



**Center for
Jewish Life**
at Beth David

Center for Jewish Life Digital Performance Review

January 2026 May 2026

Understanding how our marketing efforts
are driving traffic and engagement

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Goals & KPIs



What Success Looked Like

- Strong overall website reach
- Consistent visitor activity
- Visitors are interacting with content

Key Metrics Tracked

January 1 - May 1 2026

- 15,185 Total Users
- 14,674 Sessions
- 2,110 Engaged Sessions
- Average Time 45 seconds
Opportunity to improve time on site

Referral and Organic Search users are the most engaged audiences, indicating stronger visitor intent and content relevance.

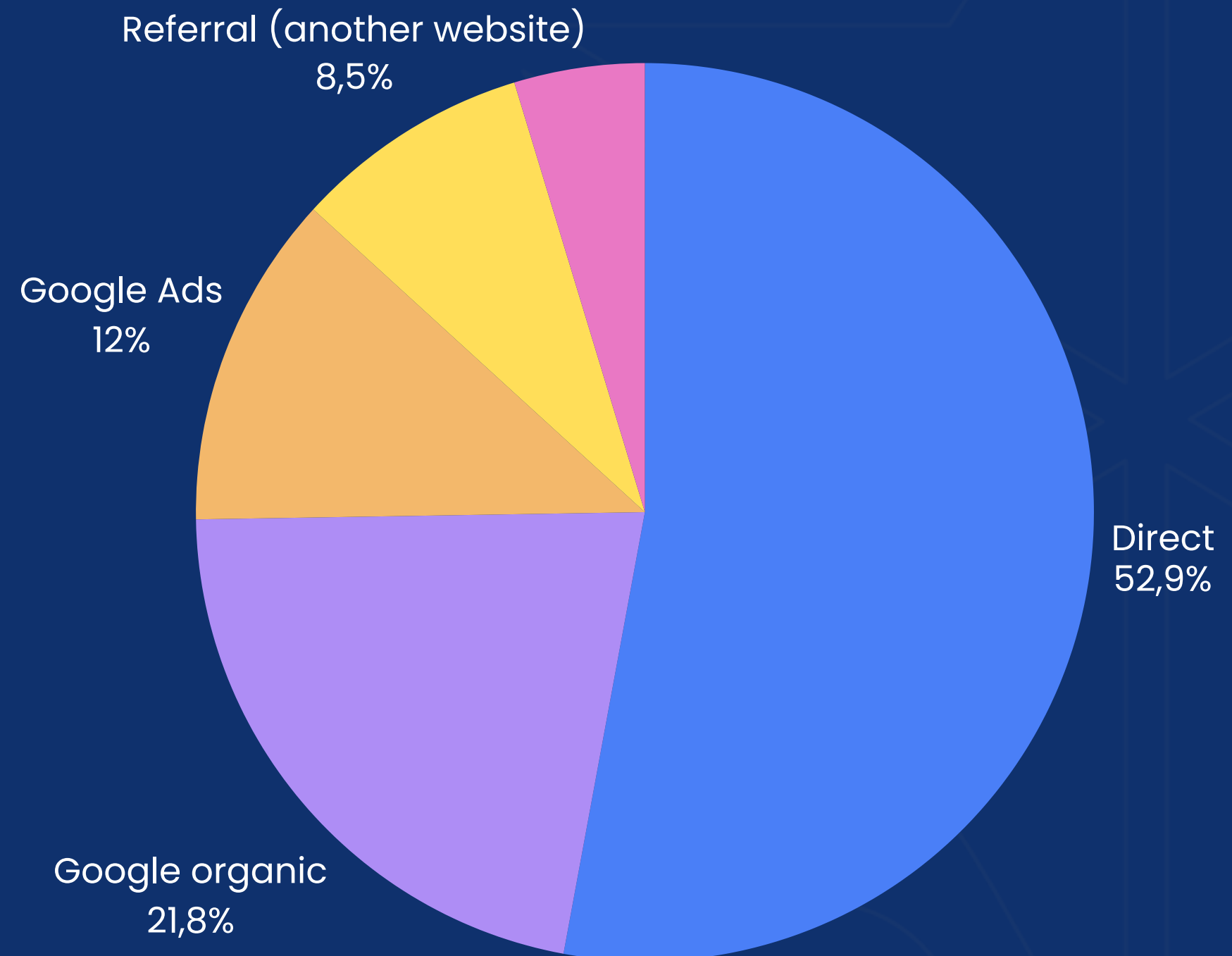
Marketing Channel Performance Overview



Where Our Leads Are Coming From

January 1, 2026 – May 1, 2026

Direct traffic remained the largest source of website visitors, accounting for nearly half of all traffic. Organic Search continued to drive strong engagement, while Referral traffic showed the highest average engagement time, indicating highly qualified visitors.



Channel Performance

Social Media

Top Organic Posts

Facebook

Most viewed posts

Wed Apr 8, 2:01pm	Fri Mar 13, 11:53am	Thu Feb 19, 9:30am	Wed Apr 22, 12:45pm	Fri Apr 10, 11:17am
454 Views	432 Views	391 Views	387 Views	352 Views

1,469 Engagement
+12.6% from previous 90 days



425 Reactions	22 Comments	59 Shares

Instagram

Profile activity ⓘ vs Nov 20 - Feb 17	1,004 +48.7%
Profile visits	905 +39.7%
External link taps	81 +252.2%
Business address taps	18 +350%

Views

1,996	1,722	1,607
1,339	958	953
951	947	879

Next Opportunities for Growth



Improve Social-to-Website Conversion

Action Steps:

- Add stronger calls-to-action
- Increase link-driven content
- Create campaign landing pages
- Add registration-focused content

Goal:

Increase website traffic and inquiries from social media.

Expand Organic Search (SEO)

Action Steps:

- Increase blog/article content
- Target local search terms
- Improve Google visibility for programs/events

Goal:

- Drive sustainable long-term traffic growth.

Strengthen Referral Partnerships

Opportunity:

Referral traffic had the highest engagement time.

Action Steps:

- Increase partnerships with community organizations
- Cross-promote events
- Expand newsletter collaborations

Goal:

Bring in highly qualified audiences.

Next Opportunities for Growth



Improve Website Engagement

Action Steps:

- Improve homepage structure
- Add clearer navigation
- Increase video and interactive content
- Simplify inquiry pathways

Goal:

Increase engagement and conversions.

Grow Retargeting Campaigns

Action Steps:

- Retarget website visitors through Meta/Google
- Promote upcoming events
- Use email remarketing campaigns

Goal:

Increase conversion rates and registrations.

Key Takeaways & Strategic Focus

The strongest growth opportunities for the Center lie in increasing website conversion pathways, expanding organic visibility, and leveraging highly engaged community audiences through partnerships and retargeting strategies.

What Worked

- Strong direct traffic demonstrated continued community awareness and repeat engagement.
- Organic Search remained a high-performing channel with strong visitor engagement.
- Referral traffic brought highly engaged users to the website.
- Organic social media content successfully increased visibility and community interaction.

Areas for Improvement

- Social media traffic can be better optimized to drive website engagement and conversions.
- Website engagement time presents an opportunity to improve user experience and content interaction.
- Clearer conversion pathways can help increase inquiries, registrations, and program participation.

Strategic Focus Moving Forward

- Expand SEO and content efforts to increase long-term organic growth.
- Increase conversion-focused campaigns tied to admissions, events, and programs.
- Strengthen retargeting and email marketing efforts to re-engage visitors.
- Continue leveraging partnerships and community collaborations to grow reach and engagement.