



BOUNDARY COUNTRY

ANALYTICS REPORT

May 2018



WEBSITE HIGHLIGHTS

Throughout the month of May the Boundary Country website (boundarybc.com) saw a total of 4,610 sessions, up **26%** over the previous period, and up **162%** over the previous year.

There were 8,326 page views, up **43%** over the previous period, up **143%** over the previous year.

Top Visited Landing Pages:

1. [Maps](#)
2. [Home Page](#)
3. [Events – Spring Fling](#)
4. [Beaverdell](#)

WEBSITE HIGHLIGHTS

Sessions
4,610
↑ 26.3%

Pageviews
8,326
↑ 43.1%

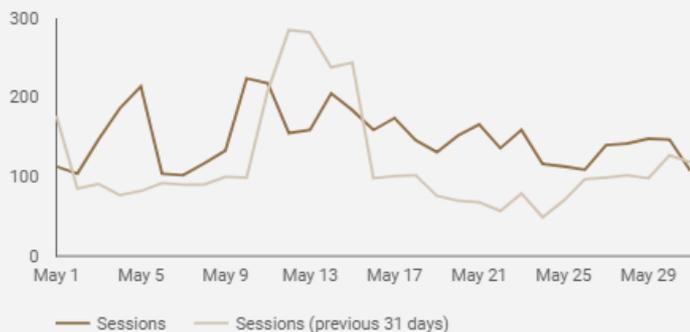
Users
4,041
↑ 24.8%

Avg. Session Duration
00:01:40
↑ 26.6%

Pages / Session
1.81
↑ 13.3%

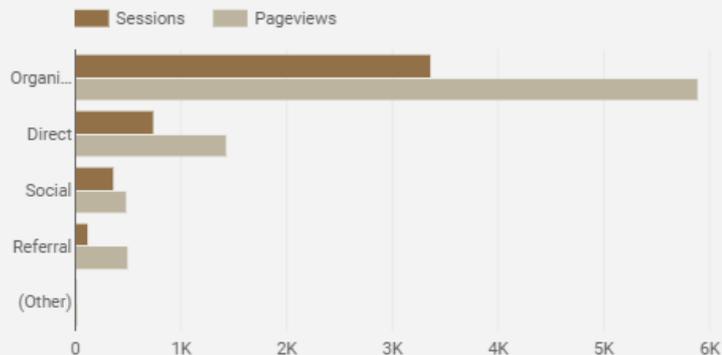
Bounce Rate
66.40%
↓ -6.8%

How Are Site Sessions Trending?

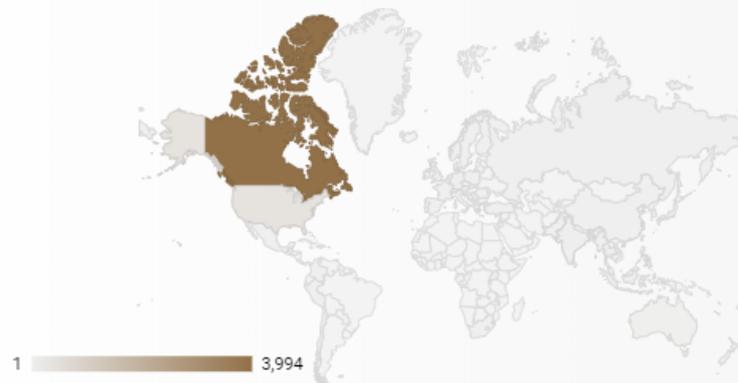


Which Channels Are Driving Engagement?

Sessions vs. Pageviews



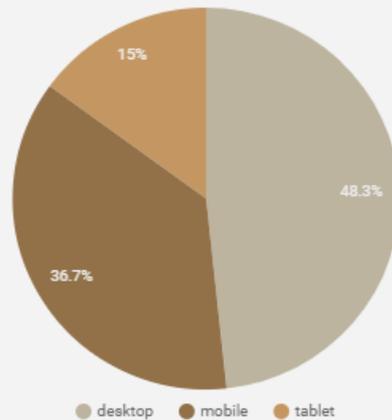
What Are The Top Countries By Sessions?



	Country	Sessions	Pageviews
1.	Canada	3,994	
2.	United States	378	
3.	United Kingdom	36	
4.	India	20	
5.	Germany	17	
6.	Australia	15	
7.	South Korea	12	
8.	Denmark	10	
9.	Peru	10	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. google	3,209
2. (direct)	747
3. m.facebook.com/	205
4. bing	119
5. facebook.com/	90
6. yahoo	39
7. l.facebook.com/	25
8. l.facebook.com/l.php	18

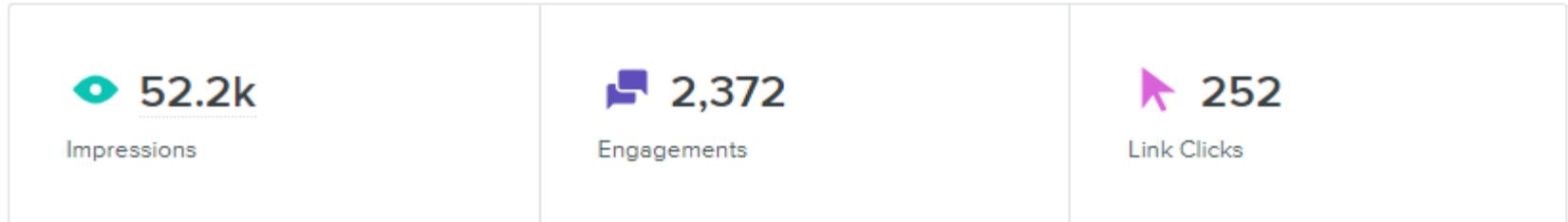
What are the top landing pages?

Page	Pageviews
1. /maps/	623
2. /	475
3. /event/spring-fling/	390
4. /visit/beaverdell/	251
5. /eat/	237
6. /stay/campgrounds-rv/	210
7. /festivals-events/	192
8. /play/lakes-rivers/	173
9. /visit/christina-lake/	165
10. /visit/grand-forks/	161

What are the top referring sources?

Source / Medium	Pageviews
1. google / organic	5,610
2. (direct) / (none)	1,426
3. m.facebook.com / referral	237
4. bing / organic	206
5. brokenlinkcheck.com / referral	203
6. facebook.com / referral	109
7. l.facebook.com / referral	96
8. grandforks.ca / referral	83
9. yahoo / organic	79
10. ca.search.yahoo.com / referral	35

SOCIAL OVERVIEW



The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In May, there were 100 new fans gained, an increase of **2%**, bringing the total fan count to 4,672. There were 52,200 total impressions, down **67%** over the month of April, and 2,372 engagements, down **35%** over the same time period.

Note: Social impressions and engagement is lower in May due to a lighter social spend.

2%

AUDIENCE
GROWTH

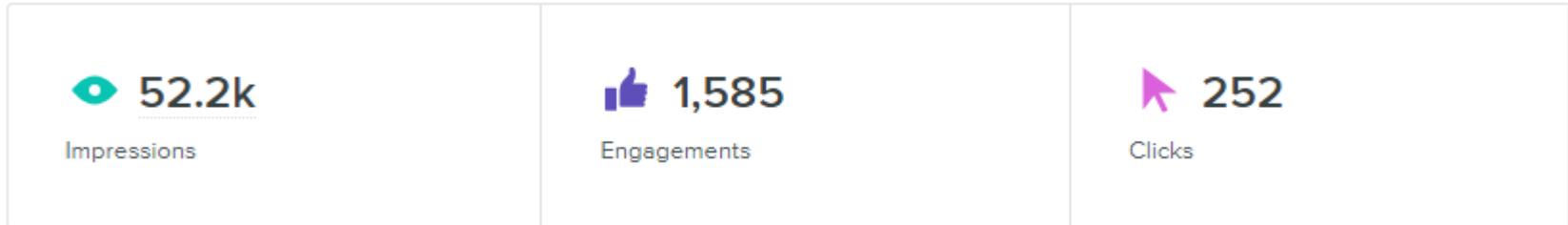
-67%

SOCIAL
IMPRESSIONS

-35%

SOCIAL
ENGAGEMENTS

FACEBOOK



During the month of May, a total of 75 new fans were gained, an increase of **2%**. 23 Facebook Posts were sent and there were 52,200 total impressions, down **67%** from the previous month, and 1,585 Engagements (likes, comments and shares) down **44%** over the same time period.

-67%

FACEBOOK
IMPRESSIONS

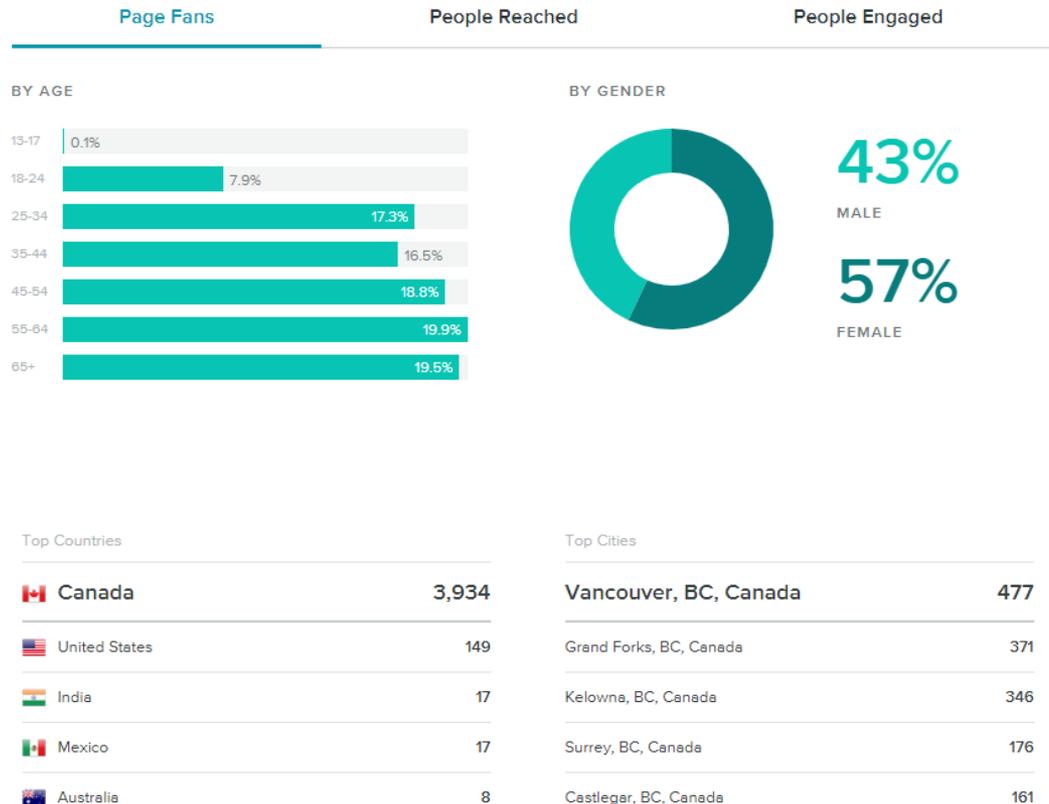
-44%

FACEBOOK
ENGAGEMENTS

FACEBOOK - Demographics

The current fan base on Boundary's Facebook account presents itself as 57% Female, on par with the previous month, with 19.9% of all followers falling between the ages of 55-64, consistent with the previous month.

While women between the ages of 55-64 "appear to be the leading force" among fans, it's important to note there is a well-rounded cross section of ages that are presented here, and something that should be in consideration when delivering content.



FACEBOOK – Top Posts

Boundary Country BC
Published by Sprout Social [?] · May 2 · 🌐

Overlooking the valley of Beaverdell! This scenic shot was captured by @opinionativegirl on Instagram!



Performance for Your Post

2,344 People Reached

262 Reactions, Comments & Shares 📊

218 Like	202 On Post	16 On Shares
19 Love	18 On Post	1 On Shares
3 Wow	3 On Post	0 On Shares
8 Comments	8 On Post	0 On Shares
14 Shares	14 On Post	0 On Shares

89 Post Clicks

34 Photo Views	0 Link Clicks	55 Other Clicks 📊
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Boundary Country BC
Published by Sprout Social [?] · May 3 · 🌐

Big White views 🌄 Captured earlier this year by 📷: @swe3den (IG)



Performance for Your Post

2,298 People Reached

243 Reactions, Comments & Shares 📊

196 Like	191 On Post	5 On Shares
18 Love	18 On Post	0 On Shares
11 Wow	11 On Post	0 On Shares
5 Comments	5 On Post	0 On Shares
14 Shares	14 On Post	0 On Shares

47 Post Clicks

17 Photo Views	0 Link Clicks	30 Other Clicks 📊
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Boundary Country BC
Published by Sprout Social [?] · May 15 at 3:49pm · 🌐

Gorgeous Sunshine and silhouettes in this Big White Photo captured earlier this year by 📷: @robinspainlittle (IG)



Performance for Your Post

2,338 People Reached

212 Reactions, Comments & Shares 📊

163 Like	157 On Post	6 On Shares
15 Love	15 On Post	0 On Shares
10 Wow	10 On Post	0 On Shares
9 Comments	9 On Post	0 On Shares
15 Shares	15 On Post	0 On Shares

54 Post Clicks

15 Photo Views	1 Link Clicks	38 Other Clicks 📊
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Boundary Country BC
Published by Sprout Social [?] · May 8 at 3:49pm · 🌐

Taste the Flavours of Boundary Country while you gather around the table with family and friends! <http://bit.ly/2pOkNuh>



Performance for Your Post

4,645 People Reached

107 Reactions, Comments & Shares 📊

77 Like	70 On Post	7 On Shares
3 Love	3 On Post	0 On Shares
13 Comments	9 On Post	4 On Shares
14 Shares	14 On Post	0 On Shares

300 Post Clicks

0 Photo Views	208 Link Clicks	92 Other Clicks 📊
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
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BOUNDARYBC.COM
Taste the Flavours | Boundary Country | BC, Canada [Learn More](#)

INSTAGRAM

 459 Total Followers	 777 Likes Received	 10 Comments Received
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During the month of May, 25 New Followers were gained, an increase of **6%**, bringing the current follower total to 459.

13 Instagram posts were sent, totalling 787 engagements, up **1%** from the previous month. The top-performing posts were all User-Generated content allowing us to connect and engage with users, and encourage traffic to the page.

