**On Havana Analytics: May 14th**



**April Analytics**

* Traffic in April up 4.24% (vs March)
* Organic traffic in April up 0.25% (vs March)
* Organic traffic = 70.24% of traffic
* Notable:
	+ Direct traffic up 22.86% over March (23.89% of traffic). Was 20% in March.
	+ Referral traffic up 26.88% but only 2.28% of traffic
	+ Social traffic down 9.36% but only 3.56% of traffic
	+ 2 Visitors from Email (perhaps just not using UTM codes or getting counted as direct or referral)

**Top Pages:**

* Home
* COVID Business Closures (up 214%)
* Aurora Restaurants (up 394%)
* Eat On Havana 2020 (up 231%)
* Business Directory (up 91%)

**Over previous year**

* Traffic up 0.45%
* Organic search traffic up 40.42% over previous year

**ENews – Sent May 2**

* Deliverable List Size: 4,327
* May eNews
	+ 16% open rate (Down from 23% in April)
	+ 40.55% click rate (up from 33.2% in April) with a CTR of 6.4% click through rate (down from 7.7% in April)
	+ 6 unsubscribes
	+ 0 Spam reports
* Top clicks:
	+ Eat on Havana (69)
	+ Homepage (65)
	+ COVID Business Closures and Adjusted Hours (55)
	+ Take Out Delivery (42)

**COVID Resources Question = 1 Entry**

**Restaurant Week Entries = 300 to date**

**Small Business Giveaway = 152 to date**