

St. Augustine, Ponte Vedra & the Beaches VCB

Measurement Dashboard

July 2011



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



Good



Not Significant

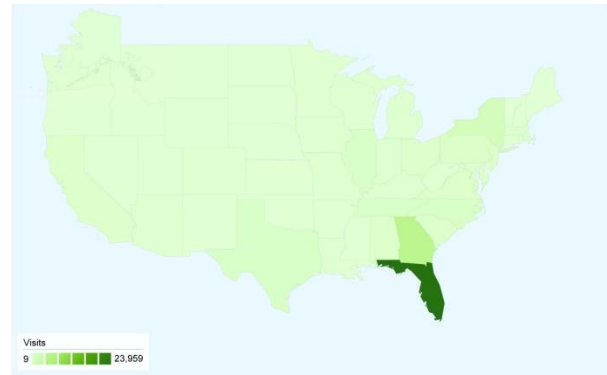


Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 4.13 <i>Minutes</i>	↓	↑	2.56
Bounce Rate: 32.3% <i>of Home Page</i>	↑	↓	33%
Bounce Rate: 37.1% <i>Overall</i>	↑	↓	45%

VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY
45,920 visits	↑ 8%	↓ 27%
271,607 visits to date 2011		↓ 9%
229,516 pg views	↑ 7%	↑ 30%
1,289,259 pg views to date 2011		↑ 17%

SOURCES OF TRAFFIC



Search Engines	9,523.00 (20.74%)
Referring Sites	4,289.00 (9.34%)
Direct Traffic	3,939.00 (8.58%)
Other	28,169 (61.34%)

2010 Baseline average percentages:

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

MOST REQUESTED PAGES

1. Home: **46,998**
2. Attractions: **14,653**
3. History: **9,438**
4. Accommodations: **7,800**
5. Outdoors: **7,271**
6. Events/Calendar: **6,146**
7. Culture: **5,371**
8. Luxury & Romance: **4,757**
9. Hot Deals: **3,728**
10. Family: **3,179**

ONLINE CAMPAIGN RESPONSE

Google Paid Search: **22,788**
 Summer 201: 1,650
 Pandora Tile Ad/Skin: 748
 SJC Summer 2011: 551

**Total Online Campaign Responses:
28,170**

CONVERSION BREAKDOWN

	LM
Guide Orders: 344	↑ 11%
Property Profile Views: 9,941	↑ 9%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

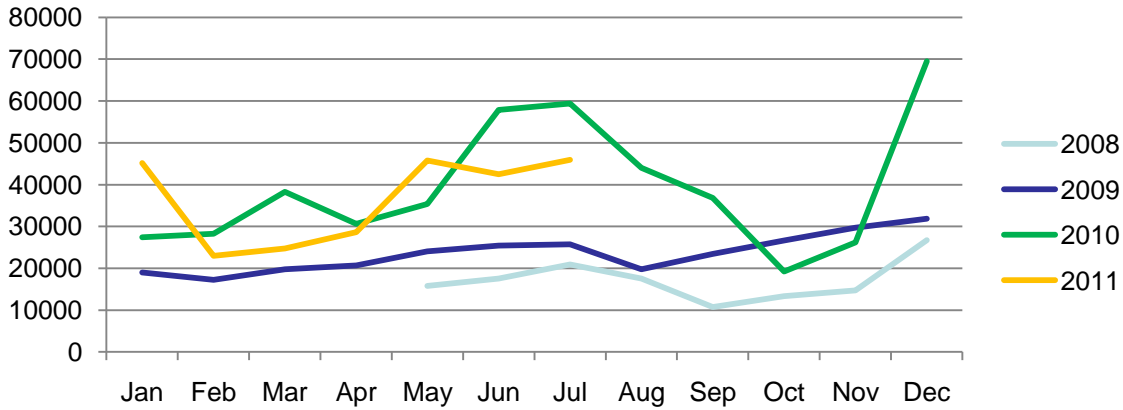
4.5%
of total pg views*

10,285

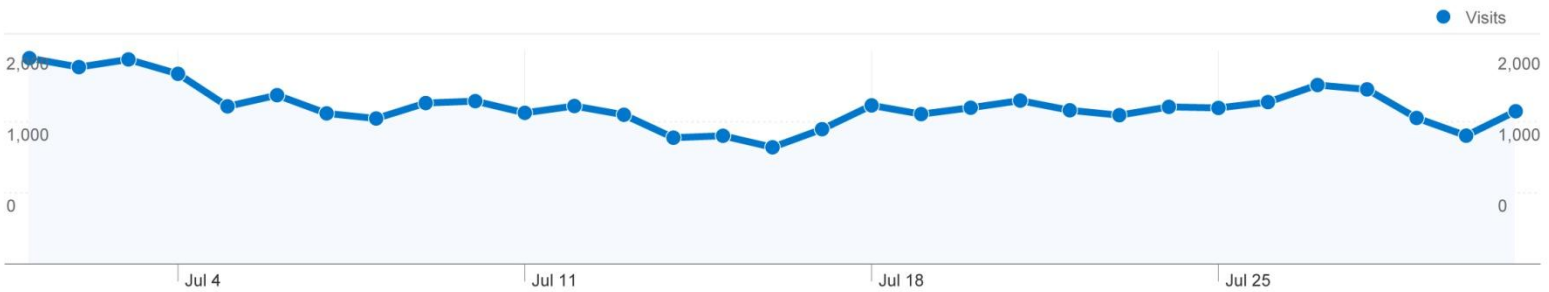
Signals of Intent to Travel

See conversion breakdown to the left.

Visits by Month - 2008-2010



Visits by Day for This Month



International

	LM	Percent Change
USA	44,662	↑ 8%
International	1,258	↑ 25%
<i>Unique visits for Month</i>		
Canada	469	↑ 100%
Germany	94	↑ 13%
UK	188	↑ 7%

