

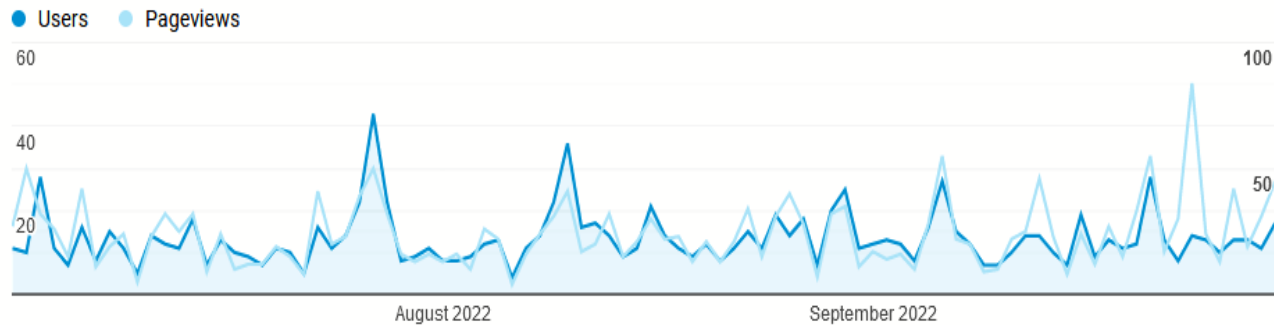
The Falmouth Historical Society

Online Presence

October 4, 2022

Website Activity

July-September 2022 – “What”



Page ?	Pageviews ? ↓	Unique Pageviews ?
	2,202 % of Total: 100.00% (2,202)	1,909 % of Total: 100.00% (1,909)
1. Home	748 (33.97%)	645 (33.79%)
2. About Falmouth-Colonial Origins	240 (10.90%)	222 (11.63%)
3. Falmouth Historical Maps	123 (5.59%)	114 (5.97%)
4. Falmouth History References	63 (2.86%)	55 (2.88%)
5. Upcoming Events	58 (2.63%)	42 (2.20%)
6. Museum and Barn Open	57 (2.59%)	49 (2.57%)
7. Falmouth Family References	56 (2.54%)	50 (2.62%)
8. Heritage Museum	46 (2.09%)	39 (2.04%)
9. Historic Site Tours	44 (2.00%)	33 (1.73%)
10. The Almouchiquois	38 (1.73%)	33 (1.73%)

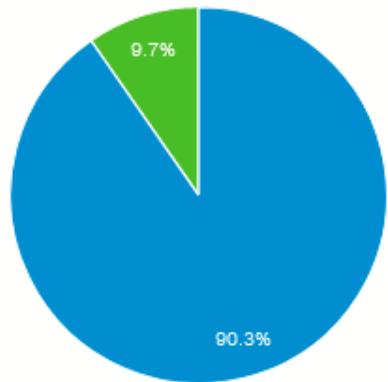
Website Activity

July-September 2022 – “Who”



Country	Users	% Users
1. United States	860	81.06%
2. China	142	13.38%
3. United Kingdom	15	1.41%
4. Canada	8	0.75%
5. Germany	6	0.57%
6. India	6	0.57%
7. Ireland	5	0.47%
8. France	3	0.28%
9. Australia	2	0.19%
10. Philippines	2	0.19%

■ New Visitor ■ Returning Visitor



Who are they?

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	1,060 % of Total: 100.00% (1,060)	1,045 % of Total: 100.00% (1,045)	1,328 % of Total: 100.00% (1,328)
1. desktop	692 (65.28%)	679 (64.98%)	880 (66.27%)
2. mobile	346 (32.64%)	344 (32.92%)	421 (31.70%)
3. tablet	22 (2.08%)	22 (2.11%)	27 (2.03%)

How do they get here?

City	Users	% Users
1. (not set)	244	21.92%
2. Ashburn	82	7.37%
3. New York	62	5.57%
4. Columbus	58	5.21%
5. Boston	52	4.67%
6. Falmouth	52	4.67%
7. Portland	28	2.52%
8. Yarmouth	22	1.98%
9. Cumberland	18	1.62%
10. Gray	15	1.35%

Where do they come from?

Facebook Activity

July-September 2022

Posts



Coming to the Cumberland Fair? Be sure to stop by our table in the Exhibition Hall. Our volunteers will be there Sunday, Tuesday, Thursday, and Saturday. Got questions about Falmouth people...
Sat, Sep 24

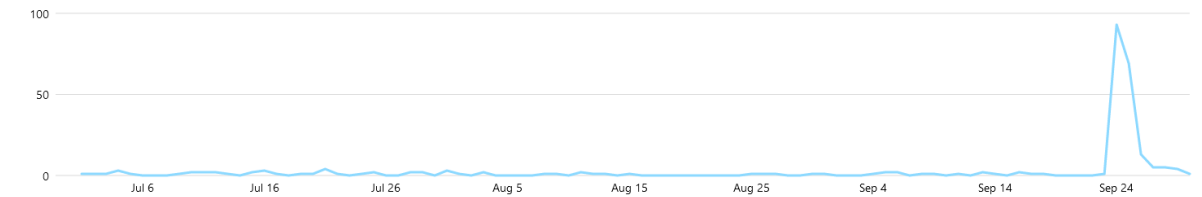
Post reach Engagement
183 54

Fun fact: Half of the visitors coming to our Facebook site for information about the Falmouth Historical Society are really looking for the “other” Falmouth on Cape Cod

Facebook Page reach

235 ↓ 56.2%

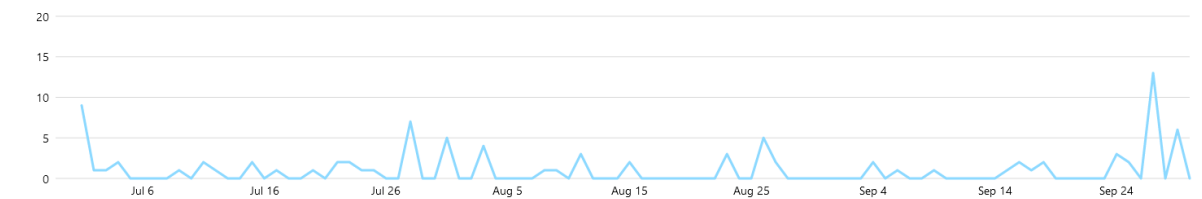
Reach



Facebook Page visits

94 ↓ 13.8%

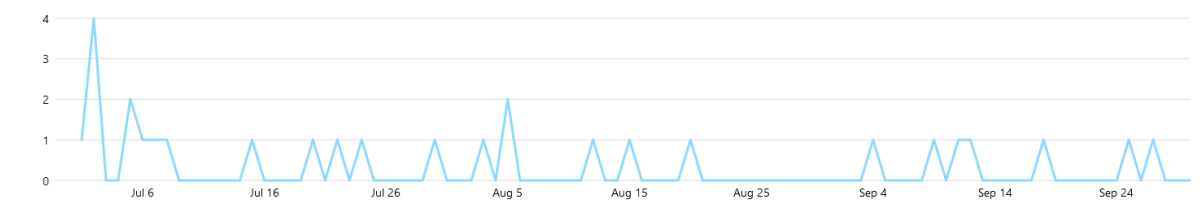
Visits



Facebook Page new likes

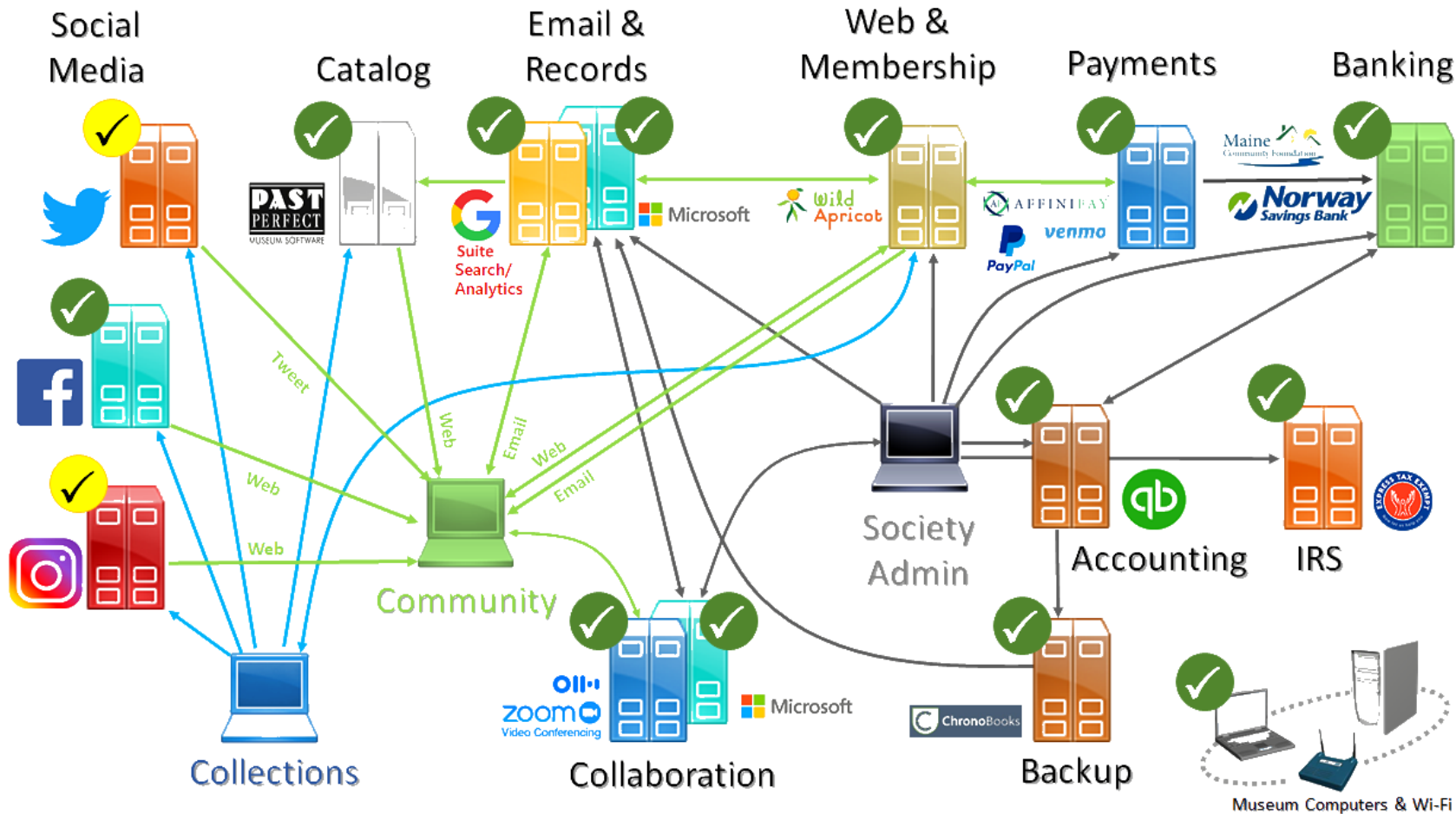
28 ↓ 17.6%

Likes



System Status

October 2022



Activity

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