



The Falmouth Historical Society

Online Presence

January 5, 2020

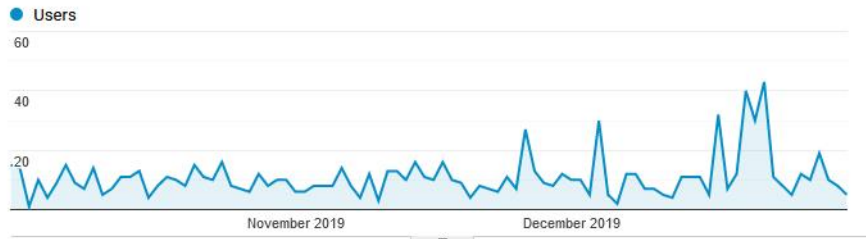
Responses to Inquiries

Conducted research; received/responded via email
October-December 2019

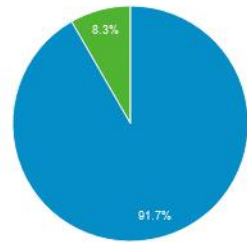
	October	November	December
Local History	1	2	2
Family History	2	3	
Property History	1	1	1
Total	4	6	3

Website Activity

October-December 2019



■ New Visitor ■ Returning Visitor



Device Category ?	Users ? ↓	New Users ?	Sessions ?
	873 % of Total: 100.00% (873)	858 % of Total: 100.00% (858)	1,061 % of Total: 100.00% (1,061)
1. desktop	551 (63.12%)	537 (62.59%)	688 (64.84%)
2. mobile	285 (32.65%)	284 (33.10%)	319 (30.07%)
3. tablet	37 (4.24%)	37 (4.31%)	54 (5.09%)

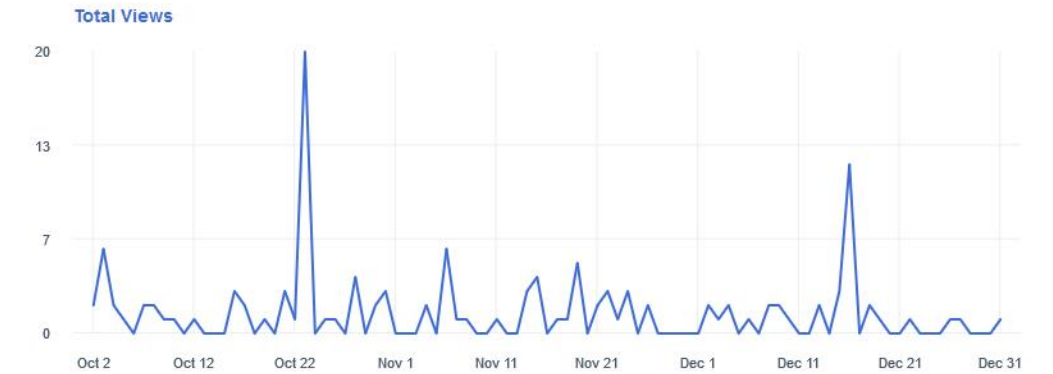
Country ?	Users ? ↓	New Users ?	Sessions ?
	873 % of Total: 100.00% (873)	858 % of Total: 100.00% (858)	1,061 % of Total: 100.00% (1,061)
1. 🇺🇸 United States	617 (70.68%)	602 (70.16%)	788 (74.27%)
2. 🇰🇷 South Korea	36 (4.12%)	36 (4.20%)	36 (3.39%)
3. 🇦🇷 Argentina	27 (3.09%)	27 (3.15%)	27 (2.54%)
4. 🇩🇪 Germany	23 (2.63%)	23 (2.68%)	27 (2.54%)
5. 🇨🇳 China	22 (2.52%)	22 (2.56%)	22 (2.07%)
6. 🇬🇧 United Kingdom	20 (2.29%)	20 (2.33%)	20 (1.89%)
7. 🇪🇸 Spain	18 (2.06%)	18 (2.10%)	27 (2.54%)
8. 🇮🇹 Italy	11 (1.26%)	11 (1.28%)	11 (1.04%)
9. 🇫🇷 France	9 (1.03%)	9 (1.05%)	9 (0.85%)
10. 🇹🇷 Turkey	9 (1.03%)	9 (1.05%)	9 (0.85%)

City ?	Users ? ↓	New Users ?	Sessions ?
	873 % of Total: 100.00% (873)	858 % of Total: 100.00% (858)	1,061 % of Total: 100.00% (1,061)
1. Falmouth	99 (11.05%)	84 (9.79%)	202 (19.04%)
2. (not set)	76 (8.48%)	74 (8.62%)	78 (7.35%)
3. Chicago	58 (6.47%)	58 (6.76%)	58 (5.47%)
4. Portland	38 (4.24%)	35 (4.08%)	45 (4.24%)
5. Ashburn	34 (3.79%)	34 (3.96%)	34 (3.20%)
6. Lujan	27 (3.01%)	27 (3.15%)	27 (2.54%)
7. Yarmouth	22 (2.46%)	20 (2.33%)	30 (2.83%)
8. Muju-gun	20 (2.23%)	20 (2.33%)	20 (1.89%)
9. New York	19 (2.12%)	19 (2.21%)	23 (2.17%)
10. Scarborough	16 (1.79%)	16 (1.86%)	19 (1.79%)

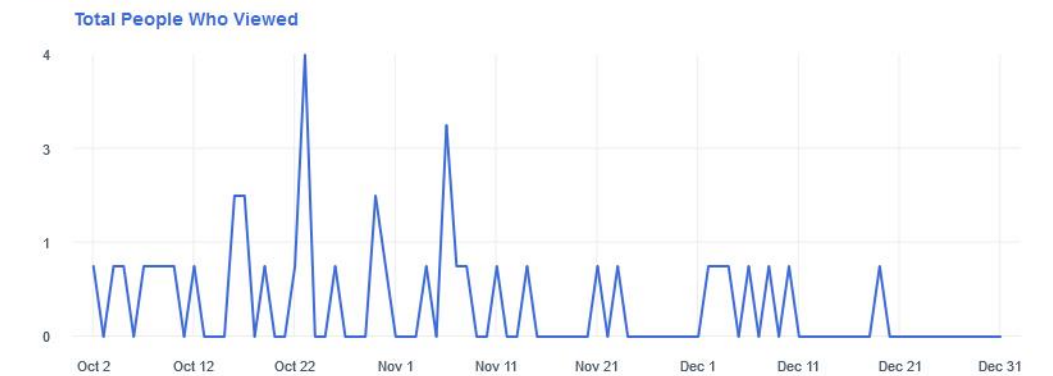
Facebook Activity

October-December 2019

Total Views By Section ?



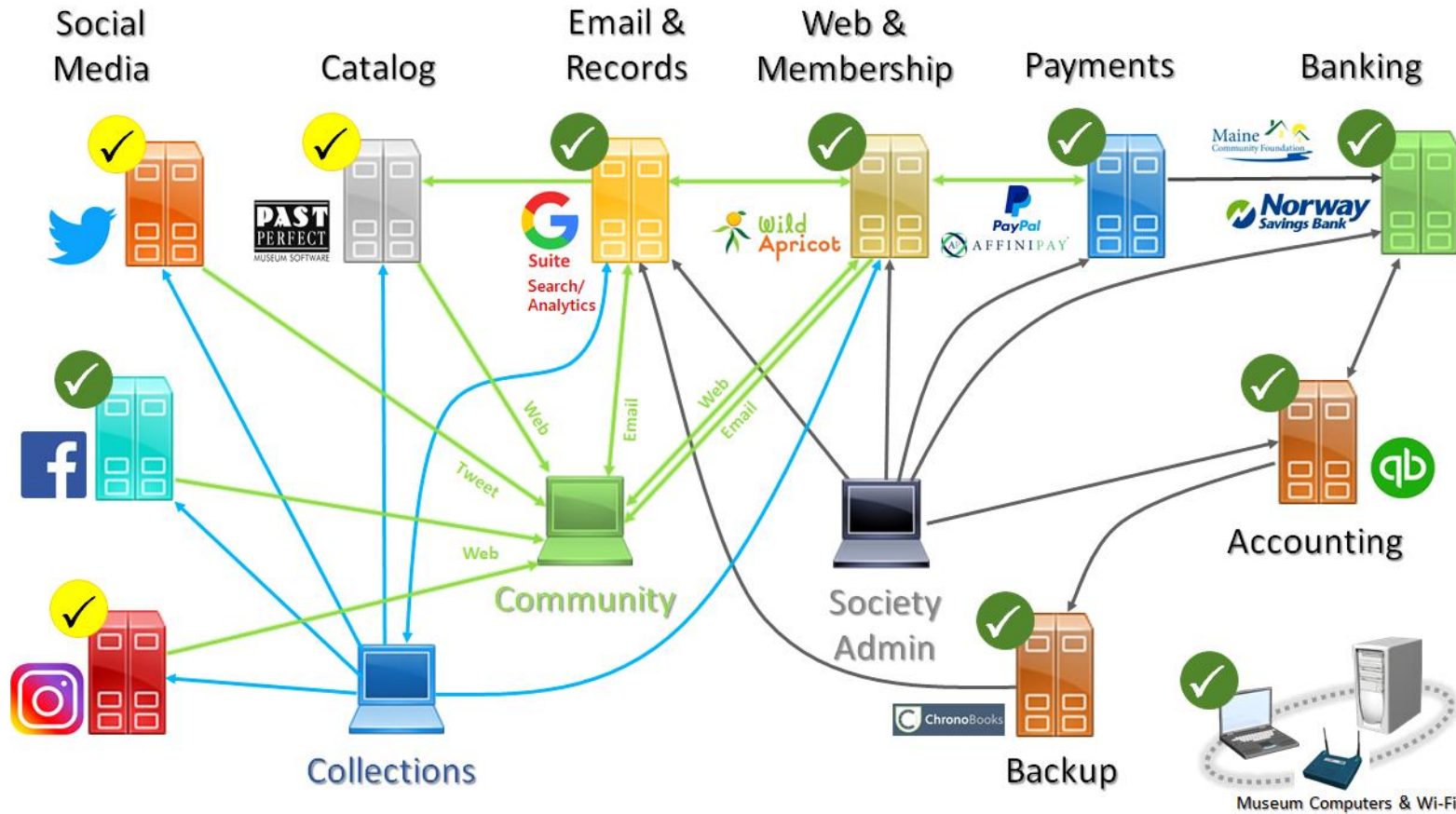
Total People Who Viewed By Section By Age and Gender By Country By City By Device ?



No posts in December

System Status

January 5, 2020



Activity

- Digital catalog development underway
- Non-profit license for QuickBooks Online Plus ordered
 - \$75/year
 - Budgeting & inventory
- Website improvements
 - Consistent format
 - Display properly on phones/tablets