

# NYSenate.gov and Internet Analytics

Office of the CIO

11/21/09

This is the bi-weekly report on the New York State Senate's web presence. This week the website received a total of 41,819 visits, down from last period's 55,568. It had a bounce rate of 46%, higher than its long term average of 38%, and new visitors 72% of the time, higher than the long term average of 63%. The all time graph at the bottom of the first page shows that, after a lull through August, September and the beginning of October, visits are increasing on average.

The live webcasting has drawn over 129,000 views since its adoption and around 30,000 more since last period. This growth has outpaced archived video which remains under 100,000 views. The short clips on the NYSenate Youtube account remain about 3 times more watched than the full videos of session and events posted on the nysenateuncut account.

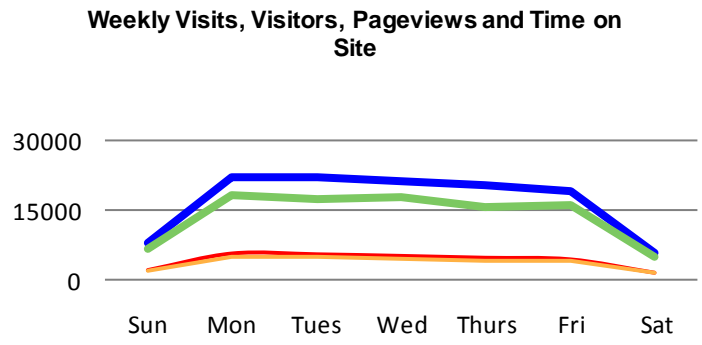
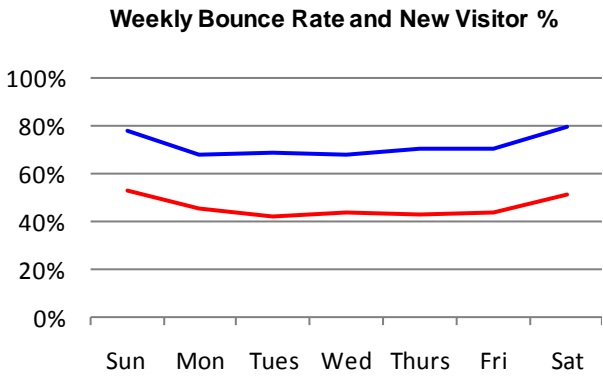
More Senators continue to join social media platforms such as Facebook and Twitter. The Senators engaging in these media have been growing their followings with the Senators reaching a total of 14,580 people through Facebook and 7416 through Twitter. This is an increase of over 1,400 followers in two weeks. The NYSenate account itself currently reaches over 2700 people through its social media outlets.

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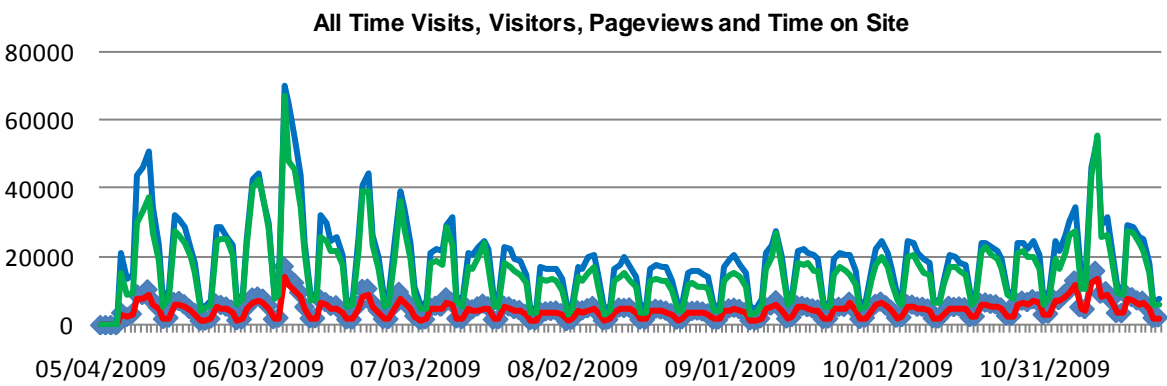
Please direct all feedback to [ciodesk@senate.state.ny.us](mailto:ciodesk@senate.state.ny.us)

# Website 11/15/2009 - 11/21/2009

Overall Website	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total (Week)	Total (To Date)
<b>Visits</b>	3536	8755	8132	7194	7089	4980	2124	41810	892691
<b>Unique Visitors</b>	3275	7463	7105	6187	6249	4470	1975	36724	785844
<b>Page Views</b>	10787	29315	28748	25653	25032	18054	6636	144225	3574044
<b>Time On Site (min)</b>	8797	27544.53333	26874	24340	21559	15357	5595	130067	2956909
								<b>Average (week)</b>	<b>Average (To Date)</b>
<b>Bounce Rate</b>	53%	46%	42%	44%	43%	44%	51%	46%	38%
<b>%New Visitors</b>	78%	68%	69%	68%	70%	71%	79%	72%	63%



Homepage	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
PageViews	1035	3855	4048	3258	3428	2162	765	18551
Unique PageViews	694	2633	2769	2265	2405	1505	548	12819
Bounces	162	597	632	533	486	346	160	2916
New Visitors	420	1120	1434	1051	1363	823	345	6556



# Website Top Content - As of 11/21/2009

## Live Video - as of 11/21/2009

Type	Rank	Page	Caption
Most Popular	1	<a href="http://www.nysenate.gov/news/seward-meets-herkimer-chamber">http://www.nysenate.gov/news/seward-meets-herkimer-chamber</a>	Seward Meets With Herkimer Chamber
Most Popular	2	<a href="http://www.nysenate.gov/video/2009/aug/06/senator-diaz-school-governance-august-6-2009">http://www.nysenate.gov/video/2009/aug/06/senator-diaz-school-governance-august-6-2009</a>	Senator Diaz on School Governance - August 6, 2009
Most Popular	3	<a href="http://www.nysenate.gov/news/city-state-elected-officials-call-answers-con-edison-steam-pipe">http://www.nysenate.gov/news/city-state-elected-officials-call-answers-con-edison-steam-pipe</a>	City, State Elected Officials Call For Answers On Con Edison Steam Pipe
Most Emailed	1	<a href="http://www.nysenate.gov/webform/say-no-new-plates">http://www.nysenate.gov/webform/say-no-new-plates</a>	Say NO To New Plates
Most Emailed	2	<a href="http://www.nysenate.gov/news/restore-my-new-york-star-check-online-petition">http://www.nysenate.gov/news/restore-my-new-york-star-check-online-petition</a>	Restore my New York STAR Check Online Petition.
Most Emailed	3	<a href="http://www.nysenate.gov/press-release/fight-new-taxes-driving">http://www.nysenate.gov/press-release/fight-new-taxes-driving</a>	FIGHT NEW TAXES ON DRIVING
Most Commented	1	<a href="http://www.nysenate.gov/blogs/2009/jun/17/bipartisan-operating-agreements-tied-legislatures">http://www.nysenate.gov/blogs/2009/jun/17/bipartisan-operating-agreements-tied-legislatures</a>	Bipartisan Operating Agreements for Tied Legislatures in Other States and
Most Commented	2	<a href="http://www.nysenate.gov/markup/bill-s1836-half-day-shifts-election-inspectors/read-and-comment-bill-s1836">http://www.nysenate.gov/markup/bill-s1836-half-day-shifts-election-inspectors/read-and-comment-bill-s1836</a>	Read and Comment on Bill S1836
Most Commented	3	<a href="http://www.nysenate.gov/markup/bill-draft-clean-election-system">http://www.nysenate.gov/markup/bill-draft-clean-election-system</a>	Bill Draft: Clean Election System

## Ideas from Citizens - 11/15/2009 - 11/21/2009

<b>Campaign Finance</b>	<b>Ideas</b>	<b>Comments</b>	<b>Total Votes</b>
This Week			
To Date	53	18	1639
Top 3 Ideas	<a href="http://campaignfinanceideas.nysenate.gov/akira/dtd/2694-4052">http://campaignfinanceideas.nysenate.gov/akira/dtd/2694-4052</a>	We need public financing for true democracy (90)	(90)
	<a href="http://campaignfinanceideas.nysenate.gov/akira/dtd/2631-4052">http://campaignfinanceideas.nysenate.gov/akira/dtd/2631-4052</a>	voluntary public financing must happen this session (80)	(80)
	<a href="http://campaignfinanceideas.nysenate.gov/akira/dtd/2696-4052">http://campaignfinanceideas.nysenate.gov/akira/dtd/2696-4052</a>	Clean Elections (80)	(80)
Bottom 3 Ideas	<a href="http://campaignfinanceideas.nysenate.gov/akira/dtd/6735-4052">http://campaignfinanceideas.nysenate.gov/akira/dtd/6735-4052</a>	Nothing less than a Full Clean Elections process (2)	(2)
	<a href="http://campaignfinanceideas.nysenate.gov/akira/dtd/6496-4052">http://campaignfinanceideas.nysenate.gov/akira/dtd/6496-4052</a>	Public financing PLUS short campaig period (2)	(2)
	<a href="http://campaignfinanceideas.nysenate.gov/akira/dtd/6291-4052">http://campaignfinanceideas.nysenate.gov/akira/dtd/6291-4052</a>	How about no money at all?	
<b>Ethics Reform</b>	<b>Ideas</b>	<b>Comments</b>	<b>Total Votes</b>
This Week			
To Date	12	4	36
Top 3 Ideas	<a href="http://ethicsideas.nysenate.gov/akira/dtd/2369-4058">http://ethicsideas.nysenate.gov/akira/dtd/2369-4058</a>	Financial Disclosure (7 votes)	(7)
	<a href="http://ethicsideas.nysenate.gov/akira/dtd/3181-4058">http://ethicsideas.nysenate.gov/akira/dtd/3181-4058</a>	Insurance Company Donations (7 votes)	(7)
	<a href="http://ethicsideas.nysenate.gov/akira/dtd/3624-4058">http://ethicsideas.nysenate.gov/akira/dtd/3624-4058</a>	Public Disclosure (5 votes)	(5)
Bottom 3 Ideas	<a href="http://ethicsideas.nysenate.gov/akira/dtd/3622-4058">http://ethicsideas.nysenate.gov/akira/dtd/3622-4058</a>	Clear guidelines for Officials (-1 votes)	(-1)
	<a href="http://ethicsideas.nysenate.gov/akira/dtd/16208-4058">http://ethicsideas.nysenate.gov/akira/dtd/16208-4058</a>	When Will New York's Legislature Take Action to Overrule O'Brien vs. O'Brien And	
	<a href="http://ethicsideas.nysenate.gov/akira/dtd/15509-4058">http://ethicsideas.nysenate.gov/akira/dtd/15509-4058</a>	New Law Students	

## Property Taxes

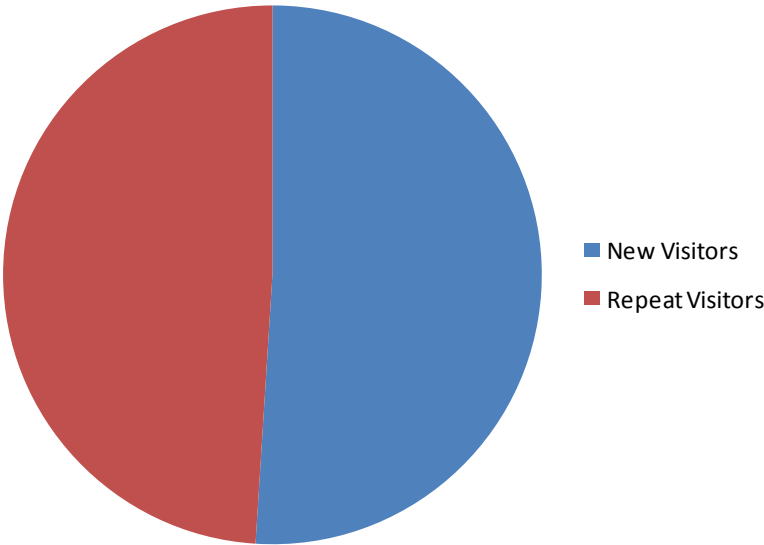
	Ideas	Comments	Total Votes
This Week			
To Date	37	59	5259
Top 3 Ideas	<a href="http://propertytaxideas.nysenate.gov/akira/dtd/1872-3904">http://propertytaxideas.nysenate.gov/akira/dtd/1872-3904</a>	Krueger Omnibus Circuit Breaker S4239 (373 votes)	
	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	
	<a href="http://propertytaxideas.nysenate.gov/akira/dtd/2015-3904">http://propertytaxideas.nysenate.gov/akira/dtd/2015-3904</a>	Krueger Omnibus Circuit Breaker S4239 (295 votes)	
Bottom 3 Ideas	<a href="http://propertytaxideas.nysenate.gov/akira/dtd/1980-3904">http://propertytaxideas.nysenate.gov/akira/dtd/1980-3904</a>	Properly Taxes need to be capped (-108 votes)	
	<a href="http://propertytaxideas.nysenate.gov/akira/dtd/1707-3904">http://propertytaxideas.nysenate.gov/akira/dtd/1707-3904</a>	Set Tax per Amount of Property (-103 votes)	
	<a href="http://propertytaxideas.nysenate.gov/akira/dtd/1979-3904">http://propertytaxideas.nysenate.gov/akira/dtd/1979-3904</a>	Properly Taxes need to be capped (-97 votes)	

# Online Video - As of 11/21/2009

## Live Video - as of 11/21/2009

Total Viewer Minutes	Total Visits	Average Time on Channel	Bounce Rate	Total Unique Viewers	New Visitors
1950863	129080	15	50%	65317	51%

## Livestream Visitor Breakdown



## YouTube as of 11/21/2009

Channel	Video Views	Channel Views	Subscribers	Last Week's Most Popular
NYSenate	73593	8540	70	Senate Resoultion Celebrating the 100th Birthday of the late Kwane Nkrumah
NY SenateUncut	21450	4528	37	Environmental Conservation Roundtable with Senator Antoine Thompson - Nov. 10, 2009 - Part 1

# Social Media - As of 11/21/2009

<b>Facebook</b>	<b>Accounts</b>	<b>Total Friends + Fans</b>	<b>Change Over Last Report</b>	<b>Average Friends/ Fans</b>	<b>NY Senate Fans</b>
	34	14,580	+1,270	428.8	569
<b>Top 3 Users (based on fans)</b>	<b>Fans</b>		<b>Change Over Last Report</b>		
Maziarz, George	3564		+168		
Schneiderman, Eric	1349		+0		
Robach, Joseph	1160		+0		

<b>Twitter</b>	<b># of Accounts</b>	<b>Total Followers</b>	<b>Total # of Updates</b>	<b>@mentions (in last week)</b>	<b>Average # of Followers</b>	<b>Average Updates</b>	<b>Average @Mentions (in last Week)</b>	<b>#NYSenate Hits</b>
	17	7416	1377	104	436.2	81.0	6.1	37
<b>Top 3 Users (based on followers)</b>	<b>Followers</b>							
nysenate	2157							
nysenatecio	890							
senmartygolden	799							

# Web Development - As of 11/21/2009

Website Development	Total	Currently Open	Closed	Percent Closed
Bugs	154	54	100	65%
Feature	183	67	116	63%
Enhancements	3	3	0	0%

