



Website Analytics Report:

Q1 2024: January/February/March

Prepared in April, 2024

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I. Q1 2024 Executive Summary

- The Recruitment campaign drove a considerable amount of website traffic, delivering a nice increase in website metrics and results – both quarter-over-and year-over-year.
- Although website traffic increased, the average engagement time on the website decreased, due to our campaign. **This is typical; new visitors tend to spend less time on the website during their first visit.**
- The website saw a significant spike in traffic on Monday, January 22nd with 230 users (campaign launch date), followed by Saturday, February 3rd with 181 users.
- As expected, page views and actions taken on the “Careers” page increased significantly during the recruitment campaign.
- The “Trustees” page saw a decrease in clicks and engagement, however, in Q1.
- Facebook saw a nice increase in “Fans,” impressions and engagements in Q1.

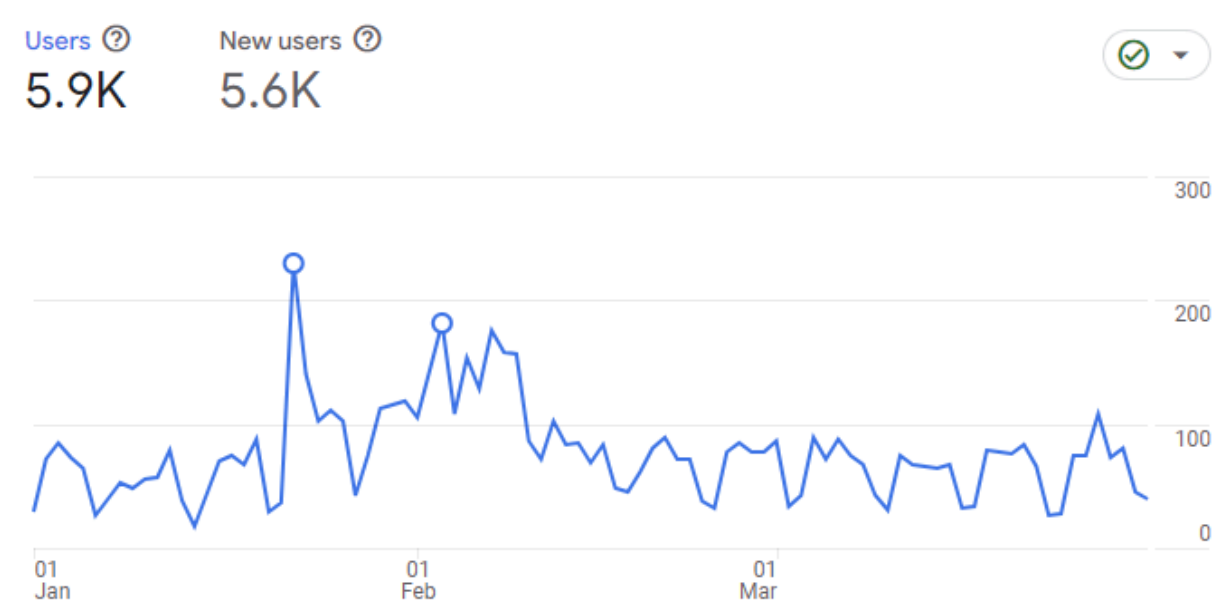
II. Website Analytics

A. Overview and Traffic

Website users, sessions and page views on the GAUD website increased year-over year (Q1 2024 vs. Q1 2023) as well as quarter-over-quarter (Q1 2024 vs. Q4 2023) due to the recruitment campaign. Average Engagement Time/Session and Engagement Rate did decrease, due to the recruitment campaign; however, this is typical when driving new people to the website. New visitors tend to spend less time on the website during their first visit.

Q1 2024 Quarterly Website Traffic			
Metric	Q1 2024	Q4 2023	Q1 2023
Users	5,905	3,923	4,364
Sessions	7,849	5,493	6,036
Engaged Sessions	2,837	2,530	n/a
Avg. Engagement Time/Session	0m 26s	0m 43s	n/a
Engagement Rate	36.14%	46.06%	n/a
Pageviews	13,328	13,256	10,959

Website traffic increased significantly this quarter due to the Recruitment campaign running January 22nd – April 14th. The highest spike in traffic was seen on Monday, January 22nd with 230 users (spike due to campaign launch), followed by Saturday, February 3rd with 181 users.



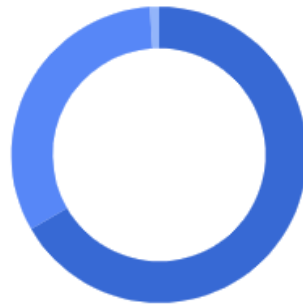
The chart below shows the individual performance by month in Q1 as well as a year-over-year comparison (Q1 2024 vs. Q1 2023). We saw the highest website metrics in February during the recruitment campaign.

Q1 2024 Monthly Website Traffic					
Metric	Q1 2023	January	February	March	Q1 2024
Users	4,364	2,022	2,548	1,723	5,905
Sessions	6,036	2,685	2,986	2,261	7,849
Engaged Sessions	n/a	957	975	926	2,837
Avg. Engagement Time/Session	n/a	0m 21s	0m 32s	0m 25s	0m 26s
Engagement Rate	n/a	35.64%	32.65%	40.96%	36.14%
Pageviews	10,959	3,876	6,189	3,263	13,328

B. Devices

We saw an increase in website visitors on a desktop device (~67% in Q1 2024 vs. ~63% in Q4 2023), likely driven by the recruitment campaign.

Users▼ by Device category



● DESKTOP 66.6%
 ● MOBILE 32.4%
 ● TABLET 1.0%

C. Top Pages

Below are the ten most viewed pages on the site in Q1 2024. “Careers” moved up to the #2 spot, from #6. “Rates” made it to the list this quarter, appearing in the #10 spot. The “Trustees” and “Drinking Water” continued to see high average engagement time; we see a similar engagement time on “Rates” as well.

Page path and screen class ▼ +		↓ Views	Users	Views per user	Average engagement time
		13,328 100% of total	5,905 100% of total	2.26 Avg 0%	35s Avg 0%
1	/	5,824	2,267	2.57	33s
2	/careers	2,498	2,150	1.16	8s
3	/request-for-proposals	872	497	1.75	8s
4	/start-stop-service	603	264	2.28	42s
5	/how-to-pay-bill	540	371	1.46	27s
6	/contact-us	389	260	1.50	47s
7	/about-us	247	171	1.44	35s
8	/drinking-water	247	160	1.54	1m 03s
9	/trustees	211	129	1.64	1m 04s
10	/rates	137	104	1.32	1m 22s

D. Sources

Organic Search (typing a relevant keyword into a search engine) continues to be the top traffic driver. The Organic Video source represents our Digital Programmatic video ads, which replaced Direct as the second leading source of traffic.

Session primary...Channel Group) ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
		5,905 100% of total	7,849 100% of total	2,837 100% of total	26s Avg 0%	0.48 Avg 0%	5.32 Avg 0%	36.14% Avg 0%
1	Organic Search	2,355	3,682	1,943	34s	0.83	5.86	52.77%
2	Organic Video	1,641	1,645	28	0s	0.02	3.07	1.7%
3	Direct	1,595	2,177	666	16s	0.42	4.64	30.59%
4	Unassigned	150	78	10	8m 26s	0.07	33.73	12.82%
5	Organic Social	113	136	93	20s	0.82	8.73	68.38%
6	Referral	101	179	117	32s	1.16	6.80	65.36%

D. Organic Search Keywords

This chart shows the various keyword searches in Google that resulted in traffic to the GAUD website; the top keyword being “Greater Augusta Utility District.” Most top 10 keywords continue to be some type of branded terms, i.e. a variation of GAUD’s name.

Organic Google Search query ▾ +		↓ Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position
		923 100% of total	61,088 100% of total	1.51% Avg 0%	24.59 100% of total
1	greater augusta utility district	509	1,077	47.26%	1.37
2	augusta water district	133	498	26.71%	1.65
3	augusta utility district	59	164	35.98%	1.49
4	augusta maine water district	34	86	39.53%	1.47
5	greater augusta utility	28	109	25.69%	1.79
6	augusta utilities	19	19,894	0.1%	9.12
7	augusta utility	19	415	4.58%	4.14
8	augusta water	15	1,678	0.89%	7.06
9	augusta utilities login	5	1,094	0.46%	4.97
10	augusta water works	5	185	2.7%	8.37

E. Website Searches

This chart shows the various keyword searches on the GAUD website, illustrating what information people are looking for within the website content. This list helps us identify potentially opportunities for delivering additional content based on people’s

needs (i.e. search activity)

The number of searches continues to be quite low. It is positive to see only 1 job description search during the recruitment campaign. This means that people were getting to the careers page and finding the information they wanted quickly.

Q1 2024 Website Searches	
Keyword	# Searches
Backflow, backflow test	5
Free compost	4
leak abatement	4
Hydrant	2
Job descriptions	1

F. Careers Page Engagement

Both page views and clicks on job postings increased in Q1 2024 vs. Q4 2023 as a result of the campaign.

Q1 2024 Careers Page Engagement		
Action	Q4 2023	Q1 2024
/career page views	355	2,498
Clicks on job postings	264	363

G. Trustee Page & Meeting Engagement

Interestingly, the “Trustees” page saw a decrease in many actions taken on the page, compared to Q4 2023.

Q1 2024 Trustees Page Engagement		
Action	Q4 2023	Q1 2024
/trustees page views	299	211
Clicks on “Watch Live”	35	17
Clicks on “Attend on Zoom”	23	19
Clicks on “Watch Previously Recorded Meetings”	60	19
Clicks on “2023” for Goals or Minutes	57	46

III. Social Media

A. Facebook

Overview


Fan count saw a nice increase. Impressions and engagement also look very positive.


Q1 2024 GAUD Facebook				
Quarter	Fans	Posts	Impressions	Engagements
Q1 2024	997	47	16,465	689
Q4 2023	989	34	11,371	336
Q3 2023	984	32	14,022	470
Q2 2023	966	43	8,113	270
Q1 2023	951	53	9,075	365
Q4 2022	950	42	15,458	570
Q3 2022	924	47	14,113	1,019
Q2 2022	901	26	9,235	414
Q1 2022	892	40	13,594	584
Q4 2021	882	33	16,348	786
Q3 2021	866	34	12,834	715
Q2 2021	864	38	56,696	3,603
Q1 2021	851	39	17,283	762
Q4 2020	857	36	27,439	978
Q3 2020	769	43	13,900	1,414
Q2 2020	766	46	14,807	1,268
Q1 2020	762	62	22,565	2,939

Below are the Top 3 posts for the Q1, based on “Engaged Users”:

B. Twitter


There were 40 tweets in Q1, with a total of 572 impressions and 81 engagements. Below are the Top 3, in terms of “Total Engagements.”

 **Top tweets**

**@greaugutility**
Feb 05, 11:00


Meet Lee from Greater Augusta Utility District! Did you know we invest in our team by covering license fees, training, and

9 engagements

**@greaugutility**
Jan 29, 12:01

Feeling like your current employer owns you? Want time to do the things you love? Hear from the Greater Augusta Utility

6 engagements

**@greaugutility**
Mar 17, 11:00

Feeling luckier than a four-leaf clover to serve Greater Augusta! Happy St. Patrick's Day from GAUD. May your day be as bright

5 engagements