# Google Analytics

Applied Project Presentation

## HISTORIC RICHMOND TOWN

# Purpose

Improve Historic Richmond Town's digital marketing capabilities.



**HISTORIC HOUSES**

**EDUCATION**

**COLLECTION**

**LIVING HISTORY VILLAGE**

# Agenda

Background Information

Social Media Performance

Analysis of Existing Data

Digital Media Recommendations
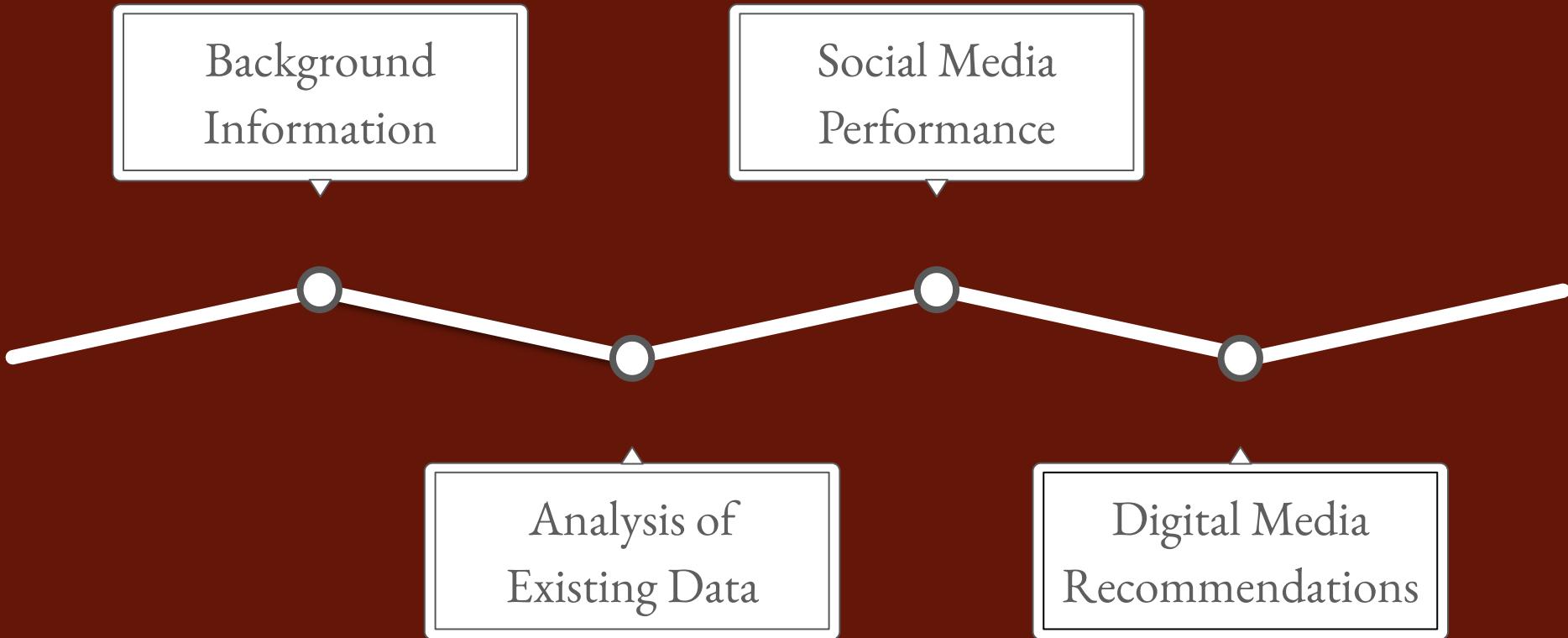
# Google Analytics Team
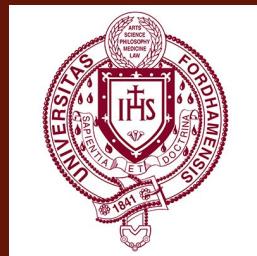

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# Background

# Challenges

- Boosting marketing capabilities, while maintaining a small marketing team and budget
- Drive website traffic and donations outside of their events
- Bring in more customers at their physical locations
- Expand their reach to and target different demographics and geographic locations

# Goals



- Provide Historic Richmond Town with guidance on how to utilize Google Analytics to improve their reach and gauge an understanding of their customers

- Develop a high level user deck that breaks down Google Analytics and shows how to find different data on the platform

- Highlight important existing data in Google Analytics that is beneficial for HRT to know

# Goals

- Present a detailed conversion analysis emphasizing social media to website data

- Recommend a digital strategy to improve all aspects of the business and provide detailed steps in following it

# Analysis of Existing Data

# Important KPIs

- Acquisition Channels ⟶ 
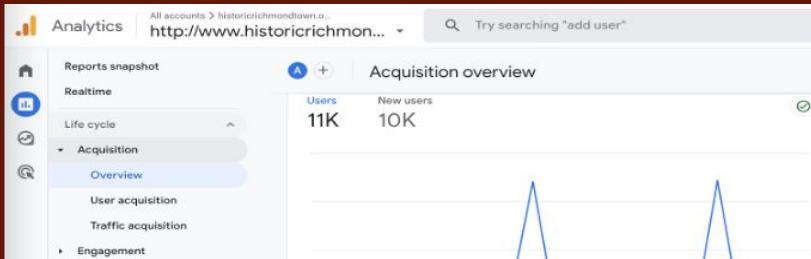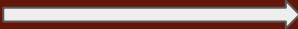
- New/Returning Visitor Rates ⟶ 
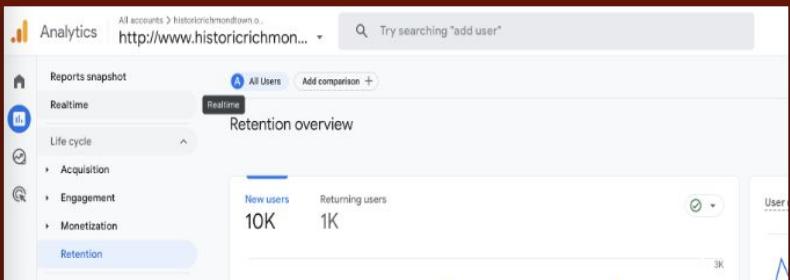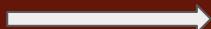
- Time on Page ⟶ 
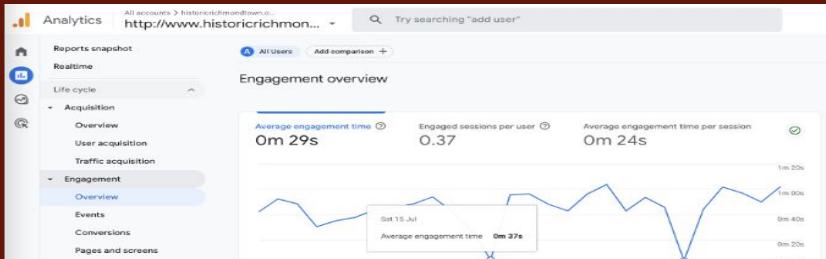
# Important KPIs

- Top Pages
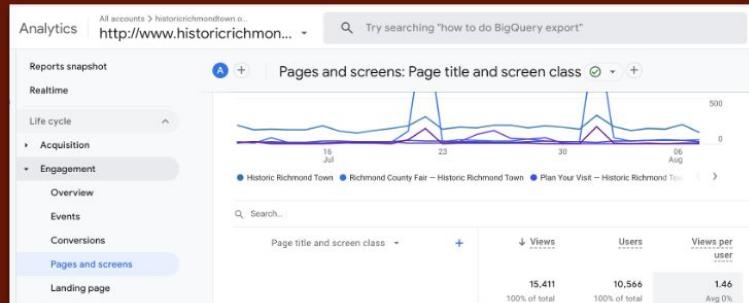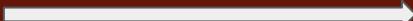
- Page Views
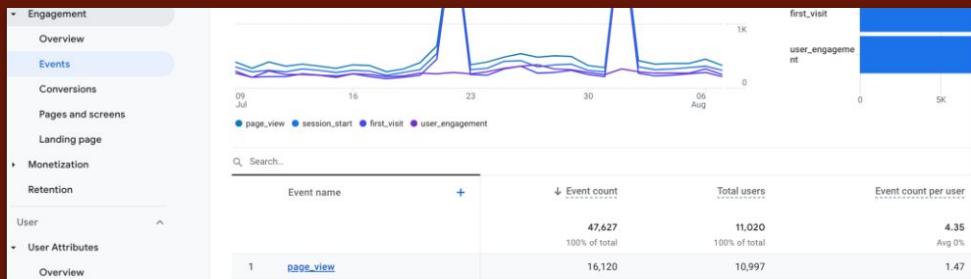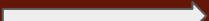
- Visitor Demographics
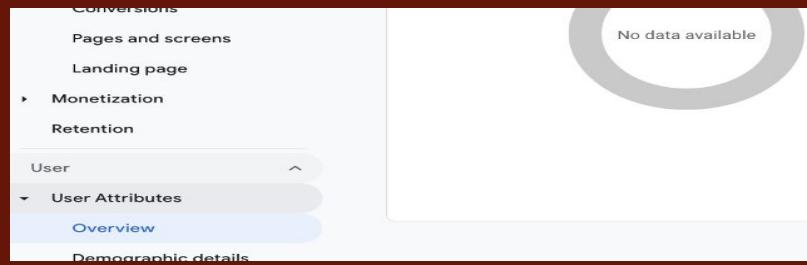
# Acquisition Channels

- Direct generated 6,432 new users, 56% of total new users
- Organic search generated 3,228 new users, 28% of total new users

- *The results show that not many people are finding the site through other websites or social media accounts and coming through those channels*

New users by First user default channel group
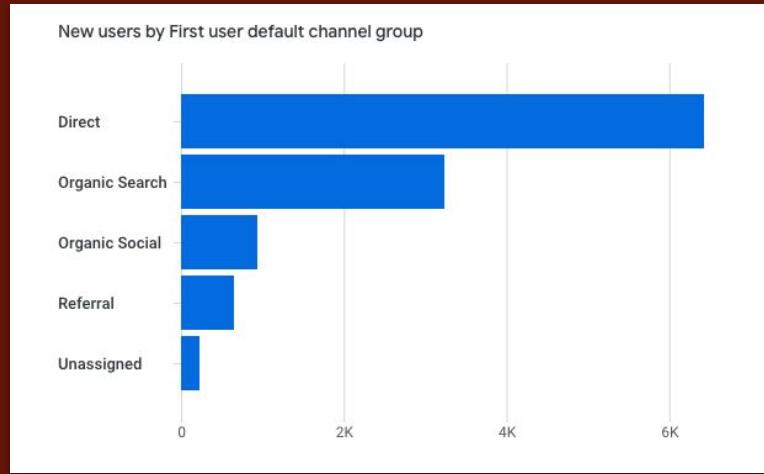


| | | |
|---|---|---|
| 1 | Direct | 6,432 |
| 2 | Organic Search | 3,228 |
| 3 | Organic Social | 937 |
| 4 | Referral | 644 |
| 5 | Unassigned | 226 |
| 6 | Email | 77 |

# New/Returning Visitor Rates
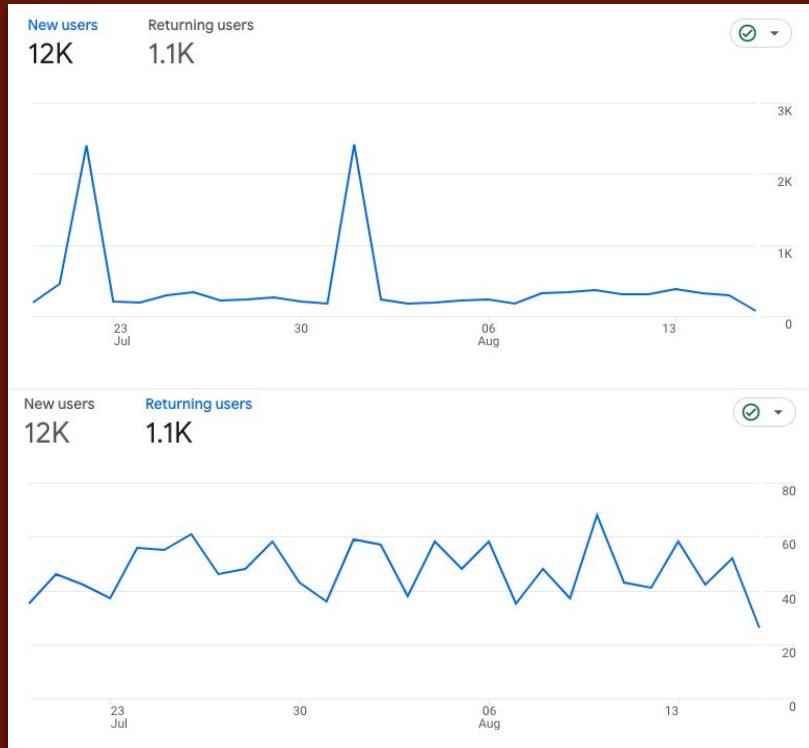


- There have been about 12,000 new users, 92% of total users new users to the site since its analytics have been tracked
- Out of those 12,000, there have been 1,100 returning users, 9% of total users

- *Shows that HRT needs to focus on retaining users and providing content that makes them want to return*

# Top Pages

- Homepage and Richmond County Fair Page are top performing pages with the events page also have high usage with 4,342 visits, accounting for 25% of total
- All other pages on the website do not have nearly as many visitors as the top 3, accounting for 3,480 visits, 20% of total

- *Helps us to understand which pages we should focus on, change up the content in, and market online to show people more about HRT*

|  |  | 17,189 100% of total |
|---|---|---|
| 1 | / | 4,342 |
| 2 | /rcf | 3,802 |
| 3 | /events | 1,369 |
| 4 | /visit | 704 |
| 5 | /vendor-info | 613 |
| 6 | /events/carnegiehallcitywide/empirewild | 502 |
| 7 | /visit-2 | 452 |
| 8 | /rcf-volunteer-signup | 424 |
| 9 | /donate | 404 |
| 10 | /deckerfarm | 379 |

Views by Page path and screen class

# Time on Page



Average engagement time ⓘ
0m 29s

Engaged sessions per user ⓘ
0.37

Average engagement time per session
0m 24s
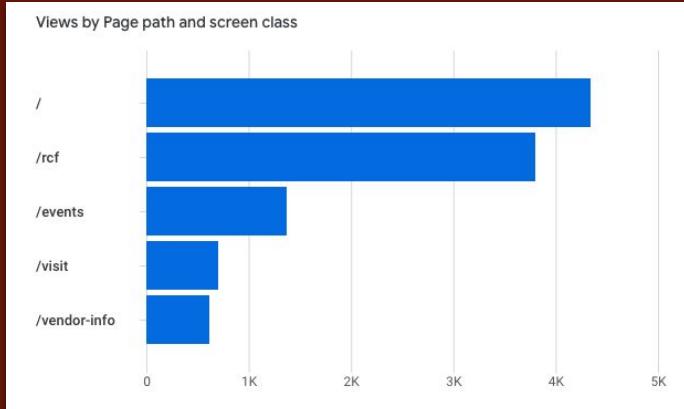
- Analytics show that users are not spending much time on the websites pages, 29s average, 34% less than longest user

- The average visitor spends less than 15 seconds on a website before leaving for another site

- *Need to focus on more engaging content that makes users want to read or watch it for longer*

# Page Views

- 17,189 page views came from 11,955 (70%) of total users which shows there are a good amount of users that are returning to the site and engaging well
- Many nonprofit organizations aim for 2 pages per session

- *Page view counts is beneficial to know as it can show whether users are interested in your content*

| Event name | + | ↓ Event count | Total users | Event count per user |
|---|---|---|---|---|
| | | 50,776 | 11,985 | 4.26 |
| | | 100% of total | 100% of total | Avg 0% |
| 1 | page_view | 17,189 | 11,955 | 1.44 |

# Visitor Demographics

- United States accounts for 11,000 users, 96% of total users
- Germany and the United Kingdom are second most popular with 385 users combined, 3% of total users

- *Historic Richmond Town should be sure to look at the user totals which indicate that the other countries have little significance to the data*

Users ▾ by Country

| COUNTRY | USERS |
| --- | --- |
| United States | 11K |
| Germany | 319 |
| United Kingdom | 66 |
| Romania | 34 |
| Italy | 33 |
| Canada | 28 |
| Spain | 26 |

# Visitor Demographics

- New York is the highest city demographic with 4,300 users, 57% of total
- Ashburn is the second highest city with 2,500 users, 33% of total

| Users ▾ by City | |
|---|---|
| CITY | USERS |
| New York | 4.3K |
| Ashburn | 2.5K |
| Los Angeles | 339 |
| Hialeah Gardens | 239 |
| Frankfurt | 69 |
| Moses Lake | 69 |
| Berlin | 55 |



- *If HRT wants to expand marketing efforts beyond NYC, the data supports doing so to areas within a 4 hour radius*

# Social Media Performance
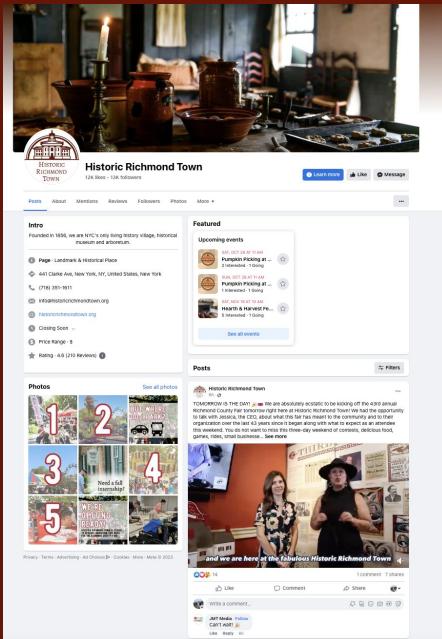
# Most Successful Facebook Post for Driving Users to Website in the Last 12 Months

- 442 Users
  - 370 New Users
- Avg. 1.37 pages per session
- Avg. 0.39s per session

# Most Successful Facebook Post for Driving Users to Website in the Last 12 Months

- Hyperlink to website

- Good use of emojis

- Insert hashtags

- Engaging photos

# Most Successful Facebook Post for Driving Website Users in 2023

- 310 Users

- 297 New Users

- 313 Sessions

- Average of 1.06 pages per visit



**Historic Richmond Town**
June 25 · 🌐

The American Flag is the quintessential symbol of this country. The stars and stripes represent the 13 colonies and the 50 American states of today.

Did you know the flag's early prototypes were made by women? Many flag makers were engaged in the Philadelphia area to make banners for political and military leaders. The most famous among them is Betsy Ross. Legend holds that Ross developed the prototype of the flag we know today; but modern scholarship suggests the story is a bit more complicated.

Visit with Betsy Ross this weekend on July 1st and 2nd, and learn the full story at Historic Richmond Town.

#betsyross #women #independenceday #statenisland #starsandstripes #america #newyork #philadelphia #livinghistory

14      1 share

👍 Like      💬 Comment      ↪ Share

Write a comment...

# Most Successful Facebook Post for Driving Website Users in 2023

- Engaging content

- Hyperlink to website

- Good use of hashtags



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👍❤️😮 14                                                    1 share

👍 Like          💬 Comment          ↪ Share

Write a comment...

# Recent High Engagement Posts

- 152 likes, 12 comments one share on Facebook
- 84 likes, 4 comments on Instagram


- 61 Users
  - 67 sessions
- 15s per session
- 3.27 Events per session

# Recent High Engagement Posts



**Historic Richmond Town**
August 17 at 6:30 PM · 🌐

Now that our historic Edwards-Barton-Aquilino House has a fresh coat of paint, courtesy of The Historic House Trust, Benjamin Moore, and the John & Patricia Klingenstein Fund, additional restoration work continues! Take a drive on Richmond Road and see for yourself.

🚗 🚙 🚗

152

12 comments   1 share

- Engaging content

- Good use of emojis

- Add hashtags

- Hyperlink to events page on website

# Recent High Engagement Post Cont.



- 172 likes, 17 comments one share on Facebook
- 175 likes, 6 comments on instagram


- 3 Users
  - 4 sessions
- 3s per session

## Recent High Engagement Post Cont.

- Engaging content
- Great follow up photo
- Hyperlink to website
- Add emojis

**Historic Richmond Town**
August 3 at 4:35 AM

The latest phase of restoration work and painting of the historic Edwards-Barton-Aquilino House is FINISHED! And what a beauty it is.

Thank you again to the Historic House Trust who awarded us a grant to secure paint through a partnership with @benjaminmoore, which is helping us keep the paint as close to the original color as possible, as well as the John & Patricia Klingenstein Fund for their generous support to complete this project.

Along with the painting, the house received some new window frames and crown molding at the eaves–all hand crafted by our restoration team. Stop by our main village site to see for yourself!

172          17 comments  3 shares

# Nonprofit Industry Standards



NONPROFITS
**Overview**

FACEBOOK POSTS PER WEEK
**7.4**

FACEBOOK ENG RATE / POST
**0.071%**

INSTAGRAM POSTS PER WEEK
**5.0**

INSTAGRAM ENG RATE / POST
**0.627%**

TWEETS PER WEEK
**9.82**

TWITTER ENG RATE / TWEET
**0.050%**

VIDEOS PER WEEK
**1.45**

TIKTOK ENG RATE / VIDEO
**7.36%**

SAMPLE BRANDS

Source: Rival IQ

- Meeting industry average for **Facebook** posts per week
- Exceeding posts per week on **Instagram**
- Lower than industry standards on Twitter
- Average engagement rate across platforms is below standards

# Digital Media Recommendations

**OUR MISSION**

Historic Richmond Town interprets and restores a living history village, operates a historical museum, and collects and preserves material culture to inspire engagement with and understanding of the diverse histories of Staten Island.

Book Now

# Overview of Recommendations

➢ Google Ads

➢ Enhancing the website

➢ Social media tactics

➢ Making general suggestions, and starting by looking more closely at website improvements

# Google Ads

- Allows businesses to to reach online target markets through partner sites and the search engine
- Partner sites host a text or image ad that shows on the page after a user searches up phrases or words related to that business or its services
- Implementing is **simple, easy and cheap to implement**
  - Possible access to Google Ad Grant
- AdWords would increase overall Page Views simply by bring more eyes to the page
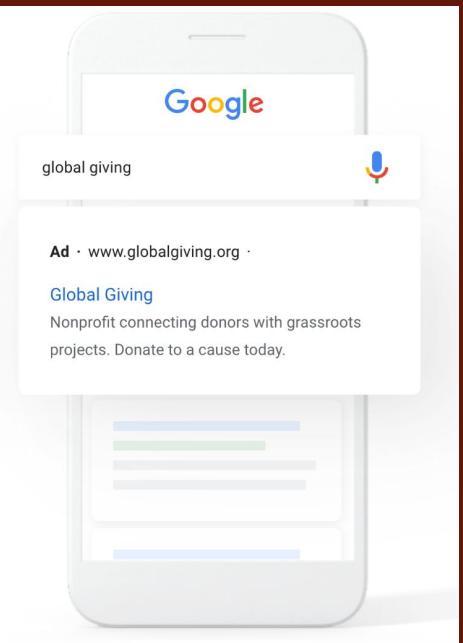
# Google Ads Cont.



- The referral acquisition channel results would boost because ads for HRT would be hosted on other partner sites and people would find them through other ways rather than just organic search
- Beneficial overall because it allows HRT to target their ads to specific consumers for minimal costs and also track the success of their AdWords campaigns they launch by seeing the results that they bring



Example of another company's Google Ad on Huffpost

# Website Improvements: Enhancing User Experience

- Optimize the Visits Page: Making visitor information more prominent on this page.
- Use existing captivating graphics
- Add straight forward calls to action.
- The donate page: Include video to make it more engaging
- Add more visuals like videos

Existing Homepage



Proposed Update

# Website Improvements: Enhance User Experience Cont.

## Existing Events Page



## Proposed Updates



- Improving page load times: Apply content delivery networks (CDNs) or picture compression
- Use of call-to-action (CTAs) prompts
- Add more social media icons like LinkedIn and Snapchat among others when they are created

# Social Media Plan: Enhancing Conversions and Engagement

- Instagram: Highlights visually appealing posts and stories
- Labor Day weekend fair posts consistently drive high social media engagement
- In 2022, on post created 119 users, 42 engaged sessions, an average engagement of 0.5 seconds per session, and a 34% engagement rate.
- Good use of attractive image



Add hyperlink and hashtags

# Social Media Plan: Enhancing Conversions and Engagement Cont.

- The post on Women's Equality Day is one we want to perform well , but unfortunately didn't
- It generated **15 likes**, with no comments
- The content is valuable but the post needs more appealing visuals
- Include hashtag such as #HRTWomen'sDay on other posts to direct users to this post

# Social Media Plan: Enhancing Conversions and Engagement Summary

- Continue to maintain a consistency in online presence
- Add more visual appeal to captivate users, such as adding videos
- When you are ready to implement TikTok as a medium, make brief interesting historical video content to appeal to a younger audience
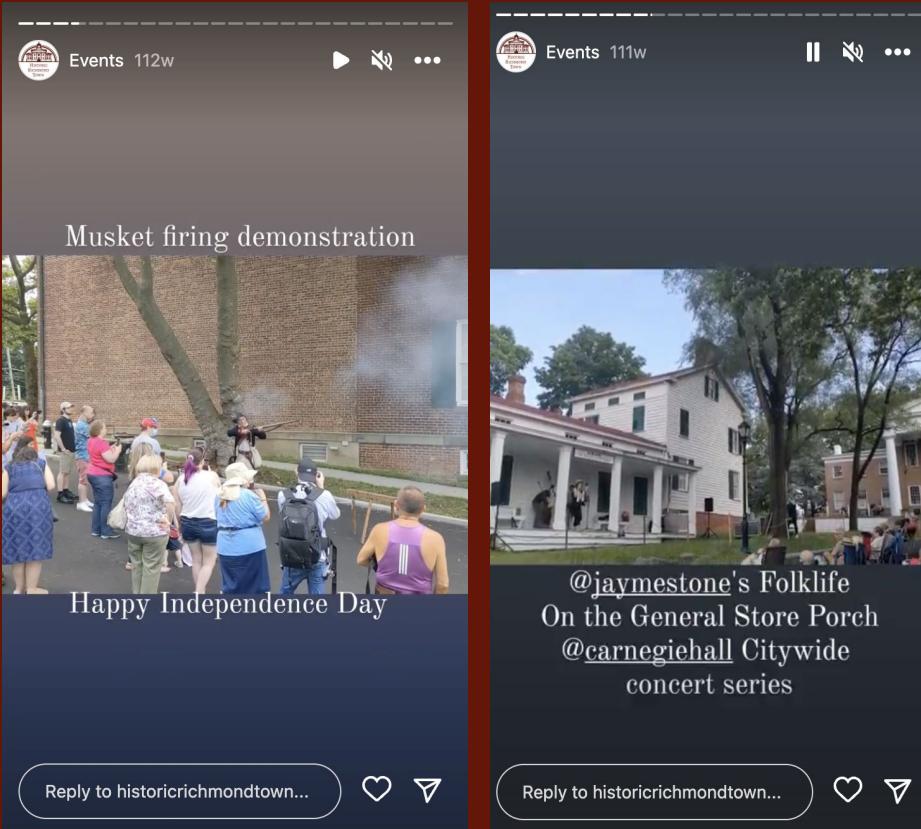
# Social Media Plan: Enhancing Conversions and Engagement Summary Cont.



- Posting interactive content
- Encourage users to "Swipe Up" for more information, "Click to Register" for events, or "Tap to Buy Tickets."
- Use CTAs such as: "Subscribe," "Like and Follow Us," "Become a Member," "Register to Participate" and "Watch Video" "Click to Vote," and "Share"

# Conclusion

- Historic Richmond Town can better use Google Analytics resources to improve their marketing capabilities, while maintaining a small marketing team and budget
- The data supports a marketing expansion into markets within a 4 hour radius of Staten Island
- Historic Richmond Town is exceeding industry standards on social media and can drive more users to the website using links in their posts
- Increasing calls to action will help enhance Historic Richmond Town's digital media engagement

# Appendix

- https://www.silive.com/entertainment/2021/08/historic-richmond-town-staten-islands-living-history-village-and-museum-then-and-now.html
- https://www.rivaliq.com/blog/social-media-industry-benchmark-report/
- https://constructive.co/insight/nonprofit-website-user-experience/#:~:text=On%2Dpage%20Analytics%3A%20Tracking%20Your%20Nonprofit%20Website's%20User%20Experience&text=The%20average%20visitor%20spends%20less,before%20leaving%20for%20another%20site.
- https://impactseo.co/resources/website-analytics-for-nonprofits-5-metrics-that-will-help-you-build-success/