



# Frodsham

## TOWN COUNCIL

### Frodsham Town Council Website Stats June - July 2019

From June 1st 2019 to July 31st 2019 Frodsham Town Council Website received a total of 16,220 pageviews, 12,964 of which were unique, on par with last 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 67.01% in April and May, about 3% higher than last period suggesting visitors were interested in one specific subject.

The average time each visitor spends reading pages is 1 minute 14 seconds, slightly higher than last period. Google/Search accounted for almost 50% of visitors to the website ( 3,179 in total ), 10% less than last period. 2,429 visitors or 37.1% of traffic to the website came via social media such as Facebook and Twitter, about 10% more than last period. Just under 12% of traffic to the website came from direct links and referrals, about the same as last period.

FTC home page again had the highest number of visits, followed by Frodsham Festival in the Park 7 July 2019 Gallery, Councillor Info, Meetings, Local Elections, CWAC Parking Proposals – Princeway Car Park, Frodsham Town Council 2019 Grants Scheme, which between them accounted for 4,651 visits to frodsham.gov.uk.

Mobile users continue to be the largest group increasing again to 3,665 (62.18%) visits from mobile devices. Desktop/Laptop computer users were second at 1,942 (56.23%) and Tablet/iPad users at 943 (14.40%).

In social media traffic Facebook referrals / click-throughs amounted to 2,005 clicks /82.54%. Twitter referrals doubled to 17.46% or 422 clicks to content shared.

FTC Facebook posts reached 234 page views, 14 new page likes and followers, and around 1,916 post engagements which include both likes and comments.

FTC Twitter Channel received over 23,800 impressions this period. 17 new followers up to 1,185 in total, 86 tweets, 53 mentions and 281 profile visits.

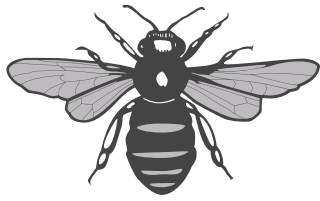
#### Top Social Media Channels

1. Facebook
2. Twitter

#### Clicks / % Traffic

2,005 (82.54%)  
424 (17.46%)

Continued....



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### Frodsham Town Council Website Stats June - July 2019

#### Page Views

June 2019	6,293
July 2019	9,927

#### Top 10 Pages June / July 2019

	Total Views (% Visits)
1. FTC Home Page	2,173 / 13.40%
2. Frodsham festival in the park 7 july 2019/	622 / 3.83%
3. Councillor Info	620 / 3.82%
4. Meetings	594 / 3.66%
5. CWAC Parking Proposals – Princeway Car Park	326 / 2.01%
6. Frodsham Town Council 2019 Grants Scheme	316 / 1.95%
7. Car parking in Frodsham and Helsby	316 / 1.95%
8. Frodsham Town Council	308 / 1.90%
9. Events	276 / 1.70%
10. Car Parking Action Plan	237 / 1.46%

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

	Clicks (% Clicks)
1. CWAC Parking Proposals – Princeway Car Park	299 (7.17%)
2. Car parking in Frodsham and Helsby	186 (4.46%)
3. Frodsham Town Council 2019 Grants Scheme	176 (4.22%)
4. FTC Event Location Map ( <a href="http://tiny.cc/ho67az">http://tiny.cc/ho67az</a> )	200 (4.79%)
5. FTC Home Page	1,046 (25.07%)
6. Vacancies on frodsham town council	120 (2.88%)
7. Mersey Weaver Scouts Celebrations	117 (2.80%)
8. Details of parking restrictions to start 31 July 2019	109 (2.61%)
9. frodsham festival in the park 7 july 2019/	70 (1.68%)
10. Halton Curve Celebrations	53 (1.27%)