



CITY OF APPLETON

HR/IT Committee Memorandum

TO: HR/IT Committee

FROM: Anindita "Andy" Anaam, Director of Communications, Office of the Mayor

DATE: January 14, 2026

RE: New Website Traffic Highlights & Emerging Resident Engagement Trends (Info Item)

Purpose

To provide a high-level overview of website traffic and resident engagement trends on AppletonWI.gov following the launch of the City's new website.

Background

The City's website serves as a primary platform for residents to access services, department information, and seasonal updates. Website analytics help staff understand how residents navigate the site and identify overall engagement patterns.

Key Highlights (Year-to-Date)

- Approximately 263,000 active users visited AppletonWI.gov in 2025
- 269,000 new users, indicating strong discoverability through search
- 3.2 million interactions (page views, clicks, searches, and form actions)
- Average engagement time of 1 minute 16 seconds

High-traffic content areas include:

- City homepage
- Parks & Recreation
- Yard Waste
- Police Department
- Major community events

Recent Seasonal Activity

- Approximately 40,000 active users in the last 28 days
- Increased traffic tied to holiday events and seasonal service information
- Strong referral traffic from social media

Summary

Website engagement remains strong and consistent, with clear seasonal increases driven by events and service-related communications. This informational item provides context for how residents are using the City's website.