

WEBSITE TRAFFIC REPORT

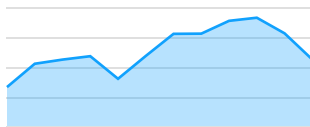
1

COMMENTS

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

1,364



Previous period **-28%** Previous year **125%**

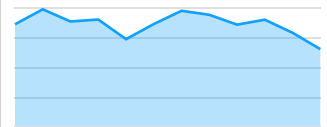
TOP TRAFFIC SOURCES

Session Default Channel Grouping

Channel Grouping	Sessions
Organic Search	565
Direct	458
Paid Search	165
Referral	158
Organic Social	18
Unassigned	1

BOUNCE RATE

39.37%



Previous period **-17%** Previous year **-20%**

TOTAL USERS

1,213

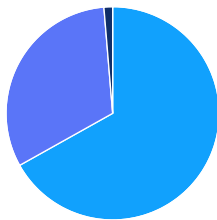


Previous period **-20%** Previous year **177%**

TOP SESSIONS BY LANDING PAGE

Landing page	Sessions	Change
/	603	-196
/innovation-fund/	264	-70
(not set)	105	-17
/board-and-agendas/	38	+15
/leadership/	37	-31
/notable-employers/	31	-5
/history-of-mckinney/	29	-8
/announcements/review-wave/	28	+6
/contact/	21	+13
/mckinney-news/	20	+12

VISITS BY DEVICE TYPE



Device category	Sessions
desktop	917
mobile	436
tablet	18

TOP SESSIONS BY CITY

City	Sessions	Change
Dallas	161	-47
McKinney	132	-82
(not set)	94	+27
Los Angeles	43	-53
Frisco	39	+7
Chicago	36	-21
Austin	36	+21
Plano	31	+1
Moses Lake	26	-5
Ashburn	25	+4

LINKEDIN REPORT

COMMENTS

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

FOLLOWERS

2,178

IMPRESSIONS

5,339



Previous period: -44%
Previous year: -60%

SHARES

7



Previous period: -13%
Previous year: -71%

LIKES

165



Previous period: -48%
Previous year: -57%

COMMENTS

11



Previous period: -7.2%
Previous year: -39%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image

It was a fantastic night at our TECHSGIVING edition of Tech and Trucks last night - so many great founders and funders connecting at @[Serendipity Labs] (urn:li:organization:3529352) McKinney. Thanks to @[Andrew Naugher] (urn:li:person:4GS3TUCLoZ) of rikodi, @[Jeff Murphy](urn:li:person:wx3RaMSeBt) of NTAN,

Today, we recognize National Entrepreneur's Day, and we were thankful to have some of the @[Stadium Drop](urn:li:organization:64685407) team join us for our board meeting this morning as they shared some of their startup story with us, and the impact of calling McKinney their home. Thanks for sharing, @[Adam McAbee](urn:li:person:HDBIOIx0BE)!

Engagement Rate ▾

Likes

Clicks

66.3%

+66.3%

43

+43

766

+766

15.4%

+15.4%

23

+23

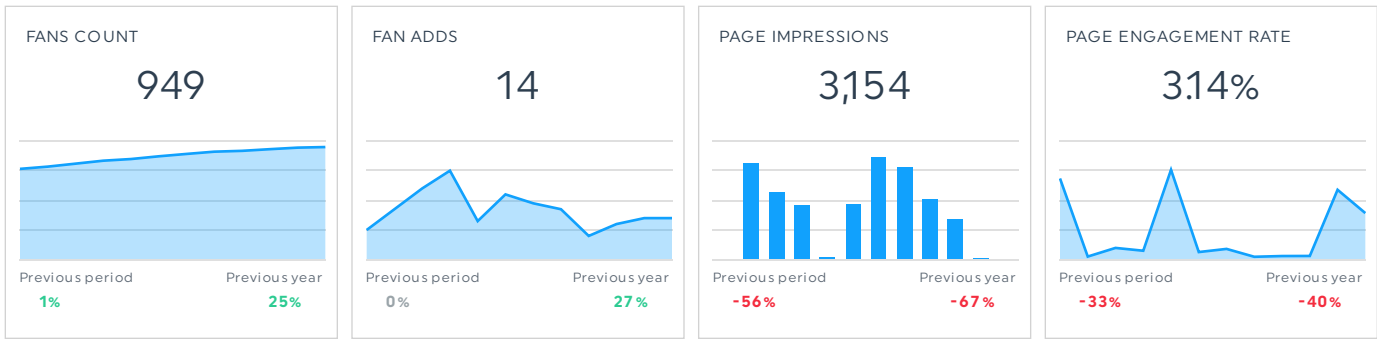
73

+73

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.



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
<p>It was a fantastic night at our TECHSGIVING edition of Tech and Trucks last night - so many great founders and funders connecting at Serendipity Labs McKinney. Thanks to Andrew</p>	10.51% +10.51%	10 +10	0	2 +2
<p>Today, we recognize National Entrepreneur's Day, and we were thankful to have some of the StadiumDrop team join us for our board meeting this morning as they shared some of their startup</p>	7.55% +7.55%	3 +3	0	0

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	Count
● Small Town Feel, BIG Holiday Spirit. 🏠 HOME FOR THE HO...	10
● It was a fantastic night at our TECHSGIVING edition of Te...	10
● From all of us at MEDC, we want to wish you a Happy Th...	6
● Today, we recognize National Entrepreneur's Day, and we...	3
● DFW Founders and Ecosystem Members~ See you TONIG...	2
● "Freedom is never more than one generation away from...	1
● Calling all medical professionals! 🏥Our community is rap...	1
● Today is #AmericaRecyclesDay, and we want to celebrate ...	0
● BUSINESS SPOTLIGHT // Are you looking for a thrilling w...	0

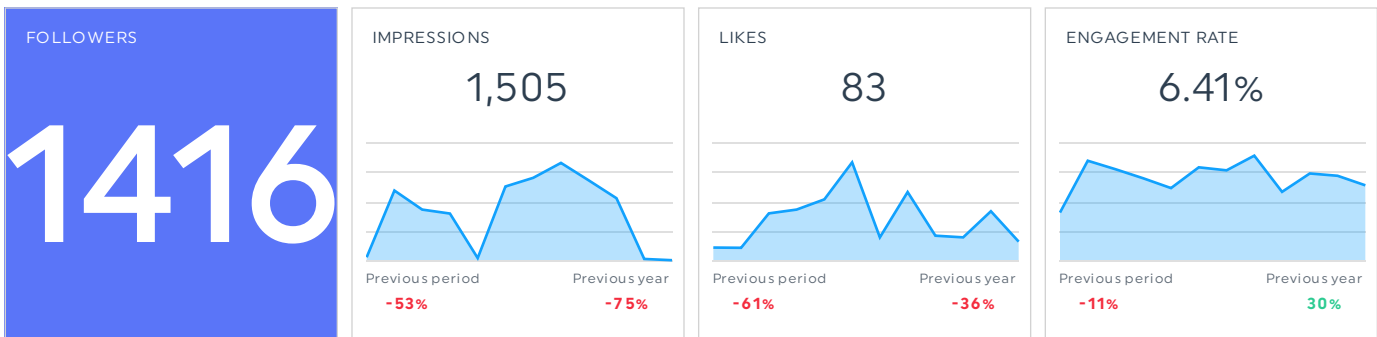
TOP POSTS BY VIRALITY IMPRESSIONS

Post	Count
● Small Town Feel, BIG Holiday Spirit. 🏠 HOME FOR THE HO...	329
● DFW Founders and Ecosystem Members~ See you TONIG...	279
● It was a fantastic night at our TECHSGIVING edition of Te...	51
● Today, we recognize National Entrepreneur's Day, and we...	5
● From all of us at MEDC, we want to wish you a Happy Th...	2
● Today is #AmericaRecyclesDay, and we want to celebrate ...	0
● "Freedom is never more than one generation away from...	0
● BUSINESS SPOTLIGHT // Are you looking for a thrilling w...	0
● Calling all medical professionals! 🏥Our community is rap...	0

INSTAGRAM REPORT



COMMENTS

Summary of all activity monthly for the unique_mckinney instagram account.



ENGAGEMENT BY POST (WITH IMAGE)

Post With Image

		Likes ▾		Comments		Engagement	
	Today is #AmericaRecyclesDay, and we want to celebrate by sharing some exciting news. The McKinney City Council has chosen Frontier Waste Solutions and Balcones Recycling as our city's new providers for trash and recycling services. This change will create over 50 new jobs, and we can't wait to see the positive effects this adjustment will bring to our community!	21	+21	1	+1	24	+24
	From all of us at MEDC, we want to wish you a Happy Thanksgiving! We are so thankful for all the amazing families and businesses who call McKinney home. We hope you have a wonderful day filled with delicious food and time spent with those you love.	18	+18	0	=	18	+18

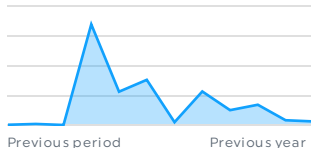
YOUTUBE REPORT

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

48



Previous period: -25%
Previous year: 1,500%

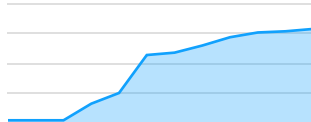
VIEWS BY VIDEO TITLE

Video Title

● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	10
● Pioneering Inclusive Employment Opportunities - HUGS...	9
● Improving the Customer Experience with Data - with Ra...	7
● McKinney Momentum: Rey Colon with Lyric Health	4
● Startup Ecosystems and the Practical Founder - with Gre...	4
● "What is ILS Gummies?"	2
● McKinney, Texas On Good Morning America July 6, 2023	2
● "McKinney is the reason that I am where I am"	1
● Byron Nelson VIP Reception 2023	1
● Controlling Your Own Media Experience - with Denny Da...	1

YOUTUBE SUBSCRIBERS

79



Previous period: 3%
Previous year: 3,850%

ESTIMATED MINUTES WATCHED

02:07:00



Previous period: -47%
Previous year: 4,133%

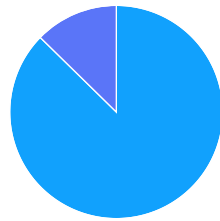
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

537

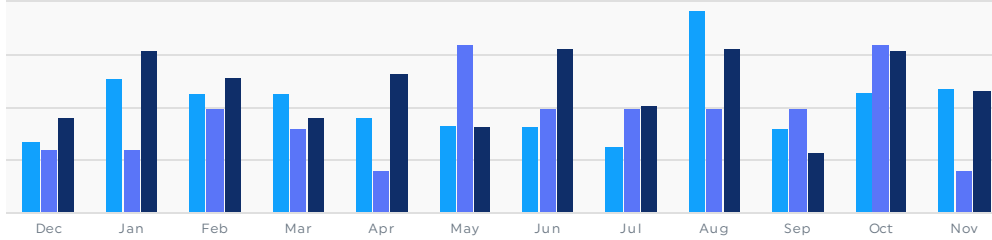
TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	469
Views on Maps	68

CUSTOMER ACTIONS

Website Clicks Phone Calls Directions Requests



PODCAST REPORT

COMMENTS






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

Top Episodes (All Time)

McKinney Momentum: Episode 3 w/ Dru Riess & Madison Clark	120
McKinney Momentum: Episode 2 w/ Mayor George Fuller	39
McKinney Momentum - Episode 1 - Peter Tokar	39
McKinney Momentum - Episode 4 - Aaron Werner w/ Visit McKinney and Madison Clark	36
McKinney Momentum: Angie Woods from the McKinney Community Development Corporation	36

[See all episodes](#)

Top Apps (Last 5 Episodes)

 Apple Podcasts	67%	84
 Spotify	17%	22
 Web Browser	5%	7
 Google Podcasts	4%	5
 Your Buzzsprout Site	1%	2

[See more apps](#)