

Executive Overview:

SEO Overview

SEO Activities Completed Last Month:

- * Monthly SEO report & monthly SEO strategy call
- * Daily crawl error review post-launch. Corrections made when necessary
- * Monthly Google Analytics Review
- * Monthly Search Console Review
- * Chime meeting with client regarding Event tracking
- * Answered client's question about capturing Event tracking in Google Analytics
- * Updated Metas for 10 pages
- * Internal links added to 25 pages
- * Implemented additional tracking pixel via Google Tag Manager
- * Broken link scan & correction
- * Summit Deck Completed

Organic Traffic Overview:

Organic sessions decreased by almost 18%, organic bounce rate improved almost 77%, and organic avg. session duration improved by 60% year over year. The top organic landing pages in April were: the home page, Events & Festivals, 15 Free Things to do in SLO CAL, The 27th Annual Rock & Gem Show, Annual Morro Bay Citywide Yard Sale, Explore SLO CAL, Pismo Beach, Pismo Beach Classic Car Show, and Calendar of Events.

Other Notes:

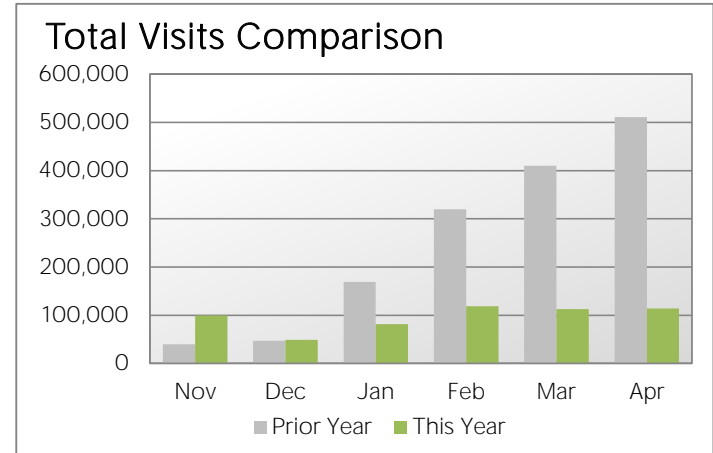
- * Total sessions decreased by almost 78%, pages per session increased by more than 46%, avg. session duration increased by 124%, and bounce rate improved almost 77% year over year.
- * The Blog home page received 141 pageviews in April. The entire blog received 9,288 pageviews.

Industry Averages:

Engagement Metrics	Industry Average	Your Website		% Difference
Total Pages Per Session:	2.08	2.05	●	-1.58%
Total Average Session Duration:	0:01:54	0:02:23	●	20.25%
Total Bounce Rate:	52.47%	19.06%	●	-175.35%
Organic Pages Per Session:	2.25	2.37	●	5.00%
Organic Average Session Duration:	0:02:06	0:03:27	●	39.18%
Organic Bounce Rate:	49.03%	11.15%	●	-339.54%

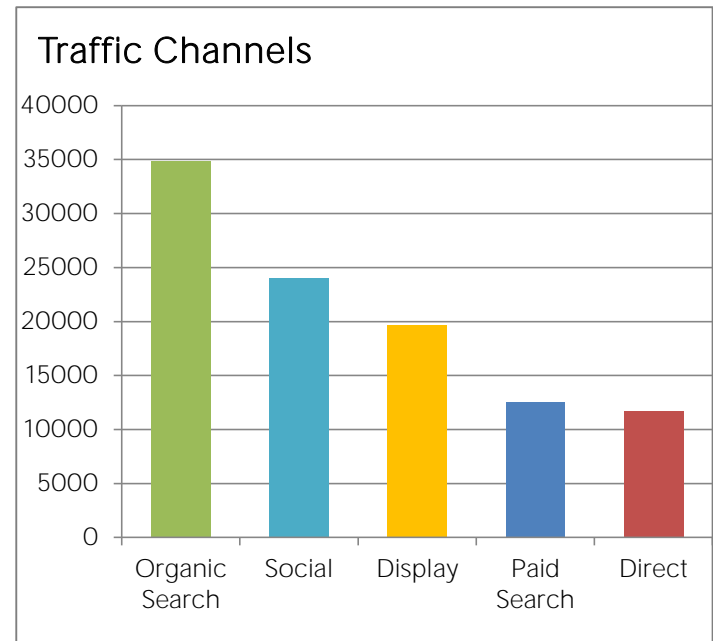
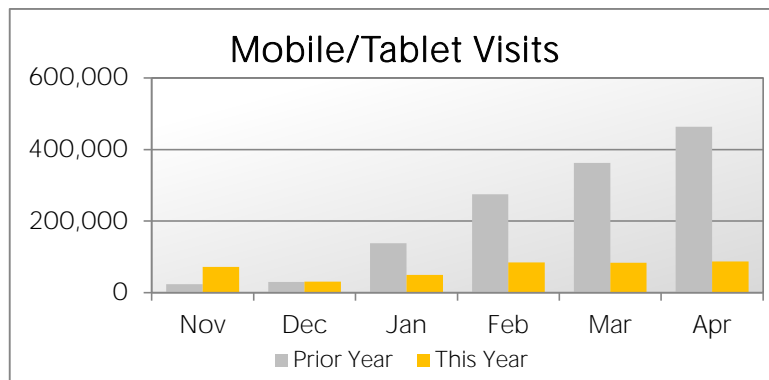
Total Traffic Overview:

	Nov	Dec	Jan	Feb	Mar	Apr
Sessions:	99,344	49,244	81,285	118,469	112,917	113,861
Users:	79,926	39,404	63,169	101,353	95,233	93,686
Bounce Rate:	58%	41%	43%	42%	41%	19%
Pageviews:	195,971	140,319	194,881	213,711	191,693	233,155
Avg Pageviews Per Visit:	1.97	2.85	2.40	1.80	1.70	2.05
Avg. Session Duration:	0:02:06	0:03:00	0:02:54	0:01:40	0:01:44	0:02:23
Total Organic Search Traffic:	32,441	34,240	40,453	29,007	30,477	34,891
% of Traffic Organic Search:	33%	70%	50%	24%	27%	31%
Entry Pages From Search:	2,071	1,935	2,090	2,879	1,972	2,066



Mobile/Tablet SnapShot:

	Nov	Dec	Jan	Feb	Mar	Apr
Sessions:	71,632	31,041	49,863	84,206	83,690	86,842
% of Sessions:	72%	63%	61%	71%	74%	76%
Bounce Rate:	62%	47%	48%	43%	45%	20%
Pageviews:	121,349	78,074	106,732	132,708	120,007	159,135
Avg. Session Duration:	0:01:53	0:02:38	0:02:44	0:01:20	0:01:19	0:02:05



Organic Search Traffic:

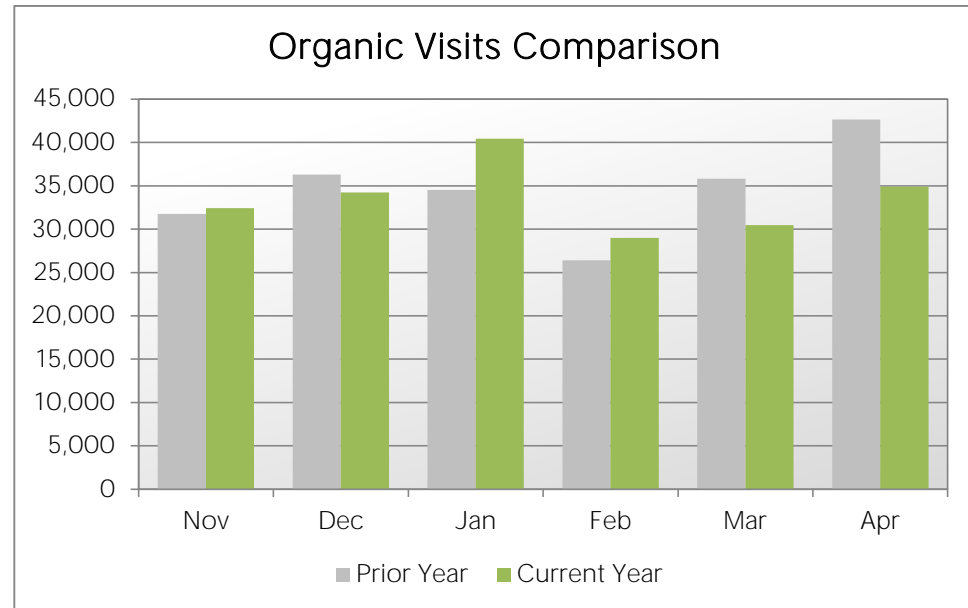
Organic Traffic		% of Total Site Traffic
Sessions	34,891	30.64%

Organic Engagement Compared to Site Engagement		
Pages / Session	2.37	15.66%
Avg. Session Duration	0:03:27	44.93%
New Sessions	74.24%	-5.49%
Bounce Rate	11.15%	-41.46%

Search Engine	Visits	Percent
google	34,190	97.99%
yahoo	351	1.01%
bing	313	0.90%
ask	23	0.07%
baidu	14	0.04%
Totals	34,891	100.00%

Exact Keyword*	Visits	Percent
(not provided)	34,691	99.43%
(not set)	14	0.04%
amazon	11	0.03%
san luis obispo	10	0.03%
https://www.slocal.com/	5	0.01%
cinco de mayo events in san luis obispo	2	0.01%
country jam festival san luis	2	0.01%
https://www.slocal.com/explore/cayucos	2	0.01%
https://www.slocal.com/plan/getting-her	2	0.01%
morro bay	2	0.01%

*not as good as Search Console findings consider replacing



Landing Page	Visits	Percent
/	4,670	13.38%
/events-and-festivals/	3,667	10.51%
/blog/post/insider-tips-15-free-things-to-do-in-slo-cal/	1,203	3.45%
/event/27th-annual-rock-&-gem-show/3499/	825	2.36%
/event/annual-morro-bay-citywide-yard-sale-2018/1331/	768	2.20%
/explore/	554	1.59%
/explore/pismo-beach-shell-beach/	455	1.30%
/event/pismo-beach-classic-car-show/2629/	453	1.30%
/events-and-festivals/events-calendar/	445	1.28%
/explore/morro-bay/	406	1.16%

Goals:

Goal	Completions
Visitors Magazine Request	378
Media Request	2
Meetings RFP	0
Enewsletter Sign-up	178

Google Search Console Search Queries:

Queries	Clicks	Impressions	CTR	Position
san luis obispo	2,936	114,151	2.57%	3.4
things to do in san luis obispo	328	4,814	6.81%	4.5
san luis obispo events	324	938	34.54%	1.6
morro bay	233	41,780	0.56%	7.4
paso robles	205	45,790	0.45%	8.8
pismo beach	202	90,190	0.22%	9.2
morro bay farmers market	190	415	45.78%	1.2
rock and gem show paso robles	180	219	82.19%	1
san luis obispo county	144	6,713	2.15%	3
slocal	137	434	31.57%	1.6
san luis obispo california	134	9,556	1.40%	4.3
santa margarita	134	8,329	1.61%	3.7
slo events	130	411	31.63%	1.7
cal poly rodeo	120	377	31.83%	1.1
visit slo cal	120	189	63.49%	1
cambria ca	116	13,721	0.85%	8
morro bay city wide yard sale 2018	103	402	25.62%	2
things to do in san luis obispo this weekend	103	252	40.87%	1.6
paso robles rock and gem show	101	140	72.14%	1
slo cal	98	301	32.56%	1.4
san miguel ca	92	1,857	4.95%	1.8
san simeon ca	90	4,328	2.08%	3.5
events in san luis obispo	86	337	25.52%	2

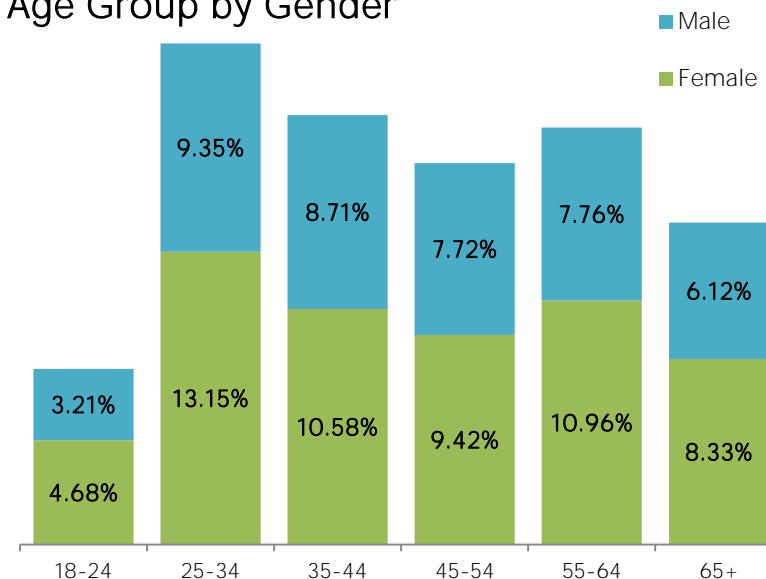
nipomo ca	84	5,236	1.60%	4.8
arroyo grande	84	10,480	0.80%	5.3
templeton ca	82	3,936	2.08%	3.2
morro bay yard sale	79	284	27.82%	2
things to do in slo	76	932	8.15%	4.6
grover beach	75	5,058	1.48%	4.7
avila beach	74	13,134	0.56%	8
san simeon	73	13,616	0.54%	5.7
pismo beach car show	73	497	14.69%	3.3
visit slo	73	135	54.07%	2.6
events san luis obispo	72	328	21.95%	1.9
morro bay yard sale 2018	68	252	26.98%	2
pismo beach car show 2018	66	650	10.15%	3.3
pismo beach farmers market	65	156	41.67%	1.1
visit san luis obispo	65	153	42.48%	1.3
what to do in san luis obispo	64	1,318	4.86%	6.1
morro bay california	64	8,427	0.76%	6.7
atascadero	64	11,714	0.55%	5.5
cayucos	61	7,043	0.87%	7
pismo car show 2018	60	872	6.88%	3.4
san luis obispo things to do	59	1,874	3.15%	6.2
atascadero ca	55	3,874	1.42%	4.3
cayucos ca	55	4,858	1.13%	7.1
lopez lake	54	3,986	1.35%	5.5
lopez lake fishing	54	213	25.35%	1.3
cambria california	53	7,322	0.72%	8.3
slo county events	53	104	50.96%	1.5

Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	30,832
Shoppers/Value Shoppers	27,952
News & Politics/News Junkies/Entertainment & Celebrity News Junkies	27,948
Lifestyles & Hobbies/Family-Focused	22,217
Media & Entertainment/Book Lovers	21,339
Travel/Travel Buffs	20,987
Media & Entertainment/TV Lovers	20,369
Lifestyles & Hobbies/Shutterbugs	19,961
Banking & Finance/Avid Investors	19,684
Lifestyles & Hobbies/Art & Theater Aficionados	18,876

Age Group by Gender



Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	17,704
News/Weather	9,632
Food & Drink/Cooking & Recipes	8,177
Arts & Entertainment/TV & Video/Online Video	7,115
Travel/Air Travel	6,031
News/Sports News	4,728
Travel/Hotels & Accommodations	4,512
Pets & Animals/Pets/Dogs	4,492
News/Politics	4,456
Shopping/Mass Merchants & Department Stores	4,436

Affinity Categories broaden the scope to identify users in terms of lifestyle; for example, Technophiles, Sports Fans, and Cooking Enthusiasts. These categories are defined in a similar way to TV audiences, and represent an opportunity to understand the behavior of your audience.

Other Categories are used to classify groups of users based on the specific content they consume, along with how recently and frequently they consume that content. This category data provides a more focused view of your users, and lets you analyze behavior more narrowly than Affinity Categories.

* Per Google

Top Content:

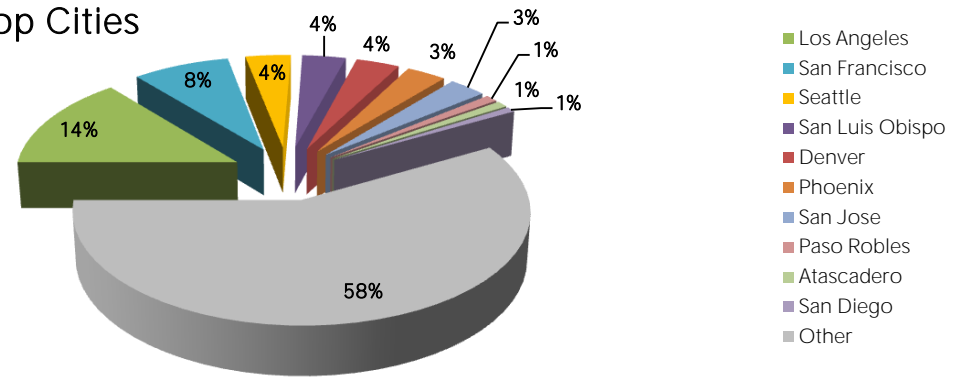
Top Landing Pages	Entrances
/	43,473
/explore/atascadero/	7,275
/events-and-festivals/	5,800
(not set)	5,447
/things-to-do/	4,814
/explore/san-luis-obispo/	4,005
/stay/	3,008
/explore/pismo-beach-shell-beach/	2,092
/plan/getting-here/	2,001
/explore/paso-robles/	1,886

Top Content Pages	Pageviews
/	97,354
/events-and-festivals/	8,737
/explore/atascadero/	8,130
/things-to-do/	6,691
/stay/	5,632
/explore/san-luis-obispo/	5,289
/explore/pismo-beach-shell-beach/	2,844
/events-and-festivals/events-calendar/	2,817
/stay/vacation-rentals/	2,682
/plan/getting-here/	2,644

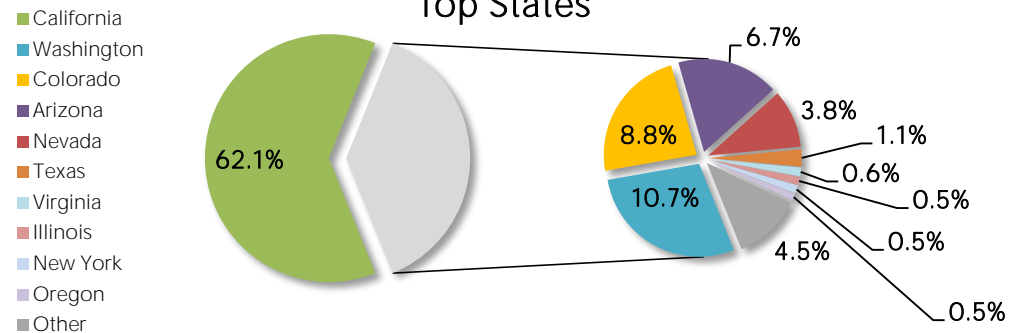
Top Exit Pages	Exits
/	37,686
/explore/atascadero/	7,173
/things-to-do/	4,799
/events-and-festivals/	4,055
/explore/san-luis-obispo/	3,967
/stay/	3,118
/explore/pismo-beach-shell-beach/	1,907
/plan/getting-here/	1,876
/stay/vacation-rentals/	1,732
/explore/paso-robles/	1,723

Geographic:

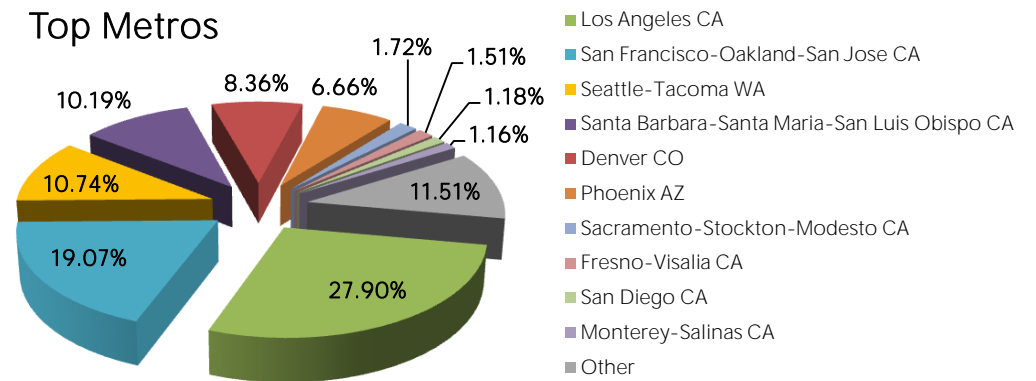
Top Cities



Top States

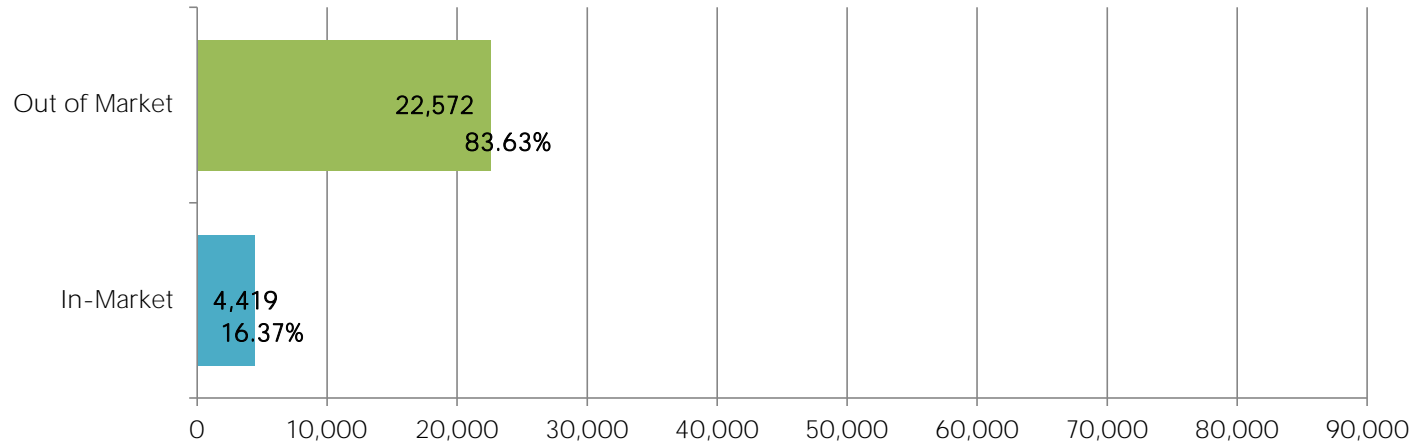


Top Metros



In-MarketVsVisitor:

Desktop Visits



Mobile/Tablet Visits

