



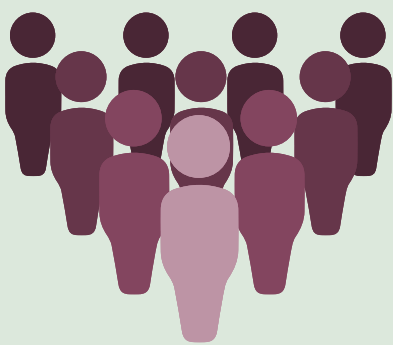
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CITY OF MONTEREY WEBSITES

2018 performance highlights

AUDIENCE

2,017,653 page views
over 529,000 users



TOP CHANNELS

Organic = 69%

Direct = 19%

Referral = 10 %

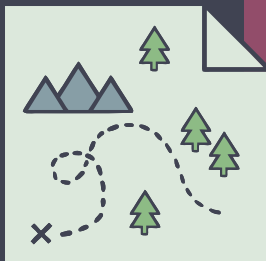
Social, Email, Other = 2 %



BEHAVIOR

Top 10 web pages visited on Monterey.org:

- 1 Home
- 2 Parks & Beaches
- 3 Camping & Hiking
- 4 Public Garages & Lots
- 5 Monterey Recreation
- 6 Ride the FREE Trolley
- 7 El Estero Park Complex
- 8 Human Resources Home
- p** 9 Parking Home
- 10 Things to Do



Other most viewed pages after the section home pages:



FIRE: Fire Stations, Meet the Staff, Fire News, Fire Apparatus

LIBRARY: Hours, Events, Articles & Databases, Contact Us



MUSEUMS: History, Pacific Biological Labs, Colton Hall Museum

POLICE: Police Log, Join the Team, Inside the MPD, Search Crime Reports, Reports & Records



SPORTS CENTER: Group Exercise, Aquatics, Memberships, General Info



MANAGING NEARLY

1000 WEB PAGES



Have an analytics question?

COMMUNICATIONS & OUTREACH OFFICE

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