

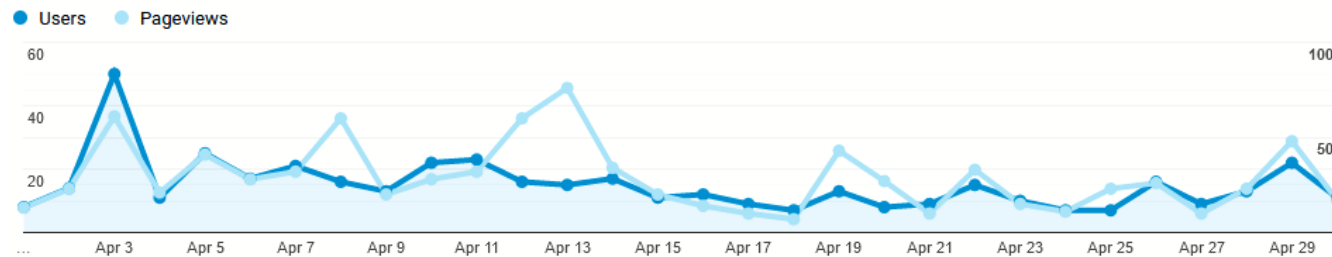
The Falmouth Historical Society

Online Presence

May 3, 2022

Website Activity

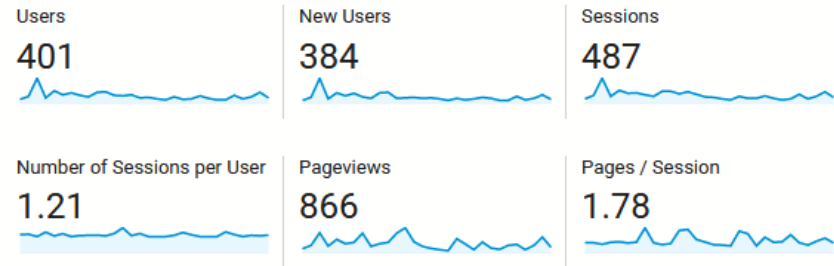
April 2022 – “What”



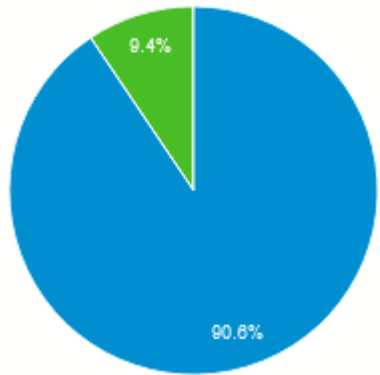
Page ?	Pageviews ? ↓	Unique Pageviews ?
	866 % of Total: 100.00% (866)	735 % of Total: 100.00% (735)
1. Home	271 (31.29%)	219 (29.80%)
2. About Falmouth – Colonial Origins	69 (7.97%)	59 (8.03%)
3. Falmouth Historical Maps	43 (4.97%)	40 (5.44%)
4. Board of Directors	30 (3.46%)	23 (3.13%)
5. The Almouchiquois	17 (1.96%)	13 (1.77%)
6. Falmouth History References	17 (1.96%)	15 (2.04%)
7. Contact	16 (1.85%)	15 (2.04%)
8. May 2022 Board Meeting	16 (1.85%)	14 (1.90%)
9. April 2022 Board Meeting	16 (1.85%)	13 (1.77%)
10. From Town, to Destination...	13 (1.50%)	12 (1.63%)

Website Activity

April 2022 – “Who”



■ New Visitor ■ Returning Visitor



Who are they?

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	401 % of Total: 100.00% (401)	384 % of Total: 100.00% (384)	487 % of Total: 100.00% (487)
1. desktop	324 (80.80%)	308 (80.21%)	400 (82.14%)
2. mobile	70 (17.46%)	69 (17.97%)	80 (16.43%)
3. tablet	7 (1.75%)	7 (1.82%)	7 (1.44%)

How do they get here?

Country	Users	% Users
1. United States	285	71.07%
2. China	103	25.69%
3. United Kingdom	3	0.75%
4. Germany	2	0.50%
5. India	2	0.50%
6. Australia	1	0.25%
7. Bangladesh	1	0.25%
8. Switzerland	1	0.25%
9. Ireland	1	0.25%
10. Nigeria	1	0.25%

City	Users	% Users
1. (not set)	157	38.39%
2. Ashburn	37	9.05%
3. Falmouth	28	6.85%
4. Portland	15	3.67%
5. Yarmouth	15	3.67%
6. Coffeyville	12	2.93%
7. Gray	6	1.47%
8. New York	5	1.22%
9. South Portland	4	0.98%
10. Washington	4	0.98%

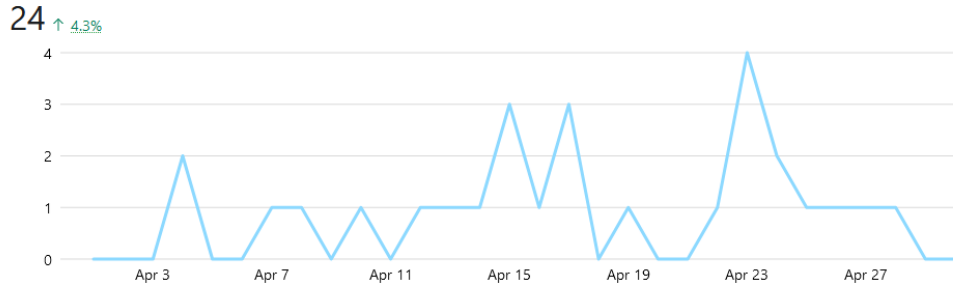
Where do they come from?

Facebook Activity

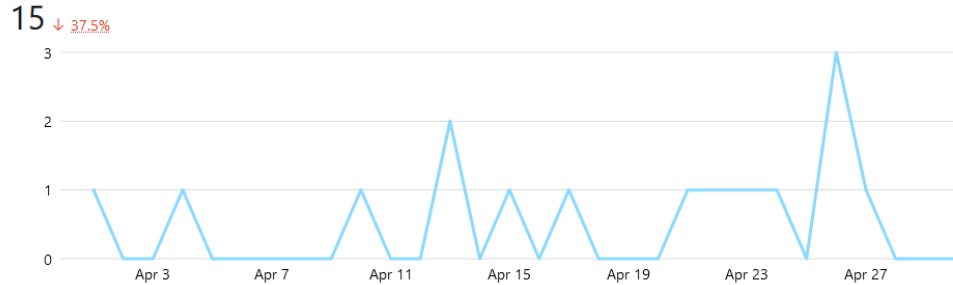
April 2022

Results

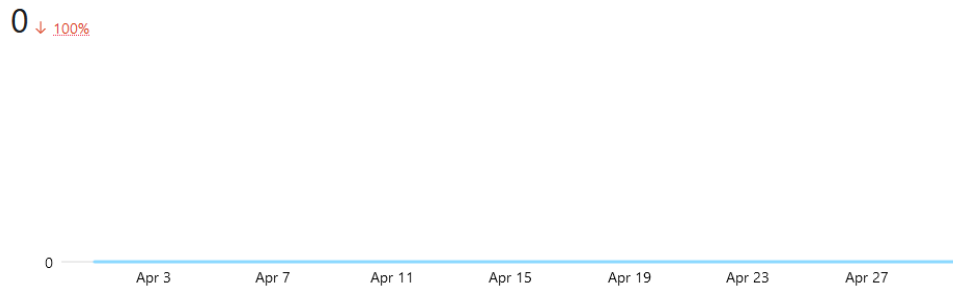
Facebook Page Reach ⓘ



Facebook Page Visits ⓘ

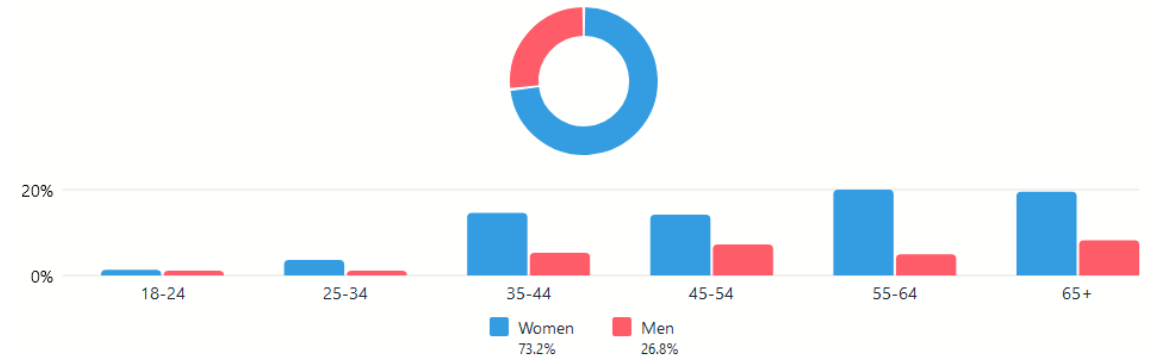


New Facebook Page Likes ⓘ

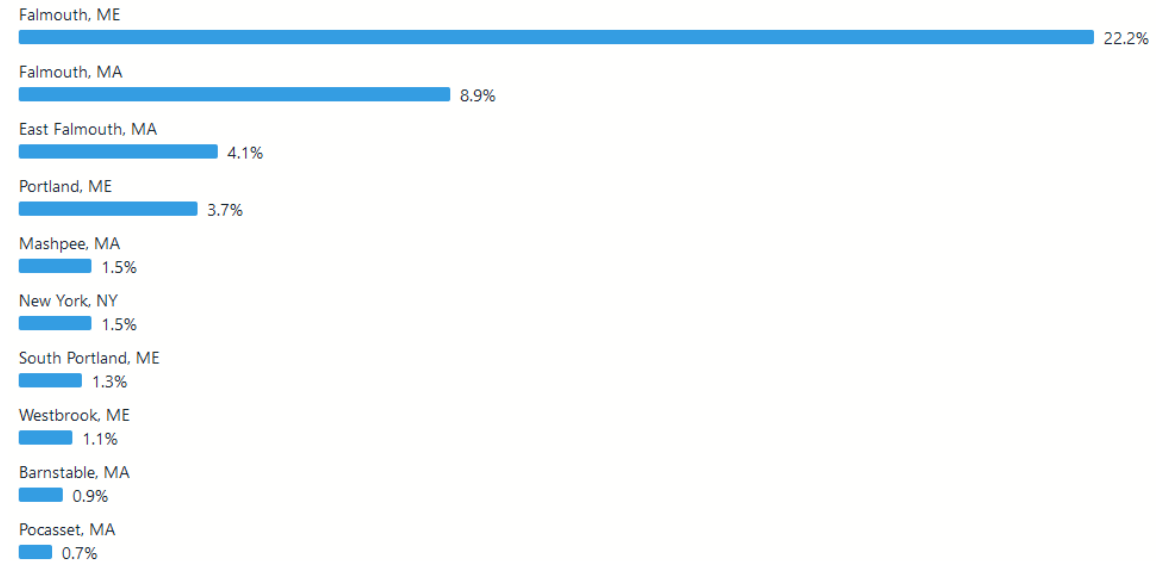


No posts in April

Age & Gender ⓘ

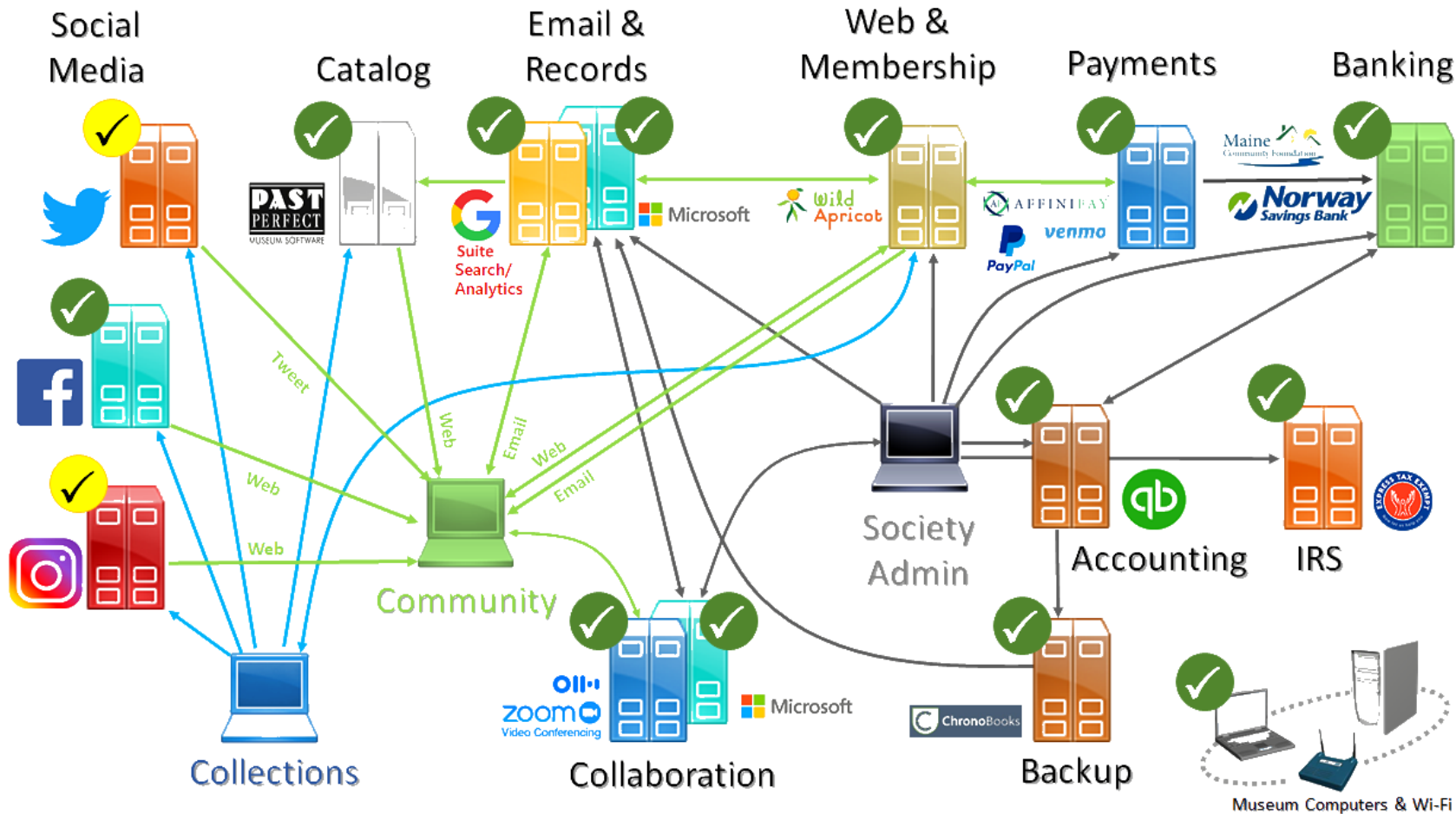


Top Cities



System Status

May 2022



Activity

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