

CHEYENNE DOWNTOWN DEVELOPMENT AUTHORITY

DDA Sizzle Reel

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Website Report

Cheyenne DDA

Overview

Objective

This is a year wrap-up focused on website performance. We'll recap the work, walk the data since launch, leave you with a short set of next steps, and save time at the end for marketing and communications questions.

We'll keep the first three sections tight so the last block is yours. If you have technical CMS questions, we'll capture them and route them rather than debug live.

Agenda

- Year in Review
- Website Performance
- Technical Findings + Media
- Moving Forward (recommendations)
- Wrap-Up

YEAR IN REVIEW

Summit > Strategy > Brand > Website

Summit → Communication Strategy

The year started with a role problem: people were defining the DDA more than the DDA was defining itself. The strategy narrowed the mandate — blight prevention and catalyst work — and said the website should be the unambiguous home for that story.

Brand → Website

We identified brand standards and then built downtowncheyenne.com as the place your story lives. The site launched mid-May.

Everything after this is whether that investment is working in the data.

Website Performance

Session Duration

Session duration is simply how long a typical visit to the website lasts; from the moment someone arrives until they leave or stop using the site. Think of it as “how long did they stick around?”

A few seconds usually means they landed, didn't find what they needed, and left. A few minutes usually means they were actually reading — a grant page, a project update, a news post — not just glancing at the homepage and bouncing.

On your website, an **average of about three minutes** is a strong sign that people are spending real time with the content, not just clicking in and out.

Benchmark	Time	Cheyenne DDA
Government / public sector (2026 compilation)	2:15	33% longer
Nonprofit median, 130+ GA4 sites (2025)	2:03	46% longer
All-industry GA4 median (Databox, Sept 2024)	2:38	slightly above
Consulting / professional services	2:33	longer
Education (info-dense analog)	2:53	about even

Website Performance

Bounce / Engagement

In Google Analytics (GA), a visit is “engaged” if the person stayed more than 10 seconds, looked at more than one page, or completed an action (e.g., signing up for the newsletter).

A bounce is a visit that did none of those things. Bounce rate is just the share of visits that were drive-bys; engagement rate is the share that stuck around.

On a civic site it is normal for a lot of people to grab one fact and go, so bounce in the 50–60% range is typical. The DDA site is closer to one in three visits bouncing, which means most people are using the site, not bouncing.

Benchmark	Bounce	Engagement
Cheyenne DDA	32%	68%
Government & public sector avg	62.4%	37.6%
Government <i>top 25%</i>	50.1%	49.9%
Nonprofit avg / median	57%	42–43%
All-industry GA4 median	44%	56%

Website Performance

Engagement

Newsletter sign-ups — internal figure was 828.

If that number is accurate, the site is already a list-building channel, not only a brochure.

Pages

Track which URLs and news/blog pieces hold attention. The top pages in terms of time on page:

/about-the-dda/news/

Avg Engagement Time: 55s

/contact/

Avg Engagement Time: 50s

Paths

Homepage is the obvious entry. Then we track where they go next and where they exit.

Programs & grants, board & staff, history, district map and projects showed up in pathing.

Your audience is coming for authority content more than for a visitor magazine.

Website Performance

Important Caveats

New site, announcement traffic.

Bounce often rises as search grows.

The 404s also inflate bounce, so the real engagement may be even stronger.

Bottom Line

People are not bouncing. They are staying long enough to read. That is the behavior you want from property owners, residents, and people checking grants or projects.

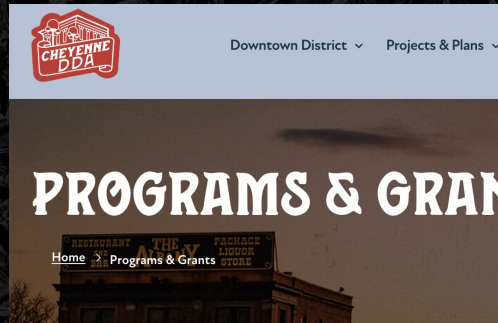
Moving Forward



PAGE NOT FOUND

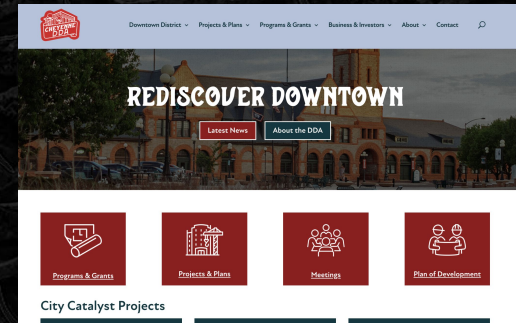
Fix the 404s

Make monitoring for these a monthly habit.



Publish to Pages People Use

Treat session time as your indicator when it comes to publishing content.



The Website as Your Source of Truth

Utilize social and email to direct back home rather than having to create a second story somewhere else.

Appendix: Additional Website Data

Core Performance

Active Users: 3,849 individuals visited the site.

Total Sessions: 4,753 sessions were recorded.

Engagement Rate: 46.33% of sessions were considered "engaged" (e.g., lasted longer than 10 seconds or had a conversion event).

Key Events: 869 important actions were completed on the site.

Traffic Acquisition

Direct: 3,015 sessions

Organic Search: 1,039 sessions

Referral: 385 sessions

Organic Social: 308 sessions

Content Engagement

Homepage (/): 1,553 views

America's 250th Birthday
(/cheyenne-to-celebrate...): 331
views (a popular news item)

Meetings 2026: 280 views

Board and Staff: 267 views