

2021 Burlington Website Traffic - burlington.ca

Audience Overview Report

2021 Highlights

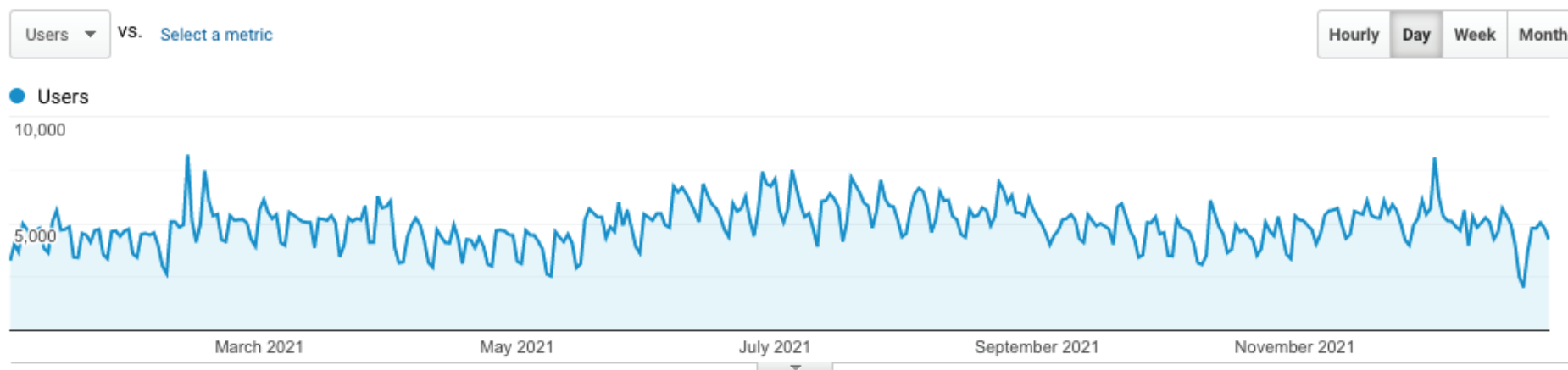
- 1 million+ Users
- Over 6 million Pageviews

2020 vs. 2021

- 0.98% increase in new users
- 13.15% increase in pageviews

Additional Notes

- Average of 5k users a day
- 55% of visits are from mobile



Users

1,145,945

New Users

1,118,040

Sessions

2,281,943

Number of Sessions per User

1.99

Pageviews

6,060,807

Pages / Session

2.66

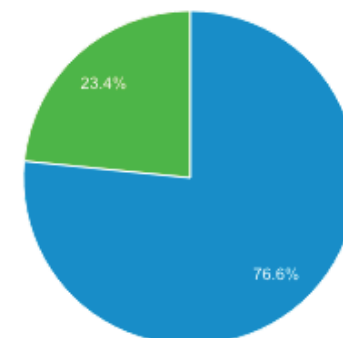
Avg. Session Duration

00:02:19

Bounce Rate

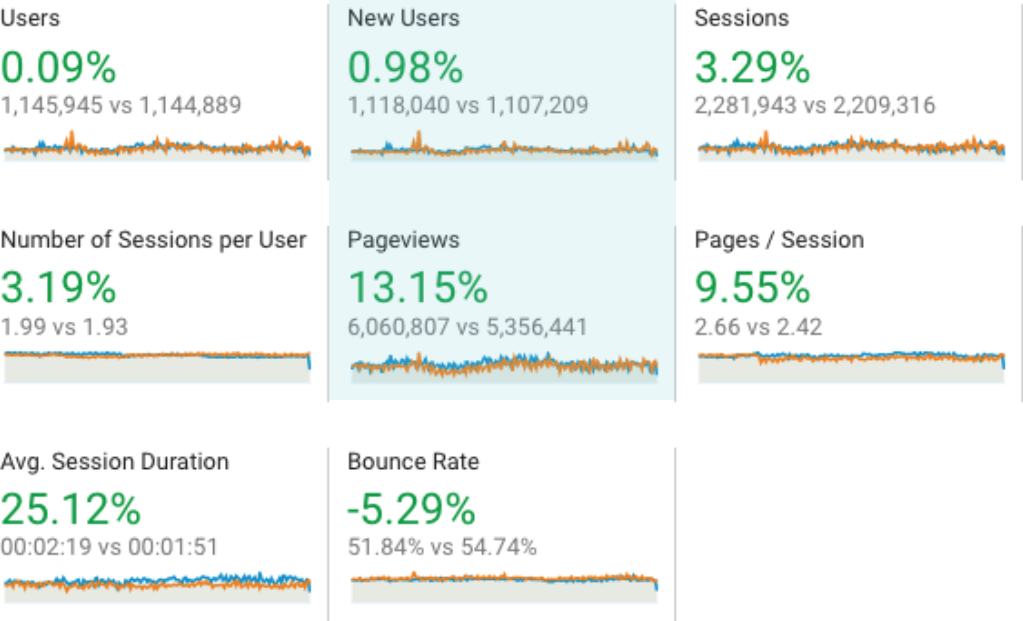
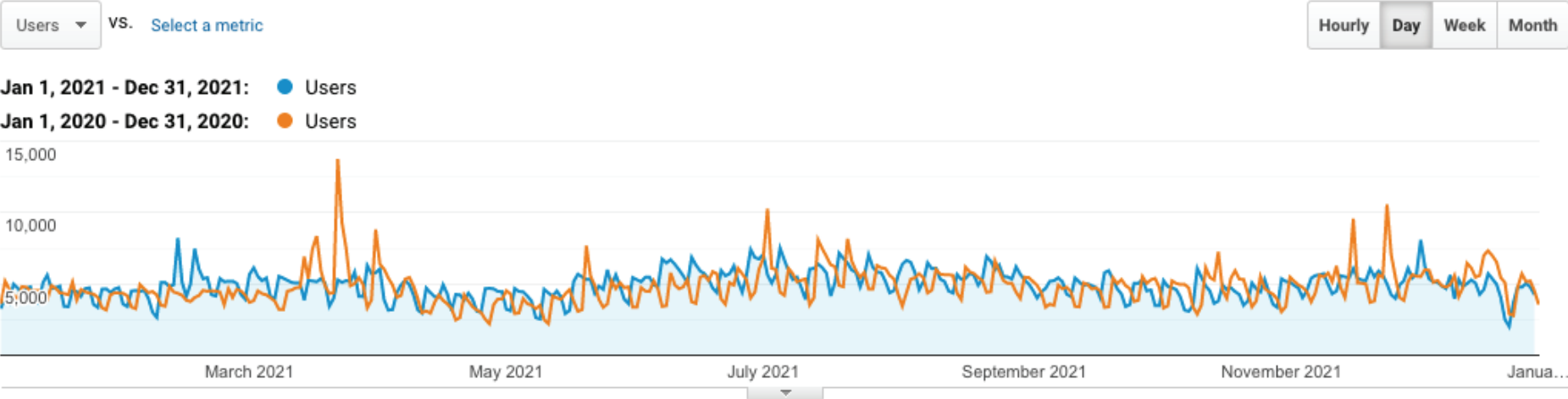
51.84%

■ New Visitor ■ Returning Visitor



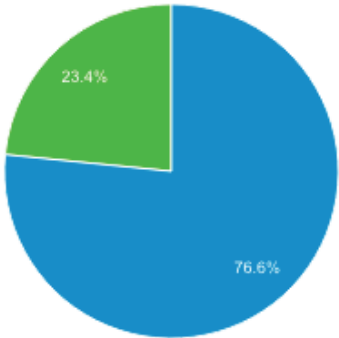
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2020 vs. 2021 Comparison Report

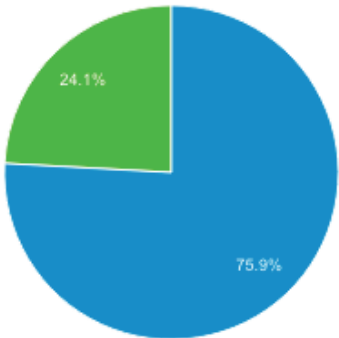


■ New Visitor ■ Returning Visitor

Jan 1, 2021 - Dec 31, 2021



Jan 1, 2020 - Dec 31, 2020



2021 Burlington Website Traffic - calendar.burlington.ca

Calendar - Audience Overview Report

2021 Highlights

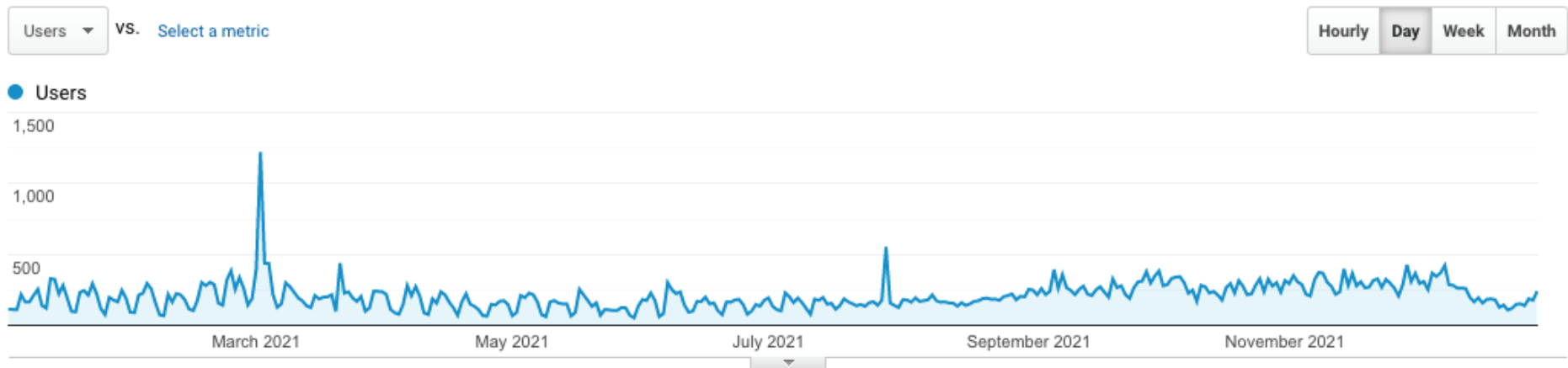
- 50k+ Users
- Over 200k Pageviews

2020 vs. 2021

- 41.15% decrease in new users
- 48.51% decrease in pageviews

Additional Notes

Removal of Drop-In Recreation Schedules and significant decrease of events submitted to Festivals and Events calendar due to COVID-19 resulted in an overall reduction of traffic.



Users

54,765

New Users

53,888

Sessions

87,205

Number of Sessions per User

1.59

Pageviews

209,697

Pages / Session

2.40

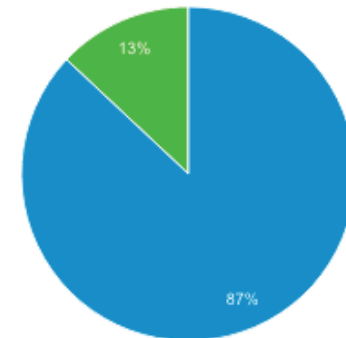
Avg. Session Duration

00:01:51

Bounce Rate

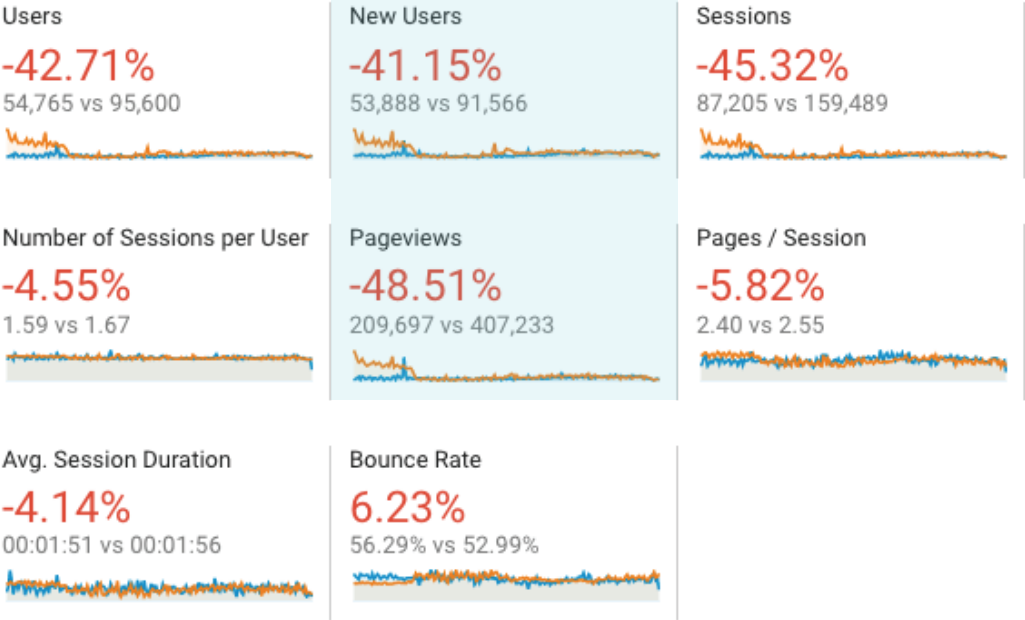
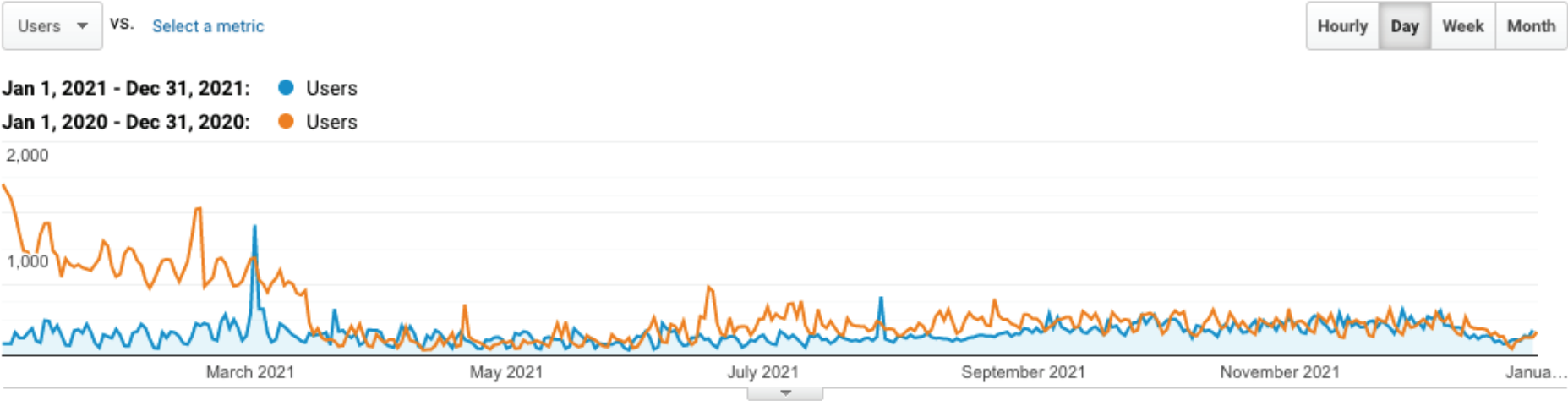
56.29%

■ New Visitor ■ Returning Visitor



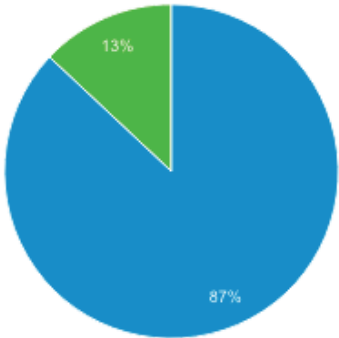
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2020 vs. 2021 Calendar Comparison report

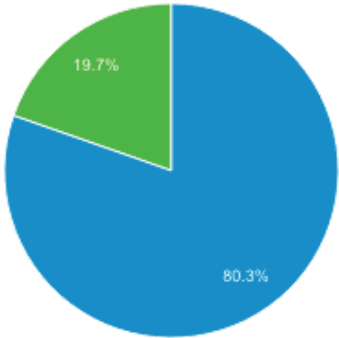


■ New Visitor ■ Returning Visitor

Jan 1, 2021 - Dec 31, 2021



Jan 1, 2020 - Dec 31, 2020



2021 Burlington Website Traffic - calendar.burlington.ca

Get Involved Calendar - Audience Overview Report

2021 Highlights

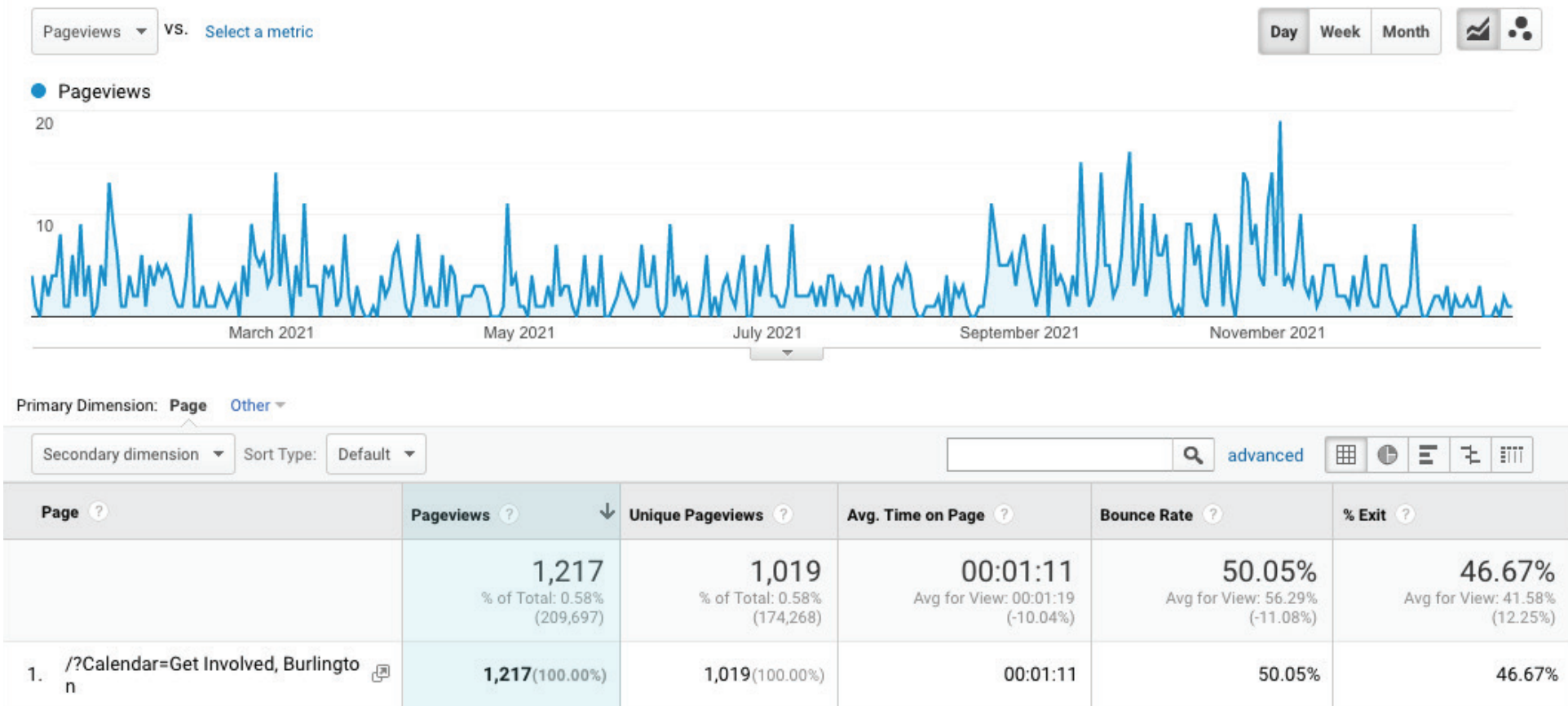
- Over 1k Pageviews
- 89 Engagement Events

2020 vs. 2021

- 39% Increase in engagement events added to Get Involved calendar (64 vs. 89)

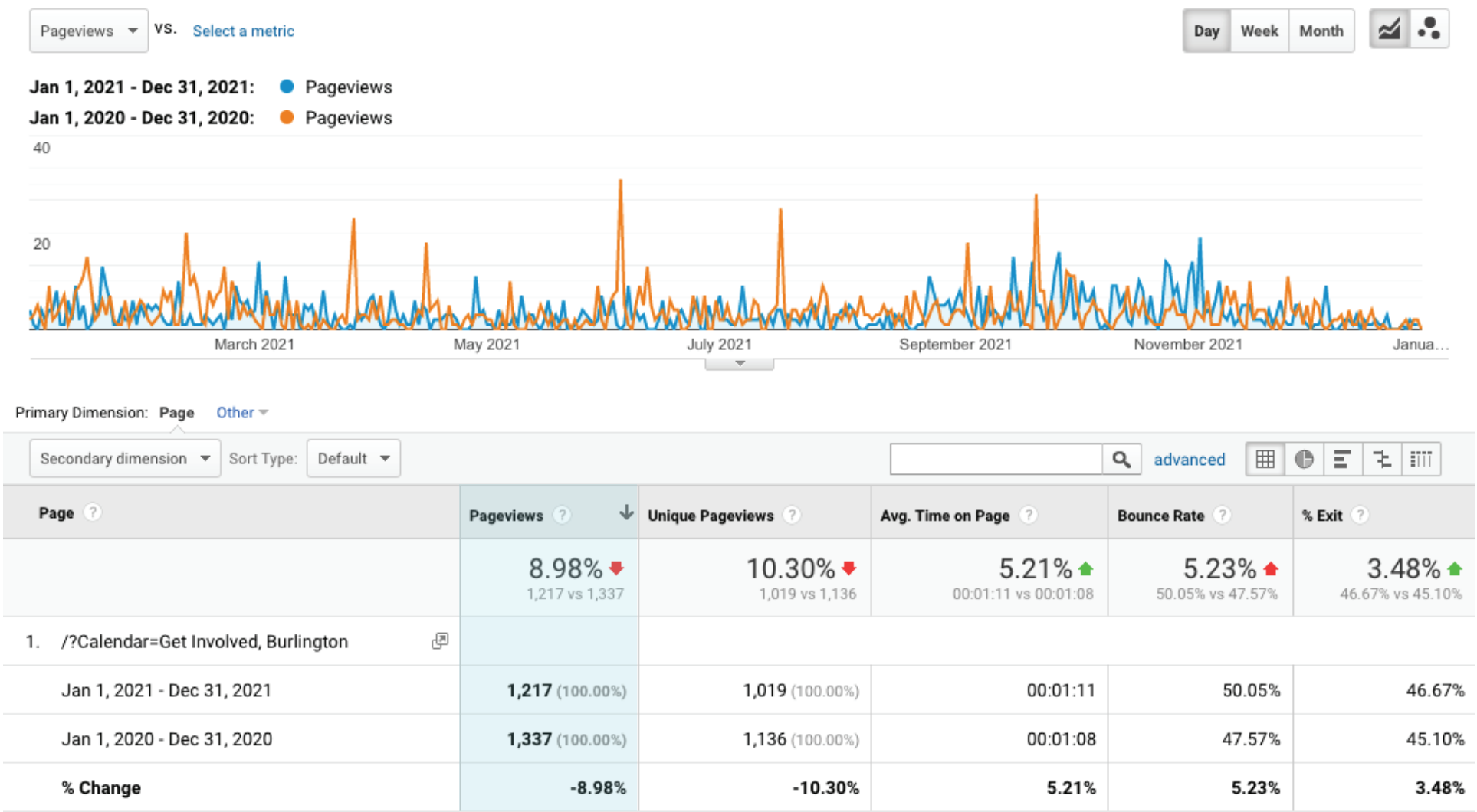
Additional Notes

Reduction of traffic to calendar site due to COVID-19 didn't significantly impact traffic to the Get Involved calendar as there was only a 8.98% decrease in pageviews.



2021 Burlington Website Traffic - calendar.burlington.ca

2020 vs. 2021 Comparison Report - Get Involved Calendar



Google Analytics Definitions

What are Users?

A user (once known as a unique visitor) is a distinct person, or, more accurately, a distinct clientID identified in the Google Analytics tracking cookie. As long as a person comes back on the same browser and device and doesn't clear cookies, Google Analytics will be able to identify that person as the same user.

What is a Session?

A session (once known as a visit) is the browsing period of a user. A session starts when the user first comes to your site and ends when any of the following happen:

- Inactivity - as a natural timeout, Google Analytics ends a session when the user hasn't been active on your site for 30 minutes (by default)
- Midnight - to facilitate aggregating metrics by day, Google Analytics automatically ends all sessions at midnight.
- The user's campaign source changes - to facilitate aggregating metrics by traffic source, Google Analytics automatically ends a session if the user has a new campaign source (unless that source is direct).

What is a Pageview?

A pageview is very simply the act of loading a page. If a user visits 3 pages or reloads the same page 3 times - that counts as 3 pageviews, irrespective of sessions.

What is a Unique Pageview?

Unique pageviews combine the pageviews that are from the same person, on the same page, in the same session, and count them as one. Unique pageviews are tracked for each page URL and page title combination. A user could view the same page 15 times, and refresh it multiple times as well—but if all of the views come in one session, it only counts as one unique pageview.

What is a Bounce Rate?

Bounce rate is the percentage of site visits that are single-page sessions, with the visitor leaving without viewing a second page. It is typically used as a measurement of a website's overall engagement.

What is a % Exit?

Exit percentage or exit rate tells you how many people leave your site from a particular page. Every visitor that comes to your site eventually leaves it in one way or another. This statistic tells you which pages they are leaving from.