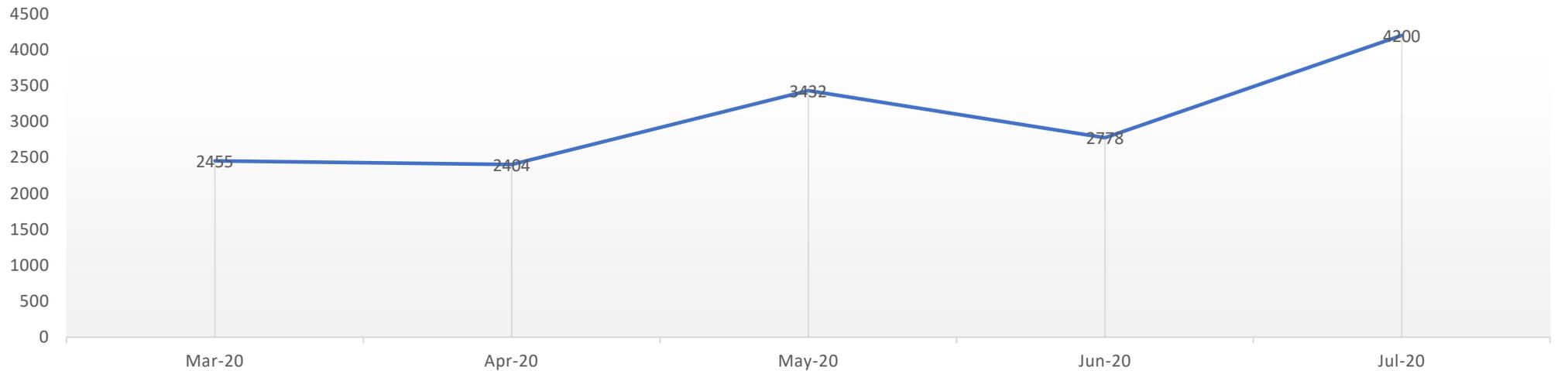


LLTC Website Visitors



MARCH –

COVID-19 - from 20.03.20 Lockdown. Events, Mayoral events, sports hire, private hire, pavilion hire and market cancelled. Website traffic for above areas all slowed and new Covid-19 page visits increased. There was a jump in visits from social sources after March 14, aligning with Covid-19 information posts being sent out.

MOST VISITED PAGE: Covid-19 (652 visits)

TOP DOWNLOAD: Children's Trail /Cllr Vacancy (20 each)

APRIL –

In early April we added and began to track clicks to the Covid banner. This had 46 people clicking on the volunteer link, 18 on the Central Beds Covid help page and 17 on the Central Beds Covid info page

MOST VISITED PAGE: Covid-19 (1026 visits)

TOP DOWNLOAD: Covid-19 Info sheet (62)

MAY-

Visits increased from 2,164 to 3,206. The most visited page (other than the homepage) was the Covid task force group, with 637 page views. Our photo competition received 41 clicks from the home page buttons and there were 39 downloads of info sheets about the competition.

MOST VISITED PAGE: Covid-19 (637 visits)

TOP DOWNLOAD: Photo competition info sheet (41)

JUNE –

Keeping it Local Campaign - as the town began to re-open, the Town Centre button was the most popular one on the home page with 37 clicks. The announcement about the market was the second-most popular, at 25 clicks.

MOST VISITED PAGE: Covid-19 (442 visits)

TOP DOWNLOAD: Keeping it local digital assets (43)

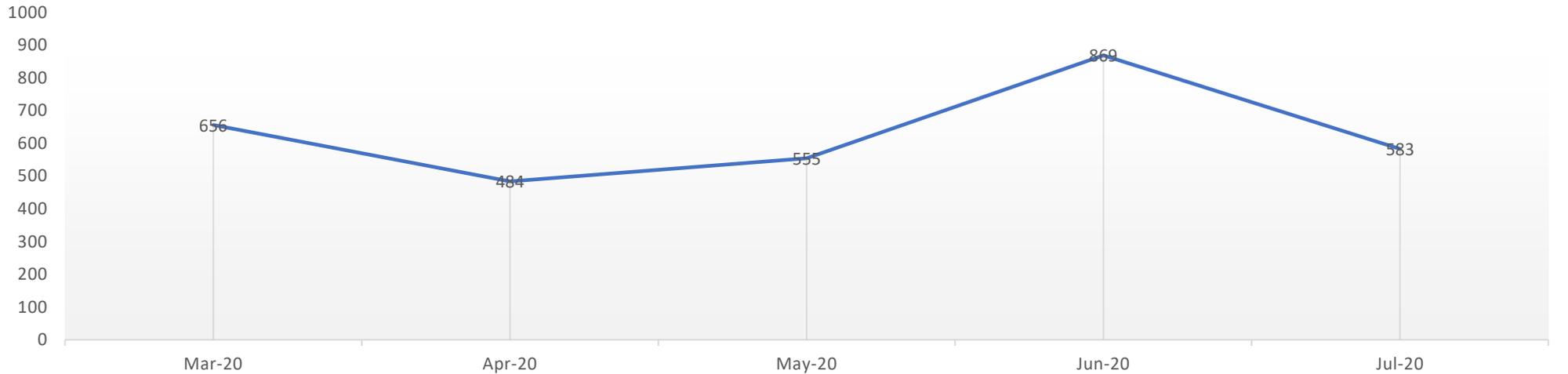
JULY –

Visits increased as playgrounds and outdoor gyms re-opened with strict guidelines in place. Social media campaign encouraged people to find additional info on the website.

MOST VISITED PAGE: Covid-19 (652 visits)

TOP DOWNLOAD: Children's Trail (67)

MarketWebsite Visitors



MARCH-

Handmade 107
Farmers 301
Start-up 75
Charter 128
611

LB Market is one of the few in the area to try to stay open but eventually shuts due to Covid -19

APRIL-

Handmade 79
Farmers 122
Start up 87
Charter 57
345

There were 484 visitors to the Market Site - a decline from the high of 656 in March, but up from February (410). However understandably, there was a decline in visits to pages for particular markets - most notably for the Farmers Market, down from 301

MAY-

Handmade 45
Farmers 127
Start-up 77
Charter 132
381

515 of the 555 users were considered 'new' (hadn't visited the site in the past 30 days)

JUNE –

Handmade 114
Farmers 196
Start up 80
Charter 112
502

There was an increase in overall visitors to 869. This was up from last month and also double that of this time last year (404) - probably a reflection of the market opening up again.

JULY –

Handmade 142
Farmers 234
Start up 142
Charter 192
710

Number of new users to repeat visitors is close which demonstrates that the same people are checking back regularly, however the same can't be said with the speciality pages where it's very high numbers and ratio of new visitors.

