



Daytona Beach Area CVB

Search Engine Optimization Campaign Update

July 2017



## July 2017 Tasks Completed:

- \* Crawl error review - 0 Errors detected
- \* Google Analytics + Search Console review.
- \* Site Speed Review + Meeting w/Developer
- \* Monthly client call.
- \* Monthly report.
- \* Broken link scan; fixed 7.
- \* Completed Feature Snippets review & recommendations
- \* Compiled recommendations for Family Spring Break & Fireworks
- \* Review of internal site search terms
- \* Communications regarding Map image size
- \* Reviewing Enewsletter Thank You page
- \* Open Graph call w/Tonya
- \* Transition of Account to Chrissy

## Traffic Overview:

	Feb	Mar	Apr	May	Jun	Jul
Visits (Sessions):	255,251	290,414	228,545	251,934	262,394	289,433
Unique Visitors (Users):	206,078	229,518	180,726	197,019	198,408	217,736
Bounce Rate:	59%	58%	58%	60%	59%	61%
Pageviews:	577,853	660,615	516,602	563,550	595,931	618,789
Avg Pageviews per Visit:	2.26	2.27	2.26	2.24	2.27	2.14
Avg Time on Site:	0:01:43	0:01:49	0:01:48	0:01:46	0:01:51	0:01:43
% of Traffic Paid Search:	26%	33%	31%	22%	23%	26%
Total Organic Search Traffic:	110,735	149,539	111,134	108,033	121,828	146,102
% of Traffic Organic Search:	43%	51%	49%	43%	46%	50%
Entry Pages From Search:	2,349	2,257	2,037	2,099	2,258	2,265

## Report Analysis - Your Over Year Performance:

- \* Overall site sessions decreased 8%
- \* Decrease due to less PPC, Direct & Referral traffic this July compared to last July
- \* Users have decreased by 4%
- \* Pageviews decreased by 11%
- \* Organic search sessions increased by 6%
- \* Organic entries to your Boardwalk Pier page increased by 22%, by 26% on your driving page, by 14% on your Public Parking page, by 37% on your Webcam page and by 38% on your Vacation Rentals page.
- \* Top page of the month were: Homepage, Events, Biketoberfest, Boardwalk Pier, Bandshell Concerts, & Things to Do.

## Organic Search Traffic:

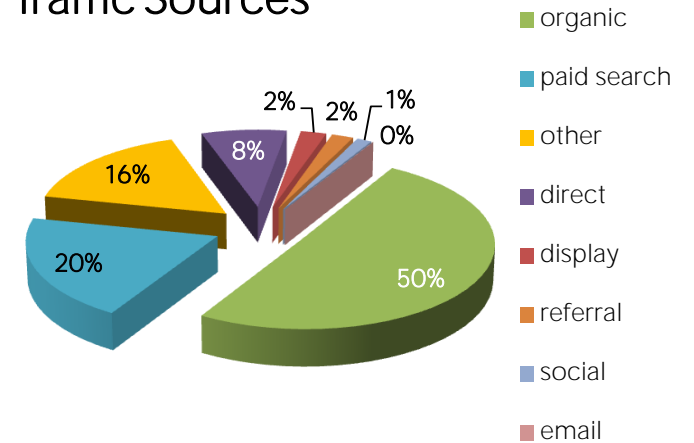
Search Engine	Visits	Percent
google	129,607	88.71%
bing	8,688	5.95%
yahoo	7,047	4.82%
aol	567	0.39%
ask	155	0.11%
baidu	11	0.01%

Organic Traffic	% of Total Site Traffic	
Visits	146,102	50.48%

Organic Engagement compared to Site Engagement		
Pageviews Per Visit	2.34	9.57%
Avg. Time on Site	0:02:05	21.43%
New Visits Bounce Rate	66.80%	-2.77%
Rate	53.62%	-11.87%

Landing Page	Visits	Percent
/events/calendar/	14,487	9.92%
/	14,323	9.80%
/events/music/bandshell-concerts/	9,669	6.62%
/things-to-do/attractions/boardwalk-pier/	5,353	3.66%
/event/4th-of-july-fireworks-in-new-smyrna-beach/37362/	5,052	3.46%
/things-to-do/attractions/	4,981	3.41%
/things-to-do/free/	4,175	2.86%
/things-to-do/the-beach/driving/	3,537	2.42%
/biketoberfest/	3,528	2.41%
/event/daytona-meet-2017-floridas-coolest-truck-show/37347/	3,188	2.18%

## Traffic Sources



## Top Listings:

Listing	Clicks
Joyland Amusement Center & Snackbar	1,932
Daytona Beach Bandshell	1,661
Blue Heron River Tours	1,347
Beach Carts Daytona Golf Cart Rentals	1,328
Atlantic Scuba Guide & Services	1,229
Daytona Lagoon Waterpark Entertainment Center	1,028
Coral Sands RV Park	1,023
Joe's Crab Shack Daytona Beach (Pier)	850
Angell & Phelps Chocolate Factory	832
Blue Spring State Park	823

## Top Events:

Event	Clicks
Daytona Beach Boardwalk Amusement Rides	1,961
4th of July Fireworks in Ormond Beach	1,075
Daytona Beach Bandshell   Eagles Tribute & Fireworks	1,073
Ocean Center   Daytona Meet 2017 - Florida's Coolest Truck Sh	1,027
Biketoberfest® 2017	884
Bahama Breeze Island Grille   Live Music at Bahama Breeze	743
Richard Petty Driving Experience   Richard Petty Driving Experien	630
Ocean Deck Restaurant & Beach Club   Live Music at Ocean Dec	562
Beach Week	553
Jackie Robinson Ballpark and Statue   Daytona Tortugas	536

## Pay Per Click Conversions:

Conversion	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17
Visitors Guide by Mail	188	177	159	215	222	192
eVisitors Guide Sign-up	75	101	64	82	12	7
<b>Total</b>	<b>263</b>	<b>278</b>	<b>223</b>	<b>297</b>	<b>234</b>	<b>199</b>

## PaidTrafficOnsitePerformance:

Engine	Visits	Pages Per Visit	Avg. Time on Site	Bounce Rate
google	47,553	2.29	0:01:41	57.99%
bing	9,859	2.47	0:01:53	58.39%
<b>Overall</b>	<b>57,412</b>	<b>2.32</b>	<b>0:01:43</b>	<b>58.06%</b>

\*Pages Per Visit and Bounce Rate Performing Better Than Site Average

## DevicePerformance:

Device	Visits	Pages Per Visit	Avg. Time on Site	Bounce Rate
mobile	37,956	1.90	0:01:16	64.03%
desktop	14,362	3.37	0:02:46	45.06%
tablet	5,339	2.48	0:02:05	51.00%

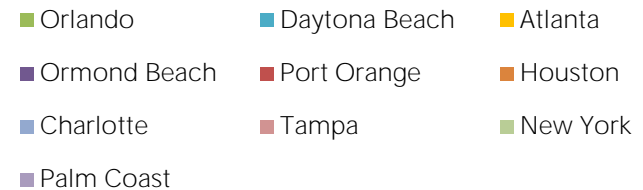
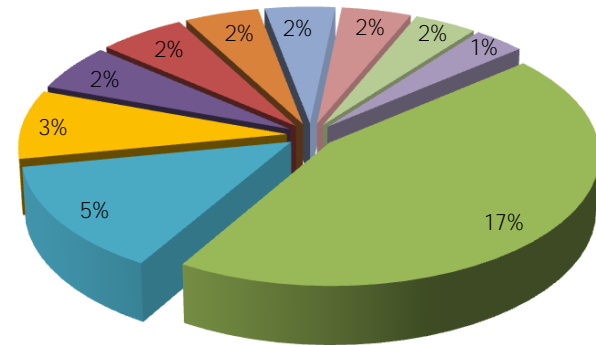
## TopCampaigns:

Campaign	Visits	Pages Per Visit	Avg. Time on Site	Bounce Rate
Events - FL	9,056	2.20	0:01:22	61.01%
Events - US	7,078	2.02	0:01:13	67.02%
Things to Do - FL	5,776	2.42	0:02:05	57.34%
Attractions - FL	5,310	2.24	0:01:45	54.20%
Travel - FL	4,118	2.34	0:01:36	61.12%

## TopContent:

Page	Avg. Time on Page	Pageviews
/things-to-do/	0:01:31	11,356
/	0:01:11	7,950
/biketoberfest/	0:02:20	7,933
/events/	0:00:58	7,194
/things-to-do/attractions/boardwalk-pier/	0:01:21	6,912
/events/racing/	0:01:03	5,124
/things-to-do/attractions/	0:01:19	4,168
/events/calendar/	0:01:05	3,816
/things-to-do/water/surfing/	0:02:24	3,042
/restaurants/	0:01:20	2,757

## TopCities:



## TopKeywords:

Keyword	Visits
daytona beach	5,245
biketoberfest 2017	2,660
things to do in daytona beach	2,178
daytona beach boardwalk	1,751
racing at daytona today	1,474
biketoberfest	1,320
daytona beach events	1,173
biketoberfest daytona beach florida	901
daytona beach boardwalk events	798
+daytona +beach live cam	716