



The Falmouth Historical Society

# Online Presence

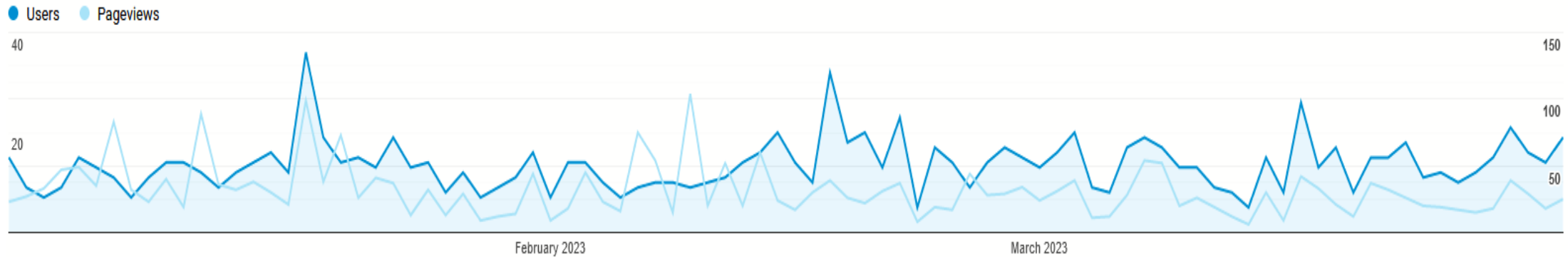
April 4, 2023

# Website Activity

January-March 2023 – “What”

*What are they doing?*

	Page	Views	Users
	All	2,829	1,019
1	Welcome	948	490
2	Colonial Origins	180	149
3	The Almouchiquois	116	83
4	Falmouth Historical Maps	116	76
5	Falmouth Family References	60	46
6	Board of Directors	55	43
7	2023 Annual Meeting	143	37
8	Heritage Museum	71	36
9	About FHS	53	35
10	Contact FHS	37	33



# Website Activity

January-March 2023 – “Who”

Device Category	Acquisition		
	Users ↓	New Users	Sessions
	1,019 % of Total: 100.00% (1,019)	1,011 % of Total: 100.10% (1,010)	1,425 % of Total: 100.00% (1,425)
1. desktop	725 (71.15%)	716 (70.82%)	1,082 (75.93%)
2. mobile	273 (26.79%)	273 (27.00%)	316 (22.18%)
3. tablet	21 (2.06%)	22 (2.18%)	27 (1.89%)

*How do they get here?*

Country	Acquisition		
	Users	New Users ↓	Sessions
	1,019 % of Total: 100.00% (1,019)	1,011 % of Total: 100.10% (1,010)	1,425 % of Total: 100.00% (1,425)
1.  United States	817 (80.10%)	810 (80.12%)	1,215 (85.26%)
2.  China	118 (11.57%)	118 (11.67%)	118 (8.28%)
3.  South Korea	23 (2.25%)	23 (2.27%)	24 (1.68%)
4.  Canada	16 (1.57%)	15 (1.48%)	21 (1.47%)
5.  United Kingdom	8 (0.78%)	8 (0.79%)	8 (0.56%)
6.  Germany	4 (0.39%)	4 (0.40%)	4 (0.28%)
7.  France	4 (0.39%)	4 (0.40%)	4 (0.28%)
8.  Sweden	4 (0.39%)	4 (0.40%)	4 (0.28%)
9.  Australia	3 (0.29%)	3 (0.30%)	3 (0.21%)
10.  Ireland	3 (0.29%)	3 (0.30%)	3 (0.21%)

*Where do they come from?*

Region	City	Acquisition		
		Users ↓	New Users	Sessions
		817 % of Total: 80.18% (1,019)	810 % of Total: 80.20% (1,010)	1,215 % of Total: 85.26% (1,425)
1. Maine	Falmouth	67 (7.91%)	60 (7.41%)	341 (28.07%)
2. Ohio	Columbus	67 (7.91%)	67 (8.27%)	67 (5.51%)
3. (not set)	(not set)	46 (5.43%)	45 (5.56%)	46 (3.79%)
4. Massachusetts	Boston	43 (5.08%)	40 (4.94%)	47 (3.87%)
5. New York	New York	30 (3.54%)	28 (3.46%)	48 (3.95%)
6. Maine	Portland	27 (3.19%)	27 (3.33%)	28 (2.30%)
7. Virginia	Ashburn	23 (2.72%)	22 (2.72%)	23 (1.89%)
8. Massachusetts	(not set)	16 (1.89%)	15 (1.85%)	18 (1.48%)
9. Oregon	Boardman	15 (1.77%)	15 (1.85%)	15 (1.23%)
10. Maine	Cumberland	11 (1.30%)	10 (1.23%)	14 (1.15%)

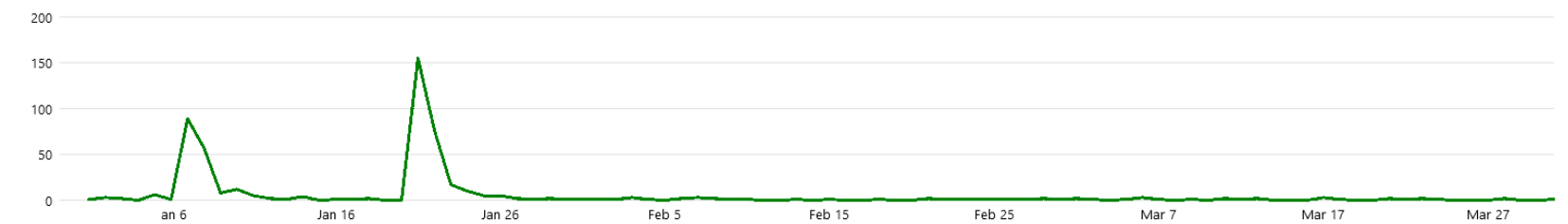
# Facebook Activity

January-March 2023

No recent posts

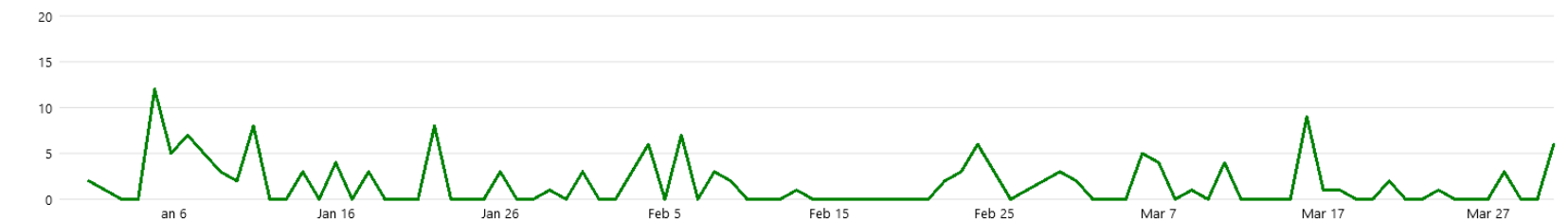
## Reach

354 ↑ 117.2%



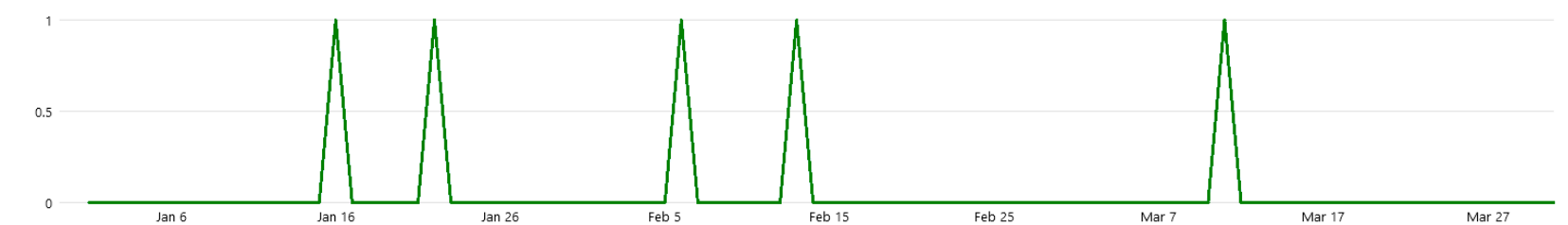
## Visits

151 ↑ 25.8%



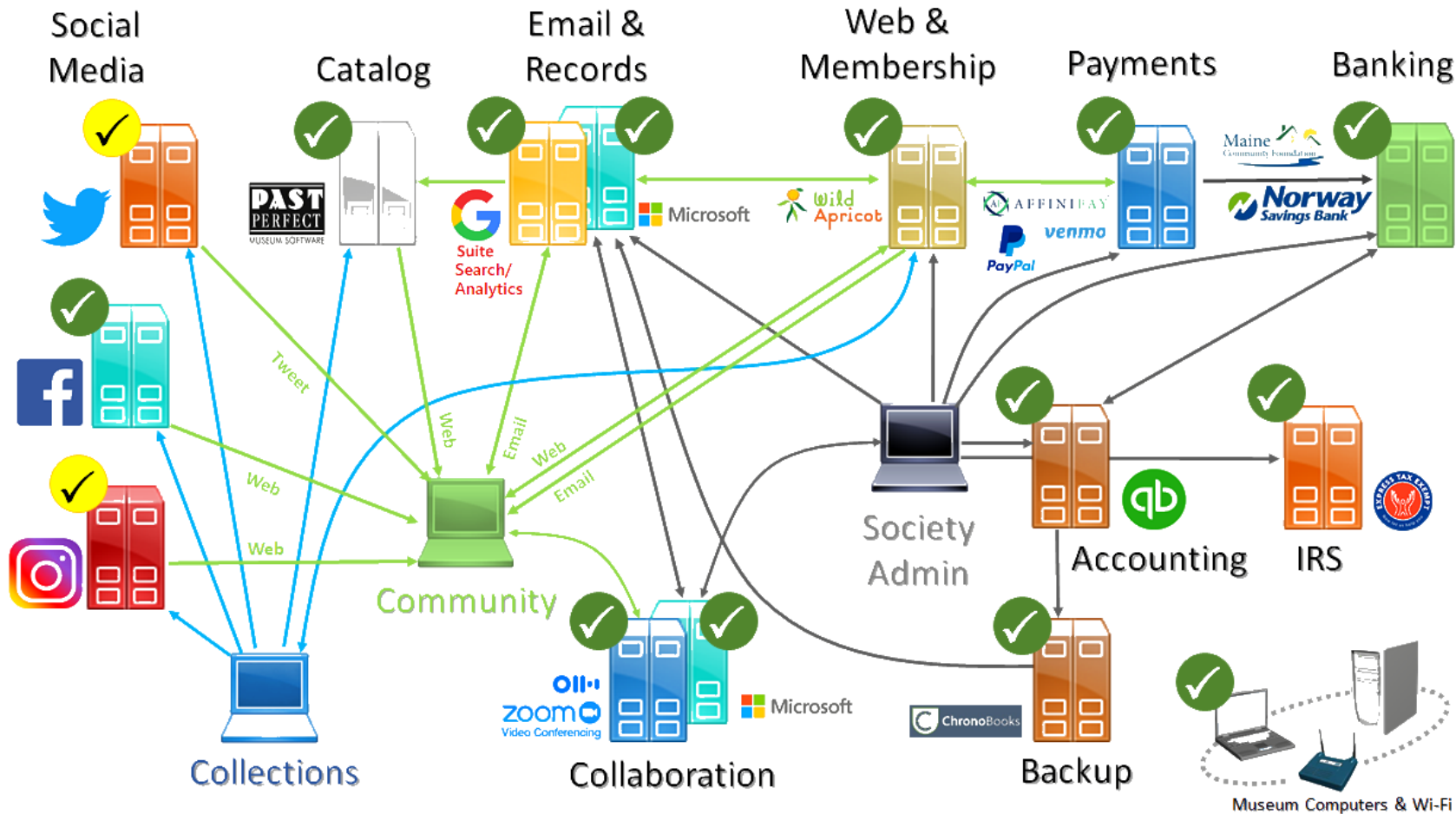
## Likes

5 ↓ 16.7%



# System Status

April 2023



## Activity

- Digital catalog development underway (PP)
- Website expansion underway (WA)
  - Historical content