

Point Pinos Lighthouse Web Stats

Compiled by Chris Patton 7/1/2023

Month	FACEBOOK			WEBSITE
	reach	engaged	best post	users
Mar 2023	2060	791	no power for two days	1200
April 2023	1408	966	weekly weather photo	1200
May 2023	2753	1316	A nearby historic house	1100*
June 2023	1779	940	scattering Jerry McCaffery's ashes	1200*

* using the new Google Analytics 4 setup

Google Business:

Review is holding steady at 4.5 stars out of 5 with 935 total reviews
Map has been seen 80,362 times

YouTube Videos:

Story of the Point Pinos Lighthouse	Posted 12/05/2019	Total views: 815
The August 16, 2020 Storm	Posted 10/19/2020	Total views: 121
Mrs Emily Fish and the 1906 Earthquake	Posted 01/06/2021	Total views: 134
The Posse	Posted 02/06/2021	Total views: 91

Best Facebook post image of June 2023:

“while scattering Jerry McCaffery's ashes near the buoy,
the family recorded an image of the lighthouse AND an albino dolphin”



   31

2 comments

STATS: Facebook Audience:

2533 followers
71% Women, 29% Men
most 45+ years old