



Statistics December 2015

Our Bury St Edmunds

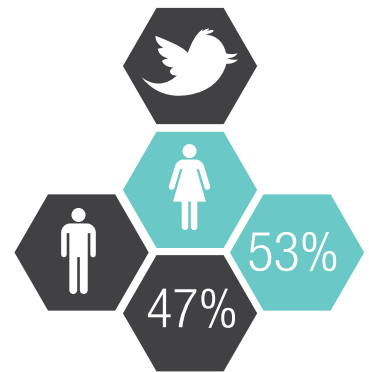
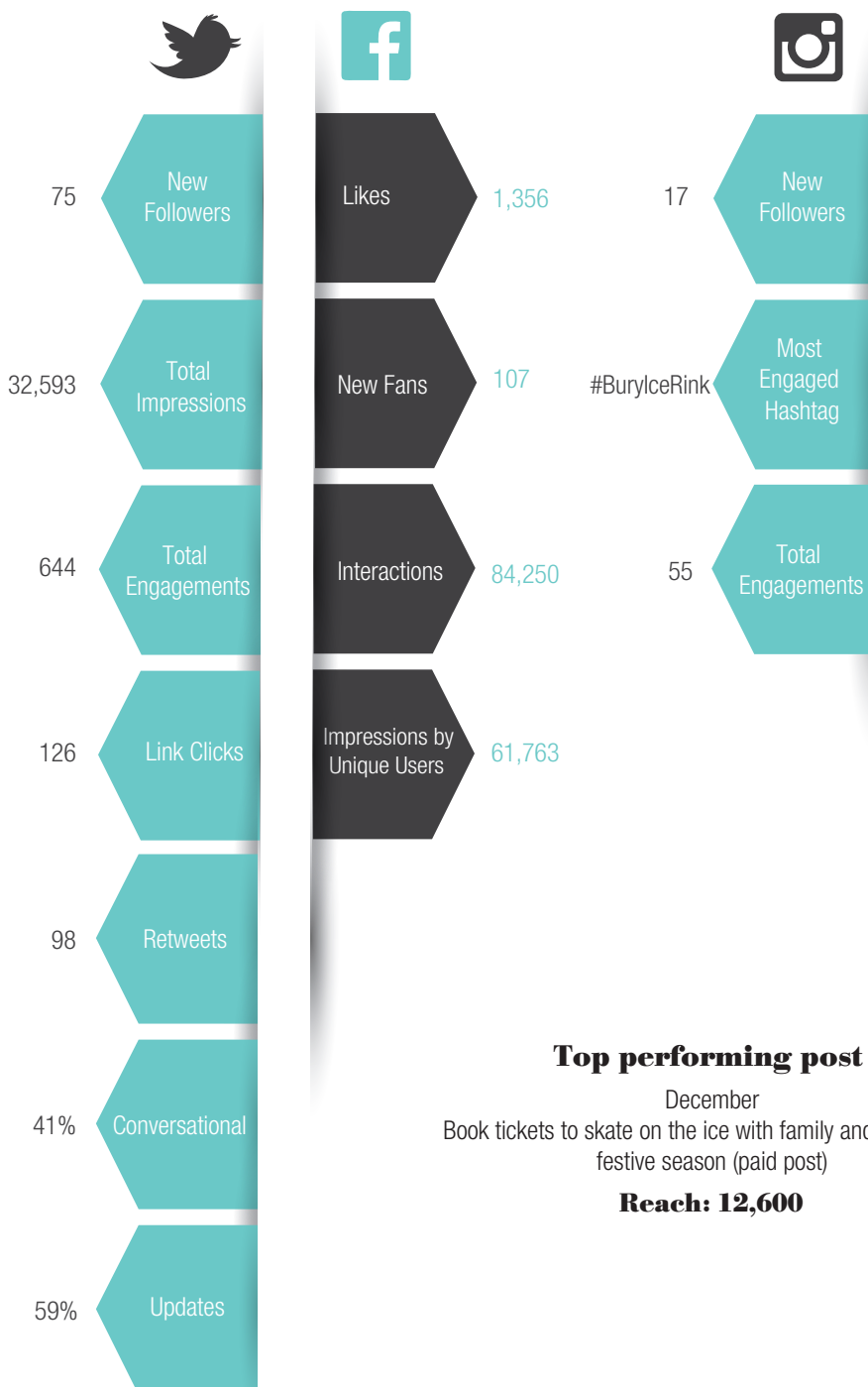


our bury st edmunds... Social media statistics, December 2015

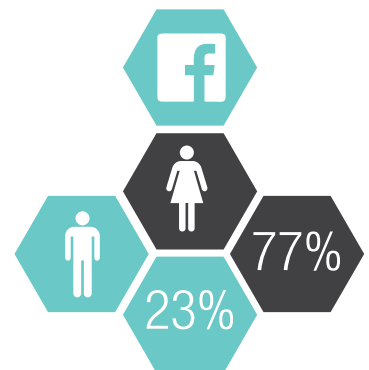
Engagement on Twitter has slightly decreased in comparison to November, but they have nearly doubled when comparing statistics to September and October. This is because of the impact of the Switch On and the Christmas Fayre in November. On the other hand, Facebook has significantly generated more engagement and interactions during December. Interactions have more than tripled as a result of the paid advertising campaign for the ice rink from over 60,000 unique users.

The paid campaign reached 36,917 people with 1,103 clicks to the website over a seven week period. The campaign reached more women aged between 35 and 44 than any other age group.

Instagram has also performed very well in December with a good level of engagement with the hashtag #BuryIceRink.



Top performing post
 December
 Book tickets to skate on the ice with family and friends this festive season (paid post)
Reach: 12,600



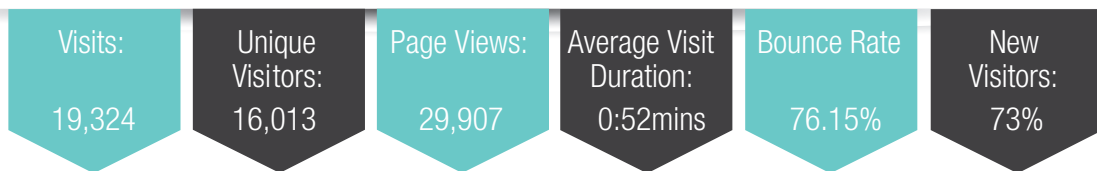


bury st edmunds... Website statistics, December 2015

We've seen satisfactory results over Christmas for the website. The bounce rate has increased slightly resulting in over 76% of people now leaving the website as soon as they enter, which suggests cause for concern. The average visit duration has also decreased to under a minute which is low for a tourism focused website.

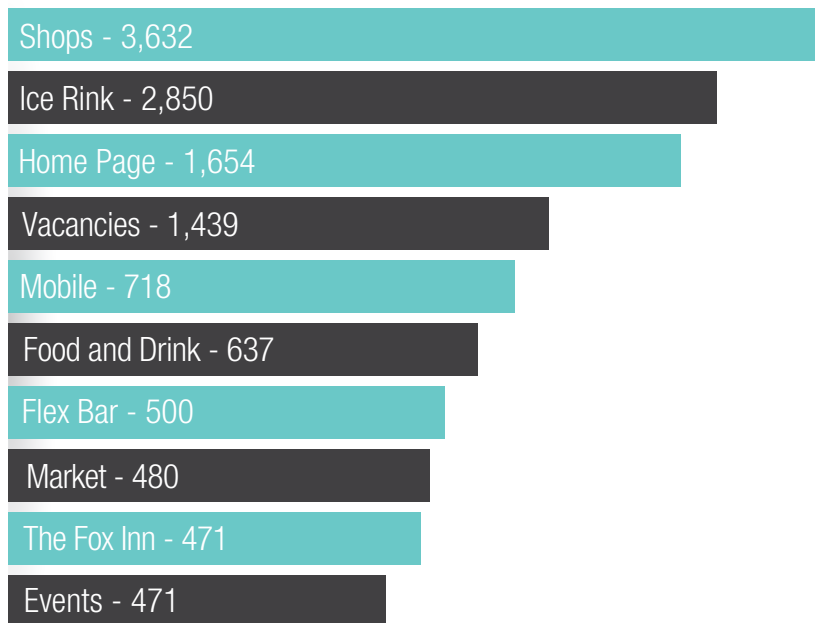
On the other hand, the ice rink page has seen significant growth in December. It was the second highest visited page on the website. The Arc Shopping Centre website has been one of the highest referral sites in December due to the promotion of the ice rink.

In December, businesses including Marks and Spencer, Debenhams and Flex Bar have all been viewed significantly more than in previous months.



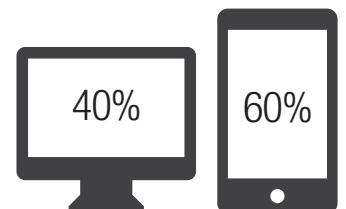
The graph shows the top 10 most popular pages on the website and how many times it has been viewed

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



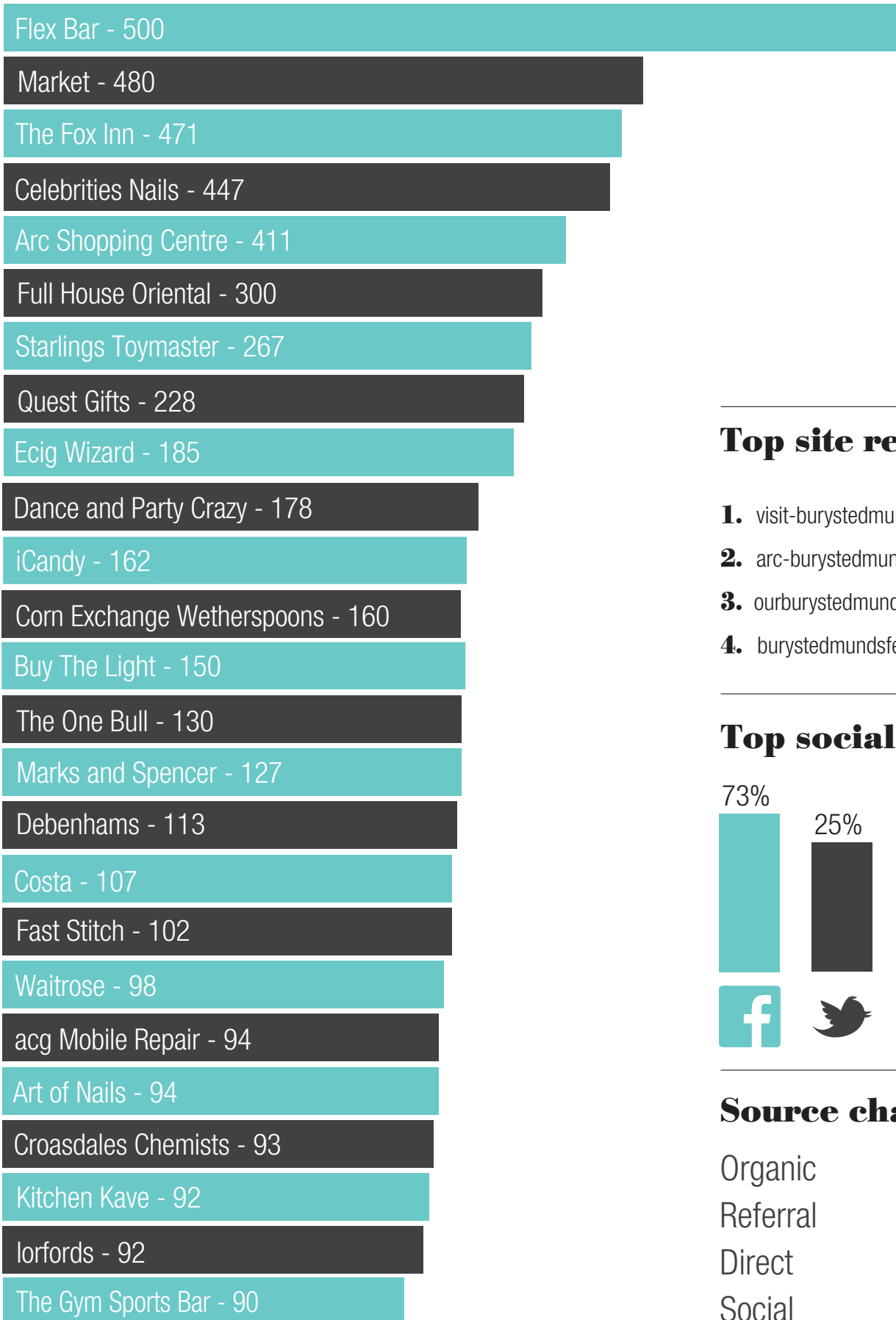
Device usage

The graphic below shows the website usage on desktop and mobile



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

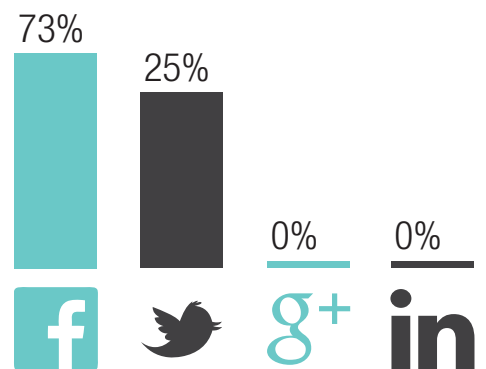




Top site referrals

1. visit-burystedmunds.co.uk
2. arc-burystedmunds.com
3. ourburystedmunds.co.uk
4. burystedmundsfestivals.com

Top social network










Source channels

| | |
|----------|--------|
| Organic | 12,513 |
| Referral | 4,300 |
| Direct | 1,972 |
| Social | 431 |
| Email | 108 |



bury st edmunds... Search statistics, December 2015

In December, four terms have improved with now five terms appearing on the first page of Google SERPs. As we start the New Year, we'll be looking to improve those terms that have very high positions such as 'places to eat in bury st edmunds.'

| Term | Position | Position Change |
|--|----------|---|
| What's on in bury st edmunds | 9 | 0 |
| Bury st edmunds market | 6 |  -1 |
| Visit bury st edmunds | 4 | 0 |
| Events in bury st edmunds | 10 |  +2 |
| Bury st edmunds shopping | 6 |  -3 |
| Bury st edmunds tourist information | 15 |  +3 |
| Bury st edmunds parking | 13 | 0 |
| Things to do in bury st edmunds | 15 |  -1 |
| Things to do in bury st edmunds this weekend | 16 |  -1 |
| Jobs in bury st edmunds | 30 |  +15 |
| Places to eat in bury st edmunds | 34 | 0 |
| How to get to bury st edmunds | 32 | 0 |



bury st edmunds... Email statistics, December 2015

Email has performed well in December with a strong CTR of 14%. The majority of the clicks went through to the shopping pages on the website which is one of the highest visited pages in December. Edmundo Lounge also received strong number of clicks.

Unique
Opens
640

Soft
Bounces
29

Open rate:
14.94%

Clicks
14.22%

People
Unsubscribe
9

Improvements

- Consider development of new website for 2016
- Continue incorporating internal links within the site to reduce the bounce rate
- Monitor level of traffic and traffic sources in line with search marketing activity