

# Q3 2022 Review for Youthland Academy

Reporting Dates: Jul 1 – Sept 30, 2022

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

## Key Metrics:

### Google My Business

In 2021 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 typically see a slump in summer months. But if we compare Q3 of this year to Q2 (summer), are seeing significant increases in all key metrics such as ratings (based on reviews), searches, profile views and actions such as calls and website visits for each location.

We also see increased over 2020 where we were not actively posting on this platform. Attached is the breakdown by location - the spreadsheet.

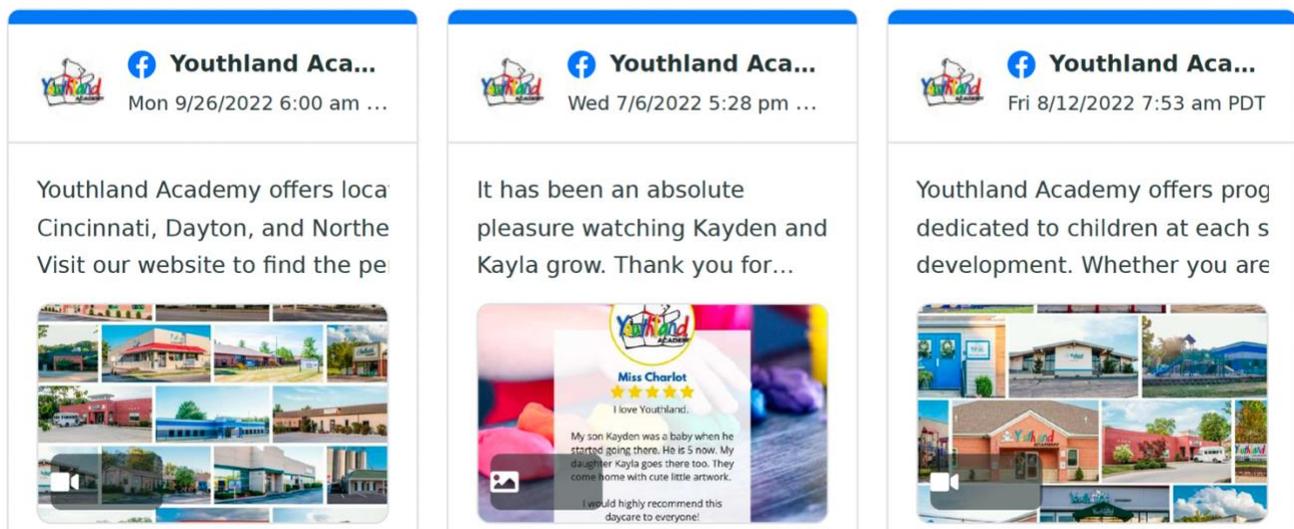
We are seeing more competitors and more business in general utilize GMB for their location-based businesses which is why there is a drop in overall search results and impression for businesses like us over the huge increase we saw historically.

### Facebook

When comparing Q2 2022 vs Q2, impressions up significantly. This is great again considering the typical slump in summer months we see. We did see a slight dip in engagement and actions taken, compared to last quarter but we are coming some larger Q2 numbers. Followers hit a high of 3580.

The #1 and #3 engaged post showcase the locations! And the #2 post was a 5-Star Review.

\*\* We would like to schedule photography in 3 locations again before the winter weather hits. Does anybody want to have their location photographed?



## Website

- We launched the new website in mid-August in order to improve search and navigation, and ensuring the key pages are easier to navigate to (locations, hiring, etc). Thanks for your input and feedback.
- Overall traffic was down to last quarter, part of this due to a rogue referral link that spiked huge numbers in prior period, but we still saw real growth with direct traffic. Time on site increased as well!
- Organic traffic saw an increase. The new site launch included a cleanup of keyword search terms and our hope is we see this continue to grow.
- Traffic from Facebook was down to last year, but that is a tradeoff for removing links to get higher impressions on our posts. Outside of Facebook, Yelp is the second highest traffic driver in the social media category.
- Each month we publish 2 new blog posts. On average 15% of traffic that comes to the website visits 1 or more of these posts. Q4 topics include:
  - 5 Ways to Make People Smile on World Smile Day
  - 8 Fun Halloween Costume Ideas for Kids
  - Ideas and Resources to Teach Kids About Veterans Day
  - 6 of Our Best Thanksgiving Ideas for Kids!
  - Fun Outdoor Activities for the Whole Family
  - 3 Steps to Help Kids Write Thank You Cards
- Individual Location pages are down to prior quarter but expect this to increase with the new site and full quarter of data.

## 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](mailto: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](mailto: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 4<sup>th</sup>