



CITY OF NORTH MYRTLE BEACH MONTHLY REPORT

INFORMATION SERVICES - MAY 2024



MONTHLY SUMMARY

In May 2024, the Information Services team at the City of North Myrtle Beach made significant strides in both technical support and system administration. The Help Desk team managed a high volume of tickets, efficiently resolving the majority and addressing a wide range of user requests. Simultaneously, the system administration team focused on enhancing network operations and security, performing critical maintenance tasks, and implementing key updates.

Key Highlights:

- **Help Desk Performance:**
 - Managed 292 new tickets, resolving 268.
 - Peak activity from 9 AM to 12 PM.
 - Addressed email redirections, account management, and device setups.
 - Conducted VM maintenance and migrations.
- **Systems and Security:**
 - Documented permissions and managed user accounts.
 - Performed critical VM maintenance and system upgrades.
 - Installed security and monitoring software, set up backup schedules.
 - Implemented multi-factor authentication across administrative portals.
- **Website and Visitor Statistics:**
 - Top Pages: North Myrtle Beach, SC Overview (16K views), Chair & Umbrella Rentals (15K views).
 - User Engagement: 65K new users, 70K total users, with an average engagement time of 59 seconds.
 - Traffic Sources: 70K users from organic search, 26K direct, 6K referrals, and 5.9K from organic social.
 - Geographic Distribution: Highest activity from South Carolina, followed by significant engagement from North Carolina, Georgia, Florida, and Virginia.

These efforts and results reflect the department's commitment to improving IT infrastructure, user support, and overall service quality for the city.

DETAILED REPORT AND ANALYSIS

NMB Help Desk Performance:

In May, the Help Desk team managed a total of 292 new tickets and successfully resolved 268 of them, with 11 being reopened. The team efficiently handled tickets throughout the week, with peak activity occurring between 9 AM and 12 PM.

Key activities included redirecting emails, removing terminated employees' accounts, and creating user accounts for seasonal employees. The team performed critical virtual machine (VM) maintenance, including expanding data drives and migrating VMs to new hardware. They also addressed numerous user requests, such as email searches and setting up new devices.

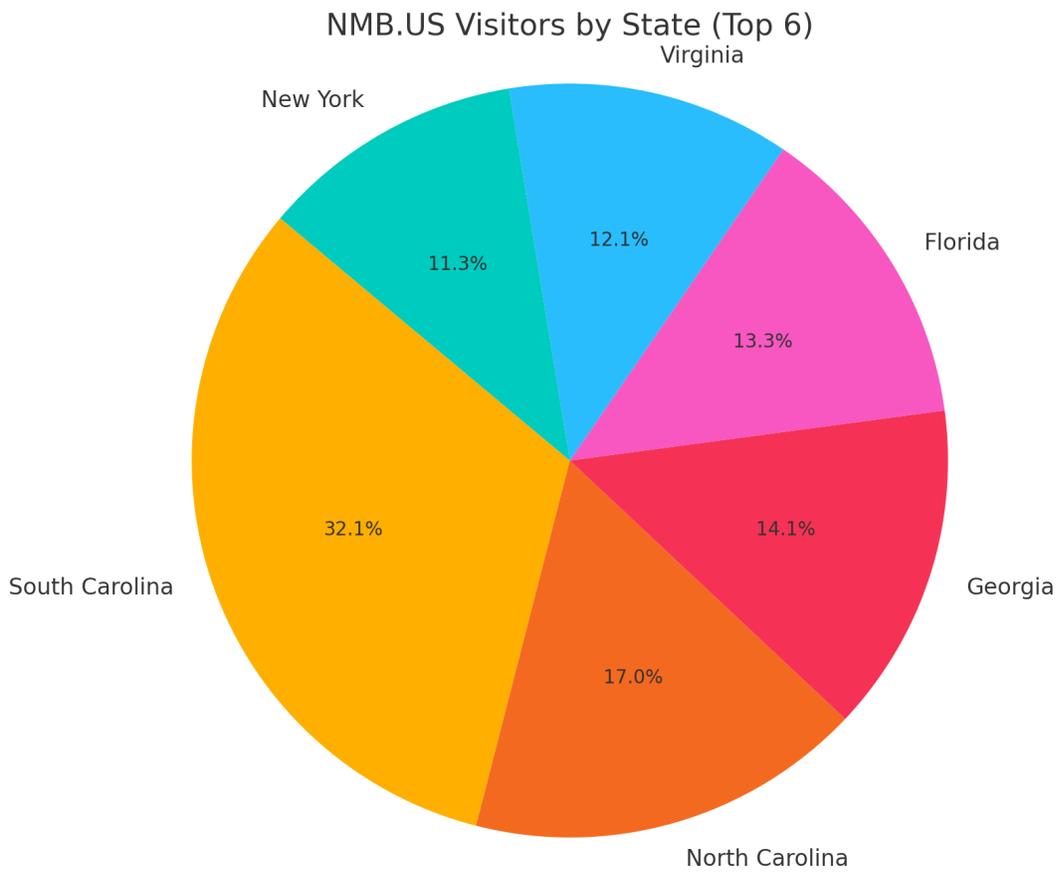
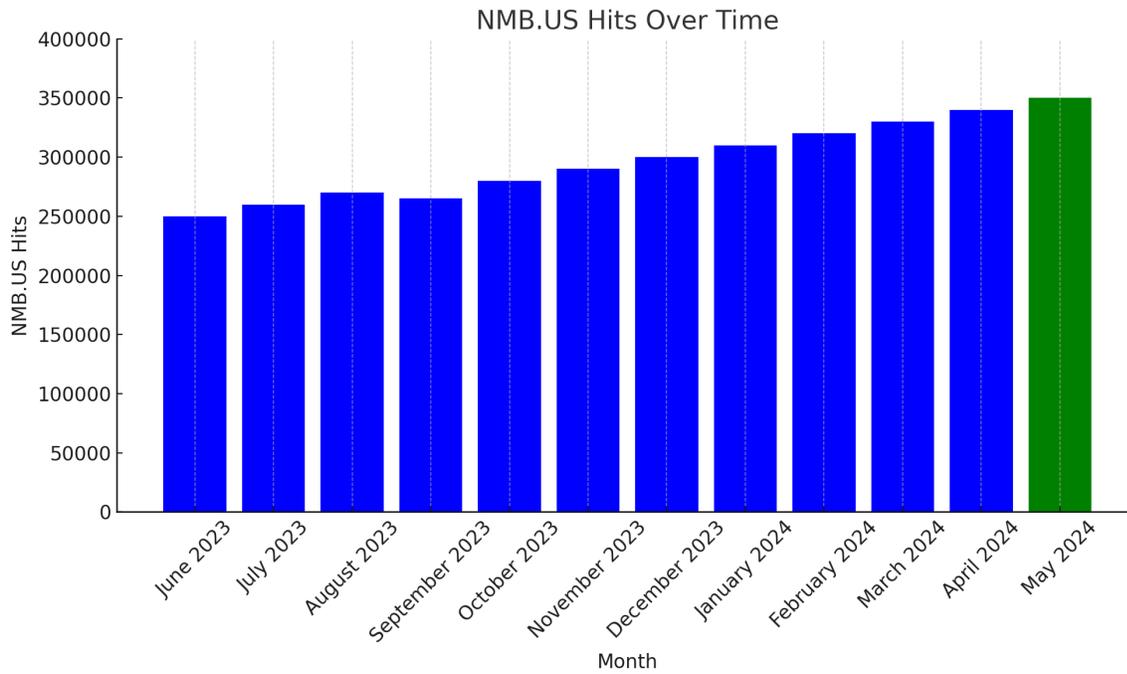
Technicians resolved various technical issues, from configuring new software to troubleshooting system errors. They ensured smooth operations by creating new VMs for service desk personnel and expanding system drives. Regular meetings were held to coordinate efforts and address ongoing technical challenges, ensuring continuous improvement of services and operational efficiency.

Systems and Security:

In May, the system administration team completed several key tasks to enhance network operations and efficiency. They documented permissions for shared resources, redirected emails, and managed user accounts for seasonal and full-time employees. Critical virtual machine (VM) maintenance and migrations were conducted, along with the expansion of data drives and the setup of new service accounts and software. The team also completed upgrades and rehabilitation of various systems and created new VMs to support different applications.

Additionally, the team installed and configured security and monitoring software, set up backup schedules, and implemented multi-factor authentication across administrative portals. They documented user roles and conducted regular patch deployments and inventory updates. The team also focused on enhancing security by deploying scanners and removing outdated software components. Regular meetings were held to coordinate efforts and address technical issues, ensuring the continuous improvement of IT infrastructure and services.

NMB.US WEBSITE AND VISITOR STATISTICS



Web Analytics Report for May 2024

Top 10 Pages by Page Name

1. **North Myrtle Beach, SC Overview** - 16K views
2. **Chair & Umbrella Rentals** - 15K views
3. **Search • North Myrtle Beach** - 10K views
4. **Beach Cameras** - 10K views
5. **Aquatic & Fitness Center** - 9K views
6. **Park & Sports Complex** - 5.6K views
7. **Music on Main Concert Series** - 5.3K views
8. **City Events Page** - 4.9K views
9. **Public Safety Announcements** - 4.5K views
10. **Tourism Information** - 4.2K views

Additional Insights

- **New Users:** 65K new users visited the site.
- **Total Users:** 70K total users were recorded.
- **Top Traffic Sources:**
 - **Organic Search:** 70K users
 - **Direct:** 26K users
 - **Referral:** 6K users
 - **Organic Social:** 5.9K users

Geographic Distribution by State

- **South Carolina:** Highest user activity with a significant concentration of visits from North Myrtle Beach.
- **North Carolina:** Notable user engagement, particularly from neighboring regions.
- **Georgia:** Moderate traffic contributing to overall site visits.
- **Florida:** Steady user interaction, reflecting interest in regional attractions.
- **Virginia:** Consistent user base showing engagement with content.