

2008 Web Technology Report – External Services (Internet)

City of Irving - Information Technology / Corporate Communications

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Summary

The City of Irving Web site received more than 7,000,000 page views for 2008. According to the city's 2008 resident survey, 86% of the respondents indicated that the Web site provides "useful" or "very useful" information. The Web site was redesigned in July of 2008 to introduce key focus areas, new video on demand, public input opportunities, and many other new digital applications.

Web site Stats – www.CityofIrving.org

2008 Total - **7,899,773** page views (2,931,745 visits)







By Month	Visits	Views
JANUARY	212,670	521,650
FEBRUARY	224,044	554,763
MARCH	227,635	573,764
APRIL	212,670	710,928
MAY	309,662	762,961
JUNE	253,714	745,277
JULY	251,100	657,138
AUGUST	240,610	654,383
SEPTEMBER	248,961	622,261
OCTOBER	265,660	734,935
NOVEMBER	253,938	687,217
DECEMBER	231,081	674,496
Total	2,931,745	7,899,773

* A page view represents visitor accessing a page.

* A visit represents a unique site visitor.

Note: If a site visitor has accessed the home page 3 times, the stats will report that as 1 visit and 3 page views.

Webapp Stats within www.CityofIrving.org

Video on Demand (# visits / views) Video Stream Visits – 297,140 On Demand Visits – 25,148	Web 2.0 Technologies (# visits / views) Total YouTube Views – 1896  Video on Demand Visits – 5,650 
Web site Content (# of files/pages) Be Green – 46  2008 News pages – 130 Contributors/support staff – 44 Domain Names – 27 Total docs and files – 42,552 User submitted web forms – 67	Digital Applications (# used / generated) Library Wiki visits – 7,035  EGOV/Ecommerce applications – 8 maintain Online Payment transactions – 120,000 Web Maps generated – 53,000 Online Employment Apps – 10,000 Library Digital downloads – 4,750  Library Chat - 931 

Website Stats (Top Usage)

Top Entry	Top Documents	Top Referring Sites	Top Pages
1. City home page 2. Library home page 3. Police home page 4. IT home page 5. Workforce Employment 6. ICTN home page 7. Workforce Employee-links 8. Municipal Courts home page 9. Purchasing Bids Information 10. Library catalog page	1. City crawler page 2. Workforce job listing 3. Police in custody 4. Police pay scale 5. Open records request 6. Police show 7. Police IPD lateral info 8. Workforce job application 9. Police relocation 10. Workforce fire-test-registration	1. Bookmarks and Direct hits 2. Google.com 3. CityofIrving.org 4. Yahoo.com 5. Live.com & Msn.com 6. Library catalog	1. City home page 2. Library home page 3. Police home page 4. Departments a-z listing 5. Workforce employment 6. IT home page 7. Workforce employee-links 8. Police crime stats info 9. Library Catalog

The City web site is maintained by industry well known's content management software, titled – "Cascade Server". It is a powerful web content management solution that gives people the freedom to manage their Internet, Intranet, Extranet and Portal content with ease. Cascade Server is accessible through any Internet browser and is as easy as email. Unlike other solutions, Cascade Server helps organizations maintain a higher quality, standards-compliant web site, while providing deployment flexibility, a zero footprint client and a fast implementation. Cascade group currently serves Duke / Yale University, Cadence Group, Texas A&M Health Science, US Dept of Justice, and British Airways and of course the City of Irving.



Irving was ranked as one of the top 10 in the nation for its population category in The Center for Digital Government's 2008 Digital Cities Survey. Irving's rank was number 6 in the population category of 125,000-250,000.