CITY OF NORTH MYRTLE BEACH MONTHLY REPORT

INFORMATION SERVICES - OCTOBER 2024

MONTHLY SUMMARY

In October 2024, the IT team at the City of North Myrtle Beach maintained its high standards of technical support and system administration services. The Help Desk efficiently managed a substantial ticket volume, ensuring prompt resolutions, while the system administration team focused on network stability, security enhancements, and operational efficiency.

Key Highlights:

Help Desk Performance:

- Managed **255 new tickets**, resolving **209** and closing the majority successfully.
- Peak activity occurred from **9 AM to 12 PM**.
- Tasks included email redirections, account management, and device setups.
- Conducted **critical system upgrades** and **data migrations**.

Systems and Security:

- Documented permissions, managed user accounts, and ensured antivirus protection across **97% of devices**.
- Performed essential VM maintenance and system upgrades, including disk space monitoring and server updates.
- Installed new security and monitoring software, further enhancing network security.

Website and Visitor Statistics:

- Top Pages: North Myrtle Beach Overview, Beach Cameras, and Chair & Umbrella Rentals.
- **User Engagement**: Continued growth in user activity across the site.
- **Geographic Distribution**: Highest activity from the **United States**, followed by **Canada** and **Hong Kong**.

DETAILED REPORT AND ANALYSIS

Help Desk Performance:

In **October 2024**, the Help Desk team managed **255 tickets**, resolving **209** with **37 still open**. The team demonstrated efficiency, with peak times occurring between **9 AM and 12 PM**. Common tasks included managing email redirections, setting up devices for new users, and deactivating accounts for departing employees. Virtual machine migrations and expansions were also conducted successfully. The team maintained communication through regular meetings to address ongoing technical challenges and refine workflows, ensuring timely service delivery and operational excellence.

Systems and Security:

The system administration team focused on bolstering network stability and improving security measures. Key achievements included:

- **Documenting permissions** and updating user account protocols.
- Ensuring antivirus coverage for **97% of all devices**.
- Conducting regular backups and expanding storage capacity on critical servers.
- Deploying additional monitoring tools to safeguard infrastructure against potential threats.

Proactive measures ensured minimal disruption to operations and upheld the department’s commitment to maintaining a secure and efficient IT environment.

Web Analytics Report for October 2024

Top 10 Pages by Page Name:

1. North Myrtle Beach Overview
2. Beach Cameras | North Myrtle Beach
3. Chair & Umbrella Rentals | North Myrtle Beach
4. Aquatic & Fitness Center | North Myrtle Beach
5. Irish Italian International Festival
6. Park & Sports Complex
7. Police | North Myrtle Beach, SC
8. Tourism Information
9. Public Safety Announcements
10. Search | North Myrtle Beach, SC

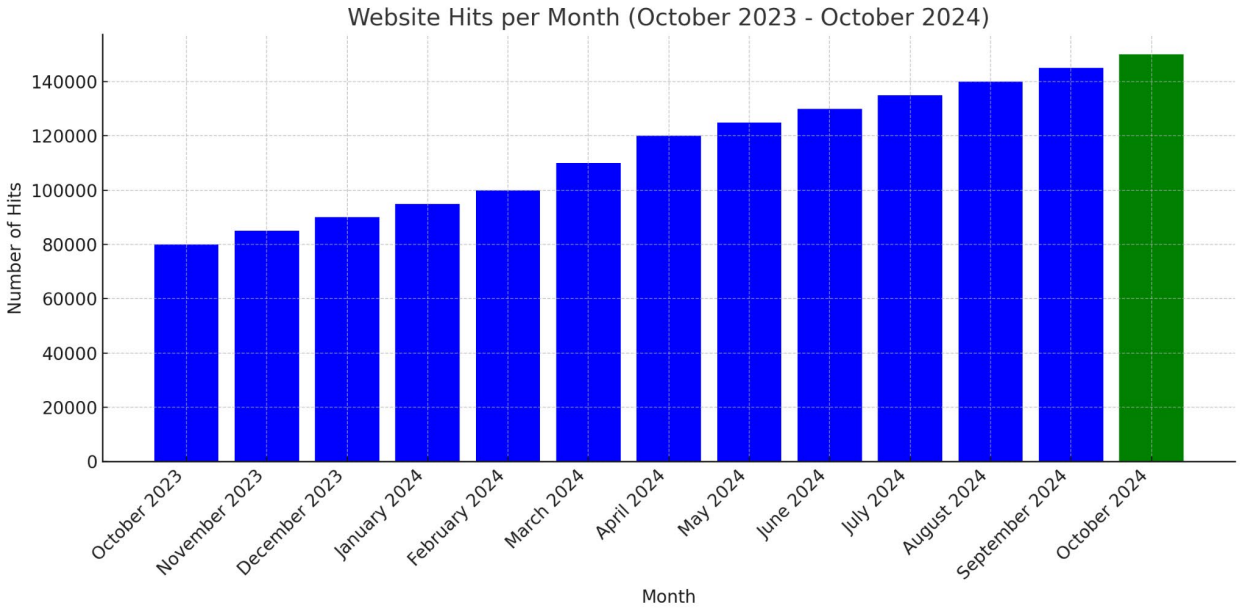
Additional Insights:

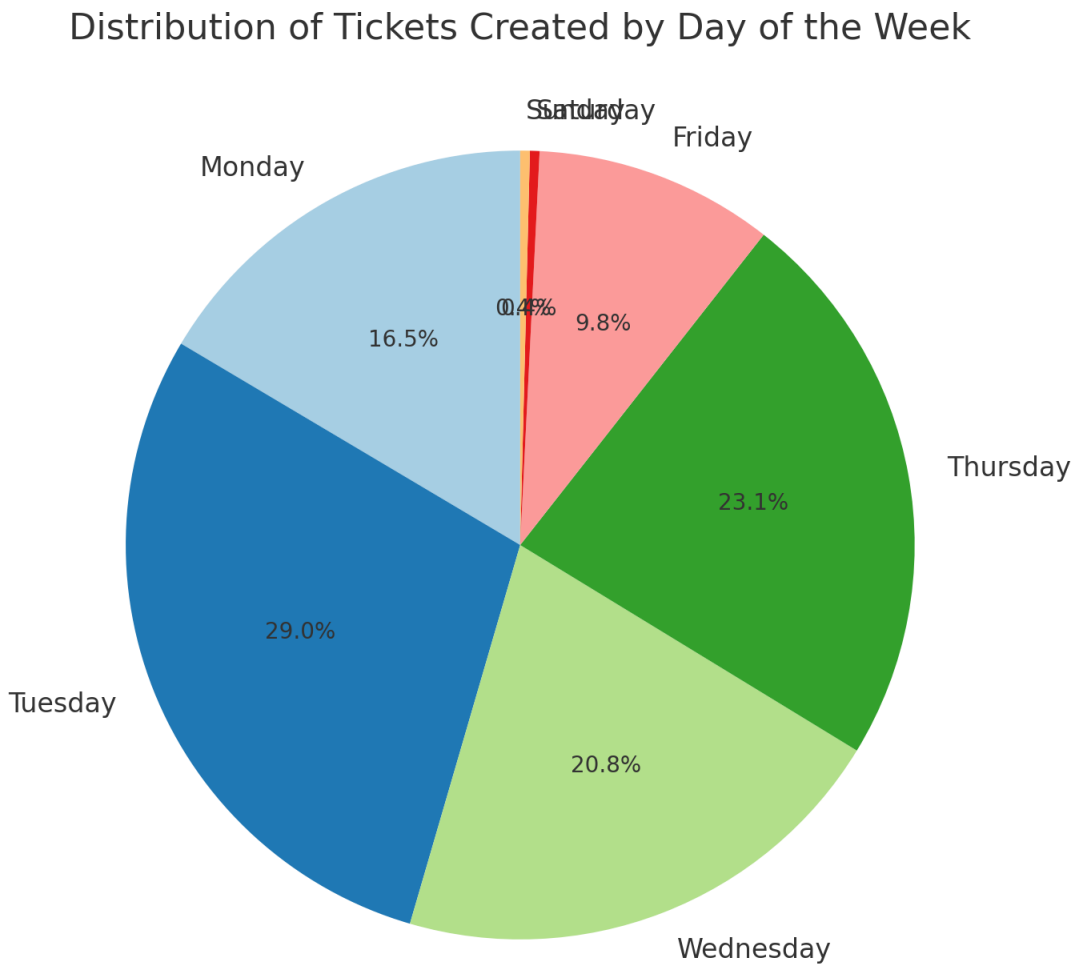
- **New Users**: 49,000 new users visited the site.
- **Total Users**: Overall user engagement remains robust with sustained activity across the top pages.
- **Top Traffic Sources**:
  - **Organic Search**: 48,000 users
  - **Direct Traffic**: 24,000 users
  - **Referral Traffic**: 5,300 users
  - **Organic Social**: 3,900 users

Geographic Distribution by Country:

- **United States**: 52,000 users
- **Canada**: 619 users
- **Hong Kong**: 78 users

CHARTS


Website Hits per Month (October 2023 - October 2024)
Number of Hits
0
20000
40000
60000
80000
100000
120000
140000
October 2023
November 2023
December 2023
January 2024
February 2024
March 2024
April 2024
May 2024
June 2024
July 2024
August 2024
September 2024
October 2024
Month


Distribution of Tickets Created by Day of the Week
Monday
Friday
Thursday
Tuesday
Wednesday
16.5%
9.8%
23.1%
29.0%
20.8%