



Prepared for



**Quarterly Analytics Report
Q1 2022**

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Golden Shovel Agency
43 East Broadway Street
Little Falls, MN 56345
Phone: (320) 639-0110
Toll Free: (888) 266-4778
www.GoldenShovelAgency.com

WWW.GOLDENSHOVELAGENCY.COM



Spring is here...Wow! Q1 quickly came to a close, don't you think? Now, it's time to be prepared for a successful second quarter. One of the first steps to preparing for the quarter ahead of us, is to look back and learn from the past. See what worked, what didn't, and then make a plan to replicate and/or amplify the successes.

Now that you've got a start to your Q2 plan, you need to determine what you would like to accomplish, so you can prioritize and organize your goals into different levels. One idea is to make a list of what you and others should work on to achieve those goals, this way you will always have a clear idea on what the plan is. Is there anything you want to change, move or remove based on your observations from the past quarter? Are there any roadblocks you need to work on before getting started so they don't interfere with your plan this time? Do you need to restructure your calendar or certain activities in order to become more productive? If you take some time to plan the next 12 weeks, you will be well prepared and in control. And don't forget: Your personal goals are as important as your business goals. Working towards goals brings you fulfillment in life.

Of course, you can't really say you've had a successful quarter without some sort of reporting and this is one of the main reasons we always strive to provide you with accurate data and metrics in our reports, so you have a clear way to measure if and how goals are completed, and determine if it's been a success. As always, we are here to help in any way we can.

The Golden Shovel Team.

Recent developments/upgrades on the Economic Gateway Platform

Our development team continued working to bring you more updates and new tools for your website. This time, two new templates have been built and launched:

- Groups template: It is intended to combine topical information from multiple modules into a single page of centralized information. The template is primarily designed to showcase content pertaining to boards and committees, but any of the modules built into the template can be omitted in order to serve a wider variety of needs.
 - Demo: <https://www2.economicgateway.com/demo/information/groups>
- Special Events: This template can be used either to create a page outside of a standard event calendar page to highlight a key event, or by those organizations who do not have enough events to warrant a dedicated calendar page but want to promote a single major event.
 - Demo: <https://www2.economicgateway.com/demo/information/special-events>



As you know, all upgrades are available to you at no extra charge. If you are interested in adding either of these templates to your website, please contact your GateKeeper representative, or email a request to the support portal (support@goldenshovalagency.com).

Support and Resources

Free Webinars

We've made a commitment to stay on top of economic development trends and technologies. We take that seriously. Our webinars are planned for you to learn from a wide array of experts and professionals in the economic development field. If you missed any of our recent sessions, the recordings are available to you on our website or you can access them directly from the links below.

[Understanding the Metaverse and How To Prepare Your Community](#)

The metaverse concept is here and growing. It promises to revolutionize our communication. But, it is full of uncertainty and frankly, the metaverse concept scares a lot of people. Golden Shovel Agency is the leader in virtual reality for economic development. This webinar will help you understand the metaverse and see the potential benefits associated with virtual reality familiarization tours, site selection, and 3D modeling and planning.

[Understanding Workforce Shortages & How Communities are Building their Talent Pipeline](#)

A presentation on best practices in workforce attraction and development from throughout the country. We expanded upon the data for why we are facing workforce shortages while addressing the challenges that must be solved to make growing the workforce a top priority. Workforce shortages have been exacerbated by COVID-19, but they are not new. Communities have put programs in place to address this pressing issue and we will be presenting what's working.

[Proven Lead Generation Strategies for Economic Development](#)

Golden Shovel Agency and HubSpot joined forces for a lead generation webinar you can't miss! Get actionable tips and insights on how to get real results from your lead generation campaigns. Stop struggling to get results from campaigns that just don't produce. Leverage our combined knowledge to learn what you should start doing to generate leads. Golden Shovel Agency has over 240 economic development clients and HubSpot has over 135,000 customers with over 7 million blog visits!



Don't forget to save your seat for our upcoming sessions...[Register here!](#)

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In case you missed it...

We work tirelessly to stay on top of the recent economic development trends and innovations and whenever we find something that may be relevant to you, we will do our best to make sure you are on top of it. Here is a recap with some of the most relevant updates published through the [Golden Shovel's newsletter "Economic Developer's EDGE"](#).

Let us know if you have an update that you would like to share with your audience and how we can help you spread the word!

[From Planning to Implementation: The Ultimate Guide to Economic Development Strategic Planning](#)

Economic development strategic planning is on the minds of most economic developers. Every community will be facing a need to rebuild its local economy as we begin to emerge from the pandemic in 2022. But even in the best of times, only three things can happen to any economy: It can expand. It can stagnate, or it can diminish. That's why building and maintaining a strong, vibrant, local economy requires a highly proactive strategic plan. [Want to learn more? Read the full article!](#)



[Quick and Easy Ways to Optimize Video on Social Media](#)

You should be optimizing your video on social media because you already invested in quality video. You know it's the most effective medium for telling your story. Not only is it compelling, it's also an easy experience for your audience to engage with. Now it's time to optimize video to get the best ROI possible by drastically increasing your content output while grabbing attention and gaining followers. Studies have shown that people are twice as likely to share video than other visual content. Thanks to social media, there are a lot of ways to engage viewers. [Read the full article!](#)

[Best Practices for Growing Your Workforce](#)

As businesses throughout the country struggle to fill job vacancies, EDCs are stepping up to the plate. EDCs are working with community partners to develop innovative programs, connect talent with employers who are hiring, upskill the local workforce, and grow a pipeline of next-generation workers.

Americans left their positions for other job opportunities. When looking to retain workers in search of flexibility, the answer may be that it's time to reconsider what employment looks like. Instead of only hiring traditional employees, companies may want to offer multiple ways for people to provide services. [Read the full article here!](#)

Looking for the latest episodes of the [ShovelTalk Podcast](#)?



Episode 13: [The Role of Electric Cooperatives in Regional ED](#) - Gerri Lawing knows what it takes to further complicated development goals at a regional level. As the economic developer for GVEC, Gerri promotes growth in a large territory that includes rural and urban areas of Texas. Hear her insights and learn how working with Golden Shovel has made it easier for Gerri to get the job done!

Episode 14: [How Video is Changing the Nature of Economic Development](#) - Video can reach your audience in powerful ways. In this podcast, Greg Kolbjornsen walks our audience through developments in video and the metaverse and how economic developers can use these powerful tools. We also take a trip down memory lane, hearing hilarious stories from video shoots throughout the world. Listen to discover what Greg's most adventurous shot was (and how he wasn't wearing a proper harness!).

Episode 15: [Remote Worker Mini-Series \(Episode 1\): Alexis Ramos • Remote Worker & TikToker](#) - In the first episode of our new remote worker podcast mini-series, Amanda introduces you to Alexis Ramos, remote worker and TikToker from the US who lives and works abroad. Alexis shares a bit about current conditions and humanitarian efforts in Eastern Europe since Russia invaded Ukraine.

You can listen on the [Golden Shovel's website](#) or your favorite podcast app! 🎧

PlaceVR News: [Our Journey Through the Metaverse](#)

It was the summer of 2015 and it was a beautiful day for a work retreat. The Golden Shovel team had gotten together at a cabin to discuss business and socialize on the lake. Being a technology company, I brought cardboard VR headsets for everyone as a novelty to experience VR by putting their cellphones into the contraptions. We watched a 360 video and rode a rollercoaster. It was exciting, new, and scrappy back then, but it also seeded the 'Ah-ha! moment' of the technology's potential. **Want to know more? [Continue reading here...](#)**



Recommended Ebook: [Economic Developer's Guide to Video Marketing](#)

Are you using the latest and best video technology to attract investment and talent? Download this eBook for tools you can use to up your marketing game and win more deals for your community! **[Download your copy here!](#)**

It's time to take a look at your website metrics!



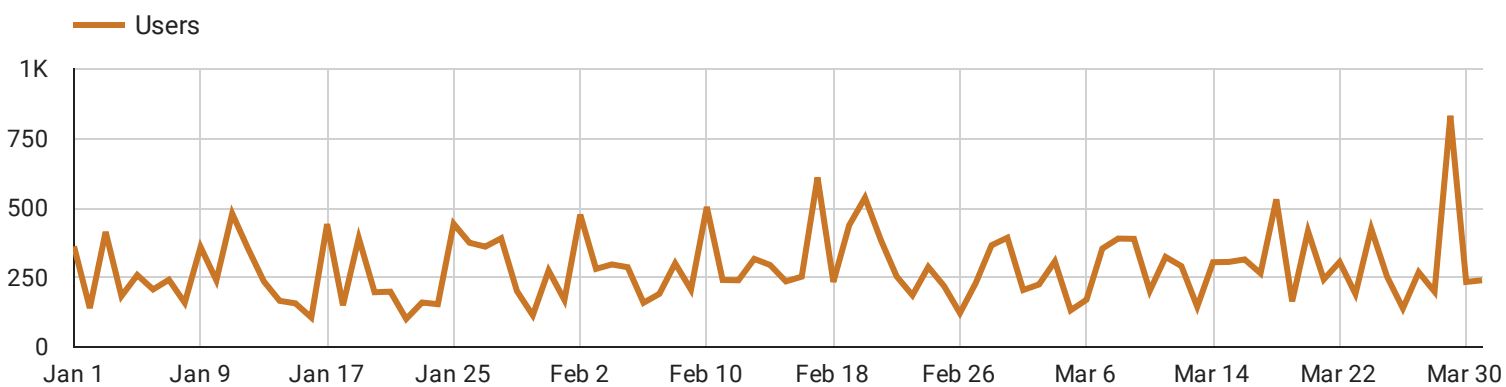
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Google Analytics Audience Overview

Jan 1, 2022 - Mar 31, 2022

Your audience at a glance!



Users
23,698



New Users
23,630



Number of Sessions per User
1.12



Sessions
26,589



Pageviews
47,515



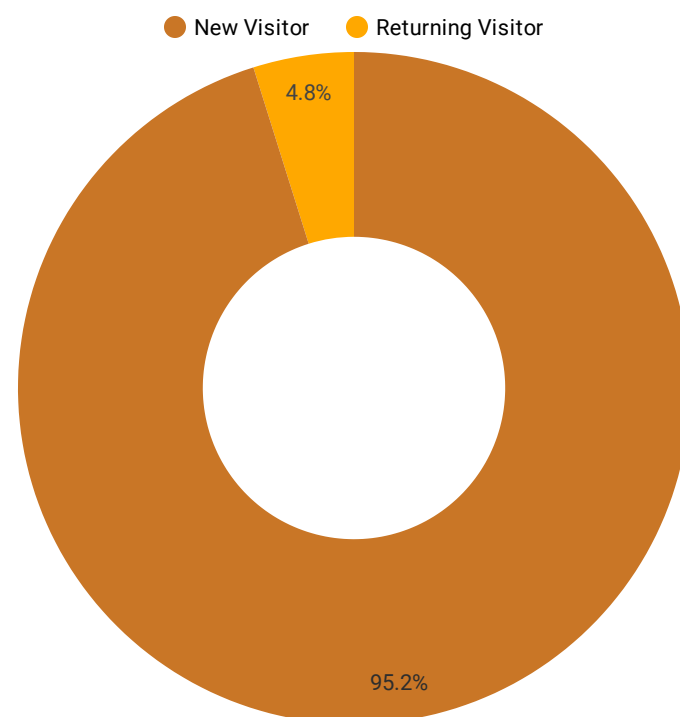
Pages / Session
1.79



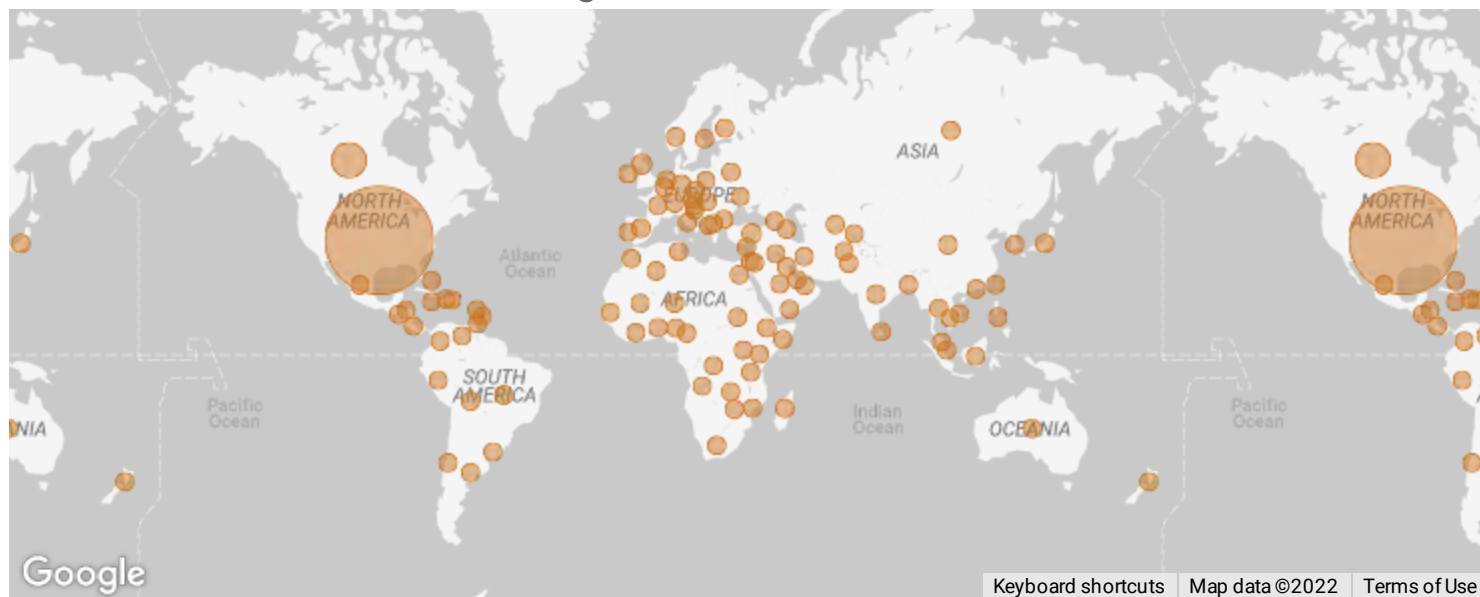
Avg. Session Duration
00:00:47



Bounce Rate
80.29%

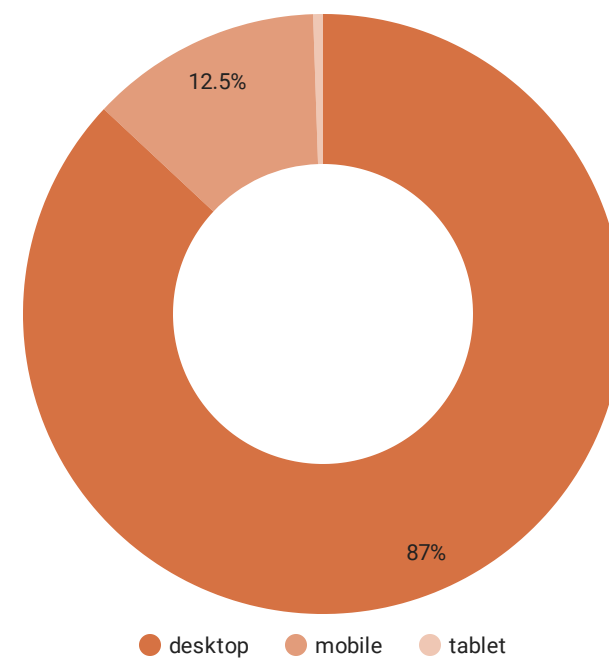


Higher Traffic - Countries



	Country	Users
1.	United States	11,750
2.	Canada	838
3.	China	70
4.	Ireland	54
5.	United Kingdom	42
6.	India	41
7.	Philippines	26
8.	Japan	23
9.	Brazil	17
10.	South Korea	16

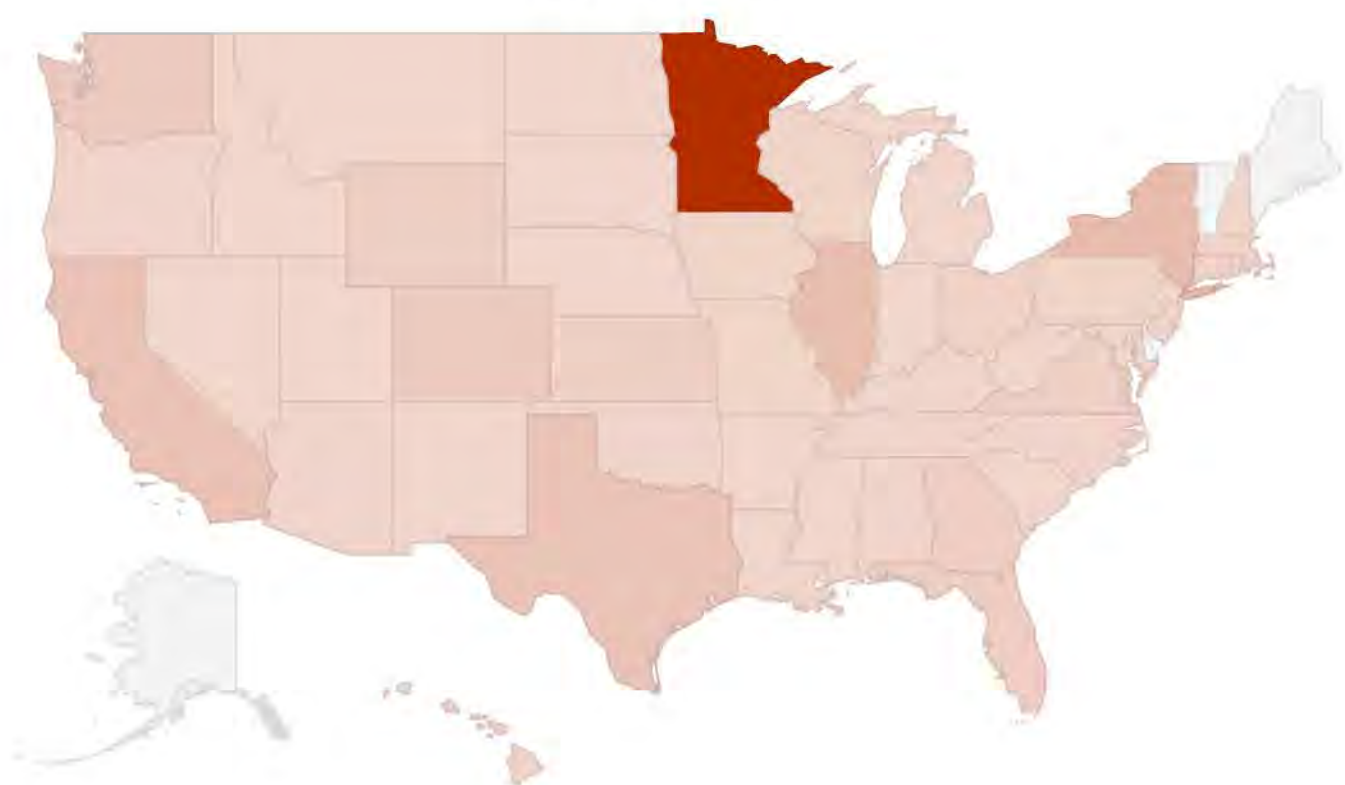
What device are people using?



	Device	Users
1.	desktop	20,615
2.	mobile	2,965
3.	tablet	125



USA Audience



1 7,080

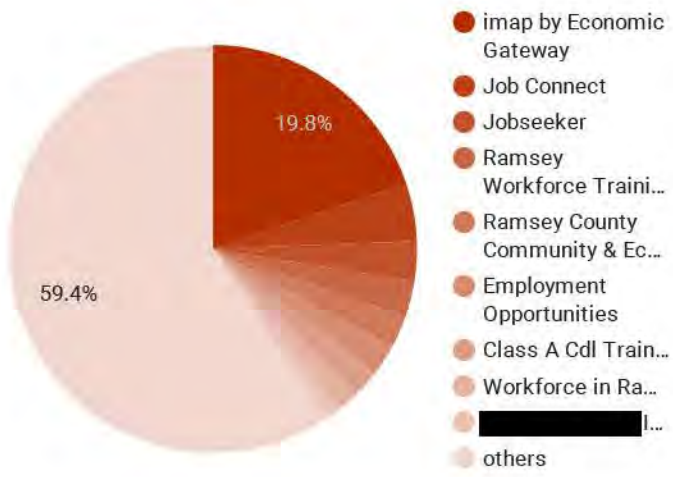
Higher Traffic - States (globally)

State	Users
1. Minnesota	4,736
2. New York	1,048
3. Illinois	971
4. California	798
5. Texas	691
6. Ontario	580
7. Washington	440
8. Colorado	401
9. Georgia	326
10. Wyoming	317

Higher Traffic - Cities (globally)

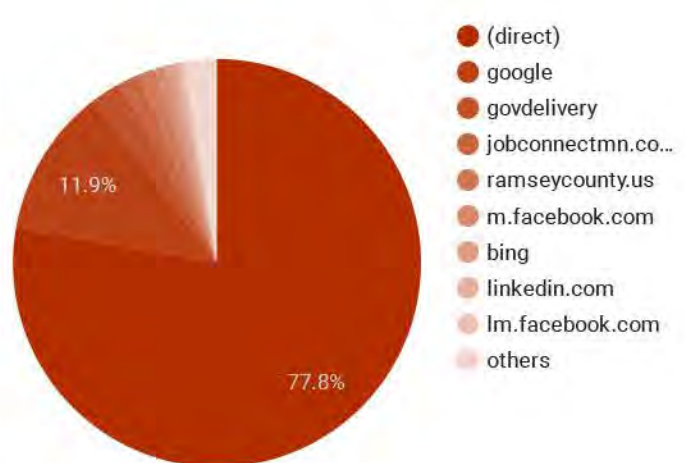
City	Users
1. Minneapolis	1,386
2. Saint Paul	1,349
3. Chicago	925
4. New York	662
5. Toronto	510
6. Dallas	421
7. Denver	389
8. Los Angeles	389
9. Quincy	319
10. Cheyenne	317

Higher Traffic - Pages



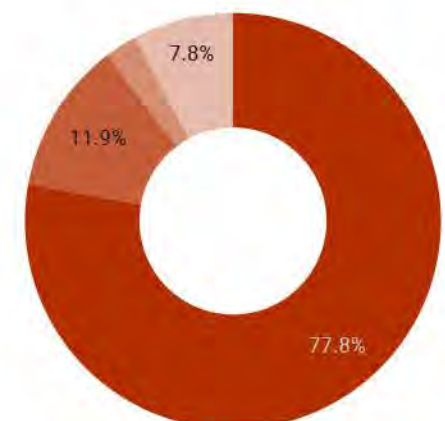
Page Title	Users	Pageviews
1. imap by Economic Gateway	5,690	9,459
2. Job Connect	1,319	2,173
3. Jobseeker	910	1,492
4. ██████████ Workforce Training Dashboard	822	2,078
5. ██████████ Community & Economic Development	729	1,198
6. Employment Opportunities	689	1,797
7. Class A Cdl Training	644	927
8. Workforce in ██████████	513	1,290
9. ██████████ Incentives Dashboard	359	646
... Employer	264	1,018

Acquisition Sources



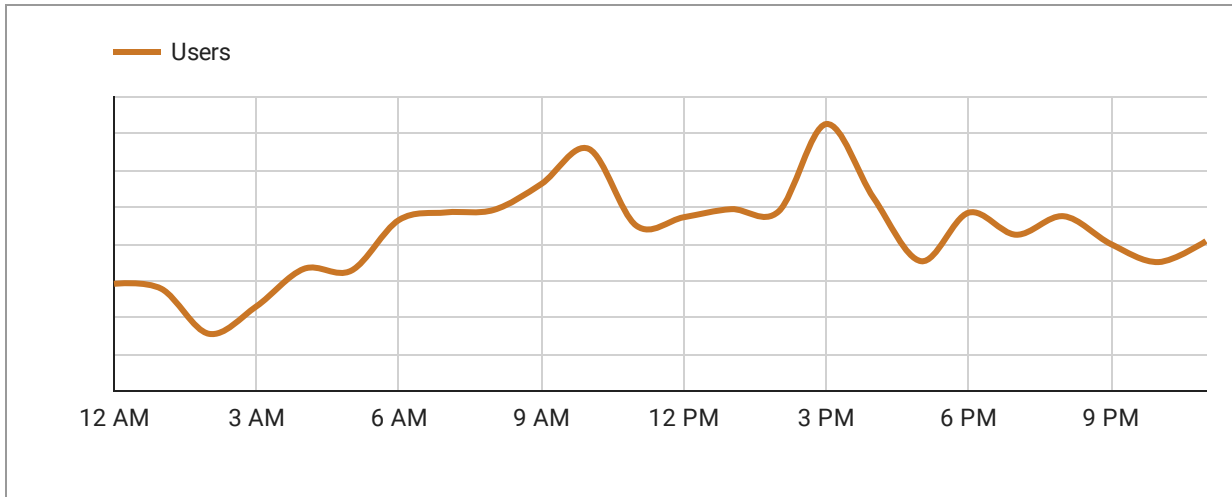
Source	Users
1. (direct)	18,657
2. google	2,847
3. govdelivery	597
4. jobconnectmn.com	373
5. ██████████	333
6. m.facebook.com	193
7. bing	192
8. linkedin.com	111
9. lm.facebook.com	77
10. lnks.gd	65

Traffic Type



Default Channel Group	Users
1. Direct	18,657
2. Organic Search	3,094
3. Referral	1,104
4. Email	657

What time of day users visit your website?



Social Media Following



Thank you for being a valued client!

