



## **Website Traffic Report**

**January – June 2007**

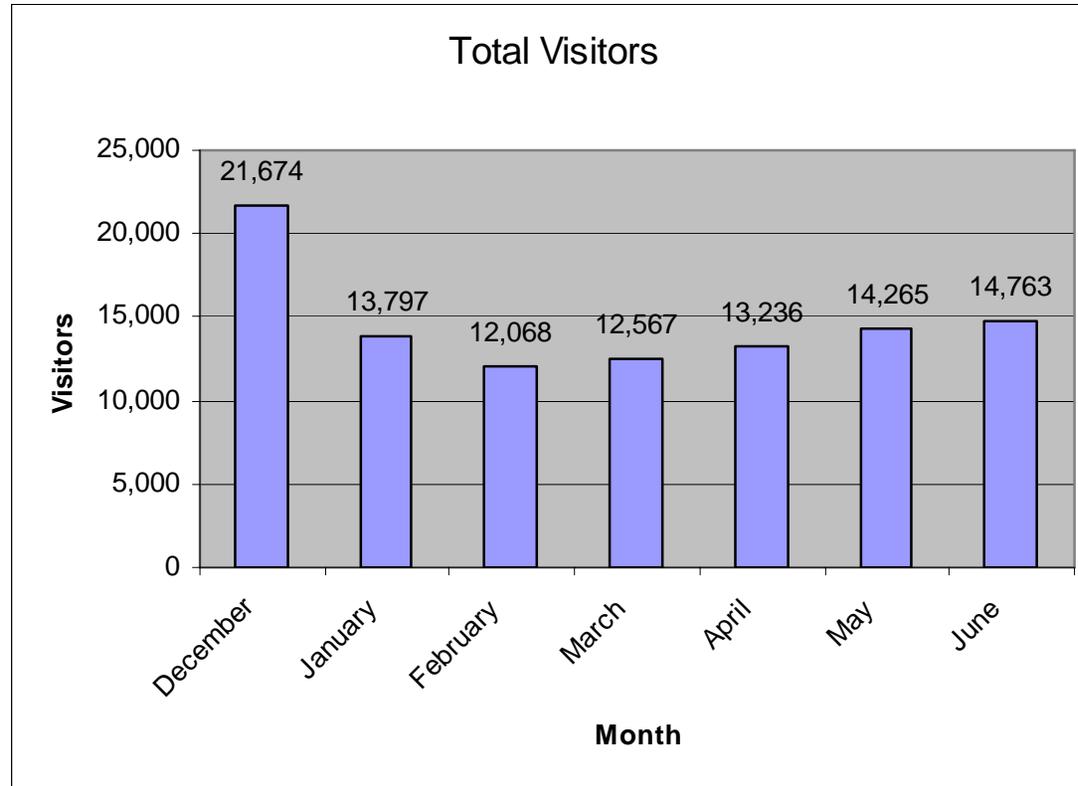
## Monthly Statistics Summary

	Total Hits	Total Page Views	Avg Page Views/Visitor	Avg Visit Length	Avg Page Views/Day	Total Visitors	Avg Visitors/Day
<b>December</b>	608,301	92,092	4.25	4:23	2,970	21,674	699
<b>January</b>	394,556	56,487	4.09	4:14	1,822	13,797	445
<b>February</b>	317,327	43,646	3.62	3:36	1,558	12,068	431
<b>March</b>	341,543	50,401	4.01	3:48	1,737	12,567	433
<b>April</b>	343,404	43,137	3.26	3:28	1,437	13,236	441
<b>May</b>	398,179	52,993	3.71	3:47	1,709	14,265	460
<b>June</b>	369,642	46,629	3.16	3:25	1,554	14,763	492

### Key Points:

- Total visitors per month have risen over 22% since the lowest month of February, with a consistent increase each month.
- Average visitors per day have also risen consistently each month, with an increase of 14% since the lowest month of February.
- Website access increases significantly in months where there is a major MTC meeting (January, March, May), as shown by the average visit length per user, average visitors per day, total page views, and average page views per day for those months. This suggests that the website has established itself as a useful resource to access meeting information and materials.

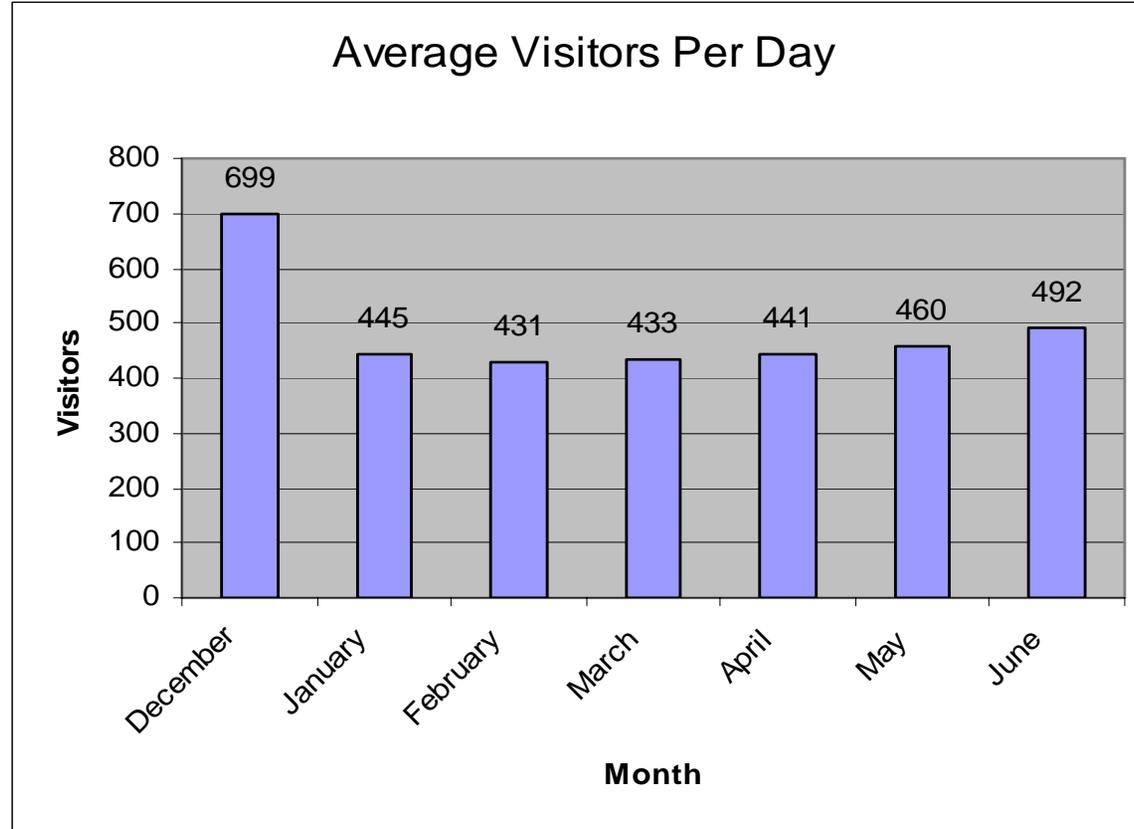
## Monthly Statistics Graphs



### Relevant Key Points:

- Total visitors per month have risen over 22% since the lowest month of February.
- Over that time span, visitors per month has raised an average of 673.75 visitors per month, with the most significant increase happening in the month of May, with an increase of 1,029 visitors from April.

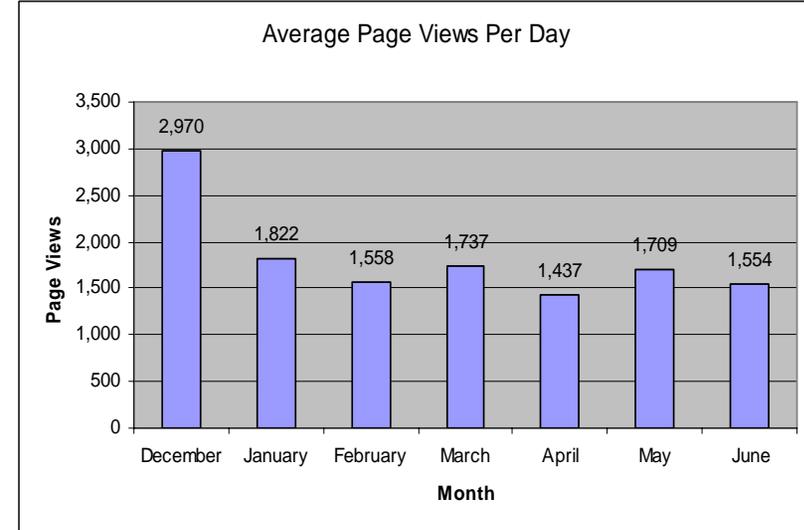
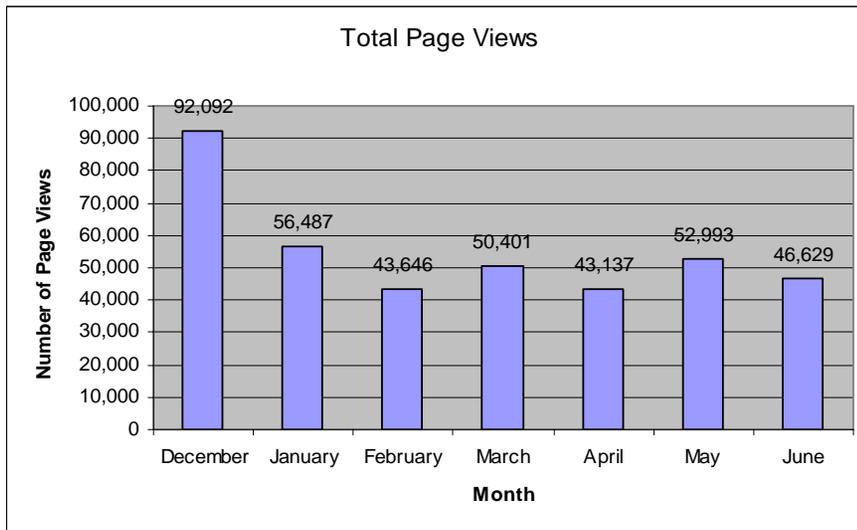
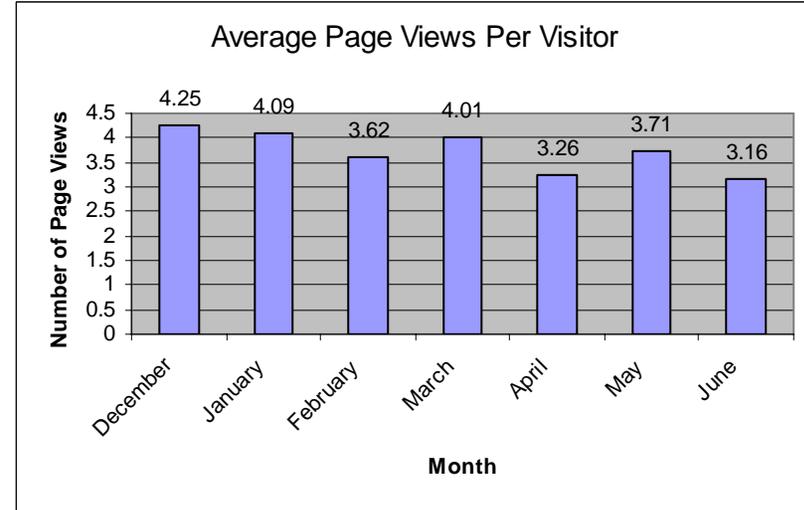
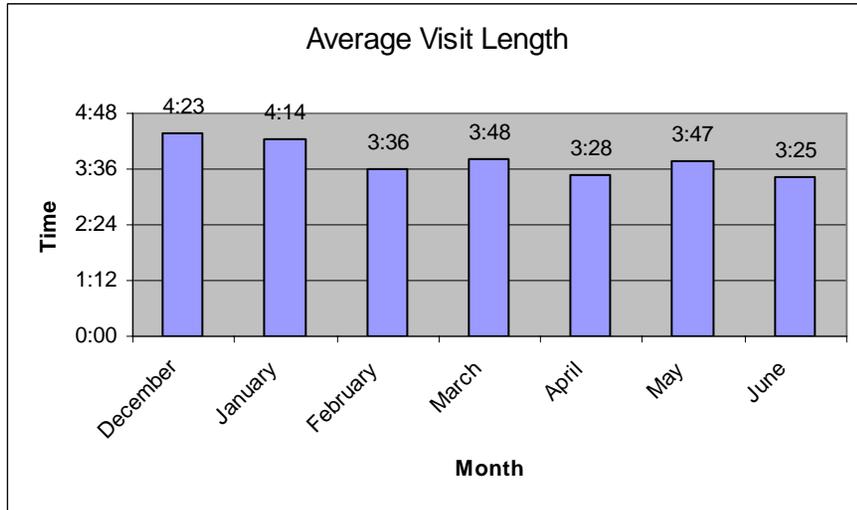
## Monthly Statistics Graphs



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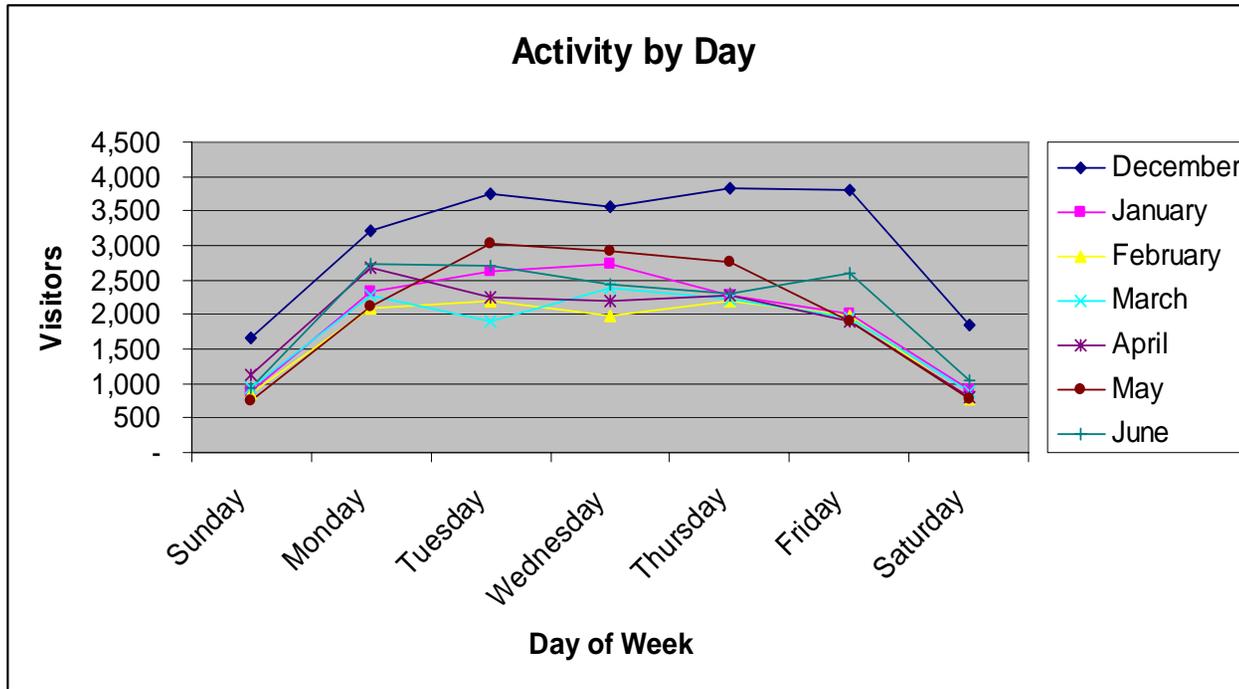
## Monthly Statistics Graphs



### Relevant Key Points:

- Website access increases significantly in months where there is a major MTC meeting (January, March, May), as shown by the average visit length per user, average visitors per day, total page views, and average page views per day for those months. This suggests that the website has established itself as a useful resource to access meeting information and materials.

## Monthly Statistics Graphs



Day	December	January	February	March	April	May	June	Total
Sunday	1,650	897	854	933	1,125	756	940	7,155
Monday	3,224	2,329	2,096	2,275	2,691	2,114	2,735	17,464
Tuesday	3,746	2,638	2,189	1,911	2,249	3,029	2,704	18,466
Wednesday	3,566	2,743	1,988	2,374	2,208	2,923	2,449	18,251
Thursday	3,840	2,275	2,191	2,219	2,268	2,746	2,299	17,838
Friday	3,792	2,014	1,982	1,963	1,900	1,907	2,597	16,155
Saturday	1,856	901	768	892	795	790	1,039	7,041
<b>Total</b>	<b>21,674</b>	<b>13,797</b>	<b>12,068</b>	<b>12,567</b>	<b>13,236</b>	<b>14,265</b>	<b>14,763</b>	<b>47,539</b>

# Monthly Statistics Graphs

## Visitor Activity by Hour

Time	December	January	February	March	April	May	June	Total
08:00 - 08:59	884	461	400	644	766	903	930	4,988
09:00 - 09:59	1,158	736	628	849	985	1,073	1,217	6,646
10:00 - 10:59	1,430	888	913	913	969	1,170	1,048	7,331
11:00 - 11:59	1,634	1,054	982	897	1,091	1,069	1,031	7,758
12:00 - 12:59	1,610	1,031	1,055	907	959	1,066	1,020	6,628
13:00 - 13:59	1,452	1,009	831	987	1,119	1,184	1,232	7,814
14:00 - 14:59	1,914	1,144	947	978	1,051	1,232	1,158	8,424
15:00 - 15:59	1,712	1,260	1,060	977	953	1,082	1,132	7,044
16:00 - 16:59	1,526	1,102	892	845	797	803	919	5,162
17:00 - 17:59	1,340	902	699	617	605	594	596	5,353
18:00 - 18:59	928	633	598	423	419	455	390	3,846
19:00 - 19:59	760	547	352	443	391	372	417	3,282
20:00 - 20:59	610	431	393	420	426	365	335	2,980

## Most Popular Pages

\*Data sorted by Total Visits

Page Title	December	January	February	March	1st Quarter Totals	April	May	June	2nd Quarter Totals	Total Visits
Homepage	8,984	6,341	5,795	5,932	18,068	6,087	6,298	6,603	18,988	37,056
State Map	1,893	1,322	1,179	1,193	3,694	1,327	1,303	1,127	3,757	7,451
Sales and Use Certificate	286	430	808	1,021	2,259	1,161	1,330	1,227	3,718	5,977
Search Results	1,276	959	791	758	2,508	743	818	902	2,463	4,971
MTC Compact	1,105	818	610	596	2,024	665	668	665	1,998	4,022
Events Calendar	1,010	721	499	577	1,797	486	482	522	1,490	3,287
About the Nexus Program	881	491	541	498	1,530	511	558	456	1,525	3,055
State and MTC Contact Lookup	614	443	332	648	1,423	490	493	450	1,433	2,856
Resources Main	852	619	386	383	1,388	367	381	345	1,093	2,481
About the MTC	694	511	410	379	1,300	438	472	380	1,290	2,590
About Uniformity	785	393	375	356	1,124	358	354	377	1,089	2,213
2006 Resolutions	639	449	353	314	1,116	388	334	324	1,046	2,162
Voluntary Disclosure	480	314	287	294	895	351	464	319	1,134	2,029
Programs and Committees	582	405	300	300	1,005	313	307	277	897	1,902
Uniformity Projects	213	196	396	394	986	407	407	367	1,181	2,167
Employment Opportunities	509	350	248	237	835	247	201	233	681	1,516
Forms	314	285	202	245	732	281	273	230	784	1,516
Links	480	301	192	183	676	219	205	201	625	1,301
Contact Us	374	256	215	211	682	239	218	216	673	1,355
About the Audit Program	360	231	232	194	657	197	235	211	643	1,300
Compact: Article V		134	106	331	571	238	404	649	1,291	1,862
MTC Officers	390	266	212	170	648	184	208	162	554	1,202
Compact: Article IV	298	226	206	208	640	231	196	225	652	1,292
Committees	338	197	173	176	546	147	148	137	432	978
Adopted Recs. By Category	126	108	220	195	523	220	223	218	661	1,184
Winter Meetings	-	248	292	439	979	-	-	-	-	979
Annual Conference Main Page	-				-	143	233	522	898	898
Tax Shelter VCP Main	-				-	-	381	449	830	830
Publications				170	170	207	187	166	560	730
Training Scheduled Events		174	131	174	479	179	156	86	421	900
The Nexus School		139	139	139	417	147	169	132	448	865
Model Apportionment Regs					-	189	180	207	576	576
Training Program Main Page		158	108	120	386	143	123	136	402	788
Current Uniformity Projects					-	143	136	116	395	395
May Executive Meetings Main		-	-	-	-	123	166	-	289	289
Annual Conference Prelim. Agenda		-	-	-	-	-	-	199	199	199
Audit & Computer Technology Workshop		-	-	-	-	70	73	103	246	246

\*After Publications, data has been condensed/omitted to highlight key pages.

## Most Popular Pages - Key Points

- Website access increases significantly in months where there is a major MTC meeting (January, March, and May). This can be seen by the percentage increase in visits to the main meeting pages for MTC events.
  - For the March meetings, the main meetings page was visited 439 times during the month of March, and 979 times total over a three month period leading up to the event.
  - As of June 30<sup>th</sup>, the Annual Conference page has been visited a total of 898 times, including 522 times in the month of June alone. This page was the 8<sup>th</sup> most visited page on the website in the month of June.
- Activity on the Sales and Use Certificate Main Page continues to grow, as it was the second most visited page on the website in May and June, after the homepage. It has become the third most visited page on the MTC website.
  - The Sales and Use Tax topic was likely the most popular topic on the MTC Website during the spring, as the number of visits to Article V of the Compact (Elements of Sales and Use Tax Laws) rose to 649 in June, compared with 238 visits in April (almost a 175% increase).
  - The Certificate itself is the website's most downloaded file. The number of downloads for the Sales and Use Certificate continued to rise through the month of June, with a total of 7,505 downloads since December. Visits to the page have more than tripled since the first data was available in December.
- While the Events Calendar remains one of our most popular pages, its activity over the quarter has declined compared to the first quarter.
  - First quarter visits: 1,797 versus second quarter visits: 1,490
- The Voluntary Disclosure Section of the website has seen a significant increase in activity over the second quarter. First quarter visits totaled 895, while second quarter increased to 1,134 visits. The month of May was an especially busy month, with a high of 464 visits to the main page of the section.
- The Tax Shelter Voluntary Compliance Program section was launched in May, and became one of the top 15 most visited pages for the months of May and June. The press release is the second most downloaded file from the website, which is very significant considering it has only been available for 2 months.
- Visits to the Training Program Main page have increased, although activity on the Scheduled Events page has declined since the first quarter. Visits to The Nexus School main page has increased slightly.

## Most Popular Downloads

File Name	January	February	March	1st Quarter Totals	April	May	June	2nd Quarter Totals	Total Visitors
Uniform Sales and Use Cert.	614	800	1,064	2,478	1,337	1,539	1,568	4,444	6,922
MTC VCP Press Release	-	-	-	-	-	503	329	832	832
Allocation and Apportionment Regulation	110	107	116	333	140	139	144	423	756
Combined Reporting	101	116	82	299	103	92	52	247	546
Statement of Public Law 86-272	74	84	92	250	62	119	76	257	507
Nexus School Description	76	64	75	215	96	101	58	255	470
Voluntary Disclosure Application	61	62	45	168	66	81	55	202	370
MTC Compact	73	49	56	178	67	58	55	180	358
Apportionment of Net Income for Financial Inst.	19	43	42	104	44	80	93	217	321
Income Tax Course Description	160	34	30	224	26	29	36	91	315
Job Posting Deputy Associate General Counsel	-	-	76	76	36	74	87	197	273
Checklist	52	179	17	248	19	-	-	19	267
Statistical Sampling Description	30	36	39	105	36	41	51	128	233
Union Pacific Brief	75	46	39	160	24	21	20	65	225
Non Statistical Sampling Description	23	30	50	103	52	42	22	116	219
Add Back	58	36	29	123	27	34	29	90	213
Compilation of State Tax Return Data Statute	75	40	14	129	25	27	23	75	204
VCP State Benefits	-	-	-	-	-	107	95	202	202
Tax Shelter Report	-	-	-	-	63	92	47	202	202
Bylaws	55	36	52	143	50	-	-	50	193
PL 86-272 Adopting States Report	-	-	42	42	34	40	76	150	192
Studies and Reports, Resolution 99-6	52	28	28	108	41	36	-	77	185
VCP Policies and Procedures	-	-	-	-	-	118	65	183	183
Nexus Bulletin 95-1	-	40	31	71	42	33	34	109	180
Factor Presence Nexus Standards Business Act	-	-	-	-	39	63	58	160	160
Joint Audit Program Presentation	-	32	33	65	37	29	28	94	159
Reportable Transactions	37	35	19	91	21	25	21	67	158
Annual Report 73-74	34	24	29	87	33	25	-	58	145
VCP Form 1	-	-	-	-	-	80	61	141	141
MTC Winter Review 2007	-	-	-	-	20	65	48	133	133
Annual Meeting Registration Form	-	-	-	-	-	-	121	121	121
Job Posting Gov Affairs	105	11	-	116	-	-	-	-	116
CAA Course Description	-	-	25	25	32	32	15	79	104
Uniformity Agenda	-	-	30	30	-	-	68	68	98
MTC Annual Conference Brochure 2007	-	-	-	-	-	-	92	92	92

## Most Popular Downloads - Key Points

- The Sales and Use Certificate is the website's most downloaded file. The number of downloads for the Sales and Use Certificate continued to rise through the month of June, with a total of 7,505 downloads since December. Visits to the page have more than tripled since the first data was available in December.
  - 1<sup>st</sup> quarter downloads: 2,478
  - 2 quarter downloads: 4,444
- The MTC press release regarding the Multistate Tax Shelter Voluntary Compliance Program is the website's second most popular download, which is surprising considering that it has been available for only two months, compared with 6 months for the 1<sup>st</sup> and 3<sup>rd</sup> most downloaded files.
- The Annual Conference Registration form was the 4<sup>th</sup> most downloaded file in the month of June. The Annual Conference Brochure followed closely behind in the 7<sup>th</sup> spot.
- The Committees are relying more on the web to get materials in preparation for Committee meetings, as can be seen by the increase in access to the Uniformity Agenda from March until June. Access to the Uniformity Teleconference Agenda in June was also significant, with 58 downloads. Further analysis will be possible when July statistics are available.
- Employment Opportunity postings continue to be popular downloads when available. The completion of an online form to submit opportunities should encourage more submissions from organizations. Both North Carolina and Oregon Departments of Revenue have used the new form to submit employment opportunities.

## Additional Key Points

- Google.com continues to be the #1 referring site to MTC. Yahoo, MSN, and Alabama Department of Revenue follow Google, but Google leads Yahoo in total referrals (over the life of the site) by a margin of 9,100.
- Google also continues to be the #1 search engine used to get to the MTC website, again leading Yahoo by an even larger margin of 9,728.
- Internet Explorer 6.0 is the leading web browser used for MTC website viewing. IE 6.0 users make up at least 50% of all users over the past 6 months. IE 7.0 is the next most popular browser, averaging about 16% of users.
- Windows XP is the most commonly used operating system, with about 70% of users.
- Top search engine phrases for June:

	Phrase	Searches
1	mtc	400
2	multistate tax commission	377
3	uniform sales	169
4	multi state tax commission	59
5	mtc.gov	53
6	uniform sales and use tax certificate	40
7	multistate tax compact	37
8	multistate tax	27
9	multi-state tax commission	22