

Our Bury St Edmunds

End of Year Report 2018



Website Performance

We've analysed your Google Analytics to understand your traffic volume and sources. We've analysed data from Jan - Dec 2017 and Jan - Dec 2018.

ACQUISITION

Metric	2017	2018	% Change
Visits	138,484	66,340	-52%
Users	101,299	47,677	-53%
Pages per session	1.60	1.39	-13%
Avg. session duration	0:58mins	00:51mins	-12%
Bounce rate	76.23%	76%	0
% New sessions	71.3%	87.3%	22%

DEVICES

Device	2017	2018	% Change
Desktop	50,113 (36%)	17,361 (36%)	-65%
Mobile	58,818 (42%)	21,724 (46%)	-62%
Tablet	29,553 (21%)	8,641 (18%)	-71%

TRAFFIC SOURCES

Channel	2017	2018	% Change
Organic search	100,675 (73%)	33,875 (70%)	-66%
Referral	17,083 (12%)	2,114 (4%)	-88%
Direct	14,602 (11%)	9,466 (19.5%)	-35%
Social	6,116 (4%)	3,063 (6%)	-50%
Email	6 (0.1%)	1 (0.01%)	-83%



TOP REFERRAL WEBSITES

Referral Site	2017	2018	% Change
visit-burystedmunds.co.uk	11,034 (65%)	12 (0.5%)	-99.8%
ourburystedmunds.co.uk	1,146 (8%)	52 (2.5%)	-95%
burystedmundsfestivals.com	1,450 (5%)	500 (24%)	-66%
wsh.nhs.uk	251 (1%)	0	-100%
arc-burystedmunds.com	12 (0.07%)	2 (0.09%)	-83%
burystedmundschristmasfayre.co.uk	174 (1%)	99 (5%)	-43%

TOP LOCATIONS

Top Locations	2017	2018	% Change
London	22,610 (16.3%)	9,148 (18%)	-59.5%
Bury St Edmunds	25,182 (18%)	9,746 (19.3%)	-61%
Ipswich	11,063 (8%)	2,003 (3.96%)	-82%
Cambridge	5,807 (4%)	3,210 (6.35%)	-45%
Colchester	6,685 (5%)	1,156 (2%)	-83%
Norwich	5,163 (4%)	2,092 (4%)	-59%
not set	4,756 (3%)	2,251 (4.5%)	-52%
Thetford	4,851 (4%)	905 (2%)	-81%
Stowmarket	3,394 (2%)	1,118 (2%)	-67%
Mildenhall	1,916 (1%)	787 (1.5%)	-59%
Haverhill	1,787 (1%)	723 (1.4%)	-60%
Stowmarket	1,623 (1%)	1,118 (2%)	-31%
Lowestoft	2,609 (2%)	560 (1%)	-79%
Peterborough	1,246 (0.9%)	1,116 (2%)	-10%
Newmarket	1,457 (1%)	263 (0.5%)	-82%



TOP SOCIAL NETWORK

Top Social Network	2017	2018	% Change
Facebook	4,664 (76%)	2,712 (88.5%)	-42%
Twitter	1,375 (22%)	253 (8%)	-81%
Instagram	37 (0.6%)	94 (3%)	154%

TOP VIEWED PAGES

- Vacancies
- Map
- Home
- Mobile
- Events
- Shops
- Flex Bar
- Dance & Party Crazy
- Food & Drink
- Celebrities Nails

Website Performance: Other pages

We've analysed your Google Analytics for the supplementary campaign and festival websites to understand your traffic volume and sources. We've analysed data from Jan - Dec 2018

	Yearly visits	Organic	Direct	Referral	Social
Food and Drink Fest	5,175	10	2,768	960	308
Festival of Sport	1,630	899	232	107	76
Ale Trail	1,085	165	567	16	144
Independents Week	1,051	567	271	105	6
Taste Bury	1161	678	196	93	32
Wellness Month	966	791	58	5	3
Whitsun Fayre	2,630	322	1,165	497	141
Christmas	902	353	260	10	127
WW1 Trail	3,660	1,004	1,247	33	529



Notes

- Over the course of 2018 website traffic has decreased by 51% (and the 2017 and 2016 figure was a decrease of 19%). The main reason for this decrease is the websites' usability; The website is not mobile-friendly, the navigation is difficult to use and there is a lot of content on the website that needs updating. Websites with poor user experiences are significantly being penalised by Google more than ever, therefore investment in a new website is key. We have improved the aesthetics of the website towards the latter part of 2018, and I advise that we ensure that the information presented on the website is as up to date as possible.
- Another note about the decrease in website traffic is due to the use of supplementary Festival websites (i.e. Taste Bury, Independents Week) where we direct traffic to those for specific campaigns. These look much fresher and are optimised for mobile, but can cause issues with SEO as we want the main website to rank for the same things as the other websites, so in some cases we are effectively competing against ourselves.
- This year we have added a quick summary of website traffic to the supplementary websites which you can see above. In total, we have had another 18,260 visitors to these websites which is an increase of 18% on last year.
- Similarly to last year, user interaction (which we measure with pages per session and session duration) has dropped slightly once again. The website is not very easy to navigate due to its age, which continues to cause this decrease in interaction.
- Mobile (and tablet traffic) has now overtaken desktop traffic, amounting to 64% of users visiting the site on their smartphones. This is a significant figure and one that has notably increased over the last two months as more users are 'out and about' searching for information. Also, within the last few years we as web users have fundamentally changed the way we seek information, instead of going to a desktop computer, we now carry the internet in our pockets and can access it wherever we go.
- Instagram is the only website traffic channel that has grown in 2017, demonstrating the significance of this activity. Despite this, Facebook remains the most dominant channel for directing traffic to the website.



Social Media Management

We've analysed your social media activity from Jan - Dec 2017 and Jan - Dec 2018.

TWITTER

Metric	2017	2018	% change
Total Followers	6,367	6,786	6%
New Followers	876	419	-50%
Total Impressions	790,861	740,216	-6.4%
Total Engagements	18,254	11,907	-35%
Link Clicks	2,423	2,174	-10%
Plain text tweets	29	75	159%
Page link tweets	151	259	72%
Photo link tweets	566	604	7%
Engagement with new contacts	17%	7%	-58%
Engagement with existing contacts	83%	93%	12%

FACEBOOK

Metric	2017	2018	% change
Likes	3,480	4,619	33%
New Fans	1,061	1,158	9%
Impressions	1,423,632 (253,515 paid impressions)	1,700,310 (884,679 paid impressions)	1,094%
Post Engagements	16,961	14,912	-12%
Link Clicks	6,068	5,124	-15%



INSTAGRAM

Metric	2017	2018	% change
Likes	1,183	1,702	44%
New Fans	378	519	37%
Total engagements	3,428	5,613	64%
Top hashtag	#BuryStEdmunds #BuryMerryChristmas	#burystedmunds #tastebury	

Notes

- Social media remains a very strong marketing channel for Our Bury St Edmunds. The brands presence continues to grow across all active channels, and although the percentage of new fans year-on-year hasn't grown, we still have a consistently strong number of users liking/following the pages over the course of the year.
- We've increased our following this year on Twitter by 6%, which doesn't sound like much, but is significant when you have over 6,000 followers. Some of the statistics such as impressions and engagement have fallen since last year, which could be that Twitter as a result is starting to fall out of favour compared to other social tools.
- Tweets including images have increased by over 7%, which helps to engage users as it makes it easier to digest the message and creates a pleasant appearance when scrolling through a feed on a mobile, as we know a majority of our fans do.
- Facebook and Instagram have seen a fantastic increase in impressions and engagement, showing that we are posting interesting content that is attractive to our followers. Particularly notable is that we have increased Facebook impressions by 1,094% - this year my focus with Facebook has been reach, because the more people we target the advertising to, the more will hopefully act on it and come into town! As a result of my focus on reach, post engagements and link clicks have fallen, as we were driving the money to achieve a different thing.
- The Our Bury St Edmunds Instagram channel has grown in following by 44% in the last year which I'm really pleased with, I try to repost BID business content amongst promoting our events and the attractions of the town centre to create a schedule of engaging and interested content which is relevant to local people.



Recommendations

- We have previously discussed website development, which is not able to happen at the moment so instead let's focus on keeping the current site in the best shape it can be, with regular and up to date content.
- Review website referrals and re-engage with those referrals that have dropped in order to increase traffic from reputable organisations and brands.
- Facebook has recently updated its algorithm, which will result in fewer business promotions in users news feed. Therefore we need to be more effective in building brand 'ambassadors' that share our content. User-generated content will be key for this.
- Continue to utilise budget towards Facebook advertising as we can see from this year that that has been very successful in letting local users know about our news and events
- Continue to share location-based photography and video content in and around Bury St Edmunds for Instagram and YouTube. For example, sun shining on Angel Hill, snow in the Abbey Gardens etc.
- Use LinkedIn as a channel for connecting with professional services in the BID.
- Continue using engaging imagery and infographics around key campaigns and share with businesses to use.
- Discuss target audiences for this year - families, millennials, empty nesters?
- Try and focus all promotion on what makes the town unique and special, to encourage users to continue to visit the town. Foodie capital, vegan menus in restaurants, gin distillery tours and cocktail making, independent businesses



Christmas Campaign 2018

The 2018 Christmas campaign was focussed on engaging with BID businesses and promoting their events and activities over the Christmas period, driving engagement on the Our Bury St Edmunds social accounts as well as proactively looking for new ways to promote Bury St Edmunds during the important trading period. We've shown a comparison on the previous year's figures as social media has been the key channel for marketing activity.

Website Performance

ACQUISITION

Metric	Nov - Dec 2018
Visits	1,180
Users	1,009
Avg. session duration	0:19mins
Bounce rate	91%
% New sessions	83%

DEVICES

Device	Nov - Dec 2018
Desktop	279 (24%)
Mobile	741 (63%)
Tablet	160 (14%)

TRAFFIC SOURCES

Channel	Nov - Dec 2018
Organic search	185 (16%)
Referral	113 (10%)
Direct	344 (29%)
Social	537 (46%)



TOP LOCATIONS

Top Locations	Nov - Dec 2018
Bury St Edmunds	218 (18%)
London	145 (12%)
Ipswich	122 (10%)
Colchester	92 (8%)
Cambridge	72 (6%)
Norwich	68 (6%)
Stowmarket	45 (4%)
Not Set	40 (3%)
Peterborough	36 (3%)
Thetford	34 (3%)

TOP SOCIAL NETWORK

Top Social Network	Nov - Dec 2018
Facebook	518 (96%)
Twitter	14 (3%)
Instagram	5 (1%)

Social Media Management

TWITTER

Metric	Nov - Dec 2017	Nov - Dec 2018	% change
Total Followers	6,667	6,786	1.7%
Total Impressions	165,984	111,738	-38%
Total Engagements	3,420	1,641	-52%
Link Clicks	379	94	-75%



FACEBOOK ORGANIC

Metric	Nov - Dec 2017	Nov - Dec 2018	% change
Likes	3,480	4,619	33%
Impressions	330,343	537,929	63%
Post Engagements	5,457	5,650	4%
Link Clicks	1,271	329	-74%

FACEBOOK PAID

Metric	Switch On	Grotto	Grotto Comp	Carousel	Mary 1	Mary 2	Video
Dates	26th Oct - 15th Nov	27th Nov - 24th Dec	28th Nov - Dec 5th	10th Nov - 24 Dec	15-17th Dec	17th - 19th Dec	30th Nov - Dec 24
Cost	£75	£100	£40.00	£75.00	£30.00	£30.00	£50.00
Reach	68,767	61,113	3,279	63,648	1,498	2,648	9,071
Impressions	90,598	80,423	8,009	80,423	1,767	2,977	15,748

INSTAGRAM

Metric	Nov - Dec 2017	Nov - Dec 2018	% change
Likes	1,183	1,702	44%
New Fans	60	151	151%
Total engagements	1,159	1,161	0.2%
Top hashtag	#BuryStEdmunds	#BuryStEdmunds	



CHRISTMAS COMPETITIONS

Really Very Nice	Reach: 2,857	Entries: 51
Guildhall Dental	Reach: 553	Entries: 6
Keep on Crafting	Reach: 2,414	Entries: 40
Buy The Light	Reach: 2,988	Entries: 88
Drive Vauxhall	Reach: 1,900	Entries: 29
Street Level Cafe	Reach: 1,925	Entries: 32
St Eds Cathedral Shop	Reach: 2,027	Entries: 52
BID Voucher	Reach: 647	Entries: 12
Suffolk Carver	Reach: 2,444	Entries: 63
Beautiful Beers	Reach: 2,038	Entries: 43
Lorford's	Reach: 2,077	Entries: 55
The One Bull	Reach: 4,150	Entries: 106
BID Voucher	Reach: 1,948	Entries: 57
No 4	Reach: 2,249	Entries: 94
Cook	Reach: 654	Entries: 8

Notes

- Social media has driven significant engagement across social media. The advent calendar was positive in engaging businesses and sharing their content, where as the 12 Days of Competitions on Facebook and Instagram was very successful in engaging users, reaching over 30,000 users.
- Social media was the key traffic driver to the Christmas landing page, with direct traffic closely behind. This direct traffic is likely to come from offline advertising.
- The majority of users accessing the website were from mobile sources. This demonstrates the importance of a mobile-friendly website for activity and the promotion of events.
- The Mary Poppins & Frozen promotion generated significant engagement on Facebook, with the posts reaching 4,744 people.
- Another success of the Christmas campaign was the video advert which achieved 15,748 impressions!

