



The Falmouth Historical Society

Online Presence

July 6, 2021

Website Activity

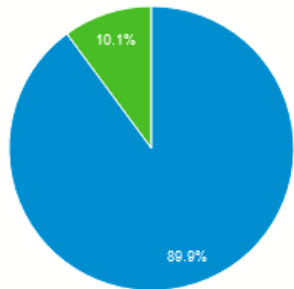
June 2021 – “Who”



Country	Users	% Users
1. United States	281	80.29%
2. China	50	14.29%
3. Canada	5	1.43%
4. Australia	2	0.57%
5. United Kingdom	2	0.57%
6. Netherlands	2	0.57%
7. Russia	2	0.57%
8. Germany	1	0.29%
9. France	1	0.29%
10. Ireland	1	0.29%

Where do they come from?

■ New Visitor ■ Returning Visitor



Who are they?

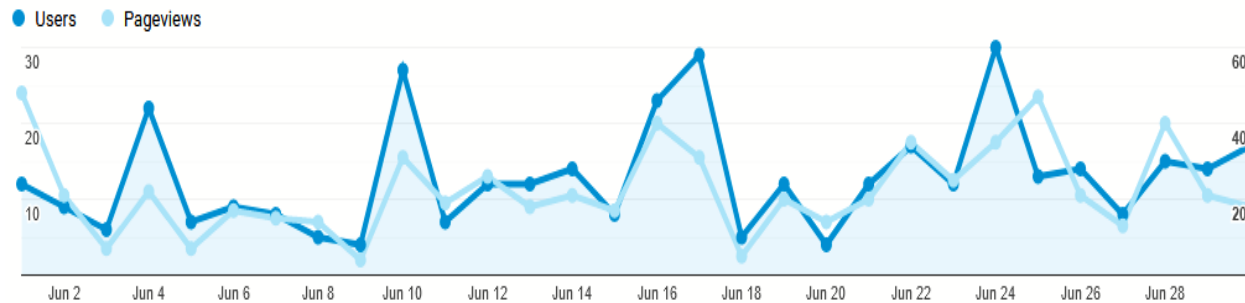
Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	350 % of Total: 100.00% (350)	338 % of Total: 100.00% (338)	429 % of Total: 100.00% (429)
1. desktop	237 (67.71%)	226 (66.86%)	287 (66.90%)
2. mobile	107 (30.57%)	107 (31.66%)	133 (31.00%)
3. tablet	6 (1.71%)	5 (1.48%)	9 (2.10%)

How do they get here?

City	Users	% Users
1. Ashburn	37	10.42%
2. Falmouth	35	9.86%
3. Boardman	32	9.01%
4. Columbus	28	7.89%
5. Shanghai	24	6.76%
6. (not set)	13	3.66%
7. Tianjin	13	3.66%
8. Zhengzhou	13	3.66%
9. Boston	13	3.66%
10. Falmouth	9	2.54%

Website Activity

June 2021 – “Who”



How much are they viewing?

Page ?	Pageviews ? ↓	Unique Pageviews ?
	672 % of Total: 100.00% (672)	592 % of Total: 100.00% (592)
1. Home	245 (36.46%)	213 (35.98%)
2. About Falmouth – Colonial Origins	75 (11.16%)	69 (11.66%)
3. Falmouth Historical Maps	26 (3.87%)	23 (3.89%)
4. Falmouth Family References	19 (2.83%)	16 (2.70%)
5. About FHS - Contact	14 (2.08%)	12 (2.03%)
6. Heritage Museum	14 (2.08%)	13 (2.20%)
7. About Falmouth – From Town...	13 (1.93%)	12 (2.03%)
8. Research	13 (1.93%)	6 (1.01%)
9. 2021 Documents – May Board Meeting	12 (1.79%)	8 (1.35%)
10. Falmouth History References	11 (1.64%)	11 (1.86%)

What are they viewing?

Facebook Activity

June 2021

(No posts in June)

Total Views



Total People Who Viewed



Activity

Last 28 days : Jun 6 - Jul 3 ▼

People Reached

28

▲27%

Post Engagements

2

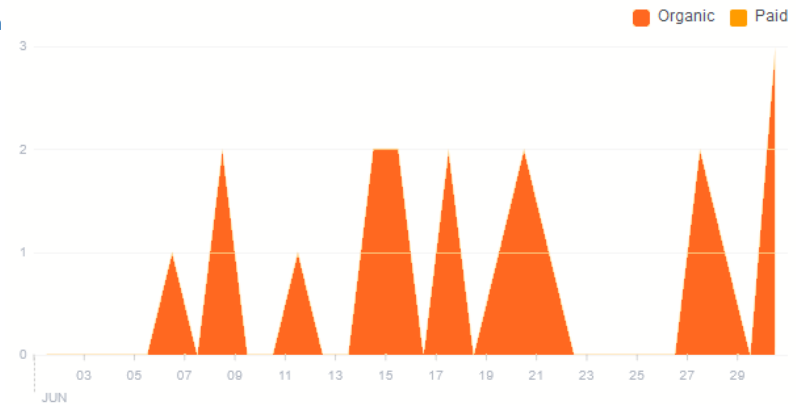
▲100%

Page Likes

6

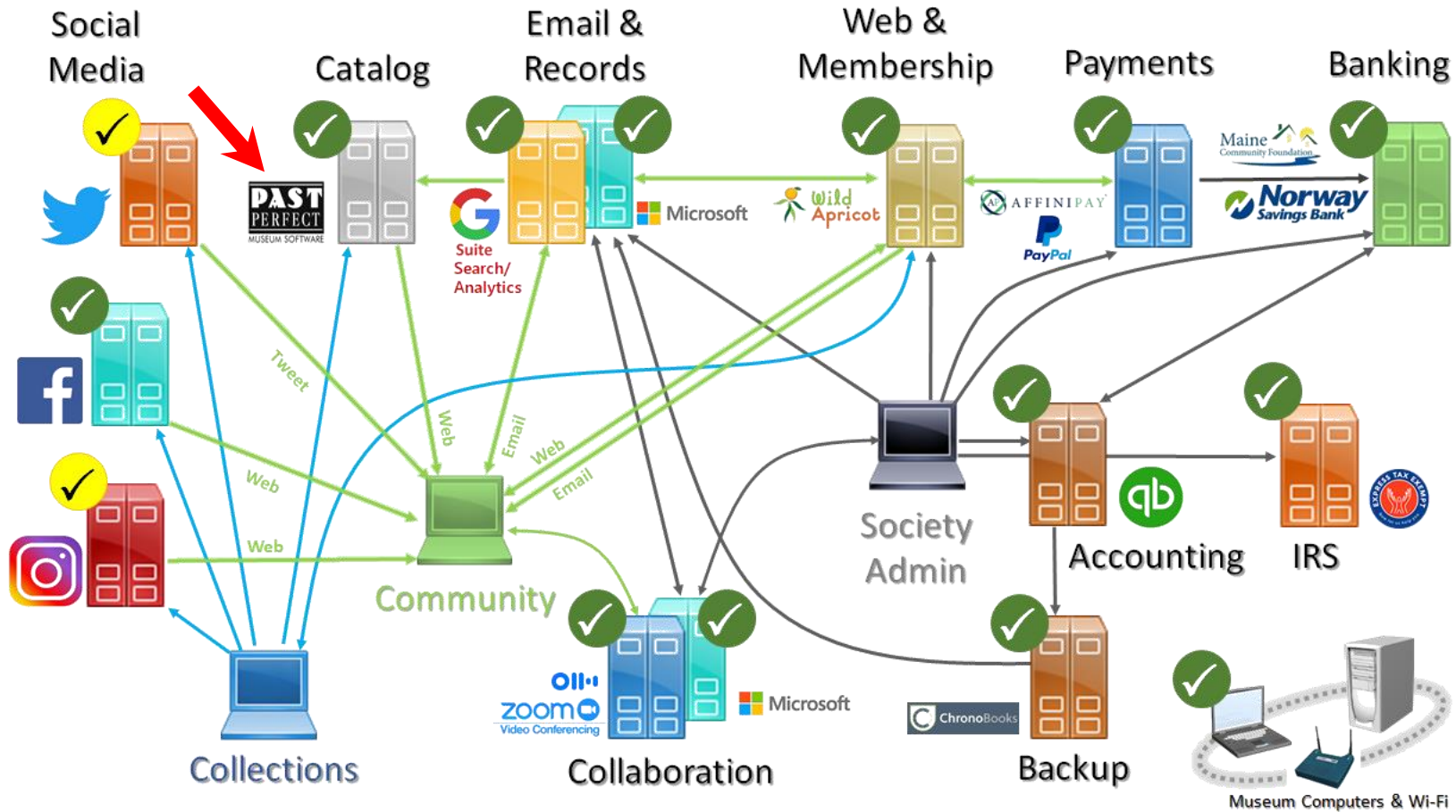
▼25%

Reach



System Status

July 2021



Activity

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