

The Falmouth Historical Society

# Online Presence

January 3, 2022

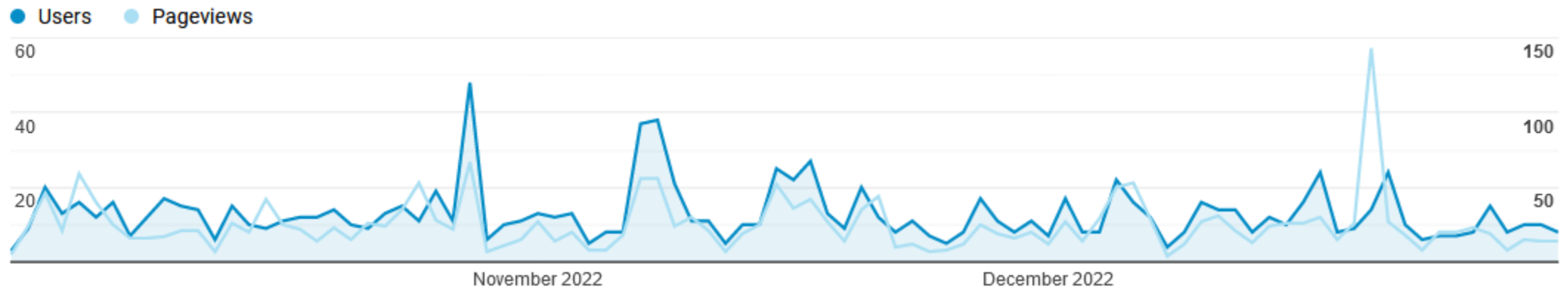
# Website Activity

October-December – “What”

*What are they doing?*

Page	Views	Users	Views per User
All	2,141	827	2.59
1 Welcome	667	345	1.93
2 The Almouchiquois	226	166	1.36
3 Colonial Origins	193	145	1.33
4 Falmouth Historical Maps	107	61	1.75
5 Falmouth History References	54	34	1.59
6 Contact FHS	51	39	1.31
7 About Falmouth	36	28	1.29
8 Falmouth Family References	34	21	1.62
9 From Town, to Destination, to Suburb	31	25	1.24
10 Historic Site Tours	29	20	1.45

*Data collected by new Google Analytics tool; numbers vary slightly from current tool*

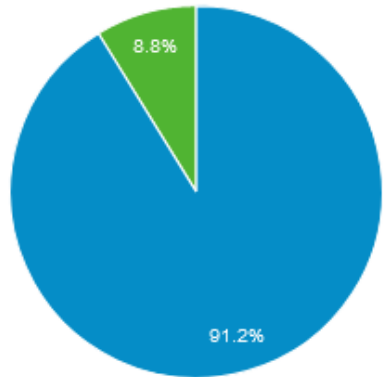


# Website Activity

October-December – “Who”



■ New Visitor ■ Returning Visitor



*Who are they?*

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	990 % of Total: 100.00% (990)	973 % of Total: 100.00% (973)	1,299 % of Total: 100.00% (1,299)
1. desktop	750 (75.76%)	735 (75.54%)	1,023 (78.75%)
2. mobile	226 (22.83%)	224 (23.02%)	262 (20.17%)
3. tablet	14 (1.41%)	14 (1.44%)	14 (1.08%)

*How do they get here?*

Country	Users	% Users
1.  United States	817	82.36%
2.  China	124	12.50%
3.  Canada	10	1.01%
4.  United Kingdom	6	0.60%
5.  India	4	0.40%
6.  Russia	4	0.40%
7.  France	3	0.30%
8.  Ireland	3	0.30%
9.  Philippines	3	0.30%
10.  Hong Kong	2	0.20%



City	Users	% Users
1. (not set)	230	22.37%
2. Columbus	77	7.49%
3. Hinesburg	60	5.84%
4. Boston	56	5.45%
5. Falmouth	49	4.77%
6. Ashburn	49	4.77%
7. Portland	37	3.60%
8. New York	25	2.43%
9. Washington	13	1.26%
10. Scarborough	13	1.26%

*Where do they come from?*

# Facebook Activity

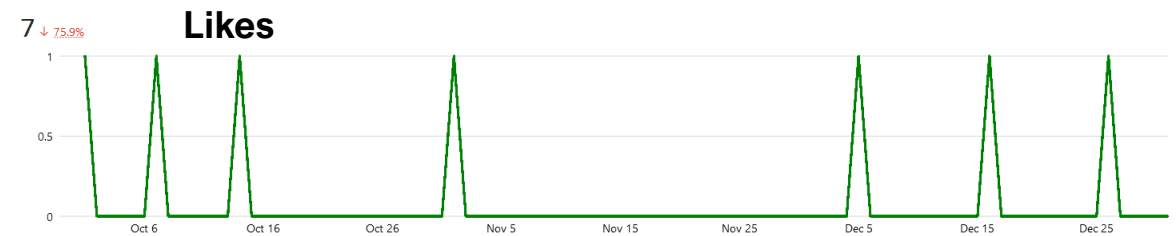
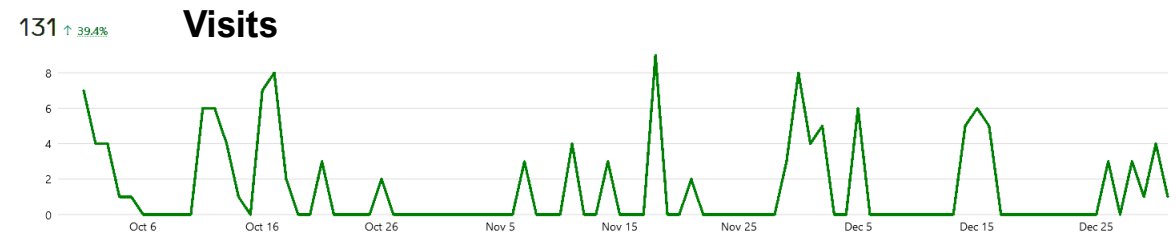
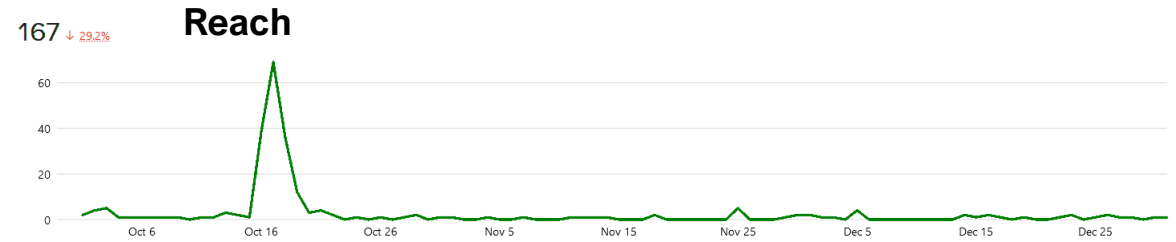
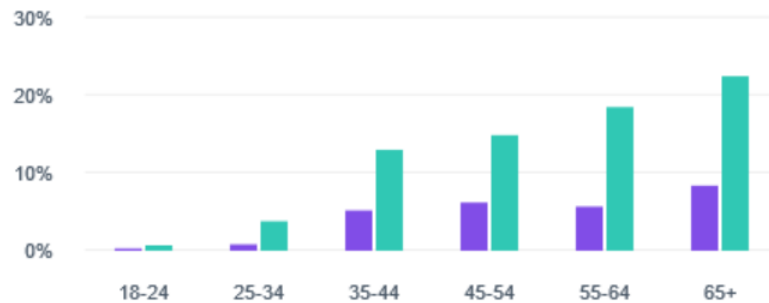
October-December 2022

## Posts

	<b>Come to the FHS Meet and Greet at Blueberry Commons of OceanView in Falmouth. Tuesday, October 18th, 7:00 p.m. Join us at OceanView and discover how much fun history can be! History is all about storytelling...</b> Oct 17, 2022	Post reach <b>110</b>	Engagement <b>4</b>
	<b><a href="https://thefhs.org/resources/Documents/FTC%202210.pdf">https://thefhs.org/resources/Documents/FTC%202210.pdf</a> Check out our Autumn Newsletter!</b> Oct 16, 2022	Post reach <b>87</b>	Engagement <b>10</b>

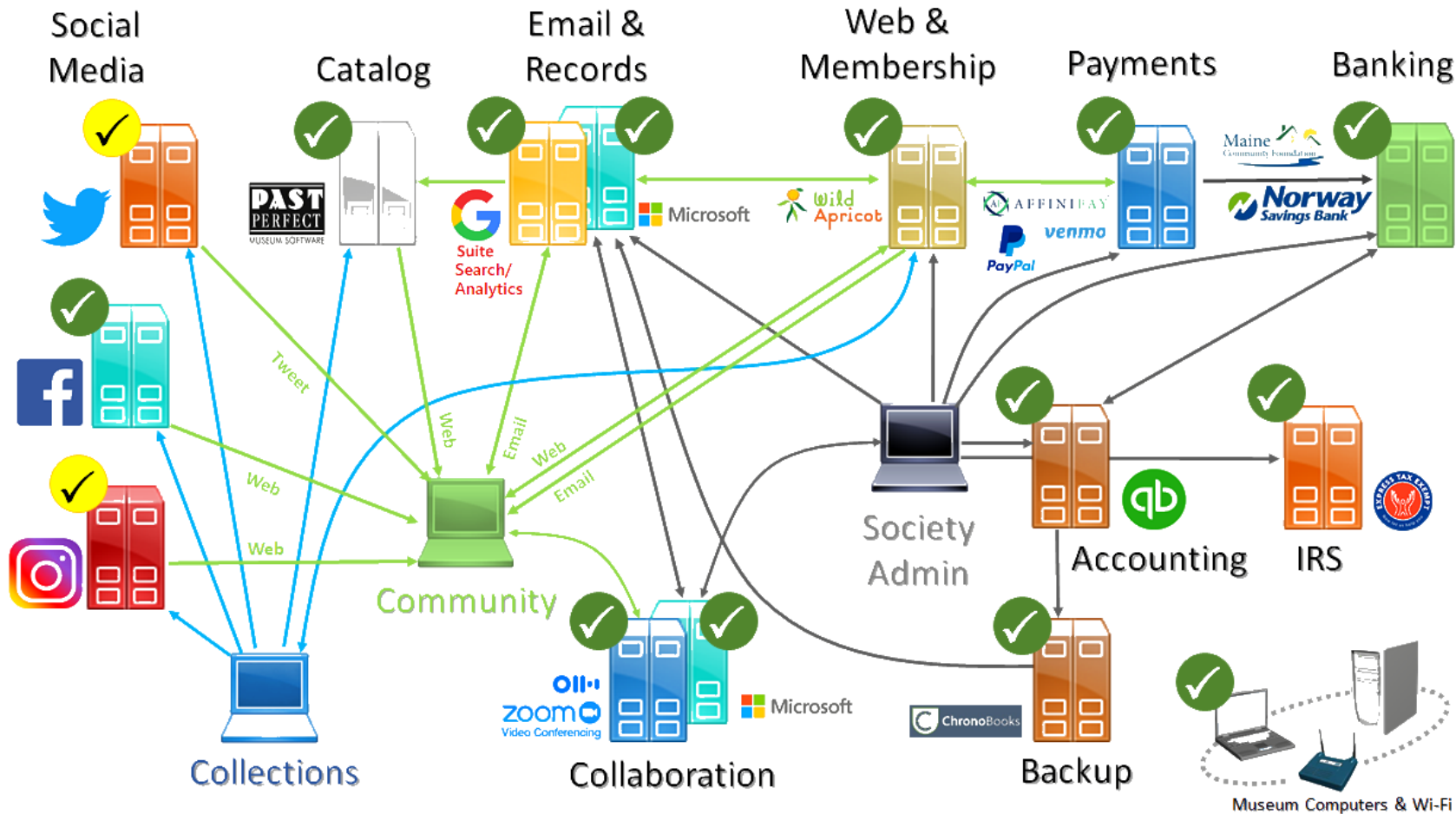
## Age and Gender

- Men 26.70%
- Women 73.30%



# System Status

January 2023



## Activity

- Digital catalog development underway (PP)
- Website expansion underway (WA)
  - Historical content
  - Bookstore expansion with mail order