

Communications Team Report BoD meeting, 2018 AUG 12 (Sunday)

Submitted on 2012.09.06 by Kasey Castleberry (KC), Communications Team (CT) Coordinator.

Website

(KC) The website had 1001 views in August, down from 1208 views in July. 2017 August had 523 views. 2016 August had 684. Each of the last three months have had over 1000 views. The top page visits for the past 30 days (2018.07.09 - 2018.08.08): Home (254, last month 368), Faith, Facebook, and the Weight of Words (53), Directory (52, last month 41), Upcoming Services (46, last month 61), Past Worship Services (34, last month 23), location (32), and Home page/Archives (32, last month 77).

Our top referrer was Search Engines (196, last 332), followed by Facebook (44, last 69), WP Android (19, last 39), Twitter (3, last 3), and mluuc.org (2, last 10).

Google My Business

(KC) As of 2018.09.06T17:35, there were 1121 total searches for the month (526 last month). 621 were direct (190 last), found by searching for our name, and 5000 discovered us by keywords (336 last). The top keywords (queries) were uu (28, last 45), Unitarian (25, last 27), unitarian universalist (15), and Unitarian church near me (14, last 20). Why the keyword numbers are down but the searches up considerably is puzzling.

There were 40 actions taken on our listing (114 last). 27 visited the website (81 last). 12 requested directions (33 last).

The Google panel has a Photos Panel that has been exceedingly productive. The past month, we have had 1.17K views (1.16K last), compared to 790 for similar businesses (458 last).

Facebook

(KC) For the last 28 days (AUG 08 - SEP 04), we have had 43 page Views (82 last period) and 7 page Likes (191 total). We gained 6 Followers (189 total). Our Reach was 179 (144 last period). Post Engagements were 183 (184 last period). Facebook views have been declining for at least the past three months.

Twitter

(KC) Totals (2018.09.06): 439 Tweets (5 new), 342 Following (unchanged), 316 Followers (+3), and 2 Likes (unchanged).

Other Social Media

(KC) Nothing new this month.