

Frederick County, MD

Analytic Summary FCG website - Date range: April 2020

Report list

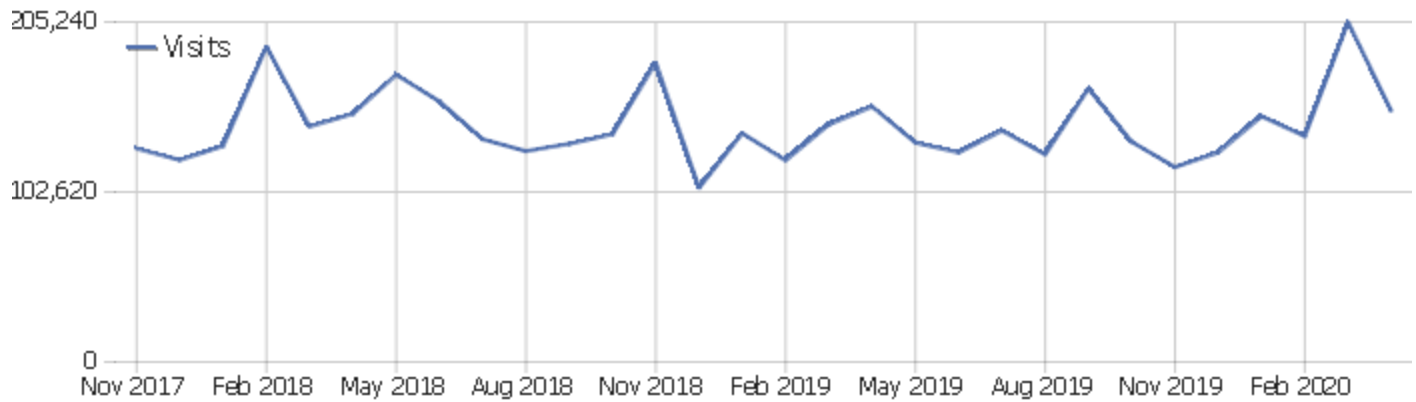
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All Websites dashboard

WEBSITE	VISITS	ACTIONS	PAGEVIEWS	REVENUE	CONVERSIONS	ECOMMERCE	PRODUCT
						ORDERS	REVENUE
Frederick County Health Department, MD	270,309	394,261	216,276	\$ 0	0	0	\$ 0
Frederick County, MD	151,427	374,430	244,314	\$ 0	0	0	\$ 0
Frederick County Parks and Recreation, MD	9,006	23,151	18,157	\$ 0	0	0	\$ 0

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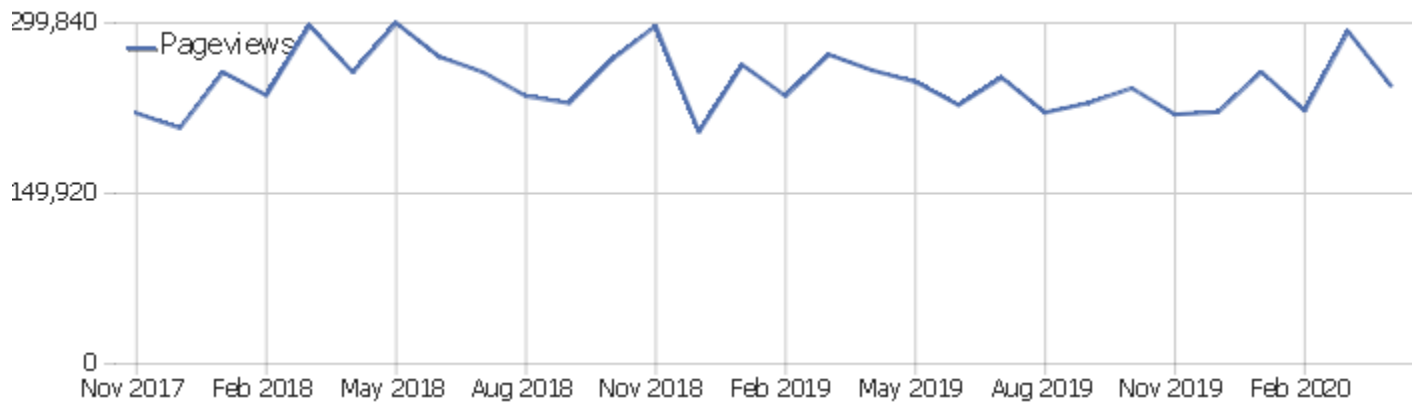
Visits Summary



NAME	VALUE
Unique visitors	118,665
Visits	151,427
Actions	374,430
Maximum actions in one visit	1,417
Actions per Visit	2.5
Avg. Visit Duration (in seconds)	00:02:23
Bounce Rate	54%

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Actions - Main metrics



NAME	VALUE
Pageviews	244,314
Unique Pageviews	189,618
Downloads	69,490
Unique Downloads	58,494
Outlinks	52,746
Unique Outlinks	45,957
Searches	7,881
Unique Keywords	2,380
Avg. generation time	0.67s

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Page URLs

PAGE URL	PAGEVIEWS	UNIQUE	AVG. TIME	BOUNCE	EXIT	AVG.
		PAGEVIEWS	ON PAGE	RATE	RATE	GENERATION TIME
/index	25,068	18,895	00:00:49	37%	42%	0.62s
8071	8,762	6,968	00:00:48	63%	65%	0.69s
15	8,100	6,754	00:00:32	24%	32%	0.59s
529	7,684	6,505	00:00:44	33%	42%	0.57s
1372	7,204	6,296	00:00:33	19%	20%	0.55s
8079	5,555	5,017	00:00:55	86%	76%	0.63s
114	5,290	4,697	00:00:23	19%	21%	0.6s
/civicalerts.aspx?aid=4565	4,684	4,583	00:00:09	96%	95%	0.85s
141	5,462	4,484	00:00:28	18%	17%	0.56s
7671	4,683	3,757	00:00:25	19%	16%	0.56s

PAGE URL	UNIQUE		AVG. TIME	BOUNCE	EXIT	AVG.
	PAGEVIEWS					GENERATION
	PAGEVIEWS	ON PAGE	RATE	RATE		TIME
1764	4,573	3,739	00:00:51	62%	69%	0.57s
1116	4,491	3,661	00:00:49	64%	64%	0.63s
8076	4,065	3,390	00:00:45	52%	55%	0.6s
/alertcenter.aspx	3,917	3,272	00:00:36	48%	37%	0.6s
/alertcenter.aspx?aid=coronavirus-covid19-updates-18	3,334	2,903	00:00:30	45%	23%	0.6s
4592	4,125	2,653	00:00:56	26%	25%	0.38s
7974	4,434	2,491	00:00:37	21%	21%	0.42s
8075	3,607	2,227	00:01:15	60%	72%	0.61s
69	2,751	2,069	00:00:39	26%	31%	0.45s
formcenter	2,471	1,863	00:02:23	36%	36%	0.78s
myaccount	2,275	1,781	00:01:14	33%	21%	0.47s
106	2,259	1,689	00:00:49	21%	22%	0.55s
1282	2,012	1,610	00:00:42	30%	28%	0.55s
Others	117,508	88,314	00:01:06	55%	48%	0.75s

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Page titles

PAGE NAME	UNIQUE		AVG. TIME	BOUNCE	EXIT	AVG.
	PAGEVIEWS					GENERATION
	PAGEVIEWS	ON PAGE	RATE	RATE		TIME
Frederick County MD - Official Website	40,367	26,418	00:00:56	74%	73%	1.23s

PAGE NAME	PAGEVIEWS	UNIQUE	AVG. TIME	BOUNCE	EXIT	AVG.
		PAGEVIEWS	ON PAGE	RATE	RATE	GENERATION
						TIME
Frederick County MD - Official Website Official Website	25,216	18,951	00:00:52	37%	44%	0.63s
Coronavirus - COVID-19 Resources Frederick County MD - Official Website	8,757	6,957	00:00:59	63%	75%	0.69s
Animal Control Frederick County MD - Official Website	8,097	6,752	00:01:01	24%	75%	0.59s
Landfill Information Frederick County MD - Official Website	7,681	6,502	00:00:44	33%	43%	0.57s
Online Bill Inquiries and Payment Services Frederick County MD - Official Website	7,202	6,294	00:01:35	19%	90%	0.55s
The Division of Planning and Permitting Frederick County MD - Official Website	14,757	5,276	00:01:19	30%	67%	0.41s
Department of Solid Waste Management COVID-19 Updates Frederick County MD - Official Website	5,555	5,012	00:00:56	86%	78%	0.63s
Adopt Frederick County MD - Official Website	5,290	4,697	00:01:04	19%	87%	0.6s
Job Opportunities Frederick County MD - Official Website	5,627	4,501	00:01:45	18%	84%	0.56s
Employees Frederick County MD - Official Website	4,681	3,755	00:02:07	19%	90%	0.56s
Recycling Information Frederick County MD - Official Website	4,569	3,734	00:00:52	62%	70%	0.57s
Current Solicitations Frederick County MD - Official Website	4,494	3,634	00:01:32	64%	88%	0.63s
Media Frederick County MD - Official Website	4,061	3,343	00:01:12	52%	86%	0.6s
Division of Planning and Permitting Frederick County MD - Official Website	4,507	2,862	00:01:42	28%	54%	0.39s

PAGE NAME	PAGEVIEWS	UNIQUE	AVG. TIME	BOUNCE	EXIT	AVG.
		PAGEVIEWS	ON PAGE	RATE	RATE	GENERATION
						TIME
Virtual 50 Community Center Frederick County MD - Official Website	3,607	2,226	00:01:43	60%	86%	0.61s
Treasury Frederick County MD - Official Website	2,749	2,068	00:01:07	26%	57%	0.45s
Utilities & Solid Waste Management Frederick County MD - Official Website	2,260	1,690	00:00:50	21%	23%	0.55s
Accounting & Finance Frederick County MD - Official Website	2,012	1,609	00:01:34	30%	81%	0.55s
Departments Frederick County MD - Official Website	2,086	1,489	00:00:42	10%	14%	0.4s
Division of Fire & Rescue Services (DFRS) Frederick County MD - Official Website	4,611	1,457	00:03:47	37%	56%	0.28s
Curbside Collection Schedule Frederick County MD - Official Website	1,658	1,368	00:00:53	67%	75%	0.64s
Courts Frederick County MD - Official Website	1,732	1,262	00:01:04	40%	66%	0.53s
Others	72,726	56,326	00:01:12	53%	54%	0.56s

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Site Search Keywords

KEYWORD	SEARCHES	SEARCH RESULTS PAGES	% SEARCH EXITS
burn ban	89	1.2	28%
permits	47	1.4	17%
marriage license	42	1.3	24%
yard waste drop off / collection	42	1.3	12%
tax sale	33	1.1	12%

KEYWORD	SEARCHES	SEARCH RESULTS PAGES	% SEARCH EXITS
landfill	32	1.1	22%
real property tax bill	31	1.1	81%
recycling	31	1.1	6%
marriage	26	1	15%
gis	25	1.2	16%
building permit	24	1.7	4%
coronavirus (covid 19) resources & information	23	1.1	17%
dogs	23	1.4	48%
burn permits	22	1.2	36%
budget	21	1.2	0%
coronavirus covid-19 updates	21	1.1	38%
recycling information	21	1	10%
water bill	21	1	5%
permit status	19	1.3	84%
trash removal	19	1.2	16%
burn	18	1	33%
fire ban	18	1	50%
permit	18	1.6	11%
Others	5,786	599.2	29%

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Search Keywords with No Results

There is no data for this report.

Search Categories

There is no data for this report.

Keywords

KEYWORD	VISITS	ACTIONS	ACTIONS PER	AVG. TIME ON	BOUNCE	REVENUE
			VISIT	WEBSITE	RATE	
Keyword not defined	55,177	152,432	2.8	00:02:18	38%	\$ 0
amazon	126	144	1.1	00:01:07	87%	\$ 0
Frederick county animal shelter	51	147	2.9	00:02:12	16%	\$ 0
frederick county outlook	43	93	2.2	00:00:50	2%	\$ 0
frederick county recycling	42	92	2.2	00:02:21	45%	\$ 0
frederick county md humane society adoptions	41	84	2	00:00:07	0%	\$ 0
frederick county landfill frederick md	33	111	3.4	00:03:27	30%	\$ 0
frederick county landfill	32	96	3	00:01:43	19%	\$ 0
frederick county government jobs	28	67	2.4	00:01:09	11%	\$ 0
frederick county property taxes	28	60	2.1	00:00:35	11%	\$ 0
frederick county real estate taxes	27	95	3.5	00:02:57	4%	\$ 0
frederick county treasurer	27	37	1.4	00:01:45	74%	\$ 0
frederick animal shelter	24	62	2.6	00:02:34	17%	\$ 0
frederick county animal control	22	74	3.4	00:03:04	9%	\$ 0
frederick county permits	22	125	5.7	00:03:53	18%	\$ 0
frederick county jobs	21	44	2.1	00:00:25	5%	\$ 0
frederick county treasurer md	20	32	1.6	00:01:19	55%	\$ 0
frederick county gis	19	43	2.3	00:02:01	5%	\$ 0
frederick county government	18	103	5.7	00:07:58	11%	\$ 0
frederick county permits and inspections	18	122	6.8	00:07:12	22%	\$ 0
frederick county water and sewer	17	53	3.1	00:01:53	18%	\$ 0
frederick county taxes	16	43	2.7	00:03:02	13%	\$ 0
frederick county council	15	88	5.9	00:12:09	47%	\$ 0

KEYWORD	VISITS	ACTIONS PER		AVG. TIME ON	BOUNCE	REVENUE
		ACTIONS	VISIT	WEBSITE	RATE	
Others	2,321	7,905	3.4	00:03:24	31%	\$ 0

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Websites








WEBSITE	VISITS	ACTIONS PER		AVG. TIME ON	BOUNCE	REVENUE
		ACTIONS	VISIT	WEBSITE	RATE	
m.facebook.com	8,928	10,298	1.2	00:00:15	90%	\$ 0
health.frederickcountymd.gov	1,973	4,265	2.2	00:01:20	50%	\$ 0
www.newsbreakapp.com	1,717	2,588	1.5	00:02:03	72%	\$ 0
www.fchs.org	1,095	2,491	2.3	00:01:20	21%	\$ 0
192.0.2.1	989	2,243	2.3	00:03:54	79%	\$ 0
www.facebook.com	635	999	1.6	00:00:33	71%	\$ 0
nixle.us	540	945	1.8	00:00:36	66%	\$ 0
l.facebook.com	455	916	2	00:00:58	54%	\$ 0
fcg	364	3,891	10.7	00:24:58	9%	\$ 0
planningandpermitting.frederickcountymd.gov	290	967	3.3	00:02:48	36%	\$ 0
fredericknewspost.friends2follow.com	251	564	2.2	00:01:08	53%	\$ 0
www.velocitypayment.com	213	349	1.6	00:00:37	74%	\$ 0
frederick.granicus.com	212	377	1.8	00:02:30	73%	\$ 0
www.maryland.gov	148	360	2.4	00:01:24	49%	\$ 0
www.frederickworks.com	124	279	2.3	00:07:04	53%	\$ 0
www.frederickcosheriff.com	113	172	1.5	00:00:33	78%	\$ 0
com.google.android.gm	105	254	2.4	00:02:14	52%	\$ 0
r.search.aol.com	100	412	4.1	00:04:40	20%	\$ 0
brunswickmd.gov	98	148	1.5	00:01:04	73%	\$ 0

WEBSITE	VISITS	ACTIONS	ACTIONS PER	AVG. TIME ON	BOUNCE	REVENUE
			VISIT	WEBSITE	RATE	
search.xfinity.com	83	334	4	00:04:21	23%	\$ 0
md-frederickcountyhealth.civicplus.com	81	203	2.5	00:01:48	12%	\$ 0
tax.corelogic.net	81	213	2.6	00:03:13	6%	\$ 0
lm.facebook.com	59	105	1.8	00:00:56	66%	\$ 0
Others	1,662	4,282	2.6	00:02:25	52%	\$ 0

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







Country
















COUNTRY	VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE	REVENUE
 United States	116,307	282,172	2.4	00:02:21	53%	\$ 0
 Unknown	29,873	74,520	2.5	00:02:24	53%	\$ 0
 Germany	1,653	4,340	2.6	00:05:02	84%	\$ 0
 India	925	1,733	1.9	00:01:36	55%	\$ 0
 France	432	842	1.9	00:03:35	64%	\$ 0
 Canada	288	2,466	8.6	00:01:58	55%	\$ 0
 Denmark	258	5,645	21.9	00:05:59	57%	\$ 0
 Ireland	187	200	1.1	00:00:30	96%	\$ 0
 China	144	156	1.1	00:00:06	96%	\$ 0
 Philippines	138	252	1.8	00:01:47	64%	\$ 0
 United Kingdom	113	191	1.7	00:01:24	72%	\$ 0
 Ukraine	43	53	1.2	00:00:05	86%	\$ 0
 Czech Republic	42	65	1.5	00:01:47	76%	\$ 0
 Russia	42	76	1.8	00:00:50	81%	\$ 0
 Netherlands	39	145	3.7	00:02:48	74%	\$ 0
 South Korea	36	36	1	00:00:00	100%	\$ 0

COUNTRY	VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE	REVENUE
 Indonesia	35	38	1.1	00:00:20	94%	\$ 0
 Pakistan	34	57	1.7	00:00:30	62%	\$ 0
 Brazil	33	35	1.1	00:00:03	94%	\$ 0
 Romania	31	103	3.3	00:01:45	74%	\$ 0
 Japan	29	101	3.5	00:05:10	48%	\$ 0
 South Africa	29	41	1.4	00:00:31	79%	\$ 0
 Spain	28	43	1.5	00:01:15	68%	\$ 0
Others	690	1,124	1.6	00:00:45	79%	\$ 0

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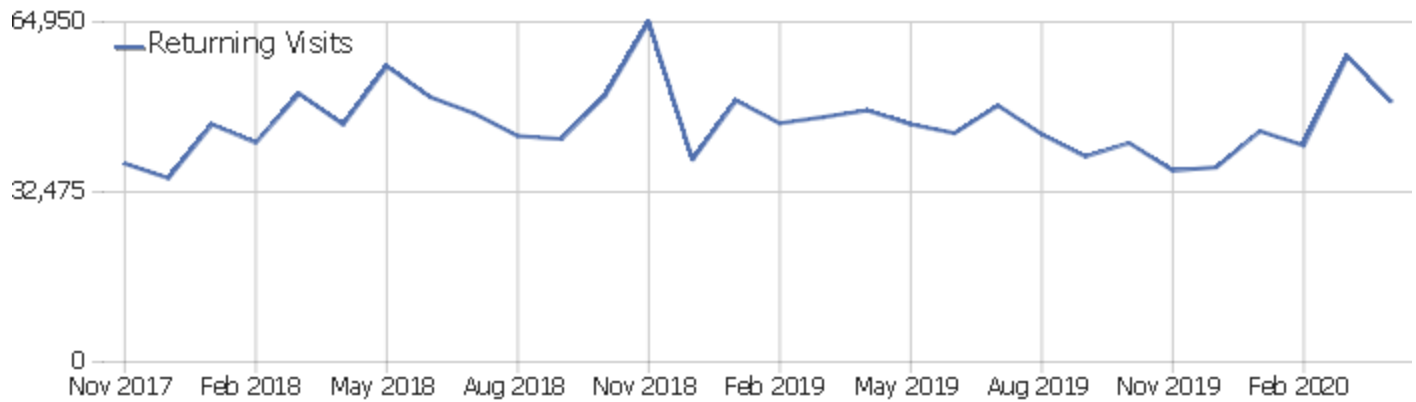
City

CITY	VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE	REVENUE
 Unknown	46,635	114,779	2.5	00:02:09	56%	\$ 0
 Frederick, Maryland, United States	30,038	82,595	2.7	00:03:39	52%	\$ 0
 New Market, Maryland, United States	4,835	11,235	2.3	00:01:58	52%	\$ 0
 Washington, District of Columbia, United States	4,540	10,430	2.3	00:01:53	51%	\$ 0
 Mount Airy, Maryland, United States	3,257	7,543	2.3	00:01:55	51%	\$ 0
 Middletown, Maryland, United States	2,901	6,642	2.3	00:01:43	52%	\$ 0
 Philadelphia, Pennsylvania, United States	2,768	5,342	1.9	00:01:24	58%	\$ 0
 Hagerstown, Maryland, United States	2,752	6,709	2.4	00:02:09	46%	\$ 0

CITY	VISITS	ACTIONS PER		AVG. TIME ON	BOUNCE	REVENUE
		ACTIONS	VISIT	WEBSITE	RATE	
 Walkersville, Maryland, United States	2,424	5,253	2.2	00:01:40	57%	\$ 0
 Brunswick, Maryland, United States	2,207	5,321	2.4	00:01:57	50%	\$ 0
 Thurmont, Maryland, United States	1,994	4,883	2.4	00:01:55	51%	\$ 0
 Silver Spring, Maryland, United States	1,896	4,451	2.3	00:02:04	50%	\$ 0
 Baltimore, Maryland, United States	1,786	4,385	2.5	00:02:02	49%	\$ 0
 Ashburn, Virginia, United States	1,482	5,859	4	00:04:13	69%	\$ 0
 Gaithersburg, Maryland, United States	1,287	3,099	2.4	00:01:55	49%	\$ 0
 Jefferson, Maryland, United States	1,264	2,748	2.2	00:01:44	54%	\$ 0
 Hyattsville, Maryland, United States	1,183	2,731	2.3	00:01:46	52%	\$ 0
 Germantown, Maryland, United States	1,041	2,216	2.1	00:01:58	55%	\$ 0
 Alexandria, Virginia, United States	734	1,651	2.2	00:01:52	54%	\$ 0
 Westminster, Maryland, United States	723	1,712	2.4	00:01:46	50%	\$ 0
 Rockville, Maryland, United States	630	1,485	2.4	00:01:57	46%	\$ 0
 Sykesville, Maryland, United States	576	1,282	2.2	00:01:35	51%	\$ 0
 Bethesda, Maryland, United States	541	1,345	2.5	00:02:32	43%	\$ 0
Others	33,935	80,738	2.4	00:02:04	55%	\$ 0

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Returning Visits





NAME	VALUE
Unique returning visitors	27,143
Returning Users	0
Returning Visits	49,746
Actions by Returning Visits	138,436
Maximum actions in one returning visit	627
Bounce Rate for Returning Visits	47%
Avg. Actions per Returning Visit	2.8
Avg. Duration of a Returning Visit (in sec)	00:03:03

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Device type

DEVICE TYPE	VISITS	ACTIONS	ACTIONS PER	AVG. TIME ON	BOUNCE	CONVERSION
			VISIT	WEBSITE	RATE	RATE
Desktop	74,107	226,635	3.1	00:03:20	47%	0%
Smartphone	66,784	124,542	1.9	00:01:22	61%	0%
Tablet	8,043	18,255	2.3	00:01:52	53%	0%
Unknown	2,312	4,645	2	00:02:43	74%	0%
Phablet	145	289	2	00:01:25	65%	0%

DEVICE TYPE	VISITS	ACTIONS	ACTIONS PER	AVG. TIME ON	BOUNCE	CONVERSION
			VISIT	WEBSITE	RATE	RATE
Portable media player	24	43	1.8	00:01:16	58%	0%
 Console	9	9	1	00:00:00	100%	0%
 Tv	5	16	3.2	00:04:53	40%	0%

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