

### WEBSITE TRAFFIC REPORT

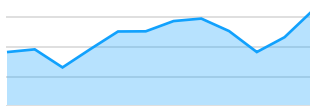
#### COMMENTS

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

2,405



Previous period **38%** Previous year **88%**

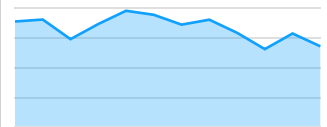
#### TOP TRAFFIC SOURCES

##### Session Default Channel Grouping

Channel Grouping	Sessions
Paid Search	802
Organic Search	587
Direct	527
Organic Social	243
Referral	235
Unassigned	11
Organic Video	1

#### BOUNCE RATE

40.79%



Previous period **-14%** Previous year **-31%**

#### TOTAL USERS

2,052

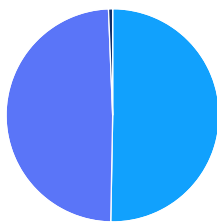


Previous period **16%** Previous year **97%**

#### TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	985 +358
/innovation-fund/	686 +287
/global-innovation-platform-plug-and-play-launches-new-location-in-mckinney-texas/	180 +94
(not set)	150 +61
/quality-of-life/	33 +21
/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	27 +26
/leadership/	26 +14
/board-and-agendas/	22 +12

#### VISITS BY DEVICE TYPE



Device category	Sessions
mobile	1,210
desktop	1,181
tablet	15

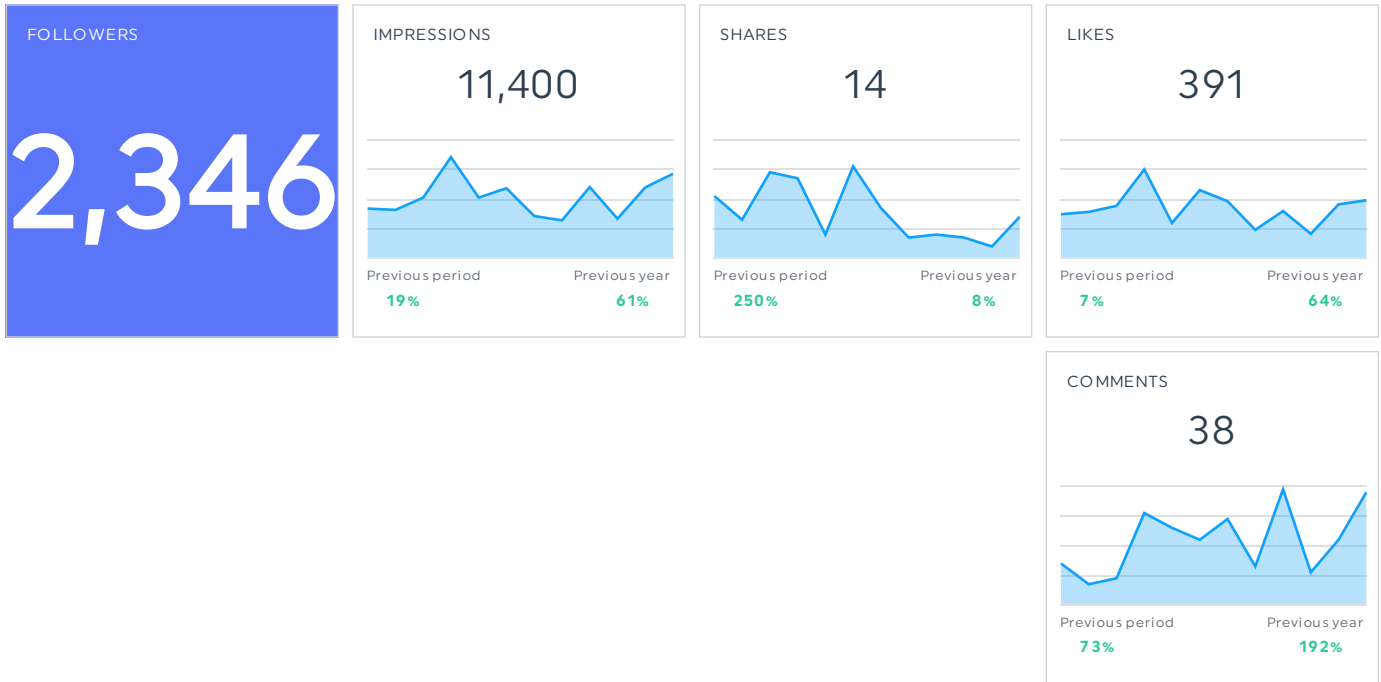
#### TOP SESSIONS BY CITY

City	Sessions
McKinney	286 +126
Dallas	249 +142
(not set)	210 +63
Los Angeles	175 +66
Chicago	132 +41
Frisco	58 +33
Ashburn	50 +11
Allen	30 +19
Hyderabad	28 +27
Baltimore	28 +7

## LINKEDIN REPORT

### COMMENTS

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



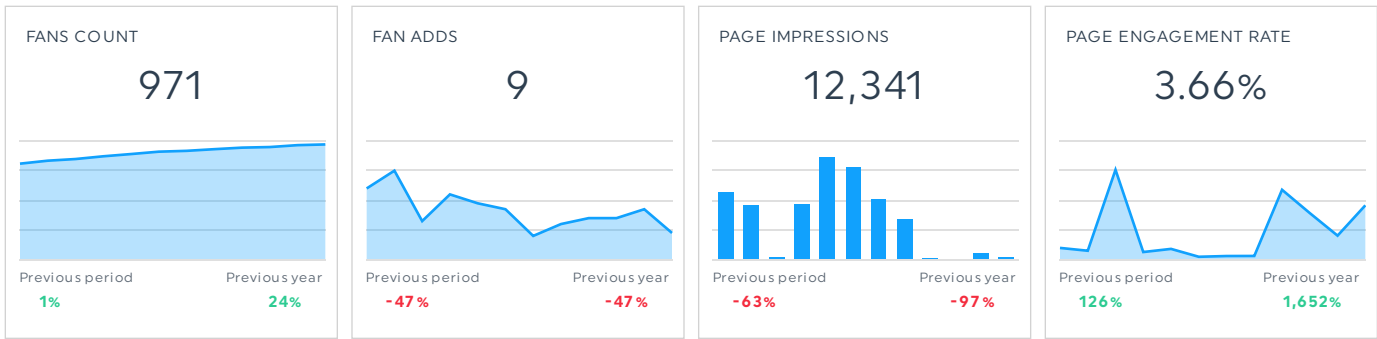
### TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image	Engagement Rate ▾	Likes	Clicks
 <p>We had the honor today of hosting a Lunch and Learn session for other @City of McKinney(urn:li:organization:58485) team members. It was a great time of connecting with other departments in the city and meeting some new faces who came interested in hearing about what we do, and had some great</p>	16.9% <span style="color: green;">+16.9%</span>	58 <span style="color: green;">+58</span>	128 <span style="color: green;">+128</span>
 <p>Global Innovation Platform @Plug and Play Tech Center] (urn:li:organization:84179) is now Hiring as they Launch New Location in McKinney, Texas. Ready to join the wave of innovation? View open job postings here for their upcoming McKinney office: <a href="https://lnkd.in/gq7QVHxy">https://lnkd.in/gq7QVHxy</a></p>	11.1% <span style="color: green;">+11.1%</span>	36 <span style="color: green;">+36</span>	118 <span style="color: green;">+118</span>

## 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>We had the honor today of hosting a Lunch and Learn session for other City of McKinney team members. It was a great time of connecting with other departments in the city and meeting some</p>	<b>16.37%</b>	<b>11</b>	<b>0</b>	<b>0</b>
<p>Keith Lee has hit Hutchins in McKinney and the results are in! The first barbecue stop on TikTok food reviewer Keith Lee's Dallas tour didn't wow him, but the second one had him swearing. "I 100%</p>	<b>11.31%</b>	<b>24</b>	<b>3</b>	<b>1</b>

**TOP POSTS BY PEOPLE TALKING ABOUT IT**

Post	Count
● Keith Lee has hit Hutchins in McKinney and the results ar...	<b>30</b>
● We are so looking forward to the CJ Cup Byron Nelson t...	<b>18</b>
● Discover McKinney's potential for business growth! With ...	<b>16</b>
● Global Innovation Platform Plug and Play is now Hiring a...	<b>11</b>
● We had the honor today of hosting a Lunch and Learn se...	<b>11</b>
● Happy New Year from McKinney! 🗓️May this year bring joy...	<b>10</b>
● "McKinney TX - The best city in America to start a busine...	<b>8</b>
● We hit some great numbers in 2023 as we launched our ...	<b>5</b>
● Welcome to McKinney, Lockwood! Looking forward to thi...	<b>5</b>
● Leadership is all about people. Join our own Madison Cla...	<b>3</b>

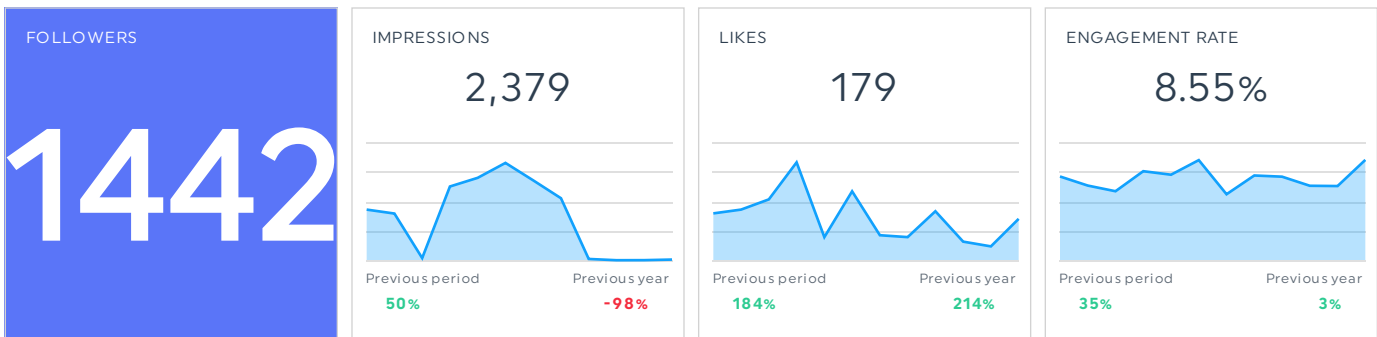
**TOP POSTS BY VIRALITY IMPRESSIONS**

Post	Count
● Discover McKinney's potential for business growth! With ...	<b>5,142</b>
● Global Innovation Platform Plug and Play is now Hiring a...	<b>2,087</b>
● We are so looking forward to the CJ Cup Byron Nelson t...	<b>2,018</b>
● We hit some great numbers in 2023 as we launched our ...	<b>125</b>
● Keith Lee has hit Hutchins in McKinney and the results ar...	<b>90</b>
● Happy New Year from McKinney! 🗓️May this year bring joy...	<b>54</b>
● "McKinney TX - The best city in America to start a busine...	<b>1</b>
● We had the honor today of hosting a Lunch and Learn se...	<b>1</b>
● Leadership is all about people. Join our own Madison Cla...	<b>0</b>
● On Martin Luther King Jr Day, we honor the enduring leg...	<b>0</b>



## 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	
 <p>Keith Lee has hit Hutchins in McKinney and the results are in! The first barbecue stop on TikTok food reviewer Keith Lee's Dallas tour didn't wow him, but the second one had him swearing. "I 100% see why 17,000 people told me to come here," Lee said of Hutchins BBQ, which he picked based on recommendations from social media followers. The</p>	69	+69	2	+2	90	+90
 <p>Discover McKinney's potential for business growth! With diverse mixed use, office, and industrial parks and 30% available for development, seize the chance to expand. Learn more about McKinney's promising business landscape! <a href="#">Link in bio</a></p>	28	+28	0	=	30	+30

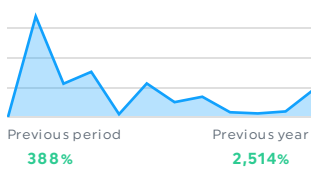
YOUTUBE REPORT

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

366

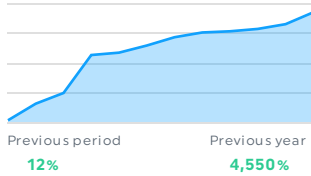


VIEWS BY VIDEO TITLE

Video Title	Views
● leadership is all about people #podcast #business #entre...	200
● Meet the New MEDC President - Michael Kowski - McKinn...	71
● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	13
● VISIT MCKINNEY PROMO 1	10
● Pioneering Inclusive Employment Opportunities - HUGS...	9
● McKinney Momentum: Rey Colon with Lyric Health	7
● Controlling Your Own Media Experience - with Denny Da...	6
● Startup Ecosystems and the Practical Founder - with Gre...	6
● The Dallas Innovation Ecosystem, & Rethinking Vehicle A...	6
● Recognizing National Entrepreneurship Day With Adam ...	5

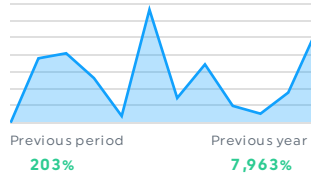
YOUTUBE SUBSCRIBERS

93



ESTIMATED MINUTES WATCHED

21:30:00

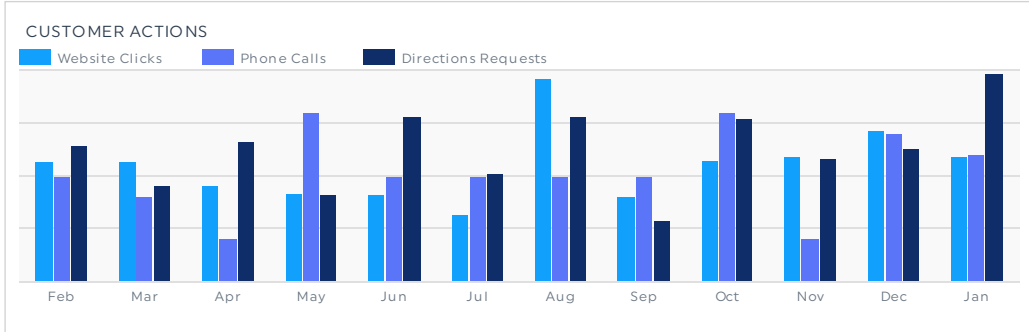
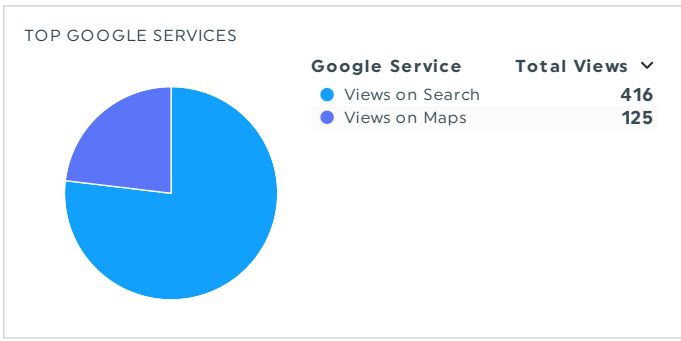


GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

# 541



## PODCAST REPORT

COMMENTS

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

### 61 downloads from Jan 01, 2024 to Jan 31, 2024

