# ANALYTICS

OULU EVENT CALENDAR

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1. WHERE CAN I FIND THE ANALYTICS?

1. Log in to the Oulu Event Calendar.
2. Click the "Go to analytics" button at the top of the page.
3. Check the box "I allow the transfer to LocalHub's service."
4. Click "Continue to service" and accept the terms of use.

👉 You are now on the analytics page!
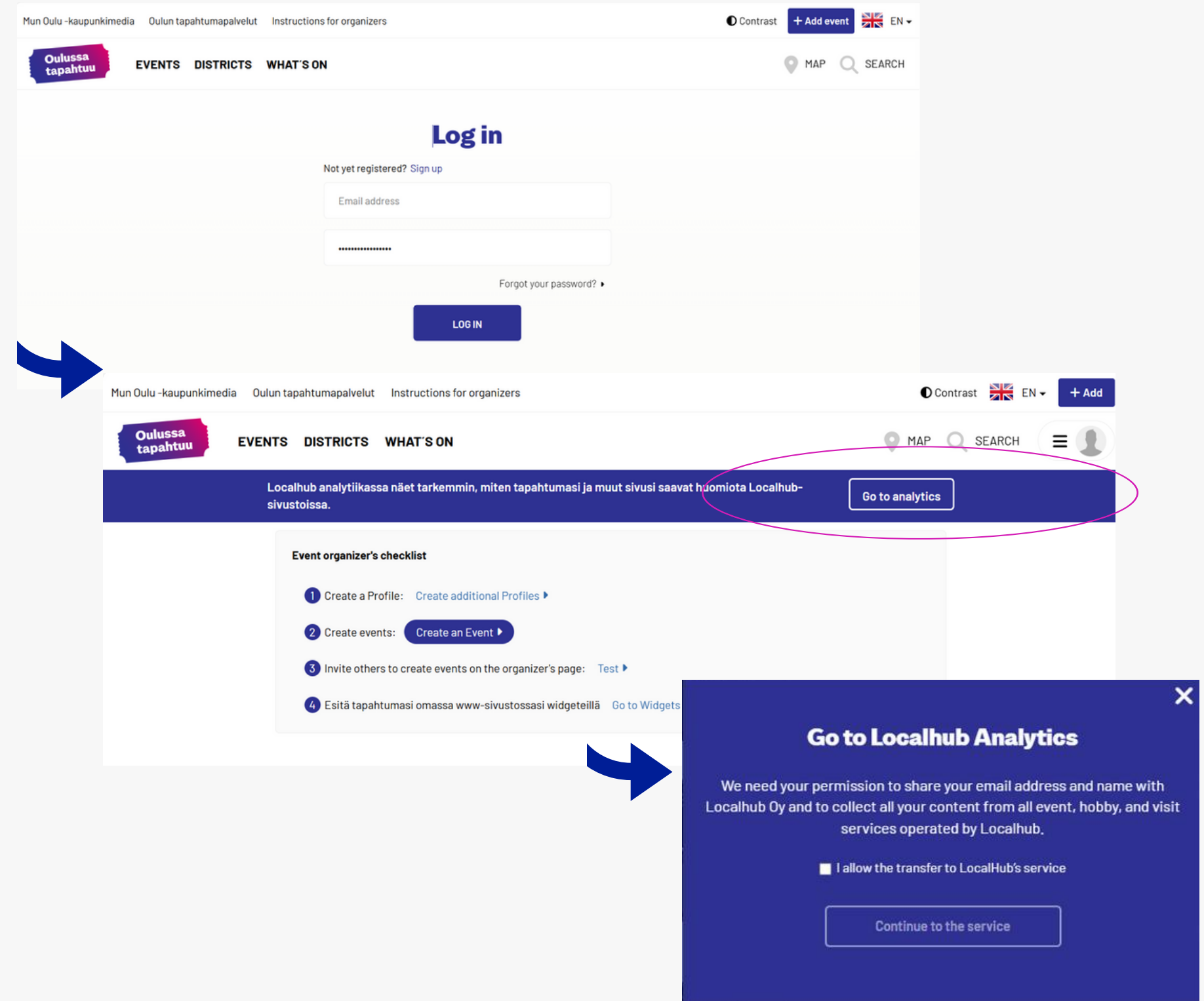
2. WHAT DO THE NUMBERS MEAN?

Page impressions = How many times the event has appeared in the list view of the Oulu Event Calendar.
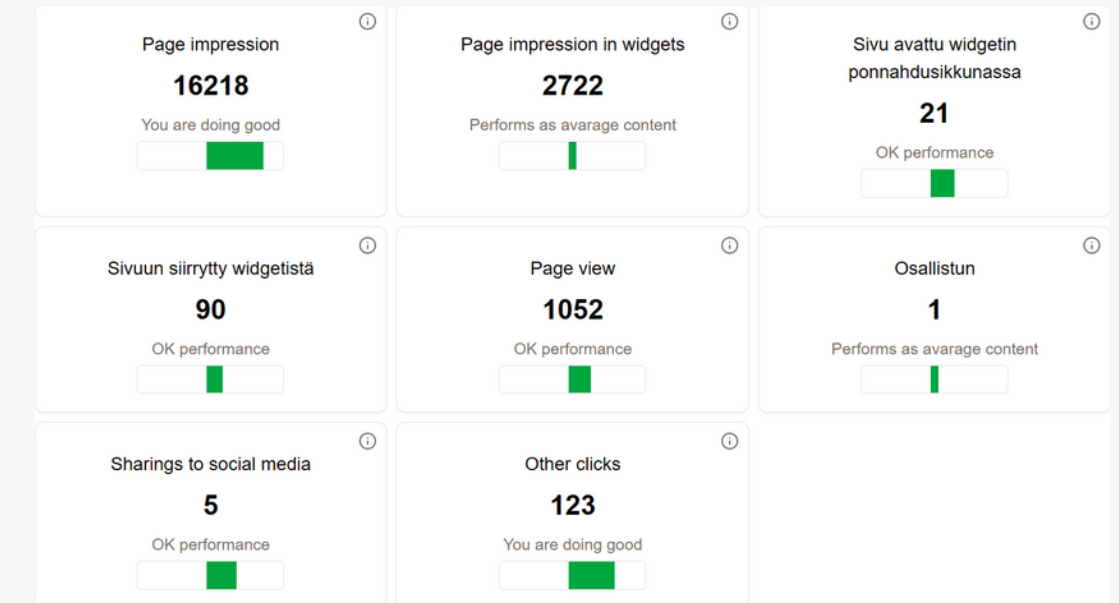
Page impressions in widgets = How many times the event has appeared on other websites where the event calendar is embedded.

Page opened in widget pop-up = How many times the event has been opened in a pop-up window within an embedded calendar, without moving to the event's own detail page.

Navigations from widget to content = How many times a user has navigated from an embedded calendar (widget) elsewhere on the web to the event's detail page.

Page view = How many times the event's own detail page has been opened.

Other clicks = How many clicks have been made on links within the event's detail page (e.g. ticket sales, additional information, map, social sharing).

Page impression
16218
You are doing good

Page impression in widgets
2722
Performs as avarage content

Sivu avattu widgetin ponnahdusikkunassa
21
OK performance

Sivuun siirrytty widgetistä
90
OK performance

Page view
1052
OK performance

Osallistun
1
Performs as avarage content

Sharings to social media
5
OK performance

Other clicks
123
You are doing good

* Widget = An embedded version of the calendar on another website, for example on a city or partner page.

3. HOW TO SEE DETAILED NUMBERS

You can view more detailed analytics by clicking the number of the item you want to examine – this will open a graph. When you hover your mouse over the line, a small box will display the exact value and date.
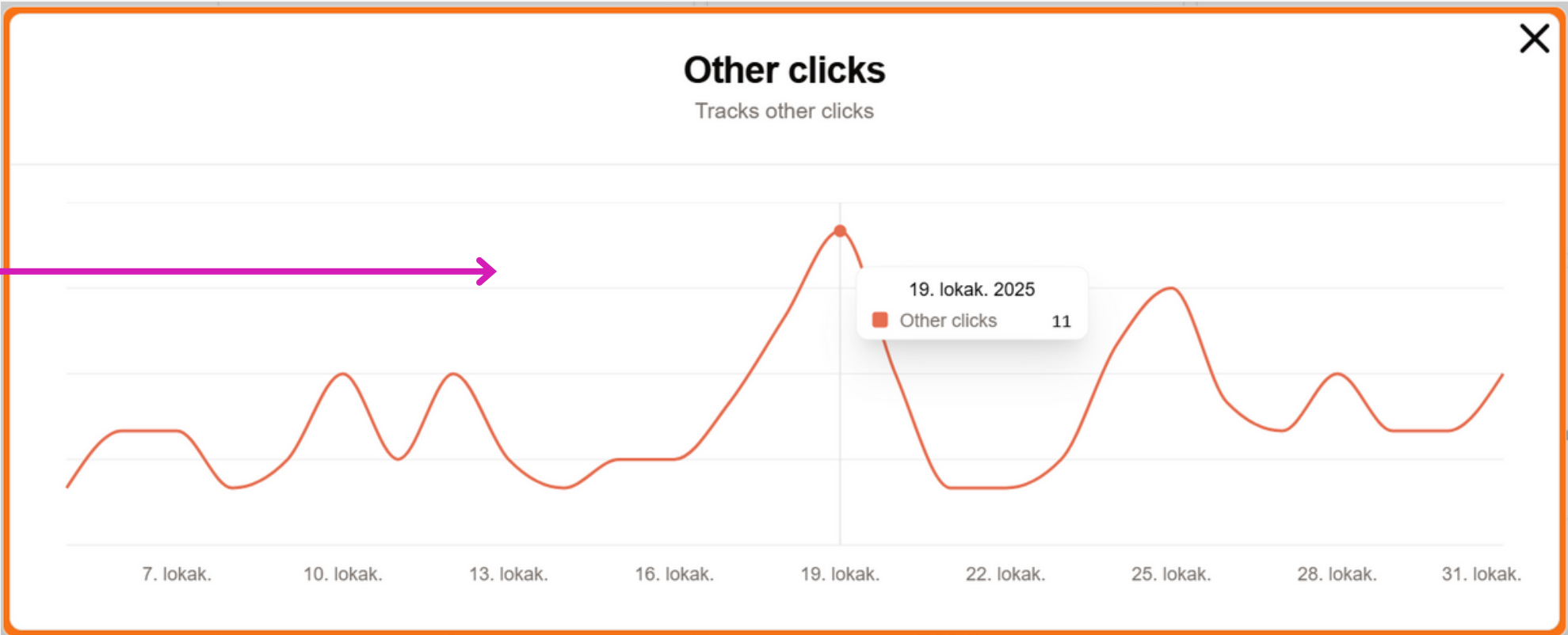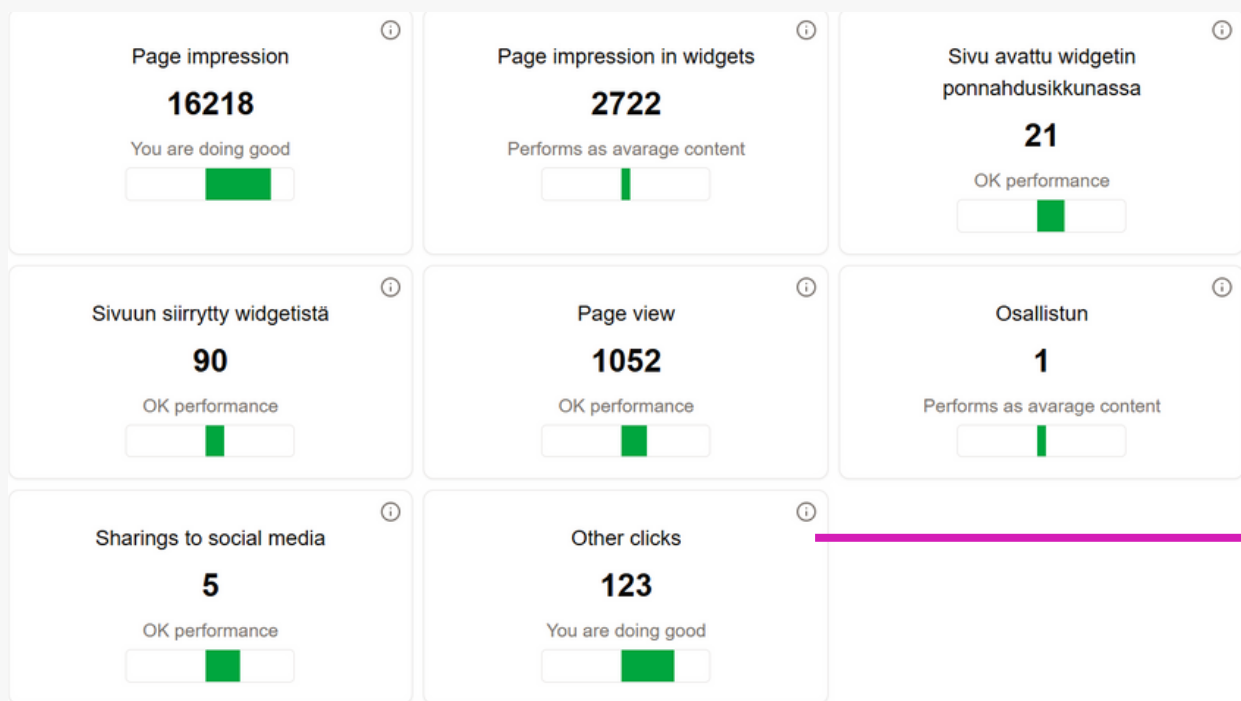
4. HOW CAN I USE THIS INFORMATION?

Page impressions in lists
→ If the number is low, reconsider your title and description: does your event stand out from the others?

Impressions in widgets
→ Visibility increases when you use the right topic and audience tags (#tags).

Navigations from widgets to content
→ This shows whether your event attracts interest at first glance. If there are few clicks, check the first visible line (title + beginning).

Page views
→ The more page views you have, the better your event has reached its audience. If there are many visitors but few clicks to ticket sales, consider refining the event content.

Other clicks
→ You can use the "Other clicks" data to evaluate whether your event listing effectively guides visitors toward the desired action, such as buying tickets or seeking more information.

5. ADDITIONAL TIPS AND NOTES

- Remember to update your event listing well in advance — events that are "coming soon" naturally gain better visibility.
- Choose only precise and relevant tags for your event and use them thoughtfully: this improves visibility and makes it easier for users to find your event in the calendar.
- Perfect the visual appearance of your listing:
  - Adjust the event's cover image to the correct size (List image: 1920 × 1080 px). You can use a free and easy-to-use tool like Canva, or any other image editing software.
  - A well-cropped and visually appealing image increases interest and attracts more viewers.

THANK YOU

OULU EVENT SERVICES