

Executive Overview:

**SEO Overview**

**SEO Activities Completed Last Month:**

- \* Monthly SEO report & monthly SEO call with client.
- \* Recommendations to client from Visitors Guide content.
- \* Crawl error check pre-launch; none to correct. Crawl error check post-launch + corrections.
- \* New website launched 2/13/18. Keyword research for new website.
- \* Installed Goodway Group tags for new site launch.
- \* Answered client's question about auto-generated meta titles/descriptions for new site and the capability to edit them
- \* Site speed review.
- \* Meta tags installed for new website launch. Appended auto-generated meta titles with city/state.
- \* Broken link scan & correction after website launch.
- \* Set up Goal & Event Tracking in Google Analytics.
- \* Updated keywords tracked in ranking tool.
- \* Turned on schema and mapped subcategories.
- \* Pulled over pixels from the old site and implemented additional tracking pixels.

**Organic Traffic Overview:**

Organic sessions increased almost 10%, organic bounce rate improved 46%, and organic average session duration improved 24% year over year. The top organic landing pages in February post-launch were: Events & Festivals, Home, 15 Free Things to do in SLO CAL, Pismo Beach/Shell Beach, Explore, Paso Robles, Things to Do , Live Music & Concerts, and Morro Bay.

**Other Notes:**

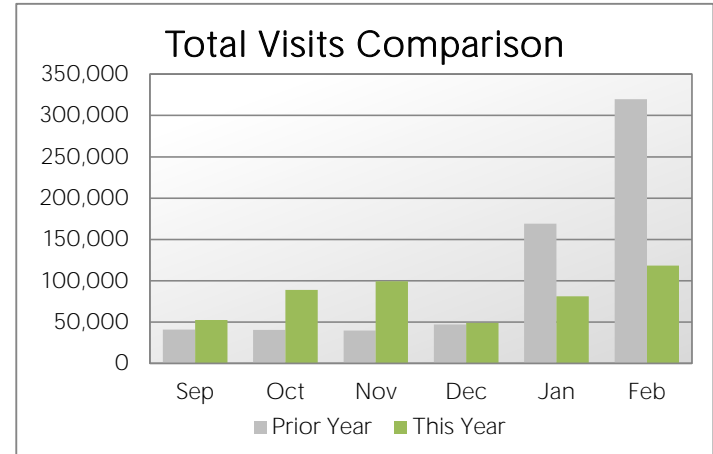
- \* Total sessions decreased by 63%, pages per session increased 30%, avg. session duration increased by 85%, and bounce rate improved 50.5% year over year.
- \* The Blog home page received 199 pageviews in February. The entire blog received 11,739 pageviews.

Industry Averages:

Engagement Metrics	Industry Average	Your Website		% Difference
Total Pages Per Visit:	2.12	1.80	●	-17.52%
Total Average Visit Duration:	0:01:55	0:01:40	●	-15.34%
Total Bounce Rate:	54.37%	41.60%	●	-30.69%
Organic Pages Per Visit:	1.92	2.68	●	28.36%
Organic Average Visit Duration:	0:01:35	0:02:46	●	42.89%
Organic Bounce Rate:	56.47%	25.32%	●	-123.04%

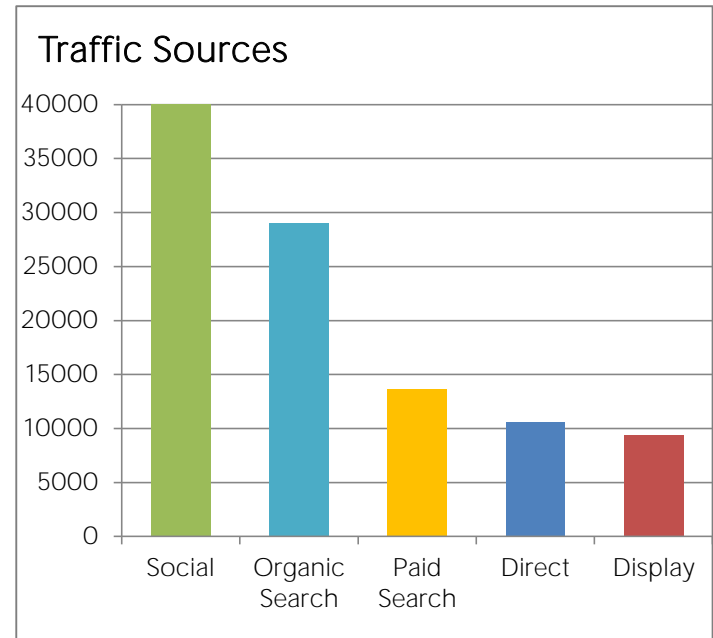
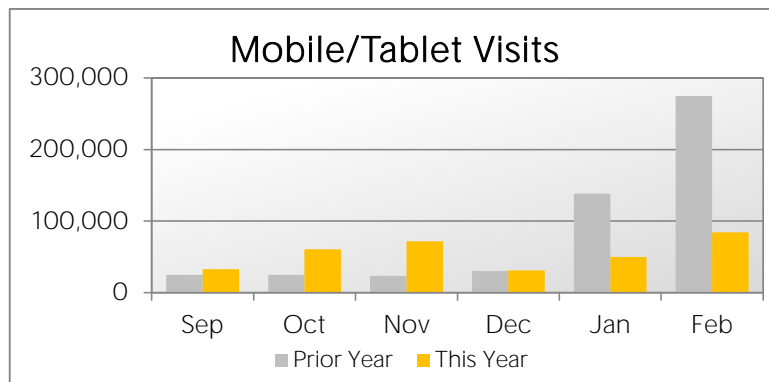
### Total Traffic Overview:

	Sep	Oct	Nov	Dec	Jan	Feb
Visits:	52,586	89,118	99,344	49,244	81,285	118,469
Unique Visitors:	44,810	74,059	79,926	39,404	63,169	101,353
Bounce Rate:	56%	56%	58%	41%	43%	42%
Pageviews:	136,939	189,252	195,971	140,319	194,881	213,711
Avg Pageviews Per Visit:	2.60	2.12	1.97	2.85	2.40	1.80
Avg Time on Site:	0:01:53	0:02:03	0:02:06	0:03:00	0:02:54	0:01:40
Total Organic Search Traffic:	34,786	33,015	35,581	32,441	34,240	40,453
% of Traffic Organic Search:	66%	37%	36%	66%	42%	34%
Entry Pages From Search:	2,087	2,052	2,319	2,071	1,935	2,090



### Mobile/Tablet SnapShot:

	Sep	Oct	Nov	Dec	Jan	Feb
Visits:	33,005	60,436	71,632	31,041	49,863	84,206
% of visits	63%	68%	72%	63%	61%	71%
Bounce Rate:	62%	60%	62%	47%	48%	43%
Pageviews:	69,862	110,010	121,349	78,074	106,732	132,708
Avg Time on Site:	0:01:25	0:01:49	0:01:53	0:02:38	0:02:44	0:01:20

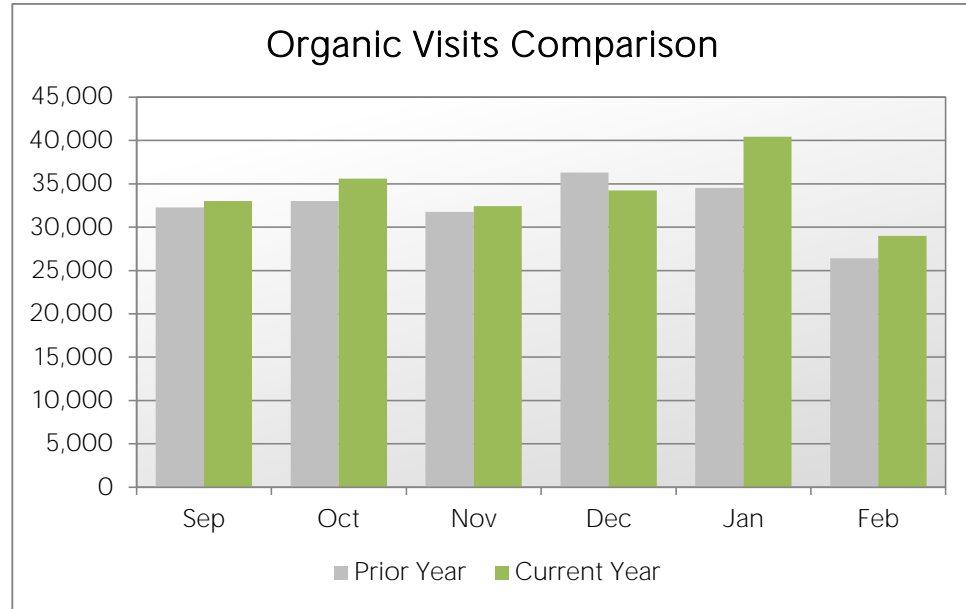


## Organic Search Traffic:

Organic Traffic	% of Total Site Traffic	
Visits	29,007	24.48%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	2.68	48.57%
Avg. Time on Site	0:02:46	66.84%
New Visits	78.10%	-6.08%
Bounce Rate	25.32%	-39.14%

Search Engine	Visits	Percent
google	27,341	94.26%
yahoo	833	2.87%
bing	797	2.75%
ask	29	0.10%
baidu	3	0.01%
avg	1	0.00%



Exact Keyword	Visits	Percent
(not provided)	28,663	98.81%
san luis obispo	19	0.07%
amazon	16	0.06%
san luis obispo events	8	0.03%
https://www.slocal.com/	6	0.02%
https://www.visitsanluisobispocounty.con	5	0.02%
san simeon ca	5	0.02%
(not set)	4	0.01%
things to do in san luis obispo	4	0.01%
cambria, cali	3	0.01%

Landing Page	Visits	Percent
/	3,040	10.48%
/events-and-festivals/	2,175	7.50%
/events	1,739	6.00%
/blog/post/insider-tips-15-free-things-to-do-in-slo-cal/	528	1.82%
/blog/950/insider-tips-15-free-things-to-do-in-slo-cal	378	1.30%
/explore/pismo-beach-shell-beach/	317	1.09%
/our-area	316	1.09%
/explore/	310	1.07%
/community/pismo-beach	302	1.04%
/events/all/valentines_day	278	0.96%

## Google Search Console Search Queries:

Queries	Clicks	Impressions	CTR	Position
san luis obispo	964	55,372	1.74%	5.6
pismo beach	200	32,074	0.62%	6.5
san luis obispo events	149	439	33.94%	1.8
things to do in san luis obispo	133	2,073	6.42%	5.3
slocal	106	276	38.41%	2.4
morro bay	100	16,787	0.60%	8.1
paso robles	92	18,484	0.50%	9
slo events	92	251	36.65%	1.6
morro bay farmers market	87	174	50.00%	1.1
slo cal	76	274	27.74%	1.4
events in san luis obispo	73	197	37.06%	1.6
visit slo cal	68	128	53.12%	2.9
san simeon	64	5,715	1.12%	5.6
avila beach	54	7,399	0.73%	6.7
san luis obispo california	51	6,081	0.84%	6
events san luis obispo	42	174	24.14%	1.8
san simeon ca	41	1,990	2.06%	4.1
things to do in slo	41	483	8.49%	5.5
san luis obispo county	39	3,529	1.11%	6.2
visit san luis obispo	36	100	36.00%	5.6
things to do in san luis obispo this weekend	36	125	28.80%	1.4
visit slo	36	81	44.44%	1.3
cambria ca	35	4,610	0.76%	9.6
hearth castle	33	22,994	0.14%	8.9
san miguel ca	32	707	4.53%	2.7
events in slo	32	82	39.02%	1.7
santa margarita	32	3,018	1.06%	5.2
arroyo grande	31	3,851	0.80%	5.3
atascadero	27	5,207	0.52%	6.1
nipomo ca	27	2,182	1.24%	6.9

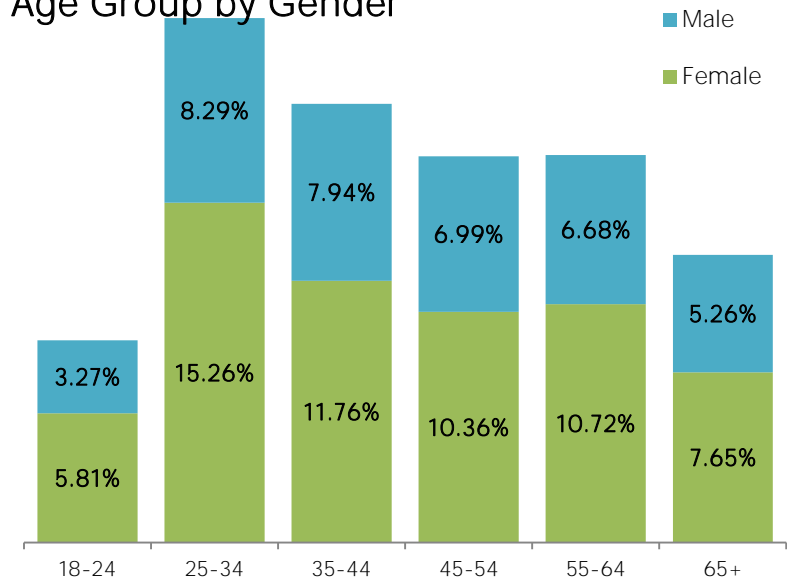
cayucos	26	3,041	0.85%	7.9
morro bay california	25	3,436	0.73%	7.1
cambria california	25	3,296	0.76%	9.7
morro bay ca	24	3,315	0.72%	7.3
templeton ca	24	1,592	1.51%	3.5
slo county events	21	47	44.68%	3.8
pismo car show 2018	21	211	9.95%	2.5
san luis obispo tourism	20	107	18.69%	2.5
what to do in san luis obispo	20	443	4.51%	6.8
san luis obispo upcoming events	20	121	16.53%	1.8
san luis obispo things to do	19	858	2.21%	6.3
visit slo cal	19	31	61.29%	2.1
san luis obispo calendar	19	55	34.55%	1.8
things to do in san luis obispo today	19	43	44.19%	4.5
events slo	18	46	39.13%	1.7
lopez lake fishing	18	60	30.00%	1.4
los osos ca	17	1,177	1.44%	4.2
san luis obispo ca	17	2,030	0.84%	6.9
cayucos ca	17	2,400	0.71%	9.3
things to do in pismo beach	16	1,705	0.94%	7.9

## Demographics & Interests

### Affinity Categories:

Top 10 Affinity Categories	Visits
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	26,478
News & Politics/News Junkies/Entertainment & Celebrity News Junkies	26,355
Shoppers/Value Shoppers	25,665
Lifestyles & Hobbies/Family-Focused	21,639
Media & Entertainment/Book Lovers	20,194
Media & Entertainment/TV Lovers	19,429
Lifestyles & Hobbies/Pet Lovers	18,867
Travel/Travel Buffs	18,618
Lifestyles & Hobbies/Art & Theater Aficionados	18,442
Lifestyles & Hobbies/Shutterbugs	17,403

### Age Group by Gender



### Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	16,553
Food & Drink/Cooking & Recipes	7,672
News/Weather	7,133
Arts & Entertainment/TV & Video/Online Video	6,193
Travel/Air Travel	6,118
Sports/Team Sports/American Football	5,499
News/Politics	5,398
Arts & Entertainment/Fun & Trivia/Fun Tests & Silly Surveys	4,927
Real Estate/Real Estate Listings/Residential Sales	4,177
Reference/General Reference/Dictionaries & Encyclopedias	4,168

**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:

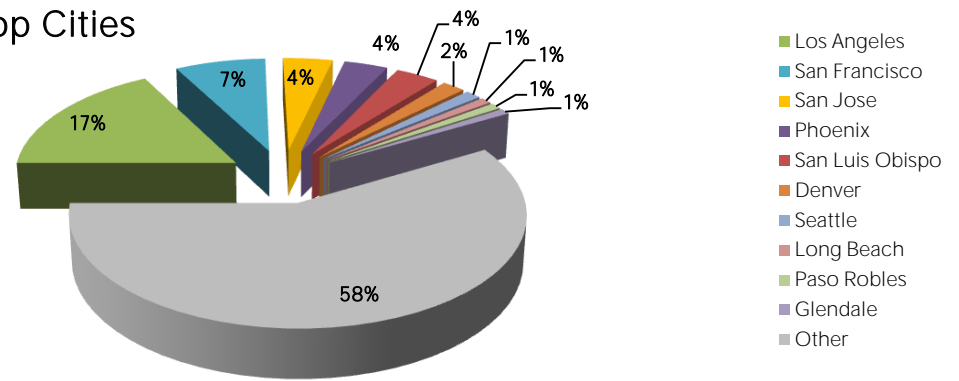
Top Landing Pages	Entrances
/	44,574
/just-your-speed/	18,688
/things-to-do/	3,900
/events-and-festivals/	3,621
/stay/	3,273
/events	2,048
/stay/vacation-rentals/	2,043
(not set)	1,863
/so-slo-cal/	1,439
/activities	1,345

Top Content Pages	Pageviews
/	54,115
/just-your-speed/	20,656
/events-and-festivals/	5,854
/stay/	5,518
/things-to-do/	5,335
/events	4,047
/stay/vacation-rentals/	2,583
/activities	1,794
/things-to-do/beaches-parks-nature/beaches/	1,765
/eat-and-drink/	1,613

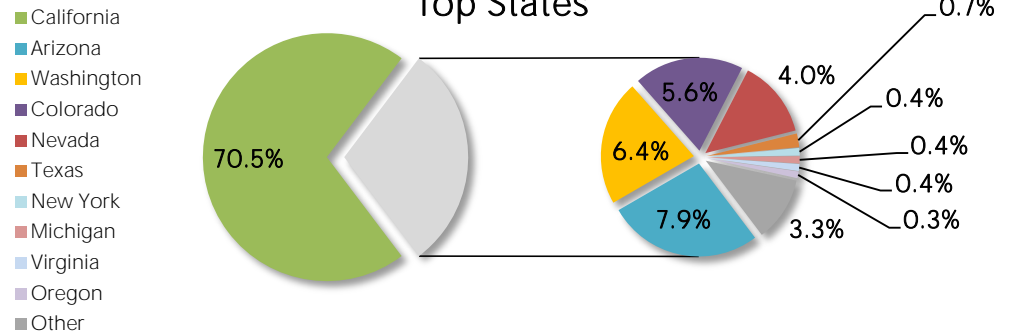
Top Exit Pages	Exits
/	36,532
/just-your-speed/	18,687
/things-to-do/	3,911
/stay/	3,401
/events-and-festivals/	2,895
/stay/vacation-rentals/	1,869
/so-slo-cal/	1,401
/activities	1,133
/events	986
/things-to-do/beaches-parks-nature/beaches/	874

### Geographic:

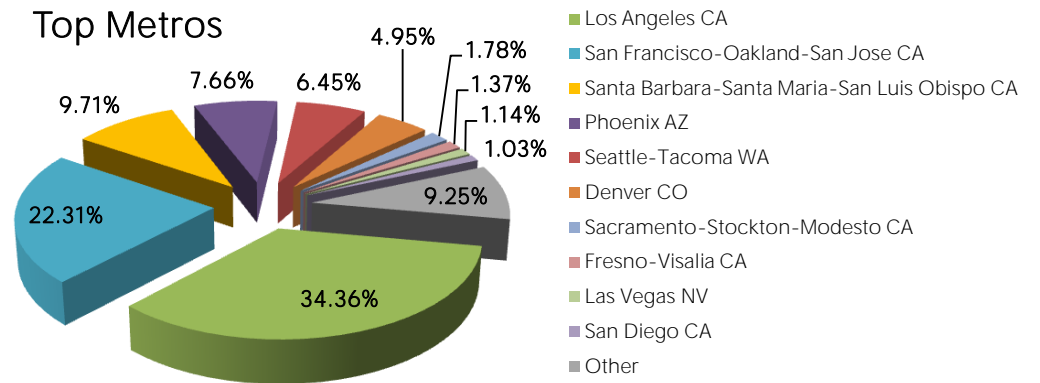
#### Top Cities



#### Top States

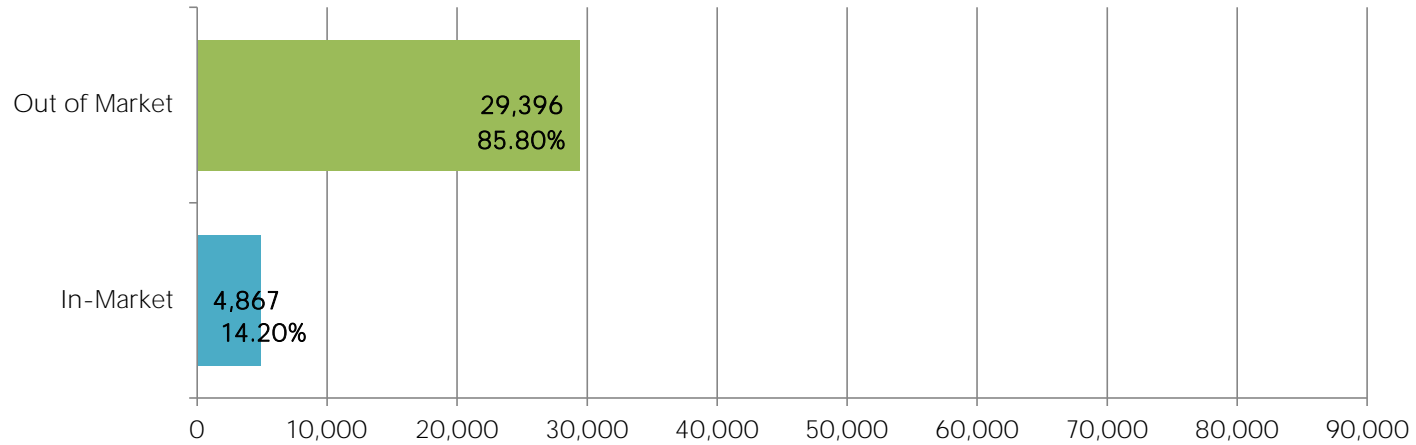


#### Top Metros



## In-MarketVsVisitor:

### Desktop Visits



### Mobile/Tablet Visits

