

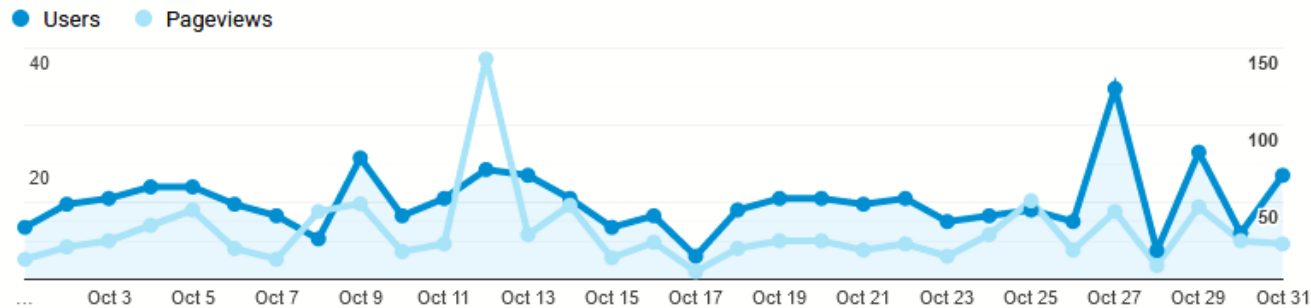
The Falmouth Historical Society

Online Presence

November 9, 2021

Website Activity

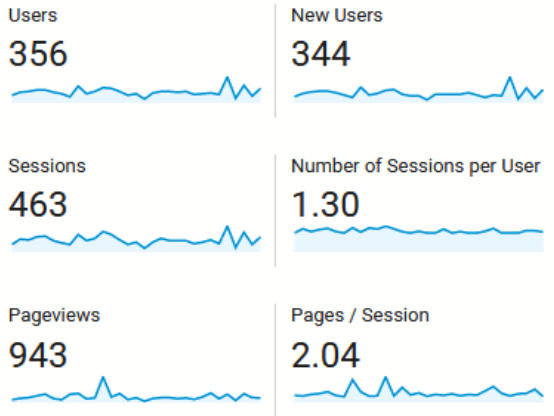
October 2021 – “What”



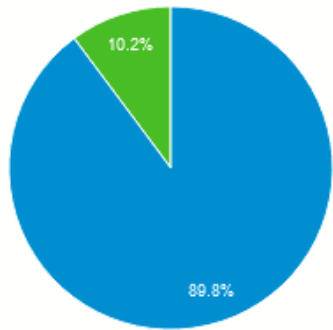
Page ?	Pageviews ? ↓	Unique Pageviews ?
	943 % of Total: 100.00% (943)	724 % of Total: 100.00% (724)
1. Home	306 (32.45%)	255 (35.22%)
2. About Falmouth – Colonial Origins	102 (10.82%)	95 (13.12%)
3. Falmouth Historical Maps	56 (5.94%)	42 (5.80%)
4. Researching Falmouth History	30 (3.18%)	14 (1.93%)
5. Falmouth History References	25 (2.65%)	14 (1.93%)
6. Falmouth Family References	16 (1.70%)	16 (2.21%)
7. 2022 Board and Annual Meetings	16 (1.70%)	4 (0.55%)
8. About FHS	15 (1.59%)	14 (1.93%)
9. About Falmouth	14 (1.48%)	9 (1.24%)
10. Contact FHS	14 (1.48%)	12 (1.66%)

Website Activity

October 2021 – “Who”



■ New Visitor ■ Returning Visitor



Who are they?

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	356 % of Total: 100.00% (356)	344 % of Total: 100.00% (344)	463 % of Total: 100.00% (463)
1. desktop	199 (55.90%)	190 (55.23%)	273 (58.96%)
2. mobile	145 (40.73%)	144 (41.86%)	168 (36.29%)
3. tablet	12 (3.37%)	10 (2.91%)	22 (4.75%)

How do they get here?

Country	Users	% Users
1. United States	238	66.85%
2. China	92	25.84%
3. India	5	1.40%
4. Bulgaria	2	0.56%
5. Germany	2	0.56%
6. United Kingdom	2	0.56%
7. Hong Kong	2	0.56%
8. Ireland	2	0.56%
9. Philippines	2	0.56%
10. Australia	1	0.28%

Where do they come from?

City	Users	% Users
1. (not set)	49	13.17%
2. Shanghai	40	10.75%
3. Falmouth	39	10.48%
4. Columbus	30	8.06%
5. Yarmouth	19	5.11%
6. Zhengzhou	17	4.57%
7. Boston	17	4.57%
8. Portland	13	3.49%
9. Falmouth	7	1.88%
10. New York	7	1.88%

Facebook Activity

October 2021

Total Views



Total People Who Viewed



No posts in October

No recent post reporting

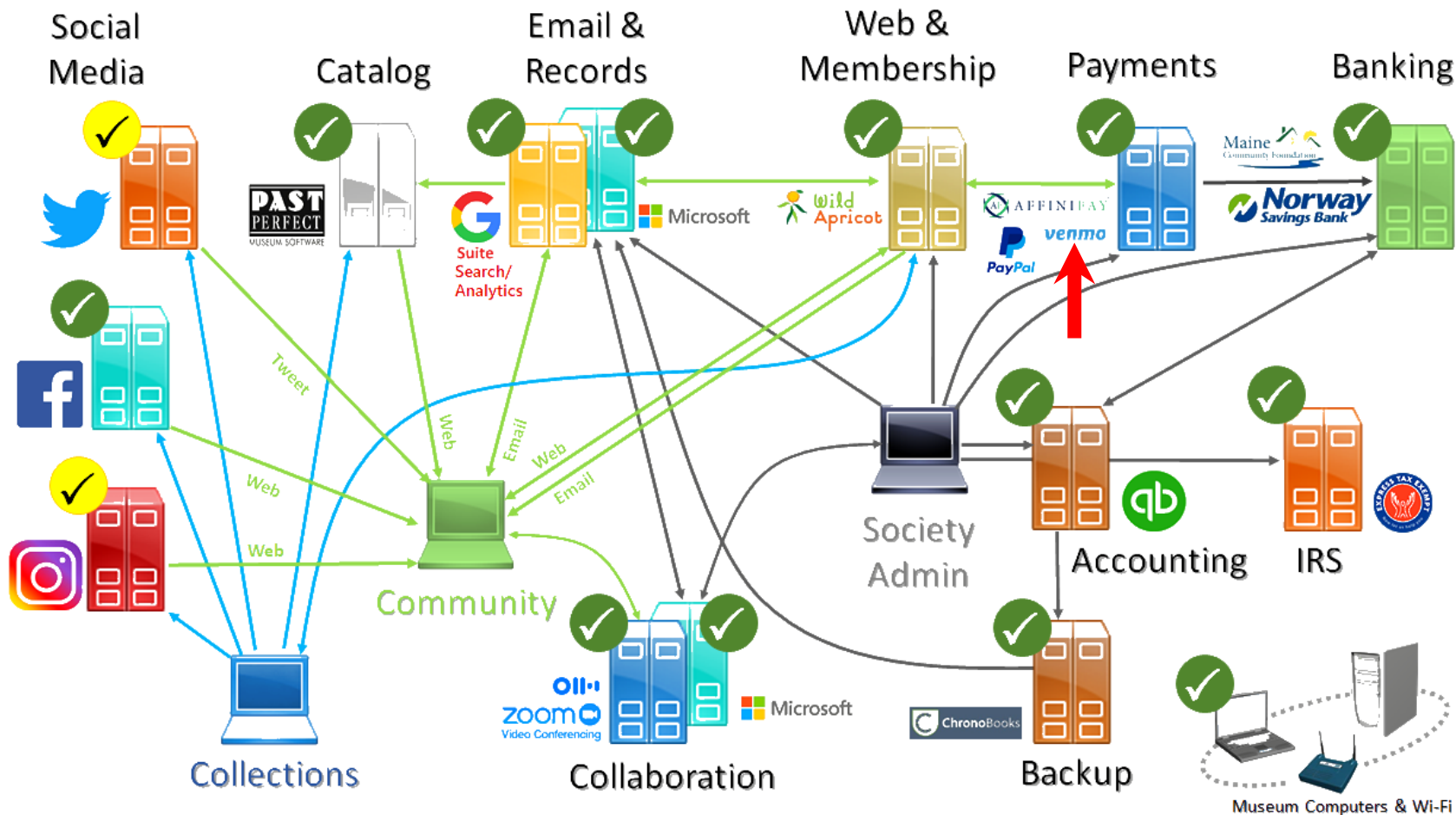
Facebook Page Reach ⓘ

26 ↓ 86.3%



System Status

November 2021



Activity

- Digital catalog development underway (PP)
- Website expansion underway
- Adding Venmo as a payment method for merchandise