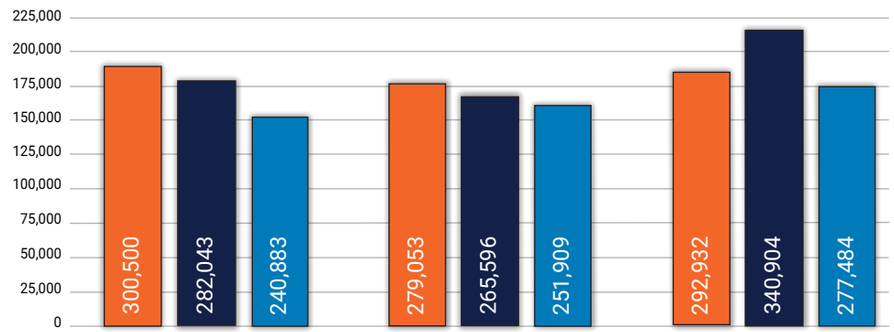
MARICOPA COUNTY PARKS & RECREATION DEPT.

JANUARY - MARCH 2024 - WEBSITE ANALYTICS

PAGE VIEWS - MONTHLY TOTALS - 770,276



	JANUARY	FEBRUARY	MARCH
2022	300,500	279,053	292,932
2023	282,043	265,596	340,904
2024	240,883	251,909	277,484
Increase/Decrease	-14.593%	-5.153%	-18.603%

TOP FIVE PAGE VIEWS
JANUARY THROUGH MARCH

JANUARY

White Tank home page	13,886
Maps	12,808
Lake Pleasant home pg.	12,556
Home page	12,406
Usery Mtn. home page	11,631
McDowell Mtn. home pg.	9,407
Fees	8,363
Cave Creek home pg.	8,170
Lake Pleasant camping	8,120
Things to Do	6,065

FEBRUARY

Lake Pleasant home pg.	16,403
White Tank home page	14,290
Maps	13,299
Usery Mtn. home page	12,786
Home page	12,640
McDowell home page	9,629
Lake Pleasant camping	8,856
Cave Creek home page	8,756
Fees	8,679
Things to Do	6,517

MARCH

Lake Pleasant home pg.	20,037
White Tank home page	15,345
Maps	14,310
Home page	14,672
Usery Mtn. home page	12,017
Lake Pleasant camping	10,262
McDowell Mtn. home pg.	9,791
Cave Creek home pg.	9,422
Fees	9,378
Things to Do	7,488

POSSIBLE REASONS FOR DECREASE: Between January/March 2024, the EVENTS (36,108 vs. 45,467) and PARK UPDATES (15,070 vs. 21,107) pages were visited less than in 2023. Overall, these two pages contributed to a decrease of 15,396 visits to the site.

ENGAGEMENT
2.3M TOTAL EVENTS

JANUARY

Page View	240,883
User Engagement	164,649
Session Start	100,656
Scroll	76,496
First Visit	65,321
Click	43,789
File Download	15,474
View Search Results	884
Contact Us	25

FEBRUARY

Page View	251,909
User Engagement	171,475
Session Start	105,650
Scroll	79,317
First Visit	69,001
Click	46,871
File Download	15,243
View Search Results	932
Contact Us	31

MARCH

Page View	277,848
User Engagement	189,397
Session Start	117,440
Scroll	85,193
First Visit	78,108
Click	48,707
File Download	15,432
View Search Results	924
Contact Us	50

GEOGRAPHY
USER LOCATION

TOP COUNTRY

United States	209,733

TOP FIVE CITIES

Phoenix	59,228
Tempe	14,461
System not set	14,229
Los Angeles	7,848
Mesa	6,012

TECHNOLOGY
DEVICE/ NETWORK

DEVICE OVERVIEW

Mobile	139,430
Desktop	70,202
Tablet	6,048

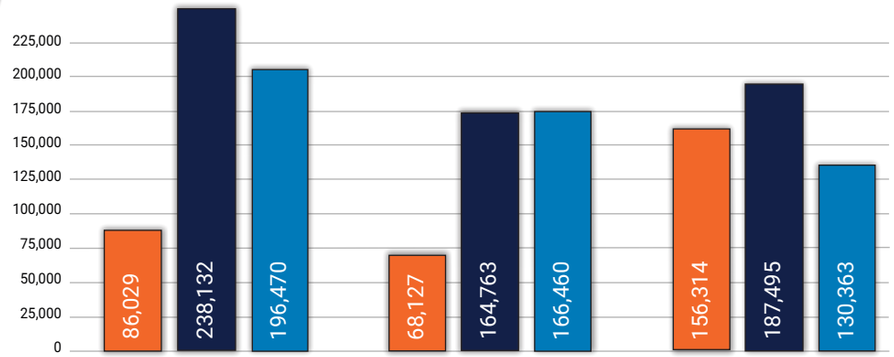
TOP FIVE BROWSERS

Safari	113,700
Chrome	81,859
Edge	11,134
Firefox	3,756
Samsung Internet	2,383

MARICOPA COUNTY PARKS & RECREATION DEPT.

APRIL- JUNE 2024 - WEBSITE ANALYTICS

PAGE VIEWS - MONTHLY TOTALS - 493,293



	APRIL	MAY	JUNE
2022	86,029	68,127	156,314
2023	238,132	164,763	187,495
2024	196,470	166,460	130,363
Increase/Decrease	-17.495%	+1.029%	-30.471%

TOP FIVE PAGE VIEWS
APRIL THROUGH JUNE

APRIL

Lake Pleasant home pg	17,698
Home page	10,465
Maps	9,195
White Tank home page	9,082
Events	8,713
Lake Pleasant camping	8,342
Fees	7,055
Usery Mtn. home page	6,710
Cave Creek home pg.	5,958
McDowell Mtn. home pg.	5,883

MAY

Lake Pleasant home pg.	20,786
Home page	8,742
Lake Pleasant camping	7,619
Event	7,393
Maps	5,799
Fees	5,764
White Tank home page	5,288
Usery Mtn. home page	4,982
Annual Pass	4,809
Things to Do	4,257

JUNE

Lake Pleasant home pg.	17,497
Home page	7,115
Lake Pleasant camping	6,573
Events	6,364
Fees	4,813
Maps	4,151
Annual Pass	3,882
Things to Do	3,755
White Tank home page	3,440
Usery Mountain home pg.	3,241

ENGAGEMENT
1,463,450 TOTAL EVENTS

APRIL

Page View	196,470
User Engagement	133,574
Session Start	87,585
Scroll	59,979
First Visit	59,411
Click	32,999
File Download	11,132
View Search Results	658
Contact Us Submission	33

MAY

Page View	166,460
User Engagement	111,779
Session Start	76,835
First Visit	52,769
Scroll	48,662
Click	26,450
File Download	8,074
View Search Results	465
Contact Us Submission	31

JUNE

Page View	130,363
User Engagement	89,278
Session Start	62,667
Scroll	44,218
First Visit	37,690
Click	19,912
File Download	5,442
View Search Results	417
Contact Us Submission	23

GEOGRAPHY
USER LOCATION

TOP COUNTRY

United States	157,291

TOP FIVE CITIES

Phoenix	42,826
No city identified	11,148
Tempe	10,223
Los Angeles	5,289
Mesa	3,656

TECHNOLOGY
DEVICE/ NETWORK

DEVICE OVERVIEW

Mobile	109,717
Desktop	47,961
Tablet	3,247

TOP FIVE OPERATING SYSTEMS

Safari	82,553
Chrome	62,607
Edge	8,196
Firefox	2,795
Samsung Internet	1,877

MARICOPA COUNTY PARKS & RECREATION DEPT.

WEBSITE ANALYTICS - TERMINOLOGY

EVENT GLOSSARY FOR THE ENGAGEMENT SECTION:

- **CLICK:** Each time a user clicks a link that leads away from the current domain. By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement will not trigger outbound click events.

- **FILE DOWNLOAD:** When a user clicks a link leading to a file (with a common file extension) of the following types: document; text; executable; presentation; compressed file; video; or audio.

- **FIRST VISIT:** The first time a user visits a website or launches an Android instant app with Analytics enabled

- **PAGE VIEWS:** Each time the page loads or the active site changes the browser history state.

- **SCROLL:** When a screen transition occurs, and any of the following criteria are met:
  a) No screen was previously set
  b) The new screen name differs from the previous screen name
  c) The new screen-class name differs from the previous screen-class name
  d) The new screen id differs from the previous screen id

- **SESSION START:** Session start: a session initiates when a user either opens your app in the foreground or views a page or screen and no session is currently active (e.g. their previous session has timed out). By default, a session ends (times out) after 30 minutes of user inactivity. There is no limit to how long a session can last.

- **SESSION ID:** This is a timestamp of when a session began. The session number identifies the number of sessions that a user has started up to the current session (e.g., a user's third or fifth session on your site).

- **USER ENGAGEMENT:** When the app is in the foreground or the webpage is in focus for at least one second.

- **VIEW SEARCH RESULTS:** each time a user performs a site search, indicated by the presence of a URL query parameter.

- **CONTACT US SUBMISSION:** The user submits a request through the website to the developer.

ABOUT US: Our pristine Sonoran Desert park system includes the following parks:

1. Adobe Dam Regional Park
2. Buckeye Hills Regional Park
3. Cave Creek Regional Park
4. Estrella Mountain Regional Park
5. Hassayampa River Preserve
6. Lake Pleasant Regional Park
   Desert Outdoor Center - Entry to this facility is restricted to reservations only, except for designated public events including guided hikes along the barrier-free trail.
7. McDowell Mountain Regional Park
8. San Tan Mountain Regional Park
9. Spur Cross Ranch Conservation Area
10. Usery Mountain Regional Park
11. Vulture Mountains Recreation Area
12. White Tank Mountain Regional Park

MARICOPA COUNTY
PARKS & RECREATION

Maricopa County Parks and Recreation Dept.
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