

St. Augustine & Ponte Vedra & the Beaches VCB

Measurement Dashboard

December 2011



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

ENGAGEMENT

		LM	LY	B
Time on site:	3.45	4%	48%	2.56
<i>Minutes</i>				
Bounce Rate:	27.63%	-4%	-33%	33%
<i>of Home Page</i>				
Bounce Rate:	32.13%	-9%	-18%	45%
<i>Overall</i>				

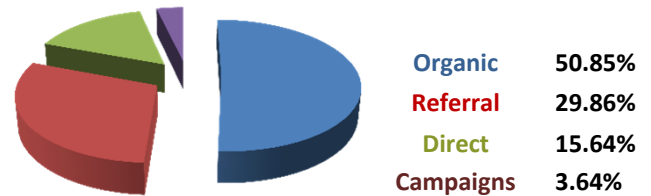
VISITORS BY GEOGRAPHY

US State	
1 Florida	38,108
2 Georgia	5,222
3 New York	1,688
4 North Carolina	1,565
5 Texas	1,005
6 Michigan	971
7 Ohio	882
8 California	841
9 Pennsylvania	812
10 South Carolina	801
International Traffic	1,162

ACTIVITY

		LM	LY
63,368 visits		16%	-24%
491,542 visits to date 2011			-7%
334,664 page views		25%	17%
2,337,544 page views to date 2011			50%

SOURCES OF TRAFFIC



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

MOST REQUESTED PAGES

	pageviews
1 Home	44,825
2 Nights of Lights (/nights)	23,652
3 Nights of Lights (/nights-of-ligh	14,678
4 Nights of Lights / Listing	10,453
5 Things to Do	9,038
6 Nights of Lights / Events	8,885
7 Things To Do / Attractions	6,957
8 Attractions	5,596
9 Nights of Lights / About	5,319
10 Listings - Hotels	4,847

ONLINE CAMPAIGN RESPONSE

ypart fall	2,154
2011/2012	83
Google Paid Search	26
Summer Email Camp.	5
Total Online Campaign Responses:	20,772

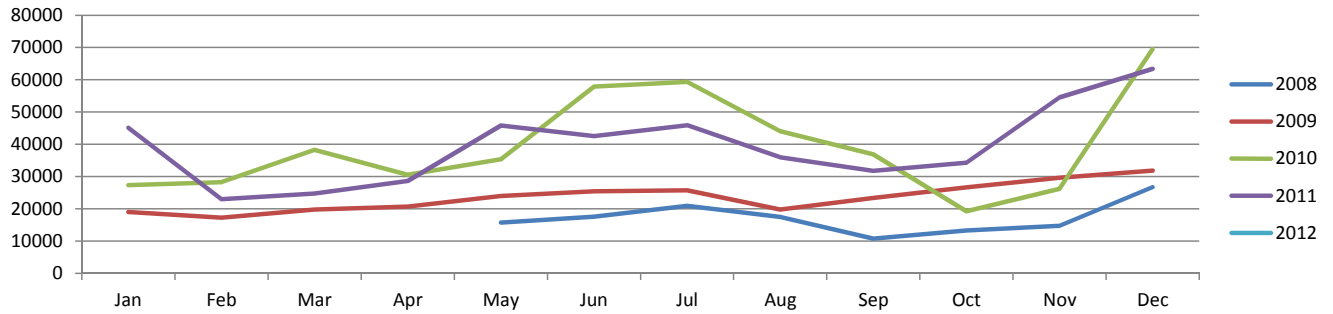
SITs BREAKDOWN (CONVERSIONS)

		LM
Guide Orders	422	-10%
Property Profile Views	47,021	75%

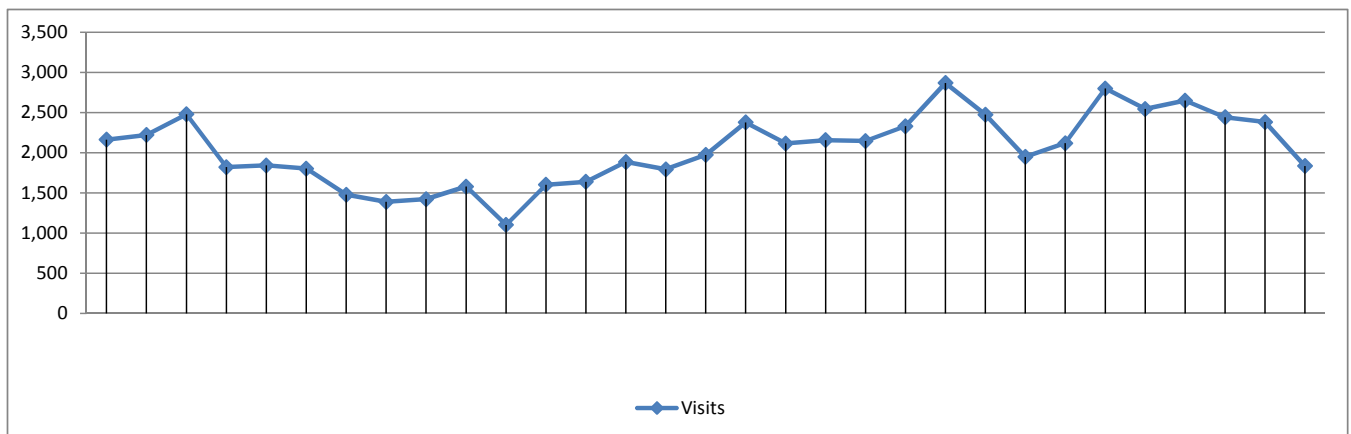
SIGNALS OF INTENT TO TRAVEL (SITs)

Total Conversions	14.2%	47,443
of total pg views*		Signals of Intent to Travel

Visits By Month 2008-2012



Visits By Day for This Month



International Audience

	Visits	LM
USA	62,206	17%
International	1,162	-21%
Canada	385	-27%
Germany	93	-38%
UK	128	-26%



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)