



St. Augustine, Ponte Vedra & the Beaches VCB

Measurement Dashboard

February 2010

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



Good



Not Significant



Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 6.48 <i>Minutes</i>	N/C	↑	6.27
Bounce Rate: 31.7% <i>of Home Page</i>	↓	↑	31%
Bounce Rate: 42.5% <i>Overall</i>	↑	↑	41%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

14% **21,959**

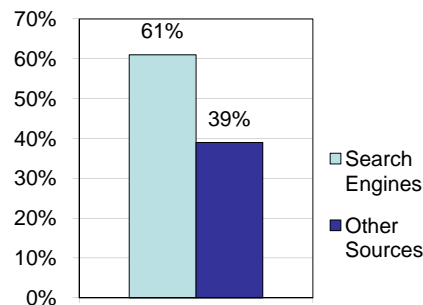
of total pg views* Signals of Intent to Travel

See conversion breakdown below.

ACTIVITY

	LM	LY
28,386 visits	↑ 3%	↑ 64%
55,661 visits to date 2010		↑ 53%
157,506 pg views	↓ 2%	↑ 51%
318,536 pg views to date 2010		↑ 46%

SOURCES OF TRAFFIC



2009 Baseline average percentages:

Search Engines: 41%

Campaigns: 2%

Other: 57%

MOST REQUESTED PAGES

- Home: **31,966**
- Lodging: **12,201**
- Attractions: **9,096**
- History: **6,159**
- Beaches & Nature: **4,992**
- Luxury & Romance: **4,409**
- Events Calendar: **3,880**
- Events & Festivals: **3,852**
- Getaway4Nature.com: **3,724**
- Culture: **3,454**

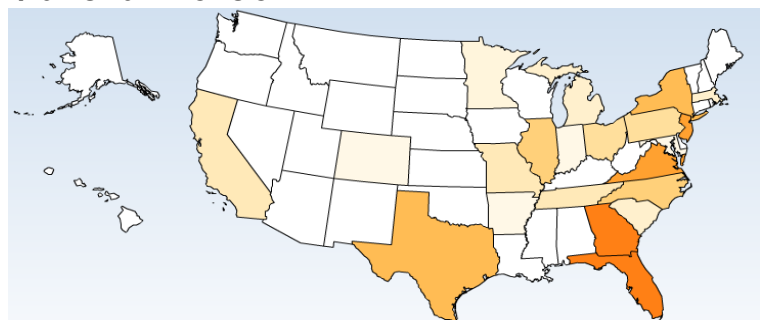
CAMPAIGN RESPONSE

No Campaign running this month

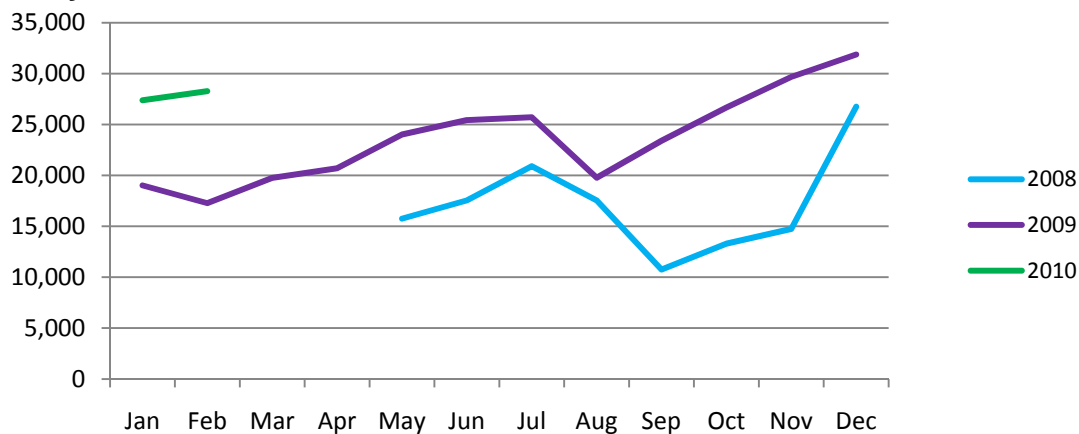
CONVERSION BREAKDOWN

	LM
Guide Orders: 514	↓ 5%
Property Profile Views: 21,445	↑ 14%

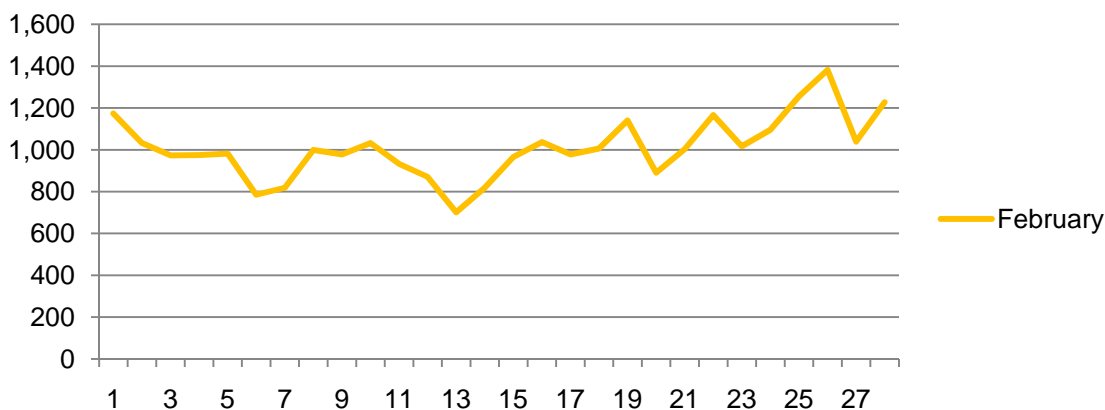
VISITORS BY GEOGRAPHY



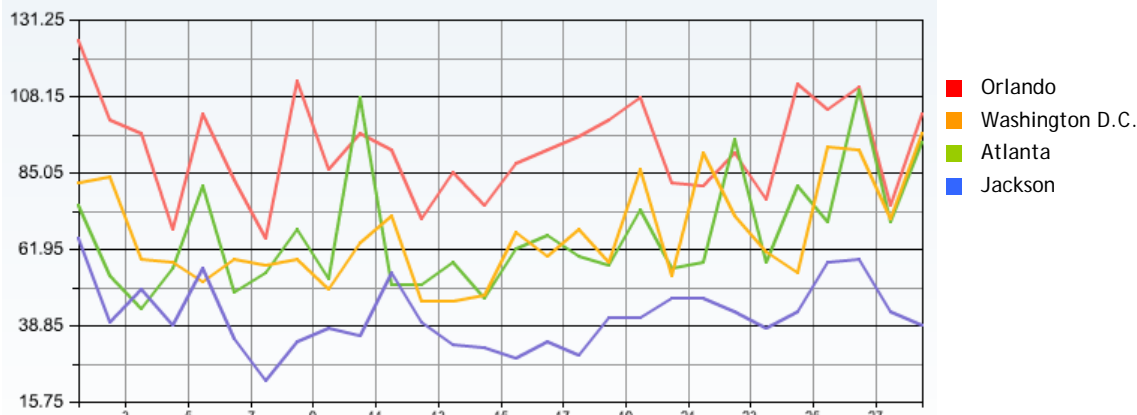
Visits by Month – 2008-2010



Visits by Day for This Month



Trended Top 4 Markets for month



International

	LM	Percent Change
USA	22,685	↑ 5%
International	957	↓ 16%
<i>Unique visits for Month</i>		
Canada	451	↓ 15%
Germany	61	↓ 16%
UK	134	↓ 23%

