My Water Quality Website Usage Summary

Welcome to My Water Quality

Is Our Water Safe to Drink?

Safe drinking water depends on a variety of chemical and biological factors regulated by a number of local, state, and federal agencies. Learn more >>

Is it Safe to Swim in Our Waters?

Swimming safety of our waters is linked to the levels of pathogens that have the potential to cause disease. Learn more >>

Is it Safe to Eat Fish From Our Waters?

Aquatic organisms are able to accumulate certain pollutants from the water in which they live, sometimes reaching levels that could harm consumers. Learn more >>

Are Our Aquatic Ecosystems Healthy?

The health of fish and other aquatic organisms and communities depends on the chemical, physical, and biological quality of the waters in which they live. Learn more >>

Are harmful algal blooms affecting our waters?

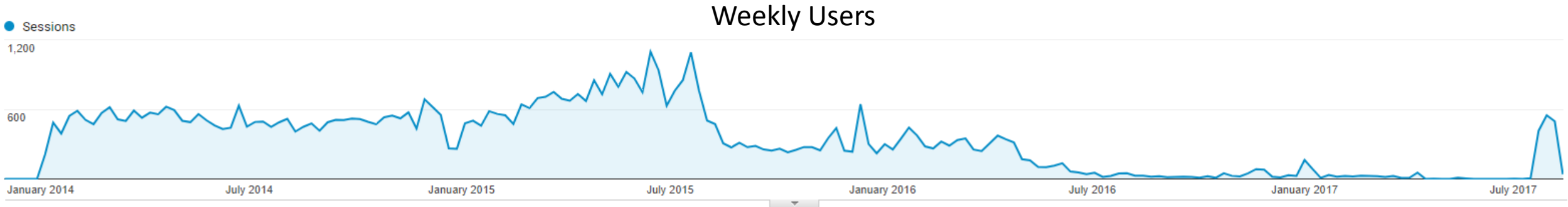
Harmful algal blooms can make water unsafe for swimming and other recreational activities. The toxins they produce can harm pets, livestock, and people. Learn more >>

Is There Monitoring Data Near Me?

A number of regional monitoring programs throughout California collect and display water quality and aquatic ecosystem health data. Learn more >>

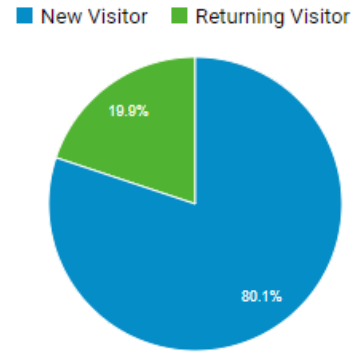
2014 to Present – Total Usage

- 80% of site visits from unique users (only one visit to the site)
- 60% of visitors leave without visiting more than the first page they land on

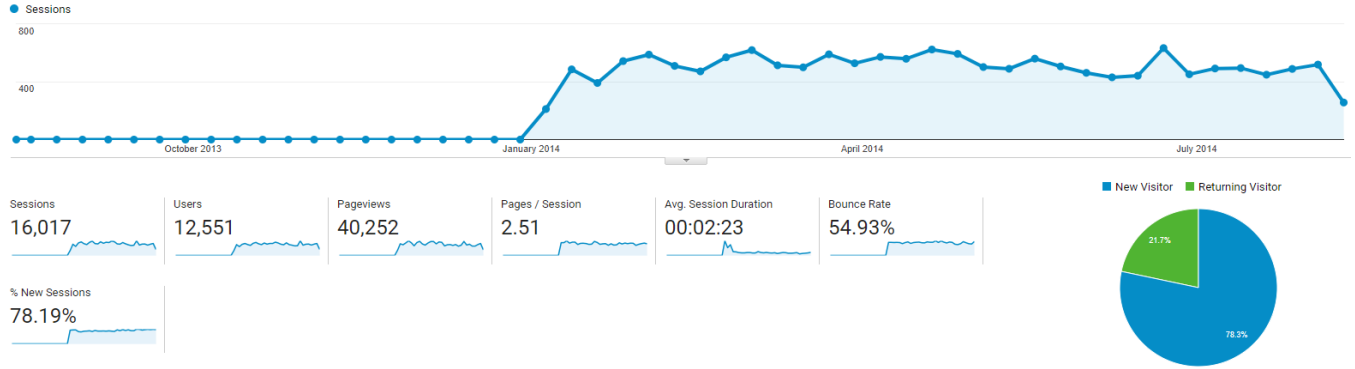


Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
63,815	51,258	141,525	2.22	00:01:54	59.25%

% New Sessions
80.04%



2013-2014



Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
16,017	12,551	40,252	2.51	00:02:23	54.93%

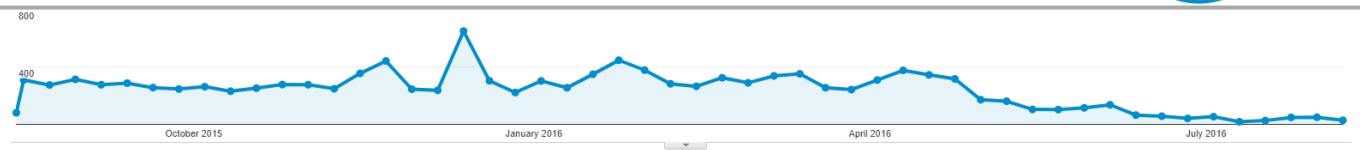
% New Sessions: 78.19%

2015-2016

Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
32,592	27,436	68,601	2.10	00:01:38	61.61%

% New Sessions: 83.25%

2014-2015



Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
12,542	9,690	27,488	2.19	00:01:53	59.44%

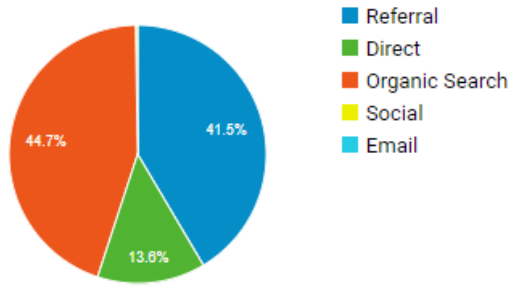
% New Sessions: 74.91%

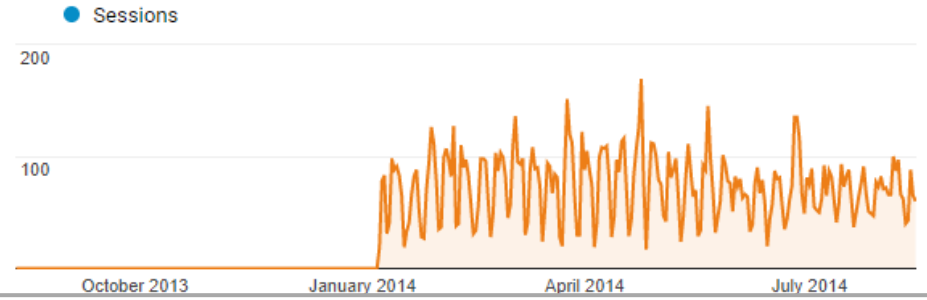
2016-2017

Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
2,664	2,038	5,184	1.95	00:02:14	55.41%

% New Sessions: 75.90%

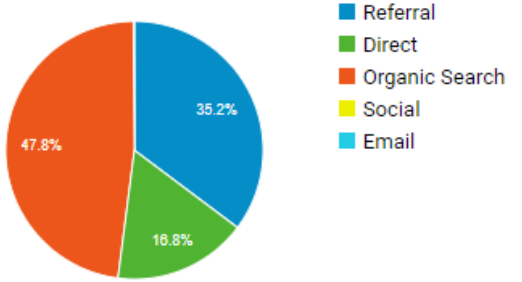
Aug 14, 2013 - Aug 13, 2014

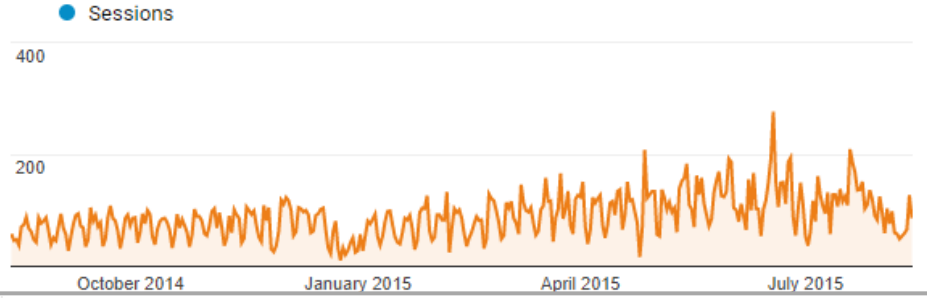




2013-2014

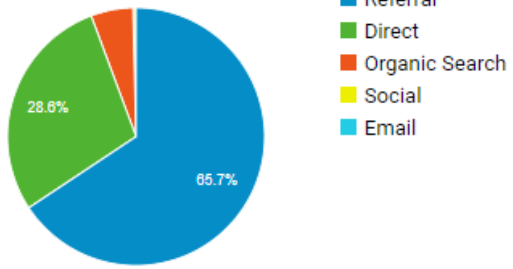
Aug 14, 2014 - Aug 13, 2015

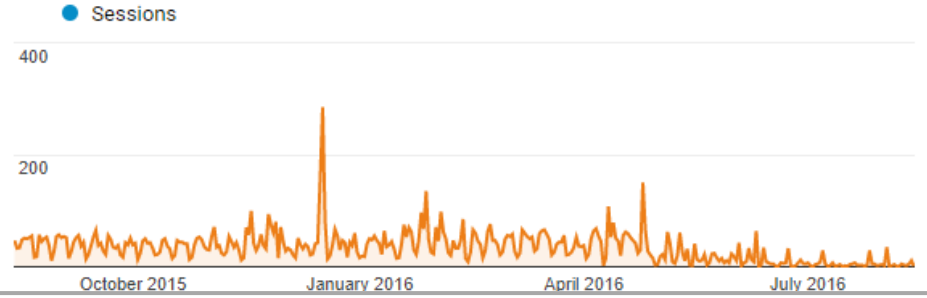




2015-2016

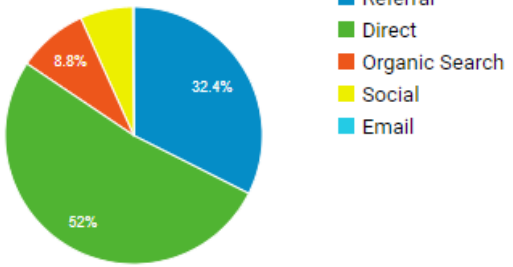
Aug 14, 2015 - Aug 13, 2016





2014-2015

Aug 14, 2016 - Aug 13, 2017

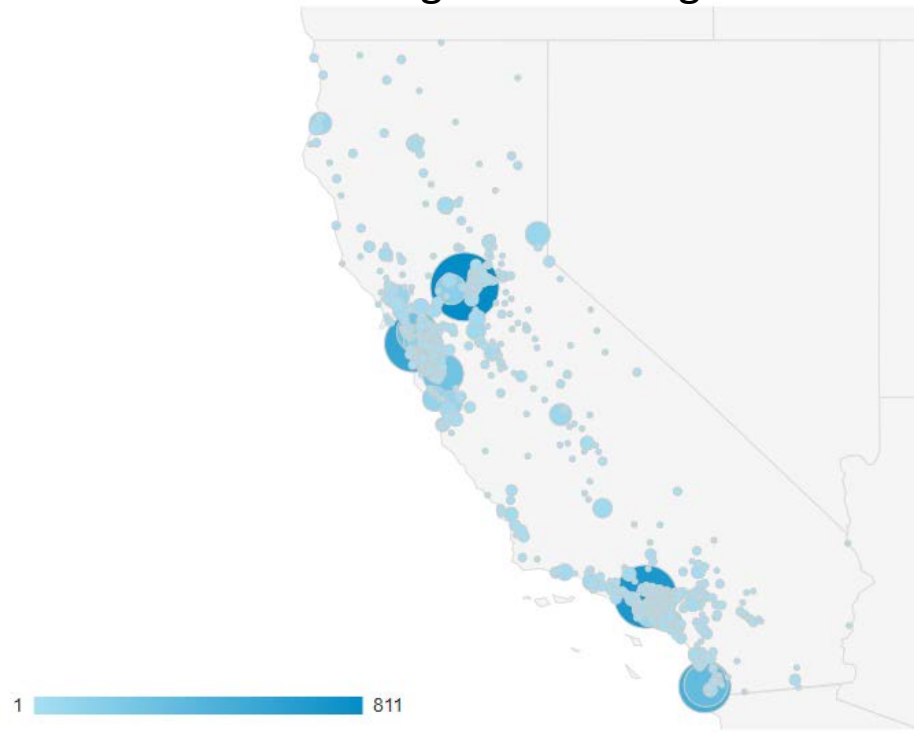


2016-2017

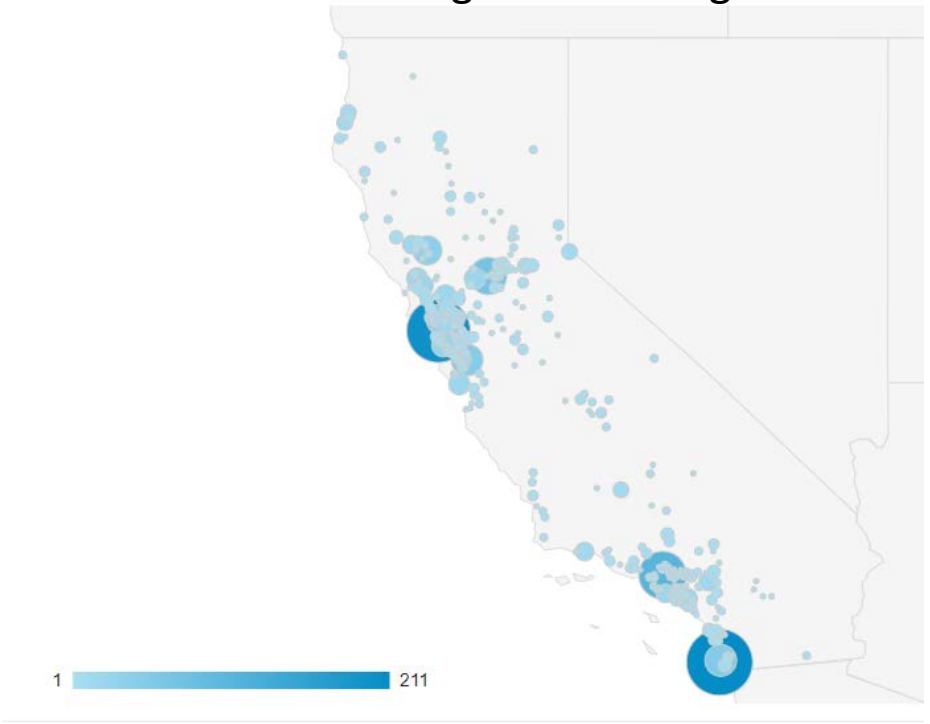
Geographic Reach

- 2016/17 vs 2015/16 breakdown by California City
  - Overall usage was down in 2016/17 (note scales)
  - Portion of users in Sacramento was down in 2016/17

August 2015-August 2016

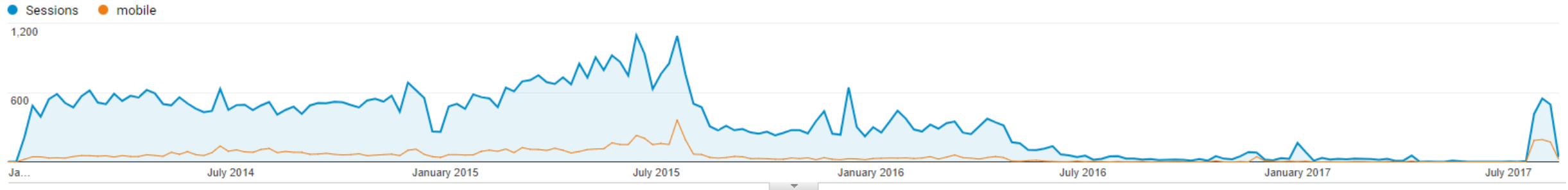


August 2016-August 2017



Device Type

- 14% of traffic since 2014 was from mobile devices
- In the past year, traffic from mobile devices increased to 25%



rimary Dimension: **Device Category**

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Device Category	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		63,815 % of Total: 100.00% (63,815)	80.10% Avg for View: 80.04% (0.08%)	51,117 % of Total: 100.08% (51,075)	59.25% Avg for View: 59.25% (0.00%)	2.22 Avg for View: 2.22 (0.00%)	00:01:54 Avg for View: 00:01:54 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0. % of Total: 0 ($0
1.	desktop	**50,811** (79.62%)	79.65%	40,472 (79.18%)	59.13%	2.28	00:01:59	0.00%	0 (0.00%)	$0.00 (0.
2.	mobile	**9,238** (14.48%)	82.64%	7,634 (14.93%)	60.22%	1.91	00:01:25	0.00%	0 (0.00%)	$0.00 (0.
3.	tablet	**3,766** (5.90%)	79.95%	3,011 (5.89%)	58.47%	2.09	00:01:59	0.00%	0 (0.00%)	$0.00 (0.

Portals – 2014 to Present

Portal	Pageviews	Percent of Pageviews
Ecosystem Health	33,893	44%
Wetlands	*13,434*	*44%*
Estuaries	*8,154*	*27%*
Streams	*6,701*	*22%*
Ocean	*2,333*	*8%*
Safe to Swim	26,833	35%
Safe to Eat	14,887	19%
HABs	1,312	2%
Safe to Drink	133	0.2%

Portals – Past Year

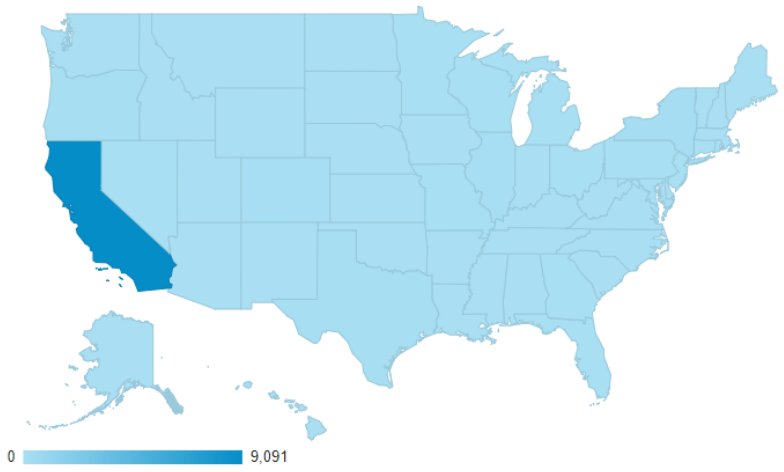
Portal	Pageviews	Percent of Pageviews
HABs	1,312	43%
Safe to Swim	715	23%
Safe to Eat	581	19%
Ecosystem Health	350	11%
Wetlands	*147*	*44%*
Estuaries	*101*	*30%*
Streams	*63*	*19%*
Ocean	*22*	*7%*
Safe to Drink	126	4%

END

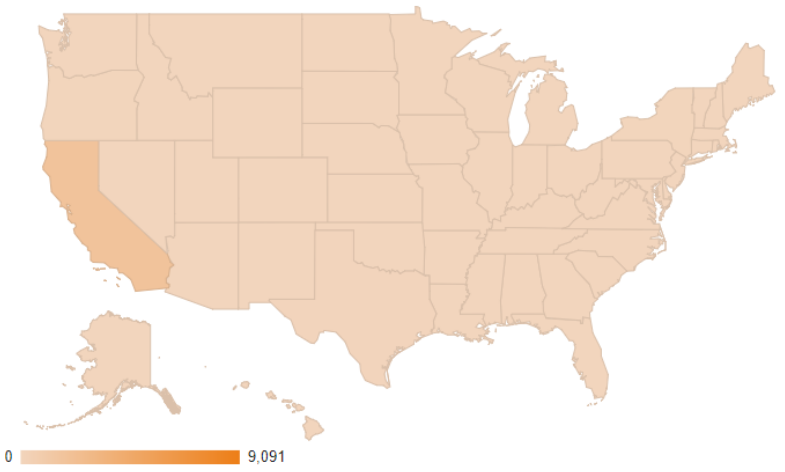
Geographic Reach

- Almost all users from within the US (>96%), and most overseas users have low engagement levels
- Within the US, >80% of users from California, w/ highest engagement

Aug 14, 2015 - Aug 13, 2016



Aug 14, 2016 - Aug 13, 2017



mary Dimension: Region City Metro Other

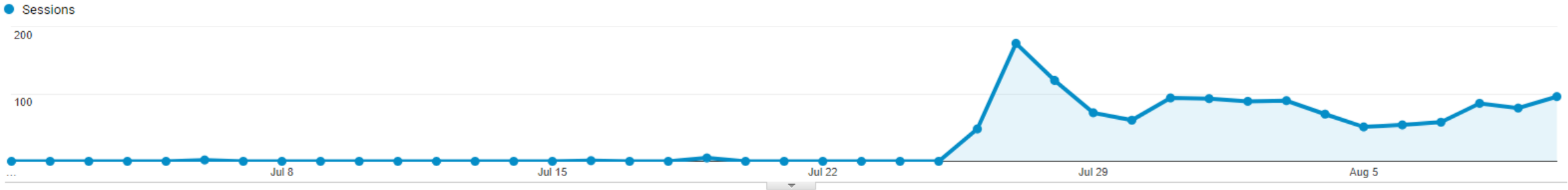
Secondary dimension

advanced

Region	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	82.64% ▼ 2,299 vs 13,245	6.28% ▲ 78.56% vs 73.91%	81.55% ▼ 1,806 vs 9,790	6.43% ▼ 59.94% vs 56.32%	14.71% ▼ 1.92 vs 2.25	6.77% ▲ 00:02:14 vs 00:02:05	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. California									
Aug 14, 2016 - Aug 13, 2017	**1,845** (80.25%)	77.51%	1,430 (79.18%)	59.40%	1.95	00:02:30	0.00%	0 (0.00%)	$0.00 (0.00%)
Aug 14, 2015 - Aug 13, 2017	**10,936** (82.57%)	71.84%	7,856 (80.25%)	54.48%	2.30	00:02:15	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**-83.13%**	**7.89%**	**-81.80%**	**9.04%**	**-15.46%**	**11.15%**	**0.00%**	**0.00%**	**0.00%**

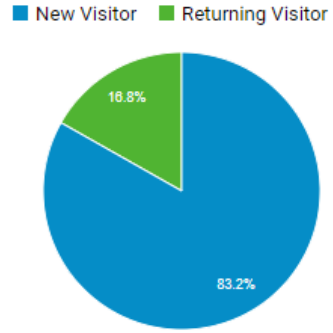
Recent Peak…

- Usage climbed sharply beginning July 26 2017



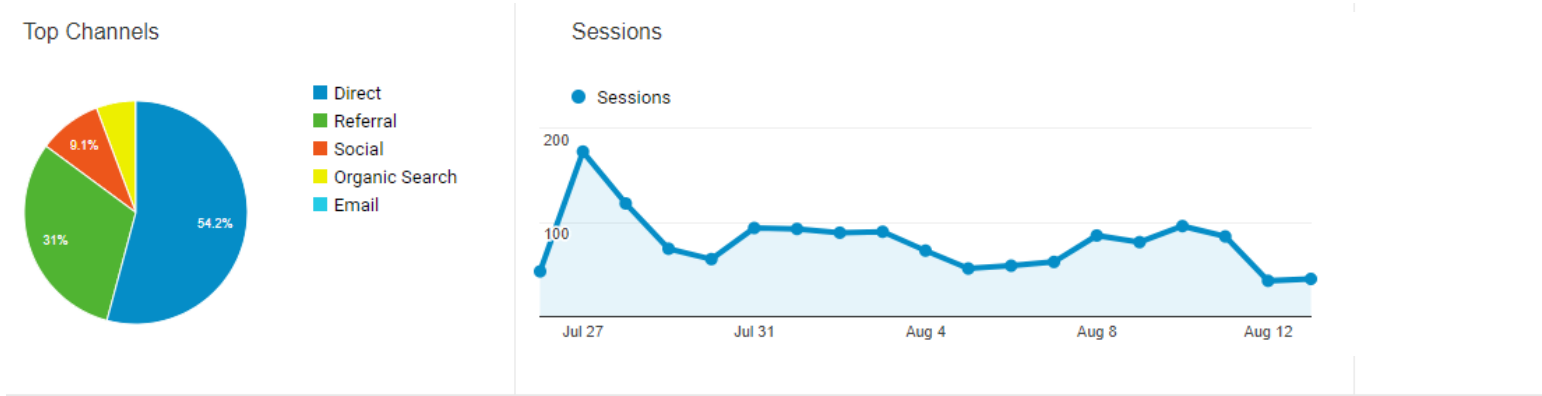
Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
1,344	1,126	2,778	2.07	00:02:01	57.66%

% New Sessions
83.18%



Since July 26 2017…

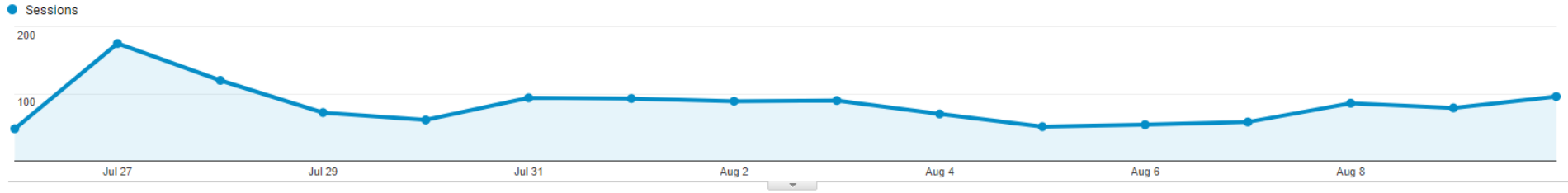
- Most users coming directly to the site or via links from other sites
- Users coming from search engines tend to engage most with the site, and users coming via links from social media interact least



	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	1,499	82.45%	1,236	57.30%	2.08	00:02:0
1 Direct	812			51.23%		
2 Referral	464			66.38%		
3 Social	137			74.45%		
4 Organic Search	85			38.82%		
5 Email	1			0.00%		

Since July 26 2017…

- No particular source for the spike in late July and early August



rimary Dimension: **Source / Medium** Source Medium Keyword Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,336 % of Total: 100.00% (1,336)	83.08% Avg for View: 83.08% (0.00%)	1,110 % of Total: 100.00% (1,110)	57.41% Avg for View: 57.41% (0.00%)	2.07 Avg for View: 2.07 (0.00%)	00:02:02 Avg for View: 00:02:02 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.0 % of Total: 0.0 ($0.
1. (direct) / (none)	728 (54.49%)	82.69%	602 (54.23%)	51.37%	2.37	00:02:33	0.00%	0 (0.00%)	$0.00 (0.0
2. m.facebook.com / referral	89 (6.66%)	94.38%	84 (7.57%)	75.28%	1.57	00:00:49	0.00%	0 (0.00%)	$0.00 (0.0
3. google / organic	68 (5.09%)	72.06%	49 (4.41%)	39.71%	2.53	00:03:09	0.00%	0 (0.00%)	$0.00 (0.0
4. sonomacounty.ca.gov / referral	59 (4.42%)	89.83%	53 (4.77%)	72.88%	1.49	00:00:40	0.00%	0 (0.00%)	$0.00 (0.0
5. waterboards.ca.gov / referral	56 (4.19%)	76.79%	43 (3.87%)	51.79%	1.89	00:01:13	0.00%	0 (0.00%)	$0.00 (0.0
6. kerngoldenempire.com / referral	52 (3.89%)	94.23%	49 (4.41%)	63.46%	1.54	00:01:44	0.00%	0 (0.00%)	$0.00 (0.0
7. www-eastbaytimes-com.cdn.ampproject.org / referral	42 (3.14%)	76.19%	32 (2.88%)	88.10%	1.17	00:00:25	0.00%	0 (0.00%)	$0.00 (0.0
8. co.lake.ca.us / referral	39 (2.92%)	87.18%	34 (3.06%)	87.18%	1.36	00:00:53	0.00%	0 (0.00%)	$0.00 (0.0
9. smchealth.org / referral	29 (2.17%)	86.21%	25 (2.25%)	27.59%	2.38	00:02:07	0.00%	0 (0.00%)	$0.00 (0.0
10. eastbaytimes.com / referral	21 (1.57%)	85.71%	18 (1.62%)	80.95%	1.43	00:02:06	0.00%	0 (0.00%)	$0.00 (0.0