



Title: Website Analytics 2024 Review

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### **RECOMMENDATION:**

There is no action required of the Board.

### **BACKGROUND:**

In February 2023, Mammoth Lakes Recreation launched its new, redesigned website with the help of Pinon Ranch Consulting. The redesign of the site was done with the intention of highlighting the programmatic efforts of MLR and partners, becoming more user-friendly, and easier to navigate. Staff continues to receive overwhelmingly positive feedback on the site. The clean, simple design allows users to quickly find information, join programs, purchase merchandise, and support Mammoth Lakes Recreation.

2024 marked the second full year of the new website. We continue to track and analyze the website analytics and now have the first year over year comparison to share.

### **ANALYSIS:**

#### **OVERALL SITE STATISTICS**

These numbers are all pulled directly from our Google Analytics account.

- Unique Visitors - this means that if you visited the site 10 times last year, it would still count as one in this count - this count is determined by your browser cookie from your site visit.
- Visitor Sessions - this is the number of sessions that were opened by visitors - so in this case if you visited the site three times it would show here three times and only once in Unique Visitors.
- Pageviews - this is the number of pages that were viewed during each Visitor Session.
- Engagement Action - this is the number of actions that visitors took during their time on the website. Actions are broad and can be anything from clicking a button to reading a blog post to sending a message through a form.

2023 - solid numbers and good visitation numbers.

- Something to keep in mind here is that the Pageviews this year had an unusually high spike (11k) in September that accounted for the vast majority of those pageviews which Google Analytics has left in their equation, but Squarespace Analytics has removed.

2024 - we see some solid gains in almost every category with likely flat/slight drop in Pageviews.



- I would interpret these increases as a good indication that the newsletter and social media work, we have been doing are driving more engagement to the site around the work that MLR is doing.

### WEBSITE TRAFFIC

These statistics are how users are finding their way to the MLR website.

- Total - this is the total number of Visitor Sessions.
- Direct - this means that the visitor got to the MLR site by going directly via the URL - either typing it in or by clicking on the URL that someone sent them - this would include our newsletters.
- Search - this means that the visitor ended up on the website via a search engine link Social - this means that the visitor came to the website via a link in social media
- Referral - this means that someone got to the website via a link from another website, such as Visit Mammoth or Town of Mammoth Lakes

2023 - overall solid numbers and a good mix throughout these four categories

2024 - again, solid increases across the board with a very slight dip via socials. I would contribute these increases again to the consistency of the newsletter, social media posting, and blog posts that have done a great job of telling the story of what MLR is all about.

### MOST POPULAR PAGES

The most popular pages based on Pageviews.

- Again, Google Analytics had an 11k pageview spike for an unknown reason in September of 2023 which also increased the average time on page.
- Overall, these numbers are where we want to see them - our two key programs AAT and TFW **are** the primary destinations for most visitors and then general engagement with other programming follows.
- The amount of time that visitors are spending on each page is also solid and consistent year to year.

### GOING FORWARD

These are four suggestions that I would make to MLR around how we could ensure that these numbers continue to grow in 2025 and beyond.

- What we are doing is working - so we should continue with the monthly newsletter, regular social media posts, and creating new content on the website with the news/blog area.
- We could also explore the idea of spending some money on targeted social media ads around key initiatives - this would help to increase the number of people that know about MLR and should help with increasing future engagement around volunteerism and then graduating those constituents into donors.
- Finally, we could do some deeper diving into the Google Search Console and Google Analytics results from the last two years to improve our SEO/search terms and how we prioritize content on the home page.