

Conversations with Council

Report Type: Project

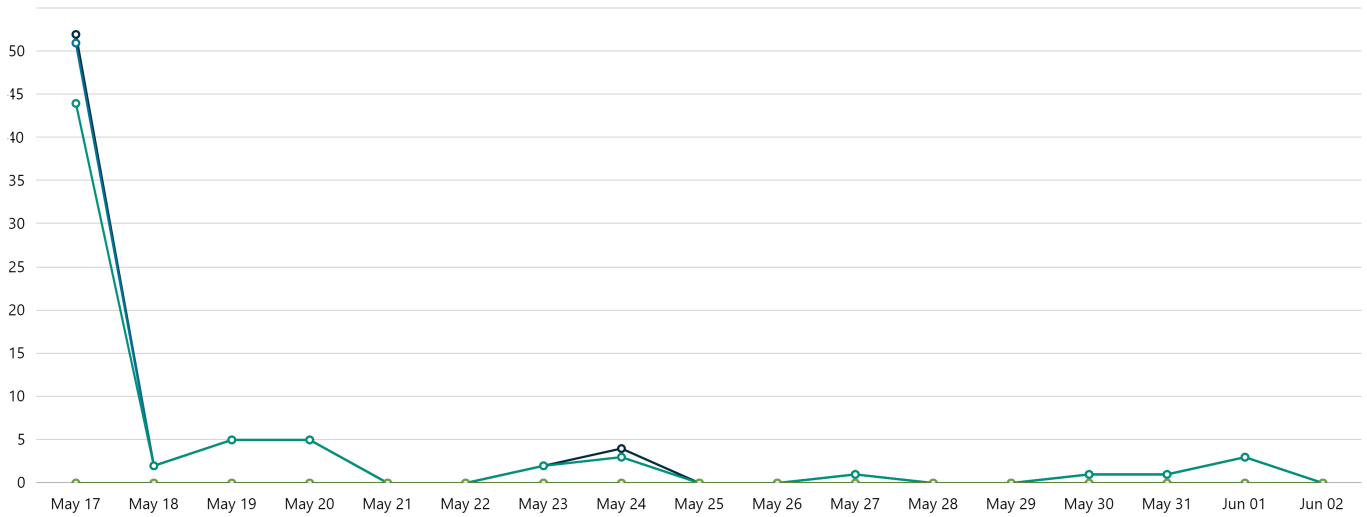
Project Name: Local Law Notice

Date Range: 17-05-2022 - 02-06-2022

Exported: 02-06-2022 07:46:51

Performance Summary

Information regarding key visitation and utilisation metrics for your Site or projects.



76

Views

74

Visits

67

Visitors

0

Contributions

0

Contributors

0

Followers

Views - The number of times a Visitor views any page on a Site.

Visits - The number of end-user sessions associated with a single Visitor.

Visitors - The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a Site several times in one day.

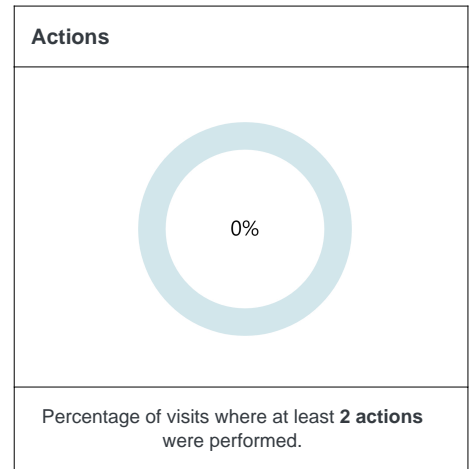
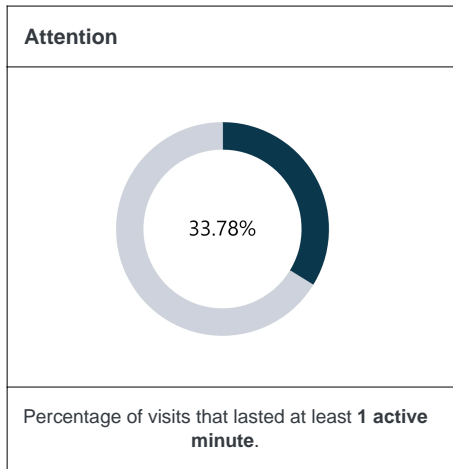
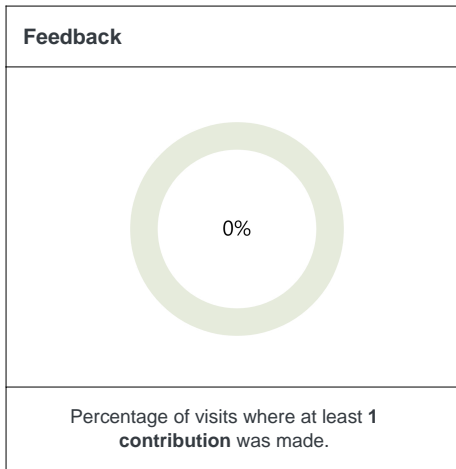
Contributions - The total number of responses or feedback collected through the participation tools.

Contributors - The unique number of Visitors who have left feedback or Contributions on a Site through the participation tools.

Followers - The number of Visitors who have 'subscribed' to a project using the 'Follow' button.

Conversions

Information regarding how well your engagement websites converted Visitors to perform defined key actions.



Participation

Information regarding how people have participated in your projects and activities.

Contributions by Activity

Contributions by Activity is a breakdown of contributions across each tool

| Activity | Contributions | % |
|----------|---------------|---|
|----------|---------------|---|

Top Activities

Top Activities is the top 5 tools that received the highest contributions

No Data Available

Projects

The current number and status of your Site's projects (e.g. engagement websites)

Engagement Time

| | | |
|------------------|-------------------|----------------------|
| 0 Days | 0 Hours | 59 Minutes |
|------------------|-------------------|----------------------|

May 17th 2022

Peak Visitation Date

Tuesday

Peak Visitation Day

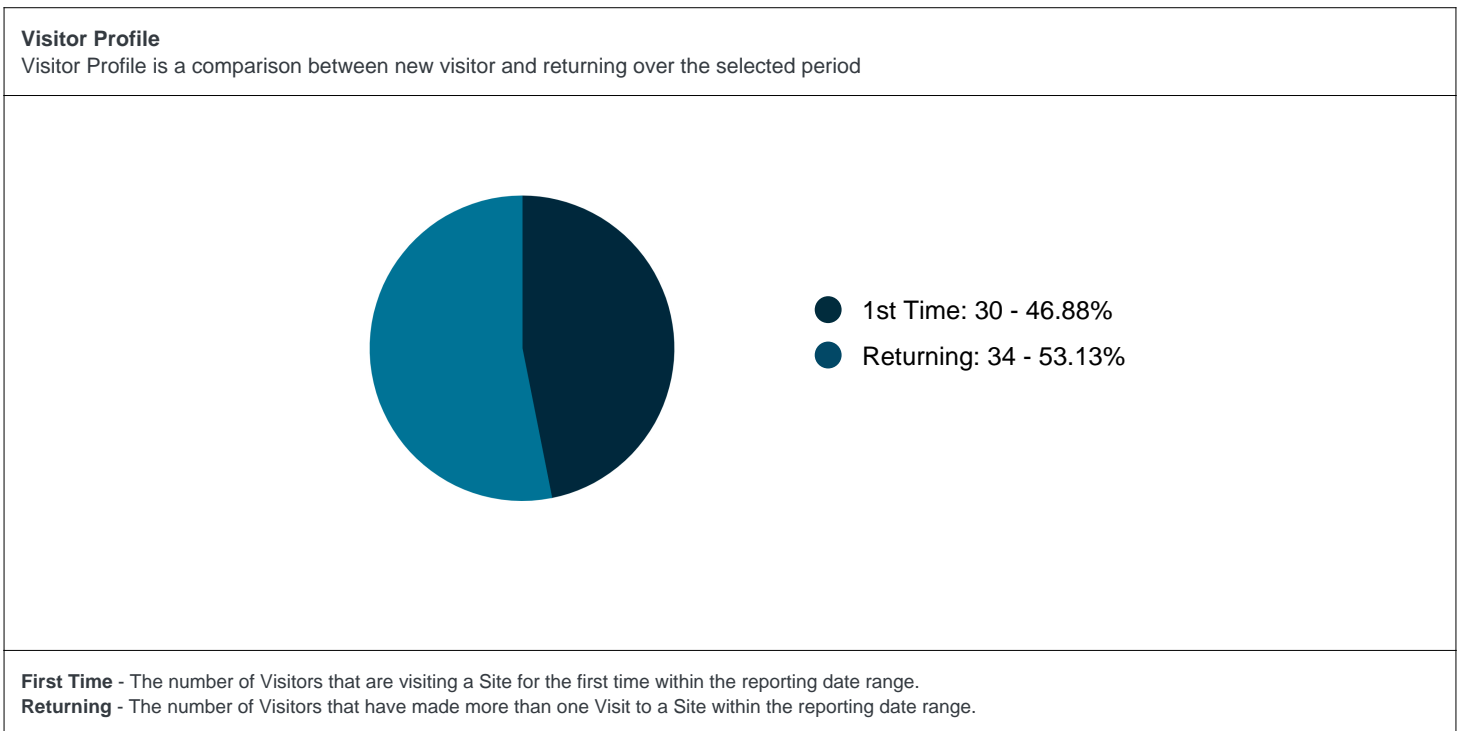
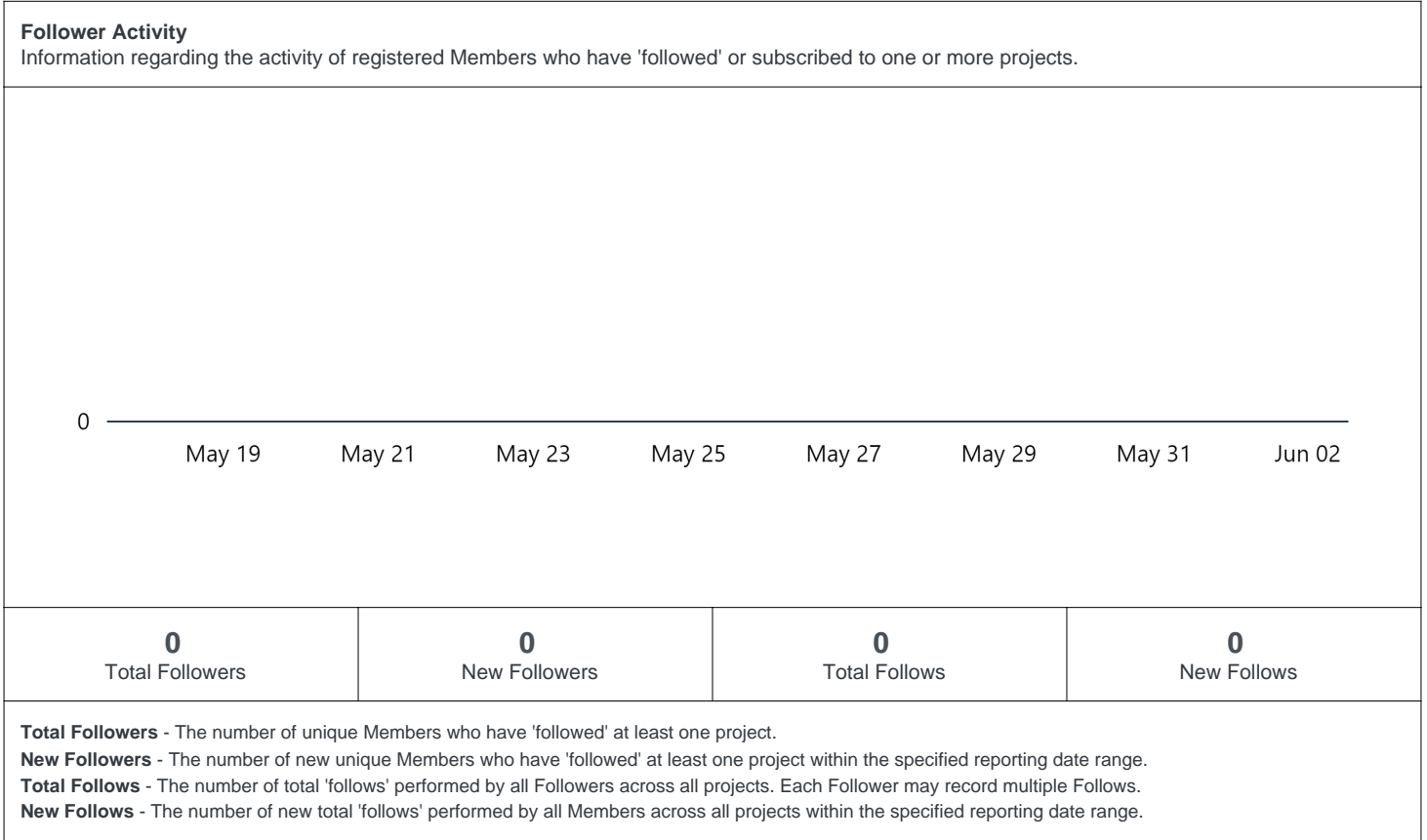
Top Visited Pages

Summary information for the top five most visited Pages.

| Page Name | Visitation % | Visits | Visitors |
|------------------|--------------|--------|----------|
| Local Law Notice | 100% | 74 | 64 |

People

Information regarding who has participated in your projects and activities.



Acquisition

Information regarding the method by which Visitors arrived to your Site or projects.

Referral Types

Referral traffic is the segment of traffic that arrives on your website through another source, like through a link on another domain.



Direct - Visitors who have arrived at a Site by entering the exact web address or URL of the page.

Search Engine - Visitors who have arrived at a Site via a search engine. Such as Google, Yahoo, etc.

Websites - Visitors who have arrived at the Site after clicking a link located on an external website.

Social Media - Visitors who have arrived at a Site by clicking a link from a known social media site such as Facebook, Twitter, LinkedIn, etc.

Campaigns - Visitors who have arrived through a campaign (using a UTM). See your email campaign report for more details on campaigns sent from this platform.

Downloads

Information regarding your downloads, the total set of unique documents downloaded, total downloads of all files, and your top downloads.

| | |
|--|---|
|  1 Total Documents |  0 Total Downloads |
|--|---|




Top Downloads

Top file downloads in your selection, ordered by the number of downloads.

| File Title | File Type | Downloads |
|---|-----------|-----------|
| GRC-Mt-Larcom-Scenic-8074 number plate edited.jpg | JPG | 0 |

Email Campaigns

Information regarding your email campaigns, your total campaigns, the total number of recipients, and your top campaigns by click-through rate (clicks as a percentage of total recipients).

| | | |
|---|--|--|
|  1 Email Campaigns Sent |  853 Total Recipients |  6.21% Click-through Rate |
|---|--|--|

Top Campaigns

Top email campaigns that have activity in your selection, ordered by click-through rate (clicks as a percentage of total recipients).

| Campaign Name | Recipients | Clicks | Click-through Rate |
|------------------|------------|--------|--------------------|
| Local Law Notice | 853 | 53 | 6.21% |

Statistics – Gladstone Regional Council Website Local Laws Page – May 2022

