

Communications Report to P&P Committee – September 2017

From August 7th to September 6th 2017 Frodsham Town Council Website received over 8,868 visits, 8,047 page views, slightly down on last period but positive considering its holiday season. Google/Search was responsible for over 45.5% of visitors, 1,760 in total to the website. 1,632 visitors or 42.2% of traffic to the website came via social media such as Facebook and Twitter. 12.3% of traffic to the website came from direct links and referrals.

The most popular items over the last four weeks were Festival in the Park, Recycling Centre Opening Times and the Meetings page, which between them attracted a total number of 2,250 visitors.

Mobile users continue to be the largest group with 2,149 (55.52%) visitors. Desktop/Laptop computer users were second with less than half that number at 938 (24.23%) and Tablet/iPad users a close third at 784 (20.25%).

Facebook referrals / click-throughs were in line with last month at 87.50%, a total number of 1,428 clicks. Twitter referrals were responsible for 12.50% or 204 clicks on content shared on this channel.

FTC Facebook Page received 9,600+ reach/impressions over the last 28 days. There were 137 page views (up 25%), 11 new page likes and 3,336 post engagements which include both likes and comments.

FTC Twitter Channel received 9,100+ impressions over the last 28 days. There were 8 new followers gained on Twitter (now 974 total) over the past 28 days, 440+ profile visits and 6 x @frodshamtc mentions. The most popular Tweet was “New family friendly Frodsham cycling map” followed by “Free photography workshops”.

The top ten most popular items read were:

	<i>PAGE</i>	<i>Visits</i>	<i>% of Visits</i>
1.	Reduced Opening for Frodsham Recycling Centre	995	12.36%
2.	Home Page	831	10.32%
3.	Frodsham Christmas Market – Pitches Available	368	4.57%
4.	Cheshire Police Chief Visits Frodsham	228	2.83%
5.	Councillor Info	220	2.73%
6.	Meetings	200	2.48%
7.	Braving the Shave	197	2.45%
8.	Saltworks meeting with CWAC Cabinet member	178	2.21%
9.	Tender Opportunity: Bench painting	158	1.96%
10.	Environment Committee	148	1.84%