

Our Bury St Edmunds

End of Year Report 2020



Website Performance

We've analysed your Google Analytics to understand your traffic volume and sources. We've analysed data from Jan - Dec 2019 and Jan - Dec 2020.

ACQUISITION

Metric	2019	2020	% Change
Visits	51,603	33,095	-36%
Users	39,423	25,811	-35%
Pages per session	1.56	1.78	14%
Avg. session duration	00:43mins	01:06mins	54%
Bounce rate	77%	70.68%	6%
% New sessions	90.2%	89.7%	-0.5%

DEVICES

Device	2019	2020	% Change
Desktop	17,313 (44%)	10,028 (39%)	-42%
Mobile	17,144 (43%)	13,217 (51%)	-23%
Tablet	5,231 (13%)	2,715 (10%)	-48%

TRAFFIC SOURCES

Channel	2019	2020	% Change
Organic search	23,016 (57.7%)	15,462 (59%)	-33%
Referral	805 (2%)	1,310 (5%)	63%
Direct	13,876 (34.8%)	6,650 (25%)	-52%
Social	2,213 (5.5%)	3,006 (11%)	36%



TOP REFERRAL WEBSITES

Referral Site	2019	2020	% Change
visit-burystedmunds.co.uk	87 (11%)	207 (16%)	138%
buryfreepress.co.uk	19 (2%)	199 (15%)	947%
westsuffolk.gov.uk	4 (0.5%)	175 (13%)	4275%
eadt.co.uk	23 (3%)	42 (3%)	83%
suffolknews.co.uk	0 (0%)	32 (2%)	3200%
mumsnet.com	0 (0%)	30 (2%)	3000%

TOP LOCATIONS

Top Locations	2019	2020	% Change
Bury St Edmunds	6,557 (16%)	6,088 (23%)	-7%
London	6,381 (15%)	3,682 (14%)	-42%
not set	4,311 (10%)	3,014 (11%)	-30%
Peterborough	1,116 (3%)	1,263 (5%)	-13%
Cambridge	1,864 (5%)	1,161 (4%)	-38%
Norwich	1,588 (4%)	1,118 (4%)	-30%
Ipswich	1,366 (3%)	875 (3%)	-36%
Stowmarket	681 (2%)	626 (2%)	-8%
Haverhill	624 (2%)	561 (2%)	-10%
Colchester	752 (2%)	524 (2%)	-30%
Lakenheath	235 (0.6%)	250 (0.9%)	6%
Thetford	406 (1%)	250 (0.9%)	-38%
Mildenhall	522 (1%)	182 (0.6%)	-65%
Lowestoft	253 (0.6%)	166 (0.6%)	-34%
Wymondham	279 (0.6%)	163 (0.6%)	-42%



TOP SOCIAL NETWORK

Top Social Network	2019	2020	% Change
Facebook	2,304 (72%)	2,189 (72%)	-5%
Twitter	142 (6%)	848 (28%)	497%
Instagram	39 (1.6%)	N/A	N/A

TOP VIEWED PAGES

- Home
- Mobile Homepage
- Vacancies
- Eat Out To Help Out
- Shops
- Map
- Coronavirus
- Food & Drink
- BID Information
- Latest News

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 2020.

	Yearly visits	Organic	Direct	Referral	Social
Festivals page	1,375	712	382	275	9
Independents Week	1,028	522	482	25	2
Ale Trail	254	122	135	1	1



Notes

Website traffic has decreased by 36% over the course of 2020. We believe the main reason for this decrease is the usability of the website, as it can be difficult for users to find what they are looking for due to the very busy navigation and large amount of content. The majority of visits on the site are from users on a mobile device (51%) which may also play a part in decreased traffic as the site is not particularly mobile-friendly as a whole. There has also been fewer key events due to the coronavirus crisis which may have contributed to the loss of traffic.

The pages per session (14% increase), session duration (54% increase) and bounce rate (6% decrease) all saw improvements this year which is very encouraging. The bounce rate decrease could be due to less traffic to the site in general, meaning less users to potentially bounce, and the users that are visiting the site may be regular users who know the site well. It could also be because we were providing information that people were actively seeking due to the circumstances, including opening times, lockdown listings and COVID-19 updates. We have also made some improvements to the homepage, such as direct links to key pages of the site on the front end to ease navigation slightly and a video on the front page to hold the attention of the users who may have bounced otherwise.

There was a 36% increase in traffic directed from social which is a very promising statistic. This shows users are engaging with our social posts and clicking onto our website link to access more information. It is also evident the call-to-actions we have been using across our platforms have been effective. The top viewed page on the website other than the homepage continues to be the vacancies page so we will ensure to keep this as up to date as possible in the new year.

We have seen an increased referral rate in 2020, with referral traffic up by 63% overall. Our top referral website was Bury St Edmunds & Beyond with a total of 207 users being directed from this site in the past year. There has also been a 947% increase of traffic directed from the Bury Free Press website, with a total of 199 users compared to 19 users the previous year. This is great to see as it illustrates the positive impact of PR on our website traffic. Consistent links from news outlets with strong domain authority are also very beneficial for SEO, as it helps Google to view the Our Bury St Edmunds website as an authority on topics to do with Bury St Edmunds and the local area.

The performance of the supplementary websites for particular campaigns, such as the Whitsun Fayre and Food & Drink Festival, have not been included as these events were cancelled due to the global pandemic and the statistics reflect this. We still had a volume of users visit our Festival Page, Independents Week site and Ale Trail site but these numbers were lower than the previous year as expected due to the current circumstances.



Social Media Management

We've analysed your social media activity from Jan - Dec 2019 and Jan - Dec 2020.

TWITTER

Metric	2019	2020	% change
Total Followers	7,209	7,464	4%
New Followers	423	257	-39%
Total Impressions	585,155	469,966	-20%
Total Engagements	9,630	12,066	25%
Link Clicks	621	1,581	155%
Plain text tweets	36	62	72%
Page link tweets	31	25	-19%
Photo link tweets	630	351	-44%

FACEBOOK

Metric	2019	2020	% change
Likes	5,660	7,356	30%
New Fans	1,053	1,686	60%
Impressions	1,645,092 (334,782 paid impressions)	1,058,209 (421,269 paid impressions)	-36%
Post Engagements	56,745	101,896	80%
Link Clicks	3,316	3,301	-0.5%



INSTAGRAM

Metric	2019	2020	% change
Likes	2,260	2,873	27%
New Fans	556	613	10%
Total engagements	3,153	5,381	71%
Top hashtag	#burystedmunds #tastebury	#burystedmunds #tastebury	

Notes

Social media remains a very strong marketing tool for Our Bury St Edmunds and this year its purpose of connecting with BID members and the general public has been as important as ever as we have utilised it to deliver important messaging throughout the coronavirus crisis. The brand's presence continued to grow for the second year in a row and we can see that we have gained over 2,500 followers across all channels in the space of 12 months. Engagement was also up across each of our platforms for the first time in 3 years, showing we are providing informative content that is meeting the needs of our followers during the pandemic.

Twitter followers were up by 4% overall which continues a small but steady year-on-year growth on the platform. This figure is less than the previous year, however, which could have been a result of less key events and campaigns that Our Bury St Edmunds is known for. Total link clicks were up by 155% despite a 19% drop from the previous year in the amount of tweets posted containing a page link. This suggests the information and resources we are sharing are helpful and relevant, and we can begin working on increasing the number of page link tweets into 2021 to ensure we are hitting targets. Impressions were down 20% which could also be a result of less tweets overall, however engagement was up by 25% illustrating our followers are enjoying our content and interacting with our posts even more than the previous year where engagement was down by 19%.

We have managed to grow the Facebook community by 30%, which equated to 1,686 new fans. We have also seen an 80% boost of engagement this year, meaning our followers are commenting, liking, clicking and sharing our posts regularly which is great to see. To put it in perspective, in 2018 our engagement on Facebook totalled 14,912, and in 2020 we have reached 101,896 post engagements overall. This year we also released the first ever Bury St Edmunds Town Christmas Advert, which created a huge buzz across social media and remains the singular post with the highest engagement on Facebook with a total of 46,726 engagements. Impressions were down 36% this year, which is due to the fact we spent less on advertising than the previous year due to the ongoing pandemic, as ordinarily the majority of our advertising spend centers around our events.

Instagram has seen positive growth throughout all metrics this year. Likes are up by 27% and new fans are up by a further 10% which translates to an addition 613 followers. Engagement is also up by 71%, which indicates we have captured an audience who likes our content and responds to it positively.



Recommendations

- We have previously discussed website development as one of our recommendations. If this is not an option, we will focus on keeping the current site in the best shape it can be with regular and up-to-date content.
- It's great to see that we have grown in referrals for local news sites and organisations which is positive for SEO. We recommend to continue to engage with these referrals to maintain traffic from reputable organisations and brands.
- Facebook has updated its algorithm which will result in fewer business promotions appearing in users news feeds. This means we need to focus on reach and building our following through advertising as much as we can, and then ensuring we can retain the users that we do reach.
- Utilise the budget towards Facebook advertising to boost our reach and let local users know about our news and campaigns.
- Continue to share location-based photography and video content in and around Bury St Edmunds for Instagram as we know this performs well. For example, snow in the Abbey Gardens.
- Continue using engaging imagery and infographics around key campaigns and share with businesses to use.
- Continue to provide useful information and support to our BID members and users throughout the coronavirus pandemic, such as lockdown lists, opening times and restrictions.
- Try and focus all promotion on what makes the town unique and special, to encourage users to return to the town when it is safe to do so. This includes us as the Foodie capital, independent businesses, history of the town etc.

