

Executive Overview:

SEO Overview

SEO Activities Completed Last Month:

- * Monthly SEO report & monthly SEO strategy call.
- * Compiled recommendations from Visitors Guide content.
- * Daily crawl error review post-launch. Corrections made when necessary.
- * Set up a new Campaign in Moz.
- * Monthly Google Analytics reviews.
- * Answered client's question about February report.
- * Answered client's question about capturing referral data in Google Analytics.
- * Retrieved and sent to client internal search reports from year before launch and from launch to early March.
- * Spell-check scan; 4 corrections made.
- * Internal links added to 25 pages.
- * Updated keywords tracked in unbiased ranking tool.
- * Implemented additional tracking pixels via Google Tag Manager.
- * Broken link scan & correction.

Organic Traffic Overview:

Organic sessions decreased by almost 15%, organic bounce rate improved almost 72%, and organic avg. session duration improved almost 42% year over year. The top organic landing pages in March were: the home page, Events & Festivals, 15 Free Things to do in SLO CAL, Pismo Beach/Shell Beach, Explore, Easter Eggstravaganza, Things to Do When it Rains on the Central Coast, Live Music & Concerts, and Things to Do.

Other Notes:

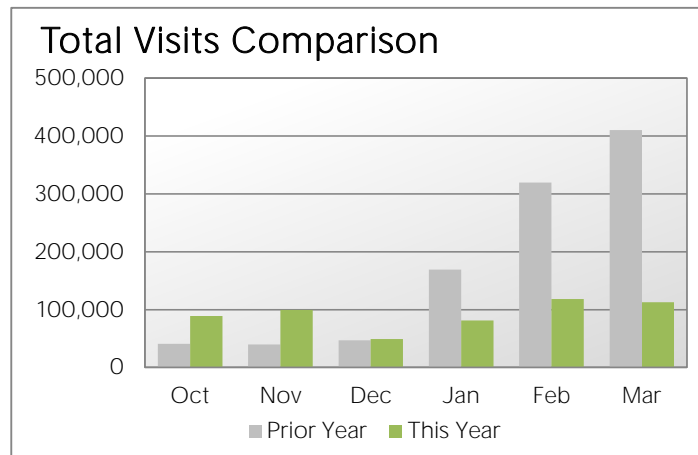
- * Total sessions decreased by 72%, pages per session increased almost 22%, avg. session duration increased by 67%, and bounce rate improved almost 51% year over year.
- * The Blog home page received 185 pageviews in March. The entire blog received 11,250 pageviews.

Industry Averages:

Engagement Metrics	Industry Average	Your Website	% Difference	
Total Pages Per Session:	2.12	1.70	●	-24.88%
Total Average Session Duration:	0:01:58	0:01:44	●	-13.71%
Total Bounce Rate:	52.00%	40.52%	●	-28.32%
Organic Pages Per Session:	2.09	2.38	●	12.08%
Organic Average Session Duration:	0:01:53	0:02:59	●	36.99%
Organic Bounce Rate:	49.35%	13.68%	●	-260.85%

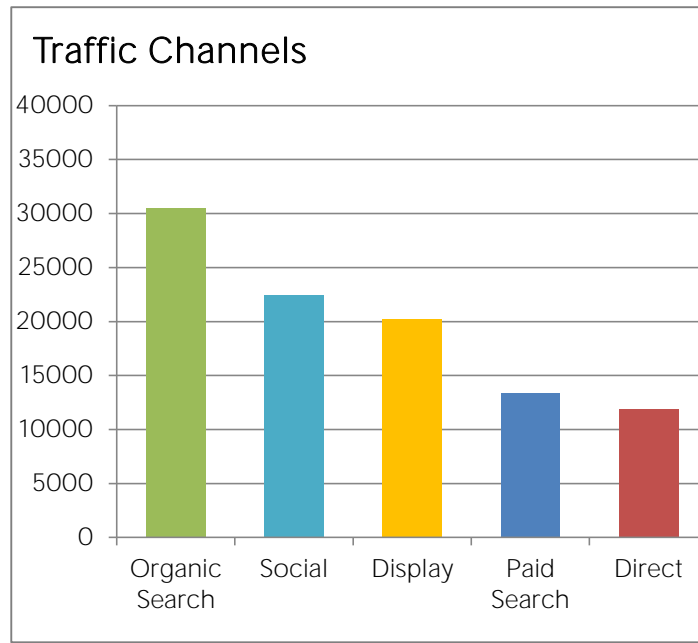
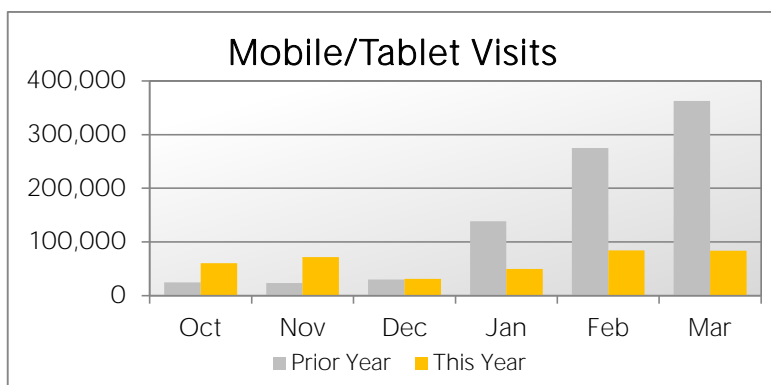
Total Traffic Overview:

	Oct	Nov	Dec	Jan	Feb	Mar
Sessions:	89,118	99,344	49,244	81,285	118,469	112,917
Users:	74,059	79,926	39,404	63,169	101,353	95,233
Bounce Rate:	56%	58%	41%	43%	42%	41%
Pageviews:	189,252	195,971	140,319	194,881	213,711	191,693
Avg Pageviews Per Visit:	2.12	1.97	2.85	2.40	1.80	1.70
Avg. Session Duration:	0:02:03	0:02:06	0:03:00	0:02:54	0:01:40	0:01:44
Total Organic Search Traffic:	35,581	32,441	34,240	40,453	29,007	30,477
% of Traffic Organic Search:	40%	33%	70%	50%	24%	27%
Entry Pages From Search:	2,319	2,071	1,935	2,090	2,879	1,972



Mobile/Tablet SnapShot:

	Oct	Nov	Dec	Jan	Feb	Mar
Sessions:	60,436	71,632	31,041	49,863	84,206	83,690
% of Sessions:	68%	72%	63%	61%	71%	74%
Bounce Rate:	60%	62%	47%	48%	43%	45%
Pageviews:	110,010	121,349	78,074	106,732	132,708	120,007
Avg. Session Duration:	0:01:49	0:01:53	0:02:38	0:02:44	0:01:20	0:01:19

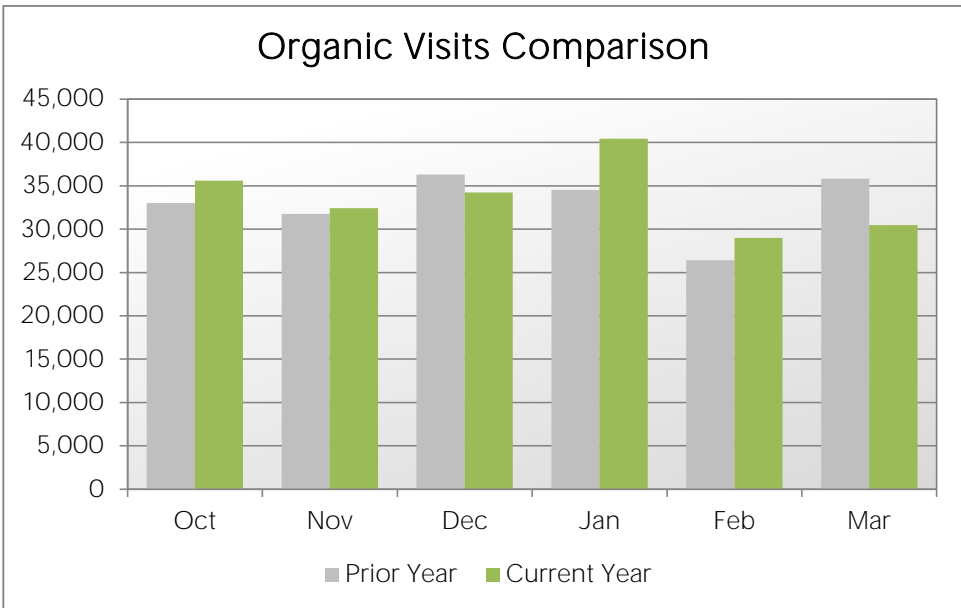


Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Sessions	30,477	26.99%

Organic Engagement Compared to Site Engagement		
Pages / Session	2.38	40.03%
Avg. Session Duration	0:02:59	72.81%
New Sessions	77.57%	-5.36%
Bounce Rate	13.68%	-66.25%

Search Engine	Visits	Percent
google	29,400	96.47%
yahoo	548	1.80%
bing	501	1.64%
ask	17	0.06%
baidu	7	0.02%
avg	1	0.00%



Exact Keyword	Visits	Percent
(not provided)	30,219	99.15%
amazon	14	0.05%
https://www.slocal.com/things-to-do/	12	0.04%
san luis obispo	8	0.03%
(not set)	7	0.02%
https://visitsanluisobispocounty.us4.list-rr	3	0.01%
july 4 san luis obispo	3	0.01%
visit slo cal	3	0.01%
atascadero	2	0.01%
city of san luis obispo event calendar	2	0.01%

Landing Page	Visits	Percent
/	4,169	13.68%
/events-and-festivals/	3,463	11.36%
/blog/post/insider-tips-15-free-things-to-do-in-slo-cal/	1,055	3.46%
/explore/pismo-beach-shell-beach/	646	2.12%
/explore/	564	1.85%
/event/easter-eggstravaganza/2623/	534	1.75%
/blog/post/7-things-to-do-when-it-rains-on-the-central-coast/	405	1.33%
/events-and-festivals/live-music-concerts/	398	1.31%
/things-to-do/	382	1.25%
/listing/morro-bay-farmers-markets/1757/	380	1.25%

Google Search Console Search Queries:

Queries	Clicks	Impressions	CTR	Position
san luis obispo	2,585	118,319	2.18%	4.6
pismo beach	397	83,454	0.48%	7.6
things to do in san luis obispo	363	5,781	6.28%	4.7
san luis obispo events	328	947	34.64%	1.4
morro bay	250	40,079	0.62%	8.3
morro bay farmers market	221	497	44.47%	1.1
paso robles	194	45,290	0.43%	9.2
slo events	161	439	36.67%	1.6
san luis obispo county	127	8,143	1.56%	5
san luis obispo california	119	11,112	1.07%	5.6
slocal	117	402	29.10%	2.8
atascadero	111	14,268	0.78%	5.4
cambria ca	105	14,697	0.71%	9.2
visit slo cal	105	173	60.69%	1.9
santa margarita	103	8,475	1.22%	4.7
slo cal	96	280	34.29%	1.7
things to do in slo	92	1,160	7.93%	5.1
arroyo grande	91	10,937	0.83%	4.7
events in san luis obispo	90	292	30.82%	1.6
events san luis obispo	84	326	25.77%	2.2
things to do in san luis obispo this weekend	82	235	34.89%	1.6
san miguel ca	81	1,909	4.24%	2
avila beach	78	16,003	0.49%	7.9
san luis obispo things to do	76	2,272	3.35%	6.1
san simeon	75	12,883	0.58%	6.2
cayucos	75	7,886	0.95%	7
what to do in san luis obispo	70	1,411	4.96%	6
visit san luis obispo	70	176	39.77%	1.3
morro bay california	69	8,143	0.85%	6.7
san simeon ca	67	5,333	1.26%	4.5

Date: April 9, 2018
 Client: SLO CAL
 Date Range: March 1 - 31, 2018



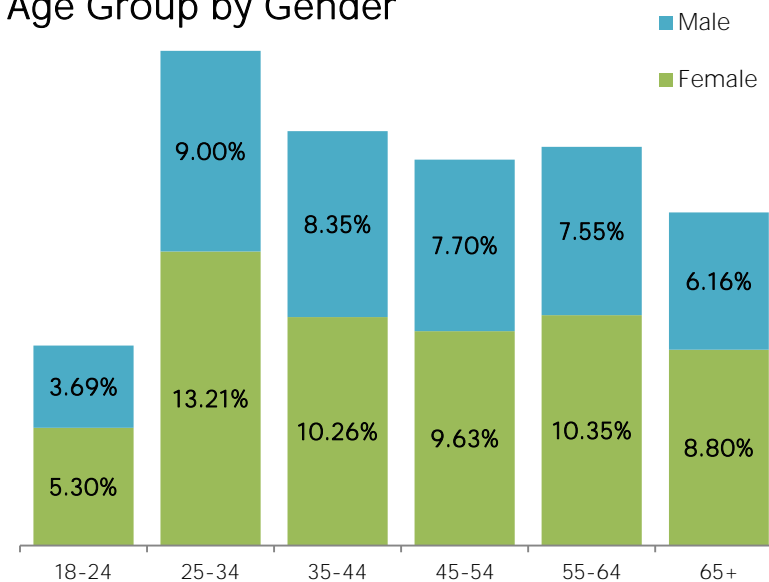
pismo beach farmers market	67	151	44.37%	1.1
grover beach	59	4,536	1.30%	6
visit slo	59	118	50.00%	1.2
cambria california	59	9,160	0.64%	9.3
templeton ca	57	3,666	1.55%	3.6
nipomo ca	57	5,204	1.10%	6.3
san miguel california	55	1,102	4.99%	2.6
paso robles farmers market	53	191	27.75%	3.3
cayucos ca	53	5,246	1.01%	8.4
farmers market morro bay	52	134	38.81%	1.1
san luis obispo upcoming events	49	304	16.12%	1.7
lopez lake	49	3,290	1.49%	5
arroyo grande california	49	2,589	1.89%	4.2
paso robles ca	47	5,798	0.81%	6.7
morro bay yard sale 2018	47	332	14.16%	2
morro bay ca	47	7,271	0.65%	7.1
san louis obispo	45	1,825	2.47%	4.4
events in slo	43	126	34.13%	1.4
san luis obispo mall	42	236	17.80%	2
los osos farmers market	41	175	23.43%	1.7

Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	30,574
News & Politics/News Junkies/Entertainment & Celebrity News Junkies	29,557
Shoppers/Value Shoppers	28,719
Lifestyles & Hobbies/Family-Focused	22,529
Media & Entertainment/Book Lovers	21,880
Travel/Travel Buffs	21,247
Lifestyles & Hobbies/Shutterbugs	20,644
Media & Entertainment/TV Lovers	20,499
Banking & Finance/Avid Investors	19,993
Lifestyles & Hobbies/Art & Theater Aficionados	19,823

Age Group by Gender



Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	18,043
News/Weather	10,109
Food & Drink/Cooking & Recipes	7,942
Arts & Entertainment/TV & Video/Online Video	7,419
Travel/Air Travel	6,177
Arts & Entertainment/Fun & Trivia/Fun Tests & Silly Surveys	5,720
Pets & Animals/Pets/Dogs	4,630
Reference/General Reference/Dictionaries & Encyclopedias	4,451
News/Sports News	4,392
Travel/Hotels & Accommodations	4,390

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:

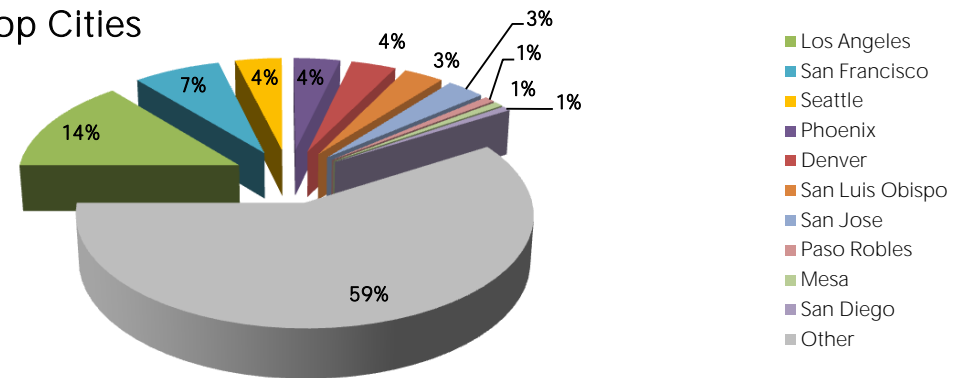
Top Landing Pages	Entrances
/	44,470
/explore/atascadero/	7,206
/stay/	6,603
/things-to-do/	5,750
/events-and-festivals/	5,448
/explore/san-luis-obispo/	4,058
(not set)	2,455
/stay/vacation-rentals/	2,189
/plan/getting-here/	1,973
/things-to-do/beaches-parks-nature/	1,362

Top Content Pages	Pageviews
/	56,157
/stay/	9,912
/events-and-festivals/	8,535
/explore/atascadero/	8,091
/things-to-do/	7,861
/explore/san-luis-obispo/	5,333
/stay/vacation-rentals/	2,920
/plan/getting-here/	2,634
/explore/	2,251
/things-to-do/beaches-parks-nature/	2,097

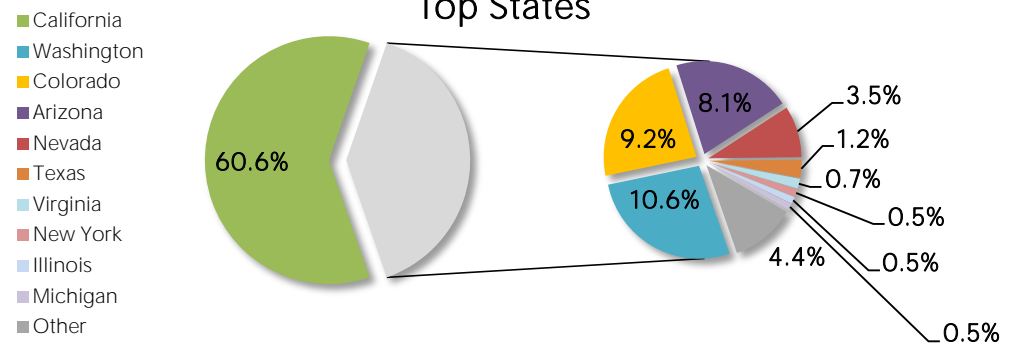
Top Exit Pages	Exits
/	39,388
/explore/atascadero/	7,081
/stay/	6,455
/things-to-do/	5,668
/events-and-festivals/	4,134
/explore/san-luis-obispo/	4,017
/stay/vacation-rentals/	2,004
/plan/getting-here/	1,838
/things-to-do/beaches-parks-nature/	1,387
/explore/	846

Geographic:

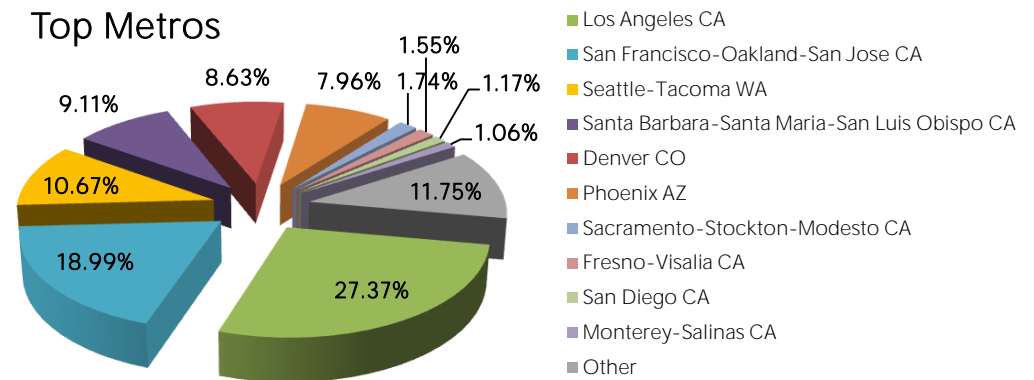
Top Cities



Top States

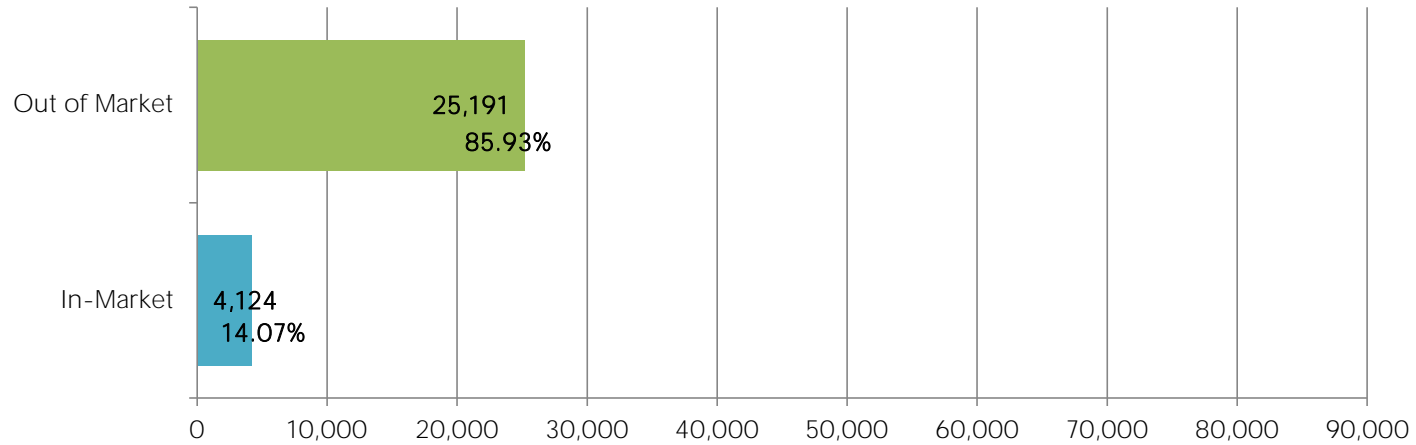


Top Metros



In-MarketVsVisitor:

Desktop Visits



Mobile/Tablet Visits

