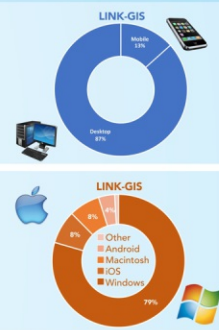
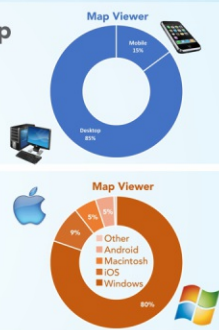
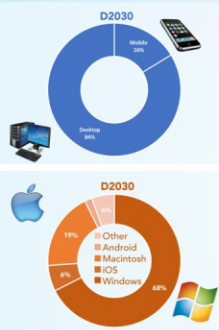
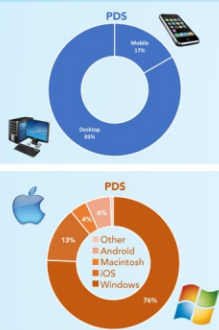
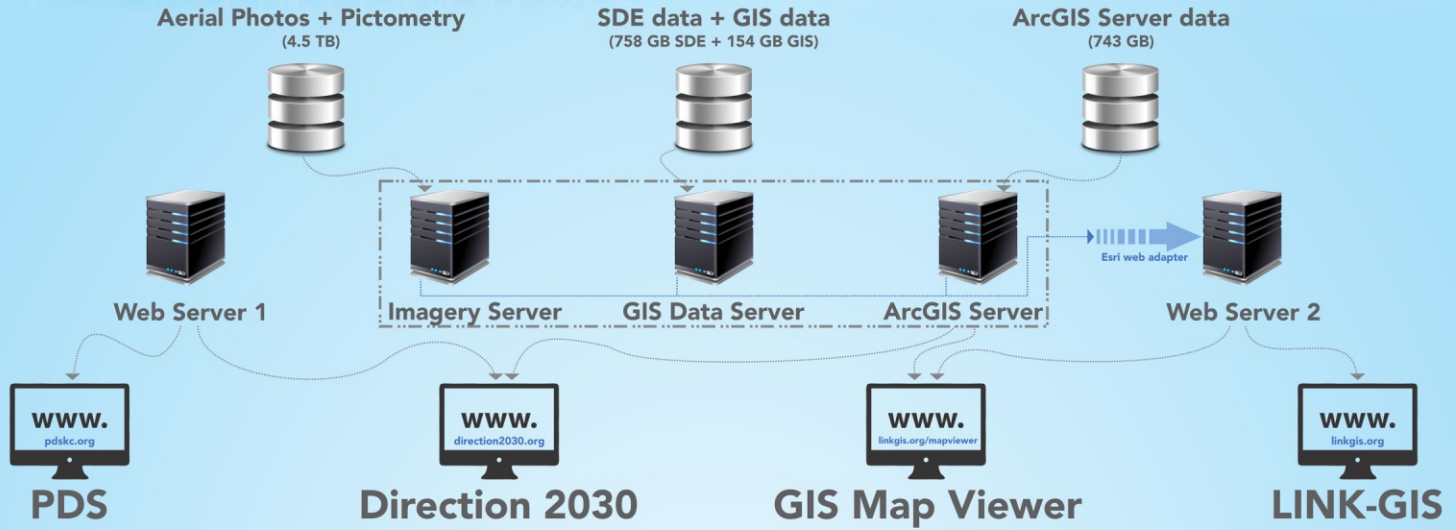


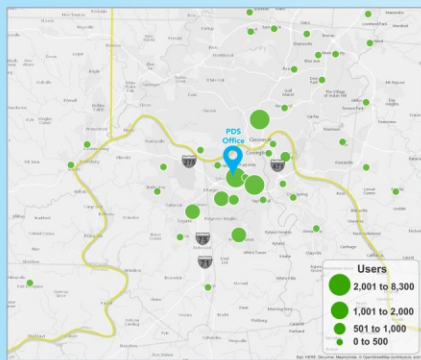
# Website Analytics

## PDS and LINK-GIS

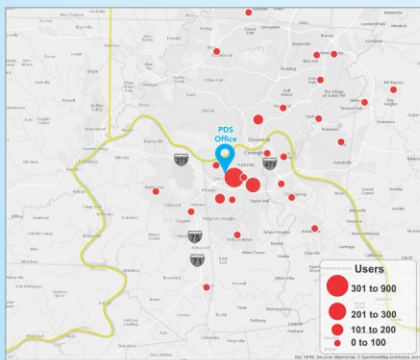


### Google Analytics

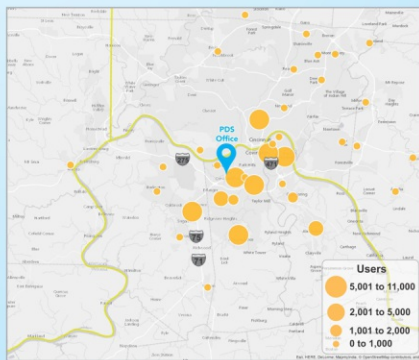
190,638 user sessions  
on four websites during calendar year 2016



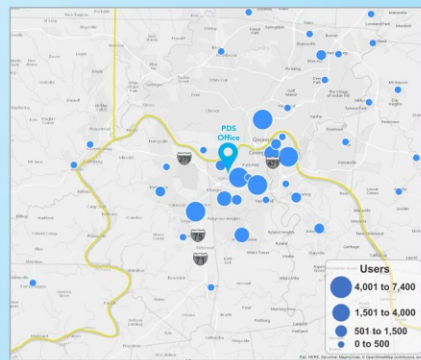
**PDS Website**  
36,000 User Sessions



**Direction 2030 Website**  
2,700 User Sessions



**GIS Map Viewer Website**  
87,000 User Sessions



**LINK-GIS Website**  
64,000 User Sessions

**NKYmapLAB**  
January 2017 Volume 3 Map 1

Northern Kentucky mapLAB is a registered, non-profit product of Planning and Development Services of Kenton County. This year the website is updated with new content and design. Questions for future updates or additional information, please contact the mapLAB team at [maplab@kentonsc.gov](mailto:maplab@kentonsc.gov).

**User Sessions**  
● PDS website  
● Direction 2030 website  
● GIS Map Viewer website  
● LINK-GIS website

**PDS Office**  
2332 Royal Drive  
Fort Mitchell, KY  
41017

Google Analytics uses the term "user session" to refer to a group of interactions that take place on a website within a given time frame, ending when the user leaves or after 30 minutes of inactivity.

**Featured Data Sources**  
[www.direction2030.org](http://www.direction2030.org)  
[www.linkgis.org](http://www.linkgis.org)  
[www.pdskc.org](http://www.pdskc.org)

**PDS**  
NKYmapLAB Awards

2016 KY 06  
2016 KY 07  
2016 KY 08  
2016 KY 09  
2016 KY 10

**Website Analytics of PDS & LINK-GIS**  
2016

During calendar year 2016, there were 190,638 user sessions on four websites managed by PDS. That's an average of 102 sessions per day, or nearly 100 sessions per hour.

Using Google Analytics, this project explores the website operation and digital reach of these four websites.

Planning & Development Services website  
Direction 2030 website  
LINK-GIS website  
GIS Map Viewer website

PDS of Kenton County manages and hosts four websites that provide information on planning and zoning, code enforcement, engineering, building inspections, and GIS for Kenton County and its 19 municipalities. PDS provides information and tools for these services on four websites and this project explores the use of those websites. More information can be found in the Story Map at: [linkgis.org](http://linkgis.org)

**direction 2030**  
Your Voice. Your Choice.

**Goals and Objectives**

- C Community Identity
- E Economy
- G Governance
- H Health
- HC Healthy Communities
- M Mobility
- N Natural Systems
- Primary Goal
- Secondary Goal

**How Does This Topic Apply to Direction 2030?**

- G** Encourage cooperative governance.
- E** Promote the establishment of county-wide tools to create a business/development friendly environment.
- E** Identify opportunities for effective sharing of services

"A cornerstone of planning is the ongoing public dialogue on matters that are affecting them. The main objective of public input is to improve efficiency, transparency, and public involvement in the overall comprehensive planning process. As a vital part of the Direction 2030 plan, 105 public involvement opportunities were held, yielding hundreds of participants, and countless public comments." - Direction 2030 "Input" Section