

St. Augustine & Ponte Vedra & the Beaches VCB

Measurement Dashboard

November 2011



LM = vs. Last Month LY = vs. Last Year B = vs. Baseline

ENGAGEMENT

		LM	LY	B
Time on site:	3.32	4%	10%	2.56
<i>Minutes</i>				
Bounce Rate:	28.87%	-24%	-26%	33%
<i>of Home Page</i>				
Bounce Rate:	35.50%	-18%	-12%	45%
<i>Overall</i>				

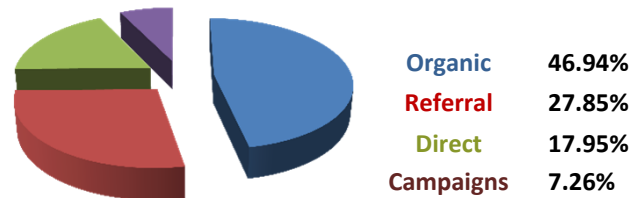
VISITORS BY GEOGRAPHY

US State	
1 Florida	35,735
2 Georgia	5,319
3 Michigan	1,914
4 New York	1,548
5 North Carolina	1,122
6 Texas	892
7 California	763
8 Illinois	729
9 Ohio	706
10 Pennsylvania	661
International Traffic	1,471

ACTIVITY

		LM	LY
54,503 visits		59%	72%
428,174 visits to date 2011			-4%
266,688 page views		79%	123%
2,002,880 page views to date 2011			28%

SOURCES OF TRAFFIC



B (2010) - Organic: 44%; Referral: 25%; Direct: 31%

MOST REQUESTED PAGES

	pageviews
1 Home	35,763
2 Nights of Lights	28,948
3 Nights of Lights / Events	14,277
4 Nights of Lights / About	9,608
5 Things to Do	7,694
6 Things To Do / Attractions	5,500
7 Things To Do / Romance	5,068
8 Listings / Hotels	4,416
9 Listings / Events	4,134
10 Things to Do / History	3,469

ONLINE CAMPAIGN RESPONSE

y part fall	3,757
y part added value	58
2011/2012	52
Google Paid Search	43
Total Online Campaign Responses:	19,169

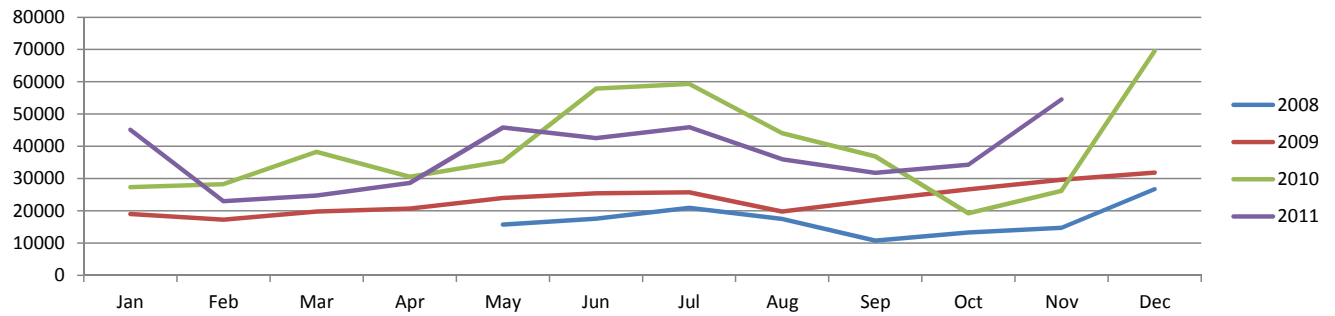
SITs BREAKDOWN (CONVERSIONS)

		LM
Guide Orders	471	31%
Property Profile Views	26,897	546%

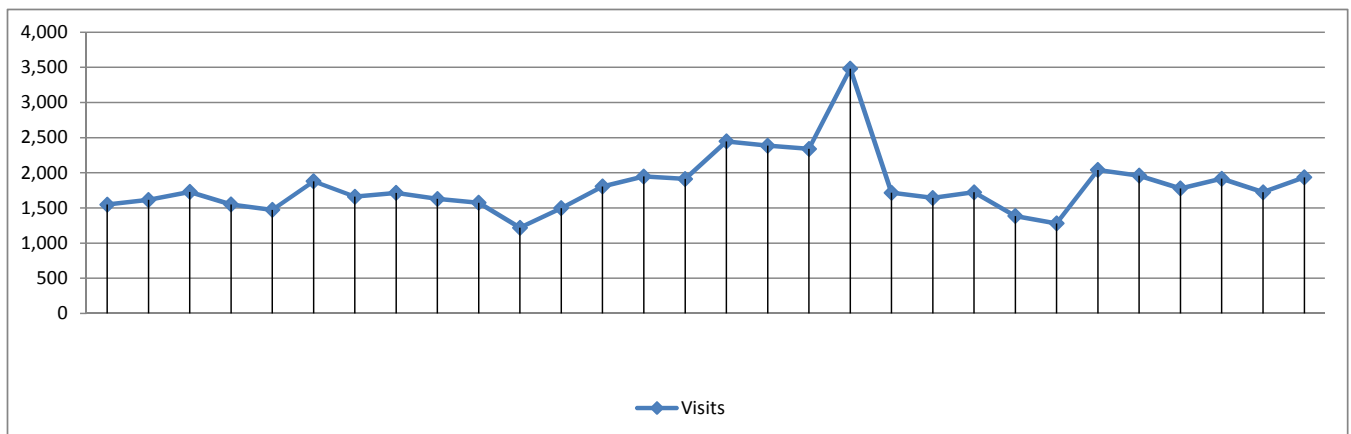
SIGNALS OF INTENT TO TRAVEL (SITs)

Total Conversions	10.3%	27,368
of total pg views*		Signals of Intent to Travel

Visits By Month 2008-2011



Visits By Day for This Month



International Audience

	Visits	LM
USA	53,035	60%
International	1,468	25%
Canada	528	43%
Germany	151	32%
UK	174	-14%



GREEN numbers = positive change over last month (LM) or last year (LY)
AMBER numbers = negative change of more than 1% and less than 12% over last month (LM) or last year (LY)
RED numbers = negative change of more than 12% over last month (LM) or last year (LY)