

Metro DC ATD Website Redesign Metrics

	BEFORE	AFTER		
No. of Visitors	1,789	1,925	7.60%	
No. of Sessions	2,558	2,902	13.45%	
No. of Sessions per User	1.43	1.51	5.59%	
Duration of 30 mn or more	1.90%	2.30%	21.05%	
Revenue	\$1,750	\$2,482.50	41.86%	