

Q2 2022 Review for Youthland Academy

Reporting Dates: April 1 – June 30, 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, we are still seeing significant increases over 2020 where we were not actively posting on this platform. Attached is the breakdown by location for 2022, 2021 and 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 over the huge increase we saw historically.

Facebook

When comparing Q2 2022 vs Q1, impressions are slightly down by -2.4%, but engagement is up 46.1% and actions are also up by 5.6%. This positive trend is also seen when we compare Q2 2022 to prior year, all 3 metrics had a huge increase. Impressions were up by 70% from 2,350 to 4,009. Engagement went from only 30 in 2021 to 187 in 2022. The same trend happened with link clicks from 2 up to 19!

The #1 engaged post with 98 engagements was of Norwood's 5 Star review status! Thanks Amanda R for sharing! The next top posts were about hiring and with real photos from the facilities, people can see what the locations look like inside.

** We would like to schedule photography in 3 locations again in August/September. Does anybody want to have their location photographed?

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Congratulations to our Youthland Academy Norwood location with their recent 5... 	98	29	7	0	—	62
Youthland Academy is looking for team members at all of our locations. We are looking for a career that wi... 	47	9	1	8	11	18
Do you love working with kids? We are looking for a caring and loyal c... where you can learn and grow! 	33	3	6	2	1	21

Website

- Overall traffic was significantly up to last year and last quarter. Part of this due to a rogue referral link, but we still saw real growth with direct traffic.
- That being said, bounce rate continues saw a huge spike (this is negative) but understandable with the referral like and was driving fake traffic to the site.
- In order to improve search and navigation, we will be launching a new website in August and will be ensuring the key pages are easier to navigate to (locations, hiring, etc). Here's a sample of the location page design options (also shared in Facebook Franchise Group).
- Traffic from Facebook was flat to last year, but the traffic that did come, stayed longer, visited more pages and filled out more of the location/email sign up forms (more quality visitors). Outside of Facebook, Yelp is the second highest traffic drive in the social media category.
- Each month we publish 2 new blog posts. We saw a 6.36% increase in visitors visiting the blogs pages. On average 15% of traffic that comes to the website visits 1 or more of these post.
- Individual Location pages increased by 10% compared to prior year. This is being driven from the GMB posts. 36% of traffic that comes to the website visit a location(s) page.

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