

Q1 2022 Review for Youthland Academy

Reporting Dates: Jan 1 – Mar 31, 2022

Attached Documents – Google My Business Reports (excel), Facebook Reporting (PDF), Website Channel Report (PDF)

Key Metrics:

Google My Business

Last year we started posting weekly on all 19 of our locations Google My Business page. While the volume of searches and impressions are lower in 2022 than 2021, the actions taken have increased double digits (i.e. clicking to website, call location, etc). Attached is the breakdown by location for the 2021 vs 2020. The spreadsheet includes metrics such as ratings (based on reviews), searches, profile views and actions such as calls and website visits for each location.

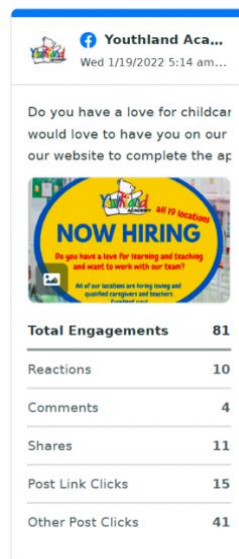
We are seeing more competitors and more business in general utilize GMB for their location-based businesses which is why there is a drop in overall search results and impression for businesses like us than what we have seen historically. We've also read those businesses participating in paid search with Google Ad Words will see improvements in their organic search results, but for now we don't feel the need to spend money on paid.

Facebook

When comparing Q1 2022 vs 2021, we saw an increase in impressions (7.4%), engagement (61.8%), and actions (125%). This positive trend is also seen when we compare Q1 2022 to prior quarter of Q4 2021. Total fans remain flat.

2 of the top 12 posts were about hiring and with real photos from the facilities, people can see what the locations look like inside. Here's the most engaged post which also got 11 shares and 41 click to the website.

** We would like to schedule photography in 3 locations again in May/June.



Website

- Overall traffic was flat to last year (off by 4%). Organic search was the most off.
- That being said, bounce rate continues to improve significantly from 13% down to 2.4%. The number of pages viewed and time on site increased as well.
- In order to improve search and navigation, we are refreshing the website and ensuring the key pages are easier to navigate to (locations, hiring, etc). **See screen shots below
- Traffic from Facebook was down by about 47% but the traffic that did come, stayed longer, and visited more pages and filled out location/email sign up forms (more quality visitors).
- Each month we publish 2 new blog posts. We saw a 6.5% increase in visitors visiting the blogs pages. On average 15% of the traffic that comes the website visits 1 or more of these post.
- Individual Location pages increased by nearly 50% compared to prior year. This is being driven from the GMB posts.

Email

- 2077 active subscribers which is an increase of 2% since the first of the year. 53% (v 46% last year) of the welcome email is being opened! The regular newsletter emails are seeing a slight decrease in open rates from Q4 2021 with an average of 13%. (This is better than Q1 2021 where we averaged 10%). We have an opportunity to grow this, and to add more relevant content. Please feel free to email lyndsay@ellengarcemarketing.com with any requests, photos, highlights, etc.

Action Items for Next Quarter:

- New website to make navigation to main pages stronger and give the site a more modern, user friendly feel.
- New photos to be taken by Kelly in early summer
- Paid hiring campaign –discuss if this should be considered
- Google My Business is really gaining momentum, continue to post for each location
- Please share any Behind the scenes/Real time photos you have - email lyndsay@ellengarcemarketing.com
- Upcoming Blog topics:
 - Youthland Academy: Focused on Your Child
 - Financial Literacy for Kids for National Teach Children to Save Day
 - 5 Life Lessons Your Child Learns Through Play
 - Eat the Rainbow: Encouraging Your Child to Eat a Variety of Foods
 - 5 Ways to Celebrate National Children's Day
 - 5 Red, White & Blue Recipes to Help You Celebrate the 4th