

The Falmouth Historical Society

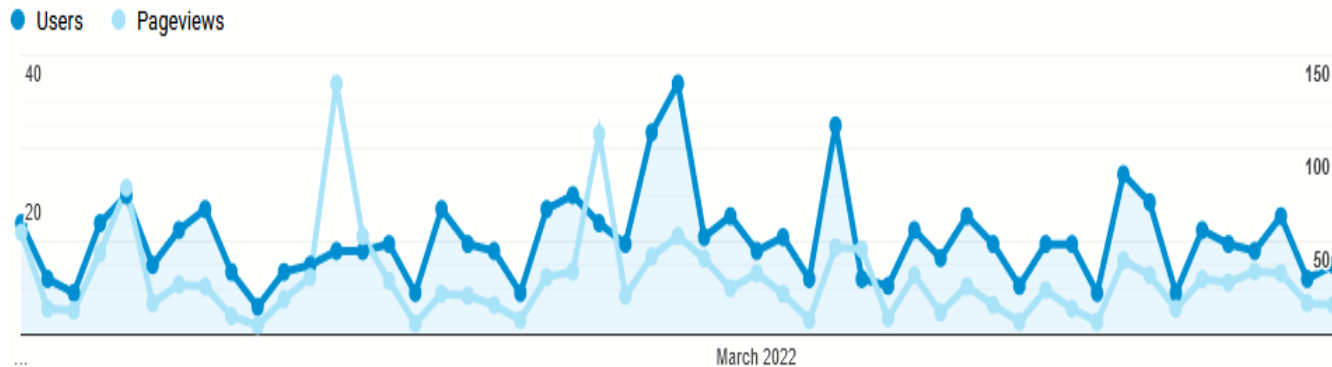
Online Presence

April 5, 2022

Website Activity

February-March 2022– “What”

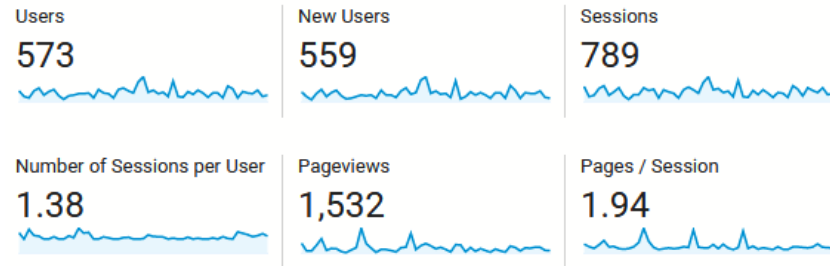
- Period shown is 02/01-03/23
- Heavy burst of activity on website
 - 03/24 12:00-2:30 p.m.
 - 380 “users” from around the world visited the home page a total of 808 times (2x402)



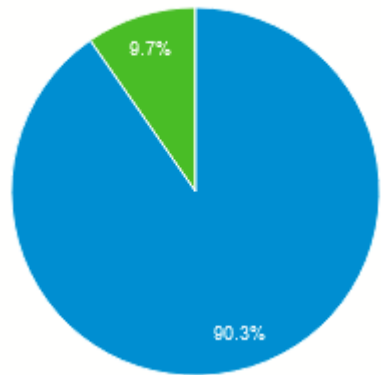
Page ?	Pageviews ? ↓	Unique Pageviews ?
	1,532 % of Total: 100.00% (1,532)	1,203 % of Total: 100.00% (1,203)
1. Home	423 (27.61%)	342 (28.43%)
2. About Falmouth – Colonial Origins	170 (11.10%)	147 (12.22%)
3. Falmouth Historical Maps	77 (5.03%)	67 (5.57%)
4. About FHS	36 (2.35%)	26 (2.16%)
5. About Falmouth – Colonial Origins	36 (2.35%)	31 (2.58%)
6. Bookstore	35 (2.28%)	13 (1.08%)
7. Falmouth History References	31 (2.02%)	25 (2.08%)
8. Falmouth Family References	29 (1.89%)	25 (2.08%)
9. Board of Directors	26 (1.70%)	21 (1.75%)
10. Bookstore	26 (1.70%)	16 (1.33%)

Website Activity

February-March 2022 – “Who”



■ New Visitor ■ Returning Visitor



Who are they?

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	573 % of Total: 100.00% (573)	559 % of Total: 100.00% (559)	789 % of Total: 100.00% (789)
1. desktop	442 (77.14%)	430 (76.92%)	610 (77.31%)
2. mobile	122 (21.29%)	120 (21.47%)	163 (20.66%)
3. tablet	9 (1.57%)	9 (1.61%)	16 (2.03%)

How do they get here?

Country	Users	% Users
1. United States	446	77.84%
2. China	88	15.36%
3. United Kingdom	8	1.40%
4. Ireland	6	1.05%
5. (not set)	4	0.70%
6. France	3	0.52%
7. India	3	0.52%
8. Canada	2	0.35%
9. Switzerland	2	0.35%
10. Germany	2	0.35%



City	Users	% Users
1. (not set)	112	19.15%
2. Falmouth	59	10.09%
3. Columbus	40	6.84%
4. Coffeyville	25	4.27%
5. Portland	24	4.10%
6. Boston	15	2.56%
7. New York	13	2.22%
8. Yarmouth	13	2.22%
9. South Portland	10	1.71%
10. Washington	10	1.71%

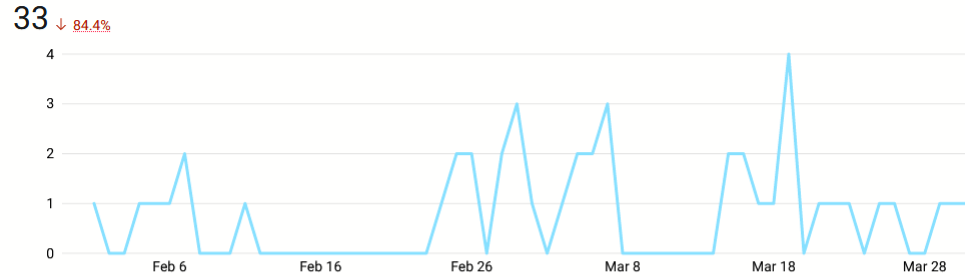


Where do they come from?

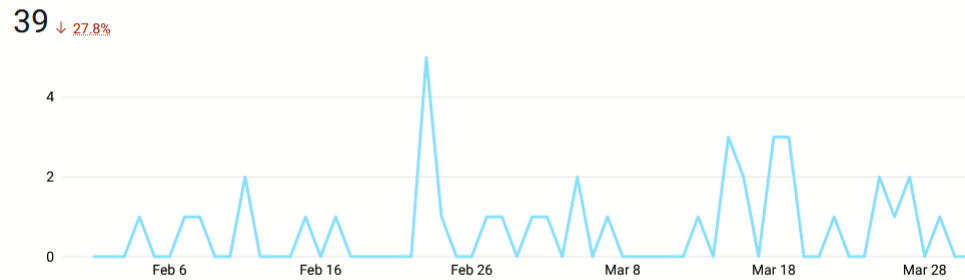
Facebook Activity

February-March 2022

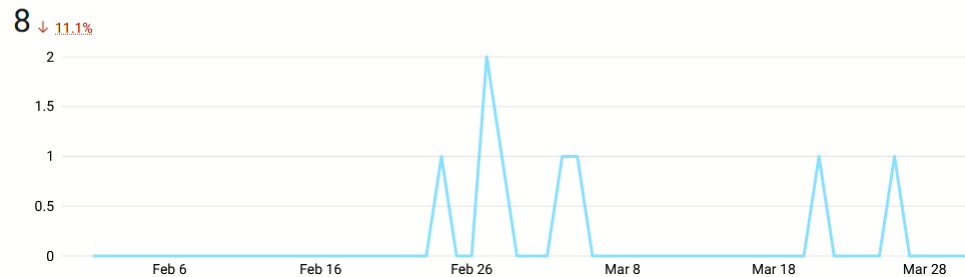
Facebook Page Reach ⓘ



Facebook Page Visits ⓘ

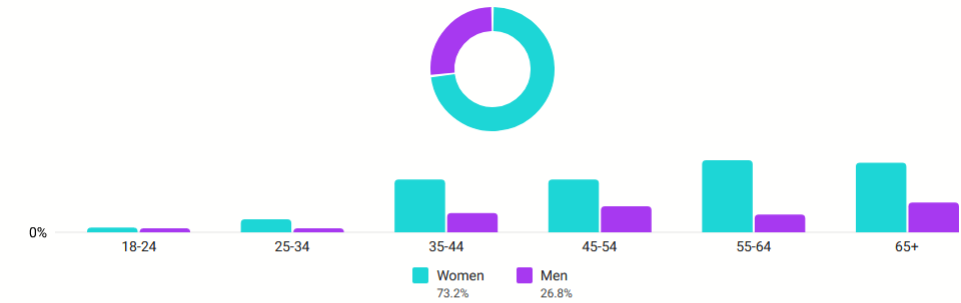


New Facebook Page Likes ⓘ

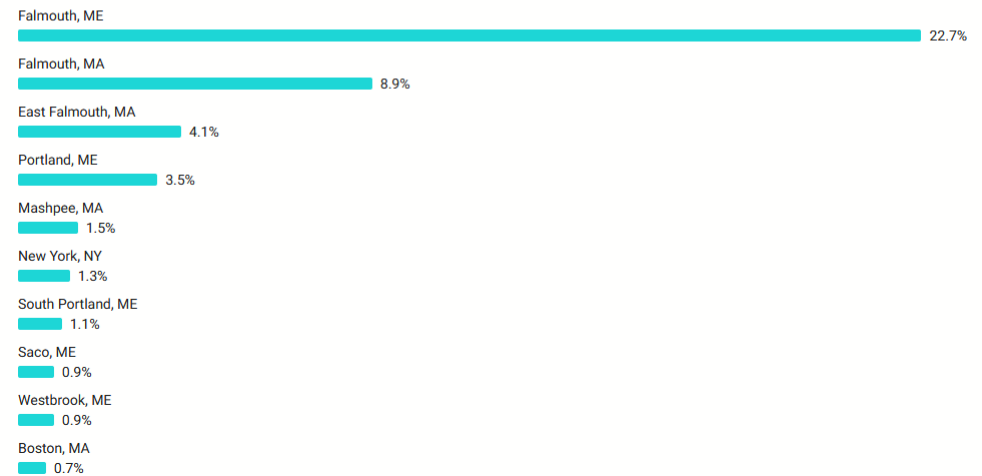


No posts in Feb or Mar

Age & Gender ⓘ

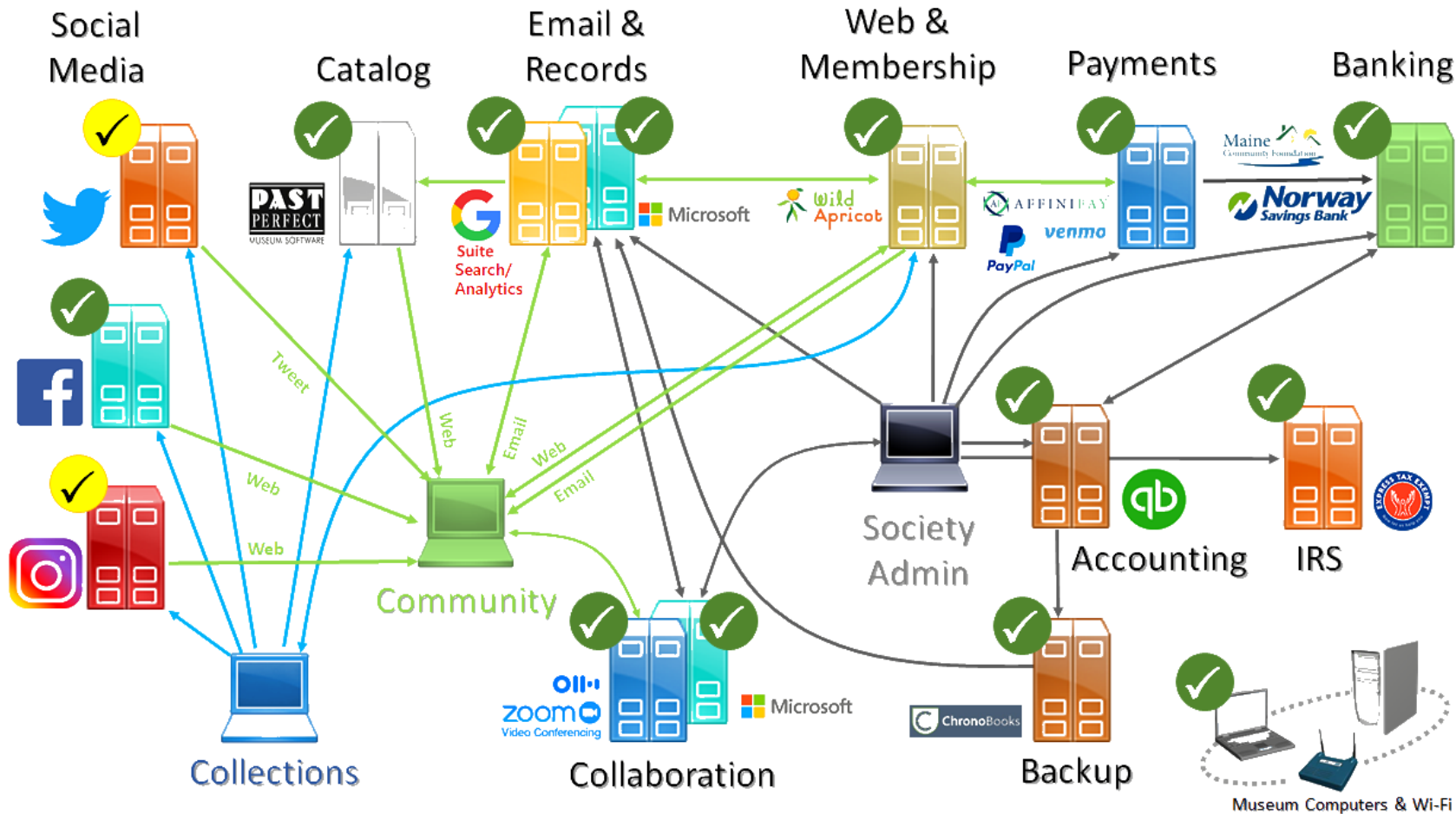


Top Cities ⓘ



System Status

April 2022



Activity

- Digital catalog development underway (PP)
- Website expansion underway
- Museum computers awakened from winter hibernation