



**Report to the Congregation Council
January 8, 2018
Jeff Weaver, Webmaster**

This is the first full quarter report for Trinity's new website that went live on September 28.

The following are highlights of Trinity's website usage for the fourth quarter of 2017 (October 1 through December 31):

- There were 9,882 visits (vs. 14,466 in 2016) by 4,431 visitors. 5,118 of those visits were from people within a roughly 10 mile radius of Trinity.
- There were 45,245 page views. (I have no way to track the number of times any of the large number of PDF or MP3 audio files on the site were accessed.)
- The top ten pages visited were:
 - Home page – 14,754
 - Daily Lectionary page – 6,053
 - Worship Services and Times page – 3,767
 - News and Events page – 1,959
 - Sermons page – 1,886
 - Events Calendar page – 1,167
 - Pastors page – 897
 - Serve page – 857
 - Children and Family page - 835
 - Music page – 752
- There were visits from people in 56 countries, with visits from 33 countries occurring more than once. The top ten countries in descending order are: United States (9,363), South Africa (127), Canada (122), Australia (41), Indonesia (30), United Kingdom (22), Germany (15), Brazil (14), China (14), India (12).
- There were visits from 49 states and the District of Columbia. New Jersey was second to Pennsylvania (6,365 visits) with 398 visits.
- There were visits from people in 701 cities. The top ten cities in descending order are: Camp Hill (2,336), Mechanicsburg (1,487), Washington (370), Harrisburg (338), Green Valley (Maryland) (338), Mount Laurel (New Jersey) (3090), Enola (247), New Cumberland (225), Carlisle (144) and New York (120).
- The average time on the site per visit was 2:22 minutes.

- 38% of the visits were from new visitors.
- The Daily Lectionary page is no longer the most visited page on the site. I suspect that is a result of the way that the daily lectionary information is presented on the new site. Instead of the daily readings being presented on a webpage, they are presented on downloadable pdf and Word files. So people can easily download the readings with less reason to visit the site as frequently.
- 45% of the visits were from desktop computers, 40% from mobile phones and 15% from tablets. The new website provides much better compatibility with mobile phones and tablets.

In Christ,
Jeff Weaver

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Trinity Camp Hill website: www.trinitycamphill.org

Trinity Camp Hill Facebook page:

<https://www.facebook.com/trinitycamphill/>

Trinity Camp Hill Members Facebook group:

<https://www.facebook.com/groups/118675824832696/>

Trinity Camp Hill YouTube channel:

<https://www.youtube.com/user/trinitycamphill>