

Operations Report: F2021 Trapps Family Lodge Nov.14,2021

I am not the only one who agrees it is exciting to look forward to a winter season closer to the ones we have known, than the one we just had. I feel as though the process has made for a far more efficient approach. The Team roles have changed during that time significantly.

The following are data points worthy of consideration:

Performance

Top traffic by location during October

▲(11%) traffic since September

Top Traffic Locations

38.0%

DATA TRANSFER SAVED

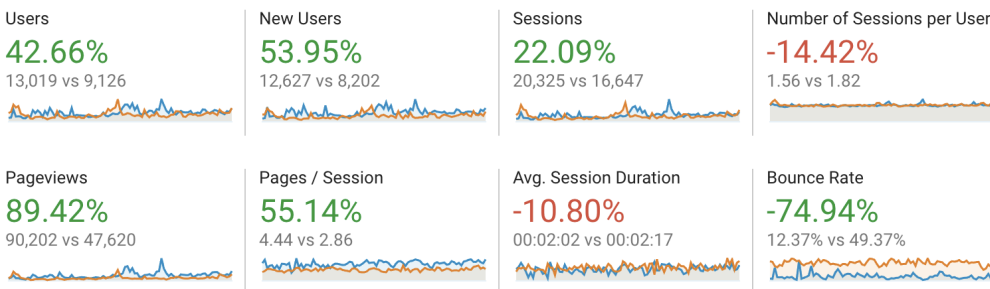
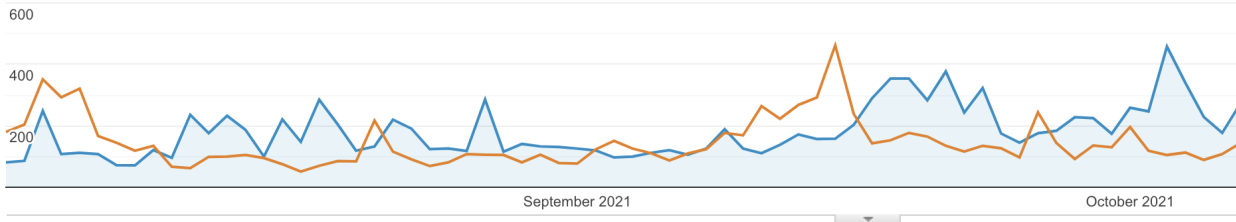
Want to save more data?

- United States: 670,767
- Germany: 62,529
- United Kingdom: 41,640
- France: 33,403
- Other: 128,789

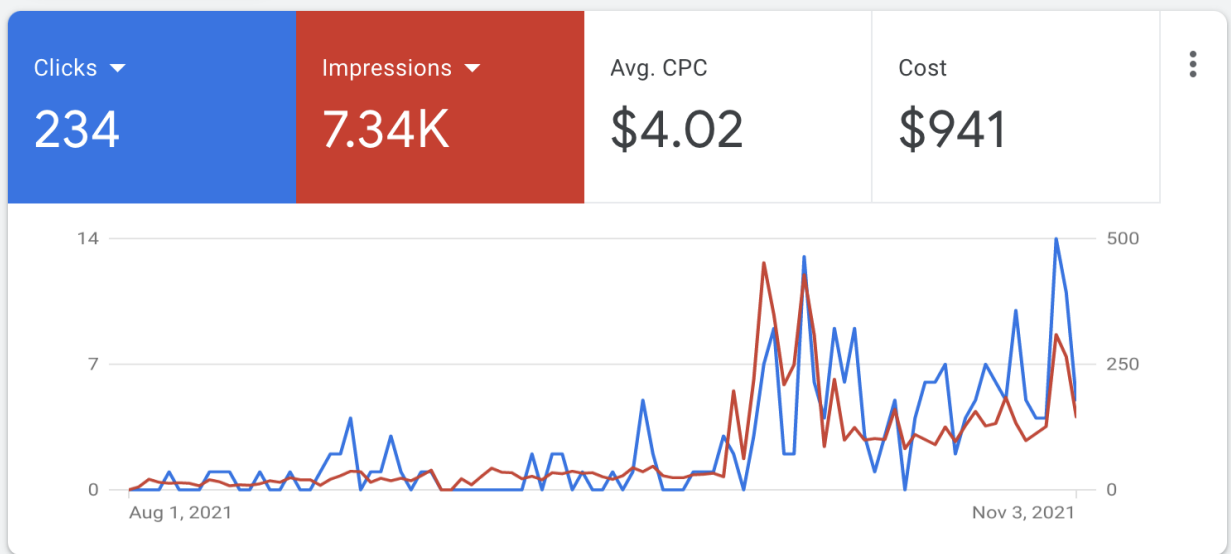
(Fig.1) - This is a report from CloudFlare, the best in class WordPress hosting service we have been using. This is pulled from a monthly report that reiterates what I mentioned above, here we go!

Aug 1, 2021 - Nov 1, 2021: ● Users

Aug 1, 2019 - Nov 1, 2019: ● Users



(Fig.2) Instead of comparing our traffic to the last year, I did so from the time before. Here we can see the obvious variance is strictly schedule based, while overall the increase is substantial.



(Fig.3) A development worth considering is that since early July we have been Advertising within Google AdWords, which is essentially search. This is a free opportunity for us, and without a doubt provides significant brand recognition. This report is pulled from AdWords:

Your October performance on Google Search



nensa.net



2.77K

Clicks (web)



64.8K

Impressions (web)

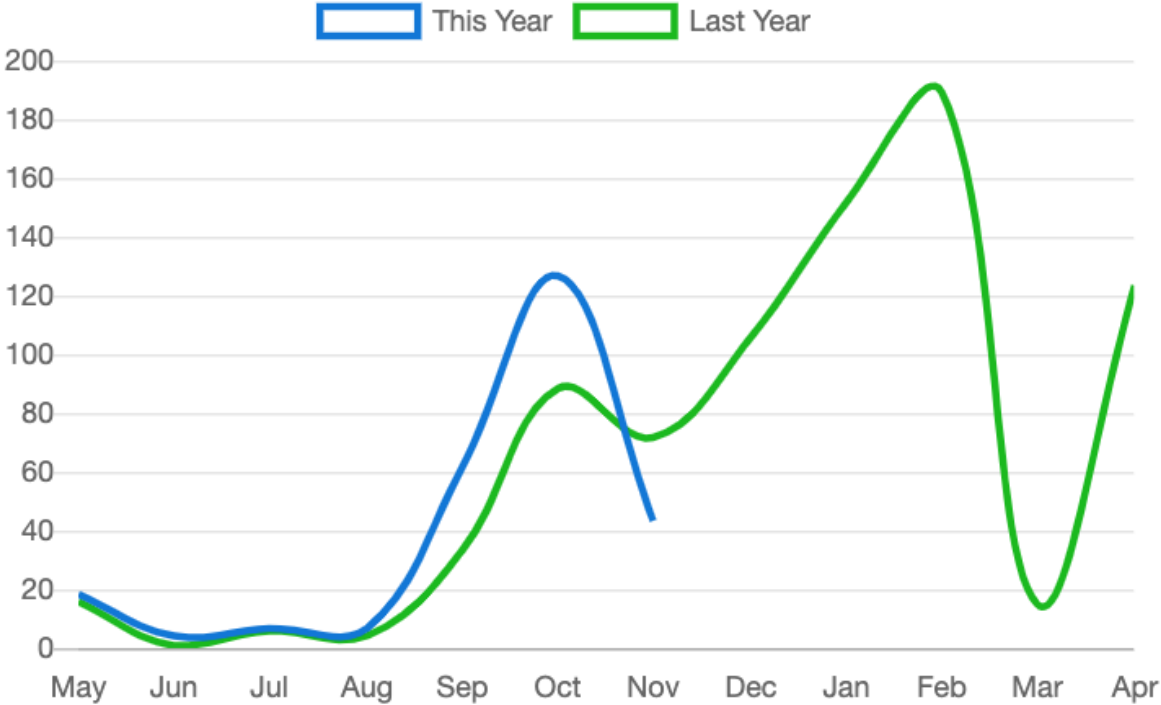


112

Pages with first impressions (estimated)

(Fig.4) Finally our Search console results which are independent from the AdWords. A significant difference. The top performing pages remain Event Pages, and Results.

Account Creation History Line Chart



(Fig.5) Finally this is our year over year trend for account creation which is NEW accounts. This shows our new account creation to be more than a month ahead of last year.