



# St. Augustine, Ponte Vedra & the Beaches VCB

## Measurement Dashboard

### January 2010

LM = vs. last month | LY = vs. last year | B = vs. baseline



Good



Not Significant



Needs Attention

#### ENGAGEMENT

	LM	LY	B
Time on Site: 6.50 <i>Minutes</i>	↑	↑	6.27
Bounce Rate: 32.6% <i>of Home Page</i>	↕	↑	31%
Bounce Rate: 39.9% <i>Overall</i>	N/C	↕	40.6%

#### SIGNALS OF INTENT TO TRAVEL (SITs)

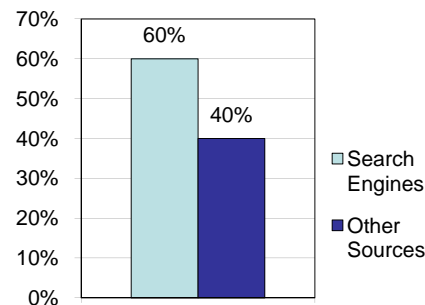
Total conversions  
**12%**  
of total pg views\*      **19,228**  
Signals of Intent to Travel

See conversion breakdown below.

#### ACTIVITY

	LM	LY
27,386 visits	↓ 14%	↑ 44%
161,030 pg views	↕ 5%	↑ 42%

#### SOURCES OF TRAFFIC



2009 Baseline average percentages:

**Search Engines:** 41%  
**Campaigns:** 2%  
**Other:** 57%

#### MOST REQUESTED PAGES

- Home: **31,821**
- Lodging: **13,450**
- Attractions: **9,094**
- History: **6,260**
- Beaches & Nature: **4,559**
- Luxury & Romance: **4,136**
- Nights of Lights/Home: **3,667**
- Culture: **3,585**
- Getaway4Nature.com: **3,143**
- Events Calendar: **3,010**

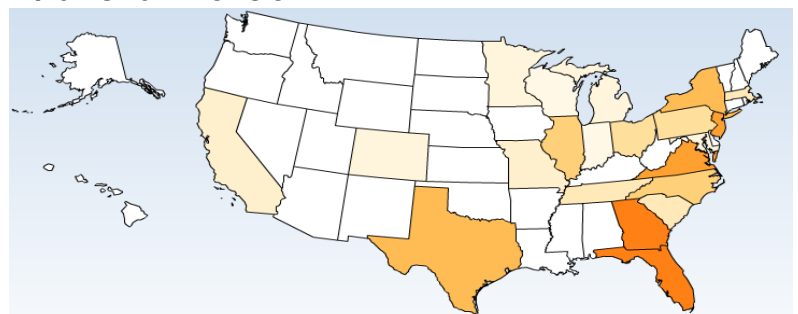
#### CAMPAIGN RESPONSE

No Campaign running this month

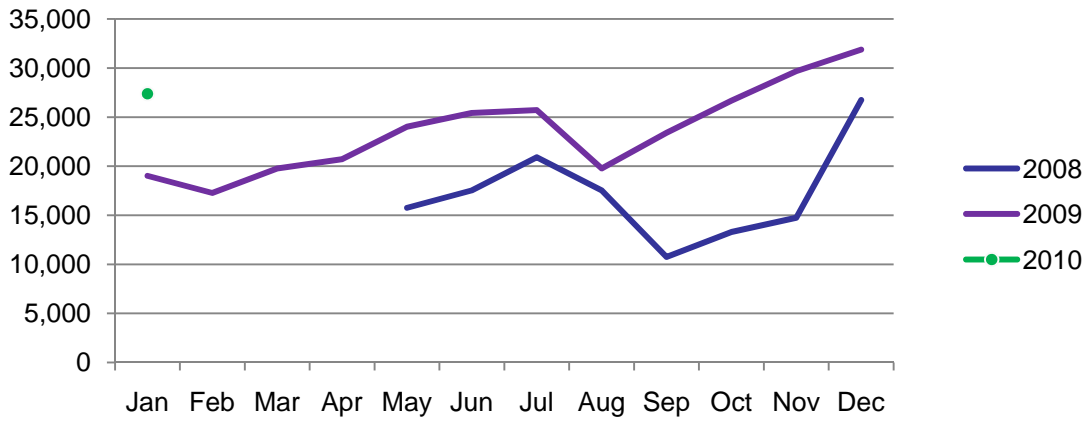
#### CONVERSION BREAKDOWN

	LM
Guide Orders: 543	↑ 134%
Property Profile Views: 18,745	↓ 13%
Railcar90: 0	N/C

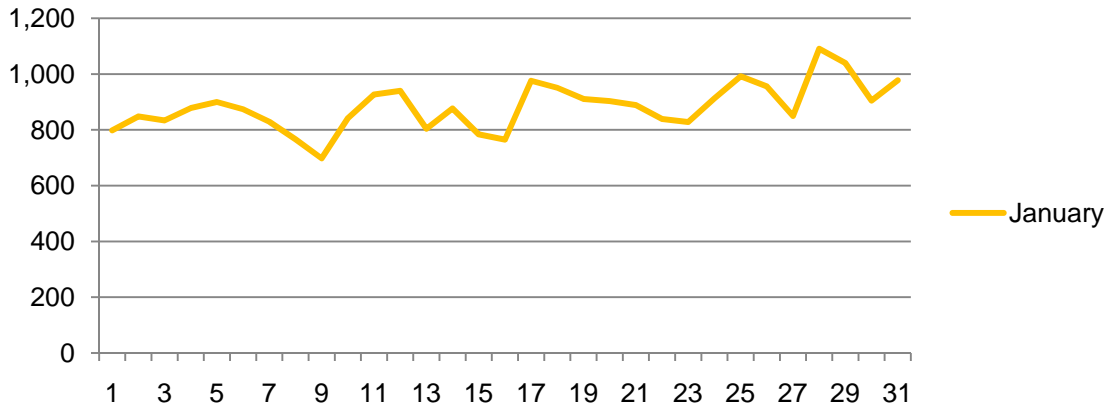
#### VISITORS BY GEOGRAPHY



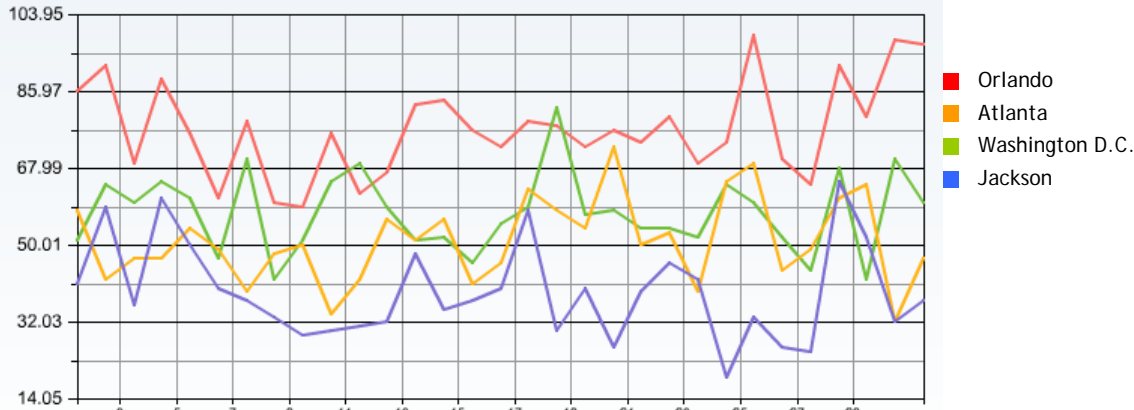
### Visits by Month – 2008-2010



### Visits by Day for This Month



### Trended Top 4 Markets for month



### International

	LM	Percent Change
<b>USA</b>	<b>21,645</b>	<b>↓ 18%</b>
<b>International</b>	<b>1,143</b>	<b>↓ 44%</b>
<i>Unique visits for Month</i>		
<b>Canada</b>	<b>533</b>	<b>↑ 55%</b>
<b>Germany</b>	<b>73</b>	<b>↑ 24%</b>
<b>UK</b>	<b>173</b>	<b>↑ 48%</b>

