

# Monthly Digital Report

February 2021



MEDIAONE

# Campaign Summary

1

New creative added to the mix - persona ads with Bob & Grandson (Bob & Betty), Brittany with kids (Family), Bob Golf.

Continued promotion also in the mix: "Quintessential Fayetteville", "Untapped & Unrivaled" and "Outdoor". "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) was up to 1m 22s from 1m 7s last month and continues to be the highest quality of paid traffic and nearly as good as organic (shown in depth on pages 6).

Bing search also very high. Retargeting from native, display and Facebook also performed very well.

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

3

MediaOne click volume increased by 50.6% over February 2020 after being up 55.5% over January vs last year.

People stayed on the site nearly as long as last year helping considerably grow the number of people that stayed on the website for over a minute.

4

Total traffic to the website was up 12.9% and up 10.3% YTD.

Organic traffic continues to be down but the gap is closing. Down 7.8% last month and 12.1% YTD.

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 42%
- 2+ pages per session up 61.9%
- Outbound link clicks down 62% (measured differently than last year)
- Request Destination Guide up 6.1% (vs previous period)

## MEDIAONE TRAFFIC

M1 traffic was up big again in February.

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 24,147	Sessions 10,879
↓ -76.1%	↑ 55.5%	↑ 50.6%



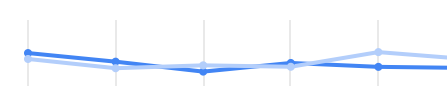
### Avg. Session Duration (ASD)

1st half 2020	YTD* 2021	Last month
Avg. Session Duration 00:00:42	Avg. Session Duration 00:00:44	Avg. Session Duration 00:00:39
↑ 7.5%	↓ -7.7%	↓ -10.6%



### Pages / Session

1st half 2020	YTD* 2021	Last month
Pages / Session 1.34	Pages / Session 1.33	Pages / Session 1.32
↑ 4.6%	↓ -9.8%	↓ -7.5%



## ALL WEBSITE TRAFFIC

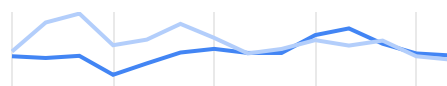
Website traffic was up 7.9% after being down last month

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 63,832	Sessions 31,066
↓ -46.5%	↑ 10.3%	↑ 12.9%



### Organic traffic

1st half 2020	YTD* 2021	Last month
Sessions 94,877	Sessions 28,385	Sessions 14,265
↓ -4.5%	↓ -12.1%	↓ -7.8%



### 1 min+ Sessions GA goal CVR

1st half 2020	YTD* 2021	Last month
1 min+ CVR 15.92%	1 min+ CVR 15.62%	1 min+ CVR 16.07%
↑ 82.7%	↑ 24.7%	↑ 25.8%

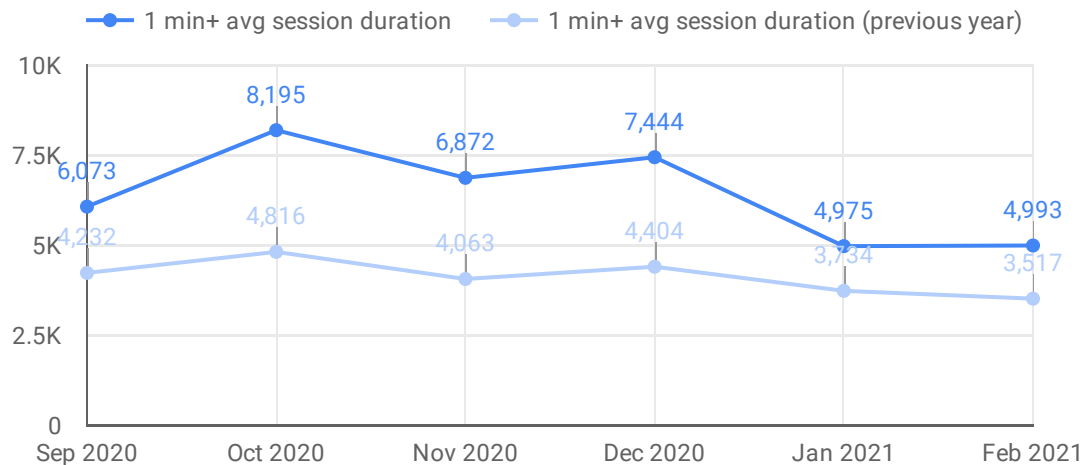


1 minute plus average session duration

1 min+ sessions

5.0K

↑ 42.0%

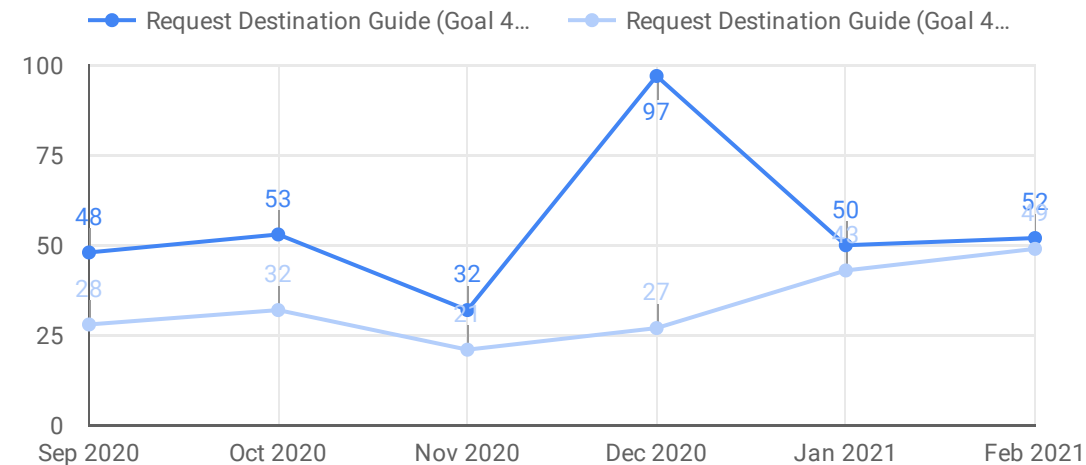


Request Destination Guide

Destination guide downloads

52

↑ 6.1%

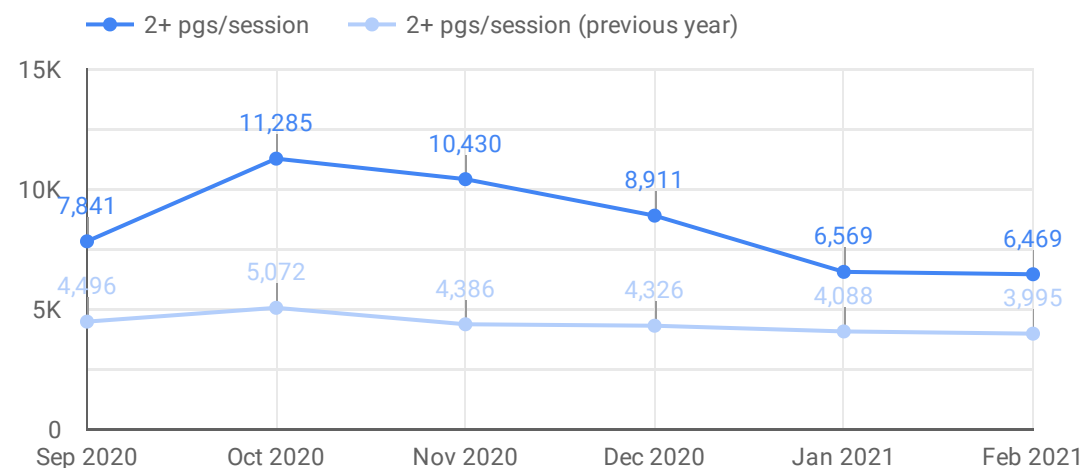


2+ pages per session

2+ pg sessions

6.5K

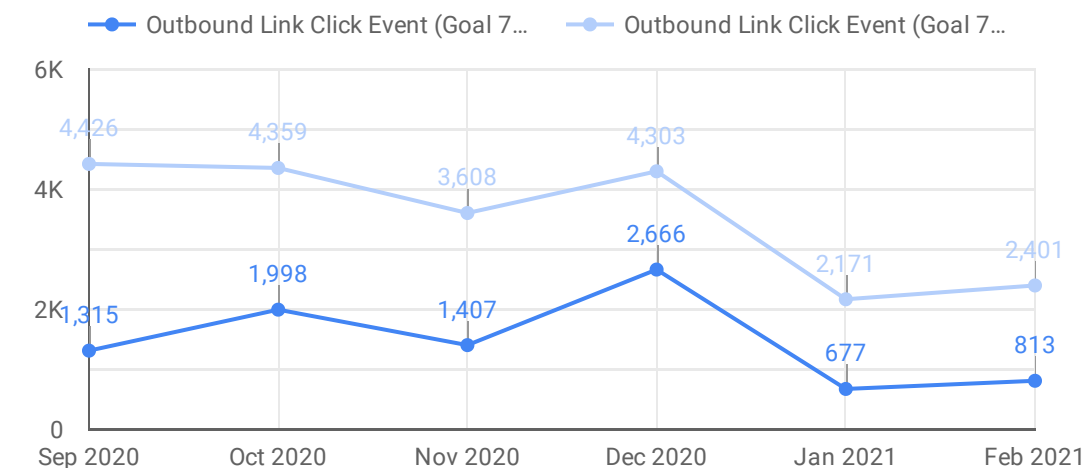
↑ 61.9%

Outbound Link Clicks to Partners  
(measured differently in 2020)

Total Events

1.2K

↓ -62.0%



# 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	2,080	1,212						
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	909	206						
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						
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		53,582
	Clicks Delivered	2,150	538	508	2,987	3,248	1,460	10,891	1,557	1,320						
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	5562	5,701						
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						
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						

# Google Paid Search

Feb 1, 2021 - Feb 28, 2021

## Insights:

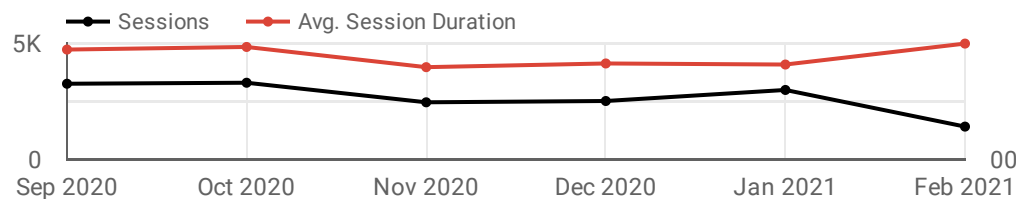
- Best performance by month in the past 6 months (bottom left) with most traffic landing people landing on the Fayetteville communities landing page (top left chart) after they searched best places to go in North Carolina (chart on right)
- Best rate (CVR) or 1 min+ sessions at 23.2% vs previous best of 21.6%

## All Landing Pages

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration	1+ min session CVR
1.	/explore/communities/fayetteville/	963	64.1%	00:01:28	23.2%
2.	/things-to-do/family-friendly/	156	69.2%	00:00:49	18.6%
3.	/explore/communities/fort-bragg/	74	62.2%	00:01:13	21.6%
4.	/plan-your-visit/overnight-stay-i95-exit-...	58	65.5%	00:01:13	15.5%
5.	/plan-your-visit/request-a-guide/	42	78.6%	00:00:19	9.5%
6.	/quintessential-fayetteville/	27	81.5%	00:00:40	14.8%
	<b>Grand total</b>	<b>1,423</b>	<b>65.1%</b>	<b>00:01:22</b>	<b>21.5%</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.	Feb 2021	1,423	65.1%	00:01:22	1.8	21.5%
2.	Jan 2021	3,002	68.2%	00:01:07	1.7	17.8%
3.	Dec 2020	2,526	65.3%	00:01:08	1.8	18.1%
4.	Nov 2020	2,470	66.7%	00:01:05	1.8	18.4%
5.	Oct 2020	3,313	63.1%	00:01:19	1.9	20.7%
6.	Sep 2020	3,270	62.5%	00:01:17	2.0	20.5%



## Top Paid Search Keywords

	Search keyword	Impressi...	Clicks	% Δ	CTR
1.	north carolina places to visit	2,971	269	0.0%	9.05%
2.	raleigh north carolina things to do	1,314	160	-34.7% ↓	12.18%
3.	fun things to do in fayetteville nc	483	99	-49.7% ↓	20.5%
4.	things to do in fayetteville nc	312	92	-44.2% ↓	29.49%
5.	best places to go in north carolina	861	86	-66.7% ↓	9.99%
6.	fayetteville things to do this weekend	229	38	-53.7% ↓	16.59%
7.	things to do in north carolina	291	28	-42.9% ↓	9.62%
8.	north carolina top 10 things to do	178	28	180.0% ↑	15.73%
9.	hotel deals	435	17	21.4% ↑	3.91%
10.	places to vacation in north carolina	314	14	-22.2% ↓	4.46%
11.	10 things to do in north carolina	77	11	83.3% ↑	14.29%
12.	best places to stay in north carolina	231	11	-15.4% ↓	4.76%
13.	cape fear river trail	55	11	-26.7% ↓	20%
14.	hotels off I95	94	11	-35.3% ↓	11.7%
15.	unique things to do in north carolina	79	10	42.9% ↑	12.66%
16.	fun places in north carolina	57	9	-60.9% ↓	15.79%
17.	stuff to do in fayetteville nc	97	9	-65.4% ↓	9.28%
18.	hotel deals near me	211	9	-18.2% ↓	4.27%
19.	things to do in fayetteville	32	8	-42.9% ↓	25%
20.	fayetteville nc	142	8	-20.0% ↓	5.63%

## Ad Copy Examples

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

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

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

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

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

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

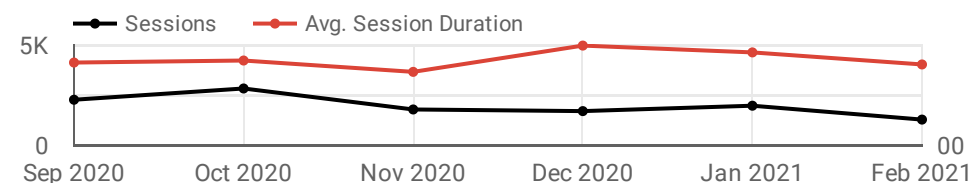
## Insights:

- February 1 min+ session rates were the highest ever though session durations dropped a little with the creative transition but still solid (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	Engagment Rate	1 min+ session GA Goal	Goal CVR
1.	Quintessential Zipline	Family Prospecting	32,251	412	1.28%	101	0.31%	56	13.6%
2.	Quintessential Skydive	Family Prospecting	25,501	269	1.05%	49	0.19%	50	18.6%
3.	Quintessential Zipline	Retargeting	36,670	86	0.77%	13	0.11%	9	10.5%
4.	Get Outside - River Trail	Veteran Prospecting	11,474	83	0.72%	15	-	17	20.5%
5.	Bob & Betty Gpa with Gson	Couples/History Prospecting	11,702	78	0.67%	70	-	15	19.2%
6.	Quintessential Skydive	Retargeting	19,925	62	0.73%	14	0.17%	6	9.7%
7.	Get Outside - Golf	Veteran Prospecting	9,434	58	0.61%	18	-	5	8.6%
8.	Get Outside Weekend Wanderer	Family Prospecting	1,461	25	1.71%	3	0.21%	3	12.0%
9.	Brian Vet Golf	Veteran Prospecting	3,128	21	0.67%	7	-	-	-
10.	Bob & Betty Gpa with Gson	Retargeting	4,556	18	0.82%	4	0.18%	5	27.8%

	Landing Page	Sessions ▾	% Δ	Avg. Session Duration	% Δ	1m+ sessions
1.	/quintessential-fayetteville/	807	-31.7% ↓	00:00:31	-21.4% ↓	15.0%
2.	/get-outside/	218	-54.1% ↓	00:00:28	-20.0% ↓	12.4%
3.	/special-place/	123	-	00:00:54	-	17.1%
4.	/memories/	57	-	00:00:14	-	8.8%
5.	/explore-like-a-local/	50	-	00:00:27	-	4.0%
6.	/stop-and-stretch/	26	-63.4% ↓	00:00:07	-82.8% ↓	7.7%

	Month of Year ▾	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1m+ sessions
1.	Feb 2021	1,301	74.1%	00:00:34	1.47	14.1%
2.	Jan 2021	1,995	73.8%	00:00:39	1.42	13.5%
3.	Dec 2020	1,725	73.5%	00:00:42	1.44	13.2%
4.	Nov 2020	1,807	81.3%	00:00:31	1.29	8.5%
5.	Oct 2020	2,856	77.3%	00:00:35	1.35	11.2%
6.	Sep 2020	2,293	76.8%	00:00:34	1.43	11.6%



## Insights:

- Volume dropped in February with performance continuing to be good but going down a bit
- Retargeting had 48 sec vs 24 sec Content Activation (prospecting)
- not shown in any charts
- Top landing page performance (bottom left) was Exit 49 Overnight Stay then Quintessential Fayetteville
- Stop & Stretch, Quintessential Fayetteville and other past landing pages paused
- Memories, Explore Like a Local & Special Place persona campaign will be bulk of clicks in March

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.

## Data from M1 Platform

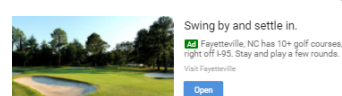
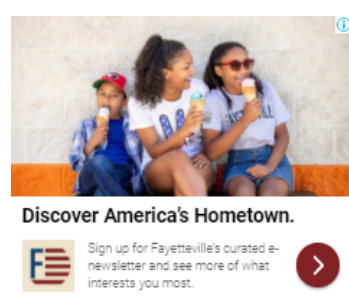
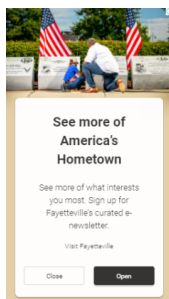
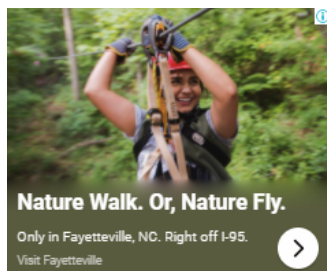
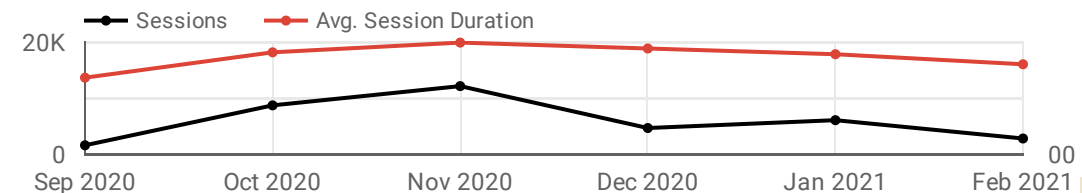
	Image	Headline	Tactic	Impressions	Clicks	CTR	1 min+ session	Goal CVR
1.	Frisbee Dog	Stop in for frisbee's sake	NE FL Travel Prospecting	495,420	1,044	0.21%	48	4.6%
2.	Zipliner	Nature Walk. Or, Nature Fly.	Email RT	12,714	375	2.95%	6	1.6%
3.	Zipliner	Nature Walk. Or, Nature Fly.	NE FL Travel Prospecting	36,772	338	0.92%	21	6.2%
4.	Zipliner	Nature Walk. Or, Nature Fly	Hotel Pages RT	17,315	261	1.51%	23	8.8%
5.	Parachute Girl	Eat Outside. Skydive Inside.	Email RT	14,724	233	1.58%	10	4.3%
6.	Parachute Girl	Eat Outside. Skydive Inside.	Full Site RT	25,990	203	0.78%	10	4.9%
7.	Brittany B	Discover America's Hometown.	NE FL Travel Prospecting	15,218	180	1.18%	9	5.0%
8.	Zipliner	Nature Walk. Or, Nature Fly.	Full Site RT	14,188	176	1.24%	16	9.1%
9.	Hotel Overhead	20% Off Select Hotels	Full Site RT	11,782	164	1.39%	10	6.1%
10.	Brick Hotel	Exit 49, 20% Off Hotels.	Email RT	5,604	123	2.19%	1	0.8%
11.	Hotel Overhead	20% Off Select Hotels	Hotel Pages RT	10,467	122	1.18%	2	1.6%
Grand total				815,352	3,919	0.48%	193	4.9%

## Top Landing Page Data from GA

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration
1.	/stop-and-stretch/	983	87.5%	00:00:23
2.	/quintessential-fayetteville/	976	77.5%	00:00:42
3.	/plan-your-visit/overnight-stay-i95-exit-49/	435	77.2%	00:00:52
4.	/memories/	151	80.8%	00:00:20
5.	/explore-like-a-local/	101	82.2%	00:00:05

## Monthly Data from GA

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	1 min+ CVR
1.	Feb 2021	2,880	80.9%	00:00:36	1.26	7.43%
2.	Jan 2021	6,152	87.2%	00:00:40	1.17	6.52%
3.	Dec 2020	4,749	86.5%	00:00:42	1.18	6.17%
4.	Nov 2020	12,230	81.1%	00:00:44	1.24	7.51%
5.	Oct 2020	8,796	75.1%	00:00:41	1.25	7.71%
6.	Sep 2020	1,668	80.1%	00:00:30	1.23	5.34%





Insights:

- Display click volume went up over double last month with more Content Activation (prospecting) though that hurt performance
- Retargeting had 38 sec vs 30 sec Content Activation (prospecting) - not shown in any charts
- Quintessential Fayetteville was again the top landing page in both volume and performance (bottom left)
- All new persona ads have started and will be the majority of what runs in March

Data from M1 Platform

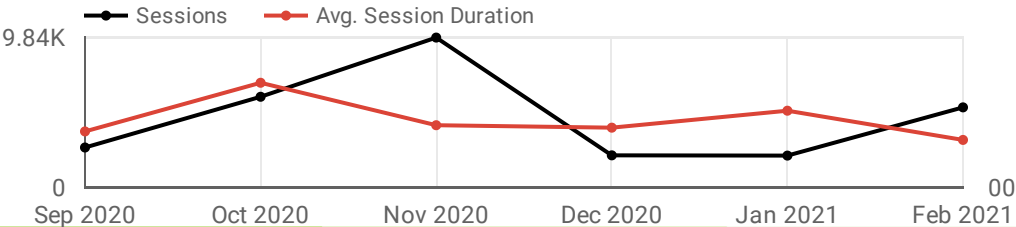
	Creative	Tactic	Impressions	Clicks	CTR	1 m+ visits goal	Goal CVR
1.	Brian Golf B	Travel Planner Prospe...	323,696	695	0.21%	20	2.9%
2.	Brittany Fam B	Travel Planner Prospe...	184,379	658	0.36%	10	1.5%
3.	Stop & Stretch	Travel Planner Prospe...	184,108	648	0.35%	72	11.1%
4.	Bob & Child B	Travel Planner Prospe...	335,404	443	0.13%	11	2.5%
5.	Brian Golf A	Travel Planner Prospe...	279,293	408	0.15%	15	3.7%
6.	Quintessential Zipline	Full Site RT	7,904	343	4.34%	43	12.5%
7.	Quintessential Zipline	Travel Planner Prospe...	132,439	326	0.25%	16	4.9%
8.	Stop & Stretch	Golf Prospecting	82,033	315	0.38%	18	5.7%
9.	Brittany Fam A	Travel Planner Prospe...	73,669	259	0.35%	3	1.2%
10.	Brittany Fam B	Full Site RT	45,417	217	0.48%	5	2.2%
	Grand total		2,071,531	5,595	0.27%	275	4.9%

Top Landing Page Data from GA

	Landing Page	Sessions	% Δ	Avg. Session Duration	% Δ	1 min+ sessions CVR	% Δ
1.	/quintessential-fayetteville/	1,871	74.2% ↑	00:00:36	-35.6% ↓	5.93%	-28.4% ↓
2.	/stop-and-stretch/	948	159.7% ↑	00:00:26	-48.2% ↓	3.90%	-43.0% ↓
3.	/explore-like-a-local/	887	-	00:00:31	-	5.86%	-
4.	/plan-your-visit/overnight-stay-i95-exit-49/	526	620.5% ↑	00:00:18	-7.7% ↓	2.66%	94.3% ↑
5.	/special-place/	424	-	00:00:36	-	6.37%	-
6.	/memories/	392	-	00:00:34	-	4.85%	-

Monthly Data from GA

	Month of Year	Sessions	Avg. Session Duration	1 min+ sessions CVR
1.	Feb 2021	5,266	00:00:31	5.17%
2.	Jan 2021	2,102	00:00:51	7.37%
3.	Dec 2020	2,119	00:00:39	8.16%
4.	Nov 2020	9,844	00:00:41	7.20%
5.	Oct 2020	5,961	00:01:09	11.24%
6.	Sep 2020	2,633	00:00:37	6.87%



- Paid search landing page has the best conversion rate of paid ads
- Retargeting 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

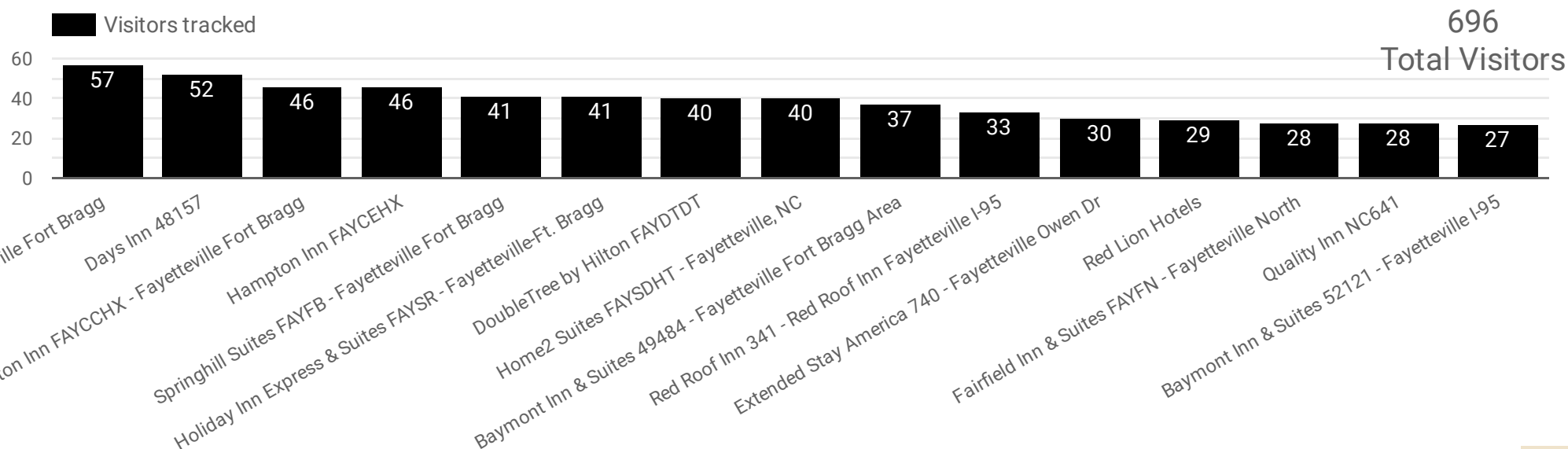
Visitors from Myrtle Beach, followed by Charlotte and Charleston. Note that impressions are all since July 2020. Exposed Visitors are only for February 2021.

	Tactic	Impressions	Exposed Visitors	CVR
1.	Website_ThingsToDo	106,828	493	0.461%
2.	Display_Prospect	3,301,767	183	0.006%
3.	Display_RT	1,761,168	173	0.010%
4.	Native_RT	340,746	88	0.026%
5.	Website_ContentPages	173,064	75	0.043%
6.	PPC_Landing	30,629	12	0.039%
7.	Audio	349,687	10	0.003%
8.	Native_Prospect	2,358,216	6	+0.000%
9.	Website_Accommodations	2,347	4	0.170%
10.	Website FtBragg	2,343	4	0.171%

	DMA	Impressions	Exposed Visitors	CVR
1.	Raleigh/Durham	1,052,976	686	0.065%
2.	Charlotte	672,897	59	0.009%
3.	Washington DC	1,407,278	35	0.002%
4.	Florence/Myrtle Beach	179,817	20	0.011%
5.	Charleston-Sc	9,686	20	0.206%
6.	Greensboro/High Point/Winston-S...	389,220	17	0.004%
7.	Locations outside of DMA bounda...	223,995	12	0.005%
8.	Wilmington	154,605	10	0.006%
9.	Norfolk/Portsmouth/Newport News	639,940	8	0.001%

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Embassy suites jumped up to #1 with both Hampton Inns up to #'s 3 and 4

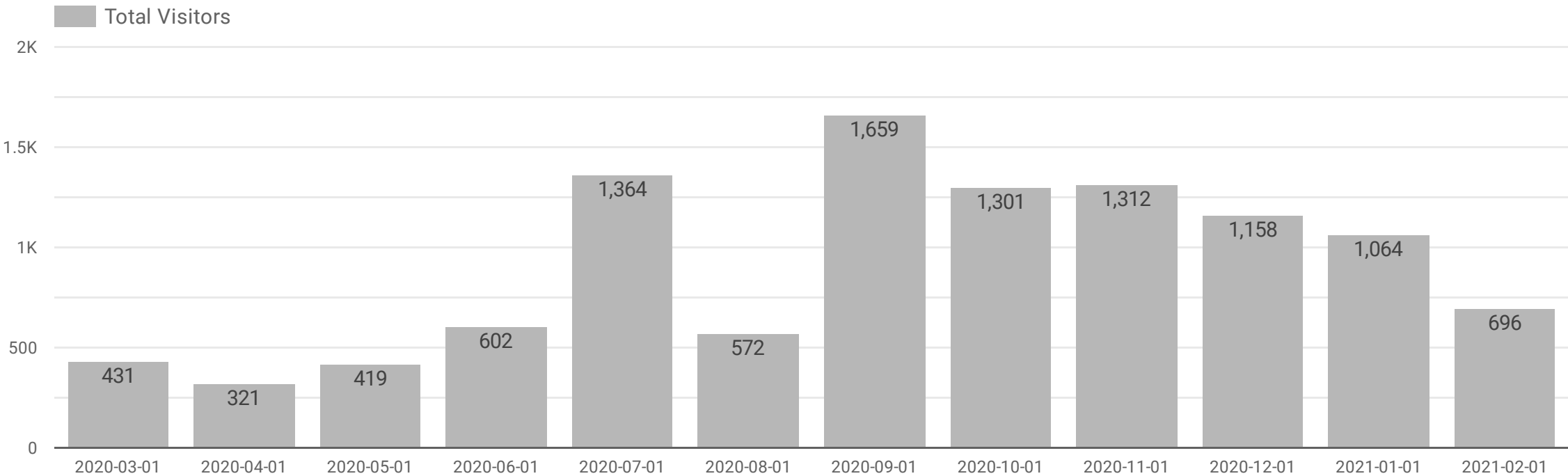




Tracked visitors lower in February

Past 12 Month Total Visitors

10,899

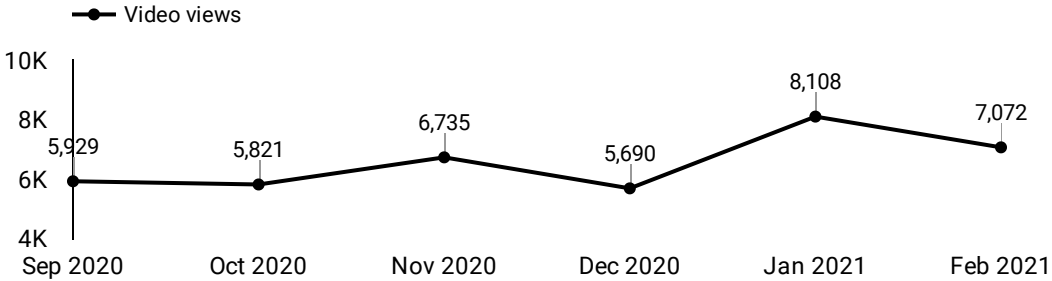


Insights:

- Pace lowered a little still running "This is a special place" video continued to drive most of the views
- 800 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)
- 0 new subscribers in February with 294 subscribers total
- New videos have started in March

Paid Video Ads

Video title	Impressions ▼	Video views	Video view rate	Clicks	CTR
This Is a Special Place - Fayetteville NC	17,841	7,072	39.6%	20	0.11%



YouTube Channel Top Videos - Paid & Organic

	Video Title	Views ▼	Average View Percent age	Watch Time
1.	This Is a Special Place - Fayetteville NC	7,216	77.37%	00:04:34
2.	You Would Never Guess Lady Liberty Has Dance Moves Like this...	192	55.1%	00:00:30
3.	Lafayette Trail	107	53.92%	00:01:48
4.	Fayetteville NC Hometown Heroes: Greg Kalevas	78	32.94%	00:01:02
5.	Visit Spring Lake NC	41	73.2%	00:00:59
6.	The Civil War Trail	38	36.39%	00:01:11
7.	The Patriots, Past & Present Trail	19	31.36%	00:01:58
8.	Cape Fear River Trail	15	60.7%	00:00:54
9.	Hosting a Religious Meeting in Fayetteville NC	13	58.34%	00:01:04
10.	Lady Liberty Embraces New Found Love of Motorcycles!	9	51.2%	00:00:23
11.	Jordan Soccer Complex - Fayetteville NC	9	42.88%	00:00:25
12.	Pursuit of Brotherhood	7	57.29%	00:00:40
13.	Arnette Park	6	23.33%	00:00:38
14.	The All American Tattoo Convention - Fayetteville NC	6	38.79%	00:00:49
15.	African American Heritage Trail	5	74.76%	00:02:09
16.	The Climbing Place	5	88.85%	00:00:55
17.	J P Riddle Stadium	5	85.63%	00:00:57
18.	Pursuit of Love	4	42.75%	00:00:20
19.	Veterans Day 2020 - Fayetteville NC	4	68.06%	00:01:34
20.	Fayetteville Motorsports Park	4	42.42%	00:00:34
	<b>Grand total</b>	<b>7,838</b>	<b>75.4%</b>	<b>00:04:01</b>



**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.

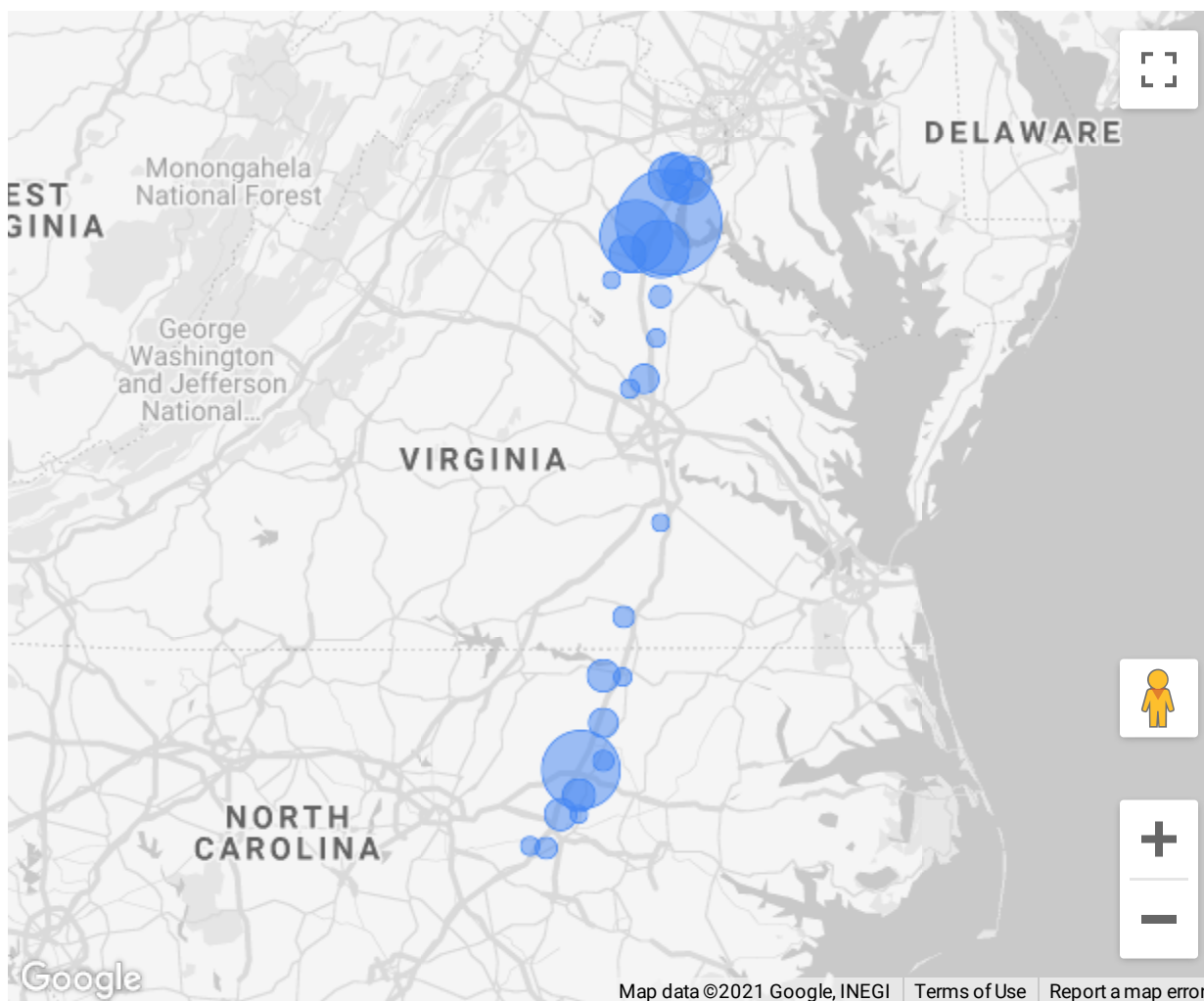
Spotify is the most premium and had the majority of impressions.

	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



Impressions 45 • ● 42,470

	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 < >

## Organic traffic overview:

Total organic sessions for month **14.3K**  
↓ -7.8%

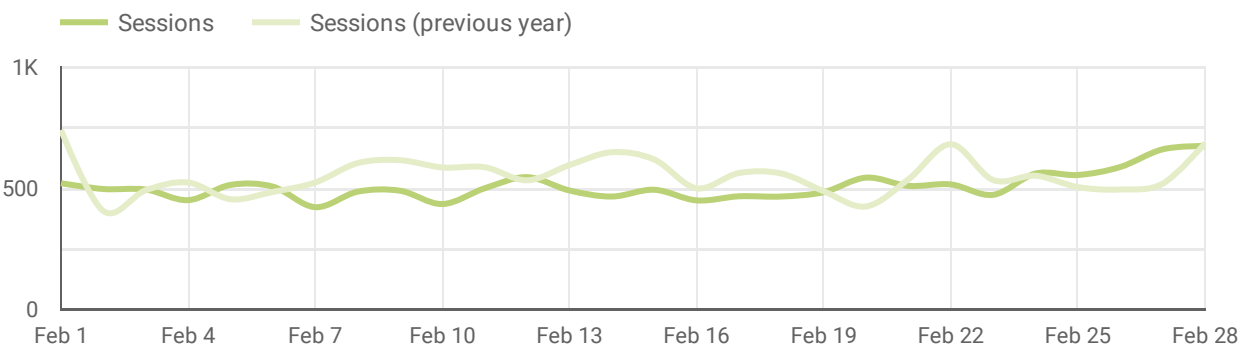
### Insights:

Organic traffic is down compared to last year, however, we're beginning to close the gap on the six month comparison. The average organic position has been improving and the site has been served to more impressions overall. The lower CTR means that your website is showing up for more keyword opportunities.

Clicks from searches with "Events" in the query were down around 500 vs last year. Also down, are people searching "Deers Ft Bragg" and landing on this page: <https://www.visitfayettevillenc.com/listing/id-card-facility-and-deers/3385/> which is not relevant to tourism but hurting the numbers.

Slow page speeds, page headlines, content and keyword confusion reign in ranking difficulties for many of the sites pages. When a search engine is unsure of the page focus, or there's more than one page with similar content, it will not rank the page, missing opportunities. This may be why "/listings/" have gained ground.

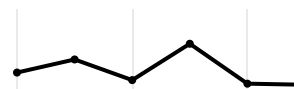
Last month



Average Position

**14.5**

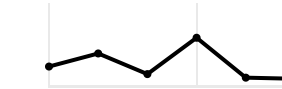
↓ -11.6%



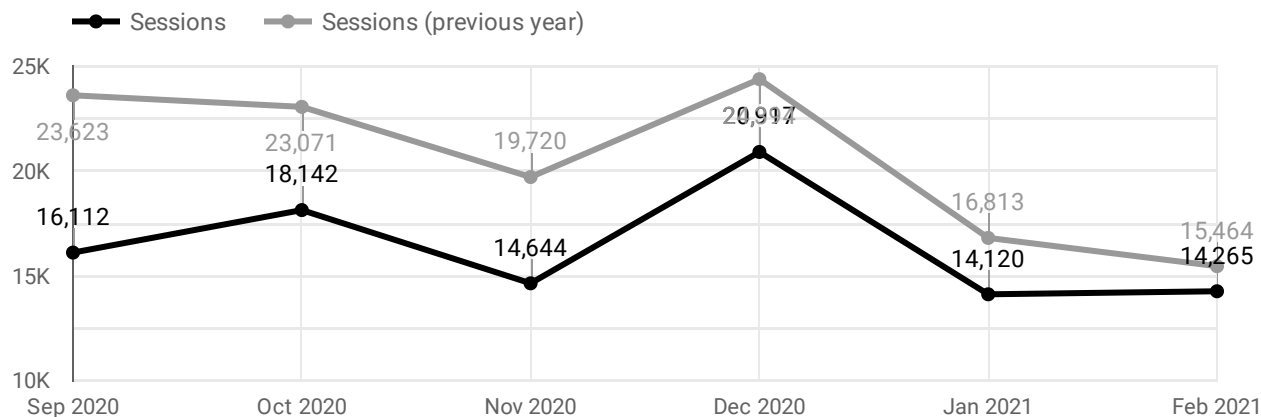
Site CTR

**0.8%**

↓ -28.5%



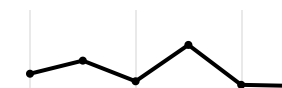
Last 6 months



Impressions

**1.5M**

↑ 22.8%



The focus this month was on high visibility page that will have long term effect on SEO. In addition, looking forward to post-COVID tourism opportunities.

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

#### 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

#### 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.

## Top 10 organic landing pages

	Landing Page	Sessions ▾	% Δ
1.	/things-to-do/calendar-of-events/	669	-50.8% ↓
2.	/	536	-39.8% ↓
3.	/listing/id-card-facility-and-deers/3385/	487	-43.8% ↓
4.	/things-to-do/free-things-to-do/	422	-6.6% ↓
5.	/listing/the-cave-halotherapy-&spa/8922/	171	-
6.	/listing/all-american-trail/6737/	164	-6.8% ↓
7.	/explore/communities/fort-bragg/	153	150.8% ↑
8.	/things-to-do/cultural-heritage-trails/african-american-heritage-trail/	126	50.0% ↑
9.	/listing/rodeo-shady-acres-rodeo/7694/	114	395.7% ↑
10.	/listing/bragg-boulevard-flea-market/1103/	113	73.8% ↑

## Top 10 searches by volume show SEO potential

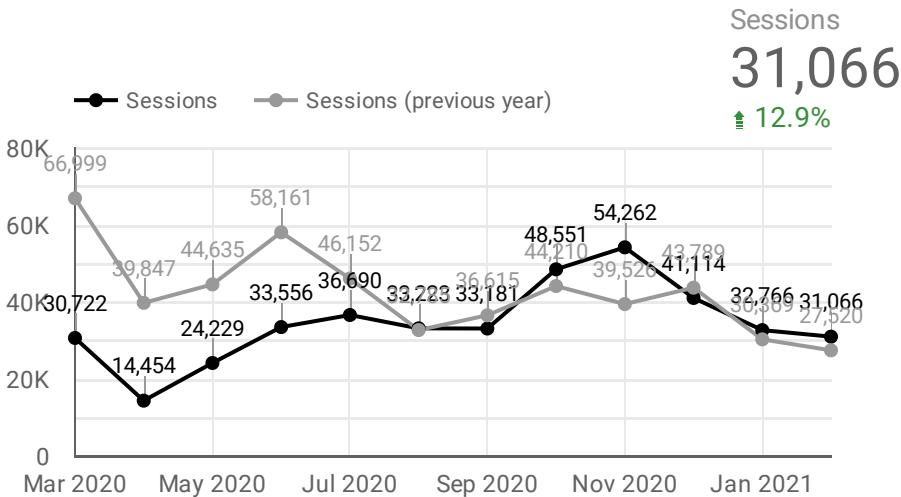
	Query	Impressions ① ▾	Clicks ② ▾	% Δ	Site CTR	Average Position	Δ
1.	fayetteville nc	52,528	184	12.2% ↑	0.35%	5.8	0.0 ↑
2.	fayetteville	48,703	47	-16.1% ↓	0.1%	8.5	0.1 ↑
3.	fort bragg	46,875	75	38.9% ↑	0.16%	10.2	0.1 ↑
4.	cross creek mall	13,264	0	-100.0% ↓	0%	12.3	1.1 ↑
5.	fayetteville north carol...	8,055	24	-20.0% ↓	0.3%	6.1	-0.0 ↓
6.	hope mills nc	5,971	28	0.0%	0.47%	4.7	0.0 ↑
7.	surge trampoline park	5,450	9	80.0% ↑	0.17%	11.2	-0.1 ↓
8.	fort bragg nc	4,944	21	90.9% ↑	0.42%	8.5	-1.0 ↓
9.	spring lake nc	4,551	26	18.2% ↑	0.57%	4.8	-0.5 ↓
10.	uptown chicken and w...	4,464	27	-22.9% ↓	0.6%	7.4	0.8 ↑



## Top organic keywords by impressions

	Query	Searches	% Δ	Clicks ▾	% Δ	Site CTR	% Δ	Average Position	% Δ
1.	fayetteville nc	52,528	2.8% ↑	184	-33.3% ↓	0.35%	-35.1% ↓	5.8	9.8% ↑
2.	things to do in fayetteville nc	3,484	-19.9% ↓	123	33.7% ↑	3.53%	66.8% ↑	6.1	-3.3% ↓
3.	all american trail	262	23.0% ↑	83	-11.7% ↓	31.68%	-28.2% ↓	1.5	-33.8% ↓
4.	fort bragg	46,875	99.2% ↑	75	400.0% ↑	0.16%	151.0% ↑	10.2	-2.9% ↓
5.	the cave fayetteville nc	1,354	-	72	-	5.32%	-	3.1	-
6.	riverside seafood	2,188	-	63	-	2.88%	-	3.9	-
7.	fayetteville	48,703	6.2% ↑	47	-11.3% ↓	0.10%	-16.5% ↓	8.5	30.9% ↑
8.	fort bragg deers	486	34.3% ↑	46	-45.9% ↓	9.47%	-59.7% ↓	2.3	27.1% ↑
9.	riverside seafood fayetteville nc	1,200	-	44	-	3.67%	-	6.2	-
10.	segra stadium	422	22.7% ↑	43	975.0% ↑	10.19%	776.3% ↑	1.9	-85.0% ↓
11.	things to do near me	1,759	-11.3% ↓	42	13.5% ↑	2.39%	27.9% ↑	9.3	-20.4% ↓
12.	ferncreek general surgery	352	324.1% ↑	42	1,300.0% ↑	11.93%	230.1% ↑	2.7	-52.1% ↓
13.	fort bragg id card	591	6.1% ↑	41	-25.5% ↓	6.94%	-29.7% ↓	3.0	-17.5% ↓
14.	visit fayetteville nc	61	-24.7% ↓	36	-26.5% ↓	59.02%	-2.4% ↓	1.3	-24.7% ↓
15.	cornerstone family practice	367	-25.1% ↓	34	-22.7% ↓	9.26%	3.2% ↑	8.5	4.6% ↑
16.	deers fort bragg	879	21.4% ↑	34	-78.1% ↓	3.87%	-81.9% ↓	2.8	-53.9% ↓
17.	all american week 2021	163	-	33	-	20.25%	-	2.8	-
18.	rick's place	184	-20.0% ↓	33	106.3% ↑	17.93%	157.8% ↑	6.8	-11.6% ↓
19.	cape fear river trail	1,414	60.3% ↑	33	50.0% ↑	2.33%	-6.4% ↓	3.8	-22.5% ↓
20.	hope mills lake	248	9.7% ↑	32	60.0% ↑	12.90%	45.8% ↑	2.8	-31.4% ↓
21.	healy wholesale	199	-	32	-	16.08%	-	1.8	-
22.	mott lake	287	133.3% ↑	29	61.1% ↑	10.10%	-31.0% ↓	2.7	-23.9% ↓
23.	shady acres rodeo	116	63.4% ↑	29	314.3% ↑	25.00%	153.6% ↑	1.9	-78.4% ↓
24.	gander mountain fayetteville nc	219	508.3% ↑	28	2,700.0% ↑	12.79%	360.3% ↑	1.5	-86.8% ↓
25.	hope mills nc	5,971	15.0% ↑	28	300.0% ↑	0.47%	247.7% ↑	4.7	-42.7% ↓

Website traffic picked up in February by 12.9% with MediaOne native and display driving much more traffic than last year.



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	13,414	-9.0% ↓	00:01:19	-20.7% ↓	19.3%	32.4% ↑
2. MediaOne / display	5,266	285.5% ↑	00:00:31	45.4% ↑	5.2%	33.1% ↑
3. (direct) / (none)	3,511	27.2% ↑	00:01:06	-35.5% ↓	14.9%	0.3% ↑
4. MediaOne / native	2,872	6.2% ↑	00:00:35	26.5% ↑	7.3%	72.8% ↑
5. MediaOne / facebook	1,301	68.7% ↑	00:00:34	-24.8% ↓	14.1%	97.2% ↑
6. MediaOne / ppc	1,212	-48.2% ↓	00:01:23	10.3% ↑	21.0%	65.2% ↑
7. 219Group / adroll	827	-	00:00:50	-	11.0%	-
8. bing / organic	481	3.2% ↑	00:01:57	-12.9% ↓	28.9%	22.4% ↑
9. m.facebook.com / ref...	318	-27.2% ↓	00:00:59	128.5% ↑	18.9%	449.7% ↑
10. vahoo / organic	220	6.8% ↑	00:02:01	-18.0% ↓	29.5%	56.1% ↑

1 - 100 / 147

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/	4,375	-
2. /stop-and-stretch/	2,188	-
3. /	1,817	-20.3% ↓
4. /plan-your-visit/overnight-stay-i95-exit-49/	1,585	-35.6% ↓
5. /explore-like-a-local/	1,310	-
6. /things-to-do/calendar-of-events/	1,241	-51.4% ↓
7. /explore/communities/fayetteville/	1,148	18.6% ↑
8. /plan-your-visit/accommodations/	1,061	27.7% ↑
9. /things-to-do/	821	-21.4% ↓
10. /things-to-do/free-things-to-do/	808	-15.7% ↓

1 - 100 / 4702

Northeast metros along with Norfolk DMA are up the most

Metro	Sessions	% Δ
1. Raleigh-Durham (Fayetteville) NC	9,754	-9.1% ↓
2. Charlotte NC	4,241	20.6% ↑
3. New York, NY	1,600	107.0% ↑
4. Atlanta GA	1,587	-21.7% ↓
5. Greensboro-High Point-Winston Salem NC	1,140	103.9% ↑
6. Washington DC (Hagerstown MD)	1,118	-4.1% ↓
7. Norfolk-Portsmouth-Newport News VA	749	106.3% ↑
8. Florence-Myrtle Beach SC	692	18.3% ↑
9. Philadelphia PA	576	74.0% ↑
10. Greenville-New Bern-Washington NC	481	87.2% ↑

1 - 100 / 198

## 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

1,245

-62.0%

Event Label	Exit Page	Total Events	% Δ
1. <a href="https://www.youtube.com/watch?v=NVWUFaCR3p0">https://www.youtube.com/watch?v=NVWUFaCR3p0</a>	/	29	81.3% ↑
2. <a href="https://www.youtube.com/watch?v=b1QJgpr_jE4">https://www.youtube.com/watch?v=b1QJgpr_jE4</a>	/explore-like-a-local/	29	-
3. <a href="https://www.youtube.com/watch?v=yWDmUBmmQeg">https://www.youtube.com/watch?v=yWDmUBmmQeg</a>	/memories/	27	-
4. <a href="https://www.youtube.com/watch?v=7M4TDdmtr2c">https://www.youtube.com/watch?v=7M4TDdmtr2c</a>	/things-to-do/cultural-heritage-trails/african-american-heritage-trail/	24	700.0% ↑
5. <a href="https://fayettevillencgear.com/?ctk=5d7cea05-d884-4161-a5ce-792e74c024f3">https://fayettevillencgear.com/?ctk=5d7cea05-d884-4161-a5ce-792e74c024f3</a>	/	15	50.0% ↑
6. <a href="https://www.facebook.com/CityMarketAtTheMuseum/">https://www.facebook.com/CityMarketAtTheMuseum/</a>	/event/city-market-at-the-museum/15575/	14	-22.2% ↓
7. <a href="https://www.youtube.com/watch?v=NVWUFaCR3p0">https://www.youtube.com/watch?v=NVWUFaCR3p0</a>	/special-place/	13	-
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/	12	100.0% ↑
9. <a href="https://fayettevillencgear.com/">https://fayettevillencgear.com/</a>	/reengaged-thank-you/	10	-
10. <a href="https://www.instagram.com/visitfayettevillenc/">https://www.instagram.com/visitfayettevillenc/</a>	/	10	-9.1% ↓
11. <a href="https://www.facebook.com/events/1085628251935927">https://www.facebook.com/events/1085628251935927</a>	/event/cupids-trail/15748/	10	-
12. <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/	9	350.0% ↑
13. <a href="https://www.marriott.com/hotels/travel/faych-courtyard-fayetteville/">https://www.marriott.com/hotels/travel/faych-courtyard-fayetteville/</a>	/	9	-10.0% ↓
14. <a href="http://gilberttheater.com/season27/rope.php">http://gilberttheater.com/season27/rope.php</a>	/event/rope/15589/	9	125.0% ↑
15. <a href="https://www.facebook.com/events/411576876529877">https://www.facebook.com/events/411576876529877</a>	/event/bones-&-ashes-legends-event/15764/	9	-
16. <a href="https://www.linkedin.com/company/fayettevillearea">https://www.linkedin.com/company/fayettevillearea</a>	/	8	60.0% ↑
17. <a href="https://www.youtube.com/watch?v=AeaH4Dsa1ek">https://www.youtube.com/watch?v=AeaH4Dsa1ek</a>	/things-to-do/cultural-heritage-trails/civil-war-trail/	8	33.3% ↑
18. <a href="https://visitdowntownfayetteville.com/events/august-4th-friday/">https://visitdowntownfayetteville.com/events/august-4th-friday/</a>	/event/fourth-friday/13069/	8	-27.3% ↓
19. <a href="http://www.crowncomplexnc.com/events/detail/home-free-dive-bar-saints-world-tour">http://www.crowncomplexnc.com/events/detail/home-free-dive-bar-saints-world-tour</a>	/event/home-free:-dive-bar-saints-world-tour/15502/	7	600.0% ↑
20. <a href="https://www.youtube.com/user/fayettevillenc">https://www.youtube.com/user/fayettevillenc</a>	/	7	75.0% ↑
Grand total		1,245	26.0% ↑

Optimize persona ads to the best performing mix.

Request to get new images and/or headlines for the current native and Facebook ads

Make SEO updates with the following priorities:

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"