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CITY OF GLENDALE WEBSITES ATTRACT MORE THAN 5 MILLION USERS

GLENDALE, Ariz. – Glendale residents and tourists have millions of reasons to use Glendale’s websites since new statistics reveal the total number of visitors to the city’s websites was 5,620,390 in the past year. Web statistics from January 2011 to January 2012 show a 30% increase in users. The most visited Glendale website was the main one at glendaleaz.com with more than 5 million visits.

The most popular page visited on the Glendale website is the Glendale Public Library followed by information for jobs, special events, online services and various departments. Library patrons have made the web popular by using it 24/7 to download and check out books and use online research tools.

“Websites are the most common communication tool available to everyone and Glendale prides itself on making our website user friendly, service directed and ADA compliant,” said Julie Frisoni, communication director for the city.

“Glendale’s main website is designed to have the latest city news and information on the front page with thousands of separate pages to connect residents.”

National statistics from Pew Internet Research shows of people that are following their local government in social media, 48% want information on public policy or issues. Another 41% goes to government sites to download forms, 35% are researching official documents or statistics and 30% are seeking recreational and tourist information.

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