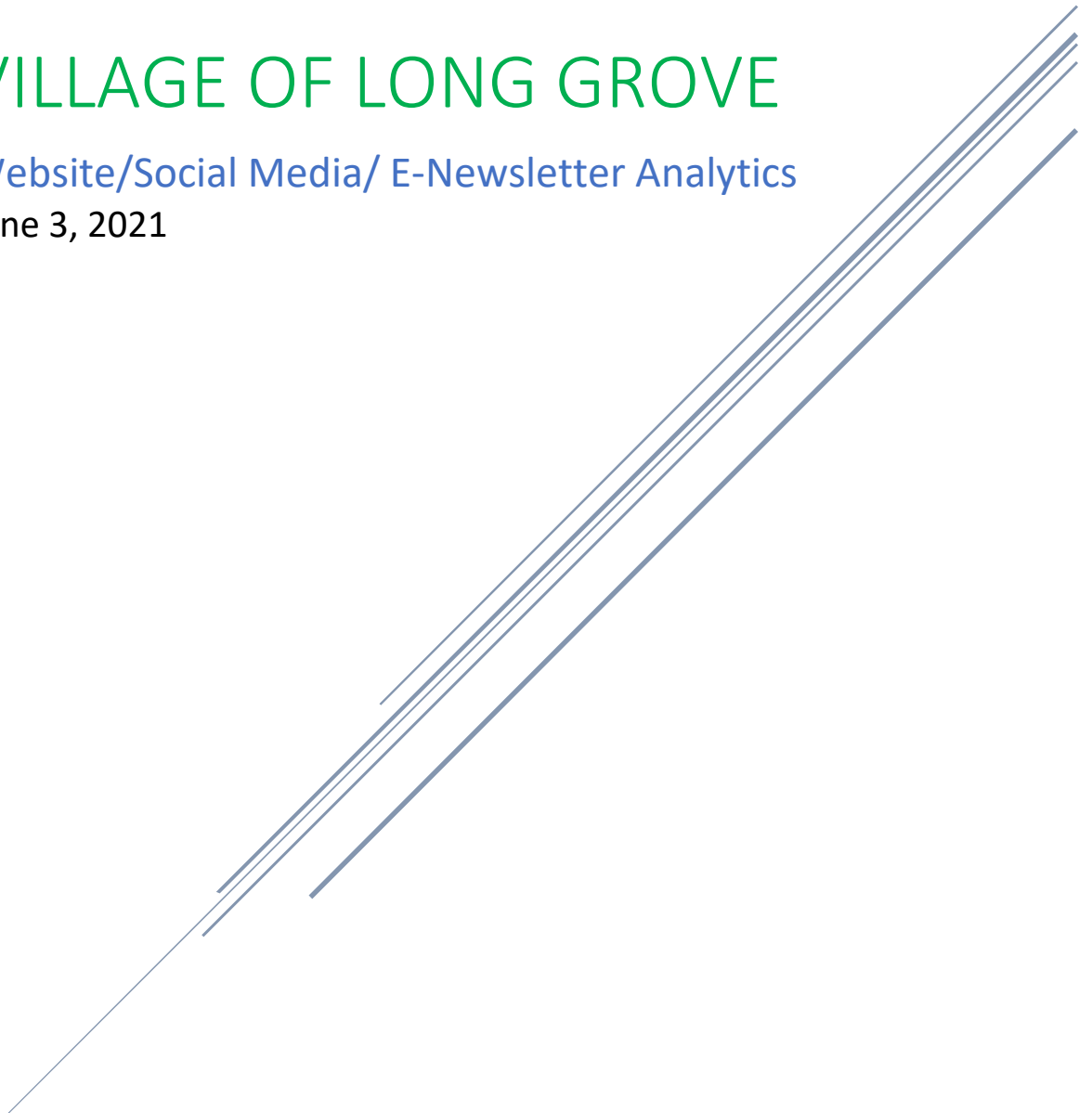


VILLAGE OF LONG GROVE

Website/Social Media/ E-Newsletter Analytics
June 3, 2021



Website Analytics

Overall Use: 01/02/2020-06/02/2021

All Users
100.00% Users

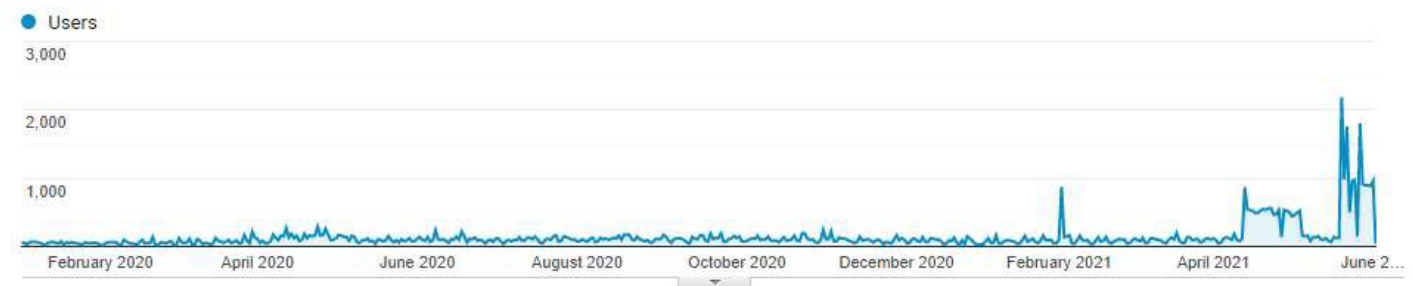
+ Add Segment

Jan 2, 2020 - Jun 2, 2021 ▾

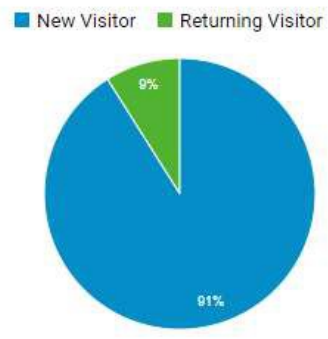
Overview

Users ▾ VS. Select a metric

Hourly Day Week Month

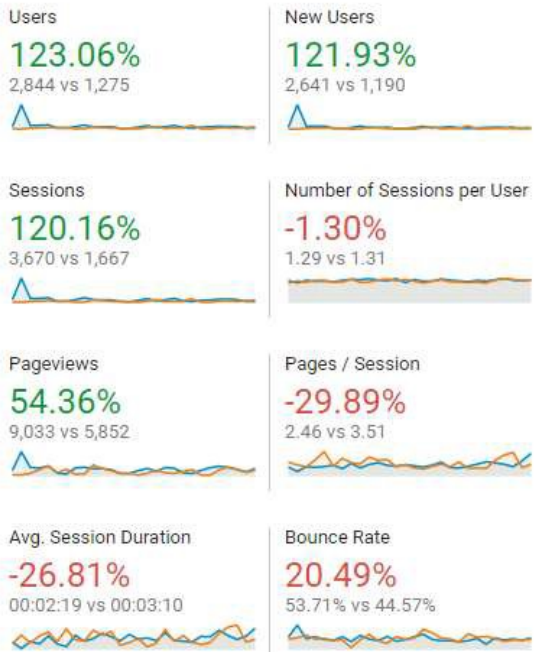
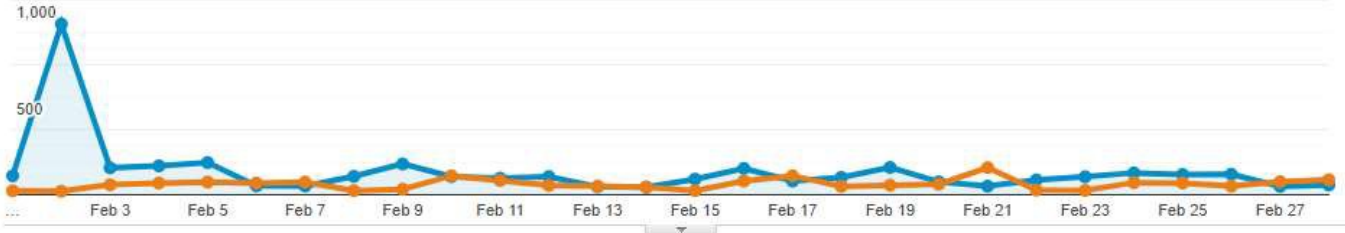


Users 60,823	New Users 60,500
Sessions 77,999	Number of Sessions per User 1.28
Pageviews 176,584	Pages / Session 2.26



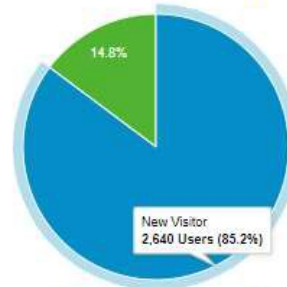
February Users 2020 -2021 Comparison

Feb 1, 2021 - Feb 28, 2021: ● Users
 Feb 1, 2020 - Feb 28, 2020: ● Users

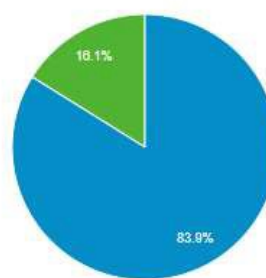


■ New Visitor ■ Returning Visitor

Feb 1, 2021 - Feb 28, 2021



Feb 1, 2020 - Feb 28, 2020



2020= 1,275 Users

2021= 2,844 (up 123.06%-Prior to launch of social media platforms)

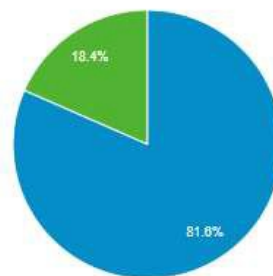
March Users 2020 -2021 Comparison

Mar 1, 2021 - Mar 31, 2021: ● Users
Mar 1, 2020 - Mar 31, 2020: ● Users

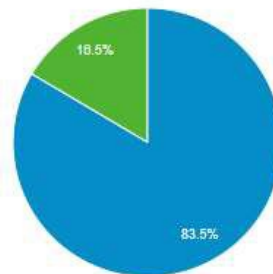


■ New Visitor ■ Returning Visitor

Mar 1, 2021 - Mar 31, 2021



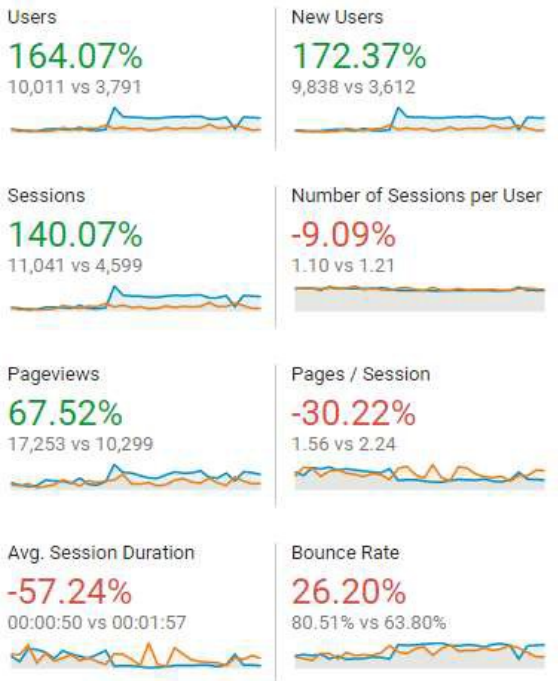
Mar 1, 2020 - Mar 31, 2020



2020= 1,953 Users

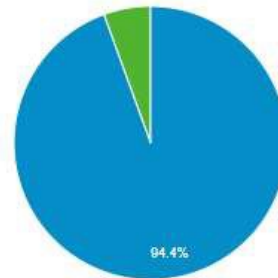
2021= 2,467 Users (up 26.32%-prior to launch of social media platform)

April Users 2020 -2021 Comparison

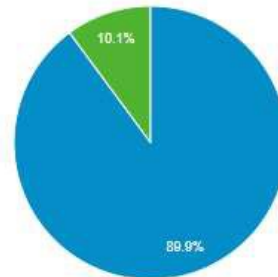


■ New Visitor ■ Returning Visitor

Apr 1, 2021 - Apr 30, 2021



Apr 1, 2020 - Apr 30, 2020



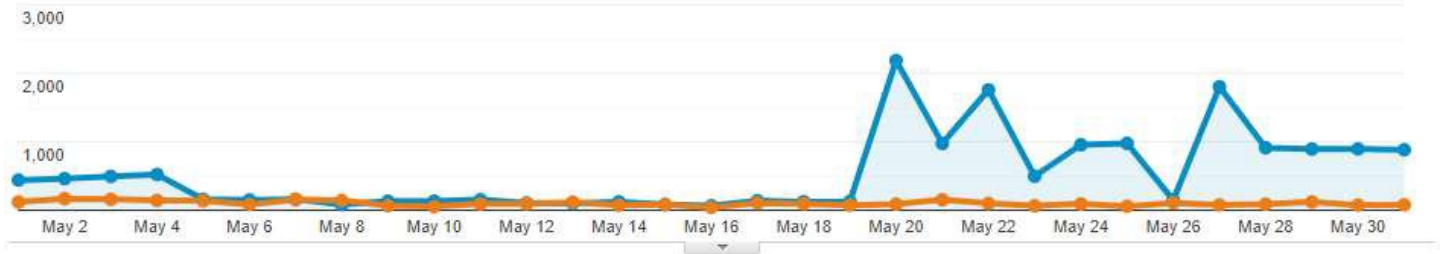
2020= 3,791 Users

2021= 10,011 Users (Up 164.07%-Prior to launch of social media)

May Users 2020 -2021 Comparison

May 1, 2021 - May 31, 2021: ● Users

May 1, 2020 - May 31, 2020: ● Users

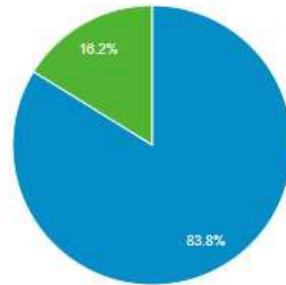


■ New Visitor ■ Returning Visitor

May 1, 2021 - May 31, 2021



May 1, 2020 - May 31, 2020



2020= 2,654 Users

2021= 16,349 Users (Up 516.01%- Social Media Launch May 3, 2021)

Top 10 Pageviews May 2021

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	25,267 % of Total: 100.00% (25,267)	23,000 % of Total: 100.00% (23,000)	00:01:07 Avg for View: 00:01:07 (0.00%)	17,041 % of Total: 100.00% (17,041)	76.64% Avg for View: 76.64% (0.00%)
1. /	1,876 (7.42%)	1,563 (6.80%)	00:00:33	1,474 (8.65%)	32.90%
2. /building	338 (1.34%)	279 (1.21%)	00:01:24	184 (1.08%)	29.35%
3. /meetings	316 (1.25%)	262 (1.14%)	00:02:47	77 (0.45%)	50.60%
4. /administration/webform/online-payments	295 (1.17%)	158 (0.69%)	00:01:30	44 (0.26%)	57.78%
5. /contact	216 (0.85%)	187 (0.81%)	00:02:31	104 (0.61%)	74.29%
6. /community	209 (0.83%)	119 (0.52%)	00:01:20	37 (0.22%)	43.24%
7. /village-board/page/village-board-meeting-38	197 (0.78%)	148 (0.64%)	00:04:20	108 (0.63%)	30.00%
8. /longgrovelegacy	193 (0.76%)	99 (0.43%)	00:01:17	75 (0.44%)	57.33%
9. /building/webform/schedule-building-inspection	187 (0.74%)	151 (0.66%)	00:03:09	58 (0.34%)	79.31%
10. /village-board/page/village-board-meeting-37	185 (0.73%)	152 (0.66%)	00:01:46	92 (0.54%)	30.11%

Social Media Followers

Facebook Followers: Under 100 (Facebook will not provide a number unless it is over 100).

Nextdoor Followers: 1,830 (31% of the 4,357 households)

E-Newsletter Sent and Open Rates

May 2021



Open Rate 37.4%

May 2020



Open Rate 44.1%