



## August 2020 Marketing Report

### Public Relations

The first of several Taste of Chestnut Hill television segments was filmed and aired on [Fox 29](#). More Taste of Chestnut Hill stories will be included in next month's report.

Chestnut Hill was highlighted in [Visit Philadelphia's](#) guide to Greater Philadelphia Road Trips.

MICA and Woodmere's collaboration dinner was featured on [The Philly Voice](#).



**Restaurant Week called A Taste of Summer takes place this week in Chestnut Hill**

### Social Media Followers

Tag @ChestnutHill\_PA on Instagram and @ChestnutHillPA on Twitter and use the hashtag #KeepItOnTheHill so we can engage with your social media posts.

Send us your news to share from the Chestnut Hill accounts through this [simple Google form](#).

	Aug 1	Sep 1	% Change
Facebook	16,384	16,417	0.20%
Twitter	3,717	3,722	0.13%
Instagram	12,297	12,437	1.13%

### Top Social Media Posts (All Featuring Storefronts!)



378 likes



211 likes



134 reactions, comments, shares

## Website Traffic

Website traffic to ChestnutHillPA.com is 55% lower than August 2019 as users decreased from 19,543 in 2019 to 8,726 in 2020, and sessions decreased from 24,522 to 10,314. Traffic increased 8% compared to July 2020 with users increasing from 8,074 to 8,726, and sessions increasing from 9,312 to 10,314.

The largest decrease in traffic was on the events pages which decreased 77% without any August Restaurant Week or the increase in traffic for the announcement of the Witches & Wizards Festival. **Despite not having any events, traffic to business pages decreased only 2.47%** compared to August 2019.

Traffic to Explore content pages increased 40% as more users searched for outdoor dining.

6,409 users found the website via Organic Search, 361 via the Google Grant and 380 via Facebook.

[Send us](#) up-to-date information for your business listing on ChestnutHillPa.com.

Top Pages in June	Number of Pageviews
<b>Businesses (total)</b>	6,916
<b>Events (total)</b>	4,012
<b>Homepage</b>	2,437
<b>Explore (total)</b>	1,734
<b>Open</b>	527

**Do your website, Google business listing, and social media accounts reflect the reality of mask-wearing and other safety measures?**

[Click here for a guide to claiming and using your Google Business Profile.](#)

Put customers at ease by addressing their concerns. Increased traffic to business pages on chestnuthillpa.com suggests that more customers are searching for information online before they decide to visit a business.

