

 **our bury st edmunds...**

Statistics
Our Bury St Edmunds
December 2016

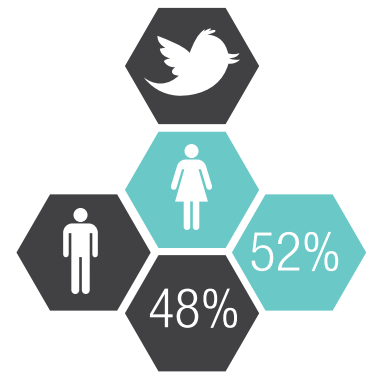
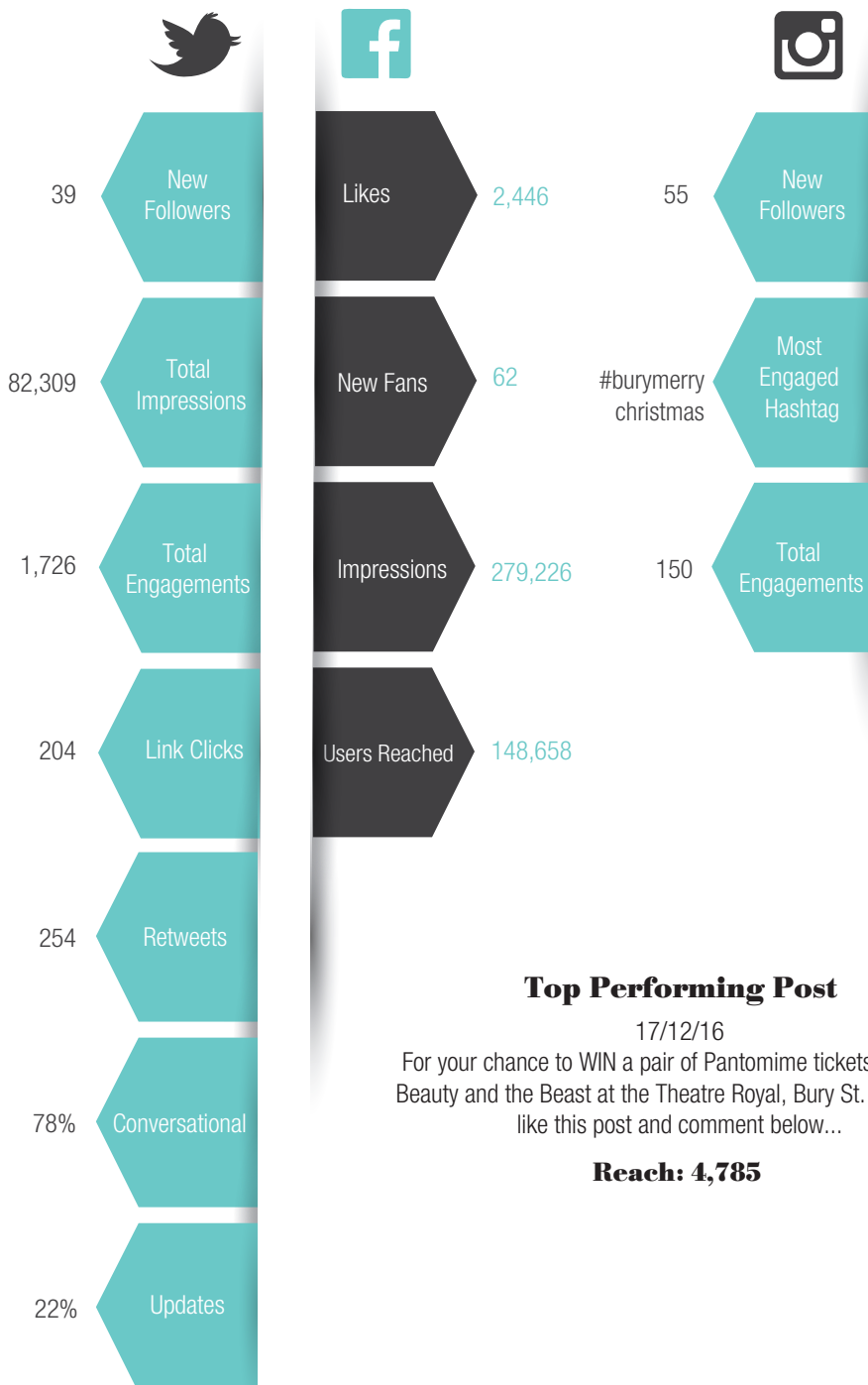
our bury st edmunds... Social media statistics, December 2016

Social Media activity in December can often have the tendency to drop due to people's busy festive schedules and time spent socialising, shopping and visiting family, however OurBury's accounts saw a significant increase.

We would attribute this to the hugely popular Facebook 12 Days of Christmas Competition and Twitter Advent Calendar which created excellent levels of engagement.

This is reflected by the top performing post of December being the Facebook Competition for tickets to Beauty and the Beast, reaching a whopping 4,785 people.

Overall a very positive month, with total combined social media impressions reaching 361,685.

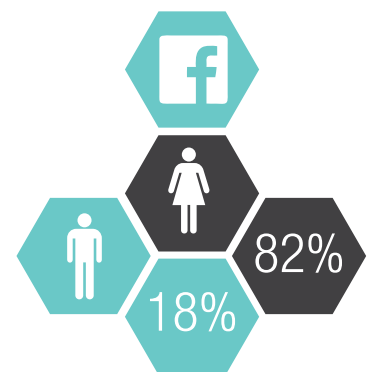


Top Performing Post

17/12/16

For your chance to WIN a pair of Pantomime tickets to watch Beauty and the Beast at the Theatre Royal, Bury St. Edmunds, like this post and comment below...

Reach: 4,785



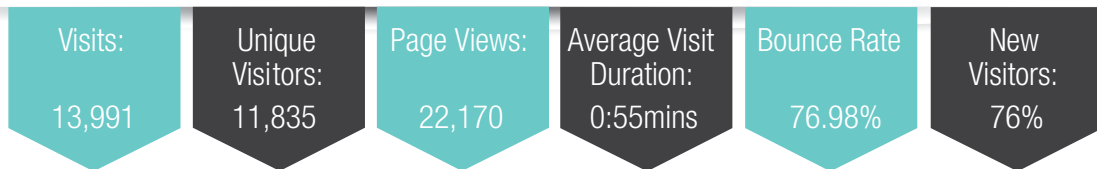


bury st edmunds... Website statistics, December 2016

December's website activity has levelled off after November's spike. This is to be expected for this time of year with people rounding off their Christmas Shopping and winding down in the final week of the year. This has produced numbers more in line with the general average.

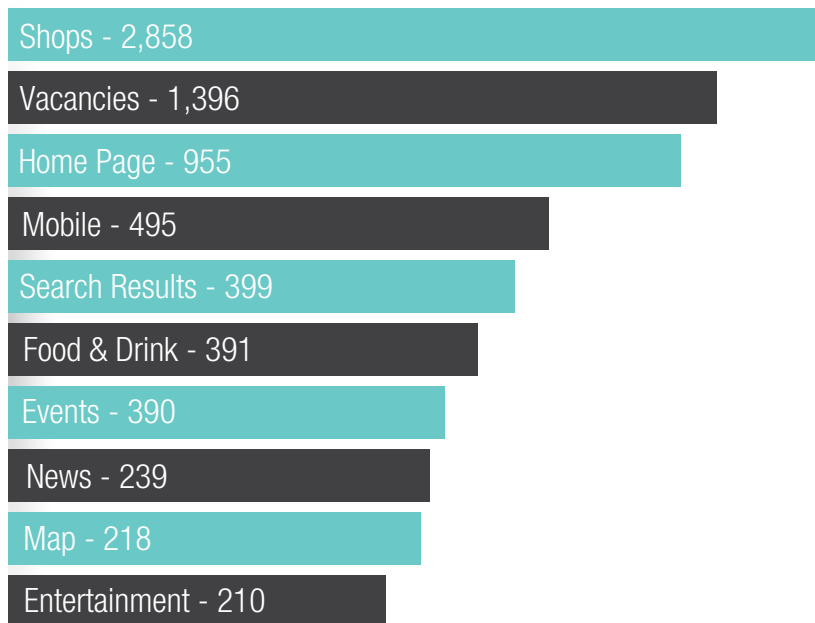
Top 10 page rankings have remained largely the same with the 'Shops' page still dominating, followed by the 'Vacancies' page. We can also see the 'Entertainment' page taking the place of the 'Getting Here' page, showing that more people were looking for things to do locally rather than travelling.

It's also worth noting that social media promotion was focused around engagement rather than driving traffic, therefore this has slightly affected the results.



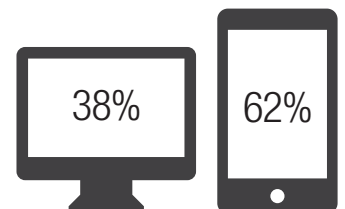
The graph shows the top 10 most popular pages on the website and how many times it has been viewed

**Top 10 visited pages,
inc. no of views.**



Device usage

The graphic below shows the website usage on desktop and mobile



The graph below shows the top 5 cities that visitors search from

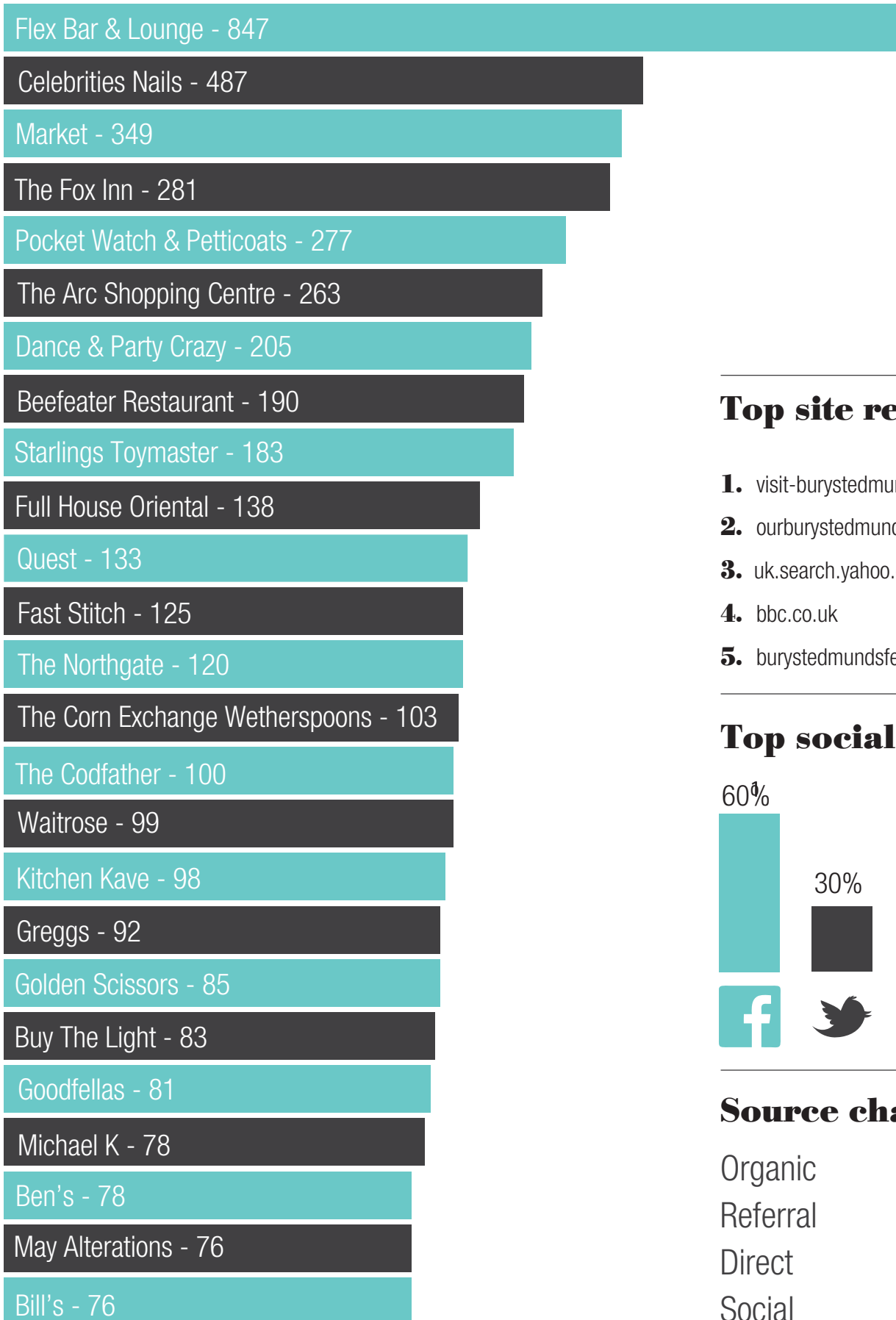




bury st edmunds... Website statistics, December 2016

Business page rankings in December are to be expected, with a large focus on socialising and gifts. This can be seen through the increase in traffic to the 'Flex Bar & Lounge', 'Celebrities Nails', 'Dance & Party Crazy' and 'Starlings Toymaster' pages.

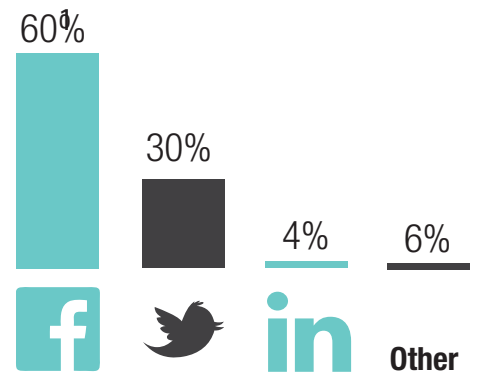
Channel share and social network rankings have remained similar, however, there has been a new entry from bbc.co.uk. This is a result of increased PR surrounding the continued success of local events and footfall taking place in the town.



Top site referrals

1. visit-burystedmunds.co.uk
2. ourburystedmunds.co.uk
3. uk.search.yahoo.co.uk
4. bbc.co.uk
5. burystedmundsfestivals.com

Top social network



Source channels

| | |
|----------|-------|
| Organic | 9,992 |
| Referral | 2,452 |
| Direct | 1,228 |
| Social | 316 |
| Email | - |



bury st edmunds... Search statistics, December 2016

With the Christmas shopping rush now over, rankings of certain terms have dropped, which we would expect for latter December and most probably through the January lull. Another reason for this slight drop would be that the various Christmas events finished and for the final week of the month, people were remaining at home with family.

However, even with this drop, search terms remain strong, the majority still appearing on the first two pages of Google search results making for an overall positive story.

| Term | Position | Position Change |
|--|----------|-----------------|
| What's on in bury st edmunds | 19 | ↓ 3 |
| Bury st edmunds market | 12 | ↓ 2 |
| Visit bury st edmunds | 3 | 0 |
| Events in bury st edmunds | 12 | 0 |
| Bury st edmunds shopping | 10 | ↓ 3 |
| Bury st edmunds tourist information | 9 | ↑ 2 |
| Bury st edmunds parking | 30 | ↓ 16 |
| Things to do in bury st edmunds | 17 | 0 |
| Things to do in bury st edmunds this weekend | 16 | ↓ 2 |
| Jobs in bury st edmunds | 51+ | 0 |
| Places to eat in bury st edmunds | 51+ | 0 |
| the arc bury st edmunds | 51+ | 0 |



Improvements

- Review Christmas social media activity in January meeting and compare with previous years.
- Monitor search terms to improve rankings following Google's recent update.
- Begin planning for events and marketing campaigns in 2017.