



beechworth.com

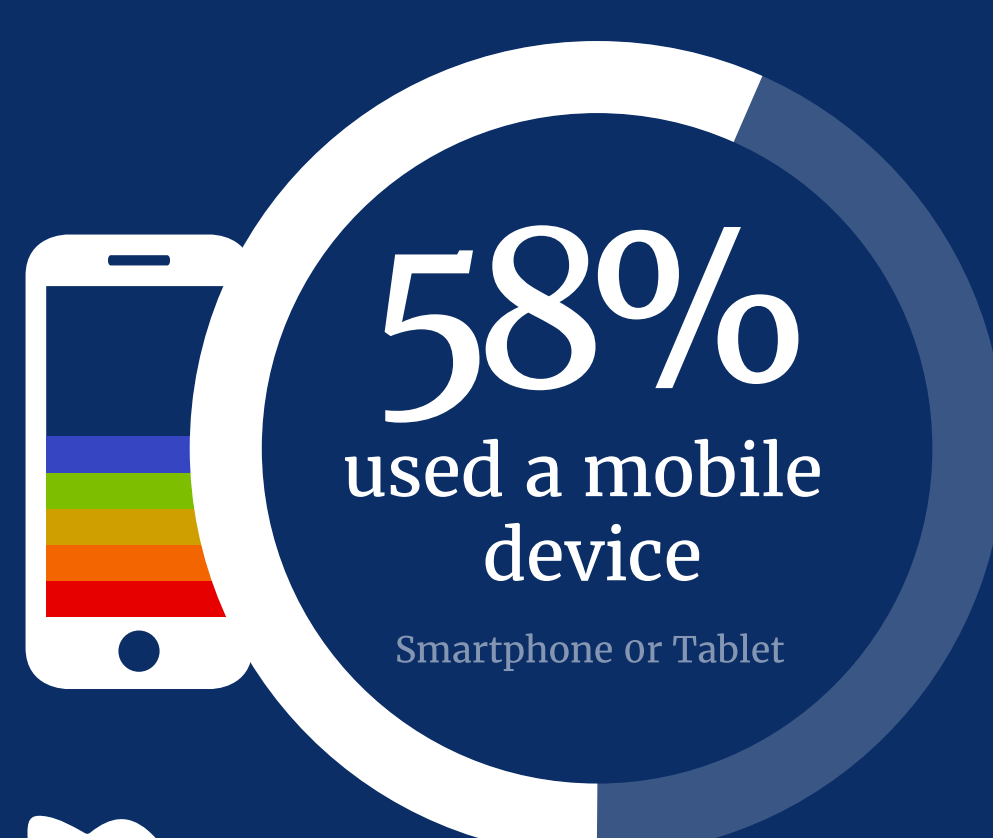
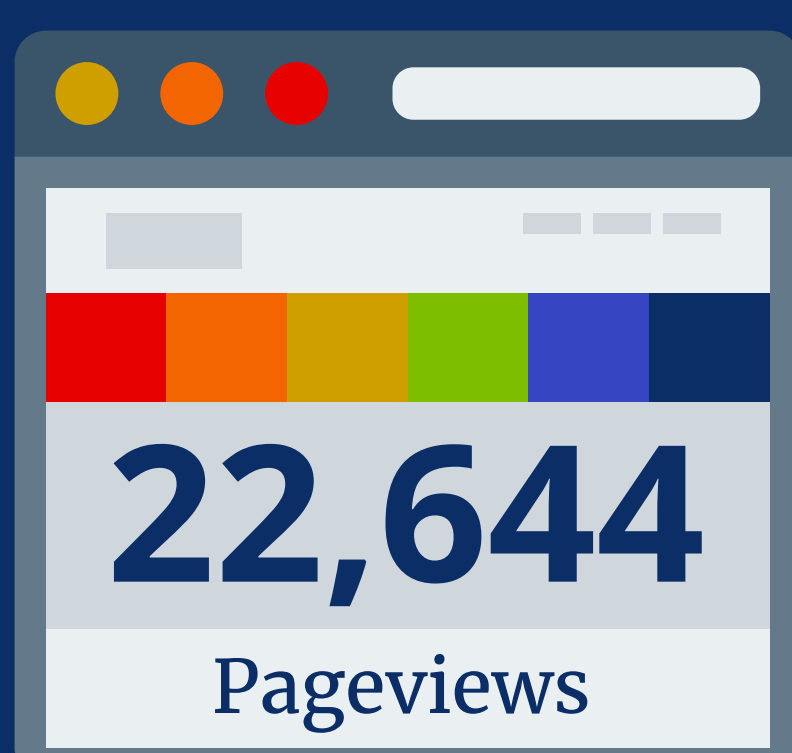
VICTORIA AUSTRALIA

Winter Stats 2018

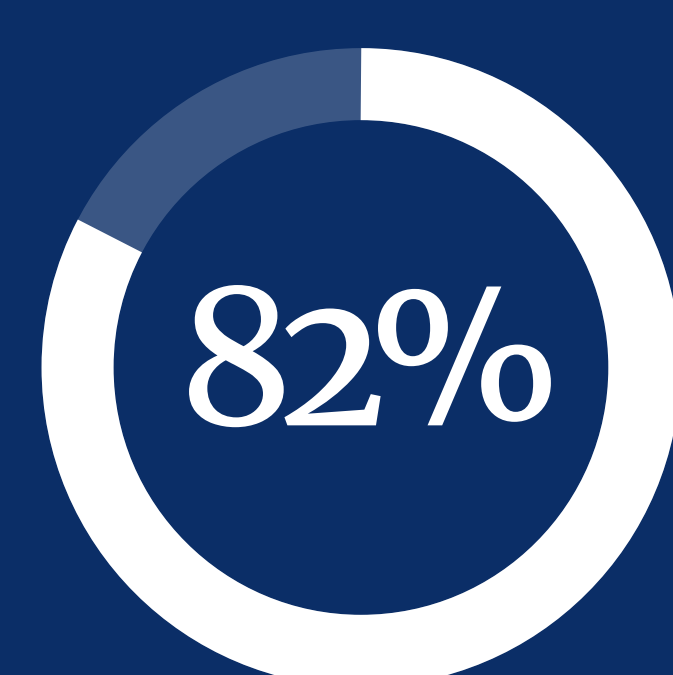
Collectively promoting Beechworth and the surrounding area, while driving traffic to the websites and online assets of our subscribers.

Visitors

9324
New
vs.
1506
Returning



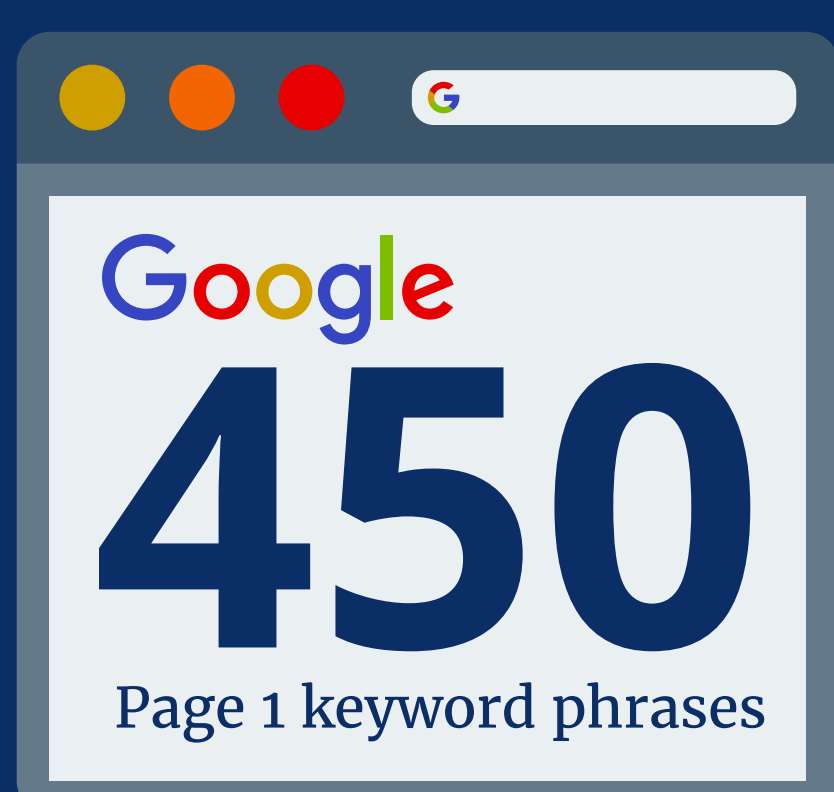
Behaviour



Of visitors found Beechworth.com via Google Organic Search



Keyword Analysis



Click Through Rate (CTR)

76%

of users searching for 'Beechworth What's On' in Google Search clicked through.

80%

of users who searched for 'Beechworth Events' in Google Search clicked through.

Premium Subscribers

3 Premium Subscribers received over



Beechworth.com supporting Beechworth tourism, business and community since 1998.