



BOUNDARY COUNTRY

ANALYTICS REPORT

January 2019



[@BoundaryCountryBC](#)



[@BoundaryCountry](#)
[#BoundaryCountry](#)

WEBSITE HIGHLIGHTS

Throughout the month of January the Boundary Country website (boundarybc.com) saw a total of 3,319 sessions, up **21%** over the previous period, and up **119%** over the previous year.

There were 6,281 page views, up **23%** over the previous period, up **106%** over the previous year.

Top Visited Landing Pages:

1. [Home Page](#)
2. [Maps](#)
3. [Visit – Greenwood](#)
4. [Visit – Christina Lake](#)



WEBSITE HIGHLIGHTS



BOUNDARY COUNTRY - WEBSITE REPORT

Data From Google Analytics

Sessions
3,319
↑ 21.3%

Pageviews
6,281
↑ 22.8%

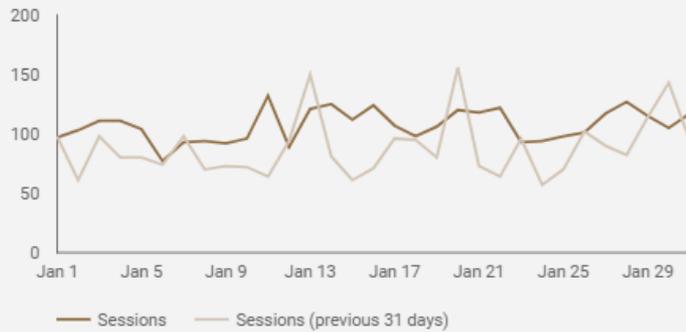
Users
2,936
↑ 20.5%

Avg. Session Duration
00:01:35
↑ 0.7%

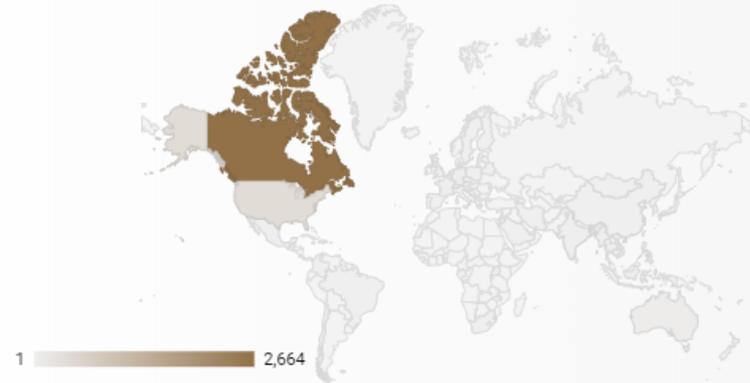
Pages / Session
1.89
↑ 1.3%

Bounce Rate
64.84%
↓ -4.7%

How Are Site Sessions Trending?

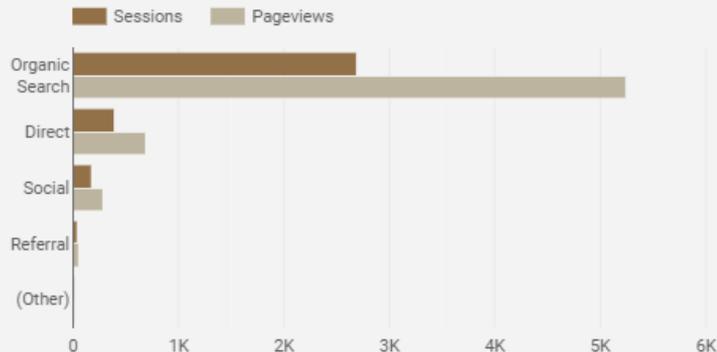


What Are The Top Countries By Sessions?



Which Channels Are Driving Engagement?

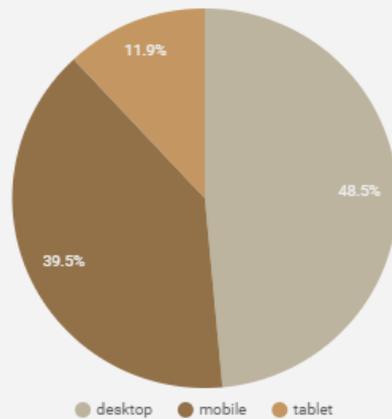
Sessions vs. Pageviews



	Country	Sessions	Pageviews
1.	Canada	2,664	
2.	United States	408	
3.	Australia	60	
4.	France	21	
5.	India	20	
6.	Mexico	18	
7.	United Kingdom	17	
8.	Germany	14	
9.	Netherlands	11	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. google	2,593
2. (direct)	398
3. m.facebook.com/	90
4. bing	65
5. facebook.com/	65
6. yahoo	27
7. l.facebook.com/	9
8. ca.search.yahoo.com/	8

What are the top landing pages?

Page	Pageviews
1. /	302
2. /maps/	293
3. /visit/greenwood/	273
4. /visit/christina-lake/	257
5. /visit/beaverdell/	173
6. /festivals-events/	152
7. /visit/rock-creek/	143
8. /visit/bridesville/	142
9. /stay/campgrounds-rv/	119
10. /directory/listing/foval-lake-resort	117

What are the top referring sources?

Source / Medium	Pageviews
1. google / organic	5,041
2. (direct) / (none)	684
3. bing / organic	137
4. m.facebook.com / referral	121
5. facebook.com / referral	76
6. l.facebook.com / referral	50
7. yahoo / organic	49
8. rendezvous2019.blogspot.com / referral	18
9. travel-british-columbia.com / referral	14
10. hellobc.com / referral	12

SOCIAL HIGHLIGHTS

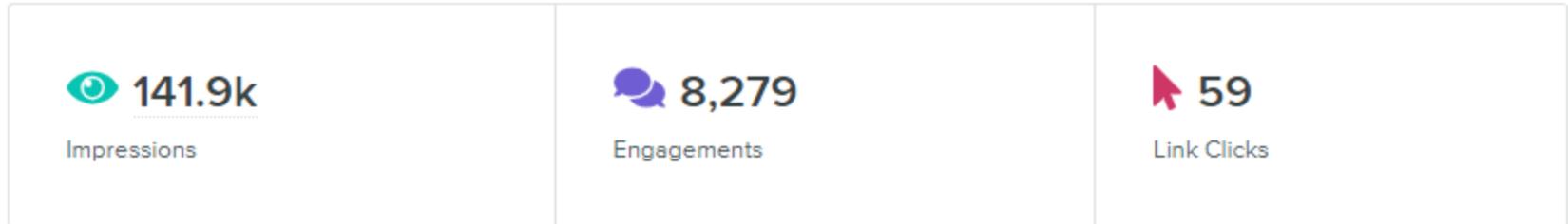
The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 141,920 impressions an increase of **7%** during the month of January and 8,279 engagements, an increase of **12%** since the last period.

The accounts saw 211 fans gained, an increase of **4%** bringing the current total to 6,341 fans. The Top Performing **Facebook Post** was a UGC Image of Greenwood, linking back to the Visit – Greenwood page on the website.

The post reached over 12,000 people and received 1,652 engagements with 1,088 post clicks.. The Top Performing **Instagram Post** was the same UGC Image of Greenwood which received 108 engagements.



SOCIAL OVERVIEW



The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In January, there were 211 new fans gained, an increase of **4%**, bringing the total fan count to 6,341. There were 141,920 total impressions an increase of **7%**, and 8,279 engagements, up **12%** over the same time period.

4%

AUDIENCE
GROWTH

7%

SOCIAL
IMPRESSIONS

12%

SOCIAL
ENGAGEMENTS

FACEBOOK



During the month of January, a total of 160 new fans were gained, an increase of **3%**. 23 Facebook Posts were sent and there were 131,587 total impressions, up **7%** from the previous month, and 7,173 Engagements (likes, comments and shares) up **15%** over the same time period.

7%

FACEBOOK
IMPRESSIONS

15%

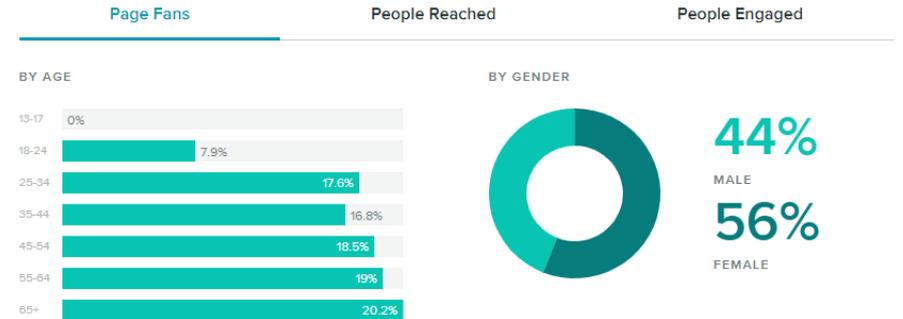
FACEBOOK
ENGAGEMENTS

FACEBOOK - Demographics

The current fan base on Boundary's Facebook account presents itself as 56% Female, on par with the previous month, with 20.2% 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

Country	Count
Canada	5,021
United States	210
Mexico	64
India	48
United Kingdom	15

Top Cities

City	Count
Vancouver, BC, Canada	635
Grand Forks, BC, Canada	381
Kelowna, BC, Canada	364
Surrey, BC, Canada	300
Castlegar, BC, Canada	175

FACEBOOK – Top Posts

Boundary Country BC
Published by Sprout Social [?] · January 11 at 2:50 PM · 🌐

Greenwood, BC. A place rich in history and quiet beauty.
<https://bit.ly/2SNcprt>
📷 @vilgaplaga (IG)



Performance for Your Post

12,173 People Reached

1,652 Reactions, Comments & Shares 📊

1,110 Like	592 On Post	518 On Shares
200 Love	107 On Post	93 On Shares
1 Haha	0 On Post	1 On Shares
51 Wow	29 On Post	22 On Shares
139 Comments	47 On Post	92 On Shares
157 Shares	157 On Post	0 On Shares

1,088 Post Clicks

170 Photo Views	58 Link Clicks 📄	860 Other Clicks 📄
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NEGATIVE FEEDBACK

9 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 [?] · January 30 at 2:49 PM · 🌐

Painted skies at Big White. Incredible sunset captured by @euuuan on Instagram.



Performance for Your Post

3,795 People Reached

498 Reactions, Comments & Shares 📊

318 Like	242 On Post	76 On Shares
61 Love	39 On Post	22 On Shares
40 Wow	32 On Post	8 On Shares
23 Comments	8 On Post	15 On Shares
58 Shares	58 On Post	0 On Shares

167 Post Clicks

34 Photo Views	0 Link Clicks 📄	133 Other Clicks 📄
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Boundary Country BC
Published by Sprout Social [?] · January 1 · 🌐

Christina Lake, gorgeous in all seasons.
Happy New Year!
📷 @tutanh (Instagram)



Performance for Your Post

5,411 People Reached

689 Reactions, Comments & Shares 📊

467 Like	337 On Post	130 On Shares
84 Love	62 On Post	22 On Shares
20 Wow	13 On Post	7 On Shares
48 Comments	11 On Post	37 On Shares
71 Shares	71 On Post	0 On Shares

435 Post Clicks

95 Photo Views	0 Link Clicks 📄	340 Other Clicks 📄
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

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

Home is where the ❤️ is.
📷 Grand Forks
📷 @madelinejwilliams (Instagram)



Performance for Your Post

4,068 People Reached

338 Reactions, Comments & Shares 📊

263 Like	236 On Post	27 On Shares
35 Love	31 On Post	4 On Shares
1 Haha	1 On Post	0 On Shares
7 Wow	6 On Post	1 On Shares
10 Comments	8 On Post	2 On Shares
22 Shares	22 On Post	0 On Shares

124 Post Clicks

48 Photo Views	0 Link Clicks 📄	76 Other Clicks 📄
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INSTAGRAM



813

Total Followers



1,099

Likes Received



7

Comments Received

During the month of January, 51 New Followers were gained, an increase of 7%, bringing the current follower total to 813.

13 Instagram posts were sent, totalling 1,106 engagements, down 3% 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
108 Engagements



@boundarycountry
100 Engagements



@boundarycountry
100 Engagements