

2020 Website Analytics Report

User Data Summary:

In 2020, data was collected via Google Analytics for all website traffic related to www.carletonplace.ca. Over the course of the year there were 175,081 individual sessions on the site (up from 140,485 in 2019 – likely caused by the need for local info on COVID-19). A session is defined by Google as “the period of time a user is actively engaged with your website”.

Of the 102,453 users (up from 80,865 in 2019) catalogued as having visited, 80.5% were new visitors with 19.5% being identified as returning users (via single-first party cookie or user-id storage within their browser)

A total of 409,055 pages were viewed with an average of 2.34 pages viewed per session. Users are shifting towards mobile viewing with 51.11% of pages viewed via mobile device, 42.40% were viewed via desktop computer, and 6.38% via tablet.

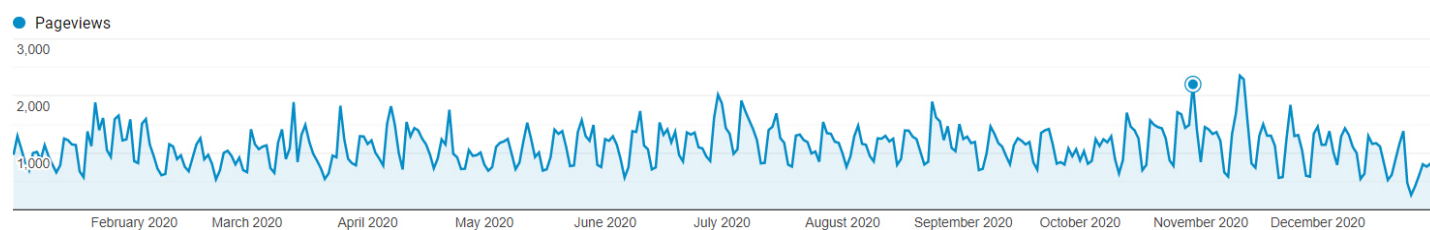
There were a couple of days that saw a significant increase in traffic:

- Friday, March 13th – Issuance of 1st COVID-19 Press Release/Facilities Closures
- Friday, October 30th – Posting of Neighbourhood Scavenger Hunt
- Wednesday, November 11th – Remembrance Day Ceremony Info

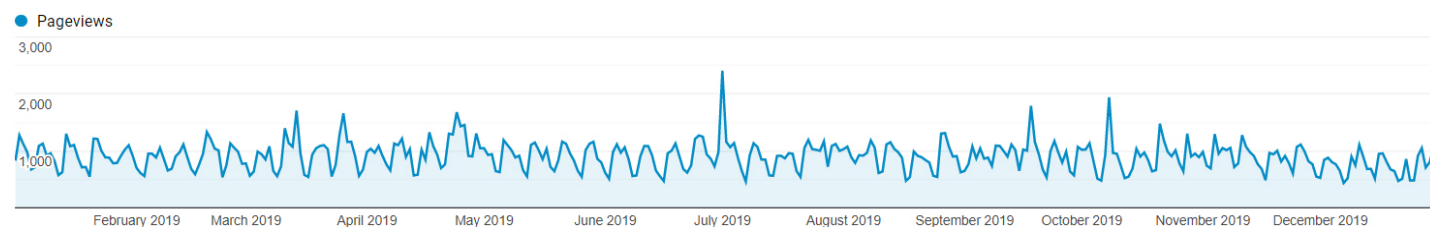


Interesting Fact – Visits to the website were higher and more consistent this year compared to previous years. This is likely due to the frequent releases of information related to COVID-19 as well as the change to virtual Council and Committee meetings.

2020 Page views Overview



2019 Page views Overview for Comparison



Site Content

Aside from the landing pages (/), waste collection, employment opportunities and pool/beach were the top 3 most visited pages keeping with previous the year's trends. Our COVID-19 information page saw high visitation as well.

	Page	Pageviews	
1.	/home	57,651	14.09%
2.	/waste-collection-p2418.php	27,735	6.78%
3.	/employmentopportunities.php	20,465	5.00%
4.	/town.php	17,411	4.26%
5.	/covid-19.php	12,136	2.97%
6.	/pool-and-beach.php	11,240	2.75%
7.	/index.php	10,811	2.64%
8.	/search-results.php	9,939	2.43%
9.	/contactuss40.php	9,925	2.43%
10.	/municipalservicesinfoc15.php	8,837	2.16%



Interesting Fact – In past years, the Pool page is typically always at the top of most visited pages. As you can see from the list above, COVID-19 played a large role in the shake up of the rankings. When you take the landing pages out of the list, you are left with 1. Waste Collection, 2. Employment Opportunities, 3. COVID-19, 4. Pool and Beach and 5. Contact Us.

Virtual Council Meetings – The move to virtual Council meetings in March due to COVID-19 saw an increase in public participation as viewership was steady over the course of the year. In 2020, this showed with the number of visits to both the Council Meeting Agendas page (7,210 views) and the Meeting Calendar page (3,974 views). Meetings were offered on both Zoom and via a live stream to the Town's Facebook page. The average number of live stream viewers is 55. There have been upwards of 160 when items of significant public interest are being discussed.



Site Search

Over the course of 2020, every term that was inputted into the search bar on the main landing page was catalogued. In total 10,362 entries were logged (up 422 searches from 2019). The data exists on the back-end of the website and can be exported into an Excel document for analysis.

Over the course of 2020 there were certain words that stood out in terms of the number of times they were inputted.

Top 10 Most Searched Words in 2020:

1. Pool Related: Pool (1231), Aquatics (216), Swim (680)
2. Job Related: Employment (224), Job (328), Career (126)
3. Waste Related: Waste (203), Compost (71), Recycling (99), Garbage (222)
4. Taxes (396)
5. By-laws (289)
6. Water (279)
7. Building (192)
8. Dog (park/tags) (175)
9. Parking (162)
10. Marriage (120) and Wedding (52)

COVID-19 Related Information

In 2020, there were 62 logged searches for COVID-19. The majority of searches were simply the term, however there were a noticeable number of searches looking for specific local case numbers and also COVID-19 policies related to municipal facilities and services.

A page was created under the 'living here' tab which contained all relevant COVID-19 related information from the municipality, the Provincial Government, the Federal Government, and the Leeds, Grenville and Lanark District Health Unit. Links to the content were displayed prominently on the home page via one (1) of the three (3) feature boxes on the main page. Over the course of the year the COVID-19 page was viewed 12,136 times.





TOP 10

Facebook Posts of 2020

#1



Racial Injustice – Inspector Padiachi

107,756 – People Reached

6,807 – Likes, Comments, Shares

Overall Engagement Tone - **Positive**

@CarletonPlaceTownHall 5,524 Followers

#2 – Possible COVID-19 Exposure at 3 Francis Street

24,773 – People Reached

655 – Likes, Comments & Shares

Overall Engagement Tone - **Neutral**

#3 – ‘Fatman’ Movie Filming

22,898 – People Reached

1162 – Likes, Comments & Shares

Overall Engagement Tone - **Positive**

#4 – Boat Launch Reopening

19,164 – People Reached

617 – Likes, Comments & Shares

Overall Engagement Tone – **Negative to Neutral**

#5 – Health Unit Determines No Risk at 3 Francis

16,075 – People Reached

626 – Likes, Comments & Shares

Overall Engagement Tone – **Positive**

#6 – Burn Ban Lifted – May 7th

14,478 – People Reached

769 – Likes, Comments & Shares

Overall Engagement Tone – **Positive**

#7 – Mayor’s Response – MPP Racially Insensitive Tweet

13,804 – People Reached

966 – Likes, Comments & Shares

Overall Engagement Tone – **Positive**

#8 – Christmas Movie Filming in Downtown

13,138 – People Reached

567 – Likes, Comments & Shares

Overall Engagement Tone – **Positive**

#9 – Update from Revera Re: Stoneridge Manor

12,162 – People Reached

1,377 – Likes, Comments & Shares

Overall Engagement Tone – **Positive**

#10 – Frontline Worker Appreciation Billboard

10,902 – People Reached

1118 – Likes, Comments & Shares

Overall Engagement Tone - **Positive**



2, 373 Followers

TOP TWEET 2020

Apr 2020 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 2,686 impressions

Fire Departments of Lanark County are implementing a TOTAL OPEN-AIR BURN BAN as of Thursday, April 2nd, 2020 until further notice.

If you have any questions please contact the Fire Department at 613-257-5526
pic.twitter.com/pk2ttR0lYh



2 9 7

DIGITAL COMMUNICATIONS

CP Scoop – 1,177 Subscribers



Interesting Fact – During the Height of the COVID-19 pandemic, CP Scoop went out daily, even on weekends.

"I just wanted to touch base and say what an amazing job you and other staff/council are doing with your CP Scoop and with messaging in general. I certainly appreciate seeing the information being shared and it is a great asset for your community to receive regularly in their email box. I know I enjoy your updates."

- Danielle Shewfelt, R.N. Public Health Nurse

ReCollect

Carleton Place Waste Solutions App

1,684 – App Downloads

3,217 – Addresses Searched

1,882 – Reminders Created

- 1,646 Mobile, 57 Email, 56 iCal, 64 Text Message, 59 Alert Only

31,988 – Material Searches

- 32.4% of searches via App, 67.6% via website
- Top material searches: yard waste, Styrofoam, plastic bags, computers, fertilizer bags