

Monthly Digital Report

January 2021



MEDIAONE

Campaign Summary

1

Promoted: "Quintessential Fayetteville" received the most clicks with "Untapped & Unrivaled" and "Outdoor" seasonal ads slowed and paused (many had images with people in kayaks or fishing in warm weather). "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) at 1m 14s continues to be the highest quality of paid traffic and nearly as good as organic (shown in depth on pages 6).

Bing search and display are also very high quality with native and Facebook remaining solid.

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

3

MediaOne click volume increased by 18.7% over December and up 59.9% over January last year.

MediaOne delivered 40% of the total website traffic in January.

- 74% was mobile
- 15.7% was desktop
- 10.3% was tablet

4

Total traffic to the website was up 7.9% after being down 6.1% last month.

Organic traffic continues to be down 16% due to much less searches for events, MLK parade and things to do (highlighted on page 15).

Hope Mills and Spring Lake traffic has more than doubled but still low volume.

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 Rate up 39.7% over last year (more details on page 4)

- 1 min+ sessions up 33.2%
- 2+ pages per session up 60.7%
- Outbound link clicks down 65.8% (measured differently than last year)
- Request Destination Guide up 16.3%

MEDIAONE TRAFFIC

M1 traffic was up big in January.

ASD was down slightly with the much higher volume of traffic.

Pages/session were also down a little due to the much higher volume of traffic

MediaOne Traffic to Site

1st half 2020	YTD* 2021	Last month
Sessions 39,851	Sessions 13,268	Sessions 13,268
↓ -76.1%	↑ 59.9%	↑ 59.9%



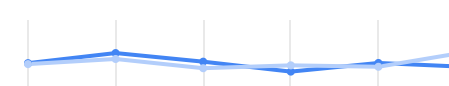
Avg. Session Duration (ASD)

1st half 2020	YTD* 2021	Last month
Avg. Session Duration 00:00:42	Avg. Session Duration 00:00:47	Avg. Session Duration 00:00:47
↑ 7.5%	↓ -5.9%	↓ -5.9%



Pages / Session

1st half 2020	YTD* 2021	Last month
Pages / Session 1.34	Pages / Session 1.34	Pages / Session 1.34
↑ 4.6%	↓ -11.8%	↓ -11.8%



ALL WEBSITE TRAFFIC

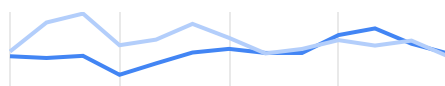
Website traffic was up 7.9% after being down last month

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

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

Website traffic

1st half 2020	YTD* 2021	Last month
Sessions 162,199	Sessions 32,766	Sessions 32,766
↓ -46.5%	↑ 7.9%	↑ 7.9%



Organic traffic

1st half 2020	YTD* 2021	Last month
Sessions 94,877	Sessions 14,120	Sessions 14,120
↓ -4.5%	↓ -16.0%	↓ -16.0%



1 min+ Sessions GA goal CVR

1st half 2020	YTD* 2021	Last month
1 min+ CVR 15.92%	1 min+ CVR 15.18%	1 min+ CVR 15.18%
↑ 82.7%	↑ 23.5%	↑ 23.5%

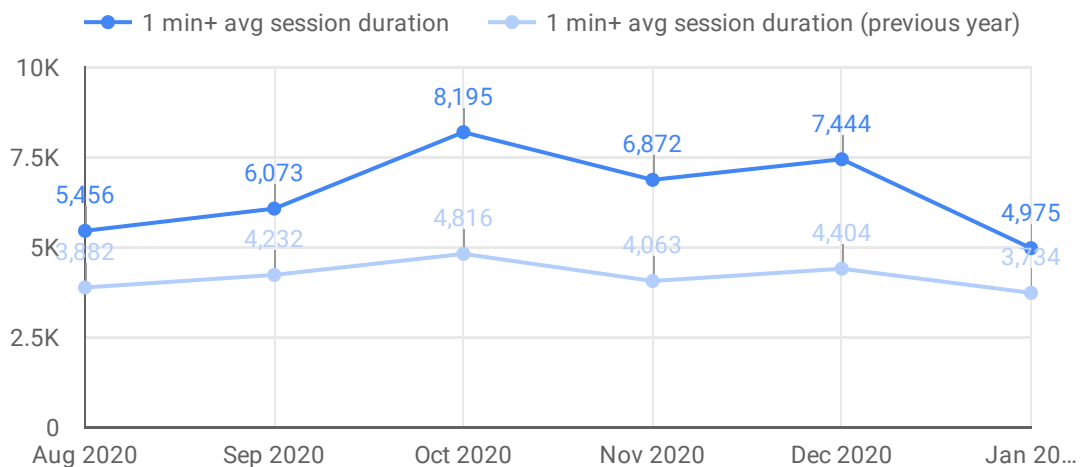


1 minute plus average session duration

1 min+ sessions

5.0K

↑ 33.2%

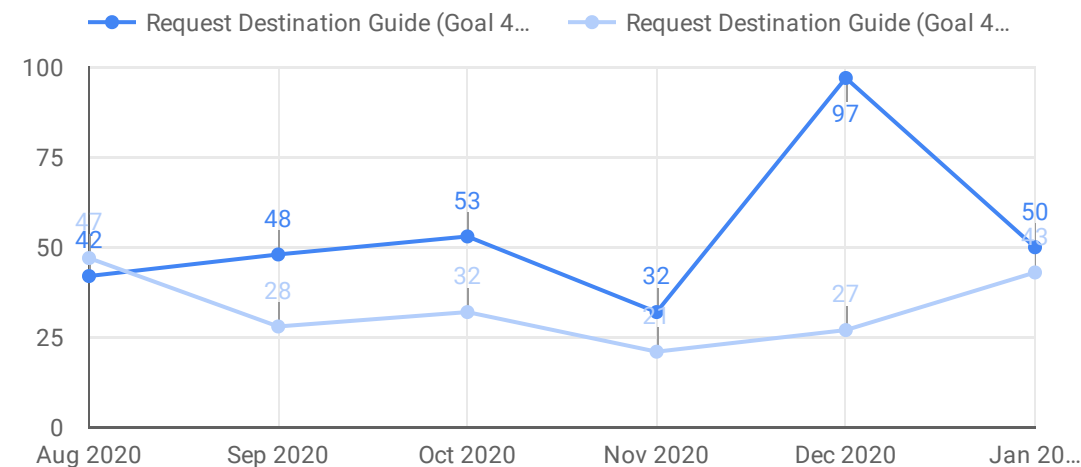


Request Destination Guide

Destination guide downloads

50

↑ 16.3%

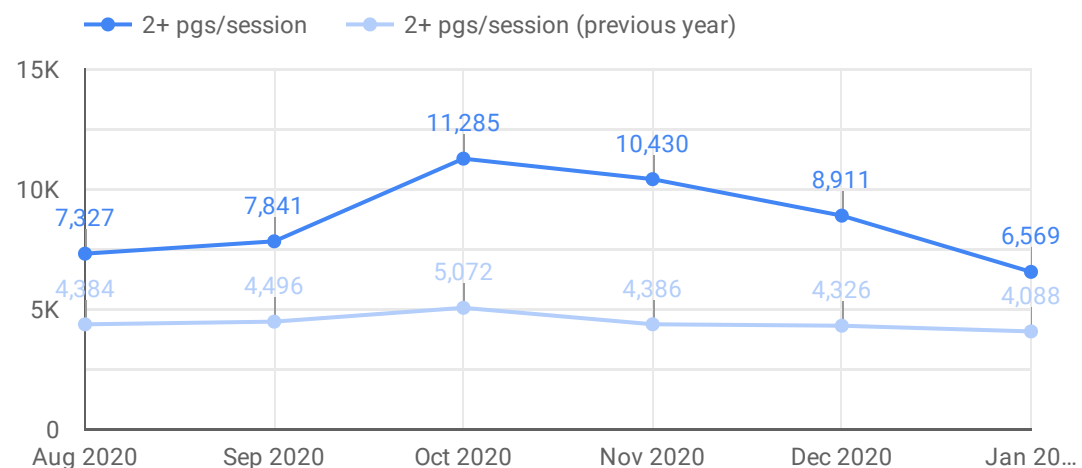


2+ pages per session

2+ pg sessions

6.6K

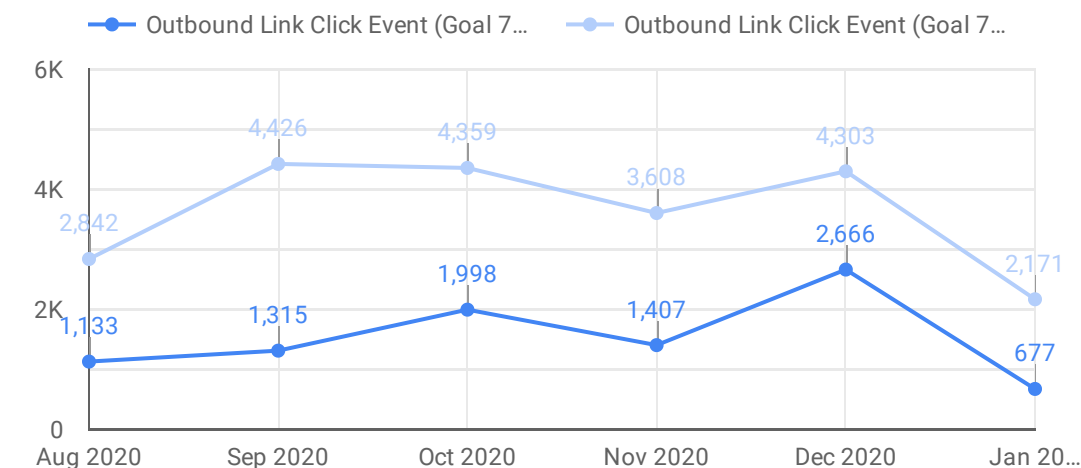
↑ 60.7%

Outbound Link Clicks to Partners
(measured differently in 2020)

Total Events

988.0

↓ -65.8%



Campaign Pacing

	Month	July	August	Sept	Oct	Nov	Dec	2020 Second Half Totals	Jan	Feb	March	April	May	June	2021 First Half Totals	TOTAL
Placement	Campaign Messaging															
Google Paid Search Always on (approximately \$1.35 CPC)	Investment	\$5,000	\$3,000	\$3,000	\$3,000	\$2,000	\$2,000	\$18,000	\$2,000	\$2,000	\$5,000	\$4,000	\$3,000	\$3,000	\$19,000	\$ 37,000
	Clicks Planned	3,736	2,180	2,222	2,222	2,481	1,481	14,323	1,481	1,481	3,704	2,963	2,222	2,222		42,720
	Clicks Delivered	3,736	2,180	2,760	2,560	1,757	2,003	14,996								
Bing Paid Search Always on (approximately \$1.35 CPC)	Investment	\$600	\$1,200	\$1,000	\$1,200	\$1,000	\$1,000	\$6,000	\$600	\$1,200	\$1,000	\$1,200	\$1,000	\$1,000	\$6,000	\$ 12,000
	Clicks Planned	437	520	1,614	2,000	997	741	6,309	444	889	741	889	741	741		17,062
	Clicks Delivered	437	520	492	1,073	707	515	3,744	437	520	492	1,073	707	515		
Display Retargeting (\$7 CPM) - Always on	Investment	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000	\$ 24,000
	Impressions Planned	285,714	285,714	285,714	285,714	461,346	293,828	1,898,031	285,714	285,714	285,714	285,714	461,346	293,828		5,694,092
	Impressions Delivered	962,691	279,014	231,651	110,083	453,232	149,307	2,185,978	962,691	279,014	231,651	110,083	453,232	149,307		
Native Retargeting (\$1 CPC) Always on	Investment	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000	\$ 24,000
	Clicks Planned	2,000	2,000	2,000	4,000	4,013	2,765	16,778	2,000	2,000	2,000	4,000	4,013	2,765		50,334
	Clicks Delivered	2,150	538	508	2,987	3,248	1,460	10,891	2,150	538	508	2,987	3,248	1,460		
Content Activation (Native & Display Prospecting) (\$1 CPC)	Investment	\$3,000	\$3,500	\$3,500	\$9,500	\$7,500	\$3,000	\$30,000			\$5,000	\$9,500	\$7,500		\$22,000	\$ 52,000
	Clicks Planned	3,000	3,500	3,000	12,000	12,402	3,500	37,402			3,000	12,000	12,402			102,206
	Clicks Delivered	4,482	5,612	3,259	10,098	17,228	4,325	45,004			3,259	10,098	17,228			
Facebook (\$8 CPM) Boosting & Retargeting	Investment	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000	\$ 24,000
	Impressions Planned	60,359	175,201	587,661	635,000	250,000	250,000	1,958,221	60,359	175,201	587,661	635,000	250,000	250,000		5,874,663
	Impressions Delivered	60,359	175,201	203,475	637,611	675,659	173,060	1,925,365	60,359	175,201	203,475	637,611	675,659	173,060		
YouTube (\$0.10 CPV)	Investment	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$6,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$6,000	\$ 12,000
	Completed Views Planned	6,591	5,900	17,500	21,500	25,679	10,000	87,170	6,591	5,900	17,500	21,500	25,679	10,000		261,510
	Completed Views Delivered	6,591	5,900	5,929	5,821	6,735	5,690	36,666	6,591	5,900	5,929	5,821	6,735	5,690		

Google Paid Search

Jan 1, 2021 - Jan 31, 2021

Insights:

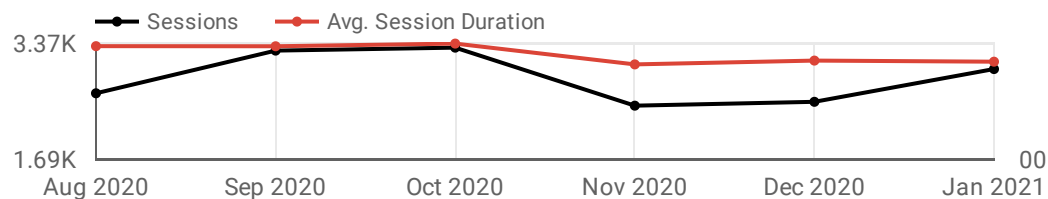
- Performance by month (bottom left) stayed nearly the same with most people landing on the Fayetteville communities landing page (top left chart) after they searched best places to go in North Carolina
- Request a guide page ASD went down, but conversion rates for guide requests is 2.7% vs .15% for the website as a whole

All Landing Pages

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration	1+ min session CVR
1.	/explore/communities/fayetteville/	2,128	69.0%	00:01:07	17.3%
2.	/things-to-do/family-friendly/	282	65.6%	00:01:12	24.1%
3.	/plan-your-visit/request-a-guide/	240	72.9%	00:00:36	13.8%
4.	/explore/communities/fort-bragg/	139	60.4%	00:01:20	18.7%
5.	/plan-your-visit/overnight-stay-i95-exit-...	55	78.2%	00:00:14	9.1%
6.	/explore/about-cumberland-county/	21	47.6%	00:01:44	33.3%
	Grand total	3,002	68.2%	00:01:07	17.8%

Performance by Month - Focusing on Avg Session Duration

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1+ min session CVR
1.	Jan 2021	3,002	68.2%	00:01:07	1.7	17.8%
2.	Dec 2020	2,526	65.3%	00:01:08	1.8	18.1%
3.	Nov 2020	2,470	66.7%	00:01:05	1.8	18.4%
4.	Oct 2020	3,313	63.1%	00:01:19	1.9	20.7%
5.	Sep 2020	3,270	62.5%	00:01:17	2.0	20.5%
6.	Aug 2020	2,650	60.3%	00:01:17	2.0	22.3%



Top Paid Search Keywords

	Search keyword	Impressi...	Clicks	% Δ	CTR
1.	north carolina places to visit	3,073	269	2.3% ↑	8.75%
2.	best places to go in north carolina	1,843	258	-11.9% ↓	14%
3.	raleigh north carolina things to do	1,718	245	6.1% ↑	14.26%
4.	fun things to do in fayetteville nc	986	197	-7.9% ↓	19.98%
5.	things to do in fayetteville nc	652	165	2.5% ↑	25.31%
6.	fayetteville things to do this weekend	378	82	-45.3% ↓	21.69%
7.	top 10 things to do in fayetteville nc	278	80	-	28.78%
8.	things to do in north carolina	362	49	-7.5% ↓	13.54%
9.	stuff to do in fayetteville nc	159	26	188.9% ↑	16.35%
10.	visit fort bragg nc	198	24	-14.3% ↓	12.12%
11.	fun places in north carolina	121	23	91.7% ↑	19.01%
12.	all cities in north carolina	453	20	-37.5% ↓	4.42%
13.	places to vacation in north carolina	352	18	-14.3% ↓	5.11%
14.	fort bragg nc website	372	18	100.0% ↑	4.84%
15.	hotels off I95	115	17	112.5% ↑	14.78%
16.	fayetteville nc activities	84	16	6.7% ↑	19.05%
17.	things to do around fort bragg nc	416	16	-38.5% ↓	3.85%
18.	fayetteville north carolina	254	15	36.4% ↑	5.91%
19.	cape fear river trail	129	15	-6.3% ↓	11.63%
20.	things to do in fayetteville	85	14	-6.7% ↓	16.47%

Ad Copy Examples

Things To Do In Fayetteville | America's Hometown | Future trip ideas
[visitfayettevillenc.com/FutureTripIde...](#)

When travel opens back up, we will be here for you. Fayetteville NC has a lot more to do than you might expect.

Things To Do - Family
 Accommodations
 About Cumberland Cou...
 I95 Exit 49 Hotel Deal

Things To Do In Fayetteville | America's Hometown | Request a free vacation guide
[visitfayettevillenc.com/VacationGuide](#)

When travel opens back up, we will be here for you. Fayetteville NC has a lot more to do than you might expect. Home of Ft Bragg

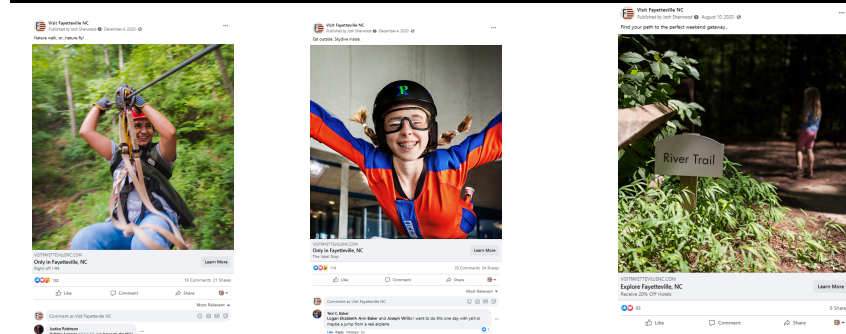
Sports Events
 Things To Do - Family
 About Cumberland Cou... Accommodations

Insights:

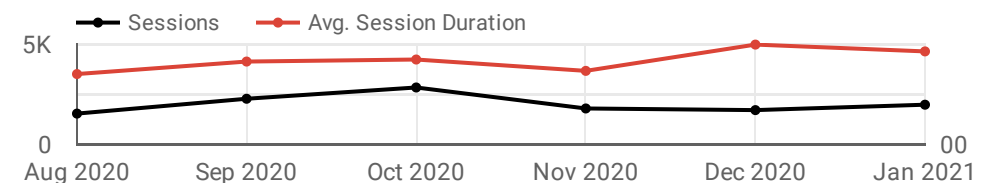
- December was the best ASD in the past 6 months (bottom right table) and January remained very close but with higher 1 min. plus sessions
- Top creatives for 1 min+ sessions CVR (top chart): #5-Get Outside River Trail targeting veterans then Quintessential Skydiving targeting Families had best combo of volume and performance
- Quintessential Fayetteville (most clicks) and Stop & Stretch (least clicks) performing the best with ASD (bottom left table)
- "Get Outside" has been paused

	Creative	Tactic	Impressions	Clicks ▾	CTR	Engagem ents	Engagmt Rate	1 min+ session GA Goal	Goal CVR
1.	Quintessential Zipline Family	Family Prospecting	55,655	569	1.02%	120	0.22%	70	12.3%
2.	Quintessential Skydive Family Targeting	Family Prospecting	47,870	516	1.08%	95	0.20%	74	14.3%
3.	Untapped Fishing cast Early Worm	Veteran Prospecting	9,268	258	2.78%	19	0.21%	12	4.7%
4.	Get Outside - Golf	Veteran Prospecting	21,307	159	0.75%	58	0.27%	15	9.4%
5.	Get Outside - River Trail	Veteran Prospecting	18,070	145	0.8%	38	0.21%	24	16.6%
6.	Quintessential Zipline	Website & Email RT	16,111	113	0.7%	44	0.27%	16	14.2%
7.	Quintessential Skydive	Website & Email RT	10,208	84	0.82%	30	0.29%	12	14.3%
8.	Get Outside - Change of Scenery	Family Prospecting	4,698	58	1.23%	20	0.43%	8	13.8%
9.	Where we eating Biscuits & Gravy	Website & Email RT	6,287	57	0.91%	10	0.16%	7	12.3%
10.	Get Outside Weekend Wanderer	Family Prospecting	4,099	51	1.24%	27	0.66%	5	9.8%

	Landing Page	Sessions ▾	% Δ	Avg. Session Duration	% Δ	1m+ sessions
1.	/quintessential-fayetteville/	1,181	29.8% ↑	00:00:39	-2.2% ↓	14.6%
2.	/get-outside/	475	39.7% ↑	00:00:35	-11.9% ↓	14.1%
3.	/untappedandunrivald/	244	-34.6% ↓	00:00:30	36.8% ↑	5.3%
4.	/stop-and-stretch/	71	-20.2% ↓	00:00:42	-38.8% ↓	12.7%



	Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1m+ sessions
1.	Jan 2021	1,995	73.8%	00:00:39	1.42	13.5%
2.	Dec 2020	1,725	73.5%	00:00:42	1.44	13.2%
3.	Nov 2020	1,807	81.3%	00:00:31	1.29	8.5%
4.	Oct 2020	2,856	77.3%	00:00:35	1.35	11.2%
5.	Sep 2020	2,293	76.8%	00:00:34	1.43	11.6%
6.	Aug 2020	1,551	79.8%	00:00:29	1.30	9.6%



Insights:

- Volume picked up in January with performance continuing to be good
- Top landing page (bottom left) was Quintessential Fayetteville
- Get Outside and Untapped and Unrivald have been paused
- Path with Flowers, Tree Lake Reflection & Woman Paddleboarder had the best performance
- Untapped & Unrivald along with Stop and Stretch, had the best performance overall but at lower volumes of clicks

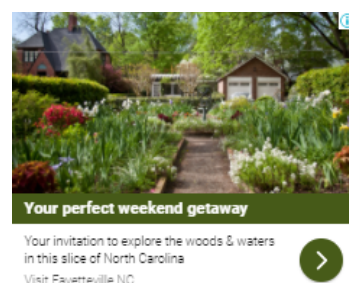
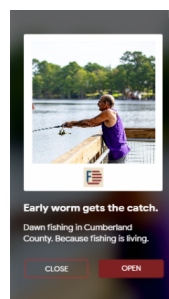
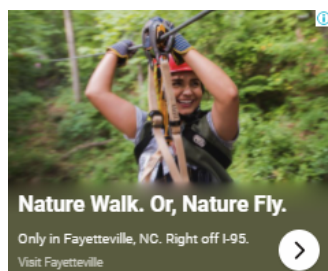
Technical issue: there are two GA codes on the site that may have caused many clicks not to show in GA. As of 1/21 working with Melody to figure out where the account originates, get any data from it and potentially delete it.

Data from M1 Platform

	Image	Headline	Tactic	Impressions	Clicks	CTR	1 min+ session	Goal CVR
1.	Zipliner	Nature Walk or Nature Fly	NE FL Travel Prospecting	55,634	4,250	7.64%	213	5.0%
2.	Flower Path	Path To Perfect Weekend	Email RT	31,890	1,261	3.95%	46	3.6%
3.	Kayak	Land Overrated	NE FL Travel Prospecting	9,015	548	6.08%	29	5.3%
4.	Zipliner	Nature Walk or Nature Fly	Email RT	25,105	306	1.22%	15	4.9%
5.	Parachute Girl	Eat Outside. Skydive Inside.	Email RT	27,114	285	1.05%	14	4.9%
6.	Flower Path	Path To Perfect Weekend	Hotel Page RT	15,680	219	1.40%	17	7.8%
7.	Fisherman Dock	Early Worm	NE FL Travel Prospecting	16,470	142	0.86%	8	5.6%
8.	Tree Mirror Lake	Path To Perfect Weekend	Hotel Page RT	11,181	137	1.23%	8	5.8%
9.	Fisherman Dock	Early Worm	Email RT	6,304	127	2.01%	6	4.7%
10.	Brick Hotel	Exit 49, 20% Off	Email RT	5,809	116	2.00%	2	1.7%
11.	Diver Trail	Path To Perfect Weekend	Full Site RT	26,240	96	0.37%	2	0.3%
Grand total				392,030	8,019	2.05%	396	4.9%

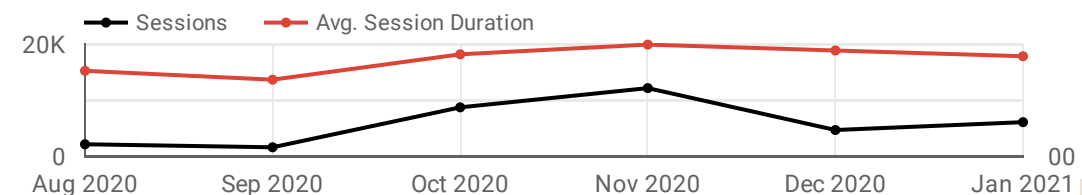
Top Landing Page Data from GA

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration
1.	/quintessential-fayetteville/	4,058	90.6%	00:00:41
2.	/get-outside/	903	76.6%	00:00:37
3.	/untappedandunrivald/	763	88.2%	00:00:35
4.	/stop-and-stretch/	225	83.6%	00:00:28
5.	/plan-your-visit/overnight-stay-i95-exit-49/	167	69.5%	00:00:48



Monthly Data from GA

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1 min+ CVR
1.	Jan 2021	6,152	87.2%	00:00:40	1.17	6.52%
2.	Dec 2020	4,749	86.5%	00:00:42	1.18	6.17%
3.	Nov 2020	12,230	81.1%	00:00:44	1.24	7.51%
4.	Oct 2020	8,796	75.1%	00:00:41	1.25	7.71%
5.	Sep 2020	1,668	80.1%	00:00:30	1.23	5.34%
6.	Aug 2020	2,208	81.6%	00:00:34	1.20	6.07%



Insights:

- Display click volume remained nearly the same as December but performance grew for avg session duration
- Quintessential Fayetteville was the top landing page in both volume and performance (bottom left)
- Untapped and Unrivalled and Get Outside have been paused

Data from M1 Platform

	Creative	Tactic	Impressions	Clicks	CTR	1 m+ visits goal	Goal CVR
1.	Quintessential Zipline	Travel Planner Prospe...	60,170	487	0.81%	53	10.9%
2.	Stop & Stretch	Travel Planner Prospe...	54,025	354	0.66%	25	7.1%
3.	Quintessential Skydive	Travel Planner Prospe...	52,617	318	0.60%	17	5.3%
4.	Quintessential Zipline	Retargeting	64,648	239	0.37%	12	5.0%
5.	Change of Scenery Outdoors	Retargeting	39,992	166	0.42%	10	6.0%
6.	Fishing Untapped	Retargeting	19,720	126	0.64%	11	8.7%
7.	Quintessential Skydive	Retargeting	39,741	124	0.31%	7	5.6%
8.	Fishing Untapped	Travel Planner Prospe...	41,196	89	0.22%	3	3.4%
9.	Change of Scenery Outdoors	Travel Planner Prospe...	48,196	79	0.16%	6	7.6%
10.	105.20% Off	Retargeting	24,062	64	0.27%	1	1.6%
	Grand total		454,822	2,119	0.47%	151	7.1%

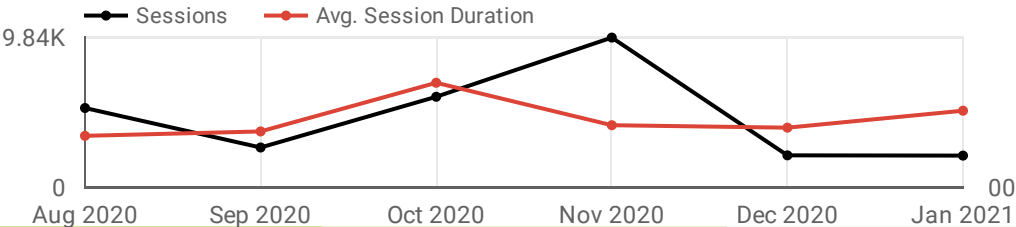
Top Landing Page Data from GA

	Landing Page	Sessions	% Δ	Avg. Session Duration	% Δ	1 min+ sessions CVR	% Δ
...	/quintessential-fayetteville/	1,074	35.6% ↑	00:00:56	46.3% ↑	8.29%	11.2% ↑
...	/stop-and-stretch/	365	157.0% ↑	00:00:50	-26.9% ↓	6.85%	-48.8% ↓
...	/untappedandunrivalled/	305	-67.9% ↓	00:00:42	6.0% ↑	7.54%	-13.8% ↓
...	/get-outside/	271	44.9% ↑	00:00:51	112.1% ↑	5.90%	10.4% ↑
...	/plan-your-visit/overnight-stay-i95-exit-49/	73	356.3% ↑	00:00:20	237.2% ↑	1.37%	-



Monthly Data from GA

	Month of Year	Sessions	Avg. Session Duration	1 min+ sessions CVR
1.	Jan 2021	2,102	00:00:51	7.37%
2.	Dec 2020	2,119	00:00:39	8.16%
3.	Nov 2020	9,844	00:00:41	7.20%
4.	Oct 2020	5,961	00:01:09	11.24%
5.	Sep 2020	2,633	00:00:37	6.87%
6.	Aug 2020	5,224	00:00:34	6.13%



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

Visitors from Norfolk and Myrtle Beach picked up over previous months. Note that impressions are all since July 2020. Exposed Visitors are only January 2021.

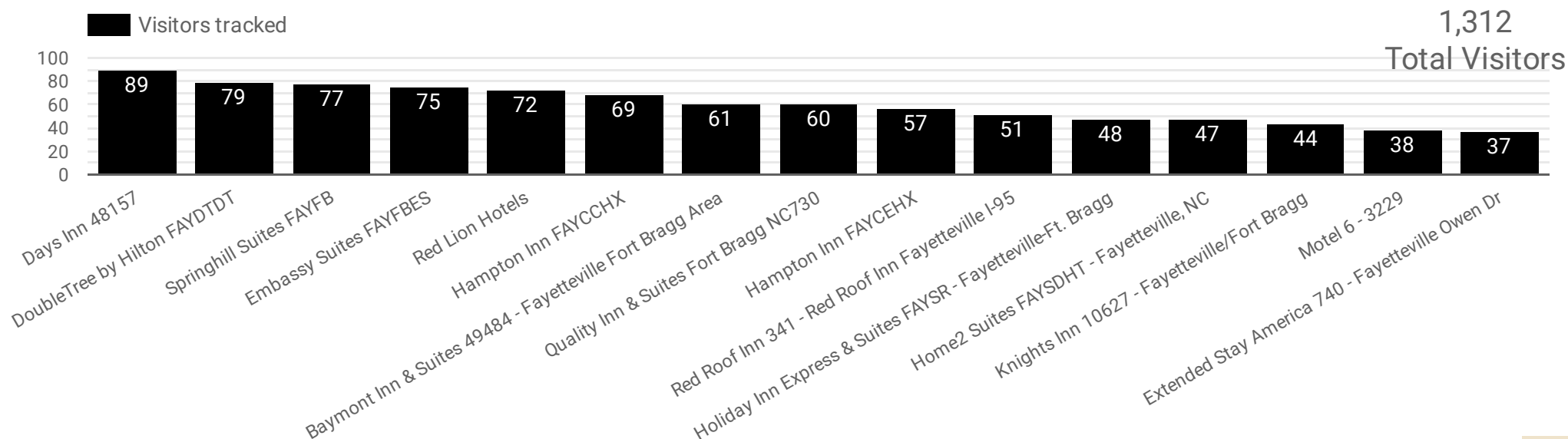
	Tactic	Impressions	Exposed Visitors	CVR
1.	Website_ThingsToDo	152,384	666	0.437%
2.	Display_RT	2,707,017	333	0.012%
3.	Display_Prospect	2,730,095	287	0.011%
4.	Website_ContentPages	205,415	145	0.071%
5.	Native_RT	980,937	113	0.012%
6.	Audio	350,791	46	0.013%
7.	PPC_Landing	41,473	32	0.077%
8.	Native_Prospect	1,510,544	23	0.002%
9.	Website_Accommodations	3,962	4	0.101%
10.	Website FtBragg	3,961	4	0.101%

	DMA	Impressions	Exposed Visitors	CVR
1.	Raleigh/Durham	1,582,955	959	0.061%
2.	Charlotte	820,047	191	0.023%
3.	Locations outside of DMA bounda...	382,423	53	0.014%
4.	Norfolk/Portsmouth/Newport News	658,326	44	0.007%
5.	Florence/Myrtle Beach	214,907	32	0.015%
6.	Washington DC	1,498,252	30	0.002%
7.	Charleston-Sc	26,188	23	0.088%
8.	Greensboro/High Point/Winston-S...	455,002	22	0.005%
9.	New York	2,424,409	15	0.001%

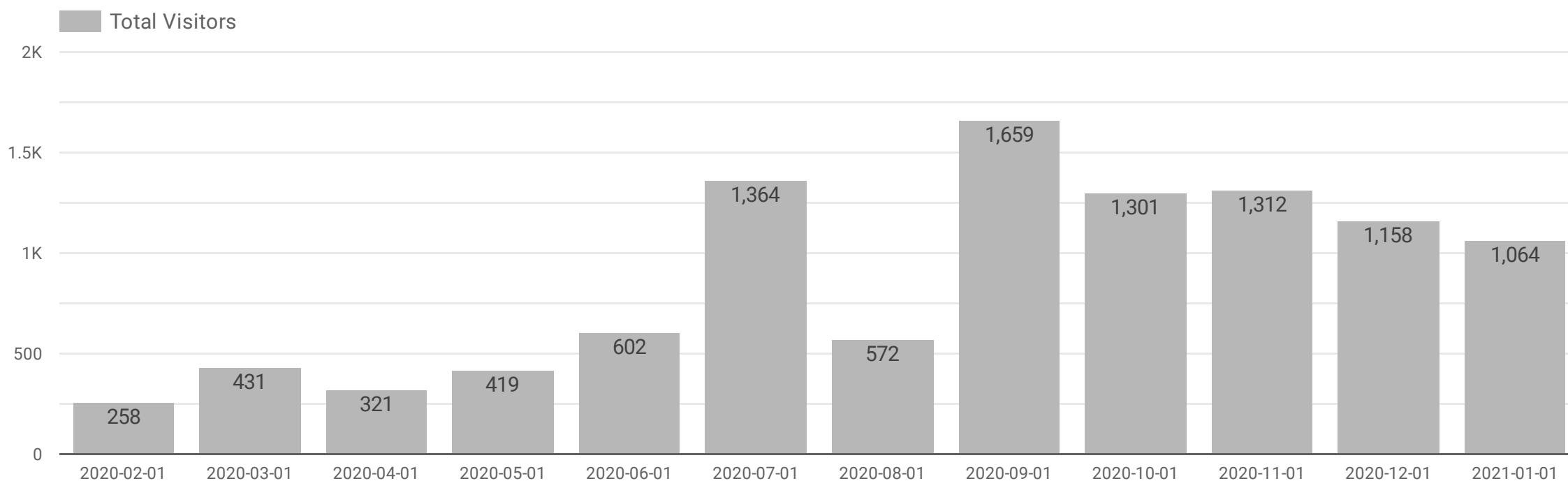
1 - 17 / 17



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



Tracked visitors peaked in September and has declined month-to-month with January 2021 being the lowest in past 5 months.



Insights:

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

Impressions & Clicks (MediaOne Platform Data)

Impressions ▾

496,709

Audio Inventory

Many high quality sources.

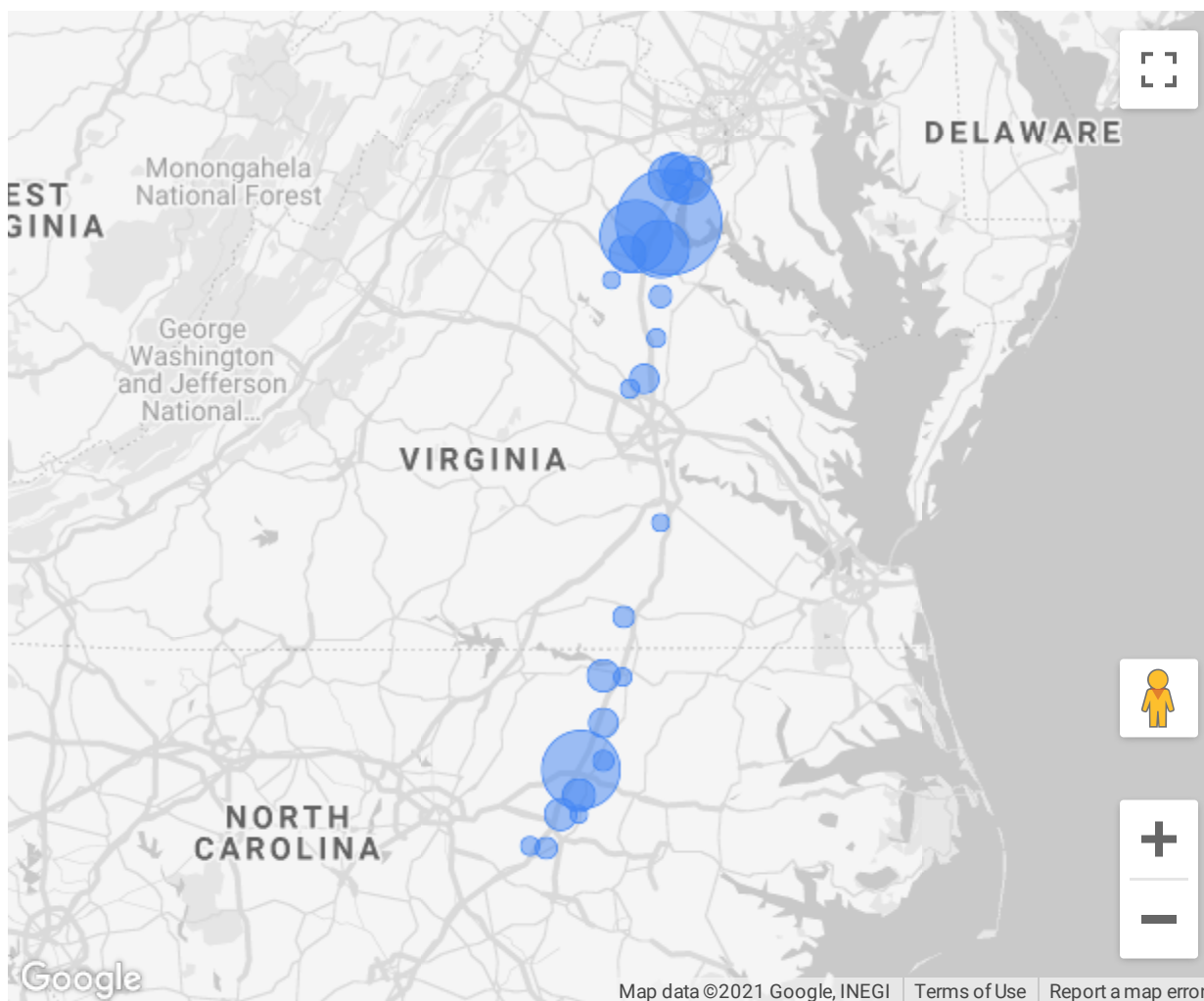
Spotify is the most premium and had the majority of impressions.

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

Insights:

- Campaign completed in November
 - Opened up running ads to gas stations and convenient stores
 - Most ads are in very close proximity to I95 and out of the cities
 - Impressions only show from 4 PM to 10 PM
-
- Video for gas station toppers would be much better than the static ad

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



	Venue Type	DMA	Impressions ▾
1.	Outdoor Billboards	8 - Washington, DC	80,685
2.	Retail Convenience Stor...	8 - Washington, DC	49,740
3.	Retail Gas Stations	24 - Raleigh-Durham, NC	31,472
4.	Outdoor Billboards	24 - Raleigh-Durham, NC	17,877
5.	Retail Convenience Stor...	24 - Raleigh-Durham, NC	11,037
6.	Retail Convenience Stor...	57 - Richmond-Petersburg, VA	5,595
7.	Retail Gas Stations	57 - Richmond-Petersburg, VA	4,896
8.	Retail Gas Stations	8 - Washington, DC	3,106

1 - 8 / 8 < >

Impressions 45 • ● 42,470

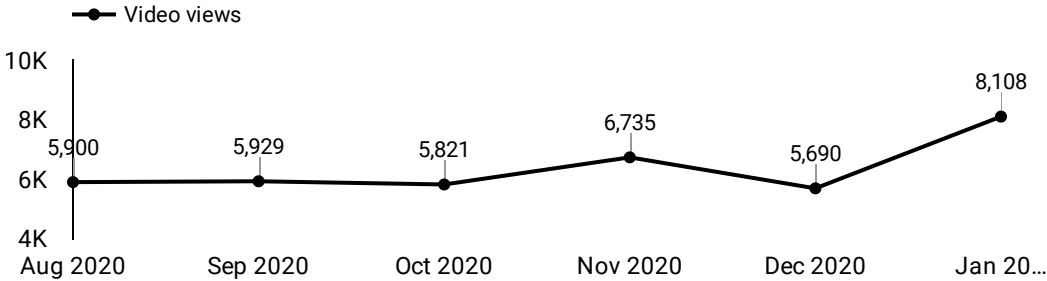
Insights:

- Pace picked up a little still running "This is a special place" video continued to drive most of the views
- 1,500 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)
- 4 new subscribers in January and 57 in the past year
- 294 subscribers total

Paid Video Ads

Video title	Impressions	Video views	Video view rate	Clicks	CTR
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This Is a Special Place - Fayetteville NC	21,634	8,108	37.5%	27	0.12%
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YouTube Channel Top Videos - Paid & Organic

	Video Title	Views	Average View Percent age	Watch Time
1.	This Is a Special Place - Fayetteville NC	7,880	76.6%	00:04:30
2.	You Would Never Guess Lady Liberty Has Dance Moves Like this...	920	48.91%	00:00:34
3.	What Does Patriotism Mean To You?	122	36.47%	00:01:57
4.	Lafayette Trail	82	60.6%	00:02:11
5.	Fayetteville NC Hometown Heroes: Greg Kalevas	65	49.54%	00:00:59
6.	Visit Spring Lake NC	43	61.45%	00:00:49
7.	The Civil War Trail	42	16.07%	00:00:31
8.	"Let Freedom Ring" - Dr. Martin Luther King Jr.	28	38.63%	00:01:17
9.	American Independence Trail	17	59.73%	00:03:35
10.	Lady Liberty Embraces New Found Love of Motorcycles!	17	45.01%	00:00:20
11.	What Does Patriotism Mean to You #2	14	33.78%	00:01:10
12.	Cape Fear River Trail	9	72.39%	00:00:56
13.	E Melvin Honeycutt Elementary School	8	53.87%	00:00:38
14.	Cross Creek Mall Kids Play area	8	62.88%	00:00:17
15.	The All American Tattoo Convention - Fayetteville NC	7	67.76%	00:01:41
16.	The Climbing Place	6	60.58%	00:00:45
17.	Jordan Soccer Complex - Fayetteville NC	6	67.61%	00:00:38
18.	Crown Center	4	29.33%	00:00:18
19.	Heroes Homecoming VII - Fayetteville NC	3	14.55%	00:00:17
20.	Reid Ross Classical School	3	28.33%	00:00:27
	Grand total	9,321	72.87%	00:03:32

Organic traffic overview:

Total organic sessions for month **14.1K**
↓ -16.0%

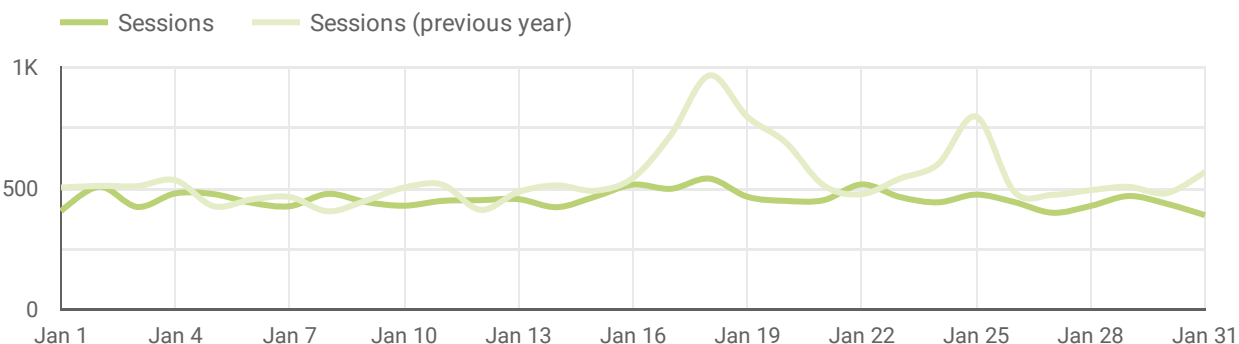
Insights:

Organic traffic is down compared to last year mostly due to less MLK parade clicks (~400). Clicks from people searching "Fayetteville NC" and clicking on the homepage is down as well with avg position dropping from 5.1 to 5.8.

Event search volume decreased from 5,657 last year to 3,290 this January with clicks falling from 639 to 290.

Need to update the title tag on the homepage to improve CTRs. Currently it is "Fayetteville Area Convention & Visitors Bureau". Recommended update: "Official Fayetteville NC Tourism Website" with meta description: "Your guide to Fayetteville, NC from things to do to restaurants, including Ft. Bragg, Hope Mills, Spring Lake and more."

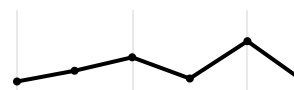
Last month



Average Position

14.4

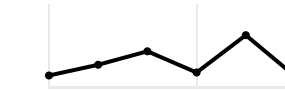
No data



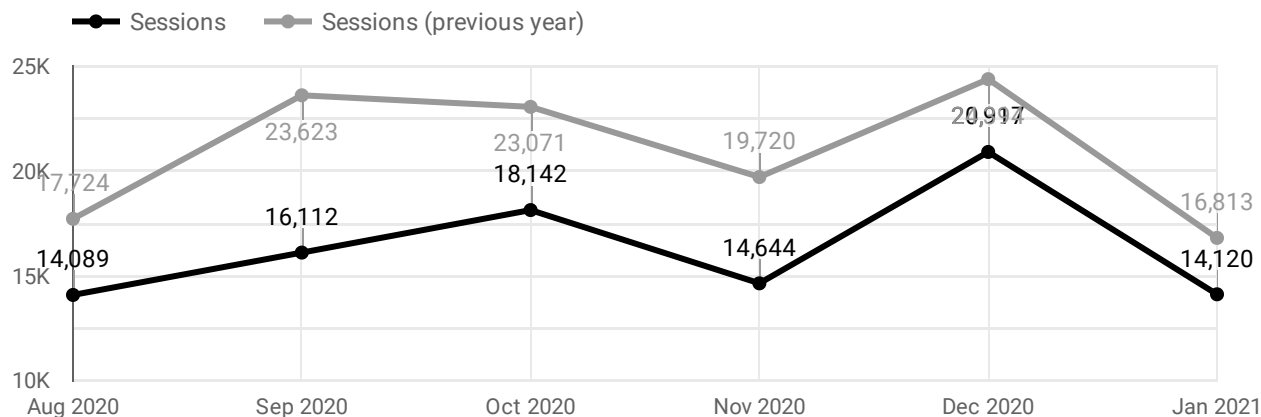
Site CTR

0.8%

↓ -24.4%



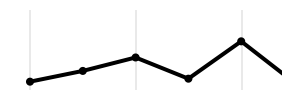
Last 6 months



Impressions

1.5M

↑ 11.0%



The focus this month was on high visibility pages. These pages will have the greatest long term effect on SEO. To make some changes we will want approvals before publishing anything or the website developer may need to do.

Focus pages & results by month - specific recommendations sent separately
Please see note in recommendations on internal links being blocked by adblockers

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

January pages:

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

December pages:

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

Top 10 organic landing pages

	Landing Page	Sessions ▾	% Δ
1.	/things-to-do/calendar-of-events/	924	-43.3% ↓
2.	/listing/id-card-facility-and-deers/3385/	645	-5.4% ↓
3.	/	555	-42.4% ↓
4.	/things-to-do/free-things-to-do/	439	-14.4% ↓
5.	/listing/all-american-trail/6737/	226	-4.2% ↓
6.	/listing/haymount-urgent-care/7375/	201	857.1% ↑
7.	/things-to-do/	173	119.0% ↑
8.	/listing/health-pavilion-north-expresscare/2901/	161	187.5% ↑
9.	/listing/bragg-boulevard-flea-market/1103/	138	155.6% ↑
10.	/listing/cornerstone-family-practice-&-urgent-care/7404/	134	30.1% ↑

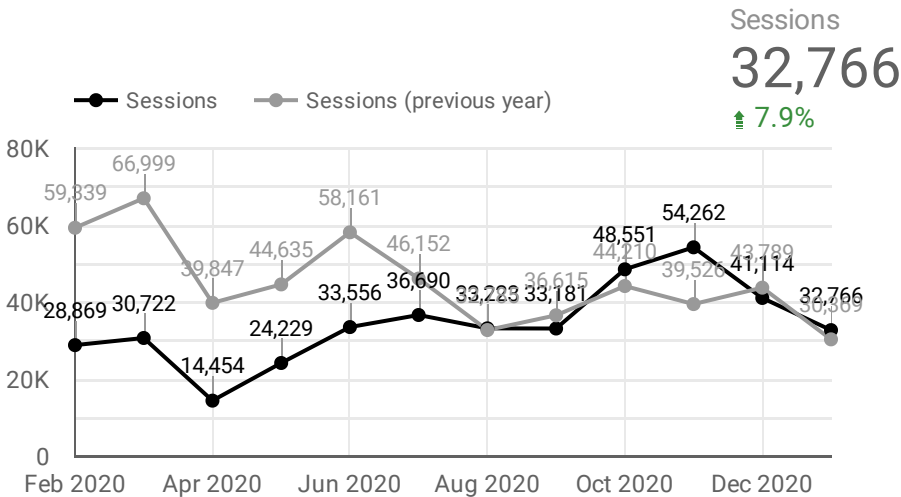
Top 10 searches by volume show SEO potential

	Query	Impressions ① ▾	Clicks ② ▾	% Δ	Site CTR	Average Position	Δ
1.	fayetteville nc	54,845	164	34.4% ↑	0.3%	5.8	-0.2 ↓
2.	fayetteville	51,122	56	-12.5% ↓	0.11%	8.4	0.0 ↑
3.	fort bragg	39,609	54	145.5% ↑	0.14%	10.1	-2.0 ↓
4.	cross creek mall	14,969	4	-33.3% ↓	0.03%	11.2	0.3 ↑
5.	fayetteville north carol...	8,553	30	87.5% ↑	0.35%	6.1	-0.0 ↓
6.	haymount urgent care	7,082	90	-25.0% ↓	1.27%	6.0	1.1 ↑
7.	fayetteville, north caro...	6,073	15	66.7% ↑	0.25%	5.8	-0.1 ↓
8.	surge trampoline park	5,857	5	-	0.09%	11.3	-0.5 ↓
9.	ftcc bookstore	5,703	4	-	0.07%	8.1	0.5 ↑
10.	fort bragg nc	5,445	11	0.0%	0.2%	9.5	-0.7 ↓

Top organic keywords by impressions

	Query	Searches	% Δ	Clicks ▾	% Δ	Site CTR	% Δ	Average Position	% Δ
1.	fayetteville nc	54,845	1.5% ↑	164	-45.9% ↓	0.30%	-46.7% ↓	5.8	13.3% ↑
2.	all american trail	353	30.7% ↑	156	17.3% ↑	44.19%	-10.3% ↓	1.1	-45.4% ↓
3.	things to do in fayetteville nc	3,532	-18.5% ↓	136	11.5% ↑	3.85%	36.9% ↑	7.1	14.8% ↑
4.	haymount urgent care	7,082	1,958.7% ↑	90	542.9% ↑	1.27%	-68.8% ↓	6.0	12.0% ↑
5.	fort bragg deers	587	63.1% ↑	61	35.6% ↑	10.39%	-16.9% ↓	2.2	-19.7% ↓
6.	deers fort bragg	1,080	16.8% ↑	60	-46.4% ↓	5.56%	-54.1% ↓	2.8	-63.2% ↓
7.	fayetteville	51,122	13.3% ↑	56	-11.1% ↓	0.11%	-21.5% ↓	8.4	48.8% ↑
8.	events in fayetteville nc	140	-82.2% ↓	56	-54.8% ↓	40.00%	153.9% ↑	1.6	-19.2% ↓
9.	fort bragg	39,609	-1.2% ↓	54	315.4% ↑	0.14%	320.6% ↑	10.1	-8.5% ↓
10.	fort bragg id card	731	19.6% ↑	50	150.0% ↑	6.84%	109.0% ↑	3.0	-35.0% ↓
11.	fayetteville events	325	-36.4% ↓	48	-29.4% ↓	14.77%	11.0% ↑	1.9	-35.9% ↓
12.	things to do near me	1,926	-12.7% ↓	46	64.3% ↑	2.39%	88.1% ↑	9.4	-65.6% ↓
13.	ferncreek general surgery	368	90.7% ↑	41	412.5% ↑	11.14%	168.8% ↑	2.7	-53.8% ↓
14.	flea market fayetteville nc	608	140.3% ↑	40	700.0% ↑	6.58%	232.9% ↑	2.1	-61.9% ↓
15.	events near me	1,686	141.2% ↑	39	-4.9% ↓	2.31%	-60.6% ↓	47.7	594.4% ↑
16.	dazzle up	529	-29.0% ↓	37	19.4% ↑	6.99%	68.1% ↑	4.2	-48.3% ↓
17.	guns plus	4,640	2,952.6% ↑	37	-	0.80%	-	7.1	-58.3% ↓
18.	uptown chicken and waffles	4,322	459.1% ↑	35	337.5% ↑	0.81%	-21.8% ↓	6.5	-43.7% ↓
19.	cape fear river trail	1,569	75.9% ↑	34	-12.8% ↓	2.17%	-50.4% ↓	5.0	5.6% ↑
20.	shady acres rodeo	143	64.4% ↑	32	966.7% ↑	22.38%	549.0% ↑	2.0	-72.9% ↓
21.	haymount urgent care covid testing	1,023	-	32	-	3.13%	-	8.9	-
22.	mott lake	291	85.4% ↑	31	181.8% ↑	10.65%	52.0% ↑	2.6	-37.7% ↓
23.	things to do fayetteville nc	824	112.9% ↑	31	47.6% ↑	3.76%	-30.7% ↓	5.8	-9.7% ↓
24.	things to do in fayetteville nc today	250	-37.7% ↓	31	-62.7% ↓	12.40%	-40.1% ↓	4.6	51.3% ↑
25.	events fayetteville nc	99	-60.4% ↓	30	-30.2% ↓	30.30%	76.2% ↑	1.5	-25.9% ↓

Website traffic picked up in January by 7.9% with MediaOne native and display driving much more traffic than January 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	13,367	-16.5% ↓	00:01:18	-18.3% ↓	19.1%	45.4% ↑
2. MediaOne / native	6,143	274.3% ↑	00:00:40	33.9% ↑	6.5%	56.7% ↑
3. (direct) / (none)	3,124	1.6% ↑	00:00:52	-37.0% ↓	11.8%	3.5% ↑
4. MediaOne / display	2,102	139.4% ↑	00:00:51	133.6% ↑	7.4%	123.3% ↑
5. MediaOne / ppc	2,080	-27.9% ↓	00:01:14	-2.8% ↓	19.1%	63.9% ↑
6. MediaOne / facebook	1,995	-23.5% ↓	00:00:39	-13.0% ↓	13.5%	65.7% ↑
7. 219Group / adroll	998	-	00:00:42	-	9.7%	-
8. MediaOne / Bingppc	909	-	00:00:52	-	15.2%	-
9. bing / organic	428	-12.3% ↓	00:01:50	-26.6% ↓	26.9%	23.7% ↑
10. m.facebook.com / ref...	325	-53.0% ↓	00:00:38	39.7% ↑	9.8%	127.1% ↑

The top 3 pages had many more pageviews than last year with #1 and #3 not existing in January 2020

Page	Pageviews	% Δ
1. /quintessential-fayetteville/	7,163	-
2. /explore/communities/fayetteville/	2,425	121.9% ↑
3. /get-outside/	2,028	-
4. /	1,788	-41.7% ↓
5. /things-to-do/calendar-of-events/	1,626	-47.5% ↓
6. /untappedandunrivaled/	1,524	-
7. /plan-your-visit/accommodations/	1,205	42.8% ↑
8. /things-to-do/	1,069	-2.5% ↓
9. /things-to-do/free-things-to-do/	880	-20.5% ↓
10. /listing/id-card-facility-and-deers/3385/	769	0.0%

Northeast metros along with DC are up the most

Metro	Sessions	% Δ
1. Raleigh-Durham (Fayetteville) NC	10,589	-9.1% ↓
2. Charlotte NC	3,992	-8.1% ↓
3. New York, NY	2,420	252.3% ↑
4. Washington DC (Hagerstown MD)	1,636	47.4% ↑
5. Atlanta GA	1,509	-36.5% ↓
6. Philadelphia PA	817	117.9% ↑
7. Greensboro-High Point-Winston Salem NC	777	0.3% ↑
8. Norfolk-Portsmouth-Newport News VA	680	43.8% ↑
9. Boston MA-Manchester NH	471	313.2% ↑
10. Greenville-New Bern-Washington NC	458	8.0% ↑

Insights:

- Clicks are down but they are measured differently than last year so difficult to compare
- No high volume of clicks from any given page but very scattered

Total Events

988

-65.8%

Event Label	Exit Page	Total Events	% Δ
1. https://www.facebook.com/CityMarketAtTheMuseum/	/event/city-market-at-the-museum/15575/	18	63.6% ↑
2. https://www.youtube.com/watch?v=NvwUFaCR3p0	/	16	-52.9% ↓
3. https://www.facebook.com/events/124204749533642	/event/martin-luther-king-jr-day-of-service/15699/	11	-
4. http://fayettevillentrails.com/	/explore/communities/fayetteville/	11	-
5. https://visitdowntownfayetteville.com/events/august-4th-friday/	/event/fourth-friday/13069/	11	450.0% ↑
6. https://www.instagram.com/visitfayettevillenc/	/	11	37.5% ↑
7. https://www.asomf.org/event/ghost-army/	/event/ghost-army-exhibit/15671/	10	100.0% ↑
8. https://www.marriott.com/hotels/travel/faych-courtyard-fayetteville/	/	10	11.1% ↑
9. https://fayettevillencgear.com/?ctk=5d7cea05-d884-4161-a5ce-792e74c024f3	/	10	-67.7% ↓
10. https://www.youtube.com/watch?v=rb9FacYdCxU	/things-to-do/	8	14.3% ↑
11. http://www.crowncomplexnc.com/events/detail/cody-jinks	/event/cody-jinks-in-concert/15484/	8	-11.1% ↓
12. https://twitter.com/VisitFayNC	/	7	75.0% ↑
13. https://www.facebook.com/VisitFayettevilleNC	/	7	16.7% ↑
14. https://www.townofhopemills.com/457/Twinkle-Trail?fbclid=IwAR39tSQwwl1iy04Xx9fnzIEwOeMnzD0ROT_Nq4KFXPunD2Z1vHMleEI42ws	/event/1st-annual-hope-mills-twinkle-trail/15685/	6	-97.3% ↓
15. https://www.youtube.com/watch?v=2X7XWhScffo	/things-to-do/cultural-heritage-trails/gaelic-beginnings-trail/	6	500.0% ↑
16. https://www.youtube.com/watch?v=AeaH4Dsa1ek	/things-to-do/cultural-heritage-trails/civil-war-trail/	6	50.0% ↑
17. https://fayettevillenc.gov/community/getting-around/downtown-parking/regular-parking	/explore/maps/	6	50.0% ↑
18. https://bluetoad.com/publication/?i=651975	/explore/communities/spring-lake/	5	0.0%
19. https://www.linkedin.com/company/fayettevillearea	/	5	0.0%
20. https://www.flickr.com/photos/visitfayettevillenc/sets/	/	5	25.0% ↑
Grand total		988	-72.7% ↓

Update creative mix to include the 3 new personas along with Quintessential Fayetteville and Exit 49.

Make SEO updates with the following priorities:

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
3. Homepage Title tag change