



Monthly Digital Report

September 2020



MEDIAONE

Campaign Summary

1

Campaign picked leveled out in September then will pick up quite a bit in October with influx of new Content Activation. Website traffic was down just a bit after being up in August.

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

Placements:

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

2

Google paid search ("MediaOne / ppc" in GA) continues to be the highest quality of paid traffic with other sources increasing (shown in depth on pages 6 & 17)

3

MediaOne drove 45% more than last year and accounted for just over 29% of all traffic to the website with a little higher quality engagement than last year overall.

4

Total traffic to the website was down 9.4% after being up 1% last month and down every previous month since December 2019.

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

There's now 8 pages with changes to be made for SEO away from events and more focused on surround towns and outdoor activities. One goal is to be the ultimate resource page for people searching Fayetteville NC.

5

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

- 1 min+ sessions up 43.5%
- 2+ pages per session up 74.4%
- Outbound link clicks down 63.6%
- Request Destination Guide down 71.4%

MEDIAONE TRAFFIC

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

Avg session duration was nearly even to last year but with more click volume.

Slightly better performance vs last year as well.

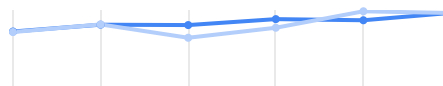
MediaOne Traffic to Site

2nd half 2019	YTD* 2020	Last month
Sessions 66,774	Sessions 77,668	Sessions 9,866
↑ 67.7%	↓ -59.9%	↑ 45.2%



Avg. Session Duration (ASD)

2nd half 2019	YTD* 2020	Last month
Avg. Session Duration 00:00:44	Avg. Session Duration 00:00:44	Avg. Session Duration 00:00:48
↑ 20.4%	↑ 9.0%	↑ 0.2%



Pages / Session

2nd half 2019	YTD* 2020	Last month
Pages / Session 1.34	Pages / Session 1.42	Pages / Session 1.50
↑ 4.6%	↑ 15.8%	↑ 5.0%



ALL WEBSITE TRAFFIC

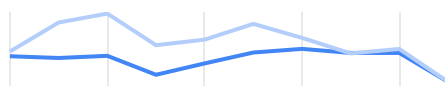
Website traffic was down vs last year.

Organic down with 2,700+ less clicks from events, festivals and farmer's markets. Details on page 14.

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

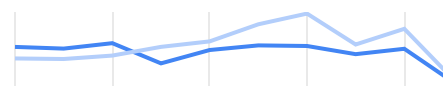
Website traffic

1st half 2019	YTD* 2019	Last month
Sessions 303,434	Sessions 273,677	Sessions 33,181
↑ 115.1%	↓ -36.0%	↓ -9.4%



Organic traffic

1st half 2019	YTD* 2019	Last month
Sessions 99,355	Sessions 145,866	Sessions 16,112
↑ 58.8%	↓ -16.6%	↓ -31.8%



2+ pages/sessions GA Goal

1st half 2019	YTD* 2019	Last month
2+ p/s GA goal 8.78%	2+ p/s GA goal 21.00%	2+ p/s GA goal 23.63%
↓ -53.6%	↑ 116.2%	↑ 92.4%



Insights:

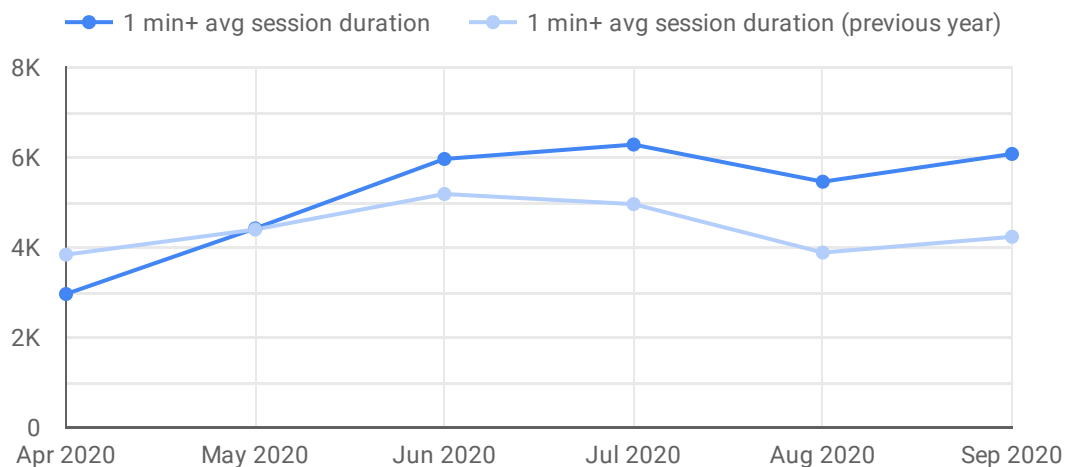
- Goals setup in Google Analytics to measure quality of website traffic from all sources

1 minute plus average session duration

1 min+ sessions

6.1K

↑ 43.5%

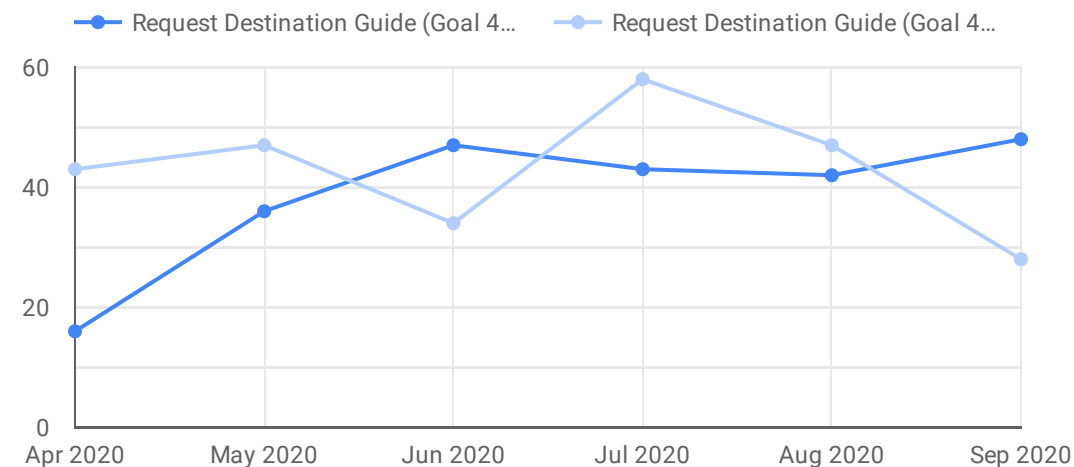


Request Destination Guide

Destination guide downloads

48

↑ 71.4%

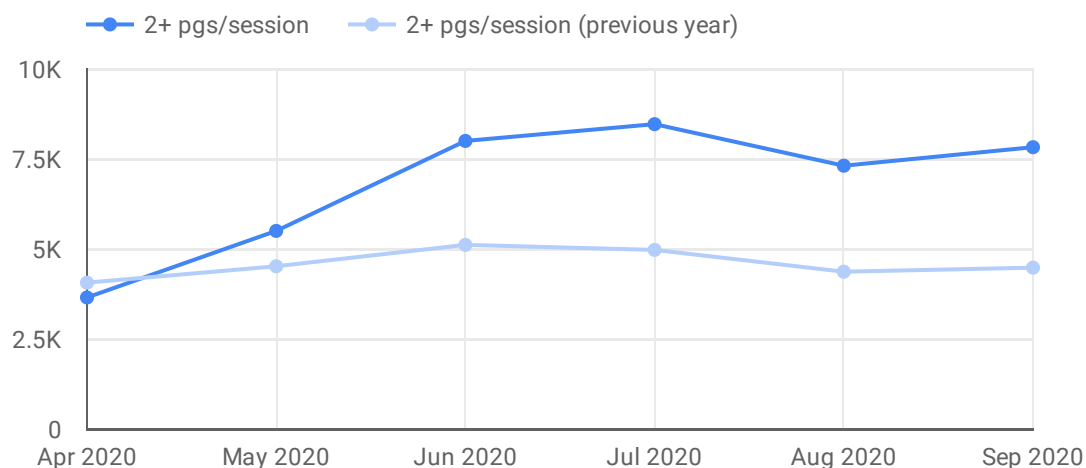


2+ pages per session

2+ pg sessions

7.8K

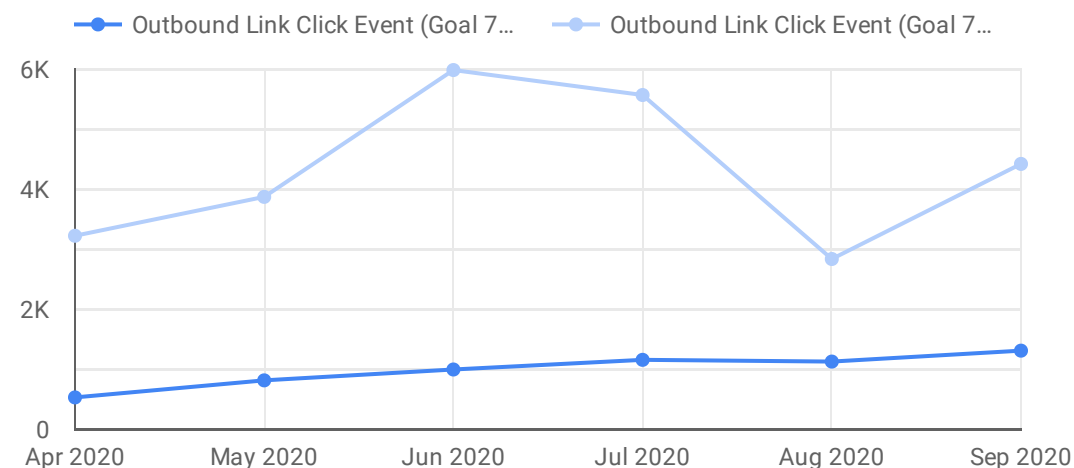
↑ 74.4%

Outbound Link Clicks to Partners
(measured differently in 2019)

Total Events

2.1K

↓ -63.6%



Campaign Pacing

	Month	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL
Placement	Campaign Messaging													
Google Paid Search Always on (approximately \$1.35 CPC)	Investment	\$5,000	\$3,000	\$3,000	\$3,000	\$2,000	\$2,000	\$18,000						\$ 36,000
	Clicks Planned	3,736	2,180	2,222	2,222	1,481	1,481	13,333						26,657
	Clicks Delivered	3,736	2,180	2,760										
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	741	741	4,444						10,497
	Clicks Delivered	437	520	492										
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	285,714	285,714	1,714,286						3,428,571
	Impressions Delivered	962,691	279,014	231,651										
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	3,000	2,000	12,000						27,000
	Clicks Delivered	2,150	538	508										
Content Activation 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	9,500	7,500	3,000			20,000				49,500
	Clicks Delivered	4,482	5,612	3,259										
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										
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	10,000	10,000	60,000						131,491
	Completed Views Delivered	6,591	5,900	5,929										
Digital OOH (\$20 CPM) - Always on	Investment		\$11,000											\$ 11,000
	Impressions		97,480	500,000										597,480
			97,480	193,985										

Google Paid Search

Sep 1, 2020 - Sep 30, 2020

Insights:

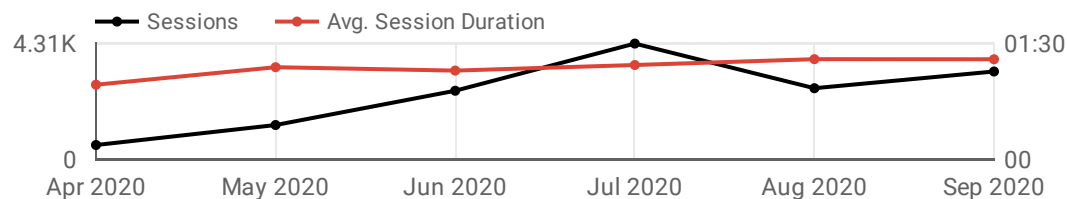
- Traffic quality remained strong and tied for best in past 6 months but with added volume
- Fayetteville & Family Friendly landing pages are still doing best and increasing volume - request a guide page performance doing worse over time
- Good mix of "things to do" and higher funnel "places to visit in north carolina" searches and clicks

All Landing Pages

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration	1+ min session CVR
1.	/explore/communities/fayetteville/	1,773	56.8%	00:01:38	24.9%
2.	/plan-your-visit/request-a-guide/	618	84.5%	00:00:20	4.9%
3.	/things-to-do/family-friendly/	369	53.4%	00:01:32	31.4%
4.	/explore/communities/fort-bragg/	185	54.6%	00:01:10	23.2%
5.	/plan-your-visit/overnight-stay-i95-exit-...	113	77.9%	00:00:32	6.2%
	Grand total	3,270	62.5%	00:01:17	20.5%

Performance by Month - Focusing on Avg Session Duration

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1+ min session CVR
1.	Sep 2020	3,270	62.5%	00:01:17	2.0	20.5%
2.	Aug 2020	2,650	60.3%	00:01:17	2.0	22.3%
3.	Jul 2020	4,306	61.8%	00:01:13	2.0	20.7%
4.	Jun 2020	2,556	61.6%	00:01:09	1.9	20.8%
5.	May 2020	1,284	62.3%	00:01:11	1.8	19.3%
6.	Apr 2020	542	57.6%	00:00:58	1.9	21.0%



Top Paid Search Keywords

	Search keyword	Impressions	Clicks	CTR
1.	top 10 things to do in fayetteville nc	1,659	528	31.83%
2.	best places to go in north carolina	2,015	320	15.88%
3.	things to do in fayetteville nc	938	233	24.84%
4.	north carolina places to visit	3,192	230	7.21%
5.	raleigh north carolina things to do	4,338	196	4.52%
6.	fayetteville things to do this weekend	670	145	21.64%
7.	fun things to do in fayetteville nc	816	109	13.36%
8.	ft bragg army base	831	64	7.7%
9.	cape fear river trail	350	54	15.43%
10.	things to do in north carolina	375	50	13.33%
11.	all cities in north carolina	869	47	5.41%
12.	events this weekend in nc	456	29	6.36%
13.	north carolina historical sites	402	26	6.47%
14.	fayetteville nc	318	25	7.86%
15.	things to do in fayetteville	173	24	13.87%
16.	fun places in north carolina	109	20	18.35%
17.	places to vacation in north carolina	266	19	7.14%
18.	hotels off I95	227	19	8.37%
19.	fayetteville north carolina	255	19	7.45%
20.	fort bragg nc website	310	18	5.81%

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

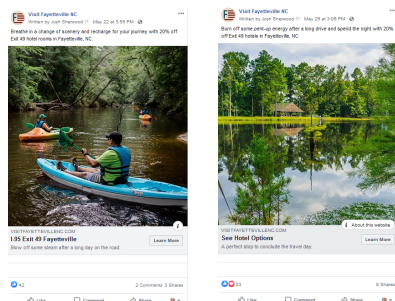
[Sports Events](#) [Things To Do - Family](#)
[About Cumberland Cou... Accommodations](#)

Insights:

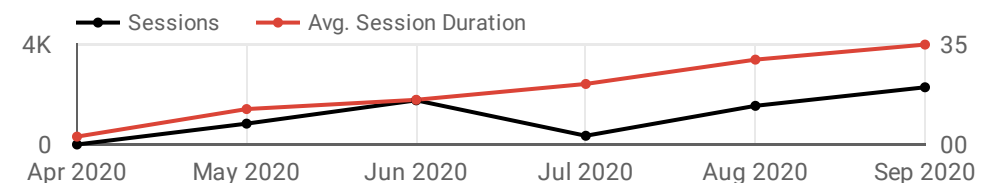
- "Get Outside" creative has increased performance with "Stop and Stretch" doing well
- Get Outside is targeting people for leisure travel while Stop and Stretch and Exit 49 are targeting people that are currently traveling (much more difficult)
- **Action:** Add new image to each ad going but keep the same copy

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

	Landing Page	Sessions ▾	Bounce Rate	Avg. Session Duration	1m+ sessions
1.	/get-outside/	1,632	75%	00:00:40	13.11%
2.	/stop-and-stretch/	300	84.33%	00:00:24	7.67%
3.	/plan-your-visit/overnight-stay-i95-exit-49/	204	83.33%	00:00:03	0.98%
4.	/fayetteville-family-fun/	75	77.33%	00:00:29	14.67%



	Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1m+ sessions
1.	Sep 2020	2,293	76.8%	00:00:34	1.43	11.6%
2.	Aug 2020	1,551	79.8%	00:00:29	1.30	9.6%
3.	Jul 2020	354	82.5%	00:00:21	1.20	6.5%
4.	Jun 2020	1,771	81.8%	00:00:15	1.23	6.2%
5.	May 2020	839	83.9%	00:00:12	1.20	4.8%
6.	Apr 2020	5	80.0%	00:00:02	1.20	0.0%



Insights:

- Volume decreased more in September but will pick up in October
- Targeting people in the northeast who are researching trips to Florida is working best
- Get Outside traffic picked up and performed well
- Stop & Stretch started with bad performance at lower level click volume

	Images	Headline	Tactic	Impressions	Clicks ▾	CTR	1 min+ session	Goal CVR
1.	Path w/ Flowers	Perfect Weekend Getaway	Retargeting	27,774	322	1.16%	19	5.9%
2.	River Trail	Path to Perfect Weekend	NE FL Travel Planners	95,223	218	0.23%	7	3.2%
3.	Golf Course Water	Perfect Weekend Getaway	Retargeting	21,238	188	0.89%	8	4.3%
4.	Lake Reflection Carver's Creek	Perfect Stop	NE FL Travel Planners	18,831	171	0.91%	28	16.4%
5.	Kayak	Perfect Stop	NE FL Travel Planners	17,723	157	0.89%	0	0.0%
6.	Fountain Rock	Path to Perfect Weekend	NE FL Travel Planners	36,875	111	0.30%	3	2.7%
7.	Dog with Frisbee	Stop in Frisbee's Sake	NE FL Travel Planners	37,973	89	0.23%	1	1.1%
8.	Heroes Wall	Honor Heroes	Retargeting	21,172	81	0.38%	1	1.2%
9.	Playground Eastover	Blow Off Steam	Retargeting	10,059	79	0.79%	0	0.0%
10.	Kid Flying Lessons	Stop in Flying Lessons	NE FL Travel Planners	25,317	70	0.28%	0	0.0%
Grand total				442,174	1,774	0.40%	128	7.2%

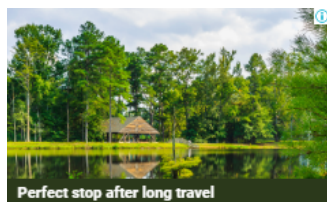
	Landing Page	Sessions ▾	Bounce Rate	Avg. Session Duration
1.	/get-outside/	721	77.7%	00:00:31
2.	/plan-your-visit/overnight-stay-i95-exit-49/	703	82.5%	00:00:29
3.	/stop-and-stretch/	178	86.5%	00:00:09



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

Visit Fayetteville NC

Open >



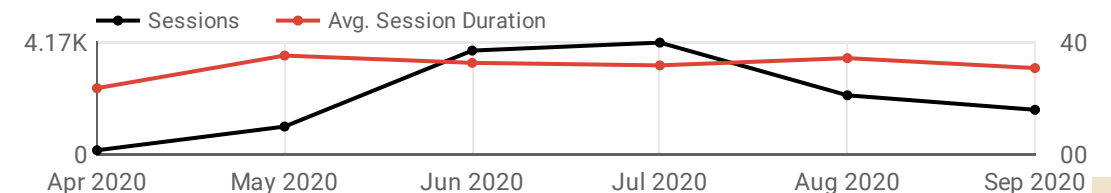
Perfect stop after long travel

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.	Sep 2020	1,668	80.1%	00:00:30	1.23	5.34%
2.	Aug 2020	2,208	81.6%	00:00:34	1.20	6.07%
3.	Jul 2020	4,169	80.1%	00:00:31	1.19	5.44%
4.	Jun 2020	3,871	78.9%	00:00:32	1.22	5.79%
5.	May 2020	1,044	82.3%	00:00:35	1.23	5.75%
6.	Apr 2020	162	88.9%	00:00:23	1.09	5.56%



Insights:

- Volume of clicks slowed while performance improved
- Stop & Stretch volume will increase, so far performance is good but not many clicks
- Get Outside (Change of Scenery) is getting most volume

Data from M1 Platform

	Creative	Tactic	Impressions	Clicks ① ▾	CTR	1m+ visits goal	Goal CVR
1.	Change of Scenery Outdoor	NE FL Travel Planners	632,860	1,748	0.28%	98	5.6%
2.	Change of Scenery Outdoor	Website RT	160,536	467	0.29%	44	9.4%
3.	Stop & Stretch	NE FL Travel Planners	15,221	124	0.81%	5	4.0%
4.	I95 Exit 49 20% Off	Website RT	71,115	110	0.15%	24	21.8%
5.	I95 Exit 49 20% Off	NE FL Travel Planners	1,580	48	3.04%	4	8.3%
Grand total			881,312	2,497	0.28%	175	7.0%

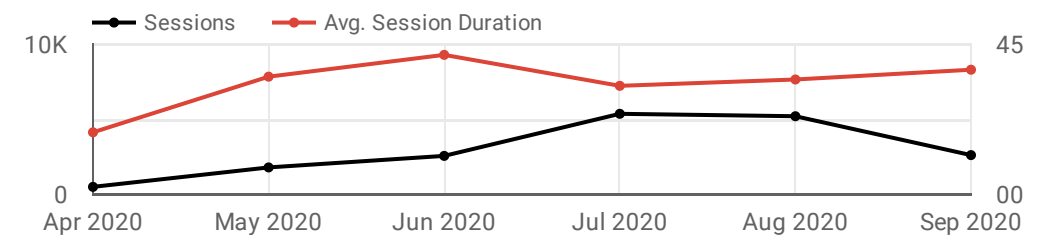
Data from GA

	Landing Page	Sessions ▾	Bounce Rate	Avg. Session Duration
1.	/get-outside/	2,016	83.13%	00:00:37
2.	/plan-your-visit/overnight-stay-i95-...	508	86.81%	00:00:33
3.	/stop-and-stretch/	78	83.33%	00:00:50



Data from GA

	Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	2+ pages/session
1.	Sep 2020	2,633	83.4%	00:00:37	1.19	312
2.	Aug 2020	5,224	83.7%	00:00:34	1.17	575
3.	Jul 2020	5,385	83.8%	00:00:32	1.18	645
4.	Jun 2020	2,581	81.1%	00:00:41	1.19	349
5.	May 2020	1,812	80.6%	00:00:35	1.20	249
6.	Apr 2020	517	76.6%	00:00:18	1.28	71



- Retargeting is the most efficient paid source
- Things to do page on the website does very well, quite possibly people in Raleigh/Durham
- Impressions are all time while exposed visitors were only those in August

	Tactic	Impressions ▾	Exposed Visitors	CVR
1.	Display_RT	2,325,989	817	0.035%
2.	Native_Exit49	2,119,781	27	0.001%
3.	Display_Prospect	1,026,274	136	0.013%
4.	Native_RT	707,506	1	+0.000%
5.	Native_Prospect	209,018	2	0.001%
6.	Website_ContentPages	110,795	79	0.071%
7.	Website_ThingsToDo	105,919	562	0.531%
8.	PPC_Landing	28,535	29	0.102%
9.	Website_Accommodations	3,160	3	0.095%
10.	Website_Footer	2,150	2	+0.005%

- Charleston, SC dropped for the first time with Greenville/Spartanburg/Asheville being very efficient but with low impressions
- Rural areas are the next most efficient

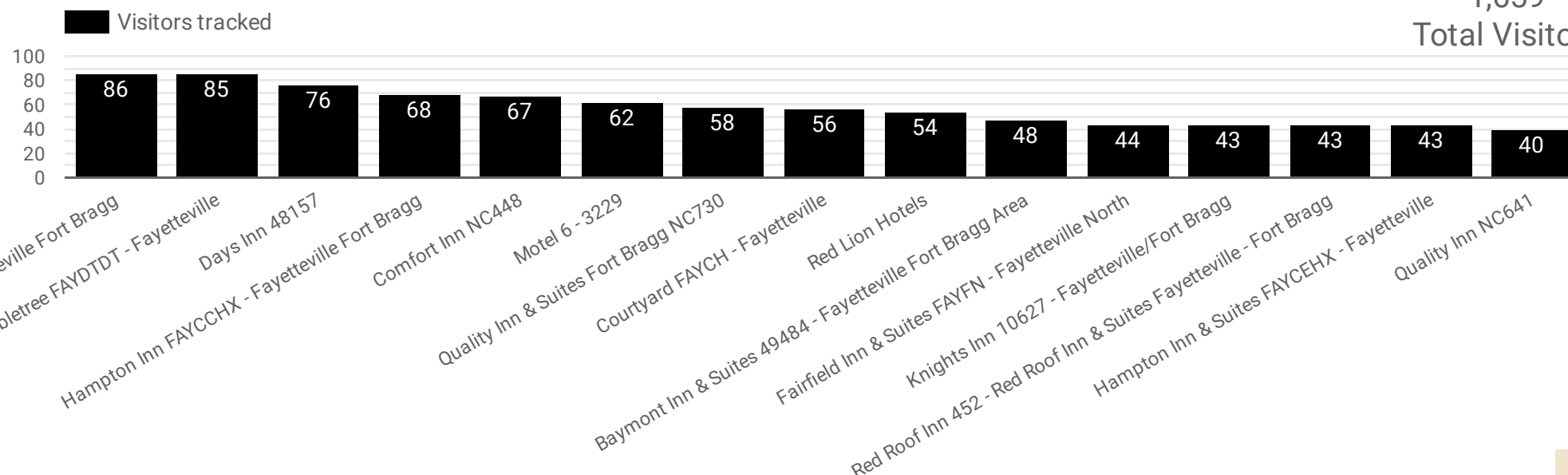
	Targeted DMA	Impressions	Exposed Visitors ▾	CVR
1.	Raleigh/Durham	1,142,889	741	0.06%
2.	Locations outside of DMA boundari...	333,406	368	0.11%
3.	Charlotte	528,418	254	0.05%
4.	Greenville/Spartanburg/Asheville/A...	10,335	37	0.36%
5.	Charleston-Sc	17,449	21	0.12%
6.	Greensboro/High Point/Winston-Sa...	288,643	20	0.01%
7.	Columbia-Sc	108,717	17	0.02%
8.	Florence/Myrtle Beach	65,417	16	0.02%
9.	Wilmington	123,634	16	0.01%
10.	Washington DC	987,842	16	+0%

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

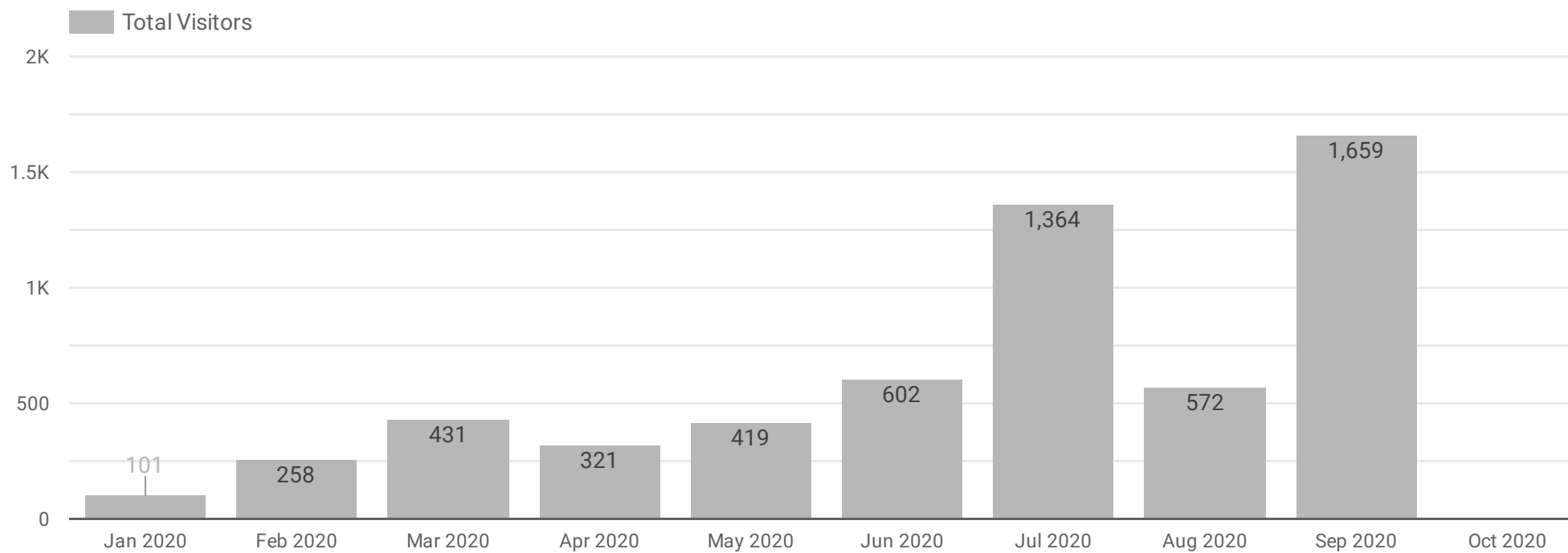
1 - 10 / 10

1,659

Total Visitors



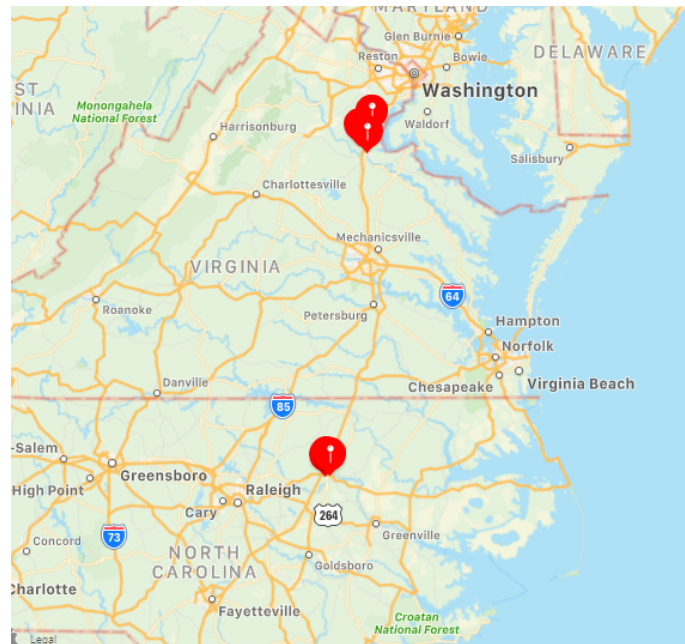
- Tracked visitors picked back up dramatically with more efficient website retargeting



Insights:

- 193,985 impressions in September - runs through 11/30/20
- All impressions on billboards south of DC and north of Raleigh at 8 different billboards shown on the map
- Impressions only show from 4 PM to 10 PM
- Adding new sizes and a video could get us on gas station toppers - working on this

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
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This Is a Special Place

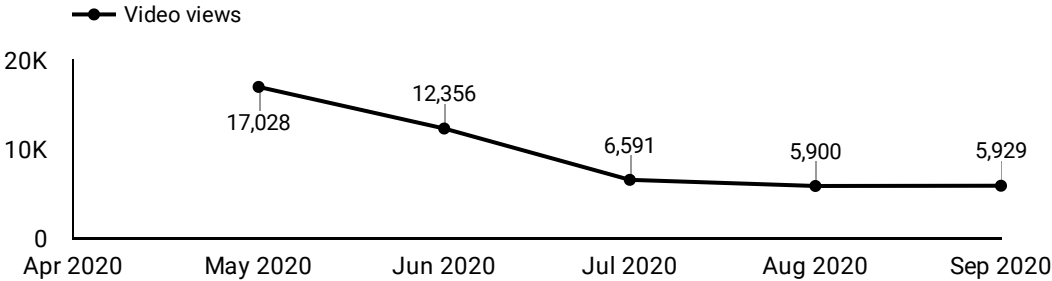
13,341

5,929

44.4%

15

0.11%



YouTube Channel Top Videos - Paid & Organic

	Video Title	Views ▾	Average View Percent age	Watch Time
1.	This Is a Special Place	5,917	79.55%	00:04:18
2.	What Does Patriotism Mean To You?	199	54.86%	00:03:21
3.	Lafayette Trail	83	44.62%	00:01:28
4.	E Melvin Honeycutt Elementary School	39	46.54%	00:01:11
5.	American Independence Trail	38	57.24%	00:02:56
6.	Visit Spring Lake NC	28	66.27%	00:00:54
7.	Cape Fear River Trail	24	68.85%	00:01:07
8.	You Would Never Guess Lady Liberty Has Dance Moves Like this...	24	47.6%	00:00:21
9.	Hosting a Religious Meeting in Fayetteville, NC	22	50.6%	00:01:12
10.	What Does Patriotism Mean to You #2	20	34.99%	00:01:18
11.	The All American Tattoo Convention - Fayetteville, NC	13	32.94%	00:00:45
12.	Jordan Soccer Complex	12	69.97%	00:00:44
13.	Pursuits Compilation Video	9	50.19%	00:00:51
14.	Cross Creek Mall Kids Play area	7	53.23%	00:00:14
15.	Lady Liberty Embraces New Found Love of Motorcycles!	6	100.36%	00:01:00
16.	Greg Kalevas owner of Chris' Steakhouse	6	87.95%	00:01:10
17.	Milton E. Mazarick Park	6	71.11%	00:00:31
18.	911 Tribute Painting created live	6	39.97%	00:00:57
19.	Taps	5	53.92%	00:00:28

Organic traffic overview:

Total organic sessions for month

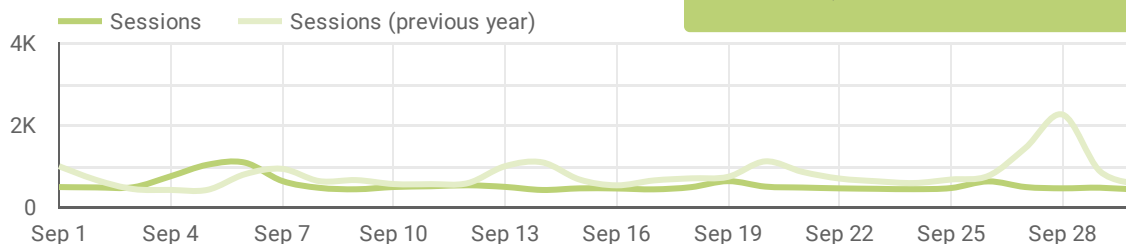
16.1K
↓ -31.8%

Insights:

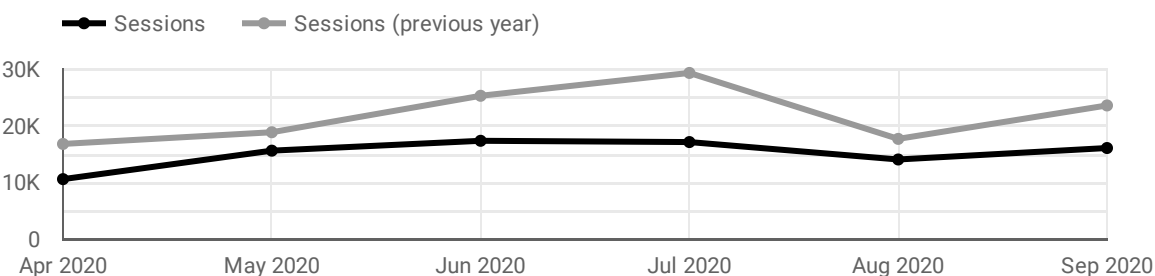
Organic traffic is down compared to last year mostly due to less event searches "Cumberland County fair" (down 800 clicks); "Dirtbag Ales Farmers Market" (down 440 clicks); "Greek Festival Fayetteville" (down 1000+ clicks); "Taco Festival" (down 500+ clicks); "Folk Festival"; etc.

Growth took place with "Hope Mills Lake" (up 600+ clicks); "Lake Pines Swim Club" (up 500+ clicks); "Mott Lake" (up 200+ clicks)

Last month



Last 6 months



Users

13.6K

↓ -27.8%



Pages / Session

1.7

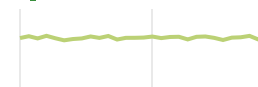
↑ 1.5%



% New Sessions

80.3%

↑ 10.2%



Avg. Session Duration

01:31

↓ -1.7%



Organic traffic compared the rest

	Default Channel Grouping	Sessions ▾	% New Sessions	Bounce Rate	Avg. Session Duration	Goal Conversion Rate	Pages / Session
1.	Organic Search	16.1K	80.34%	46.75%	01:31	65.1%	1.7
2.	(Other)	5.7K	77.21%	76.44%	35	28.79%	1.4
3.	Direct	3.2K	85.33%	66.55%	01:11	46.63%	1.5
4.	Paid Search	2.8K	87.97%	60.42%	01:23	64.57%	2
5.	Display	2.6K	71.14%	83.33%	37	20.04%	1.2
6.	Social	1.9K	89.2%	71.65%	40	40.28%	1.6
7.	Referral	911	56.64%	38.64%	05:42	107.46%	4.5
8.	Email	11	81.82%	36.36%	50	118.18%	1.5

Organic Interaction

Average Position

14.9

↑ 8.6%



Site CTR

1.0%

↓ -47.8%



Impressions

1.3M

↑ 20.4%



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

October 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

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

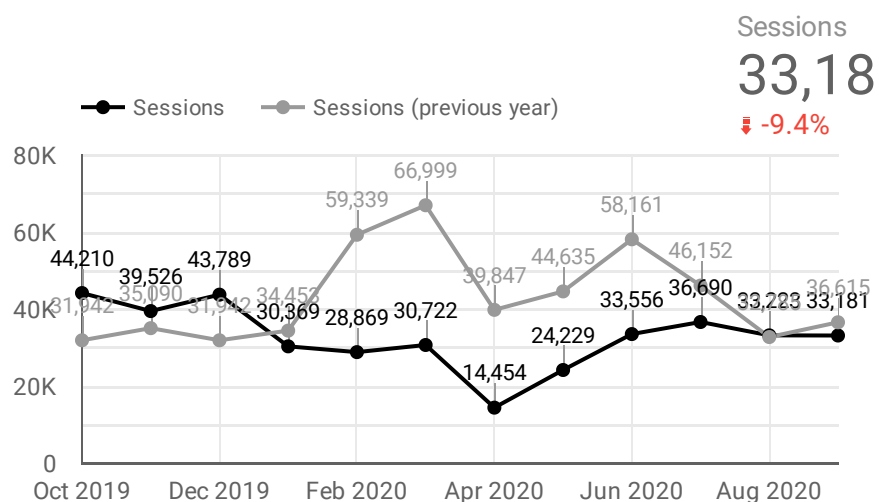
Top 10 organic landing pages

	Landing Page	Sessions ▼	% Δ
1.	/things-to-do/calendar-of-events/	1,539	-26.9% ↓
2.	/event/dogwood-festival-drive-thru-fair-fo...	940	-
3.	/	630	-28.8% ↓
4.	/listing/id-card-facility-and-deers/3385/	598	165.8% ↑
5.	/things-to-do/free-things-to-do/	485	-33.7% ↓
6.	/listing/hope-mills-lake/7362/	253	-
7.	/listing/all-american-trail/6737/	221	22,000.0% ↑
8.	/listing/bragg-boulevard-flea-market/1103/	195	550.0% ↑
9.	/listing/smith-lake-recreation-area/6754/	193	-
10.	/listing/lake-pines-swim-club/7929/	160	-

Top 10 searches by volume show SEO potential

	Query	Impressions ① ▼	Clicks ② ▼	% Δ	Site CTR	Average Position	Δ
1.	fayetteville nc	62,098	208	36.8% ↑	0.33%	6.1	0.2 ↑
2.	fayetteville	51,620	62	67.6% ↑	0.12%	7.0	-0.3 ↓
3.	fort bragg	17,643	14	-75.0% ↓	0.08%	11.7	0.4 ↑
4.	cross creek mall	13,785	4	0.0%	0.03%	13.8	-1.9 ↓
5.	fayetteville north carol...	9,822	25	4.2% ↑	0.25%	5.5	0.2 ↑
6.	food near me	7,007	0	-100.0% ↓	0%	13.2	0.9 ↑
7.	fayetteville, north caro...	5,530	7	-12.5% ↓	0.13%	5.3	0.0 ↑
8.	hope mills nc	5,400	15	25.0% ↑	0.28%	6.0	-0.5 ↓
9.	spring lake nc	4,690	8	0.0%	0.17%	8.7	-0.9 ↓
10.	surge trampoline park	4,620	3	200.0% ↑	0.06%	13.8	-1.2 ↓

Traffic back down with the drop in organic. Details on the specific keywords are in the previous SEO Health page



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	15,363	-32.9% ↓	00:01:29	-1.0% ↓	22.2%	79.9% ↑
2. (direct) / (none)	3,217	-17.8% ↓	00:01:11	-1.9% ↓	16.2%	54.1% ↑
3. MediaOne / ppc	2,760	900.0% ↑	00:01:23	46.9% ↑	22.3%	156.3% ↑
4. MediaOne / display	2,633	454.3% ↑	00:00:37	162.9% ↑	6.9%	226.5% ↑
5. MediaOne / facebook	2,293	-	00:00:34	-	11.6%	-
6. MediaOne / native	1,648	-5.3% ↓	00:00:26	-30.7% ↓	5.2%	0.8% ↑
7. m.facebook.com / ref...	1,636	198.5% ↑	00:00:34	15.6% ↑	11.1%	133.2% ↑
8. 219Group / adroll	755	-	00:00:42	-	10.2%	-
9. MediaOne / Bingppc	492	-	00:00:47	-	11.0%	-
10. bina / organic	430	1.7% ↑	00:02:14	-15.0% ↓	32.3%	41.0% ↑

1 - 100 / 159

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

Page	Pageviews	% Δ
1. /get-outside/	5,046	-
2. /things-to-do/calendar-of-events/	2,733	-40.3% ↓
3. /things-to-do/	2,416	130.8% ↑
4. /explore/communities/fayetteville/	2,121	427.6% ↑
5. /	2,119	-54.7% ↓
6. /plan-your-visit/overnight-stay-i95-exit-49/	2,116	-
7. /event/dogwood-festival-drive-thru-fair-food/15607/	1,458	-
8. /things-to-do/free-things-to-do/	1,122	-28.0% ↓
9. /blog/list/post/facts-about-fayetteville-nc/	995	-
10. /plan-your-visit/request-a-guide/	880	124.0% ↑

1 - 100 / 3626

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

Metro	Sessions	% Δ
1. Raleigh-Durham (Fayetteville) NC	12,607	-21.5% ↓
2. Charlotte NC	4,522	-21.3% ↓
3. Atlanta GA	1,954	-34.8% ↓
4. Washington DC (Hagerstown MD)	1,829	99.5% ↑
5. Greensboro-High Point-Winston Salem NC	1,129	115.5% ↑
6. Florence-Myrtle Beach SC	757	-20.2% ↓
7. Norfolk-Portsmouth-Newport News VA	757	176.3% ↑
8. New York, NY	619	3.0% ↑
9. Chicago IL	492	-4.5% ↓
10. Greenville-New Bern-Washington NC	431	28.7% ↑

1 - 100 / 198

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

2,086

-63.6%

Event Label	Exit Page	Total Events ▾	% Δ
1. https://www.facebook.com/events/311214636618397	/event/dogwood-festival-drive-thru-fair-food/15607/	200	-
2. https://adclick.g.doubleclick.net/pcs/click?xai=AKAOjsv5TGle3DRjNMrf7_RJpNDwKogL0804FKoBc6yphJZ_BY5oavmLO9kRgin6-RLEM5YADMwGHT-w1cleDUQTvYnl_17dxY9-yCNn_0Utyt-H7KYdRFpoN6V36VnlG3GcfqbK27ncEg7ul570oWfD9GXNGqNvkDnJ-peN190Ag-WSeKP7ooG50nPGsilNZcJDd4m_QcLLu_JMWdaeed4dJMcQItFfFZ1eBasCj1fbc9yr4x_6PwMtbGhGS6C0TLmsRWIkqUrR5pvh87qCw8wkg4M-AEugBAB-SzA&sig=Cg0ArKJSzHbc5k8mnXjLEAE&urlfix=1&adurl=https%3A%2F%2Fwww.visitfayettevillenc.com%2Fthings-to-do%2Fcalendar-of-events%2F	/things-to-do/	179	-
3. https://fayettevillenc.info/hit-the-rack/	/coronavirus/	91	-
4. https://www.youtube.com/watch?v=rb9FacYdCxU	/things-to-do/	75	150.0% ↑
5. https://www.youtube.com/watch?v=NVWUFaCR3p0	/coronavirus/	42	0.0%
6. https://www.facebook.com/events/268120984085954	/event/13th-annual-field-of-honor/15525/	30	900.0% ↑
7. https://fayettevillencgear.com/?ctk=5d7cea05-d884-4161-a5ce-792e74c024f3	/	29	-
8. http://events.firehero.org/site/TR?fr_id=2186&pg=entry	/event/9-11-memorial-stair-climb/15592/	28	211.1% ↑
9. https://www.facebook.com/dirtbagalesfarmersmarket/	/event/dirtbag-ales-farmers-market/15574/	26	36.8% ↑
10. https://www.youtube.com/watch?v=NVWUFaCR3p0	/	26	-25.7% ↓
11. https://www.facebook.com/CityMarketAtTheMuseum/	/event/city-market-at-the-museum/15575/	19	35.7% ↑
12. http://fayettevillencrtrails.com/	/things-to-do/cultural-heritage-trails/	18	-5.3% ↓
13. https://www.facebook.com/events/3173127369430030	/event/boots-to-roots-a-farm-tasting/15585/	16	1,500.0% ↑
14. https://fayettevillenc.gov/community/getting-around/downtown-parking/regular-parking	/explore/maps/	16	128.6% ↑
15. https://www.facebook.com/brightlightbrewing/	/event/blbc-1st-annual-oktoberfest-games/15596/	14	-
16. https://mpv.tickets.com/?orgId=53352&agency=MILB_MPV&eventId=10045&fbclid=IwAR3Ljb6oVvObkYnMv8WNT4-GU7OadkI0L4QdOa53y7eCTCuKhtcUuAdnSU#/event/E10045/ticketlist/?view=sections&minPrice=35&maxPrice=35&quantity=2&sort=price_desc&ada=false&seatSelection=fals	/event/pecktoberfest/15612/	12	-
17. https://www.facebook.com/TheArtsCouncilFAY	/event/public-works-exhibit-virtual/15603/	12	-
18. https://fayettevillenc.info/hit-the-rack/	/plan-your-visit/accommodations/	11	-
19. https://www.facebook.com/events/2238834662928934	/event/around-the-world/15610/	11	-
20. https://www.facebook.com/Sandhills-Family-Heritage-Association-15918828282711	/event/sandhills-farmers-market-of-farmers	11	27.5% ↑
Grand total		2,086	21.5% ↑



Next Steps

Increase volume on Content Activation along with some other placements.

Make optimizations with newer creative being added recently.

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

Make SEO updates.