

Page Loads - total number of pages viewed	874	1 087	0	0	0	0	0	0	0	0	0	0	1961
New Visitor - as total of sessions	515	555	0	0	0	0	0	0	0	0	0	0	1070
Returning Visitor - as total of sessions	134	122	0	0	0	0	0	0	0	0	0	0	256

3,2

Top 3 Landing Pages for website	July 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20
	Home page	BizHub				
	About	Your Florida Road				
	Photo gallery	Home Page				
	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21

3,3

Social Media / Newsletter	July 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Total
Number of newsletters sent out	5	5											10
Everlytic Newsletter Database	610	613											1223
No. of Facebook Posts	9	9											18
Facebook Page Likes	3 394	3 388											6 782
Facebook Followers	3 503	3 506											7 009
Facebook Shares	n/a	17											17
Facebook Comments	n/a	23											23
Facebook post Reach - max people exposed to a post	3 700	4 300											8 000
Facebook post details	Business open and we are loving level 2	Level 2 change											
Instagram Posts	6	6											12
Instagram Followers	1 016	1 033											2049
Total App Downloads	n/a	n/a											0
No. of Push notifications sent	n/a	n/a											0

*App put on hold as at June 2020

