

Monthly Website Performance Report

City of Riverton (Sample) | February 2026

Executive Summary

Website performance improved this month with **+12% traffic growth**, driven by **Events** and **Public Safety** content. Residents continue to rely heavily on mobile (72% of visits). Several content gaps and outdated pages were identified and should be prioritized.

 **12%**

Traffic Growth

 **72%**

Mobile Usage





 **4**

Broken Links

 **6**

Outdated Pages




Key Insights

-  **Traffic +12%** month-over-month
-  **72%** (optimize key pages for mobile readability)
-  Events, Public Safety, Utility Billing
-  9–11 AM and 7–9 PM













Recommendation:
Create a seasonal landing page for waste services and simplify parking permit info.

Resident Search Behavior

-  **'holiday trash pickup'** 64
No dedicated page
-  **parking permit downtown'** 42
Confusing information
-  **building permits** 28
Strong engagement

Overall Status

 System Health 			
 Content Gaps			
 Engagement			

Issues Identified

- 2** 4 Broken Links
- 3** 6 Outdated Pages
- 4** 2 Accessibility Issues

Recommended Actions (Priority)

- 1** Add "Holiday Trash Pickup" page
- 2** Update outdated department pages
- 3** Fix broken links and redirects
- 4** Improve mobile formatting for Events page

Simple Civic Insight:

Residents are actively searching for time sensitive services. Improving access to seasonal and permit-related information will significantly reduce confusion and support calls.