



Frodsham TOWN COUNCIL

Frodsham Town Council Website Stats February - March 2019

From February 1st 2019 to March 31st 2019 Frodsham Town Council Website received a total of 12,262 pageviews, 8,939 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 64.49% in February and March which is about 5% lower than last period, a sign that users were interested to continue browsing the site.

The average time each visitor spends reading pages is 1 minute 11 seconds, again slightly higher than last period. Google/Search accounted for over 47.2% of visitors to the website (2,044 in total). 1,546 visitors or 36.2% of traffic to the website came via social media such as Facebook and Twitter, 1,100 less than last period. 12.9% of traffic to the website came from direct links and referrals, 4% on last period.

After the home page the most popular items during February to March were Meetings, Councillor Info, Latest News, Events and Notice of Election, which between them accounted for 3,808 visits to frodsham.gov.uk.

Mobile users continue to be the largest group increasing again to 2,106 (48.68%) visits from mobile devices. Desktop/Laptop computer users were second at 1,497 (34.60%) dropping by 4% and Tablet/iPad users at 723 (16.71%).

In social media traffic Facebook referrals / click-throughs dropped by 2% to 90.37% compared with the previous two months, 1,000 fewer clicks at 1,417. Twitter referrals increased by 2% relatively to 9.63% or 151 clicks to content shared on this channel although a lower number of visitors due to reduced overall traffic.

FTC Facebook posts reached over 7,695 users recently or 354 page views, 21 new page likes and followers, and around 3,741 post engagements which include both likes and comments.

FTC Twitter Channel received over 9,160 impressions this period. 3 new followers up to 1,142 in total, 49 tweets, 72 mentions and 191 profile visits.

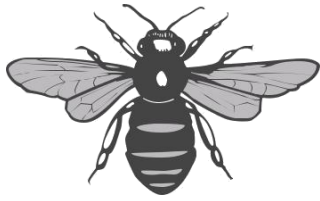
Top Social Media Channels

1. Facebook
2. Twitter

Clicks / % Traffic

1,417 (90.37%)
151 (9.63%)

Continued....



Frodsham

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Page Views

February 2019	5,466
March 2019	6,796

Top 10 Pages February / March 2019

1. Home	2,020 / 16.47%
2. Meetings	610 / 4.97%
3. Councillor Info	552 / 4.50%
4. Latest News	221 / 1.80%
5. Events	204 / 1.66%
6. Notice of Election	201 / 1.64%
7. Community Information	161 / 1.31%
8. Car Parking Action Plan	157 / 1.28%
9. Reduced Opening for Frodsham Recycling Centre	154 / 1.26%
10. Temporary Road Closure – Howey Lane	143 / 1.17%

Total Views / % Visits

Top 10 Links clicked in Facebook and Twitter

1. Home	162 / 10.33%
2. Temporary Road Closure – Howey Lane	118 / 7.53%
3. Notice of Election	117 / 7.46%
4. Temporary Road Closure – Howey Lane	108 / 6.89%
5. Litter picking at Salt Works – Sunday 10 March	73 / 4.66%
6. Walking for Health	65 / 4.15%
7. Council Manager appointed	61 / 3.89%
8. Half term in Frodsham and Helsby	57 / 3.64%
9. Temporary Traffic Lights, Manley Road	43 / 2.74%
10. Launch of Friends of Castle Park Group	34 / 2.17%

Clicks / % Clicks

162 / 10.33%
118 / 7.53%
117 / 7.46%
108 / 6.89%
73 / 4.66%
65 / 4.15%
61 / 3.89%
57 / 3.64%
43 / 2.74%
34 / 2.17%