



INFORMATIONAL MEMORANDUM

TO: Planning and Community Development

FROM: Brandon Miles, Business Relations Manager

CC: Mayor Ekberg

DATE: February 27, 2023

SUBJECT: Experience Tukwila 2022 Year End Digital Analytics

ISSUE

Staff will provide a briefing on Experience Tukwila 2022 year end digital analytics.

BACKGROUND

In 2020 the City launched the Experience Tukwila marketing and branding campaign, which includes a digital component, including a dedicated website (ExperienceTukwila.com), a dedicated newsletter, and social media (Facebook, Instagram, Twitter, and LinkedIn). 2022 was Experience Tukwila's digital initiative first full year at being at full operation, including all accounts up and running, dedicated photography, and custom videos. The goal of the digital initiative is to promote Tukwila within the greater Seattle area (50-mile radius) and to help provide positive stories about Tukwila.

DISCUSSION

Attached with this memo is a report prepared by the City's marketing agency outlining the analytics for 2022.

Positive Takeaways

- Nearly 6,000 people, resulting in just under 11,000 page views, have visited ExperienceTukwila.com.
- Over half of the people who come to the website come via Google search. This is an important because it shows that our efforts to promote the site with organic content are having a positive impact.
- Our social media resulted in nearly 450,000 total impressions and we now have just over 3,000 followers across all social media accounts.
- Open rate and clickthrough rates for our e-newsletter is extremely high.
- ExperienceTukwila.com and its social media have been great resources in promoting community events to the greater Seattle area. Dedicated event pages on ExperienceTukwila.com are great ways of organically driving traffic to the site.
- Googling certain phrases and terms results in ExperienceTukwila.com having a very high search result. For example:
 - Googling "Things to do in Tukwila" results in ExperienceTukwila.com being the third website listed.
 - Googling "Things to do in Southcenter" results in ExperienceTukwila.com being the second organic website found on the site (third if you count the paid search results).
 - Simply putting, "Tukwila" into the Google search engine results in ExperienceTukwila.com being the tenth website listed (TukwilaWa.gov is shown as the first website listed).

Needs Work Takeaways

- The bounce rate (meaning someone comes to ExperienceTukwila.com homepage and immediate leaves) is too high. This can be addressed with better and more engaging content.
- Acquisition of new social media followers is occurring too slowly. Part of this is because Meta (Facebook and Instagram) made changes to prioritize “Reel” postings versus static posts. City staff and our agency staff have been working to create more engaging content.
- While the open rate for the e-newsletter is good, the number of accounts receiving it is still low. This can be addressed by providing a passive sign up method versus our current requirement for active signups.
- Googling certain phrases and terms results in ExperienceTukwila.com having a very low search result. For example:
 - ExperienceTukwila.com does now show up when Googling:
 - “Things to do in Seattle.”
 - “Restaurants near Sea-Tac Airport.”
- The shift by Google and Microsoft to Ai search will require adaptation to our digital strategy. Like most website sites, the page is designed to focus on Google’s search algorithms, not Bing. Yet, Bing’s Ai search tool could grow in popularity, requiring us to make sure our site is well position on Bing, not just Google.

FINANCIAL IMPACT

Experience Tukwila is funded via the City’s lodging tax program. Funding for 2023 has already been approved by the Lodging Tax Advisory Committee and the City Council.

RECOMMENDATION

Discussion only.

ATTACHMENTS

- Experience Tukwila 2022 Year Website Analytics Summary

Experience Tukwila 2022 Year Website Analytics

Website Overview	
Total Visits	6,171
Total Pageviews	10,993
Average Visit Duration	1:04
Average Pages per Visit	1.44
Average Bounce Rate	77.16%
New Blog Post	13
New Event Posts	44

Visitor Acquisition	
Search	3,445 (55%)
Direct	1,336 (21%)
Social Media	1,255 (20%)
Referral	221 (4%)

Top 10 Visiting Cities	
Seattle, WA	2,146
Tukwila, WA	211
Los Angeles, CA	160
Kent, WA	134
Renton, WA	104
Tacoma, WA	93
New York, NY	79
Des Moines, WA	69
Bellevue, WA	68
Federal Way, WA	62

Top 10 Pageviews	
Homepage	2,763
Activities	839
Shopping	815
Events homepage	687
Dining	682
Blog homepage	530
Event: "Tukwila's 2nd Annual Juneteenth Commemoration"	445
Event: "Easter Bunny Photos at Westfield Southcenter"	337
Event: "U.S. Open Cup at Starfire: Sounders vs. Earthquakes"	255
Blog: "The Seawolves Make History at Starfire"	188

Top 10 Event Pageviews	
Events homepage	687
"Tukwila's 2nd Annual Juneteenth Commemoration"	445
"Easter Bunny Photos at Westfield Southcenter"	337
"U.S. Open Cup at Starfire: Sounders vs. Earthquakes"	255
"Photos with Santa at Southcenter"	139
"Sounders FC Rave Green 5k Run"	138
"Tukwila Revs Up for Teamsters 117 Car and Bike Show"	117
"Seattle Seawolves vs. San Diego Legion"	117
"Tacoma Defiance MLS NEXT Pro League at Starfire"	108
"Spring Seattle Restaurant Week"	70

Top 10 Blog Pageviews	
Blog homepage	530
"The Seawolves Make History at Starfire"	188
"The Sounders Return to Starfire"	134
"Tukwila Village Farmers Market Makes Space for Everyone"	115
"The Seawolves Championship Hunt Begins With A Stunner"	92
"The City of Tukwila's First Annual Juneteenth Commemoration"	75
"The NEXT era of Tacoma Defiance at Starfire"	62
"Starfire Welcomes More Champions"	51
"HangarFest at The Museum of Flight"	51
"10 Things To Do in Tukwila in the Rain"	47

Experience Tukwila 2022 Year Social Analytics

Social Media Analytics						
Platform	Followers	Post	Likes	Comments	Share/RT	Impressions
Facebook	1332 (+61)	304	2728	301	228	158,654
Instagram	928 (+325)	297	3901	240	443	39,624
LinkedIn	542 (+71)	77	449	12	71	117,162
Twitter	237 (+14)	331	979	33	254	129,998
Total:	3039 (+471)	1,009	8,057	586	996	445,438



Experience Tukwila 2022 Year Email Analytics

Send Date	Email Subject	Newsletter Analytics					
		Deliveries	Opens	Open Rate	Clicks	Click Rate	
1/28	Winter Fun for Everyone	48	20	42%	25	14%	
2/28	New Video Series from Experience Tukwila!	50	25	50%	4	8%	
3/25	Tacoma Defiance are back at Starfire	50	22	44%	6	12%	
4/7	Tukwila Takes On Seattle Restaurant Week	51	29	57%	10	20%	
5/27	The Starfire Sports Experience	52	22	42%	1	2%	
6/17	Are You Ready for Juneteenth?	53	16	30%	1	2%	
11/10	Welcome to the Tukwila Newsletter	426	75	19%	1	0%	
11/11	Veterans Day in Tukwila	461	81	18%	3	1%	
11/23	10 Rainy Day Activities in Tukwila	459	73	17%	9	2%	
12/16	Shop Tukwila for the Holidays	459	85	19%	14	3%	
Total:		2,109	448	21%	74	4%	