

This report will be made
public on 14 May 2021

Hythe Town Council

www.Hythe-tc.gov.uk

Report number F&GP 04/21

To Hythe Town Council
Date **14 May 2021**
Status **Non Exempt**
Responsible officer Responsible Financial Officer

Subject **GOOGLE ANAYLTICS AND SOCIAL MEDIA HITS
REPORT F&GP/04/21**

SUMMARY: This report gives an update on the Council's website and social media traffic and asks the committee to note the information herein.

RECOMMENDATIONS:

- 1. To receive and note the report F&GP/04/21**

INTRODUCTION

This report will show Google/website data for March and April, as this is the first time the report in this format has been produced. The same goes for the overview of data for Facebook and Instagram.

In March, Facebook posts reached 4744 people, 64% less than the month before. The content with the highest engagement during March, with a reach of 1.1k and 9 likes, was the Tennis and Bowls Easter opening Announcement, followed by Earth Hour with a reach of 330 and 7 likes. By the end of March the page had 314 page followers and a total of 368 page likes.

Instagram was only set up in April and therefore no data is available for March.

In April, Facebook posts reached 5658 people, up by 18.8% from the previous month. The content with the highest engagement during April, with a reach of 4.4k was the live streaming of the Annual Town meeting, which also received 28 likes and reactions. This was followed by the post looking for seasonal staff with a reach of 1.6k and 10 likes and reactions. By the end of April the page had 376 page followers (up by 62 from the end of March) and a total of 368 page likes (no change).

Within the first month of its existence HTC's Instagram gained 42 followers. Image likes have been rather moderate (between 2 and 6), but it is early days and the account's audience is still growing.

HTC Website Summary

Data From Google Analytics

Users

780

↑ 143.8%

Sessions

1,283

↑ 138.9%

Page Views

3,988

↑ 98.8%

Bounce Rate

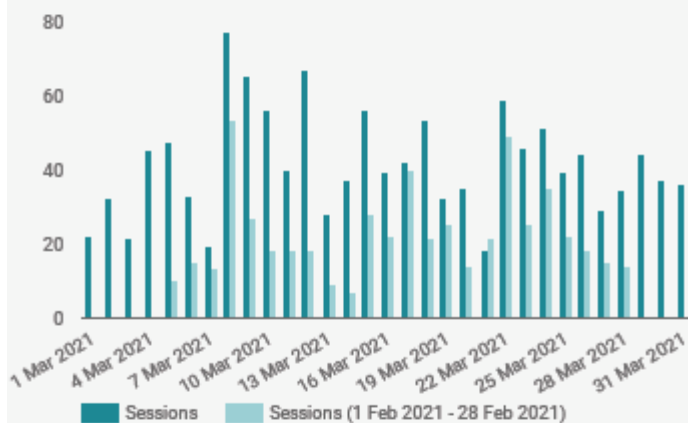
49.7%

↑ 24.8%

Summary:

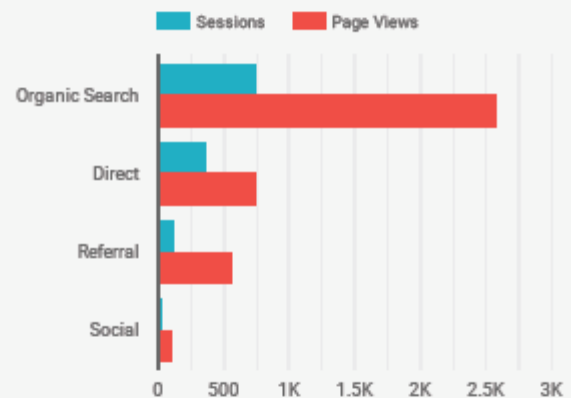
In the month of March the users have increased by 143.8% in comparison to the previous month. These are unique visitors, which means from different IP addresses. The volume to the site (sessions) has increased by 138.9% in comparison to February, and page views (total number of pages viewed in March) has also increased by 98.8%. The bounce rate has gone up in comparison to March, and also still classified as ok (between 40% and 55%), this is something to keep an eye on. It could mean that users are ending up on a page where the content is not relevant to what they were looking for (no interaction on the page the landed on) or we are sending visitors to the wrong pages. An action point could be to review details displayed in Google and review SEO.

How are site sessions trending?



Which channels are driving engagement?

Goal: Engaged Users

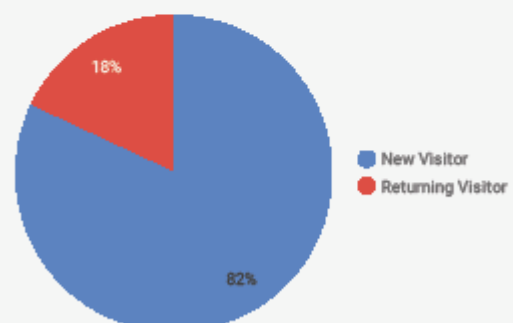


Engagement by Age & Gender

No Data

No Data

New vs. Returning Site Visitors



HTC Website Summary

Data From Google Analytics

Users

1,355

↑ 76.0%

Sessions

1,888

↑ 49.7%

Page Views

4,662

↑ 18.8%

Bounce Rate

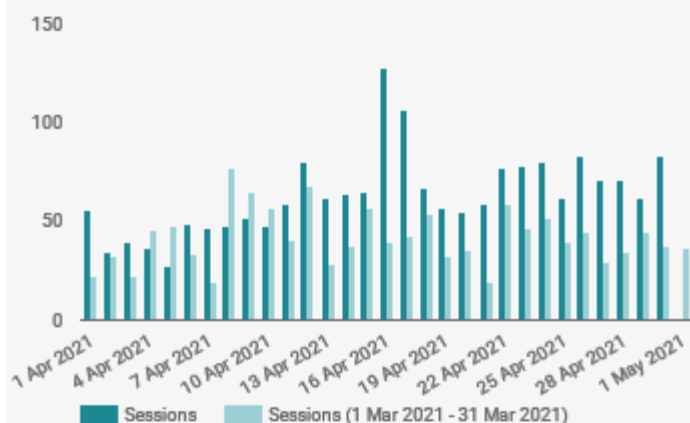
63.2%

↑ 26.5%

Summary:

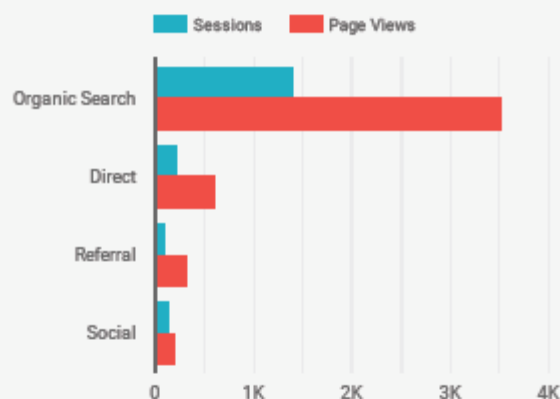
In the month of April we saw another increase of users by 76% in comparison to March. These are unique visitors, which means from different IP addresses. The volume to the site (sessions) has increased by 49.7%, and page views (total number of pages viewed in April) has also increased by 18.8% in comparison to the previous month. Like last month, the bounce rate has gone up again and has now moved outside of the %-span classified as ok. If next month increases again, a website review would be my recommendation as those figures could indicate that visitors don't find what they are looking for and leave. I have also noticed that no Page Meta data has been added to the website pages. This means Google can't index pages correctly and users are not shown the correct content snippets in their search engine. This should be addressed as a matter of urgency.

How are site sessions trending?

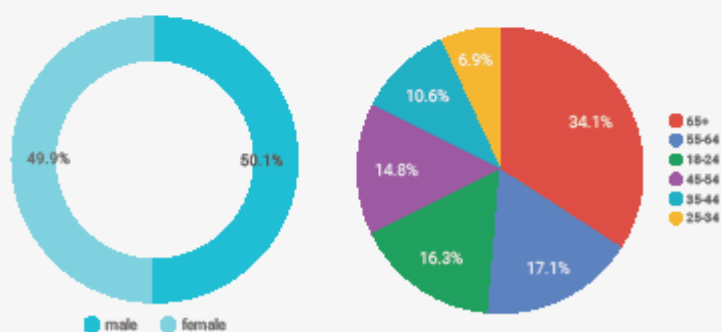


Which channels are driving engagement?

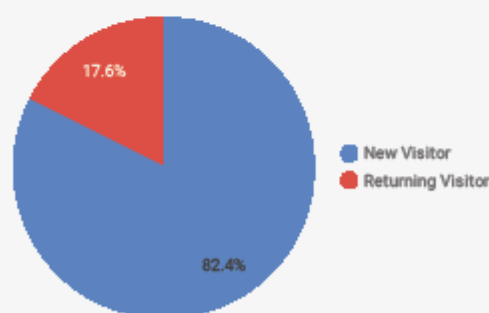
Goal: Engaged Users



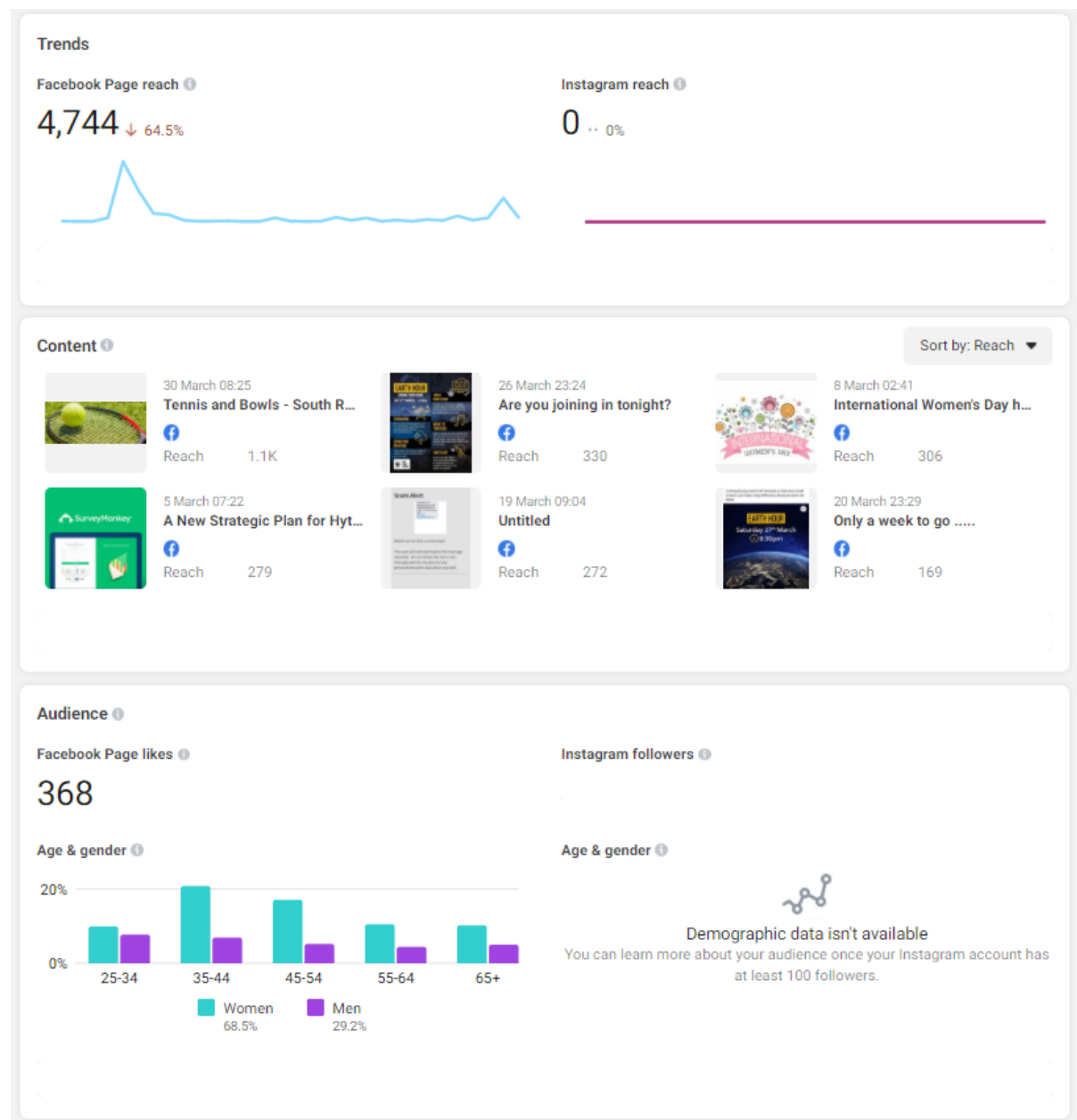
Engagement by Age & Gender



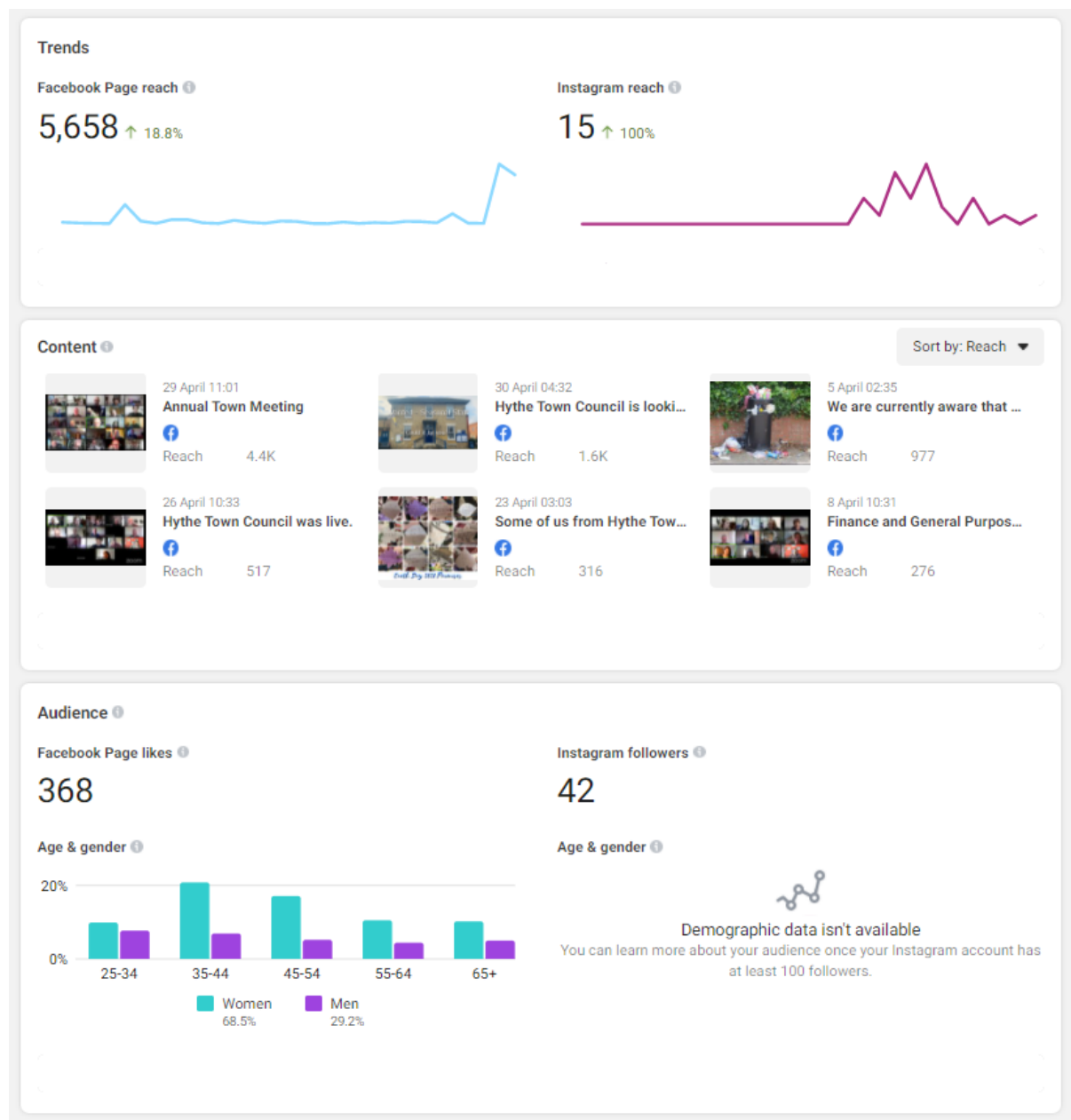
New vs. Returning Site Visitors



Social Media Report – Overview March 2021



Social Media Report – Overview April 2021



SUMMARY

The website summary shows that we get a good number of visitors to the site, across all ages (the engagement by age & gender data was only enabled at the beginning of April and therefore not available for March's report). The only concern is the number of bounces (bounce rate), which has been highlighted in both reports and action points should be decided on.

Facebook and Instagram seem to assist in creating engagement with the community.

More specific feedback and suggestions on how to go forward can be made when more data is available.

RISK MANAGEMENT

A summary of the perceived risk follows;

Perceived Risk The Council do not engage with the Community and do not gain an insight into the Communities needs and do not ensure that community members have access to valued social settings and activities.

Risk Low

Likelihood Low

Preventative Action Council practice methods and strategies for creating meaningful relationships with the community.

CONTACT OFFICER

If you have any queries about this report please contact The Town Clerk and Responsible Financial Officer of the Council

Tel: 01303 266152 or email Clerk@hythe-tc.gov.uk prior to the meeting.