

# SOCIAL MEDIA & WEBSITE REPORT

June, 2025



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# NatPower Global



# June 2025

## 1700



**Website** unique visitors  
-26% than previous month

## CTR

WEBSITE

## 7,6%

-17% than previous month

47% **Direct**  
50.% **Search engine**  
2% **Referral Websites**  
1% **Social Media**

## Website traffic

## LinkedIn



**39** new followers

## Facebook



**181** pageviews  
This month

Facebook: 69%



LinkedIn: 31%



Social Media referral  
Website traffic

## Website Performance

There was a decline in both visits and click-through rate (CTR) to the NatPower website. This could be due to several factors, including low traffic from social channels, an absence of targeted communication campaigns, a possible seasonal drop or the need to improve SEO.

Unique website visitors:

1,700 (26% decrease compared to May)

CTR: 7.6% (-17%)

Traffic sources: 47% direct; 50% search engine; 2% referral; 1% social

## Geographic Insights

Analysing the data by country, Italy emerged as the market with the highest number of clicks (331) and a strong CTR (16.9%), closely followed by the United Kingdom with 295 clicks and a CTR of 12.4%. France and Spain also stand out, recording very high CTRs (18.5% and 18.4%, respectively) despite lower volumes, indicating qualified interest. By contrast, the United States showed an extremely low CTR of 1.5% against a high number of impressions (3,421), suggesting a potential problem with the relevance or targeting of the content for this market.

## Social Media Performance

Social media referrals:

Facebook: 69%

LinkedIn: 31%.

**NatPower UK**



# June 2025 – NatPower UK



342

**Website** unique users June 2025  
-75% vs previous month

CTR

WEBSITE

6,9%

-11,3% vs previous month

51% Direct  
38 % Search engine  
7% Website referrals  
2% Social Media

## Website traffic

LinkedIn



46

**New followers in June**

LinkedIn



7506

**Impressions this month**

Facebook 50%



LinkedIn 50%



Instagram 0%



Social Media referral  
Website traffic

## Website Performance

In June, NatPower UK saw a drop in visibility with 342 unique visitors, marking a -75% decrease compared to the previous month. Website impressions also dropped by -11.2%, reaching 11,600.

Clicks also fell to 712 (down -2.2%), however the click-through rate (CTR) increased to 6.9%.

## Geographic Insights

The United Kingdom remains the dominant market with 598 clicks and a strong CTR of 14.6%, demonstrating strong alignment between the content and British users. Other high-performing countries include:

France - CTR: 10.6%, Bangladesh - CTR: 9.8%, Japan - CTR: 7.9%

These markets, although smaller in volume, show promising engagement and signal opportunities for further targeting and growth.

## Page & Search Trends

The most visited page was the NatPower UK homepage (26.3%), followed by: Our projects (10.7%), Our team (5%), and Impact pages.

This indicates strong interest in understanding NatPower UK's structure and project portfolio, suggesting a continued focus on transparent team and project storytelling would be beneficial.

Search queries were predominantly branded (e.g., "natpower uk", "nat power", "nat powers"), showing high direct awareness and intentional traffic, complemented by localized queries like "Ynni Celyn" and "gwyddelwern battery storage". People also searched for various members of the NatPower UK team which shows the potential to be led by thought leaders' voices.

## Social Media Performance

LinkedIn remains the key social channel for engagement and contributed 50% of social referral traffic (Facebook also contributed 50%).

LinkedIn delivered:

7506 impressions (-11.3%)

46 new followers

178 reactions (-19.8%)

The best-performing post (John's article) achieved a CTR of 4.27% and 36 reactions, suggesting that links to longer-form, in-depth industry commentary performs well with our audience. The second best-performing post was a meet the team post, confirming that employee-centred content drives strong engagement.

Instagram, despite not contributing to web traffic, saw an increase of 200% in engagements (30 total). This could suggest that Instagram is best used for engagement and brand-building purposes, rather than driving traffic.

# NatPower Italia



# June 2025 – NatPower Italia



**163**

**Website** unique users June 2025  
-35.83% vs previous month

**CTR**

WEBSITE

**4,30%**

-31.75% vs previous month

**8,5 % Direct**  
**50,6% Search engine**  
**40,9% Website referrals**  
**0 % Social Media**

**Website traffic**

**1627**

**Impressions** June 2025

+10,83% vs previous month

# Insights and dashboard June | NatPower Italia

## Unique visitors

Sharp decline in unique visitors: could be due to less promotional activity, seasonality or reduced organic visibility.

## Impressions

Increase in content views, a sign of increased exposure in search engines or on referral sites.

## Clicks

Good increase in clicks: those who view, click more than in the past.

## CTR (Click Through Rate)

The drop in CTR, despite the increase in clicks, is caused by a higher number of impressions without proportional growth in clicks.

WEBSITE							
Unique visitors	% Unique visitors vs previous month	Website Impressions	% Website Impressions vs previous month	Clicks	% Clicks vs previous month	CTR	% CTR vs previous month
163	-35.83%	1627	+10.83%	70	+23.9%	4.3%	-31.75%

**On a positive note, the increase in clicks relative to the decline in unique visitors suggests that the traffic is more targeted and of higher quality. Those arriving on the site are more interested.**

**A declining CTR suggests that, although the site is more visible, some of the audience reached is not perfectly targeted, or the content is not attractive enough to generate clicks.**

# NatPower Kazakhstan



# June 2025 – NatPower Kazakhstan



## 45

**Website** unique users June 2025  
+54% vs previous month

## CTR

WEBSITE

## 2,3%

- 34.29% vs last month

31% Direct  
11% Search engine  
58% Website referrals  
0% Social Media

## Website traffic

## 396

**Impressions**

-13.5% vs previous month

# Insights and dashboard June | NatPower Kazakhstan

The number of unique visitors to the NPKazakhstan website is growing significantly, which indicates a growing interest in the brand or website in the region. However, the decline in clicks and click-through rate (CTR) suggests weak user engagement, with visitors viewing content but not actively interacting.

This may be due to:

- Content that is not relevant to the Kazakh audience
- Site landing pages, such as the homepage, with little engagement
- Low message effectiveness

WEBSITE							
Unique visitors	% Unique visitors vs previous month	Website Impressions	% Website Impressions vs previous month	Clicks	% Clicks vs previous month	CTR	% CTR vs previous month
45	-54%	396	-13.5%	9	-43.75%	2,3%	-34.29%

**Testing different, more localised content through language or cultural references or local case studies could help.**

**Optimising pages with clear, localised messages could also help to increase content relevance.**

**Evaluate the use of localised paid campaigns to stimulate clicks and insights.**

**NatPower US**



# June 2025 – NatPower US



**78**

**Website** unique users June 2025

-34% vs last month

**CTR**

WEBSITE

**1,40%**

-12,5% vs last month

**30 % Direct**  
**35% Search engine**  
**34% Website referrals**  
**0 % Social Media**

**Website traffic**

**2848**

**Impressions** June 2025

+14% vs last month

## Insights and dashboard June | NatPower US

The drop in unique visitors (-34%) suggests a decrease in active interest in the site, while the increase in impressions could be the result of media exposure that attracted more visitors.

Aligning the tone, language and content of US pages more closely with local interests (by focusing on topics that are key to the target audience) could help to increase traffic.

WEBSITE							
Unique visitors	% Unique visitors vs previous month	Website Impressions	% Website Impressions vs previous month	Clicks	% Clicks vs previous month	CTR	% CTR vs previous month
78	-34%	2848	+13.69%	41	+2.5%	1.40%	-12.5%

Evaluating a landing page dedicated to US stakeholders (e.g. investors, industry partners and local communities) could help to provide more engaging content.

Adopting targeted content marketing or media partnerships in the US would increase the website's relevance and authority, particularly for NatPower.

# NatPower H



# June 2025 – NatPower H

NatPower H has just launched it's LinkedIn page in February 2025

## LinkedIn Followers



**57**

## LinkedIn

**4955**

Content impressions  
(in June)

## LinkedIn

**173**

Pageviews in June



## Insights and dashboard June | NatPower H

There has been sustained growth in all key performance indicators, including reach, engagement and community size.

High CTR posts confirm the quality and relevance of the published content, which is consistent with the brand positioning.

The increase in followers indicates growing interest in and awareness of the brand within the sector.

 LINKEDIN									
New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Unique visitors	% Unique visitors vs previous month	Impressions content	% Impressions vs previous month	Reactions	% Reactions vs previous month
57	+16.3%	173	-7%	80	-14%	4955	+62.6%	192	+118.2%

**NatPower H's communication strategy is therefore confirmed as effective and constantly evolving. The positioning is clear, with significant interaction generated by the content on both the website and social channels.**

# NatPower Marine



# June 2025 – NatPower Marine

516



**Website** unique visitors  
+12.7% than previous month

CTR

WEBSITE

8,5%

+63,5% vs previous month

47% Direct  
37% Search engine  
9% Website referrals  
2% Social Media

Website traffic

LinkedIn Followers



57

New followers

LinkedIn

7248

Content impressions  
(in June)

LinkedIn 100% 

Facebook 0% 

Social Media referral  
Website traffic

## Website Performance

In June, NatPower Marine registered an increase in overall website performance, with unique users increasing by 12.7% (to 516) and total pageviews increasing by 23.6% compared to the previous month. The CTR also increased to 8.5%, representing a 63.5% growth, suggesting a higher level of engagement from the users exposed to the website content. This follows on from last month noting a drop in the mentioned figures and so is a return to normal levels. It is important to note that, ahead of the new website launch, the focus for the team is really to drive engagement and follows, not traffic. This will shift with the launch of the site.

## LinkedIn Performance

NatPower Marine's LinkedIn page continues to demonstrate strong performance in terms of visibility, reaching 7,248 content impressions in June. Reactions are also up by 9.9% at 211. However, other engagement metrics show signs of cooling, with:

**Pageviews down by 10%**

**Unique visitors down by 24.6%**

**New followers down by 18.6%**

The most engaging content was the Athenian Sea Carriers MOU announcement, which achieved a CTR of 2.2% (24 clicks out of 1,091 impressions), while the second most successful post also performed well with a 5.2% CTR and 45 clicks. These results underscore the strong impact of human-centred storytelling, as well as corporate announcements that involve our partners in the industry.

## LISW25

In June, we kicked off the London International Shipping Week 2025 campaign, including posting social media content and opening up our panel event for registrations.

So far, we have achieved 59 registrations in June, with an event capacity of 150. This quick uptake of a large number of tickets suggests that we have organised the event and positioned it in a way that is relevant and engaging to our audience.

# NatPower Marine Italia



# Insights and dashboard June | NatPower Marine Italia

**Website Performance:** not online yet – no available data.

Thanks to relevant content and NatPower Marine Italia's distinctive positioning in the electric and sustainable marine sector, the page is experiencing strong organic growth.

All KPIs show significant growth, confirming that the LinkedIn page is quickly gaining visibility, qualified traffic and interactions.

LINKEDIN									
New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Unique visitors	% Unique visitors vs previous month	Impressions content	% Impressions vs previous month	Reactions	% Reactions vs previous month
11	+1000%	60	+1400%	28	+833%	387	+1583%	13	225%

The increase in new followers of the NPMarine Italia page indicates an initial wave of interest in the brand, driven by the initial content published.

The increase in page views and unique visitors suggests that users are engaging with the content by visiting the company page.

Impressions and reactions align with the other data, confirming that the initial content is effective and well targeted.

Maintaining a regular publication schedule is useful for consolidating interest, especially if you alternate general content, such as 'Mission' and 'Vision', with content about projects, teams and events.

# Glossary

N

# Glossary of Website and Social Media KPIs

## A

- Ad:** A paid method of communicating with the target audience, including paid social posts, display ads, and search ads, using text and images to engage users and encourage clicks.

## C

- Channel:** The outlet used to reach the audience, such as Website, LinkedIn, Twitter, and Instagram.

- CTR (Click-Through Rate):** The percentage of times a user clicks on a link after being exposed to it. For example, 350 clicks out of 1,000 impressions equal a 35% CTR.

## D

- Dashboard:** A workspace displaying key metrics over time, tracking user interactions with content, social media, and the website.

## I

- Impressions:** The number of times an ad appears to users, regardless of interaction.

## K

- Keyword:** A word or phrase used in SEO to improve search visibility.

- KPI (Key Performance Indicator):** A measurable value indicating the success of a campaign or strategy.

## L

- Landing Page:** A single web page designed for a specific user action.

- Landing Page Views:** The total times a landing page is viewed.

## N

- New Followers:** The number of new followers gained in a specific time period.

## O

- Organic Social:** Free social media engagement through posts visible to followers and users interacting with the content.

- Organic Traffic:** Website visitors arriving through search engines without paid promotions.

## P

- Pages Per Session:** The average number of pages a user visits within a single session on a website. This metric helps measure user engagement and website navigation efficiency.

- Page Views:** The total number of times a page is visited.

- Paid Social:** Social media advertising aimed at reaching targeted audiences beyond organic reach.

## R

- Reach:** The total number of unique users who have seen a post or ad on social media. This metric indicates how far the content has spread and how many people have been exposed to it.

- Reactions:** Any type of interaction with content on social media, including likes, shares, comments, and other engagement actions.

## S

- SEO (Search Engine Optimization):** Techniques to improve a website's ranking in search engines.

- Sessions:** The duration of time a user spends on a website in a single visit.

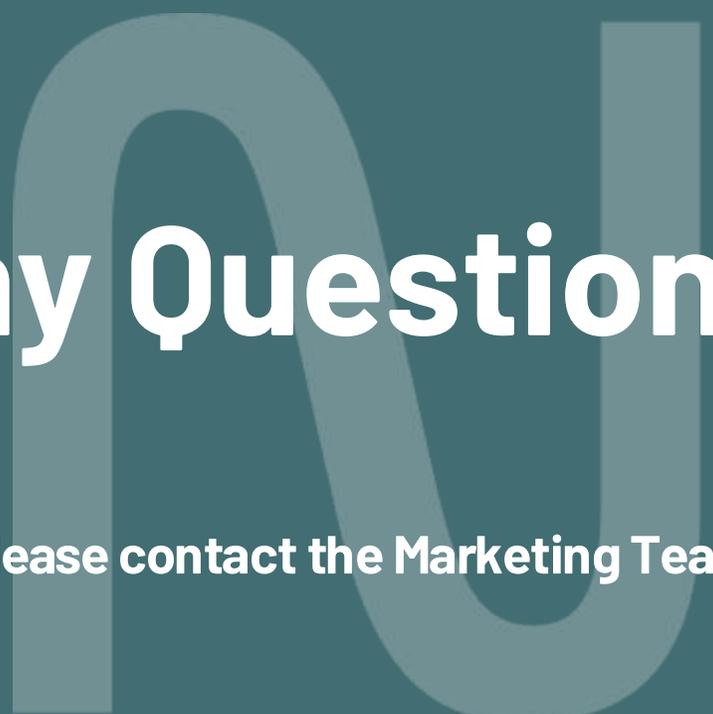
- SERP:** Search Engine Result Page

## U

- UTM Tracking:** A tracking code added to URLs to monitor web traffic sources and effectiveness.

## W

- Web Page Views:** The total number of times a web page is loaded.



# Any Questions?

Please contact the Marketing Team