

“It’s All About The Lehigh Valley & Only The Lehigh Valley”

Yearly Server Stats				
Year	Unique visitors	Number of visits	Pages	Hits
2014	5,509	8,334	17,052	--
2015	64,366	150,343	843,757	6,728,294
2016	157,282	301,655	1,930,740	8,535,352
2017	209,615	341,970	1,681,082	7,537,458
2018	373,158	577,973	3,337,805	10,148,361
2019	162,689	547,590	1,891,490	5,429,995

* 2014 - 6 months of data, ** 2019 - 5 months of data

Monthly Server Averages				
Year	Unique visitors	Number of visits	Pages	Hits
2014	918	1,389	2,842	--
2015	5,364	12,529	70,313	560,691
2016	13,107	25,138	160,895	711,279
2017	17,468	28,498	140,090	628,122
2018	31,097	48,164	278,150	845,697
2019	32,538	109,518	378,298	1,085,999

* 2014 - 6 months of data, ** 2019 - 5 months of data

Since June 10th, 2014, The Valley Ledger has served the Lehigh Valley area by sharing over 4000 articles and press releases about the people, places, and things that make this region great. We have also hosted contests, helped support local nonprofits & small businesses, and listed over 7000 local events on our community calendar.

We have developed a website that is used by a diverse audience. Along the way we have also gained a loyal following across social media platforms which has helped drive more traffic to our site. We can be found @thevalleyledger on Facebook, Twitter, Instagram, Snapchat, LinkedIn, Pinterest, Tumblr, YouTube, and Flickr to name a few spots.



Age	Avg. Time on Page
1. 45-54	00:04:01
2. 35-44	00:03:15
3. 55-64	00:02:55
4. 25-34	00:02:38
5. 65+	00:02:37
6. 18-24	00:03:11

Age	Session %
1. 45-54	24%
2. 35-44	23%
3. 25-34	19%
4. 55-64	18%
5. 18-24	9%
6. 65+	7%

Gender	Follower %
Facebook (6,581)	
Female	46%
Male	54%
Twitter (4643)	
Female	70%
Male	29%

