



The Falmouth Historical Society

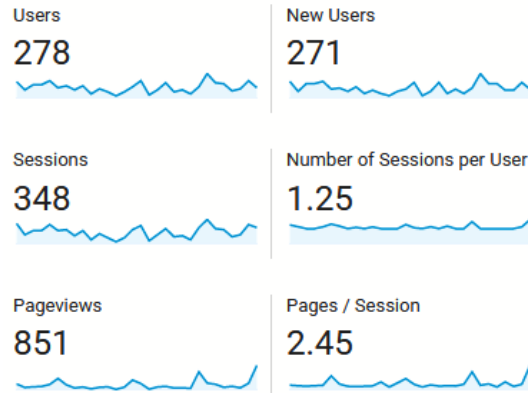
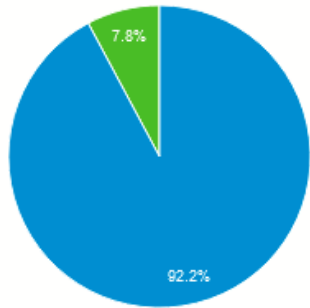
Online Presence

May 4, 2021

Website Activity

April 2021 – “Who”

■ New Visitor ■ Returning Visitor



Who are they?

Device Category ?	Users ? ↓	New Users ?	Sessions ?
	278 % of Total: 100.00% (278)	271 % of Total: 100.00% (271)	348 % of Total: 100.00% (348)
1. desktop	184 (66.19%)	177 (65.31%)	251 (72.13%)
2. mobile	86 (30.94%)	86 (31.73%)	88 (25.29%)
3. tablet	8 (2.88%)	8 (2.95%)	9 (2.59%)

How do they get here?

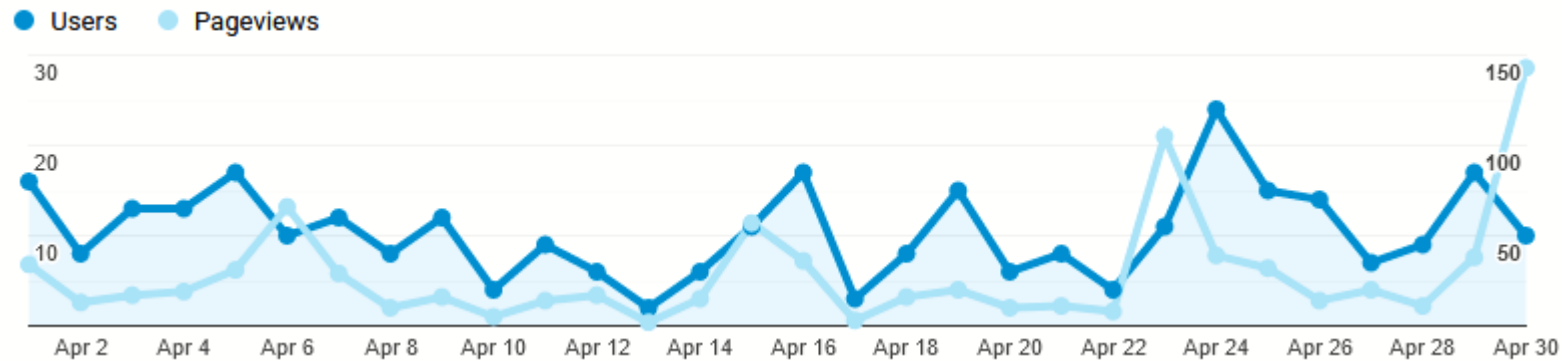
Country	Users	% Users
1. United States	211	75.90%
2. China	34	12.23%
3. Canada	4	1.44%
4. (not set)	4	1.44%
5. Switzerland	3	1.08%
6. Germany	3	1.08%
7. India	3	1.08%
8. Spain	2	0.72%
9. Mexico	2	0.72%
10. Australia	1	0.36%

Where do they come from?

City	Users	% Users
1. Falmouth	34	12.14%
2. (not set)	19	6.79%
3. Ashburn	18	6.43%
4. Shanghai	14	5.00%
5. Zhengzhou	12	4.29%
6. Portland	11	3.93%
7. Boston	10	3.57%
8. New York	8	2.86%
9. Boardman	8	2.86%
10. Beijing	6	2.14%

Website Activity

April 2021 – “What”



How much are they viewing?

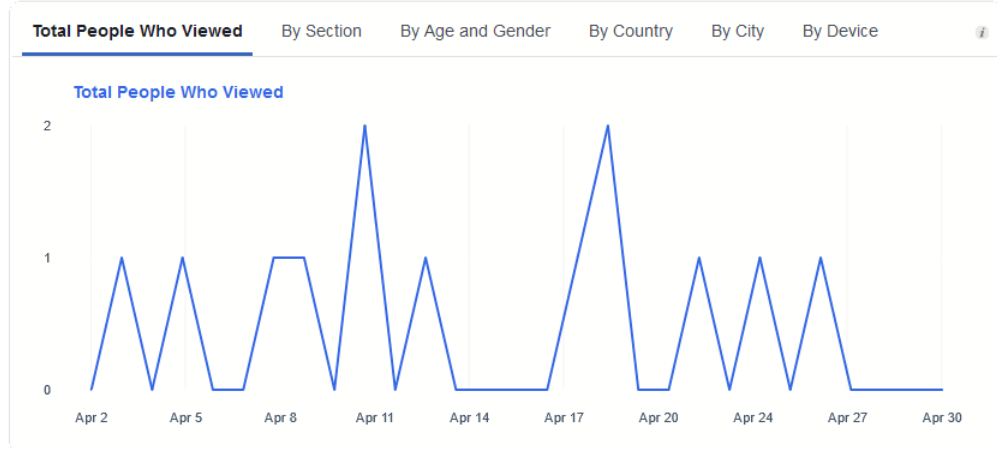
Page ?	Pageviews ? ↓	Unique Pageviews ?
	851 % of Total: 100.00% (851)	613 % of Total: 100.00% (613)
1. Home	234 (27.50%)	175 (28.55%)
2. About Falmouth (1)	96 (11.28%)	86 (14.03%)
3. Research - Falmouth Historical Maps	41 (4.82%)	35 (5.71%)
4. Falmouth Retrospective	28 (3.29%)	16 (2.61%)
5. Research	26 (3.06%)	8 (1.31%)
6. About Falmouth (2)	23 (2.70%)	23 (3.75%)
7. The Falmouth Heritage Museum	22 (2.59%)	14 (2.28%)
8. Falmouth Retrospective	22 (2.59%)	1 (0.16%)
9. Research – Family History Refs	21 (2.47%)	18 (2.94%)
10. Research – Falmouth History Ref	19 (2.23%)	4 (0.65%)

What are they viewing?

Facebook Activity

April 2021

One post in April

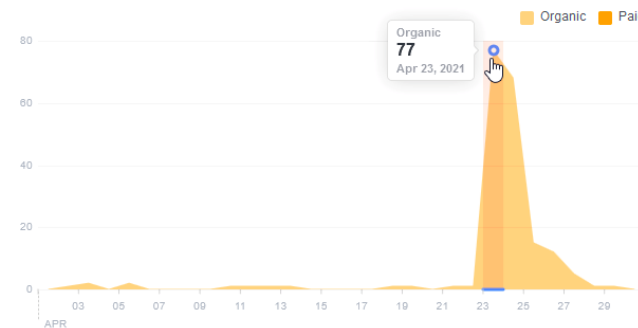


Last 28 days : Apr 5 - May 2

People Reached	187 ▲ 368%
Post Engagements	24 ▲ 700%
Page Likes	30 ▼ 19%

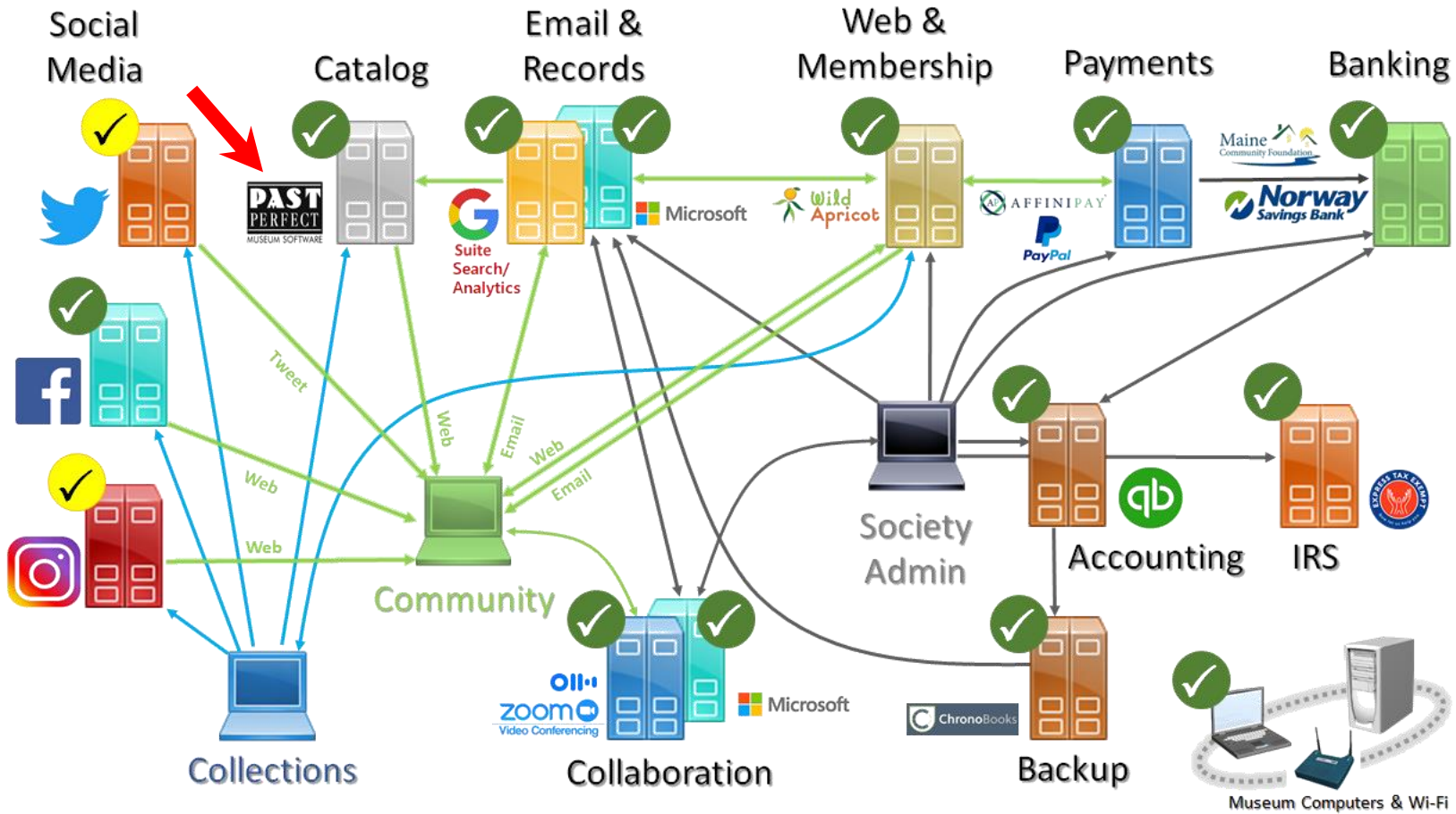
Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



System Status

April 2021



Activity

- NSTR