

Monthly Digital Report

November 2020



MEDIAONE

Campaign Summary

1

Campaign volume increased with added NC grant investment. Most dollars went to increased Content Activation along with adding Digital Audio (mostly Spotify).

Introduced "Quintessential Fayetteville" and continued "Untapped & Unrivaled" 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
- Digital Audio (mostly Spotify)

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 & 17).

Traffic stays 1m 19s while most other paid traffic is under a minute.

Native and Display have great quality too getting 45s and 42s.

3

MediaOne drove over double the traffic than last year with engagement quality staying about the same.

Overall website traffic has 2,800 more people that stayed on the website for over a minute than last year.

4

Total traffic to the website was up 37.3% after being down 9.8%.

Organic traffic continues to be down due to much less event searches highlighted on page 15.

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 69.1%
- 2+ pages per session up 137.8%
- Outbound link clicks down 42.7% (measured differently than last year)
- Request Destination Guide up 52.4%

MEDIAONE TRAFFIC

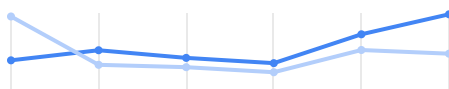
Campaign traffic is up over last year by 102% with NC grant added after being up 37% last month

Avg session duration decreased a little with much higher click volume

Pages/session down the same as avg session duration

MediaOne Traffic to Site

2nd half 2019	YTD* 2020	Last month
Sessions 66,774	Sessions 124,281	Sessions 26,389
↑ 67.7%	↓ -44.2%	↑ 102.0%



Avg. Session Duration (ASD)

2nd half 2019	YTD* 2020	Last month
Avg. Session Duration 00:00:44	Avg. Session Duration 00:00:46	Avg. Session Duration 00:00:44
↑ 20.4%	↑ 12.9%	↓ -6.7%



Pages / Session

2nd half 2019	YTD* 2020	Last month
Pages / Session 1.34	Pages / Session 1.39	Pages / Session 1.28
↑ 4.6%	↑ 11.8%	↓ -5.6%



ALL WEBSITE TRAFFIC

Website traffic was up 37% with one of the biggest months of the year.

Organic continues to struggle with events driving traffic last year but not happening this year.

More traffic is staying for 1 min than last year.

Website traffic

2nd half 2019	YTD* 2019	Last month
Sessions 243,077	Sessions 379,082	Sessions 54,262
↑ 38.9%	↓ -26.3%	↑ 37.3%



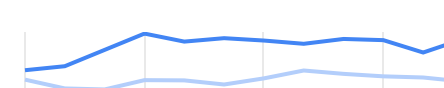
Organic traffic

2nd half 2019	YTD* 2019	Last month
Sessions 137,890	Sessions 179,776	Sessions 14,644
↑ 49.6%	↓ -18.1%	↓ -25.7%



1 min+ Sessions GA goal CVR

2nd half 2019	YTD* 2019	Last month
1 min+ CVR 10.84%	1 min+ CVR 16.05%	1 min+ CVR 12.66%
↓ -8.4%	↑ 66.5%	↑ 23.2%

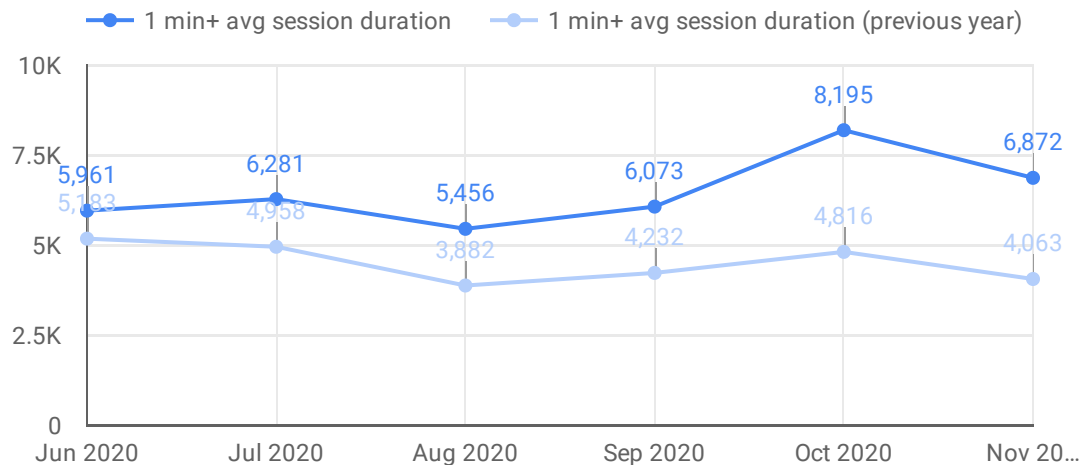


1 minute plus average session duration

1 min+ sessions

6.9K

↑ 69.1%

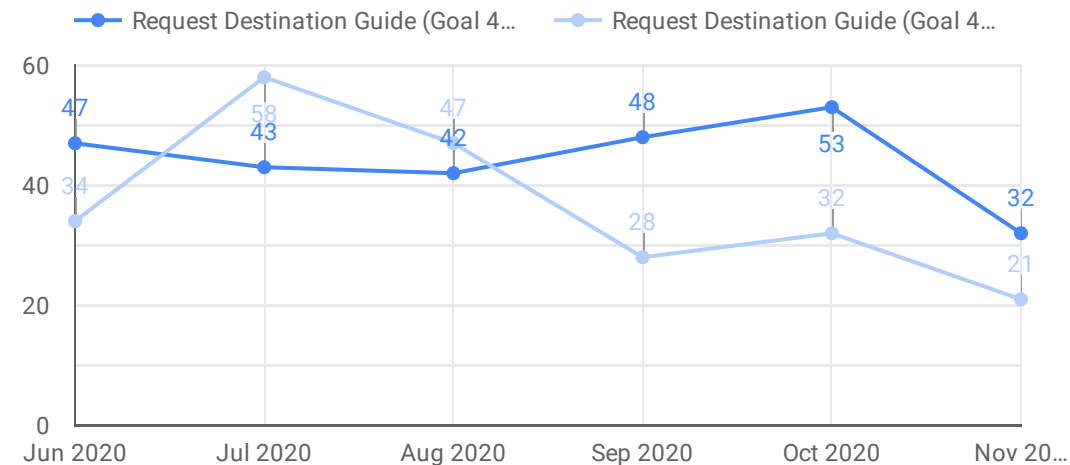


Request Destination Guide

Destination guide downloads

32

↑ 52.4%

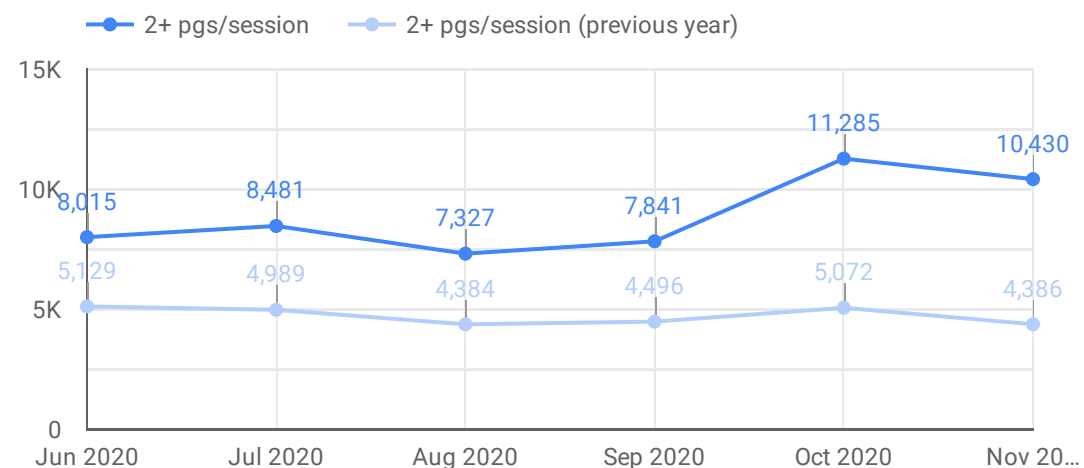


2+ pages per session

2+ pg sessions

10.4K

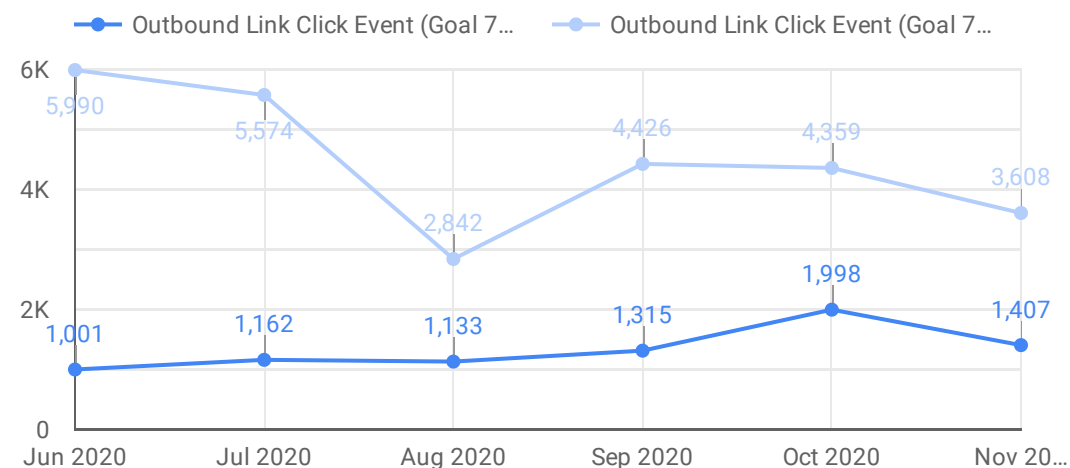
↑ 137.8%

Outbound Link Clicks to Partners
(measured differently in 2019)

Total Events

2.0K

↓ -57.0%



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	2,481	1,481	13,333						27,656
	Clicks Delivered	3,736	2,180	2,760	2,560	1,757								
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	997	741	4,444						10,753
	Clicks Delivered	437	520	492	1,073	707								
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	293,828	1,714,286						3,612,316
	Impressions Delivered	962,691	279,014	231,651	110,083	453,232								
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	2,765	12,000						28,778
	Clicks Delivered	2,150	538	508	2,987	3,248								
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	17,228								
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	675,659								
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	6,735								
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

Nov 1, 2020 - Nov 30, 2020

Insights:

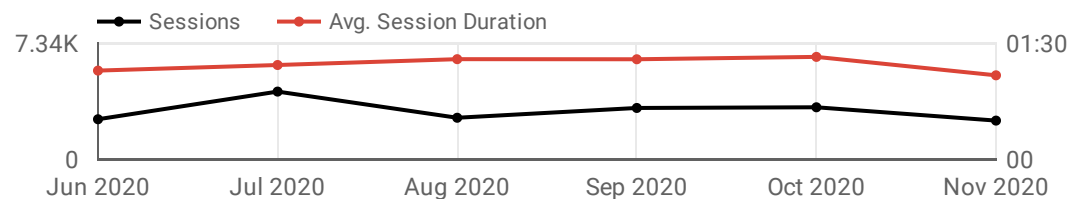
- Performance dropped a bit with request a guide landing page performance declining
- Fayetteville & Family Friendly landing pages are still doing best and increasing volume - request a guide page performance doing worse over time
- "Top 10 things to do in fayetteville nc" clicks jumped from zero last month to 225 this month
- "North Carolina places to visit" has remained in the top 2-3 search terms

All Landing Pages

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration	1+ min session CVR
1.	/explore/communities/fayetteville/	1,358	64.4%	00:01:17	19.9%
2.	/plan-your-visit/request-a-guide/	407	74.9%	00:00:31	11.1%
3.	/things-to-do/family-friendly/	260	60.0%	00:01:20	26.9%
4.	/plan-your-visit/overnight-stay-i95-exit-...	196	80.1%	00:00:17	6.6%
5.	/explore/communities/fort-bragg/	109	52.3%	00:01:32	30.3%
6.	/listing/cape-fear-river-trail/7278/	20	45.0%	00:00:47	30.0%
	Grand total	2,470	66.7%	00:01:05	18.4%

Performance by Month - Focusing on Avg Session Duration

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1+ min session CVR
1.	Nov 2020	2,470	66.7%	00:01:05	1.8	18.4%
2.	Oct 2020	3,313	63.1%	00:01:19	1.9	20.7%
3.	Sep 2020	3,270	62.5%	00:01:17	2.0	20.5%
4.	Aug 2020	2,650	60.3%	00:01:17	2.0	22.3%
5.	Jul 2020	4,306	61.8%	00:01:13	2.0	20.7%
6.	Jun 2020	2,556	61.6%	00:01:09	1.9	20.8%



Top Paid Search Keywords

	Search keyword	Impressi...	Clicks	% Δ	CTR
1.	top 10 things to do in fayetteville nc	767	225	-	29.34%
2.	north carolina places to visit	2,458	199	-10.4% ↓	8.1%
3.	raleigh north carolina things to do	3,293	196	36.1% ↑	5.95%
4.	best places to go in north carolina	1,342	178	-43.7% ↓	13.26%
5.	things to do in fayetteville nc	579	137	-37.7% ↓	23.66%
6.	fayetteville things to do this weekend	618	121	-40.7% ↓	19.58%
7.	fun things to do in fayetteville nc	581	78	-77.1% ↓	13.43%
8.	things to do in north carolina	269	47	-2.1% ↓	17.47%
9.	all cities in north carolina	419	21	-71.2% ↓	5.01%
10.	visit fort bragg nc	194	21	-43.2% ↓	10.82%
11.	cape fear river trail	153	21	-70.8% ↓	13.73%
12.	ft bragg army base	401	17	-39.3% ↓	4.24%
13.	hotels off I95	116	15	-28.6% ↓	12.93%
14.	hotel deals near me	222	15	200.0% ↑	6.76%
15.	fun places in north carolina	61	14	0.0%	22.95%
16.	hotel deals	274	13	225.0% ↑	4.74%
17.	stuff to do in fayetteville nc	105	12	50.0% ↑	11.43%
18.	events this weekend in nc	334	11	-71.8% ↓	3.29%
19.	north carolina historical sites	250	10	-52.4% ↓	4%
20.	things to do in fayetteville	55	10	-23.1% ↓	18.18%

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... 195 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

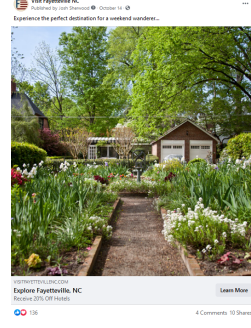
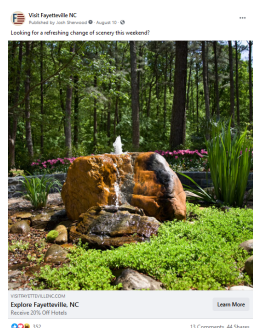
Sports Events Things To Do - Family About Cumberland Cou... Accommodations

Insights:

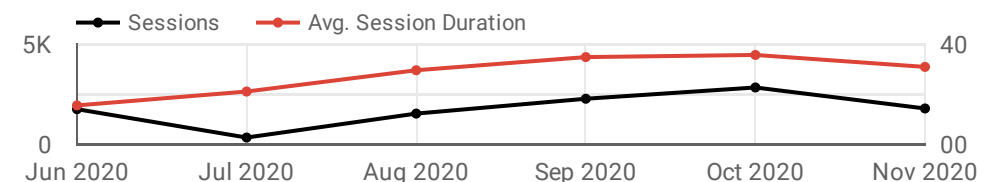
- November avg session duration dropped a little from last month with many of the landing pages going down from almost the same targeting as last month (bottom left)
- Best ad was Get Outside Change of Scenery with 10% staying over 1 minute
- "Stop and Stretch" performance started good at low volume but declined with increased volume
- New Untapped & Unrivaled and Quintessential Fayetteville have started with better performance
- Targeting people that are researching travel to Florida from the northeast or those actively traveling

	Creative	Tactic	Impressions	Clicks ▾	CTR	Engagem ents	Engagmt Rate	1 min+ session GA Goal	Goal CVR
1.	Untapped - Fishing Early Worm	Veteran Prospecting	27,655	378	1.37%	25	0.09%	25	6.6%
2.	Get Outside - Change of Scenery	Family Prospecting	39,653	362	0.91%	100	0.25%	37	10.2%
3.	Get Outside - Weekend Wanderer	Family Prospecting	22,222	162	0.73%	62	0.28%	13	8.0%
4.	Where we eating? Biscuits & Gravy	Website & Email RT	14,687	110	0.75%	24	0.16%	12	10.9%
5.	Get Outside - Change of Scenery	Veteran Prospecting	9,703	98	1.01%	23	0.24%	10	10.2%
6.	Get Outside - Golf	Veteran Prospecting	13,190	95	0.72%	76	0.58%	4	4.2%
7.	Get Outside - Change of Scenery	NE Travel Planners (To FL)	7,555	94	1.24%	9	0.12%	4	4.3%
8.	Get Outside - Change of Scenery	Website & Email RT	9,792	77	0.79%	28	0.29%	5	6.5%
9.	Get Outside - Weekend Wanderer	Website & Email RT	7,112	67	0.94%	38	0.53%	7	10.4%
10.	Get Outside - Weekend Wanderer	Veteran Prospecting	8,633	54	0.63%	38	0.44%	2	3.7%

	Landing Page	Sessions ▾	% Δ	Avg. Session Duration	% Δ	1m+ sessions
1.	/get-outside/	1,025	-53.4% ↓	00:00:29	-14.2% ↓	8.9%
2.	/untappedandunrivaled/	405	965.8% ↑	00:00:32	5,517.3% ↑	6.9%
3.	/stop-and-stretch/	254	-28.7% ↓	00:00:30	-40.1% ↓	7.5%
4.	/quintessential-fayetteville/	54	-	00:00:38	-	22.2%



	Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1m+ sessions
1.	Nov 2020	1,807	81.3%	00:00:31	1.29	8.5%
2.	Oct 2020	2,856	77.3%	00:00:35	1.35	11.2%
3.	Sep 2020	2,293	76.8%	00:00:34	1.43	11.6%
4.	Aug 2020	1,551	79.8%	00:00:29	1.30	9.6%
5.	Jul 2020	354	82.5%	00:00:21	1.20	6.5%
6.	Jun 2020	1,771	81.8%	00:00:15	1.23	6.2%



Insights:

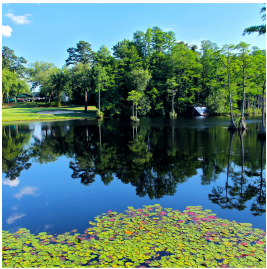
- Volume picked up considerably with NC grant additional dollars
- **Performance the best of the year:** avg session duration up to 44 sec from previous record of 41 secs (bottom right chart)
- Path with Flowers, Tree Lake Reflection & Woman Paddleboarder had the best performance
- Quintessential Fayetteville had the best avg session duration but at much lower click volume
- Untapped & Unrivalled had the best performance overall with combination of click volume and post-click engagement

Data from M1 Platform

	Image	Headline	Tactic	Impressions	Clicks	CTR	1 min+ session	Goal CVR
1.	Girl Parachute	Stop in for flying lessons	NE FL Prospecti...	228,840	3,954	1.73%	196	5.0%
2.	Flower Path	Path to Perfect Weekend	Website & Email RT	107,209	2,127	1.98%	172	8.1%
3.	Fisherman Dock	Early worm	NE FL Prospecti...	99,462	1,834	1.84%	115	6.3%
4.	Fisherman Dock	Early worm	Website & Email RT	86,632	1,429	1.65%	42	2.9%
5.	Kayak	Land is overrated	NE FL Prospecti...	82,776	1,335	1.61%	78	5.8%
6.	Frisbee Dog	Road Tripping	NE FL Prospecti...	129,079	960	0.74%	56	5.8%
7.	Woman Paddleboard	Stop into Fayetteville on your next road trip	NE FL Prospecti...	82,683	856	1.04%	58	6.8%
8.	Tree Lake Reflection	Your Perfect Weekend Getaway	Website & Email RT	47,982	636	1.33%	86	13.5%
9.	Kayak	Land is overrated	Website & Email RT	23,697	439	1.85%	11	2.5%
10.	Zipliner	Nature Walk or Nature Fly	NE FL Prospecti...	9,434	300	3.18%	23	7.7%
Grand total				910,321	14,182	1.56%	867	6.1%

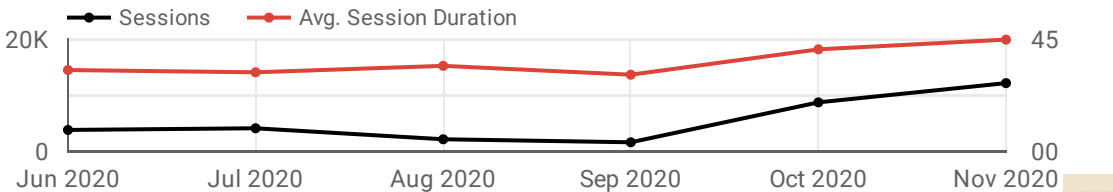
Top Landing Page Data from GA

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration
1.	/stop-and-stretch/	5,120	84.3%	00:00:41
2.	/untappedandunrivalled/	3,366	81.6%	00:00:49
3.	/get-outside/	2,702	75.7%	00:00:46
4.	/plan-your-visit/overnight-stay-i95-exit-49/	605	78.8%	00:00:42
5.	/quintessential-fayetteville/	301	82.1%	00:00:51



Monthly Data from GA

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1 min+ CVR
1.	Nov 2020	12,230	81.1%	00:00:44	1.24	7.51%
2.	Oct 2020	8,796	75.1%	00:00:41	1.25	7.71%
3.	Sep 2020	1,668	80.1%	00:00:30	1.23	5.34%
4.	Aug 2020	2,208	81.6%	00:00:34	1.20	6.07%
5.	Jul 2020	4,169	80.1%	00:00:31	1.19	5.44%
6.	Jun 2020	3,871	78.9%	00:00:32	1.22	5.79%



Insights:

- Volume picked up as part of the Content Activation increases from the NC grant
- Performance decreased to the previous high level with last month's time being an outlier
- Untapped & Unrivald volume grew quickly with performance doing well
- Stop & Stretch had the best performance with avg session duration but not as many clicks

Data from M1 Platform

	Creative	Tactic	Impressions	Clicks	CTR	1 m+ visits goal	Goal CVR
1.	Fishing Untapped	NE FL Travel Planners	1,876,509	5,425	0.29%	299	5.5%
2.	Kayak Untapped	NE FL Travel Planners	298,216	1,653	0.55%	118	7.1%
3.	Stop & Stretch	NE FL Travel Planners	236,509	1,614	0.68%	146	9.0%
4.	Change of Scenery Outdoors	Website & Email RT	188,867	578	0.31%	34	5.9%
5.	Fishing Untapped	Website & Email RT	57,644	488	0.85%	37	7.6%
6.	Kayak Untapped	Website & Email RT	41,299	331	0.80%	21	6.3%
7.	I95 20% Off	Website & Email RT	145,706	314	0.22%	10	3.2%
8.	Change of Scenery Outdoors	NE FL Travel Planners	109,123	149	0.14%	null	null
9.	Quintessential Skydiving	NE FL Travel Planners	12,898	87	0.67%	null	null
10.	Quintessential Ziplining	NE FL Travel Planners	11,124	50	0.52%	null	null
	Grand total		2,997,861	10,778	0.36%	665	6.2%

Top Landing Page Data from GA

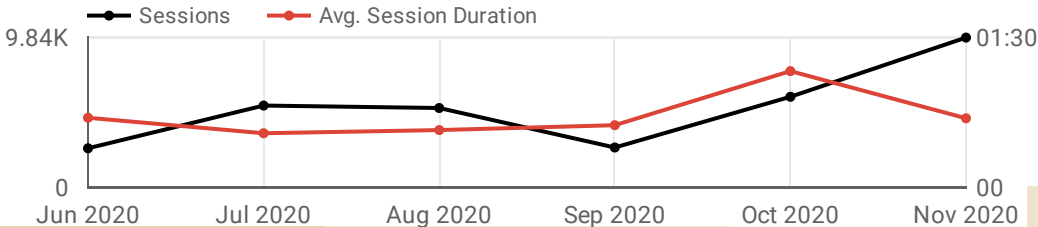
	Landing Page	Sessions	% Δ	Avg. Session Duration	% Δ	1 min+ sessions CVR	% Δ
...	/untappedandunrivald/	7,136	846.4% ↑	00:00:40	1.1% ↑	6.82%	-9.7% ↓
...	/stop-and-stretch/	1,511	-62.5% ↓	00:00:52	-35.5% ↓	9.73%	-21.8% ↓
...	/get-outside/	619	-38.5% ↓	00:00:36	-29.3% ↓	7.27%	-23.8% ↓
...	/plan-your-visit/overnight-stay-i95-exit-49/	267	238.0% ↑	00:00:21	-52.9% ↓	4.12%	-34.9% ↓

...	/quintessential-fayetteville/	183	-	00:00:19	-	3.28%	-
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Monthly Data from GA

	Month of Year	Sessions	Avg. Session Duration	1 min+ sessions CVR
1.	Nov 2020	9,844	00:00:41	7.20%
2.	Oct 2020	5,961	00:01:09	11.24%
3.	Sep 2020	2,633	00:00:37	6.87%
4.	Aug 2020	5,224	00:00:34	6.13%
5.	Jul 2020	5,385	00:00:32	5.81%
6.	Jun 2020	2,581	00:00:41	6.63%



- Retargeting continues as the most efficient paid source with Native RT CVR getting better
- People that have gone to the website convert at a higher rate

- Feeder markets stayed relatively the same with the top 3 driving most of the overnight stays followed by many feeder markets

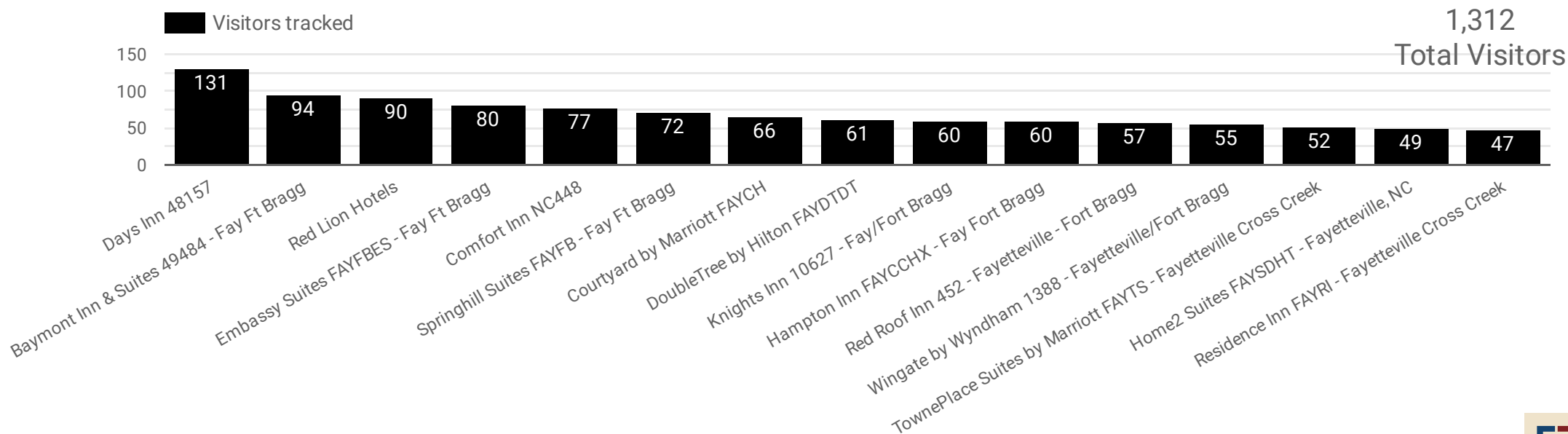
	Tactic	Impressions ▾	Exposed Visitors	CVR
1.	Display_RT	2,612,453	756	0.029%
2.	Display_Prospect	2,481,738	237	0.010%
3.	Native_Exit49	2,140,607	19	0.001%
4.	Native_Prospect	1,455,225	6	+0.000%
5.	Native_RT	878,046	64	0.007%
6.	Website_ContentPages	173,489	137	0.079%
7.	Website_ThingsToDo	127,393	649	0.509%
8.	Audio	52,286	1	0.002%
9.	PPC_Landing	35,038	42	0.120%
10.	Website_Accommodations	3,552	2	0.056%
11.	Website_FtBragg	3,550	2	0.056%

	DMA	Impressions	Exposed Visitors ▾	CVR
1.	Raleigh/Durham	1,454,966	883	0.061%
2.	Rural Areas	367,544	346	0.094%
3.	Charlotte	760,367	270	0.036%
4.	Florence/Myrtle Beach	118,521	31	0.026%
5.	Greenville/Spartanburg/Asheville/...	21,884	29	0.133%
6.	Washington DC	1,432,010	27	0.002%
7.	Greensboro/High Point/Winston-S...	418,397	27	0.006%
8.	Columbia-Sc	160,763	21	0.013%
9.	Charleston-Sc	19,816	18	0.091%
10.	Norfolk/Portsmouth/Newport News	435,125	18	0.004%

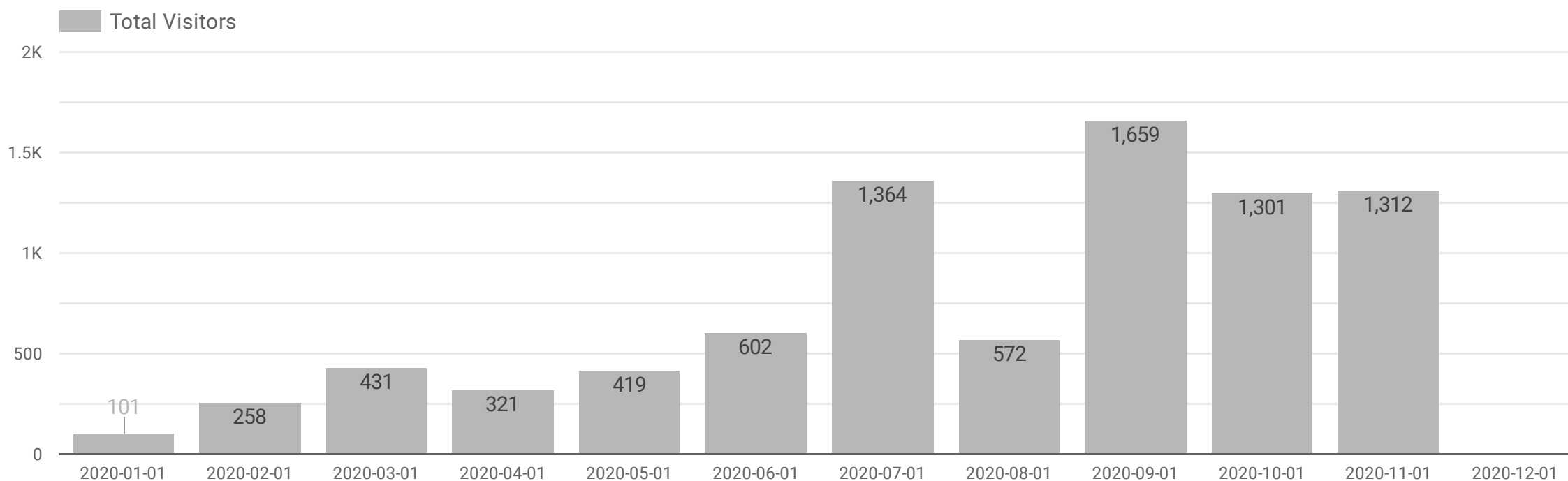
1 - 20 / 20



Days Inn moved back from #6 to #1, followed by Baymont Inn Fay/FTB from #7 to #2. Doubletree fell the most from last month.



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



Insights:

- \$10,750 investment for 488,636 impressions
- Pacing behind so impressions will pick up greatly in December
- Most impressions are on Spotify followed by other audio players then many specific radio station websites

Impressions & Clicks (MediaOne Platform Data)

Impressions ▾

100,944

Audio Inventory

Inventory sources include specific properties along with general players like Trinity Audio and Shoutcast.

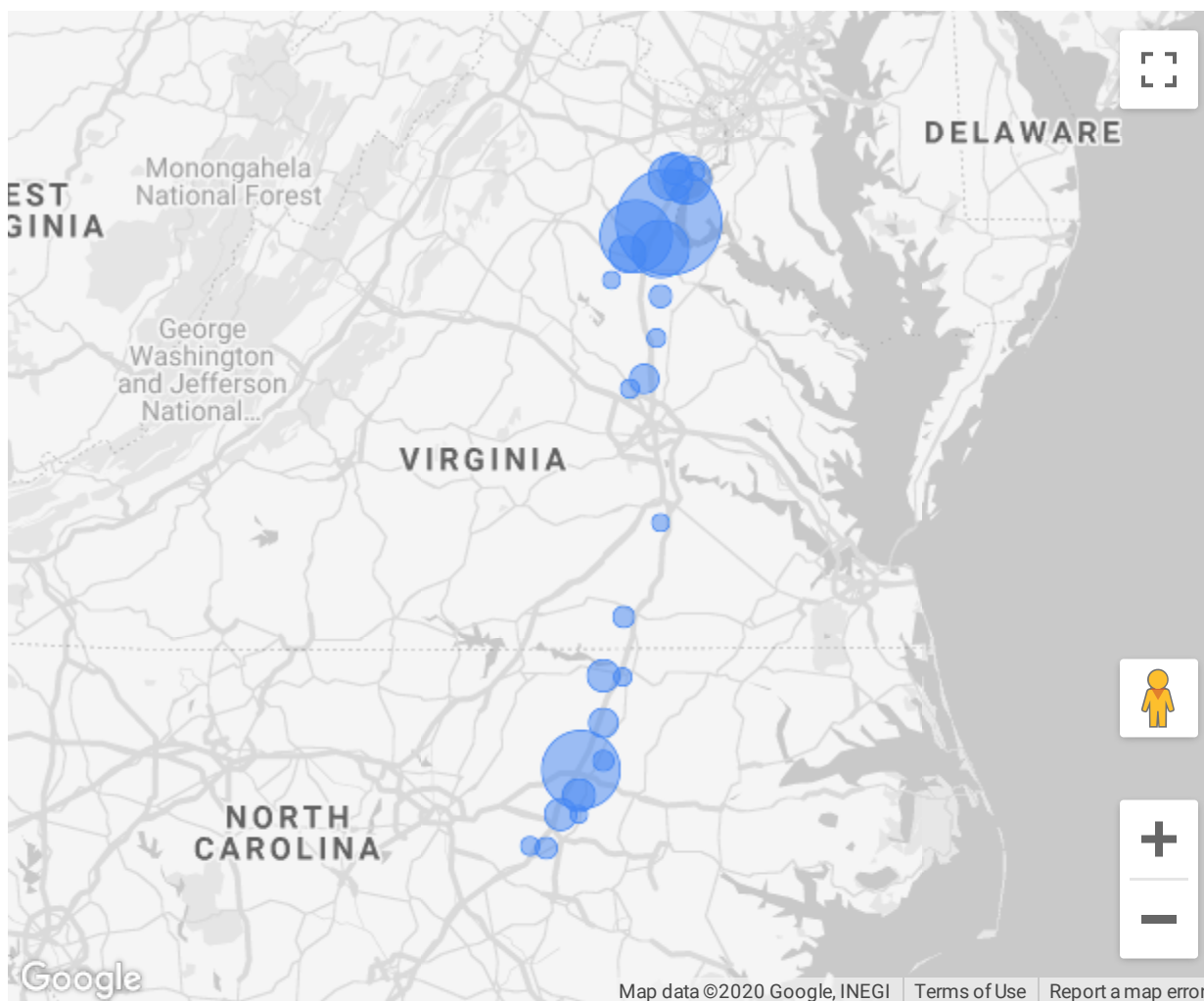
Spotify is the most premium and gets the majority of impressions.

	Site	Impressions ▾
1.	spotify	43,344
2.	trinityaudio.ai	6,513
3.	www.shoutcast.com	4,189
4.	tunein.player	1,544
5.	www.theteam980.com	1,430
6.	com.tunein.tuneinradio	1,197
7.	theteam980.com	1,098
8.	sonos.radio	1,025
9.	bloombergradio.com	990
10.	www.startalkradio.net	925
11.	985thesportshub.com	843
12.	www.1035bobfm.com	612
13.	wrnn.net	491
14.	praiserichmond.com	488
15.	thefishatlanta.com	478
16.	thebigdm.com	462
17.	majicatl.com	445
18.	ksfo560.com	414
19.	kissrichmond.com	406

Insights:

- Campaign completed
 - 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



Impressions 45 • ● 42,470

	Venue Type	DMA	Impressions ▾
1.	Outdoor Billboards	8 - Washington, DC	80,685
2.	Retail Convenience Stor...	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 Stor...	24 - Raleigh-Durham, NC	11,037
6.	Retail Convenience Stor...	57 - Richmond-Petersburg, VA	5,595
7.	Retail Gas Stations	57 - Richmond-Petersburg, VA	4,896
8.	Retail Gas Stations	8 - Washington, DC	3,106
			1 - 8 / 8 < >

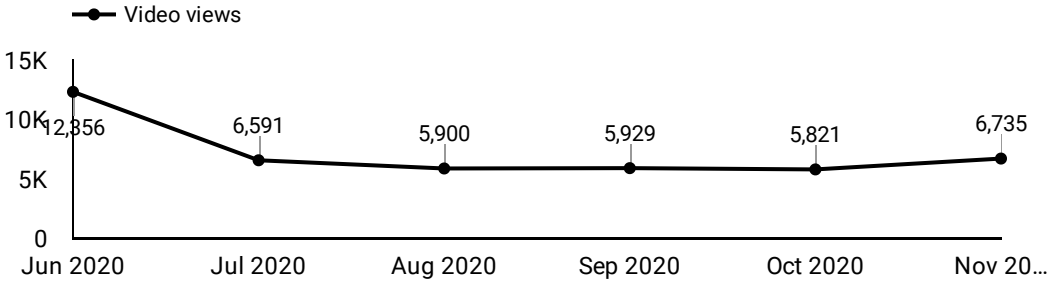
Insights:

- This is a special place video continued to drive most of the views
- 800 or so views organically on other videos with "What Does Patriotism Mean To You?" the most watched organically
- 6 new subscribers
- 287 subscribers total

Paid Video Ads

Video title	Impressions ▾	Video views	Video view rate	Clicks	CTR
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This Is a Special Place - Fayetteville NC	16,661	6,735	40.4%	18	0.11%
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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 - Fayetteville NC	6,639	77.08%	00:04:23
2.	What Does Patriotism Mean To You?	216	38.53%	00:02:15
3.	Veterans Day 2020 - Fayetteville NC	112	55.2%	00:01:41
4.	International Folk Festival	72	73.34%	00:07:22
5.	You Would Never Guess Lady Liberty Has Dance Moves Like this...	56	38.42%	00:00:23
6.	Lafayette Trail	32	46.87%	00:01:28
7.	Lincoln Statue Animation #LiveFree	31	81.56%	00:00:59
8.	Visit Spring Lake NC	27	67.81%	00:00:54
9.	Cape Fear River Trail	21	68.24%	00:00:58
10.	E Melvin Honeycutt Elementary School	18	55.15%	00:00:52
11.	What Does Patriotism Mean to You #2	17	36.69%	00:01:27
12.	Hosting a Religious Meeting in Fayetteville NC	15	37.24%	00:01:14
13.	Freedom Courts	14	75.46%	00:00:50
14.	Jordan Soccer Complex - Fayetteville NC	12	69.4%	00:00:41
15.	African American Heritage Trail	10	41.54%	00:01:11
16.	Family-Fun in Fayetteville NC	7	53.38%	00:00:25
17.	Arnette Park	7	41.28%	00:00:29
18.	Reid Ross Classical School	7	76.37%	00:00:49
19.	Hope Mills Municipal Park	7	70.24%	00:01:01
20.	Pursuits Compilation Video	6	27.25%	00:00:33
	Grand total	7,453	73.47%	00:03:51

Organic traffic overview:

Total organic sessions for month

14.6K
↓ -25.7%

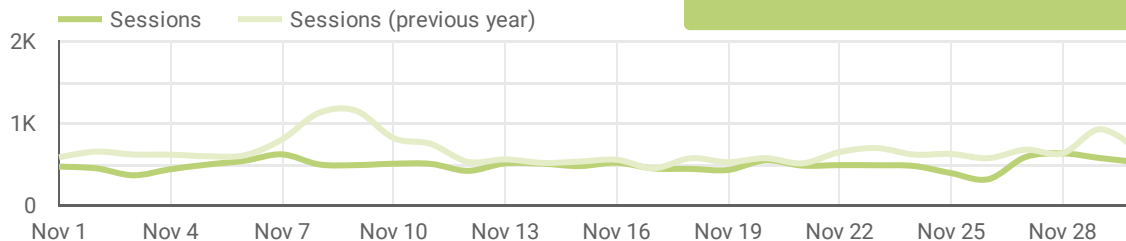
Insights:

Organic traffic is down compared to last year mostly due to less Christmas and Veterans Day Parade clicks (1,000 less clicks this year) and events (~700 less clicks) and Disney on ice (~300 less clicks)

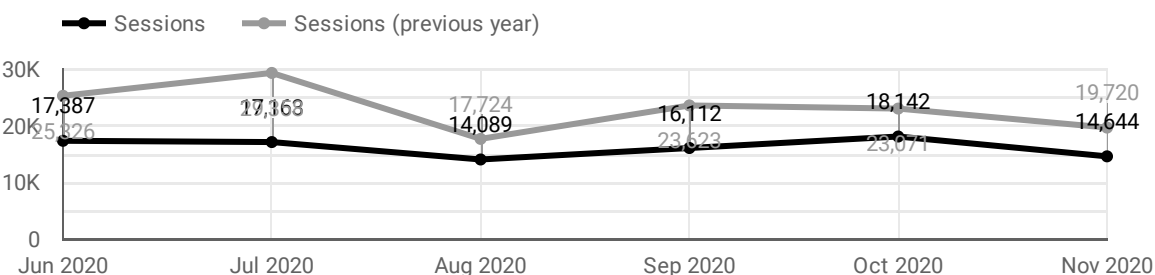
Growth took place with "Sweet valley ranch festival of lights"

New events have taken up several of the top 10 landing pages along with outdoor activities.

Last month



Last 6 months



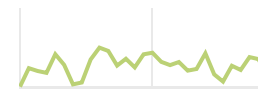
Users

12.6K
↓ -23.6%

Pages / Session

1.7
↓ -3.3%

% New Sessions

81.6%
↑ 7.4%

Avg. Session Duration

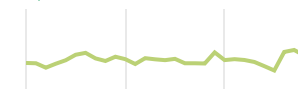
01:30
↓ -6.1%

Organic traffic compared the rest

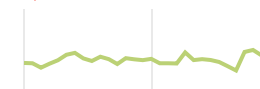
	Default Channel Grouping	Sessions ▾	% New Sessions	Bounce Rate	Avg. Session Duration	Goal Conversion Rate	Pages / Session
1.	(Other)	24.7K	73.91%	77.94%	38	24.66%	1.3
2.	Organic Search	14.6K	81.59%	46.75%	01:30	62.54%	1.7
3.	Display	9.8K	63.28%	82.12%	41	21.48%	1.2
4.	Direct	2.2K	85.9%	64.7%	01:21	50.91%	1.8
5.	Paid Search	1.8K	86.67%	63.87%	01:18	60.69%	2
6.	Referral	809	54.88%	36.09%	06:40	123.24%	5
7.	Social	272	77.57%	59.56%	02:24	61.03%	2.4
8.	Email	20	65%	15%	02:56	135%	3

Organic Interaction

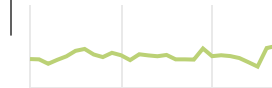
Average Position

15.1
↓ -5.3%

Site CTR

1.0%
↓ -34.9%

Impressions

1.3M
↑ 4.2%

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
Please see note in recommendations on internal links being blocked by adblockers

December pages:

1. <https://www.visitfayettevillenc.com/plan-your-visit/> - More handholding on this page. Walk users through planning a visit.
2. <https://www.visitfayettevillenc.com/media/10-things-you-didnt-know-about-cumberland-county/> - Great content but needs more internal/external linking.

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

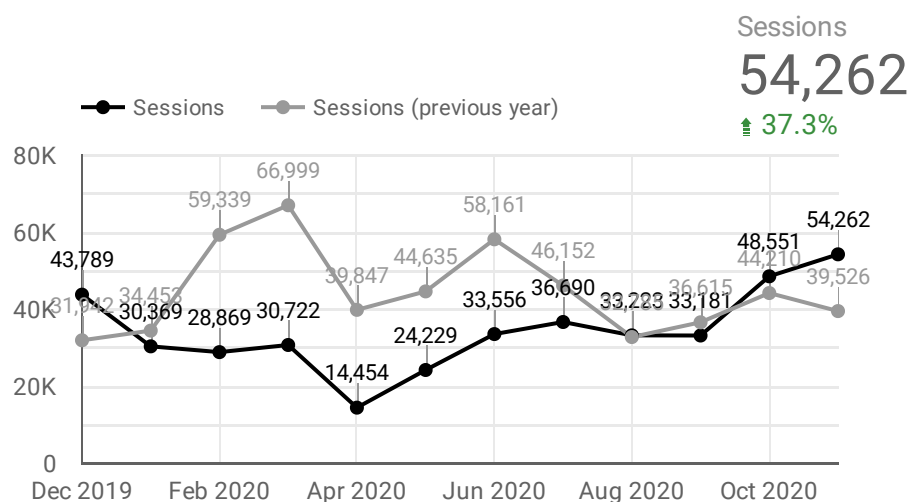
Top 10 organic landing pages

	Landing Page	Sessions ▾	% Δ
1.	/things-to-do/calendar-of-events/	1,556	-22.1% ↓
2.	/listing/id-card-facility-and-deers/3385/	668	48.8% ↑
3.	/event/sweet-valley-ranch-festival-of-lights/15647/	523	-
4.	/	463	-41.1% ↓
5.	/things-to-do/free-things-to-do/	293	-38.2% ↓
6.	/listing/haymount-urgent-care/7375/	173	917.6% ↑
7.	/event/christmas-in-the-park-powered-by-fayetteville-pwc/15651/	156	-
8.	/listing/all-american-trail/6737/	155	64.9% ↑
9.	/listing/dazzle-up/7558/	129	65.4% ↑

Top 10 searches by volume show SEO potential

	Query	Impressions ① ▾	Clicks ② ▾	% Δ	Site CTR	Average Position	Δ
1.	fayetteville nc	57,768	148	-21.7% ↓	0.26%	6.1	0.1 ↑
2.	fayetteville	50,455	26	-31.6% ↓	0.05%	8.8	0.7 ↑
3.	fort bragg	22,182	36	140.0% ↑	0.16%	11.2	0.1 ↑
4.	cross creek mall	14,663	10	100.0% ↑	0.07%	11.6	-1.0 ↓
5.	fayetteville north carol...	9,130	27	35.0% ↑	0.3%	6.0	0.3 ↑
6.	surge trampoline park	8,471	4	-33.3% ↓	0.05%	12.5	-0.2 ↓
7.	fayetteville, north caro...	5,755	8	-46.7% ↓	0.14%	5.8	0.3 ↑
8.	hope mills nc	5,146	34	3.0% ↑	0.66%	4.7	-0.2 ↓
9.	spring lake nc	4,602	37	105.6% ↑	0.8%	5.2	-1.3 ↓
10.	guns plus	4,322	47	62.1% ↑	1.09%	8.2	-0.6 ↓

Traffic back up even more 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	13,914	-27.0% ↓	00:01:28	-6.1% ↓	21.0%	68.8% ↑
2. MediaOne / native	12,203	37.7% ↑	00:00:44	10.0% ↑	7.5%	47.7% ↑
3. MediaOne / display	9,844	29,730.3% ↑	00:00:41	244.9% ↑	7.2%	137.7% ↑
4. VisitNC/ Golf / Banner...	7,087	-	00:00:27	-	6.6%	-
5. (direct) / (none)	2,241	-45.3% ↓	00:01:21	9.5% ↑	17.2%	81.1% ↑
6. MediaOne / facebook	1,807	498.3% ↑	00:00:31	-53.9% ↓	8.5%	71.6% ↑
7. MediaOne / ppc	1,757	483.7% ↑	00:01:18	9.5% ↑	21.4%	89.5% ↑
8. VisitNC/ Travel Focus...	886	-	00:00:16	-	4.0%	-
9. VisitNC/ AARP / Bann...	828	-	00:00:37	-	8.0%	-
10. MediaOne / Bingppc	707	-	00:00:32	-	11.0%	-

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

Page	Pageviews	% Δ
1. /untappedandunrivald/	12,710	-
2. /golf/	9,268	-
3. /stop-and-stretch/	7,946	-
4. /get-outside/	5,290	-
5. /things-to-do/calendar-of-events/	2,685	-27.7% ↓
6. /coronavirus/	2,650	-
7. /	1,939	-63.9% ↓
8. /explore/communities/fayetteville/	1,549	116.3% ↑
9. /plan-your-visit/overnight-stay-i95-exit-49/	1,524	1,159.5% ↑
10. /things-to-do/military-sites/	1,035	762.5% ↑

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Northeast drive to Florida traffic up big

Metro	Sessions	% Δ
1. Raleigh-Durham (Fayetteville) NC	13,349	-7.4% ↓
2. Charlotte NC	6,905	29.5% ↑
3. New York, NY	5,494	322.0% ↑
4. Washington DC (Hagerstown MD)	2,894	58.4% ↑
5. Norfolk-Portsmouth-Newport News VA	2,010	230.6% ↑
6. Atlanta GA	1,811	-45.9% ↓
7. Greensboro-High Point-Winston Salem NC	1,781	127.7% ↑
8. Philadelphia PA	1,618	72.5% ↑
9. Florence-Myrtle Beach SC	1,211	29.2% ↑
10. Greenville-Spartanburg-Asheville-Anderson	1,136	140.7% ↑

1 - 100 / 184

Insights:

- Sweet Valley Ranch was tops for organic growth and had the most clicks from the website
- YouTube videos were watched on the coronavirus page and homepage

Total Events

2,022

-57.0%

Event Label	Exit Page	Total Events ▼	% ▲
1. https://www.sweetvalleyranchnc.com/	/event/sweet-valley-ranch-festival-of-lights/15647/	189	2,262.5% ↑
2. https://www.youtube.com/watch?v=NvWUFaCR3p0	/coronavirus/	186	34.8% ↑
3. https://www.youtube.com/watch?v=NvWUFaCR3p0	/	52	73.3% ↑
4. https://www.capefearbg.org/event/holiday-lights-in-the-garden/	/event/holiday-lights-in-the-garden/15655/	45	4,400.0% ↑
5. http://www.cfrrt.org/	/event/cabaret-under-the-stars/15656/	45	309.1% ↑
6. http://fcpr.us/programs-activities/special-events	/event/christmas-in-the-park-powered-by-fayetteville-pwc/15651/	43	-
7. http://www.theartscouncil.com/dickens	/event/a-dickens-holiday/15670/	32	-
8. https://www.methodist.edu/rembrandt/	/event/"rembrandt:-the-sign-&-the-light"-art-exhibition/15613/	31	72.2% ↑
9. https://www.youtube.com/watch?v=rb9FacYdCxU	/things-to-do/	22	340.0% ↑
10. https://fb.me/e/3iEjPD7Hb	/event/downtown-holiday-open-house/15665/	20	-
11. https://www.youtube.com/watch?v=NvWUFaCR3p0	/untappedandunrivaled/	20	-
12. https://www.facebook.com/CityMarketAtTheMuseum/	/event/city-market-at-the-museum/15575/	16	-23.8% ↓
13. https://www.youtube.com/watch?v=NvWUFaCR3p0	/golf/	13	-
14. https://fayettevillenc.gov/community/getting-around/downtown-parking/regular-parking	/explore/maps/	12	-20.0% ↓
15. http://gilberttheater.com/season27/thecarols.php	/event/the-carols/15588/	12	1,100.0% ↑
16. https://visitdowntownfayetteville.com/events/a-holiday-laser-light-show-in-downtown-fayetteville/	/event/a-holiday-laser-light-show/15666/	11	-
17. https://www.instagram.com/visitfayettevillenc/	/	11	-35.3% ↓
18. https://adclick.g.doubleclick.net/pcs/click?xai=AKAOjst6m8MBmrMQ0sPChRLBr0zaQe0Fp0aa70EUtw9JfYJqtqyScvX4jpD2DaupOorYG4NBs55XTps4w1-3jeOdLJLPWgk7lDido73HnFn6kVNd7e7G98S65dPG3gUDy6YeXYcdgRghjG56nDSjTNzgC4zaP93X0LiDTb4UqfeFy4_oZbNF0whpMQC-pwGi8lbPERle1M2MooNs_TCccGp3W-IM_MjJOoRfZTNJMqiyejBb1y9OzSzn0l1pA4caGJVmO1XAJoXB4ElXJygQY7Q14phGUHhIG_fld8yogeWQ&sig=Cg0ArKJSzF8IFNQLITzjEAE&urlfix=1&adurl=https://www.ihg.com/holidayinn/hotels/us/en/fayetteville/faycd/hoteldetail%3Fcm_mmc%3DGoogleMaps_-HI_-US_-FAYCD	/plan-your-visit/request-a-guide/	11	-
19. https://www.youtube.com/watch?v=AeaH4Dsa1ek	/things-to-do/cultural-heritage-trails/civil-war-trail/	10	100.0% ↑
20. https://www.facebook.com/events/268120984085954	/event/13th-annual-field-of-honor/15525/	9	-79.5% ↓
Grand total		2,022	-29.2% ↓

Pace the campaign down after increased traffic in November.

Transition more exposure to "Quintessential Fayetteville" campaign and optimize toward the best avg session durations.

Make SEO updates with the following priorities:

Still need implementation from website developer on past suggestions for SEO like these:

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