



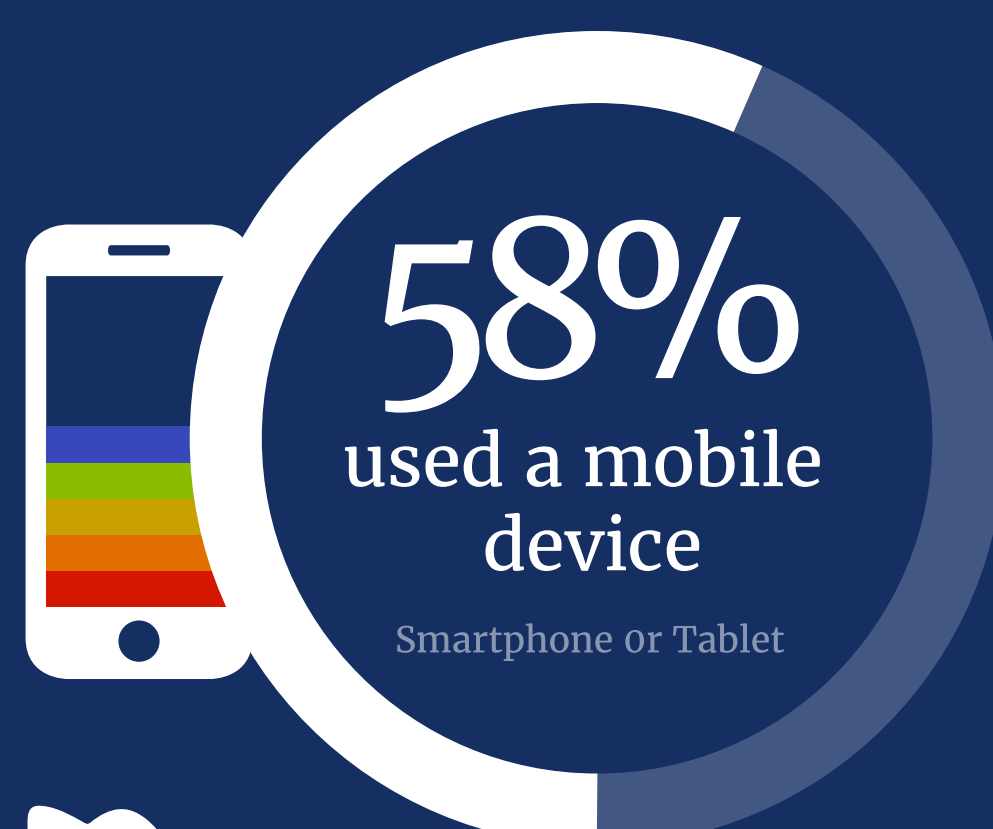
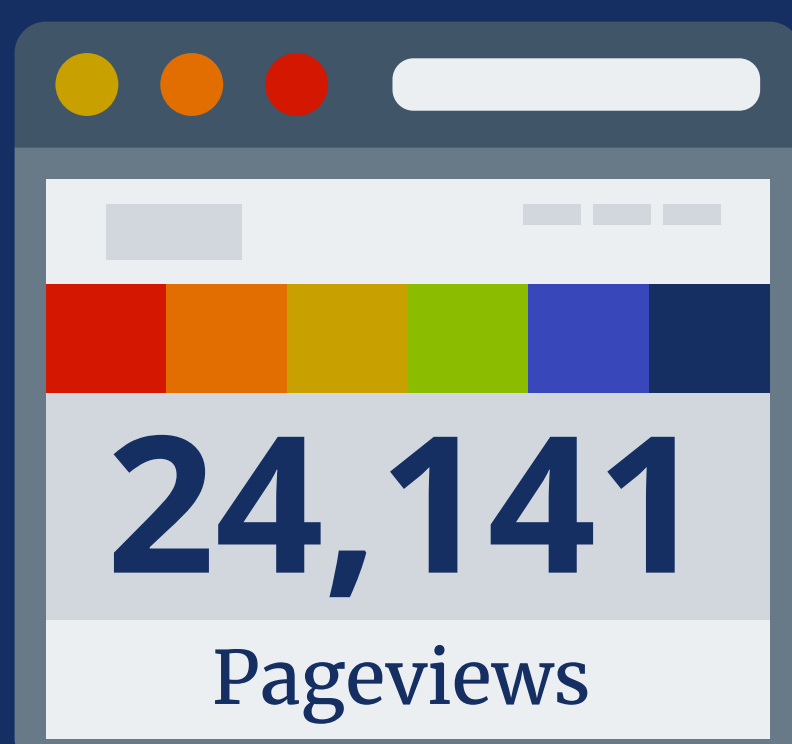
beechworth.com  
VICTORIA AUSTRALIA

## Spring Stats 2018

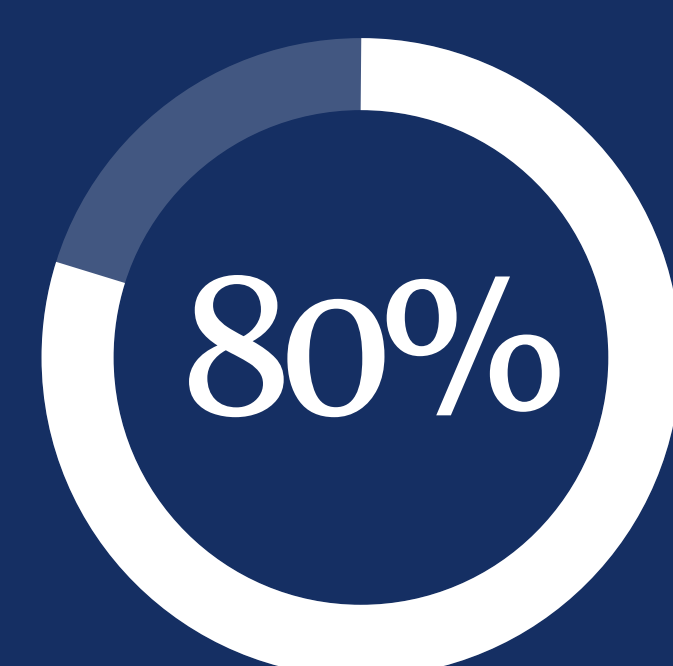
Collectively promoting Beechworth and the surrounding area, while driving traffic to the websites and online assets of our subscribers.

# Visitors

10926  
New  
vs.  
1593  
Returning



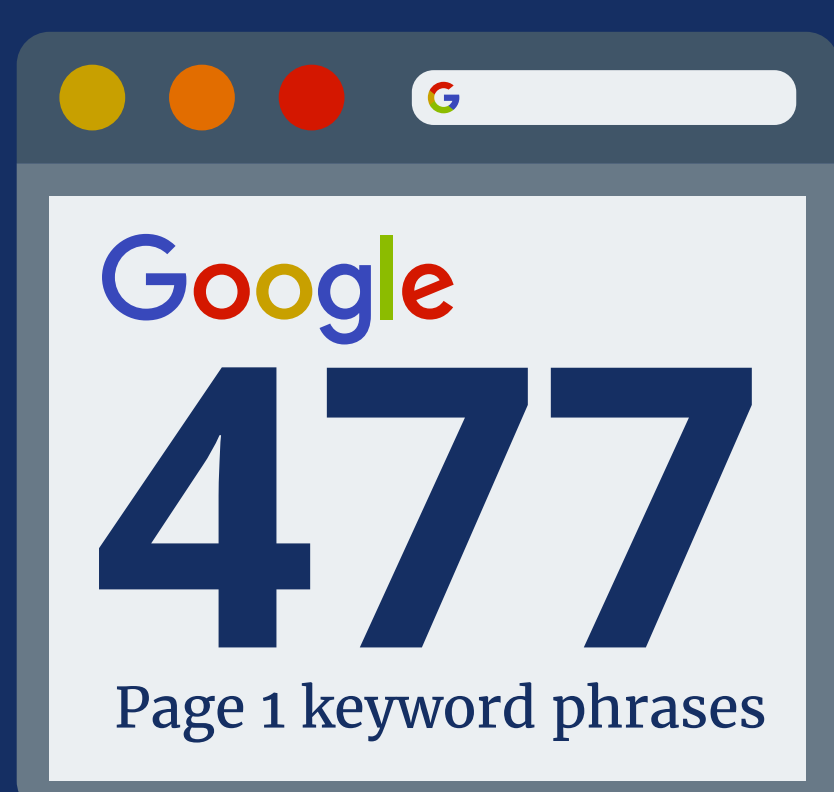
# Behaviour



Of visitors found  
Beechworth.com via  
Google Organic Search



# Keyword Analysis



## Click Through Rate (CTR)

86%

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

60%

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

# Premium Subscribers

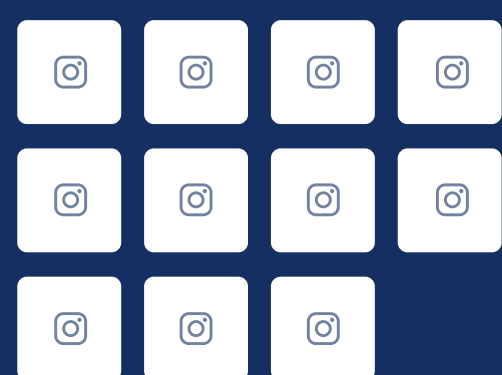
3 Premium Subscribers received over



776 likes  
increased to  
873  
93 New Likes



1018 follows  
increased to  
1058  
40 New Follows



19 posts  
Promoting Beechworth  
and our subscribers

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