

### WEBSITE TRAFFIC REPORT

#### COMMENTS

1

General overview of our website traffic. A few new metrics to note - sessions are unique visits, and users are unique devices. So if Luke visits the site once on Tuesday from his computer, and again on Thursday, that counts as 2 sessions but 1 user. Also, we are paying attention to device types - we still engage a lot of traffic from desktop devices, so that informs how we continue to optimize new developments on the site.

#### SESSIONS

2,096



Previous period **-37%** Previous year **11%**

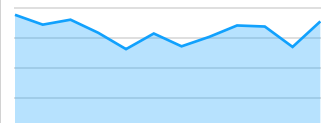
#### TOP TRAFFIC SOURCES

##### Session Default Channel Grouping

	Sessions	
Direct	1,175	
Organic Search	688	
Referral	142	
Paid Search	59	
Organic Social	23	
Display	3	
Unassigned	2	

#### BOUNCE RATE

53.39%



Previous period **32%** Previous year **-9%**

#### TOTAL USERS

1,735

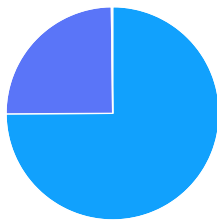


Previous period **-41%** Previous year **10%**

#### TOP SESSIONS BY LANDING PAGE

Landing page	Sessions	
/innovation-fund/	993	-125
/	615	-914
(not set)	123	-10
/leadership/	58	-35
/history-of-mckinney/	26	+1
/review-wave/	25	-31
/board-and-agendas/	24	-10
/notable-employers/	23	+17
/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	22	-17

#### VISITS BY DEVICE TYPE



Device category	Sessions
desktop	1,568
mobile	521
tablet	4

#### TOP SESSIONS BY CITY

City	Sessions	
McKinney	180	-28
Dallas	167	-67
Cheyenne	143	+60
Moses Lake	141	+26
Toronto	135	+119
(not set)	134	-20
San Antonio	109	+19
Des Moines	102	+8
Washington	54	-8
San Jose	44	+15

## LINKEDIN REPORT

### COMMENTS

LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

### FOLLOWERS

# 2,912

### IMPRESSIONS

## 11,137



Previous period **-38%** Previous year **36%**

### SHARES

## 6



Previous period **-14%** Previous year **-25%**

### LIKES



## 514



Previous period **1%** Previous year **116%**

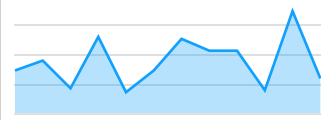
### TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

#### Post with image

	Engagement Rate ▾	Likes	Clicks
 Loved being with the community tonight at Serve McKinney with the @McKinney Chamber of Commerce] (urn:li:organization:801870) at	30.3% <b>+30.3%</b>	59 <b>+59</b>	342 <b>+342</b>
 The future of our young people is bright! Amazing day yesterday capping off Camp Future - we were honored to help sponsor this	24.4% <b>+24.4%</b>	88 <b>+88</b>	633 <b>+633</b>

### COMMENTS

## 18



Previous period **-65%** Previous year **-31%**

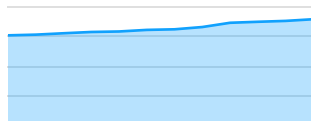
## FACEBOOK REPORT

### COMMENTS

Facebook is important and growing, especially when factoring "virality impressions" - this is content that is shared and exposed to accounts that may not otherwise engage.

### FANS COUNT

## 1,073



Previous period **2%** Previous year **20%**

### FAN ADDS

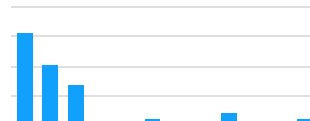
## 19



Previous period **36%** Previous year **0%**

### PAGE IMPRESSIONS

## 30,942



Previous period **407%** Previous year **-94%**



### PAGE ENGAGEMENT RATE

## 2.42%



Previous period **163%** Previous year **245%**

#### TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate ▾	Total Reactions	Post Comments	Post Shares
 The future of our young people is bright! Amazing day yesterday capping off Camp Future - we were honored to help sponsor this program equipping students at McKinney High School with skills and	9.46% +9.46%	10 +10	1 +1	1 +1
 Exciting news! ☐This summer, Neighbor Books, a new family-owned bookstore, will open in downtown McKinney! Dive into a wide selection from timeless classics to new best-sellers. It's a	6.90% +6.90%	12 +12	0 =	3 +3

#### TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	▼
● Exciting news! Raytheon Construction is expanding its o...	59
● Juneteenth is coming up and we are so excited to honor ...	36
● Exciting news! ☐This summer, Neighbor Books, a new fa...	18
● The future of our young people is bright! Amazing day y...	18
● Summertime marks fresh growth, and what better way t...	4
● Ready to elevate your tech or engineering career? ☐ Expl...	4
● Happy Father's Day to all the incredible dads in our com...	4
● Summer has just begun, and our team has already been ...	1
● This is your sign to start the pilates journey you've been ...	0

#### TOP POSTS BY VIRALITY IMPRESSIONS

Post	▼
● Summertime marks fresh growth, and what better way t...	1,654
● Exciting news! Raytheon Construction is expanding its o...	1,067
● Juneteenth is coming up and we are so excited to honor ...	789
● The future of our young people is bright! Amazing day y...	207
● Ready to elevate your tech or engineering career? ☐ Expl...	123
● Exciting news! ☐This summer, Neighbor Books, a new fa...	72
● Summer has just begun, and our team has already been ...	0
● Happy Father's Day to all the incredible dads in our com...	0
● This is your sign to start the pilates journey you've been ...	0

## INSTAGRAM REPORT

#### COMMENTS

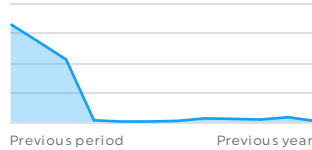
Summary of all activity monthly for the unique\_mckinney instagram account.

#### FOLLOWERS

# 1642

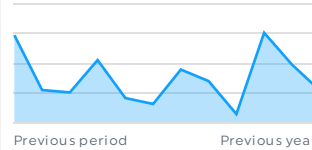
#### IMPRESSIONS

## 2,020



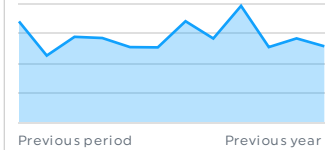
#### LIKES

## 109





#### ENGAGEMENT RATE

## 6.44%



#### ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes ▾	Comments	Engagement
 Exciting news! Raytheon Construction is expanding its operations in McKinney with a significant 478,469-square-foot addition. This manufacturing facility will enable Raytheon's to develop and build more projects, while also generating 700 new jobs in our area! The ground has already been broken with completion expected this year! ☐ #McKinneyEDC	49 +49	0 =	70 +70
 Exciting news! ☐This summer, Neighbor Books, a new family-owned bookstore, will open in downtown McKinney! Dive into a wide selection from timeless classics to new best-sellers. It's a spot for everyone to enjoy—with a robust children's section, weekly storytimes, book clubs, and local events. Send this to your favorite book lovers! ☐ #McKinneyTexas #NeighborBooks	28 +28	1 +1	33 +33

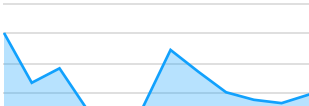
# YOUTUBE REPORT

## COMMENTS

This is a summary of activity on Youtube since March 2023 (our YouTube was dormant before then). We will pay closer attention to this as we grow a following and attempt to engage the community with the vehicle of our podcast.

### VIDEO VIEWS

141



Previous period  
45%

Previous year  
271%

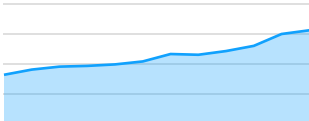
### VIEWS BY VIDEO TITLE

#### Video Title

Ai Day in McKinney	17
Practical and Insightful Leadership with Shawn Pratt, MIS...	17
Corporations linking arms with startups via Plug and Pla...	9
"What is ILS Gummies?"	8
EDC 101 - Show Trailer	7
EDC 101 Ep 3 - Site Selection and SCOUT	7
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	7
What is business attraction vs retention? EDC 101 Episod...	6
Where does the money come from? EDC 101 Episode 1	6
Improving the Customer Experience with Data - with Ra...	5

### YOUTUBE SUBSCRIBERS

125

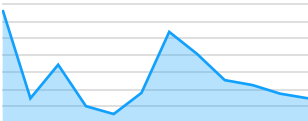


Previous period  
4%

Previous year  
112%

### ESTIMATED MINUTES WATCHED

05:49:00



Previous period  
-16%

Previous year  
271%

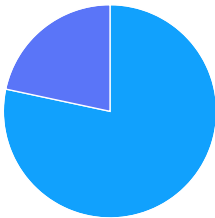
# GOOGLE MY BUSINESS RESULTS

This report summarizes actions taken when the MEDC is googled - whether that be on web, or in a maps app.

### TOTAL VIEWS

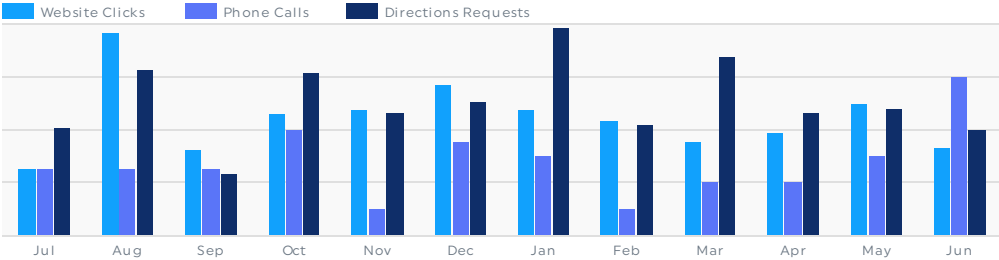
508

### TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	398
Views on Maps	110

### CUSTOMER ACTIONS



This is a summary of our **audio** listeners to the McKinney Momentum Podcast

53 downloads from Jun 01, 2024 to Jun 30, 2024

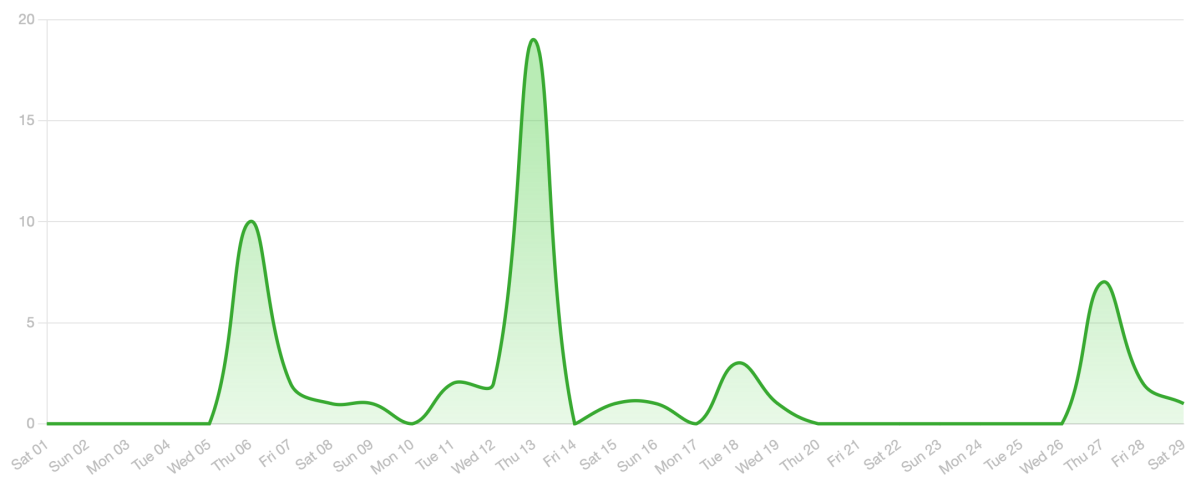
LAST 7 DAYS    LAST 30 DAYS    LAST 90 DAYS    ALL TIME    **CUSTOM**

Jun 01, 2024

TO

Jun 30, 2024

Update Stats



Top App



Apple Podcasts

43%

Top Device



Apple iPhone

72%

Top Category



Mobile

77%

Apps

	Apple Podcasts	43%	315
	Spotify	22%	166
	Your Buzzsprout Site	7%	52
	Web Browser	6%	51
	Pocket Casts	6%	46

[See All Apps](#)

