

April - October 2024 Communication Summary

October 16, 2024 – VCA General Meeting

Newsletters



23 newsletters from April 1 to September 30, 2024

You can review past newsletters on VCA website under NEWS

<http://www.thevillagenotl.org/2024-newsletters>

We have an excellent open rate. 82% of newsletters sent are opened by recipients. Still a consistent number from previous years. Thank you!

April 2024 – 5 Newsletters

- AGM date, documents and notes
- Loyalty partner events
- Eclipse Party

May 2024 – 4 Newsletters

- Loyalty Showcase, announcements and reviews
- Sunset Social announcements
- Garage Sale announcement

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- No Parking on Perez
- Fire Safety

June 2024 – 6 Newsletters

- Garage Sale reminders and reviews
- Music Niagara tickets and winners
- Sunset Social reminder and reviews
- Hawley Newsletter - Village Business Centre - Town Council Decision

July 2024 – 3 Newsletters

- Music Niagara tickets
- Golf Day announcements

August 2024 – 3 Newsletters

- Hawley update, NOTL article by Nigel
- Golf Day Reminders
- Shred-it event, Palliative Care events

September 2024– 2 Newsletters

- Paws Fundraiser, Heritage Trail, Ukraine fundraiser
- Golf Day Results
- Save Date for GM
- Nyanyas Fashion Show, Newark Neighbour food drive, Seniors Climate Change
- Loyalty Partners

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Website – www.thevillagenotl.org



Web Traffic

Visitors to the website are increasing and monthly variations reflect the number of newsletters with links to the site and activity in The Village.

This summary of each month shows the number of visitors, the number of pages viewed, the top viewed pages and the number of newsletters.

There is a dramatic increase in site visitors this year in comparison to the same period last year. Visitors is up 34%. Although the number of page views is only up 6%. The only significant difference that might explain this is last year we had an extensive Village History section added to the site which would bring more visitors who read the complete history over several pages. I welcome other suggestions.

April 2024

- 872 Pages Viewed
- 455 Visitors
- AGM, Home Page, Membership, Loyalty Partners
- 5 Newsletters

May 2024

- 588 Pages Viewed
- 371 Visitors

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- Garage Sale, Home Page, Loyalty Partners, Sunset Social, Market, Membership
- 4 Newsletters

June 2024

- 557 Pages Viewed
- 401 Visitors
- Garage Sale, Home Page, News, Market
- 6 Newsletters

July 2024

- 361 Pages Viewed
- 254 Visitors
- Golf Tournament, Home Page, News, Market, Social, Loyalty Partners
- 3 Newsletters

August 2024

- 437 Pages Viewed
- 300 Visitors
- Golf Tournament, Home Page, Market, News, Future Developments
- 3 Newsletters

September 2024

- 777 Pages Viewed
- 592 Visitors
- News, Future Development, Golf, Home Page, 2024 Newsletters
- 2 Newsletters

Web Traffic Comparison 2023 to 2024

Pages Viewed April to September 2024 = 3592 (Up 6%)

Pages Viewed April to September 2023 = 3390

Number of Visitors April to September 2024 = 1970 (Up 34%)

Number of Visitors April to September 2023 = 1483