



1.5 Million

visitors came to NC.gov after redesign



2/3

of visitors are the
general public



1/3

of visitors are
state employees



Bounce rate: Fewer visitors leave after
a single page

57% to 38%

Attracting More New Visitors

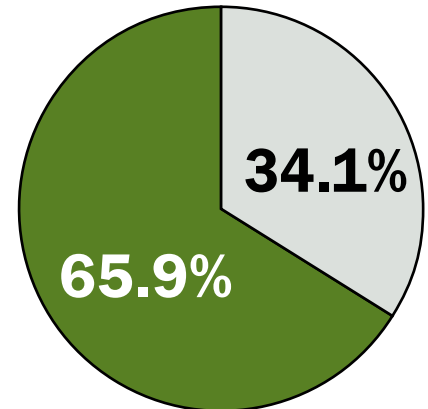


New Visitor

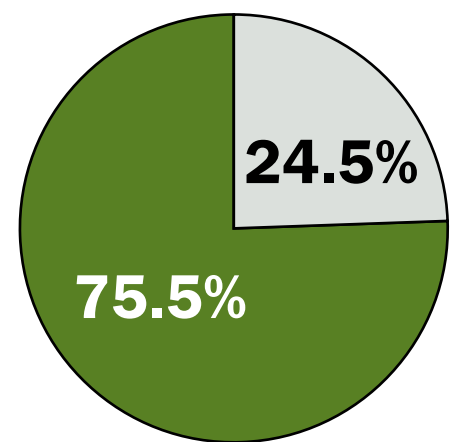


Returning Visitor

May 2016



May 2015



Where Do Visitors Come From?

Raleigh - 33%

Morganton - 11%

Charlotte - 6%

Fayetteville - 8%

What's Popular

Jobs



Agencies



Services



**Employee
Directory**



Government



Contact



**State
Employees**



Overall 15% of all page views were of the jobs page and 41% of all page views were of the home page. The Agency Directory (NC.gov/agencies) and the Information and Services Directory (NC.gov/services) were the next most popular pages. For visitors who began on the jobs page, 78% left without viewing any other pages.

0 200,000 400,000 600,000 800,000 1,000,000

Mobile Traffic

**Sessions Up
161%**

**Users Up
140%**

**Pageviews Up
149%**

NC.gov underwent a major overhaul in 2015, updating the design and content to provide North Carolinians with a user friendly portal to their state government. The new site includes a comprehensive directory of government services and agencies, as well as access to several job resources. The redesign was launched on June 1, 2015.