

Google Analytics

Applied Project Presentation



HISTORIC RICHMOND TOWN

Purpose

Improve Historic Richmond Town's digital marketing capabilities.



HISTORIC HOUSES



EDUCATION



COLLECTION



LIVING HISTORY VILLAGE

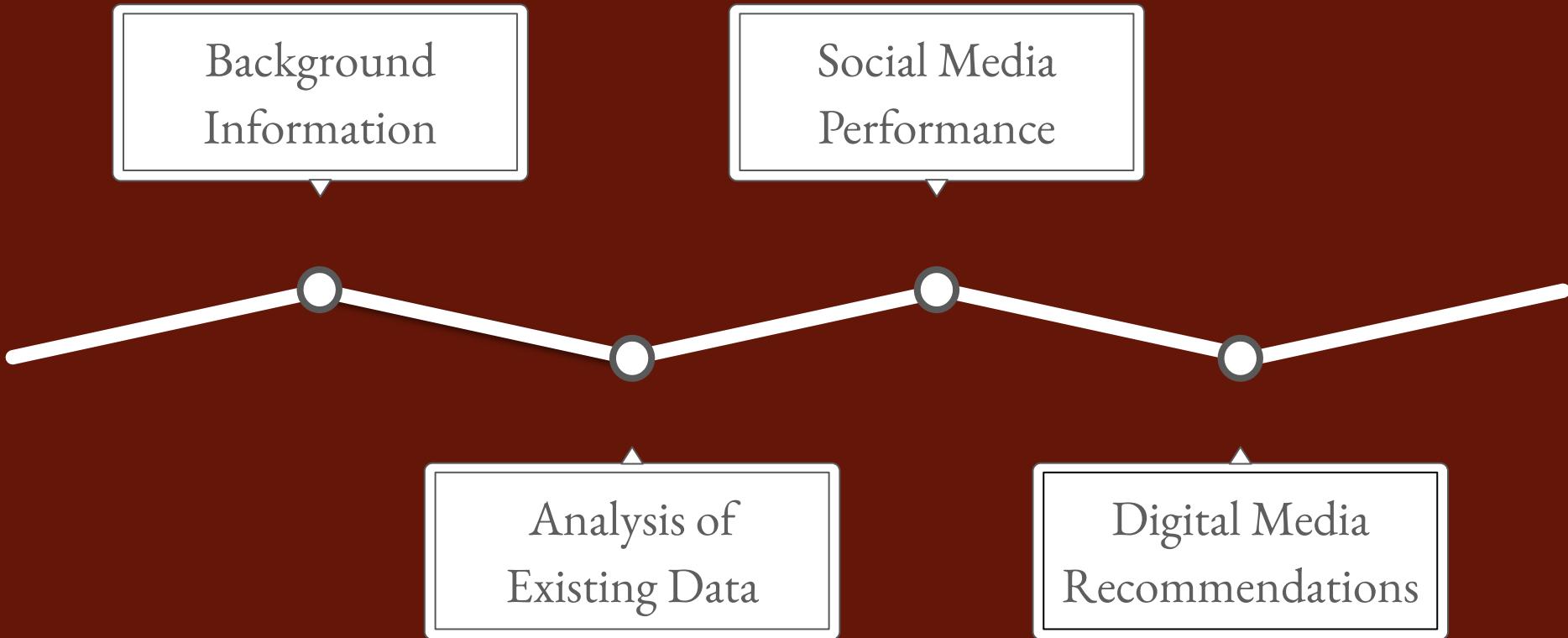
Agenda

Background
Information

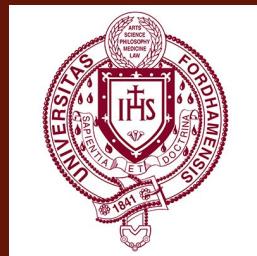
Social Media
Performance

Analysis of
Existing Data

Digital Media
Recommendations



Google Analytics Team



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Project Manager



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Research Lead



Rene Cyrille
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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



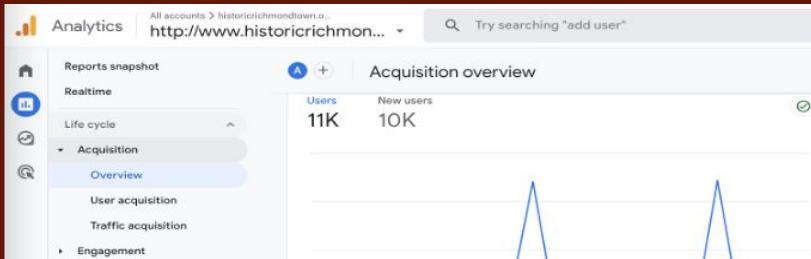
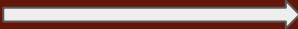
Analysis of Existing Data

Order	First Name	Surname	Date	Station
3	Conrad	Poillon	1	1
4	Samuel	Monneau Day	1	1
5	Stephen	Monneau	1	1
6	Adam	Cole	1	1
7	Adam	Colle Sr	1	1
8	James	Romeo	1	1
9	William	Leavengood	1	1
10	Edward	Egbert	1	1
11	James	Colen	1	1
12	Adam	Cauchon	1	1
13	James	Egbert	1	1
14	David	Span	1	1
15	James	Colen Jr	1	1
16	Joseph	De la Vau	1	1
17	Samuel	Egbert	1	1
18	Edward	Allen	1	1
19	John	Colle	1	1
20	Charles	J. Day	1	1
21	Peter	Witchell	1	1
22	Adam	Leaven	1	1
23	Conrad	Egbert	1	1
24	John	Day	1	1
25	John	Day	1	1
26	Edward	Day	1	1
27	William	Poile	1	1
28	Conrad	Lytle	1	1
29	Samuel	Leavengood	1	1
30	Conrad	Leavengood	1	1
31	John	Colle	1	1
32	Joseph	Colle	1	1
33	Joseph	Briggs	1	1

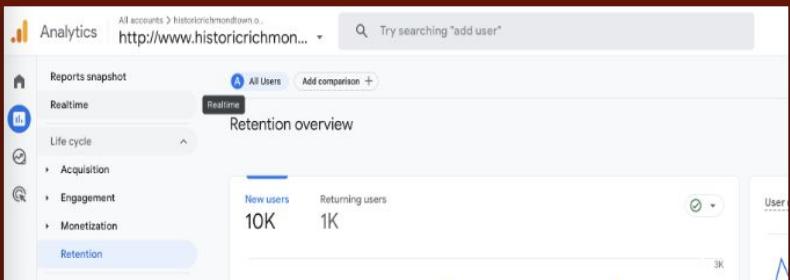
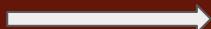
State Historical Society

Important KPIs

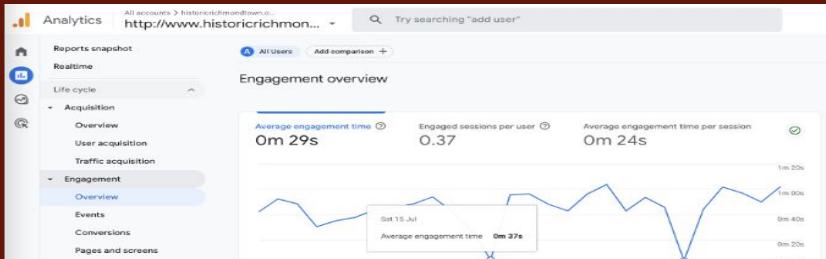
- Acquisition Channels



- New/Returning Visitor Rates

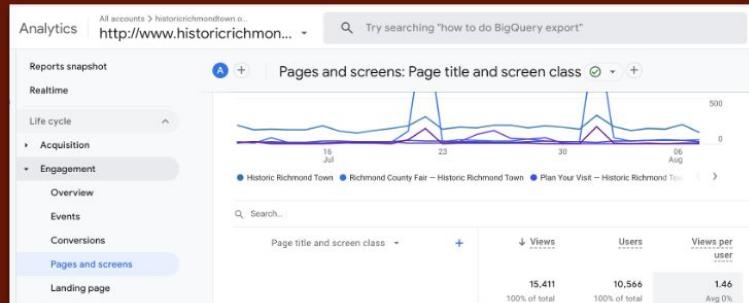
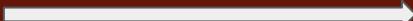


- Time on Page

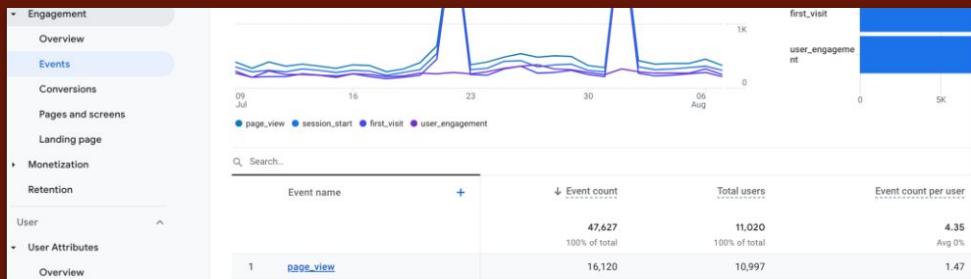
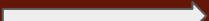


Important KPIs

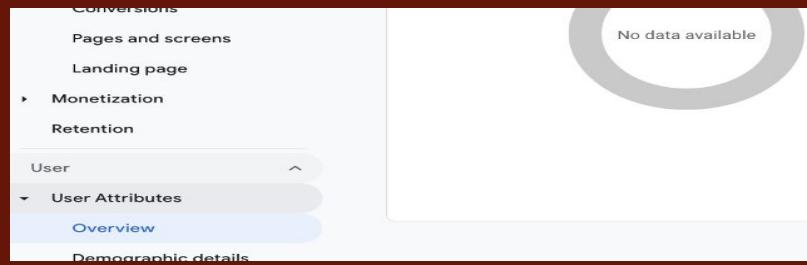
- Top Pages



- Page Views

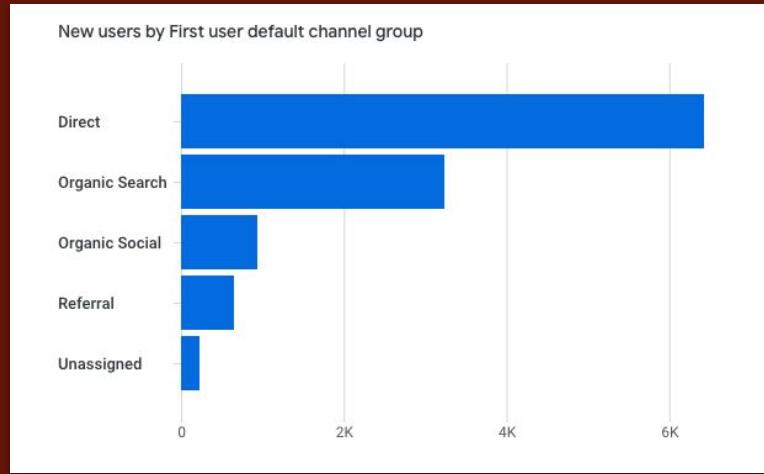


- Visitor Demographics



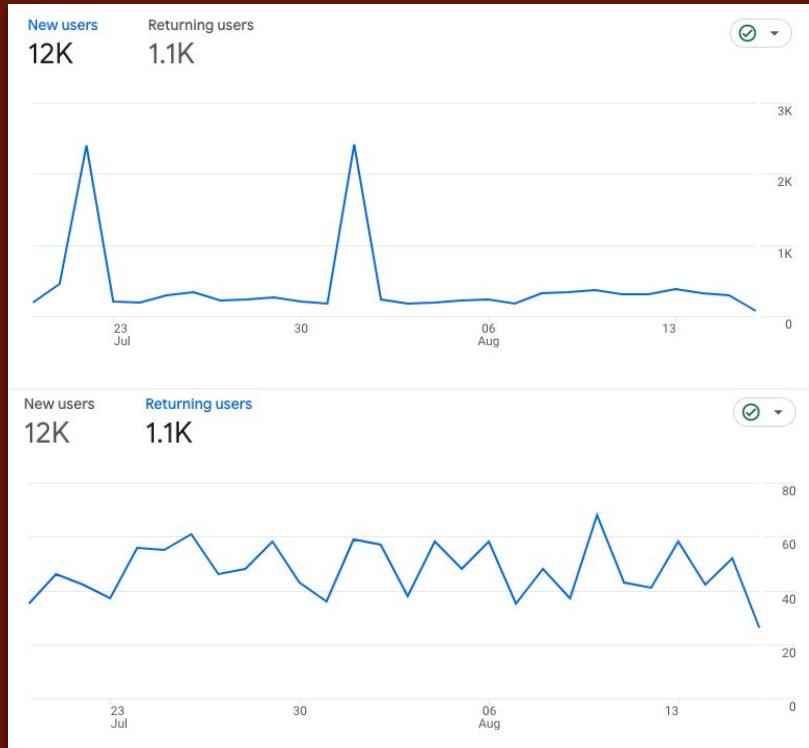
Acquisition Channels

- 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*



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

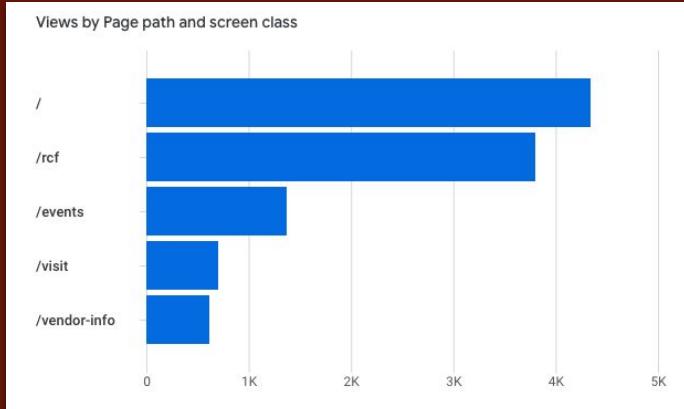


- There have been about 12,000 new users, 92% of total users new users to the site since its analytics have been tracked
- Out of those 12,000, there have been 1,100 returning users, 9% of total users
- *Shows that HRT needs to focus on retaining users and providing content that makes them want to return*

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



Time on Page



- 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
		50,776 100% of total	11,985 100% of total	4.26 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*



Visitor Demographics

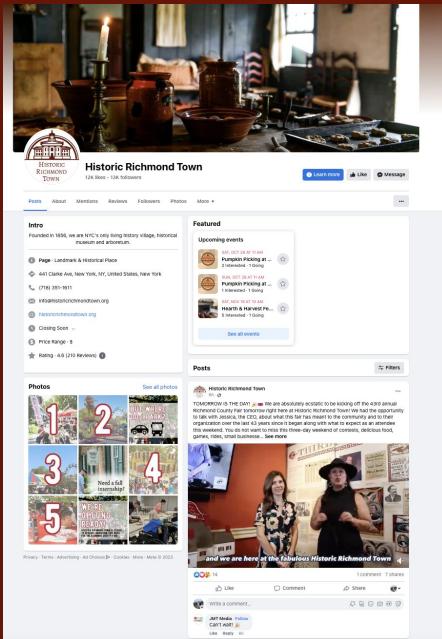
- New York is the highest city demographic with 4,300 users, 57% of total
- Ashburn is the second highest city with 2,500 users, 33% of total

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



Most Successful Facebook Post for Driving Website Users in 2023

- Engaging content
- Hyperlink to website
- Good use of hashtags





Historic Richmond Town

August 17 at 6:30 PM · 4

Now that our historic Edwards-Barton-Aquino 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

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

Now that our historic Edwards-Barton-Aquino 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.



Recent High Engagement Posts

- 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

The latest phase of restoration work and painting of the historic Edwards-Barton-Aquino 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 @benjamlinmoore, 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!



Recent High Engagement Post Cont.

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

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



VIDEOS
PER WEEK

1.45

TIKTOK
ENG RATE / VIDEO

7.36%

TWITTER
ENG RATE / TWEET
0.050%

SAMPLE BRANDS



- 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

Source: Rival IQ

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

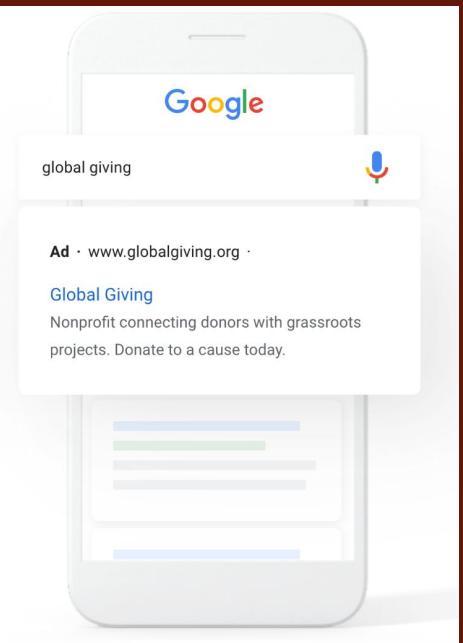
- Allows businesses to reach online target markets through partner sites and the search engine
- Partner sites host a text or image ad that shows on the page after a user searches up phrases or words related to that business or its services
- Implementing is **simple, easy and cheap to implement**
 -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



Raise awareness, attract donors, and recruit new volunteers using Google search ads.

Google Ad Grants shows your message to people searching for nonprofits like yours.

Each qualifying nonprofit has access to up to \$10,000 per month in search ads shown on Google.com. Additional Google Ads may be purchased in a separate account.

A smartphone screen showing a Google search results page for the query "global giving". The top result is a link to "Ad · www.globalgiving.org · Global Giving". A callout box highlights this link with the text: "Nonprofit connecting donors with grassroots projects. Donate to a cause today." Below the phone, a separate callout box shows a list of search results.

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



The image shows a screenshot of a Google Ad on the Huffpost website. The ad is for the 'VETERANS COALITION FOR VACCINATION'. It features a man wearing a mask and a blue tank top, flexing his bicep. The text in the ad reads 'STICK IT TO THE ENEMY' and 'DON'T WAIT. VACCINATE.' Below the ad, the Huffpost navigation bar is visible with links for NEWS, POLITICS, ENTERTAINMENT, LIFE, PERSONAL, VOICES, and SHOPPING. The main headline on the page is 'SCOTUS BALLOT BAILOUT?'.

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



The existing homepage for the Richmond County Fair features a prominent banner for the "43rd ANNUAL RICHMOND COUNTY FAIR" on "LABOR DAY WEEKEND" (12-8PM). The banner also highlights "The RICHMOND COUNTY FAIR" and "HISTORIC RICHMOND TOWN'S BIGGEST FUNDRAISER!". Below the banner, a large image shows people exploring a historical site. Text on the page reads: "Exploring and preserving diverse stories of American life. Centuries of ordinary people, from every background, building an extraordinary country." A red "Open Village" button is visible. At the bottom, there are four thumbnail images: "HISTORIC HOUSES", "EDUCATION", "COLLECTION", and "LIVING HISTORY VILLAGE".

Proposed Update



The proposed update to the homepage for the Richmond County Fair includes several changes. The "General Admission" ticket information is highlighted with a yellow circle, and a "Book Now" button is also circled in yellow. The text "Step back in time with us" is prominently displayed. A banner at the bottom states "FREE admission every Thursday | May 10-October 1". The layout and visual elements are updated to be more modern and user-friendly.

Website Improvements: Enhance User Experience Cont.

Existing Events Page



The screenshot shows the current website layout for the 'Events' page. At the top, a dark blue header bar contains text about a 'SPECIAL EVENT - THE 43RD ANNUAL RICHMOND COUNTY FAIR' from Sept. 2-4, noting that general admission is closed for the event. Below this is a navigation bar with links for 'VISIT', 'ABOUT', 'EDUCATION', 'EXPLORE', 'SUPPORT', 'RENTALS & PERMITS', and a search bar. The main content area features a title 'Calendar of Events' and a note about special event admission. At the bottom, there is a footer with a 'MAKE A DONATION' button and social media links for Facebook, Instagram, Twitter, and Email.

Proposed Updates



The proposed update to the Events page includes several changes. The 'MAKE A DONATION' button is highlighted with a yellow circle. The social media icons for Facebook, Instagram, Twitter, and Email are also highlighted with yellow circles. The overall layout remains similar to the existing page but with these specific visual improvements.

- 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, one 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



historicrichmondtown • Follow

historicrichmondtown There's nothing like tasty fair-in-faire, and this year's Richmond County Fair Labor Day Weekend has it all: sausage and peppers, empanadas, lobster rolls, rice balls, mac and cheese, fried chicken, funnel cakes, kettle corn, zeppoles, and more. There will also be a host of other vendors selling t-shirts, antiques, and **everything in between**. Interested vendors can register at the [link in our bio](#).

1w

paulapooch617 are you still taking vendors ?
1w Reply

219 likes AUGUST 8

Add a comment...



Add hyperlink and hashtags

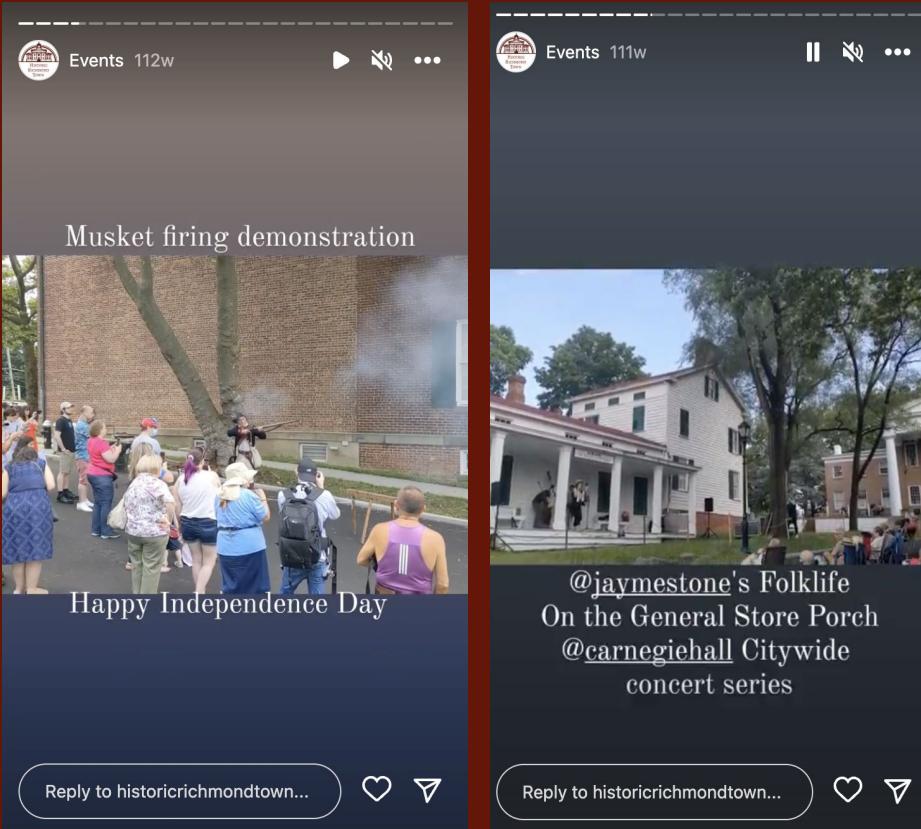
Social Media Plan: Enhancing Conversions and Engagement Cont.

- 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/>