

April - October 2025 Communication Summary

October 15, 2025 – VCA General Meeting

Newsletters



23 newsletters from April 1 to September 30, 2025

- Same number as last year

You can review past newsletters on VCA website under NEWS

<http://www.thevillagenotl.org/2024-newsletters>

We have an excellent open rate.

- 81% of newsletters sent are opened by recipients.
- On average we send newsletters to 422 email addresses.

Slightly higher numbers compared to previous years. Thank you!

April 2025 – 6 Newsletters

- AGM date, documents and notes
- Loyalty Partner events
- Hawley updates on Business Centre development

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May 2025 – 5 Newsletters

- Resident Focus Group
- Cocktail Social announcements
- Community announcements – bottle drive, health seminars

June 2024 – 3 Newsletters

- Cocktail Social photos
- Village Picnic invites

July 2024 – 3 Newsletters

- Village Picnic, reminder and photos
- Hedge replacement on GVD park
- Laneway safety
- Loyalty Partners
- Coyote info

August 2024 – 3 Newsletters

- Golf tournament
- Facebook announcement

September 2025 – 3 Newsletters

- Golf tournament photos
- Coyote info
- Loyalty Partners
- Community announcements, Newark Food Drive

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Website – www.thevillagenotl.org



Web Traffic

Page views on the website continue to increase and monthly variations especially reflect social events in The Village. Updates on the business centre from the Hawleys are also always of interest.

This summary of each month shows the number of visitors, the number of pages viewed, the top viewed pages and the number of newsletters.

There is a lovely increase in page views of 50% compared to the same period last year, but surprisingly with a small decrease in visitor numbers. This can be explained a couple of ways – visitors find the website very engaging and click through many more pages with interest. Or, they can't find what they are looking for and just keep clicking! I welcome your opinion on this observation of the situation.

April 2025

- 1455 Pages Viewed
- 419 Visitors
- AGM, Home Page, Business Centre Development, Membership
- 6 Newsletters

May 2025

- 1033 Pages Viewed
- 368 Visitors
- Home Page, Sunset Social, Business Centre Development

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June 2025

- 699 Pages Viewed
- 264 Visitors
- Home Page, Business Centre Development, Market, Loyalty Partners
- 3 Newsletters

July 2025

- 540 Pages Viewed
- 197 Visitors
- Home Page, Business Centre Development, Market, picnic, Loyalty Partners
- 3 Newsletters

August 2025

- 458 Pages Viewed
- 316 Visitors
- Golf Tournament, Home Page, Membership, News
- 3 Newsletters

September 2025

- 903 Pages Viewed
- 388 Visitors
- Golf, Home Page, Business Centre Development, News
- 3 Newsletters

Web Traffic Comparison 2023 to 2024 to 2025

Page Views

- April to September 2025 = 5088 (Up 50%)
- April to September 2024 = 3592 (Up 6%)
- April to September 2023 = 3390

Number of Visitors

- April to September 2025 = 1952 (Down 1%)
- April to September 2024 = 1970 (Up 34%)
- April to September 2023 = 1483