



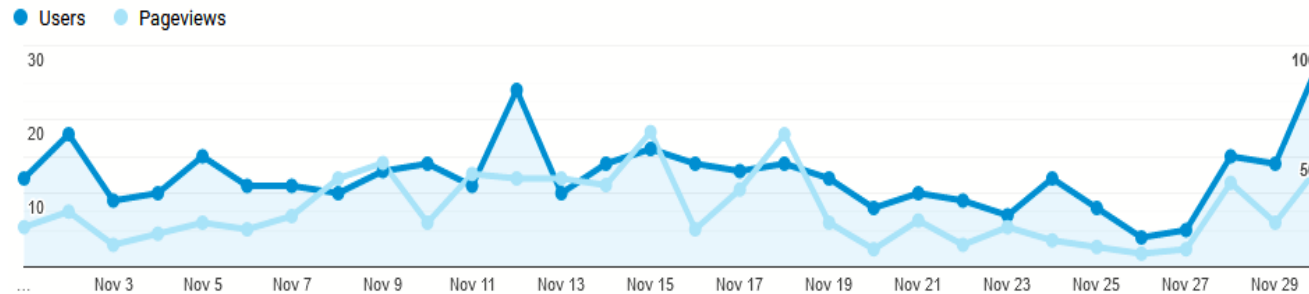
The Falmouth Historical Society

Online Presence

December 7, 2021

Website Activity

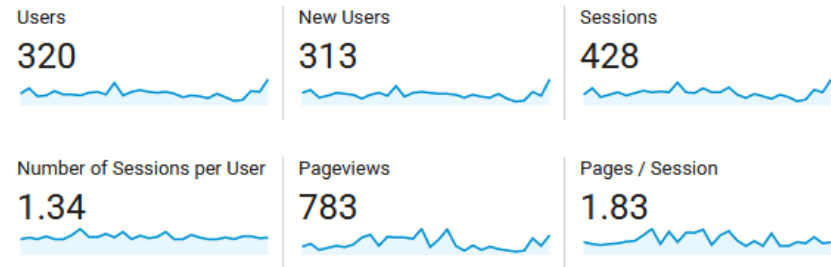
November 2021 – “What”



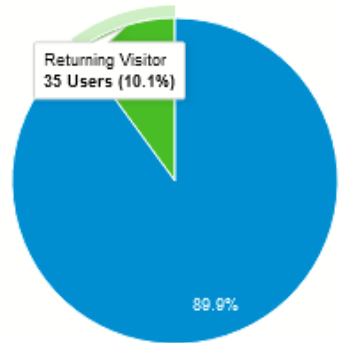
Page ?	Pageviews ? ↓	Unique Pageviews ?
	783 % of Total: 100.00% (783)	660 % of Total: 100.00% (660)
1. Home	291 (37.16%)	252 (38.18%)
2. About Falmouth – Colonial Origins	105 (13.41%)	92 (13.94%)
3. Falmouth Historical Maps	40 (5.11%)	36 (5.45%)
4. About FHS - Board	21 (2.68%)	16 (2.42%)
5. Falmouth Family References	21 (2.68%)	19 (2.88%)
6. About Falmouth - Almouchiquois	21 (2.68%)	9 (1.36%)
7. Falmouth History References	19 (2.43%)	17 (2.58%)
8. About FHS	14 (1.79%)	13 (1.97%)
9. Historic Site Tours	14 (1.79%)	12 (1.82%)
10. Falmouth Retrospective	13 (1.66%)	11 (1.67%)

Website Activity

November 2021 – “Who”



■ New Visitor ■ Returning Visitor



Who are they?

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	320 % of Total: 100.00% (320)	313 % of Total: 100.00% (313)	428 % of Total: 100.00% (428)
1. desktop	176 (55.00%)	170 (54.31%)	258 (60.28%)
2. mobile	141 (44.06%)	140 (44.73%)	167 (39.02%)
3. tablet	3 (0.94%)	3 (0.96%)	3 (0.70%)

How do they get here?

Country	Users	% Users
1. United States	220	68.32%
2. China	86	26.71%
3. Canada	3	0.93%
4. India	3	0.93%
5. United Kingdom	2	0.62%
6. Indonesia	2	0.62%
7. United Arab Emirates	1	0.31%
8. Bulgaria	1	0.31%
9. France	1	0.31%
10. Kuwait	1	0.31%

Where do they come from?

City	Users	% Users
1. (not set)	60	18.18%
2. Shanghai	35	10.61%
3. Falmouth	34	10.30%
4. Boston	21	6.36%
5. Columbus	18	5.45%
6. Yarmouth	16	4.85%
7. Portland	11	3.33%
8. Zhengzhou	7	2.12%
9. New York	6	1.82%
10. Boardman	6	1.82%

Facebook Activity

November 2021

Fun Fact: 15% of our Facebook traffic is people looking for that “other” Falmouth

No posts in November

No recent post reporting



Insights

Last 28 days : Nov 8 - Dec 5 ▾

People reached	15 ▼ 6%
Post engagements	0 ▼ 100%
Page likes	8 ▲ 300%

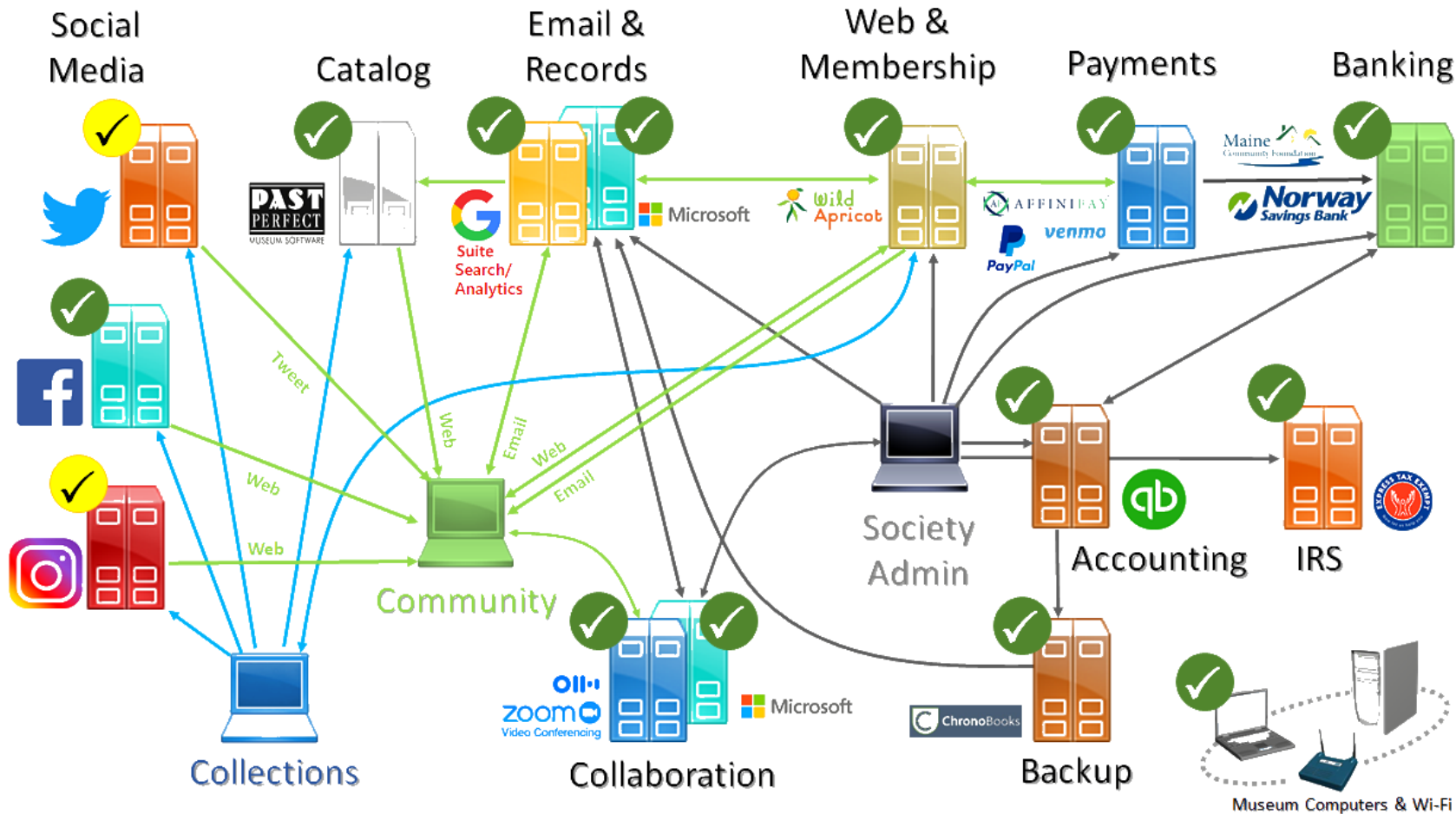
Facebook Page Reach ⓘ

15 ↓ 42.3%



System Status

December 2021



Activity

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