



BOUNDARY COUNTRY

ANALYTICS REPORT

November 2018



[@BoundaryCountryBC](https://www.facebook.com/BoundaryCountryBC)



[@BoundaryCountry](https://www.instagram.com/BoundaryCountry)
[#BoundaryCountry](https://www.instagram.com/BoundaryCountry)

WEBSITE HIGHLIGHTS

Throughout the month of November the Boundary Country website (boundarybc.com) saw a total of 2,876 sessions, up **1%** over the previous period, and up **128%** over the previous year.

There were 5,363 page views, down **4%** over the previous period, up **113%** over the previous year.

The decrease in Page views could be related to the change in seasons.

Top Visited Landing Pages:

1. [Home Page](#)
2. [Maps](#)
3. [Visit – Greenwood](#)
4. [Festivals and Events](#)



WEBSITE HIGHLIGHTS



BOUNDARY COUNTRY - WEBSITE REPORT

Data From Google Analytics

Sessions
2,876
↑ 1.4%

Pageviews
5,363
↓ -4.3%

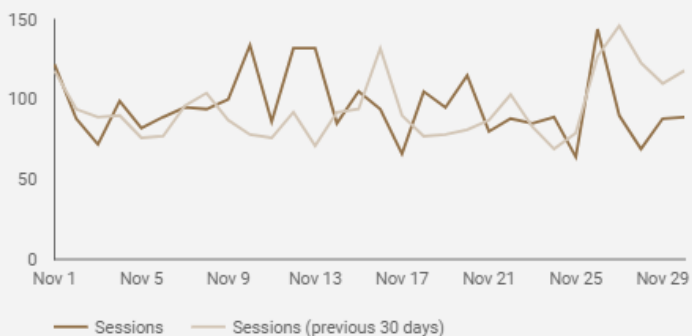
Users
2,564
↑ 0.7%

Avg. Session Duration
00:01:27
↓ -7.9%

Pages / Session
1.86
↓ -5.6%

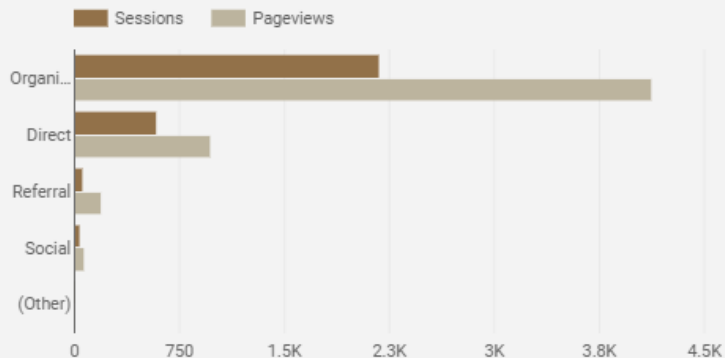
Bounce Rate
67.45%
↑ 3.8%

How Are Site Sessions Trending?

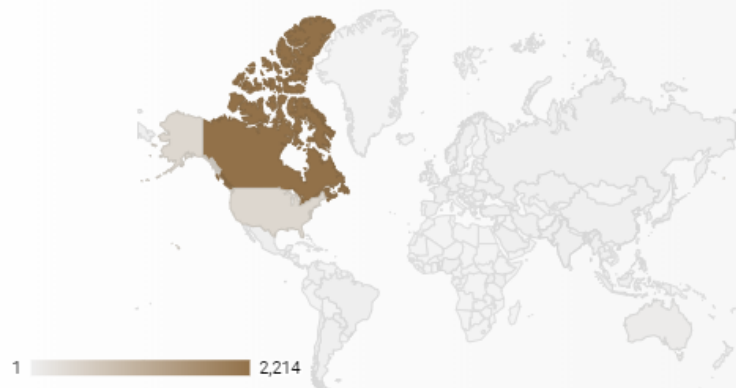


Which Channels Are Driving Engagement?

Sessions vs. Pageviews



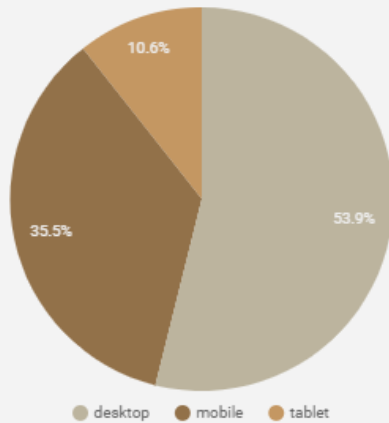
What Are The Top Countries By Sessions?



	Country	Sessions	Pageviews
1.	Canada	2,214	
2.	United States	424	
3.	Australia	63	
4.	United Kingdom	20	
5.	India	20	
6.	Brazil	17	
7.	Mexico	13	
8.	Netherlands	7	
9.	New Zealand	5	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. google	2,104
2. (direct)	585
3. bing	58
4. m.facebook.com/	23
5. facebook.com/	12
6. yahoo	11
7. ask	8
8. xoxohth.com/thread.php	7

What are the top landing pages?

Page	Pageviews
1. /	317
2. /maps/	298
3. /visit/greenwood/	203
4. /festivals-events/	189
5. /visit/beaverdell/	176
6. /directory/categories/cabin-cottage	159
7. /visit/christina-lake/	139
8. /visit/bridesville/	113
9. /visit/rock-creek/	104
10. /visit/rock-creek/	104

What are the top referring sources?

Source / Medium	Pageviews
1. google / organic	3,937
2. (direct) / (none)	972
3. bing / organic	153
4. brokenlinkcheck.com / referral	49
5. facebook.com / referral	29
6. duckduckgo.com / referral	25
7. m.facebook.com / referral	25
8. gallery2grandforks.ca / referral	23
9. yahoo / organic	19
10. travel-british-columbia.com / referral	18

SOCIAL HIGHLIGHTS

The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 114,700 impressions a decrease of **10%** during the month of November and 8,087 engagements, an increase of **8%** since the last period.

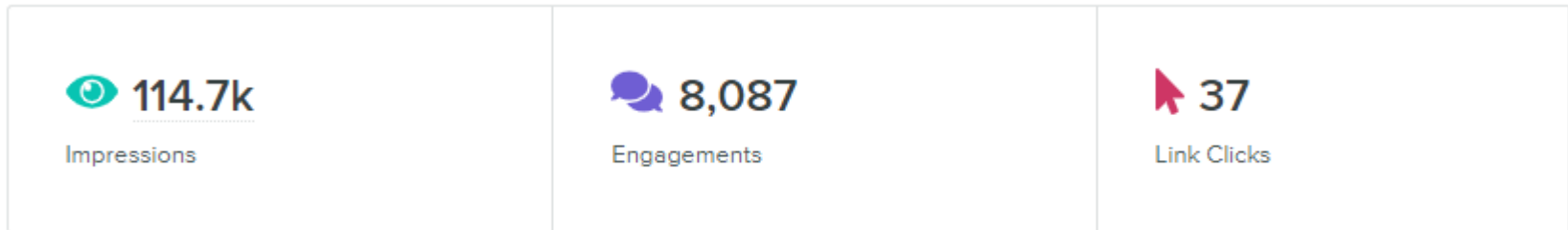
The decrease in impressions could be related to the change in seasons.

The accounts saw 126 fans gained, an increase of **2%** bringing the current total to 5,888 fans. The Top Performing **Facebook Post** was the Boundary Country Video published on November 30th, 2018.

The post reached over 11,000 people and received 749 engagements with 1,100 post clicks.. The Top Performing **Instagram Post** was a UGC Image of Christina Lake which received 128 engagements.



SOCIAL OVERVIEW



The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In November, there were 126 new fans gained, an increase of **2%**, bringing the total fan count to 5,888. There were 114,730 total impressions a decrease of **10%**, and 8,087 engagements, up **8%** over the same time period. The decrease in impressions could be related to the change in seasons.

2%

AUDIENCE
GROWTH

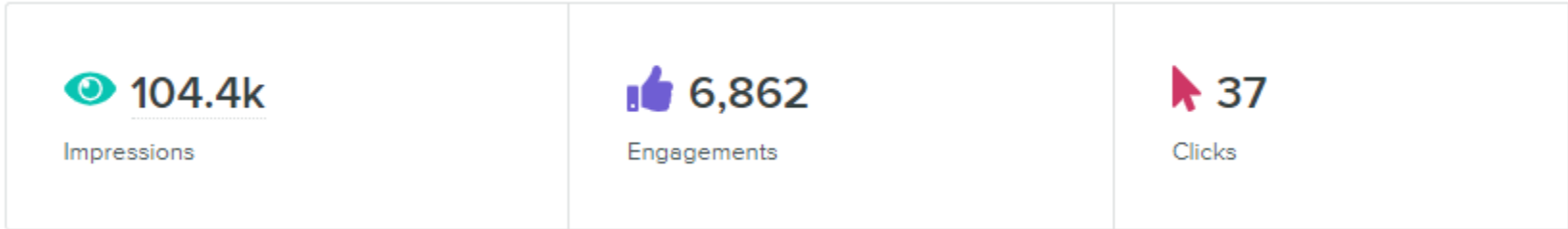
-10%

SOCIAL
IMPRESSIONS

8%

SOCIAL
ENGAGEMENTS

FACEBOOK



During the month of November, a total of 103 new fans were gained, an increase of **2%**. 24 Facebook Posts were sent and there were 104,400 total impressions, down **12%** from the previous month, and 6,862 Engagements (likes, comments and shares) up **12%** over the same time period. The decrease in impressions could be related to the change in seasons.

-12%

FACEBOOK
IMPRESSIONS

12%

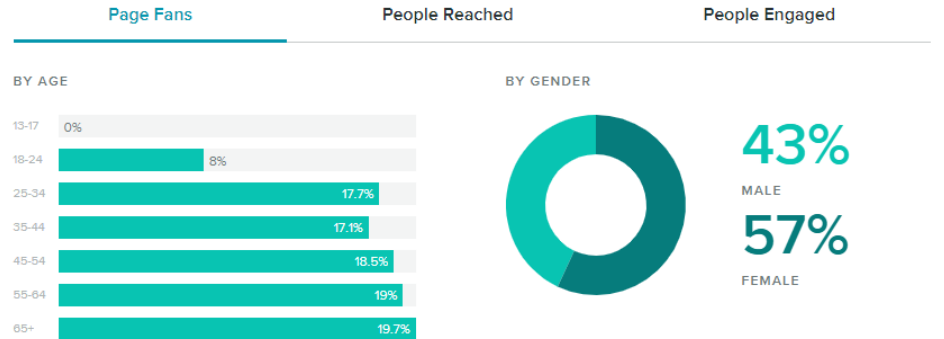
FACEBOOK
ENGAGEMENTS

FACEBOOK - Demographics

The current fan base on Boundary's Facebook account presents itself as 57% Female, on par with the previous month, with 19.7% of all followers falling between the ages of 65+, consistent with the previous month.

Note: 19% of followers fall between the ages of 55-64.

While women 65+ "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.



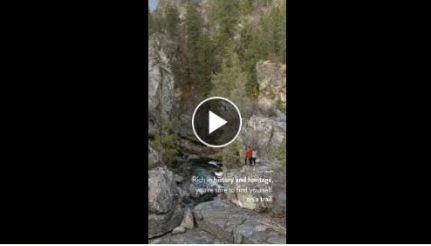
Top Countries	
Canada	4,764
United States	183
Mexico	41
India	40
United Kingdom	13

Top Cities	
Vancouver, BC, Canada	631
Grand Forks, BC, Canada	394
Kelowna, BC, Canada	377
Surrey, BC, Canada	268
Castlegar, BC, Canada	169

FACEBOOK – Top Posts

Post Details

Video Post Shares See metrics for all videos



Performance for Your Post


Minutes Viewed	1,940
3-Second Video Views	4,981
10-Second Video Views	2,450
Average Video Watch Time	0:10
Audience Retention	
Audience and Engagement	

Boundary Country BC: Boundary Country...
Discover the beauty of Boundary Country! For information more click here: <https://bit.ly/2ztR40>

1:00 · Uploaded on 11/29/2018 · View Permalink · Copy Video ID

Boundary Country BC
Published by Sprout Social [?] · November 13 at 2:49 PM

Exploring the open roads of Grand Forks, BC!
@naturallywildphotography (IG)



Performance for Your Post

4,806 People Reached

527 Reactions, Comments & Shares

403 Like	324 On Post	79 On Shares
42 Love	34 On Post	8 On Shares
13 Wow	10 On Post	3 On Shares
13 Comments	9 On Post	4 On Shares
56 Shares	56 On Post	0 On Shares

268 Post Clicks

55 Photo Views	0 Link Clicks	213 Other Clicks
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NEGATIVE FEEDBACK

4 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 [?] · November 2

You could follow the "Yellow Brick Road" but we prefer Rail Trails
@jen_barkved (Instagram)



Performance for Your Post

11,995 People Reached

636 Reactions, Comments & Shares

472 Like	249 On Post	223 On Shares
63 Love	39 On Post	24 On Shares
1 Haha	1 On Post	0 On Shares
18 Wow	7 On Post	11 On Shares
17 Comments	7 On Post	10 On Shares
66 Shares	66 On Post	0 On Shares

394 Post Clicks

97 Photo Views	0 Link Clicks	297 Other Clicks
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NEGATIVE FEEDBACK


0 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.

Post Details

Boundary Country BC
Published by Sprout Social [?] · November 19 at 2:48 PM

Cascade Cove - Christina Lake
@still_world (IG)



Performance for Your Post

3,578 People Reached

532 Reactions, Comments & Shares

397 Like	315 On Post	82 On Shares
47 Love	40 On Post	7 On Shares
2 Haha	2 On Post	0 On Shares
13 Wow	10 On Post	3 On Shares
19 Comments	6 On Post	13 On Shares
56 Shares	56 On Post	0 On Shares

3,578 People Reached **750** Engagements **Boost Again**

218 Post Clicks

INSTAGRAM



697

Total Followers



1,213

Likes Received



12

Comments Received

During the month of November, 23 New Followers were gained, an increase of **3%**, bringing the current follower total to 697.

15 Instagram posts were sent, totalling 1,225 engagements, down **11%** 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. The decrease in engagements could be related to the change in seasons.



@boundarycountry
128 Engagements



@boundarycountry
121 Engagements



@boundarycountry
110 Engagements