



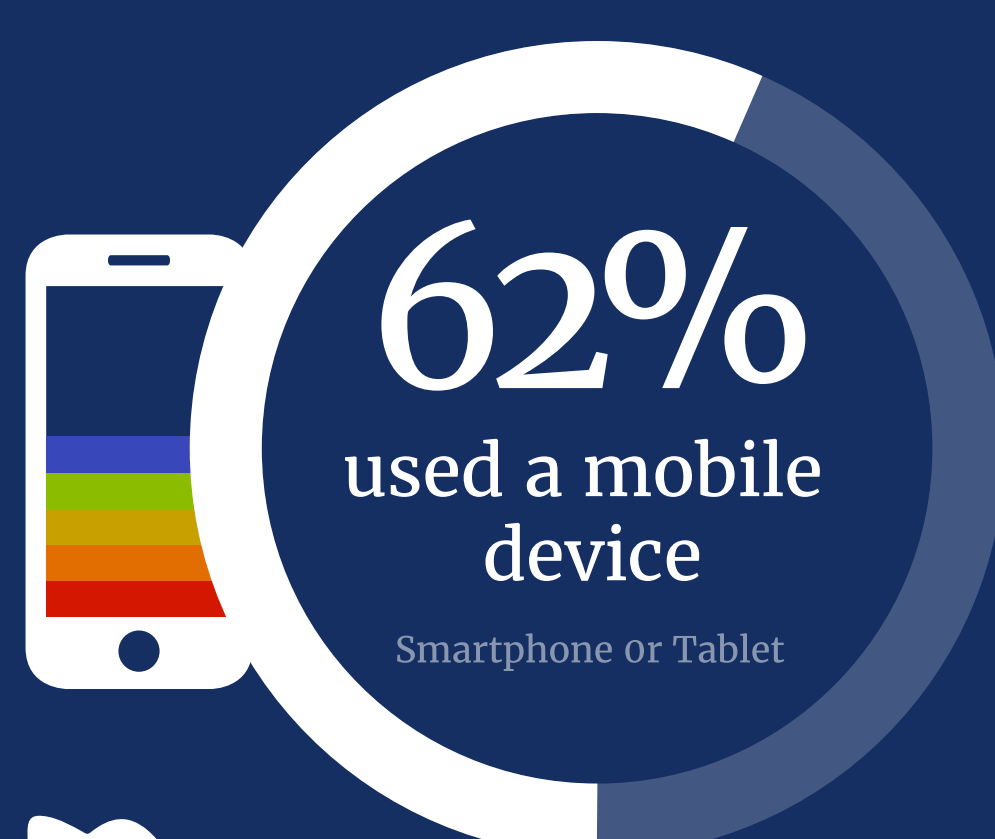
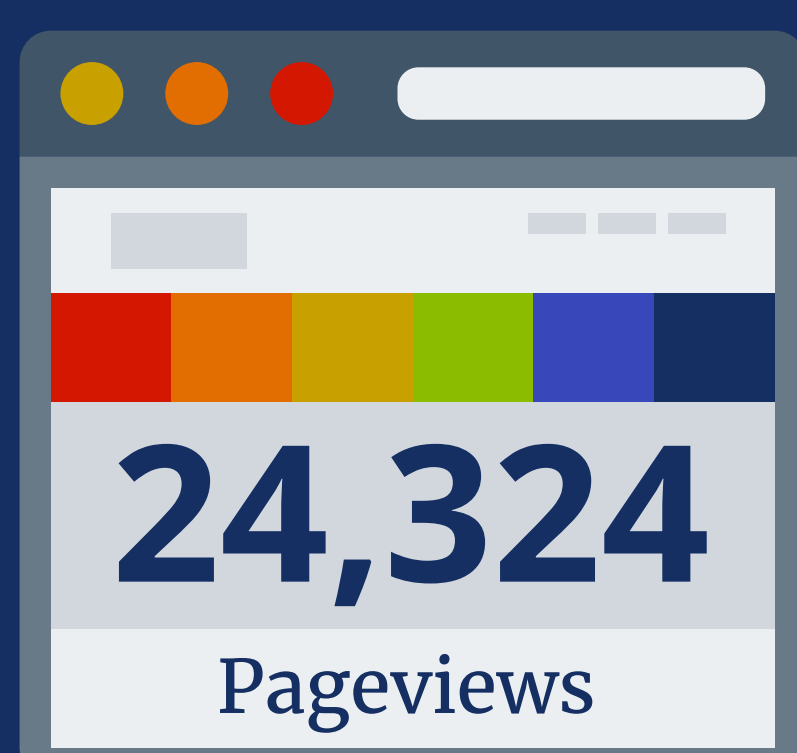
beechworth.com
VICTORIA AUSTRALIA

Summer Stats 2018/19

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

Visitors

11,580
New
vs.
318
Returning



Behaviour



2217
visited 'What's On'

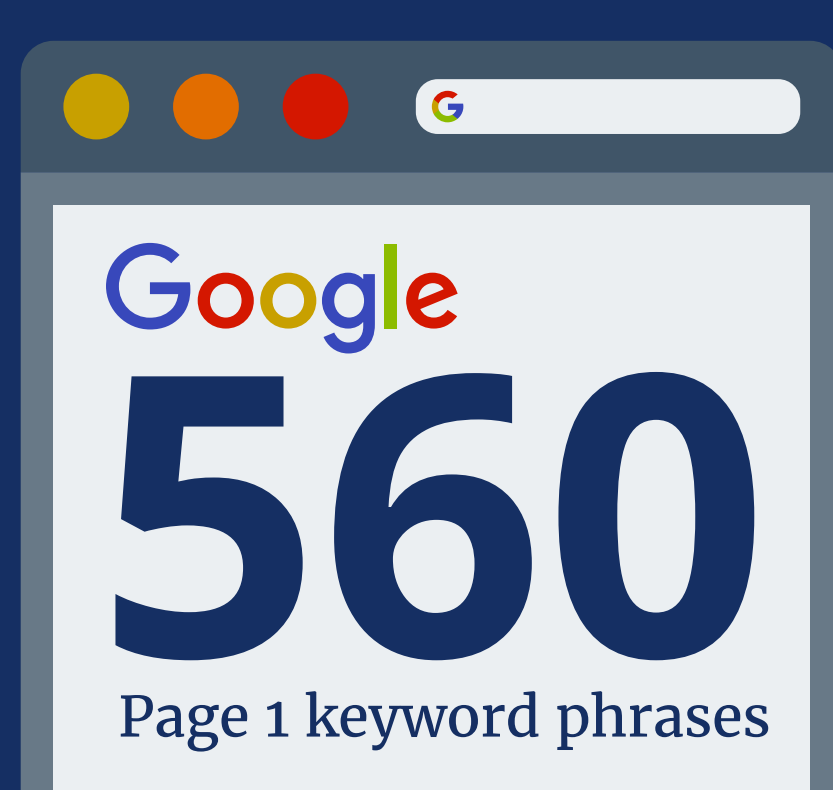
4107
Users clicked on a
subscribers website or
online assets



Of visitors found
Beechworth.com via
Google Organic Search



Keyword Analysis



Click Through Rate (CTR)

71%

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

70%

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

Premium Subscribers

4 Premium Subscribers received over



170
visits
to their individual
online assets



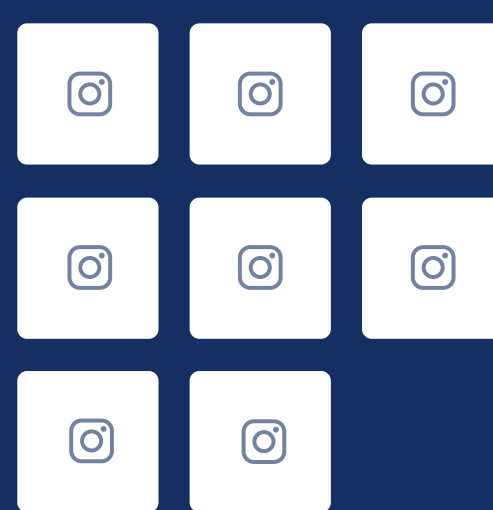
873 likes
increased to
880
7 New Likes



1058 follwos
increased to
1136
78 New Follows



1 Subscriber
Special Offer
reached
267 Facebook followers
and had 34 engagements



8 posts
Promoting Beechworth
and our subscribers

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