

Communications Report to P&P Committee – May 2017

From April 12th to May 8th 2017 Frodsham Town Council Website received over 6,600 visits. Over 3,700, 51%, of traffic to the website was from social media. 33.9% of traffic was from Google/Bing search and the remaining 8.8% from referral links on other websites including news press and blog postings.

The most popular articles related to Thanks and apology from Mayor, Statement on the Frodsham Summer Festival and Temporary Road Closure for St George's Day Parade, combined they totalled 2,530+ visitors in the past 4 weeks.

Mobile users now far outnumber tablet and desktop computer users. 58.6% of traffic came from mobile users, 3,880+ visits. 21.8% or 1,444 tablet users and 1,296 or 19.5% of visitors where using a desktop computer to view the website.

Facebook is where 92% of social media referrals come from. This month saw 3,465 click throughs from Facebook. Twitter users are down to 7% or 260 clicks on content shared via Twitter.

Over the last 28 days the FTC Twitter channel earned 10,200+ impressions which is a slight decrease on the last period. There were 13 new followers gained on Twitter over the past 28 days, 587 profile visits.

The top ten most popular items read were:

	<i>PAGE</i>	<i>Visits</i>	<i>% of Visits</i>
1.	Home	1,544	11.06%
2.	Thanks and apology from Mayor	1,066	7.64%
3.	Statement on the Frodsham Summer Festival	847	6.07%
4.	Temporary Road Closure for St George's Day Parade	626	4.48%
5.	Youth & Community Weekend and St George's...	623	4.46%
6.	Reduced Opening for Frodsham Recycling Centre	517	3.70%
7.	Clarification: Fun Fair & Junior Mayors' Ball	506	3.62%
8.	Councillor Info	453	3.24%
9.	Meetings	442	3.17%
10.	Frodsham Festival of Walks	402	2.88%