

Flintshire Play Development Website Reach and Engagement

Introduction

This report provides an overview of the Flintshire Play Development website's performance during the period from June 2024 to September 1, 2024. The significant increase in website visits demonstrates the effectiveness of the promotional campaign aimed at raising awareness of the Play Development service and guiding the public to relevant information.

Website Performance Overview

- **Total Visits:** The Flintshire Play Development website received over 20,000 visits during the specified period. This notable traffic indicates heightened interest and engagement from the public regarding the services offered.
- **Promotional Campaign Impact:** The spike in website visits is a direct result of the targeted promotional campaign executed earlier this year. This campaign successfully conveyed the message of the Play Development service, directing individuals to the website for more information.

Analysis of User Engagement

The increase in visits signifies not only the effectiveness of the promotional efforts but also the public's desire to learn more about play development initiatives. Key insights include:

- **Information Accessibility:** The website has become a primary resource for the community to access information regarding play services, events, and developmental programs.
- **Informed Public:** The promotional activities ensured that the public was informed about where to find essential information, encouraging proactive engagement with the services provided.

Conclusion and Recommendations

The significant increase in website visits underscores the success of the Flintshire Play Development promotional campaign. As we move forward, it is essential to:

1. **Maintain Engagement:** Continue promoting the website through various channels to sustain and further increase traffic.
2. **Enhance Content:** Regularly update the website with fresh, engaging content to keep visitors returning for new information and resources.
3. **Monitor Analytics:** Utilise website analytics to understand visitor behaviour better and optimise the user experience.

By continuing to build on this momentum, the Flintshire Play Development service can further enhance its visibility and community engagement in the future.

	Page path and screen class ▾ +	↓ Views
	Total	20,481 100% of total
1	/en/Resident/Schools/Flintshire-Playscheme/Home.aspx	11,776
2	/en/Resident/Schools/Flintshire-Playscheme/General-Overview.aspx	8,061
3	/en/Resident/Schools/Flintshire-Playscheme/Buddy-Scheme.aspx	334
4	/cy/Resident/Schools/Flintshire-Playscheme/Home.aspx	202
5	/cy/Resident/Schools/Flintshire-Playscheme/General-Overview.aspx	90
6	/cy/Resident/Schools/Flintshire-Playscheme/Buddy-Scheme.aspx	18

Welsh Site English Site