

Frodsham

TOWN COUNCIL

Frodsham Town Council Website Stats October - November 2018

From October 1st to November 30th 2018 Frodsham Town Council Website received a total of 25,480 pageviews, 20,572 of which were unique, quite a large increase on the previous period. 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 68.72% in October and November, slightly higher than the previous 2 months.

The average time each visitor spends reading pages is 1 minute 19 seconds, which is slightly longer than during the previous 2 months. Google/Search accounted for over 61.29% of visitors to the website (7,928 in total). 3,349 visitors or 44.25% of traffic to the website came via social media such as Facebook and Twitter, just over 5,500 more than last period. 10.34% of traffic to the website came from direct links and referrals.

After the Frodsham Christmas Festival the most popular items during October to November where the home page, Frodsham Christmas Festival tag, Frodsham Christmas Tree, Invitation to tender – Frodsham Christmas Lights and Events which between them attracted a total number of 12,508 visits.

Mobile users continue to be the largest group increasing again to 7,503 (58.00%) visits from mobile devices. Desktop/Laptop computer users were second with a third of visitors at 3,703 (28.63%) and Tablet/iPad at 1,730 (13.37%).

Facebook referrals / click-throughs increased again slightly to 90.27% compared with the previous two months, although lower by number of clicks at 3,023 due to a high number of visitor interest in the Christmas Festival. The Twitter referral percentage fell again to 9.70% even though clicks where higher at 325 to content shared on this channel.

FTC Twitter Channel received over 17,809 impressions in October and November. There were around 20 new followers gained in this period, currently a total of 1,133.

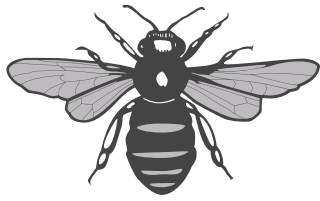
Top Social Media Channels

1. Facebook
2. Twitter

Clicks / % Traffic

5,777 (62.47%)
1,907 (84.22%)

Continued....



Frodsham

TOWN COUNCIL

Frodsham Town Council Website Stats October - November 2018

Page Views

October 2018	8,884
November 2018	16,596

Top 10 Pages August / September 2018

1. Frodsham Christmas Festival (2018/11)
2. Home
3. Frodsham Christmas Festival (tag)
4. Frodsham Christmas Tree
5. Invitation to tender – Frodsham Christmas Lights
6. Events
7. Christmas Festival Road Closures – 24 November
8. Roadworks on A56 in Frodsham
9. Frodsham's Christmas Festival (2017/11)
10. Meetings

Total Views / % Visits

2,876 / 11.29%
2,444 / 9.59%
2,237 / 8.78%
1,354 / 5.31%
784 / 3.08%
628 / 2.46%
566 / 2.22%
561 / 2.20%
553 / 2.17%
505 / 1.98%

Top 10 Links clicked in Facebook and Twitter

1. Frodsham Christmas Festival
2. Extraordinary Meeting of Planning Committee
3. Roadworks on A56 in Frodsham
4. Howey Lane road closure
5. Winning windows
6. Home
7. World's Biggest Coffee Morning
8. Christmas Festival Road Closures – 24 November
9. New defibrillator partnership
10. Remembrance Day Events

Clicks / % Clicks

427 / 12.75%
314 / 9.38%
276 / 8.24%
259 / 7.73%
152 / 4.54%
135 / 4.03%
124 / 3.70%
87 / 2.60%
86 / 2.57%
76 / 2.27%