

Explore Washington CT
Website & Social Media Analytics
9/11/17 to 3/11/18

FACEBOOK

Likes: 509 likes

Followers: 526 followers

Increase: 51% Increase since launch

Engagement:

Top Post reach highlights:

- Weekly Blog Posts: several hundred people reached each post
- Steady increase in Likes and Shares for weekly posts
- WAA Centerpiece of our Art Scene Blog post: **947** people reached
- Website Announcement: **5,600** people reached
- Fall Foliage Blog Post: **3,500** people reached
- Holiday in the Depot Event: **4,800** people reached
- Washington Green Cemetery Tour Event: **2,100** people reached

INSTAGRAM

Followers: 522

Increase: Up 552 from 0 at launch.

Engagement:

- Steady increase in likes for each post
- Top photo: 117 Likes on Thoreau Bridge Hidden Valley (also featured on CT Visit!)
- #explorewashingtonct: **645** photos submitted/tagged by followers

WEBSITE ANALYTICS

Period: September 11, 2017 to March 11, 2018 (6 months)

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:

- **15,989** Sessions
- **13,054** Unique Visitors
- **29,194** Pages viewed

New vs. Returning visitors

82% of visitors are NEW visitors (Healthy percentage of new people coming to the website)

Most visitors from these states:

CT, NY, CA, MA, FL, PA, NJ, RI, GA, OH, TX, VA, DC

Acquisition

Where visitors are coming from:

- **Direct: 9,122** visits (Typing in explorewashingtonct.com)
- **Organic Search: 3,400** (Visitors finding the website from Google searches)
- **Social Media: 1,800** visits (Bringing visitors from our social media accounts)
- **Referral: 1,664** 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, Restaurants, Arts & Culture, Living In Washington, Shopping, “My Washington” Profiles, Nature & Outdoors, Places to Stay, Family Fun, Individual Blog Posts

MAILCHIMP SIGNUPS

Email signups: 101 subscribers

CONTENT PROGRESS**Community Events Calendar:**

- **881 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/>

- The Classic English Gardens at Hollister House
- Washington Art Association – Centerpiece of our Art Scene
- Celebrating the Gunn Memorial Library
- Last Minute Valentine’s Day Ideas
- 14 Things to Love About Washington this Valentine’s Day
- Healthy New Year Programs in Washington (including Parks & Rec Series) – Series of 3 blog posts

Blog Posts in the works:

- Summer Camps in Washington
- WAA Sculpture Walk 2018

“My Washington” Profiles:

- Adam Woodruff, Chief Ambulance Association - Interview published in January
- Susan Lerner, Artist - Interview published in February
- Peter Becker, Head of School, The Gunnery (coming in March)