

Website & marketing report



10.01.21 Data refers to last 30 days

Website data

AREA

Last period (40 days)

This period (30 days)

Total visits

94

256

Unique Visitors

47

173

New users

55 %

76%

Traffic

Traffic over Time ⓘ

Day	Current period	Previous Period
Dec 12	3	5
Dec 14	3	5
Dec 16	3	3
Dec 18	3	3
Dec 20	23	25
Dec 22	3	5
Dec 24	3	3
Dec 26	8	3
Dec 28	6	3
Dec 30	7	3
Jan 1	3	3
Jan 3	33	22
Jan 5	39	6
Jan 7	10	3
Jan 9	3	3

Location of visitors

Hit source

Top Referring Sites ⓘ

Referring Site	Current period	Previous Period
Direct	89	62
facebook.com	127	5
google.com	18	14
google.co.uk	16	3
com.google....	8	0

Popular pages

Page

Pageviews

/membership

66

/remus

37

/

36

/bigissues

34

/local-traders

26

/about-us

11

/document-library

10

/blog

7

/gallery

7

/cladding

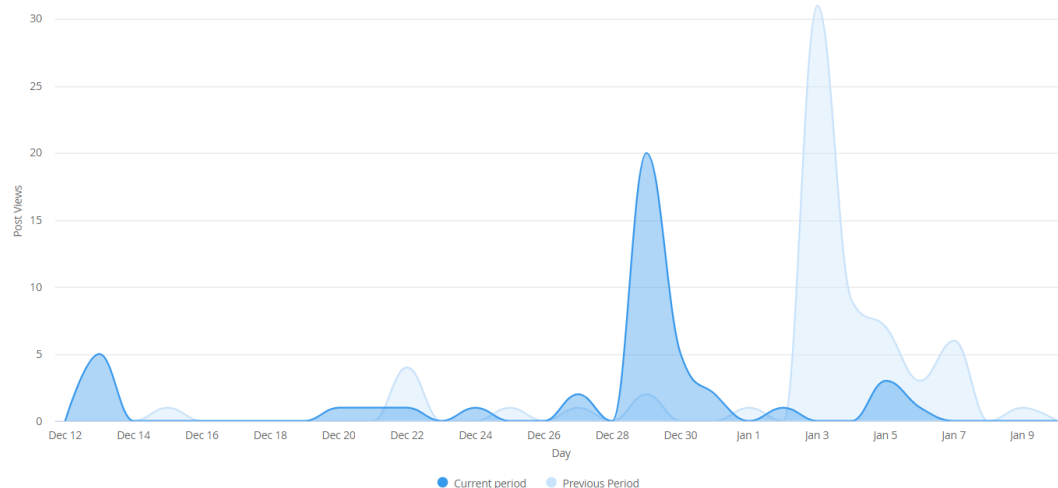
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Homepage

Website & marketing report

Blog post views



Marketing

Completed actions

- Updated FAQs uploaded to website
- Members who lapsed over Christmas period emailed reminders
- Members who will lapse over in January due to be emailed reminders this week

Discussion points

- Big surge in traffic Jan 4 & 5th – linked to Remus bills?
- A number of hits outside of Barry suggests that BWCRA is being accessed by people considering moving to the Waterfront
- Facebook referrals up significantly – due to a BWCRA signposting posts in response to posts on Barry Waterfront Community FB complaining about Remus?
- No great take up on the blog (only 4 new subscribers) – Email all members again to encourage to subscribe.