***Miscellaneous Stats from Our Google Analytics June 2022***

|  |  |  |
| --- | --- | --- |
| Blog Post Hits-Ranking(above 1000 sec: 16:40 minutes) |  | Avg Time on Page |
|  |  |  |
| Falls Are Preventable: Here's How | 10:58:33 |
| What Transportation Options Do Seniors Have If They Cannot Drive? | 0:39:10 |
| Dementia and Alzheimer's: The Differences and Similarities | 0:34:22 |
| Self-Care for Caregiversï¿¼ | 0:30:11 |
| Home Modifications for Seniors Aging in Place | 0:28:04 |
| The Ins and Outs of Reverse Mortgages | 0:25:08 |
| What Exercise and Fitness Routines Make Sense for Seniors? | 0:18:30 |
|  |  |  |

|  |
| --- |
| Blog Post Missing(0 Sec) |
|  |
| Evaluating Your Sources of Retirement Income |
| Vitamins for Seniors and Older Adults |
| Exploring Senior Housing Options for Your Loved One |
| Spotting and Avoiding Fraud and Scams Targeting Seniors |
| Combatting Loneliness and Social Isolation in Older Adults |
| Colorado Center for Aging 2022 Legislative Session Priorities |
|  |
|  |

|  |  |
| --- | --- |
| Social Source | Referral |
| Facebook | 1169 |

|  |  |  |
| --- | --- | --- |
| Search Terms | Pageviews |  |
| caregiver support | 4 |  |
| silver key | 2 |  |
| state unit in aging | 2 |  |
| life bio | 2 |  |
| connie ward | 2 |  |

|  |  |
| --- | --- |
| Providers with no views |  |
| ​﻿​Ace Senior Services | Pueblo County Area Agency on Aging - Food/Nutrition Programs |
| CarePenguin | Rehabilitative Rhythms |
| Coldwell Banker Realty - Sharon Wiest | Seniors Resource Center |
| Colorado Center for Aging | Thrivent |
| Columbine Health Systems Center for Healthy Aging | Society of Certified Senior Advisors |
| Vintage - Nutrition Programs | GoldLeaf HomeHealth |
| DRCOG's Area Agency on Aging | Boulder County Area Agency on Aging Nutrition Programs |
| CU Anschutz Multidisciplinary Center on Aging | ECAAA - Project SMILE Nutrition Program |
| Douglas County Libraries | Weld County Area Agency on Aging - Nutrition Program |
| Prime of Life Tech | Audio Information Network of Colorado |

|  |  |
| --- | --- |
| Device Category | Session % |
| Desktop | 36.5% |
| Mobile | 44.6% |
| Tablet | 19% |

|  |  |
| --- | --- |
| Demographics |  |
| Gender | User % |
| Female | 68.3% |
| Male | 31.7% |

|  |  |  |
| --- | --- | --- |
| Age |  |  |
| 18-24 | 13.3% |  |
| 25-34 | 11.4% |  |
| 35-44 | 11.9% |  |
| 45-54 | 12.9% |  |
| 55-64 | 18.8% |  |
| 65+ | 31.2% |  |

1. TITLE: AWC Website BLOGS READ—month of six
   1. Blogs read

|  |  |  |
| --- | --- | --- |
| Blog Post Hits-Ranking(above 1000 sec: 16:40 minutes) |  | Avg Time on Page |
|  |  |  |
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| What Exercise and Fitness Routines Make Sense for Seniors? | 0:18:30 |

* 1. Top landing Pages

|  |  |  |
| --- | --- | --- |
|  |  |  |
| Page | **Page Title** | **Landing Page** |
| / | Home | 311 | |
| /participating-providers/ | Provider Directory | 74 | |
| /participating-providers/ | ​﻿​Provider Directory | 74 | |
| /about/ | About | 47 | |
| /community-resources/ | Aging Advocacy and Resources | 28 | |

* 1. Blog Hits

|  |  |
| --- | --- |
| Blog name | Hits |
| falls are preventable: here's how | 1001 |
| webinars archives | 58 |
| what transportation options do seniors have if they cannot drive? | 28 |
| what exercise and fitness routines make sense for seniors? | 26 |
| what is the difference between formal and informal caregiving? | 25 |
| why activities of daily living are important when it comes to aging in place | 20 |
| what support is available to caregivers? | 19 |

* 1. Source

|  |  |
| --- | --- |
| Source | Frequency |
| facebook | 1039 |
| google | 171 |
| (direct) | 131 |
| hs\_email | 92 |
| alittlehelp.org | 81 |

* 1. Device

|  |  |
| --- | --- |
| Device Category | Session % |
| Desktop | 36.5% |
| Mobile | 44.6% |
| Tablet | 19% |

* 1. Social Source Referral

|  |  |
| --- | --- |
| Social Source | Referral |
| Facebook | 1169 |

* 1. From a Colorado Location

|  |  |
| --- | --- |
| City | Frequency |
| Denver | 195 |
| Colorado Springs | 90 |
| Aurora | 63 |
| Fort Collins | 38 |
| Grand Junction | 34 |

* 1. From Non-Colorado US cities

|  |  |
| --- | --- |
| City | Frequency |
| (not set) | 77 |
| Chicago | 12 |
| San Antonio | 11 |
| Dallas | 11 |
| San Francisco | 8 |

AWC Website Activity—Summary Level

1. Total Blog hits—all blogs



1. Total Provider hits—all



1. Total Connected to Provider Sites



1. Number of Clicks on Donate button

|  |  |  |
| --- | --- | --- |
| Page | Page Title | Hits |
| /donate/ | Donate | 4 |
| /donate/#FUNANWRZLDC?form=FUNANWRZLDC | Donate | 4 |
| /donate/?fbclid=IwAR2kX-qOQn5S1R\_pTqwBwn5xy032ZrK6GNxcecnVjN3AvYmKxAmveQzSTSA | Donate | 1 |
| /donate/#FUNANWRZLDC/thankyou?form=FUNANWRZLDC | Donate | 1 |

1. Number of Clicks on Volunteer (in a dropdown under “Get Involved”)

Graphical user interface, text

Description automatically generated with medium confidence

1. Number of Clicks on “About”

Text

Description automatically generated with medium confidence

1. Number of Clicks on Spanish (under Select Language dropdown)
2. Number of Clicks on  “Join our Directory”

Text, table

Description automatically generated

1. Number of Clicks on each of the categories in the dropdown under Practical Advice and Resources

AWC Total Website Activity by Location:

1. List Colorado Cities—rank by activity on site



1. Outside Colorado



AWC Provider Activity by Provider

1. Total Providers listed on site (not sure this is available in GA)

|  |  |
| --- | --- |
| Page Title |  |
| A Little Help | Larimer County Office on Aging |
| A Move Handled With Care LLC | Life Caddie |
| AARP - Elder Watch | LifeSpark Cancer Resources |
| AARP COLORADO | Mountain Music Therapy Services |
| Accessible Systems | MyLivingObituary.com |
| Ace Senior Services | Number 1 Son Home Maintenance |
| Adams County Aging Network (ACAN) | Nymbl Science |
| Aging Resources of Douglas County % % Aging Resources of Douglas County | Optimal Aging Medicare Solutions |
| Aging Services Consultants | Orion Mortgage, Inc. |
| Aging With Dignity | Five Wishes | PASCO (Personal Assistance Services of Colorado) |
| Aging at 5280 | Pamela D Wilson, Inc. |
| Answers for Senior Care | Park County Senior Coalition |
| Arapahoe County Council on Aging (ACCoA) | Partners in Medicare |
| Area Agency on Aging of Northwest Colorado | Pikes Peak Area Council of Governments Area Agency on Aging |
| Area Agency on Aging of Northwest Colorado Food Programs | Prime of Life Tech |
| Assistive Technology Program - Center for Inclusive Design and Engineering | Pueblo County Area Agency on Aging - Food/Nutrition Programs |
| Audio Information Network of Colorado | Rehabilitative Rhythms |
| Boulder County Area Agency on Aging Nutrition Programs | RideNoCo |
| CU Anschutz Multidisciplinary Center on Aging | Rocky Mountain Regional VA Medical Center and Veterans Aid and Attendance |
| Care Matters Always | STRIDE Community Health Center |
| CarePenguin | Senior Planet Colorado |
| Changing the Narrative | Seniors Resource Center |
| City of Thornton Community Connections | Serenity Engage |
| Coldwell Banker Realty - Sharon Wiest | Silver Key Senior Services |
| Colorado Burial Preserve & Cremation Garden | SilverBills |
| Colorado Center for Aging | Silvernest |
| Colorado Legal Aid | Society of Certified Senior Advisors |
| Colorado State Long-Term Care Ombudsman Program | State Unit on Aging |
| Columbine Health Systems Center for Healthy Aging | Sunshine Home Share Colorado |
| Compassion Works, LLC | Sustainable Caregiving |
| Compassion and Choices | The Lemons Group-Powered by MAC5 Mortgage |
| Cultivate | The Osterman Law Firm P.C. |
| DRCOG Area Agency on Aging Food & Nutrition Resources | GoldLeaf HomeHealth |
| DRCOG's Area Agency on Aging | Helping Hands Consulting |
| Daisy Chain, LTD | Jefferson County Council on Aging (JCCOA) |
| Dementia Friendly Denver | Knoebel Institute for Healthy Aging |
| Douglas County Libraries | Krista Keller Medicare Broker |
| ECAAA - Project SMILE Nutrition Program | Thrivent |
| ECCOG Area Agency on Aging Project SMILE Nutrition Program | Transitions Senior Care, LLC |
| Eaton Senior Communities | TruBlue Total House Care |
| Energy Outreach Colorado | USDA Rural Development |
| Vintage | Upper Arkansas Area Agency on Aging |

1. List all providers with any activity on our site; rank by highest to lowest





1. Number of providers with no activity



AWC Demographics

|  |  |
| --- | --- |
| Demographics |  |
| Gender | User % |
| Female | 68.3% |
| Male | 31.7% |

|  |  |  |
| --- | --- | --- |
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| 55-64 | 18.8% |  |
| 65+ | 31.2% |  |

AWC On Site Search

