

# St. Augustine, Ponte Vedra & the Beaches VCB

## Measurement Dashboard

### August 2011



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



**Good**



**Not Significant**

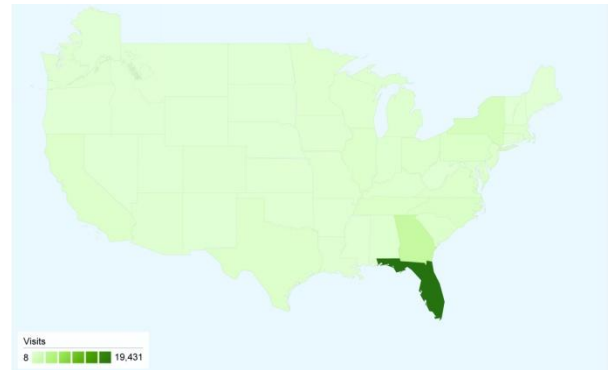


**Needs Attention**

#### ENGAGEMENT

	LM	LY	B
Time on Site: <b>3.52</b> <i>Minutes</i>	↓	↑	2.56
Bounce Rate: <b>39.1%</b> <i>of Home Page</i>	↑	↑	33%
Bounce Rate: <b>42.9%</b> <i>Overall</i>	↑	↓	45%

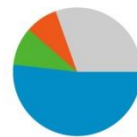
#### VISITORS BY GEOGRAPHY



#### ACTIVITY

	LM	LY
<b>36,000</b> visits	↓ 22%	↓ 26%
307,607 visits to date 2011		↓ 12%
<b>158,987</b> pg views	↓ 31%	↑ 24%
1,448,246 pg views to date 2011		↑ 18%

#### SOURCES OF TRAFFIC



<b>Search Engines</b>	18,644.00 (51.79%)
<b>Referring Sites</b>	3,473.00 (9.65%)
<b>Direct Traffic</b>	2,930.00 (8.14%)
<b>Other</b>	10,953 (30.43%)

2010 Baseline average percentages:

<b>Search Engines:</b>	44%
<b>Direct Traffic:</b>	31%
<b>Other Websites:</b>	25%

#### MOST REQUESTED PAGES

1. Home: **34,946**
2. Attractions: **9,868**
3. History: **6,546**
4. Accommodations: **5,200**
5. Outdoors: **4,677**
6. Culture: **4,502**
7. Luxury & Romance: **3,631**
8. Events/Calendar: **3,344**
9. Hot Deals: **2,618**
10. Tools/Search: **1,900**

#### ONLINE CAMPAIGN RESPONSE

Google Paid Search: 7,616  
 SJC Summer 2011: 1,032  
 Pandora Tile Ad/Skin: 642  
 Summer 201: 414

**Total Online Campaign Responses:  
21,608**

#### CONVERSION BREAKDOWN

	LM
Guide Orders: <b>285</b>	↓ 17%
Property Profile Views: <b>5,999</b>	↓ 40%

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

Total conversions

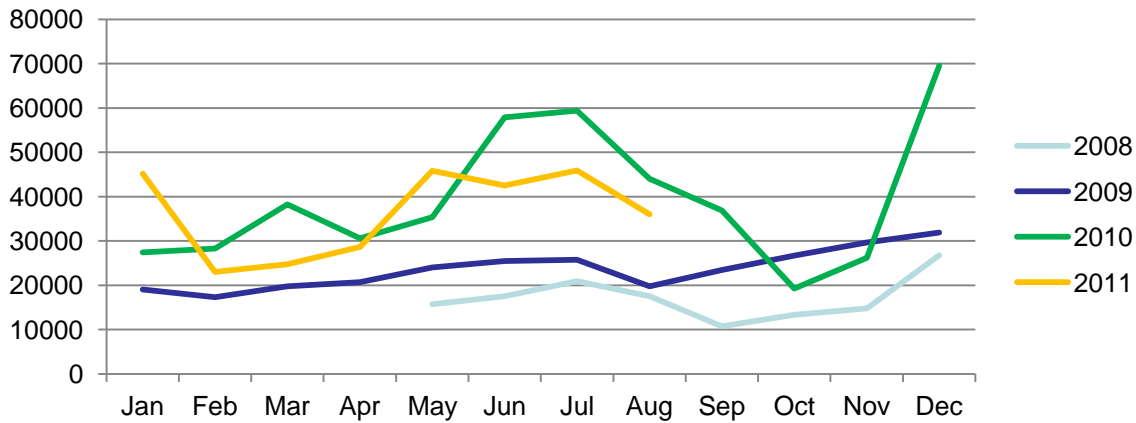
**4.0%**  
of total pg views\*

**6,284**

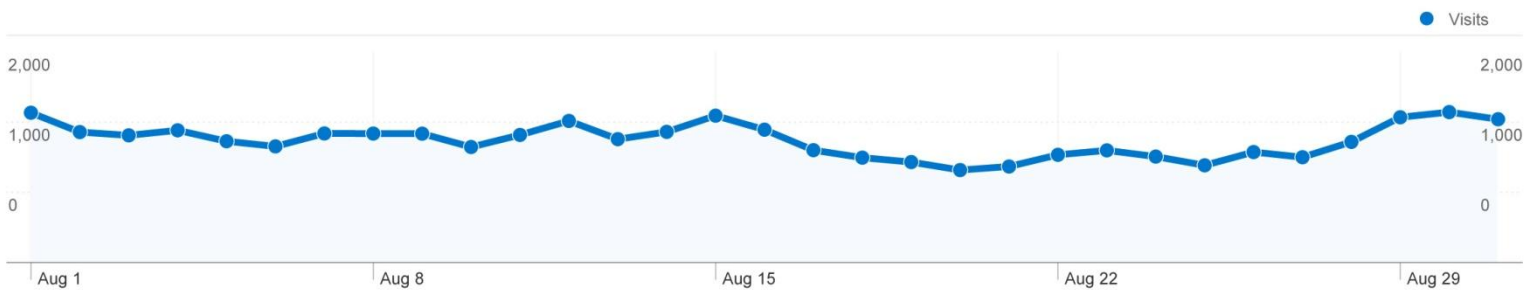
Signals of Intent to Travel

See conversion breakdown to the left.

### Visits by Month - 2008-2010



### Visits by Day for This Month



### International

	LM	Percent Change
<b>USA</b>	<b>34,858</b>	<b>↓ 22%</b>
<b>International</b>	<b>1,142</b>	<b>↓ 9%</b>
<i>Unique visits for Month</i>		
<b>Canada</b>	<b>294</b>	<b>↓ 37%</b>
<b>Germany</b>	<b>128</b>	<b>↑ 36%</b>
<b>UK</b>	<b>233</b>	<b>↑ 24%</b>

