

Website & Social Media Metrics

September 8, 2020

ExploreWashingtonCT.com

Community Projects During COVID-19



- Business Updates Blog
- Featured Business Spotlights
- Nonprofit Organization Spotlights
- Virtual Events Calendar
- Washington Together
- Washington Gems Window Shopping Stroll
- E-mail to new families (through realtors)
- Social media updates from First Selectman



Stories Promoting Businesses & Organizations



SPRING IN WASHINGTON

Fresh from our Local Farms in Washington



WASHINGTON NEWS

Washington Business Updates



SUMMER IN WASHINGTON

What's Happening at WAA This Summer



SUMMER IN WASHINGTON

The Five Senses Festival Returns to Washington

Stories Promoting Businesses & Organizations



AROUND TOWN

Is that George Washington Visiting the Gunn Historical Museum?

[Washington Times](#)



SUMMER IN WASHINGTON

Art and Inspiration at Hollister House Garden

Here in Washington, one of our “can’t miss” gems is Hollister House Garden.



AROUND TOWN

9 Things You May Not Know About Lake Waramaug

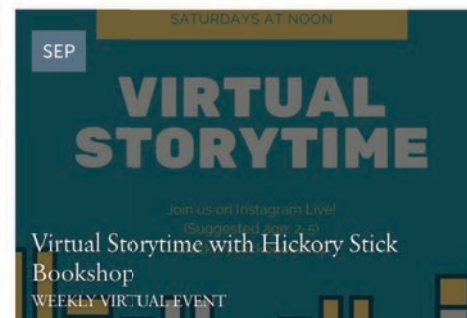
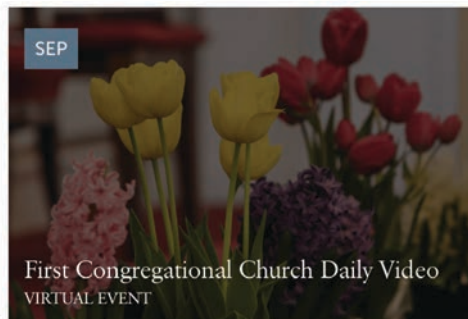
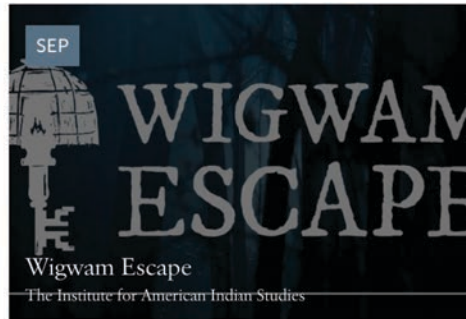


SUMMER IN WASHINGTON

A Guide to Father’s Day in Washington

Events Calendar

2,500 Events
published on
community
events calendar



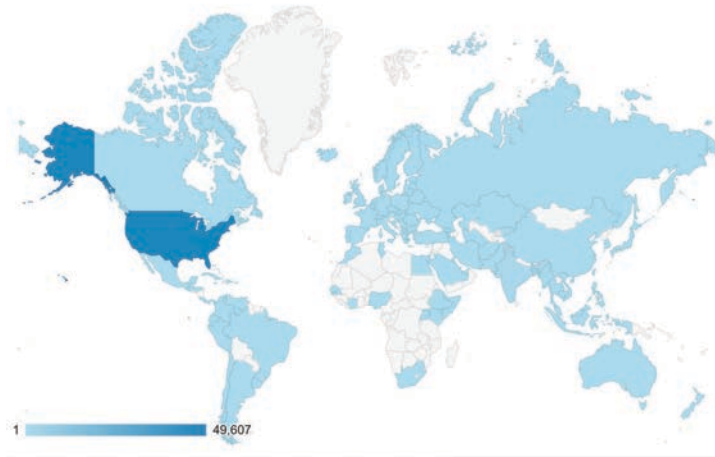
Website & Social Media Results

January to
August 2020

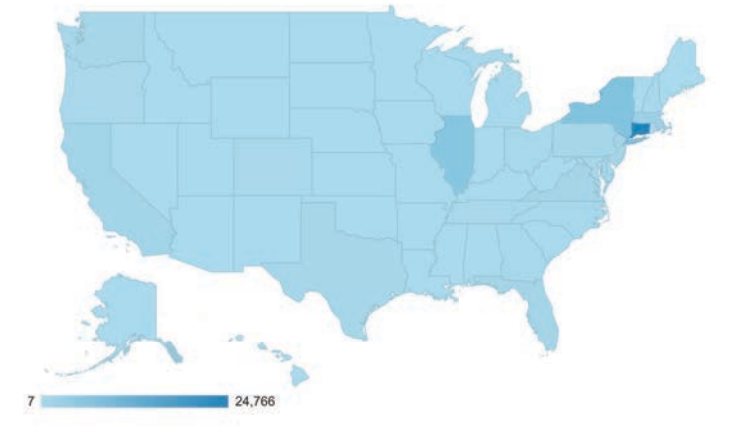


Who is visiting the website?

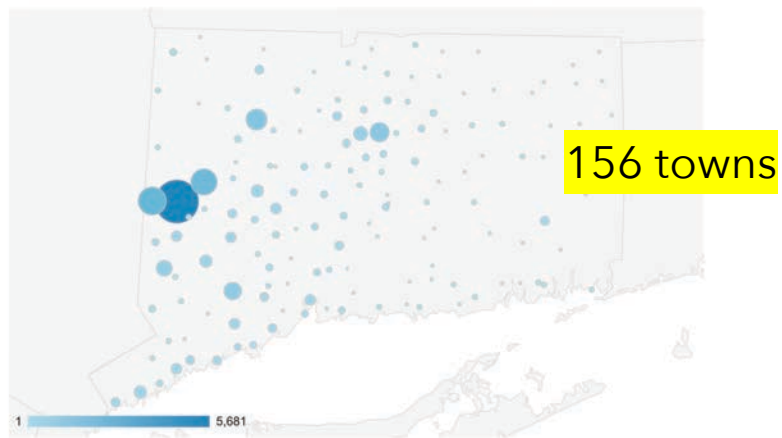
114 countries



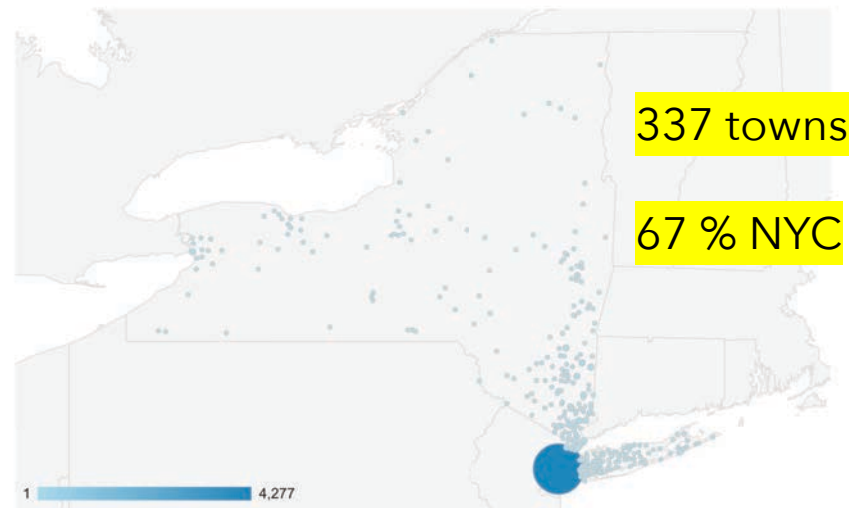
Every state



Connecticut

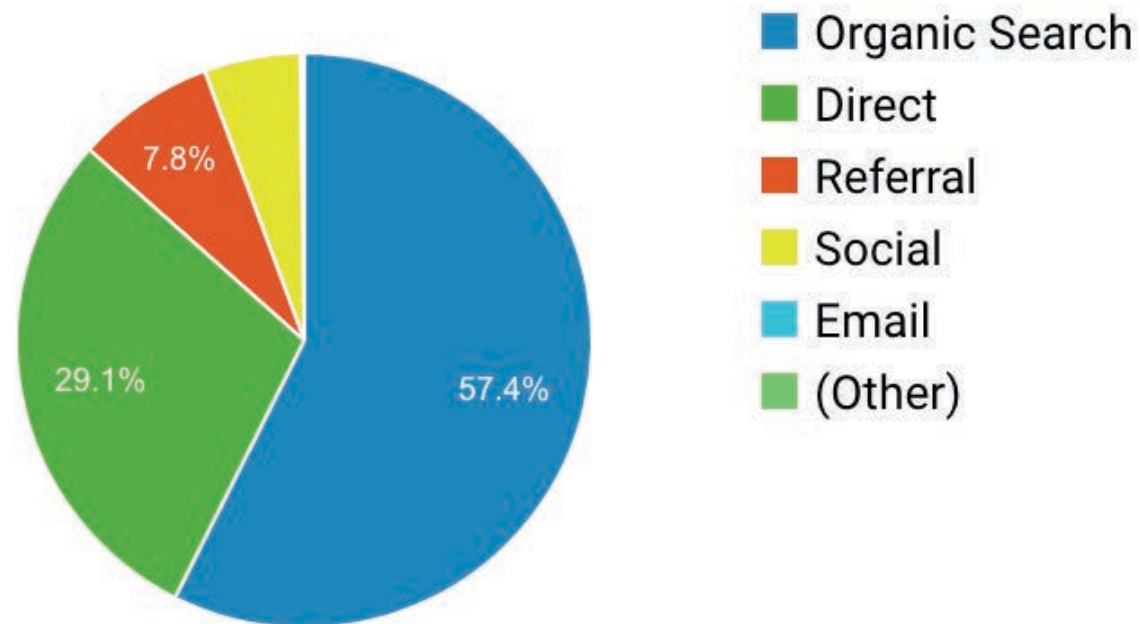


New York



How do visitors find us?

Top Channels



57% = Organic search

Visitors finding content through Google searches

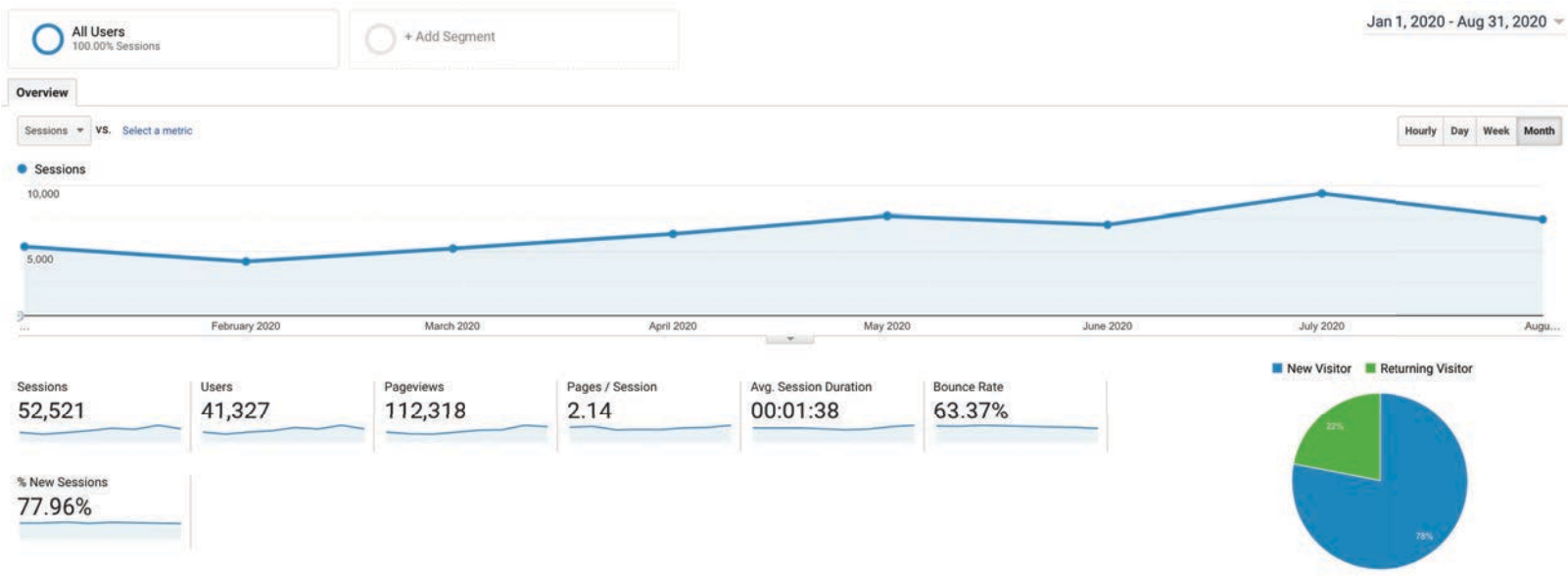
2019 to 2020 Traffic Comparison

Jan-Aug

43% Traffic Increase

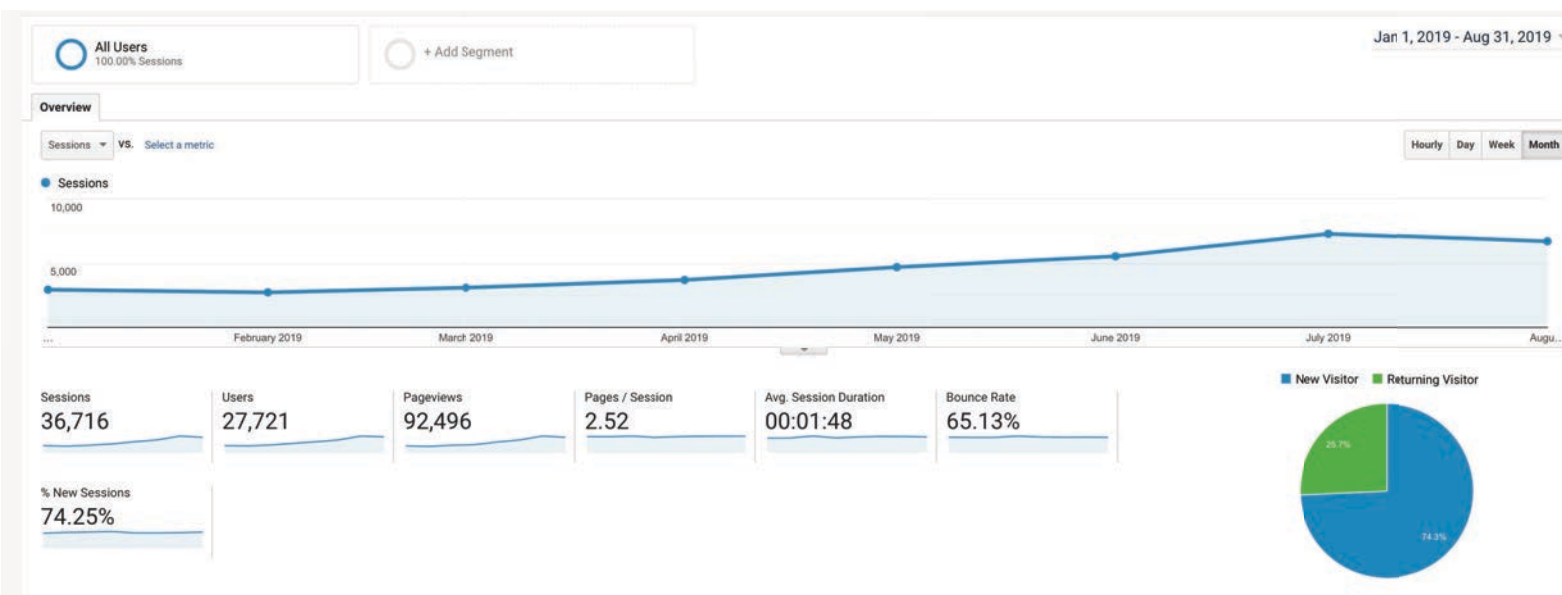
2020

52,521
Visitors



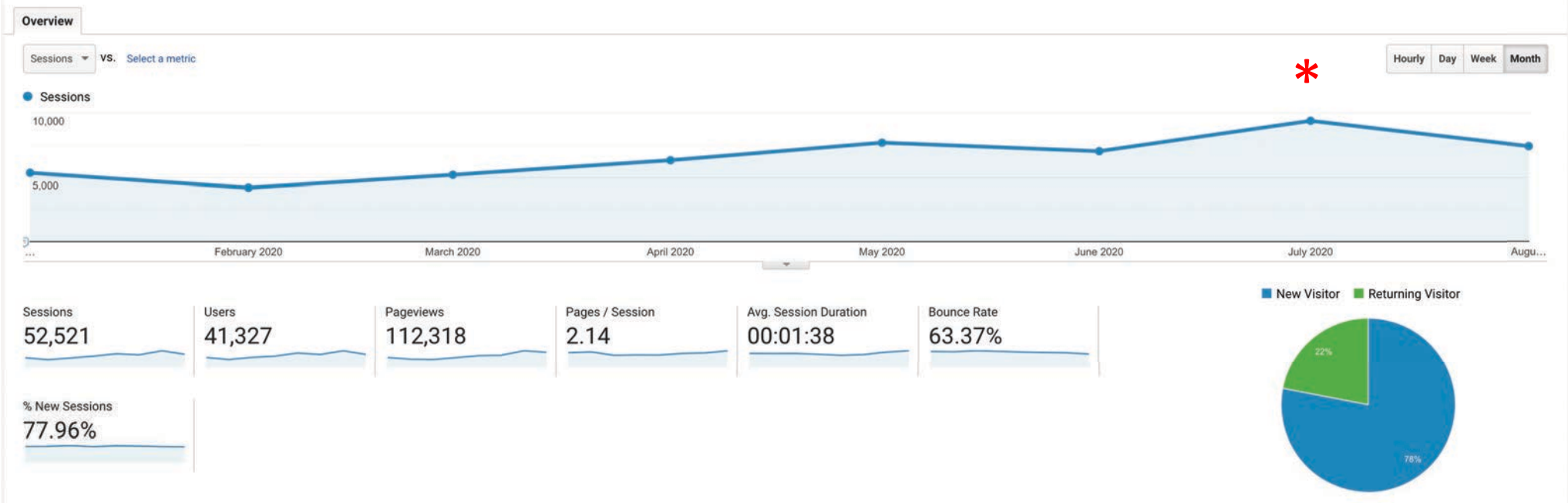
2019

36,716
Visitors



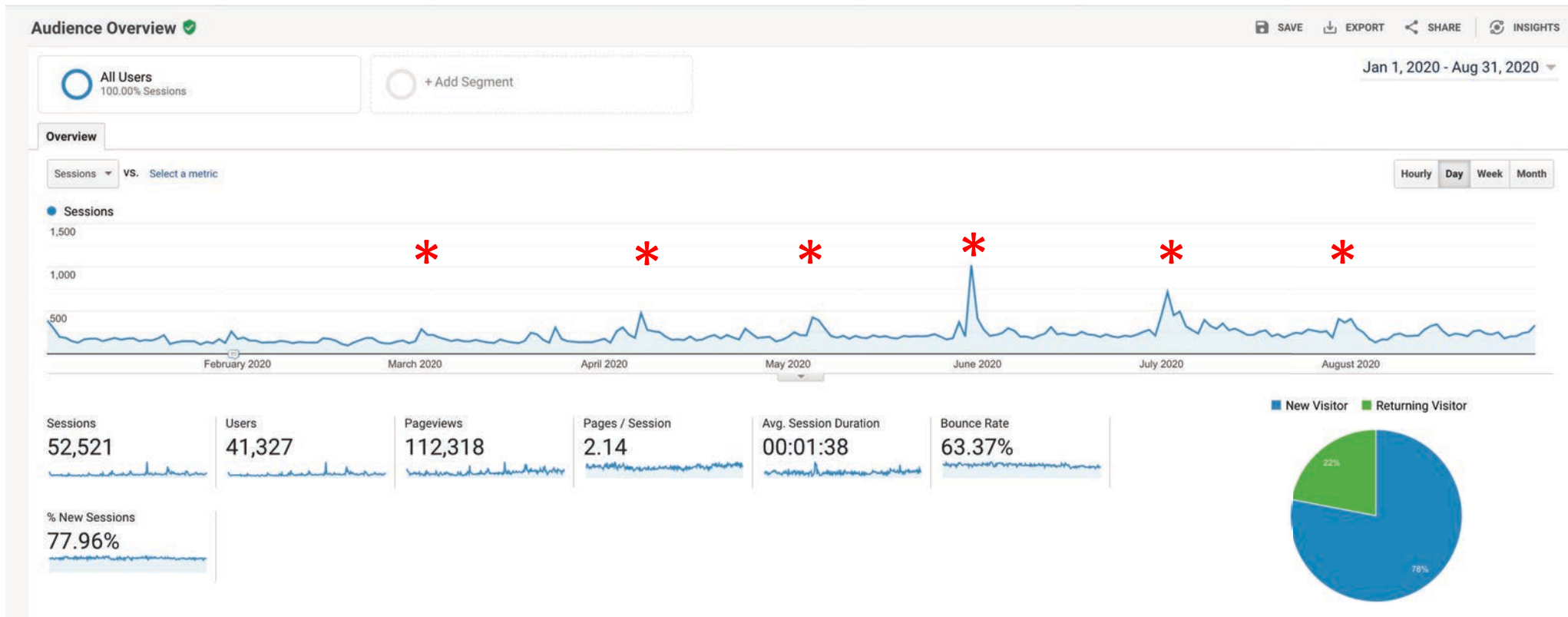
July 2020 – Highest Traffic Since Launch

* July:
20,753 Pages Viewed
9,391 Visitors



Traffic Peaks

* “This Month in Washington” e-news
June: 1,000 visitors in one day



Top Pages Visited

Page ?	Pageviews ?	
	112,318	% of Total: 100.00% (112,318)
1. /	13,368	(11.90%)
2. /things-to-do/	4,854	(4.32%)
3. /our-events/featured-events/	4,503	(4.01%)
4. /plan-your-visit/explore-interest/gilmore-girls-getaway/	4,166	(3.71%)
5. /plan-your-visit/our-five-villages/	2,420	(2.15%)
6. /experience/eat-drink/	2,399	(2.14%)
7. /experience/nature-outdoors/	2,271	(2.02%)
8. /our-events/community-calendar/	2,251	(2.00%)
9. /experience/shopping/	1,726	(1.54%)
10. /living-in-washington/washington-life/	1,708	(1.52%)
11. /washington-business-updates/	1,699	(1.51%)
12. /plan-your-visit/	1,696	(1.51%)
13. /plan-your-visit/places-to-stay/	1,459	(1.30%)
14. /living-in-washington/	1,355	(1.21%)
15. /9-things-you-may-not-know-about-lake-waramaug/	1,317	(1.17%)

16. /plan-your-visit/getting-here/	1,312	(1.17%)
17. /things_to_do/steep-rock-preserve/	1,259	(1.12%)
18. /things_to_do/hidden-valley-preserve/	1,252	(1.11%)
19. /events/conversations-on-the-green-the-politics-of-justice-the-rule-of-law-under-siege/	1,248	(1.11%)
20. /experience/arts-culture/	1,230	(1.10%)
21. /whats-new/washington-blog/	1,219	(1.09%)
22. /experience/family-fun/	1,022	(0.91%)
23. /things_to_do/riverwalk-along-the-shepaug-river/	999	(0.89%)
24. /things_to_do/washington-farmers-market/	991	(0.88%)
25. /things_to_do/starberry-farm/	959	(0.85%)
26. /places-to-stay/mayflower-inn-spa/	930	(0.83%)
27. /things_to_do/mount-bushnell-state-park/	766	(0.68%)
28. /things_to_do/new-preston-falls/	694	(0.62%)
29. /living-in-washington/services-in-washington/	610	(0.54%)
30. /things_to_do/martys-cafe/	574	(0.51%)
31. /plan-your-visit/explore-like-local/	566	(0.50%)



Social Media Engagement



2,020 followers!

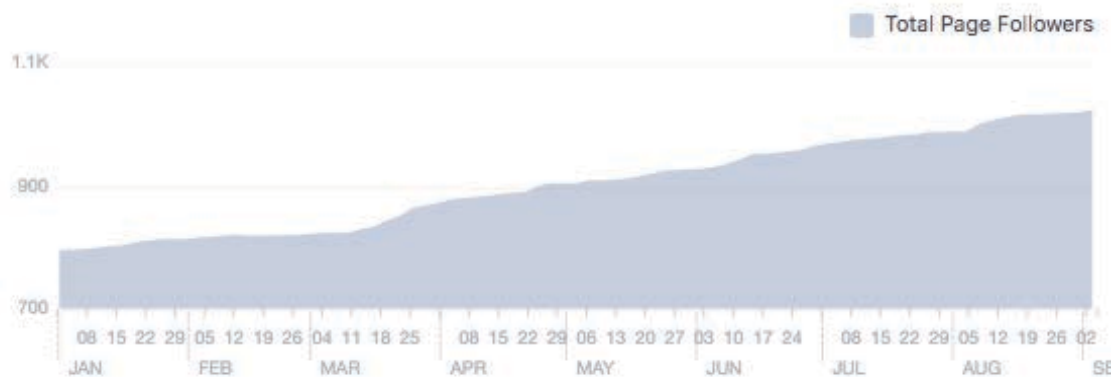
People tagging their photos

#explorewashingtonct:

8,500 shared posts



1,057 followers





Hello!

Just wanted to let you all know you are doing a spectacular job.

If I wasn't already a resident of 25+ years, I would definitely move here!!!!

Valerie A.



Greetings!

I just wanted to send a short note to those responsible for sending me this terrific town schedule of events! After being a resident for over 62 years, I truly appreciate being kept up on the various (quality) and fun events!

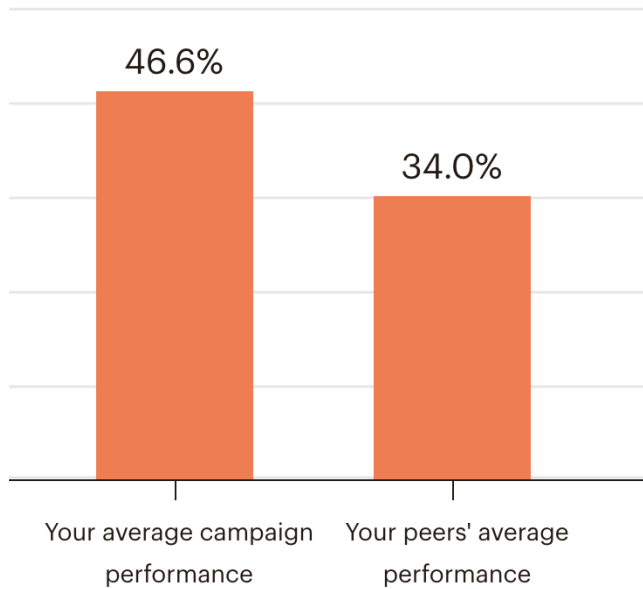
My hat comes off to all those responsible. I can appreciate, to put all the events together takes a lot of planning by a lot of wonderful fellow residents! My very best to each of you. I hope to see you at the events.

I live in a uniquely wonderful town; that offers so much to so many, embracing diversity, and cultural awareness!

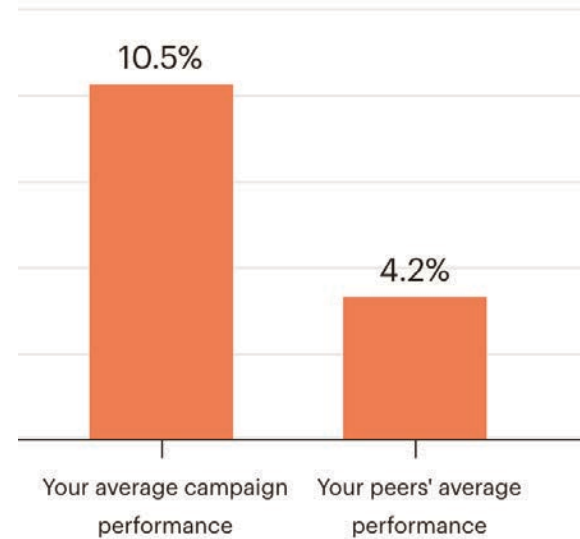
Sincerely,
Dan Delancy
DOJ Retired

This Month in Washington e-news

Open Rate



Click Rate



+539

+18%

Audience Change (360 days)

3,546

Total Audience

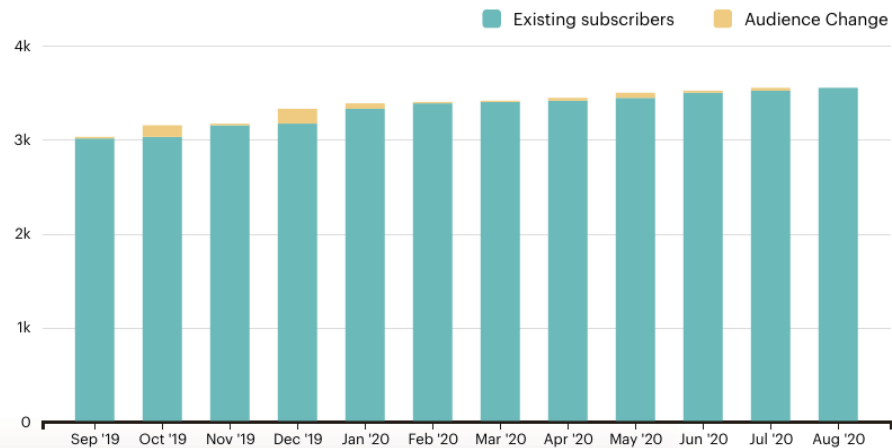
64

Unsubscribes and
Bounces

[View Audiences](#)

Growth

Sources



539 new
signups

Press Mentions

The New York Times

LIVING IN WASHINGTON, CT

In the works!


Press Mentions on CT Visit

Washington



- Over 5 million visitors & 15 million page views per year
- Washington featured in 29 articles plus several e-news and Instagram stories

CT Visit Press Mentions


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Sure, beaches are a favorite, but when looking to avoid the heavy crowds, visiting...



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Instagrammable Connecticut: Fall Activities with Your Dog


Who doesn't love a good dog photo? The fall season is one of the best times to...



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Remembering the Revolution

It was 240 years ago this year, in 1776, that the colonies declared their...



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Instagrammable Connecticut: The "Real" Stars Hollow

Did you know the fictional town of Stars Hollow, home to the Gilmore Girls...



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Destination: Spa Relaxation

The time is always right for nourishing the mind and body at a luxurious spa...



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You Deserve a Spring Break!


There are so many reasons to get excited for the start of the spring! It's time to...



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Nothing makes the holidays feel more like the holidays than cutting down your own...



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Inns of Distinction

Nothing says New England like a historic inn with a roaring fire and an excellent...



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Get Muddy at Connecticut Spas

Any time of year, it's fun to get a little muddy and pamper yourself with a...



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Connecticut's Top 10 Hiking Trails

Connecticut today is crisscrossed by hundreds of miles of hiking trails. These 10...



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Historic Homes & Gardens You Need to Tour

Old houses have treasures to find and secrets to uncover, and in Connecticut...



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Fireside Dining

One of Connecticut's great pleasures in chilly weather is cozying up to a fire...



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Places to Celebrate- Anniversary Ideas in Connecticut

Connecticut is a great place to come to celebrate an anniversary, especially if it...



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Christmas Movies Filmed in Connecticut

Every holiday season, networks like Hallmark and Lifetime play romantic, sweet...





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Romantic Winter Retreats in Connecticut

When the weather cools down, romance heats up in Connecticut's hotels, inns and B...



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8 Winter Experiences You Just Can't Have in the City

For some city dwellers, winter may be the least popular season, but in Connecticut...



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Christmas, Connecticut-Style

Starting with the day after Thanksgiving and going straight through to New Year's...



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Essential Gardens to Visit in Connecticut

By Clarence Luna...



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Picture-Perfect Connecticut Gardens for Budding Photographers

Whether you're a photo pro, an Instagrammer with a great eye or just love snapping...



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A Connecticut Architecture Tour

From historic to artistic, one-of-a-kind structures to celebrated work by well...



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Repurposed Spaces—Unique Restaurant Experiences in Connecticut

Ever dined in a jailhouse? (As a visitor, of course.) How about brunching in a...



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Connecticut's Legendary Lighthouses

Situated along the edge of Long Island Sound, and, further east, the Atlantic...

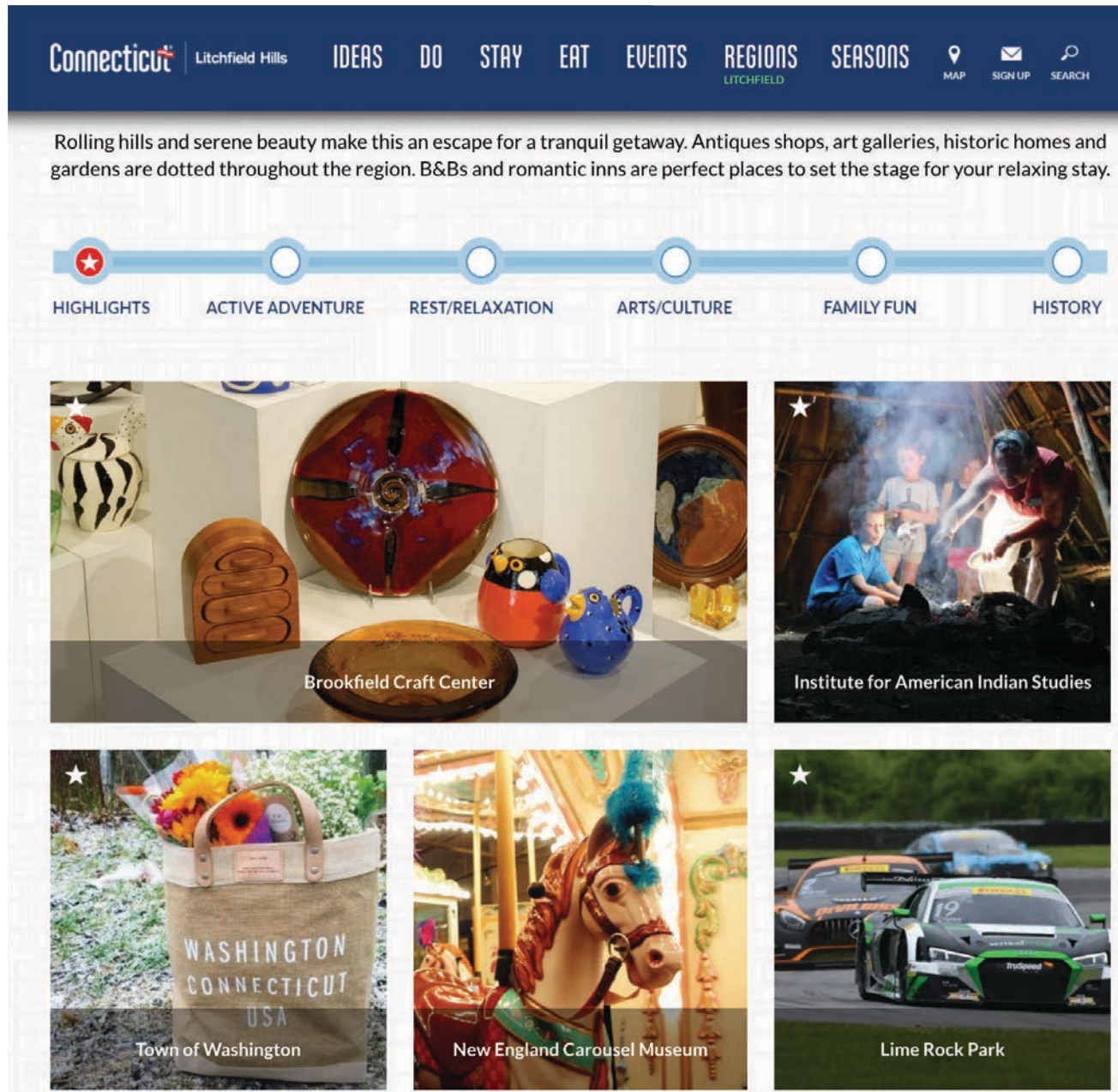


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10 Fall Experiences You Just Can't Have in the City

The best parts of fall are simply unavailable in the city; no hills rolling with...

CT Visit - Washington Gets Premier Focus



On Landing Page:

5 mentions of
Washington



Thank you!

