

# Monthly Digital Report

October 2020



MEDIAONE

# Campaign Summary

1

Campaign volume increased with added investment. Most dollars went to increased Content Activation.

Introduced "Untapped & Unrivaled" creative and continued with "Stop and stretch", "Outdoor" and "Exit 49" messaging targeted to real-time travelers and those planning long driving trips to Florida.

Placements:

- Display & Native prospecting and retargeting
- Google & Bing paid search
- Facebook prospecting and retargeting
- YouTube Video
- Foot traffic tracking
- SEO
- Digital Out of Home

2

Google paid search ("MediaOne / ppc" in GA) continues to be the highest quality of paid traffic with other sources increasing (shown in depth on pages 6 & 16).

Traffic stays 1m 30s while most other paid traffic is under a minute.

3

MediaOne drove 91% more than last year and accounted for just over 40% of all traffic to the website with a little higher quality engagement than last year overall.

MediaOne traffic stayed on the site 48% longer than they did last year, up to 55 seconds.

4

Total traffic to the website was up 9.8% after being down 9.4%.

Organic traffic continues to be down due to much less event searches highlighted on page 14.

SEO update recommended is to be the "**Ultimate guide to Fayetteville, NC**" for people searching "Fayetteville NC".

5

Google Analytics Goal Conversion Rate up 39.7% over last year (more details on page 4)

- 1 min+ sessions up 70.2%
- 2+ pages per session up 122.5%
- Outbound link clicks down 52.8%
- Request Destination Guide up 65.6%

## MEDIAONE TRAFFIC

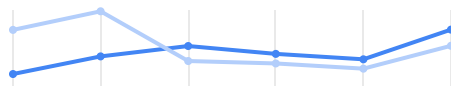
Campaign traffic is up over last year by 37% after being up 45% last month

Avg session duration increased by 48% up 11 seconds

Pages/session up 6%

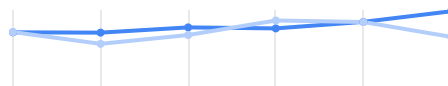
### MediaOne Traffic to Site

2nd half 2019	YTD* 2020	Last month
Sessions <b>66,774</b>	Sessions <b>97,706</b>	Sessions <b>19,626</b>
↑ 67.7%	↓ -52.9%	↑ 37.1%



### Avg. Session Duration (ASD)

2nd half 2019	YTD* 2020	Last month
Avg. Session Duration <b>00:00:44</b>	Avg. Session Duration <b>00:00:46</b>	Avg. Session Duration <b>00:00:55</b>
↑ 20.4%	↑ 15.2%	↑ 48.7%



### Pages / Session

2nd half 2019	YTD* 2020	Last month
Pages / Session <b>1.34</b>	Pages / Session <b>1.41</b>	Pages / Session <b>1.40</b>
↑ 4.6%	↑ 14.5%	↑ 6.0%



## ALL WEBSITE TRAFFIC

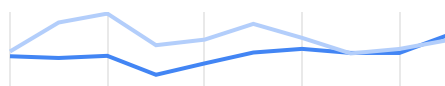
Website traffic was up again by 9.8%.

Organic down 21.4%.

More traffic goes to 2+ pages this year than last year. Nearly 1 in 4 sessions visits a second page.

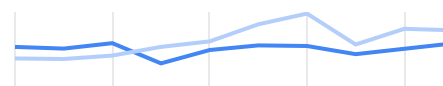
### Website traffic

2nd half 2019	YTD* 2019	Last month
Sessions <b>243,077</b>	Sessions <b>319,125</b>	Sessions <b>48,551</b>
↑ 38.9%	↓ -31.7%	↑ 9.8%



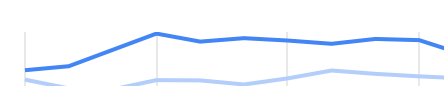
### Organic traffic

2nd half 2019	YTD* 2019	Last month
Sessions <b>137,890</b>	Sessions <b>161,668</b>	Sessions <b>18,142</b>
↑ 49.6%	↓ -17.1%	↓ -21.4%



### 2+ pages/sessions GA Goal

2nd half 2019	YTD* 2019	Last month
2+ p/s GA goal <b>11.38%</b>	2+ p/s GA goal <b>21.19%</b>	2+ p/s GA goal <b>23.24%</b>
↓ -16.5%	↑ 115.2%	↑ 102.6%



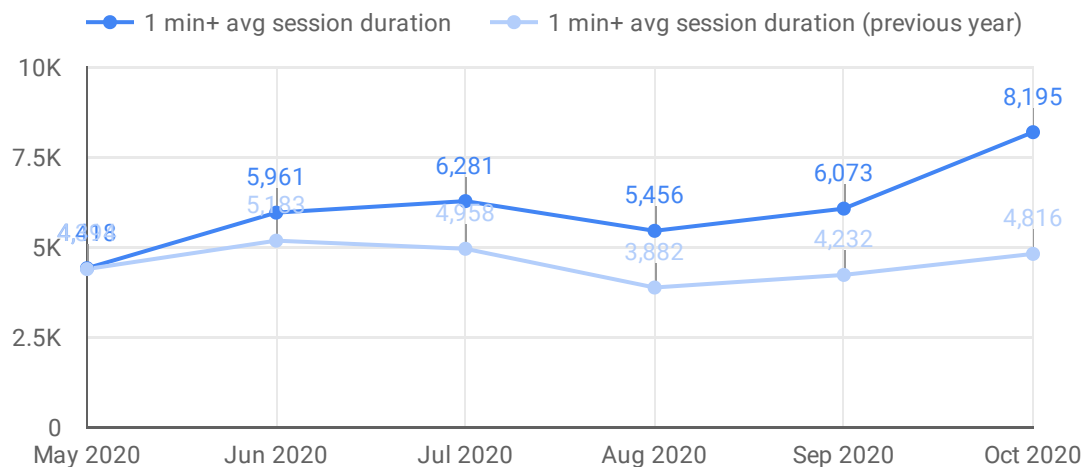
**Insights:** Goals setup in Google Analytics to measure quality of website traffic from all sources

1 minute plus average session duration

1 min+ sessions

**8.2K**

↑ 70.2%

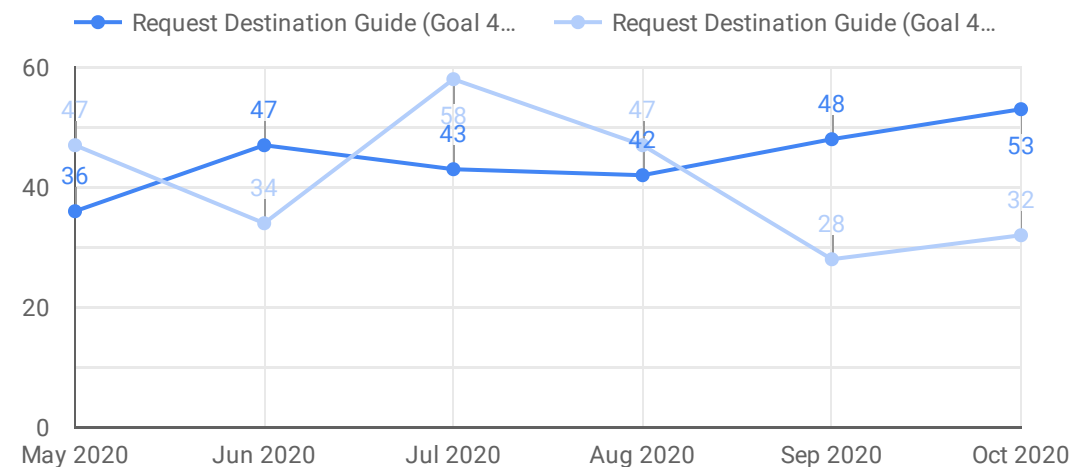


Request Destination Guide

Destination guide downloads

**53**

↑ 65.6%

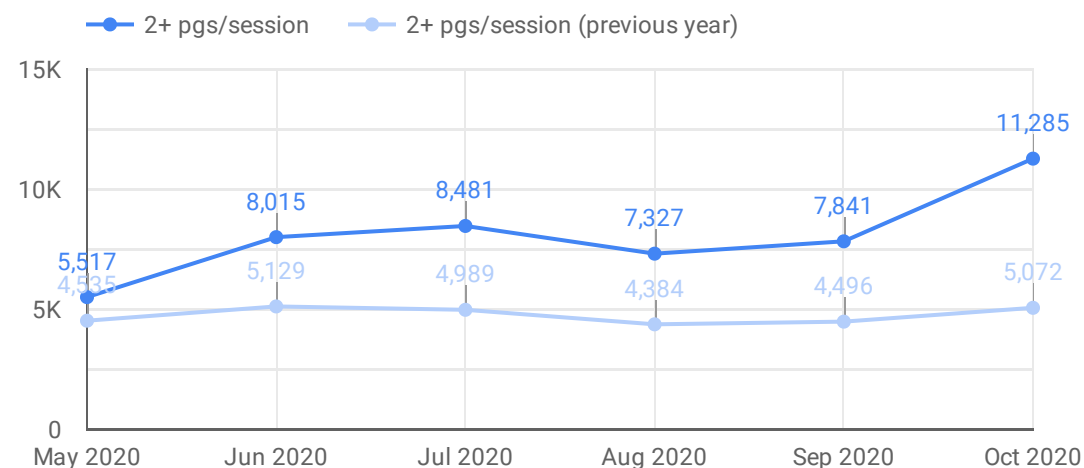


2+ pages per session

2+ pg sessions

**11.3K**

↑ 122.5%

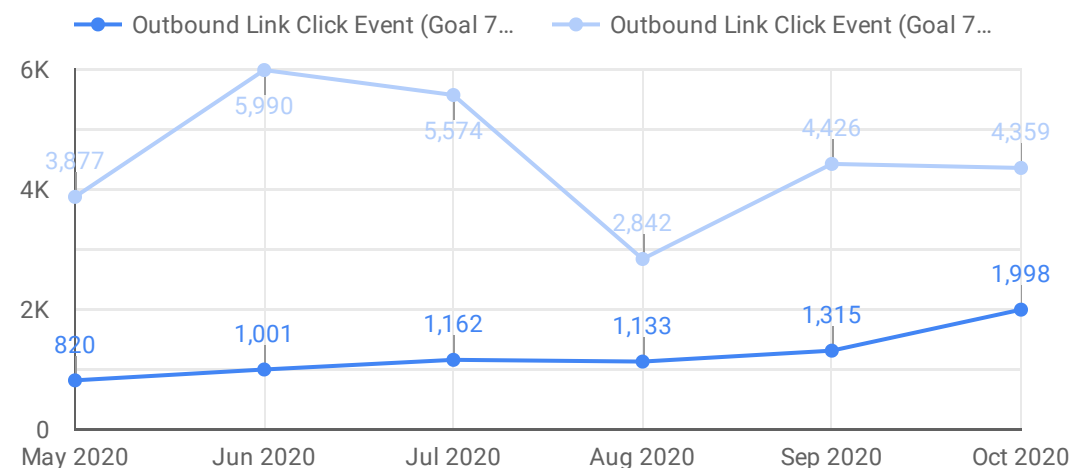


Outbound Link Clicks to Partners  
(measured differently in 2019)

Total Events

**2.9K**

↓ -52.8%





# Campaign Pacing

	Month	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL
Placement	Campaign Messaging													
Google Paid Search Always on (approximately \$1.35 CPC)	Investment	\$5,000	\$3,000	\$3,000	\$3,000	\$2,000	\$2,000	\$18,000						\$ 36,000
	Clicks Planned	3,736	2,180	2,222	2,222	1,481	1,481	13,333						26,657
	Clicks Delivered	3,736	2,180	2,760	2,560									
Bing Paid Search Always on (approximately \$1.35 CPC)	Investment	\$600	\$1,200	\$1,000	\$1,200	\$1,000	\$1,000	\$6,000						\$ 12,000
	Clicks Planned	437	520	1,614	2,000	1,997	741	4,444						11,753
	Clicks Delivered	437	520	492	1,073									
Display Retargeting (\$7 CPM) - Always on	Investment	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000						\$ 24,000
	Impressions Planned	285,714	285,714	285,714	285,714	461,346	285,714	1,714,286						3,604,203
	Impressions Delivered	962,691	279,014	231,651	110,083									
Native Retargeting (\$1 CPC) Always on	Investment	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000						\$ 24,000
	Clicks Planned	2,000	2,000	2,000	4,000	4,013	2,000	12,000						28,013
	Clicks Delivered	2,150	538	508	2,987									
Content Activation (Native & Display Prospecting) (\$1 CPC)	Investment	\$3,000	\$3,500	\$3,500	\$9,500	\$7,500	\$3,000			\$22,000				\$ 52,000
	Clicks Planned	3,000	3,500	3,000	12,000	12,402	3,500			24,000				61,402
	Clicks Delivered	4,482	5,612	3,259	10,098									
Facebook (\$8 CPM) Boosting & Retargeting	Investment	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000						\$ 24,000
	Impressions Planned	60,359	175,201	587,661	635,000	250,000	250,000	1,500,000						3,458,221
	Impressions Delivered	60,359	175,201	203,475	637,611									
YouTube (\$0.10 CPV)	Investment	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$6,000						\$ 12,000
	Completed Views Planned	6,591	5,900	17,500	21,500	25,679	10,000	60,000						147,170
	Completed Views Delivered	6,591	5,900	5,929	5,821									
Digital OOH (\$20 CPM) - Always on	Investment		\$11,000											\$ 11,000
	Impressions		500,000											500,000
			97,480	193,985	204,410									

# Google Paid Search

Oct 1, 2020 - Oct 31, 2020

## Insights:

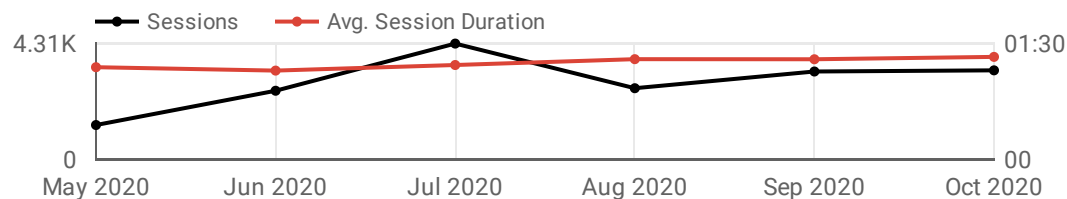
- Another record month with avg session duration up to 1m 19s
- Fayetteville & Family Friendly landing pages are still doing best and increasing volume - request a guide page performance doing worse over time
- Good mix of "things to do" and higher funnel "places to visit in north carolina" searches and clicks

## All Landing Pages

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration	1+ min session CVR
1.	/explore/communities/fayetteville/	1,777	60.7%	00:01:31	23.1%
2.	/plan-your-visit/request-a-guide/	542	79.0%	00:00:28	8.1%
3.	/things-to-do/family-friendly/	362	53.6%	00:01:31	33.7%
4.	/plan-your-visit/overnight-stay-i95-exit-...	209	78.9%	00:00:20	5.7%
5.	/explore/communities/fort-bragg/	154	48.7%	00:01:41	27.3%
	<b>Grand total</b>	<b>3,313</b>	<b>63.1%</b>	<b>00:01:19</b>	<b>20.7%</b>

## Performance by Month - Focusing on Avg Session Duration

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1+ min session CVR
1.	Oct 2020	3,313	63.1%	00:01:19	1.9	20.7%
2.	Sep 2020	3,270	62.5%	00:01:17	2.0	20.5%
3.	Aug 2020	2,650	60.3%	00:01:17	2.0	22.3%
4.	Jul 2020	4,306	61.8%	00:01:13	2.0	20.7%
5.	Jun 2020	2,556	61.6%	00:01:09	1.9	20.8%
6.	May 2020	1,284	62.3%	00:01:11	1.8	19.3%



## Top Paid Search Keywords

	Search keyword	Impressions	Clicks	CTR
1.	fun things to do in fayetteville nc	1,737	340	19.57%
2.	best places to go in north carolina	1,979	316	15.97%
3.	north carolina places to visit	2,586	222	8.58%
4.	things to do in fayetteville nc	724	220	30.39%
5.	fayetteville things to do this weekend	1,006	204	20.28%
6.	raleigh north carolina things to do	3,013	144	4.78%
7.	all cities in north carolina	997	73	7.32%
8.	cape fear river trail	341	72	21.11%
9.	things to do in north carolina	402	48	11.94%
10.	events this weekend in nc	669	39	5.83%
11.	visit fort bragg nc	273	37	13.55%
12.	ft bragg army base	574	28	4.88%
13.	fort bragg nc website	395	26	6.58%
14.	fayetteville nc activities	125	22	17.6%
15.	hotels off I95	194	21	10.82%
16.	north carolina historical sites	330	21	6.36%
17.	north carolina top 10 things to do	241	18	7.47%
18.	fayetteville north carolina	201	18	8.96%
19.	things to do in fayetteville nc today	77	17	22.08%
20.	fayetteville nc things to do	55	17	30.91%

## Ad Copy Examples

Things To Do In Fayetteville | America's Hometown | Future trip ideas  
[visitfayettevillenc.com/FutureTripIdeas](#)

When travel opens back up, we will be here for you. Fayetteville NC has a lot more to do than you might expect.

Things To Do - Family Accommodations About Cumberland Cou... I95 Exit 49 Hotel Deal

Things To Do In Fayetteville | America's Hometown | Request a free vacation guide  
[visitfayettevillenc.com/VacationGuide](#)

When travel opens back up, we will be here for you. Fayetteville NC has a lot more to do than you might expect. Home of Ft Bragg

Sports Events Things To Do - Family About Cumberland Cou... Accommodations

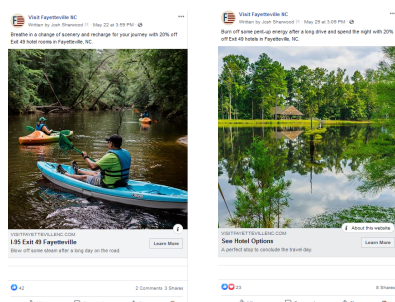
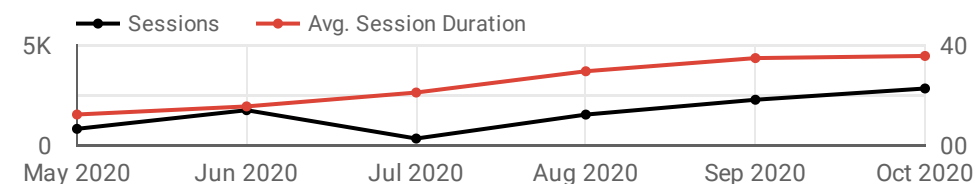
## Insights:

- October was the best month for avg session duration so far bumping up to 35 seconds (bottom right)
- "Stop and Stretch" doing better than Get Outside but at much lower volume of clicks
- Targeting people that are researching travel to Florida from the northeast or those actively traveling
- New creative have been launched

	Creative	Tactic	Impressions	Clicks ▾	CTR	Engagem ents	Engagmt Rate	1 min+ session GA Goal	Goal CVR
1.	Get Outside - Change of Scenery	Family Travel Prospecting	42,923	627	1.46%	909	2.12%	72	11.5%
2.	Get Outside - Change of Scenery	Veteran Targeting Prospecting	33,463	508	1.52%	810	2.42%	59	11.6%
3.	Get Outside - Weekend Wanderer	Website & Email RT	26,051	222	0.85%	340	1.31%	41	18.5%
4.	Get Outside - Change of Scenery	Website & Email RT	17,988	196	1.09%	286	1.59%	22	11.2%
5.	Blow Off Steam Spring Lake Outpost	Real-time Travelers	26,546	185	0.7%	225	0.85%	2	1.1%
6.	Where we eating? Biscuits & Gravy	Family Travel Prospecting	6,213	138	2.22%	192	3.09%	15	10.9%
7.	Get Outside - Golf	Veteran Targeting Prospecting	12,720	130	1.02%	194	1.53%	8	6.2%
8.	Get Outside - River Trail	Veteran Targeting Prospecting	9,061	98	1.08%	132	1.46%	12	12.2%
9.	Family Kid Glasses	Family Travel Prospecting	8,394	79	0.94%	99	1.18%	11	13.9%
10.	Veterans Airplane	Veteran Targeting Prospecting	6,241	69	1.11%	121	1.94%	11	15.9%
11.	Perfect Stop to Conclude Travel - Eastover Park	Real-time Travelers	9,996	55	0.55%	57	0.57%	8	14.5%

	Landing Page	Sessions ▾	Bounce Rate	Avg. Session Duration	1m+ sessions
1.	/get-outside/	2,200	77.36%	00:00:34	11.55%
2.	/stop-and-stretch/	356	75.84%	00:00:51	11.24%
3.	/plan-your-visit/overnight-stay-i95-exit-49/	154	80.52%	00:00:15	7.79%
4.	/fayetteville-family-fun/	85	71.76%	00:01:05	16.47%

	Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1m+ sessions
1.	Oct 2020	2,856	77.3%	00:00:35	1.35	11.2%
2.	Sep 2020	2,293	76.8%	00:00:34	1.43	11.6%
3.	Aug 2020	1,551	79.8%	00:00:29	1.30	9.6%
4.	Jul 2020	354	82.5%	00:00:21	1.20	6.5%
5.	Jun 2020	1,771	81.8%	00:00:15	1.23	6.2%
6.	May 2020	839	83.9%	00:00:12	1.20	4.8%



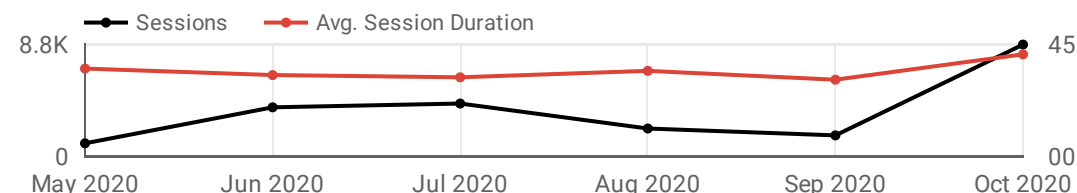
## Insights:

- Volume picked up considerably with **performance the best of the year** avg session durations of 41 secs (bottom right chart)
- Path with Flowers and Kid Flying Lesson then Woman Paddleboarding were top clicked ads
- Targeting people in the northeast who are researching trips to Florida is working best
- Get Outside traffic picked up with continued good performance
- Stop & Stretch volume increased greatly as well with even better performance

	Images	Headline	Tactic	Impressions	Clicks	CTR	1 min+ session	Goal CVR
1.	Path w/ Flowers	Find your path weekend getaway	Retargeting	199,939	3,030	1.52%	161	5.3%
2.	Kid Flying Lessons	Stop in for flying lessons	Content Activati...	272,837	2,690	0.99%	142	5.3%
3.	Woman Paddleboard	Stop into Fayetteville on your next road trip	Content Activati...	168,478	1,990	1.18%	108	5.4%
4.	Golf Course Water	Find your path weekend getaway	Retargeting	101,182	1,270	1.26%	95	7.5%
5.	Dog with Frisbee	Road tripping with kids and pets?	Content Activati...	273,126	642	0.24%	9	1.4%
6.	Kayak	A perfect stop to conclude the travel day	Retargeting	26,271	275	1.05%	0	0.0%
7.	River Trail	Path to Perfect Weekend	Content Activati...	110,544	218	0.20%	2	0.9%
8.	Heroes Wall	Honor Heroes	Retargeting	46,980	129	0.27%	7	5.4%
9.	River Trail	Path to Perfect Weekend	Retargeting	22,098	116	0.52%	null	null
10.	Kid Flying Lessons	Stop in for flying lessons.	Content Activati...	55,736	88	0.16%	0	0.0%
Grand total				1,347,048	10,629	0.79%	555	5.2%

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration
1.	/get-outside/	4,326	71.8%	00:00:39
2.	/stop-and-stretch/	3,817	79.3%	00:00:41
3.	/plan-your-visit/overnight-stay-i95-exit-49/	521	79.8%	00:00:50

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1 min+ CVR
1.	Oct 2020	8,796	75.1%	00:00:41	1.25	7.71%
2.	Sep 2020	1,668	80.1%	00:00:30	1.23	5.34%
3.	Aug 2020	2,208	81.6%	00:00:34	1.20	6.07%
4.	Jul 2020	4,169	80.1%	00:00:31	1.19	5.44%
5.	Jun 2020	3,871	78.9%	00:00:32	1.22	5.79%
6.	May 2020	1,044	82.3%	00:00:35	1.23	5.75%



- Insights:**
- Volume picked up as part of the Content Activation increases - at the same time **performance increased greatly** up to 1m 9s (bottom right chart)
  - Stop & Stretch volume grew quickly with performance great
  - Get Outside (Change of Scenery) volume decreased - performance good still
  - Untapped and Unrivalled started with a few clicks

Data from M1 Platform

	Creative	Tactic	Impressions	Clicks	CTR	1m+ visits goal	Goal CVR
1.	Stop & Stretch	NE FL Travel Planners	755,683	5,680	0.75%	494	8.7%
2.	Fishing Untapped	NE FL Travel Planners	147,034	664	0.45%	48	7.2%
3.	Change of Scenery Outdoors	NE FL Travel Planners	228,328	374	0.16%	17	4.5%
4.	Kayak Untapped	NE FL Travel Planners	70,359	372	0.53%	19	5.1%
5.	Change of Scenery Outdoor	NE FL Travel Planners	13,431	301	2.24%	29	9.6%
6.	Change of Scenery Outdoor	Website RT	63,733	218	0.34%	39	17.9%
7.	I95 20% Off	Website RT	21,189	51	0.24%	5	9.8%
8.	Change of Scenery Outdoors	Website RT	24,970	37	0.15%	null	null
9.	I95 20% Off	NE FL Travel Planners	3,119	23	0.74%	0	0.0%
Grand total			1,327,846	7,720	0.58%	651	8.4%

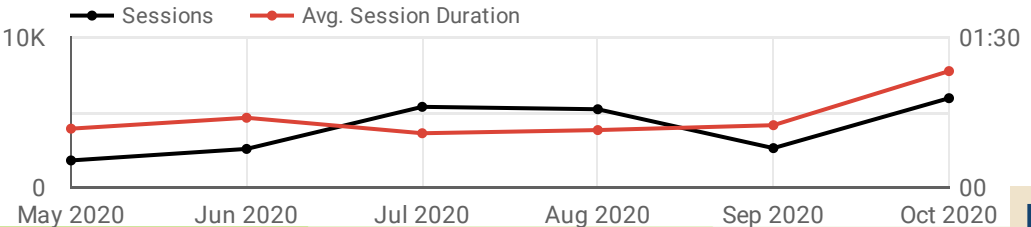
Data from GA

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration
1.	/stop-and-stretch/	4,026	78.66%	00:01:20
2.	/get-outside/	1,006	77.04%	00:00:51
3.	/untappedandunrivalled/	754	82.23%	00:00:40



Data from GA

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	2+ pages/session
1.	Oct 2020	5,961	78.2%	00:01:09	1.32	1,058
2.	Sep 2020	2,633	83.4%	00:00:37	1.19	312
3.	Aug 2020	5,224	83.7%	00:00:34	1.17	575
4.	Jul 2020	5,385	83.8%	00:00:32	1.18	645
5.	Jun 2020	2,581	81.1%	00:00:41	1.19	349
6.	May 2020	1,812	80.6%	00:00:35	1.20	249



- Retargeting continues as the most efficient paid source
- Things to do page on the website does very well, quite possibly people in Raleigh/Durham
- Ad landing pages (content and ppc landing) have good conversion rates

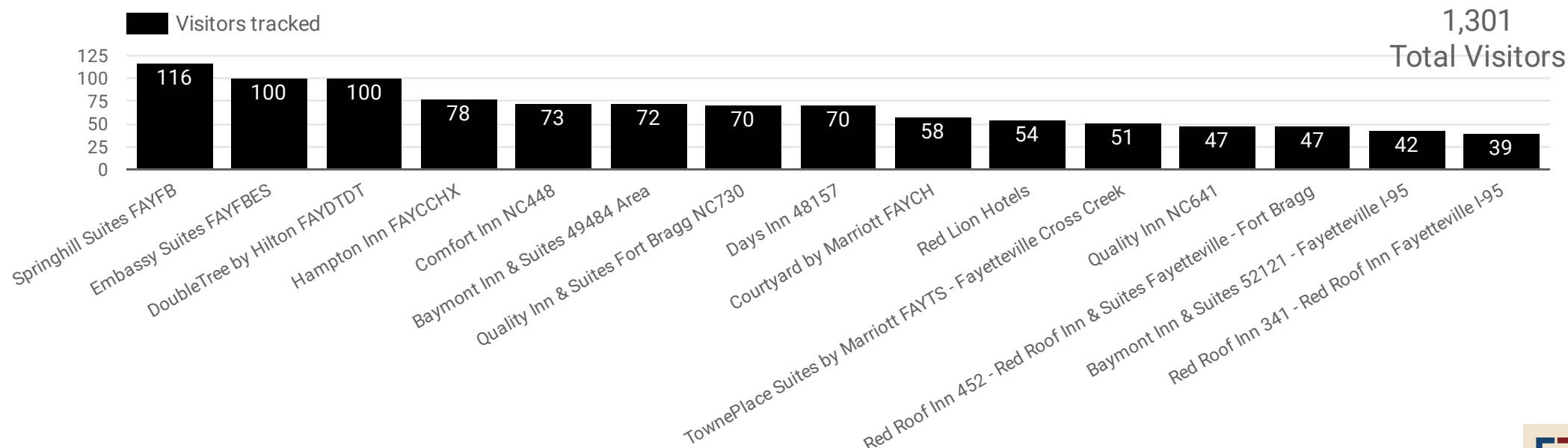
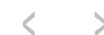
- Biggest changes were DC up from #10 to #6
- Wilmington dropped out of top 10
- New York entered top 10

	Tactic	Impressions ▾	Exposed Visitors	CVR
1.	Display_RT	2,380,948	777	0.033%
2.	Native_Exit49	2,140,922	33	0.002%
3.	Display_Prospect	1,335,003	165	0.012%
4.	Native_RT	766,853	29	0.004%
5.	Native_Prospect	512,269	5	0.001%
6.	Website_ContentPages	138,084	122	0.088%
7.	Website_ThingsToDo	120,365	768	0.638%
8.	PPC_Landing	31,736	35	0.110%
9.	Website_Accommodations	3,331	3	0.090%
10.	Website_Footer	2,222	2	0.090%

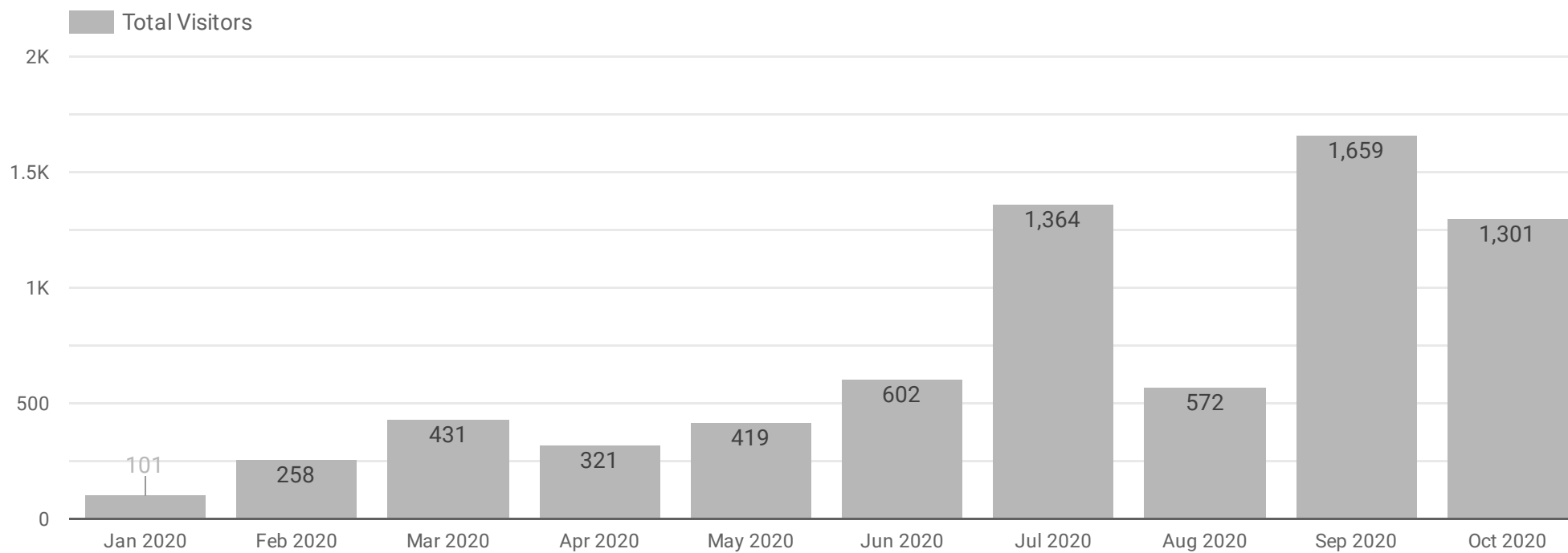
	DMA	Impressions ▾	Exposed Visitors	CVR
1.	New York	1,480,043	11	0.001%
2.	Raleigh/Durham	1,218,835	932	0.076%
3.	Washington DC	1,099,495	24	0.002%
4.	Charlotte	584,282	296	0.051%
5.	Locations outside of DMA bounda...	341,939	347	0.101%
6.	Greensboro/High Point/Winston-S...	313,178	27	0.009%
7.	Columbia-Sc	119,984	19	0.016%
8.	Florence/Myrtle Beach	71,930	21	0.029%
9.	Charleston-Sc	18,790	16	0.085%
10.	Greenville/Spartanburg/Asheville/...	14,250	35	0.246%

Embassy Suites took over as #1 but a good even mix up top

1 - 10 / 10



- Tracked visitors picked back up dramatically with more efficient website retargeting

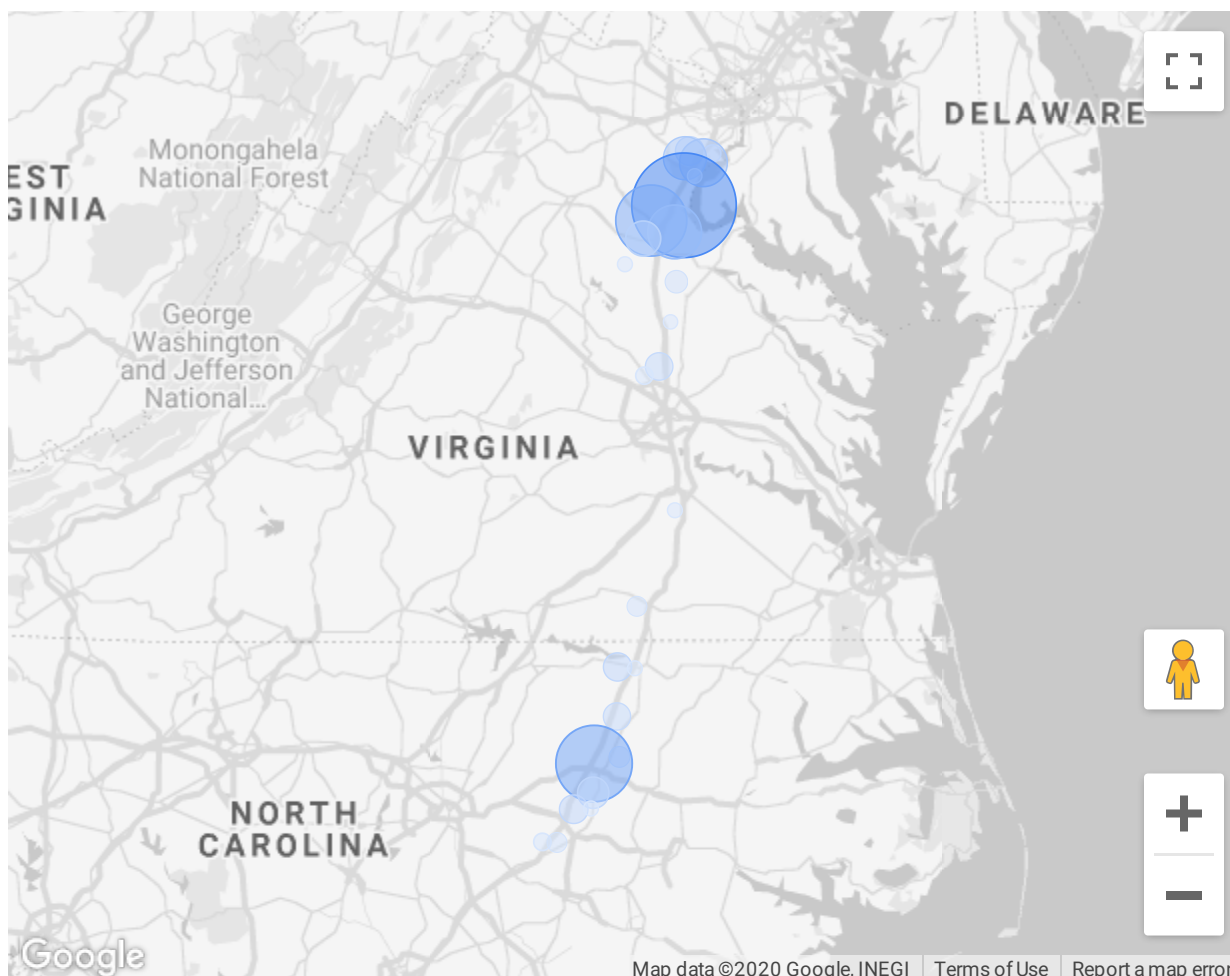




**Insights:**

- 204,410 impressions in October - runs through 11/30/20
- Opened up running ads to gas stations and convenient stores
- Most ads are in very close proximity to I95 and out of the cities
- Impressions only show from 4 PM to 10 PM
- Video for gas station toppers would be much better than the static ad

Initial impressions have been run on 8 separate billboards concentrated in the 2 areas on the map



	Venue Type	DMA	Impressions
1.	Outdoor Billboards	8 - Washington, DC	80,685
2.	Retail Convenience St...	8 - Washington, DC	49,740
3.	Retail Gas Stations	24 - Raleigh-Durham, NC	31,472
4.	Outdoor Billboards	24 - Raleigh-Durham, NC	17,877
5.	Retail Convenience St...	24 - Raleigh-Durham, NC	11,037
6.	Retail Convenience St...	57 - Richmond-Petersb...	5,595
7.	Retail Gas Stations	57 - Richmond-Petersb...	4,896
8.	Retail Gas Stations	8 - Washington, DC	3,106

1 - 8 / 8 < >



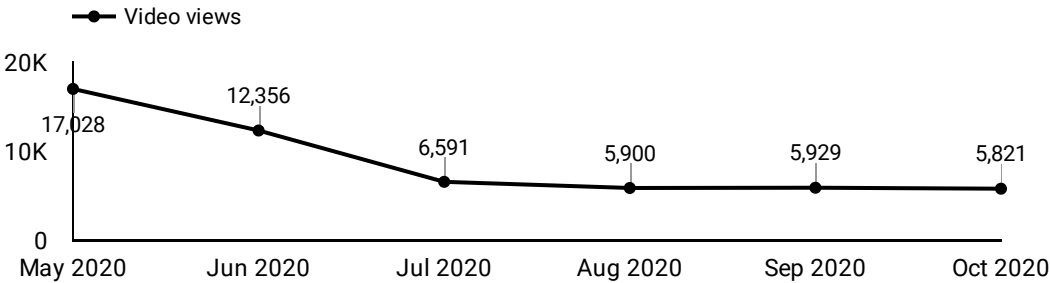
Insights:

- This is a special place video continued with great view rates sticking around 42%
- 2 new subscribers
- 280 subscribers total

Paid Video Ads

Video title	Impressions ▼	Video views	Video view rate	Clicks	CTR
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This Is a Special Place	13,752	5,821	42.3%	19	0.14%
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YouTube Channel Top Videos - Paid & Organic

	Video Title	Views ▼	Average View Percent age	Watch Time
1.	This Is a Special Place	5,781	78.31%	00:04:08
2.	What Does Patriotism Mean To You?	967	46.97%	00:03:05
3.	What Does Patriotism Mean to You #2	226	48.68%	00:03:07
4.	Lafayette Trail	60	47.58%	00:01:46
5.	Visit Spring Lake NC	34	61.86%	00:00:54
6.	You Would Never Guess Lady Liberty Has Dance Moves Like this...	29	58.88%	00:00:28
7.	Cape Fear River Trail	26	66.3%	00:00:58
8.	Lincoln Statue Animation #LiveFree	13	96.23%	00:01:55
9.	Jordan Soccer Complex	11	69.68%	00:00:42
10.	Hope Mills Municipal Park	11	55.16%	00:00:41
11.	J P Riddle Stadium	10	73.14%	00:01:01
12.	Greg Kalevas owner of Chris' Steakhouse	10	98.53%	00:01:27
13.	E Melvin Honeycutt Elementary School	8	50.35%	00:00:35
14.	Reid Ross Classical School	7	66.87%	00:01:00
15.	Hosting a Religious Meeting in Fayetteville, NC	7	59.92%	00:00:56
16.	Merry Christmas from the South View HS Marching Band	6	117.24%	00:00:30
17.	African American Heritage Trail	6	84.49%	00:02:20
18.	American Independence Trail	6	55.26%	00:01:52
19.	Freedom Courts	6	53.18%	00:00:37

## Organic traffic overview:

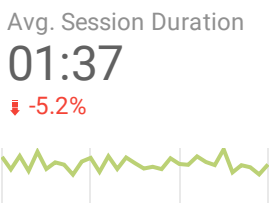
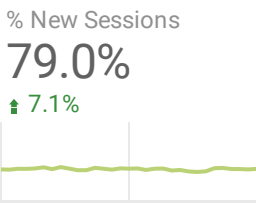
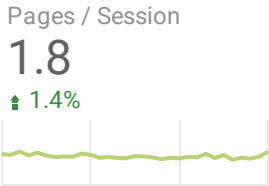
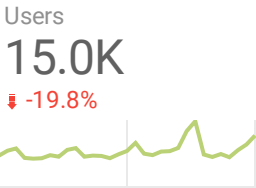
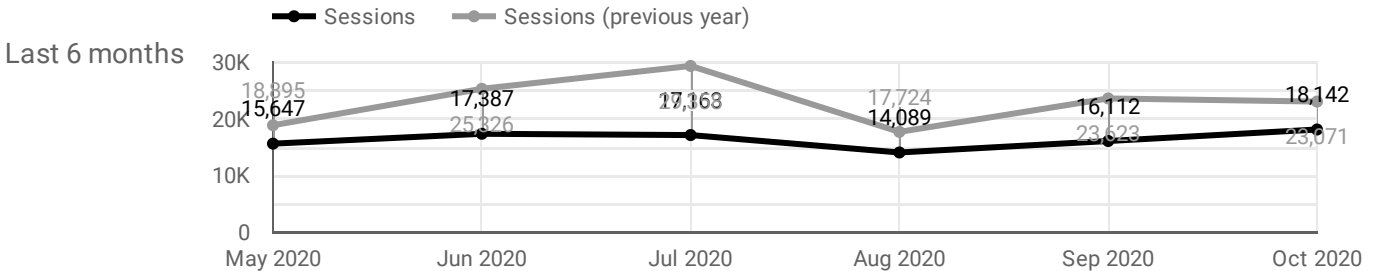
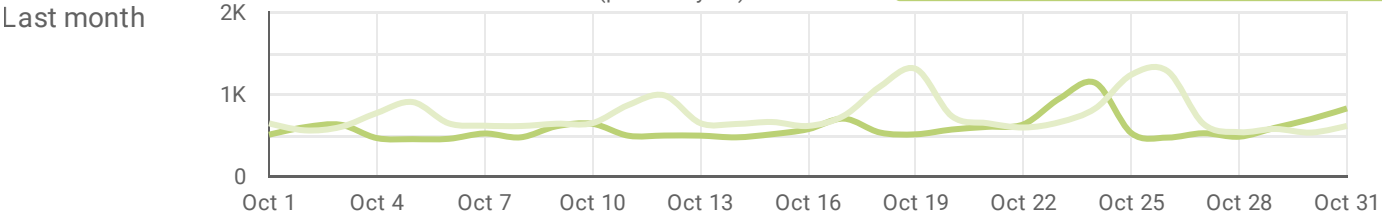
Total organic sessions for month
 

**18.1K**  
 ↓ -21.4%

**Insights:**  
 Organic traffic is down compared to last year mostly due to less "Event" searches 784 TY vs 1,781 LY ; "Circus" (down 767 clicks); "Things To Do" (556 TY vs 943 LY) Ft Bragg search volume down nearly half of last year

Growth took place with "Hope Mills" up 227 vs 104 clicks; "Mott Lake" up 90 vs 35; "Trail" up 302 vs 214

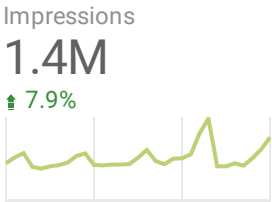
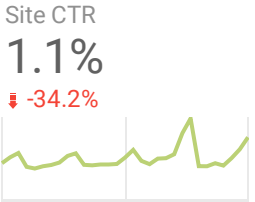
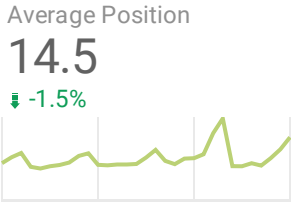
New events have taken up several of the top 10 landing pages



## Organic traffic compared the rest

	Default Channel Grouping	Sessions ▾	% New Sessions	Bounce Rate	Avg. Session Duration	Goal Conversion Rate	Pages / Session
1.	Organic Search	18.1K	79.01%	44.86%	01:37	70.09%	1.8
2.	(Other)	17.9K	78.86%	74.91%	40	27.81%	1.3
3.	Display	6K	66.24%	78.2%	01:09	29.88%	1.3
4.	Paid Search	2.6K	84.66%	59.91%	01:30	67.11%	2.1
5.	Direct	2.5K	81.85%	60.43%	01:31	57.71%	1.7
6.	Referral	1K	53.45%	35.7%	05:52	114.69%	4.6
7.	Social	385	82.6%	68.57%	01:08	46.23%	1.9
8.	Email	22	68.18%	81.82%	02:53	31.82%	1.9

## Organic Interaction



The focus this month was on high visibility pages. These pages will have the greatest long term effect on SEO. To make some changes we will want approvals before publishing anything or the website developer may need to do.

### Focus pages & results by month - specific recommendations sent separately

#### November pages:

1. <https://www.visitfayettevillenc.com/explore/communities/fayetteville/> - targeting people searching for "Fayetteville NC". Make this the official or ultimate guide to Fayetteville NC and make the page awesome
2. <https://www.visitfayettevillenc.com/things-to-do/dining/> - targeting people searching for restaurants - need more lead in copy

#### October pages:

1. <https://www.visitfayettevillenc.com/explore/history/> - Fayetteville has a lot of American history and your main target market loves history. Make this a guide of where history travelers need to visit
2. <https://www.visitfayettevillenc.com/things-to-do/shopping/> - targeting people searching for shopping - need more lead in copy

#### September

1. <https://www.visitfayettevillenc.com/explore/communities/hope-mills/> - 10th most search volume and avg rank of 6.2 gives most potential
2. <https://www.visitfayettevillenc.com/explore/communities/fort-bragg/> - most search volume and avg rank around 10 gives a lot of potential

#### August

1. <https://www.visitfayettevillenc.com/listing/cape-fear-river-trail/7278/> - up 400% in August & up 933% in July (low volume of 31 sessions)
2. <https://www.visitfayettevillenc.com/explore/communities/spring-lake/> - up 19% in August & down 14% in July (low volume of 30 sessions)

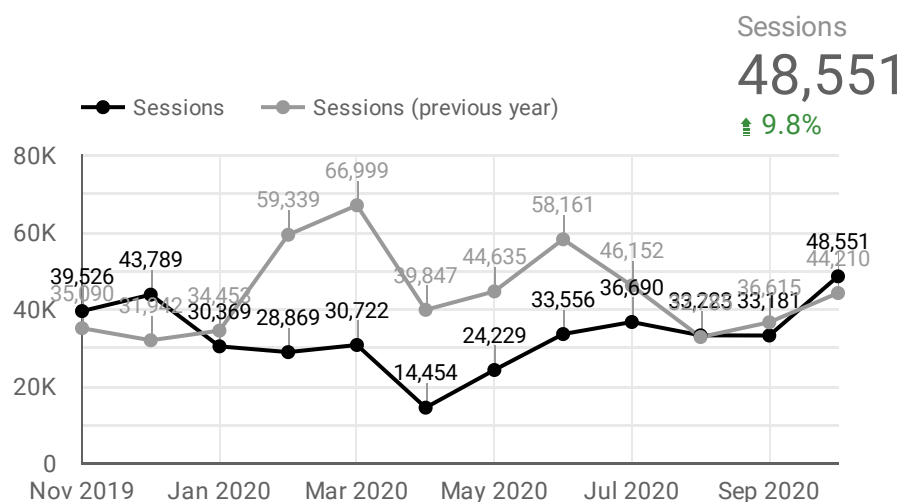
### Top 10 organic landing pages

	Landing Page	Sessions ▾	% Δ
1.	/things-to-do/calendar-of-events/	2,704	17.3% ↑
2.	/event/pecktoberfest/15612/	738	-
3.	/listing/id-card-facility-and-deers/3385/	698	146.6% ↑
4.	/event/prismatica-downtown-fayetteville/15619/	575	-
5.	/	561	-39.3% ↓
6.	/event/downtown-pumpkin-trail/15623/	439	-
7.	/things-to-do/free-things-to-do/	439	-21.7% ↓
8.	/event/halloween-at-the-botanical-garden/15580/	268	-
9.	/event/13th-annual-field-of-honor/15525/	238	-
10.	/listing/all-american-trail/6737/	176	282.6% ↑

### Top 10 searches by volume show SEO potential

	Query	Impressions ① ▾	Clicks ② ▾	% Δ	Site CTR	Average Position	Δ
1.	fayetteville nc	56,562	189	-9.1% ↓	0.33%	6.0	-0.1 ↓
2.	fayetteville	50,520	38	-38.7% ↓	0.08%	8.1	1.1 ↑
3.	fort bragg	16,747	15	7.1% ↑	0.09%	11.2	-0.5 ↓
4.	cross creek mall	11,967	5	25.0% ↑	0.04%	12.6	-1.2 ↓
5.	fayetteville north carol...	9,010	20	-20.0% ↓	0.22%	5.7	0.2 ↑
6.	surge trampoline park	8,024	6	100.0% ↑	0.07%	12.7	-1.1 ↓
7.	fayetteville, north caro...	6,009	15	114.3% ↑	0.25%	5.4	0.1 ↑
8.	hope mills nc	5,837	33	120.0% ↑	0.57%	5.0	-1.0 ↓
9.	spring lake nc	4,981	18	125.0% ↑	0.36%	6.5	-2.2 ↓
10.	dirtbag ales	3,793	12	9.1% ↑	0.32%	10.3	-3.4 ↓

Traffic back up with MediaOne traffic considerably higher than last year.



Paid traffic volume and performance are up over last year

Source / Medium	Sessions	% Δ	Avg. Session Duration	% Δ	1 minute+ session goal	% Δ
1. google / organic	17,358	-22.3% ↓	00:01:35	-4.9% ↓	23.6%	71.0% ↑
2. MediaOne / native	7,478	-22.9% ↓	00:00:42	41.2% ↑	7.9%	113.7% ↑
3. MediaOne / display	5,961	5,523.6% ↑	00:01:09	83.1% ↑	11.2%	197.9% ↑
4. VisitNC/ Social Power...	4,622	-	00:00:40	-	8.2%	-
5. MediaOne / facebook	2,856	5,976.6% ↑	00:00:35	-36.5% ↓	11.2%	76.1% ↑
6. MediaOne / ppc	2,560	664.2% ↑	00:01:30	18.1% ↑	23.6%	108.3% ↑
7. (direct) / (none)	2,535	-42.1% ↓	00:01:31	11.6% ↑	19.9%	82.0% ↑
8. VisitNC/ Travel Focus...	1,312	-	00:00:34	-	6.6%	-
9. MediaOne / Bingppc	744	-	00:00:42	-	10.6%	-
10. 219Group / adroll	699	-	00:00:59	-	14.4%	-

1 - 100 / 160

Higher volume pages are from the paid campaign with other pages coming from organic traffic

Page	Pageviews	% Δ
1. /get-outside/	14,340	-
2. /stop-and-stretch/	10,095	-
3. /things-to-do/calendar-of-events/	4,866	0.9% ↑
4. /explore/communities/fayetteville/	2,111	260.9% ↑
5. /	2,037	-58.2% ↓
6. /coronavirus/	1,979	-
7. /event/prismatica-downtown-fayetteville/15619/	1,847	-
8. /plan-your-visit/overnight-stay-i95-exit-49/	1,458	389.3% ↑
9. /event/pecktoberfest/15612/	1,193	-
10. /things-to-do/	1,135	3.0% ↑

1 - 100 / 3536

Northeast drive to Florida traffic up big

Metro	Sessions	% Δ
1. Raleigh-Durham (Fayetteville) NC	15,475	-6.8% ↓
2. Charlotte NC	7,152	2.3% ↑
3. New York, NY	2,514	161.3% ↑
4. Atlanta GA	2,451	-26.0% ↓
5. Washington DC (Hagerstown MD)	2,256	-10.1% ↓
6. Greensboro-High Point-Winston Salem NC	2,059	125.0% ↑
7. Florence-Myrtle Beach SC	1,726	78.7% ↑
8. Norfolk-Portsmouth-Newport News VA	1,325	-6.6% ↓
9. Greenville-New Bern-Washington NC	941	157.8% ↑
10. Philadelphia PA	872	40.4% ↑

1 - 100 / 199

## Insights:

- Event links getting the most outbound link clicks

Total Events

2,854

-52.8%

Event Label	Exit Page	Total Events ▾	% Δ
1. <a href="https://mpv.tickets.com/?orgId=53352&amp;agency=MILB_MPV&amp;eventId=10045&amp;fbclid=IwAR3Ljb6oVvObkYnMv8WNT4-GU7Oadkkl0L4Qd0a53y7eCTCuKhtcUuAdnSU#/event/E10045/ticketlist/?view=sections&amp;minPrice=35&amp;maxPrice=35&amp;quantity=2&amp;sort=price_desc&amp;ada=false&amp;seatSelection=fals">https://mpv.tickets.com/?orgId=53352&amp;agency=MILB_MPV&amp;eventId=10045&amp;fbclid=IwAR3Ljb6oVvObkYnMv8WNT4-GU7Oadkkl0L4Qd0a53y7eCTCuKhtcUuAdnSU#/event/E10045/ticketlist/?view=sections&amp;minPrice=35&amp;maxPrice=35&amp;quantity=2&amp;sort=price_desc&amp;ada=false&amp;seatSelection=fals</a>	/event/pecktoberfest/15612/	316	2,533.3% ↑
2. <a href="https://www.facebook.com/events/911285699397657/">https://www.facebook.com/events/911285699397657/</a>	/event/prismatica-downtown-fayetteville/15619/	148	2,014.3% ↑
3. <a href="https://www.youtube.com/watch?v=NVWUFaCR3p0">https://www.youtube.com/watch?v=NVWUFaCR3p0</a>	/coronavirus/	138	228.6% ↑
4. <a href="https://visitdowntownfayetteville.com/events/the-great-pumpkin-patch-pop-up-in-downtown-fayetteville/">https://visitdowntownfayetteville.com/events/the-great-pumpkin-patch-pop-up-in-downtown-fayetteville/</a>	/event/downtown-pumpkin-trail/15623/	113	-
5. <a href="https://www.capefearbg.org/event/halloween-in-the-boo-tanical-garden/">https://www.capefearbg.org/event/halloween-in-the-boo-tanical-garden/</a>	/event/halloween-at-the-botanical-garden/15580/	113	3,666.7% ↑
6. <a href="https://www.cfrrt.org/project/lady-day-at-emersons-bar-and-grill/">https://www.cfrrt.org/project/lady-day-at-emersons-bar-and-grill/</a>	/event/lady-day-at-emersons-bar-&-grill:-the-billie-holiday-story/15611/	63	2,000.0% ↑
7. <a href="https://www.facebook.com/events/268120984085954">https://www.facebook.com/events/268120984085954</a>	/event/13th-annual-field-of-honor/15525/	44	46.7% ↑
8. <a href="https://shop.asomf.org/product-p/111111115.htm">https://shop.asomf.org/product-p/111111115.htm</a>	/event/13th-annual-field-of-honor/15525/	33	230.0% ↑
9. <a href="https://deepcreekatv.com/">https://deepcreekatv.com/</a>	/event/deep-creek-zombie-apocalypse-paintball-shoot/15624/	31	-
10. <a href="https://www.youtube.com/watch?v=NVWUFaCR3p0">https://www.youtube.com/watch?v=NVWUFaCR3p0</a>	/	30	15.4% ↑
11. <a href="http://fareharbor.com/embeds/book/downtownfaytours/items/119673/calendar/2020/09">http://fareharbor.com/embeds/book/downtownfaytours/items/119673/calendar/2020/09</a>	/event/downtown-ghost-tours/15622/	30	-
12. <a href="https://fayettevillencgear.com/?ctk=5d7cea05-d884-4161-a5ce-792e74c024f3">https://fayettevillencgear.com/?ctk=5d7cea05-d884-4161-a5ce-792e74c024f3</a>	/	29	0.0%
13. <a href="https://runsignup.com/Race/NC/Anywhere/TRLToutdoorchallenge">https://runsignup.com/Race/NC/Anywhere/TRLToutdoorchallenge</a>	/getoutside/	21	-
14. <a href="https://www.facebook.com/CityMarketAtTheMuseum/">https://www.facebook.com/CityMarketAtTheMuseum/</a>	/event/city-market-at-the-museum/15575/	21	10.5% ↑
15. <a href="https://www.methodist.edu/rembrandt/">https://www.methodist.edu/rembrandt/</a>	/event/"rembrandt:-the-sign-&-the-light"-art-exhibition/15613/	18	100.0% ↑
16. <a href="https://www.facebook.com/dirtbagalesfarmersmarket/">https://www.facebook.com/dirtbagalesfarmersmarket/</a>	/event/dirtbag-ales-farmers-market/15574/	18	-30.8% ↓
17. <a href="https://www.instagram.com/visitfayettevillenc/">https://www.instagram.com/visitfayettevillenc/</a>	/	17	112.5% ↑
18. <a href="https://www.facebook.com/StoneyPointTrailofTerror">https://www.facebook.com/StoneyPointTrailofTerror</a>	/event/stoney-point-trail-of-terror/15654/	17	-
19. <a href="https://www.facebook.com/brightlightbrewing/">https://www.facebook.com/brightlightbrewing/</a>	/event/blbc-1st-annual-oktoberfest-games/15596/	16	14.3% ↑
20. <a href="https://fayettevillenc.gov/community/getting-around/downtown-parking/regular-parking">https://fayettevillenc.gov/community/getting-around/downtown-parking/regular-parking</a>	/explore/maps/	15	-6.3% ↓
21. <a href="https://www.youtube.com/watch?v=NVWUFaCR3p0">https://www.youtube.com/watch?v=NVWUFaCR3p0</a>	/coronavirus/resources/	13	-
Grand total		2,854	36.8% ↑

Continue with increased volume on Content Activation along with some other placements.

Transition more exposure to "Untapped & Unrivaled" campaign

Test new images in Facebook ads using the same copy, particularly for outdoors.

Make SEO updates with the following priorities:

1. <https://www.visitfayettevillenc.com/explore/communities/fayetteville/> - targeting people searching for "Fayetteville NC". Make this the official or ultimate guide to Fayetteville NC and make the page awesome
2. <https://www.visitfayettevillenc.com/things-to-do/dining/> - targeting people searching for restaurants - need more lead in copy