



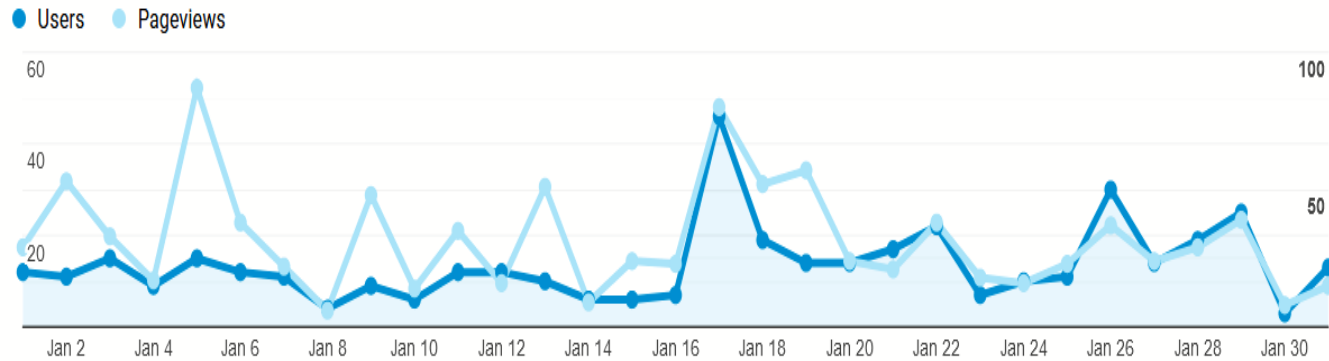
The Falmouth Historical Society

Online Presence

February 1, 2022

Website Activity

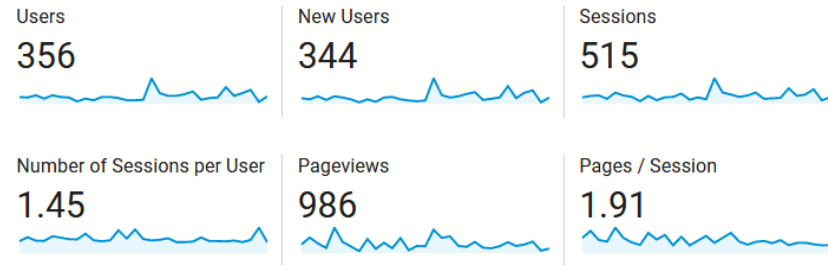
January 2022– “What”



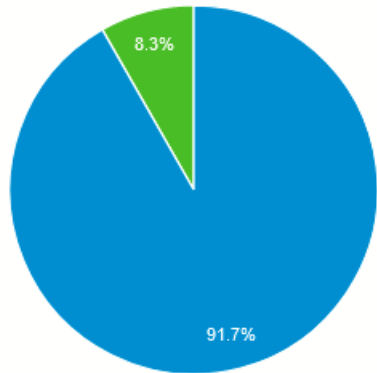
Page ?	Pageviews ? ↓	Unique Pageviews ?
	986 % of Total: 100.00% (986)	821 % of Total: 100.00% (821)
1. Home	309 (31.34%)	255 (31.06%)
2. About Falmouth – Colonial Origins	75 (7.61%)	63 (7.67%)
3. 2022 Annual Meeting	41 (4.16%)	32 (3.90%)
4. Falmouth Historical Maps	39 (3.96%)	37 (4.51%)
5. Falmouth History References	30 (3.04%)	30 (3.65%)
6. Falmouth Retrospective	23 (2.33%)	19 (2.31%)
7. About Falmouth – From Town to...	19 (1.93%)	16 (1.95%)
8. About FHS	18 (1.83%)	17 (2.07%)
9. Board of Directors	17 (1.72%)	16 (1.95%)
10. Falmouth Family References	16 (1.62%)	16 (1.95%)

Website Activity

January 2022 – “Who”



■ New Visitor ■ Returning Visitor



Who are they?

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	356 % of Total: 100.00% (356)	344 % of Total: 100.00% (344)	515 % of Total: 100.00% (515)
1. desktop	274 (76.97%)	262 (76.16%)	408 (79.22%)
2. mobile	77 (21.63%)	77 (22.38%)	100 (19.42%)
3. tablet	5 (1.40%)	5 (1.45%)	7 (1.36%)

How do they get here?

Country	Users	% Users
1. United States	283	79.49%
2. China	53	14.89%
3. India	4	1.12%
4. Poland	4	1.12%
5. Ireland	3	0.84%
6. Germany	2	0.56%
7. Australia	1	0.28%
8. Canada	1	0.28%
9. France	1	0.28%
10. South Korea	1	0.28%

City	Users	% Users
1. (not set)	57	15.83%
2. Ashburn	40	11.11%
3. Columbus	30	8.33%
4. Falmouth	26	7.22%
5. Portland	18	5.00%
6. Coffeyville	10	2.78%
7. Boston	9	2.50%
8. New York	8	2.22%
9. Falmouth	6	1.67%
10. Zhengzhou	5	1.39%

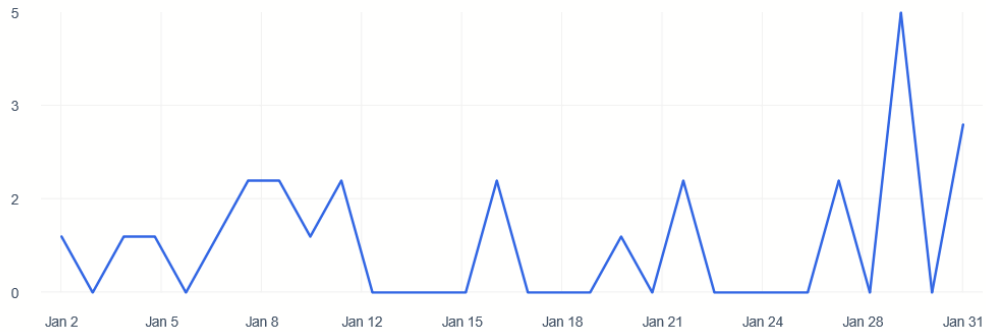
Where do they come from?

Facebook Activity

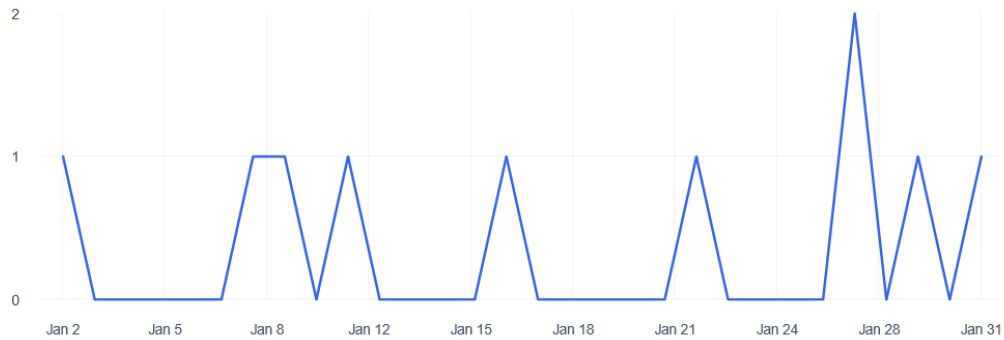
January 2022

No posts, but the website address was updated in January

Total Views



Total People Who Viewed



Last 28 days : Jan 4 - Jan 31 ▾

People reached

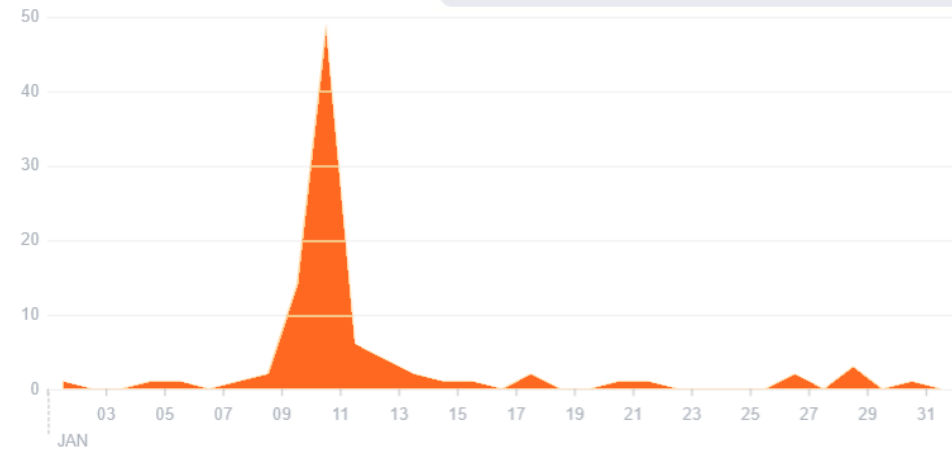
87
▼ 52%

Post engagements

10
▼ 33%

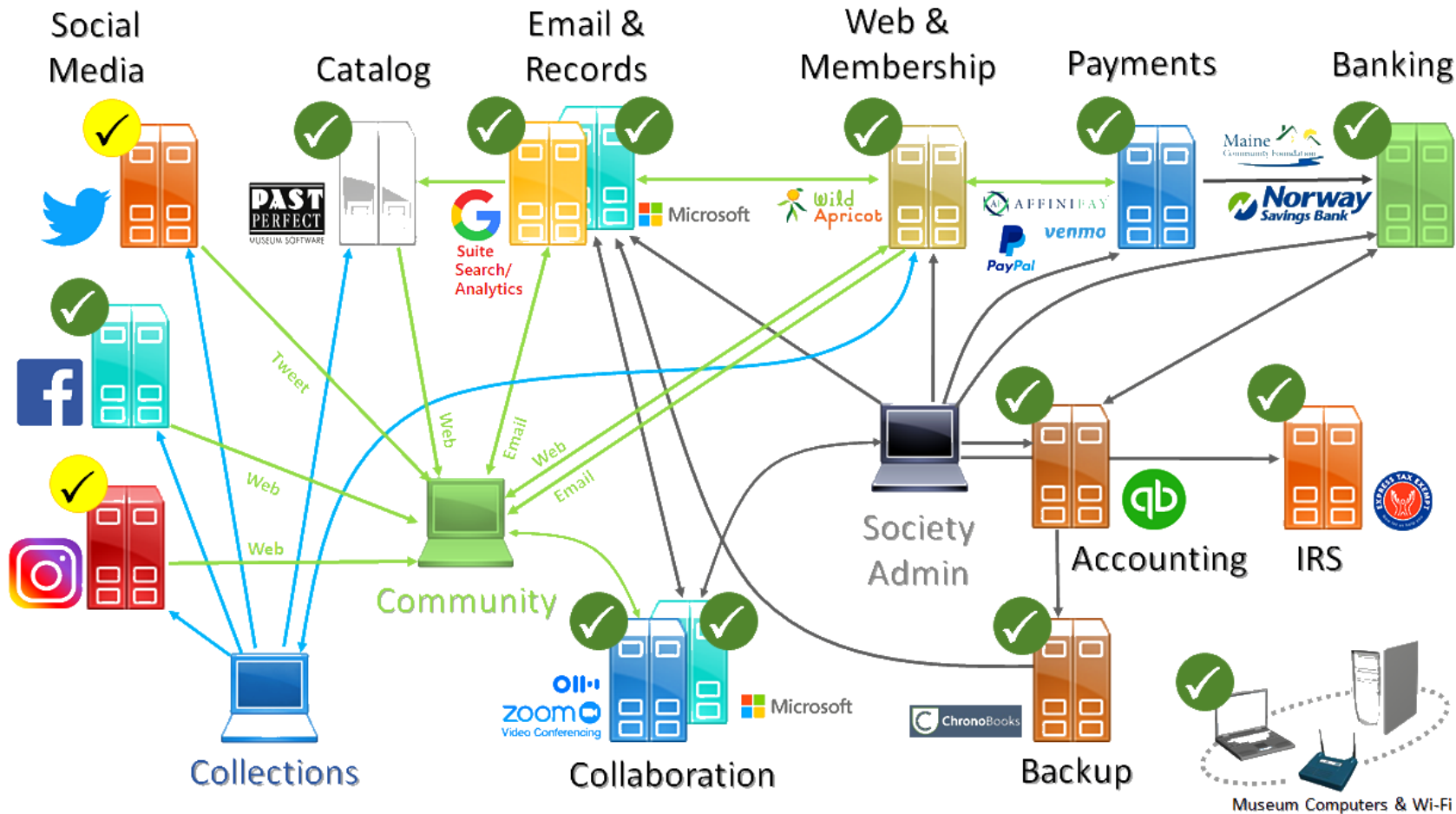
Page likes

4
▲ 33%



System Status

February 2022



Activity

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