

NYSenate.gov and Internet Analytics

Office of the CIO

12/19/09

This is the bi-weekly report on the New York State Senate's web presence. This week the website received a total of 29509 visits. It had a bounce rate of 47%, higher than its long term average of 40%, and new visitors 74% of the time, higher than the long term average of 65%. The all time graph at the bottom of the first page continues to show that the Marriage Equality debate garnered unprecedented attention for nysenate.gov and demonstrates the potential for online public engagement.

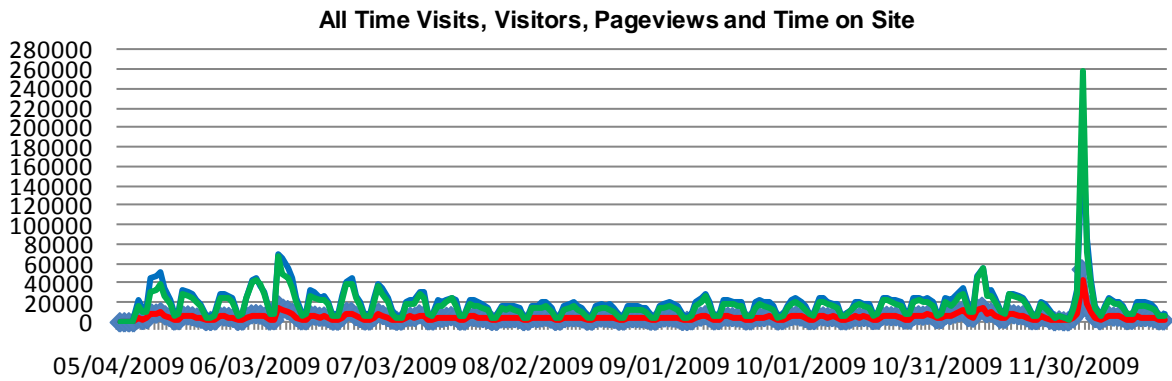
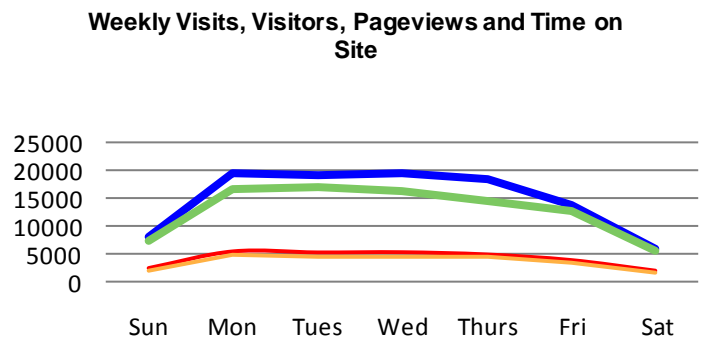
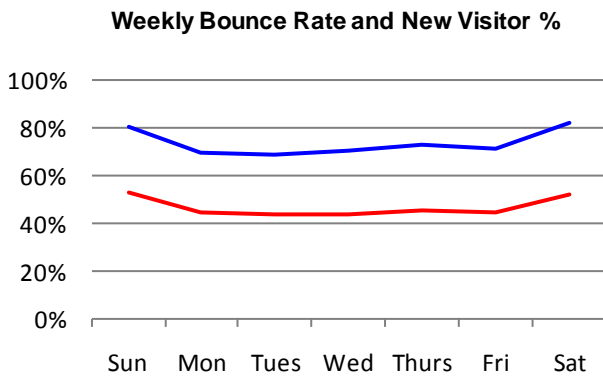
The live webcasting has drawn nearly 500,000 views since its adoption and the archived footage has followed that growth very closely. This reflects a return to a the week-over-week increase observed prior to marriage Equality.. The views of short clips on the NYSenate Youtube account have now slightly surpassed total views on Livestream, largely due to the viral after effects of the Marriage Equality debate, with the most popular video for the past 2 weeks consistently being "NYS Senate Diane Savino speaks on the marriage Equality bill". NYSenateUncut videos, however, are about 19 times less watched than short clips on NYSenate.

Facebook analytics were unavailable for this week. However, the Senators engaging on Twitter continued to grow their followings and are now reaching a combined 8376 people through that medium. The NYSenate account itself currently reaches 2795 people through its Twitter account.

Please direct all feedback to ciodesk@senate.state.ny.us

Website 12/13/2009 - 12/19/2009

Overall Website	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total (Week)	Total (To Date)
Visits	2457	5512	5321	5361	4952	3925	1981	29509	1166305
Unique Visitors	2243	4948	4699	4787	4478	3523	1829	26507	1024221
Page Views	8108	19591	19190	19477	18634	14017	6143	105160	4546263
Time On Site (min)	7532	16794.95	16972	16213	14609	12765	5651	90538	3899615
								Average (week)	Average (To Date)
Bounce Rate	53%	45%	44%	43%	45%	45%	52%	47%	40%
%New Visitors	80%	69%	69%	70%	73%	71%	82%	74%	65%



Homepage	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
PageViews	655	1902	1914	1721	1462	1209	515	9378
Unique PageViews	468	1344	1347	1233	1050	868	362	6672
Bounces	130	304	294	246	220	166	99	1459
New Visitors	273	645	629	595	536	423	228	3329

Website Top Content - As of 12/19/2009

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

Ideas from Citizens - 12/13/2009 - 12/19/2009

Campaign Finance	Ideas	Comments	Total Votes
This Week			
To Date	53	18	1639
Top 3 Ideas	http://campaignfinanceideas.nysenate.gov/akira/dtd/2694-4052	We need public financing for true democracy	(90)
	http://campaignfinanceideas.nysenate.gov/akira/dtd/2631-4052	voluntary public financing must happen this session	(80)
	http://campaignfinanceideas.nysenate.gov/akira/dtd/2696-4052	Clean Elections	(80)
Bottom 3 Ideas	http://campaignfinanceideas.nysenate.gov/akira/dtd/6735-4052	Nothing less than a Full Clean Elections process	(2)
	http://campaignfinanceideas.nysenate.gov/akira/dtd/6496-4052	Public financing PLUS short campaigning period	(2)
	http://campaignfinanceideas.nysenate.gov/akira/dtd/6291-4052	How about no money at all?	

Ethics Reform	Ideas	Comments	Total Votes
This Week			
To Date	12	4	36
Top 3 Ideas	http://ethicsideas.nysenate.gov/akira/dtd/2369-4058	Financial Disclosure	(7 votes)
	http://ethicsideas.nysenate.gov/akira/dtd/3181-4058	Insurance Company Donations	(7 votes)
	http://ethicsideas.nysenate.gov/akira/dtd/3624-4058	Public Disclosure	(5 votes)
Bottom 3 Ideas	http://ethicsideas.nysenate.gov/akira/dtd/3622-4058	Clear guidelines for Officials	(-1 votes)
	http://ethicsideas.nysenate.gov/akira/dtd/16208-4058	When Will New York's Legislature Take Action to Overrule O'Brien vs. O'Brien And	
	http://ethicsideas.nysenate.gov/akira/dtd/15509-4058	New Law Students	

Property Taxes

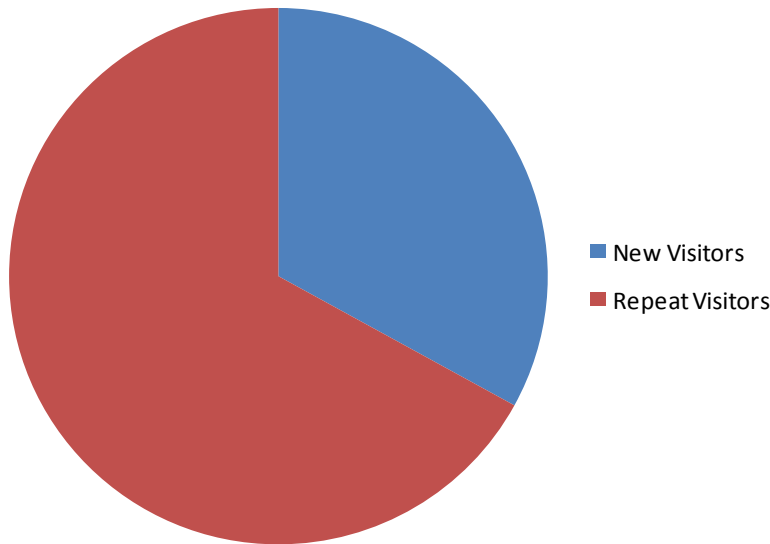
	Ideas	Comments	Total Votes
This Week			
To Date	37	60	5300
Top 3 Ideas	http://propertytaxideas.nysenate.gov/akira/dtd/1872-3904	Krueger Omnibus Circuit Breaker S4239 (373 votes)	
	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	
	http://propertytaxideas.nysenate.gov/a/dtd/2015-3904	Krueger Omnibus Circuit Breaker S4239	
Bottom 3 Ideas	http://propertytaxideas.nysenate.gov/akira/dtd/1980-3904	Properly Taxes need to be capped (-108 votes)	
	http://propertytaxideas.nysenate.gov/akira/dtd/1707-3904	Set Tax per Amount of Property (-103 votes)	
	http://propertytaxideas.nysenate.gov/akira/dtd/1979-3904	Properly Taxes need to be capped (-97 votes)	

Online Video - As of 12/19/2009

Live Video - as of 12/19/2009

Total Viewer Minutes	Total Visits	Average Time on Channel	Bounce Rate	Total Unique Viewers	New Visitors
5258040	496503	11	63%	163833	33%

Livestream Visitor Breakdown



YouTube as of 12/19/2009

Channel	Video Views	Channel Views	Subscribers	Last Week's Most Popular
NYSenate	499373	17649	250	NYS Senator Diane Savino speaks on the Marriage Equality bill
NY SenateUncut	26480	5976	62	Part1of2SenateJudiciaryCommittee060809

Social Media - As of 12/19/2009

*Facebook analytics missing

Twitter	# of Accounts	Total Followers	Total # of Updates	@mentions (in last week)	Average # of Followers	Average Updates	Average @Mentions (in last Week)	#NYSenate Hits
	17	8376	1697	52	492.7	99.8	3.1	10
Top 3 Users (based on followers)	Followers							
nysenate	2795							
nysenatecio	980							
senmartygolden	836							

Web Development - As of 12/19/2009

Website Development	Total	Currently Open	Closed	Percent Closed
Bugs	171	62	109	64%
Feature	193	76	117	61%
Enhancements	23	20	3	13%

