

Grit
COM.MX

TWIG

THISWEEKIN
GUADALAJARA.COM



TRAFFIC AND USERS AQUISITION

1. TRAFFIC SOURCES AND VISITOR METRICS

MONTHLY VISITS: TWIG RECEIVES . 2,000 UNIQUE VISITORS PER MONTH

. BY COMPARISON, TIWG'S WEEKLY NEWSLETTER HAS 1,700+ SUBSCRIBERS WITH AN OPEN RATE OVER 60%

. OVER 17,000 ACTIVE USERS IN 2024.

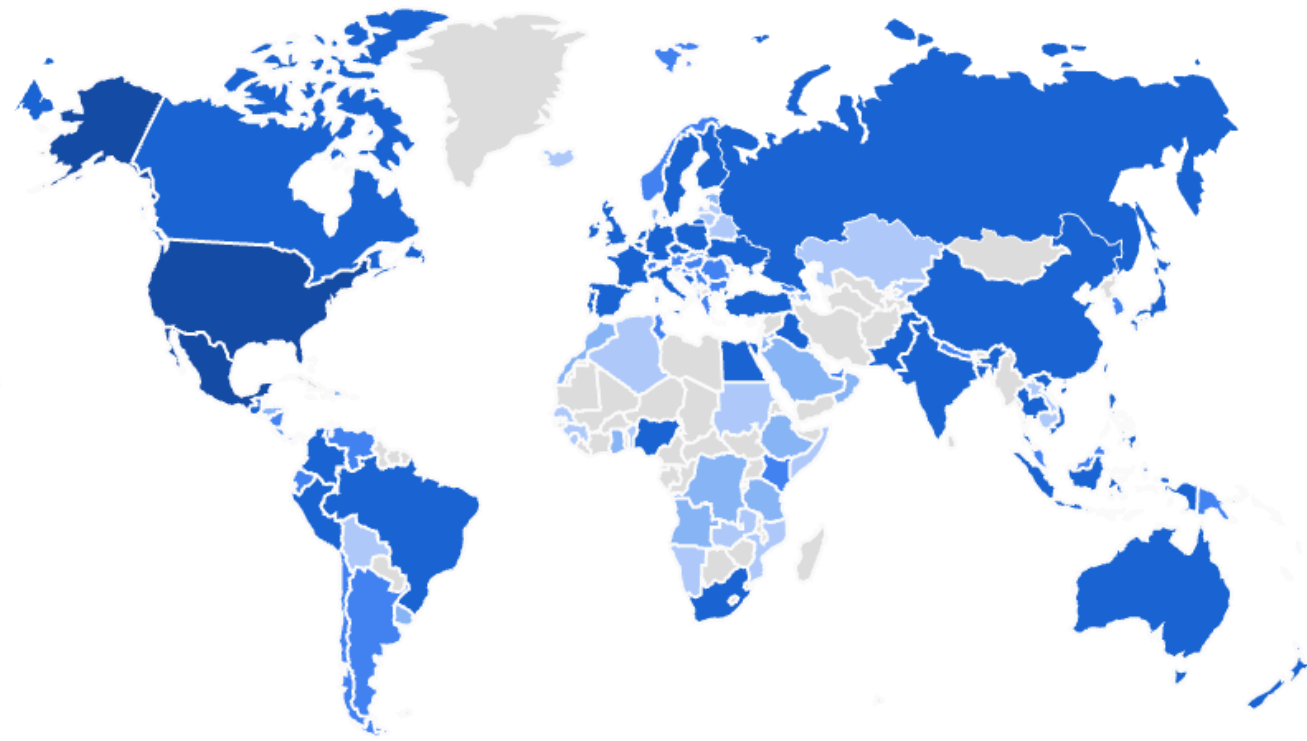
- INTERACTION TIME OF OVER 1.30MIN



TWIG'S GLOBAL VISITORS IN 2024

THROUGHOUT 2024, THIS WEEK IN GUADALAJARA (TWIG) RECEIVED VISITS FROM USERS ALL OVER THE WORLD. THE COUNTRIES WITH THE MOST VISITORS WERE MEXICO (7,500 USERS) AND THE UNITED STATES (7,200 USERS), FOLLOWED BY CANADA, THE UNITED KINGDOM, AUSTRALIA, INDIA, AND GERMANY.

THIS MEANS THAT TWIG ISN'T JUST USEFUL FOR PEOPLE ALREADY LIVING IN GUADALAJARA – IT'S ALSO ATTRACTING THE ATTENTION OF EXPATS, TRAVELERS, AND PEOPLE CONSIDERING RELOCATING TO THE CITY FROM AROUND THE GLOBE. THE INTERNATIONAL REACH HIGHLIGHTS TWIG'S VALUE AS A TRUSTED RESOURCE FOR ANYONE LOOKING TO EXPLORE OR SETTLE INTO LIFE IN GUADALAJARA, AND IT REPRESENTS A STRONG OPPORTUNITY FOR CONTINUED GROWTH AND IMPACT.



PAÍS	USUARIOS ACTIV...
Mexico	7,5 mil
United States	7,2 mil
Canada	647
United Kingdom	265
Australia	153
India	118
Germany	76



TWIG'S MOST VISITED PAGES IN 2024 – WHAT PEOPLE ARE REALLY LOOKING FOR

THIS CHART SHOWS THE MOST VISITED PAGES ON THIS WEEK IN GUADALAJARA (TWIG) DURING 2024. IT GIVES US INSIGHT INTO WHAT VISITORS ARE MOST INTERESTED IN:

- THE MOST POPULAR SECTION BY FAR IS -WHAT TO DO IN GUADALAJARA-, WITH OVER 52,000 PAGE VIEWS – SHOWING THAT PEOPLE VISIT TWIG MAINLY TO DISCOVER EVENTS AND ACTIVITIES HAPPENING AROUND THE CITY.
- THE SECOND MOST VISITED PAGE IS PARTNERSHIP PLANS, WHICH HAD OVER 12,000 VIEWS – THIS MEANS MANY PEOPLE ARE INTERESTED IN COLLABORATING WITH OR PROMOTING THEIR BUSINESSES THROUGH TWIG.
- BLOG POSTS AND SPECIAL EDITORIAL CONTENT LIKE -A TALE OF TWO LIFESTYLES IN GUADALAJARA- ALSO DREW ATTENTION, ALONG WITH RECIPES, WHICH SURPRISINGLY HAD ONE OF THE LONGEST READING TIMES (ALMOST 12 MINUTES).
- WHILE THE RELOCATION PAGE HAD FEWER VISITS, THE TIME USERS SPENT THERE (1 MINUTE ON AVERAGE) SUGGESTS IT'S USEFUL FOR THOSE SERIOUSLY CONSIDERING A MOVE.
- PAGES LIKE PROS & CONS OF LIVING IN GDL AND EVENTS HAD FEWER VISITS BUT LONGER AVERAGE READING TIMES (UP TO 3 MINUTES), INDICATING THEY MAY OFFER DEEPER CONTENT FOR PEOPLE MAKING IMPORTANT DECISIONS..

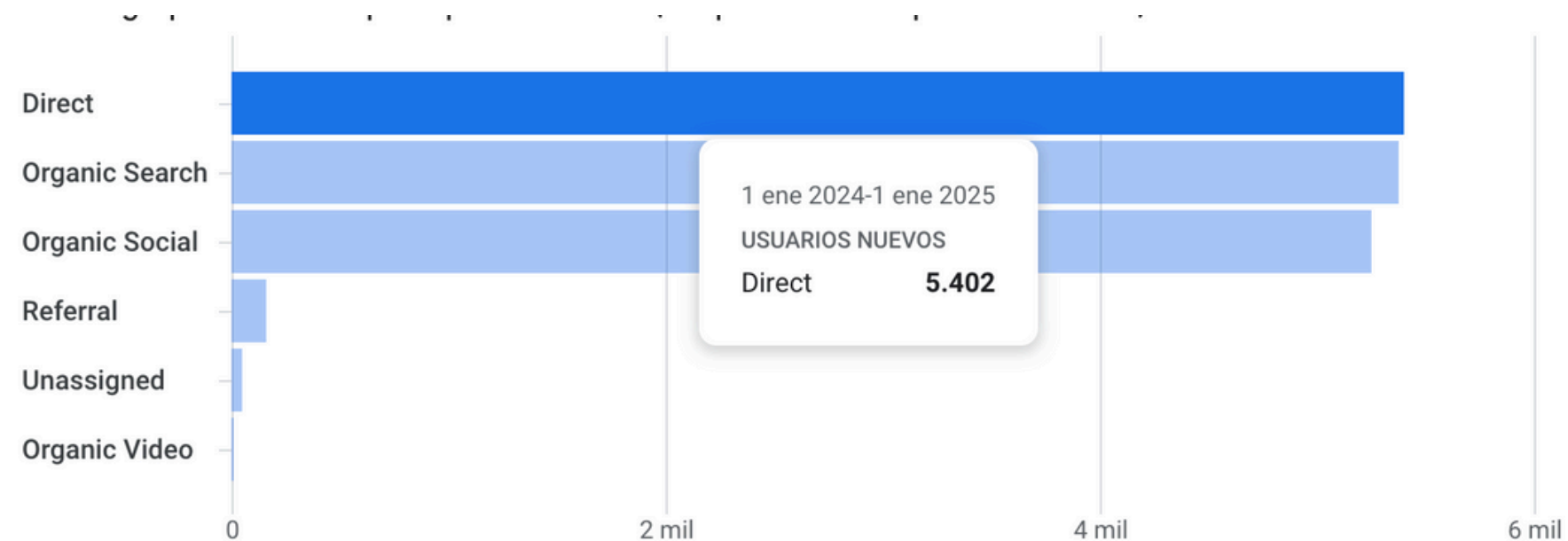
<input checked="" type="checkbox"/>	Total	62.483 100 % respecto al total	16.917 100 % respecto al total	3,69 Media 0 %	1 min y 36 s Media 0 %	159.619 100 % respecto al total	230,00 100 % respecto al total
<input checked="" type="checkbox"/>	1 What To Do This Week In Guadalajara	18.079 (28,93 %)	7.402 (43,75 %)	2,44	45 s	52.820 (33,09 %)	0,00 (0 %)
<input checked="" type="checkbox"/>	2 Partnership Plans This Week in GDL	4.749 (7,6 %)	1.608 (9,51 %)	2,95	54 s	12.243 (7,67 %)	102,00 (44,35 %)
<input checked="" type="checkbox"/>	3 Posts/Blog This Week in GDL	4.053 (6,49 %)	638 (3,77 %)	6,35	1 min y 51 s	7.152 (4,48 %)	0,00 (0 %)
<input checked="" type="checkbox"/>	4 A TALE OF TWO LIFESTYLES IN GUADALAJARA	3.381 (5,41 %)	2.425 (14,33 %)	1,39	1 min y 10 s	10.085 (6,32 %)	0,00 (0 %)
<input checked="" type="checkbox"/>	5 Recipes	1.499 (2,4 %)	302 (1,79 %)	4,96	11 min y 51 s	4.680 (2,93 %)	0,00 (0 %)
<input type="checkbox"/>	6 Relocation This Week in GDL	1.314 (2,1 %)	468 (2,77 %)	2,81	1 min y 01 s	2.780 (1,74 %)	0,00 (0 %)
<input type="checkbox"/>	7 BIRDSONG and BEYOND	1.089 (1,74 %)	798 (4,72 %)	1,36	19 s	3.195 (2 %)	0,00 (0 %)
<input type="checkbox"/>	8 PROS & CONS to Live in GDL This Week in GDL	930 (1,49 %)	658 (3,89 %)	1,41	2 min y 54 s	3.046 (1,91 %)	0,00 (0 %)
<input type="checkbox"/>	9 TWIG Events This Week in GDL	830 (1,33 %)	313 (1,85 %)	2,65	22 s	2.239 (1,4 %)	0,00 (0 %)
<input type="checkbox"/>	10 Events This Week in GDL	713 (1,14 %)	57 (0,34 %)	12,51	3 min y 12 s	1.102 (0,69 %)	0,00 (0 %)

HOW PEOPLE FOUND TWIG IN 2024 – NEW USER CHANNELS

THIS CHART SHOWS HOW NEW VISITORS DISCOVERED THIS WEEK IN GUADALAJARA (TWIG) FOR THE FIRST TIME IN 2024.

- THE TOP SOURCE WAS DIRECT TRAFFIC – MEANING PEOPLE TYPED THE WEBSITE DIRECTLY OR CLICKED A SAVED LINK (LIKELY THROUGH NEWSLETTERS OR WHATSAPP).
- NEXT WAS ORGANIC SEARCH – PEOPLE WHO FOUND TWIG THROUGH GOOGLE SEARCHES LIKE “THINGS TO DO IN GUADALAJARA” OR “MOVING TO MEXICO.”
- ORGANIC SOCIAL WAS ALSO VERY STRONG – MEANING MANY PEOPLE FOUND TWIG THROUGH INSTAGRAM, FACEBOOK, OR OTHER SOCIAL PLATFORMS.
- A SMALL NUMBER CAME FROM REFERRAL LINKS (VISITING TWIG FROM ANOTHER WEBSITE), WHILE VERY FEW ARRIVED VIA VIDEO OR UNTRACKED CHANNELS.

WHAT THIS MEANS: TWIG IS DOING A GREAT JOB ATTRACTING NEW USERS THROUGH NATURAL AND UNPAID CHANNELS. MOST OF ITS AUDIENCE COMES FROM SEARCH ENGINES, SOCIAL MEDIA, AND DIRECT LINKS – A SIGN OF STRONG WORD OF MOUTH AND USEFUL CONTENT. WITH JUST A BIT MORE EFFORT IN VIDEO AND STRATEGIC PARTNERSHIPS, TWIG COULD GROW EVEN MORE.



 **USERS**

TWIG HAS GAINED 17,000+ NEW USERS IN 2024, MANY OF THEM EXPATS, DIGITAL NOMADS, AND TRAVELERS EXPLORING OR RELOCATING TO GUADALAJARA.

 **VISITORS**

TWIG'S WEBSITE HAS BEEN VISITED OVER 88,000 TIMES IN 2024 SO FAR, CONTINUING STRONG MOMENTUM FROM LAST YEAR.

 **TOP COUNTRIES TRAFFIC**

NEW VISITOR INSIGHTS SHOW STRONG INTERNATIONAL INTEREST:

- **MEXICO: 7,500 USERS**
- **UNITED STATES: 7,200 USERS**
- **CANADA: 647**
- **UNITED KINGDOM: 265**
- **AUSTRALIA: 153**
- **INDIA: 118**
- **GERMANY: 76**

 **STATS**

TWIG'S AUDIENCE INCLUDES A DIVERSE MIX OF USERS:

- EXPATS FROM THE U.S., CANADA, U.K., FRANCE, AND MORE
- DIGITAL NOMADS, REMOTE WORKERS, RETIREES, AND FAMILIES
- A BALANCE OF AGE GROUPS AND BOTH GENDERS
- TWIG SERVES AS A CULTURAL AND PRACTICAL BRIDGE FOR ANYONE NEW TO GUADALAJARA.

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 **VISITORS**

TWIG'S WEBSITE HAS BEEN VISITED OVER 88,000 TIMES IN 2024 SO FAR, CONTINUING STRONG MOMENTUM FROM LAST YEAR.  **PLATFORMS**

TWIG REACHES ITS AUDIENCE THROUGH MULTIPLE KEY CHANNELS:

- NEWSLETTER / EDITORIALS: 1,700+ ACTIVE READERS (60%+ OPEN RATE)
- FACEBOOK: 1,100 FOLLOWERS
- WHATSAPP GROUPS: 700+ MEMBERS
- INSTAGRAM: 800+ FOLLOWERS

GROWTH TRENDS: THE EXPAT POPULATION IN GUADALAJARA IS GROWING STEADILY. SEVERAL FACTORS DRIVE THIS GROWTH INTO 2025: REMOTE WORK FLEXIBILITY, RETIREES SEEKING GOOD CLIMATE/COST OF LIVING, AND THE CITY'S RISING PROFILE (GUADALAJARA WAS EVEN NAMED ONE OF NATIONAL GEOGRAPHIC'S TOP PLACES TO VISIT IN 2025, INCREASING ITS VISIBILITY). THE COLONIA AMERICANA NEIGHBORHOOD IN GUADALAJARA WAS HIGHLIGHTED AS THE - COOLEST NEIGHBORHOOD IN THE WORLD- IN 2022 BY TIME OUT, ATTRACTING INTERNATIONAL DIGITAL NOMADS.

. THE STATE OF JALISCO (WHERE GUADALAJARA IS CAPITAL) HAS SEEN AN INFLUX OF FOREIGNERS – MANY U.S. RETIREES HISTORICALLY FAVOR LAKE CHAPALA AND PUERTO VALLARTA, BUT GUADALAJARA CITY IS NOW A MAGNET FOR YOUNGER EXPATS AND REMOTE WORKERS.

. WE CAN FORECAST ~5-10% ANNUAL GROWTH IN THE EXPAT COMMUNITY IN GUADALAJARA OVER THE NEXT COUPLE OF YEARS. THAT WOULD PUT THE EXPAT POPULATION IN THE METRO AREA AT ROUGHLY 65,000–70,000 BY 2027. THIS ALIGNS WITH ANECDOTAL TRENDS: THE POST-PANDEMIC PERIOD HAS SEEN MORE AMERICANS AND CANADIANS RELOCATING TO MEXICAN CITIES. GUADALAJARA'S COMBINATION OF COSMOPOLITAN AMENITIES AND LOWER COST OF LIVING (VS. U.S./CANADA) SUGGESTS THE EXPAT NUMBERS WILL CONTINUE TO RISE.

HERE'S TO ANOTHER YEAR
TOGETHER

Gruit
COMMUNITY