



The Falmouth Historical Society

# Online Presence

February 4, 2020

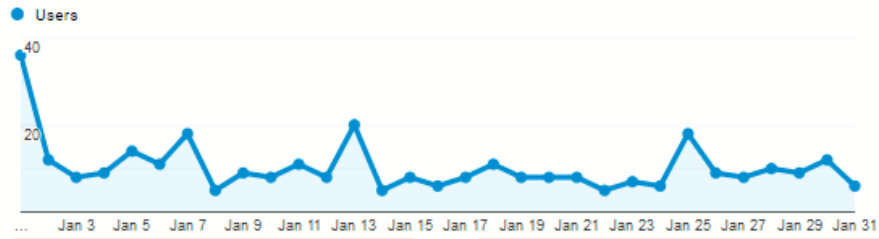
# Responses to Inquiries

Conducted research; received/responded via email

	January
Local History	2
Family History	-
Property History	1
Other	1
<b>Total</b>	<b>4</b>

# Website Activity

January 2020



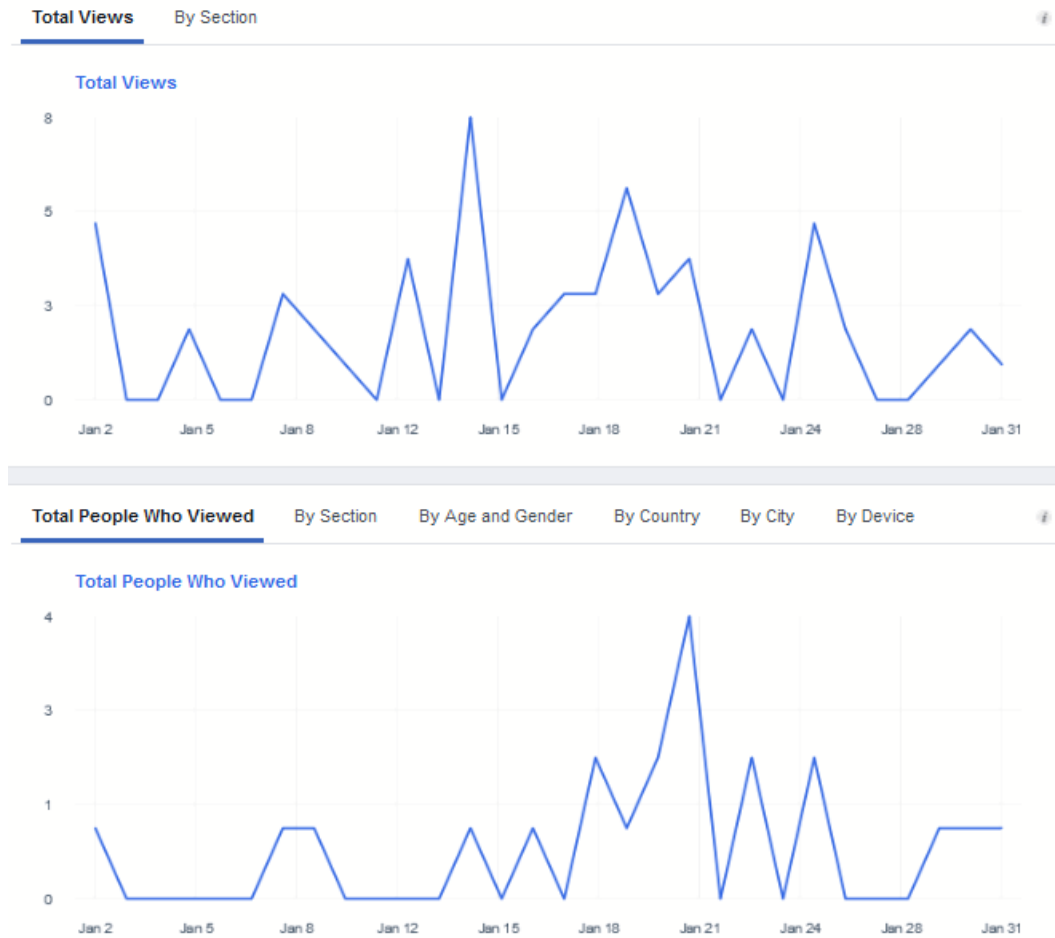
Device Category ?	Users ? ↓	New Users ?	Sessions ?
	873 % of Total: 100.00% (873)	858 % of Total: 100.00% (858)	1,061 % of Total: 100.00% (1,061)
1. desktop	551 (63.12%)	537 (62.59%)	688 (64.84%)
2. mobile	285 (32.65%)	284 (33.10%)	319 (30.07%)
3. tablet	37 (4.24%)	37 (4.31%)	54 (5.09%)

Country ?	Users ? ↓	New Users ?	Sessions ?
	293 % of Total: 100.00% (293)	284 % of Total: 100.00% (284)	342 % of Total: 100.00% (342)
1.  United States	225 (76.79%)	216 (76.06%)	273 (79.82%)
2.  Germany	37 (12.63%)	37 (13.03%)	37 (10.82%)
3.  China	10 (3.41%)	10 (3.52%)	10 (2.92%)
4.  South Korea	9 (3.07%)	9 (3.17%)	9 (2.63%)
5.  Netherlands	3 (1.02%)	3 (1.06%)	4 (1.17%)
6.  Turkey	3 (1.02%)	3 (1.06%)	3 (0.88%)
7.  Brazil	2 (0.68%)	2 (0.70%)	2 (0.58%)
8.  Australia	1 (0.34%)	1 (0.35%)	1 (0.29%)
9.  Belgium	1 (0.34%)	1 (0.35%)	1 (0.29%)
10.  Canada	1 (0.34%)	1 (0.35%)	1 (0.29%)

City ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	293 % of Total: 100.00% (293)	284 % of Total: 100.00% (284)	342 % of Total: 100.00% (342)
1. (not set)	49 (16.61%)	49 (17.25%)	51 (14.91%)
2. Falmouth	39 (13.22%)	32 (11.27%)	66 (19.30%)
3. Ashburn	19 (6.44%)	19 (6.69%)	19 (5.56%)
4. Chicago	15 (5.08%)	15 (5.28%)	15 (4.39%)
5. Worcester	13 (4.41%)	13 (4.58%)	13 (3.80%)
6. Portland	13 (4.41%)	12 (4.23%)	14 (4.09%)
7. Muju-gun	9 (3.05%)	9 (3.17%)	9 (2.63%)
8. Putian	7 (2.37%)	7 (2.46%)	7 (2.05%)
9. New York	7 (2.37%)	7 (2.46%)	8 (2.34%)
10. Boston	5 (1.69%)	4 (1.41%)	5 (1.46%)

# Facebook Activity

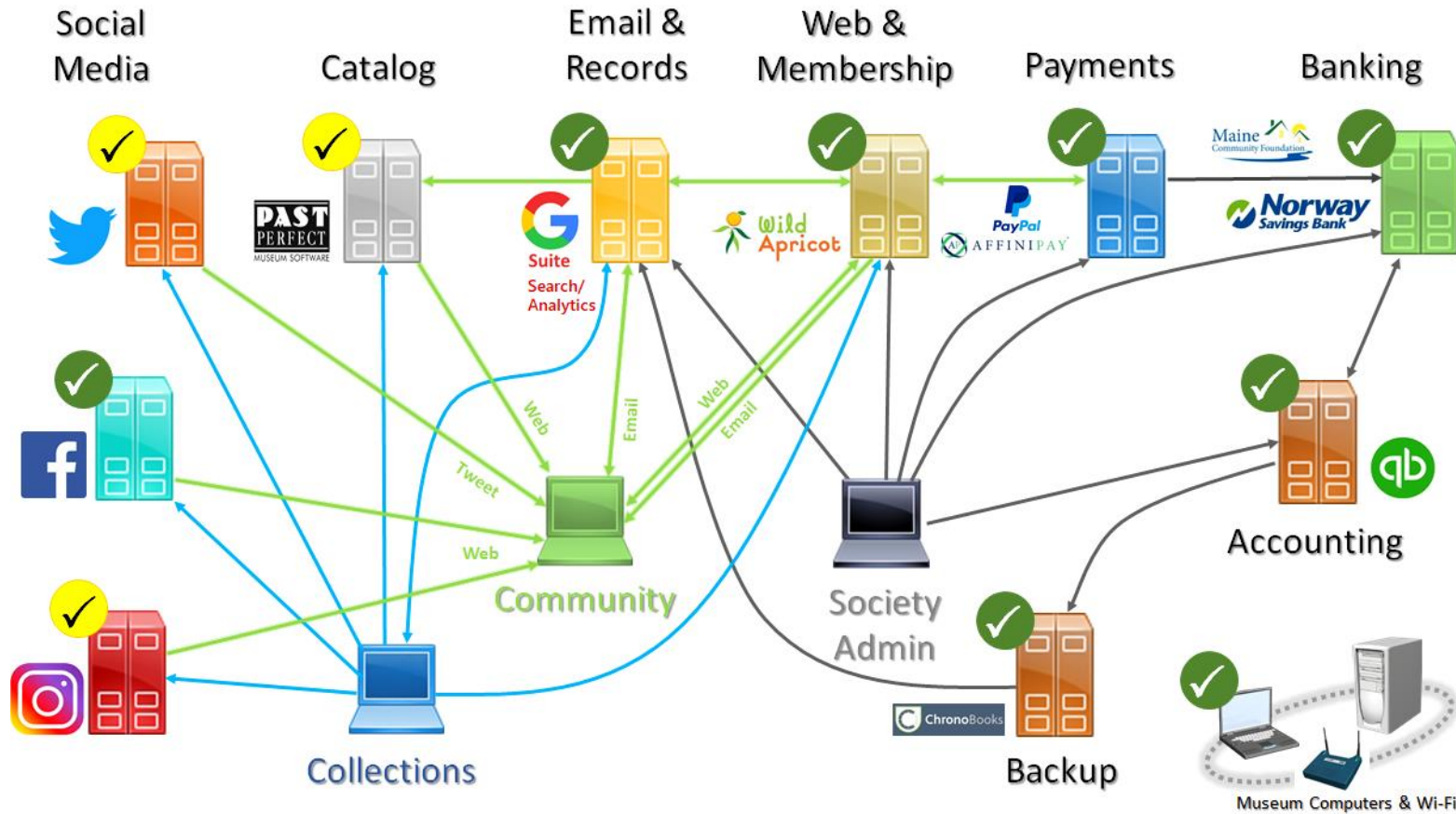
October-December 2019



*Activity was very light  
No posts in January*

# 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