



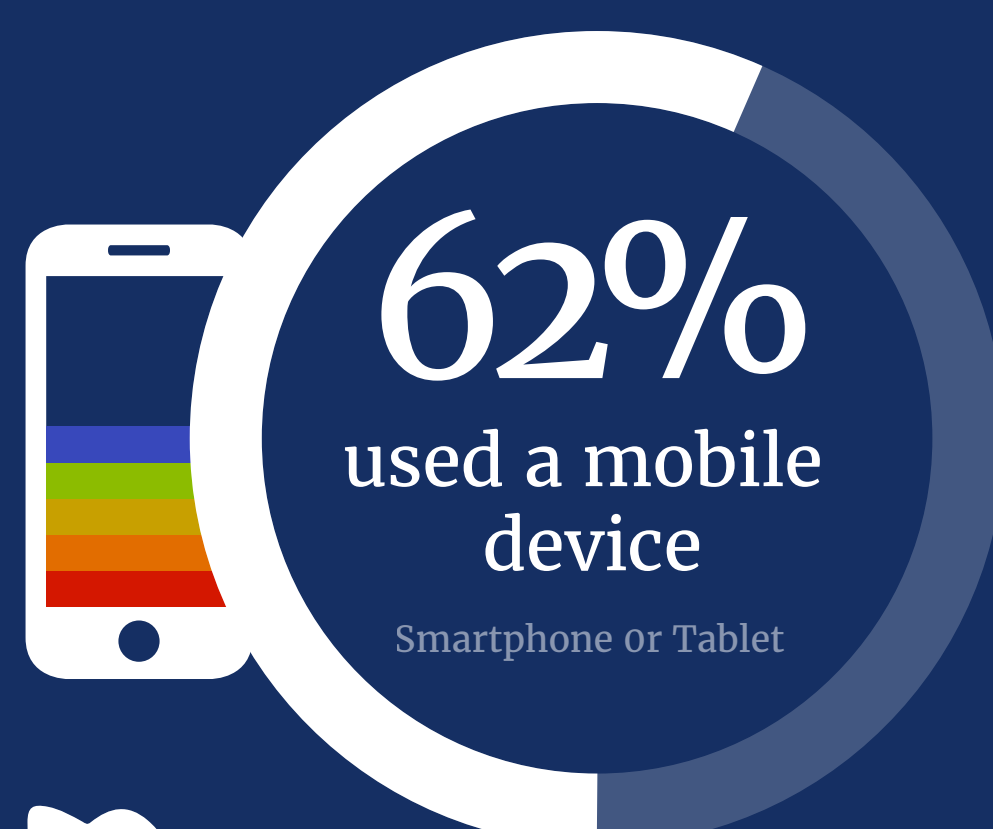
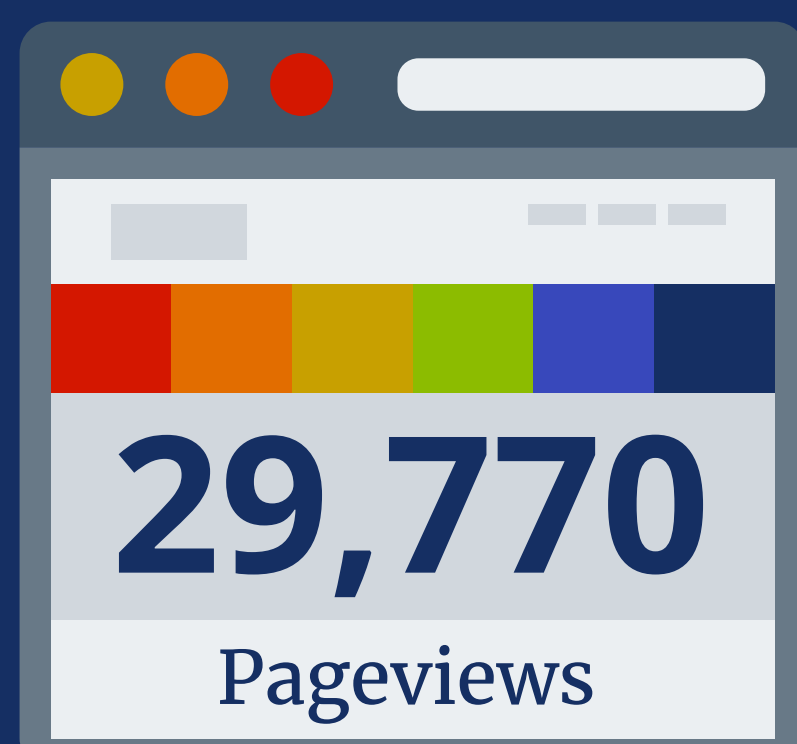
beechworth.com
VICTORIA AUSTRALIA

Autumn Stats 2019

Collectively promoting Beechworth and the surrounding area, while driving traffic to the websites and online assets of our subscribers.

Visitors

14,717
New
vs.
679
Returning



Behaviour



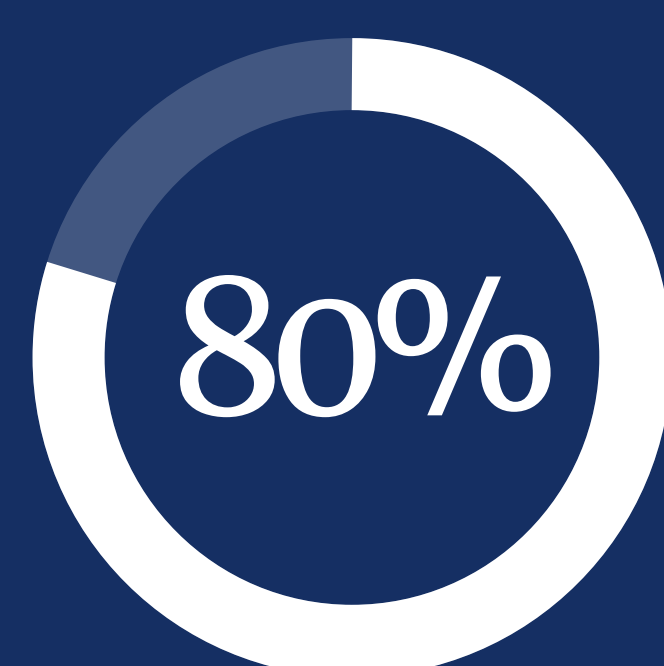
3479
visited 'What's On'

5083

Users clicked on a subscribers website or online assets

www.

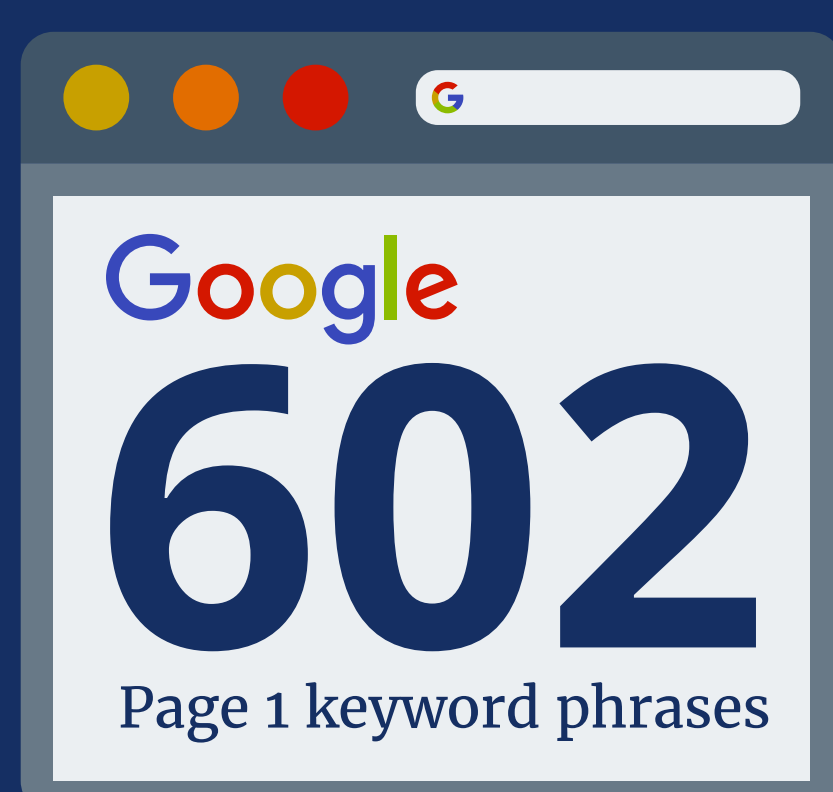
Book Now



Of visitors found Beechworth.com via Google Organic Search



Keyword Analysis



Click Through Rate (CTR)

53%

of users searching for 'Beechworth What's On' in Google Search clicked through.

42%

of users who searched for 'Beechworth Events' in Google Search clicked through.

Premium Subscribers

8 Premium Subscribers received over



880 likes increased to

894

14 New Likes



1136 follwos increased to

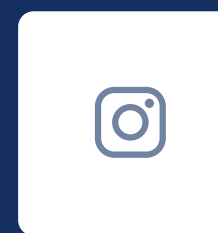
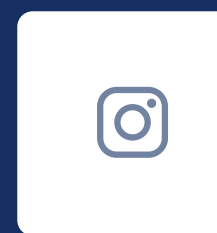
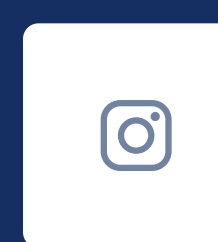
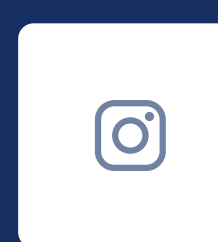
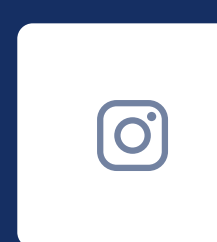
1240

104 New Follows



1 Subscriber Special Offer reached

347 Facebook followers and had 88 engagements



5 posts

Promoting Beechworth and our subscribers

Beechworth.com supporting Beechworth tourism, business and community since 1998.