

Our Bury St Edmunds

End of Year Report 2019



Website Performance

We've analysed your Google Analytics to understand your traffic volume and sources. We've analysed data from Jan - Dec 2018 and Jan - Dec 2019.

ACQUISITION

Metric	2018	2019	% Change
Visits	66,340	51,603	-22%
Users	47,677	39,423	-17%
Pages per session	1.39	1.31	-5%
Avg. session duration	00:51mins	00:43mins	-7%
Bounce rate	76%	77%	1.3%
% New sessions	87.3%	90.2%	3.3%

DEVICES

Device	2018	2019	% Change
Desktop	17,361 (36%)	17,313 (44%)	0.27%
Mobile	21,724 (46%)	17,144 (43%)	-21%
Tablet	8,641 (18%)	5,231 (13%)	-39%

TRAFFIC SOURCES

Channel	2018	2019	% Change
Organic search	33,875 (70%)	23,016 (57.7%)	-32%
Referral	2,114 (4%)	805 (2%)	-62%
Direct	9,466 (19.5%)	13,876 (34.8%)	46.7%
Social	3,063 (6%)	2,213 (5.5%)	-27%
Email	1 (0.01%)	3 (0.01%)	200%



TOP REFERRAL WEBSITES

Referral Site	2018	2019	% Change
visit-burystedmunds.co.uk	12 (0.6%)	87 (11%)	625%
ourburystedmunds.co.uk	52 (2.5%)	26 (3%)	-50%
burystedmundsfestivals.com	500 (24%)	29 (3%)	-94%
eadt.co.uk	87 (4%)	23 (3%)	-73.5%
buryfreepress.co.uk	0	19 (2.35%)	1900%
burymercury.co.uk	2 (0.09%)	19 (2.35%)	850%

TOP LOCATIONS

Top Locations	2018	2019	% Change
London	9,148 (18%)	6,381 (15.3%)	-30%
Bury St Edmunds	9,746 (19.3%)	6,557 (15.8%)	-33%
Ipswich	2,003 (3.96%)	1,366 (3%)	-32%
Cambridge	3,210 (6.35%)	1,864 (4.5%)	-42%
Colchester	1,156 (2%)	752 (2%)	-35%
Norwich	2,092 (4%)	1,588 (4%)	-24%
not set	2,251 (4.5%)	4,311 (10.4%)	92%
Thetford	905 (2%)	406 (1%)	-55%
Stowmarket	1,118 (2%)	681 (1.6%)	-39%
Mildenhall	787 (1.5%)	522 (1.3%)	-33%
Haverhill	723 (1.4%)	624 (1.5%)	-14%
Wymondham	509 (1%)	279 (0.7%)	-45%
Lowestoft	560 (1%)	253 (0.6%)	-55%
Peterborough	1,116 (2%)	1,116 (2.7%)	0%
Newmarket	263 (0.5%)	167 (0.4%)	-37%



TOP SOCIAL NETWORK

Top Social Network	2018	2019	% Change
Facebook	2,712 (88.5%)	2,034 (92%)	-25%
Twitter	253 (8%)	142 (6.4%)	-44%
Instagram	94 (3%)	39 (1.6%)	-58%

TOP VIEWED PAGES

- Vacancies
- Home
- Map
- Map PDF
- Mobile
- Shops
- Food & Drink
- BID Information
- Tourism
- Parking

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 2019

	Yearly visits	Organic	Direct	Referral	Social
Food and Drink Fest	4,305	5	2,870	283	234
Festival of Sport	1,124	674	250	37	44
Ale Trail	1,392	439	627	35	35
Independents Week	1,102	354	491	24	182
Taste Bury	1,828	1,514	116	22	30
Wellness Month	1,522	1,303	68	2	1
Whitsun Fayre	3,591	1,313	1,279	117	246
Theatre Star Trail	920	364	441	61	54
Festivals page	185	112	44	15	3



Notes

Over the course of 2019, the website traffic has decreased by 22% overall (the 2019 figure was 51%, 2017 figure was 19%). The main reason for this decrease is the website's usability; the website is not mobile friendly as a whole, and the navigation is very busy, which means that it can be difficult for users to find what they are looking for due to a large amount of content. Websites with poor user experience are being penalised by Google more than ever, therefore we strongly recommend investment in a new website.

Referral traffic has dropped significantly for the second year running, which will have an impact on the overall number of visits. However, we have seen an increase in direct traffic by 46% which means that we have a number of very loyal website visitors and they have grown by almost half in a year.

We have a number of supplementary websites for particular campaigns such as the Whitsun Fayre, Food & Drink Festival, Independents Week - 9 in total (that were used this year). These look more modern and are optimised for mobile use which is excellent, but could be confusing for the user or make it less clear to them that the event has been organised by Our Bury St Edmunds. Having supplementary websites can cause issues with SEO rankings as we have similar keywords that we want these sites to rank for as the main website, which means that we are effectively competing against ourselves.

For the second year running, we have added a summary of the website traffic garnered from the supplementary websites which you can see above. This totals to 15,969 visits bringing the website visits total up to 67,299 times that an Our Bury St Edmunds website resource has been used.

Similarly to the two previous years, user interaction (which we measure with pages per session and session duration) has dropped slightly - by less than 10% across the board - this is good considering there has been a 17% drop in users - this means that the users that are on the website are still finding the information that they are looking for and are engaging well with the site content.

Mobile (and tablet) traffic is higher than desktop. But mobile use has decreased since last year - it currently stands at 56% and desktop at 44% (last year, it was 64% and desktop at 36%). Due to the combination of website traffic and mobile traffic both decreasing, this indicates that mobile users are going elsewhere to find their information, but the growing desktop users could indicate an older demographic using the website or BID member businesses accessing the website at work from their computers and laptops.

The website traffic referrals have dropped this year to the main website, but are up on the supplementary websites which means that the website links are more successful when we use the supplementary websites - this could be as a result of the majority of social media users being on their mobile phones and tablets.

The top viewed page on the website continues to be the vacancies page so we will ensure to keep that as up to date as possible. This is closely followed by the home page and the map pages. BID information is in the top 10 listing which will be as a result of the important ballot year in 2019, we expect to see this fall again in 2020.



Social Media Management

We've analysed your social media activity from Jan - Dec 2018 and Jan - Dec 2019.

TWITTER

Metric	2018	2019	% change
Total Followers	6,786	7,209	6.3%
New Followers	419	423	1%
Total Impressions	740,216	585,155	-21%
Total Engagements	11,907	9,630	-19%
Link Clicks	2,174	17,337	697%
Plain text tweets	75	36	-52%
Page link tweets	259	31	-88%
Photo link tweets	604	630	4%
Engagement with new contacts	7%	5%	-28%
Engagement with existing contacts	93%	95%	2%

FACEBOOK

Metric	2018	2019	% change
Likes	4,619	5,660	23%
New Fans	1,158	1,053	-9%
Impressions	1,700,310 (884,679 paid impressions)	1,645,092 (334,782 paid impressions)	-3%
Post Engagements	14,912	56,745	281%
Link Clicks	5,124	43,948	758%



INSTAGRAM

Metric	2018	2019	% change
Likes	1,702	2,260	33%
New Fans	519	556	7%
Total engagements	5,613	3,153	-43%
Top hashtag	#burystedmunds #tastebury	#burystedmunds #tastebury	

Notes

Social media remains a very strong marketing tool for Our Bury St Edmunds for both engaging with our BID members and the general public. The brand's presence continues to grow, we can see that across all channels we have gained over 2,000 followers and we hope to continue this into 2020.

The Twitter followers have once again grown by 6% (the same as in 2018), the engagements are down which we can see as a trend across the social media industry, but I'm pleased to see that the link clicks are up by a large amount. Our social media reporting tool has changed the way it records the engagements, so now it records any time a user clicks to see the tweet in full or the image, as well as likes, comments, retweets which we think is a truer representation of engagement.

The Facebook fans have grown by over 1,000 users - this is slightly down on last year but we can see from the impressions section that we have 62% drop in reach through advertising (as we have spent less on advertising this year) - which means that our followers have grown more through organic means, or the users that we reached last year through advertising then went on to like the page and now we don't need to pay to reach them.

We've also seen an excellent increase in engagements and link clicks on Facebook which shows that the new followers we have accumulated are enjoying our content and commenting, liking, clicking, sharing.

We have grown the Instagram following by a further 33% (and 44% in 2018) - on here we focus on reposting content from our BID members and keeping our followers up to date with local events, with a focus on beautiful imagery where we can. Our engagements have dropped this year which could be as a result of less advertising spend this year across Instagram, and we did do a lot of posting about the ballot and business offers in the run up to the ballot, and ideally we should have an 80/20 or 70/30 split of general conversational content vs. promotional.

October and November was a time where impressions were up but we also one of the periods where we consistently lost the most followers - which is when there were up to 4 posts going out per day to ensure that we were fairly marketing all of our BID members. I would not recommend this as a long term strategy if we want to continue to build the page's following.



Recommendations

- We have previously discussed website development which is potentially in the pipeline for 2020 due to the successful renewal of the ballot, but this will be a number of months until a decision is made. 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. It's great to see that we have grown in referrals for local news sites which is positive for SEO.
- Facebook has recently updated its algorithm, which will result in fewer business promotions in users news feed. Therefore we need to focus on reach and building our following through advertising as much as we can, and then on retaining the users that we do reach.
- 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. For example, sun shining on Angel Hill, snow in the Abbey Gardens etc as we know that this performs well.
- 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 the next ballot term - 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

