

The WSDOT Website

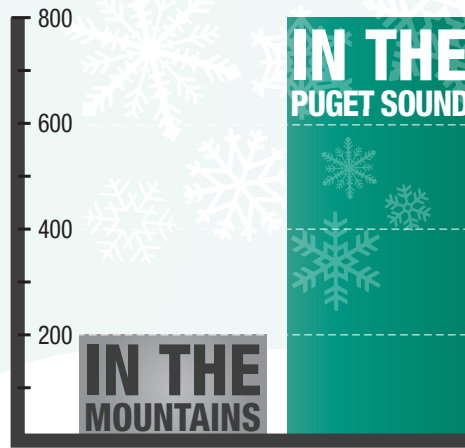
website: www.wsdot.wa.gov

twitter: www.twitter.com/wsdot

RECORD DAILY VISITORS
520,000
NOVEMBER 22, 2010

AVERAGE DAILY VISITORS
40,000

% INCREASE OF WEB TRAFFIC GENERATED BY SNOW



RECORD DAILY PAGE VIEW

12 MILLION
NOVEMBER 22, 2010

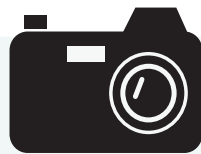
9 MILLION

6 MILLION

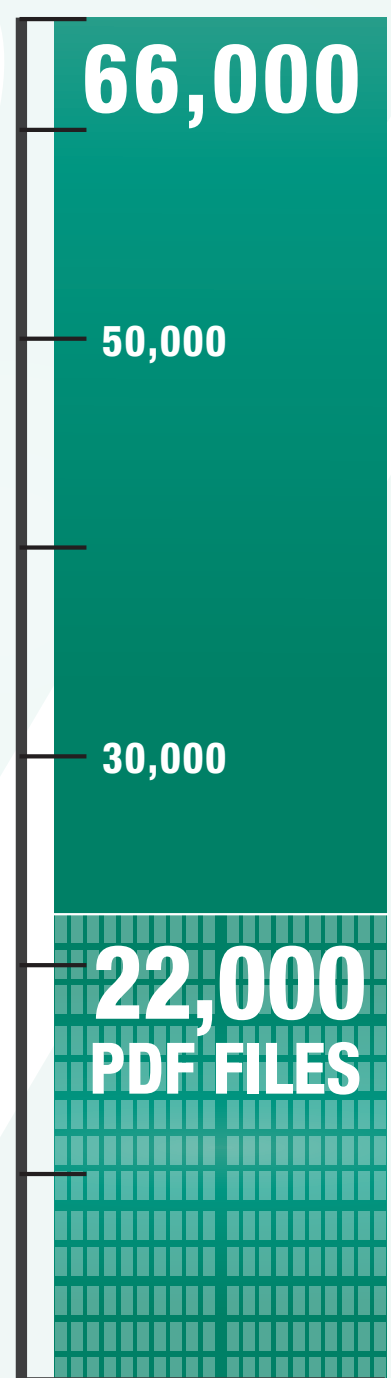
3 MILLION

AVERAGE DAILY PAGE VIEW
800,000

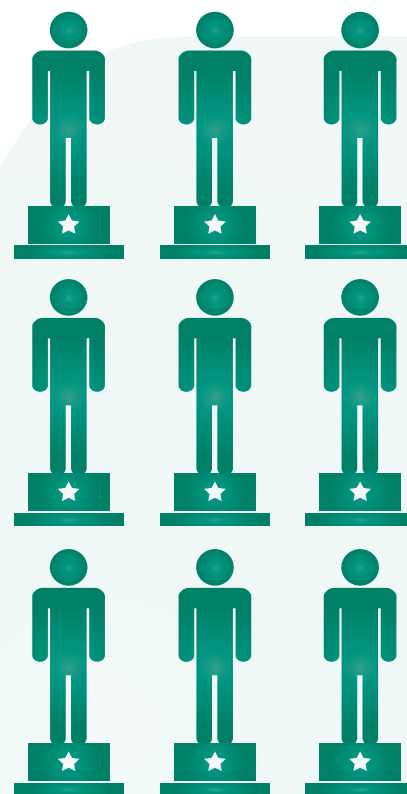
 **TWITTER FOLLOWERS**
 MORE THAN **18,000**

FLICKR VIEWS 
OVER 14 MILLION

TOTAL PAGES



NUMBER OF AWARDS



2,800 facebook



NUMBER OF MOBILE APP DOWNLOADS
OVER 100,000

TOP MOST POPULAR 5 PAGES?

1. SEATTLE TRAFFIC
2. SNOQUALMIE PASS
3. SEATTLE BRIDGES MAP
4. TACOMA TRAFFIC
5. TRAVEL TIMES