



# Monthly Digital Report

August 2020



MEDIAONE

# Campaign Summary

1

Campaign picked leveled out in August and website traffic was up over last year for the first time since December.

Introduced new outdoor creative and continued promoting Exit 49 to real-time travelers and those planning long driving trips to Florida.

Placements:

- Display & Native prospecting and retargeting
- Google paid search
- Facebook prospecting and retargeting
- YouTube Video
- Foot traffic tracking
- SEO
- NEW: 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 slightly.

3

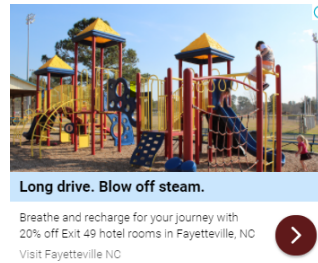
MediaOne drove 147% more than last year and accounted for just over 35% of all traffic to the website with a little higher quality engagement than last year overall.

4

Total traffic to the website was up 1.3% after being down 20.5% last month and down over 40% in June.

Organic traffic continues to be down due to around 5 times less searches than last year.

"Ft Bragg" and "Hope Mills nc" searches have the most potential for organic growth.



5

Google Analytics Goal Conversion Rate up 18% over last year.

- 1 min+ sessions up 39%
- 2+ pages per session up 65%
- Outbound link clicks down 34%
- Request Destination Guide down 11.8%
- Newsletter signups up 25%

## MEDIAONE TRAFFIC

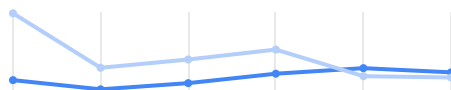
Campaign traffic is up over last year in August by 37%

Avg session duration went down 1 second

Slightly better performance vs last year

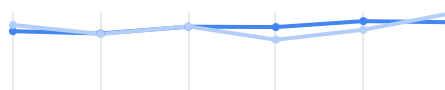
### MediaOne Traffic to Site

2nd half 2019	YTD* 2020	Last month
Sessions 66,774	Sessions 68,497	Sessions 11,649
↑ 67.7%	↓ -63.4%	↑ 37.0%



### Avg. Session Duration (ASD)

2nd half 2019	YTD* 2020	Last month
Avg. Session Duration 00:00:44	Avg. Session Duration 00:00:43	Avg. Session Duration 00:00:43
↑ 20.4%	↑ 7.9%	↓ -11.5%



### Pages / Session

2nd half 2019	YTD* 2020	Last month
Pages / Session 1.34	Pages / Session 1.41	Pages / Session 1.38
↑ 4.6%	↑ 15.5%	↑ 0.8%



## ALL WEBSITE TRAFFIC

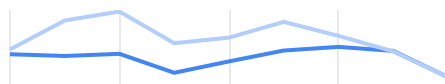
Website traffic just over last year's by 1.3%

Organic down with far fewer event searches this year

More traffic goes to 2+ pages this year than last year. Over 1 in 5 sessions visits a second page.

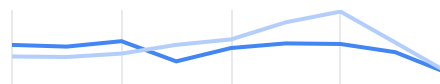
### Website traffic

1st half 2019	YTD* 2019	Last month
Sessions 303,434	Sessions 242,786	Sessions 33,223
↑ 115.1%	↓ -38.2%	↑ 1.3%



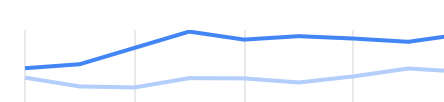
### Organic traffic

1st half 2019	YTD* 2019	Last month
Sessions 99,355	Sessions 132,024	Sessions 14,089
↑ 58.8%	↓ -13.4%	↓ -20.5%



### 2+ pages/sessions GA Goal

1st half 2019	YTD* 2019	Last month
2+ p/s GA goal 8.78%	2+ p/s GA goal 20.65%	2+ p/s GA goal 22.05%
↓ -53.6%	↑ 117.6%	↑ 64.9%



\*YTD is real-time and includes data through yesterday

## Insights:

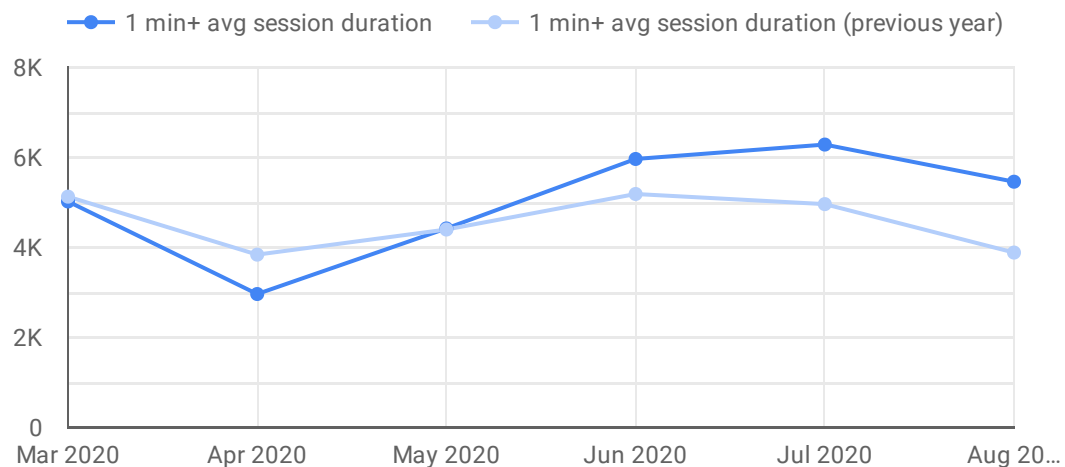
- Goals setup in Google Analytics to measure quality of website traffic from all sources

1 minute plus average session duration

1 min+ sessions

5.5K

↑ 40.5%

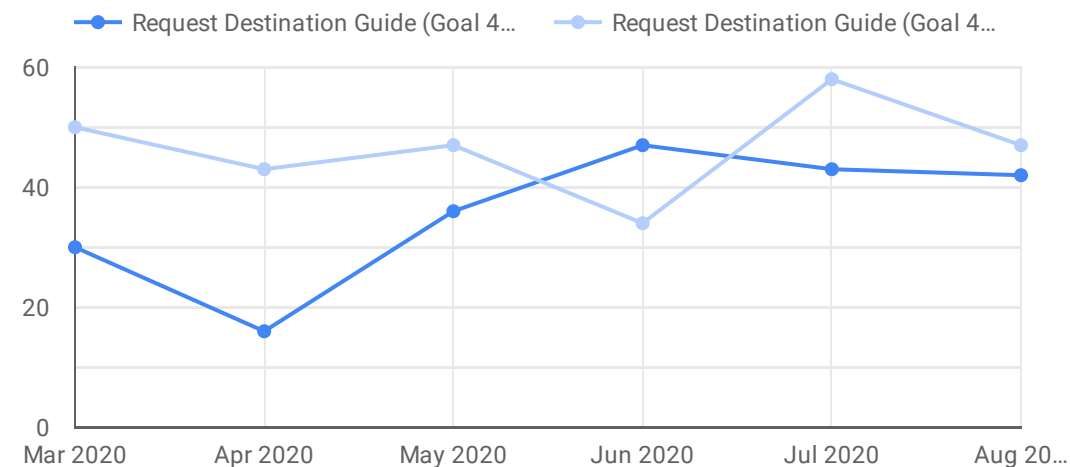


Request Destination Guide

Destination guide downloads

42

↓ -10.6%

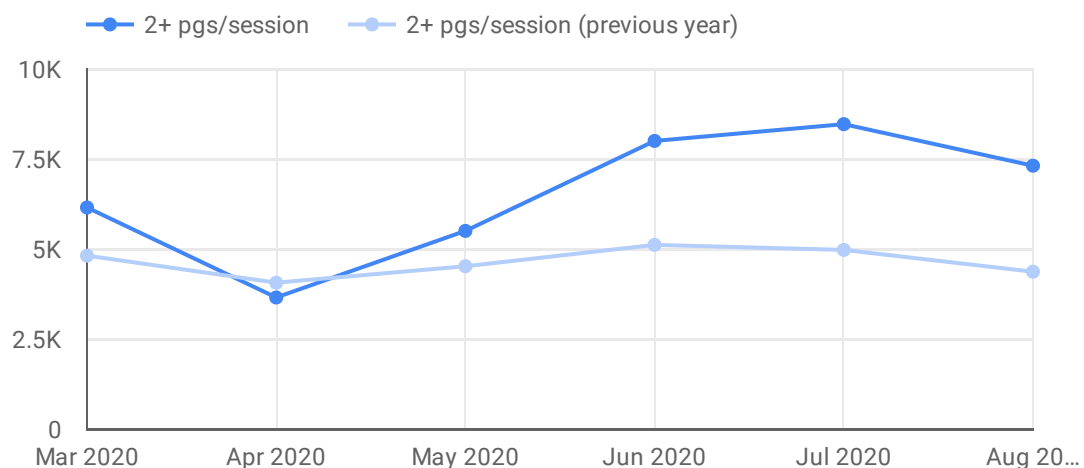


2+ pages per session

2+ pg sessions

7.3K

↑ 67.1%

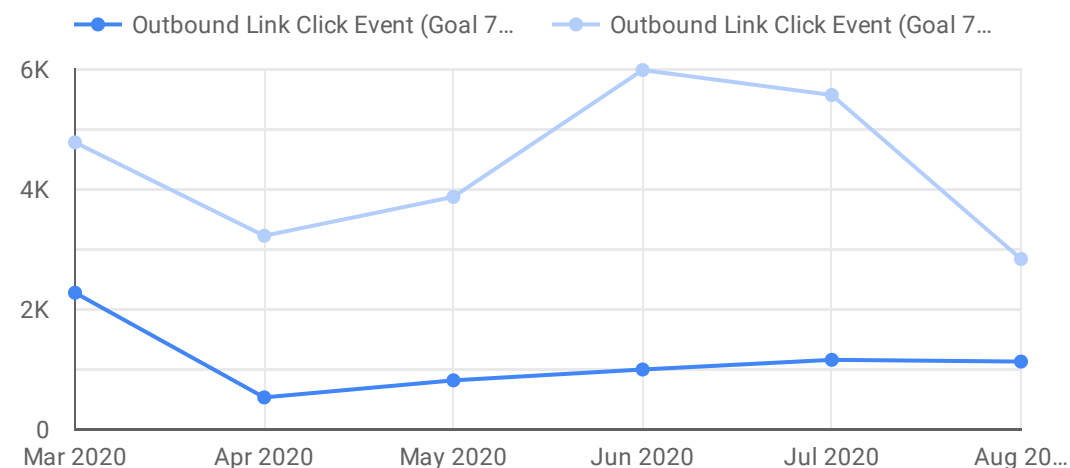


Outbound Link Clicks to Partners

Total Events

1.7K

↓ -55.3%



# Campaign Pacing

## Google Paid Search Notes:

- New fiscal goal: \$18,000 overall for approximately 13,333 clicks through 12/31/20
- July goal: \$5,000 for 3,750 clicks (including rollover) - 3,736 clicks delivered
- August goal: \$3,000 for 2,222 clicks: \$3,000 for 2,180 clicks delivered
- September goal: \$3,000 for 2,222 clicks

## Bing Paid Search Notes:

- New fiscal goal: \$6,000 overall for approximately 4,444 clicks through 12/31/20
- July goal: \$1,000 for 740 clicks - \$420 for 437 clicks delivered
- August goal: \$1,880 for 1,393 clicks - \$550 for 520 clicks
- September goal: \$2,330 for 1,614 clicks -

## Content Activation (native and display prospecting):

- New fiscal goal: 35,320 clicks through 12/31/20 (with 15,320 rollover)
- 2019-20 delivery: 48,180 clicks (of 63,500) delivered through 6/30 (15,320 rollover)
- July goal: 3,000 clicks - 4,482 clicks delivered
- August goal: 3,000 clicks - 5,612 clicks delivered
- September goal: 3,000 clicks

## Facebook Notes:

- New fiscal goal: 1,939,327 impressions through 12/31/20 (including the 439,327 rollover)
- 1,560,673 impressions (of 2MM) delivered through 6/30/20 (439,327 rollover)
- July goal: 323,221 impressions - 60,359 delivered
- August goal: 250,000 impressions - 175,201 delivered
- September goal: 587,661 impressions

## Digital OOH Notes:

- New fiscal goal: 1,428,571 impressions through 12/31/20
- August goal: 720,000 impressions - 97,480 impressions delivered
- September goal: 500,000 impressions

## Display Retargeting Notes:

- New fiscal goal: 1,714,286 + 210,818 rollover for 1,925,104
- 2019-20 delivery: 4,932,039 impressions through 6/30/20 (210,818 rolling over)
- July goal: 320,000 impressions - 962,691 impressions delivered
- August goal: 250,000 impressions - 279,014 impressions delivered
- September goal: 250,000 impressions

## Native Retargeting:

- New fiscal goal: 12,000 clicks by 12/31/20
- July goal: 2,000 clicks - 2,150 clicks delivered
- August goal: 2,000 clicks - 538 clicks delivered
- September goal: 3,400 clicks

## YouTube Notes:

- New fiscal goal: 60,000 30-second video views until 12/31/20
- 2019-20 delivery: 121,297 (of 120k) 30-second video views
- July goal: 10,000 30-second views - 6,591 delivered
- August goal: 13,000 30-second views - 5,900 delivered
- September goal: 17,500 30-second views

# Google Paid Search

Aug 1, 2020 - Aug 31, 2020

## Insights:

- Traffic quality continued to increase with a little less traffic volume
- Family Friendly landing page still doing best and increasing volume - request a guide page performance doing worse over time
- Fayetteville overview page was top volume page and held strong avg. session duration
- Things to do searches getting the most clicks

## Action items:

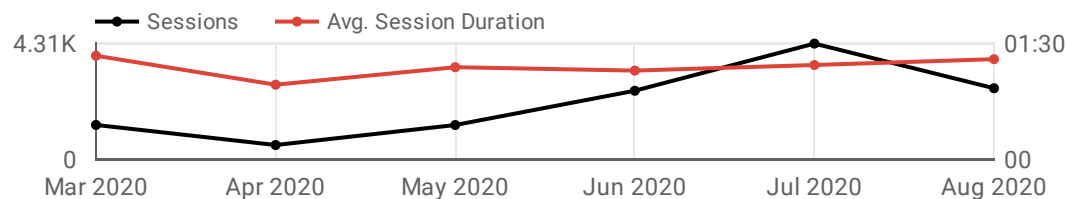
- Supplement poorer performing SEO terms: "spring lake nc", "cape fear river trail" & "fayetteville nc" while minimizing various "things to do in fayetteville" searches

## All Landing Pages

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration	1+ min session CVR
1.	/explore/communities/fayetteville/	1,408	56.3%	00:01:23	24.6%
2.	/plan-your-visit/request-a-guide/	393	79.1%	00:00:28	7.4%
3.	/things-to-do/family-friendly/	387	55.3%	00:02:00	33.1%
4.	/explore/communities/fort-bragg/	203	54.7%	00:01:30	23.6%
	<b>Grand total</b>	<b>2,650</b>	<b>60.3%</b>	<b>00:01:17</b>	<b>22.3%</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.	Aug 2020	2,650	60.3%	00:01:17	2.0	22.3%
2.	Jul 2020	4,306	61.8%	00:01:13	2.0	20.7%
3.	Jun 2020	2,556	61.6%	00:01:09	1.9	20.8%
4.	May 2020	1,284	62.3%	00:01:11	1.8	19.3%
5.	Apr 2020	542	57.6%	00:00:58	1.9	21.0%
6.	Mar 2020	1,287	58.8%	00:01:20	1.9	23.6%



## Top Paid Search Keywords

	Search keyword	Impressions	Clicks	CTR
1.	top 10 things to do in fayetteville nc	1,624	501	30.85%
2.	things to do in fayetteville nc	962	245	25.47%
3.	raleigh north carolina things to do	1,917	205	10.69%
4.	best places to go in north carolina	1,373	197	14.35%
5.	north carolina places to visit	2,268	125	5.51%
6.	fun things to do in fayetteville nc	588	110	18.71%
7.	fayetteville things to do this weekend	472	77	16.31%
8.	ft bragg army base	866	62	7.16%
9.	cape fear river trail	321	55	17.13%
10.	things to do in north carolina	316	42	13.29%
11.	fun places in fayetteville nc	171	30	17.54%
12.	all cities in north carolina	223	29	13%
13.	things to do in fayetteville	198	29	14.65%
14.	fayetteville nc	334	27	8.08%
15.	hotels off I95	218	24	11.01%
16.	fort bragg nc website	396	23	5.81%
17.	fayetteville nc things to do	78	21	26.92%
18.	fayetteville north carolina	294	21	7.14%
19.	things to do around fort bragg nc	166	19	11.45%
20.	visit fort bragg nc	147	19	12.93%

## 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:

- Continued focusing only on I95 traffic due to creative restraints. This is hurting performance in terms for avg. session duration versus when we previously ran more general itinerary-like leisure
- Performance however is up over the past several months
- Carver's Creek had the best engagement followed by Spring Lake Outpost

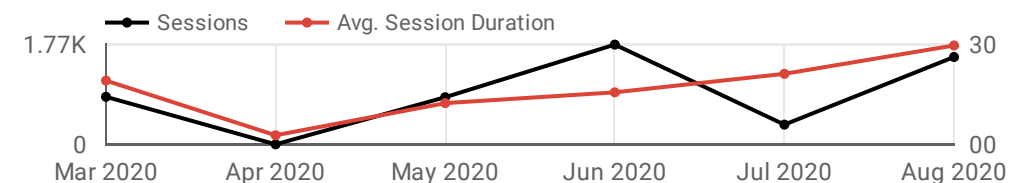
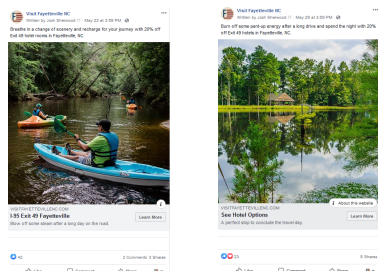
## Action items:

- Still need to add more Exit 49 creative variations to the mix
- Reintroduce older general leisure creative from "Annette stories"

	Creative	Tactic	Impressions	Clicks	CTR	Engagements	Engagement Rate	pgs/session	2+ GA Goal	Goal CVR
1.	Veterans Airplane	Veteran Targeting Prospecting	34,414	456	1.33%	206	0.60%	52		11.4%
2.	Get Outside Weekend Wanderer	Website & Email RT	33,511	216	0.64%	73	0.22%	36		16.7%
3.	Get Outside - Change of Scenery	Family Travel Prospecting	18,210	188	1.03%	23	0.13%	36		19.1%
4.	Blow Off Steam Spring Lake Outpost	Real-time Travelers	30,359	183	0.6%	18	0.06%	13		7.1%
5.	Family Kid Glasses	Family Travel Prospecting	16,665	166	1%	26	0.16%	16		9.6%
6.	Get Outside - River Trail	Veteran Targeting Prospecting	12,085	115	0.95%	16	0.13%	15		13.0%
7.	Get Outside - Golf	Veteran Targeting Prospecting	7,421	58	0.78%	26	0.35%	7		12.1%
8.	Perfect Stop to Conclude Travel - Eastover Park	Real-time Travelers	9,304	48	0.52%	2	0.02%	2		4.2%
9.	Family Climb Wall	Family Travel Prospecting	3,665	18	0.49%	3	0.08%	2		11.1%

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration	1m+ sessions
1.	/get-outside/	656	80.64%	00:00:28	10.21%
2.	/fayetteville-veterans/	444	75.23%	00:00:30	11.49%
3.	/plan-your-visit/overnight-stay-i95-exit-49/	224	87.95%	00:00:11	4.91%
4.	/fayetteville-family-fun/	202	81.68%	00:00:18	7.43%

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1m+ sessions
1.	Aug 2020	1,551	79.8%	00:00:29	1.30	9.6%
2.	Jul 2020	354	82.5%	00:00:21	1.20	6.5%
3.	Jun 2020	1,771	81.8%	00:00:15	1.23	6.2%
4.	May 2020	839	83.9%	00:00:12	1.20	4.8%
5.	Apr 2020	5	80.0%	00:00:02	1.20	0.0%
6.	Mar 2020	828	83.3%	00:00:19	1.24	6.9%



## Insights:

- Volume decreased compared to July but performance increased with people staying 3 seconds longer on average (bottom right)
- Targeting people in the northeast who are researching trips to Florida is working best
- Heroes Wall performance picked up then Kayak and Lake Reflection had next best combo of volume and performance - "Perfect Stop" headline doing better than "Long Drive"
- Get Outdoors page will start seeing volume pick up

	Images	Headline	Tactic	Impressions	Clicks ▾	CTR	2+ pages/ session goal	2+ pages/ session CVR
1.	Heroes Wall	Honor Heroes	NE FL Travel Planners	192,470	806	0.42%	92	11.4%
2.	Lake Reflection Carver's Creek	Long drive. Blow off steam.	NE FL Travel Planners	222,375	463	0.21%	27	5.8%
3.	Lake Reflection Carver's Creek	Perfect stop after long travel	NE FL Travel Planners	25,086	288	1.15%	38	13.2%
4.	Kayak Carver's Creek	Perfect stop after long travel	NE FL Travel Planners	38,520	251	0.65%	40	15.9%
5.	Playground Eastover	Perfect stop after long travel	NE FL Travel Planners	95,015	165	0.17%	12	7.3%
6.	Lake Reflection Carver's Creek	Perfect stop after long travel	Hotel RT	9,678	149	1.54%	16	10.7%
7.	Kayak Carver's Creek	Perfect stop after long travel	Hotel RT	14,326	146	1.02%	19	13.0%
8.	Playground Eastover	Long drive. Blow off steam.	Hotel RT	11,240	129	1.15%	14	10.9%
9.	Lake Reflection Carver's Creek	Long drive. Blow off steam.	Hotel RT	8,194	113	1.38%	12	10.6%
10.	Lake Reflection Carver's Creek	Perfect stop after long travel	Geofence I95	25,443	54	0.21%	8	14.8%
Grand total				696,177	2,648	0.38%	286	10.8%

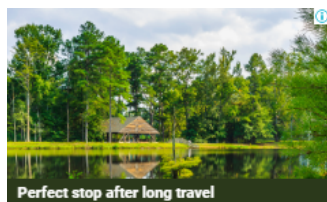
	Landing Page	Sessions ▾	Bounce Rate	Avg. Session Duration
1.	/plan-your-visit/overnight-stay-i95-exit-49/	2,132	82.1%	00:00:35
2.	/fayetteville-veterans/	14	78.6%	00:00:08
3.	/fayetteville-pursuits/romance/	11	100.0%	00:00:00
4.	/fayetteville-girlfriends-getaway/	11	81.8%	00:00:00



Blow off some steam after a long day on the road.

Visit Fayetteville NC

Open >



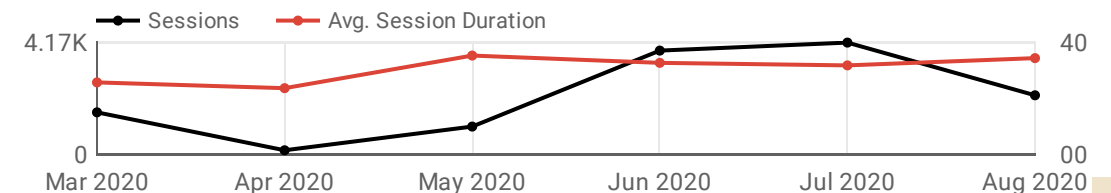
Perfect stop after long travel

Burn off energy after a long drive & stay over with 20% off Exit 49 in Fayetteville, NC

Visit Fayetteville NC



	Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1 min+ CVR
1.	Aug 2020	2,208	81.6%	00:00:34	1.20	6.07%
2.	Jul 2020	4,169	80.1%	00:00:31	1.19	5.44%
3.	Jun 2020	3,871	78.9%	00:00:32	1.22	5.79%
4.	May 2020	1,044	82.3%	00:00:35	1.23	5.75%
5.	Apr 2020	162	88.9%	00:00:23	1.09	5.56%
6.	Mar 2020	1,574	75.3%	00:00:25	1.20	5.59%



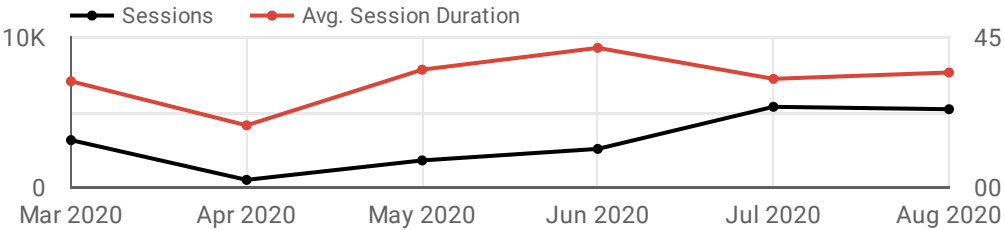


- Insights:**
- Volume of clicks continued at July's level with performance getting a little better (+2 seconds)
  - Get Outside volume started quickly and had the best performance
  - Exit 49 prospecting did well however Get Outside did the best

	Creative	Tactic	Impressions	Clicks ① ▾	CTR	2+ pages/session goal	2+pgs CVR ② ▾
1.	Get Outside	NE FL Travel Planners	887,586	1,940	0.22%	202	6.1%
2.	I95 Exit 49 20% Off	NE FL Travel Planners	383,529	1,891	0.49%	169	13.8%
3.	Get Outside	Website RT	183,663	769	0.42%	152	14.8%
4.	Veteran Content	NE FL Travel Planners	277,444	723	0.26%	31	2.2%
5.	I95 Exit 49 20% Off	Website RT	95,351	248	0.26%	14	2.9%
6.	Girlfriend Getaway	NE FL Travel Planners	4,734	5	0.11%	0	0.0%
7.	Family Content	NE FL Travel Planners	454	0	0.00%	0	null
	<b>Grand total</b>		<b>1,832,761</b>	<b>5,576</b>	<b>0.30%</b>	<b>568</b>	<b>9.2%</b>

	Landing Page	Sessions ▾	Bounce Rate	Avg. Session Duration
1.	/get-outside/	2,634	80.87%	00:00:41
2.	/plan-your-visit/overnight-stay-i95-...	1,903	86.28%	00:00:33
3.	/fayetteville-veterans/	614	91.37%	00:00:05

	Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	2+ pages/session
1.	Aug 2020	5,224	83.7%	00:00:34	1.17	575
2.	Jul 2020	5,385	83.8%	00:00:32	1.18	645
3.	Jun 2020	2,581	81.1%	00:00:41	1.19	349
4.	May 2020	1,812	80.6%	00:00:35	1.20	249
5.	Apr 2020	517	76.6%	00:00:18	1.28	71
6.	Mar 2020	3,165	78.3%	00:00:31	1.18	328



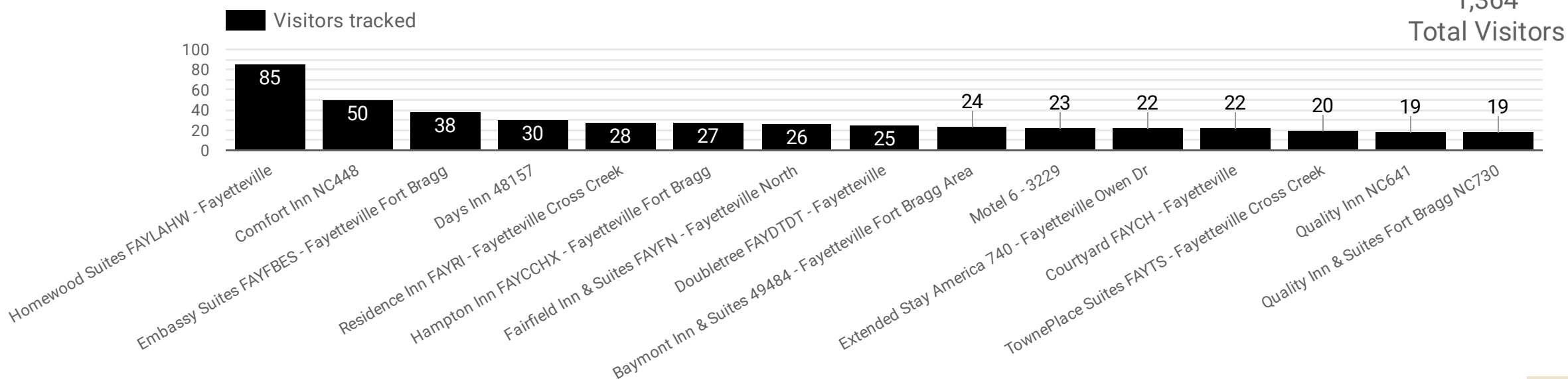
- Retargeting is the most efficient
- Things To Do section of the website had the best CVR overall
- Impressions are all time while exposed visitors were only those in August

- Charleston, SC continued as the most efficient DMA with .43% conversion rate (CVR) with people in small towns and Charlotte as other top feeder markets

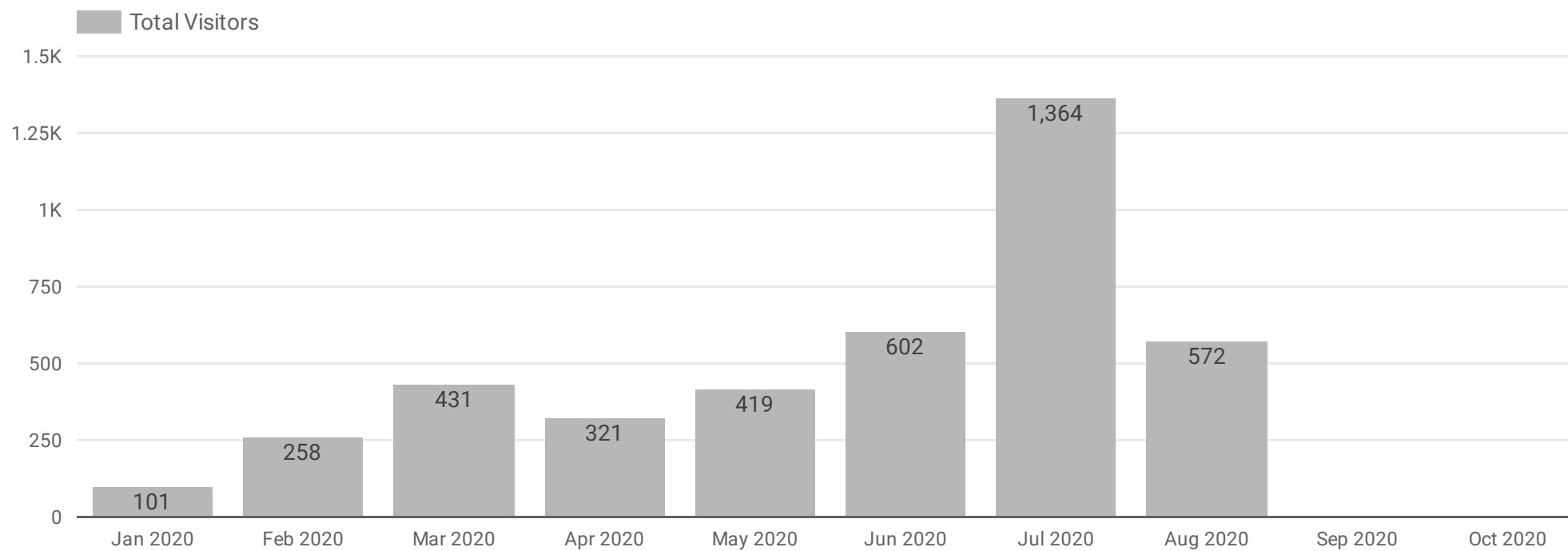
	Tactic	Impressions ▾	Exposed Visitors	CVR
1.	Display_RT	2,137,772	527	0.025%
2.	Native_Exit49	2,070,341	11	0.001%
3.	Native_RT	659,951	36	0.005%
4.	Display_Prospect	574,243	6	0.001%
5.	Website_ContentPages	94,476	15	0.016%
6.	Website_ThingsToDo	84,822	233	0.275%
7.	PPC_Landing	23,240	8	0.034%
8.	Website_Accommodations	2,829	1	0.035%
9.	Website_FtBragg	2,828	1	0.035%

	Targeted DMA	Impressions	Exposed Visitors ▾	CVR
1.	Raleigh/Durham	967,576	386	0.04%
2.	Locations outside of DMA boundari...	314,632	167	0.05%
3.	Charlotte	434,642	146	0.03%
4.	Charleston-Sc	20,585	16	0.08%
5.	Greenville/Spartanburg/Asheville/A...	8,869	10	0.11%
6.	Wilmington	102,174	7	0.01%
7.	Florence/Myrtle Beach	63,390	6	0.01%
8.	New York	1,070,364	5	+0%
9.	Norfolk/Portsmouth/Newport News	205,181	5	+0%
10.	Columbia-Sc	84,669	5	0.01%

Knights Inn had most decline while Residence Inn had the largest increase



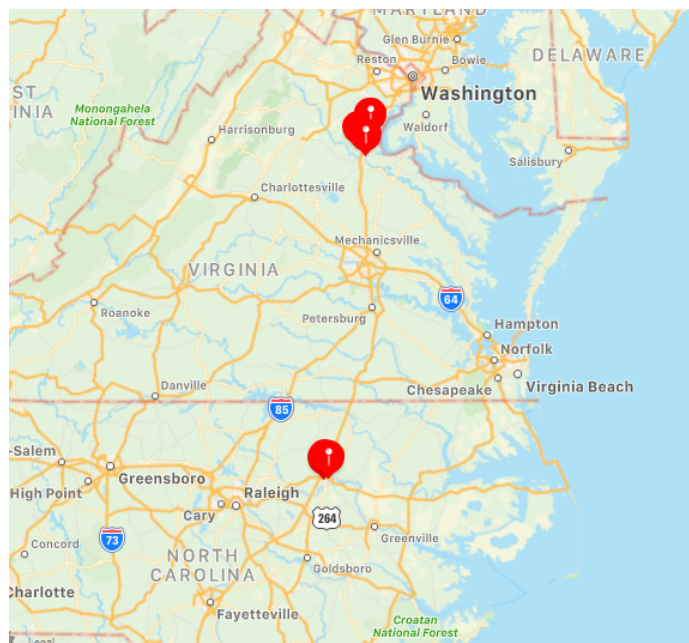
- Tracked visitors dropped in August vs July possibly due to less campaign impressions and updated reporting technology



**Insights:**

- 97,480 impressions in August
- All impressions on billboards south of DC and north of Raleigh
- Impressions only show from 4 PM to 10 PM

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

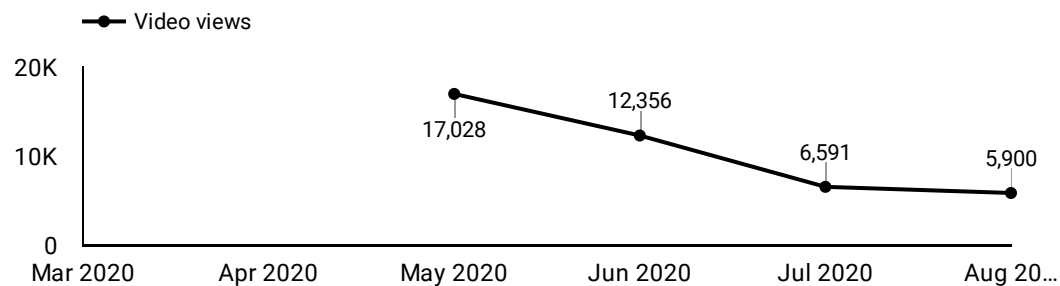


**Insights:**

- This is a special place video continued with great view rates increasing from 42% to 43%
- 0 new subscribers in August and 40 so far this year

**Paid Video Ads**

Video title	Impressions ▾	Video views	Video view rate	Clicks	CTR
This Is a Special Place	13,759	5,900	42.9%	16	0.12%



## YouTube Channel Top Videos - Paid &amp; Organic

	Video Title	Views ▾	Average View Percent age	Watch Time
1.	This Is a Special Place	5,971	79.94%	00:04:11
2.	The All American Tattoo Convention - Fayetteville, NC	125	62.45%	00:04:15
3.	Lafayette Trail	63	59.81%	00:02:01
4.	American Independence Trail	31	55.36%	00:05:24
5.	Visit Spring Lake NC	30	82.8%	00:01:09
6.	You Would Never Guess Lady Liberty Has Dance Moves Like this...	30	75.23%	00:00:41
7.	What Does Patriotism Mean To You?	29	24.25%	00:00:57
8.	Greg Kalevas owner of Chris' Steakhouse	20	60.98%	00:01:00
9.	911 Tribute Painting created live	16	79.32%	00:03:08
10.	Cape Fear River Trail	15	59.49%	00:00:49
11.	J P Riddle Stadium	12	80.52%	00:01:04
12.	Lady Liberty Embraces New Found Love of Motorcycles!	11	59.5%	00:00:21
13.	Jordan Soccer Complex	9	56.57%	00:00:33
14.	Hope Mills Municipal Park	8	54%	00:00:40
15.	Cross Creek Mall Kids Play area	7	20.57%	00:00:08
16.	Arnette Park	6	38.82%	00:00:31
17.	African American Heritage Trail	6	59.23%	00:01:42
18.	Hosting a Religious Meeting in Fayetteville, NC	6	68.6%	00:01:06
19.	Fayetteville Veterans	4	26.38%	00:00:10

## Organic traffic overview:

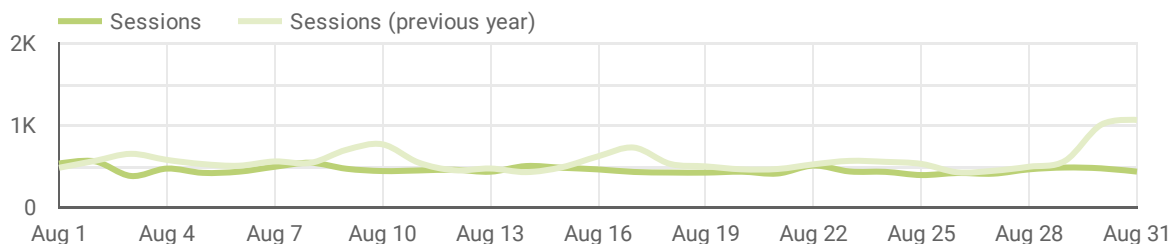
Total organic sessions for month **14.1K**  
↓ -20.5%

### Insights:

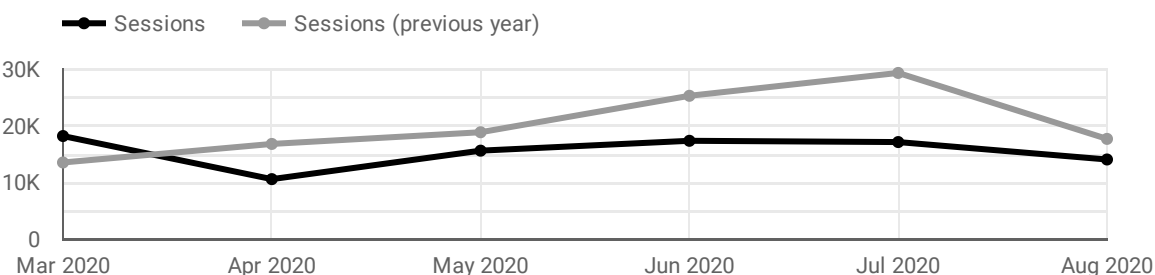
Organic traffic is down compared to last year mostly due to less event searches this year from Charlotte

Search volume for events down around 5x vs last year (~9,400 last year vs 1,719 this year)

Last month



Last 6 months



Users

**12.1K**

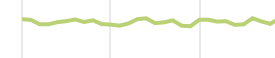
↓ -16.5%



Pages / Session

**1.6**

↓ -12.5%



% New Sessions

**81.8%**

↑ 9.3%



Avg. Session Duration

**01:27**

↓ -14.6%



## Organic traffic compared the rest

	Default Channel Grouping	Sessions ▾	% New Sessions	Bounce Rate	Avg. Session Duration	Goal Conversion Rate	Pages / Session
1.	Organic Search	14.1K	81.75%	46.58%	01:27	61.11%	1.6
2.	Display	5.2K	71.84%	83.65%	34	18.34%	1.2
3.	(Other)	4.8K	77.02%	77.29%	37	27.64%	1.3
4.	Direct	4.4K	82.31%	68.6%	01:01	41.36%	1.5
5.	Paid Search	2.4K	86.45%	58.96%	01:20	71.04%	2.1
6.	Referral	1.7K	55.13%	40.63%	05:10	100.53%	4
7.	Social	625	88%	72.8%	46	41.44%	1.7

## Organic Interaction

Average Position

**15.5**

↑ 12.1%



Site CTR

**0.9%**

↓ -42.7%



Impressions

**1.5M**

↑ 37.2%



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

#### 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)

#### July

1. <https://www.visitfayettevillenc.com/> - down 38% in August & +30% in July
2. <https://www.visitfayettevillenc.com/things-to-do/> - up 51% in August & +135% in July

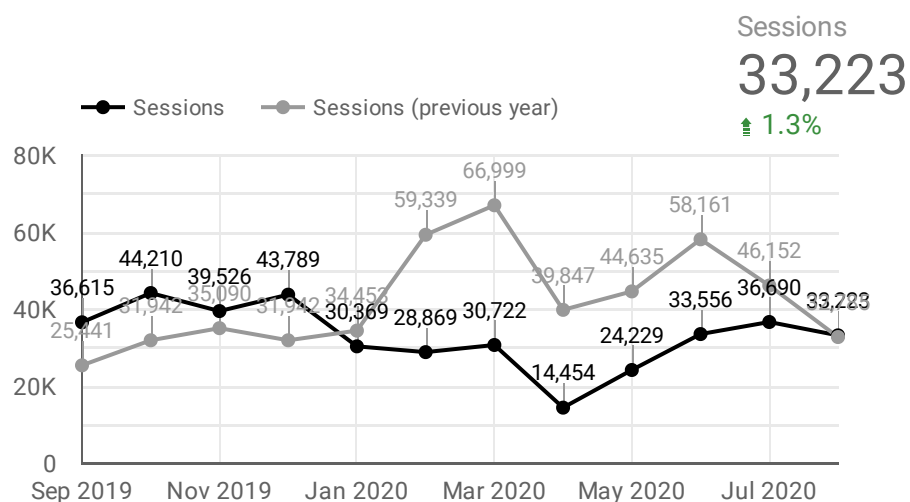
### Top 10 organic landing pages

	Landing Page	Sessions ▾	% Δ
1.	/things-to-do/calendar-of-events/	798	-64.0% ↓
2.	/listing/id-card-facility-and-deers/3385/	577	163.5% ↑
3.	/	545	-38.1% ↓
4.	/listing/lake-pines-swim-club/7929/	493	-
5.	/things-to-do/free-things-to-do/	402	-56.8% ↓
6.	/listing/hope-mills-lake/7362/	399	39,800.0% ↑
7.	/listing/mott-lake/6783/	257	-
8.	/listing/all-american-trail/6737/	250	24,900.0% ↑
9.	/listing/smith-lake-recreation-area/6754/	244	-
10.	/listing/chalmers-pool-at-seabrook-park/6...	238	-30.6% ↓

### Top 10 searches by volume show SEO potential

	Query	Impressions ① ▾	Clicks ② ▾	% Δ	Site CTR	Average Position	Δ
1.	fayetteville nc	62,359	152	-10.6% ↓	0.24%	5.8	-0.2 ↓
2.	fayetteville	51,206	37	60.9% ↑	0.07%	7.4	-0.1 ↓
3.	fort bragg	50,565	56	-24.3% ↓	0.11%	11.3	0.5 ↑
4.	cross creek mall	12,898	4	-33.3% ↓	0.03%	15.7	0.0 ↑
5.	food near me	12,334	1	-	0.01%	12.3	-1.0 ↓
6.	fayetteville north carol...	8,820	24	-40.0% ↓	0.27%	5.3	-0.1 ↓
7.	ftcc bookstore	7,139	3	-	0.04%	9.4	0.1 ↑
8.	waffle house	7,017	2	0.0%	0.03%	10.2	0.7 ↑
9.	cumberland county sc...	6,463	2	-	0.03%	11.5	-11.6 ↓
10.	hope mills nc	6,310	12	0.0%	0.19%	6.5	0.3 ↑

Traffic up for first time since December 2019 with MediaOne campaign being full steam.



Top 10 traffic sources make up the bulk of website visitors - most sources are down

	Source / Medium	Sessions	% Δ	Avg. Session Duration	% Δ	1 minute+ session goal	% Δ
1.	google / organic	13,358	-21.3% ↓	00:01:24	-14.6% ↓	20.2%	48.6% ↑
2.	MediaOne / display	5,224	452.2% ↑	00:00:34	51.2% ↑	6.1%	86.9% ↑
3.	(direct) / (none)	4,427	8.7% ↑	00:01:01	-7.9% ↓	13.0%	41.0% ↑
4.	MediaOne / ppc	2,373	1,162.2% ↑	00:01:20	5.7% ↑	23.3%	131.0% ↑
5.	MediaOne / native	2,208	-36.7% ↓	00:00:34	-31.3% ↓	6.1%	0.4% ↑
6.	MediaOne / facebook	1,545	-	00:00:29	-	9.6%	-
7.	219Group / adroll	725	-	00:00:56	-	11.3%	-
8.	m.facebook.com / ref...	508	-13.9% ↓	00:00:33	-4.0% ↓	9.8%	115.1% ↑
9.	bing / organic	430	-4.2% ↓	00:02:19	-16.7% ↓	30.2%	19.1% ↑
10.	aofavetteville.com / re...	344	102.4% ↑	00:03:05	-13.1% ↓	36.3%	21.1% ↑

1 - 100 / 218 < >

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

	Page	Pageviews	% Δ
1.	/get-outside/	5,868	-
2.	/plan-your-visit/overnight-stay-i95-exit-49/	5,261	-
3.	/	2,019	-61.8% ↓
4.	/explore/communities/fayetteville/	1,675	420.2% ↑
5.	/things-to-do/	1,474	41.5% ↑
6.	/things-to-do/calendar-of-events/	1,452	-66.7% ↓
7.	/fayetteville-veterans/	1,139	28,375.0% ↑
8.	/coronavirus/	925	-
9.	/things-to-do/free-things-to-do/	902	-46.8% ↓
10.	/plan-your-visit/accommodations/	799	-63.4% ↓

1 - 100 / 3625 < >

Top source is nearby then is a mix of drive markets and further off cities

	Metro	Sessions	% Δ
1.	Raleigh-Durham (Fayetteville) NC	11,141	-2.5% ↓
2.	Charlotte NC	4,377	-5.5% ↓
3.	Washington DC (Hagerstown MD)	2,216	100.5% ↑
4.	Atlanta GA	1,749	-23.1% ↓
5.	New York, NY	1,194	30.5% ↑
6.	Greensboro-High Point-Winston Salem NC	1,168	178.8% ↑
7.	Norfolk-Portsmouth-Newport News VA	928	176.2% ↑
8.	Florence-Myrtle Beach SC	786	13.3% ↑
9.	Baltimore MD	681	440.5% ↑
10.	Philadelphia PA	493	69.4% ↑

1 - 100 / 195 < >



## Insights:

- Improve from being down 81.8% in July to down 55.3% in August mostly due to last year more people clicked on YouTube videos in the pursuits campaign and event listings

Total Events

1,717

↓ -55.3%

Event Label	Exit Page	Total Events ▼	% ▲
1. <a href="https://www.eventbrite.com/e/5th-annual-man22-suicide-awareness-run-tickets-113365338780">https://www.eventbrite.com/e/5th-annual-man22-suicide-awareness-run-tickets-113365338780</a>	/event/5th-annual-man22-suicide-awareness-run/15467/	44	214.3% ↑
2. <a href="https://www.youtube.com/watch?v=NvWUFaCR3p0">https://www.youtube.com/watch?v=NvWUFaCR3p0</a>	/coronavirus/	42	-82.6% ↓
3. <a href="https://www.youtube.com/watch?v=EH-slikJHlc">https://www.youtube.com/watch?v=EH-slikJHlc</a>	/fayetteville-veterans/	41	46.4% ↑
4. <a href="https://www.facebook.com/events/475557413123352/">https://www.facebook.com/events/475557413123352/</a>	/event/5th-annual-man22-suicide-awareness-run/15467/	39	143.8% ↑
5. <a href="https://www.youtube.com/watch?v=NvWUFaCR3p0">https://www.youtube.com/watch?v=NvWUFaCR3p0</a>	/	35	169.2% ↑
6. <a href="https://www.youtube.com/watch?v=rb9FacYdCxU">https://www.youtube.com/watch?v=rb9FacYdCxU</a>	/things-to-do/	30	42.9% ↑
7. <a href="https://www.facebook.com/events/315342102919252/">https://www.facebook.com/events/315342102919252/</a>	/event/clueville:-a-downtown-mystery/15586/	30	-
8. <a href="https://www.facebook.com/dirtbagalesfarmersmarket/">https://www.facebook.com/dirtbagalesfarmersmarket/</a>	/event/dirtbag-ales-farmers-market/15574/	19	280.0% ↑
9. <a href="http://fayettevillentrails.com/">http://fayettevillentrails.com/</a>	/things-to-do/cultural-heritage-trails/	19	11.8% ↑
10. <a href="https://www.omnipong.com/EntryForms/1021-45.pdf">https://www.omnipong.com/EntryForms/1021-45.pdf</a>	/event/2020-butterfly-primerica-sandhills-open/15426/	19	533.3% ↑
11. <a href="https://www.facebook.com/events/563154524541960?active_tab=about">https://www.facebook.com/events/563154524541960?active_tab=about</a>	/event/outdoor-movie-night/15569/	17	-
12. <a href="https://www.facebook.com/CityMarketAtTheMuseum/">https://www.facebook.com/CityMarketAtTheMuseum/</a>	/event/city-market-at-the-museum/15575/	14	600.0% ↑
13. <a href="https://www.youtube.com/watch?v=7M4TDdmtr2c">https://www.youtube.com/watch?v=7M4TDdmtr2c</a>	/things-to-do/cultural-heritage-trails/african-american-heritage-trail/	12	-7.7% ↓
14. <a href="https://omnicinemas.com/">https://omnicinemas.com/</a>	/event/omni-drive-in-outdoor-cinema/15573/	10	-33.3% ↓
15. <a href="https://primary-fayetteville.cms30.localhost:4443/explore/military-connection/military-discount-list/#panel">https://primary-fayetteville.cms30.localhost:4443/explore/military-connection/military-discount-list/#panel</a>	/includes/plugins/nav/preview_civs/?type=nav_version&typeArgs[nav_id]=5acd49ba0b306a61ea4575b9&typeArgs[preview_type]=civs&typeArgs[version_id]=5f3b25a45b509e1322b7bd60&pageBuilder=true&renderType=default	10	-
16. <a href="https://www.capefearbg.org/event/murder-mystery-scavenger-hunt-2/">https://www.capefearbg.org/event/murder-mystery-scavenger-hunt-2/</a>	/event/murder-mystery-scavenger-hunt:-a-hawaiian-homicide/15581/	9	350.0% ↑
17. <a href="https://www.google.com/maps/dir//Perimeter%20of%20Fort%20Bragg,Fort%20Bragg,NC%2028307/@35.1411068,-78.9771641,17z/">https://www.google.com/maps/dir//Perimeter%20of%20Fort%20Bragg,Fort%20Bragg,NC%2028307/@35.1411068,-78.9771641,17z/</a>	/listing/all-american-trail/6737/	9	80.0% ↑
18. <a href="https://www.youtube.com/watch?v=NvWUFaCR3p0">https://www.youtube.com/watch?v=NvWUFaCR3p0</a>	/get-outside/	9	-
19. <a href="http://events.firehero.org/site/TR?fr_id=2186&amp;pg=entry">http://events.firehero.org/site/TR?fr_id=2186&amp;pg=entry</a>	/event/9-11-memorial-stair-climb/15592/	9	-
Grand total		1,717	0.1% ↑



# Next Steps

SEO: Setup a call to discuss changes to key pages on the website that MediaOne cannot do

New research report to be delivered by 9/22 including the database Data Portrait Analysis and Mobile Geolocation Hotel Visitor Insights

Optimizing campaign with recently introduced outdoor creative focusing on avg session duration as the main driver

Updated Flowchart with actual delivery, September goal and current schedule