

General Visit Cook County Website Stats (Snapshot)

Jan 1, 2018 - Dec 19, 2018

Note: Date range is a snapshot of all Pages the comparison January 1, 2018 - December 19, 2018 is to prior year.

General Website Stats (vs previous session)

Unique Pageviews

632.7K

↓ -4.3%

Sessions

399.4K

↑ 1.0%

Pages / Session

1.9

↓ -7.1%

Bounce Rate

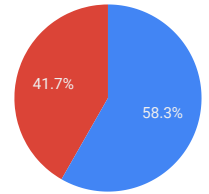
63.5%

↑ 4.6%

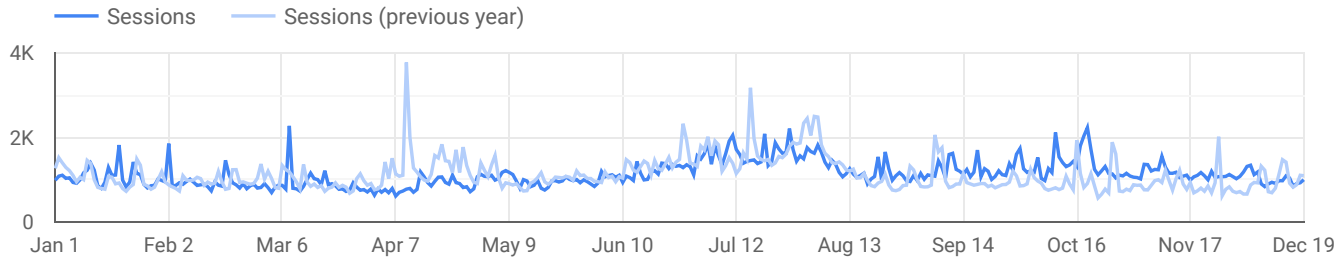
Avg. Session Duration

02:02

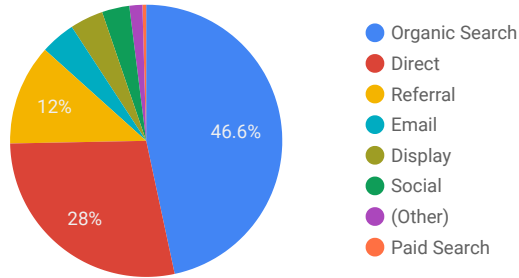
↓ -10.9%



● New Vi... ● Return...



Top Channels



Top Sources Driving Traffic (overall) | MoM comparison

Source	Sessions	% Δ
1. google	188,302	3.8% ↑
2. (direct)	112,025	3.4% ↑
3. bing	10,698	-5.3% ↓
4. Take5	10,309	-
5. lutsen.com	5,470	90.1% ↑
6. m.facebook.com	5,227	-62.0% ↓
7. exploreminnesota.com	5,213	21.3% ↑
8. yahoo	4,135	-37.8% ↓
9. facebook.com	3,733	-59.5% ↓
10. bluefinbay.com	3,721	272.8% ↑

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Top Landing Pages | MoM comparison

Page Title	Sessions	% Δ
1. Find a complete list of Webcams in Cook County, Minn...	94,233	367.7% ↑
2. Experience the Northern Lights in Minnesota Visit Co...	38,605	116.0% ↑
3. Home - Visit Cook County Minnesota	36,843	207.3% ↑
4. Communities Grand Marais Visit Cook County, MN	31,803	172.3% ↑
5. Fall Colors MN North Shore Fall Getaways Visit Coo...	17,784	683.1% ↑
6. Events Visit Cook County, MN	12,461	168.7% ↑
7. Communities Gunflint Trail Visit Cook County, MN	9,996	198.2% ↑
8. Fisherman's Picnic 2018 - Visit Cook County Minnesota	8,383	16,666...
9. Minnesota Summer Activities The Fun Doesn't End V...	7,509	1,445.... ↓
10. Festivals and Events Minnesota Things to Do Visit C...	5,739	164.6% ↑

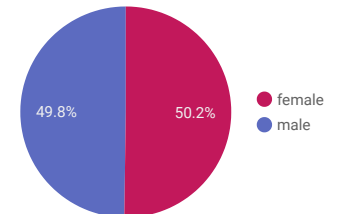
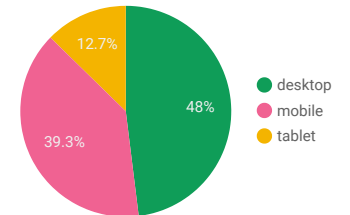
1 - 10 / 2341 < >

Top Second Page Navigation | MoM comparison

Second Page	Sessions	% Δ
1. (not set)	273,150	6.2% ↑
2. /resources/webcams/	28,541	185.5% ↑
3. /events/	8,995	188.2% ↑
4. /	6,165	27.0% ↑
5. /hot-deals/	6,056	111.0% ↑

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Users



City	Unique Pag...
1. Minneapolis	81,429
2. Grand Marais	33,663
3. Chicago	28,820
4. Saint Paul	24,947
5. (not set)	20,176

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Questions?
kjersti@visitcookcounty.com

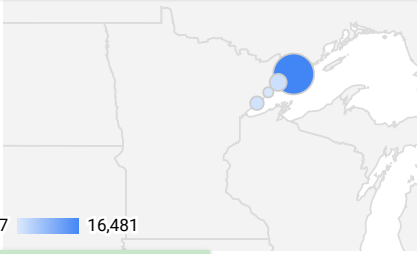
By Region Website Stats

Questions?
kjersti@visitcookcounty.com



Jan 1, 2018 - Dec 19, 2018

Breakdown by LOCAL Users



317 16,481

City	Sessions
1. Grand Marais	16,481
2. Schroeder	1,692
3. Two Harbors	1,197
4. Silver Bay	317

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Top Landing Pages | The first page they visit

Page Title	Ses...
1. Home - Visit Cook County Minnesota	3,605
2. Events Visit Cook County, MN	1,900
3. Find a complete list of Webcams in Cook County, Minnesota	1,754
4. Fisherman's Picnic 2018 - Visit Cook County Minnesota	844
5. Experience the Northern Lights in Minnesota Visit Cook County, MN	671
6. Communities Grand Marais Visit Cook County, MN	565
7. Communities Gunflint Trail Visit Cook County, MN	377
8. Discover Minnesota Hiking Trails Visit Cook County, MN	356
9. Find Prime Minnesota Moose Viewing Routes Visit Cook County, MN	306
10. Grand Marais Arts Festival - Visit Cook County Minnesota	305

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Top Sources Driving Traffic (overall)

Source	Sessions	Campaign	Ses...
1. google	11,136	1. (not set)	18,945
2. (direct)	3,121	2. Marketing Updates	244
3. bing	560	3. CCVB May 2018	39
4. m.facebook.com	376	4. Biggest-Blueberry-2018	39
5. hs_email	334	5. facebook-paid	35
6. yahoo	325	6. Weekly Lodging Availability	29
7. boreal.org	311	7. 47120_Giant_Voices_Visit_Cook_County	26
8. lutsen.com	276	8. Summer MKTG - Spring Summer Fall S...	25
9. facebook.com	215	9. CCVB April 2018	24
10. bluefinbay.com	190	10. CCVB March 2018	22

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City	Sessions
1. Minneapolis	54,575
2. Chicago	20,181
3. Saint Paul	14,810
4. Omaha	10,186
5. Duluth	8,565

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Top Landing Pages | The first page they visit

Page Title	Sessions
1. Find a complete list of Webcams in Cook County, Minnesota	90,624
2. Experience the Northern Lights in Minnesota Visit Cook County, MN	37,227
3. Home - Visit Cook County Minnesota	31,414
4. Communities Grand Marais Visit Cook County, MN	30,422
5. Fall Colors MN North Shore Fall Getaways Visit Cook County, MN	17,356
6. Events Visit Cook County, MN	10,039
7. Communities Gunflint Trail Visit Cook County, MN	9,338
8. Minnesota Summer Activities The Fun Doesn't End Visit Cook Coun...	7,385
9. Fisherman's Picnic 2018 - Visit Cook County Minnesota	7,319
10. Festivals and Events Minnesota Things to Do Visit Cook County, MN	5,296

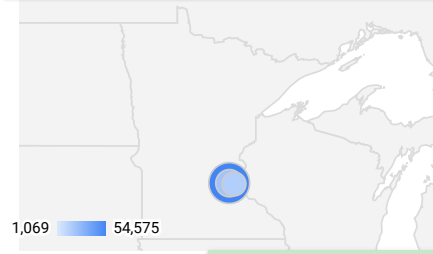
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Top Sources Driving Traffic (overall)

Source	Sessions	Campaign	Sessions
1. google	172,003	1. (not set)	329,771
2. (direct)	104,972	2. display-google-remarketing-us	14,946
3. Take5	10,133	3. 47116_Giant_Voices_Visit_Cook_County	1,572
4. bing	9,738	4. 51565_Giant_Voices_VCC_Fall_Colors	1,542
5. lutsen.com	5,049	5. 47120_Giant_Voices_Visit_Cook_County	1,407
6. exploreminnesota.com	4,933	6. Fall-Art-2018	1,381
7. m.facebook.com	4,526	7. 51565_Giant_Voices_VCC_Fall_Colors_D2	1,345
8. yahoo	3,682	8. 50363_Giant_Voices_VCC_Vacation_Gui...	1,327
9. Facebook	3,534	9. search-google-general-local	1,112
10. bluefinbay.com	3,467	10. 50366_Giant_Voices_VCC_Boundary_Wa...	970

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Breakdown by Non-Local User



1,069 54,575

Unique Pageviews
573,101

Sessions
367,370

% New Sessions
59.20%

Avg. Time on Page
00:02:09

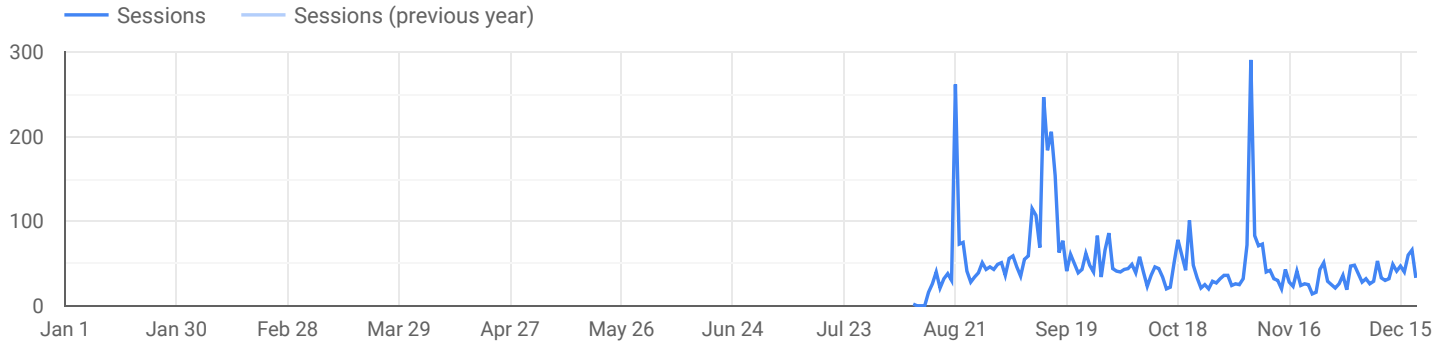
Pages / Session
1.92

BLOG.visitcookcounty.com Subdomain Stats

Blog stats are hosted on a subdomain which requires a special filter in GA to be applied.

Jan 1, 2018 - Dec 19, 2018

General Website Stats (MoM)



Unique Pageviews

7.4K

No data

Avg. Session Duration

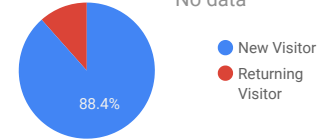
48

No data

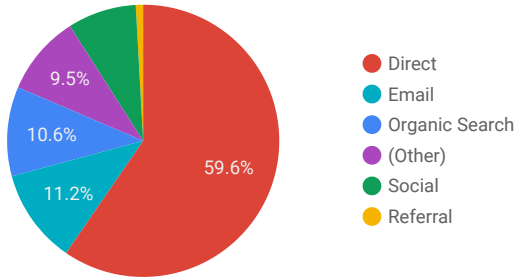
Pages / Session

1.3

No data



Top Channels



Top Sources Driving Traffic (overall) | MoM comparison

Source	Sessions	% Δ
1. (direct)	3,936	-
2. hs_email	686	-
3. google	648	-
4. take5	595	-
5. facebook	192	-
6. m.facebook.com	181	-
7. t.co	72	-
8. facebook.com	54	-
9. bing	39	-
10. Facebook	33	-

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Top Landing Pages | MoM comparison

Page Title	Sessions	% Δ
1. The Top 8 Tips to See the Northern Lights in Minnesota	3,136	-
2. Be Inspired by Nature This Fall in Cook County	1,102	-
3. Searching for peak fall foliage in Minnesota? Let Cook ...	804	-
4. Cook County Blog	541	-
5. Lake Superior Shipwrecks and Storms Visit Cook Cou...	493	-
6. Celebrating 40 years of the Boundary Waters Canoe Ar...	114	-
7. The joy of skating on a frozen lake - Gunflint Lake	72	-
8. Swimming Hot Spots - Best Places to Cool off in Cook ...	63	-
9. Northern Lights Viewing Routes	57	-
10. Boundary Waters Basics: Insider Tips for Planning a M...	33	-

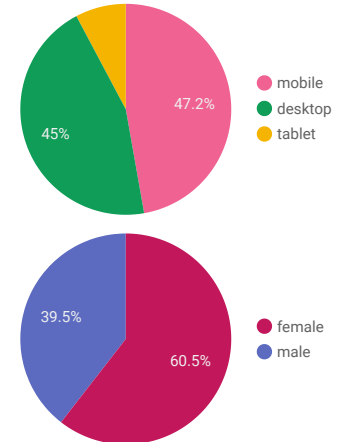
1 - 10 / 53 < >

Top Second Page Navigation | MoM comparison

Second Page	Sessions	% Δ
1. (not set)	5,381	-
2. /be-inspired-by-nature-this-fall-in-cook-county	225	-
3. /searching-peak-fall-foliage-minnesota-let-cook-county...	88	-
4. /	61	-
5. /topic/grand-marais	38	-

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Users



City Unique Pag...

1. Minneapolis	1,059
2. Saint Paul	395
3. Chicago	394
4. (not set)	304
5. Grand Marais	210

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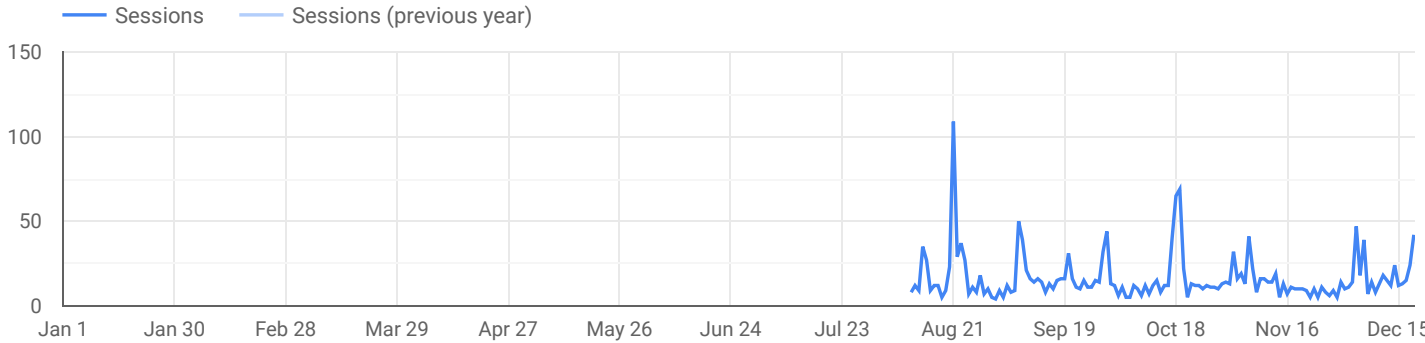
Questions? kjersti@visitcookcounty.com

INFO.visitcookcounty.com Subdomain Stats

INFO stats are hosted on a subdomain which requires a special filter in GA to be applied.

Jan 1, 2018 - Dec 19, 2018

General Website Stats (MoM)



Unique Pageviews

2.5K

No data

Avg. Session Duration

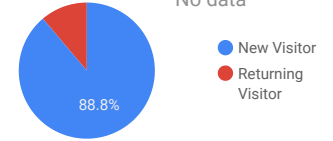
48

No data

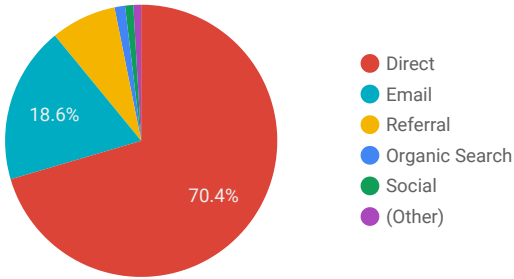
Pages / Session

1.3

No data



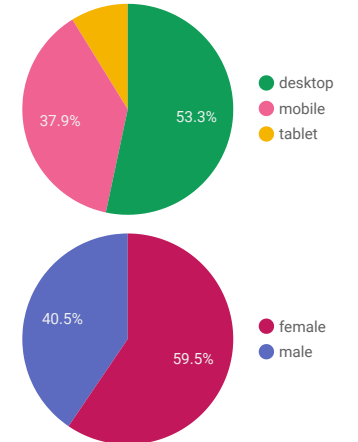
Top Channels



Top Landing Pages | MoM comparison

Page Title	Sessions	% Δ
1. Capture the Dark Sky Northern Lights Photography G...	877	-
2. 5 Bucket List-Worthy Adventures for a Fall Vacation in ...	459	-
3. Visitor Guide Visit Cook County	274	-
4. Newsletter Visit Cook County	185	-
5. Staying Warm Through All Your Winter Activities Visit ...	106	-
6. Lake Superior Facts and Stats Visit Cook County, MN	73	-
7. Birding Complete Birding Guide	49	-
8. Blueberries Complete Wild Blueberry Picking Guide	42	-
9. 2018 Summer Vacation Guide The Ultimate Guide of ...	29	-
10. 2018 BWCAW Guide Packing for Your Boundary Wate...	22	-

Users



Top Sources Driving Traffic (overall) | MoM comparison

Source	Sessions	% Δ
1. (direct)	1,520	-
2. Take5	313	-
3. mgclicks.net	130	-
4. August 2018	54	-
5. app.hubspot.com	21	-
6. {{facebook}}	20	-
7. listrak	16	-
8. twitter	16	-
9. bing	13	-
10. December 2018	10	-

Top Second Page Navigation | MoM comparison

Second Page	Sessions	% Δ
1. (not set)	1,666	-
2. /five-bucket-list-worthy-adventures-for-fall-vacation-co...	79	-
3. /capture-the-dark-sky-northern-lights-photography-guide	71	-
4. /visitor-guide	23	-
5. /five-bucket-list-worthy-adventures-for-fall-vacation-co...	11	-

City Unique Pag...

1. Minneapolis	410
2. Saint Paul	148
3. Duluth	103
4. (not set)	98
5. Chicago	88

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Questions?
kjersti@visitcookcounty.com

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