



# Frodsham

## TOWN COUNCIL

### Frodsham Town Council Website Stats April - May 2019

From April 1st 2019 to May 31st 2019 Frodsham Town Council Website received a total of 16,286 pageviews, 11,923 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 63.64% in April and May, about 1% lower than last period.

The average time each visitor spends reading pages is 1 minute 8 seconds, slightly lower than last period. Google/Search accounted for almost 60% of visitors to the website ( 3,719 in total ), almost double that of last period. 1,461 visitors or 23.3% of traffic to the website came via social media such as Facebook and Twitter, about the same as last period. Just over 13% of traffic to the website came from direct links and referrals, again about the same as last period.

The home page topped the list of most popular items April to May followed by Frodsham Festival of Walks 2019, Councillor Info, Meetings, Local Elections, Car Parking Action Plan, FTC Election statement and Events, which between them accounted for 7,137 visits to [frodsham.gov.uk](http://frodsham.gov.uk).

Mobile users continue to be the largest group increasing again to 3,101 (49.54%) visits from mobile devices. Desktop/Laptop computer users were second at 2,048 (32.72%) dropping by 4% and Tablet/iPad users at 1,110 (17.73%).

In social media traffic Facebook referrals / click-throughs dropped just over 1% to 88.98% compared with the previous two months totalling 1,300 clicks. Twitter referrals increased by almost 2% to 10.81% or 158 clicks to content shared on this increasingly popular channel.

FTC Facebook posts reached 234 page views, 7 new page likes and followers, and around 1,180 post engagements which include both likes and comments.

FTC Twitter Channel received over 14,981 impressions this period. 17 new followers up to 1,170 in total, 112 tweets, 69 mentions and 267 profile visits.

#### Top Social Media Channels

1. Facebook
2. Twitter

#### Clicks / % Traffic

1,300 (88.98%)  
158 (10.81%)

Continued....



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### Frodsham Town Council Website Stats April - May 2019

#### Page Views

April 2019	7,594
May 2019	9,086

#### Top 10 Pages February / March 2019

	Total Views / % Visits
1. Home	2,367 / 14.53%
2. Frodsham Festival of Walks 2019	1,249 / 7.67%
3. Councillor Info	1,024 / 6.29%
4. Meetings	517 / 3.17%
5. Voting in the local elections on 2 may 2019	490 / 3.01%
6. Car Parking Action Plan	403 / 2.47%
7. Notices of Uncontested Election – Castle Park...	302 / 1.85%
8. Latest News	270 / 1.66%
9. Town Council Elections Statement of Persons Nominated	259 / 1.59%
10. Events	256 / 1.57%

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

	Clicks / % Clicks
1. Frodsham Festival of Walks 2019	246 / (16.84%)
2. Home	151 / (10.34%)
3. Frodsham Town Council 2019 Grants Scheme	89 / (6.09%)
4. Celebrate the Halton Curve reopening in Castle Park...	77 / (5.27%)
5. Notice of Poll – Frodsham Lakes Ward	73 / (5.00%)
6. New Team at the Top	55 / (3.76%)
7. Notices of Uncontested Election – Castle Park...	50 / (3.42%)
8. Voting in the local elections on 2 may 2019	38 / (2.60%)
9. Town Council Elections Statement of Persons Nominated	32 / (2.19%)
10. Planning Committee 42	30 / (2.05%)