

# WEBSITE TRAFFIC REPORT

## July 1, 2025 - Mar 31, 2026



Total Page Views **1,032,380**

### Top Website Pages

- Homepage
- Christmas Magic
- Calendar of Events
- Things To Do
- Valentine's Day Giveaway

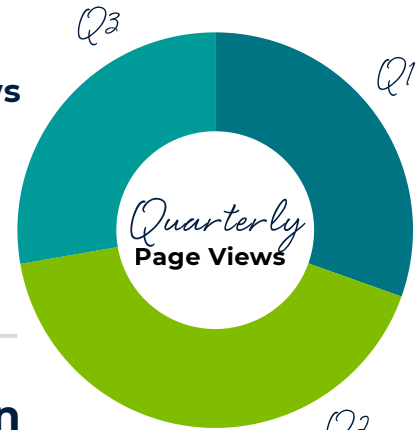
### Total Website Traffic

**430k** Active Users

**422k** New Users

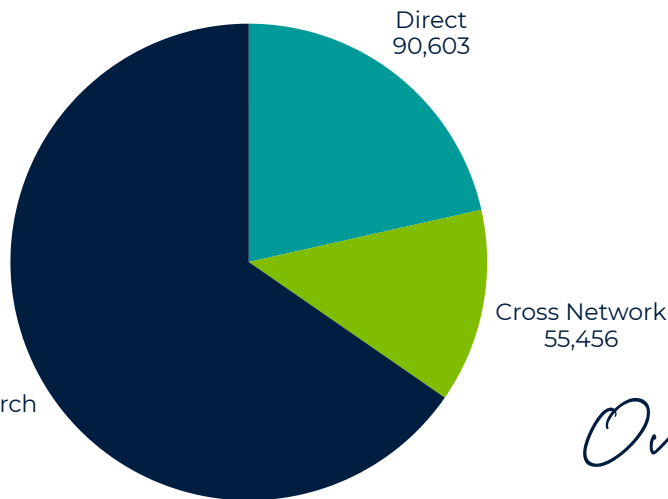
### Quarterly Page Views

- 314,390** | 7/1/25 - 9/30/25
- 431,719** | 10/1/25 - 12/31/25
- 286,271** | 1/1/26 - 3/31/26



**2.40** Average Pages Viewed (per User)

### All Users Traffic Sources



### Session Duration

**2** minutes  
**57** seconds

Average time spent on YorkPA.org



### Overall Audience Behavior

**3+** Minute Session

132,012

**3+** Pages Viewed

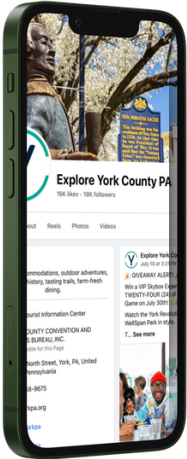
67,611

0 20,000 40,000 60,000 80,000 100,000

Total Blog Exposure **26,024** views of the YoCo Twist Blog

# SOCIAL MEDIA TRAFFIC REPORT

## July 1, 2025 - Mar 31, 2026



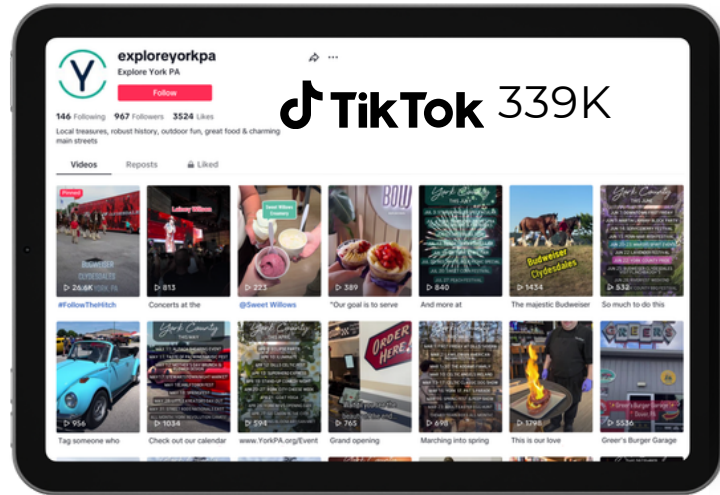
### Total Followers

**facebook** 21,075

**Instagram** 8,763

**TikTok** 2,176

### Video Views



**@ExploreYorkPA**  
**#HaveItMadeHere**

### Content Views

**facebook** 2,011,233

**Instagram** 580,356



### Total Profile Views

**facebook** 21,059

**Instagram** 7,253 **TikTok** 2,357

### Content Interactions

Likes & reactions, comments, shares, saves, and replies on FB and IG content

13,842



13,399



### Total Reach

Unique users who have been exposed to our FB or IG content at least once

Viewers  
879,968



Reach  
147,967



have it made here

