

Buckden Parish Council Digital Insights

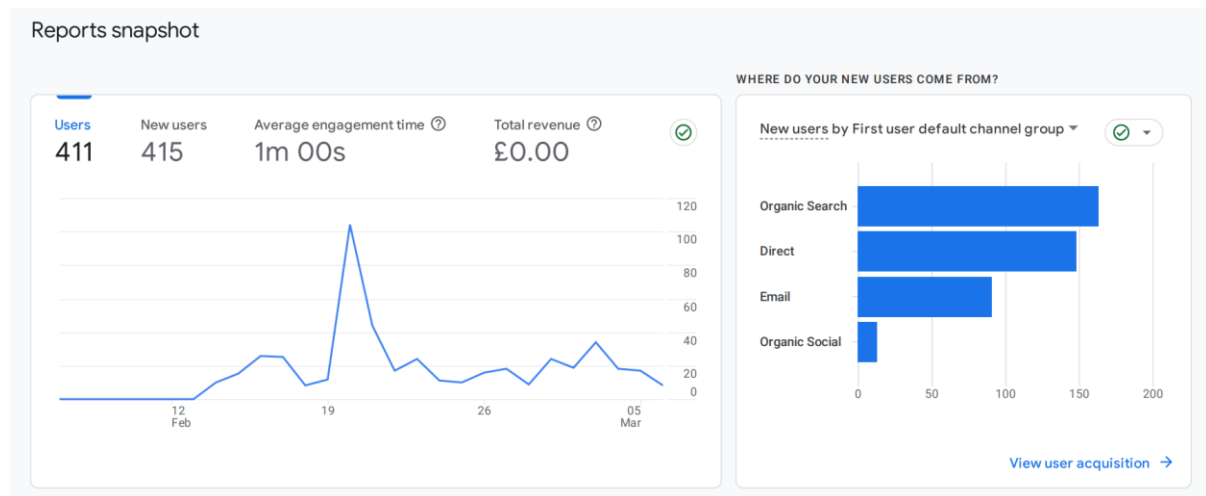
14th February – 6th March 2023



Website - [Buckden Parish Council - Buckden Parish Council \(buckdenpc.org.uk\)](https://buckdenpc.org.uk)

Following the previous Communications Meeting I linked our website to google analytics. Google analytics tracks users visiting the website, it will give us insight into where people are coming from, what they are looking at and where they are exiting the site. As we report on this monthly and we start to get some real data through we will be able to use this insight to improve our website.

We only have a couple of weeks of data but please see a snapshot:

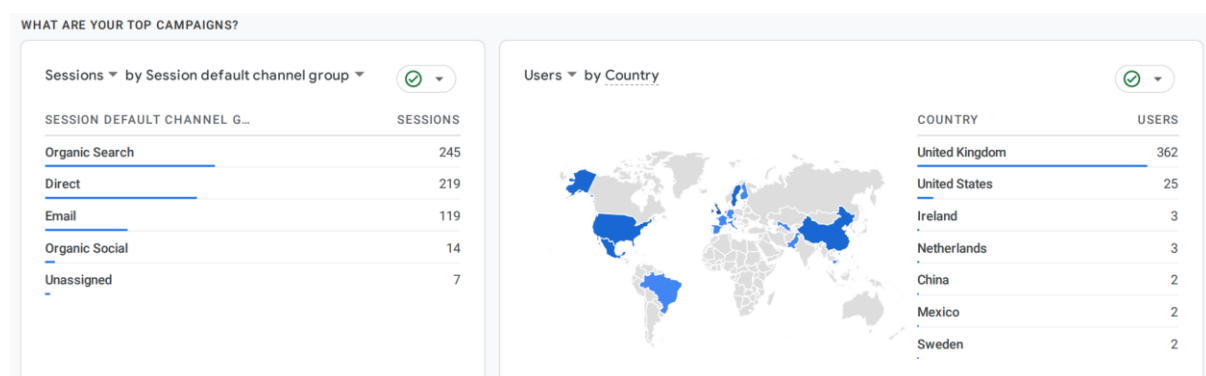


Organic search – is a non-paid for result in a search engine

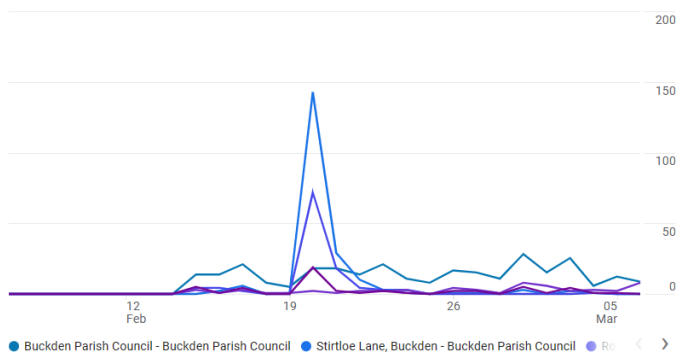
Direct – is when someone directly comes to the site by typing the URL

Email – is when someone has clicked on a link from an email

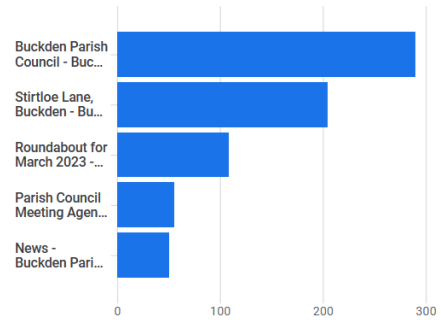
Organic social – is when someone has clicked to our site through social media (unpaid)



Views by Page title and screen class over time



Views by Page title and screen class



A

+

Pages and screens: Page title and screen class

Last 28 days

7 Feb - 6 Mar 2023

Q Search...

Rows per page: 10

Go to: 1

< 1-10 of 124 >

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events
	1,542 100% of total	411 100% of total	3.75 Avg 0%	1m 00s Avg 0%	4,080 100% of total	0.00
1 Buckden Parish Council - Buckden Parish Council	290	148	1.96	0m 22s	853	0.00
2 Stirtloe Lane, Buckden - Buckden Parish Council	205	112	1.83	0m 17s	604	0.00
3 Roundabout for March 2023 - Buckden Parish Council	109	70	1.56	0m 12s	257	0.00
4 Parish Council Meeting Agendas - Buckden Parish Council	56	25	2.24	0m 17s	125	0.00
5 News - Buckden Parish Council	51	32	1.59	0m 21s	122	0.00
6 Parish Council Meeting February 2023 - Buckden Parish Council	42	29	1.45	0m 23s	125	0.00
7 Planning Applications - Buckden Parish Council	39	20	1.95	0m 27s	109	0.00
8 Walking in Buckden - Buckden Parish Council	37	28	1.32	0m 29s	127	0.00
9 Parish Council Minutes - Buckden Parish Council	36	18	2.00	0m 09s	81	0.00
10 Planning Meeting Agendas - 2023 - Buckden Parish Council	34	12	2.83	0m 25s	75	0.00

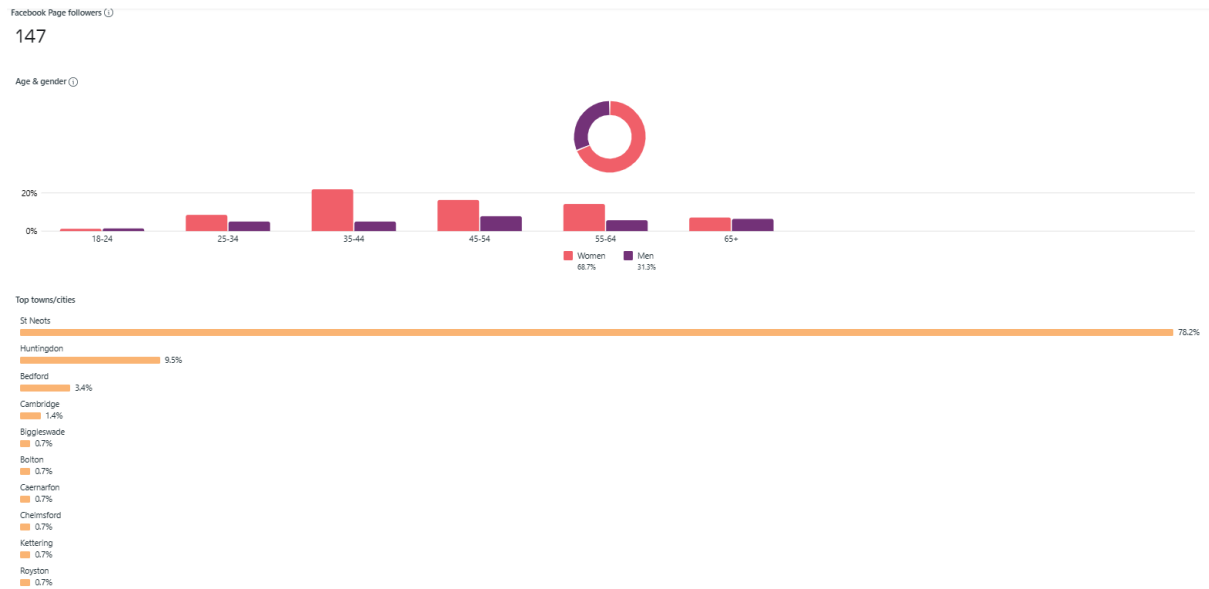
Thoughts and next steps:

- Probably quite a large % of this traffic is us, so I need to remove top user IP addresses so that the reports are actual customers
- Search – I want to get our search box tagged – need to talk to someone more technical about this as I am struggling! It will be interesting to see what people are searching for on our website and this will also give us a indication on what is difficult to find
- Email traffic – it seems that the newsletter is driving a lot of traffic, I have joined mailchimp – which is an email service provider (ESP) which will allow us to report on what is clicked, who is opening, test subject lines and manage our mailing list more effectively
- Social traffic – we don't seem to be getting much, we need to make sure that we are directing people to appropriate action pages on the website from our social posts – we can make specific landing pages for FB campaigns – ie. We could make a specific page for new councillors to learn more and sign up through
- Next month will be more interesting as we will have more data!

Facebook

Vikki has been really engaging with Facebook and this has shown a very positive impact on engagement.

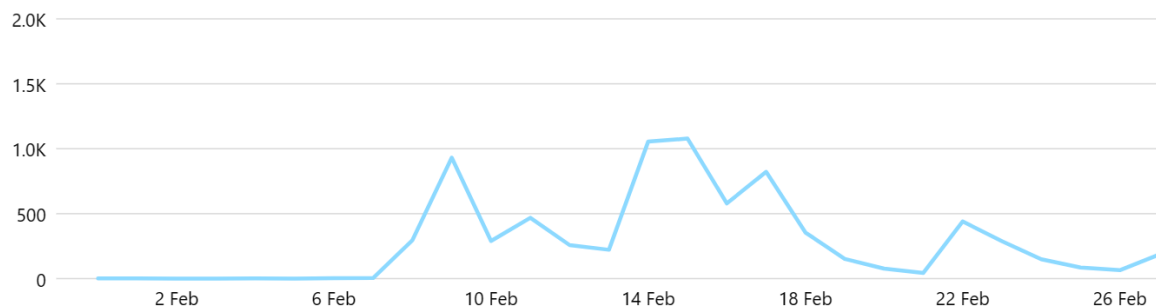
Here is a snapshot of our audience:



The following reports show this month vs last month.

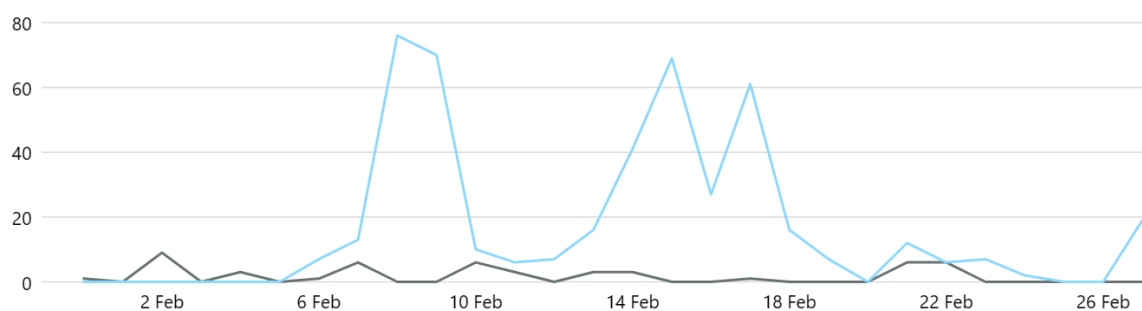
Facebook Page reach ⓘ

2,270 ↑ 10.7K%



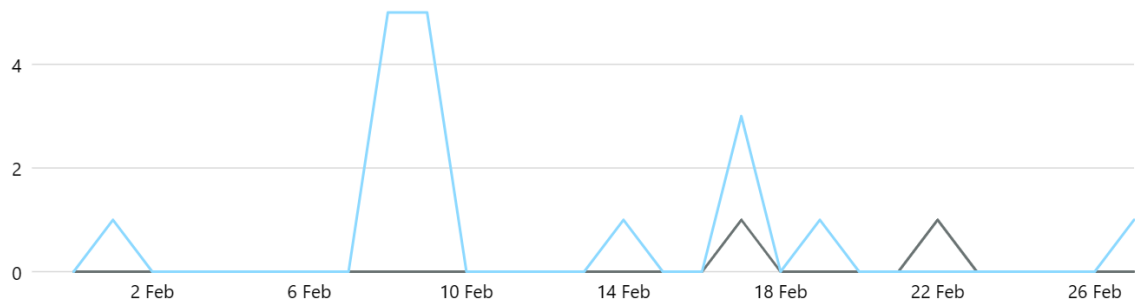
Facebook Page visits ⓘ

472 ↑ 883.3%



Facebook Page new likes ⓘ

17 ↑ 750%



Most popular posts

Top Post



14 February 2023 at 19:18
ID: 208108945101086

Interactions

6 reactions 2 comments 4 shares

Performance

Reach ⓘ

Total
1,495

Worst Best

This post reached more Accounts Centre accounts than **98%** of your 50 most recent Facebook posts and stories.

Reach 1,495

Reactions, comments and shares ⓘ

Total
12

Worst Best

This post received more reactions, comments and shares than **94%** of your 50 most recent Facebook posts and stories.

Reactions	6
Comments	2
Shares	4

Results

Total
--

Link clicks

All content

Ads, Posts and Stories ▼

Recent content	Type	Reach	Likes and reactio...	Sticker taps	Replies
 This post contains no text 14 February 11:18	Post	Boost post	1,495	6	--
 Cold & frosty but sunny? Best time...	Post	Boost post	934	4	--
 Stirtloe Lane, Buckden will be close...	Post	Boost post	785	0	--
 This post contains no text 13 February 13:41	Post	Boost post	565	4	--
 This post contains no text 15 February 12:28	Post	Boost post	555	2	--

	From CCC - Ref: Stirtloe Lane, Buck... 17 February 04:46	Post	Boost post	402	0	--
	This post contains no text 15 February 12:12	Post	Boost post	391	0	--
	Children will enjoy this walking leaf... 9 February 08:47	Post	Boost post	356	0	--
	23 FEBRUARY 2023 COUNCIL BUD... 23 February 10:11	Post	Boost post	326	1	--
	If you are interested in volunteerin... 9 February 06:02	Post	Boost post	210	0	--

Next Steps

- Adding in text to all posts so that we can report more easily (think these are alt texts Vikki – we can have a look?)
- Adding in links to specific web pages so we are directing people to self serve online
- Getting together a monthly marketing calendar so that we can do some joined up marketing across social / email / web