

# Monthly Digital Report

March 2021



MEDIAONE

# Campaign Summary

1

Creative continued with persona ads with Bob & Grandson (Bob & Betty), Brittany with kids (Family), Bob Golf with a small portion of continued promotion also in the mix: "Quintessential Fayetteville", "Stop & Stretch" and "Exit 49" messaging targeted to real-time travelers were picked back up with volume as well.

Placements:

- Display & Native Content Activation (prospecting)
- Display and native website and email retargeting
- Google & Bing paid search
- Facebook prospecting and retargeting
- YouTube Video
- Foot traffic tracking
- SEO

2

MediaOne / ppc (Google SEM) stayed high quality at 1m 18s vs all-time high of 1m 30 and low of 1m 12s.

Bing search also very high at 1m 23s.

Facebook performance picked up greatly to 59s average session duration.

Display & native has 45s time from retargeting and 27 with prospecting.

Page 17 has top 10 traffic sources with avg. session durations.

3

MediaOne click volume increased by 172% last year after paid ads were shut down in March 2020 due to the pandemic starting.

People stayed on the site 14.6% longer than last year even with the increased volume.

4

Total traffic to the website was up 44.2% and up 20.2% over last year.

Organic traffic up for the first time, by 4.9%, in March.

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

5

Google Analytics Goal Conversion Rates (see page 4)

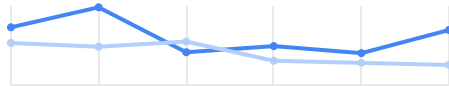
- 1 min+ sessions up 40.6%
- 2+ pages per session up 55%
- Outbound link clicks down 25.6% (measured differently than last year)
- Request Destination Guide up 83.3%

## MEDIAONE TRAFFIC ONLY

M1 traffic was up big again March with the pandemic hitting in March 2020.

### MediaOne Traffic to Site

1st half 2020	YTD* 2021	Last month
Sessions <b>39,851</b>	Sessions <b>42,857</b>	Sessions <b>18,710</b>
↓ -76.1%	↑ 88.2%	↑ 172.1%



Quality of traffic was up 14.6% even with the huge increase in volume.

### Avg. Session Duration (ASD)

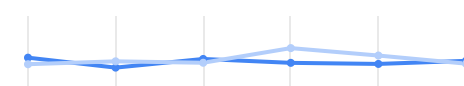
1st half 2020	YTD* 2021	Last month
Avg. Session Duration <b>00:00:42</b>	Avg. Session Duration <b>00:00:43</b>	Avg. Session Duration <b>00:00:43</b>
↑ 7.5%	↓ -1.1%	↑ 14.6%



Pages/session were up a little with the much higher volume of traffic.

### Pages / Session

1st half 2020	YTD* 2021	Last month
Pages / Session <b>1.34</b>	Pages / Session <b>1.34</b>	Pages / Session <b>1.36</b>
↑ 4.6%	↓ -5.9%	↑ 2.5%



## ALL WEBSITE TRAFFIC

Website traffic was up 7.9% after being down last month

### Website traffic

1st half 2020	YTD* 2021	Last month
Sessions <b>162,199</b>	Sessions <b>108,148</b>	Sessions <b>44,316</b>
↓ -46.5%	↑ 20.2%	↑ 44.2%



Organic continues to be down about the same amount as past months

### Organic traffic

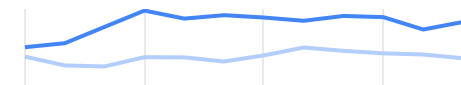
1st half 2020	YTD* 2021	Last month
Sessions <b>94,877</b>	Sessions <b>47,508</b>	Sessions <b>19,123</b>
↓ -4.5%	↓ -7.2%	↑ 4.9%



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

### 1 min+ Sessions GA goal CVR

1st half 2020	YTD* 2021	Last month
1 min+ CVR <b>15.92%</b>	1 min+ CVR <b>15.74%</b>	1 min+ CVR <b>15.92%</b>
↑ 82.7%	↑ 13.5%	↓ -2.5%

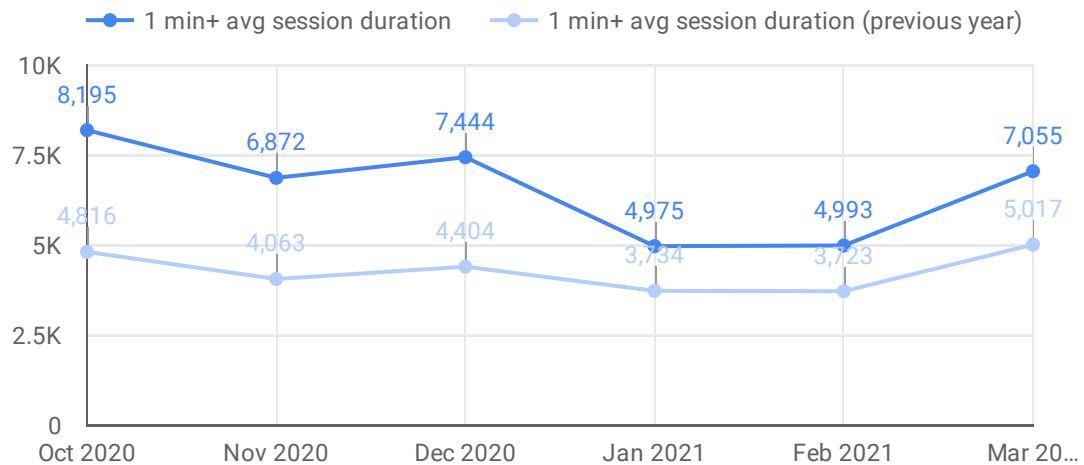


1 minute plus average session duration

1 min+ sessions

7.1K

↑ 40.6%

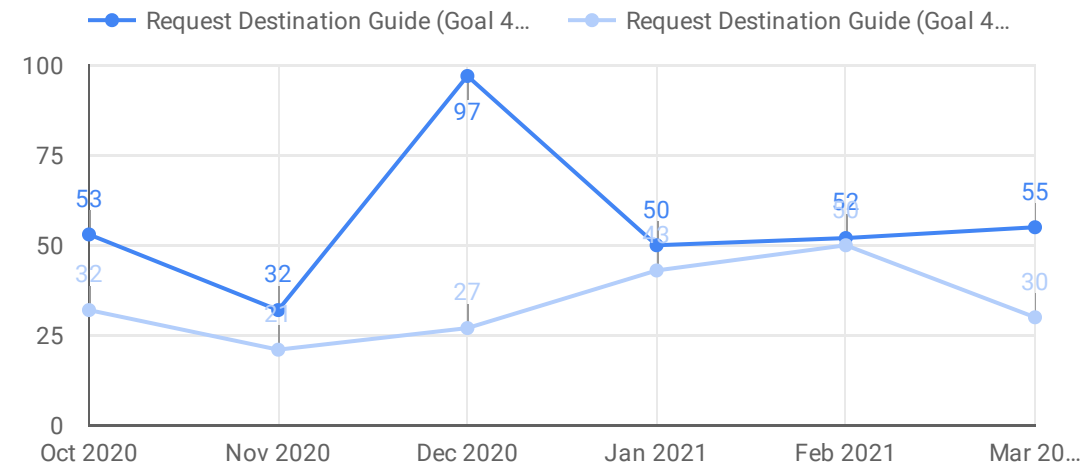


Request Destination Guide

Destination guide downloads

55

↑ 83.3%

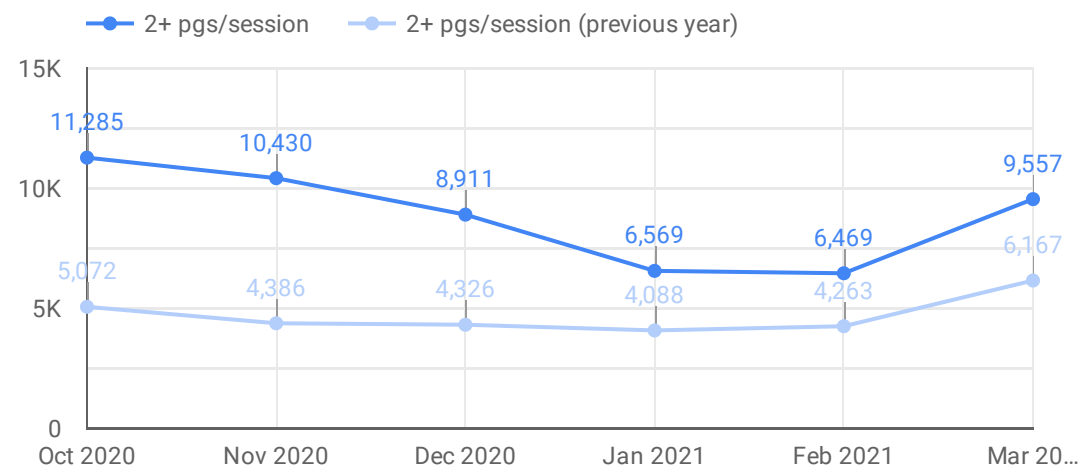


2+ pages per session

2+ pg sessions

9.6K

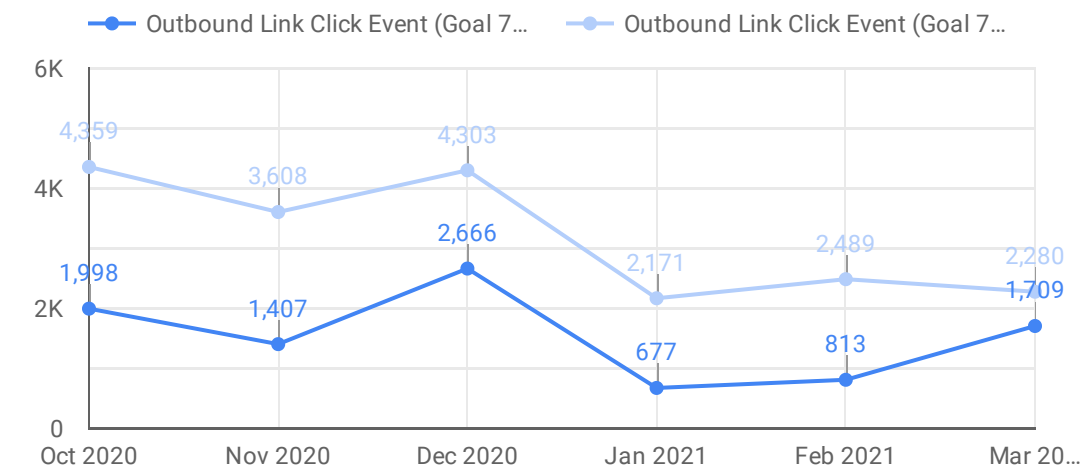
↑ 55.0%

Outbound Link Clicks to Partners  
(measured differently in 2020)

Total Events

2.4K

↓ -25.6%



# 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	9,630	42,720
	Clicks Delivered	3,736	2,180	2,760	2,560	1,757	2,003	14,996	2,080	1,212	3,425				6,717	
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	2,963	17,062
	Clicks Delivered	437	520	492	1,073	707	515	3,744	909	206	451				1,566	
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	747,060		6,147,324
	Impressions Delivered	962,691	279,014	231,651	110,083	453,232	149,307	2,185,978	191,589	250,470	295,505				737,564	
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	6,013	10,000	53,582
	Clicks Delivered	2,150	538	508	2,987	3,248	1,460	10,891	1,557	1,320	3,103				5,980	
Content Activation (Native & Display Prospecting) (\$1 CPC)	Investment	\$3,000	\$3,500	\$3,500	\$9,500	\$7,500	\$3,000	\$30,000	\$4,000	\$4,000	\$9,000	\$5,000			\$22,000	\$ 52,000
	Clicks Planned	3,000	3,500	3,000	12,000	12,402	3,500	37,402	4,500	4,500	8,500	9,900			27,400	102,204
	Clicks Delivered	4,482	5,612	3,259	10,098	17,228	4,325	45,004	5,562	5,701	8,773				20,036	
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	179,641	430,000	430,000	200,000	200,000	1,500,000	5,416,442
	Impressions Delivered	60,359	175,201	203,475	637,611	675,659	173,060	1,925,365	339,074	245,764	631,618				1,216,456	
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	8,108	7,072	9,136					

# Google Paid Search

Mar 1, 2021 - Mar 31, 2021

## Insights:

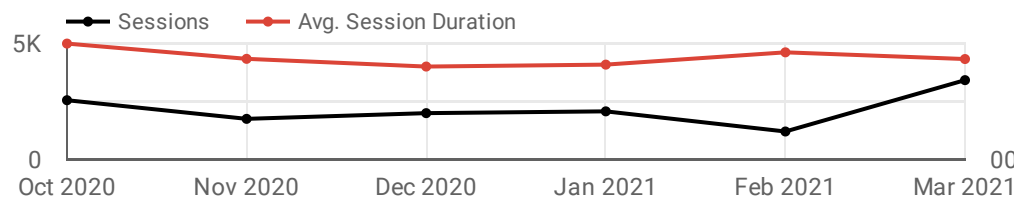
- Performance remained high with volume increasing (bottom left)
- Most traffic landing people landing on the Fayetteville communities landing page (top left chart) after they searched best places to go in North Carolina (chart on right)
- Family-friendly landing page did very well last month with the highest avg. session duration
- The highest 1+ min session conversion rate (CVR) in the past 6 months

## All Landing Pages

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration	1+ min session CVR
1.	/explore/communities/fayetteville/	2,242	64.5%	00:01:15	22.0%
2.	/things-to-do/family-friendly/	613	60.8%	00:01:42	27.2%
3.	/explore/communities/fort-bragg/	198	71.7%	00:01:04	16.7%
4.	/plan-your-visit/overnight-stay-i95-exit-...	83	68.7%	00:00:39	12.0%
5.	/quintessential-fayetteville/	69	73.9%	00:00:57	18.8%
6.	/explore/communities/spring-lake/	23	52.2%	00:01:22	39.1%
	<b>Grand total</b>	<b>3,425</b>	<b>64.5%</b>	<b>00:01:18</b>	<b>22.2%</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.	Mar 2021	3,425	64.5%	00:01:18	1.9	22.2%
2.	Feb 2021	1,212	65.8%	00:01:23	1.9	21.0%
3.	Jan 2021	2,080	66.3%	00:01:14	1.8	19.1%
4.	Dec 2020	2,003	64.2%	00:01:12	1.9	19.0%
5.	Nov 2020	1,757	63.9%	00:01:18	2.0	21.4%
6.	Oct 2020	2,560	59.8%	00:01:30	2.1	23.6%



## Top Paid Search Keywords

	Search keyword	Impressi...	Clicks	% Δ	CTR
1.	north carolina places to visit	5,990	624	132.0% ↑	10.42%
2.	fun things to do in fayetteville nc	2,321	455	359.6% ↑	19.6%
3.	raleigh north carolina things to do	3,254	414	158.8% ↑	12.72%
4.	things to do in fayetteville nc	981	299	225.0% ↑	30.48%
5.	best places to go in north carolina	2,512	287	233.7% ↑	11.43%
6.	fayetteville things to do this weekend	702	123	223.7% ↑	17.52%
7.	things to do in north carolina	890	117	317.9% ↑	13.15%
8.	fun places in fayetteville nc	526	70	3,400.... ↑	13.31%
9.	places to vacation in north carolina	701	44	214.3% ↑	6.28%
10.	things to do around fort bragg nc	805	41	485.7% ↑	5.09%
11.	hotel deals	1,115	40	135.3% ↑	3.59%
12.	fayetteville north carolina	405	39	1,200.... ↑	9.63%
13.	fayetteville nc	552	35	337.5% ↑	6.34%
14.	north carolina top 10 things to do	255	33	17.9% ↑	12.94%
15.	north carolina vacation	271	31	933.3% ↑	11.44%
16.	hotel deals near me	556	31	244.4% ↑	5.58%
17.	fort bragg nc website	392	30	400.0% ↑	7.65%
18.	all cities in north carolina	542	22	340.0% ↑	4.06%
19.	things to do in fayetteville	284	22	175.0% ↑	7.75%
20.	hotels off I95	190	21	90.9% ↑	11.05%

## 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

# Bing Paid Search

Mar 1, 2021 - Mar 31, 2021

## Insights:

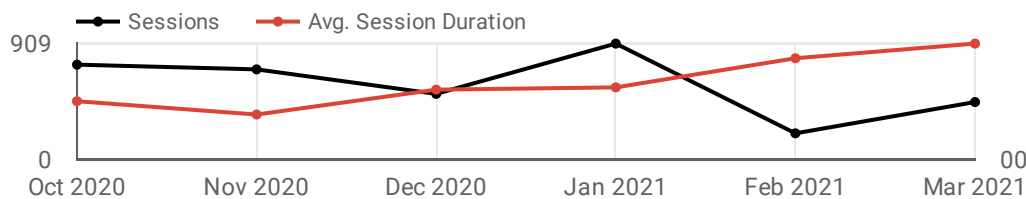
- Performance remained high with volume increasing (bottom left)
- Most traffic landing people landing on the Fayetteville communities landing page (top left chart) after they searched best places to go in North Carolina (chart on right)
- Family-friendly landing page did very well last month with the highest avg. session duration
- The highest 1+ min session conversion rate (CVR) in the past 6 months

## All Landing Pages

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration	1+ min session CVR
1.	/explore/communities/fayetteville/	302	65.2%	00:01:36	25.2%
2.	/plan-your-visit/request-a-guide/	131	80.2%	00:00:47	12.2%
3.	/plan-your-visit/overnight-stay-i95-exit-...	11	54.5%	00:03:44	36.4%
	<b>Grand total</b>	<b>451</b>	<b>69.4%</b>	<b>00:01:23</b>	<b>21.3%</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.	Mar 2021	451	69.4%	00:01:23	1.7	21.3%
2.	Feb 2021	206	60.7%	00:01:12	1.7	25.2%
3.	Jan 2021	909	72.1%	00:00:52	1.5	15.2%
4.	Dec 2020	515	69.1%	00:00:50	1.5	15.1%
5.	Nov 2020	707	73.7%	00:00:32	1.4	11.0%
6.	Oct 2020	744	74.1%	00:00:42	1.5	10.6%



## Top Paid Search Keywords

	Keyword	Impressions	Clicks	% Δ	CTR
1.	best places to go in north carolina	8,632	168	784.2% ↑	1.9%
2.	north carolina places to visit	8,821	115	2.7% ↑	1.3%
3.	raleigh north carolina things to do	2,544	90	800.0% ↑	3.5%
4.	places to vacation in north carolina	4,917	67	31.4% ↑	1.4%
5.	north carolina trips	2,125	51	75.9% ↑	2.4%
6.	fort bragg hotels	2,352	42	366.7% ↑	1.8%
7.	fayetteville nc	1,324	30	114.3% ↑	2.3%
8.	fort bragg lodging	623	19	850.0% ↑	3.0%
9.	fayetteville north carolina	1,114	18	100.0% ↑	1.6%
10.	fort bragg base	1,336	16	45.5% ↑	1.2%
11.	ft bragg army base	1,034	16	60.0% ↑	1.5%
12.	things to do in north carolina	496	13	1,200.0% ↑	2.6%
13.	top 10 things to do in fayetteville nc	378	13	333.3% ↑	3.4%
14.	cities in north carolina	196	12	-	6.1%
15.	north carolina vacation	385	12	500.0% ↑	3.1%
16.	to do fayetteville nc	550	12	1,100.0% ↑	2.2%
17.	what to do in fayetteville	745	12	500.0% ↑	1.6%
18.	fun places to visit in north carolina	1,202	11	450.0% ↑	0.9%
19.	fayetteville things to do this weekend	320	10	900.0% ↑	3.1%

## Ad Copy Examples

Things To Do Near Ft Bragg | Tourism focused website | Camp Bragg established in 1918  
[www.visitfayetteville.com/FtBragg/ToDo](http://www.visitfayetteville.com/FtBragg/ToDo)  
 Ad: You name it we've got it: military history, great restaurants, museums & more. The world's largest airborne facility with more than 56,000 military personnel.

Things To Do In Fayetteville | America's Hometown | Future trip ideas  
[www.visitfayetteville.com/LearnMore](http://www.visitfayetteville.com/LearnMore)  
 Ad: When travel opens back up, we will be here for you. Fayetteville NC has a lot more to do then you might expect.

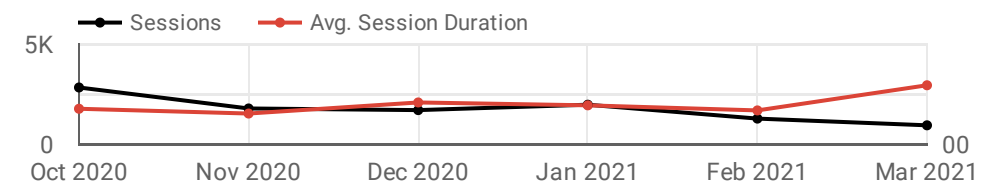
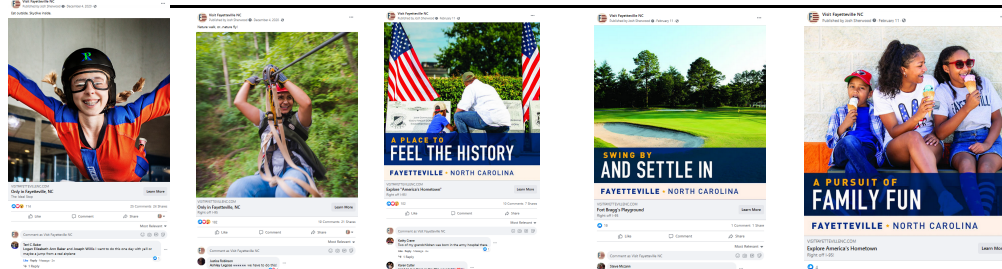
## Insights:

- March had the best performance of any month in the past year with Memories landing page doing great (bottom right table)
- Top creatives for 1 min+ sessions CVR (top chart): Bob w/ Grandson; Get Outside River Trail and Skydive
- New creative were launched with Special Place starting off with best performance but at a very low volume so far
- Quintessential, Get Outside and Stop & Stretch have been stopped

	Creative	Tactic	Impressions	Clicks ▾	CTR	Engagem ents	Engagement Rate	1 min+ session GA Goal	Goal CVR
1.	Brittany Persona Mom + Kids	Family Travel Prospecting	38,021	310	0.82%	49	0.13%	64	20.6%
2.	Bob & Betty Gpa with Gson Couples	Older (45+) Couples Prospecting	27,497	252	0.92%	125	0.45%	34	13.5%
3.	Brian Vet Golf	Veteran Prospecting	26,821	185	0.69%	38	0.14%	28	15.1%
4.	Brittany Persona Mom + Kids	Website & Email RT	10,169	64	0.63%	6	0.06%	17	26.6%
5.	Brian Vet Golf - Copy	FB Page RT	233,221	54	0.02%	3	+0.00%	6	11.1%
6.	Bob & Betty Gpa with Gson Couples	Website & Email RT	7,050	39	0.55%	21	0.30%	11	28.2%
7.	Brian Vet Golf	Website & Email RT	4,467	27	0.6%	4	0.09%	6	22.2%
8.	Quintessential Skydive	FB Page RT	119,325	26	0.02%	6	0.01%	1	3.8%
9.	Brittany Persona Mom + Kids	FB Page RT	86,448	14	0.02%	4	+0.00%	1	7.1%
10.	Get Outside - River Trail	Veteran Prospecting	1,612	14	0.87%	1	0.06%	5	35.7%

	Landing Page	Sessions ▾	% Δ	Avg. Session Duration	% Δ	1m+ sessions
1.	/memories/	354	521.1% ↑	00:01:06	366.5% ↑	23.2%
2.	/special-place/	305	148.0% ↑	00:00:37	-30.2% ↓	14.8%
3.	/explore-like-a-local/	228	356.0% ↑	00:00:41	49.1% ↑	15.4%
4.	/quintessential-fayetteville/	31	-96.2% ↓	00:00:17	-45.0% ↓	6.5%
5.	/get-outside/	28	-87.2% ↓	00:01:51	291.9% ↑	17.9%
6.	/	7	16.7% ↑	00:20:11	78.1% ↑	71.4%

	Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1m+ sessions
1.	Mar 2021	965	67.0%	00:00:59	1.67	18.2%
2.	Feb 2021	1,301	74.1%	00:00:34	1.47	14.1%
3.	Jan 2021	1,995	73.8%	00:00:39	1.42	13.5%
4.	Dec 2020	1,725	73.5%	00:00:42	1.44	13.2%
5.	Nov 2020	1,807	81.3%	00:00:31	1.29	8.5%
6.	Oct 2020	2,856	77.3%	00:00:35	1.35	11.2%





**Insights:**

- Volume picked up considerably in March with nearly 4x the number of clicks (bottom right chart)
- Brian Golf B ad had the best performance followed by Brittany B Family when looking at 1 minute plus sessions (Top right chart)
- Explore Like a Local was the top landing page followed by Special Place

Technical issue continues as of 3/10/21: 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.

Top Landing Page Data from GA

	Landing Page	Sessions ▾	Bounce Rate	Avg. Session Duration
1.	/explore-like-a-local/	2,850	78.9%	00:00:37
2.	/memories/	2,383	82.0%	00:00:29
3.	/special-place/	1,822	82.4%	00:00:34
4.	/stop-and-stretch/	937	84.2%	00:00:29
5.	/simply-fayetteville/	356	80.6%	00:00:28



Swing by and settle in.

**Ad** Fayetteville, NC has 10+ golf courses, right off I-95. Stay and play a few rounds.

Visit Fayetteville

Open

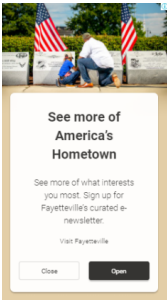


**Discover America's Hometown.**

Sign up for Fayetteville's curated e-newsletter and see more of what interests you most.

Close

Open



**See more of America's Hometown**

See more of what interests you most. Sign up for Fayetteville's curated e-newsletter.

Visit Fayetteville

Close

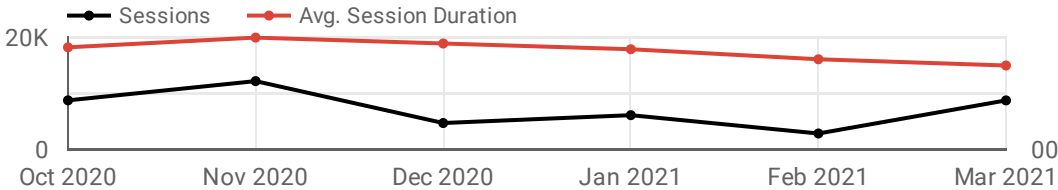
Open

Data from M1 Platform

	Image	Headline	Tactic	Impressions	Clicks ▾	CTR	1 min+ session	Goal CVR
1.	Brittany B	Discover more of America's Hometown.	Northeast FL Travel Prospecting	445,181	1,893	0.43%	89	4.7%
2.	Brian Golf B	Explore more of America's Hometown.	Northeast FL Travel Prospecting	814,189	1,158	0.14%	37	3.2%
3.	Frisbee Dog	Road tripping with kids and pets?	Northeast FL Travel Prospecting	469,499	1,084	0.23%	60	5.5%
4.	Brittany B	Discover more of America's Hometown.	Full Site RT	69,651	768	1.10%	46	6.0%
5.	Bob & Child B	See more of America's Hometown.	History Buffs Prospecting	195,651	762	0.39%	34	4.5%
6.	Brian Golf B	Explore more of America's Hometown.	Full Site RT	65,272	686	1.05%	50	7.3%
7.	Bob & Child A	See the beauty, feel the history.	Email RT	12,023	649	5.40%	37	5.7%
8.	Brian Golf B	Explore more of America's	Veterans	59,649	608	1.02%	34	5.6%
		<b>Grand total</b>		<b>3,273,405</b>	<b>11,784</b>	<b>0.36%</b>	<b>552</b>	<b>4.7%</b>

Monthly Data from GA

	Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1 min+ CVR
1.	Mar 2021	8,788	80.8%	00:00:33	1.20	6.77%
2.	Feb 2021	2,880	80.9%	00:00:36	1.26	7.43%
3.	Jan 2021	6,152	87.2%	00:00:40	1.17	6.52%
4.	Dec 2020	4,749	86.5%	00:00:42	1.18	6.17%
5.	Nov 2020	12,230	81.1%	00:00:44	1.24	7.51%
6.	Oct 2020	8,796	75.1%	00:00:41	1.25	7.71%



Insights:

- Display click volume was about the same as last month (bottom right)
- Creative mix transitioned to nearly all of the newer persona ads
- Memories landing page did best and more clicks will be pushed there
- Brittany B with "America's Hometown" performed the best and better than A (shown below)
- Bob & Betty had the next best performance (shown at the bottom with Bob & Grandson ad on right)

Data from M1 Platform

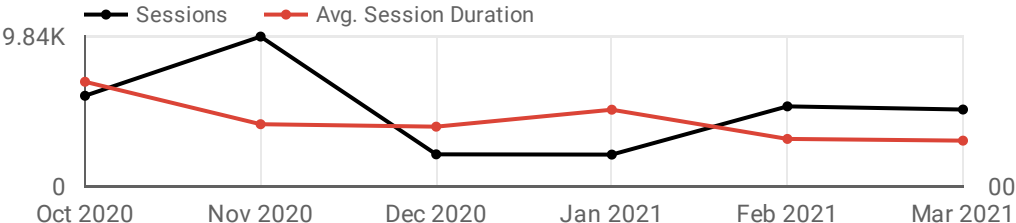
	Creative	Tactic	Impressions	Clicks	CTR	1 m+ visits goal	Goal CVR
1.	Vet Brian A	Golf Prospecting	252,053	1,248	0.50%	76	6.1%
2.	Vet Brian B	Golf Prospecting	85,187	507	0.60%	31	6.1%
3.	Family Brittany B	Full Site RT	95,965	437	0.46%	38	8.7%
4.	Family Brittany A	Full Site RT	72,270	405	0.56%	30	7.4%
5.	History Bob & Kid B	History Prospecting	134,402	376	0.28%	25	6.6%
6.	Family Brittany B	In-market Prospects	191,663	326	0.17%	7	2.1%
7.	Family Brittany A	In-market Prospects	107,086	291	0.27%	10	3.4%
8.	History Bob & Kid A	In-market Prospects	95,034	216	0.23%	9	4.2%
9.	Zipline Quintessential	Full Site RT	59,835	214	0.36%	8	3.7%
10.	History Bob & Kid A	History Prospecting	88,700	212	0.24%	12	6.1%
	Grand total		1,710,236	5,344	0.31%	281	5.3%

Top Landing Page Data from GA

	Landing Page	Sessions	% Δ	Avg. Session Duration	% Δ	1 min+ sessions CVR	% Δ
1.	/explore-like-a-local/	2,169	144.5% ↑	00:00:27	-11.0% ↓	6.22%	6.2% ↑
2.	/memories/	1,152	193.9% ↑	00:00:47	38.3% ↑	7.12%	46.9% ↑
3.	/special-place/	878	107.1% ↑	00:00:25	-30.3% ↓	5.01%	-21.3% ↓
4.	/quintessential-fayetteville/	401	-78.6% ↓	00:00:16	-53.8% ↓	3.99%	-32.7% ↓
5.	/simply-fayetteville/	185	988.2% ↑	00:00:11	679.7% ↑	4.86%	-
6.	/plan-your-visit/overnight-stay-i95-exit-49/	118	-77.6% ↓	00:00:09	-51.7% ↓	4.24%	59.2% ↑

Monthly Data from GA

	Month of Year	Sessions	Avg. Session Duration	1 min+ sessions CVR
1.	Mar 2021	5,058	00:00:30	5.99%
2.	Feb 2021	5,266	00:00:31	5.17%
3.	Jan 2021	2,102	00:00:51	7.37%
4.	Dec 2020	2,119	00:00:39	8.16%
5.	Nov 2020	9,844	00:00:41	7.20%
6.	Oct 2020	5,961	00:01:09	11.24%



**Insights:**

- Retargeting traffic is 67% higher quality than prospecting this month

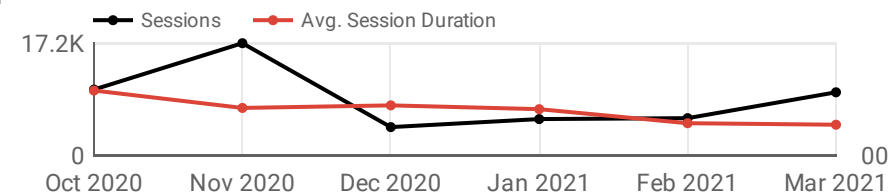
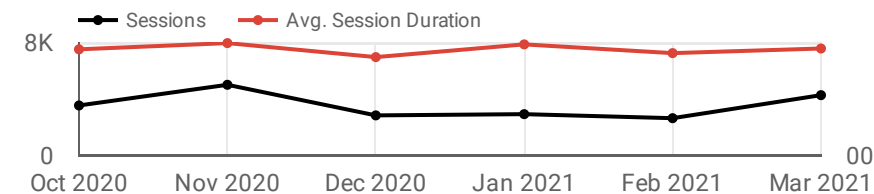
**Data from M1 Platform**

RT Avg Session Duration

00:00:45

Prospecting Avg Session Duration

00:00:27

**Monthly Data from GA RT**

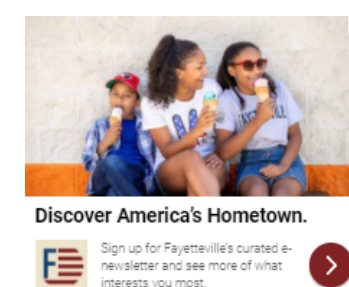
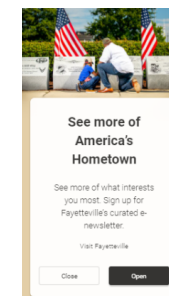
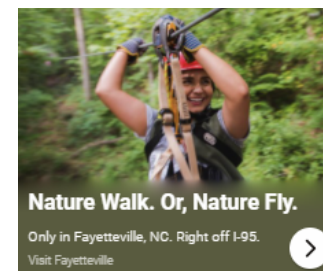
Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1 min+ CVR
1. Mar 2021	4,283	78.7%	00:00:45	1.24	8.6%
2. Feb 2021	2,638	79.7%	00:00:43	1.29	8.5%
3. Jan 2021	2,926	77.8%	00:00:47	1.34	8.9%
4. Dec 2020	2,838	77.4%	00:00:41	1.33	8.6%
5. Nov 2020	5,023	74.6%	00:00:47	1.37	8.8%
6. Oct 2020	3,547	72.7%	00:00:45	1.31	9.6%

**Top Landing Page Data from GA**

Landing Page	Sessions ▾	Bounce Rate	Avg. Session Duration
1. /special-place/	1,004	79.7%	00:00:44
2. /memories/	913	83.1%	00:00:37
3. /explore-like-a-local/	866	73.3%	00:00:52
4. /plan-your-visit/overnight-stay-i95-exit-49/	185	76.2%	00:00:40
5. /quintessential-fayetteville/	60	86.7%	00:00:30

**Monthly Data from GA Prospecting**

Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1 min+ CVR
1. Mar 2021	9,679	81.9%	00:00:27	1.18	5.7%
2. Feb 2021	5,701	84.8%	00:00:28	1.18	5.1%
3. Jan 2021	5,562	90.2%	00:00:41	1.11	5.9%
4. Dec 2020	4,325	87.9%	00:00:44	1.16	6.7%
5. Nov 2020	17,228	83.5%	00:00:42	1.18	7.0%
6. Oct 2020	10,098	78.7%	00:00:57	1.27	9.4%



- MediaOne landing pages has the best conversion rate with good volume
- Retargeting from both display and native, is the next most efficient paid source with Native RT CVR getting better
- People that have gone to the website convert at a higher rate, especially the things to do section of the website

Visitors from Charlotte, Myrtle Beach and Wilmington converted best from the feeder markets.

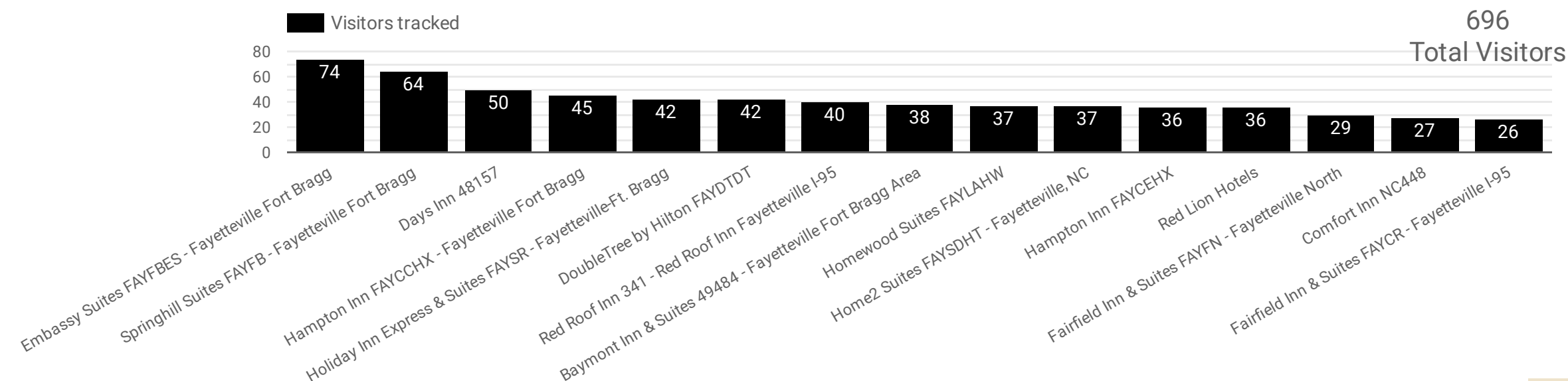
	Tactic	Impressions	Exposed Visitors	CVR
1.	Website_ThingsToDo	130,745	525	0.402%
2.	Display_RT	1,874,360	187	0.010%
3.	Display_Prospect	3,407,381	186	0.005%
4.	Native_RT	340,967	82	0.024%
5.	M1 Landing Pages	212,469	81	0.038%
6.	Native_Prospect	4,240,441	28	0.001%
7.	PPC_Landing	38,262	17	0.044%
8.	Audio	349,698	14	0.004%
9.	Website_FtBragg	2,717	3	0.110%
10.	Website Accommodations	2,721	3	0.110%

	DMA	Impressions	Exposed Visitors	CVR
1.	Raleigh/Durham	1,180,033	696	0.059%
2.	Charlotte	735,308	100	0.014%
3.	Florence/Myrtle Beach	191,818	25	0.013%
4.	Wilmington	169,480	22	0.013%
5.	Washington DC	1,505,885	18	0.001%
6.	New York	3,848,596	17	+0.000%
7.	Charleston-Sc	10,611	14	0.132%
8.	Greensboro/High Point/Winston-S...	422,392	13	0.003%
9.	Norfolk/Portsmouth/Newport News	674,680	12	0.002%

1 - 16 / 16



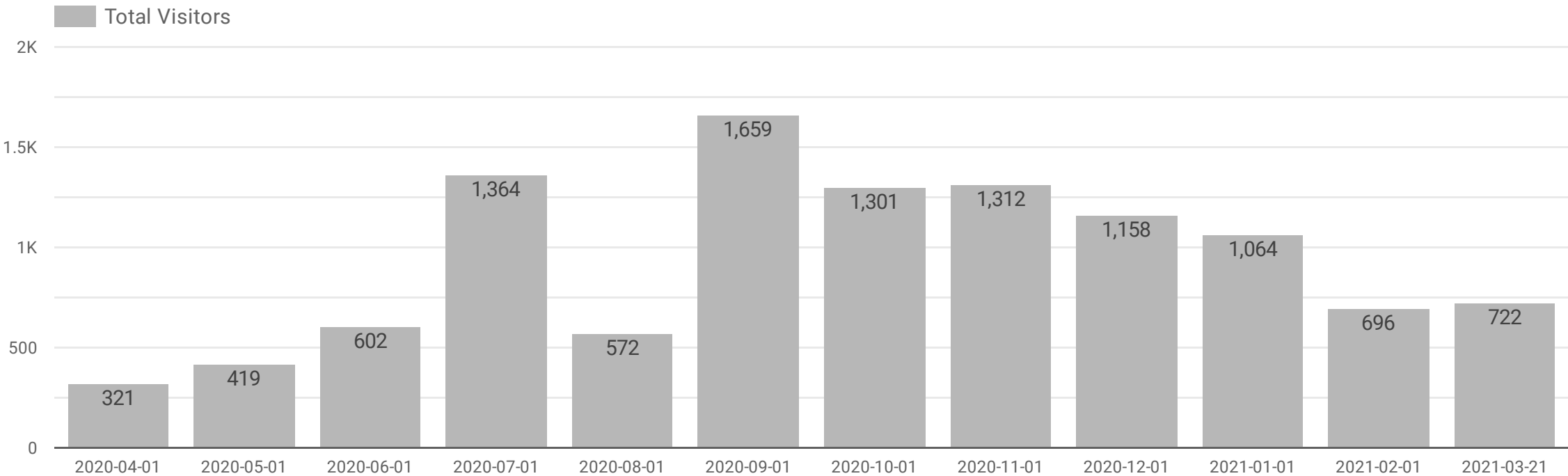
Embassy suites jumped up to #1 with Springhill Suites and Days Inn moving up





Past 12 Month Total Visitors

11,190

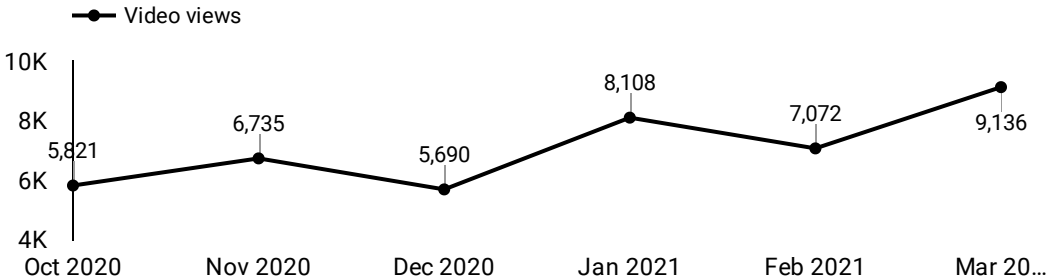


Insights:

- Pace picked back up with 9,136 video views
- 700 or so views organically on other videos with "You Would Never Guess Lady Liberty Has Dance Moves Like This.." the most watched organically (chart on right)
- 2 new subscribers in March with 295 subscribers total after losing a few
- Adding videos regularly help to lift subscriber numbers
- Persona videos started in March

Paid Video Ads

Video title	Impressions	Video views	Video view rate	Clicks	CTR
History & Heritage in Fayetteville NC	6,102	2,870	47.0%	7	0.11%
This Is a Special Place - Fayetteville NC	6,315	2,535	40.1%	8	0.13%
Explore Like a Local in Fayetteville NC	5,527	2,519	45.6%	3	0.05%
Family Fun in Fayetteville NC	3,031	1,212	40.0%	3	0.10%
Grand total	1,839,885	9,136	43.6%	14,932	0.81%



YouTube Channel Top Videos - Paid & Organic

	Video Title	Views	Average View Percent age	Watch Time
1.	History & Heritage in Fayetteville NC	2,805	98.17%	00:03:26
2.	Explore Like a Local in Fayetteville NC	2,563	98.49%	00:01:38
3.	This Is a Special Place - Fayetteville NC	2,554	76.52%	00:04:16
4.	Family Fun in Fayetteville NC	1,244	96.91%	00:01:09
5.	You Would Never Guess Lady Liberty Has Dance Moves Like this...	75	44.59%	00:00:31
6.	Lafayette Trail	53	56.69%	00:01:53
7.	The Civil War Trail	38	37.48%	00:01:13
8.	Visit Spring Lake NC	33	56.43%	00:00:39
9.	Fayetteville NC Hometown Heroes: Greg Kalevas	31	52.56%	00:00:52
10.	Jordan Soccer Complex - Fayetteville NC	23	52.48%	00:00:37
11.	Arnette Park	19	12.23%	00:00:21
12.	Cape Fear River Trail	19	45.17%	00:00:42
13.	The Patriots, Past & Present Trail	17	62.74%	00:01:51
14.	The All American Tattoo Convention - Fayetteville NC	16	53.45%	00:01:31
15.	Hope Mills Municipal Park	16	42.78%	00:00:42
16.	Pursuit of Family	16	56.28%	00:00:32
17.	Pursuit of Brotherhood	14	67.97%	00:01:04
18.	J P Riddle Stadium	14	28.48%	00:00:29
19.	Reid Ross Classical School	13	36.9%	00:00:28
20.	F Malvin Honeycutt Elementary School	13	29.53%	00:00:22
	Grand total	9,774	80.8%	00:03:14



## Organic traffic overview:

Total organic sessions for month

19.1K

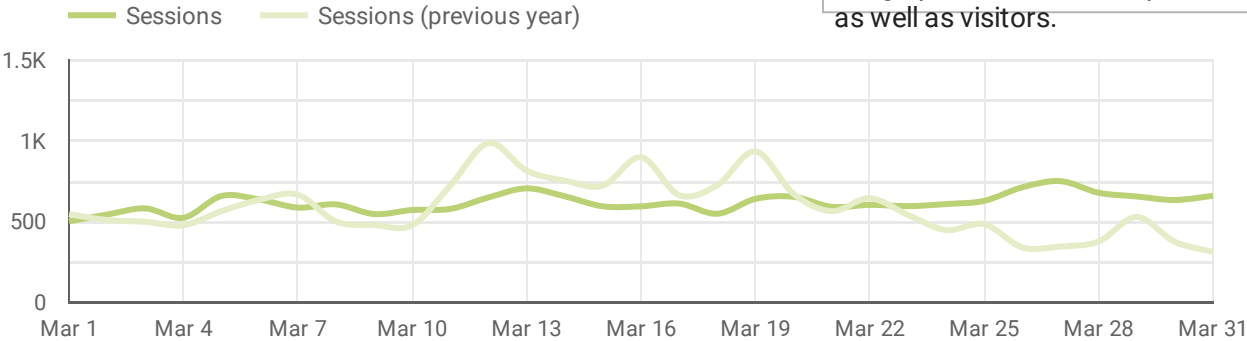
↑ 4.9%

**Insights:**  
 We're beginning to see a cumulative lift in impressions and sessions from the SEO work that has been done. Many of the pages that have been optimized are now beginning to show up in the top 100 pages, which in the past several months has been dominated by "/listings/" pages. Average position has improved significantly. While the Site CTR is not ideal, it's more of a reflection of the increased opportunities in impressions for all pages. We should begin to see this improve in the coming months as other metrics lead the way.

Higher volume keywords containing Fayetteville NC (and it's various forms), Visit Fayetteville, and landing pages with "Things to do" and "event" focused keywords are driving higher click volumes.

Page speeds have improved, however a focus on the mobile experience is needed. This month we continue the focus on event planning child pages as discussed in last months report. Keyword focus in headlines and content as well as Htag optimization will help move the site forward in it's focus to provide the information needed for search engines as well as visitors.

Last month



Average Position

13.6

↓ -14.0%



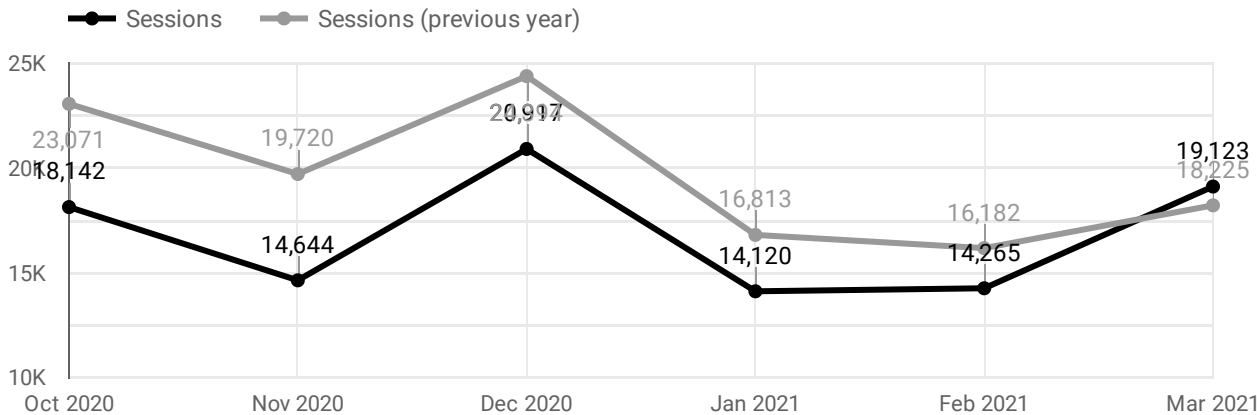
Site CTR

0.8%

↓ -29.5%



Last 6 months



Impressions

2.0M

↑ 39.7%



The focus this month was on child pages that will have long term effect on SEO for event planning pages, looking forward to post-COVID tourism opportunities.

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

#### April pages:

1. <https://www.visitfayettevillenc.com/planners/weddings-and-reunions/family-reunions/> - Keyword focus: family reunion, needs mobile-friendly optimization focus as well as content and Htag adjustments.
2. <https://www.visitfayettevillenc.com/planners/weddings-and-reunions/military-reunions/> - Keyword focus: military reunion, needs content re-alignment for the target audience, Htag and link adjustments

#### March pages:

1. <https://www.visitfayettevillenc.com/planners/weddings-and-reunions/> - Needs a topline content focus on event planning - new content, re-focus. Needs approval before changing meta title as it may have an impact. This will affect child pages, which we can tackle next month. Keyword focus "Event Planning"
2. <https://www.visitfayettevillenc.com/plan-your-visit/request-a-guide/> - Needs keyword focus "Fayetteville NC Visitors Guide", an introductory paragraph using phrase setting expectations for visitor.
3. <https://www.visitfayettevillenc.com/plan-your-visit/request-a-guide/request-digital-visitors-guide/> - A child page of the above with similar focus. Keyword focus "Fayetteville NC Digital Visitors Guide"

#### February pages:

1. <https://www.visitfayettevillenc.com/explore/about-cumberland-county/> - Page needs specific content about Cumberland County, currently it doesn't reference Cumberland County in any of the copy
2. <https://www.visitfayettevillenc.com/explore/> - This page shows mostly for people searching "Fayetteville NC" and needs more content referring to Fayetteville NC

**Core Web Vitals** - This will become a ranking signal next month. There are some issues with the mobile experience of shifting content as content loads. It is currently impacting the pages we analyzed for this month. This creates a difficult reading and user experience. It may begin to affect the site if it hasn't already begun to roll out for this site.

## Top 10 organic landing pages

	Landing Page	Sessions ▾	% Δ
1.	/things-to-do/calendar-of-events/	1,109	54.7% <span>📈</span>
2.	/	744	-1.1% <span>📉</span>
3.	/listing/id-card-facility-and-deers/3385/	498	42.7% <span>📈</span>
4.	/things-to-do/free-things-to-do/	371	19.7% <span>📈</span>
5.	/all-american-week/	263	26,200.0% <span>📈</span>
6.	/event/easter-egg-hunt/15763/	261	-
7.	/listing/health-pavilion-north-expresscare/2901/	245	469.8% <span>📈</span>
8.	/listing/the-cave-halotherapy-&-spa/8922/	229	-
9.	/explore/communities/fort-bragg/	189	98.9% <span>📈</span>
10.	/listing/hope-mills-lake/7362/	159	194.4% <span>📈</span>
11.	/listing/mott-lake/6783/	158	4.6% <span>📈</span>

## Top 10 searches by volume

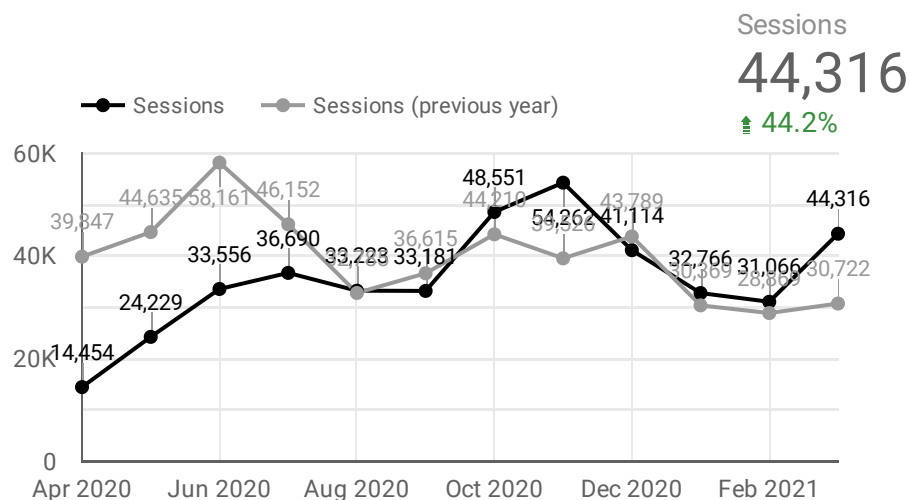
	Query	Impressions <sup>①</sup> ▾	Clicks <sup>②</sup> ▾	% Δ	Site CTR	Average Position	Δ
1.	fayetteville	64,608	65	38.3% <span>📈</span>	0.1%	8.6	0.1 <span>📈</span>
2.	fayetteville nc	63,758	251	36.4% <span>📈</span>	0.39%	5.7	-0.0 <span>📉</span>
3.	fort bragg	63,739	77	2.7% <span>📈</span>	0.12%	9.9	-0.3 <span>📉</span>
4.	cross creek mall	22,044	10	-	0.05%	12.6	0.3 <span>📈</span>
5.	hope mills nc	14,636	53	89.3% <span>📈</span>	0.36%	5.3	0.5 <span>📈</span>
6.	fayetteville north carol...	9,622	38	58.3% <span>📈</span>	0.39%	5.8	-0.2 <span>📉</span>
7.	aarons	8,391	1	0.0%	0.01%	8.6	-1.3 <span>📉</span>
8.	academy sports	8,150	8	100.0% <span>📈</span>	0.1%	7.8	-1.6 <span>📉</span>
9.	texas roadhouse	7,400	1	-	0.01%	12.6	-2.2 <span>📉</span>
10.	putt putt	7,253	4	300.0% <span>📈</span>	0.06%	11.6	-10.4 <span>📉</span>



Top organic keywords by clicks shows keywords driving traffic

	Query	Searches	% Δ	Clicks ▾	% Δ	Site CTR	% Δ	Average Position	% Δ
1.	fayetteville nc	63,758	24.4% ↑	251	20.1% ↑	0.39%	-3.5% ↓	5.7	-6.2% ↓
2.	things to do in fayetteville nc	4,802	56.6% ↑	96	81.1% ↑	2.00%	15.7% ↑	7.8	22.0% ↑
3.	rapha primary care	562	42.6% ↑	93	9,200.0% ↑	16.55%	6,419.9% ↑	2.3	-81.1% ↓
4.	segra stadium	843	173.7% ↑	86	4,200.0% ↑	10.20%	1,471.1% ↑	1.7	-85.8% ↓
5.	fort bragg	63,739	198.2% ↑	77	234.8% ↑	0.12%	12.3% ↑	9.9	-1.3% ↓
6.	all american trail	228	-37.2% ↓	69	-54.3% ↓	30.26%	-27.2% ↓	2.0	-1.7% ↓
7.	mott lake	486	38.1% ↑	69	-8.0% ↓	14.20%	-33.4% ↓	2.1	0.6% ↑
8.	hope mills lake	524	44.4% ↑	69	97.1% ↑	13.17%	36.6% ↑	2.7	-28.1% ↓
9.	fayetteville	64,608	37.0% ↑	65	75.7% ↑	0.10%	28.3% ↑	8.6	30.5% ↑
10.	hope mills nc	14,636	187.7% ↑	53	960.0% ↑	0.36%	268.4% ↑	5.3	-33.3% ↓
11.	ferncreek general surgery	380	533.3% ↑	53	5,200.0% ↑	13.95%	736.8% ↑	2.8	-53.3% ↓
12.	riverside seafood	2,371	-	50	-	2.11%	-	4.0	-
13.	fayetteville nc events	182	-17.6% ↓	50	22.0% ↑	27.47%	48.1% ↑	1.2	-26.7% ↓
14.	visit fayetteville nc	89	64.8% ↑	50	127.3% ↑	56.18%	37.9% ↑	1.1	-45.5% ↓
15.	fort bragg deers	571	116.3% ↑	49	122.7% ↑	8.58%	3.0% ↑	2.2	-23.0% ↓
16.	fort bragg id card	759	71.7% ↑	49	206.3% ↑	6.46%	78.3% ↑	3.5	-26.1% ↓
17.	events fayetteville nc	193	70.8% ↑	48	128.6% ↑	24.87%	33.8% ↑	1.2	-17.4% ↓
18.	cape fear river trail	1,665	-3.1% ↓	48	84.6% ↑	2.88%	90.5% ↑	5.2	-42.1% ↓
19.	waldos beach	303	23.7% ↑	47	4,600.0% ↑	15.51%	3,700.3% ↑	1.9	-87.1% ↓
20.	all american week 2021	374	-	46	-	12.30%	-	3.1	-
21.	deers fort bragg	1,043	73.3% ↑	44	63.0% ↑	4.22%	-5.9% ↓	2.8	-61.8% ↓
22.	healy wholesale	300	-	43	-	14.33%	-	1.9	-
23.	health pavilion north	1,490	568.2% ↑	43	2,050.0% ↑	2.89%	221.8% ↑	5.3	-26.3% ↓
24.	salt cave fayetteville	321	-	43	-	13.40%	-	2.2	-
25.	cornerstone family practice	447	-6.3% ↓	43	43.3% ↑	9.62%	53.0% ↑	8.6	-6.6% ↓

Website traffic picked up in March by 44.2% with the pandemic hitting during March 2020.



Organic and MediaOne (Google) ppc are the best quality of traffic. MediaOne has many high quality sources of traffic.

Source / Medium	Sessions	% Δ	Avg. Session Duration	% Δ	1 minute+ session goal	% Δ
1. google / organic	18,115	2.4% ↑	00:01:22	9.2% ↑	19.5%	12.6% ↑
2. MediaOne / native	8,773	457.4% ↑	00:00:33	30.4% ↑	6.7%	19.7% ↑
3. MediaOne / display	5,058	59.8% ↑	00:00:30	-3.9% ↓	6.0%	6.5% ↑
4. MediaOne / ppc	3,425	193.2% ↑	00:01:18	-6.9% ↓	22.2%	-11.1% ↓
5. (direct) / (none)	3,055	8.4% ↑	00:01:15	-22.4% ↓	15.7%	-15.2% ↓
6. MediaOne / facebook	965	13.9% ↑	00:00:59	209.1% ↑	18.2%	161.8% ↑
7. 219Group / adroll	801	76.8% ↑	00:00:44	-20.4% ↓	9.6%	-12.9% ↓
8. bing / organic	589	73.2% ↑	00:02:39	37.3% ↑	34.0%	7.9% ↑
9. MediaOne / Bingppc	451	-	00:01:23	-	21.3%	-
10. favettevillenctrails.co...	338	-	00:00:19	-	4.1%	-

1 - 100 / 205

The top pages had many more pageviews than last year with 4 of the top 10 pages not existing last year

Page	Pageviews	% Δ
1. /explore-like-a-local/	6,280	-
2. /memories/	4,488	-
3. /special-place/	3,456	-
4. /	3,064	33.3% ↑
5. /explore/communities/fayetteville/	2,941	454.9% ↑
6. /things-to-do/calendar-of-events/	2,216	46.8% ↑
7. /things-to-do/	1,308	107.9% ↑
8. /stop-and-stretch/	1,169	-
9. /things-to-do/family-friendly/	1,153	268.4% ↑
10. /plan-your-visit/accommodations/	1,093	48.7% ↑

1 - 100 / 4558

Northeast metros along with Norfolk DMA are up the most

Metro	Sessions	% Δ
1. Raleigh-Durham (Fayetteville) NC	12,630	7.9% ↑
2. Charlotte NC	6,184	50.9% ↑
3. New York, NY	3,654	403.3% ↑
4. Atlanta GA	2,398	21.6% ↑
5. Washington DC (Hagerstown MD)	1,915	24.2% ↑
6. Philadelphia PA	1,549	352.9% ↑
7. Greensboro-High Point-Winston Salem NC	1,367	70.0% ↑
8. Norfolk-Portsmouth-Newport News VA	1,173	152.3% ↑
9. Florence-Myrtle Beach SC	884	83.4% ↑
10. Baltimore MD	685	65.1% ↑

1 - 100 / 208

## Insights:

- YouTube links then Facebook are the top outbound links
- Outbound link clicks are down 25% as they were measured differently last year

Total Events

2,394

-25.6%

Event Label	Exit Page	Total Events ▾	% Δ
1. <a href="https://www.youtube.com/watch?v=b1QJgpr_jE4">https://www.youtube.com/watch?v=b1QJgpr_jE4</a>	/explore-like-a-local/	337	1,062.1% ↑
2. <a href="https://www.youtube.com/watch?v=yWDmUBmmQeg">https://www.youtube.com/watch?v=yWDmUBmmQeg</a>	/memories/	144	433.3% ↑
3. <a href="https://www.youtube.com/watch?v=NVWUFaCR3p0">https://www.youtube.com/watch?v=NVWUFaCR3p0</a>	/special-place/	143	1,000.0% ↑
4. <a href="https://www.facebook.com/events/223227545939891">https://www.facebook.com/events/223227545939891</a>	/event/easter-egg-hunt/15763/	56	1,300.0% ↑
5. <a href="https://www.facebook.com/CityMarketAtTheMuseum/">https://www.facebook.com/CityMarketAtTheMuseum/</a>	/event/city-market-at-the-museum/15575/	30	114.3% ↑
6. <a href="http://www.fayettevillewoodpeckers.com/">http://www.fayettevillewoodpeckers.com/</a>	/event/movie-night-at-segra-stadium/15793/	29	-
7. <a href="https://www.youtube.com/watch?v=NVWUFaCR3p0">https://www.youtube.com/watch?v=NVWUFaCR3p0</a>	/	26	-10.3% ↓
8. <a href="https://fayettevillenc.gov/community/getting-around/downtown-parking/regular-parking">https://fayettevillenc.gov/community/getting-around/downtown-parking/regular-parking</a>	/explore/maps/	23	91.7% ↑
9. <a href="https://www.visitfayettevillenc.com/plan-your-visit/newsletter-sign-up/">https://www.visitfayettevillenc.com/plan-your-visit/newsletter-sign-up/</a>	/	21	-
10. <a href="https://www.facebook.com/events/148950327076541">https://www.facebook.com/events/148950327076541</a>	/event/st-patricks-day-downtown/15791/	20	-
11. <a href="https://www.capefearbg.org/event/dog-day-in-the-garden-2/">https://www.capefearbg.org/event/dog-day-in-the-garden-2/</a>	/event/dog-day-in-the-garden/15706/	18	500.0% ↑
12. <a href="https://fayettevillencgear.com/?ctk=5d7cea05-d884-4161-a5ce-792e74c024f3">https://fayettevillencgear.com/?ctk=5d7cea05-d884-4161-a5ce-792e74c024f3</a>	/	15	0.0%
13. <a href="https://www.facebook.com/events/440703987137283">https://www.facebook.com/events/440703987137283</a>	/event/dirtbag-ales-farmers-market/14861/	14	-
14. <a href="https://www.youtube.com/watch?v=NVWUFaCR3p0">https://www.youtube.com/watch?v=NVWUFaCR3p0</a>	/explore-like-a-local/	14	-
15. <a href="https://visitdowntownfayetteville.com/events/august-4th-friday/">https://visitdowntownfayetteville.com/events/august-4th-friday/</a>	/event/fourth-friday/13069/	13	62.5% ↑
16. <a href="https://www.instagram.com/visitfayettevillenc/">https://www.instagram.com/visitfayettevillenc/</a>	/	13	30.0% ↑
17. <a href="https://www.youtube.com/channel/UCtpdgr2V6lYVXj59qOMrITg">https://www.youtube.com/channel/UCtpdgr2V6lYVXj59qOMrITg</a>	/listing/zipquest-waterfall-and-treetop-adventure/6736/	12	-
18. <a href="http://www.crowncomplexnc.com/events/detail/casting-crowns">http://www.crowncomplexnc.com/events/detail/casting-crowns</a>	/event/casting-crowns-only-jesus-tour-rescheduled/15483/	12	33.3% ↑
19. <a href="https://www.facebook.com/events/244528590395007">https://www.facebook.com/events/244528590395007</a>	/event/st-patricks-day-at-bright-light/15762/	11	-
20. <a href="https://www.youtube.com/watch?v=b1QJgpr_jE4">https://www.youtube.com/watch?v=b1QJgpr_jE4</a>	(not set)	11	1,000.0% ↑
Grand total		2,394	92.3% ↑

- Optimize persona ads to the best performing mix.
- Request again to get new images for persona ads and/or headlines for the current native and Facebook ads.
- Reintroduce "Untapped & Unrivaled" and "Outdoor" with the weather getting warmer.

Make SEO updates with the following priorities:

1. <https://www.visitfayettevillenc.com/planners/weddings-and-reunions/family-reunions/> - Keyword focus: family reunion, needs mobile-friendly optimization focus as well as content and Htag adjustments.
2. <https://www.visitfayettevillenc.com/planners/weddings-and-reunions/military-reunions/> - Keyword focus: military reunion, needs content re-alignment for the target audience, Htag and link adjustments