



NEW ENGLAND HEALING SPORTS ASSOCIATION

Mid Year Review 2023

Improvements to SEO have boosted our organic search ranking for the term "adaptive sports NH" to the top of page 1. Previously we did not rank for this in the first 5 pages of search results. See NOTES section for more SEO highlights

Both early-year fundraisers for 2023 exceeded our goals. We saw consistent gains in social media engagement and followers.

August 2023 Marketing Committee established goals for 2nd half of 2023 and beginning 2024.



★ DEMOGRAPHICS

Women -55%
Men- 45%

Age - 35-44

★ TRAFFIC

Direct Traffic - ↓ 29%
Organic Traffic - ↑ 20%

Social Traffic - ↑ 26%
Referral Traffic - ↓ 14%

★ BEHAVIOR

Sessions- ↑ 24%
Pageviews - ↑ 57%

Bounce Rate - ↓ 82%
New Visitors - ↑ 16%

➔ We saw a decline in direct traffic, but an increase of 20% in organic traffic, which indicates visitors are finding us through a Google search which is what we want! Referral traffic was down, but social traffic was up.

- ➔ Direct Traffic = people are searching for NEHSA specifically
- ➔ Organic Traffic = people referred by a search engine, like Google or Bing
- ➔ Sessions = How much time people spent on your website reading, searching etc
- ➔ Pageviews = Pages viewed by visitors to the site

★ FUNDRAISING EFFORTS

2. NH Gives
↑ 23% YOY

1. Ski & Ride-a-thon
↑ 12% YOY

★ AUDIENCE & ENGAGEMENT

Email Subscribers - 1781
Open Rate - 77%

Social Media = 2156
Facebook & Instagram



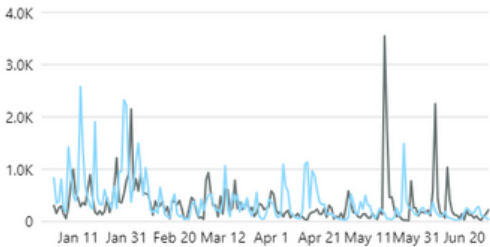
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★ SOCIAL MEDIA

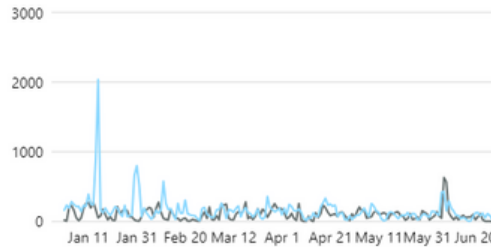
How Many People/Accounts Reached between Jan 1, 2023 and June, 30, 2023 compared to the same period in 2022 on Instagram & Facebook.

Reach

Facebook reach
26,498 ↑ 0.4%



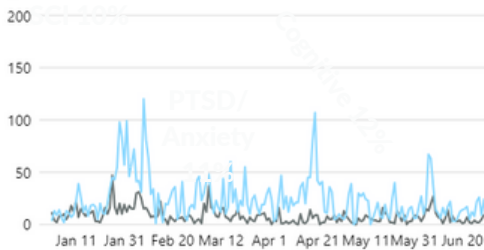
Instagram reach
8,722 ↑ 124%



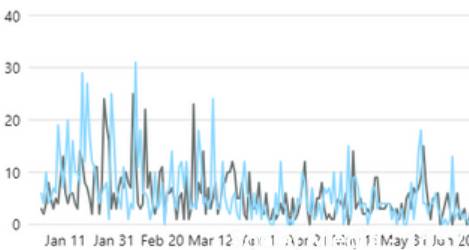
People/Accounts who visited our profile pages between Jan 1, 2023 and Jun 30, 2023 compared to the same period in 2022 on Instagram & Facebook

Page and profile visits

Facebook visits
4,421 ↑ 200.3%



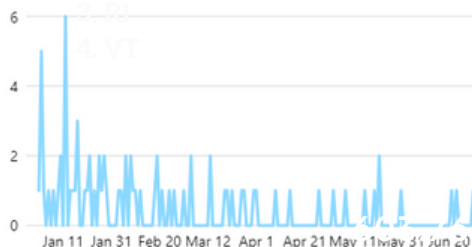
Instagram profile visits
1,094 ↑ 11.3%



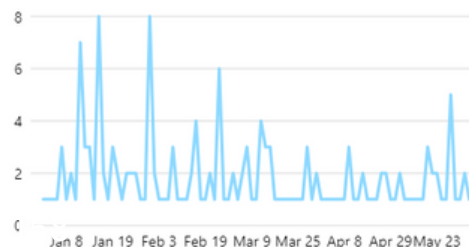
People/Accounts who followed our profile pages between Jan 1, 2023 and June 30, 2023.

New likes and follows

Facebook Page new likes
74 ↑ 89.7%



New Instagram followers
171 ↑ 375%





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★ 1ST HALF OF 2023 - PROGRESS

The first two events of 2023, Ski & Ride-a-thon and NH Gives both beat our goal of increasing funds raised by 10%.

We saw the biggest increase in reach on Instagram, Page + Profile Views on Facebook and added 245 New Followers.



★ 2022/23 WEBSITE GOALS:

1. Increase website traffic by 20% YOY
2. Increase organic search by 20% YOY
3. Build Back Links & Referral traffic

★ 2022/23 SOCIAL MEDIA GOALS:

1. Maintain a content calendar
2. Increase Page & Profile visits by 20% YOY
3. Continue to build audience at 150 follows per quarter

★ 2022/23 EVENT GOALS:

1. Refine Auction items to target audiences
2. Increase participation/new donors by 10% YOY
3. Increase Funds Raised by 10% YOY

★ NOTES

Organic Search highlights: nehsa.org ranked #2 for the term “adaptive hiking” #1 for the term “adaptive kayaking” and #6 for “adaptive snowboarding” #2 through if you count the Mount Sunapee hit. For the term “adaptive skiing” we rank #11 & #12 with Mount Sunapee hit at #3.

2. Carly guested on 3 NH/VT podcasts and we received coverage for the Veterans Winter Sports Clinic from SkiRex Media.

3. We are creating and rolling out a blog strategy to increase organic SEO and establish NEHSA as an expert in the field of adaptive sports.