



# Staff Report

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## Administration

**Report To:** Community Communications Advisory Committee  
**Meeting Date:** September 16, 2019  
**Report Number:** FAF.19.175  
**Subject:** 2<sup>nd</sup> Quarter 2019 Website Analytics Update  
**Prepared by:** Tim Hendry, Communications and Economic Development Coordinator

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### A. Recommendations

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THAT the Community Communications Advisory Committee receive Staff Report FAF.19.175 entitled, "2<sup>nd</sup> Quarter 2019 Website Analytics Update" for information purposes.

### B. Overview

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This report provides a 2<sup>nd</sup> quarter update regarding [www.thebluemountains.ca](http://www.thebluemountains.ca) website analytics, as directed at the June 17, 2019 Community Communications Advisory Committee ("Committee") meeting.

### C. Background

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Each quarter, the Communications and Economic Development Coordinator reviews the Town's website analytics data. Included for information is website analytics data for Quarter 2 ("Q2").

### D. Analysis

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The following charts contain website analytics data from the 2<sup>nd</sup> quarter of 2019.

**Table 1 – Metrics Overview**

<b>Metrics</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Variance (Current vs Previous)</b>
Users	22,660	41,280			82%
New Users	20,598	38,617			87%
Pages Per Session	2.71	2.74			1%
Pageviews	115,600	166,404			44%
Unique Pageviews	90,278	122,696			36%
Average Time on Page	1:23	00:56			-54%
Bounce Rate	55.85%	41.35%			-25%
Exit Percentage	36.93%	36.54%			-1%

**Table 2 – Traffic Source**

<b>Traffic Source</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Variance (Current vs Previous)</b>
Organic Search	58.7%	38%			-35%
Direct	23.5%	55%			134%
Referral	15.9%	54.3%			241%
Social	1.9%	1.7%			-10%

**Table 3 – Social Network Overview**

<b>Social Network</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Variance (Current vs Previous)</b>
Twitter	721	144			-80%
Facebook	481	523			8.7%
LinkedIn	6	34			466%
Trip Advisor	5	4			-20%
Blogger	1	0			-100%

**Table 4 – Top 10 Website Pages**

<b>Top 10 Website Pages</b>							
<b>Q1</b>		<b>Q2</b>		<b>Q3</b>		<b>Q4</b>	
<b>Page</b>	<b>Page views</b>	<b>Page</b>	<b>Page views</b>	<b>Page</b>	<b>Page views</b>	<b>Page</b>	<b>Page views</b>
Homepage	4,633	Test Portal	35,022				
Council & Committee Calendar	4,099	Test Portal Admin Page	17,494				
Search	3,110	Homepage	16,352				
Newsroom	1,048	Search	5,985				
Employment Opportunities	912	Employment Opportunities	5,801				
Council	618	Solid Waste	2,124				
Agenda, Minutes & Reports	594	Staff Directory	2,089				
Council Meeting Live Stream	474	Council	1,935				
Solid Waste	467	Agenda, Minutes & Reports	1,266				
Community Events Calendar	457	Tomahawk Golf Course	1,093				

**Table 5 – Traffic Location**

Traffic Location							
Q1		Q2		Q3		Q4	
Location	Users	Location	Users	Location	Users	Location	Users
Toronto	4,633	Gurgaon*	17,073				
The Blue Mtns	4,099	Toronto	5,276				
Collingwood	3,110	Collingwood	3,893				
Oshawa	1,048	The Blue Mtns	2,944				
Mississauga	912	Not Set	2,233				
Owen Sound	618	Owen Sound	815				
Not Set	594	Hamilton	613				
Ashburn	474	Mississauga	546				
Hamilton	467	Barrie	449				
Barrie	457	Markham	347				

\*A verbal update will be provided regarding the website traffic from Gurgaon.

## **E. The Blue Mountains Strategic Plan**

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Goal #2: Engage Our Communities & Partners  
 Objective #1 Improve External Communication with our Constituents  
 Objective #2 Use Technology to Advance Engagement

## **F. Environmental Impacts**

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Not applicable

## **G. Financial Impact**

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Not applicable

## **H. In consultation with**

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Shawn Everitt, Chief Administration Officer

## **I. Public Engagement**

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The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, [communications@thebluemountains.ca](mailto:communications@thebluemountains.ca).

## **J. Attached**

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Respectfully Submitted,

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Tim Hendry  
Communications and Economic Development Coordinator

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Shawn Everitt  
Chief Administrative Officer

For more information, please contact:  
Tim Hendry, Communications and Economic Development Coordinator  
[communications@thebluemountains.ca](mailto:communications@thebluemountains.ca)  
519-599-3131 extension 282