VISIT ST. PETE/CLEARWATER
MONTHLY WEBSITE REPORTING

JUNE 2018

ST.PETE
CLEARWATER

miles
PARTNERSHIP

EXECUTIVE SUMMARY

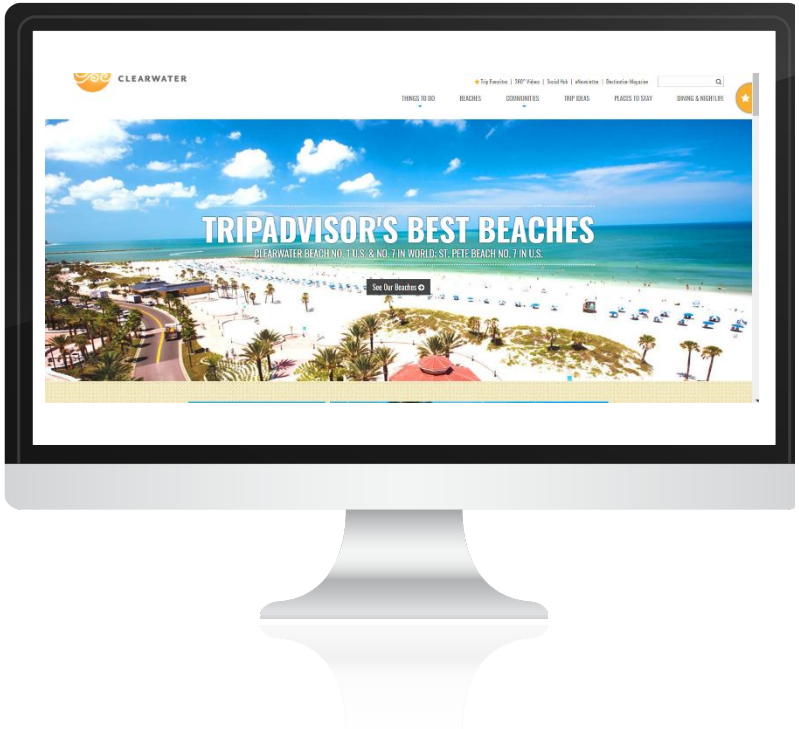
The monthly DashThis report is available here.

Overall, month-to-month traffic to the site saw a strong increase of 24% with most of the top pages on the site seeing a positive increase. The top viewed pages were the **/things-to-do/beaches** page (up 80%), the **/things-to-do/events-festivals page** (up 7%) and the homepage (up 15%).

Total page views also had a positive increase of 20%, while average visits duration improved slightly by 3%.

In terms of year-over-year performance, we did saw a slight decrease in overall site visits (18%) which is typical seasonally. We expect to see this improve, with new campaigns starting and the Central Ave launch.

The top mediums that drove traffic were organic accounting for 50% of traffic, paid search at 18.6% and direct at 10%. Mobile visits made up 69% of traffic followed by desktop visits at 22%.



TAKEAWAYS / NEXT STEPS

The Central Ave. experience recently launched, which is expected to have a positive impact on the site performance. Miles is currently reviewing the site to ensure it is incorporated on the homepage and in the 'Things to Do' and 'Can't Miss' matrices, or other appropriate landing pages throughout the site. Media has also begun running to this experience and we should start seeing some of these results in the next monthly report.

With the majority of traffic over the past month originating from the drive market (Tampa, Orlando, Miami, St. Pete, Clearwater, Atlanta in that order) there is some great opportunity to explore personalization capabilities on the Beaches landing page. Miles will adjust the intro copy for those markets accordingly to evaluate the impact this has on the page performance for those markets through Acquia Lift.

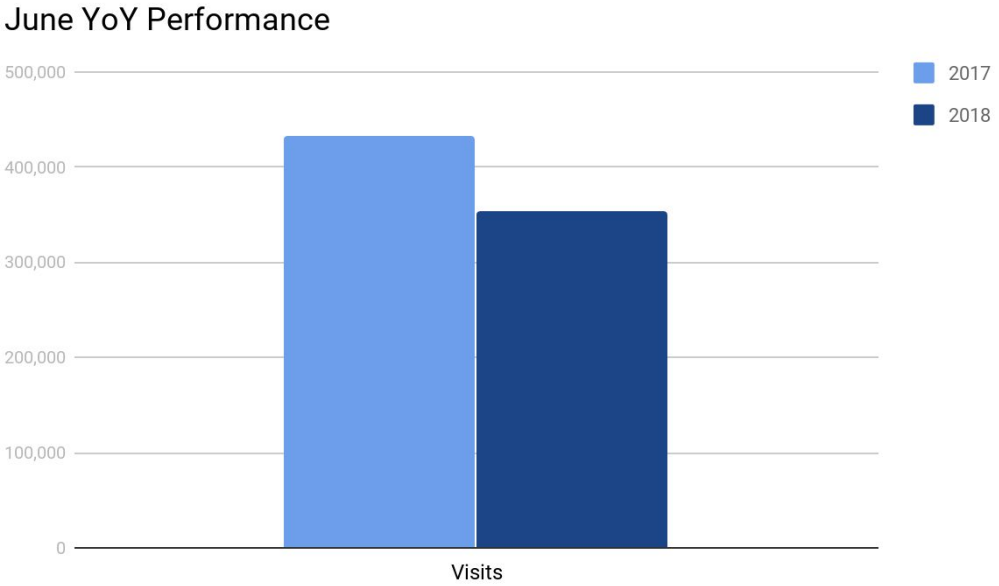
There are some opportunities as well to review the current top pages throughout the site and ensure that the content is up-to-date and aligns with current VSPC campaigns. Miles will be conducting content reviews of top landing pages throughout the month and making recommendations and edits as needed.

GOOGLE ANALYTICS

TOTAL SITE TRAFFIC, PAGE VIEWS AND ENGAGEMENT

Performance (vs. Previous Period)

- Total Visits: 353,765 ⊕ 24%
- Total Unique Visitors: 284,156 ⊕ 24%
- Total Page Views: 728,615 ⊕ 20%
- Overall Bounce Rate: 55% ⊕ 1%
- Time on Site: 2:04 ⊕ 3%



TOTAL SITE TRAFFIC, PAGE VIEWS AND ENGAGEMENT

Performance: Last 12 Months

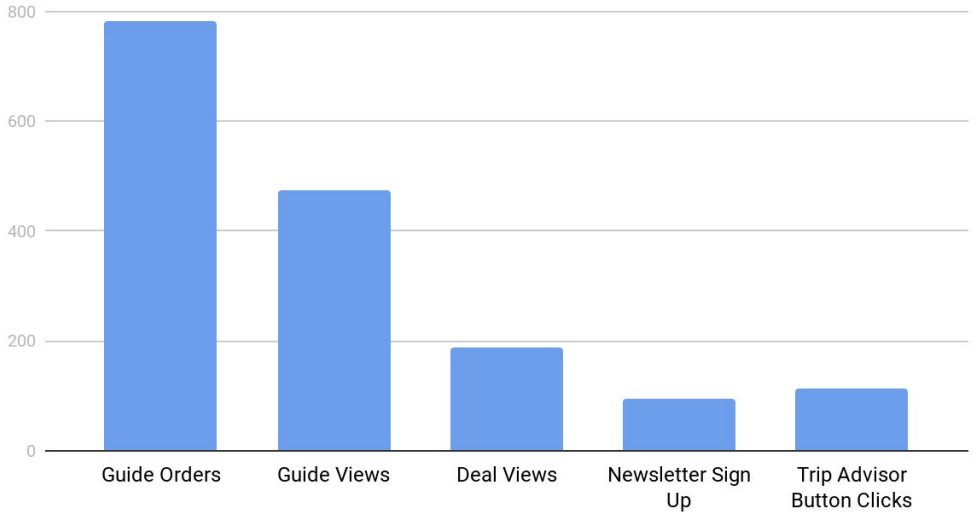
July 1, 2017 through June 30, 2018

- Total Traffic/Sessions: 5,030,442
- Unique Visitors: 2,890,069
- Page Views: 11,009,934

SITS

Performance vs. Previous Period

- Guide Orders: 783 +14%
- Guide Views: 475 −12%
- Deal Views: 187 +29%
- Newsletter Sign Up: 96 −6%
- TripAdvisor Button Clicks: 114 −14%



SITS

Trip Planner

Overall Trip Planner usage month-over-month is up 41.65% overall. The following is a summary of performance vs. the previous period.

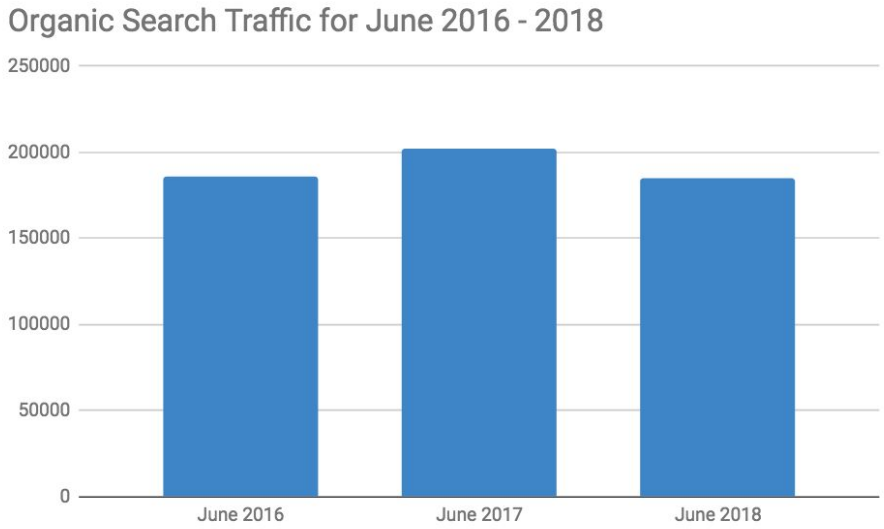
- Add to Planner: 1,459 **49.3%**
- Clicked Toggle Button: 5,051 **37%**
- Star Click: 25 **25%**
- Shared Planner: 336 **92%**
  - Email: 118
  - Facebook: 53
  - Pinterest: 155
  - Twitter: 10

ORGANIC TRAFFIC

ORGANIC TRAFFIC

Summary

June saw a 8% year-over-year decrease in organic search traffic with ~16k fewer user sessions than in 2017. Pages responsible for traffic loss in Q2 is highlighted in the Q2 SEO report and accompanying spreadsheets.



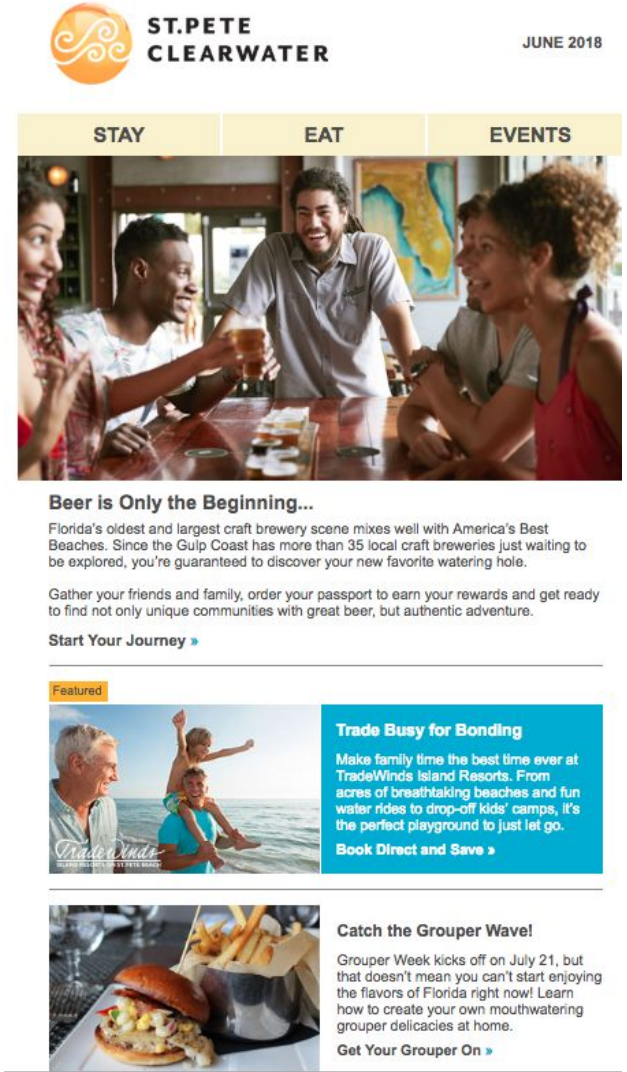
EMAIL PERFORMANCE

VSPC JUNE 2018 ENEWS STATS

Email Subject: Cool Craft Brews + America's Best Beaches = Summer Bliss

Featured Advertiser: TradeWinds

Send Date	6/29/2018
Total Delivered	188,460
Confirmed Opens	20,033
Open Rate	8.2%
Total Unique Clicks	1,737
Total Click Thru Rate	11.7%
Featured Advertiser Clicks	88

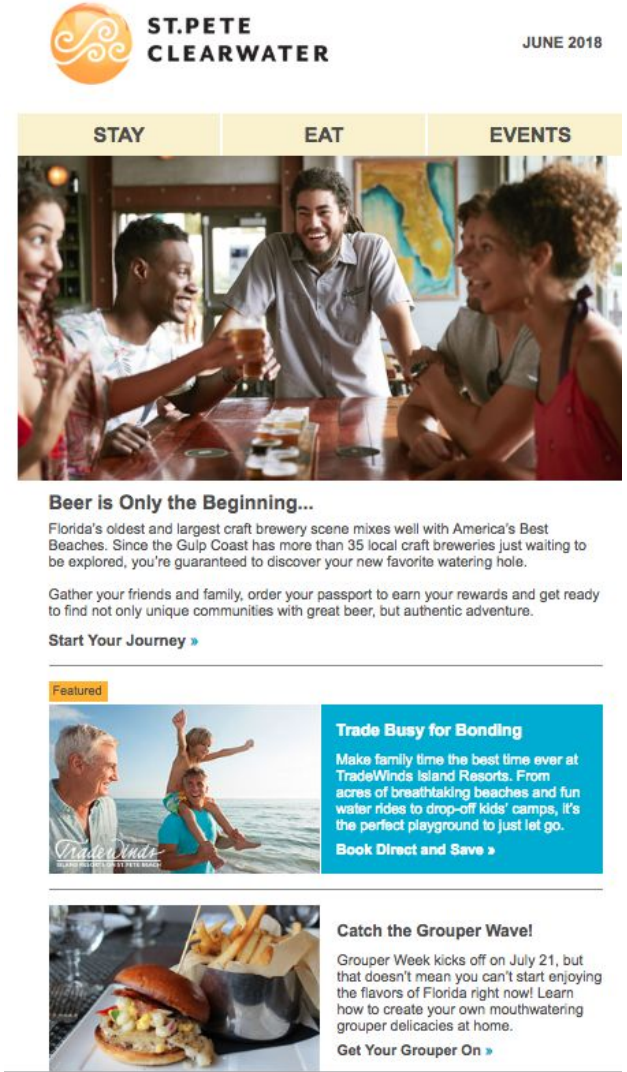


VSPC JUNE 2018 ENEWS STATS

Email Subject: Cool Craft Brews + America's Best Beaches = Summer Bliss

Sponsored Advertiser: Opal Sands

Send Date	6/29/2018
Total Delivered	188,460
Confirmed Opens	20,033
Open Rate	8.2%
Total Unique Clicks	1,737
Total Click Thru Rate	11.7%
Sponsored Advertiser Clicks	221

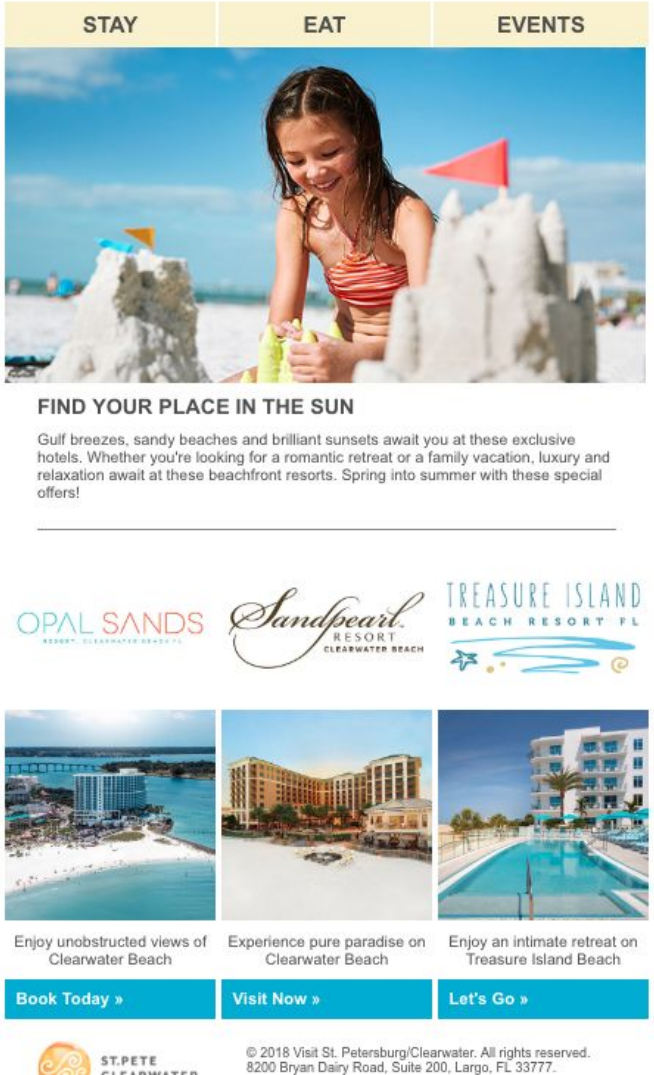


VSPC JUNE 2018 SOV EMAIL RESULTS

Email Subject: Spring Into Summer at These Beach Resorts

Partners: Opal Sands, Sandpearl Resort, Treasure Island Beach Resort

Send Date	6/03/2018
Total Delivered	175,489
Confirmed Opens	1,007
Open Rate	.6%
Total Unique Clicks	1,006
Total Click Thru Rate	99.9%
Advertiser Clicks	365



PERSONALIZATION (Q2)

HIGHEST PERFORMING CONTENT SECTIONS, KEYWORDS & CONTENT TYPES

Content Section	Person Count
St. Petersburg	1,623
Clearwater Beach	1,566
Pass-A-Grille Beach	871

Keyword	Person Count
Outdoors & Nature	1,590
Boating & Watersports	1,524
Music	1,305

Content Type	Person Count
mmg_custom_profile_page	5,411
page	4,648
mmg_custom_event_page	4,311

SEGMENT SIZES

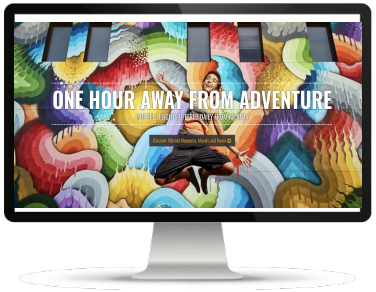
	One Visit	*Repeat Visitors*
Fly Market - All Other Markets	4,100,844	184,776
In-Market Visitors	380,631	--
Tampa	181,500	--
Orlando	120,822	19,465
Local Market	82,752	--
Fly Market - Allegiant Cities	55,222	237,504
Miami / Ft. Lauderdale	44,708	9,070
New York	24,702	3,006

	One Visit	*Repeat Visitors*
Ohio	19,668	2,832
Chicago	19,390	2,071
Atlanta	16,791	2,123
Washington, D.C.	13,843	1,404
Philadelphia	11,128	1,558
Boston	9,887	1,016
Detroit	8,102	1,164
Indianapolis	4,886	726
Minneapolis	4,662	587

Q2 Projects Recap

- Geo Segments
  - **Edited low performing panels (art messaging)**
  - **Created additional segments to track repeat visitors from target geos**
  - **Created additional content for Tampa repeat visitors (includes local market)**
  - **Expanded geo segments to include media referral sources for in-market media buys**
- Landing Pages
  - **Evaluated /things-to-do/beaches landing page performance**
  - **Created personalization slot for title and intro copy on beaches page**
  - **Drafted title / copy versions for geos with high bounce rates**
- Misc.
  - **Created Grouper Week panel — set to run July 1-29**
  - **Investigated email list integration options with Acquia**

CAMPAIGN PERFORMANCE

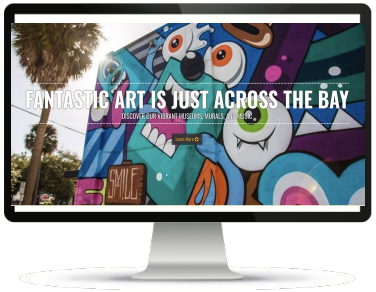


Atlanta

Q1
Views: 344
Conversion Rate: 1.45%

Atlanta

Q2 (UPDATED PANEL)
Views: 1,603
Conversion Rate: 6.55%



Tampa

Q1
Views: 3,584
Conversion Rate: 2.71%

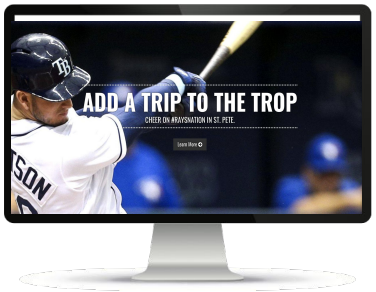
see next slide

CAMPAIGN PERFORMANCE

Tampa

Views: 4,879
Conversion Rate: 3.03%

1st, 6th, 11th Visit



Tampa

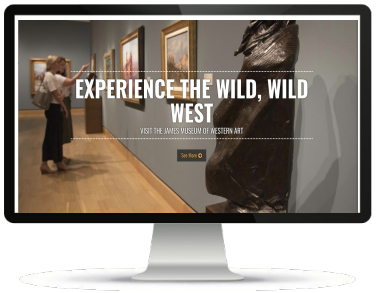
Views: 943
Conversion Rate: 1.27%

2nd, 7th, 12th Visit

Tampa

Views: 278
Conversion Rate: 8.27%

3rd, 8th, 13th Visit



Tampa

Views: 161
Conversion Rate: 4.35%

4th, 9th, 14th Visit

Tampa

Views: 488
Conversion Rate: 2.05%

5th, 10th, 15th+ Visit

CAMPAIGN PERFORMANCE

Ohio

Views: 2,202
Conversion Rate: 7.90%

New York

Views: 3,705
Conversion Rate: 8.21%

Washington D.C.

Views: 1,822
Conversion Rate: 6.92%

Miami / Ft. Lauderdale

Views: 2,394
Conversion Rate: 4.43%

CAMPAIGN PERFORMANCE

Chicago

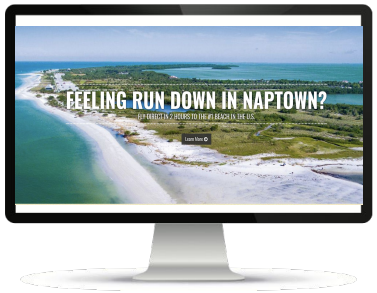
Views: 2,202
Conversion Rate: 7.90%

Orlando

Views: 6,144
Conversion Rate: 4.39%

Detroit

Views: 692
Conversion Rate: 8.24%



Indianapolis

Views: 524
Conversion Rate: 6.68%

CAMPAIGN PERFORMANCE

Boston

Views: 932
Conversion Rate: 8.26%

Philadelphia

Views: 1,344
Conversion Rate: 8.11%

Minneapolis

Views: 499
Conversion Rate: 6.61%

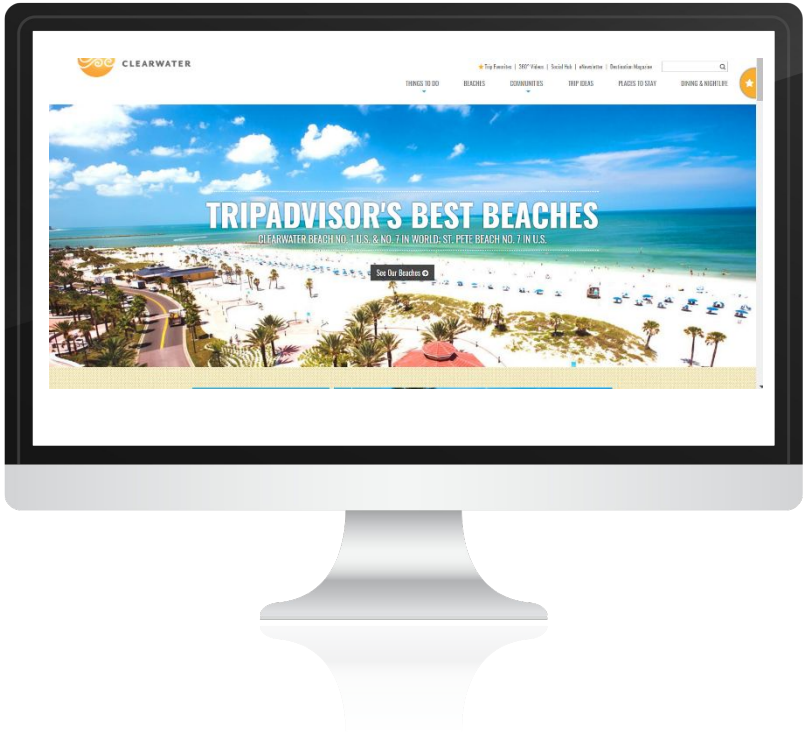
CAMPAIGN PERFORMANCE

Attractions (Replaces Guide)
Views: 17,646
Conversion Rate: 0.04%

Places to Stay (Replaces Email)
Views: 2,992
Conversion Rate: 0.07%

RECOMMENDED NEXT STEPS

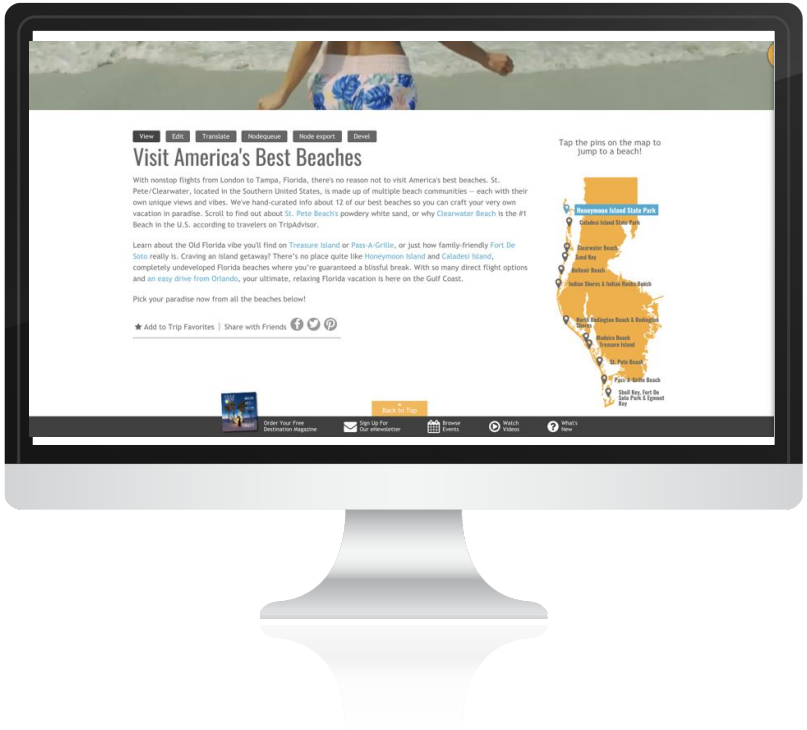
“Fly Market - Allegiant Cities” segment has a high number of repeat visitors. Recommend breaking that segment into individual geo markets to pinpoint most active and engaged visitors.



RECOMMENDED NEXT STEPS

After reviewing the landing page report for media campaigns driving traffic to the /things-to-do/beaches page, we identified some targeted opportunities to use personalization to improve media performance.

A series of Facebook campaigns targeted at UK visitors are driving traffic to the page, but see bounce rates into the 90% range. To decrease those bounce rates, we'd like to implement a personalized panel of copy on the beaches page with UK-specific messaging.



RECOMMENDED NEXT STEPS

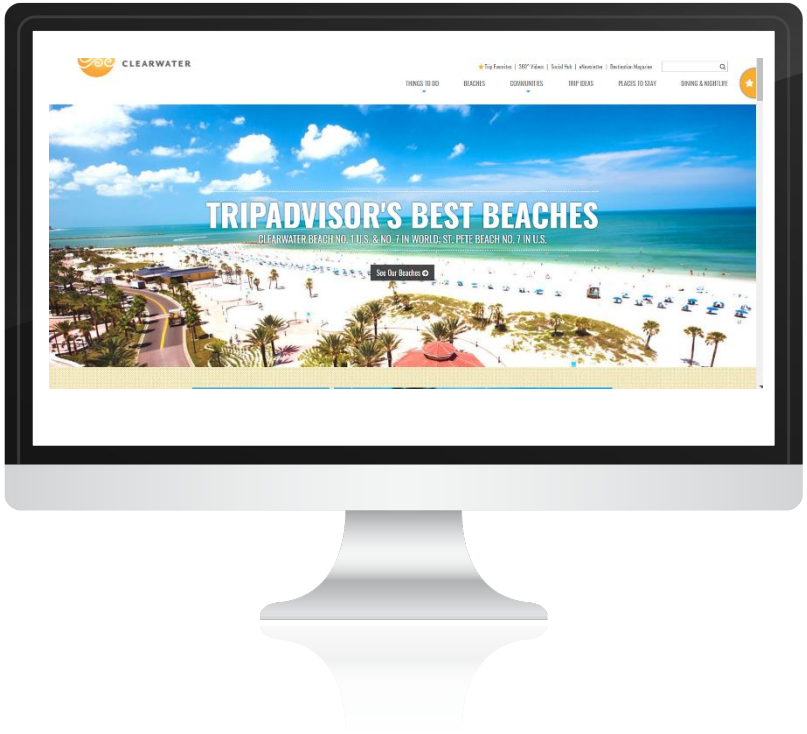
We also have a large number of campaigns pushing drive market traffic to the /things-to-do/beaches page. To prevent bounces, and further engage that audience, we'll implement personalized copy blocks for each geo market. Markets include:

- Tallahassee
- Miami
- Orlando
- Tampa
- Jacksonville

RECOMMENDED NEXT STEPS

Integrating our email list with Acquia Lift, we can ensure that users who view specific articles or information in an email campaign, see complimentary messaging on our website.

We'd like to identify key email campaigns over the next 6 months and create corresponding homepage and landing page content to serve visitors coming from this channel.

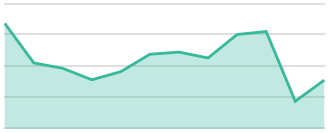


REPORT FOR : JUN 1, 2018 - JUN 30, 2018

VISIT ST. PETE CLEARWATER MONTHLY DASHBOARD

TOTAL VISITS

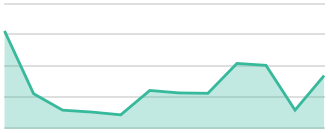
353,765



Previous period	Previous year
24% ▲	-18% ▼

TOTAL UNIQUE VISITORS

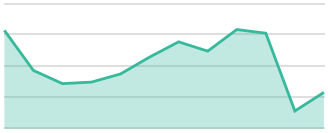
284,156



Previous period	Previous year
24% ▲	-12% ▼

TOTAL PAGEVIEWS

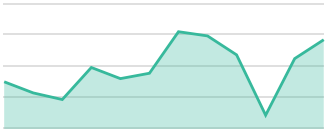
728,615



Previous period	Previous year
20% ▲	-17% ▼

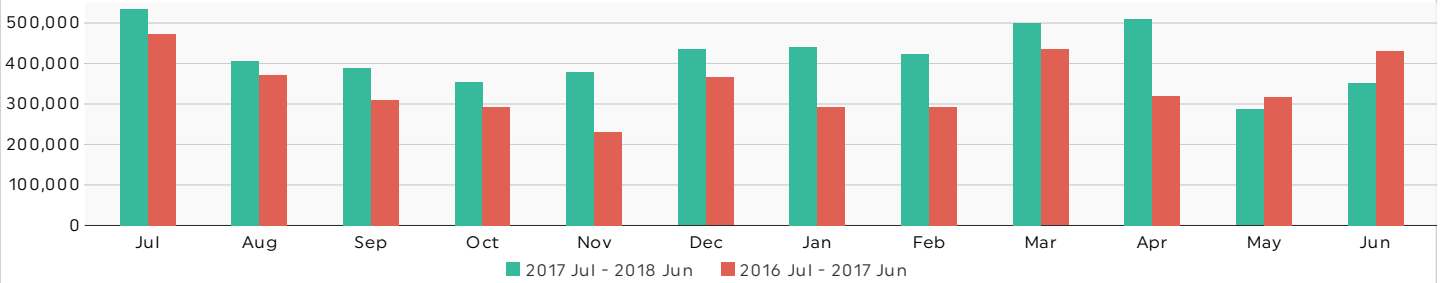
AVERAGE VISIT DURATION

00:02:04



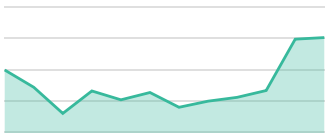
Previous period	Previous year
3% ▲	15% ▲

VISITS OVER PAST 12 MONTHS



OVERALL BOUNCE RATE

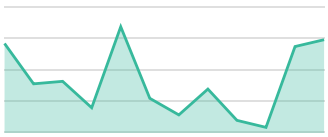
55%



Previous period	Previous year
1% ▲	-3% ▼

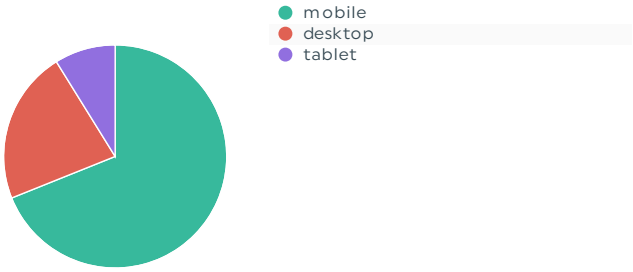
HOMEPAGE BOUNCE RATE

55%

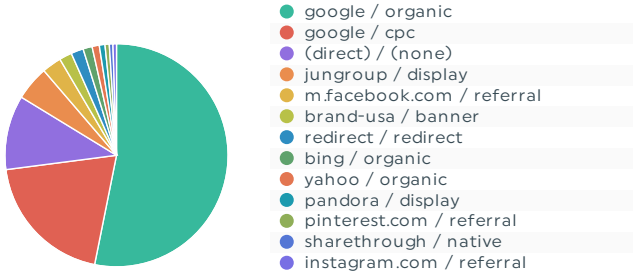


Previous period	Previous year
2% ▲	0% ▼

VISITS BY DEVICE CATEGORY

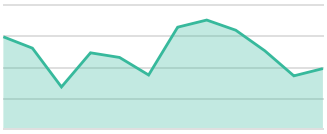


VISITS BY SOURCE/MEDIUM



GUIDE ORDERS

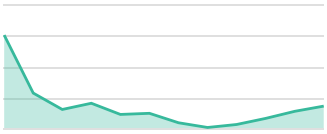
783



Previous period	Previous year
14% ▲	-20% ▼

DEAL VIEWS

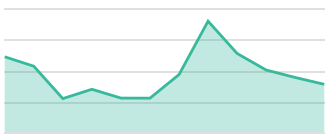
187



Previous period	Previous year
29% ▲	-79% ▼

ONLINE GUIDE

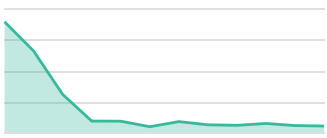
475



Previous period	Previous year
-12%	-27%

NEWSLETTER SIGNUP

96



Previous period	Previous year
-6%	-18%

VISITS BY CITY (MONTH OVER MONTH)

	Visits	
Tampa	32,406	+39%
Orlando	27,371	+36%
Miami	17,304	+342%
St. Petersburg	13,962	+14%
Clearwater	7,435	+17%
Atlanta	5,663	-53%
Palm River-Clair Mel	5,000	+2,546%
Largo	4,692	+18%
Chicago	3,904	+7%
New York	3,900	-10%
Pinellas Park	3,305	+21%

VISITS BY COUNTRY (MONTH OVER MONTH)

	Visits	
United States	310,297	+24%
Canada	9,809	-2%
United Kingdom	9,333	+13%
Argentina	5,591	+443%
Mexico	4,594	+1,431%
Germany	2,405	-31%
Brazil	2,339	-36%
Azerbaijan	1,147	+5%
Russia	609	+171%
India	555	+14%
Switzerland	409	+4%

VISITS BY STATE (MONTH OVER MONTH)

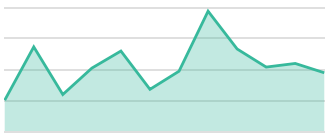
	Visits	
Florida	194,347	+52%
Georgia	13,040	-30%
Illinois	8,444	+7%
Ohio	8,288	+10%
Texas	8,274	+8%
New York	7,324	-12%
North Carolina	6,026	+1%
Pennsylvania	5,963	+0%
Tennessee	5,387	+4%
Michigan	3,736	-4%
Virginia	3,653	+8%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitstpeteclearwater.com/things-to-do/beaches	84,321	+80%	64%	+3%
www.visitstpeteclearwater.com/	27,805	+15%	55%	+2%
www.visitstpeteclearwater.com/things-to-do/events-festivals	27,447	+7%	56%	+0%
www.visitstpeteclearwater.com/events	22,092	-5%	40%	-2%
www.visitstpeteclearwater.com/things-to-do	17,681	+13%	37%	-1%
www.visitstpeteclearwater.com/things-to-do/attractions	17,157	+11%	37%	-3%
www.visitstpeteclearwater.com/communities/clearwater-beach	14,111	+9%	46%	+4%
www.visitstpeteclearwater.com/orlando	10,871	+0%	82%	0%
www.visitstpeteclearwater.com/event-guide/fourth-of-july-festivities	9,725	+542%	60%	+6%
www.visitstpeteclearwater.com/communities/st-pete-beach	9,637	+7%	42%	-8%
www.visitstpeteclearwater.com/event-guide/events-this-week	9,562	+9%	39%	-2%
www.visitstpeteclearwater.com/article/beach-for-every-mood	9,502	+20%	55%	-19%
www.visitstpeteclearwater.com/webcams	8,490	-22%	21%	+11%
www.visitstpeteclearwater.com/es/que-hacer/playas	8,401	+1,188%	87%	+30%
www.visitstpeteclearwater.com/communities/treasure-island	7,910	+31%	43%	+4%
www.visitstpeteclearwater.com/things-to-do/places-to-stay	7,298	+11%	36%	-2%
www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/1570	7,282	+23%	66%	+1%
www.visitstpeteclearwater.com/st-pete-pride-vip-giveaway	6,958	+100%	49%	+100%
www.visitstpeteclearwater.com/article/beach-parking-find-your-spot-sand	6,247	+67%	65%	-9%
www.visitstpeteclearwater.com/things-to-do/lgbt	5,913	+26%	54%	-7%
www.visitstpeteclearwater.com/article/fort-de-soto-park	5,555	+40%	49%	-12%
www.visitstpeteclearwater.com/article/family-friendly-things-to-do-budget	5,294	+21%	52%	-22%

TRIPADVISOR BUTTON CLICKS

114



Previous period	Previous year
-14%	N/A

POWERED BY dashthis

Monthly Social Media Report
June 2018

ST.PETE CLEARWATER

Twitter

Followers **92,818** ▲ 347

7,193 ▼ Engagement

7 ▲ Tweets per day

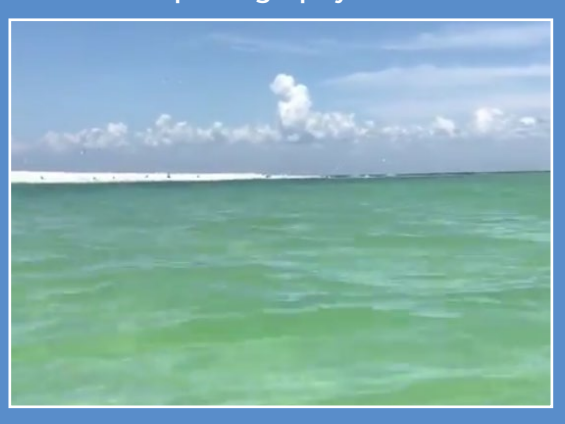
1,073 ▼ Re-tweets earned

6,001 ▼ Favorites earned

511,715 ▼ Total impressions

>> Top Tweet

"Sound on for your dose of #Monday relaxation.: Egmont Key IGER kristenphotography"



Retweets 37 Likes 236

Our Competition

	Visit Tampa Bay	Visit Orlando
Followers	121,620	138,271
Engagement	434	n/a
Re-tweets earned	77	690

Facebook

▲ 247,296 Page Likes

158,904 ▲ Engagement

n/a Total Reach

581,596 ▲ Video Views

2,761,766 ▲ Total Impressions

165,676 ▲ Minutes viewed

>> Top Post

Just your typical day on #AmericasBestBeaches #LiveAmplified

1.7k+ 1k+ 117k+

Instagram

29,220 Followers ▲ 483

17 ● Posts

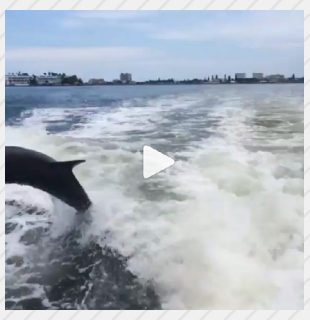
10,350 ▼ Engagement

35% ▼ Engagement as % of followers

608 ▼ Avg. engagemet per post

>> Top Posts

1,184 23



4,412 30

1,020 21

YouTube

8,520 Subscribers ▲ 587

151,503 ▼ Views

112,527 ▲ Minutes watched

576 ▲ Likes

1,028 ▲ Shares

>> Top Video

65,316 Views

Best of 2018 St. Pete/ Clearwater

▲ Increase from previous month ▼ Decrease from previous month ● No change from previous month