



# CITY OF NORTH MYRTLE BEACH MONTHLY REPORT

**INFORMATION SERVICES** - FEBRUARY 2025



## MONTHLY SUMMARY

In **February 2025**, the IT team at the City of North Myrtle Beach maintained its commitment to efficient technical support and system administration. The Help Desk effectively managed user requests, while the system administration team focused on infrastructure security, maintenance, and system migrations.

### Key Highlights:

#### Help Desk Performance:

- Managed **212 new tickets**, resolving **172**.
- Peak activity occurred from **9 AM to 12 PM**.
- Tasks included email issues, user account setups, and security-related requests.
- Mean Time to Resolve: **27 days, 11 minutes**.

#### Systems and Security:

- Recovered and rebuilt **NMB-S3 and NMB-S4 servers**.
- Completed **GIS system migrations**, including GISAPP, GISSQL, and GISWEB VMs.
- Installed WireShark for enhanced network analysis.
- Ensured **95% antivirus protection** across all devices.

#### Website and Visitor Statistics:

- **Top Pages:** Beach Cameras, North Myrtle Beach Overview, and Parking Registration.
- **User Engagement:** Increase in user activity due to event-driven traffic.
- **Geographic Distribution:** Highest activity from the **United States**, followed by **Canada** and **India**.

## DETAILED REPORT AND ANALYSIS

### Help Desk Performance:

In **February 2025**, the Help Desk team managed **212 tickets**, resolving **172**, with **19 tickets still open**. The busiest period was between **9 AM and 12 PM**, handling a variety of issues including system troubleshooting, email redirects, and security configurations. Notable improvements included:

- **Higher first-touch resolution rate at 32.6%.**
- **Optimized handling of security tickets** through proactive monitoring.
- **Streamlined onboarding and user account management.**

### Systems and Security:

The system administration team completed significant updates, including:

- **Rebuild and recovery of critical servers (NMB-S3 & NMB-S4).**
- **GIS system migrations**, ensuring a seamless transition of GIS services.
- **Deployment of security patches** and firewall reconfigurations.
- **Implementation of WireShark for improved network monitoring.**

## Web Analytics Report for February 2025

### Top 10 Pages by Page Name:

1. Beach Cameras | North Myrtle Beach
2. North Myrtle Beach, SC Overview
3. Parking Registration | North Myrtle Beach
4. Aquatic & Fitness Center | North Myrtle Beach
5. Search | North Myrtle Beach
6. Bill Pay | North Myrtle Beach
7. St. Patrick's Day Parade & Festival

8. City Events Page
9. Public Safety Announcements
10. Tourism Information

**Additional Insights:**

- **New Users:** 43,000 new visitors.
- **Total Users:** Continued growth in site engagement, with 50,000 active users.

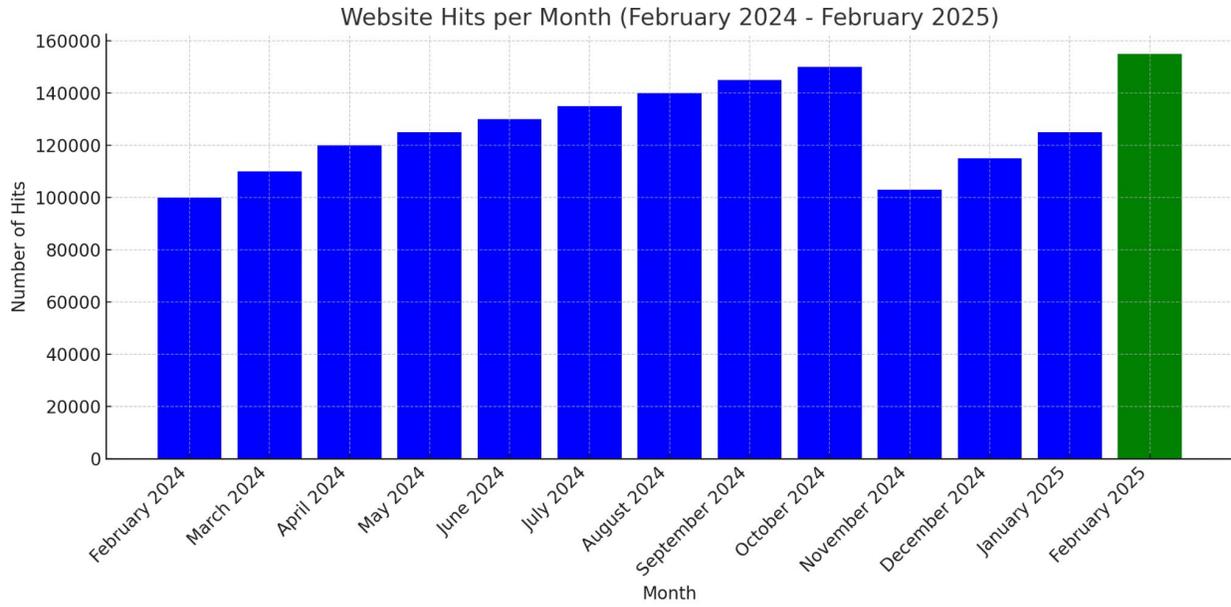
**Top Traffic Sources:**

- **Organic Search:** 54,000 users
- **Direct Traffic:** 21,000 users
- **Referral Traffic:** 5,500 users
- **Organic Social:** 4,900 users

**Geographic Distribution by Country:**

- **United States:** 49,000 users
- **Canada:** 394 users
- **India:** 151 users

### CHARTS



### Help Desk Resolved Tickets Distribution by Day of the Week

