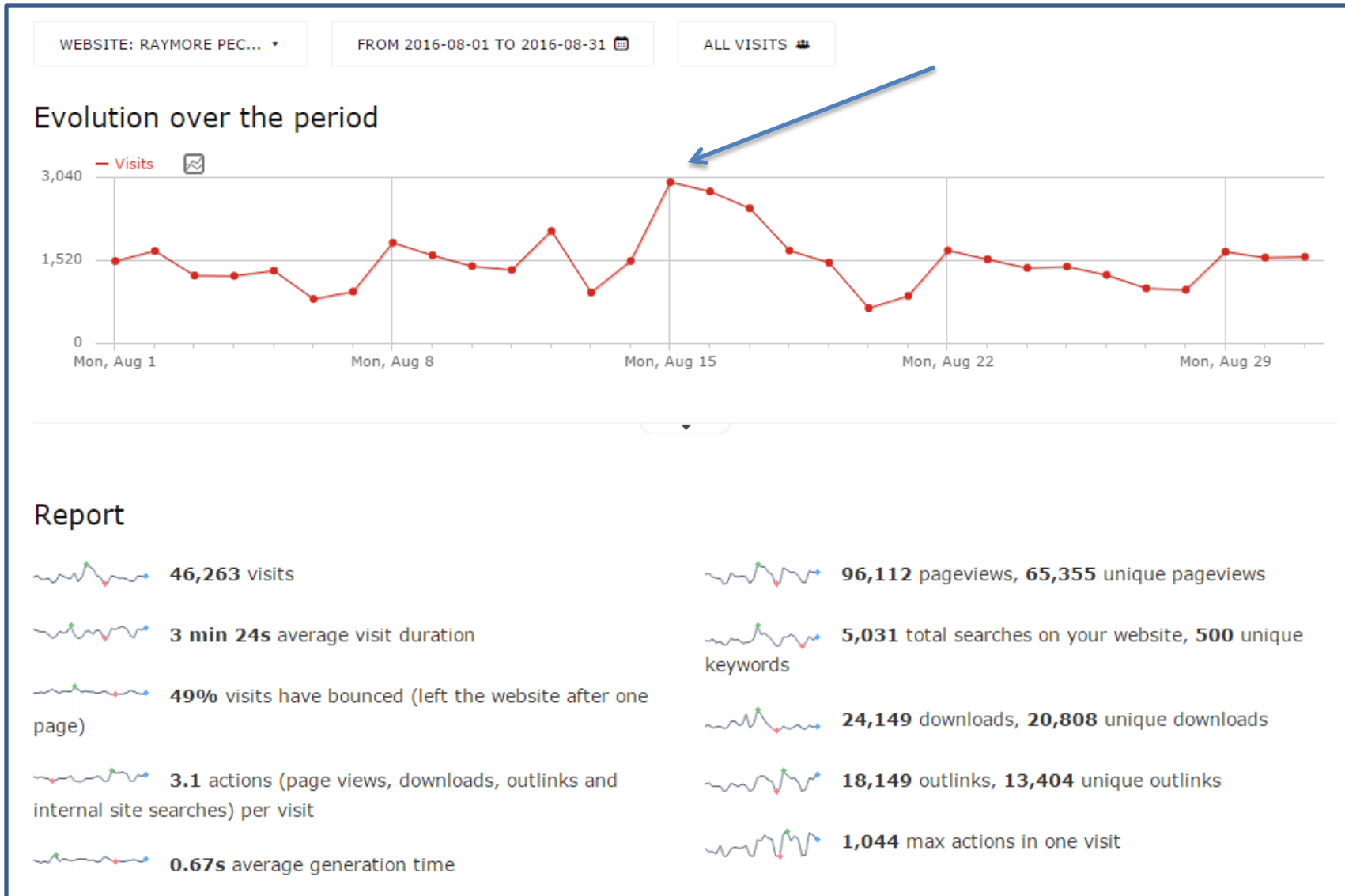


Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

Web Site Analytics – August 2016 visitor overview



Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

Web site analytics - August 2015 visitor overview



Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

Web site analytics – Top 10 site search keywords

WEBSITE: RAYMORE PEC... FROM 2016-08-01 TO 2016-08-31

August 2016

KEYWORD	SEARCHES	SEARCH RESULTS PAGES	% SEARCH EXITS
bus routes	60	1.3	2%
sis	56	1.3	61%
homecoming	54	1.1	22%
supply list	54	1.4	37%
calendar	48	1.1	35%
football	39	1.4	38%
school supplies	37	1.3	43%
bus	32	1.1	13%
football schedule	32	1.3	28%
school supply list	32	1.9	31%

1-10 of 500 NEXT >

WEBSITE: RAYMORE PEC... FROM 2015-08-01 TO 2015-08-31

August 2015

KEYWORD	SEARCHES	SEARCH RESULTS PAGES	% SEARCH EXITS
calendar	49	1.4	18%
school supply list	36	1.5	75%
bus routes	29	1.1	3%
homecoming	25	1.4	20%
football	23	1.1	35%
football schedule	23	1.2	30%
calendar 2015-16	22	1.1	23%
bus	21	1.2	24%
supply list	21	1.2	57%
map	20	1.2	15%

1-10 of 500 NEXT >

Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

Web site analytics – Top 10 site search keywords

WEBSITE: RAYMORE PEC... ▾ FROM 2015-08-01 TO 2016-07-31 📅

Site Search Keywords **8/1/2015-7/31/2016**

KEYWORD	SEARCHES	SEARCH RESULTS PAGES	% SEARCH EXITS
calendar	490	1.3	31%
summer school	309	1.3	34%
prom	161	1.5	22%
graduation	150	1.6	12%
keynet	150	1.2	3%
search	125	1.2	9%
prowlers	102	2.6	11%
honor roll	85	1.4	60%
spring break	85	1.2	34%
football	84	1.2	17%

1-10 of 500 [NEXT >](#)

Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

Web site analytics - Top page visits – Aug. 1, 2015, to July 31, 2016

Page Name	Page Views	Unique Page Views	Bounce Rate
Ray-Pec Home Page	1,215,642	261,555	38 %
Human Resources	26,364	18,424	22 %
Ray-Pec High School	23,732	15,606	38 %
Work for Ray-Pec	16,205	12,887	29 %
Athletics	15,911	11,880	46 %
For Parents	7,453	6,023	53 %
Ray-Pec East Middle School	7,771	5,693	34 %
For Students	8,505	3,915	42 %
Salary and Benefit Information	4,653	3,699	60 %
Creekmoor Elementary	4,208	3,308	39 %
Bridle Ridge Intermediate	4,298	3,004	42 %
Eagle Glen Intermediate	3,639	2,917	43 %
Transportation	3,514	2,904	74 %
Raymore Elementary	3,629	2,895	32 %
Cross Country	5,477	2,768	26 %
School Facilities	3,726	2,681	15 %

Unique Page Views = The number of visits that included this page.

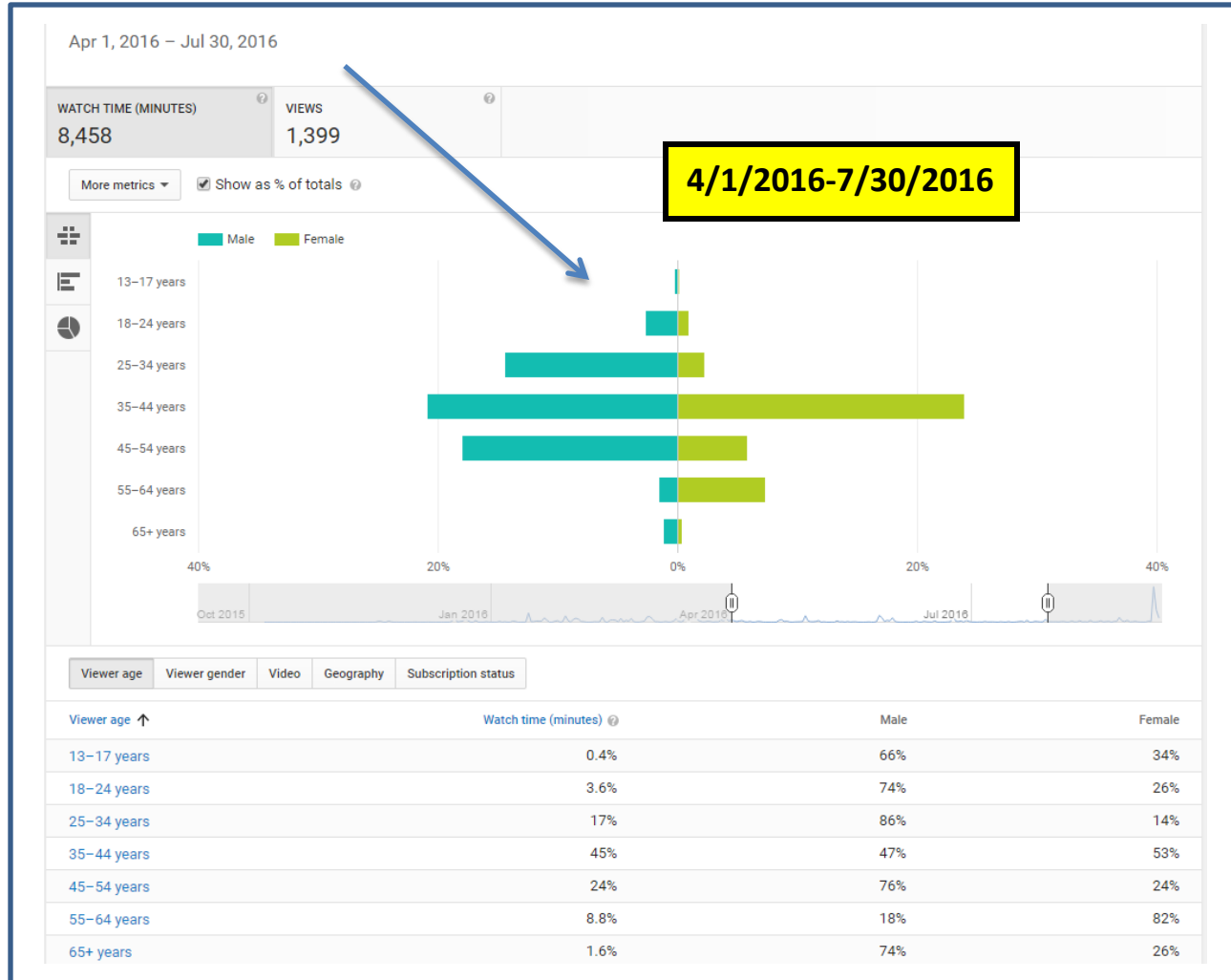
If a page is viewed multiple times during one visit, it is only counted once.

Bounce rate =

The percentage of visits that started on this page and left the web site straight away.

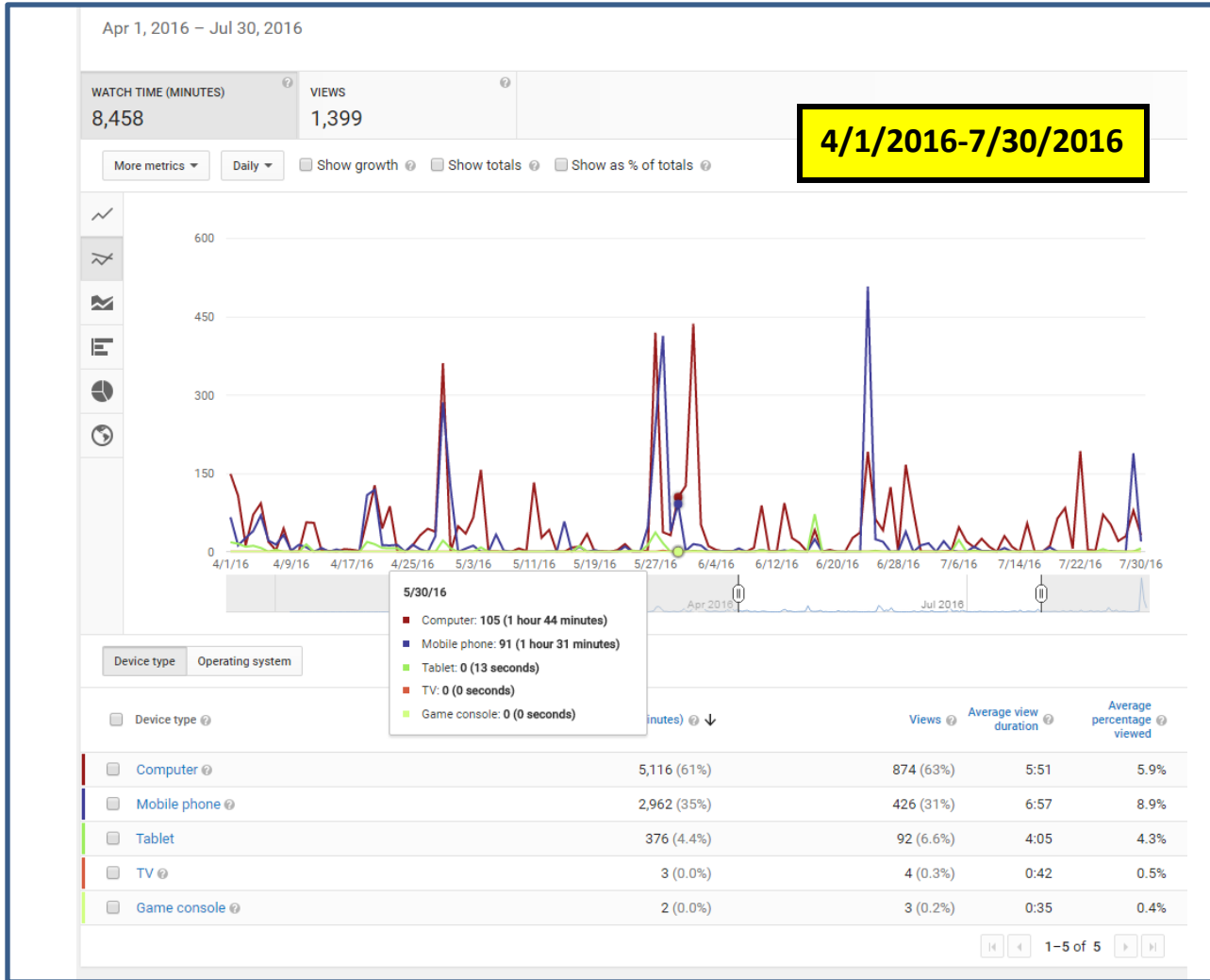
Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

YouTube analytics – Demographics



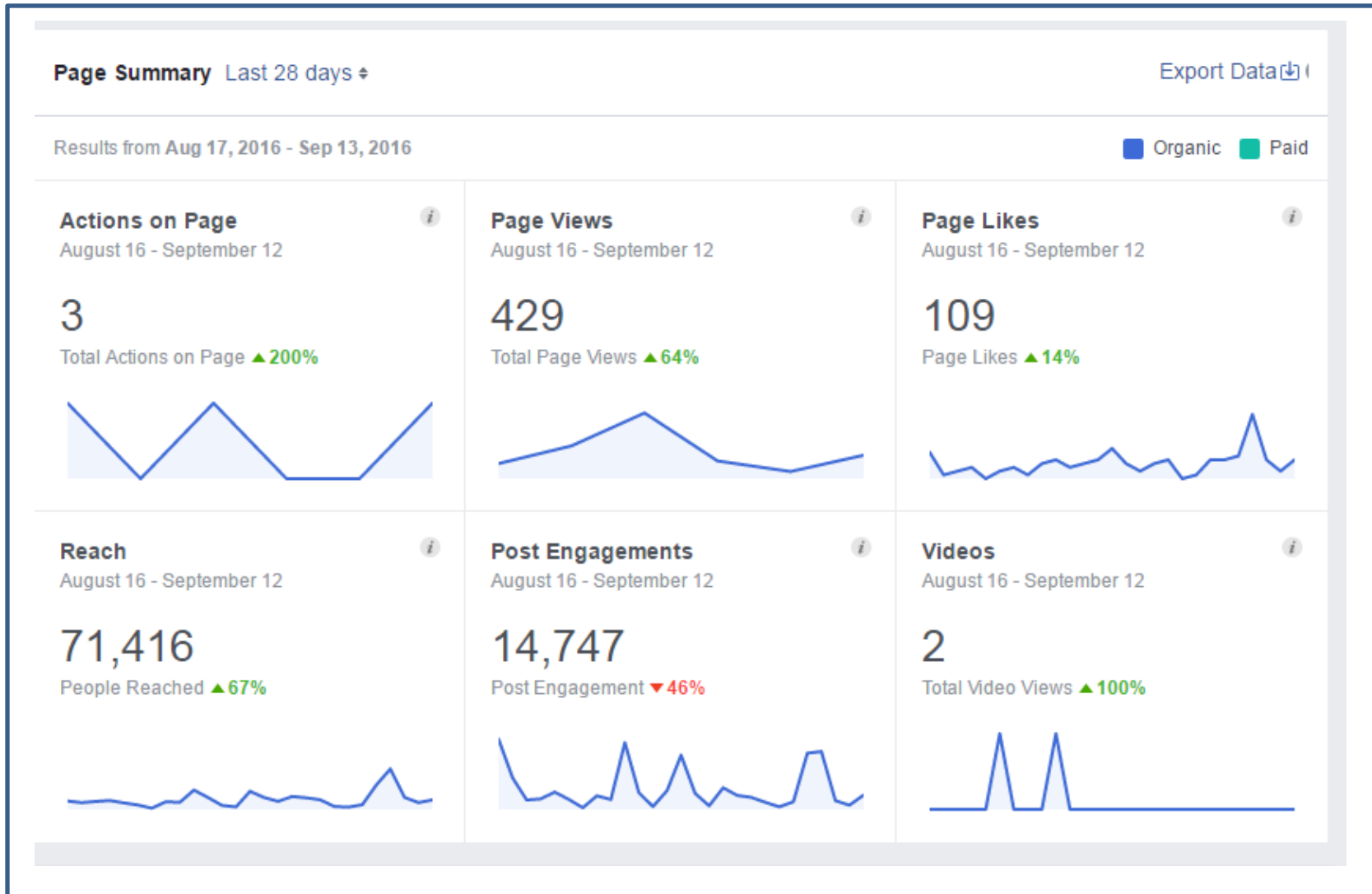
Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

YouTube analytics – Watch Time



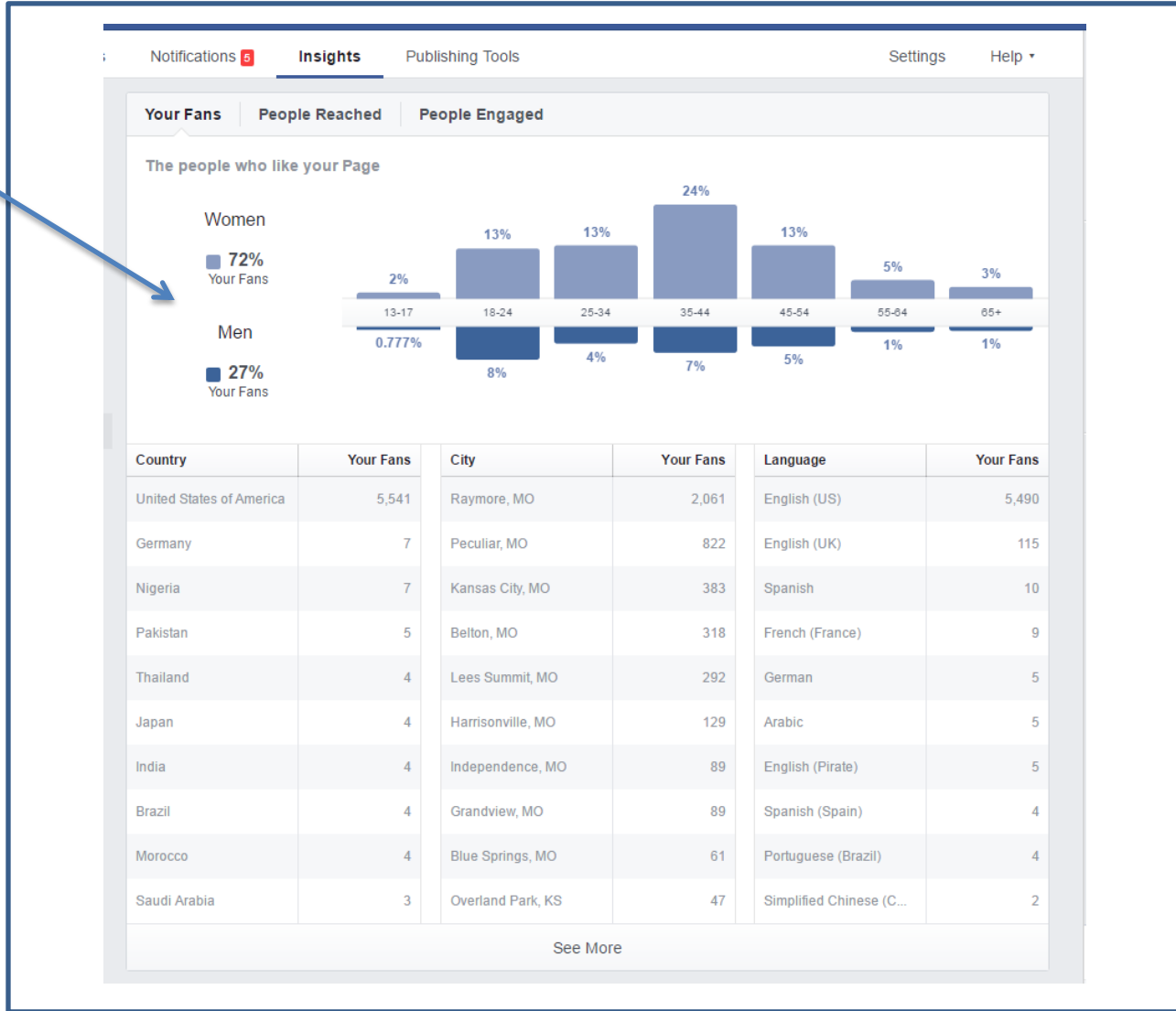
Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

Facebook Analytics – Page Overview (as of 9/12/2016)



Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

Facebook analytics – Demographics (as of September 2016)























Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

Facebook – Recent Posts (as of 09/13/2016)

Your 5 Most Recent Posts >

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/14/2016 9:29 am	 Can you pick up a couple of items for the Caring About Nutrition p			133 	27 0	Boost Post
09/14/2016 8:31 am	 Meet the Ray-Pec High School Homecoming royalty candidates fo			1.5K 	823 167	Boost Post
09/14/2016 8:16 am	 Ray-Pec High School juniors and seniors, and any parents and g			1K 	43 7	Boost Post
09/13/2016 12:03 pm	 Something new for the Homecoming activities on Friday night. Si			754 	58 15	Boost Post
09/13/2016 11:17 am	 Some pictures from today's ribbon cutting ceremony for the new l-			1K 	319 55	Boost Post



















[See All Posts](#)

Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

Facebook – Looking at other Districts (as of 9/13/2016)

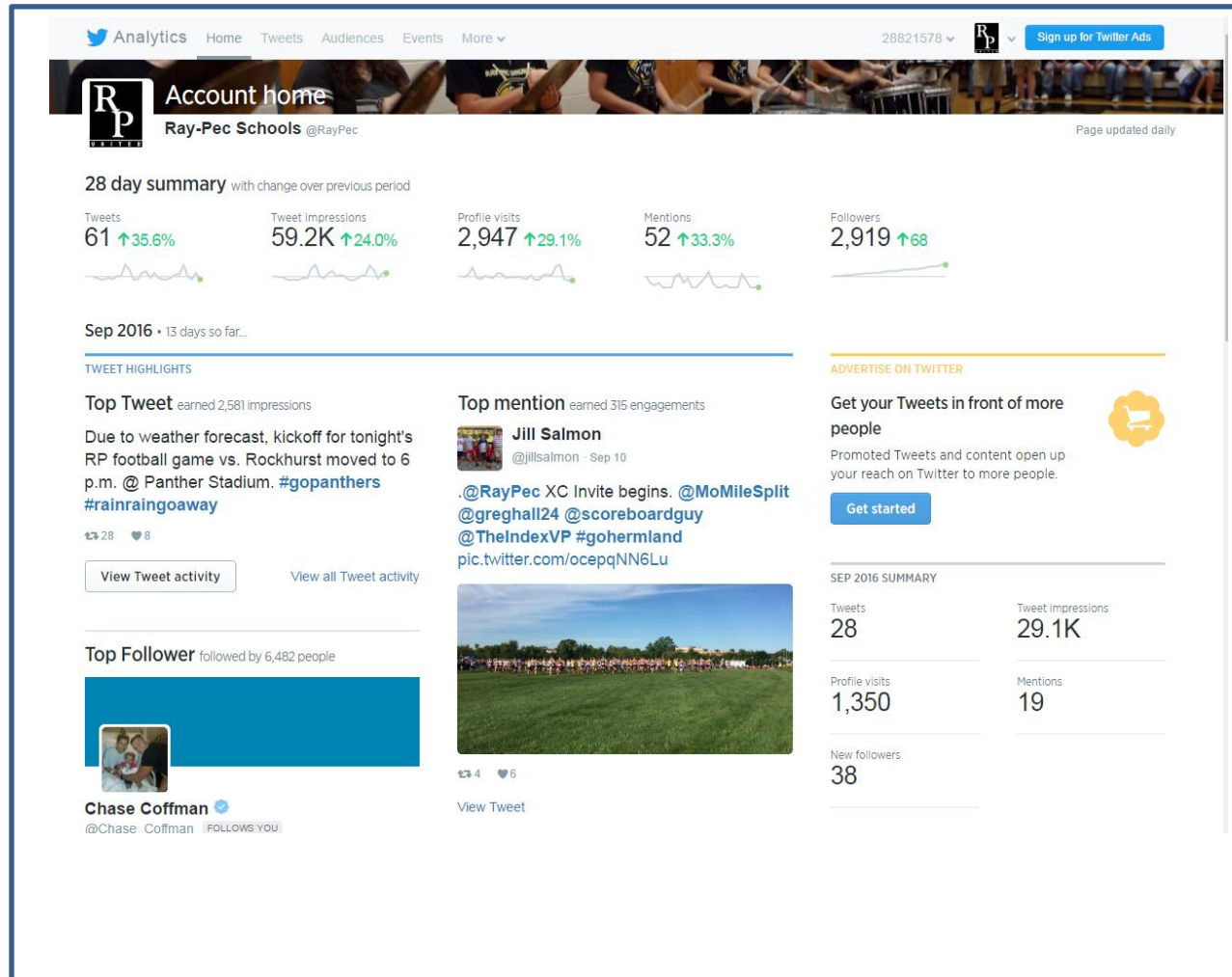
Pages to Watch
Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#) Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Lee's Summit R-7 Schoo...	8.9K 	▲0.6%	9	102 
2  Nixa Public Schools	6.8K 	▲0.4%	13	949 
YOU 3  Raymore-Peculiar Schoo...	5.7K 	▲0.7%	27	702 
Keep up with the Pages you watch. Get More Likes				
4  Harrisonville Schools	4K 	▲0.3%	99	1.4K 
5  Grain Valley Schools	3.1K 	▲0.3%	11	233 
6  Platte County School Di...	768 	▲0.8%	4	51 

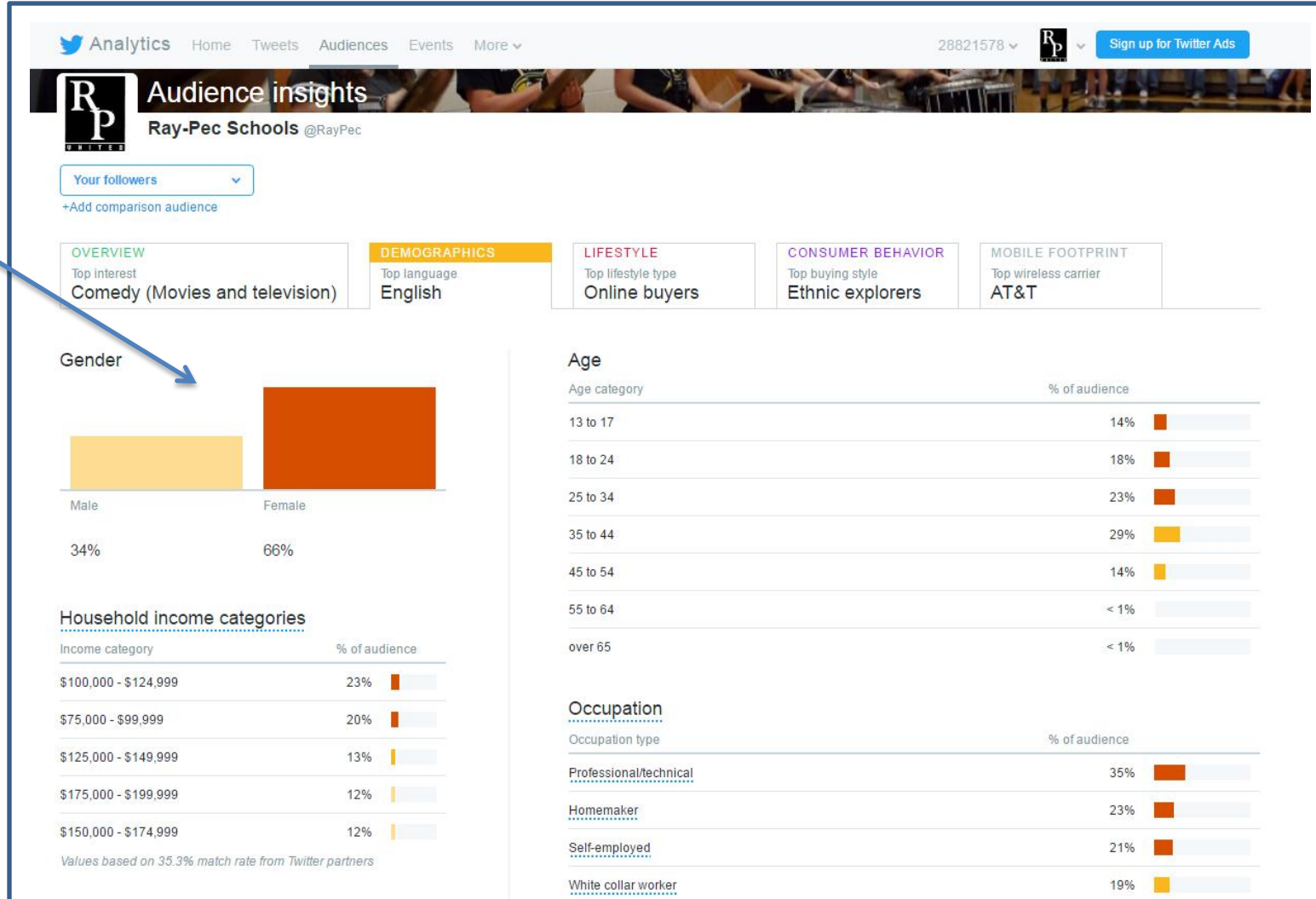
Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

Twitter – Overview (past 28 days as of 9/13/2016)



Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

Twitter – Demographics



Raymore-Peculiar Public Relations Update – September 2016 – Additional Data

Twitter – Tweet activity (past 28 days as of 9/12/2016)

