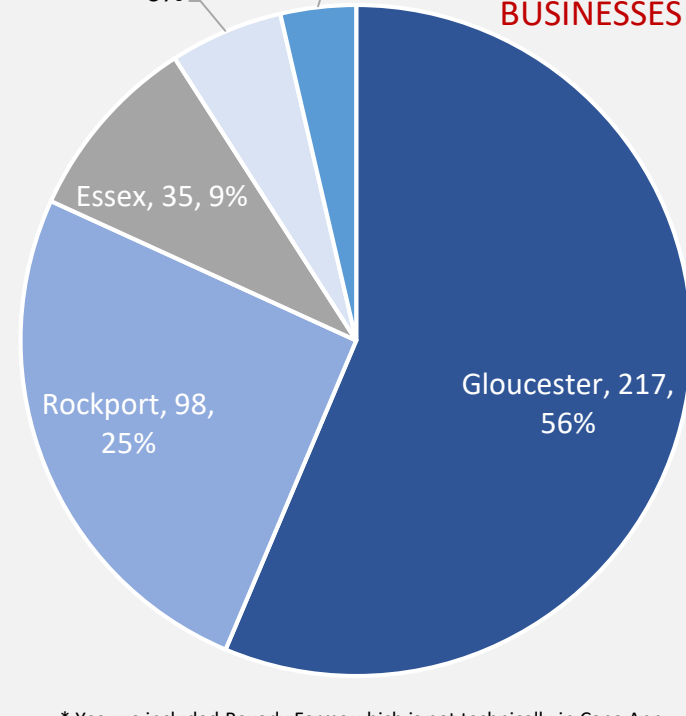


# A Study of 385 Cape Ann Websites and Social Media Pages

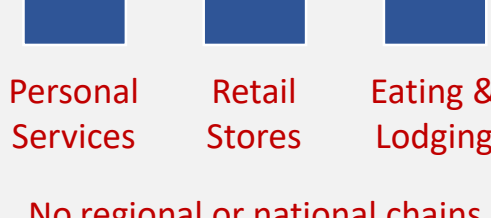
## How does your business compare?



\* Yes, we included Beverly Farms which is not technically in Cape Ann

FEBRUARY 19-21, 2018

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			



Personal Services    Retail Stores    Eating & Lodging

No regional or national chains

## REVIEWS AND WEBSITES

### ENGAGEMENT SCORES

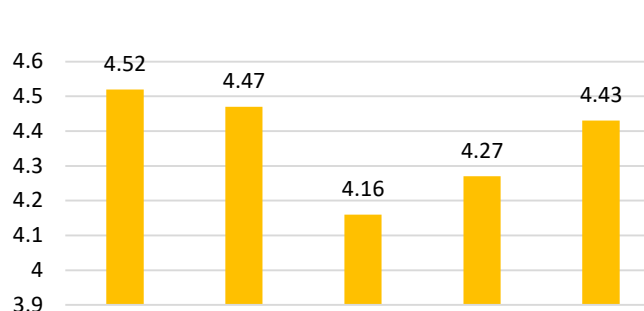
(Number of Google, Yelp, Facebook, Trip Advisor reviews \* average rating) + (Facebook Followers)\*\*

The Lobster Pool	Rockport	23370
Woodman's of Essex	Essex	23161
Causeway Restaurant	Gloucester	16735
Beauport Hotel Gloucester	Gloucester	14124
Farm Bar & Grille	Essex	12805
Roy Moore Lobster	Rockport	11128
Topside Grill	Gloucester	10046
Half Baked Café	Beverly Farms	9765
Magnolia 525 Tavern	Gloucester	8567
Mile Marker One Restaurant & Bar	Gloucester	8119
Coveted Yarn	Gloucester	8008
Latitude 43	Gloucester	7991
Gloucester House Restaurant	Gloucester	7671
Azorean Restaurant & Bar	Gloucester	7659
Village Restaurant	Essex	7553
Good Harbor Beach Inn	Gloucester	7149
Ocean House Hotel at Bass Rocks	Gloucester	6903
Lobsta Land	Gloucester	6698
J.T. Farnham's	Essex	5499
Top Dog	Rockport	4878
Virgilio's Italian Bakery	Gloucester	4874
Hale Street Tavern and Oyster Bar	Beverly Farms	4832
Salty Frank's Dogs	Gloucester	4821
George's Coffee Shop	Gloucester	4716
Shalin Liu Performance Center	Rockport	4685

\*\* Based on information reported by first page of Google search engine results

### Average Store Rating

Of the stores that have a rating

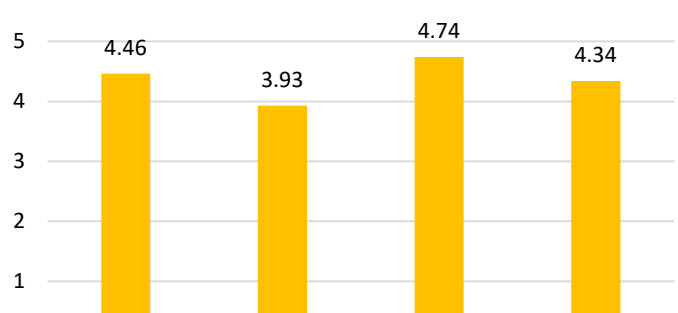


### Average Number of Reviews Per Store

Of the stores that have reviews

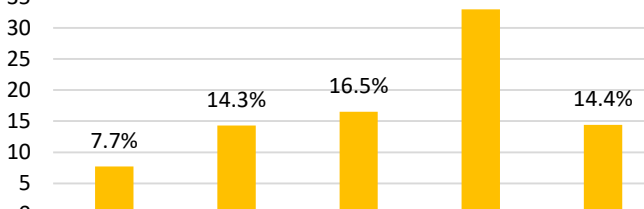


### Average Ratings by Rating Source



### Percentage of Stores With Average Rating Under 4.0

Of those stores that have at least 1 rating



### Most Google Reviews

Woodman's of Essex	Essex	462
Causeway Restaurant	Gloucester	426
Beauport Hotel Gloucester	Gloucester	379
Roy Moore Lobster	Rockport	297
Lobsta Land	Gloucester	218

### Most Yelp Reviews

Woodman's of Essex	Essex	502
Causeway Restaurant	Gloucester	462
Latitude 43	Gloucester	428
Roy Moore Lobster	Rockport	396
J.T. Farnham's	Essex	223

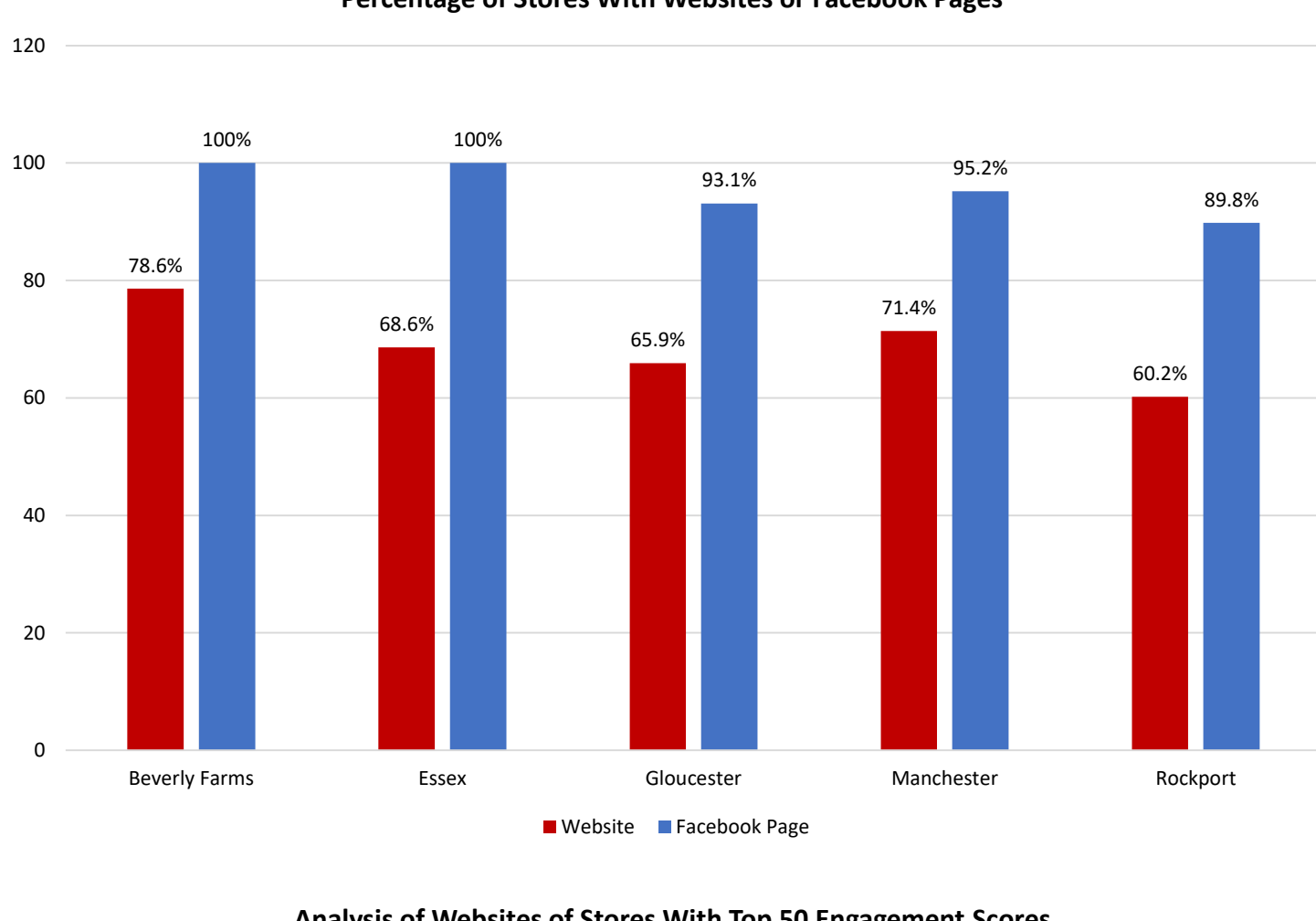
### Most Facebook Reviews

Causeway Restaurant	Gloucester	762
Woodman's of Essex	Essex	647
Azorean Restaurant & Bar	Gloucester	397
Gloucester House Restaurant	Gloucester	373
Mile Marker One Restaurant & Bar	Gloucester	305

### Most Trip Advisor Reviews

Causeway Restaurant	Gloucester	872
Topside Grill	Gloucester	804
Gloucester House Restaurant	Gloucester	755
Roy Moore Lobster	Rockport	724
Woodman's of Essex	Gloucester	692

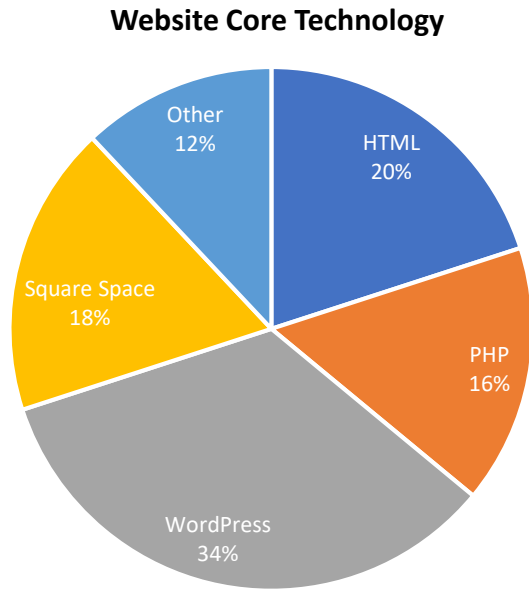
### Percentage of Stores With Websites or Facebook Pages



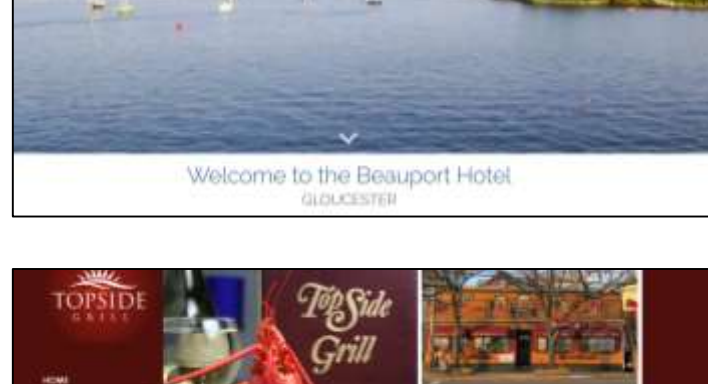
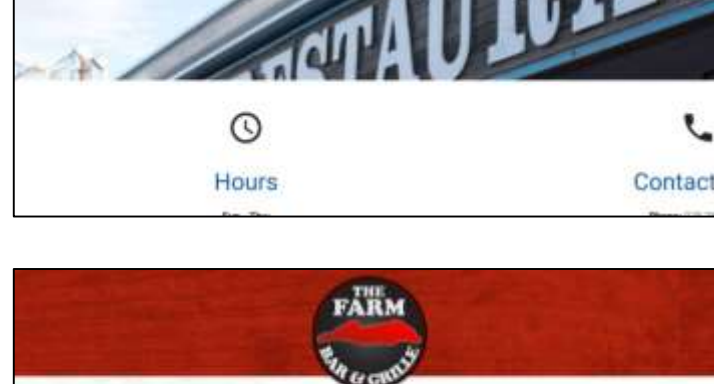
### Analysis of Websites of Stores With Top 50 Engagement Scores

- 42% Have on-line store (buy products or book reservations)
- 56% Have entered descriptions in their meta tags for search engine optimization
- 48% Offer menus (restaurants)
- 54% Have responsive websites (display correctly on both desktop and mobile)
- 30% Links to Twitter
- 38% Links to InstaGram
- 12% Links to Pinterest
- 14% Links to blogs
- 8% Links to YouTube

### Website Core Technology



### Top 6 Websites By Engagement Scores



## SOCIAL MEDIA

### MOST FACEBOOK FOLLOWERS

The Lobster Pool	Rockport	20999
Woodman's of Essex	Essex	13719
Farm Bar & Grille	Essex	11527
Beauport Hotel Gloucester	Gloucester	10939
Half Baked Café	Beverly Farms	8239
Magnolia 525 Tavern	Gloucester	7413
Good Harbor Beach Inn	Gloucester	6932
Coveted Yarn	Gloucester	6783
Mile Marker One Restaurant & Bar	Gloucester	5542
Causeway Restaurant	Gloucester	5422
Topside Grill	Gloucester	5253
Salty Frank's Dogs	Gloucester	4348
Village Restaurant	Essex	4269
Ocean House Hotel at Bass Rocks	Gloucester	4012
Latitude 43	Gloucester	3642
Roy Moore Lobster	Rockport	3619
Surfari	Gloucester	3414
Virgilio's Italian Bakery	Gloucester	3367
Shalin Liu Performance Center	Rockport	3255
George's Coffee Shop	Gloucester	3180
Art of David Arsenault	Rockport	3028
The Rudder at Rocky Neck	Gloucester	2924
Lobsta Land	Gloucester	2877
Cape Ann Art Haven	Gloucester	2873
Common Crow Market	Gloucester	2735

### Median Number of Facebook Followers Per Store



### Percentage of Stores With Under 200 Facebook Followers

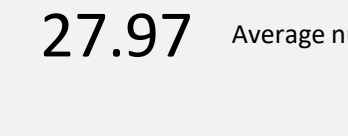


27.97 Average number of likes per post\*\*\*

1.98 Average number of comments per post\*\*\*

2.18 Average number of shares per post\*\*\*

\*\*\*We reviewed three most recent posts of Facebook pages of fifty businesses with highest engagement scores. We deliberately excluded The Lobster Pool in these averages because their excessively higher statistics for the three posts skewed the averages.



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Alphabetical links to the websites, Facebook pages, blogs, and social media pages of all 385 businesses.

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