



DIGITAL MARKETING REPORT

Wilmington and Beaches Convention & Visitors Bureau

Jun 2024



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SEO EXECUTIVE SUMMARY

Jul 1, 2023 - Jun 30, 2024

Over the last 12 months, the site delivered 31% more active users and 33% more sessions year-over-year. For organic search, users were +12.88% up while sessions were +12.96% up.

During that time, the site delivered 650,010 partner referrals with 434,825 of those coming from organic search. The number of organic referrals is up +12.94% year-over-year.

Meanwhile, the site delivered 13K visitor guide digital views, 8.5K of them from organic search. The site also received visitor guide requests 5.5K visitor guide requests, 3.1K of which were from organic searches.

The top organic landing pages for the last year were:

- [Things To Do](#): 165,124 Sessions
- [Homepage](#): 141,588 Sessions
- [Events](#): 89,958 Sessions

Strong increases were seen from the Things To Do page (165,124 sessions, +48%) and the Events page (89,958 sessions, +95%). At the same time, there were very few pages that saw session decreases, and if there were any on the site many of them seemed to be expired event listings that were no longer relevant when doing a YoY comparison.

The top queries driving traffic to the page included:

- Carolina Beach: 32,396 Clicks
- Wilmington NC: 30,802 Clicks
- Carolina Beach Boardwalk: 29,548 Clicks

The greatest opportunities are for queries ranking between positions 3-10. These include "kure beach nc" (2,962 clicks, 0.29% CTR), "wilmington" (7,992 clicks, 0.8% CTR), and "wrightsville beach" (10,295 clicks, 2.17% CTR).

Goals

Sessions

4,283,254

↑ 30.6%

Engaged sessions

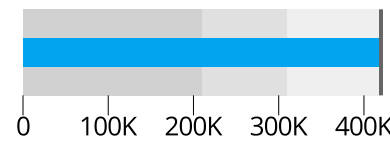
2,533,674

↑ 13.5%

Active users

3,335,933

↑ 34.4%



Top Pages

/things-to-do/
/places-to-stay/
/
/events/
/events/events-this-weekend/



SEO REPORT

Wilmington and Beaches C...

Jun 2024



OVERALL TRAFFIC SUMMARY

Jul 1, 2023 - Jun 30, 2024

Active users

3,335,933

↑ 34.4%

Sessions

4,283,254

↑ 30.6%

Engaged sessions

42,533,674

↑ 13.5%

Engagement rate

59.15%

↓ -13.1%

Avg. Engagement Time

00:00:57

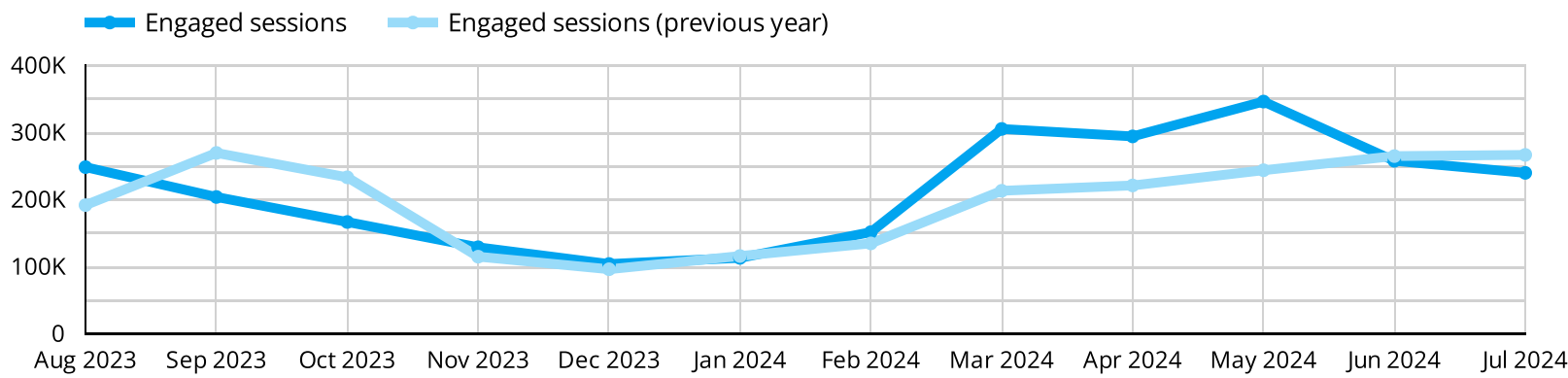
↓ -24.6%

Key events

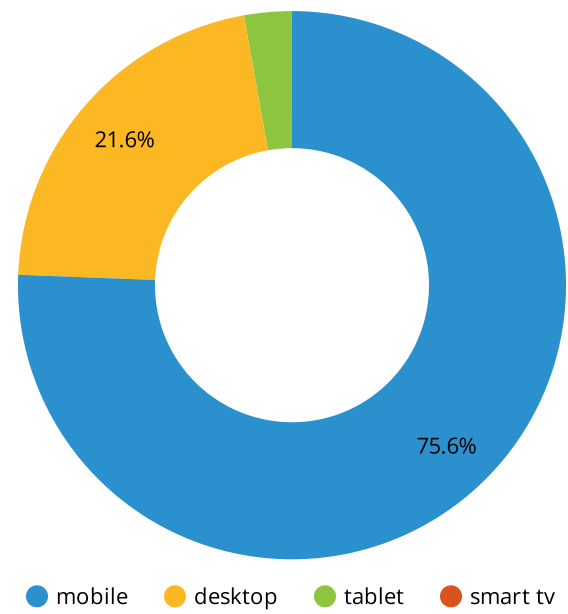
1,491,930

↓ -41.2%

Sessions over time (Last 12 months YoY)



Device Category (Users)



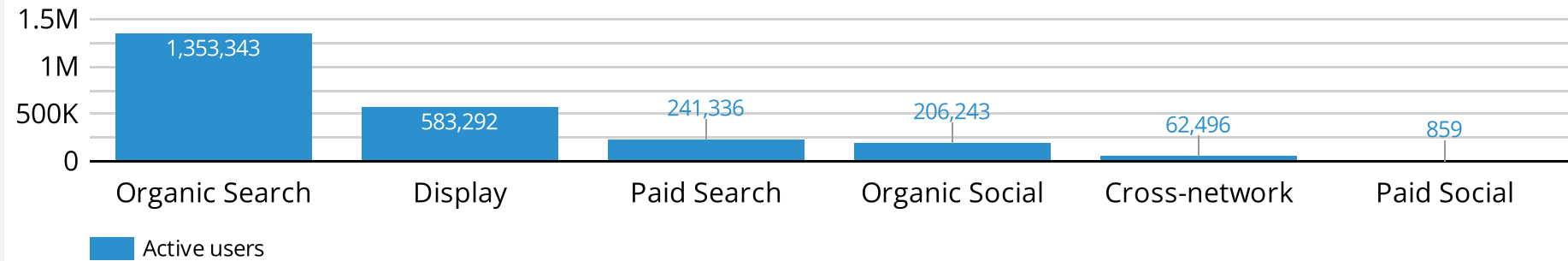
By Channel

Copy of Default Channel Group - Pai...	Active users ▾	Sessions	Engaged sessions
Organic Search	406,306	460,057	292,247
Paid Search	108,842	130,060	65,857
Organic Social	27,564	31,307	14,956
Cross-network	22,729	27,066	17,372
Referral	18,121	22,468	14,228
Direct	17,957	19,940	12,604
Display	6,404	6,806	4,133
Paid Social	5,830	6,455	6,428
Email	4,410	5,898	3,449
Unassigned	4,243	4,979	3,838

CHANNEL, CAMPAIGN & DEVICE SUMMARY

Jul 1, 2023 - Jun 30, 2024

Channel Grouping (Users)



Total Paid Users

862,384

Total Organic Users

1,549,719

By Device

Device category	Active users	New users	Engaged sessions	Avg. Engagement Time
mobile	2,527,649	2,510,404	1,935,812	00:00:46
desktop	721,459	715,580	559,108	00:01:36
tablet	93,905	92,965	69,014	00:00:56
smart tv	135	132	82	00:00:26

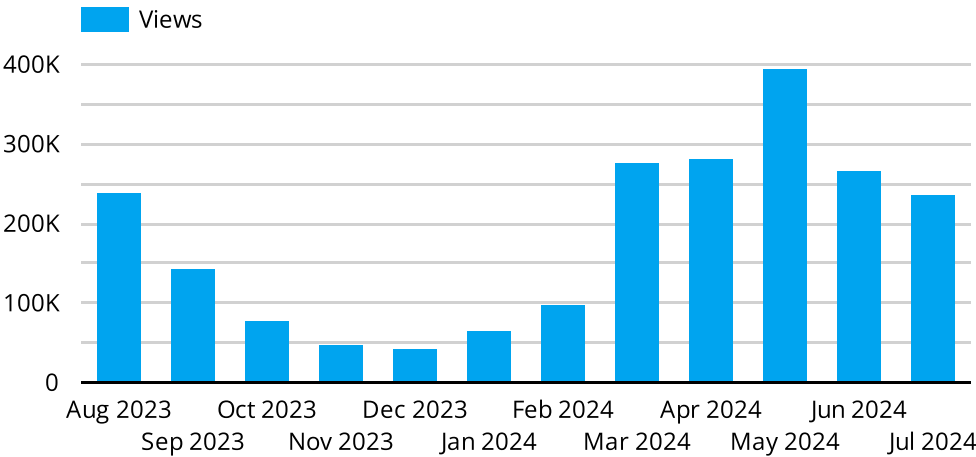
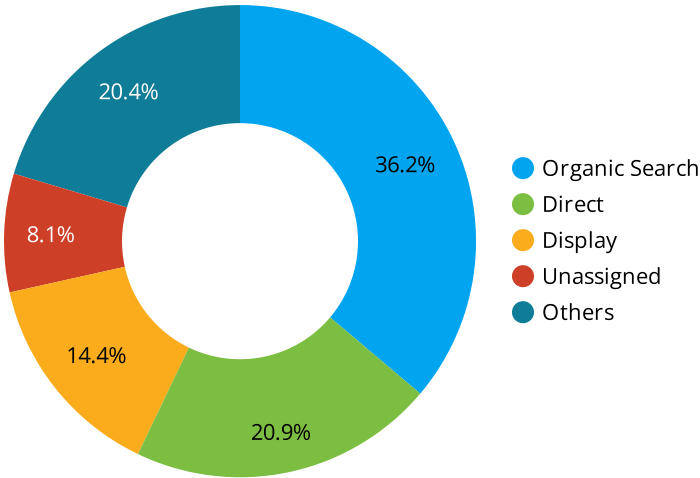
Campaign Performance

Campaign	Channel Type	Ad group	Clicks	Impressions	CTR
Things to Do - Wilmington - WNC + OOS - SV	Search	Things to Do	21,048	54,911	38.33%
Events - Wilmington - WNC + OOS - SV	Search	Events	9,078	35,484	25.58%
Brand Tourism - Wilmington - WNC + OOS - SV	Search	Wilmington	6,356	27,628	23.01%
Things to Do - Wilmington - WNC + OOS - SV	Search	Beaches	5,790	26,276	22.04%
Carolina Beaches - General Terms - WNC + OOS - SV	Search	North Carolina Terms	4,545	27,870	16.31%
Dining - Wilmington - WNC + OOS - SV	Search	Restaurants	4,349	22,490	19.34%
General Beach Vacations - Wilmington - Fly Markets - SV	Search	General Beach Vacations	4,216	36,522	11.54%
Things to Do - Wilmington - WNC + OOS - SV	Search	Riverwalk	3,407	9,199	37.04%
Things to Do - Wilmington - WNC + OOS - SV	Search	Family Friendly	3,099	9,627	32.19%
Dining - Wilmington - WNC + OOS - SV	Search	Foodie Favorites	2,979	16,110	18.49%
Grand total			134,546	1,054,291	12.76%

How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month ▾	Organic Sessions	Sessions	Active users	Engagement rate	Engagement Time
Jul 2024	52,806	71,043	57,244	75.03%	00:01:21
Jun 2024	56,244	78,925	64,354	75.14%	00:01:22
May 2024	39,943	170,617	147,426	62.3%	00:00:33
Apr 2024	28,452	138,136	119,640	55.87%	00:00:26
Mar 2024	26,429	136,330	118,925	52.59%	00:00:25
Feb 2024	16,706	42,202	37,819	54.85%	00:00:45



Top Lading Pages	Sessions ▾
/things-to-do	213,411
/places-to-stay	127,017
/	109,728
/things-to-do/attractions-activities/boardwalk	77,972
/restaurants	42,708
(not set)	26,206
/things-to-do/music-nightlife	24,822
/events	24,364

Region	Sessions ▾
North Carolina	262,486
Georgia	124,677
Virginia	109,199
Florida	61,547
New York	45,553

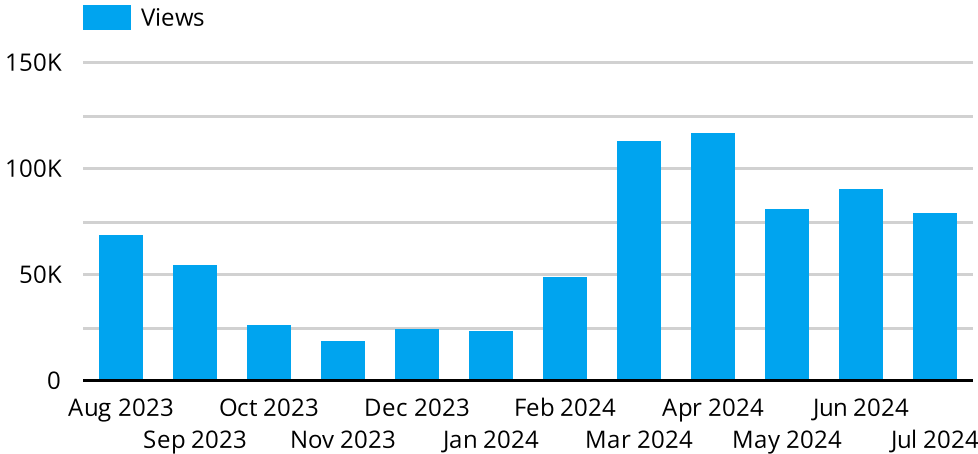
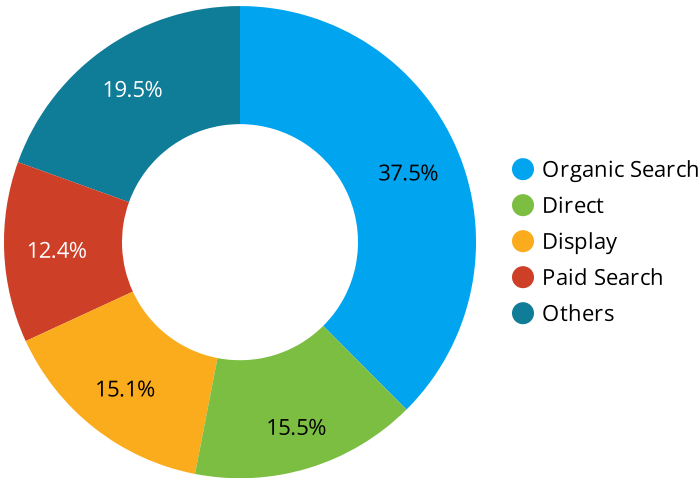
City	Sessions ▾
Atlanta	89,902
Ashburn	57,269
Raleigh	44,507
Charlotte	40,967
New York	26,611

Top Referrers	Sessions ▾
carolinabeach.org	3,282
google	674
visitnc.com	575
linktr.ee	382
travelandleisure.com	239

How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month ▾	Organic Sessions	Sessions	Active users	Engagement rate	Engagement Time
Jul 2024	18,053	26,045	21,650	76.47%	00:01:09
Jun 2024	17,708	26,514	22,637	78.43%	00:01:21
May 2024	13,160	28,511	24,673	73.53%	00:01:01
Apr 2024	9,192	52,628	45,538	59.45%	00:00:23
Mar 2024	8,308	51,967	45,308	63.55%	00:00:22
Feb 2024	5,499	16,817	15,570	77.74%	00:00:49



Landing page	Sessions ▾
/things-to-do	64,224
/places-to-stay	62,137
/	36,975
/places-to-stay/vacation-rentals	8,980
/listing/north-carolina-aquarium-at-fort-fisher/...	8,256
/events	8,129
(not set)	7,221
/about/island-info/faq	5,940

Region	Sessions ▾
North Carolina	106,938
Georgia	35,529
Virginia	26,870
Florida	16,810
South Carolina	11,213

City	Sessions ▾
Atlanta	27,303
Raleigh	17,911
Charlotte	17,001
Ashburn	12,416
New York	4,673

Top Referrers	Sessions ▾
visitnc.com	190
www.visitnc.com	170
google	123
linktr.ee	112
southernliving.com	52

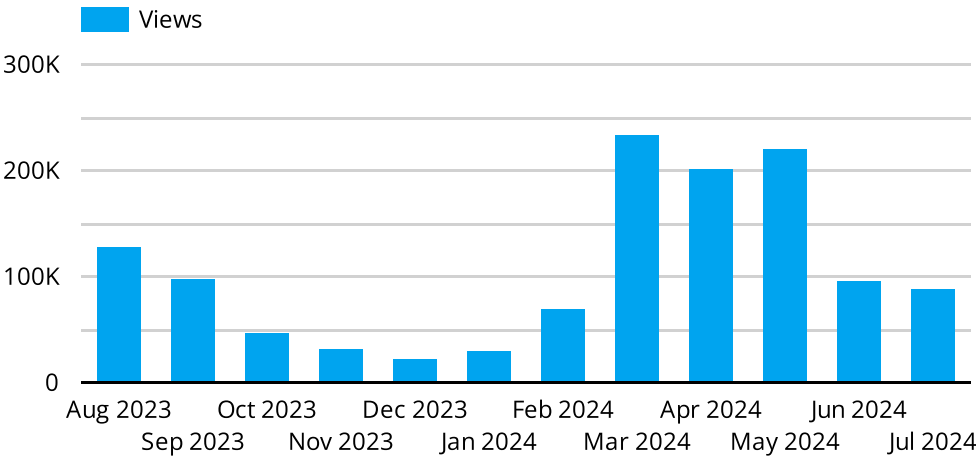
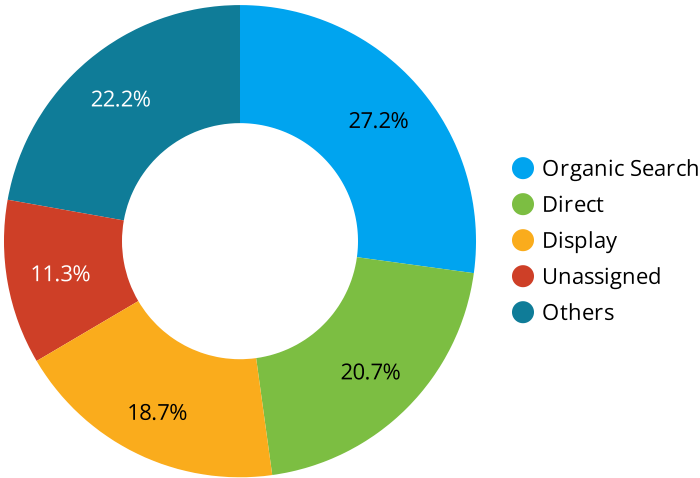
WRIGHTSVILLE BEACH TRAFFIC SUMMARY

Jul 1, 2023 - Jun 30, 2024

How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month ▾	Organic Sessions	Sessions	Active users	Engagement rate	Engagement Time
Jul 2024	19,974	30,301	25,715	75.22%	00:01:03
Jun 2024	21,043	31,925	26,985	76.84%	00:01:09
May 2024	18,514	96,168	81,952	65.35%	00:00:24
Apr 2024	14,282	100,715	87,129	56.22%	00:00:18
Mar 2024	13,185	121,647	107,487	55.69%	00:00:15
Feb 2024	7,957	26,723	24,624	71.53%	00:00:36



Top Lading Pages	Sessions ▾
/places-to-stay	195,173
/things-to-do	90,451
/	68,682
/restaurants	28,819
/about/island-info/beach-cam	18,081
/places-to-stay/vacation-rentals	14,776
(not set)	14,509
/events	9,621

Region	Sessions ▾
North Carolina	197,195
Georgia	84,436
Virginia	57,044
Florida	36,042
South Carolina	24,233

City	Sessions ▾
Atlanta	66,514
Charlotte	39,732
Raleigh	30,104
Ashburn	27,425
Wilmington	10,501

Top Referrers	Sessions ▾
visitnc.com	460
linktr.ee	298
housebeautiful.com	193
google	185
www.visitnc.com	150

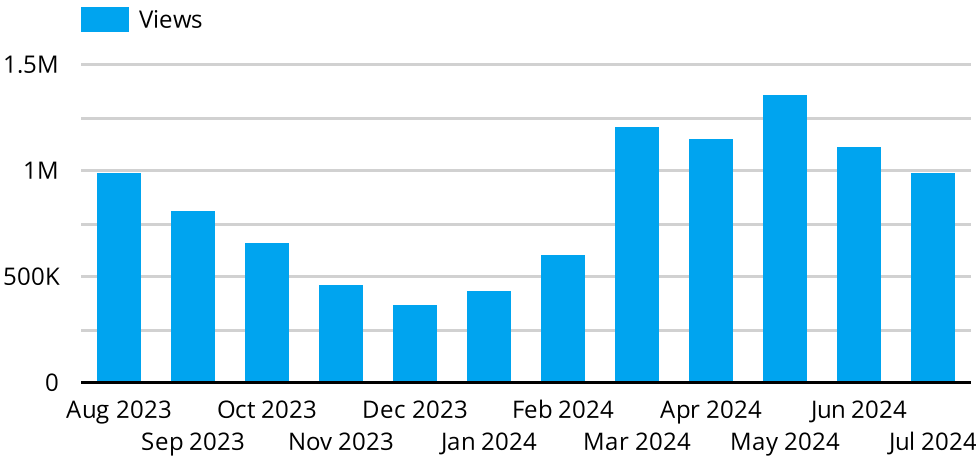
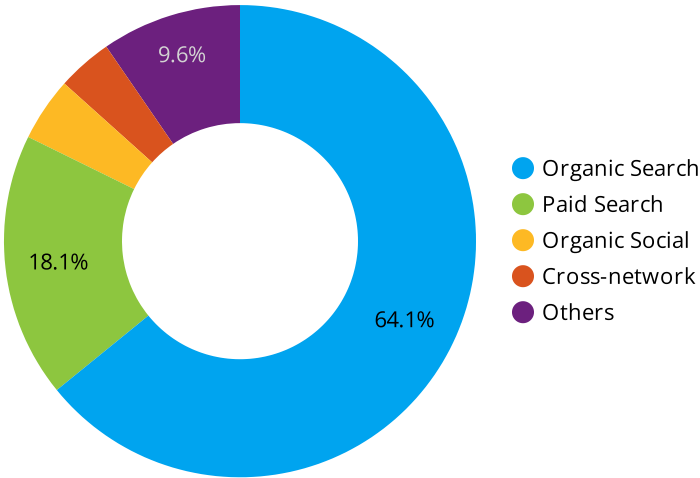
WILMINGTON & BEACHES TRAFFIC SUMMARY

Jul 1, 2023 - Jun 30, 2024

How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month ▾	Organic Sessions	Sessions	Active users	Engagement rate	Engagement Time
Jul 2024	250,073	338,961	270,561	70.69%	00:01:13
Jun 2024	240,410	407,574	340,685	63.21%	00:01:03
May 2024	212,876	577,431	495,242	59.91%	00:00:42
Apr 2024	165,520	551,975	478,547	53.26%	00:00:34
Mar 2024	154,598	579,111	507,803	52.69%	00:00:33
Feb 2024	114,246	252,307	221,183	59.96%	00:00:53



Top Lading Pages	Sessions ▾
/things-to-do	724,973
/places-to-stay	483,778
/	402,153
(not set)	285,446
/restaurants	205,071
/events	137,421
/things-to-do/seasonal-highlights	103,098
/things-to-do/attractions-activities/boardwalk	77,972

Region	Sessions ▾
North Carolina	1,307,935
Georgia	555,129
Virginia	442,253
Florida	265,680
New York	186,742

City	Sessions ▾
Atlanta	391,287
Raleigh	214,259
Ashburn	208,004
Charlotte	203,434
Wilmington	163,900

Top Referrers	Sessions ▾
carolinabeach.org	3,865
visitnc.com	2,635
linktr.ee	1,890
google	1,801
uncw.edu	647

ORGANIC TRAFFIC SUMMARY

Jul 1, 2023 - Jun 30, 2024

Active users
1,353,343
↑ 12.8%

Sessions
1,863,220
↑ 13.0%

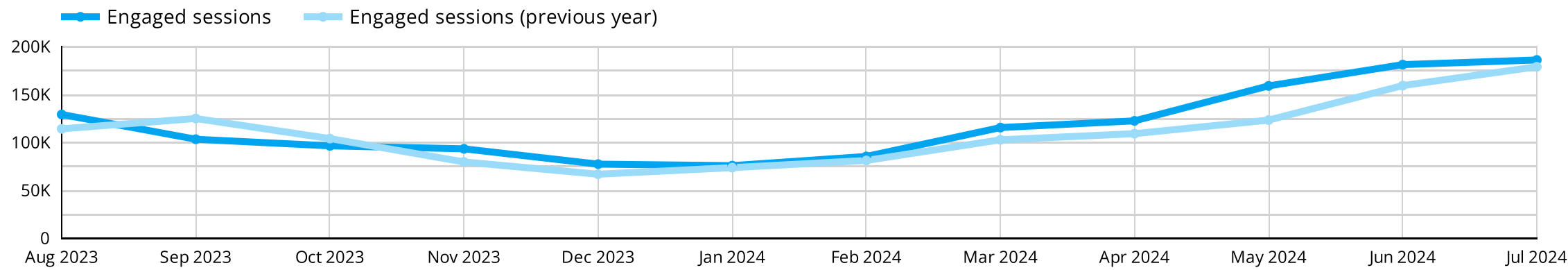
Engaged sessions
1,377,905
↑ 8.3%

Engagement rate
73.95%
↓ -4.1%

Engagement Time
00:01:32
↓ -5.4%

Key events
921,000
↓ -22.5%

Organic Users over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Hostname	Active us...	Conversi...
/things-to-do	www.wilmingtonandbeaches.com	78,918	49,192
/events	www.wilmingtonandbeaches.com	59,437	35,922
/blog/post/one-tree-hill-walking-tour	www.wilmingtonandbeaches.com	53,692	6,987
/	www.wilmingtonandbeaches.com	53,372	26,541
/things-to-do/attractions-activities/boardwalk	carolina-beach.wilmingtonandbeaches.com	50,257	20,166
/events/events-this-weekend	www.wilmingtonandbeaches.com	46,857	22,274
/	carolina-beach.wilmingtonandbeaches.com	30,462	17,121
/things-to-do	carolina-beach.wilmingtonandbeaches.com	30,220	16,303
/restaurants/foodie-favorites	www.wilmingtonandbeaches.com	26,319	21,119

Conversion Events

Event name	Key events
listings_visit_website	359,760
two_pages_per_session	201,015
partner_referral	156,527
three_pages_session	104,290
event_visit_website	75,201
wilmington_digital_vg_view	8,182
carolinabeach_digital_vg_view	4,266
wilmington_visitorguide_thankyou	2,938
wrightsvillebeach_digital_vg_view	1,442
form_fills	1,428

ORGANIC SEARCH QUERY PERFORMANCE

Jul 1, 2023 - Jun 30, 2024

Organic Clicks

1,583,694

📈 239.5%

Organic Impressions

63,571,578

📈 258.2%

Organic CTR%

2.49%

📉 -5.2%

Average Ranking Position

13.86

📈 4.5%

Organic Search Result Performance

Query	Clicks ▾	Average Position	Δ	Site CTR
carolina beach	32,396	4.21	0.26 📈	6.9%
wilmington nc	30,802	6.11	0.7 📈	2.48%
carolina beach boardwalk	29,540	1.11	0.09 📈	29.29%
things to do in wilmington nc	19,523	2.82	-0.91 📉	13.26%
kure beach	14,036	4.23	0.09 📈	7.62%
wilmington beach	12,659	2.77	0.58 📈	7.72%
wrightsville beach	10,295	5.81	-0.27 📉	2.17%
wilmington	7,992	6.24	1.15 📈	0.8%
things to do in carolina beach	6,896	1.85	-0.22 📉	24.34%
wilmington north carolina	6,442	5.83	1.32 📈	2.4%
things to do wilmington nc	5,953	2.02	-0.41 📉	17.57%
carolina beach fireworks	4,903	2.07	0.98 📈	41.05%
things to do in wilmington this weekend	4,144	1.2	-0.49 📉	45.82%
wilmington nc events	4,062	1.43	-0.36 📉	28.25%
things to do in wilmington	3,870	2.57	-1.2 📉	10.47%
one tree hill filming locations	3,862	1.25	0.23 📈	30.28%
things to do in wilmington north carolina	3,583	2.76	0.32 📈	9.81%
carolina beach nc	3,524	5.64	0.24 📈	5.38%
wilmington riverwalk	3,359	2.2	0.29 📈	12.68%
greek festival wilmington nc	3,217	2.04	0.94 📈	49.22%

