

# Manchester District Library

## Web Updates & Stats - Mar. 2021

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### Website Updates

- 587 users; 1.85 pages/session; and 2,335 pageviews
- 5 most visited webpages:
  - Catalogs & My Account
  - Event Calendar
  - Ebooks
  - Using the Library
  - Contact Us
- 1 keyword search:
  - hotspot

### MyBusiness on Google

- 3,764 people found us using Google search
- 25 users asked for directions; 181 visited our site; and 80 called us
- Top queries people used to find us: manchester district library (51 people); library (45 people); manchester library (31 people)
- The library has a 4.1-star review rating based on 15 reviews

### Facebook

- 41 posts in March--Most popular post: March 15 - "See anything in this latest batch of adult fiction that needs to be on your TBR list? Just call (734) 428-8045 for curbside. #newbooksmell" [207 people reached; 2 engagements; and 8 reactions/shares/comments]
- Overall
  - 100% response rate, replies within a day
  - 963 followers; 152 check-ins; and 911 page likes

### Newsletter

- No newsletters sent in March

**Other** - Instagram is still on hiatus

