

NYSenate.gov and Internet Analytics

Office of the CIO

1/2/10

This is the bi-weekly report on the New York State Senate's web presence. This week the website received a total of 16970 visits. It had a bounce rate of 50%, higher than its long term average of 40%, and new visitors 78% 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.

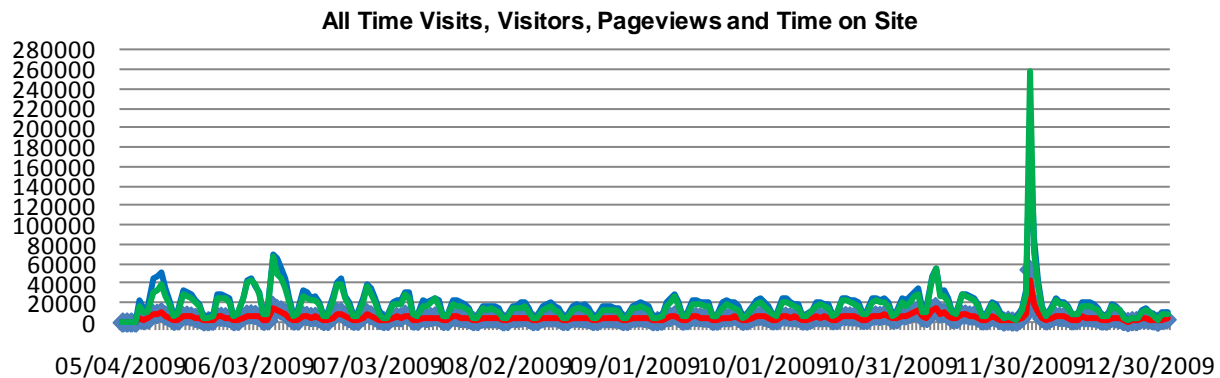
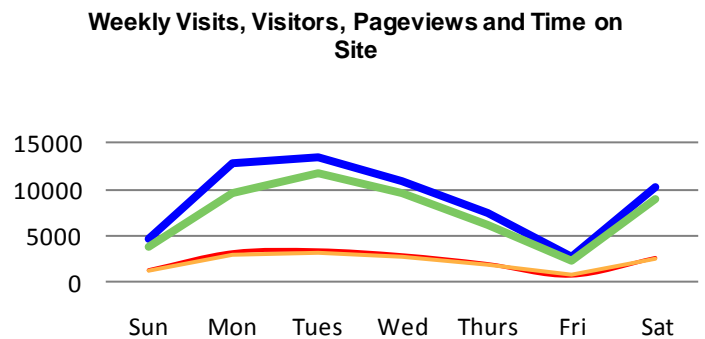
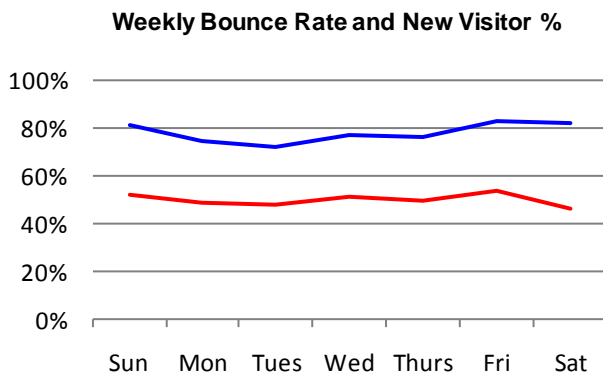
The live webcasting has drawn over 500,000 views since its adoption and the archived footage has followed that growth very closely. The NYSenate Youtube channel still marginally leads the Livestream channel in views and the most popular content remains "NYS Senate Diane Savino speaks on the marriage Equality bill". The short clips on the NYSenate Youtube account are about 18 times more watched than the full videos of session and events posted on the nysenateuncut account.

The number of Senators using join social media platforms such as Facebook and Twitter has remained the same but the Senators engaging in these media have been growing their followings. The Senators now reach a total of 21,210 people through Facebook and 8483 through Twitter. The NYSenate account itself currently reaches over 2800 people through its Twitter account.

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

Website 12/27/2009 - 1/2/2010

Overall Website	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total (Week)	Total (To Date)
Visits	1421	3344	3539	3015	2090	835	2726	16970	1201968
Unique Visitors	1351	3044	3169	2730	1942	791	2562	15589	1056804
Page Views	4676	12775	13507	10952	7570	2867	10177	62524	4678016
Time On Site (min)	3921	9547.383333	11753	9615	6134	2398	8929	52299	4012899
								Average (week)	Average (To Date)
Bounce Rate	52%	49%	48%	51%	50%	54%	46%	50%	40%
%New Visitors	82%	75%	72%	77%	76%	83%	82%	78%	66%



Homepage	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
PageViews	373	1054	1250	1071	580	179	662	5169
Unique PageViews	250	756	889	745	391	120	448	3599
Bounces	71	161	191	184	82	29	94	812
New Visitors	173	399	417	370	228	71	272	1930

Website Top Content - As of 1/2/2010

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 - 12/27/2009 - 1/2/2010

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 campaig 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

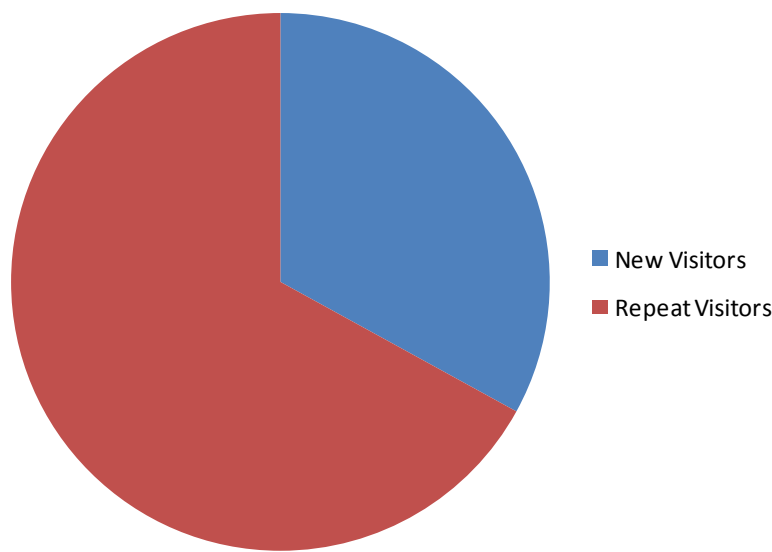
	Ideas	Comments	Total Votes
This Week			
To Date	37	61	5300
Top 3 Ideas	http://propertytaxideas.nysenate.gov/akira/dtd/1872-3904	Krueger Omnibus Circuit Breaker S4239 (373 votes)	
	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 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 1/2/2010

Live Video - as of 1/2/2010

Total Viewer Minutes	Total Visits	Average Time on Channel	Bounce Rate	Total Unique Viewers	New Visitors
5303900	500588	11	63%	164964	33%

Livestream Visitor Breakdown



YouTube as of 1/2/2010

Channel	Video Views	Channel Views	Subscribers	Last Week's Most Popular		
NYSenate	509954	18078	266	NYS Senator Diane Savino speaks on the Marriage Equality bill		
NY SenateUncut	27120	6132	64	Part 1 of 2 Senate Judiciary Committee 060809		
Facebook		Accounts	Total Friends + Fans	Change Over Last Report	Average Friends / Fans	NY Senate Fans
		33	21,210	+154	642.7	646
Top 3 Users (based on fans)		Fans		Change Over Last Report		
Diane, Savino		5356		+33		
Maziarz, George		3954		+1		
Robach, Joseph		1229		+0		

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	8483	1722	4	499.0	101.3	0.2	1
Top 3 Users (based on followers)	Followers							
nysenate					2846			
nysenatecio					996			
senmartygolden					849			

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	8483	1722	4	499.0	101.3	0.2	1
Top 3 Users (based on followers)	Followers							
nysenate					2846			
nysenatecio					996			
senmartygolden					849			

Web Development - As of 1/2/2010

Website Development	Total	Currently Open	Closed	Percent Closed
Bugs	185	69	116	63%
Feature	211	91	120	57%
Enhancements	36	29	7	19%

