

OVERALL TRAFFIC SUMMARY

Sep 1, 2021 - Mar 31, 2025

Active Users

1,130,932

Sessions

1,437,781

Engaged Sessions

894,422

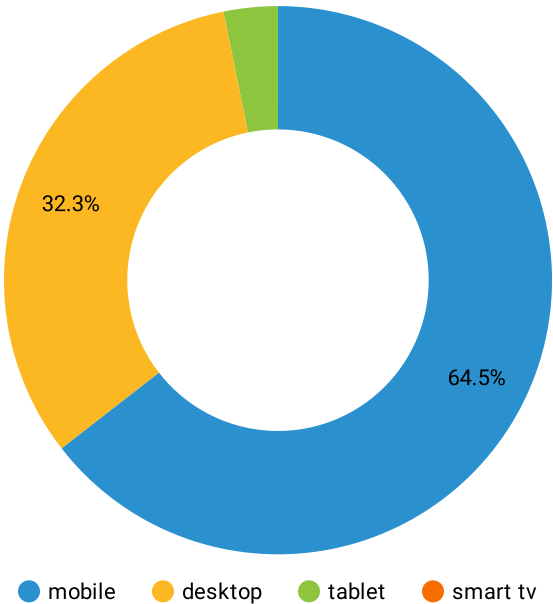
Engagement Rate

62.21%

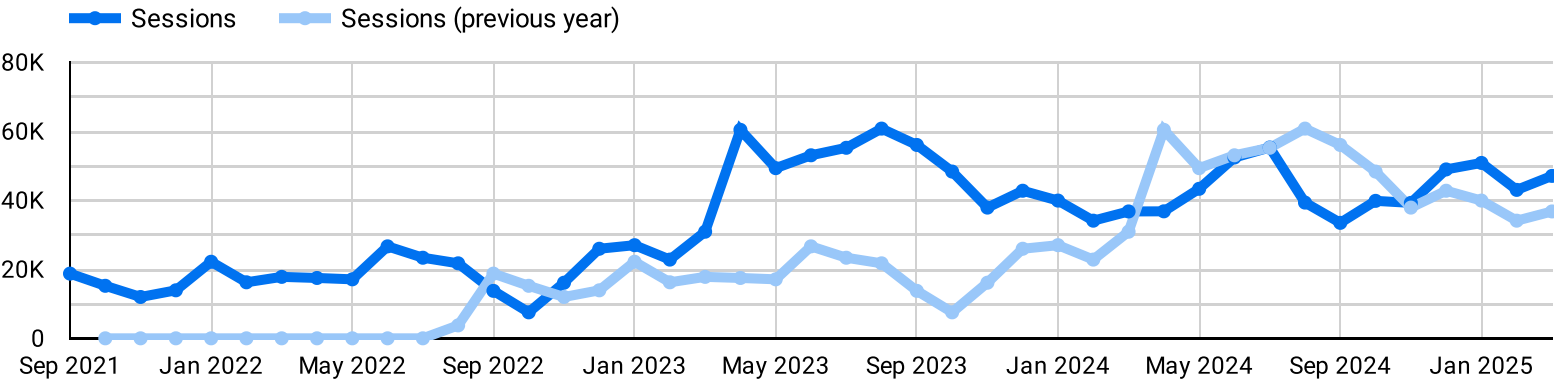
Avg. Engagement Time

00:00:47

Device Category (Users)



Engaged Sessions over time (Since September 2021)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	530,760	499,159	00:01:05
Direct	232,772	66,579	00:00:19
Paid Social	171,746	133,207	00:00:12
Paid Search	112,655	80,710	00:01:00
Cross-network	59,227	68,824	00:00:23
Organic Social	32,170	27,079	00:00:25
Referral	21,581	20,296	00:01:32
Unassigned	7,680	423	00:00:52
Email	3,629	3,256	00:01:21
Organic Video	1,179	1,344	00:00:18

ORGANIC TRAFFIC SUMMARY

Sep 1, 2021 - Mar 31, 2025

Active users
530,760

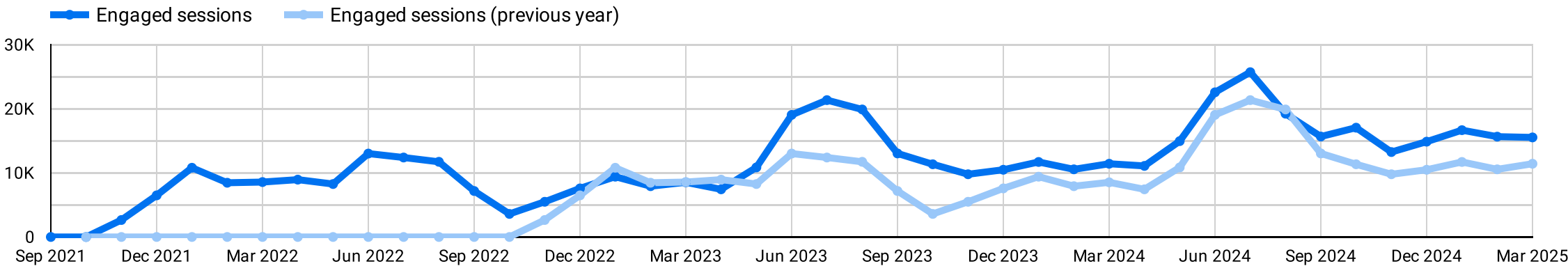
Sessions
703,110

Engaged sessions
499,159

Engagement rate
70.99%

Engagement Time
00:01:05

Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Sessions)

Page path	Sessions
	160,413
/events/wausau-area-events-calendar/	44,380
/	24,226
/events/annual-events-festivals/taste-and-glow-balloon-festival/	13,232
/things-to-do/	10,748
/45x90-club/	10,598
/badger-state-games/winter-games/	9,110
/restaurants/	9,044
/event/wisconsin-state-open-bowling-championships/2366/	8,345
/events/	8,130

Conversion Events

Event name	Key events
partner_referral	135,002
external_link	63,490
three_pages_per_session	62,320
outdoor_rec_page_view	60,827
non_hotel_partner_referral	30,150
hotel_partner_referral	998
vg_request	388
enews_thankyou	346
book_direct_referral	279
booking_widget_submission	243

Landing Page (Users)

Landing page	Active users ▼	Engagement rate	Avg Engagement Time
	144,391	53.35%	01:04
/events/ausau-area-events-calendar	37,152	91.97%	01:50
/	14,750	81.62%	02:03
/events/annual-events-festivals/taste-and-glow-balloon-festival	10,787	75.4%	54
/things-to-do	10,281	86.1%	01:45
/restaurants	7,999	82.58%	01:28
/45x90-club	7,610	66.79%	59
/things-to-do/shopping-retail	7,148	83.08%	01:21
/badger-state-games/winter-games	6,979	89.62%	01:53
/events	6,970	72.38%	01:19
/event/wisconsin-state-open-bowling-championships/2366	6,474	75.06%	33
/badger-state-games/summer-games	5,296	89.81%	02:06
/outdoor-activities/pools-waterparks	5,247	98.02%	47
/badger-state-games	4,940	91.38%	01:58
/listing/nine-mile-county-forest-recreation-area/1275	4,578	78.25%	43
/events/annual-events-festivals/hmong-ausau-festival	4,566	69.51%	34
/ausau-marathon	4,280	83.27%	01:46
/listing/sylvan-hill-park/1823	3,934	75.94%	27
/event/taste-n-glow-balloon-festival/120	3,699	76.57%	43
/event/wisconsin-valley-fair/596	3,455	72.43%	43
/listing/menards/1147	3,176	56.52%	18

Things to Do

Page path	Sessions ▼
/things-to-do/	10,978
/things-to-do/shopping-retail/	8,284
/things-to-do/nightlife/	3,462
/things-to-do/itineraries/family-fun/	2,350
/things-to-do/casinos-gaming/	868
/things-to-do/itineraries/fall-bucket-list/	849
/things-to-do/spas/	708
/things-to-do/arts-culture-and-history/	477
/things-to-do/indoor-sports/	422
/things-to-do/itineraries/indoor-escapes-in-greater-wausau/	346
Grand total	28,655

Events

Page path	Sessions ▼
/events/wausau-area-events-calendar/	45,434
/events/annual-events-festivals/taste-and-glow-balloon-festival/	13,735
/events/	8,488
/events/annual-events-festivals/hmong-wausau-festival/	5,608
/events/weekend-events/	3,059
/events/annual-events-festivals/fall-colors/	2,480
/events/annual-events-festivals/central-wi-military-show/	2,258
Grand total	85,597

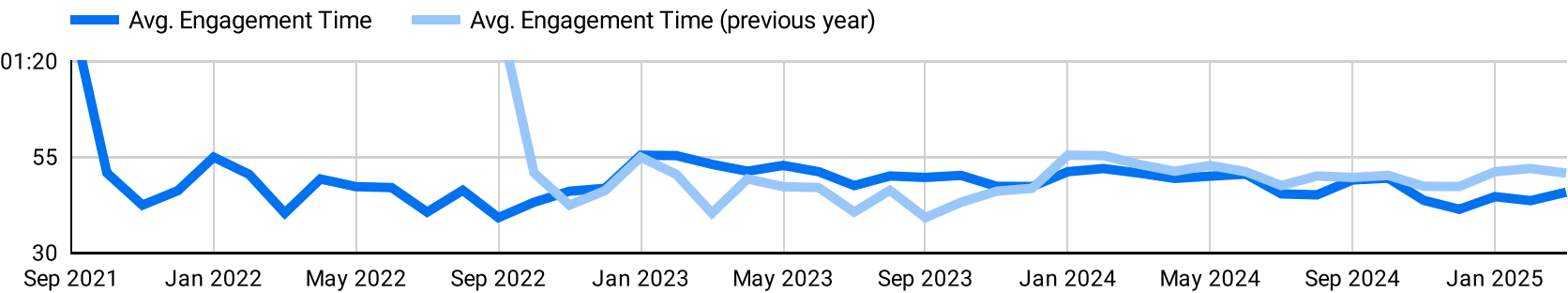
Blog

Page path	Sessions ▼
/blog/post/guide-to-watching-fireworks/	3,599
/blog/post/8-winter-activities-for-families-in-the-wausau-area/	1,383
/blog/post/greater-wausaus-best-supper-clubs/	1,252
/blog/post/10-ways-to-celebrate-mothers-day-in-greater-wausau/	894
/blog/post/holiday-dining-guide/	585
/blog/post/cozy-coffee-shops/	573
/blog/post/date-ideas/	540
/blog/post/wausaus-creative-side-10-must-see-murals/	480
/blog/post/spooky-tales-from-wausau/	443
Grand total	14,785

Hotels

Page path	Sessions ▼
/places-to-stay/hotels-motels/	2,234
/places-to-stay/	732
/places-to-stay/bed-breakfast/	678
/places-to-stay/vacation-rentals/	90
/places-to-stay	32
Grand total	3,791

Average Engagement Time per Session (Organic Sessions)



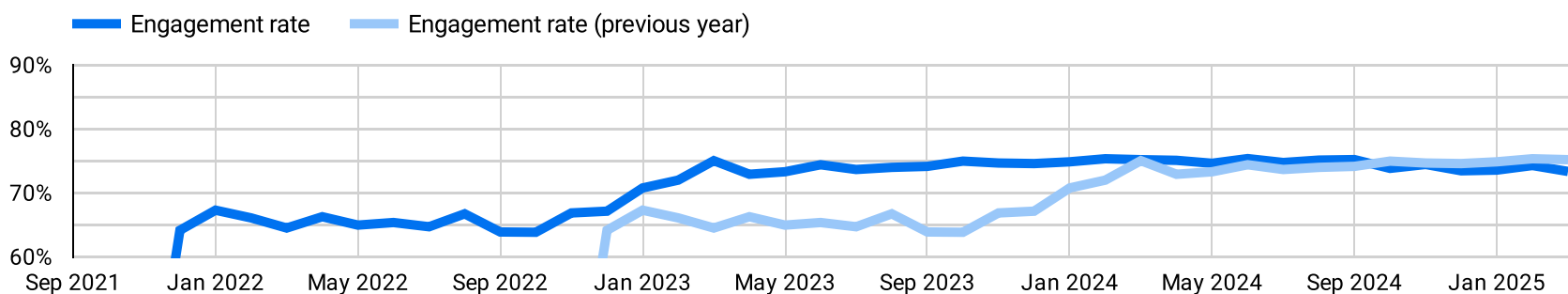
Engagement Time - Organic

00:00:49

Engagement Time - Overall

00:00:37

Engagement Rate (Organic Sessions)



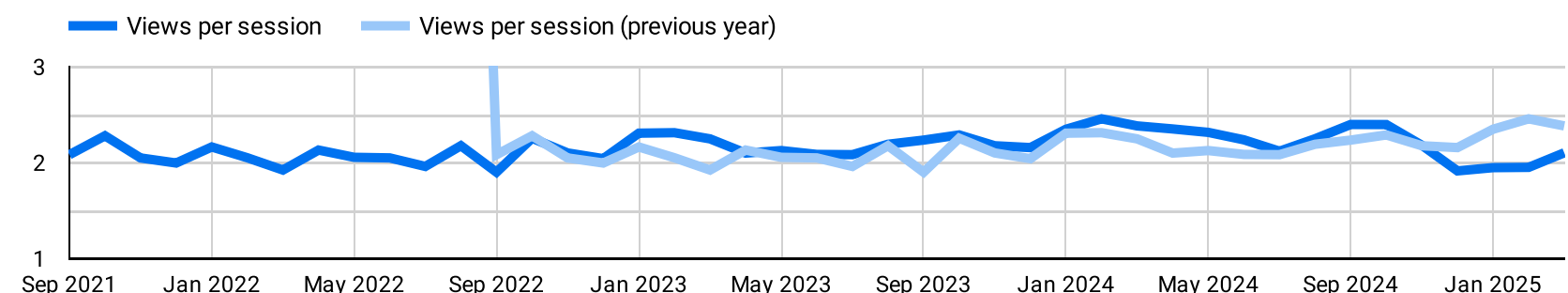
Engagement Rate - Organic

70.99%

Engagement Rate - Overall

62.21%

Views Per Session (Organic Sessions)



Views per Session - Organic

2.21

Views per Session - Overall

2.14

ORGANIC SEARCH QUERY PERFORMANCE | Last 16 Months

Organic Clicks
277,096

Organic Impressions
21,515,902

Organic CTR%
1.29%

Average Ranking Position
11.02

Organic Search Result Performance

Query	Clicks ▾	Average Position	Site CTR
badger state games	3,773	1.02	67.17%
things to do in wausau wi	3,075	2.4	14.4%
wausau wi	2,933	5.04	1.56%
wausau	2,854	5.48	1%
menards wausau	2,294	5.19	1.27%
badger state games 2024	2,250	1.01	65.46%
wisconsin state bowling t...	2,121	1.73	37.96%
wausau events	1,303	2.68	12.49%
wausau marathon	1,225	2.6	56.5%
wausau wisconsin	1,167	5.42	1.58%
badger state games 2025	1,158	1.03	64.3%
things to do in wausau	1,003	2.6	10.95%
sylvan hill	948	4.12	7.59%
wausau events this weeke...	886	1.66	24.33%
things to do in wausau to...	847	1.7	26.46%
things to do wausau	675	2.19	15.15%
taste n glow balloon festi...	665	2.16	16.44%
wausau balloon fest 2024	658	2.59	34.25%
taste n glow balloon festi...	654	1.08	49.51%

