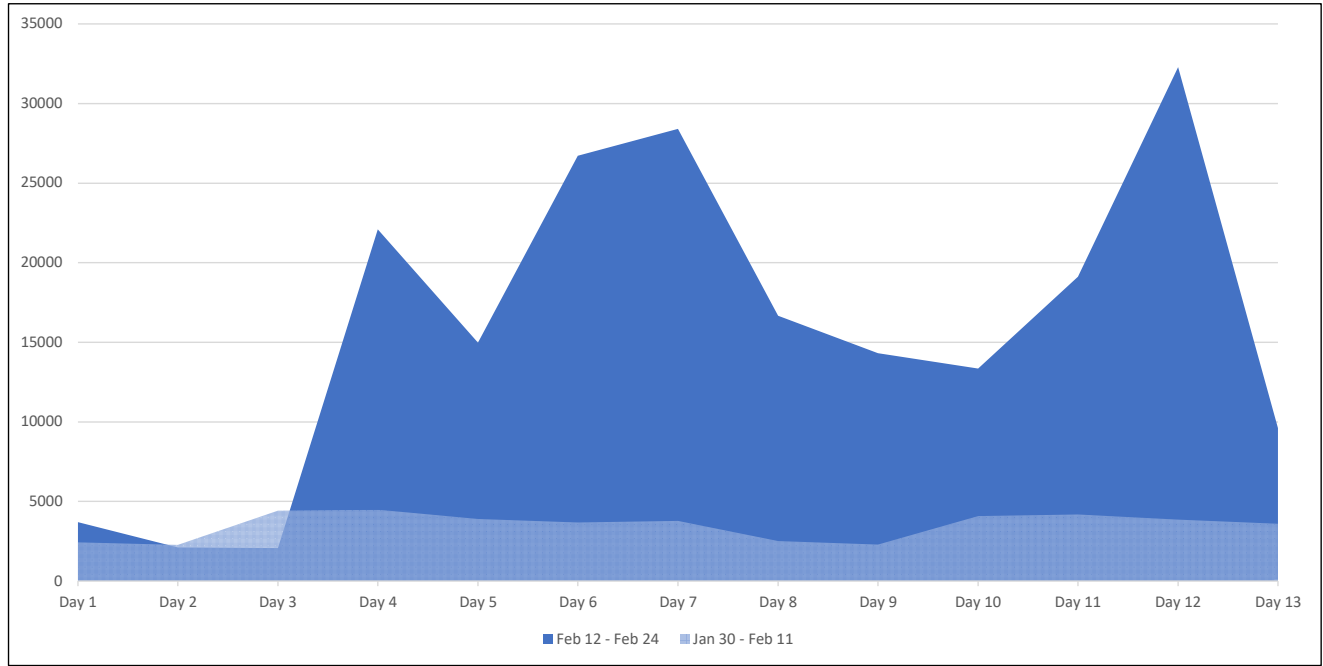


City of Pflugerville www.pflugervilletx.gov		Pflugerville: Utility Billing utilitybilling.pflugervilletx.gov	
Reporting Period	Previous Period	Reporting Period	Previous Period
Feb 12 - Feb 24	Jan 30 - Feb 11	Feb 12 - Feb 24	Jan 30 - Feb 11
Total Views	205,449	45,435	41,137
Avg. Time-on-site	1min 40sec	1min 10sec	1min 16sec
Mobile Users	76.7%	54.1%	68.1%
Desktop Users	22.3%	45.9%	31.9%
Age: 18-34	40.3%	40.4%	36.2%
Age: 35-54	38.3%	36.4%	39.8%
Age: 55+	21.4%	23.2%	24.0%
Feb 12 - Feb 24		Feb 12 - Feb 24	
Top 5 Pages	Homepage (31.3k views)	Homepage (11.2k views)	
	Winter Storm update (24.1k views)	Trash & Recycling (4.3k views)	
	Boil water notice lifted in Pf (32.6k views)	Boil Water Notice (2.7k views)	
	Boil water notice lifted in areas of Pf (10.9k views)	Water Provider Service Map (2.3k views)	
	Boil water notice update (8.9k views)	Environmental Conservation (1.8k views)	
Feb 12 - Feb 24		Jan 30 - Feb 11	
Facebook Referrals	13.26% of traffic	3.31% of traffic	5.91% of traffic
Twitter Referrals	2.37% of traffic	0.18% of traffic	1.02% of traffic
Organic Search	39.61% of traffic	53.66% of traffic	63.8% of traffic
Direct Links / Traffic	34.59% of traffic	31.94% of traffic	22.21% of traffic
NIXLE	0.73% of traffic	0.01% of traffic	—
Other Referrals*	9.44% of traffic	10.9% of traffic	7.06% of traffic

*This may include other sources previously referenced - including Social and Search - where data was masked due to browser, app-based, or Operating System privacy settings, or use of 'Do Not Track' settings

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Reporting Period	Previous Period	Reporting Period	Previous Period
Feb 12 - Feb 24	Jan 30 - Feb 11	Feb 12 - Feb 24	Jan 30 - Feb 11
Day 1	3702	2423	
Day 2	2111	2267	
Day 3	2076	4429	
Day 4	22107	4472	
Day 5	14983	3897	
Day 6	26719	3670	
Day 7	28405	3774	
Day 8	16658	2506	
Day 9	14324	2283	
Day 10	13352	4074	
Day 11	19121	4189	
Day 12	32288	3851	
Day 13	9603	3600	
Total	205449	45435	



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Reporting Period	Previous Period	Reporting Period	Previous Period
Feb 12 - Feb 24	Jan 30 - Feb 11	Feb 12 - Feb 24	Jan 30 - Feb 11
Day 1	972	504	
Day 2	461	530	
Day 3	663	1227	
Day 4	3759	915	
Day 5	2697	948	
Day 6	5223	998	
Day 7	4881	1057	
Day 8	3583	480	
Day 9	2832	497	
Day 10	3321	890	
Day 11	5427	718	
Day 12	4628	756	
Day 13	2690	868	
Total	41137	10388	

