

Monthly Digital Report

December 2020



MEDIAONE

Campaign Summary

1

Campaign volume decreased with added NC grant investment ending.

Promoted: "Quintessential Fayetteville", "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

2

Google SEM ("MediaOne / ppc" in GA) continues to be the highest quality of paid traffic followed by Bing SEM with other sources continuing with high quality (shown in depth on pages 6 & 17).

Google SEM traffic stays 1m 12s while most other paid traffic is under a minute.

Other traffic times:

- Native: 42s
- Display: 40s
- Facebook: 42s

3

MediaOne drove less traffic than last year in December by 24.4% but was up overall in the second half of 2020 by 39.2%

MediaOne delivered 27% of the total website traffic in December.

4

Total traffic to the website was down 6.1% after being up 37.3% last month.

Organic traffic continues to be down 14.2% due to much less event searches highlighted on page 15.

"Sweet Valley Ranch" was the top organic keyword in December followed by "Arnette Park Christmas Lights 2020".

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%
- 2+ pages per session up 106%
- Outbound link clicks down 38.1% (measured differently than last year)
- Request Destination Guide up 259.3%

MEDIAONE TRAFFIC

M1 traffic was down due to Covid 19 but in the second half of 2020, traffic was up 39.2% (last year it was up 67.7%)

MediaOne Traffic to Site

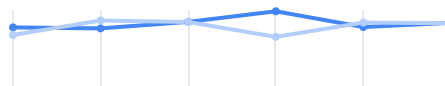
2nd half 2019	YTD* 2020	Last month
Sessions 66,774	Sessions 132,793	Sessions 11,181
↑ 67.7%	↓ -43.2%	↓ -24.4%



ASD was up this year and nearly even to last year in December.

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 00:00:47
↑ 20.4%	↑ 12.3%	↑ 0.6%



Pages/session continue to improve.

Pages / Session

2nd half 2019	YTD* 2020	Last month
Pages / Session 1.34	Pages / Session 1.39	Pages / Session 1.38
↑ 4.6%	↑ 11.2%	↑ 3.4%



ALL WEBSITE TRAFFIC

Website traffic was down a little in December but up in the second half of the year by 1.6% (not shown below).

Website traffic

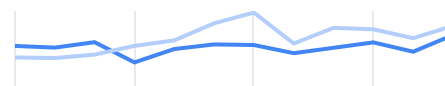
2nd half 2019	YTD* 2019	Last month
Sessions 243,077	Sessions 409,220	Sessions 41,114
↑ 38.9%	↓ -25.1%	↓ -6.1%



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

Organic traffic

2nd half 2019	YTD* 2019	Last month
Sessions 137,890	Sessions 195,944	Sessions 20,917
↑ 49.6%	↓ -17.4%	↓ -14.3%



More traffic is staying for 1 min than last year by a large amount.

1 min+ Sessions GA goal CVR

2nd half 2019	YTD* 2019	Last month
1 min+ CVR 10.84%	1 min+ CVR 16.16%	1 min+ CVR 18.11%
↓ -8.4%	↑ 67.3%	↑ 80.0%

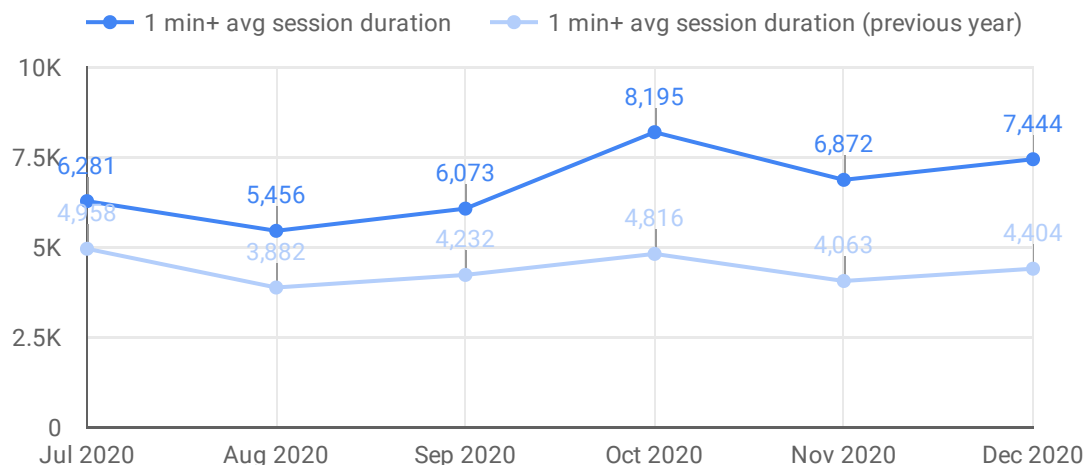


1 minute plus average session duration

1 min+ sessions

7.4K

↑ 69.0%

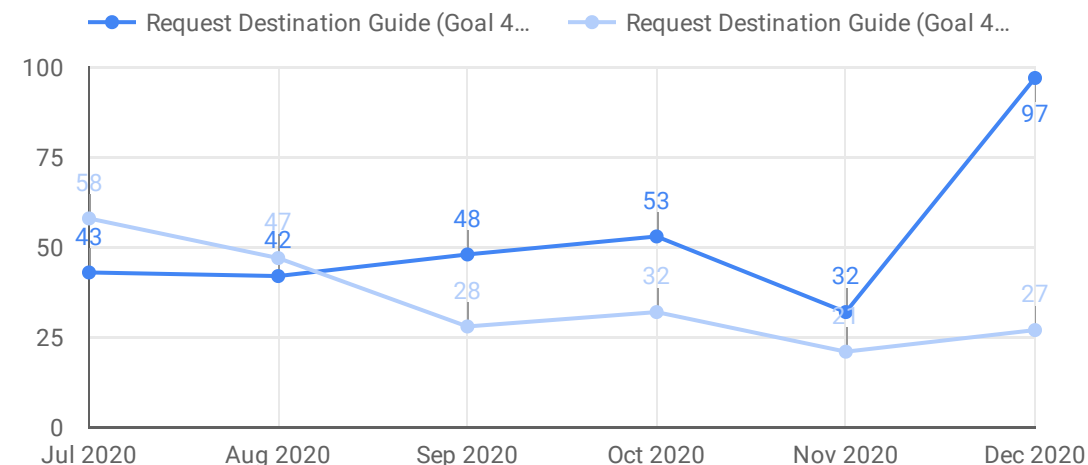


Request Destination Guide

Destination guide downloads

97

↑ 259.3%

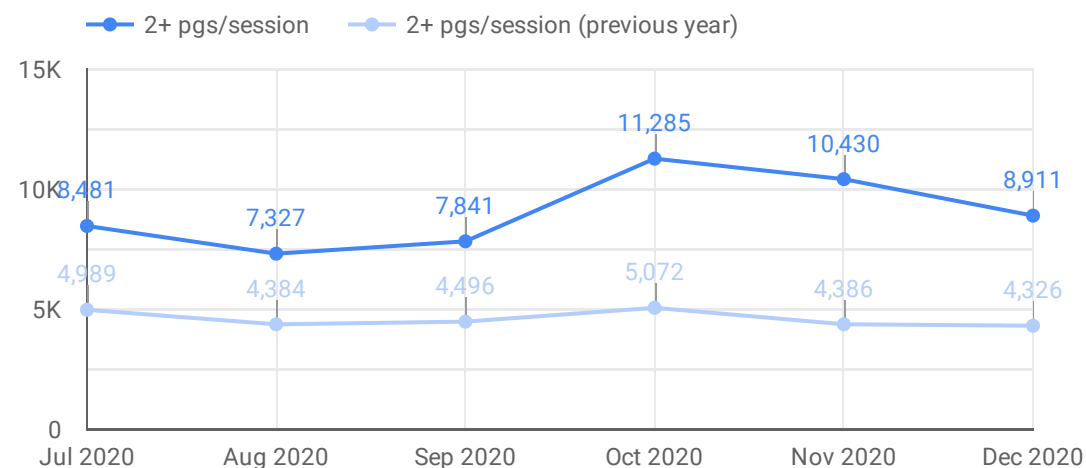


2+ pages per session

2+ pg sessions

8.9K

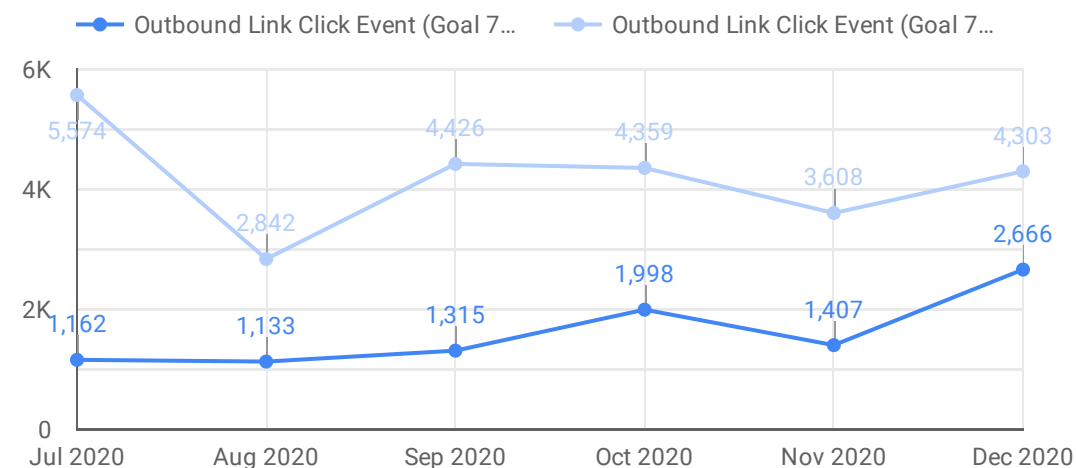
↑ 106.0%

Outbound Link Clicks to Partners
(measured differently in 2019)

Total Events

3.6K

↓ -38.1%



Campaign Pacing

	Month	July	August	Sept	Oct	Nov	Dec	2020 Second Half Totals	Jan	Feb	March	April	May	June	2021 First Half Totals	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	\$2,000	\$2,000	\$5,000	\$4,000	\$3,000	\$3,000	\$19,000	\$ 37,000
	Clicks Planned	3,736	2,180	2,222	2,222	2,481	1,481	14,323	1,481	1,481	3,704	2,963	2,222	2,222		42,720
	Clicks Delivered	3,736	2,180	2,760	2,560	1,757	2,003	14,996								
Bing Paid Search Always on (approximately \$1.35 CPC)	Investment	\$600	\$1,200	\$1,000	\$1,200	\$1,000	\$1,000	\$6,000	\$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	6,309	444	889	741	889	741	741		17,062
	Clicks Delivered	437	520	492	1,073	707	515	3,744	437	520	492	1,073	707	515		
Display Retargeting (\$7 CPM) - Always on	Investment	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000	\$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	1,898,031	285,714	285,714	285,714	285,714	461,346	293,828		5,694,092
	Impressions Delivered	962,691	279,014	231,651	110,083	453,232	149,307	2,185,978	962,691	279,014	231,651	110,083	453,232	149,307		
Native Retargeting (\$1 CPC) Always on	Investment	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000	\$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	16,778	2,000	2,000	2,000	4,000	4,013	2,765		50,334
	Clicks Delivered	2,150	538	508	2,987	3,248	1,460	10,891	2,150	538	508	2,987	3,248	1,460		
Content Activation (Native & Display Prospecting) (\$1 CPC)	Investment	\$3,000	\$3,500	\$3,500	\$9,500	\$7,500	\$3,000	\$30,000			\$5,000	\$9,500	\$7,500		\$22,000	\$ 52,000
	Clicks Planned	3,000	3,500	3,000	12,000	12,402	3,500	37,402			3,000	12,000	12,402			102,206
	Clicks Delivered	4,482	5,612	3,259	10,098	17,228	4,325	45,004			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	\$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	1,958,221	60,359	175,201	587,661	635,000	250,000	250,000		5,874,663
	Impressions Delivered	60,359	175,201	203,475	637,611	675,659	173,060	1,925,365	60,359	175,201	203,475	637,611	675,659	173,060		
YouTube (\$0.10 CPV)	Investment	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$6,000	\$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	87,170	6,591	5,900	17,500	21,500	25,679	10,000		261,510
	Completed Views Delivered	6,591	5,900	5,929	5,821	6,735	5,690	36,666	6,591	5,900	5,929	5,821	6,735	5,690		

Google Paid Search

Dec 1, 2020 - Dec 31, 2020

Insights:

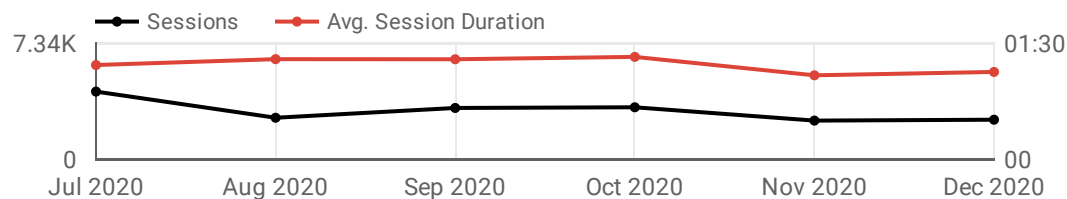
- Performance by month (bottom left) picked back up by landing more people on the Fayetteville communities landing page (top left chart) after they searched best places to go in North Carolina
- Request a guide page ASD went down, but the number of people actually requesting a guide picked up last month (shown on goals page)

All Landing Pages

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration	1+ min session CVR
1.	/explore/communities/fayetteville/	1,716	65.3%	00:01:13	17.5%
2.	/plan-your-visit/request-a-guide/	238	79.4%	00:00:34	10.9%
3.	/things-to-do/family-friendly/	220	63.6%	00:01:10	26.8%
4.	/explore/communities/fort-bragg/	162	56.2%	00:01:12	22.8%
5.	/plan-your-visit/overnight-stay-i95-exit-...	52	53.8%	00:00:54	21.2%
6.	/explore/communities/spring-lake/	13	61.5%	00:01:21	30.8%
	Grand total	2,526	65.3%	00:01:08	18.1%

Performance by Month - Focusing on Avg Session Duration

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1+ min session CVR
1.	Dec 2020	2,526	65.3%	00:01:08	1.8	18.1%
2.	Nov 2020	2,470	66.7%	00:01:05	1.8	18.4%
3.	Oct 2020	3,313	63.1%	00:01:19	1.9	20.7%
4.	Sep 2020	3,270	62.5%	00:01:17	2.0	20.5%
5.	Aug 2020	2,650	60.3%	00:01:17	2.0	22.3%
6.	Jul 2020	4,306	61.8%	00:01:13	2.0	20.7%



Top Paid Search Keywords

	Search keyword	Impressi...	Clicks	% Δ	CTR
1.	best places to go in north carolina	1,939	293	64.6% ↑	15.11%
2.	north carolina places to visit	2,490	263	32.2% ↑	10.56%
3.	raleigh north carolina things to do	2,898	231	17.9% ↑	7.97%
4.	fun things to do in fayetteville nc	1,097	214	174.4% ↑	19.51%
5.	things to do in fayetteville nc	609	161	17.5% ↑	26.44%
6.	fayetteville things to do this weekend	823	150	24.0% ↑	18.23%
7.	things to do in north carolina	375	53	12.8% ↑	14.13%
8.	all cities in north carolina	506	32	52.4% ↑	6.32%
9.	visit fort bragg nc	189	28	33.3% ↑	14.81%
10.	things to do around fort bragg nc	181	26	1,200.... ↑	14.36%
11.	ft bragg army base	537	23	35.3% ↑	4.28%
12.	places to vacation in north carolina	192	21	133.3% ↑	10.94%
13.	hotel deals	257	17	30.8% ↑	6.61%
14.	cape fear river trail	145	16	-23.8% ↓	11.03%
15.	things to do in fayetteville	96	15	50.0% ↑	15.63%
16.	fayetteville nc activities	97	15	66.7% ↑	15.46%
17.	fayetteville nc	480	14	366.7% ↑	2.92%
18.	fun places in north carolina	94	12	-14.3% ↓	12.77%
19.	best places to stay in north carolina	86	11	120.0% ↑	12.79%
20.	fayetteville north carolina	419	11	57.1% ↑	2.63%

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

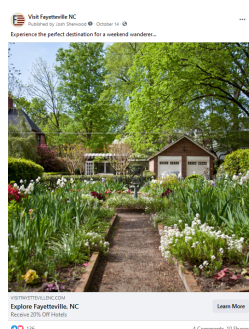
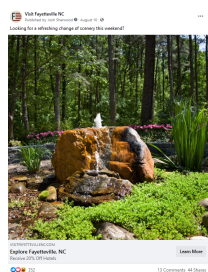
Sports Events
 Things To Do - Family
 About Cumberland Cou...
 Accommodations

Insights:

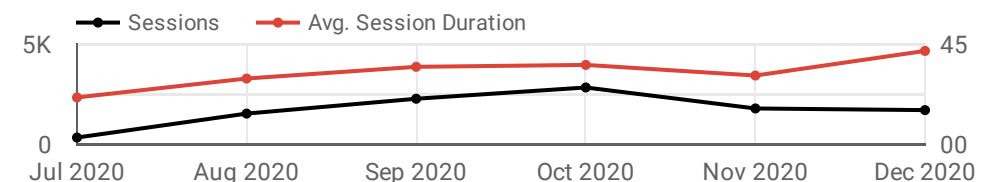
- December had the best ASD in the past 6 months (bottom right table) with the highest percentage of 1 min+ sessions
- Best ad was Get Outside Change of Scenery with 10% staying over 1 minute
- Quintessential Fayetteville and Get Outside performing the best with ASD and click volume (bottom left table)
- "Stop and Stretch" performance only good at low volume over the past several months

	Creative	Tactic	Impressions	Clicks ▾	CTR	Engagem ents	Engagmt Rate	1 min+ session GA Goal	Goal CVR
1.	Quintessential Zipline Family	Family Prospecting	41,785	501	1.2%	108	0.26%	56	11.2%
2.	Untapped Fishing cast Early Worm	Veteran Prospecting	16,710	412	2.47%	25	0.15%	30	7.3%
3.	Quintessential Skydive Family Targeting	Family Prospecting	21,924	210	0.96%	48	0.22%	29	13.8%
4.	Get Outside - Golf	Veteran Prospecting	15,357	147	0.96%	66	0.43%	13	8.8%
5.	Quintessential Zipline	Website & Email RT	16,845	134	0.8%	23	0.14%	18	13.4%
6.	Quintessential Skydive	Website & Email RT	19,467	133	0.68%	24	0.12%	29	21.8%
7.	Where we eating Biscuits & Gravy	Website & Email RT	6,851	80	1.17%	15	0.22%	17	21.3%
8.	Get Outside - Change of Scenery	Family Prospecting	8,767	76	0.87%	25	0.29%	7	9.2%
9.	Get Outside Weekend Wanderer	Website & Email RT	6,259	56	0.89%	16	0.26%	6	10.7%
10.	Get Outside - Change of Scenery	Website & Email RT	5,043	56	1.11%	14	0.28%	7	12.5%

	Landing Page	Sessions ▾	% Δ	Avg. Session Duration	% Δ	1m+ sessions
1.	/quintessential-fayetteville/	910	1,585.2% ↑	00:00:40	4.3% ↑	14.5%
2.	/untappedandunrivald/	373	-7.9% ↓	00:00:22	-30.5% ↓	8.6%
3.	/get-outside/	340	-66.8% ↓	00:00:40	37.5% ↑	10.9%
4.	/stop-and-stretch/	89	-65.0% ↓	00:01:08	125.3% ↑	20.2%



	Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1m+ sessions
1.	Dec 2020	1,725	73.5%	00:00:42	1.44	13.2%
2.	Nov 2020	1,807	81.3%	00:00:31	1.29	8.5%
3.	Oct 2020	2,856	77.3%	00:00:35	1.35	11.2%
4.	Sep 2020	2,293	76.8%	00:00:34	1.43	11.6%
5.	Aug 2020	1,551	79.8%	00:00:29	1.30	9.6%
6.	Jul 2020	354	82.5%	00:00:21	1.20	6.5%



Insights:

- Volume dropped after peaking in November
- Performance remained great but down just a bit vs. last month
- Path with Flowers, Tree Lake Reflection & Woman Paddleboarder had the best performance
- Untapped & Unrivalled along with Stop and Stretch, had the best performance overall but at lower volumes of clicks

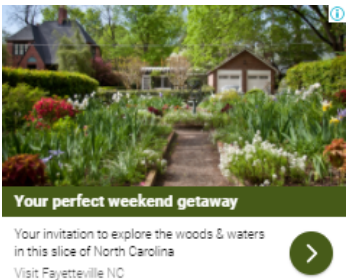
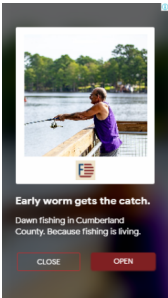
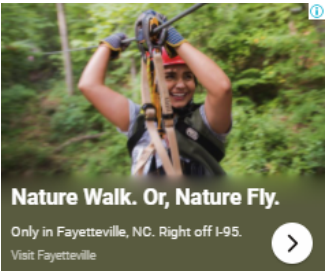
Technical issue: there are two GA codes on the site that may have caused many clicks not to show in GA. As of 1/21 working with Melody to figure out where the account originates, get any data from it and potentially delete it.

Data from M1 Platform

	Image	Headline	Tactic	Impressions	Clicks	CTR	1 min+ session	Goal CVR
1.	Zipliner	Nature Walk or Nature Fly	Prospecting	53,847	3,407	6.33%	139	4.1%
2.	Flower Path	Path To Perfect Weekend	Retargeting	40,013	683	1.71%	57	8.3%
3.	Fisherman Dock	Early Worm	Prospecting	19,430	519	2.67%	28	5.4%
4.	Zipliner	Nature Walk or Nature Fly	Retargeting	23,409	194	0.83%	10	5.2%
5.	Frisbee Dog	Road Tripping	Prospecting	57,723	176	0.30%	13	7.4%
6.	Eastover Park	Perfect Stop	Retargeting	24,498	126	0.51%	2	1.6%
7.	Fisherman Dock	Early Worm	Retargeting	9,889	104	1.05%	4	3.8%
8.	River Trail	Path To Perfect Weekend	Retargeting	24,528	94	0.38%	1	1.1%
9.	Kayak	Land Overrated	Retargeting	8,332	84	1.01%	5	6.0%
10.	Parachute Girl	Eat Outside. Skydive Inside.	Retargeting	7,718	64	0.83%	5	7.8%
11.	Fountain Rock	Path To Perfect Weekend	Retargeting	14,676	61	0.42%	2	3.3%
12.	Parachute Girl	Flying Lessons	Prospecting	43,874	54	0.12%	4	7.4%
Grand total				334,700	5,654	1.69%	274	4.8%

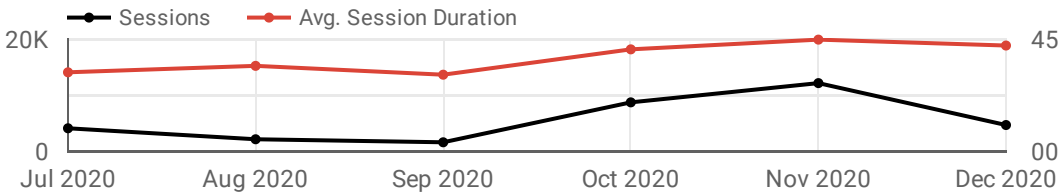
Top Landing Page Data from GA

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration
1.	/quintessential-fayetteville/	2,691	90.5%	00:00:39
2.	/get-outside/	902	78.5%	00:00:39
3.	/untappedandunrivalled/	638	86.4%	00:00:49
4.	/stop-and-stretch/	316	79.7%	00:01:23
5.	/plan-your-visit/overnight-stay-i95-exit-49/	142	83.8%	00:00:06



Monthly Data from GA

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1 min+ CVR
1.	Dec 2020	4,749	86.5%	00:00:42	1.18	6.17%
2.	Nov 2020	12,230	81.1%	00:00:44	1.24	7.51%
3.	Oct 2020	8,796	75.1%	00:00:41	1.25	7.71%
4.	Sep 2020	1,668	80.1%	00:00:30	1.23	5.34%
5.	Aug 2020	2,208	81.6%	00:00:34	1.20	6.07%
6.	Jul 2020	4,169	80.1%	00:00:31	1.19	5.44%



Insights:

- Volume dropped the Content Activation ended from the NC grant
- Performance remained strong along with the previous high levels with October being an outlier
- Need to push more traffic to Stop and Stretch to see if it will perform with more traffic landing there

Data from M1 Platform

	Creative	Tactic	Impressions	Clicks	CTR	1 m+ visits goal	Goal CVR
1.	Fishing Untapped	Retargeting	39,439	368	0.93%	25	6.8%
2.	Quintessential Zipline	Retargeting	79,162	354	0.45%	14	4.0%
3.	Quintessential Zipline	Prospecting	43,995	300	0.68%	1	0.3%
4.	Kayak Untapped	Prospecting	27,300	280	1.03%	16	5.7%
5.	Fishing Untapped	Prospecting	31,310	275	0.88%	22	8.0%
6.	Quintessential Skydive	Prospecting	17,691	192	1.09%	23	12.0%
7.	Change of Scenery Outdoors	Retargeting	13,926	188	1.35%	8	4.3%
8.	Stop & Stretch	Prospecting	12,167	103	0.85%	19	18.4%
9.	Quintessential Skydive	Retargeting	12,425	61	0.49%	0	0
10.	Kayak Untapped	Retargeting	12,355	48	1.10%	5	10.4%
	Grand total		282,120	2,176	0.77%	133	6.1%

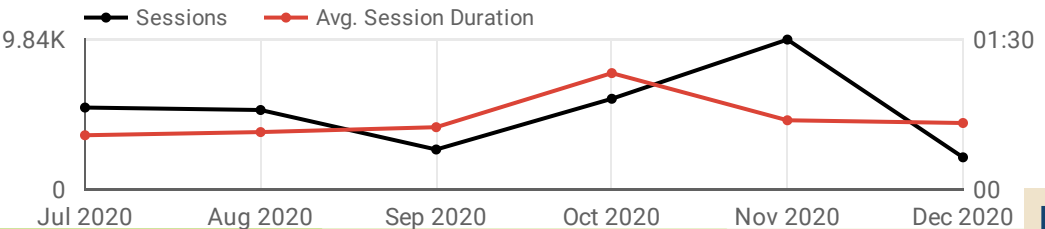
Top Landing Page Data from GA

	Landing Page	Sessions	% Δ	Avg. Session Duration	% Δ	1 min+ sessions CVR	% Δ
...	/untappedandunrivaled/	949	-86.7% ↓	00:00:40	-0.6% ↓	8.75%	28.2% ↑
...	/quintessential-fayetteville/	792	332.8% ↑	00:00:38	92.7% ↑	7.45%	127.2% ↑
...	/get-outside/	187	-69.8% ↓	00:00:24	-32.8% ↓	5.35%	-26.4% ↓
...	/stop-and-stretch/	142	-90.6% ↓	00:01:08	32.1% ↑	13.38%	37.5% ↑
...	/plan-your-visit/overnight-stay-i95-exit-49/	16	-94.0% ↓	00:00:06	-71.9% ↓	0.00%	-100.0% ↓



Monthly Data from GA

	Month of Year	Sessions	Avg. Session Duration	1 min+ sessions CVR
1.	Dec 2020	2,119	00:00:39	8.16%
2.	Nov 2020	9,844	00:00:41	7.20%
3.	Oct 2020	5,961	00:01:09	11.24%
4.	Sep 2020	2,633	00:00:37	6.87%
5.	Aug 2020	5,224	00:00:34	6.13%
6.	Jul 2020	5,385	00:00:32	5.81%



- 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

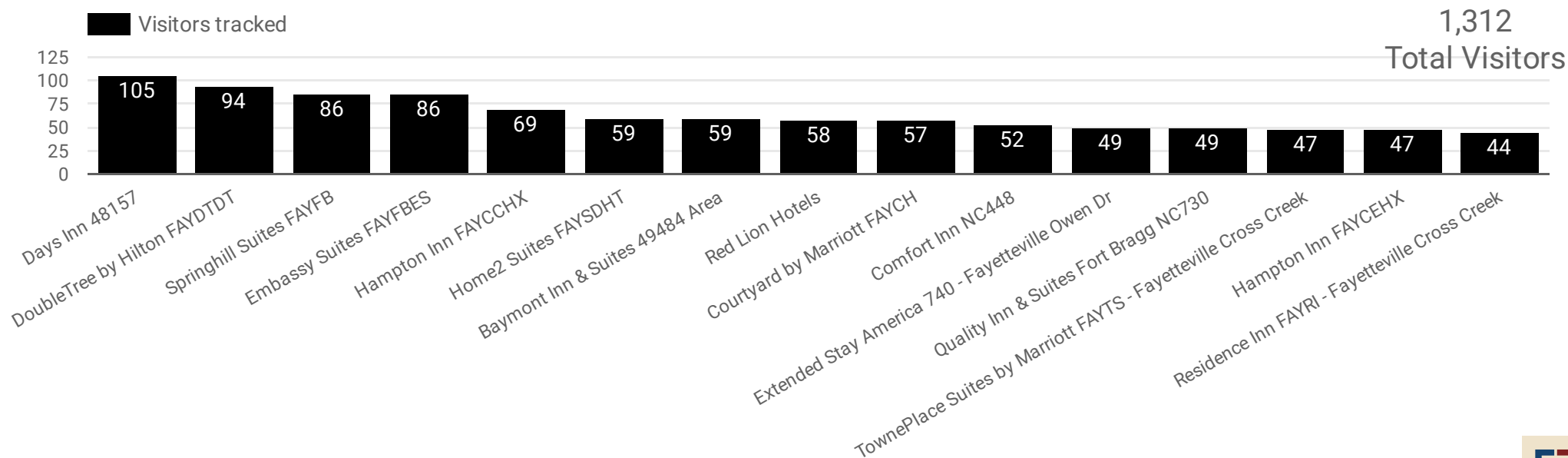
	Tactic	Impressions ▾	Exposed Visitors	CVR
1.	Display_RT	2,621,522	510	0.019%
2.	Display_Prospect	2,494,305	341	0.014%
3.	Native_Exit49	2,140,633	8	+0.000%
4.	Native_Prospect	1,455,925	15	0.001%
5.	Native_RT	947,429	86	0.009%
6.	Audio	350,913	16	0.005%
7.	Website_ContentPages	197,173	158	0.080%
8.	Website_ThingsToDo	146,810	709	0.483%
9.	PPC_Landing	39,828	46	0.115%
10.	Website_Accommodations	3,864	6	0.155%

	DMA	Impressions	Exposed Visitors ▾	CVR
1.	Raleigh/Durham	1,502,416	983	0.065%
2.	Charlotte	776,739	243	0.031%
3.	Locations outside of DMA bounda...	377,637	178	0.047%
4.	Washington DC	1,438,430	36	0.003%
5.	Greensboro/High Point/Winston-S...	427,431	31	0.007%
6.	Greenville/Spartanburg/Asheville/...	25,306	22	0.087%
7.	Columbia-Sc	163,042	20	0.012%
8.	Florence/Myrtle Beach	205,391	17	0.008%
9.	Wilmington	177,615	16	0.009%

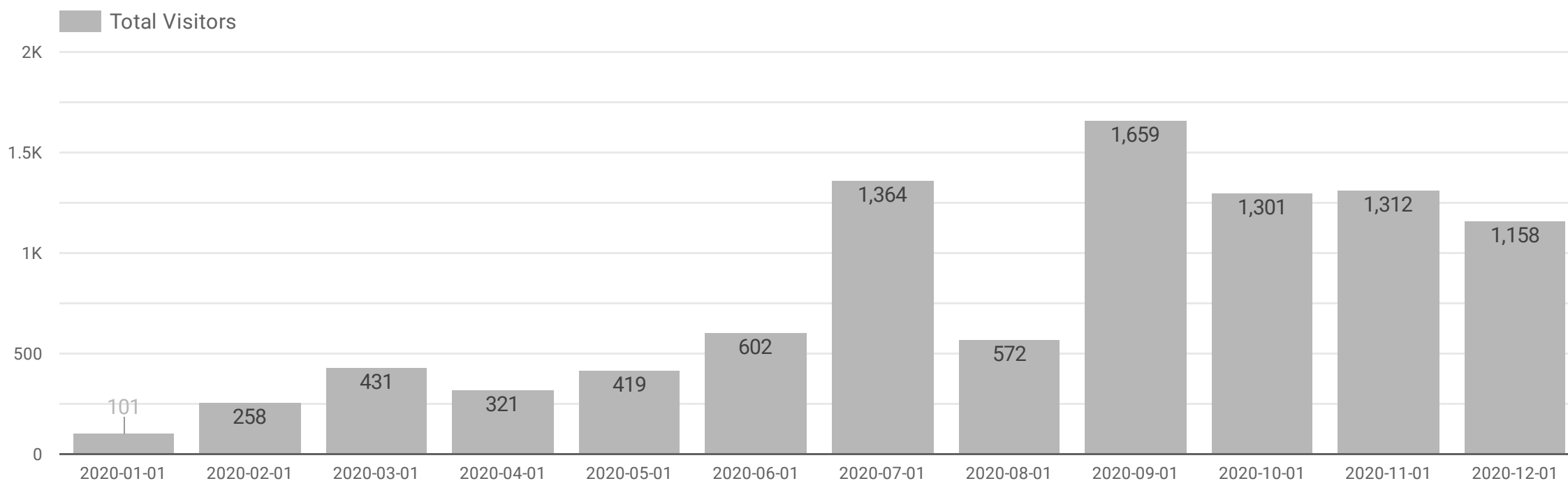
1 - 13 / 13



Days Inn #1, Doubletree coming back from #7 to #2, Hampton Inn moved up from #10 to #5



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



Insights:

- Total IO is \$10,750 investment for 488,636 impressions
- Finished with just over 8,000 bonus impressions
- Most impressions are on Spotify followed by other audio players then many specific radio station websites
- A large portion of impressions specific site is not provided

Impressions & Clicks (MediaOne Platform Data)

Impressions ▾

496,709

Audio Inventory

Many high quality sources.

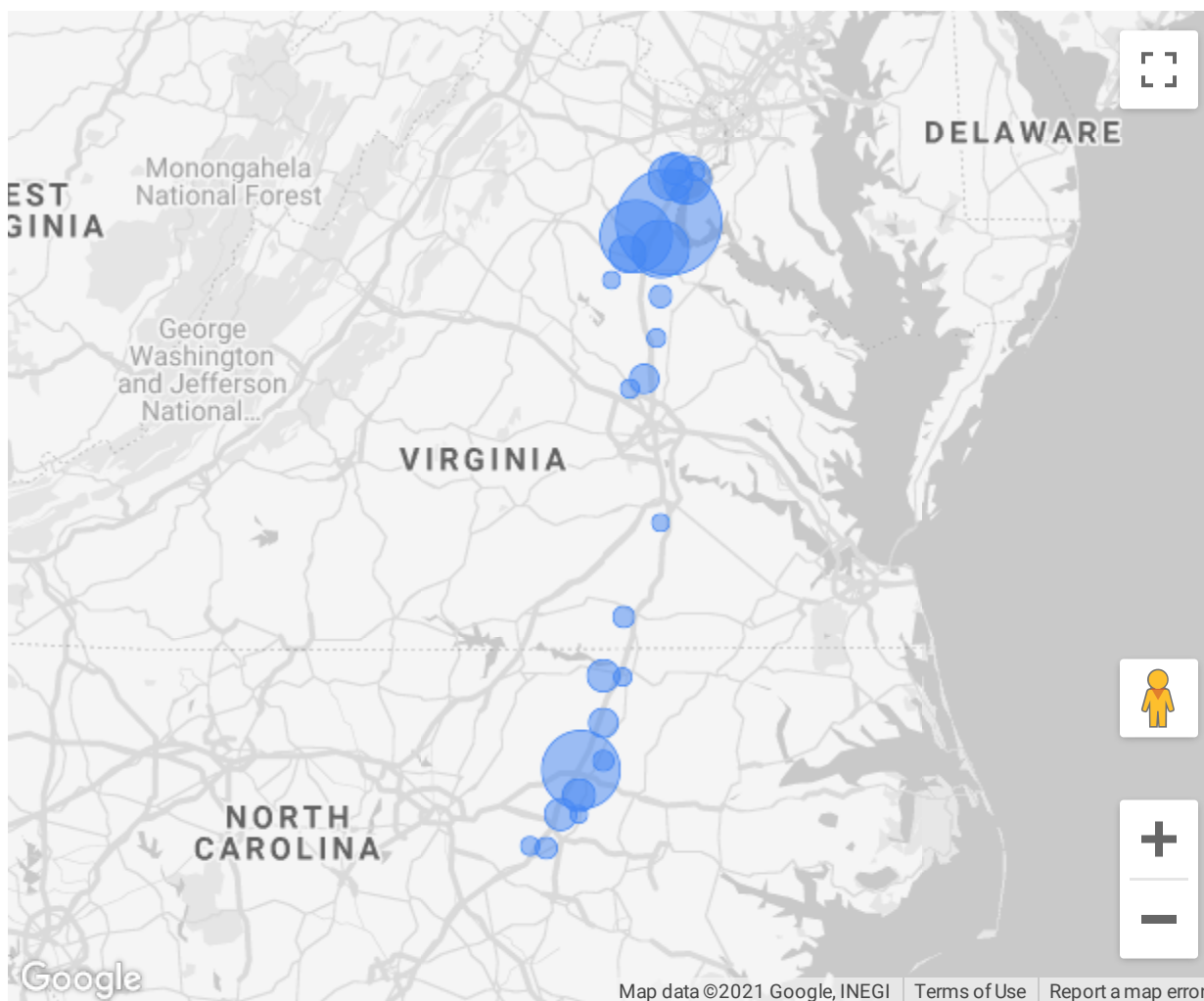
Spotify is the most premium and had the majority of impressions.

	Site	Impressions ▾
1.	spotify	195,917
2.	not provided	139,554
3.	trinityaudio.ai	43,783
4.	www.shoutcast.com	37,364
5.	sonos.radio	16,933
6.	78343.triton.site-not-provided	13,255
7.	www.theteam980.com	7,295
8.	tunein.player	6,197
9.	bloombergradio.com	5,207
10.	com.tunein.tuneinradio	4,562
11.	theteam980.com	4,418
12.	www.foxnewsradio.com	3,312
13.	www.toddstarnes.com	2,211
14.	thebigdm.com	1,871
15.	wrnn.net	1,697
16.	www.startalkradio.net	1,429
17.	985thesportshub.com	1,067
18.	k95country.com	968
19.	thefishatlanta.com	931

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



	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 < >

Impressions 45 • ● 42,470

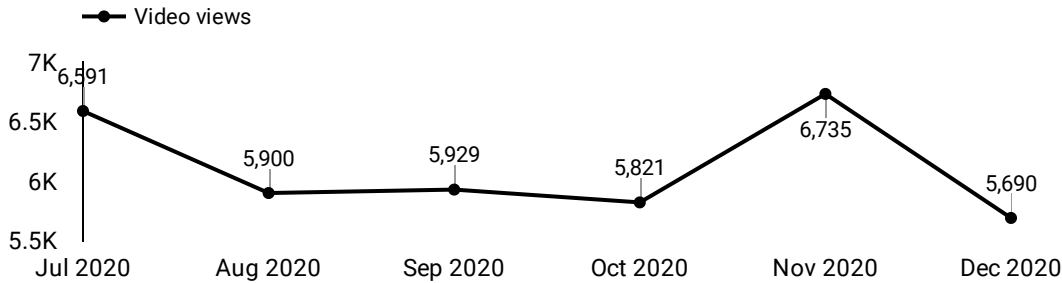
Insights:

- Slowed down pacing until new video is produced
- This is a special place video continued to drive most of the views
- 700 or so views organically on other videos with "What Does Patriotism Mean To You?" the most watched organically
- 3 new subscribers in December and 55 for the year
- 291 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	13,533	5,690	42.0%	10	0.07%
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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	5,556	77.06%	00:03:58
2.	What Does Patriotism Mean To You?	165	41.01%	00:02:24
3.	You Would Never Guess Lady Liberty Has Dance Moves Like this...	138	53.57%	00:00:30
4.	Lafayette Trail	75	51.96%	00:01:46
5.	Fayetteville NC Hometown Heroes: Greg Kalevas	44	82.59%	00:01:14
6.	Visit Spring Lake NC	34	80.69%	00:00:58
7.	History, Heroes, & A Hometown Feeling	17	23.35%	00:01:02
8.	The Civil War Trail	15	41.34%	00:01:07
9.	Jordan Soccer Complex - Fayetteville NC	12	54.57%	00:00:39
10.	What Does Patriotism Mean to You #2	11	27.97%	00:00:57
11.	Cape Fear River Trail	11	59.46%	00:00:54
12.	Hope Mills Municipal Park	11	47.12%	00:00:38
13.	Arnette Park	10	50.49%	00:00:41
14.	African American Heritage Trail	9	40.54%	00:01:18
15.	Historic Hauntings: A Ghastly Ghost Tour	9	89.33%	00:01:21
16.	E Melvin Honeycutt Elementary School	8	38.79%	00:00:36
17.	Pursuit of Brotherhood	8	60.85%	00:00:42
18.	Cumberland County Sports Venues	7	36.07%	00:00:59
19.	Pursuit of Discovery	6	27.38%	00:00:20
20.	Cross Creek Mall Kids Play area	6	39.67%	00:00:11
	Grand total	6,268	73.12%	00:03:28

Organic traffic overview:

Total organic sessions for month

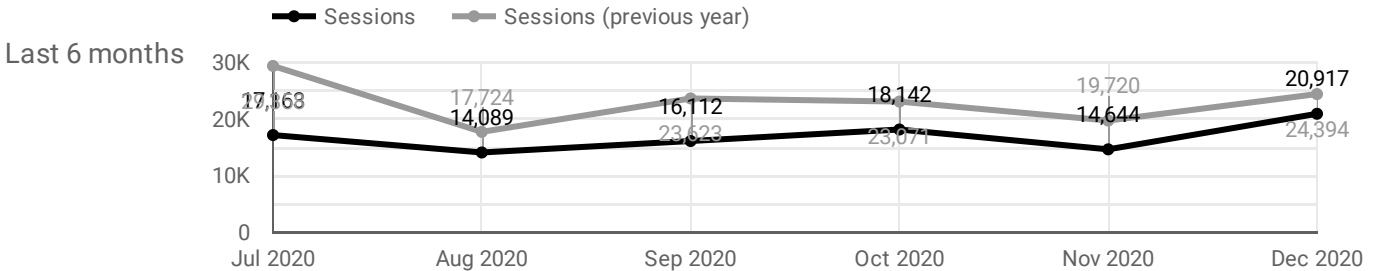
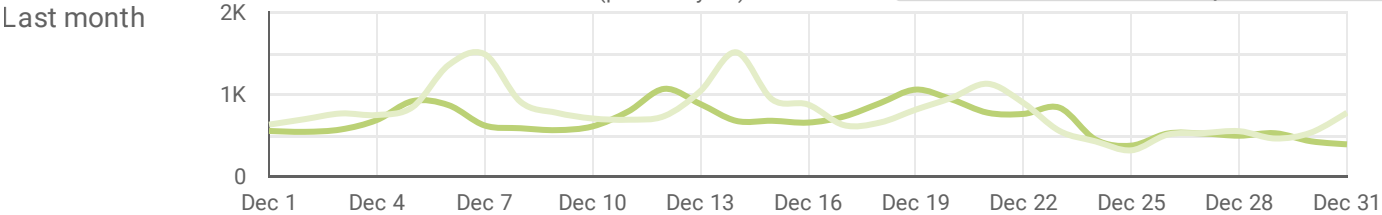
20.9K

-14.3%

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), however new sessions and average session duration increased indicating relevant, engaged traffic.

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

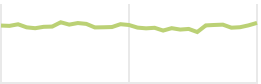
New events have taken up several of the top 10 landing pages along with outdoor activities.



% New Sessions

77.0%

↑ 5.6%



Avg. Session Duration

01:27

↑ 3.5%



Organic traffic compared the rest

	Default Channel Grouping	Sessions ▾	% New Sessions	Bounce Rate	Avg. Session Duration	Goal Conversion Rate	Pages / Session
1.	Organic Search	20.9K	77.02%	47.29%	01:27	65.66%	1.5
2.	(Other)	7.8K	68.09%	79.33%	42	27.42%	1.3
3.	Direct	3.6K	88.62%	74.4%	58	35.16%	1.4
4.	Email	2.8K	89.93%	49.58%	01:32	80.95%	1.9
5.	Display	2.1K	45.61%	79.95%	39	25%	1.3
6.	Paid Search	2K	87.22%	64.35%	01:12	55.64%	1.9
7.	Social	1.2K	91.07%	71.85%	39	40.82%	1.6
8.	Referral	674	55.64%	34.42%	06:07	117.66%	4.2

Organic Interaction

Average Position

15.1

↓ -6.2%



Site CTR

1.2%

↓ -28.6%



Impressions

1.5M

↑ 8.9%



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

January pages:

1. <https://www.visitfayettevillenc.com/things-to-do/calendar-of-events/> - Metadata adjusted. HTML headers are not showing, "Calendar of Events" should be an H1 header
2. <https://www.visitfayettevillenc.com/things-to-do/family-friendly/> - Recommend changing page title to "Family-Friendly Activities & Events" & making it an H1 header. Main photo plus 70 others need image alt tags. This needs to be a larger discussion about how photos are handled overall for website.

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

Top 10 organic landing pages

	Landing Page	Sessions ▾	% Δ
1.	/event/sweet-valley-ranch-festival-of-lights/15647/	4,128	-
2.	/event/christmas-in-the-park-powered-by-fayetteville-pwc/15651/	2,136	-
3.	/things-to-do/calendar-of-events/	1,234	-32.2% ↓
4.	/event/1st-annual-hope-mills-twinkle-trail/15685/	674	-
5.	/event/holiday-lights-in-the-garden/15655/	638	-
6.	/listing/id-card-facility-and-deers/3385/	590	15.2% ↑
7.	/	461	-35.2% ↓
8.	/things-to-do/free-things-to-do/	311	-28.0% ↓
9.	/event/german-christmas-market-(weihnachtsmarkt)/15667/	259	-
10.	/listing/haymount-urgent-care/7375/	217	648.3% ↑

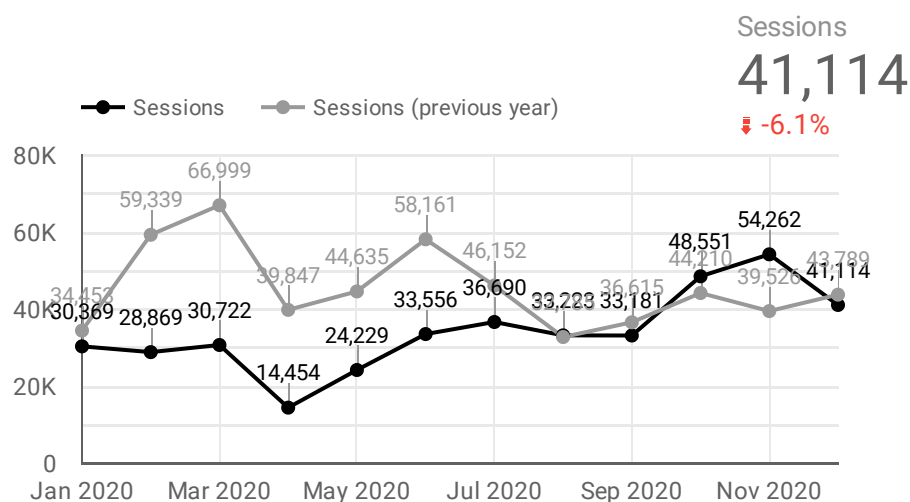
Top 10 searches by volume show SEO potential

	Query	Impressions ① ▾	Clicks ② ▾	% Δ	Site CTR	Average Position	Δ
1.	fayetteville nc	53,132	122	-17.6% ↓	0.23%	6.0	-0.2 ↓
2.	fayetteville	47,470	64	146.2% ↑	0.13%	8.4	-0.4 ↓
3.	cross creek mall	26,000	6	-40.0% ↓	0.02%	10.9	-0.8 ↓
4.	fort bragg	14,669	22	-38.9% ↓	0.15%	12.1	0.9 ↑
5.	fayetteville north carol...	8,282	16	-40.7% ↓	0.19%	6.1	0.1 ↑
6.	arnette park	8,270	48	380.0% ↑	0.58%	10.1	1.0 ↑
7.	sweet valley ranch	7,233	1,091	949.0% ↑	15.08%	4.7	-2.5 ↓
8.	haymount urgent care	6,363	120	3.4% ↑	1.89%	4.9	1.0 ↑
9.	fayetteville, north caro...	5,402	9	12.5% ↑	0.17%	5.9	0.1 ↑
10.	fort bragg nc	5,096	11	37.5% ↑	0.22%	10.3	-0.8 ↓

Top organic keywords

	Query	Impressions ▼	Clicks	% Δ	Site CTR	Average Position	% Δ
1.	fayetteville nc	53,132	122	-48.7% ↓	0.23%	6.0	20.4% ↑
2.	fayetteville	47,470	64	-8.6% ↓	0.13%	8.4	55.9% ↑
3.	cross creek mall	26,000	6	20.0% ↑	0.02%	10.9	-34.3% ↓
4.	fort bragg	14,669	22	-50.0% ↓	0.15%	12.1	28.1% ↑
5.	fayetteville north carolina	8,282	16	-59.0% ↓	0.19%	6.1	22.8% ↑
6.	arnette park	8,270	48	77.8% ↑	0.58%	10.1	3.3% ↑
7.	sweet valley ranch	7,233	1,091	-	15.08%	4.7	-
8.	haymount urgent care	6,363	120	823.1% ↑	1.89%	4.9	-16.4% ↓
9.	fayetteville, north carolina	5,402	9	-40.0% ↓	0.17%	5.9	16.9% ↑
10.	fort bragg nc	5,096	11	-57.7% ↓	0.22%	10.3	34.5% ↑
11.	arnette park christmas lights	5,037	188	-56.7% ↓	3.73%	6.8	204.2% ↑
12.	hope mills nc	4,912	28	366.7% ↑	0.57%	4.8	-35.7% ↓
13.	spring lake nc	4,371	19	1,800.0% ↑	0.43%	5.5	-44.1% ↓
14.	surge trampoline park	4,345	0	-100.0% ↓	0.00%	11.8	6.4% ↑
15.	guns plus	3,641	30	1,400.0% ↑	0.82%	7.4	-43.7% ↓
16.	fayetteville airport	3,358	2	100.0% ↑	0.06%	11.2	-36.0% ↓
17.	arnette park christmas lights 2020	3,210	211	-	6.57%	4.7	-
18.	uptown chicken and waffles	3,065	17	88.9% ↑	0.55%	6.9	-36.7% ↓
19.	kohls fayetteville nc	3,027	0	-	0.00%	13.3	-14.5% ↓
20.	fayetteville, nc	2,948	11	-31.3% ↓	0.37%	4.9	23.6% ↑
21.	restaurants fayetteville nc	2,899	3	-	0.10%	13.4	10.5% ↑
22.	academy sports fayetteville nc	2,824	0	-100.0% ↓	0.00%	13.9	-24.2% ↓
23.	home depot fayetteville nc	2,788	0	-	0.00%	11.5	-29.3% ↓
24.	hobby lobby fayetteville nc	2,631	0	-	0.00%	13.0	-42.8% ↓
25.	things to do in fayetteville nc	2,622	80	-45.2% ↓	3.05%	8.4	34.2% ↑

Overall traffic was down in December after being up the past couple months when grant dollars were spent more heavily.



Many sources of website traffic were up along with performance. Also 3 new sources of traffic that weren't there last year.

Source / Medium	Sessions	% Δ	Avg. Session Duration	% Δ	1 minute+ session goal	% Δ
1. google / organic	20,176	-14.9% ↓	00:01:26	3.4% ↑	21.0%	84.8% ↑
2. MediaOne / native	4,732	-51.1% ↓	00:00:42	-5.0% ↓	6.1%	11.2% ↑
3. (direct) / (none)	3,629	19.0% ↑	00:00:58	-34.2% ↓	11.7%	-1.9% ↓
4. GOLFMagazine / email	2,739	-	00:01:32	-	31.0%	-
5. MediaOne / display	2,117	11,042.1% ↑	00:00:40	136.8% ↑	8.2%	55.3% ↑
6. MediaOne / ppc	2,003	655.8% ↑	00:01:12	10.3% ↑	19.0%	52.3% ↑
7. MediaOne / facebook	1,725	57.1% ↑	00:00:42	4.5% ↑	13.2%	109.4% ↑
8. m.facebook.com / ref...	908	130.5% ↑	00:00:34	-18.0% ↓	12.0%	68.9% ↑
9. 219Group / adroll	740	-	00:00:43	-	12.2%	-
10. MediaOne / Bing	515	-	00:00:50	-	15.1%	-

1 - 100 / 138

Nearly all top pages are new this year and many pageviews are the result of paid traffic.

Page	Pageviews	% Δ
1. /event/sweet-valley-ranch-festival-of-lights/15647/	5,745	-
2. /quintessential-fayetteville/	5,020	-
3. /event/christmas-in-the-park-powered-by-fayetteville-pwc/15651/	2,786	-
4. /things-to-do/calendar-of-events/	2,667	-26.8% ↓
5. /untappedandunrivalled/	2,364	-
6. /explore/communities/fayetteville/	1,980	128.4% ↑
7. /get-outside/	1,764	-
8. /event/1st-annual-hope-mills-twinkle-trail/15685/	1,646	-
9. /	1,634	-51.0% ↓
10. /things-to-do/golf/	1,580	174.5% ↑

1 - 100 / 3668

NYC and Norfolk up the most. Portland is all direct traffic and possibly a bot.

Metro	Sessions	% Δ
1. Raleigh-Durham (Fayetteville) NC	15,226	-10.0% ↓
2. Charlotte NC	5,792	-6.5% ↓
3. Atlanta GA	2,449	-41.1% ↓
4. New York, NY	2,208	50.3% ↑
5. Washington DC (Hagerstown MD)	1,460	-19.8% ↓
6. Greensboro-High Point-Winston Salem NC	807	13.3% ↑
7. Norfolk-Portsmouth-Newport News VA	761	41.4% ↑
8. Philadelphia PA	734	-17.2% ↓
9. Florence-Myrtle Beach SC	676	-38.7% ↓
10. Portland OR	551	734.8% ↑

1 - 100 / 197

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

3,619

-38.1%

Event Label	Exit Page	Total Events ▼	% Δ
1. https://www.sweetvalleyranchnc.com/	/event/sweet-valley-ranch-festival-of-lights/15647/	994	425.9% ↑
2. http://fcpr.us/programs-activities/special-events	/event/christmas-in-the-park-powered-by-fayetteville-pwc/15651/	442	927.9% ↑
3. https://www.townofhopemills.com/457/Twinkle-Trail?fbclid=IwAR39tSQwwl1iy04Xx9fnzIEwOeMnzD0ROT_Nq4KFXPunD2Z1vHMleEI42ws	/event/1st-annual-hope-mills-twinkle-trail/15685/	219	-
4. https://www.capefearbg.org/event/holiday-lights-in-the-garden/	/event/holiday-lights-in-the-garden/15655/	184	308.9% ↑
5. https://www.facebook.com/events/425753975048232	/event/german-christmas-market-(weihnachtsmarkt)/15667/	81	1,520.0% ↑
6. https://www.google.com/maps/dir//2990%20Sunnyside%20School%20Road,Fayetteville,NC%2028312/@35.0234243,-78.8203047,17z/	/event/sweet-valley-ranch-festival-of-lights/15647/	63	2,000.0% ↑
7. https://www.youtube.com/watch?v=NVWUFaCR3p0	/coronavirus/	37	-80.1% ↓
8. http://thevillagebc.church/christmas	/event/christmas-drive-thru-at-the-village/15679/	35	775.0% ↑
9. https://www.youtube.com/watch?v=NVWUFaCR3p0	/	34	-34.6% ↓
10. https://fayettevillencgear.com/?ctk=5d7cea05-d884-4161-a5ce-792e74c024f3	/	31	520.0% ↑
11. https://www.sweetvalleyranchnc.com/	(not set)	29	2,800.0% ↑
12. https://www.facebook.com/events/239354187613311	/event/light-up-the-city-a-holiday-decorating-celebration/15688/	22	-
13. https://primary-fayetteville.cms30.localhost:4443/about-us/testimonials/#panel	/svtest/testimonial-example/	17	-
14. https://www.sweetvalleyranchnc.com/	/plan-your-visit/request-a-guide/	16	1,500.0% ↑
15. https://acgolfclub.com/	/golf/	15	-
16. https://www.townofhopemills.com/457/Twinkle-Trail?fbclid=IwAR39tSQwwl1iy04Xx9fnzIEwOeMnzD0ROT_Nq4KFXPunD2Z1vHMleEI42ws	/event/light-up-the-city-a-holiday-decorating-celebration/15688/	13	-
17. http://gilberttheater.com/season27/thecarols.php	/event/the-carols/15588/	12	0.0%
18. https://www.townofhopemills.com/457/Twinkle-Trail?fbclid=IwAR39tSQwwl1iy04Xx9fnzIEwOeMnzD0ROT_Nq4KFXPunD2Z1vHMleEI42ws	/event/sweet-valley-ranch-festival-of-lights/15647/	12	-
19. http://fcpr.us/programs-activities/special-events	/event/sweet-valley-ranch-festival-of-lights/15647/	11	-
20. https://www.townofhopemills.com/457/Twinkle-Trail?fbclid=IwAR39tSQwwl1iy04Xx9fnzIEwOeMnzD0ROT_Nq4KFXPunD2Z1vHMleEI42ws	/event/holiday-lights-in-the-garden/15655/	11	-
Grand total		3,619	79.0% ↑

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