

Middlesex Centre Online 2022



Website - middlesexcentre.ca

125,333
Users in
2022!

TOP PAGES VIEWED

1. Komoka Wellness Centre
2. Municipal Election Results
3. Book a Facility
4. Building Permits
5. Waste & Recycling

VISITOR FACTS

- 797,611 page views in 189,678 sessions
- 58% on mobile phone
- 68% from organic search
- 88% use Safari or Chrome



Social Media - @MiddlesexCentre



FACEBOOK

- Followers: 2,267 (17% ↑)
- Posts: 14 per week avg
- Total Reach: 710,994



YOUTUBE

- Subscribers: 318 (70% ↑)
- Video Views: 21,012
- All Council Meetings shared via YouTube in 2022



TWITTER

- Followers: 1,365 (5% ↑)
- Tweets: 9 per week avg
- Impressions: 89,287



E-NEWSLETTER

- Subscribers: 1,882 (25% ↑)
- Issues Published: 14
- Open Rate: 75% avg



LINKEDIN

- Followers: 563 (38% ↑)
- Posts: 1 per week avg
- Impressions: 30,516



middlesex
centre
in the centre of it all