

NYSenate.gov and Internet Analytics

Office of the CIO

1/16/10

This is the bi-weekly report on the New York State Senate's web presence. This week the website received a total of 29469 visits. It had a bounce rate of 48%, higher than it's long term average of 41%, and new visitors 70% of the time, higher than the long term average of 66%. The all time graph at the bottom of the first page shows that the website has returned to its pre-Marraige Equality performance.

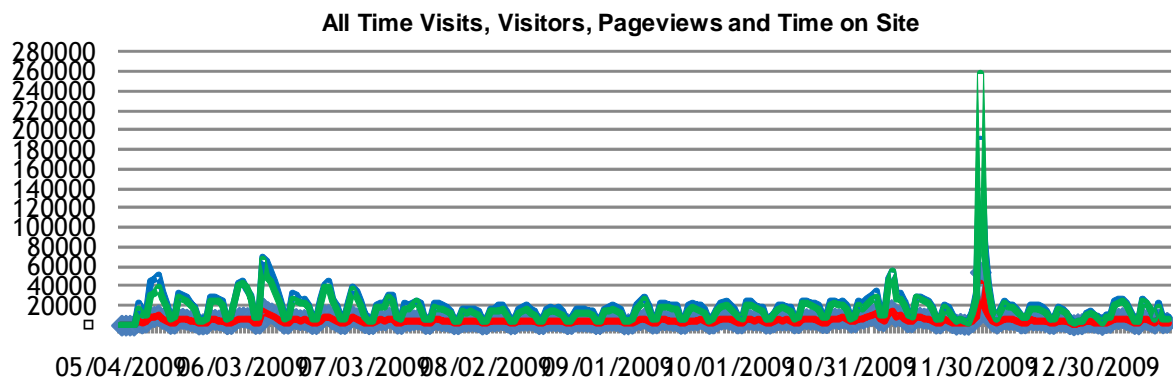
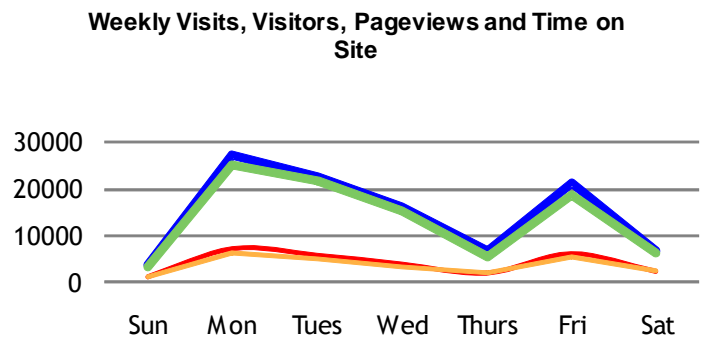
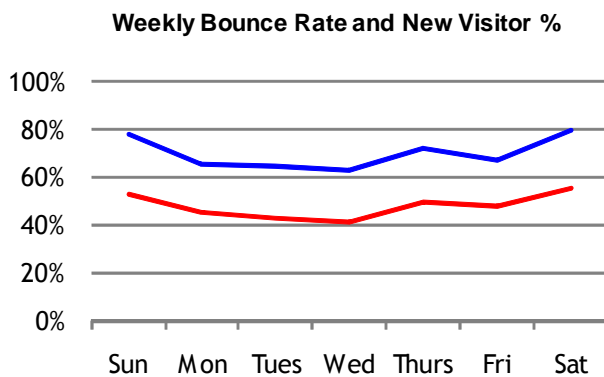
The live webcasting has drawn over 500,000 views since it's adoption and the archived footage has followed that growth very closely. The views of short clips on the NYSenate Youtube account continue to surpass total views on Livestream. NYSenateUncut videos remain about 19 times less watched than short clips on NYSenate.

The number of Senators using join social media platforms such as Facebook and Twitter has increaesed and the Senators engaging in these media have been growing their followings. The Senators now reach a total of 21,897 people through Facebook and 8766 through Twitter. The NYSenate account itself currently reaches over 2900 people through it's Twitter account.

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

Website 1/10/2010 - 1/16/2010

Overall Website	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total (Week)	Total (To Date)
Visits	1348	7283	5905	4055	2140	6221	2517	29469	1267203
Unique Visitors	1257	6277	5121	3521	1983	5495	2365	26019	1114897
Page Views	4040	27114	22796	16216	6686	21324	7014	105190	4912385
Time On Site (min)	3585	25167.1	21831	15552	5631	18868	6252	96887	4220500
								Average (week)	Average (To Date)
Bounce Rate	53%	45%	43%	42%	50%	48%	56%	48%	41%
% New Visitors	78%	66%	65%	63%	72%	67%	80%	70%	66%



Homepage	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
PageViews	351	2824	2303	1580	412	2200	638	10308
Unique PageViews	249	1950	1655	1102	301	1525	438	7220
Bounces	48	382	345	170	59	312	127	1443
New Visitors	137	864	660	421	182	653	257	3174

Website Top Content - As of 1/16/2010

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 - 1/10/2010 - 1/16/2010

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 campaign 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	5	48
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/16208-4058	When Will New York's Legislature Take Action to Overrule O'Brien vs. O'Brien And	
	http://ethicsideas.nysenate.gov/akira/dtd/3622-4058	Clear guidelines for Officials (-1 votes)	
	http://ethicsideas.nysenate.gov/akira/dtd/15509-4058	New Law Students	

Property Taxes

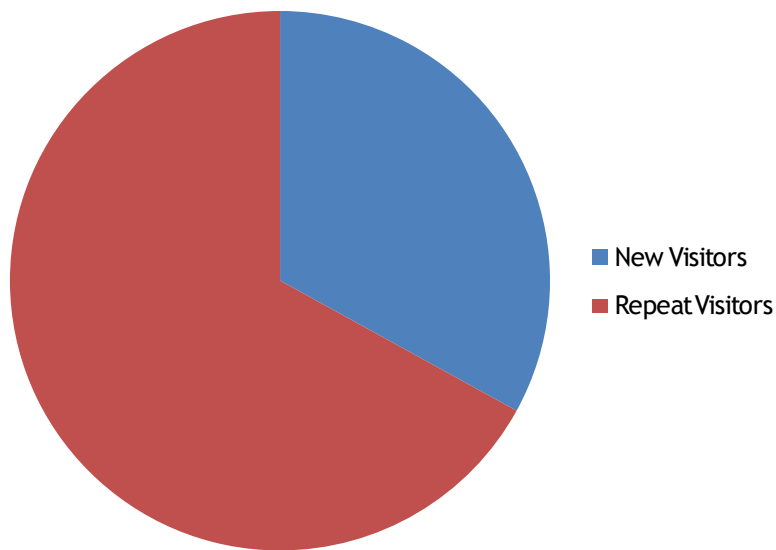
	Ideas	Comments	Total Votes
This Week			
To Date	37	61	5300
Top 3 Ideas	http://propertytaxideas.nysenate.gov/akira/dtd/1872-3904	Krueger Omnibus Circuit Breaker S4239 (373 votes)	
	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 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	Propery 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	Propery Taxes need to be capped (-97 votes)	

Online Video - As of 1/16/2010

Live Video - as of 1/16/2010

Total Viewer Minutes	Total Visits	Average Time on Channel	Bounce Rate	Total Unique Viewers	New Visitors
5504902	524479	10	63%	172011	33%

Livestream Visitor Breakdown



YouTube as of 1/16/2010

Channel	Video Views	Channel Views	Subscribers	Last Week's Most Popular		
NYSenate	530823	18634	277	NYS Senator Diane Savino speaks on the Marriage Equality bill		
NY SenateUncut	29153	6437	68	NYS Senate Committee on Investigations		
Facebook		Accounts	Total Friends + Fans	Change Over Last Report	Average Friends / Fans	NY Senate Fans
		33	21,897	+687	663.5	668
Top 3 Users (based on fans)		Fans		Change Over Last Report		
Diane, Savino		5429		+73		
Maziarz, George		4043		+89		
Robach, Joseph		1266		-2		

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	8766	1832	73	515.6	107.8	4.3	32
Top 3 Users (based on followers)	Followers							
nysenate	2942							
nysenatecio	1022							
senmartygolden	871							

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Web Development - As of 1/16/2010

Website Development	Total	Currently Open	Closed	Percent Closed
Bugs	209	88	121	58%
Feature	220	99	121	55%
Enhancements	58	49	9	16%

