



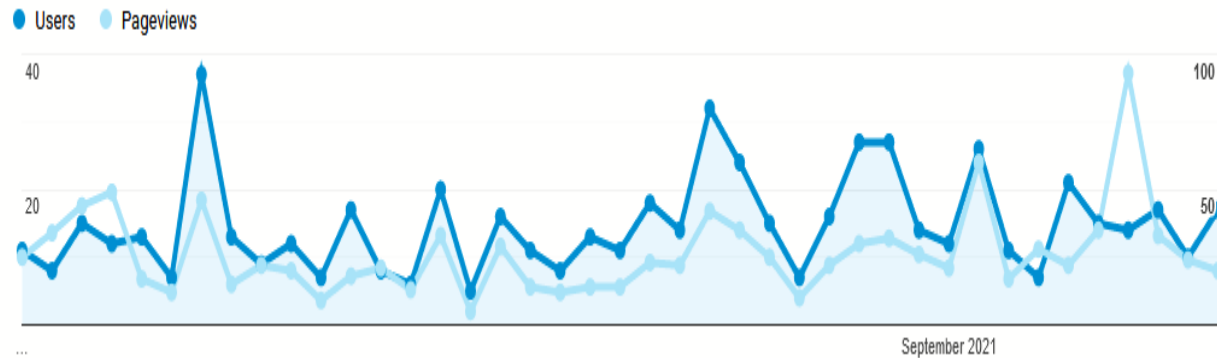
The Falmouth Historical Society

# Online Presence

September 10, 2021

# Website Activity

August-September 2021 – “What”



*How much are they viewing?*

Page ?	Pageviews ? ↓	Unique Pageviews ?
	<b>1,086</b> % of Total: 100.00% (1,086)	<b>901</b> % of Total: 100.00% (901)
1. Home	<b>370</b> (34.07%)	<b>318</b> (35.29%)
2. About Falmouth – Colonial Origins	<b>115</b> (10.59%)	<b>104</b> (11.54%)
3. Falmouth Historical Maps	<b>58</b> (5.34%)	<b>49</b> (5.44%)
4. Falmouth Heritage Museum	<b>36</b> (3.31%)	<b>30</b> (3.33%)
5. Falmouth History References	<b>28</b> (2.58%)	<b>4</b> (0.44%)
6. About FHS	<b>22</b> (2.03%)	<b>15</b> (1.66%)
7. July 2021 Board Meeting...	<b>20</b> (1.84%)	<b>9</b> (1.00%)
8. About Falmouth – Town to...	<b>18</b> (1.66%)	<b>17</b> (1.89%)
9. About Falmouth	<b>17</b> (1.57%)	<b>16</b> (1.78%)
10. Falmouth History References	<b>17</b> (1.57%)	<b>16</b> (1.78%)

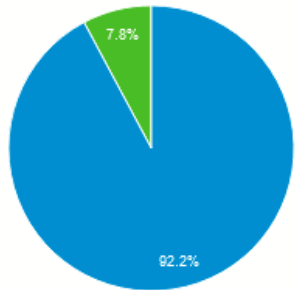
*What are they viewing?*

# Website Activity

August-September 2021 – “Who”



■ New Visitor ■ Returning Visitor



*Who are they?*

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	544 % of Total: 100.00% (544)	531 % of Total: 100.00% (531)	657 % of Total: 100.00% (657)
1. desktop	337 (61.95%)	326 (61.39%)	419 (63.77%)
2. mobile	198 (36.40%)	196 (36.91%)	226 (34.40%)
3. tablet	9 (1.65%)	9 (1.69%)	12 (1.83%)

*How do they get here?*

Country	Users	% Users
1.  United States	371	68.20%
2.  China	137	25.18%
3.  United Kingdom	8	1.47%
4.  India	5	0.92%
5.  Canada	4	0.74%
6.  Indonesia	4	0.74%
7.  Germany	3	0.55%
8.  France	2	0.37%
9.  Netherlands	2	0.37%
10.  Argentina	1	0.18%

*Where do they come from?*

City	Users	% Users
1. Tianjin	61	10.99%
2. Falmouth	51	9.19%
3. Shanghai	48	8.65%
4. Ashburn	31	5.59%
5. (not set)	30	5.41%
6. Columbus	30	5.41%
7. Zhengzhou	24	4.32%
8. Boston	23	4.14%
9. Portland	19	3.42%
10. New York	14	2.52%

# Facebook Activity

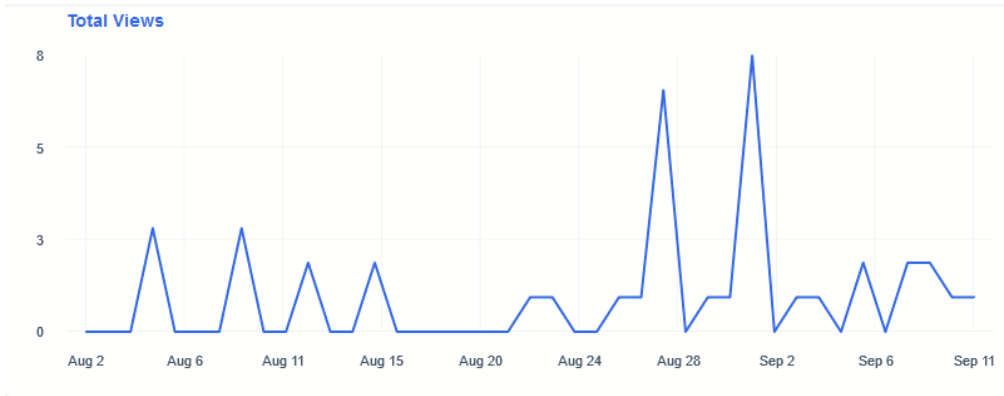
August-September 2021 2021

*No posts in August*

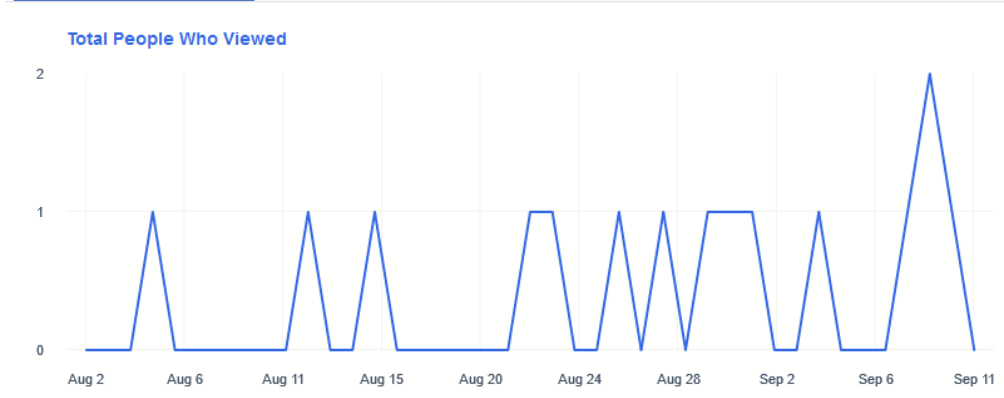
Last 28 days : Aug 15 - Sep 11 ▼

Activity

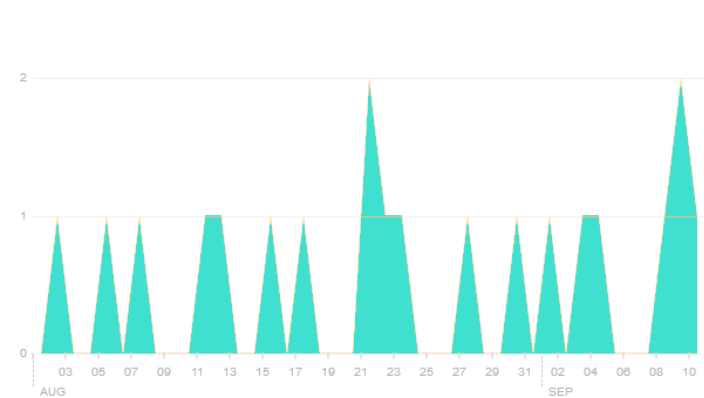
People Reached	<b>24</b> ▼ 20%
Post Engagements	<b>0</b> ▼ 100%
Page Likes	<b>2</b> ▼ 50%



Total People Who Viewed | By Section | By Age and Gender | By Country | By City | By Device

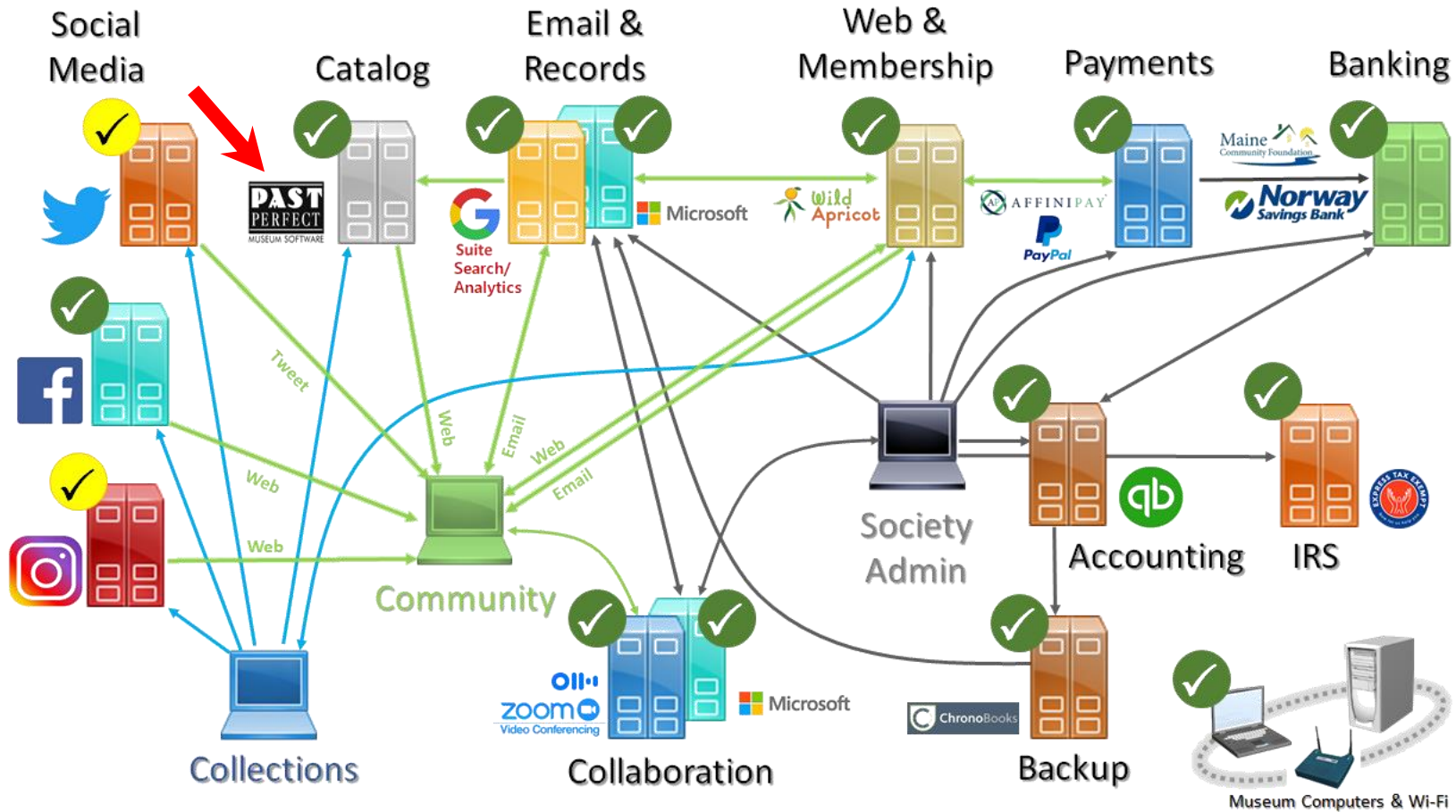


Reach



# System Status

September 2021



## Activity

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