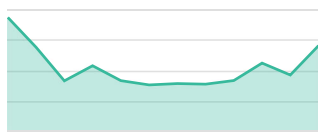


### WEBSITE TRAFFIC OVERVIEW

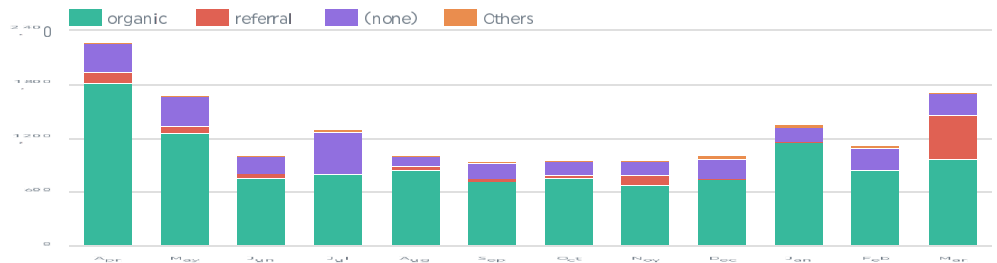
#### TOTAL VISITS

4,154



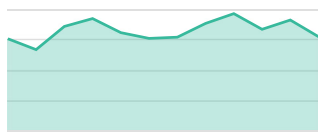
Previous period **45%** Previous year **-2%**

#### VISITS TRENDS BY MEDIUM



#### PAGES PER VISIT

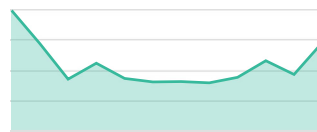
2.00



Previous period **-5%** Previous year **10%**

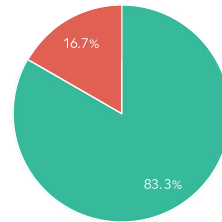
#### UNIQUE VISITORS

3,491



Previous period **42%** Previous year **-3%**

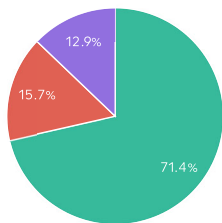
#### NEW VS RETURNING



#### Visitor Type ^

Visitor Type	Visits	Percentage	Previous period
New Visitor	3,461	83.3%	-0.5%
Returning Visitor	693	16.7%	+0.5%
<b>Total</b>	<b>4,154</b>		

#### VISITS



Medium	Sessions	Percentage	Previous period
organic	2,968	71.4%	-4.1%
(none)	652	15.7%	-3.3%
referral	534	12.9%	+7.3%
<b>Total</b>	<b>4,154</b>		

#### TOP SOURCES/MEDIUM (VISITS)

Source / Medium	Visits
google / organic	2,787
(direct) / (none)	652
m.facebook.com / referral	323
lm.facebook.com / referral	101
bing / organic	92
l.facebook.com / referral	36
yahoo / organic	36
baidu / organic	29
facebook.com / referral	27
duckduckgo / organic	23

#### TOP CITIES (VISITS)

City	Sessions
Wylie	1,087
Dallas	541
(not set)	276
Plano	109
Washington	91
Roseville	85
Frisco	78
New York	78
Garland	72
Ashburn	60

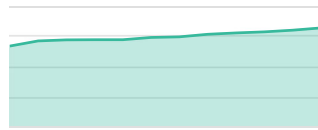
#### TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/doing-business-wylie/retail-commercial/recent-development-map	1,508
/	867
/doing-business-wylie/industrial-warehouse/kcs-intermodal	556
/eds/properties	550
/why-wylie	338
/about-us/meet-our-team	255
/community-profile/taxes	240
/why-wylie/quality-life/living-wylie	209
/about-us	172
/news	147

# FACEBOOK INSIGHTS

## FANS COUNT

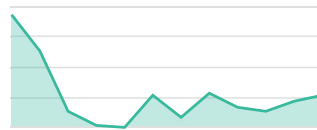
659



Previous period: 5%  
Previous year: 35%

## FAN ADDS

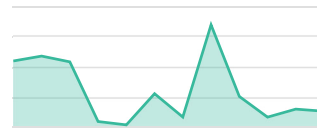
37



Previous period: 16%  
Previous year: -74%

## PAGE IMPRESSIONS (ORGANIC)

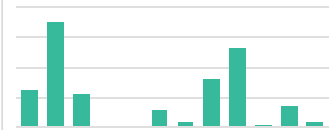
4,446



Previous period: -69%  
Previous year: 452%

## PAGE IMPRESSIONS (PAID & ORG...)

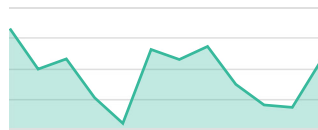
9,868



Previous period: -78%  
Previous year: 932%

## PAGE ENGAGEMENT RATE

1.98%



Previous period: -50%  
Previous year: -88%

## TOP POSTS BY IMPRESSIONS

### Post

Post	Impressions
Happy #CTEMonth! Follow CTE Wylie ISD on Facebook and Twitter all-month long as they share t...	6,310
Looking for a career change? A virtual career fair is happening TODAY! Our friends at Workforce ...	276
The Wylie Chamber of Commerce, in cooperation with Wylie Economic Development Corporati...	176
We welcomed Ballers Elite - The Lab earlier this week along with the Wylie Chamber of Commerc...	175
SAVE THE DATE 🗓️ Get Involved in shaping Wylie's future. The Wylie, TX City Hall is in the middle of ...	171
Happy New Year from all of us at the Wylie EDC. We hope your year is full of success and good he...	170
We're excited for the Wylie ISD CTE program's first Career Day on April 6th! Juniors & Seniors fro...	118
DFW Employers: Are you interested in hiring military connected individuals from Collin College? I...	113
Attn: Business Owners! Are you a business who needs employees? Our friends at Workforce Soluti...	103
Are you a business who needs employees? Or do you need a new career? Our friends at Workforc...	94

## TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

### Post With Image

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
We welcomed Ballers Elite - The Lab earlier this week along with the Wylie Chamber of Commerce for their ribbon cutting! They offer basketball court rentals, training sessions/camps, to league	11.11%	5	0	1
Want learn a few additional ways to promote your business on Social Media? Attend the April 2022 Lunch 'n Learn - Social Media 301: Expanding your Content! Not a Wylie Chamber member? Click the	3.64%	2	0	0
Happy New Year from all of us at the Wylie EDC. We hope your year is full of success and good health! Cheers to a new year! (id: 153940454642753_4876091175760967)	3.21%	3	0	1
SAVE THE DATE 🗓️ Get Involved in shaping Wylie's future. The Wylie, TX City Hall is in the middle of a year-long planning process to formulate the City's comprehensive plan. An in-person community	3.14%	2	0	1
Happy #CTEMonth! Follow CTE Wylie ISD on Facebook and Twitter all-month long as they share the great things Wylie ISD students, teachers, and schools are doing in Wylie ISD CTE (Career	2.95%	19	0	2
DFW Employers: Are you interested in hiring military connected individuals from Collin College? If so, register at <a href="https://lnkd.in/ggvrGiCE">https://lnkd.in/ggvrGiCE</a> to save your spot at the Collin College's annual	2.78%	2	0	0
The Wylie Chamber of Commerce, in cooperation with Wylie Economic Development Corporation (Wylie EDC), recently announced its March Lunch n' Learn educational program. Read more here -	2.37%	3	0	0
(id: 153940454642753_5065753680128048)	2.17%	1	0	0

## INSTAGRAM INSIGHTS

### FOLLOWERS

0

Previous period **100%** Previous year **100%**

### FOLLOWERS BY AGE GENDER

There is no data for this period

### LIKES

52

Previous period **189%** Previous year **100%**

### PERFORMANCE BY POST

Post Name	Engagement	Impressions	Reach	Engagement Rate
Happy New Year from all of us at the Wylie EDC. We hope your year is full of success and good health! Cheers to a new year!	9	40	36	22.50%
DFW Employers: Are you interested in hiring military connected individuals from Collin College? If so, register at <a href="https://lnkd.in/ggvrGiCE">https://lnkd.in/ggvrGiCE</a> to save your spot at the Collin College's annual Red, White, and Hiring You event at the Wylie Campus on March 30 from 11 am-2 pm. Collin College Collin College Wylie Collin College Wylie Campus #military #event #hiring #collincollege	9	53	50	16.98%
Looking for a career change? A virtual career fair is happening TODAY! Our friends at Workforce Solutions for North Central Texas are hosting it. REGISTER HERE: <a href="https://ecm.nctcog.org/Forms/2022VirtualJobFairEmployerReg">https://ecm.nctcog.org/Forms/2022VirtualJobFairEmployerReg</a>	7	49	40	14.29%
<b>Total</b>	<b>53</b>	<b>460</b>	<b>416</b>	<b>11.52%</b>

## TWITTER INSIGHTS

### FOLLOWERS

193

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

### FOLLOWER ENGAGEMENT RATE

8.81%

Previous period **70%** Previous year **-26%**

### TOP MENTIONS BY FOLLOWERS COUNT

There is no data for this period

### TOP RETWEETED POSTS

Post	Count
RT @GregAbbott_TX: Texas is the #1 state to do business...	141
RT @BuildYourFuture: There has never been a more imp...	28
RT @TexasEconDev: ICYMI: Texas continues its economic ...	28
RT @BLS_gov: 12 states set all-time low unemployment r...	9
RT @goteamtexas: U-Haul released its growth index for ...	4
RT @collincollege: Don't miss the Student Employment J...	3
RT @wylieCTE: Happy #CTEMonth! Follow along all-mont...	3
RT @CollinSBDC: Ideas to help your business grow in 202...	2
RT @dmnfood: Lots of big moves will happen among D-...	2
RT @NAMCMA: The latest Manufacturer's Outlook Survey...	2

### MENTIONS

13

Previous period **86%** Previous year **-35%**

### RETWEETS

1

Previous period **100%** Previous year **100%**

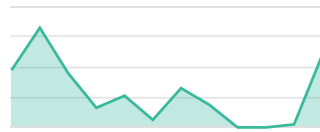
# LINKEDIN INSIGHTS

## FOLLOWERS

There is no data for this period

## IMPRESSIONS

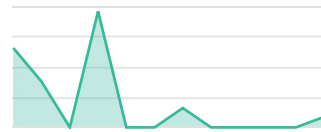
50



Previous period **22%** Previous year **100%**

## ENGAGEMENT RATE

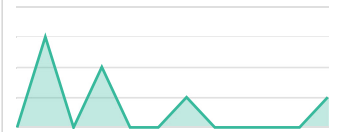
2.0%



Previous period **-18%** Previous year **100%**

## LIKES

1



Previous period **0%** Previous year **100%**

## TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

### Post with image

	Engagement Rate ▾	Likes	Clicks
 <p>We're excited for the Wylie ISD CTE program's first Career Day on April 6th! Juniors &amp; Seniors from our upper-level CTE Courses will visit Wylie-local participating companies &amp; explore future careers. We're happy to see the partnership with the local &amp; surrounding area companies!</p>	1.9% <b>+1.9%</b>	1 <b>+1</b>	0 <b>=</b>
 <p>Want learn a few additional ways to promote your business on Social Media? Attend the April 2022 Lunch 'n Learn - Social Media 301: Expanding your Content! Not a Wylie Chamber Of Commerce member? Click the link to get the code to register for FREE ==&gt; <a href="https://bit.ly/36Euwf6">https://bit.ly/36Euwf6</a></p>	0.0% <b>=</b>	0 <b>=</b>	0 <b>=</b>

## ENGAGEMENT

