

### WEBSITE TRAFFIC OVERVIEW

#### TOTAL VISITS

**5,785**

Previous period: **39%**  
Previous year: **18%**

#### VISITS TRENDS BY MEDIUM

#### PAGES PER VISIT

**1.90**

Previous period: **-5%**  
Previous year: **5%**

#### UNIQUE VISITORS

**4,866**

Previous period: **39%**  
Previous year: **15%**

#### NEW VS RETURNING

Visitor Type ^		Previous
New Visitor	4,824 83.4%	+0
Returning Visitor	961 16.6%	-0
<b>Total</b>	<b>5,785</b>	

#### VISITS

Medium	Sessions	Previous period
organic	2,434	42.1% -29.4%
(none)	1,972	34.1% +18.4%
referral	1,379	23.8% +11.0%
<b>Total</b>	<b>5,785</b>	

#### TOP SOURCES/MEDIUM (VISITS)

Source / Medium	Visits
google / organic	2,249
(direct) / (none)	1,972
m.facebook.com / referral	732
lm.facebook.com / referral	309
bing / organic	120
surveymonkey.com / referral	113
l.facebook.com / referral	95
facebook.com / referral	62
yahoo / organic	38
discoverwylie.com / referral	21

#### TOP CITIES (VISITS)

City	Sessions
Wylie	1,343
(not set)	788
Dallas	643
San Antonio	146
Boardman	131
Ashburn	120
Sachse	107
Plano	87
Garland	69
Rowlett	66

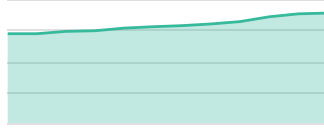
#### TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/	2,222
/doing-business-wylie/retail-commercial/recent-development-map	959
/news/hwy-78-brown-street-redevelopment	885
/doing-business-wylie/industrial-warehouse/kcs-intermodal	527
/eds/properties	346
/why-wylie	298
/about-us/meet-our-team	238
/news/wylie-downtown-redevelopment	236
/why-wylie/quality-life/living-wylie	222
/community-profile/taxes	214

# FACEBOOK INSIGHTS

## FANS COUNT

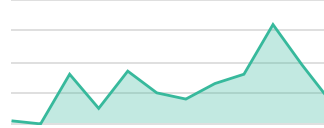
714



Previous period **8%** Previous year **23%**

## FAN ADDS

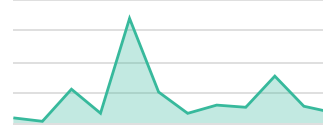
58



Previous period **57%** Previous year **-43%**

## PAGE IMPRESSIONS (ORGANIC)

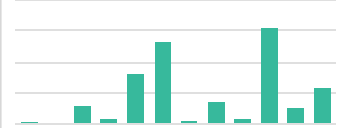
7,417



Previous period **67%** Previous year **-63%**

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

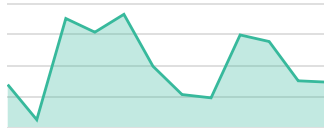
47,949



Previous period **386%** Previous year **-18%**

## PAGE ENGAGEMENT RATE

3.47%



Previous period **76%** Previous year **-26%**

## TOP POSTS BY IMPRESSIONS

### Post

Post	Impressions
The Wylie EDC, in cooperation with the Wylie Chamber of Commerce and Wylie Downtown Merc...	10,694
Parents: Through federal, state and local funding from the Texas Workforce Commission to Work...	3,812
This week, the first ever Wylie ISD Career Day - Build Your Future, was held at the Agriculture Cen...	1,706
Visit us at the Taste of Wylie in Olde City Park on Monday, May 2, 11 AM - 1 PM! Purchase your ticke...	600
Last night at the Wylie City Council meeting, Mayor Matthew Porter issued a Proclamation confir...	196
Who doesn't love a free t-shirt? From now until Saturday May 7, Wylie, TX City Hall is hosting a soc...	190
Photos from Wylie, TX City Hall's post (id: 153940454642753_414101567392559)	178
This is an amazing event of Women supporting Women! Don't miss out!! (id: 153940454642753_...	151
Happy Easter, Wylie! We hope you get to spend time with loved ones today. (id: 153940454642753...	138
Want to skip the ticket fee (if you're not a Wylie Chamber member)? Just use this code: WEDC G...	125

## TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

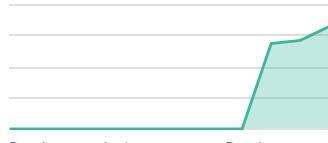
### Post With Image

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
Photos from Wylie, TX City Hall's post (id: 153940454642753_414101567392559)	8.43%	5	0	0
This week, the first ever Wylie ISD Career Day - Build Your Future, was held at the Agriculture Center in Wylie. The event was designed to demonstrate readily available career paths as well	7.73%	17	3	4
Last night at the Wylie City Council meeting, Mayor Matthew Porter issued a Proclamation confirming the official observance of May 9-13, 2022 as Economic Development Week (EDW) in	7.49%	7	1	0
Who doesn't love a free t-shirt? From now until Saturday May 7, Wylie, TX City Hall is hosting a social media hashtag contest. Here's how to join: ☐ Eat or shop in Wylie and take a photo while you're	5.59%	4	1	1
Parents: Through federal, state and local funding from the Texas Workforce Commission to Workforce Solutions for North Central Texas, financial aid for child care is available to families	4.36%	4	0	2
The Wylie EDC, in cooperation with the Wylie Chamber of Commerce and Wylie Downtown Merchants Association, is conducting a quick survey of small businesses in our community. The survey	4.08%	25	2	4
This is an amazing event of Women supporting Women! Don't miss out!! (id: 153940454642753_384559750346741)	3.60%	3	0	0
Want to skip the ticket fee (if you're not a Wylie Chamber member)? Just use this code: WEDC Guest420 See you then! (id: 153940454642753_5177883345581747)	3.42%	2	0	0

## INSTAGRAM INSIGHTS

### FOLLOWERS

132



### FOLLOWERS BY AGE GENDER

#### Age Gender

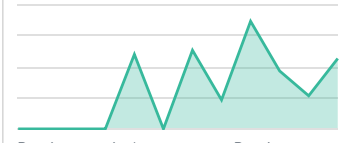
- F.35-44
- U.35-44
- M.35-44
- F.25-34
- U.25-34
- U.45-54
- F.45-54
- M.45-54
- Unknown
- F.55-64

#### Followers

- 21
- 21
- 18
- 10
- 9
- 8
- 7
- 6
- 6
- 5

### LIKES

39



### PERFORMANCE BY POST

#### Post Name

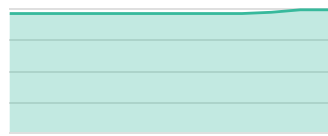
Straight from Governor Greg Abbott: Texas is #1 AGAIN. We received the 2022 Gold Shovel Award from Area Development Magazine for the 10th year in a row! The Lone Star State's exceptional workforce & world-class business climate continue to attract high-value-added economic development projects. This week, the first ever Wylie ISD Career Day – Build Your Future, was held at the Agriculture Center in Wylie. The event was designed to demonstrate readily available career paths as well as connecting workforce ready students with local employers in need of skilled talent. "The Wylie EDC was pleased to support this innovative event which connected workforce ready students with local The Wylie EDC, in cooperation with the Wylie Chamber of Commerce and Wylie Downtown Merchants Association, is conducting a quick survey of small businesses in our community. The survey is short and designed to generate feedback about the resources, organizations and programs available to support your business success. We encourage you to take a few minutes to participate. Last night at the Wylie City Council meeting, Mayor Matthew Porter issued a Proclamation confirming the official observance of May 9-13, 2022 as Economic Development Week (EDW) in Wylie, Texas. This week is set aside each year to recognize and celebrate the contributions made by professional economic developers. [#EconDevWeek22](https://bit.ly/3L4BRmC)

	Engagement	Impressions	Reach	Engagement Rate
	11	58	47	18.97%
	9	51	45	17.65%
	7	40	36	17.50%
	4	27	26	14.81%
<b>Total</b>	<b>40</b>	<b>265</b>	<b>241</b>	<b>15.09%</b>

## TWITTER INSIGHTS

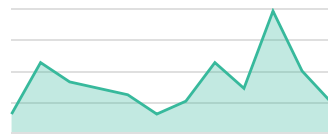
### FOLLOWERS

199



### FOLLOWER ENGAGEMENT RATE

14.51%



### TOP MENTIONS BY FOLLOWERS COUNT

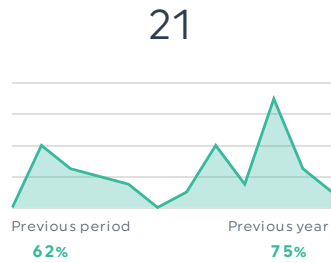
#### Post

- Run, don't walk to the nearest Kroger in DFW to get your... 120
- 🇺🇸"Patriotic" vanilla popcorn available now through mid... 120

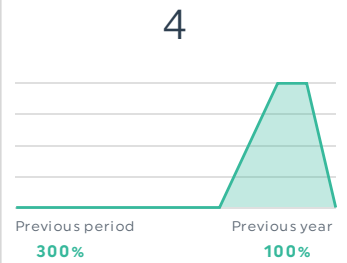
TOP RETWEETED POSTS

Post	Count
RT @theChrisDo: You are an artist if what you create invi...	78
RT @theChrisDo: A boy can dream because "In dreams b...	21
RT @TXWorkforce: 🇺🇸 It's #NationalSkilledTradesDay! 🇺🇸 T...	19
RT @TexasEconDev: Happy 2022 #SmallBizWeekTEXAS! S...	16
RT @TexasEconDev: When small businesses succeed, Tex...	11
RT @TexasEconDev: For economic growth and strength, ...	6
RT @TexasEconDev: The hard work & dedication of ...	4
RT @TexasEconDev: Veteran, minority and women-owne...	4
RT @TexasEconDev: There's no better time than #SmallB...	3
RT @TXWorkforce: TWC wants to thank all who have serv...	3

MENTIONS



RETWEETS

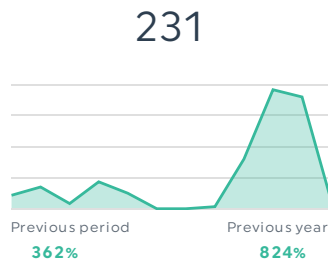


LINKEDIN INSIGHTS

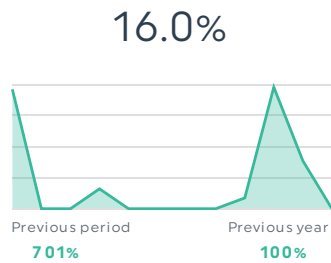
FOLLOWERS



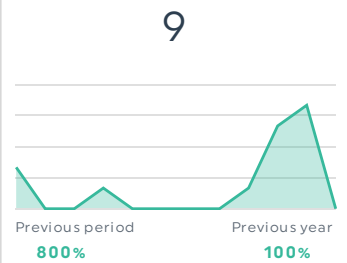
IMPRESSIONS



ENGAGEMENT RATE



LIKES



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image	Engagement Rate	Likes	Clicks
This week, the first ever Wylie ISD Career Day – Build Your Future, was held at the Agriculture Center in Wylie. The event was designed to demonstrate readily available career paths as well as connecting workforce ready students with local employers in need of skilled talent. "The...	56.4%	1	21
Visit us at the Taste of Wylie in Olde City Park on Monday, May 2, 11 AM - 1 PM! Purchase your ticket today for lunch with over 24 local restaurants and food trucks. Proceeds support area food pantries - Wylie Community Christian Care Center, Amazing Grace Food Pantry, 5...	15.4%	1	1
May's Lunch 'n Learn - 'Solutions for Hiring and Retaining Employees' featuring speakers from Workforce Solutions for North Central Texas (Workforce Solutions) will cover programs available to employers to overcome obstacles they face in managing their workforce.	10.6%	2	3
Last night at the Wylie City Council meeting, Mayor Matthew Porter issued a Proclamation confirming the official observance of May 9-13, 2022 as Economic Development Week (EDW) in Wylie, Texas. This week is set aside each year to recognize and celebrate the contributions...	8.3%	1	0
Parents: Through federal, state and local funding from the Texas Workforce Commission to Workforce Solutions for North Central Texas, financial aid for child care is available to families throughout Texas! Eligibility guidelines may differ depending on where you reside.	5.9%	2	0
<b>Total</b>	<b>20.0%</b>	<b>8</b>	<b>25</b>

ENGAGEMENT

