



Daytona Beach Area CVB

Search Engine Optimization Campaign Update

August 2017

August 2017 Tasks Completed:

- * Crawl error review - 0 Errors detected
- * Google Analytics + Search Console review.
- * Site Speed Review - Desktop: 71/100, Mobile: 63/100
- * Monthly client call.
- * Monthly report.
- * Spell Check Scan - Corrected 8 errors
- * Optimized 5 pages & Sent H1 recommendations
- * Made updates to Report template per Kay's request
- * Duplicate Content Scan
- * Toxic Backlink Scan - None detected
- * Reviewing Enewsletter Thank You page
- * Completed Competitor Analysis & Discuss on Monthly Call

Traffic Overview:

	Mar	Apr	May	Jun	Jul	Aug
Visits (Sessions):	290,414	228,545	251,934	262,394	289,433	236,827
Unique Visitors (Users):	229,518	180,726	197,019	198,408	217,736	182,417
Bounce Rate:	58%	58%	60%	59%	61%	63%
Pageviews:	660,615	516,602	563,550	595,931	618,789	486,241
Avg Pageviews per Visit:	2.27	2.26	2.24	2.27	2.14	2.05
Avg Time on Site:	0:01:49	0:01:48	0:01:46	0:01:51	0:01:43	0:01:35
Paid Clicks:	18,603	17,752	15,515	14,447	15,309	96,117
Average CPC:	\$0.39	\$0.36	\$0.40	\$0.45	\$0.45	\$0.19
% of Traffic Organic Search:	51%	49%	43%	46%	50%	42%
Entry Pages From Search:	2,257	2,037	2,099	2,258	2,265	2,008

Report Analysis - Your Over Year Performance:

- * Overall site sessions decreased 11%
 - Decrease due to less PPC, Direct & Referral traffic this August compared to last August
- * Users have decreased by 6%
- * Pageviews decreased by 12%
- * Organic search sessions decreased by 4%
- * Organic entries to your Boardwalk Pier page increased by 10%, by 63% on your Sea Turtles page, by 5% on your Public Parking page, by 43% on your Webcam page and by 141% on your Bandshell Concerts page.

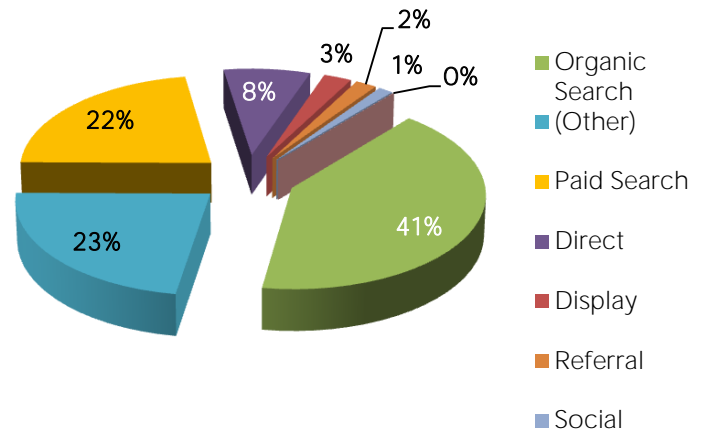
Organic Search Traffic:

Search Engine	Visits	Percent
google	85,375	86.75%
bing	7,114	7.23%
yahoo	5,205	5.29%
aol	511	0.52%
ask	174	0.18%
yandex	18	0.02%

Organic Traffic	% of Total Site Traffic	
Visits	98,413	41.55%

Organic Engagement compared to Site Engagement		
Pageviews Per Visit	2.32	13.05%
Avg. Time on Site	0:02:01	27.96%
New Visits	67.90%	-3.54%
Bounce Rate	53.71%	-14.44%

Traffic Sources



Landing Page	Visits	Percent
/	9,126	9.27%
/events/music/bandshell-concerts/	6,498	6.60%
/events/calendar/	5,916	6.01%
/biketoberfest/	5,416	5.50%
/event/bike-week-2018/37322/	3,967	4.03%
/things-to-do/attractions/	2,766	2.81%
/things-to-do/free/	2,690	2.73%
/things-to-do/attractions/boardwalk-pier/	2,609	2.65%
/event/biketoberfest®-2017/36890/	2,508	2.55%
/event/jurassic-quest-dinosaur-show/37439/	2,382	2.42%

Top Listings:

Listing	Clicks
Blue Heron River Tours	1,122
Daytona Beach Bandshell	1,072
Coral Sands RV Park	996
Joyland Amusement Center & SnackBar	939
Beach Carts Daytona Golf Cart Rentals	924
Atlantic Scuba Guide & Services	579
Blue Spring State Park	557
Angell & Phelps Chocolate Factory	545
Joe's Crab Shack Daytona Beach (Pier)	538
Daytona Lagoon Waterpark Entertainment Center	528

Top Events:

Event	Clicks
Ocean Center Jurassic Quest Dinosaur Show	1,581
Biketoberfest® 2017	1,403
Daytona Beach Boardwalk Amusement Rides	917
Main Street Station Live Music at Main Street Station	611
Beach Week	569
Bahama Breeze Island Grille Live Music at Bahama Breeze	533
Richard Petty Driving Experience Richard Petty Driving Experien	505
Museum of Arts & Sciences Special Event: Great American Ecl	495
Bike Week 2018	478
Ocean Deck Restaurant & Beach Club Live Music at Ocean Dec	434

Pay Per Click Conversions:

Conversion	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17
Visitors Guide by Mail	177	159	215	222	192	155
eVisitors Guide Sign-up	101	64	82	12	7	5
Total	278	223	297	234	199	160

PaidTrafficOnsitePerformance:

Engine	Visits	Pages Per Visit	Avg. Time on Site	Bounce Rate
google	41,550	2.18	0:01:35	59.54%
bing	11,502	2.62	0:02:03	55.71%
Overall	53,052	2.28	0:01:42	58.71%

*All Metrics Performing Better Than Site Average

DevicePerformance:

Device	Visits	Pages Per Visit	Avg. Time on Site	Bounce Rate
mobile	31,494	1.81	0:01:11	65.70%
desktop	16,259	3.13	0:02:34	47.03%
tablet	5,428	2.43	0:02:04	53.45%

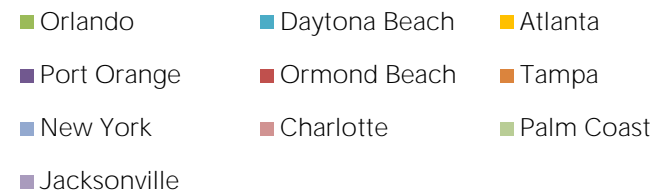
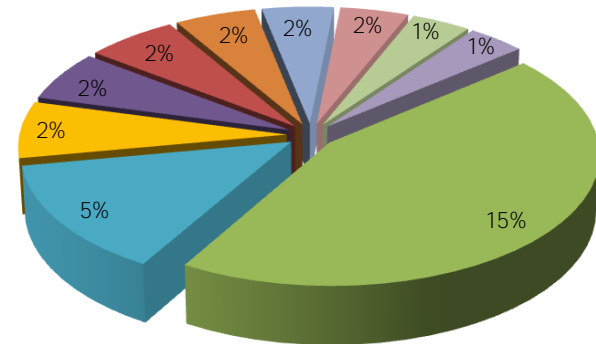
TopCampaigns:

Campaign	Visits	Pages Per Visit	Avg. Time on Site	Bounce Rate
Events - US	10,215	2.14	0:01:28	65.56%
Events - FL	8,811	2.18	0:01:24	62.85%
Things to Do - FL	5,253	2.58	0:02:14	53.47%
Travel - FL	3,857	2.17	0:01:24	64.53%
Attractions - FL	3,715	2.29	0:01:46	52.65%

TopContent:

Page	Avg. Time on Page	Pageviews
/biketoberfest/	0:02:18	14,317
/things-to-do/	0:01:29	9,042
/	0:01:10	7,074
/events/	0:00:57	5,438
/things-to-do/attractions/boardwalk-pier/	0:01:19	4,198
/events/racing/	0:01:11	3,594
/events/calendar/	0:01:00	3,380
/things-to-do/attractions/	0:01:16	2,846
/things-to-do/water/surfing/	0:02:24	2,656
/restaurants/	0:01:19	2,174

TopCities:



TopKeywords:

Keyword	Visits
daytona beach	4,738
daytona biketoberfest 2017	3,289
biketoberfest 2017	2,696
biketoberfest	2,356
things to do in daytona beach	1,633
biketoberfest daytona beach florida	1,417
daytona beach boardwalk	976
daytona beach biketoberfest 2017	974
daytona beach events	911
racing at daytona today	898