



beechworth.com  
VICTORIA AUSTRALIA

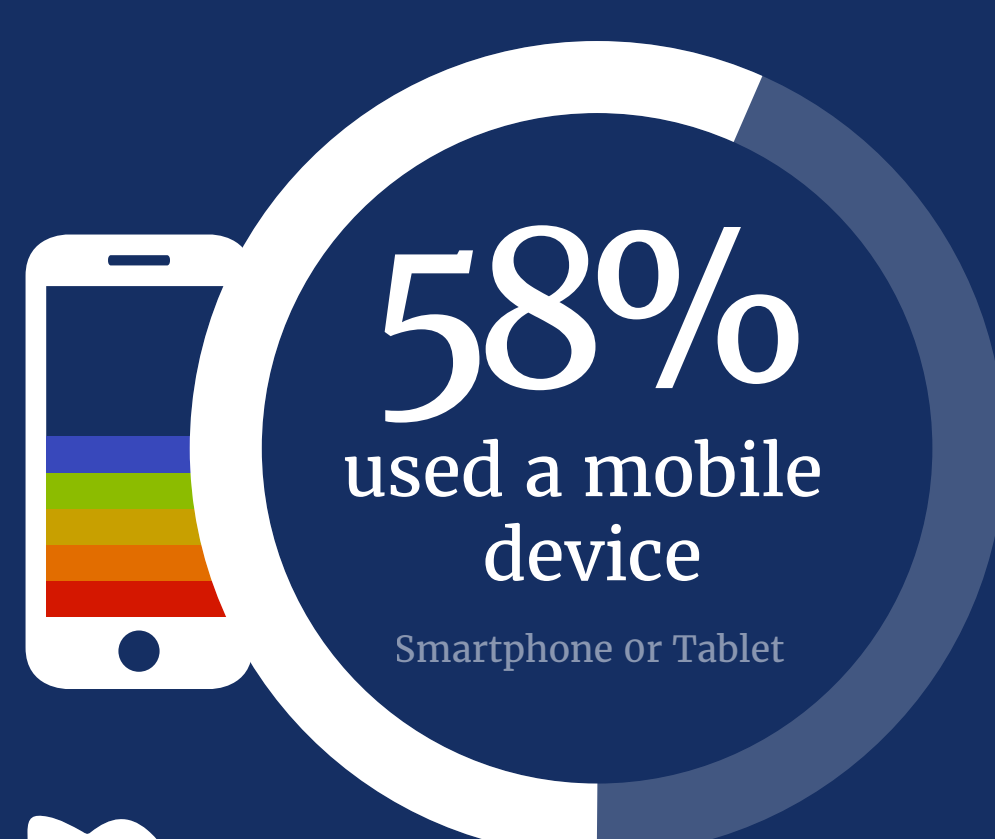
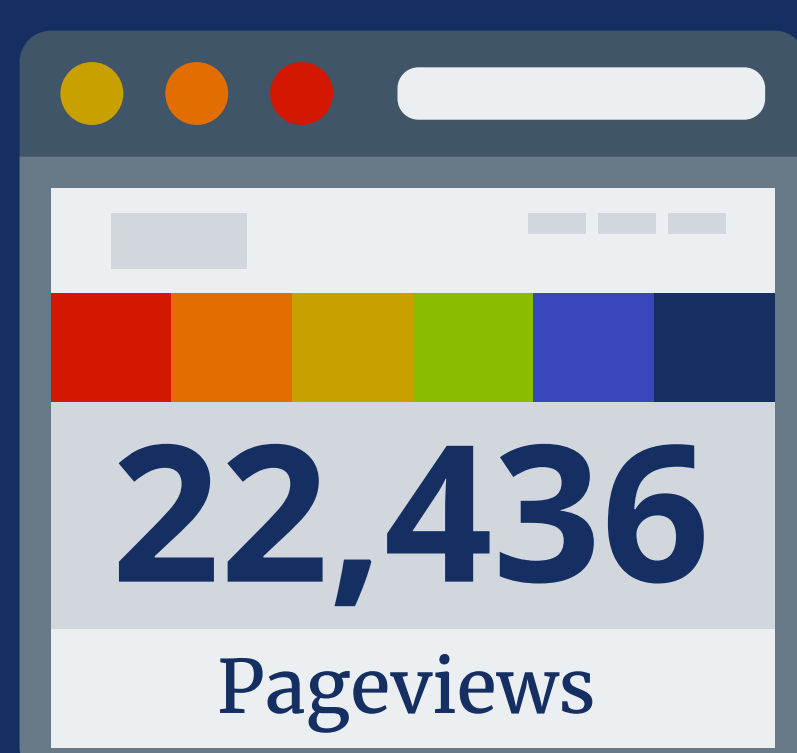
## Winter Stats

June–August 2018

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

# Visitors

9512  
New  
vs.  
1498  
Returning



# Behaviour



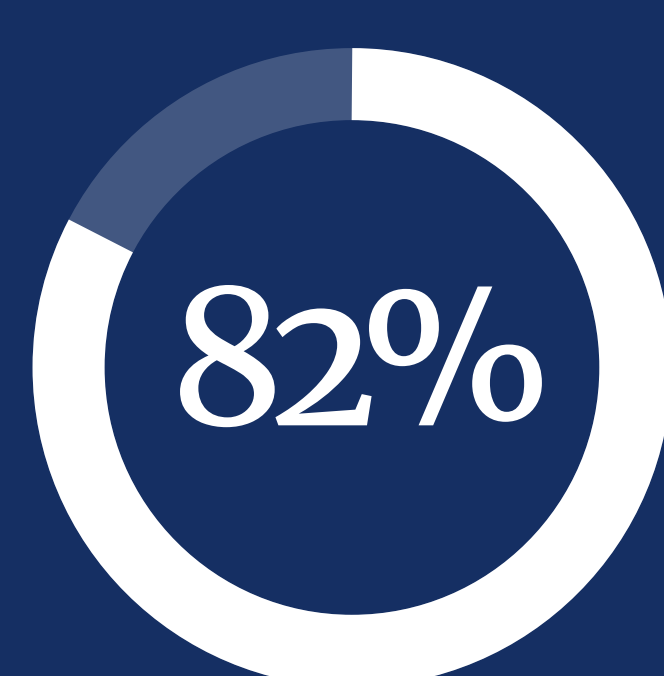
1477  
visited 'What's On'

4180

Users clicked on a  
subscriber's website or  
online assets

www.

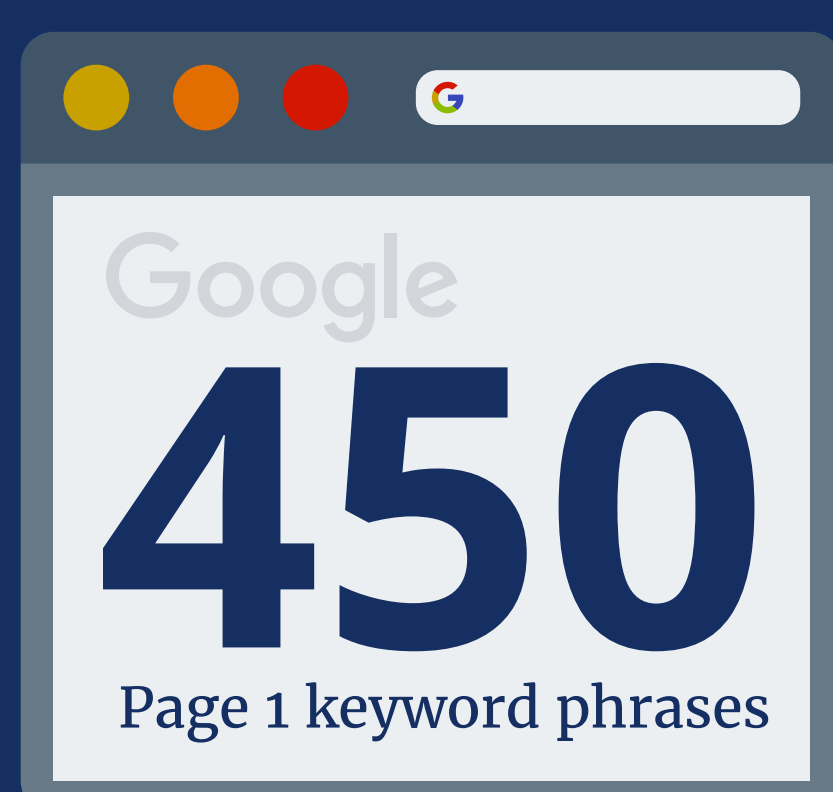
Book Now



Of visitors found  
Beechworth.com via  
Google Organic Search



# Keyword Analysis



Click Through Rate (CTR)

77%

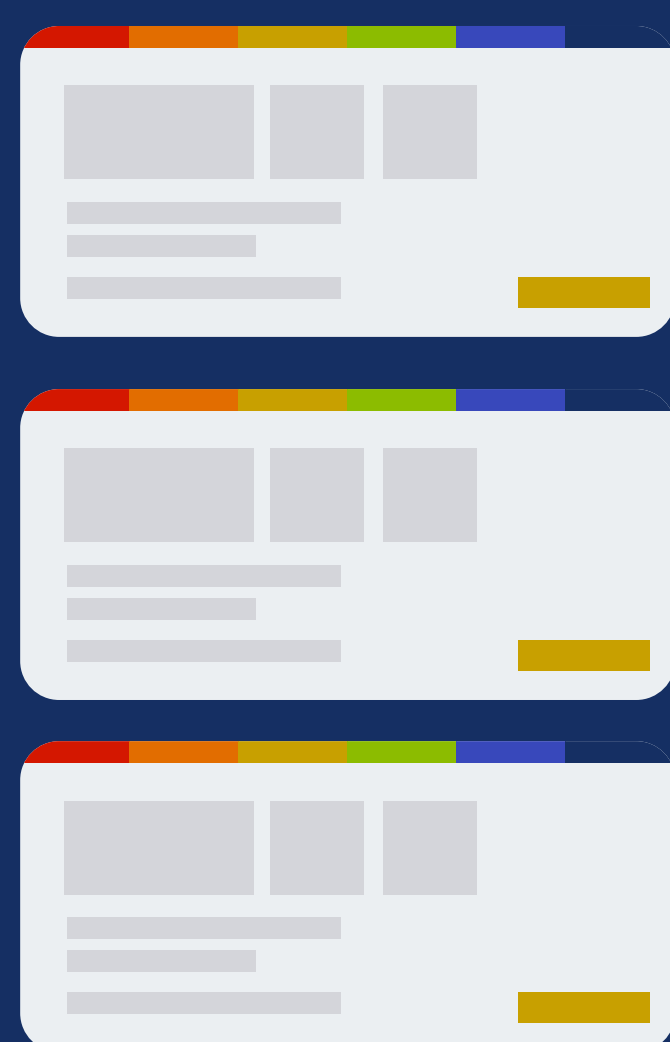
CTR for Beechworth  
'What's On' search results

80%

CTR for users searching  
'Beechworth Events'

# Premium Subscribers

3 Premium Subscribers received over



100  
visits

to their individual websites



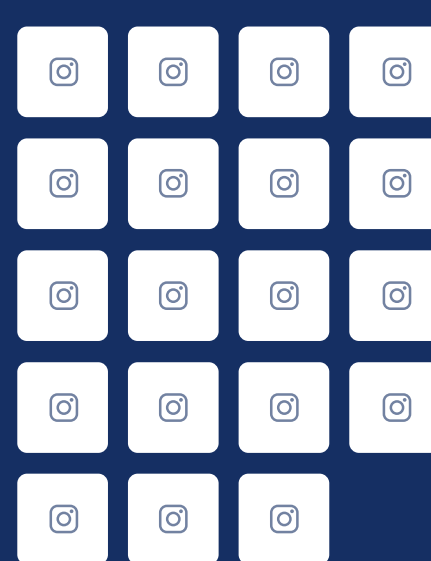
776  
Likes



1018  
Followers



2 Subscriber  
Special Offers  
reached  
224 Facebook followers



19 posts  
Promoting Beechworth  
and our subscribers

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