

**Explore Washington CT**  
**Website & Social Media Analytics**  
9/11/17 to 1/18/17

**FACEBOOK**

**Likes: 494** likes

**Followers: 506** followers

**Increase: 47%** Increase since launch

**Engagement:**

**Post reach highlights:**

- Website Announcement: **5,600** people reached
- Fall Foliage Blog Post: **3,500** people reached
- Thanksgiving Weekend Blog Post: **1,100** people reached
- Holiday in the Depot Event: **4,800** people reached
- Slides with Santa Event: **904** people reached
- Washington Green Cemetery Tour Event: **2,100** people reached
- Weekly Blog Posts: several hundred people reached each post
- Steady increase in Likes and Shares for weekly posts

**INSTAGRAM**

**Followers: 386**

**Increase: Up 386** from 0 at launch.

**Engagement:**

- Steady increase in likes for each post
- #explorewashingtonct: Over **530** posts submitted by followers

**WEBSITE ANALYTICS**

**Period: September 11, 2017 to January 18, 2018**

**Website Traffic Summary:**

- Steady increase in traffic to website
- Large increase in “Organic Search”, meaning people are finding the website through Google searches
- Steady following on Social Media bringing new and repeat visitors to website
- Steady increase in other websites sending visitors (Referrers)

**Traffic Overview:**

- **6,768** Sessions
- **4,573** Unique Visitors
- **21,848** Pages viewed

## **New vs. Returning visitors**

**68%** of visitors are NEW visitors (Healthy percentage of new people coming to the website)

## **Acquisition**

*Where visitors are coming from:*

- **Organic Search: 2,104** (Visitors finding the website from Google searches)
- **Direct: 2,057** visits (Typing in explorewashingtonct.com)
- **Social Media: 1,495** visits (Bringing visitors from our social media accounts)
- **Referral: 1,110** visits (Other websites are now linking to ExploreWashingtonCT.com)

## **Top Visited Pages**

Homepage, Things to Do, Community Events Calendar, Featured Events, Blog, Plan your Visit, Living In Washington, Shopping, Restaurants, “My Washington” Profiles, Family Fun

## **MAILCHIMP SIGNUPS**

**Email signups: 86** new signups

## **CONTENT PROGRESS**

### **Community Events Calendar:**

- **988 events** are now on the Community Events Calendar
- Many community partners are adding their own events, increasing each month.

**Blog Posts:** Weekly blog posts are receiving steadily increased traffic

### **Recent blog topics:**

<https://explorewashingtonct.com/happening-in-washington/washington-blog/>

- Healthy New Year Programs in Washington (including Parks & Rec Series) – Series of 3 blog posts
- Adam Woodruff, Washington Ambulance Association Chief “My Washington” Profile
- Family Fun over Holiday Break in Washington
- Find the Best Holiday Gift Shopping in Connecticut
- Enjoy Festive Holiday Events in Washington CT This Week
- Caring for Our Washington Community (List of all Nonprofits in town)
- Shop Small with Big Style this Weekend in Washington
- Start a New Tradition – Thanksgiving Weekend in Washington
- Washington’s First Annual Harvest Festival Was a Great Success

### **“My Washington” Profiles:**

Adam Woodruff – Profile launched in January <https://explorewashingtonct.com/adam-woodruff/>

### ***Next Profiles in progress:***

Peter Becker, Gunnery Head of School

Susan Lerner, Artist and part-time resident affiliated with Judy Black Memorial Park and Gardens

**Planned:** Gunn Memorial Library Director, School system representative, Non profit leaders