

## Executive Overview

**SEO Overview**

**SEO Activities Completed Last Month:**

- \* Monthly SEO strategy call + separate call to discuss domain change traffic effects, SERP real estate, Moz results, etc.
- \* Monthly SEO report.
- \* Monthly crawl error review; none to report for January.
- \* Google Analytics & Search Console checks; no unusual activity noted.
- \* Fetch as Google on the event that was added for Restaurant Month.
- \* Keyword research for new pages on the new site. Set up in Google Doc.
- \* Implemented tracking pixels.
- \* Worked on batch of 75 meta tags for the website launch.
- \* Site speed review.

**Organic Traffic Overview:**

Organic sessions increased 17%, organic bounce rate improved 28%, and organic average session duration improved 28% year over year. Some high-traffic organic landing pages with the best year over year organic growth were: Home by 9%, 15 Free Things to Do by 4,311%, Our Area by 9%, Pismo Beach by 57%, Morro Bay Farmers Markets by 1,058%, Dog Friendly Beaches by 55%, Avila Beach by 18%, Just Your Speed by 587%, San Simeon by 29%, Cambria by 47%, and Arroyo Grande by 40%.

**Other Notes:**

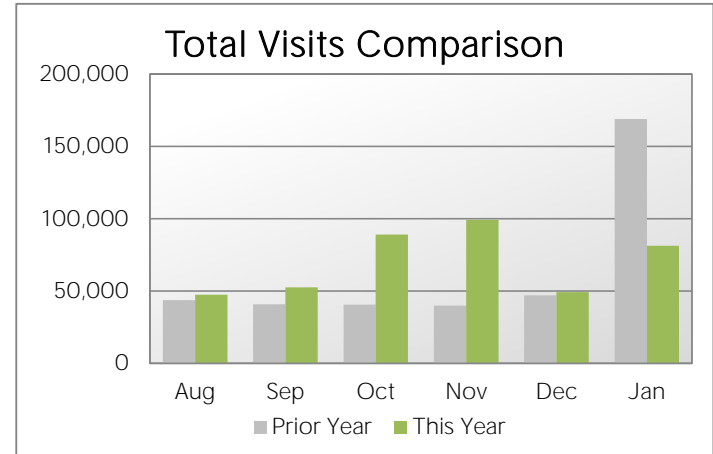
- \* Total sessions decreased by 52%, pages per session increased 40%, avg. session duration increased by 114%, and bounce rate improved 44% year over year.
- \* The Blog home page received 241 pageviews in January. The entire blog received 12,610 pageviews.

## Industry Averages

Engagement Metrics	Industry Average	Your Website		% Difference
Total Pages Per Visit:	2.29	2.40	●	4.48%
Total Average Visit Duration:	0:02:12	0:02:54	●	24.28%
Total Bounce Rate:	51.91%	43.40%	●	-19.60%
Organic Pages Per Visit:	2.16	2.93	●	26.32%
Organic Average Visit Duration:	0:01:53	0:03:35	●	47.41%
Organic Bounce Rate:	51.93%	34.07%	●	-52.41%

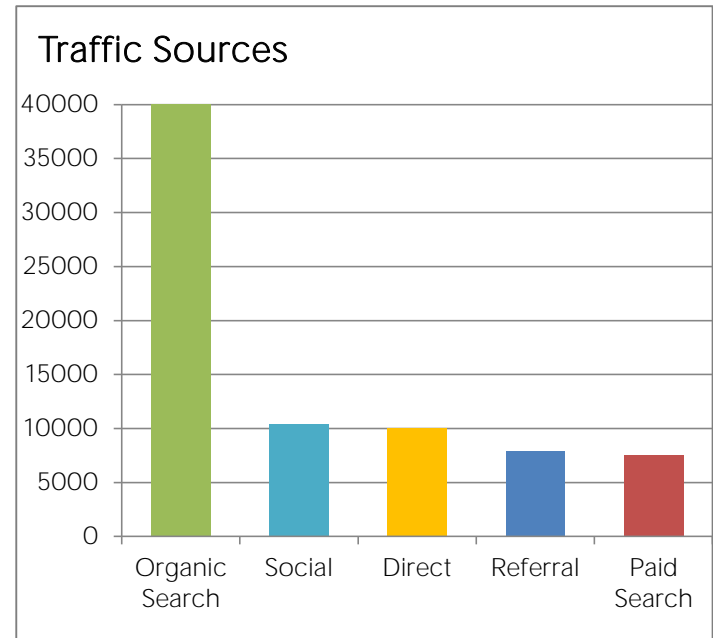
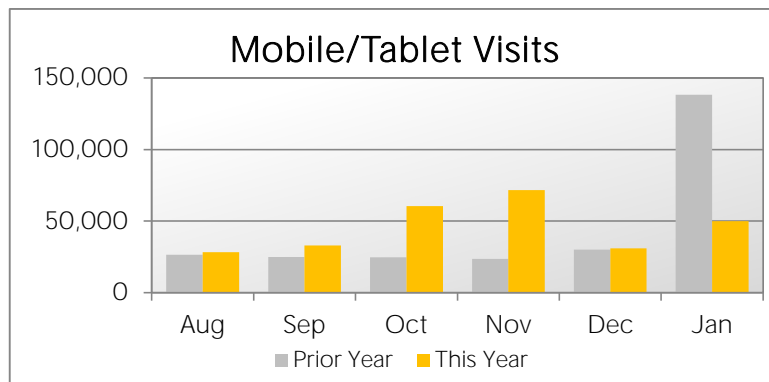
### Total Traffic Overview:

	Aug	Sep	Oct	Nov	Dec	Jan
Visits:	47,642	52,586	89,118	99,344	49,244	81,285
Unique Visitors:	39,757	44,810	74,059	79,926	39,404	63,169
Bounce Rate:	53%	56%	56%	58%	41%	43%
Pageviews:	128,924	136,939	189,252	195,971	140,319	194,881
Avg Pageviews Per Visit:	2.71	2.60	2.12	1.97	2.85	2.40
Avg Time on Site:	0:02:03	0:01:53	0:02:03	0:02:06	0:03:00	0:02:54
Total Organic Search Traffic:	34,786	33,015	35,581	32,441	34,240	40,453
% of Traffic Organic Search:	73%	63%	40%	33%	70%	50%
Entry Pages From Search:	2,087	2,052	2,319	2,071	1,935	2,090



### Mobile/Tablet SnapShot:

	Aug	Sep	Oct	Nov	Dec	Jan
Visits:	28,168	33,005	60,436	71,632	31,041	49,863
% of visits	59%	63%	68%	72%	63%	61%
Bounce Rate:	57%	62%	60%	62%	47%	48%
Pageviews:	62,999	69,862	110,010	121,349	78,074	106,732
Avg Time on Site:	0:01:38	0:01:25	0:01:49	0:01:53	0:02:38	0:02:44

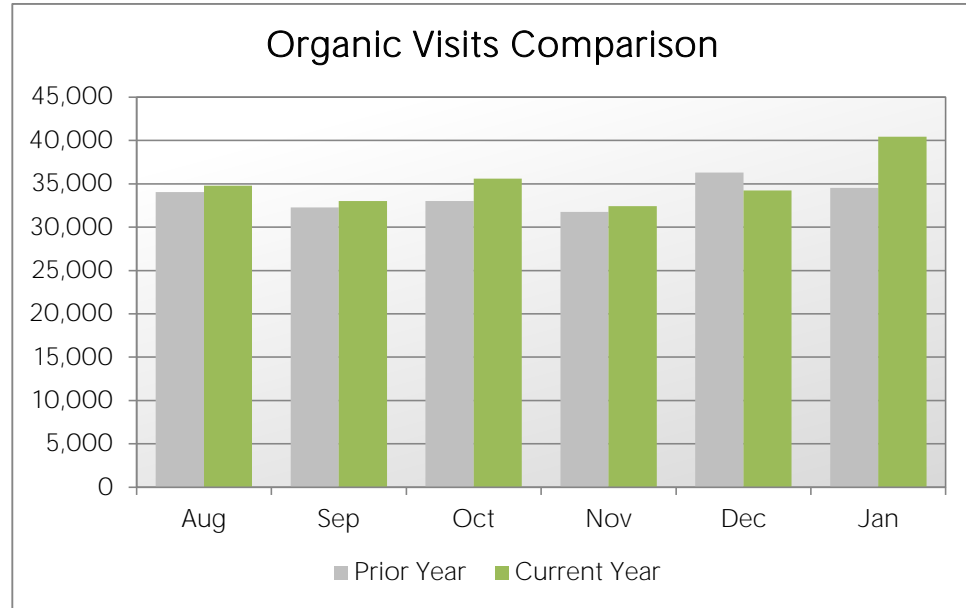


## Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	40,453	49.77%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	2.93	22.28%
Avg. Time on Site	0:03:35	23.25%
New Visits	66.67%	-8.12%
Bounce Rate	34.07%	-21.50%

Search Engine	Visits	Percent
google	37,763	93.35%
yahoo	1,335	3.30%
bing	1,283	3.17%
ask	50	0.12%
aol	6	0.01%
avg	6	0.01%



Exact Keyword	Visits	Percent
(not provided)	39,851	98.51%
https://www.visitsanluisobispo.com	32	0.08%
amazon	30	0.07%
january restaurant month san luis obispo	17	0.04%
slo restaurant month	17	0.04%
san luis obispo	13	0.03%
paso robles restaurant month	12	0.03%
restaurant month	9	0.02%
san luis obispo restaurant month 2018	9	0.02%
january restaurant month	7	0.02%

Landing Page	Visits	Percent
/restaurant-month	8,968	22.17%
/events	3,836	9.48%
/	3,098	7.66%
/blog/950/insider-tips-15-free-things-to-do-in-slo-cal	838	2.07%
/our-area	669	1.65%
/community/pismo-beach	619	1.53%
/community/paso-robles	577	1.43%
/just-your-speed/	440	1.09%
/community/san-simeon	384	0.95%
/profile/1757/morro-bay-farmers-markets	382	0.94%

## Google Search Console Search Queries:

Queries	Clicks	Impressions	CTR	Position
san luis obispo	1,461	99,167	1.47%	4.9
slo restaurant month	789	922	85.57%	1
restaurant month slo	441	510	86.47%	1
pismo beach	426	57,284	0.74%	7
san luis obispo events	289	697	41.46%	1.4
paso robles	281	35,275	0.80%	7.6
restaurant month	258	434	59.45%	2.1
things to do in san luis obispo	224	3,778	5.93%	5.2
restaurant month san luis obispo	195	299	65.22%	1.3
san luis obispo restaurant month	190	376	50.53%	1.9
avila beach	189	13,964	1.35%	5.3
san simeon	179	12,356	1.45%	3.2
restaurant month san luis obispo 2018	179	242	73.97%	1.1
morro bay	174	30,863	0.56%	8.1
morro bay farmers market	171	365	46.85%	1
slo events	154	409	37.65%	1.6
templeton ca	127	3,357	3.78%	3
cambria ca	124	11,892	1.04%	8.5
san luis obispo county	121	5,537	2.19%	4.6
san luis obispo california	114	11,323	1.01%	6.2
hearst castle	113	85,800	0.13%	8.1
slo county restaurant month	110	131	83.97%	1.1
things to do in san luis obispo this weekend	108	309	34.95%	1.7
restaurant month slo county	106	123	86.18%	1
arroyo grande	94	8,983	1.05%	4
events san luis obispo	92	259	35.52%	2.2
slo restaurant month 2018	90	107	84.11%	1.1
visit san luis obispo	83	162	51.23%	1.6
cayucos	80	5,882	1.36%	7.1
visit slo	77	121	63.64%	1

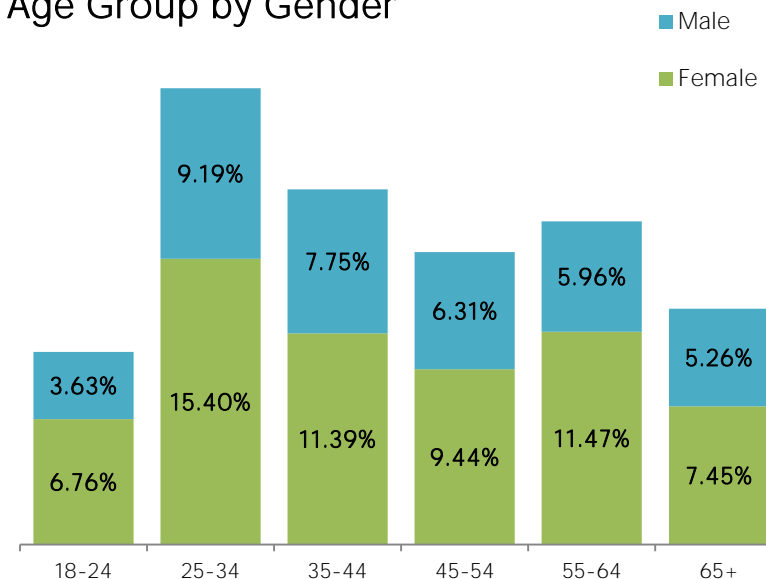
nipomo ca	76	4,517	1.68%	5.9
santa margarita	74	6,740	1.10%	3.9
events in san luis obispo	70	236	29.66%	1.6
visit slo cal	67	187	35.83%	1.9
things to do in pismo beach	64	2,746	2.33%	6.6
grover beach	64	3,764	1.70%	4.1
lopez lake	63	2,035	3.10%	5.5
san simeon ca	62	2,650	2.34%	2
arroyo grande california	61	2,327	2.62%	4.4
los osos ca	59	2,861	2.06%	3.7
cayucos ca	58	4,279	1.36%	8.2
harmony ca	57	588	9.69%	2.9
paso robles california	56	4,386	1.28%	5.6
san miguel ca	56	1,498	3.74%	2.8
lake lopez	55	1,085	5.07%	3.7
atascadero	54	14,860	0.36%	6.5
january restaurant month san luis obispo	53	65	81.54%	1.2
cambria california	52	7,867	0.66%	7.9
things to do in slo	51	845	6.04%	5.5
paso robles ca	50	4,719	1.06%	5.4

## Demographics & Interests

### Affinity Categories:

Top 10 Affinity Categories	Visits
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	19,610
News & Politics/News Junkies/Entertainment & Celebrity News Junkies	18,958
Shoppers/Value Shoppers	18,858
Travel/Travel Buffs	16,607
Media & Entertainment/Book Lovers	16,166
Lifestyles & Hobbies/Art & Theater Aficionados	15,245
Banking & Finance/Avid Investors	14,968
Sports & Fitness/Health & Fitness Buffs	14,245
Lifestyles & Hobbies/Green Living Enthusiasts	13,563
Lifestyles & Hobbies/Family-Focused	13,472

### Age Group by Gender



### Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	10,649
Food & Drink/Cooking & Recipes	7,492
News/Weather	7,146
Arts & Entertainment/TV & Video/Online Video	4,537
Travel/Air Travel	4,436
Sports/Team Sports/American Football	3,992
Shopping/Mass Merchants & Department Stores	3,895
News/Politics	3,601
Real Estate/Real Estate Listings/Residential Sales	3,459
Food & Drink/Food/Baked Goods	3,450

**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:

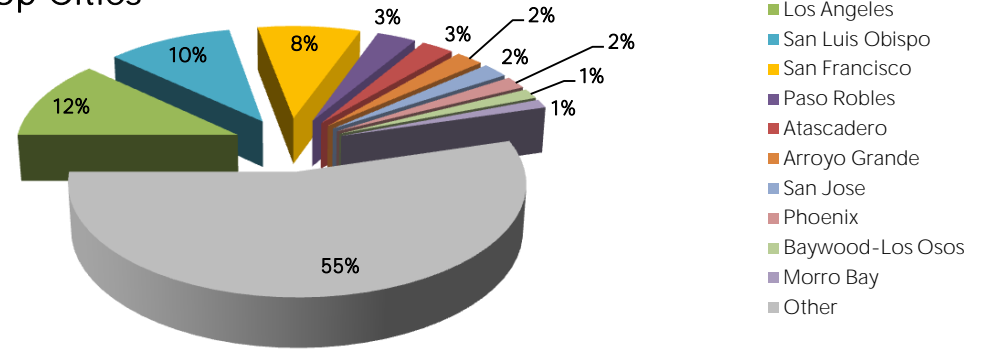
Top Landing Pages	Entrances
/restaurant-month	16,224
/just-your-speed/	13,730
/	4,770
/events	4,585
/activities	2,871
(not set)	2,185
/lodging/all/vacation_rentals	1,588
/getting-here	1,486
/events/all/fairs_and_festivals	921
/blog/950/insider-tips-15-free-things-to-do-in-slo-cal	898

Top Content Pages	Pageviews
/restaurant-month	27,756
/just-your-speed/	14,878
/	13,378
/events	8,623
/activities	3,820
/lodging/all/vacation_rentals	2,591
/events/all/fairs_and_festivals	2,192
/getting-here	2,144
/our-area	2,101
/events?page=1	1,884

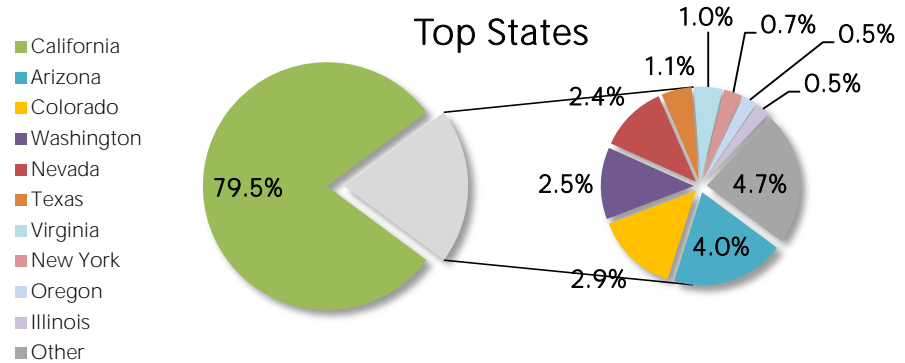
Top Exit Pages	Exits
/just-your-speed/	13,730
/restaurant-month	12,908
/	2,654
/activities	2,439
/events	2,151
/getting-here	1,444
/lodging/all/vacation_rentals	1,442
/our-area	900
/events/all/fairs_and_festivals	843
/blog/950/insider-tips-15-free-things-to-do-in-slo-cal	683

### Geographic:

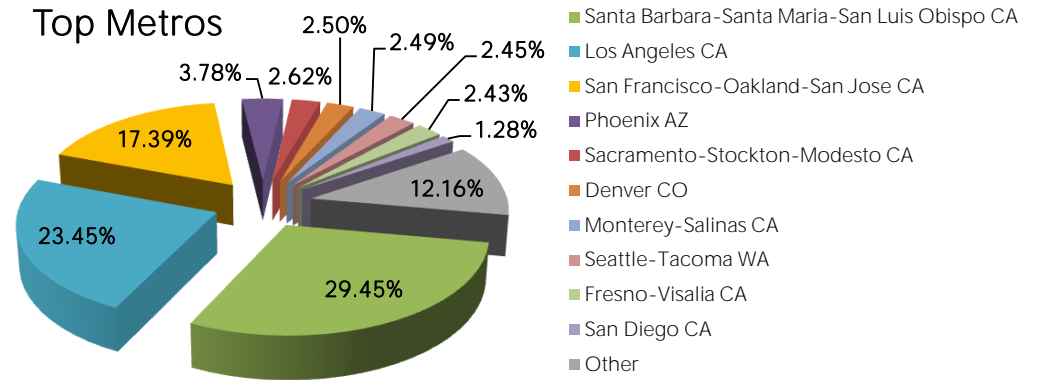
#### Top Cities



#### Top States

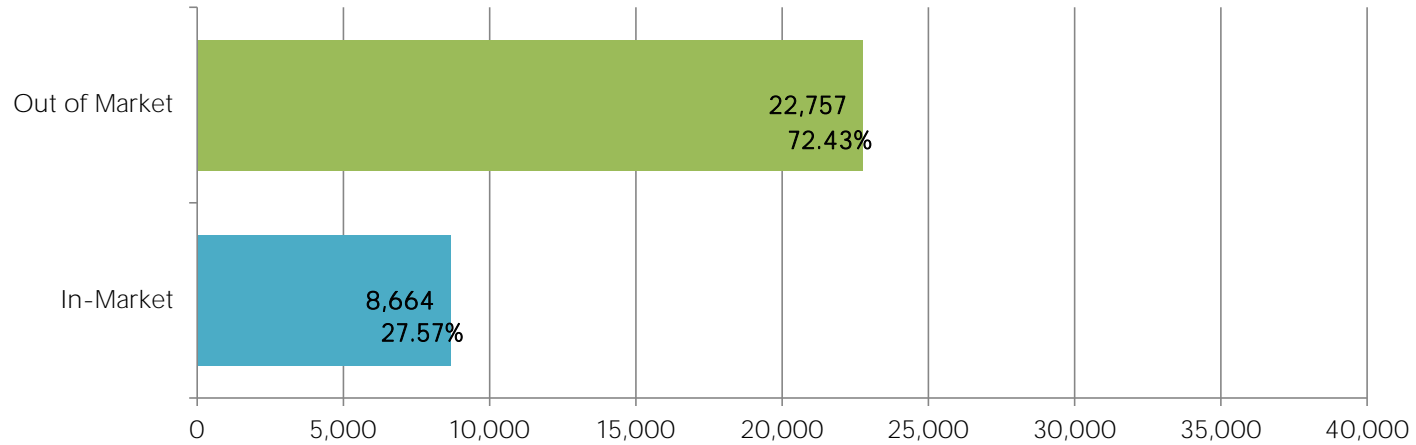


#### Top Metros



## In-MarketVsVisitor:

### Desktop Visits



### Mobile/Tablet Visits

