

Frodsham

TOWN COUNCIL

Frodsham Town Council Website Stats August - September 2018

From August 1st to September 30th 2018 Frodsham Town Council Website received a total of 13,047 pageviews, 9,915 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 67.20% in August and September which is lower compared with the previous 2 months.

The average time each visitor spends reading pages is 1 minute 15 seconds, which is slightly longer than during the previous 2 months. Google/Search accounted for over 43.6% of visitors to the website (2,494 in total). 2,016 visitors or 33.3% of traffic to the website came via social media such as Facebook and Twitter, just over 1,500 less than last period. 15.9% of traffic to the website came from direct links and referrals, the same as the previous 2 months.

After the home page the most popular items during August to September were Proposed traffic restrictions on Main Street, Meetings, Councillor Information, Events, Planning Committee and Reduced Opening for Frodsham Recycling Centre which between them attracted a total number of 2,919 visits.

Mobile users continue to be the largest group increasing again to 2,712 (47.44%) visits from mobile devices. Desktop/Laptop computer users were second with a third of visitors at 1,951 (34.13%) and Tablet/iPad at 1,054 (18.44%).

Facebook referrals / click-throughs increased again slightly to 89.88% compared with the previous two months, although lower by number of clicks at 1,812 due to a lower number of visitors overall during the summer holidays. Twitter referrals fell again to 10.00% or 204 clicks to content shared on this channel.

FTC Facebook Page reached over 8,000 people recently or 250 page views, around 7 new page likes per week and around 5,000 post engagements which include both likes and comments.

FTC Twitter Channel received over 15,800 impressions in September and August. There are around 28 new followers gained recently, currently a total of 1,106.

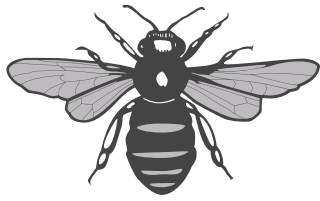
Top Social Media Channels

1. Facebook
2. Twitter

Clicks / % Traffic

1,812 (89.88%)
204 (10.12%)

Continued...



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Page Views

August 2018	5,151
September 2018	8,079

Top 10 Pages August / September 2018

1. Home	2,040 (15.64%)
2. Proposed traffic restrictions on Main Street	1,506 (11.54%)
3. Meetings	402 (3.08%)
4. Councillor Info	371 (2.84%)
5. Events	238 (1.82%)
6. Planning Committee	207 (1.59%)
7. Reduced Opening for Frodsham Recycling Centre	195 (1.49%)
8. Community Information	187 (1.43%)
9. Latest News	182 (1.39%)
10. Frodsham Christmas Festival	182 (1.39%)

Total Views / % Visits

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Top 10 Links clicked in Facebook and Twitter

1. Proposed traffic restrictions on Main Street	932 (46.23%)
2. Home	97 (4.81%)
3. Planning Committee	86 (4.27%)
4. Mayor Presents Grant Cheques	84 (4.17%)
5. Councillor Vacancy Lakes Ward	82 (4.07%)
6. Deputy Mayor Sees Scouting in Action	56 (2.78%)
7. Frodsham 2017 Christmas Voucher Scheme	51 (2.53%)
8. Temporary Road Closure Woodhouse Lane 2	50 (2.48%)
9. Hosepipe Ban Called Off	35 (1.74%)
10. Lymphoma Awareness and Fundraising Day	32 (1.59%)

Clicks / % Clicks

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