

WEBSITE TRAFFIC OVERVIEW

### TOTAL VISITS

**1,788**

Previous period: **17%**  
 Previous year: **-38%**

### VISITS TRENDS BY MEDIUM

### PAGES PER VISIT

**2.23**

Previous period: **-17%**  
 Previous year: **6%**

### UNIQUE VISITORS

**1,457**

Previous period: **18%**  
 Previous year: **-41%**

### NEW VS RETURNING

Visitor Type	Count	Percentage	Previous period
New Visitor	1,432	80.1%	+1.1
Returning Visitor	356	19.9%	-1.1
<b>Total</b>	<b>1,788</b>		

### VISITS

Medium	Sessions	Percentage	Previous period
organic	831	46.5%	-5.3%
(none)	688	38.5%	-3.1%
referral	269	15.0%	+8.3%
<b>Total</b>	<b>1,788</b>		

### TOP SOURCES/MEDIUM (VISITS)

Source / Medium	Visits
google / organic	759
(direct) / (none)	688
m.facebook.com / referral	115
bing / organic	49
lm.facebook.com / referral	34
l.facebook.com / referral	21
discoverwylie.com / referral	18
facebook.com / referral	15
baidu / organic	14
wylieedc.giswebtechguru.com / refer...	14

### TOP CITIES (VISITS)

City	Sessions
Wylie	330
Dallas	273
(not set)	181
Boardman	87
Columbus	78
Ashburn	56
Longview	55
Plano	38
Richardson	31
Garland	23

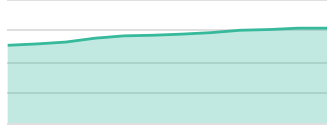
### TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/	803
/about-us/meet-the-staff	195
/site-selection/recent-developments	185
/business-resources/tax-rates	117
/about-us/latest-news	115
/about-us/latest-news/entrepreneurs-expo	115
/properties/kcs-intermodal	111
/site-selection/demographics	103
/site-selection/major-employers	100
/site-selection/retail-in-wylie	97

# FACEBOOK INSIGHTS

## FANS COUNT

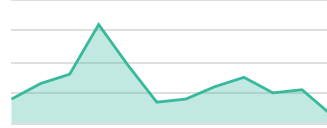
771



Previous period **2%** Previous year **23%**

## FAN ADDS

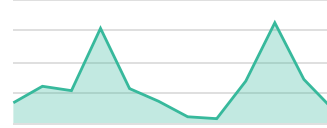
24



Previous period **-31%** Previous year **-25%**

## PAGE IMPRESSIONS (ORGANIC)

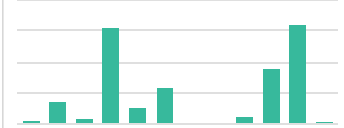
7,745



Previous period **190%** Previous year **-46%**

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

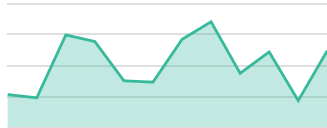
50,853



Previous period **1,717%** Previous year **15%**

## PAGE ENGAGEMENT RATE

2.18%



Previous period **-30%** Previous year **-45%**

## TOP POSTS BY IMPRESSIONS

### Post

Post	Impressions
Attn: Entrepreneurs! The Entrepreneurs Expo is a conference dedicated to meeting the needs...	16,612
Looking for good employees? Take a moment to sign up for the Workforce Solutions of North C...	8,564
The Wylie CTE Program provides students with real-world experience. When it comes to teaching ...	4,786
Are you an entrepreneur? The 1st Annual Wylie Entrepreneur's Expo is next week (Nov. 15)! Are y...	932
Wylie Career and Technical Education students (CTE) gathered at the Birmingham Ag Barn to kic...	301
Small businesses are the backbone of our community. #ShopSmallSaturday They are our neighb...	280
We had a great luncheon yesterday spotlighting the Wylie manufacturing partnerships between ...	276
In celebration of Manufacturing Month (and day!), get a little insight on one of Wylie's manufact...	267
So great to see Wylie ISD #MFGDay22 tours going throughout October! (id: 153940454642753_52...	262
Registration is officially open for the 1st Annual Wylie Entrepreneur's Expo! We're hosting this FR...	220

## TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

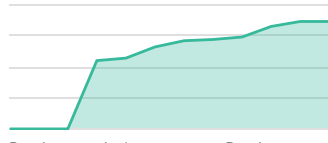
### Post With Image

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
Save the date! We're hosting the 1st annual Wylie Entrepreneur's Expo on November 15th. This FREE event is a great way to get connected with local experts as you plan, launch, and grow your	20.27%	8	1	0
Wylie Career and Technical Education students (CTE) gathered at the Birmingham Ag Barn to kick off Manufacturing Day 2022 - an opportunity for our nearly 400 CTE students to tour Wylie	13.73%	17	1	0
We had a great luncheon yesterday spotlighting the Wylie manufacturing partnerships between Wylie Manufacturers and Wylie ISD! #MFGDay22 It was nice hearing from Jason Hudson and Dr. Kim	10.42%	7	0	4
Happy Thanksgiving, from the Wylie EDC! (id: 153940454642753_559765699492811)	8.40%	11	0	0
In celebration of Manufacturing Day 2022, the Wylie Chamber of Commerce, in cooperation with the Wylie ISD and the Wylie Economic Development Corporation (Wylie EDC), is hosting	8.26%	6	0	0
Looking for good employees? Take a moment to sign up for the Workforce Solutions of North Central Texas Career Fair! Visit <a href="https://bit.ly/3SjMBAA">https://bit.ly/3SjMBAA</a> today to register. (id: 153940454642753_559765699492811)	6.99%	69	1	25
Merry Christmas, Wylie! We hope everyone gets to spend time with loved ones during the holiday. (id: 153940454642753_589597303176317)	6.62%	6	1	0
There are millions of modern manufacturing jobs coming online in the next decade — opportunities to create, contribute and connect. Help us build the future of the industry during #MFGDay22!	6.49%	5	0	0

## INSTAGRAM INSIGHTS

### FOLLOWERS

173



Previous period **17%** Previous year **100%**

### FOLLOWERS BY AGE GENDER

#### Age Gender

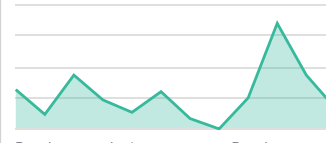
- F.35-44
- U.35-44
- M.35-44
- F.25-34
- F.45-54
- F.55-64
- U.45-54
- M.45-54
- U.25-34
- M.25-34

#### Followers

- 29
- 25
- 23
- 14
- 13
- 12
- 9
- 7
- 7
- 5

### LIKES

87



Previous period **335%** Previous year **383%**

### PERFORMANCE BY POST

#### Post Name

Wylie Career and Technical Education students (CTE) @Wyliecte gathered at the Birmingham Ag Barn to kick off Manufacturing Day 2022 - an opportunity for our nearly 400 CTE students to tour Wylie manufacturers and get a look at the many career opportunities. Mayor Matthew Porter, joined by Dr. David Vinson, Director of CTE Jason Hudson, and Todd Pickens and Terry Downs with Manufacturing Day is tomorrow, but in Wylie we'll celebrate all month long! Wylie ISD student tours will be happening throughout October at our local manufacturing business! Follow Wylie ISD CTE for all the fun! We get to team up with the Wylie ISD CTE program for activities all month long! #ProudSponsor #MFGDay22 #wylieCTE

Are you an entrepreneur? The 1st Annual Wylie Entrepreneur's Expo is next week (Nov. 15)! Are you going? We're hosting this FREE 'Come & Go' event as a fantastic way to learn from and meet local entrepreneurs who have "Been There/Done That." A few things they will be discussing:  Business Planning  Business Management  Planning & Code Compliance  Mistakes to Avoid

#### Engagement

#### Impressions

#### Reach

#### Engagement Rate

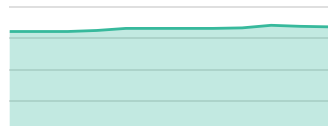
Engagement	Impressions	Reach	Engagement Rate
9	67	52	13.43%
7	49	47	14.29%
7	63	56	11.11%
<b>88</b>	<b>985</b>	<b>861</b>	<b>8.93%</b>

#### Total

## TWITTER INSIGHTS

### FOLLOWERS

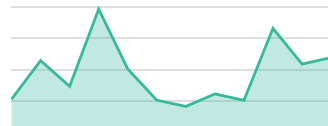
202



Previous period **1%** Previous year **5%**

### FOLLOWER ENGAGEMENT RATE

16.83%



Previous period **274%** Previous year **225%**

### TOP MENTIONS BY FOLLOWERS COUNT

#### Post

- @WylieEDC Wylie is boring as hell (By @\_Hooper27) **132**
- Popcorn in blue & white for the Hanukkah season. ... **130**
- All the colors of the rainbow! 🌈🌈 @GOTEXAN @dallas... **130**
- Oh so sweet! 🍫🍫 @GOTEXAN @dallaskosher @WylieEDC ... **129**
- All I want for Christmas is POPCORN! 🍫🍫 @GOTEXAN @... **129**
- It's beginning to look a lot like Christmas! 🍫🍫 @GOTEX... **129**
- All the colors of the rainbow! 🌈🌈 @GOTEXAN @dallas... **128**
- Blessings of Hanukkah! @GOTEXAN @dallaskosher @Wyl... **128**

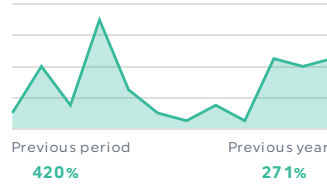
TOP RETWEETED POSTS

Post

- Wylie Career & Technical Education students (CTE) ... **3**
- In celebration of Manufacturing Day 2022, the Wylie Cha... **1**
- RT @TexasEconDev: Happy #TexasChambersWeek2022! T... **1**
- The Wylie CTE Program provides students with real-worl... **1**

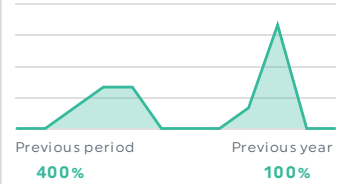
MENTIONS

26



RETWEETS

5



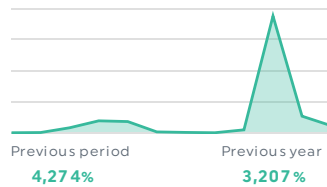
LINKEDIN INSIGHTS

FOLLOWERS

69

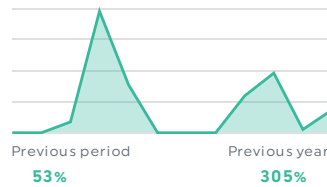
IMPRESSIONS

1,356



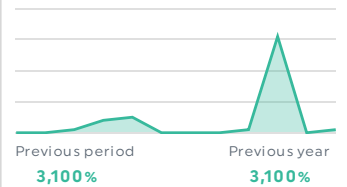
ENGAGEMENT RATE

9.9%



LIKES






32



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image

Engagement Rate ▾ Likes Clicks

Post with image	Engagement Rate	Likes	Clicks
 <p>Wylie Career and Technical Education students (CTE) gathered at the Birmingham Ag Barn to kick off Manufacturing Day 2022 - an opportunity for our nearly 400 CTE students to tour Wylie manufacturers and get a look at the many career opportunities. Mayor Matthew Porter, ...</p>	32.8%	8	57
 <p>In celebration of Manufacturing Month (and day!), get a little insight on one of Wylie's manufacturers who makes JET PARTS for the F-16, F-22, F-35 and C-130, Savage Precision - <a href="https://bit.ly/3rXNPqO">https://bit.ly/3rXNPqO</a> #MFGDAY</p>	8.3%	0	1
 <p>Yesterday, Wylie ISD Engineering students toured Raytheon Intelligence &amp; Space for another successful Manufacturing Day! We are grateful for the opportunity companies like Raytheon give to our students! The students spent the day learning from Raytheon employees! #MFGDAY</p>	7.8%	17	34
 <p>The Wylie CTE Program provides students with real-world experience. When it comes to teaching an industry skill, who better to learn from than a professional in that field, right? Read more about what WISD is doing to help the next generation - <a href="https://bit.ly/3rzHGAW">https://bit.ly/3rzHGAW</a> #MFGDAY</p>	6.3%	4	2
 <p>Did you attend the 1st Annual Entrepreneurs Expo on Tuesday? If so, we'd love to hear your feedback. Click here to leave it - <a href="https://bit.ly/3V6em1J">https://bit.ly/3V6em1J</a></p>	6.3%	0	1
<b>Total</b>	<b>10.3%</b>	<b>32</b>	<b>96</b>

