

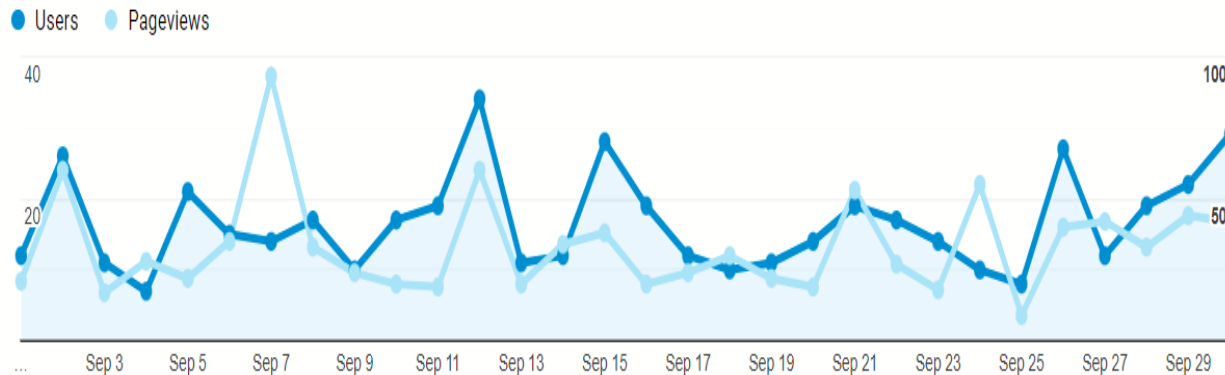
The Falmouth Historical Society

# Online Presence

October 5, 2021

# Website Activity

September 2021 – “What”



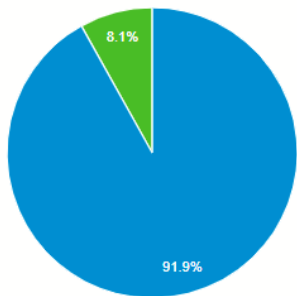
| Page ?                               | Pageviews ? ↓                                  | Unique Pageviews ?                         |
|--------------------------------------|--|--|
|                                      | <b>1,002</b><br>% of Total:<br>100.00% (1,002) | <b>810</b><br>% of Total:<br>100.00% (810) |
| 1. Home                              | <b>340 (33.93%)</b>                            | 294 (36.30%)                               |
| 2. About Falmouth – Colonial Origins | <b>96 (9.58%)</b>                              | 83 (10.25%)                                |
| 3. Falmouth Historical Maps          | <b>60 (5.99%)</b>                              | 48 (5.93%)                                 |
| 4. Falmouth History References       | <b>28 (2.79%)</b>                              | 4 (0.49%)                                  |
| 5. About Falmouth—The Almouchiquois  | <b>25 (2.50%)</b>                              | 12 (1.48%)                                 |
| 6. Falmouth Heritage Museum          | <b>23 (2.30%)</b>                              | 19 (2.35%)                                 |
| 7. About Falmouth                    | <b>19 (1.90%)</b>                              | 15 (1.85%)                                 |
| 8. Falmouth Family References        | <b>18 (1.80%)</b>                              | 16 (1.98%)                                 |
| 9. Falmouth Historical Maps          | <b>18 (1.80%)</b>                              | 3 (0.37%)                                  |
| 10. About FHS                        | <b>17 (1.70%)</b>                              | 13 (1.60%)                                 |

# Website Activity

September 2021 – “Who”



■ New Visitor ■ Returning Visitor



*Who are they?*

| Device Category ? | Acquisition                            |  |  |
|-------------------|--|--|--|
|                   | Users ? ↓                              | New Users ?                            | Sessions ?                             |
|                   | 443<br>% of Total:<br>100.00%<br>(443) | 431<br>% of Total:<br>100.00%<br>(431) | 545<br>% of Total:<br>100.00%<br>(545) |
| 1. desktop        | 303 (68.40%)                           | 294 (68.21%)                           | 383 (70.28%)                           |
| 2. mobile         | 134 (30.25%)                           | 132 (30.63%)                           | 149 (27.34%)                           |
| 3. tablet         | 6 (1.35%)                              | 5 (1.16%)                              | 13 (2.39%)                             |

*How do they get here?*

| Country            | Users | % Users |
|--------------------|-------|---------|
| 1.  United States  | 294   | 66.37%  |
| 2.  China          | 101   | 22.80%  |
| 3.  Indonesia      | 14    | 3.16%   |
| 4.  United Kingdom | 9     | 2.03%   |
| 5.  India          | 7     | 1.58%   |
| 6.  Brazil         | 2     | 0.45%   |
| 7.  Germany        | 2     | 0.45%   |
| 8.  Netherlands    | 2     | 0.45%   |
| 9.  Argentina      | 1     | 0.23%   |
| 10.  Australia     | 1     | 0.23%   |

*Where do they come from?*

| City         | Users | % Users |
|--------------|-------|---------|
| 1. Ashburn   | 57    | 12.47%  |
| 2. (not set) | 42    | 9.19%   |
| 3. Falmouth  | 41    | 8.97%   |
| 4. Shanghai  | 35    | 7.66%   |
| 5. Tianjin   | 32    | 7.00%   |
| 6. Columbus  | 24    | 5.25%   |
| 7. Zhengzhou | 18    | 3.94%   |
| 8. Portland  | 18    | 3.94%   |
| 9. Batam     | 12    | 2.63%   |
| 10. Boston   | 11    | 2.41%   |

# Facebook Activity

September 2021

Total Views By Section

Total Views



Total People Who Viewed By Section By Age and Gender By Country By City By Device

Total People Who Viewed



Two posts in September

| Recent Content       | Type     | Reach | Likes / Reactions | Comments | Shares | Results | Cost Per | Link Clicks |
|----------------------|----------|-------|-------------------|----------|--------|---------|----------|-------------|
| Got q...<br>Mon Sep  | Facebook | 171   | 8                 | 0        | 1      | --      | --       | 6           |
| Visit ...<br>Tue Sep | Facebook | 65    | 1                 | 0        | 0      | --      | --       | 1           |

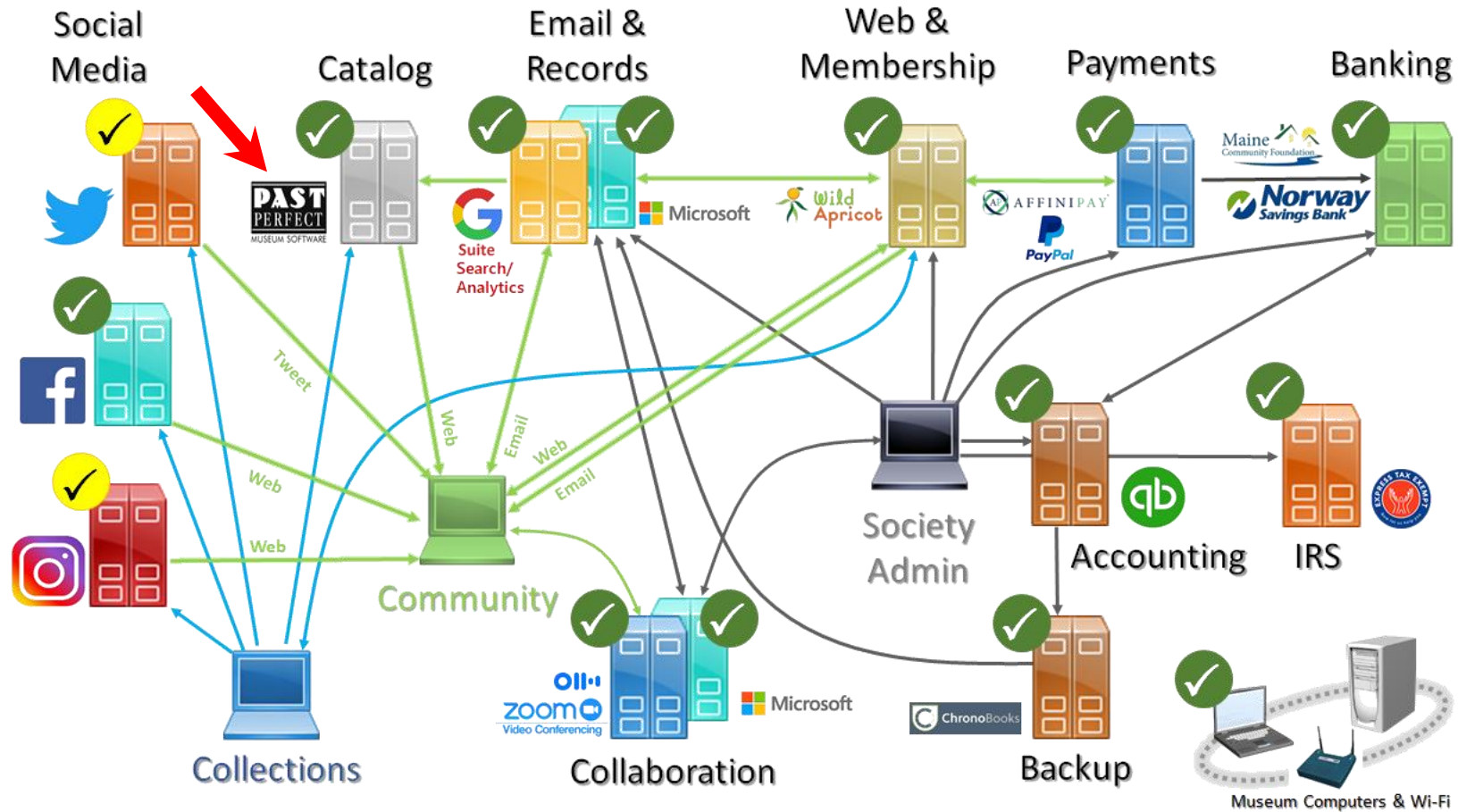
Facebook Page Reach

189 ↑ 551.7%



# System Status

October 2021



## Activity

- Digital catalog development underway (PP)
- Website expansion underway