

# Frodsham

## TOWN COUNCIL

### Frodsham Town Council Website Stats December 2018 - January 2019

From December 1st 2018 to January 31st 2019 Frodsham Town Council Website received a total of 16,284 pageviews, 12,733 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 70.53% in December and January which is slightly higher compared with October and November.

The average time each visitor spends reading pages is 1 minute 7 seconds, which is slightly shorter than during the previous 2 months. Google/Search accounted for over 49.87% of visitors to the website ( 3,710 in total ). 2,610 visitors or 35.09% of traffic to the website came via social media such as Facebook and Twitter, just over 1,200 less than last period. 8.52% 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 December to November were Frodsham Christmas Tree, Meetings, Vacancy – Council Manager, Mayor’s Christmas Message, Councillor Info which between them attracted a total number of 5,343 visits.

Mobile users continue to be the largest group increasing again to 3,527 (47.41%) visits from mobile devices. Desktop/Laptop computer users were second at 2,848 (38.28%) and Tablet/iPad users at 1,064 (14.30%).

In social media traffic Facebook referrals / click-throughs increased again slightly to 92.45% compared with the previous two months, a higher number of clicks at 2,413. Twitter referrals fell again to 7.55% or 197 clicks to content shared on this channel.

FTC Facebook Page reached over 2,685 people recently or 280 page views, around 10 new page likes per week and around 1,259 post engagements which include both likes and comments.

FTC Twitter Channel received over 14,553 impressions in December and January. There are around 11 new followers gained recently, currently a total of 1,133.

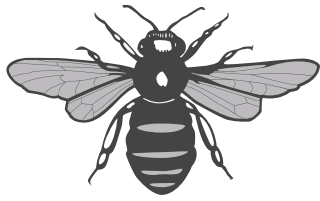
#### **Top Social Media Channels**

1. Facebook
2. Twitter

#### **Clicks / % Traffic**

2,413 (92.45%)  
197 (7.55%)

Continued....



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### Frodsham Town Council Website Stats December 2018 - January 2019

#### Page Views

December 2018	8,492
January 2019	7,792

#### Top 10 Pages August / September 2018

1. Home	2,359 / 14.49%
2. Frodsham Christmas Tree	1,052 / 6.46%
3. Meetings	562 / 3.45%
4. Vacancy – Council Manager	500 / 3.07%
5. Mayor’s Christmas Message	438 / 2.69%
6. Councillor Info	432 / 2.65%
7. New Year’s Eve Fireworks	353 / 2.17%
8. Frodsham Mayor & Mayoress Host Charity Lunch	300 / 1.84%
9. Emergency Temporary Road Closure – Hillside Road	279 / 1.71%
10. Temporary one way restriction – St Hilda’s Drive	275 / 1.69%

#### Total Views / % Visits

2,359 / 14.49%
1,052 / 6.46%
562 / 3.45%
500 / 3.07%
438 / 2.69%
432 / 2.65%
353 / 2.17%
300 / 1.84%
279 / 1.71%
275 / 1.69%

#### Top 10 Links clicked in Facebook and Twitter

1. Mayor’s Christmas Message	361 / 13.83%
2. Vacancy – Council Manager	300 / 11.49%
3. Temporary one way restriction – St Hilda’s Drive	237 / 9.08%
4. Emergency Temporary Road Closure – Hillside Road	220 / 8.43%
5. Frodsham Mayor & Mayoress Host Charity Lunch	208 / 7.97%
6. /2019/01/temporary-road-closure-howey-lane-4	155 / 5.94%
7. New Year’s Eve Fireworks	110 / 4.21%
8. Home	107 / 4.10%
9. Town Council agrees budget for 2019/20	104 / 3.98%
10. Christmas Waste Collection and Recycling Centre...	74 / 2.84%

#### Clicks / % Clicks

361 / 13.83%
300 / 11.49%
237 / 9.08%
220 / 8.43%
208 / 7.97%
155 / 5.94%
110 / 4.21%
107 / 4.10%
104 / 3.98%
74 / 2.84%