

NYSenate.gov and Internet Analytics

Office of the CIO

11/7/09

This is the bi-weekly report on the New York State Senate's web presence. This week the website received a total of 55,568 visits. It had a bounce rate of 52%, higher than its long term average of 38%, and new visitors 78% 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 nearly 100,000 views since its adoption and the archived footage has followed that growth very closely. However, the short clips on the NYSenate Youtube account are about 3 times more watched than the full videos of session and events posted on the nysenateuncut account.

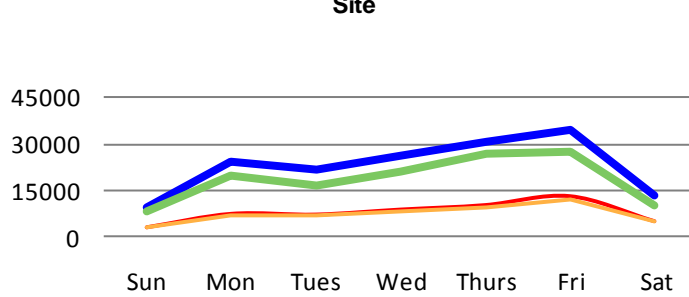
More Senators continue to join social media platforms such as Facebook and Twitter. The Senators engaging in these media have been growing their followings with the Senators reaching a total of 13,310 people through Facebook and 7216 through Twitter. The NYSenate account itself currently reaches over 2500 people through its social media outlets.

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

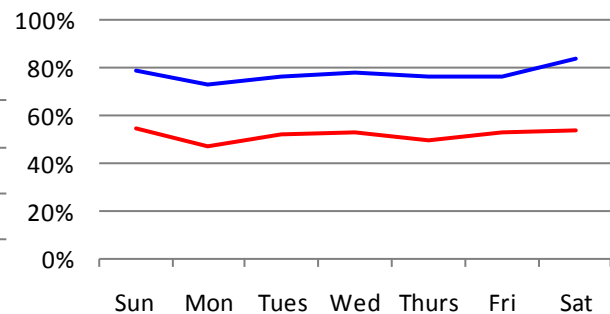
Website 11/1/2009 - 11/7/2009

Overall Website	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total (Week)	Total (To Date)
Visits	3368	7538	7311	8857	10239	13000	5255	55568	892691
Unique Visitors	3153	6798	6786	8125	9305	11854	4870	50891	785844
Page Views	9741	24612	21676	26197	30717	34442	13687	161072	3574044
Time On Site (min)	8184	19603.28333	16704	20849	26651	27648	10475	130116	2956909
								Average (week)	Average (To Date)
Bounce Rate	55%	47%	52%	53%	50%	53%	54%	52%	38%
% New Visitors	79%	73%	77%	78%	77%	76%	84%	78%	63%

Weekly Visits, Visitors, Pageviews and Time on Site



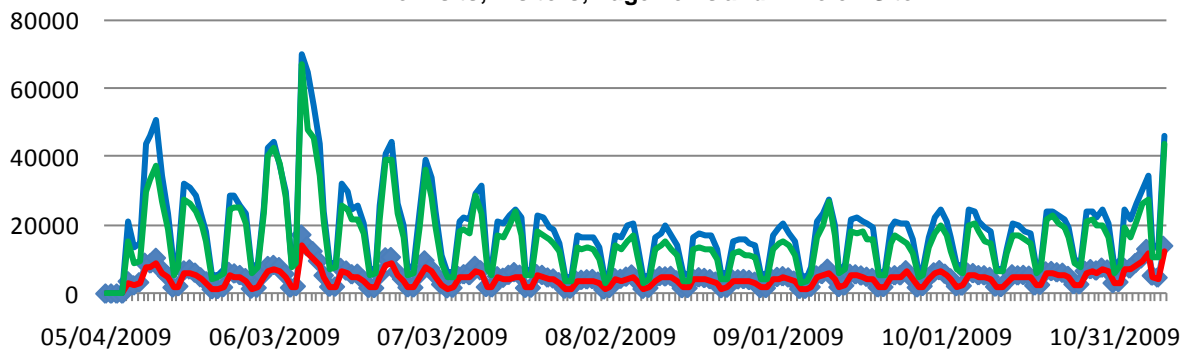
Weekly Bounce Rate and New Visitor %



Homepage

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
PageViews	753	2424	2066	2187	2331	2022	741	12524
Unique PageViews	521	1664	1431	1526	1620	1430	497	8689
Bounces	118	405	337	310	339	264	122	1895
New Visitors	368	916	882	835	849	693	286	4829

All Time Visits, Visitors, Pageviews and Time on Site



Website Top Content - As of 11/7/2009

Live Video - as of 11/7/2009

Type	Rank	Page	Caption
Most Popular	1	http://www.nysenate.gov/report/african-american-history-month-brochure	African American History Month Brochure
Most Popular	2	http://www.nysenate.gov/photos/2009/aug/31/senator-nozzolio-addressed-audience-lodi-s-pickin-pasture	Senator Nozzolio Addressed The Audience At Lodi's Pickin' In The Pasture
Most Popular	3	http://www.nysenate.gov/press-release/senate-passes-critical-deficit-reduction-legislation-0	Senate Passes Critical Deficit Reduction Legislation
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/join-fight-repeal-utility-tax	Join The Fight - Repeal the Utility Tax
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/blogs/2009/jun/27/paterson-v-adams-et-al-materials	Paterson v. Adams, et. al. - Materials [Updated 6.30.09]
Most Commented	3	http://www.nysenate.gov/blogs/2009/jun/25/proposed-bipartisan-operating-agreement-extraordinary-session-called-governor	Proposed Bipartisan Operating Agreement for Extraordinary Session Called by Governor

Ideas from Citizens - 11/1/2009 - 11/7/2009

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 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

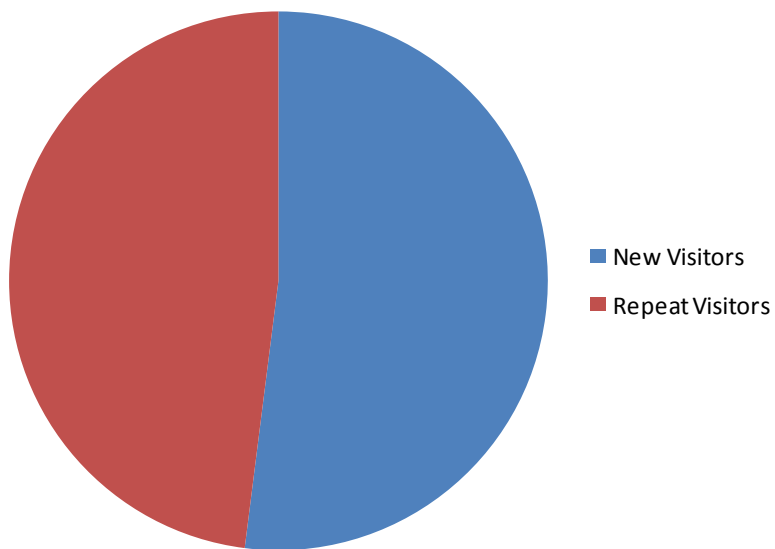
	Ideas	Comments	Total Votes
This Week			
To Date	37	59	5259
Top 3 Ideas	http://propertytaxideas.nysenate.gov/akira/dtd/1872-3904	Krueger Omnibus Circuit Breaker S4239 (373 votes)	
	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	
	http://propertytaxideas.nysenate.gov/akira/dtd/2015-3904	Krueger Omnibus Circuit Breaker S4239 (295 votes)	
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 11/7/2009

Live Video - as of 11/7/2009

Total Viewer Minutes	Total Visits	Average Time on Channel	Bounce Rate	Total Unique Viewers	New Visitors
1606584	98646	16	48%	51660	52%

Livestream Visitor Breakdown



YouTube as of 11/7/2009

Channel	Video Views	Channel Views	Subscribers	Last Week's Most Popular
NYSenate	71175	8121	67	Ian's Law Press Conference Video Highlights/Senate Resoultion Celebrating
NY SenateUncut	18821	4177	30	Committee on Investigations and Government Operations (Part 1)

Social Media - As of 11/7/2009

Facebook

Facebook	Accounts	Total Friends + Fans	Change Over Last Report	Average Friends / Fans	NY Senate Fans
	32	13,310	+771	415.9	539
Top 3 Users (based on fans)	Fans				
	Change Over Last Report				
Maziarz, George	3396		+155		
Schneiderman, Eric	1301		+4		
Robach, Joseph	1139		+4		

Twitter

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	7216	1293	114	424.5	76.1	6.7	20
Top 3 Users (based on followers)	Followers							
nysenate					2043			
nysenatecio					854			
senmartygolden					773			

Web Development - As of 11/7/2009

Website Development	Total	Currently Open	Closed	Percent Closed
Bugs	149	51	98	66%
Feature	179	63	116	65%
Support	38	4	34	89%

