

Digital 2020 - this time last year ...



Digital 2020 - the positives

2020 threw us all a massive curveball but digital enabled us to:-

- Change direction quickly and move our garden visits online
- Open gardens again within the restrictions by offering online booking
- Find new audiences for our wonderful gardens
- Ensure flagship events (annual lecture) and internal events could still go ahead
- Provide positive messaging (through enews, social media, online articles, digital events) when the world was a bit crazy.

Digital 2020 - a bit of a rollercoaster

Website Stats

Sessions
1,698,447
↓ -1.1%

Users
905,330
↓ -6.9%

New Users
885,708
↓ -8.5%

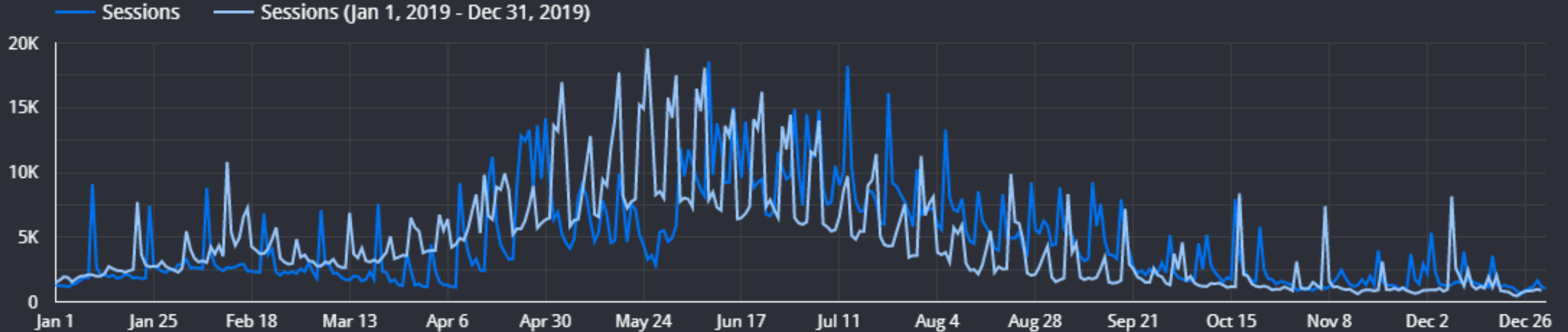
Pageviews
6,075,203
↑ 25.8%

Avg. sess dur
905,330
↓ -6.9%

Number of Sessions per User
1.88
↑ 6.2%

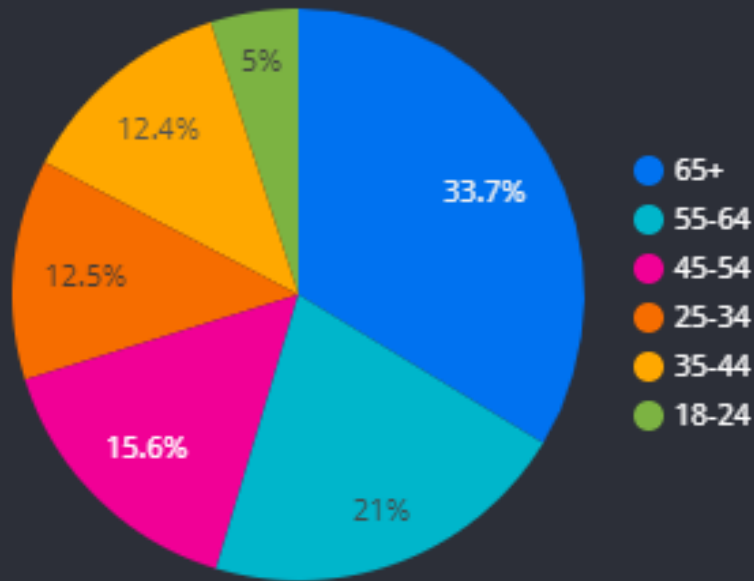
Pages / Session
3.58
↑ 27.1%

Sessions Across All Channels

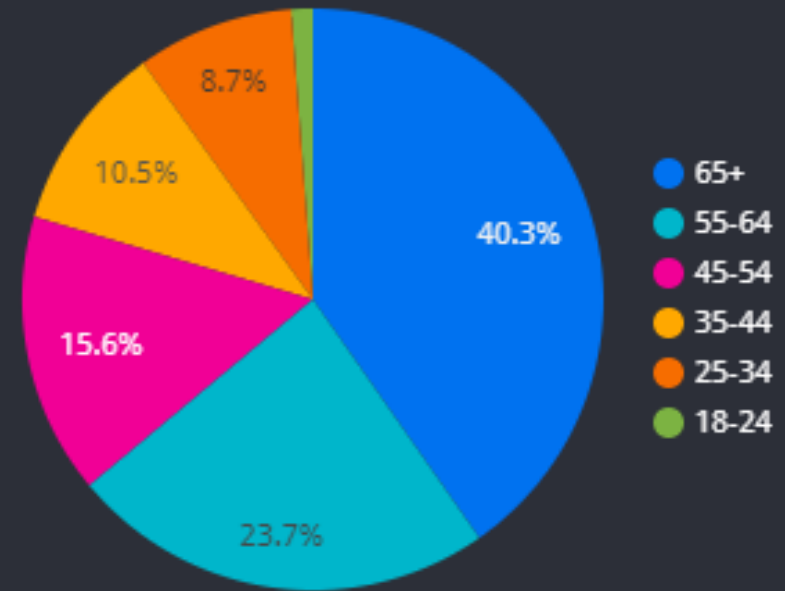


Digital 2020 - some interesting trends

Age groups 2020

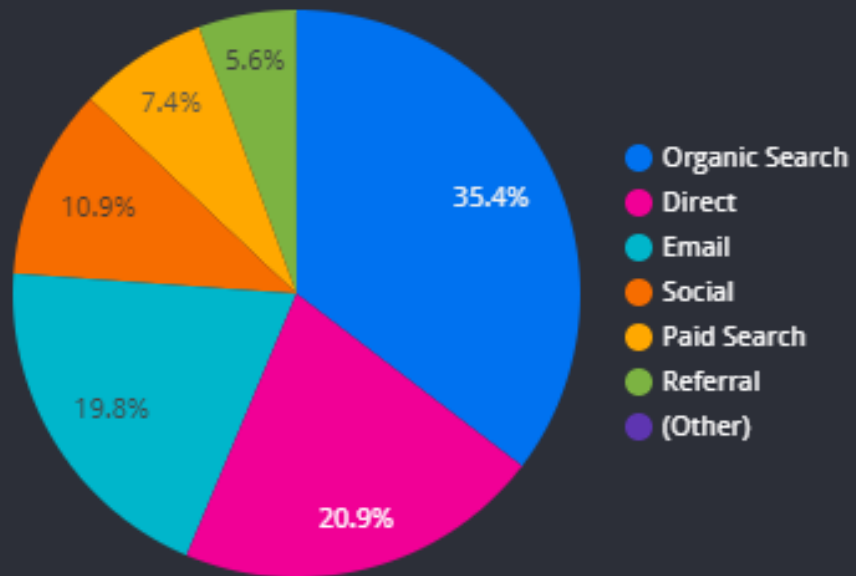


Age groups 2019

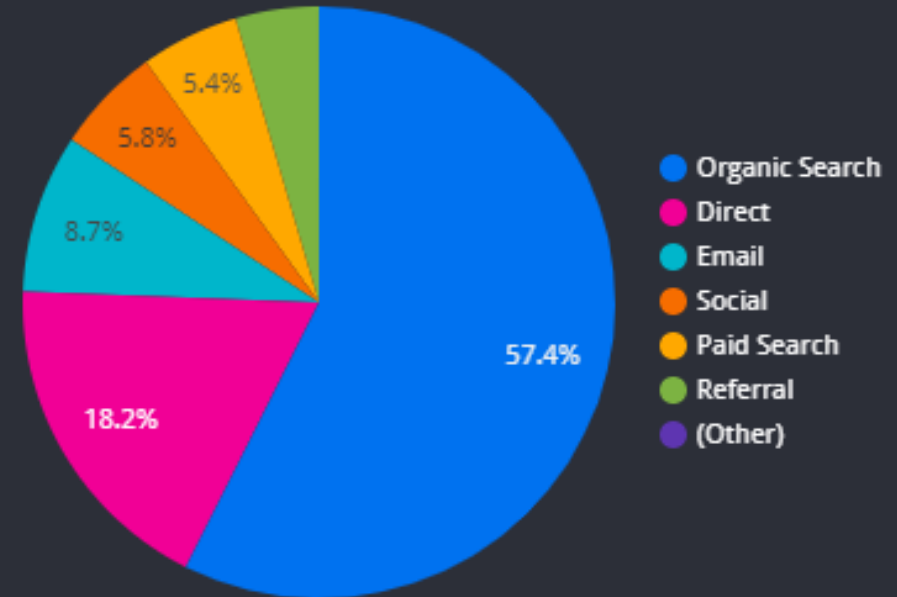


Digital 2020 - how people found us

Sessions by Channels 2020



Sessions by Channels 2019



Digital 2020 - what pages did they visit?

Page views

	Page	Page Title	Unique Pageviews...
1.	/	Home - National Garden Scheme	336,890
2.	/product-category/garden-tickets/	Garden tickets - National Garden Scheme	309,214
3.	/virtual-garden-visits/	Virtual garden visits - National Garden Scheme	197,376
4.	/find-a-garden/	Visit an Open Garden - National Garden Scheme	121,638
5.	/product-category/garden-tickets/south-east/	South East - National Garden Scheme	118,629
6.	/product-category/garden-tickets/south-west/	South West - National Garden Scheme	82,374
7.	/product-category/garden-tickets/the-midlands/	The Midlands - National Garden Scheme	80,641
8.	/find-a-garden/?clear=true	Visit an Open Garden - National Garden Scheme	77,794
9.	/product-category/garden-tickets/east/	East - National Garden Scheme	64,191
10.	/product-category/garden-tickets/the-north/	North - National Garden Scheme	59,891

In the top 30 pages there were many individual virtual garden visits pages including Alan Titchmarsh, Hambledon House, 51 The Chase, Chelsea Flower Show Designer gardens and The Old Rectory. Great British Garden party was 35th most visited page and Gardens & Health Week no. 29

Digital 2021 – the future is bright!

Digital played such an important part in 2020 and will continue to do so in 2021 and beyond. Key things we are doing.

- Improve Organic search
- Track conversions
- Maximise Youtube and our new found global audience
- More resource – Hello Catherine!
- Digital Events

Digital 2021 - the future is bright!

“It is not the strongest of the species that survives nor the most intelligent that survives. It is the one that is the most adaptable to change.”

Charles Darwin