

Middlesex Centre Online 2023



Website - middlesexcentre.ca

125,025
Users in
2023!

TOP PAGES VIEWED

- Komoka Wellness Centre
- Recreational Skating
- Book a Facility
- Waste & Recycling
- Building Permits

VISITOR FACTS

- 585,302 page views in 191,733 sessions
- 60% on mobile phone
- 69% from organic search
- 84% use Safari or Chrome

Note - In 2023, Google Analytics changed to new system. Some data calculated differently than in past as a result.



Social Media - @MiddlesexCentre



FACEBOOK

- Followers: 2,933 (12% ↑)
- Posts: 15 per week avg
- Total Post Reach: 728,397



X (TWITTER)

- Followers: 1,401 (3% ↑)
- Tweets: 9 per week avg
- Impressions: 62,066



INSTAGRAM

- New in late 2023
- Followers: 117
- Posts: 9 per week avg



YOUTUBE

- Subscribers: 348 (9% ↑)
- Video Views: 6,207
- All Council Meetings shared via YouTube in 2023



LINKEDIN

- Followers: 692 (23% ↑)
- Posts: 1 per week avg
- Impressions: 22,858



E-NEWSLETTER

- Subscribers: 2,008 (6.7% ↑)
- Issues Published: 14
- Open Rate: 75% avg