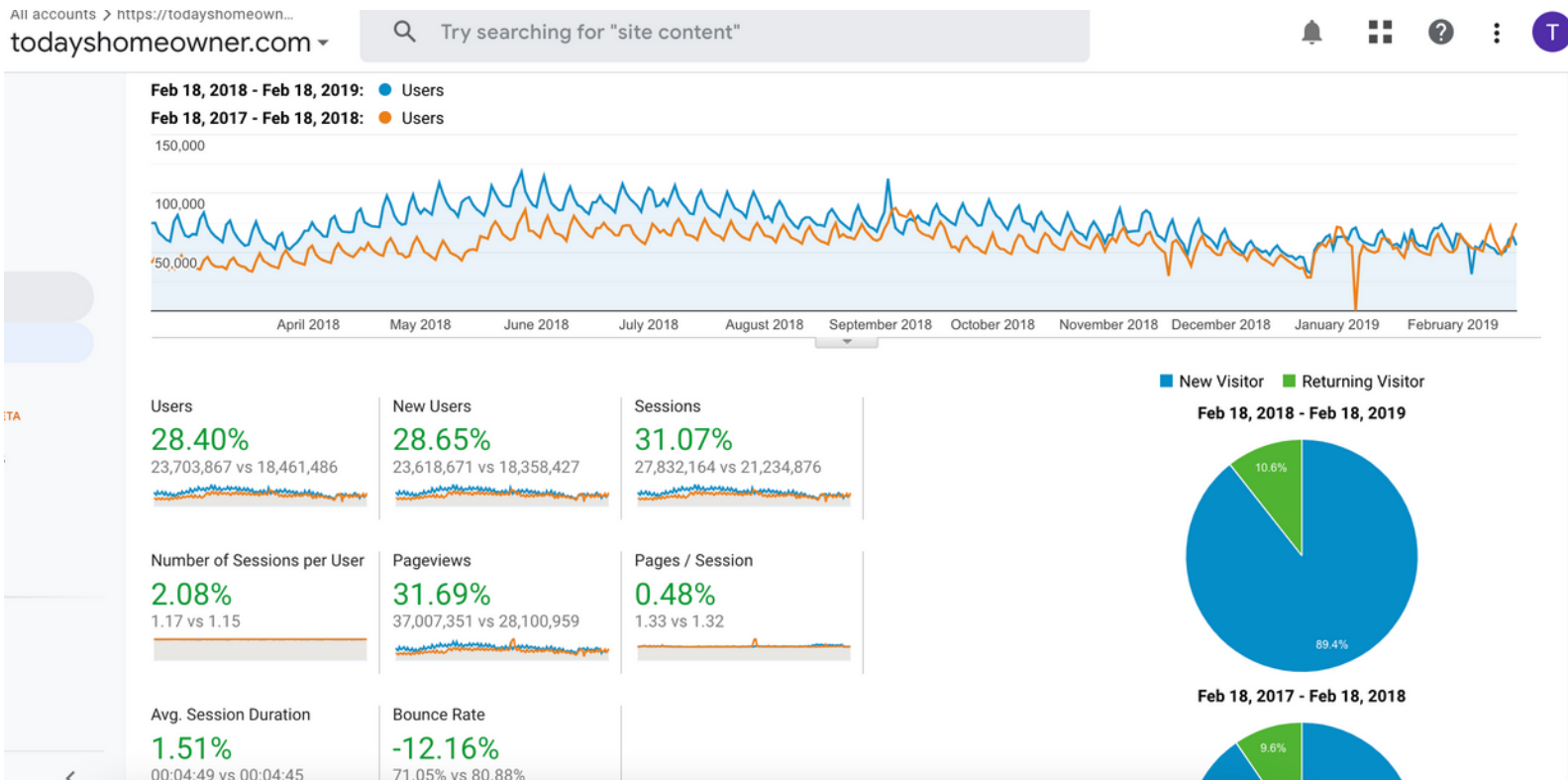


BUILDING AUDIENCE & GETTING RESULTS.



Property: todayshomeowner.com

Results: I served as this brand's Content Manager and solely managed web operations and content creation from February 2018 to February 2019. Boosting content volume and improving on-page SEO led to improvements in all key metrics.

Santa Rosa's Press
Gazette

Website: srpressgazette.com

Results: Grew monthly page views **1,150%** over 6 months (80k to 1 million)

CRESTVIEW
News Bulletin

Website: crestviewbulletin.com

Results: Grew monthly page views **600%** over 6 months (100k to 700k)

SOCIAL THAT CONNECTS.

Manage Pages and profiles

Today's Homeowner

Post reach **10,401,174**

Post Engagement **1,124,709**

Last 28 days

Activity from Jun 1, 2023 - Jun 30, 2023 (multiple time zones)

Sources Today's Homeowner

Overview

Performance Summary
View your key profile performance metrics from the reporting period.

Impressions
17,751,674 ↗ 69.7%

Property: Today's Homeowner Facebook fan page

Results: Implemented Reels initiative, growing monthly reach **900%** (from **1M** to **10M** unique users) in 7 months.

Analytics ▾ Ads ▾ Viewing: Today's Homeowner with Danny Lipford ▾

Overview
Percent changes are compared to 30 days before the selected date range. Audience metrics updated 1 day ago. All other metrics updated in real-time.

Date range: Custom ▾ Start date: 06/01/2023 End date: 06/30/2023 Content type: All Format: All

Pinterest activity

Impressions 2.94M ↗ 2.9%	Engagements 76.39k ↗ 20%	Total audience 1.56M ↗ 5.2%	Engaged audience 53.69k ↗ 17%
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Property: Today's Homeowner with Danny Lipford, Pinterest page

Results: Implemented Idea Pins initiative, growing monthly impressions **1,775%** from post-pandemic lows (160k to **3M**) and total audience **1,288%** (from 108k to **1.5M**), respectively

Property: Today's Homeowner, Instagram

Results: Implemented Reels initiative, growing monthly impressions with passive audience from popular, reposted vertical videos

Activity from Jun 1, 2023 - Jun 30, 2023 (multiple time zones)

Sources todayshomeowner

Overview

Performance Summary
View your key profile performance metrics from the reporting period.

Impressions 525,985 ↗ 68.6%	Engagements 7,314 ↗ 56.2%
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