QUARTERLY UPDATE

Growth & Momentum

A look at how our reach, engagement, and community have shifted since our last gathering at the end of May 2026.

Web Stats & Traffic Growth

Past 90 days, site search performance (Search Console)

ALL VISITORS	SEARCH IMPRESSIONS	TOTAL SEARCH CLICKS	UNIQUE SEARCH VISITORS
1.5K	10K	266	248
↓ 32.5%	↑ 77.7%	↑ 6.8%	↑ 16.4%
vs previous 90 days	vs previous 90 days	vs previous 90 days	vs previous 90 days

Community Growth & Reach

Since our last gathering (end of May 2026)

571	508	437	318
EMAIL CONTACTS	FB PAGE FOLLOWERS	INSTAGRAM FOLLOWERS	FB GROUP MEMBERS

TOTAL COMMUNITY REACH

1,834

↑ 18.9% growth, up from 1,543 at our last gathering

Email Campaign Performance

90-day overview, May 29 – Aug 26, 2026

3,447	24%	18	10	0
DELIVERED	OPEN RATE	BOUNCED	UNSUBSCRIBED	SPAM COMPLAINTS

A note on the summer dip

Site visits and email opens cooled off over the summer, alongside a natural dip in member posting and participation. The search numbers tell a steadier story underneath: impressions, clicks, and unique search visitors all kept climbing, and our list and social following grew by nearly 300 people over the same stretch. The foundation is still compounding. As member activity picks back up this fall, we'd expect visits and opens to follow.

With gratitude,

Alicia, NCW Healing Arts Collective