

Vermont Department of Health
Lyme Disease Website Analytics Overview
March 19, 2015

Tick Tracker - launched Aug 29, 2013
<http://healthvermont.gov/ticktracker>

September 1, 2013 – March 18, 2015

- 9,613 Pageviews
- 5,108 Users (data contributors)
- Peak months: April, May, June
- Peak month Pageviews: 1,178 May
- Peak month Users: 1,052 May

Lyme Disease Website

http://healthvermont.gov/prevent/lyme/lyme_disease.aspx

Data includes all subpages

March 18, 2014 – March 17, 2015

- 23,453 Pageviews
- 19,583 Unique Pageviews

March 18, 2013 – March 17, 2014

- 13,120 Pageviews
- 10,314 Unique Pageviews

March 18, 2012 – March 17, 2013

- 12,809 Pageviews
- 10,176 Unique Pageviews

Pageviews: Total number of times a page was accessed during a Web session. Multiple views of that page during a session are each counted.

Unique Pageviews: Number of times a single (unique) visitor opens a page. Multiple views of that page during a Web session are only counted once.