



# Frodsham

## TOWN COUNCIL

### Frodsham Town Council Website Stats April - May 2018

From April 1st to May 31st 2018 Frodsham Town Council Website received a total of 15,000 pageviews, 11,279 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 70.96% in April and May which is slightly lower compared with the previous 13 months and a positive result.

The average time each visitor spends reading pages is 1 minute 19 seconds, slightly up on previous months. Google/Search was responsible for over 41.6% of visitors, 2,816 in total to the website. 2,796 visitors or 41.3% of traffic to the website came via social media such as Facebook and Twitter. 14.6% of traffic to the website came from direct links and referrals.

The most popular items from May to June, aside from the home page where Frodsham Festival of Walks 2018, Councillor Info, Temporary Customer Services Assistant Vacancy, Meetings and Frodsham Shops through Time which between them attracted a total number of 2,328 visits.

Mobile users continue to be the largest group with 3,371 (50.25%) visits from mobile devices. Desktop/Laptop computer users were second with a third of visitors at 2,006 (29.90%) and Tablet/iPad at 1,332 (19.85%).

Facebook referrals / click-throughs dropped slightly to 83.98% compared with the previous twelve months, a total number of 2,338 clicks. Twitter referrals were responsible for 15.98% or 445 clicks on content shared on this channel.

FTC Facebook Page is reaching just over 5,000 people each month or 180 page views, around 2 new page likes per month and 1,700 post engagements which include both likes and comments.

FTC Twitter Channel received over 21,700 impressions in April and May. There are around 10 new followers gained recently, currently a total of 1,050.

#### Top Social Media Channels

1. Facebook
2. Twitter
3. Blogger

#### Clicks / % Traffic

2,338 (83.98%)  
445 (15.98%)  
1 (0.04%)

Continued....



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#### Page Views

April 2018	7,433
May 2018	7,567

#### Top 10 Pages May / April 2018

	Total Views / % Visits
1. Home	2,048 (13.65%)
2. Frodsham Festival of Walks 2018	542 (3.61%)
3. Councillor Info	472 (3.15%)
4. Temporary Customer Services Assistant Vacancy	466 (3.11%)
5. Meetings	461 (3.07%)
6. Frodsham Shops through Time	387 (2.58%)
7. Reduced Opening for Frodsham Recycling Centre	360 (2.40%)
8. Opening of Weaver Words Literature Festival	327 (2.18%)
9. Events	287 (1.91%)
10. Frodsham Festival of Walks 2018	270 (1.80%)

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

	Clicks / % Clicks
1. /04/temporary-customer-services-assistant-vacancy-2/	305 (10.96%)
2. /05/frodsham-shops-through-time/	259 (9.30%)
3. /04/opening-of-weaver-words-literature-festival/	228 (8.19%)
4. frodsham.gov.uk/	223 (8.01%)
5. /05/police-scam-warning/	137 (4.92%)
6. /05/new-team-at-the-top/	92 (3.30%)
7. /05/duke-of-edinburgh-award-first-for-elecia/	85 (3.05%)
8. /05/townfield-lane-play-area-2/	75 (2.69%)
9. /04/frodsham-festival-of-walks-2018/	66 (2.37%)
10. /05/frodsham-festival-of-walks-2018/	65 (2.33%)