



**WEBSITE PERFORMANCE**

# OVERALL SITE STATISTICS

## 2023

Unique Visitors = 5,842

Visitor Sessions = 7,040

Pageviews = 37,045

Engagement Action = 9,198

## 2024

Unique Visitors = 6,961 (+19%)

Visitor Sessions = 8,728 (+24%)

Pageviews = 29,060 (-27%)

Engagement Action = 9,836 (+7%)



# WEBSITE TRAFFIC

## 2023

Total = 7,040

Direct = 3,379

Search = 1,782

Social = 1,038

Referral = 815

## 2024

Total = 8,728 (+24%)

Direct = 4,109 (+22%)

Search = 2,615 (+47%)

Social = 994 (-4%)

Referral = 963 (+18%)



# MOST POPULAR PAGES

2023 page views / average time on page

2024 page views / average time on page

- MLR Home Page  
25,755 views / 3m6s  
16,651 views / 1m55s
- Eastern Sierra Adopt-A-Trail  
775 views / 34s  
1,194 views / 35s
- Tangle Free Waters  
659 views / 34s  
674 views / 33s
- Community Recreation Center  
438 views / 34s  
620 views / 20s
- MLR Store  
579 views / 46s  
613 views / 44s
- Measure R + U Grants  
157 views / 29s  
333 views / 34s

# GOING FORWARD

1. Continue with monthly blog/news posts - new/regular content creation on the MLR site drives traffic/engagement and helps with SEO rankings.
2. Explore targeted social ad campaigns around key priorities for MLR:
  - a. TFW during/leading up to season opener
  - b. AAT in months leading up to volunteer training
3. SEO update/alignment for website by utilizing the Google Search Console results from last two years.
4. Home page layout updates and content prioritization based on Google Analytics results from last two years.

# QUESTIONS

