# CITY OF NORTH MYRTLE BEACH MONTHLY REPORT

## INFORMATION SERVICES - JUNE 2024

## MONTHLY SUMMARY

In June 2024, the IT team at the City of North Myrtle Beach achieved significant progress in both technical support and system administration. The Help Desk team managed a high volume of tickets, effectively resolving the majority and addressing a wide range of user requests. Concurrently, the system administration team focused on enhancing network operations and security, performing essential maintenance tasks, and implementing crucial updates.

### Key Highlights:

- **Help Desk Performance:**
    - Managed 120 new tickets, resolving 85.
    - 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: Chair & Umbrella Rentals (28K views), North Myrtle Beach, SC Overview (19K views).
    - User Engagement: 81K new users, 87K total users, with an average engagement time of 59 seconds.
    - Traffic Sources: 92K users from organic search, 32K direct, 8.4K referrals, and 4.2K from organic social.
    - Geographic Distribution: Highest activity from the United States, followed by significant engagement from Canada, India, Hong Kong, and the United Kingdom.

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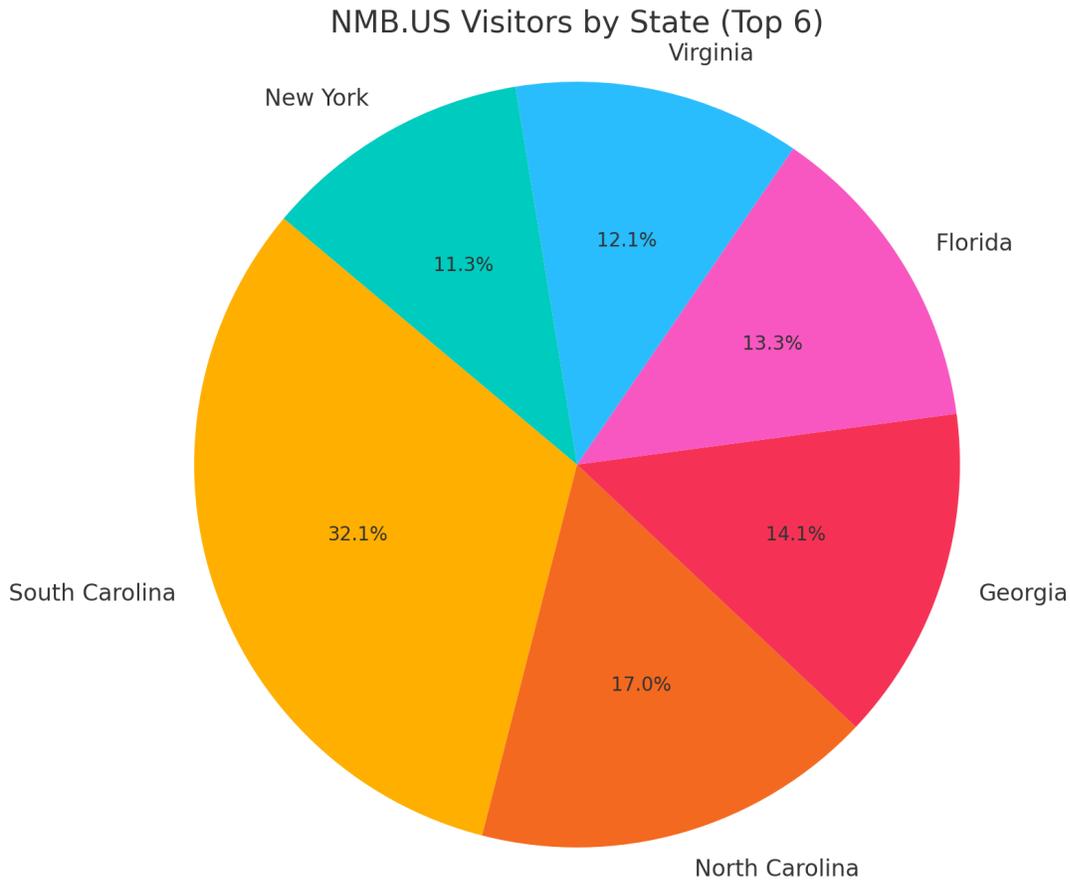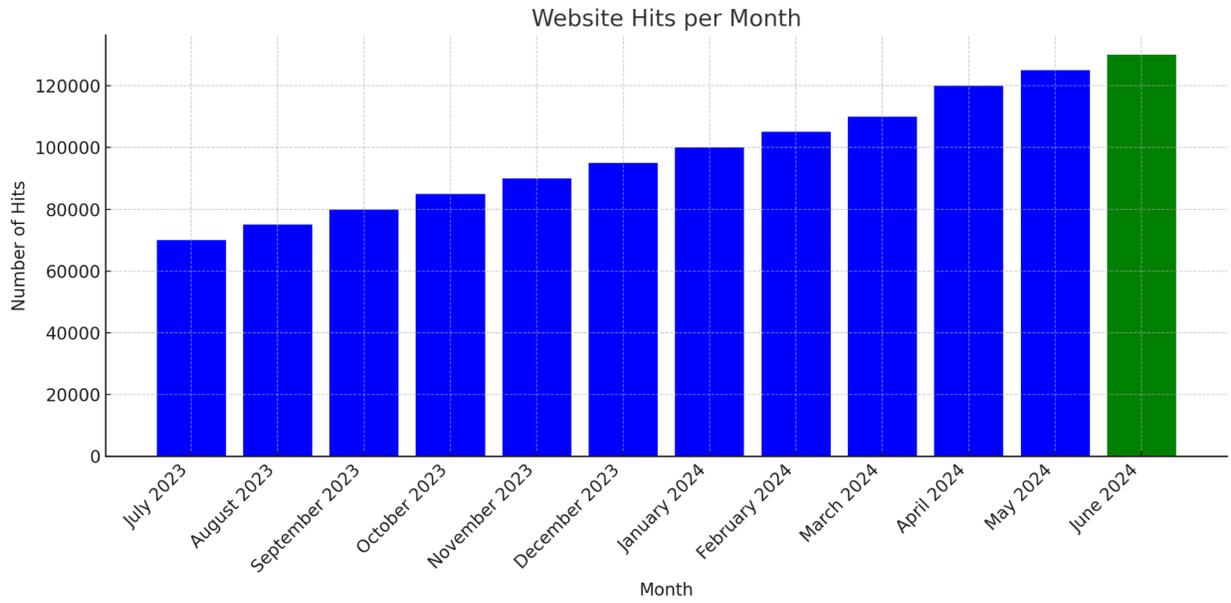
## DETAILED REPORT AND ANALYSIS

### NMB Help Desk Performance:

In June, the Help Desk team managed a total of 120 new tickets and successfully resolved 85 of them, with 100 being worked on. 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. Regular meetings were held to coordinate efforts and address ongoing technical challenges, ensuring continuous improvement of services and operational efficiency.

### Systems and Security:

In June, 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

## Website Hits per Month



## NMB.US Visitors by State (Top 6)



- Virginia: 12.1%
- Florida: 13.3%
- Georgia: 14.1%
- North Carolina: 17.0%
- South Carolina: 32.1%
- New York: 11.3%

## Web Analytics Report for June 2024

**Top 10 Pages by Page Name:**

1. Chair & Umbrella Rentals - 28K views
2. North Myrtle Beach, SC Overview - 19K views
3. Search - 15K views
4. Beach Cameras - 13K views
5. Music on Main Concert Series - 10K views
6. Aquatic & Fitness Center - 9.1K views
7. Park & Sports Complex - 7.3K views
8. City Events Page - 6.8K views
9. Public Safety Announcements - 5.4K views
10. Tourism Information - 5.1K views

**Additional Insights:**

- **New Users:** 81K new users visited the site.
- **Total Users:** 87K total users were recorded.
- **Top Traffic Sources:**
  - Organic Search: 92K users
  - Direct: 32K users
  - Referral: 8.4K users
  - Organic Social: 4.2K users

**Geographic Distribution by Country:**

- **United States:** Highest user activity.
- **Canada:** Moderate user engagement.
- **India, Hong Kong, United Kingdom, China, Indonesia:** Consistent user base with notable engagement.

This summary highlights the IT team's efficiency and responsiveness to technical challenges, ensuring continuous improvement and stability of IT operations and substantial engagement on the city's web platforms.