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## Pfeiffer Releases More 2012 Data

*Google Analytics provides insight into public's use of City Attorney's Web site*

**COLUMBUS, OH**—In an ongoing effort to analyze and release year-end data, Columbus City Attorney Richard C. Pfeiffer, Jr. today provided an overview of the visitor traffic on his office's Web site. This information follows the City Attorney's review of 2012 theft statistics and the release of the "Dirty Dozen"—12 individuals deemed to be some of last year's most egregious OVI offenders.

According to data from Google Analytics, [www.columbuscityattorney.org](http://www.columbuscityattorney.org) received over 137,000 pageviews from more than a dozen different countries. 73 percent of the unique visits were from new visitors, who viewed an average of 2.49 pages and spent approximately six minutes per page (roughly 15 minutes total per visit).

**"Transparency, accountability, and customer service are all important hallmarks for our office," said City Attorney Richard C. Pfeiffer, Jr. "For instance, all our contracts are available online and every staff member's contact information is listed and easy to find."**

The most viewed sections of the site were (in order of popularity): Outstanding Warrants "Wanted Posters" (19.2 percent); a search feature for individuals to find out if a warrant has been issued for their arrest (18.3 percent); Protection Orders (14.8 percent); Subpoenas (11.7 percent); Courtroom Assignments (11.5 percent); and the Office Directory (10.1 percent).

Approximately 12 percent of visitors came by way of referral traffic, meaning the viewer accessed the City Attorney's site via different sites first. The top referral sites were (in order): the [City of Columbus](http://www.cityofcolumbus.org); [Google](http://www.google.com); and the [Capital Area Humane Society](http://www.capitalareahumane.org).

Besides the U.S. and Canada, site traffic was heaviest from the United Kingdom, India, the Philippines, Australia, Germany, France, and South America, respectively. The site was an integral factor in a case last summer when Chief of Staff Bill R. Hedrick assisted a resident of Puerto Rico who was a victim of an identity thief based in Columbus.

Hedrick, who oversees the management of the City Attorney's Web site on Mr. Pfeiffer's behalf, was nominated recently for an award for developing a new television program for the City Attorney's office and for his continued efforts to reduce the number of outstanding warrants in Franklin County. The award recognizes individuals who "creatively utilize technology, community resources or partnerships to improve service delivery and customer service."

**"By understanding what information our Web site visitors are seeking, hopefully we will be able to provide a more enhanced experience," said Chief of Staff Bill R. Hedrick.**