

Google Analytics

| | June - August 2017 | Jan - March 2018 | |
|---------------------------------|---|---|----------|
| | This data is prior to any targeted social media, content or SEO strategies. | Google Analytics disconnected from website for a week in January; results are roughly 25% lower than accurate | |
| Page views | 2,232 | 3,745 | +67.79% |
| Unique page views | 1,778 | 2,717 | +52.81% |
| Average time on page | 00:00:52 | 00:01:44 | +100.00% |
| Bounce Rate | 42.14% | 56.09% | +33.10% |
| % Exit | 29.35% | 36.93% | +25.83% |
| Home page | 513 | 1,401 | +173.10% |
| Services/about page | 368 | 372 | +1.09% |
| Contact page | 282 | 194 | -31.21% |
| Work/case studies page | 130 | 227 | +74.62% |
| Blog page (ex. articles) | 64 | 299 | +367.19% |

| | | |
|-----------------------------|--|---|
| Page views | Number of views all of your website's pages have received in total, including repeat views | |
| Unique page views | Number of views received, not including repeat views within the same session. The time limit for a given session is 24 hours | |
| Average time on page | Average amount of time a user remains on a given page. | Dependent upon page intention, a high average time on page can be good or bad, and due to high audience engagement (good) or convoluted data organisation (bad) |
| Bounce rate = | total one-page visits total entrance visits | A high bounce rate usually signifies problems with user satisfaction. |
| % Exit = | total exits from page total visits to page | A high exit rate usually signifies an issue in your conversion funnel |

Twitter Engagement

| | Nov | Dif. | Dec | Dif. | Jan | Dif. | Feb | Dif. | Total Dif. |
|-----------------|-----|----------|-----|---------|-----|---------|-----|--------|------------|
| Engagement rate | 1.5 | 87.50% | 0.7 | -53.33% | 1.2 | 71.43% | 1.4 | 16.67% | 75.00% |
| Link clicks | 202 | 2425.00% | 16 | -92.08% | 173 | 981.25% | 273 | 57.80% | 3312.50% |
| Retweets | 82 | 645.45% | 20 | -75.61% | 23 | 15.00% | 45 | 95.65% | 309.09% |
| Likes | 140 | 337.50% | 90 | -35.71% | 89 | -1.11% | 144 | 61.80% | 350.00% |
| Replies | 30 | 900.00% | 9 | -70.00% | 11 | 22.22% | 18 | 63.64% | 500.00% |

Twitter Impressions

| | Nov | Dif. | Dec | Dif. | Jan | Dif. | Feb | Dif. | Total Dif. |
|---------------------|--------|---------|--------|---------|--------|---------|--------|----------|------------|
| Impressions | 42,000 | 356.52% | 28,800 | -31.43% | 27,700 | -3.82% | 41,000 | 48.01% | 345.65% |
| Organic impressions | 39,119 | 325.21% | 25,181 | -35.63% | 14,254 | -43.39% | 41,000 | 187.64% | 345.65% |
| Paid impressions | 2,881 | #DIV/0! | 3,619 | 25.62% | 13,446 | 271.54% | 0 | -100.00% | -100.00% |

Nov 2017 Round
employs a social
media exec

Early dec social
media exec leaves
Round

Late dec JH takes
over social media
strategy

Feb 2018 is best
month for organic
impressions thus
far