



Frodsham

TOWN COUNCIL

Frodsham Town Council Website Stats March 2017 - March 2018

From March 1st 2017 to March 31st 2018 Frodsham Town Council Website received a total of 122,451 pageviews, 96,262 of which were unique. The bounce rate (*the percentage of visitors to the website who navigate away from the site after viewing only one page*) of the site is 72.55% spanning the last 13 months, which is normal for a website such as FTC featuring mostly news and updates about events.

The average time each visitor spends reading pages is 1 minute 14 seconds Google/Search was responsible for over 43.1% of visitors, 25,286 in total to the website. 24,980 visitors or 43.6% of traffic to the website came via social media such as Facebook and Twitter. 11.6% of traffic to the website came from direct links and referrals.

The most popular items over the last 13 months, aside from the home page where Reduced Opening for Frodsham Recycling Centre, Meetings and Councillor Info, which between them attracted a total number of 12,935 visits.

Mobile users continue to be the largest group with 32,653 (56.34%) visits from mobile devices. Desktop/Laptop computer users were second with less than half that number at 13,754 (23.73%) and Tablet/iPad users a close third at 11,555 (19.95%).

Facebook referrals / click-throughs were inline with last month at 87.84%, a total number of 22,210 clicks. Twitter referrals were responsible for 12.13% or 3,067 clicks on content shared on this channel.

FTC Facebook Page receives around 6,000 reach on average each month or 200 page views, an average of 10 new page likes per month and 2,500 post engagements which include both likes and comments.

FTC Twitter Channel receives an average of 11,000 impressions each month. There are around 15 new followers gained on Twitter each month, currently a total of 1,019.

Top Social Media Channels

1. Facebook
2. Twitter
3. Ow.ly
4. Blogger
5. LinkedIn

Clicks / % Traffic

22,210 / 87.84%
3,067 / 12.13%
4 / 0.02%
3 / 0.01%
2 / 0.01%

Continued....



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	Page Views
March 2017	10,596
April 2017	14,806
May 2017	8,276
June 2017	8,588
July 2017	9,488
August 2017	8,940
September 2017	6,248
October 2017	8,901
November 2017	15,431
December 2017	5,987
January 2018	8,529
February 2018	8,975
March 2018	7,686

Top 10 Pages 2017 / 2018

1. Home Page	14,756 / 12.05%
2. Reduced Opening for Frodsham Recycling Centre	5,318 / 4.34%
3. /category/meetings/	4,019 / 3.28%
4. /councillor-info/	3,598 / 2.94%
5. /category/events/	2,229 / 1.82%
6. /2017/11/frodshams-christmas-festival/	2,012 / 1.64%
7. /2017/08/frodsham-christmas-market/	1,986 / 1.62%
8. /2017/10/grand-firework-display-traditional-bonfire/	1,975 / 1.61%
9. /category/latest-news/	1,847 / 1.51%
10. /2018/02/public-notice-disposal-of-open-space-land/	1,483 / 1.21%

Total Views / % Visits

14,756 / 12.05%
5,318 / 4.34%
4,019 / 3.28%
3,598 / 2.94%
2,229 / 1.82%
2,012 / 1.64%
1,986 / 1.62%
1,975 / 1.61%
1,847 / 1.51%
1,483 / 1.21%

Top 10 Links clicked in Facebook and Twitter

1. frodsham.gov.uk/	1,168 (4.62%)
2. /2018/02/public-notice-disposal-of-open-space-land/	1,036 (4.10%)
3. /2017/04/thanks-apology-mayor/	912 (3.61%)
4. /2017/04/statement-frodsham-summer-festival/	805 (3.18%)
5. /2017/11/temporary-traffic-restrictions-high-street/	682 (2.70%)
6. /2017/11/application-delete-public-footpath/	577 (2.28%)
7. /temporary-road-closure-chester-road-sutton-weaver/	501 (1.28%)
8. /townfield-lane-play-area-online-consultation/	473 (1.87%)
9. /2018/01/temporary-traffic-restrictions-high-street/	442 (1.75%)
10. /temporary-road-closure-st-georges-day-parade/	400 (1.58%)

Clicks / % Clicks

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