

SOCIAL MEDIA & WEBSITE REPORT

July, 2025



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July 2025

1600



Website unique visitors
-6% than previous month

CTR

WEBSITE

5,5%

-17% than previous month

- 43% Direct
- 50% Search engine
- 1% Social Media
- 6% Others

Website traffic

LinkedIn



45 new followers

Facebook



94 pageviews

This month

Facebook: 69%



LinkedIn: 31%



Social Media referral
Website traffic

Dashboard July | NatPower Global



Website unique visitors	Website unique visitors %	Total Pageviews	Total Pageviews %	Website impressions	Website impressions %	Clicks	Clicks %	CTR	CTR %
1600	-5,89%	4800	12,55%	11993	38%	836	-8%	5,50%	-28,00%



New followers	% new followers	Page views	% Page views	Unique visitors	% Unique visitors	Impressions content	% Impressions	Reactions	% Reactions
45	+12.7%	617	1,00%	280	1,00%	1455	-49%	10	-18.6%



New followers	% new followers	Page views	% Page views	Reach	Reach %	Interactions
1	200%	91	-50%	19	-59.6%	0



New followers	% new followers	Page views	% Page views	Reach	Reach %	Interactions	Interactions %
3	-25%	333	-23%	9	-69%	1	-75%

Website Performance:

Top countries by number of clicks: Italy (41.6%), the UK (32.2%) and France (7.9%).

The highest CTRs were recorded in Luxembourg (20%), Switzerland (13.38%) and Spain (11.84%).

Traffic by device: Desktop dominates with 85% of traffic, while mobile accounts for just 14%.

Most visited pages: Homepage (24%), About Us (8%), NatPower Italy (7%).

Conclusions: Excellent CTR in niche markets, but high concentration of traffic in a few countries and desktop predominance → potential opportunity to improve the mobile experience.

Geographic Insights, Website analysis:

Italy leads in terms of both volume and engagement: There were 346 clicks (42% of the total) and 3,653 impressions. The solid CTR of 9.47% indicates that the content is relevant and well targeted.

The UK is clearly the second market in terms of clicks: It received 268 clicks (32%) and 5,013 impressions (greater exposure). The average CTR is 5.35%. Despite having the highest visibility, the effectiveness of the content could be improved to achieve more significant results.

France is well positioned: It received 66 clicks (8%), 984 impressions and a CTR of 6.71%, which indicates qualified interest, even at a modest volume.

The US has many impressions and few clicks: There were 37 clicks (4%) and 2,444 impressions, with a very low CTR of 1.51%. This suggests that the content is not targeted effectively enough and that the local value proposition needs improvement.

Spain has an excellent CTR of 11.84%, one of the best, and therefore a high conversion rate for such low volumes.

Germany's content is also effective: 32 clicks, 399 impressions and a CTR of 8.02%. This indicates audience interest even at moderate volumes.

Switzerland and Luxembourg have very high CTRs: Switzerland (13.38%) and Luxembourg (20%, a record), albeit with very low impression numbers. Niche target, but excellent responses.

NatPower UK



July 2025 – NatPower UK



1100

Website unique users July 2025
+195% vs previous month

CTR

WEBSITE

5,5%

-1,4% vs previous month

46% Direct

42 % Search engine

8% Website referrals

2% Social Media

Website traffic

LinkedIn



62

New followers in July

LinkedIn



9910

Impressions this month

Facebook 20%



LinkedIn 80%

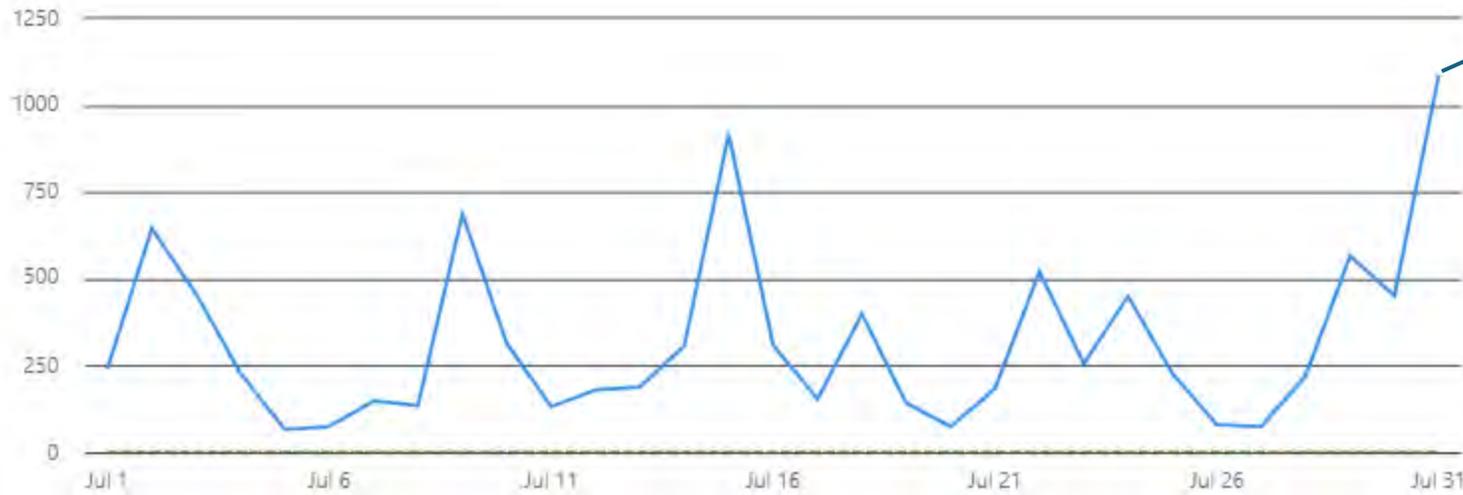


Instagram 0%



Social Media referral
Website traffic

Social media | Content Impressions July 2025



- Organic
- Sponsored

9,910

0

NatPower UK
6,133 followers
1w •

Meet **Roisin Bates**, a Junior Project Development Manager here at NatPower UK. Roisin has built strong experience in delivering large-scale UK infrastructure projects, having played a key role in the ongoing development of major initiatives such as HS2 and Tillbridge Solar.

Roisin moved into the renewable energy sector to contribute to the positive change we set out to effect at NatPower.

Swipe through below to get to know Roisin a little better 🌟 and find out more about life as part of the NatPower UK team here: <https://bit.ly/4kvEFeq>

James Doig and 32 others

2 reposts



Dashboard July | NatPower UK



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
1100	+195%	11277	+50%	617	-14%	5,5%	-1,4%



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
62	+26,5%	1324	+42,1%	501	+60,6%	9910	+0,29%	235	+29,8%

Website Performance

In July, NatPower UK saw a significant bounce back in visibility with 1100 unique visitors, marking a +195% increase compared to the previous month, during which we saw a drop in traffic. Clicks, however, fell to 617 (down -14%), and the click-through rate (CTR) decreased to 5,5%.

Geographic Insights

The United Kingdom remains the dominant market with 1725 clicks and a strong CTR of 10,1%, demonstrating strong alignment between the content and British users. Other high-performing countries include:
France - CTR: 11,8%, Ireland - 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 (28,93%), followed by: Our projects (11,8%) and Our team (8,5%) 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. 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 80% of social referral traffic (Facebook contributed 20%).

LinkedIn delivered:
9910 impressions (+0.29%)
62 new followers
235 reactions (+29,8%)

The best-performing post (Meet the Team) achieved a CTR of 18,75% and 33 reactions, confirming that employee-centred content drives strong engagement.

NatPower Italia



July 2025 – NatPower Italia



178

Website unique users July 2025
+9% vs previous month

CTR

WEBSITE

3,60%

-17% vs previous month

8% **Direct**
34% **Search engine**
58% **Website referrals**
0 % **Social Media**

Website traffic

2215

Impressions July 2025

+36% vs previous month

Insights and dashboard July | NatPower Italia

Website Performance:

Unique users: 178 (+9.20% vs June).

CTR: 3.60% (↓ -17% vs June).

Traffic source: 58% referrals, 34% search engines, 8% direct, 0% social.

Top countries: Italy (60% of clicks) but very low CTR (0.44%).

Most viewed pages: Italy homepage (36%), Projects (14%), About us (11%).

 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
178	9,20%	2215	+36%	80	14%	3,6	-17%

Website analysis:

A positive sign is the growth in unique users (+9.2%), which indicates that the site's visibility is increasing, probably thanks to referrals and search engines.

Critical issues: the decline in CTR (-17%) suggests that engagement and conversions are weaker despite more visitors.

Referral traffic dominates at 58%, indicating high dependence on external links, while social media contributes nothing at all (0%). However, this is a consequence of our communication strategy on the web.

The Italian market remains the main market in terms of clicks, but the very low CTR (0.44%) indicates that users find the site but do not interact with it effectively.

The most visited content is the institutional pages (Homepage, Projects, About Us), showing interest in company presentations and specific projects.

NatPower Kazakhstan



July 2025 – NatPower Kazakhstan



53

Website unique users July 2025
+18% vs previous month

CTR

WEBSITE

1,7%

- 26% vs last month

15% **Direct**
17% **Search engine**
68% **Website referrals**

Website traffic

576

Impressions

+46% vs previous month

Insights and dashboard July | NatPower Kazakhstan

Website Performance and Website analysis:

Well-positioned local Russian keywords related to solar energy.

There were 53 unique visitors, an increase of 18% on the previous month.

Website impressions increased significantly: to 576, which is a 45% increase compared to the previous period.

Clicks increased by 11%, reaching 10.

The current CTR is 1.7%, but this has decreased by 26% compared to the last month.

This suggests that, even though there has been an increase in visitors and views, people are less likely to click on the site's content.

The increase in impressions naturally leads to a dilution of the CTR if the number of clicks doesn't grow proportionally.

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
53	+18%	576	+45%	10	+11%	1,7%	-26%

The increase in visitors and impressions indicates greater visibility and potential interest, which is a positive sign.

However, the decline in CTR suggests that the content and user experience could be improved to make it more relevant and attractive to the current audience.

NatPower US



July 2025 – NatPower US



55

Website unique users July 2025

-29% vs last month

CTR

WEBSITE

1,40%

=% vs last month

16 % Direct
30% Search engine
54% Website referrals

Website traffic

2795

Impressions July 2025

-2% vs last month

Insights and dashboard July | NatPower US

Website Performance:

Unique users: 55 (down 29%).

CTR: 1.40% (very low).

Impressions: 2,795 (among the highest compared to other sites in the group).

Traffic source: 54% referrals, 30% search engines and 16% direct.

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
55	-29%	2795	-2%	38	-7%	1.40%	=

Website analysis:

The site **appears frequently in Google searches**, meaning it is well indexed, but users do not click on it. This explains the high number of impressions, but the very low CTR of 1.4%.

This result could be due to one or more of the following:

_Poorly performing meta titles and descriptions. In other words, the text that appears in search results is unclear, not localised, or unattractive, so users see the site but choose other links.

_Inconsistent targeting: the site appears to a wide audience thanks to generic keywords such as 'natpower', 'energy' and 'marine', but is not in line with those who are actually looking for information about the company.

_Higher competition in the US market: compared to other countries, competition in the energy sector is much stronger, so even though the site appears often, it struggles to stand out.

NatPower H



July 2025 – NatPower H

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

LinkedIn Followers



93

+63% vs June

LinkedIn

5262

Content impressions

+6% vs June

LinkedIn

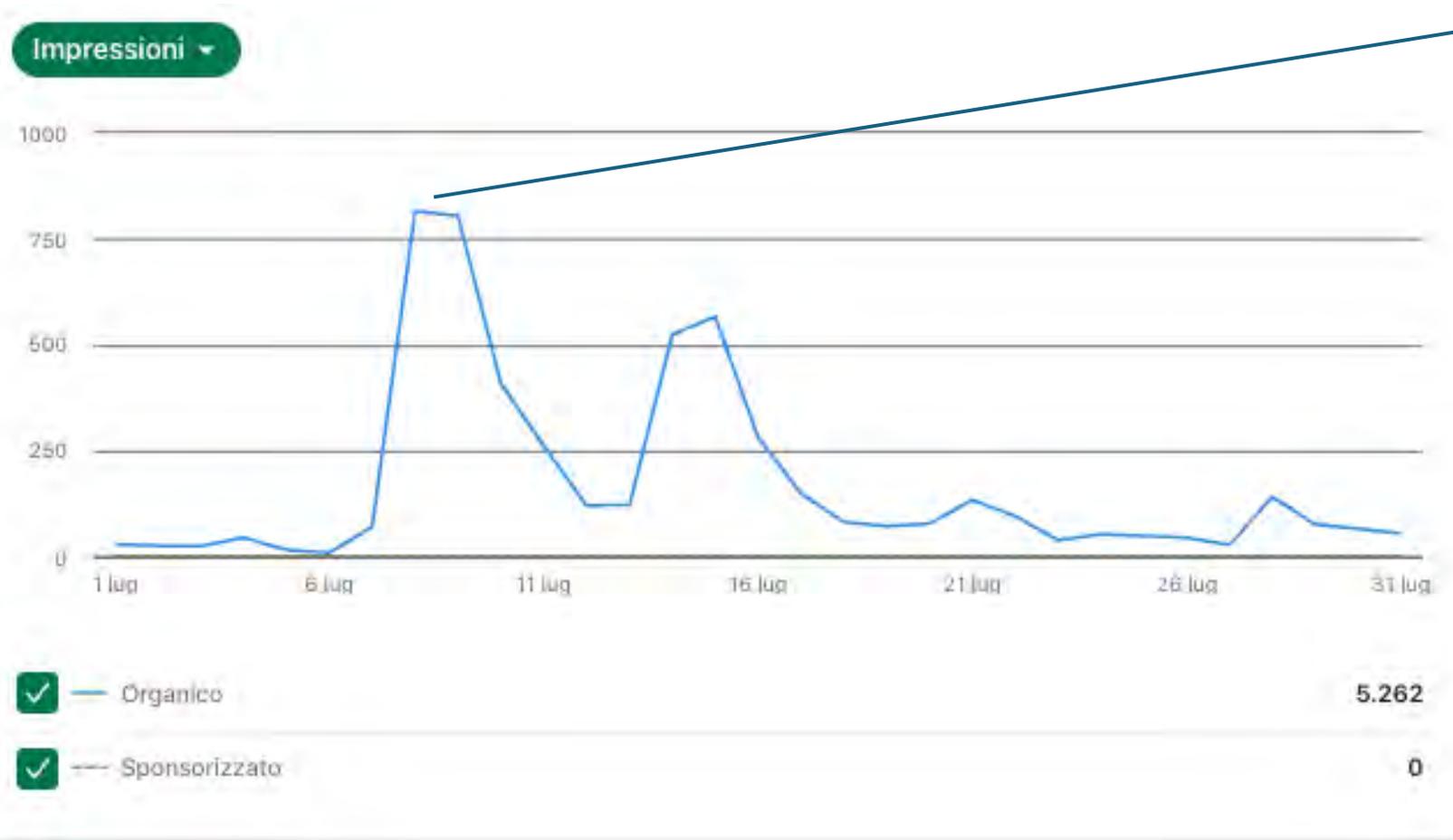
234

Pageviews in July

+35% vs June



Social media | Content impressions July 2025



NatPower H
 602 followers
 7m

Six hydrogen refuelings in 48 hours. Zero emissions. A real step toward the future.

NatPower H was back at the **Monaco Energy Boat Challenge 2025**, reaffirming its commitment to a cleaner maritime sector alongside the **Yacht Club de Monaco**.

As **Official Hydrogen Supplier**, we ensured the supply of green hydrogen to three innovative boats – **Dhamma Blue**, **Poséidon by INOCEL ADVANCED TECHNOLOGY**, and **TU Delft Hydro Motion Team** – demonstrating how clean energy can support performance, efficiency, and sustainability on water.

In just two days, we completed six refuelings at the Port of Monaco, averaging 30 minutes per boat, delivering 50 kg of green hydrogen in collaboration with **Linde Gas Italia**. These numbers are more than data: they represent concrete progress in making zero-emission navigation a reality.

Highlights worth noting:

- **Poséidon** by INOCEL Advanced Technology fuel cell, matching the range and performance of a combustion engine, but with zero emissions.
- **Dhamma Blue** presented a hydrogen-powered vessel with three times the range of conventional electric boats, winning the Open Sea Endurance Trial and receiving the "Coup de Cœur" award.
- **Hydro Motion by TU Delft**, with its hydrogen-powered monohull and hydrofoils, proved how speed, stability, and sustainability can work together on water.

Taking part in the **#MEBC2025** – one of the world's most important showcases for sustainable propulsion and naval design, with over 42 teams from 20 countries – is part of our mission to turn innovation into practical solutions for a zero-emission future.

Mostra traduzione



Insights Social Media July | NatPower H

Pageviews: 234 (+35%).

Followers: 93 (+63%).

Content impressions: 5,262 (+6%).

Note: page launched in February 2025 → very positive organic growth.

This is the group's fastest-growing social media channel. Positive trend, to be continued with consistent and targeted content.

LINKEDIN	New Followers	% new followers	Page views	% Page views	Unique visitors	% Unique visitors	Impressions content	% Impressions	Reactions	% Reactions
Natpower H	93	63%	234	35%	119	49%	5262	6%	186	-4.00%

NatPower Marine



July 2025 – NatPower Marine

683



Website unique visitors
+30,6% than previous month

CTR

WEBSITE

8,2%

-0,3% vs previous month

66% Direct
23% Search engine
2% Website referrals
1% Social Media

Website traffic

LinkedIn Followers



34

New followers

LinkedIn

5575

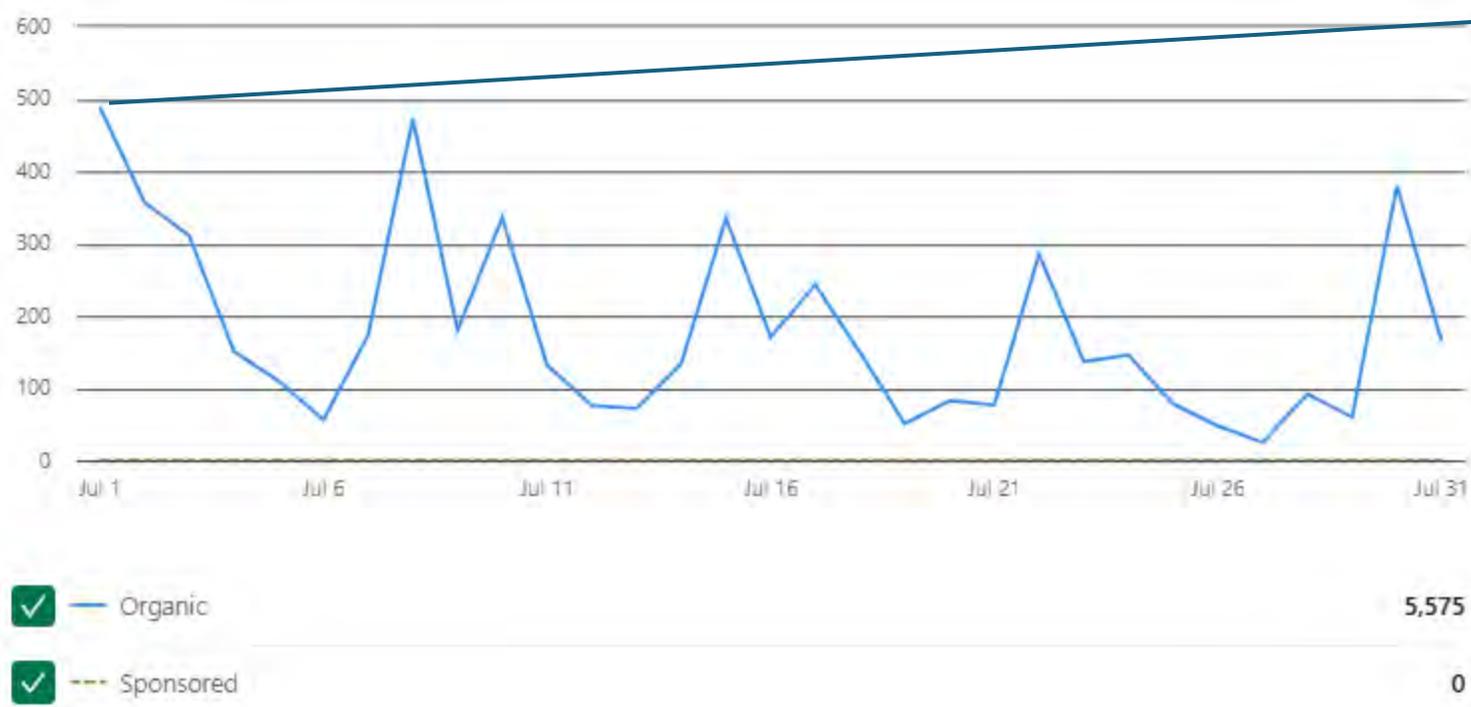
Content impressions
(in July)

LinkedIn 100% 

Facebook 0% 

Social Media referral
Website traffic

Social media | Content impressions July 2025



Organic 5,575
 Sponsored 0

NatPower Marine
2,452 followers
Time •

...

Introducing **Nnenna Hemeson**, our Global Marketing & Growth Director 🌟

Nnenna's work at **NatPower Marine** focuses on leading our marketing team in its goal to build the brand, drive awareness, and engage with our stakeholders towards growth and impact. Her 18+ years' experience in marketing & communications, sustainability strategy, brand development and innovation across industries makes her the best person for the job!

Swipe through to get to know Nnenna, including what she gets up to when she's not driving the charge for the maritime energy transition 🌟 you can take a look at who makes up the team at NatPower Marine here: <https://bit.ly/43BrLVC>

Why I love NatPower Marine?

"I don't just love the mission of building a greener future for our planet, but also the team. Through my work at NatPower Marine, I get to work with some of the most talented and driven people I've ever met."

How do you recharge?

"I love an active lifestyle and anything outdoors. Spending time with my family and friends, especially on weekends, is my favorite way to recharge. I also enjoy reading and learning something new and watching movies."

What work are you most proud of?

"Working with the incredible team at NatPower Marine, I've had the opportunity to make a positive impact on the industry. It's a privilege to be part of a team that is committed to making a difference in the world."

👤 Nnenna Hemeson and 20 others
🔄 2 reposts



Dashboard July – NatPower Marine



WEBSITE								
Unique users	% Unique users vs previous month	Total Pageviews	Total Pageviews %	Pages per session	Clicks	% Clicks vs previous month	CTR	% CTR vs previous month
683	+30,6%	1400	+24,5%	2,1	180	-16%	8,2%	-0,3%



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
34	-43,3%	342	+1,2%	148	+12.1%	5575	-23,9%	174	-17,9%

Website Performance

In July, NatPower Marine registered an increase in overall website performance, with unique users increasing by 30,6% (to 683) and total pageviews increasing by 24,5% compared to the previous month.

The CTR slightly decreased to 8,2% (-0,3%), but this follows a large growth of 63.5% last month, and so suggests maintenance, not loss.

Note: 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 has seen a fall in visibility this month, with a 23,9% drop in impressions to 5575. In line with this, new followers are down by 43,3% and reactions are also slightly down (by 17,9%). However, other engagement metrics show signs of strength, with:

Pageviews up by 1,2%

Unique visitors up by 12,1%

The most engaging content pieces were a meet the team post and an announcement of our being shortlisted for an award. These results underscore the strong impact of human-centred storytelling, as well as positive corporate announcements that involve others in the industry.

LISW25

In July, we continued amplifying our London International Shipping Week 2025 campaign, including posting social media content and sending direct email invitations.

So far, we have now sold out our 150 capacity event with a +50 buffer (200 tickets in total taken). We now look to refine our registered attendees to ensure they are in line with our goals for the event .

NatPower Marine Italia



July 2025 – NatPower Marine Italia

**LinkedIn
New Followers**



4

**LinkedIn
Page views**
21

**LinkedIn
Unique visitors**
10



Insights and dashboard July | NatPower Marine Italia

Website Performance: not online yet – no available data.

Social Media Performance: the LinkedIn data cannot be analysed due to low activity.

There is low data, but the page is young. An editorial plan and cross-promotional activities with other NatPower channels are required.

LINKEDIN	New followers	% new followers	Page views	% Page views	Unique visitors	% Unique visitors	Impressions content	% Impressions	Reactions	% Reactions
NatPower Marine Italia	11	-66%	21	-65%	10	-64%	82	-79%	3	-77%

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.

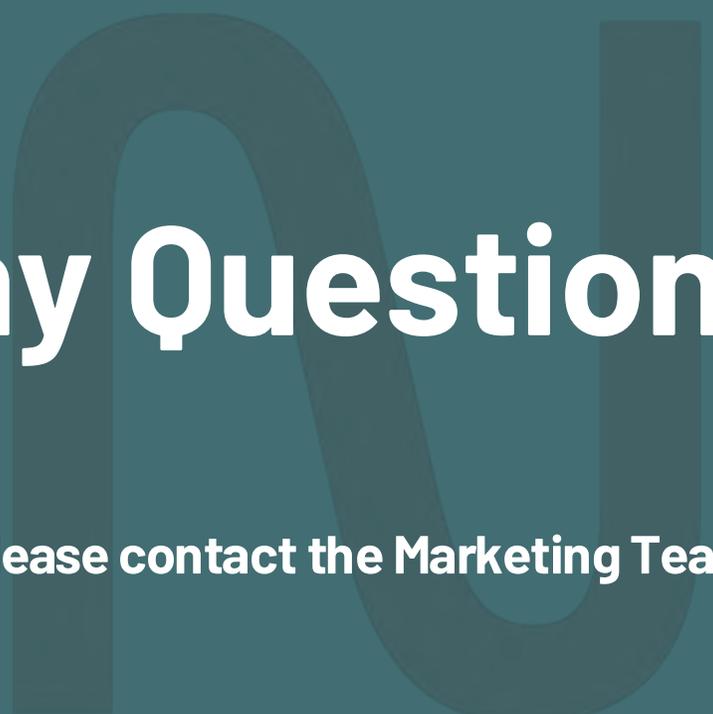
- SERP:** Search Engine Result Page

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