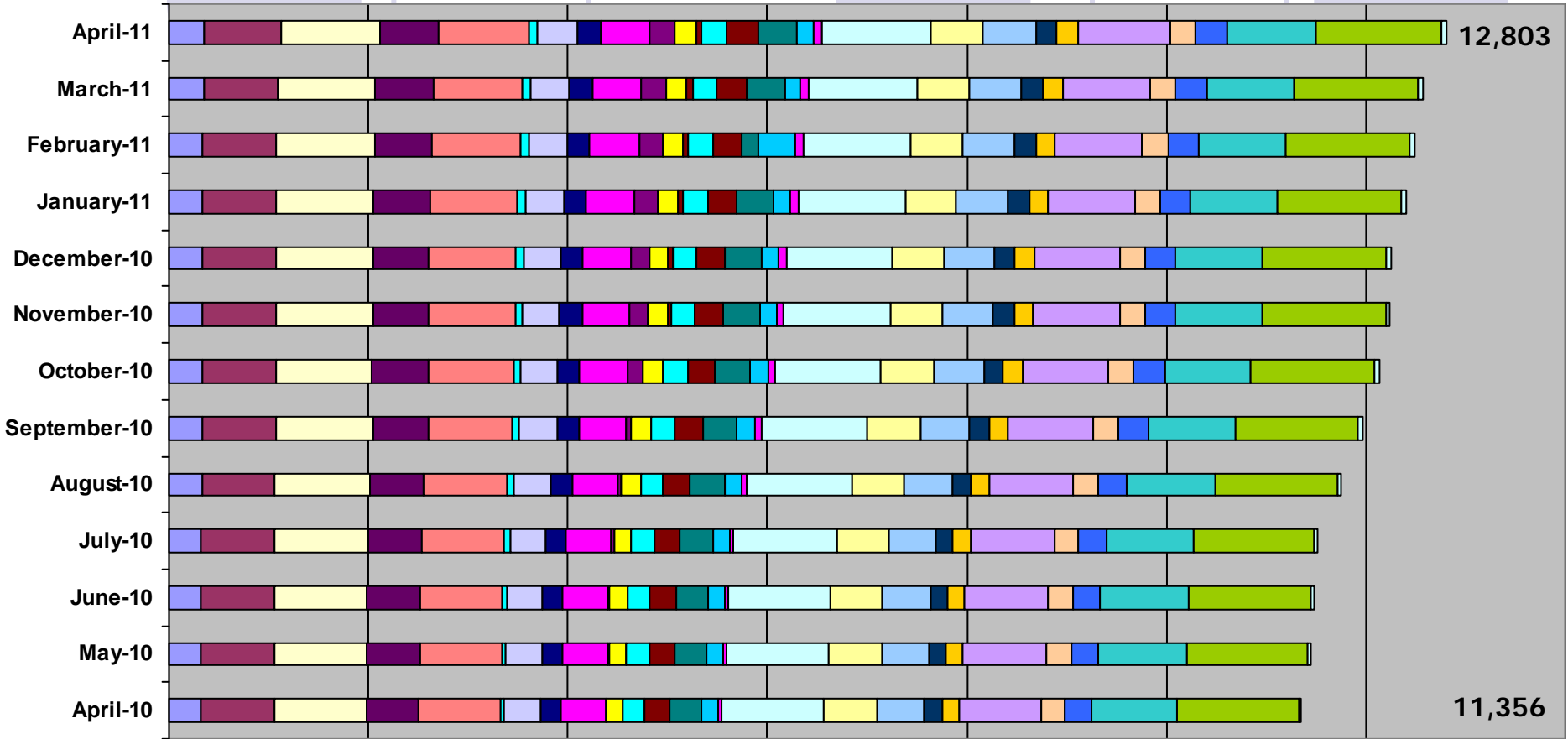
GoWord	Hits
GoUtilities	17
GoRestaurants	14
GoBagVoucher	12
GoTransportation	10
GoAirport	10
GoPublicWorks	9
GoLandfill	9
GoRecycle	8
GoBuildingInspections	8
GoApplication	8
GoBuildingPermit	8
GoStormWater	8
GoSpecialOlympics	7
GoSportsSchedules	7
GoFire	7
GoParkPermit	7
GoTreePower	7
GoPolice	7
GoAccidents	6
GoVolunteers	6

Nixle Users



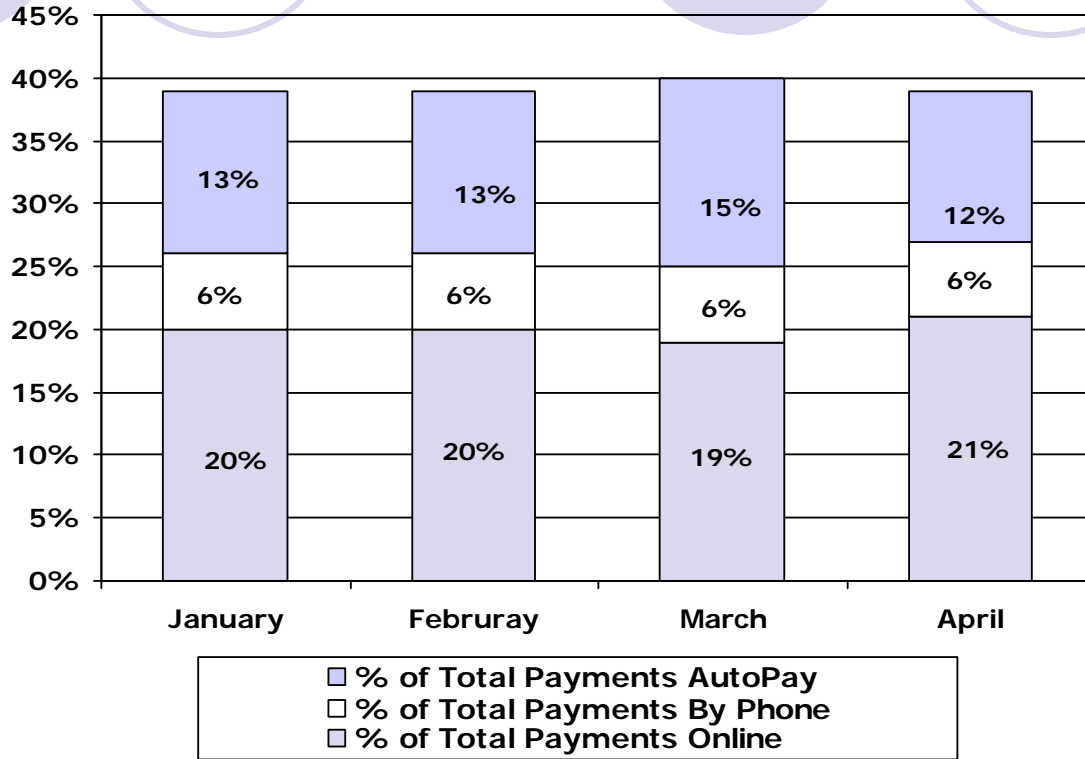
	October	December	February	April
Emergency Management	666	698	804	862
Fire	604	634	736	785
Police	623	653	755	806
Public Communications	537	564	669	715
Health & Human Services	570	596	697	748
Public Works	43	53	82	89
Water & Light				7

WebMail Usage



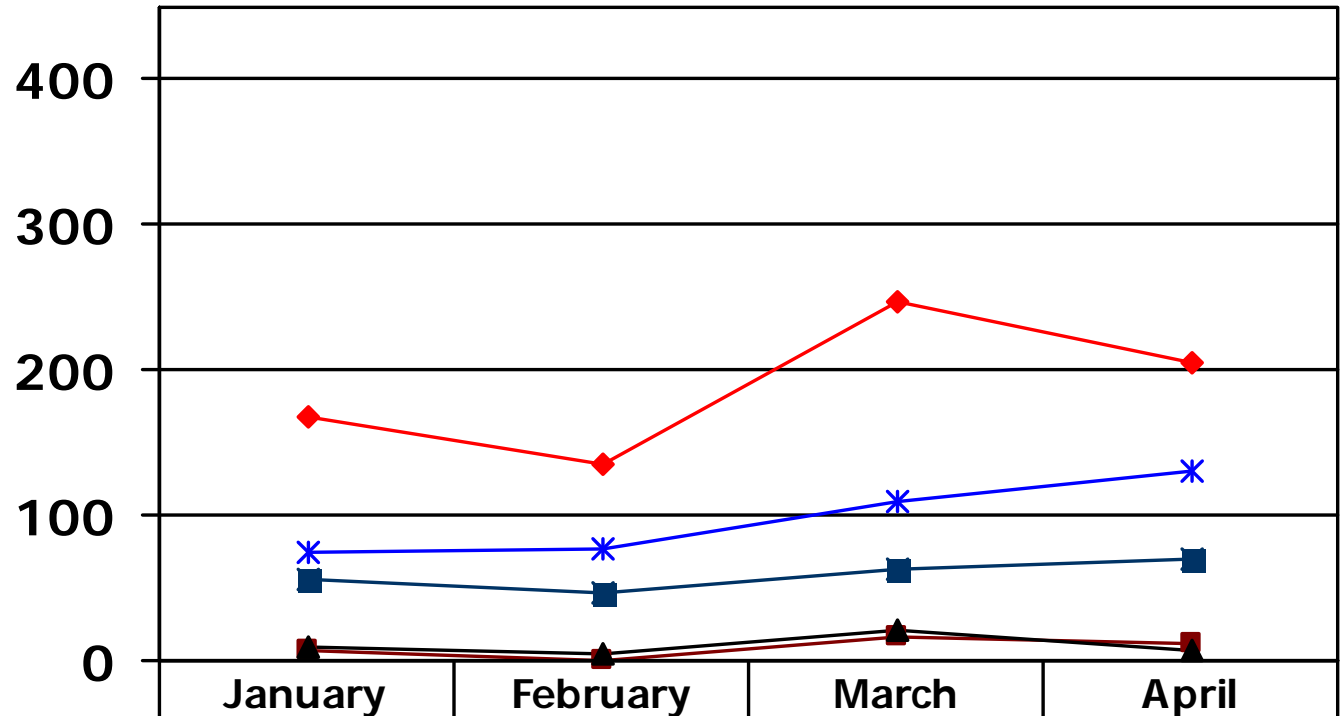
- 50+ Programs
- Adult Softball
- Arts Express
- Announcements
- ARC Announcements
- Bonnie View/Scott's Branch Trail
- CCA Agendas
- Columbia Values Diversity
- Columbia's Wasteline Newsletter
- Community Development
- Basketball
- Electric Trans. Line Project
- Football
- Golf
- Grindstone Creek Trail Planning
- Health News
- Indoor Sports
- Insider Newsletter
- Leisure Times Activity Guide
- Press Releases
- Public Safety Announcements
- Planning & Zoning
- Regional Park
- Soccer
- Special Olympics
- Stream Line Newsletter
- Baseball/Softball
- Visioning
- Youth Lacrosse

Utility E-Payments



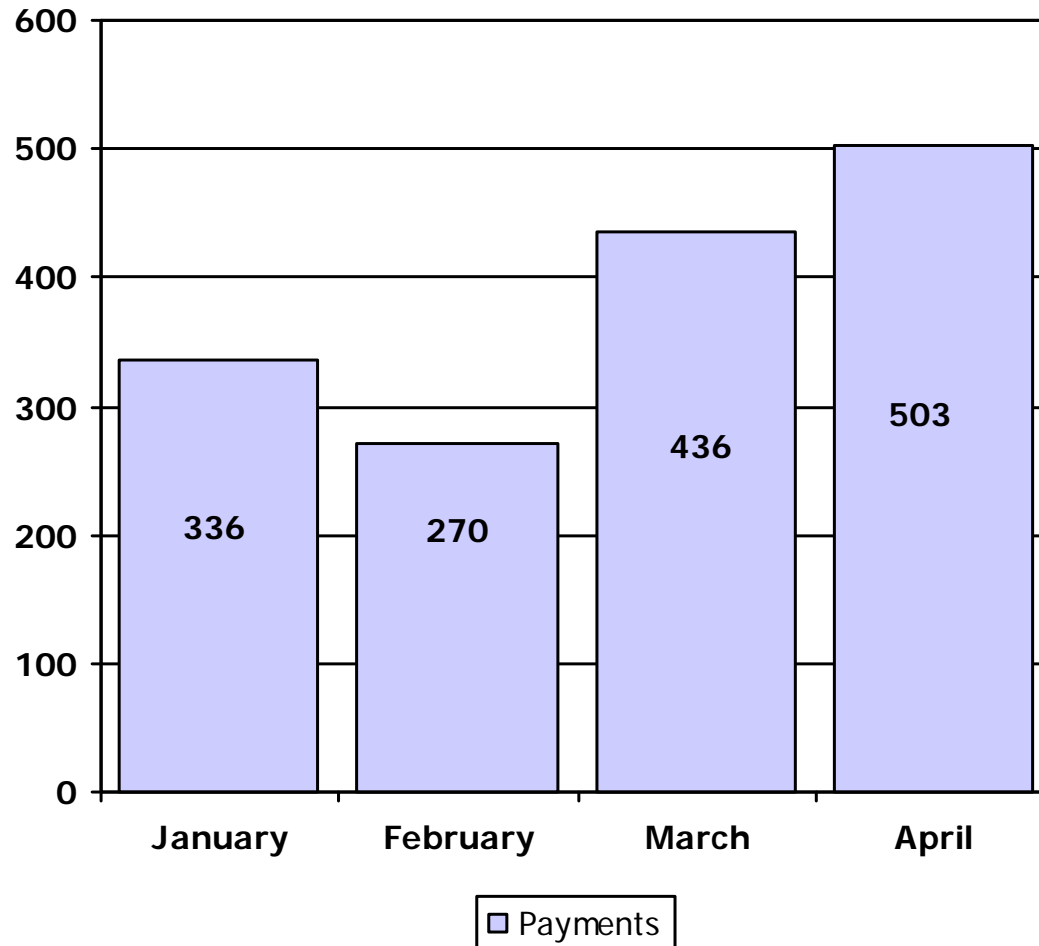
	# Payments	# Online	# Phone	# AutoPay	Percent E-Payments
April 2011	45,297	9,674	2,741	5,525	40%
March 2011	54,178	10,534	3,162	8,161	40%
February 2011	47,058	9,519	2,629	6,260	39%
January 2011	48,379	9,805	2,719	6,395	39%

Online Building Inspections

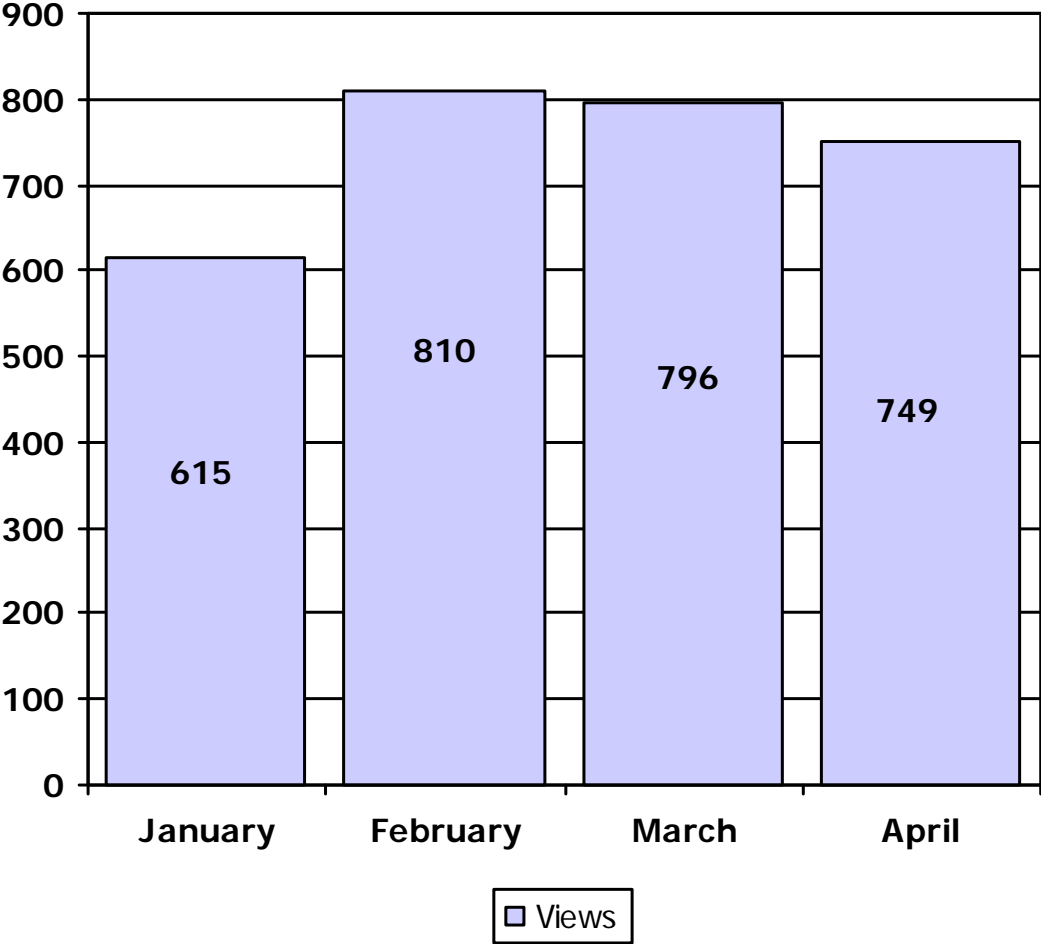


—◆— Web Sessions	169	135	246	205
—■— Phone Sessions	7	1	17	11
—▲— Inspections Scheduled	10	5	22	6
—■— E-Payments	55	46	62	69
—*— # of Permits	74	76	110	130

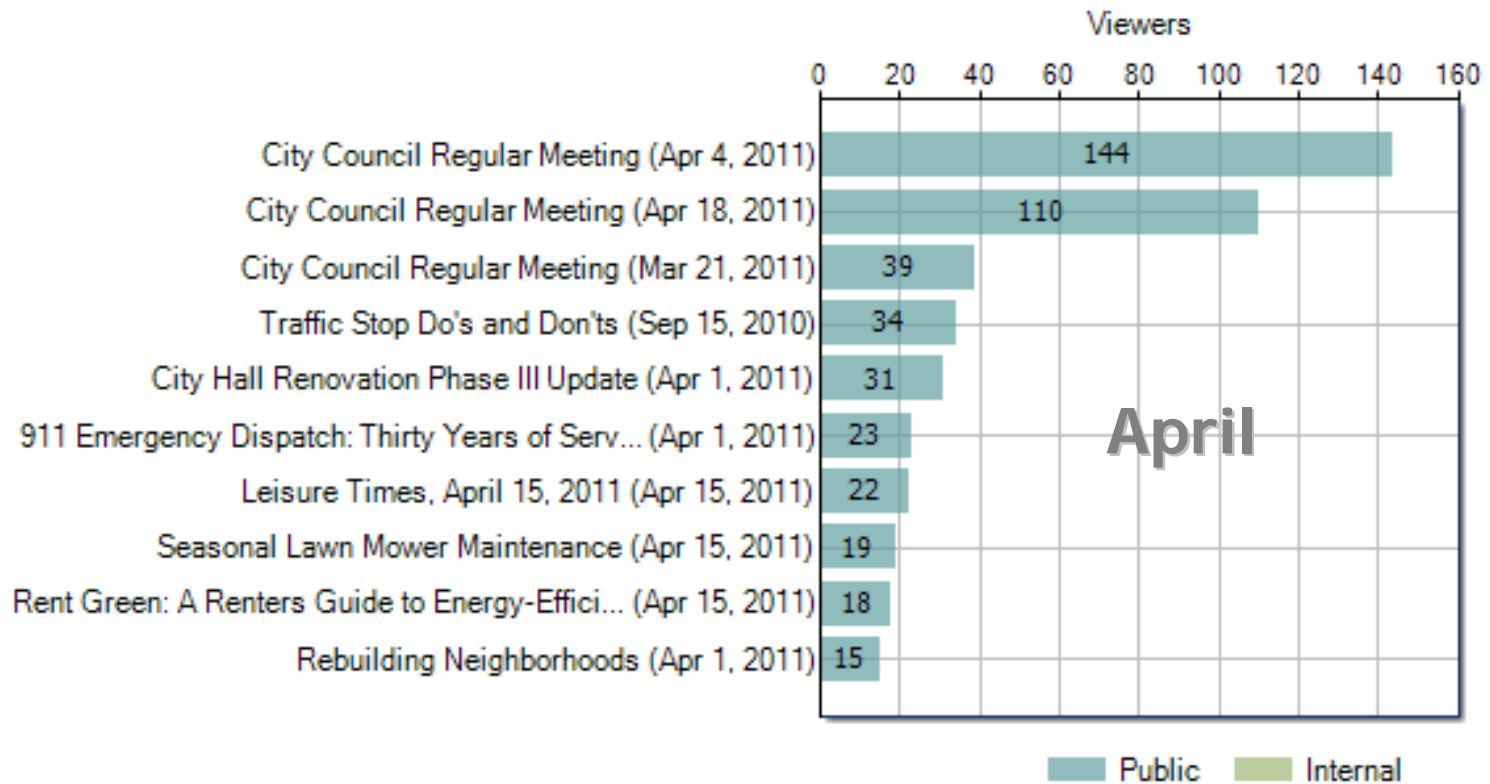
Online Court Payments



CityStream Usage



CityStream Top 10 Videos





Columbia, Missouri

Complete Statistics Available at:

<http://stats.gocolumbiamo.com/awstats/awstats.pl?config=inexgocolumbiamo>