

St. Augustine, Ponte Vedra & the Beaches VCB

Measurement Dashboard

May 2011



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



Good



Not Significant

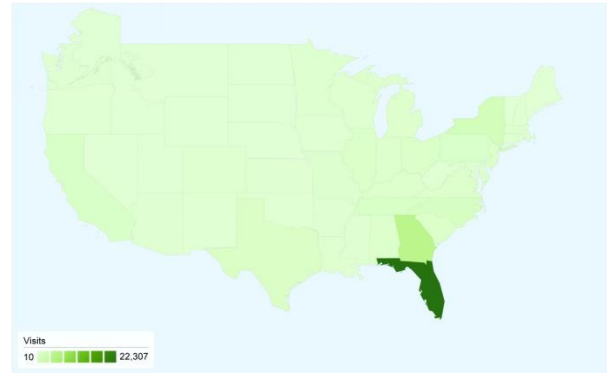


Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 3.85 <i>Minutes</i>	↓	↑	2.56
Bounce Rate: 32.5% <i>of Home Page</i>	↓	↑	33%
Bounce Rate: 38.2% <i>Overall</i>	↑	↓	45%

VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY
45,808 visits	↑ 60%	↑ 29%
183,171 visits to date 2011		↑ 14%
215,948 pg views	↑ 52%	↑ 9%
844,837 pg views to date 2011		↓ 5%

SOURCES OF TRAFFIC



Search Engines	11,516.00 (25.14%)
Referring Sites	5,001.00 (10.92%)
Direct Traffic	3,772.00 (8.23%)
Other	25,519 (55.71%)

2010 Baseline average percentages:

Search Engines:	44%
Direct Traffic:	31%
Other Websites:	25%

MOST REQUESTED PAGES

1. Home: 45,974
2. Attractions: 13,221
3. History: 8,981
4. Accommodations: 6,754
5. Outdoors: 6,460
6. Culture: 5,342
7. Events/Calendar: 4,690
8. Luxury & Romance: 4,398
9. Hot Deals: 3,266
10. Search: 2,496

ONLINE CAMPAIGN RESPONSE

Google Paid Search: 21,742
Home Away Family: 395
Pandora Tile Ad/Skin: 352
24/7 Real Media Family: 342

**Total Online Campaign Responses:
25,520**

CONVERSION BREAKDOWN

	LM
Guide Orders: 309	↑ 22%
Property Profile Views: 8,887	↑ 40%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

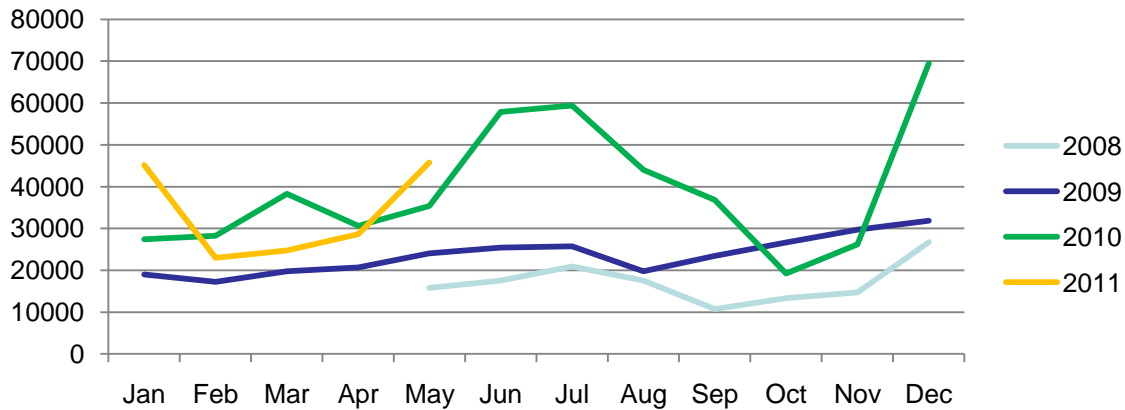
4.2%
of total pg views*

9,196

Signals of Intent to
Travel

See conversion breakdown to the left.

Visits by Month - 2008-2010



Visits by Day for This Month



International

	LM	Percent Change
USA	44,490	↑ 61%
International	1,318	↑ 42%
<i>Unique visits for Month</i>		
Canada	364	↑ 40%
Germany	122	↑ 17%
UK	279	↑ 79%

