

# Website Measurement Dashboard

October 2017



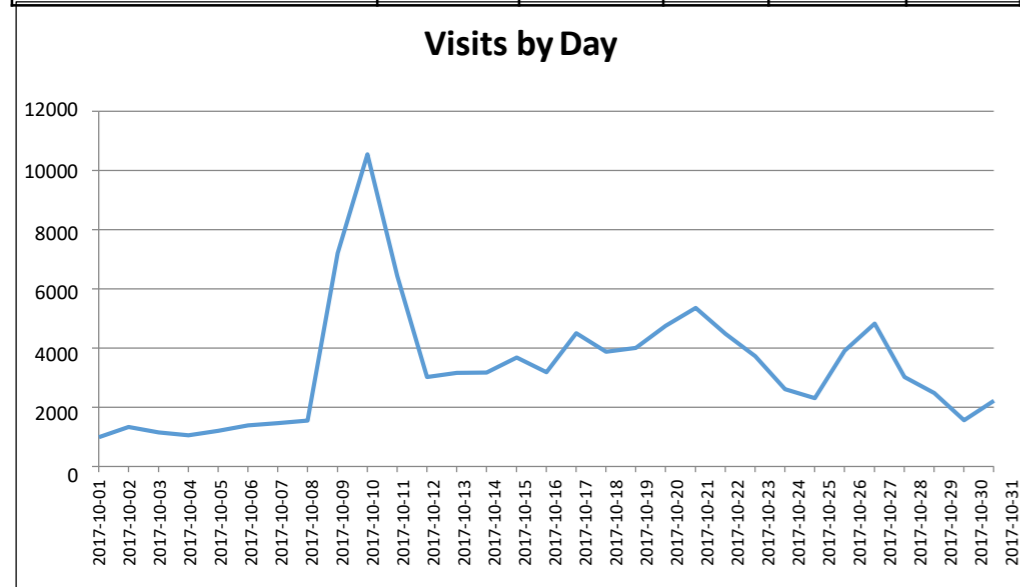
- **ACTIVITY:** Month over month, visits fell slightly (-7%) but pageviews rose significantly (+27%). Year over year, visits jumped 57%. Year to date, visits are tracking 22% ahead of last year.
- **ENGAGEMENT:** Bounce rates rose significantly month over month, likely related to a surge in campaign traffic. Year over year, time on site fell 15% and the total bounce rate increased only slightly (3%).
- **TRAFFIC SOURCES:** With campaigns restarting in October following Hurricane Irma, campaign traffic was the dominant source, driving more than 60,000 visits (58% of all site traffic). Organic traffic was the second largest source, driving nearly 32,000 visits (30% of all site traffic).
- **MOBILE:** 67% of all site traffic came from mobile devices (mobile phones and tablets).
- **SIGNALS OF INTENT TO TRAVEL:** With the storm no longer being a focus, conversion activity rebounded in October. Month over month, all tracked goals improved significantly – total conversions averaged a 158% increase. Year over year conversions were also strong. Guide orders were essentially static (-1%) but all other goals saw significant improvement.
- **MOST VIEWED PAGES:** The top five pages were: (1) Homepage, (2) Stone Crab Festival profile page, (3) Events grid landing page, (4) Newsletter sign-up form page, (5) Major Annual Events editorial page
- **TOP MARKETS:** The top five state markets in terms of activity were: Florida, New York, Illinois, Georgia and Pennsylvania. The vast increase in traffic to North Dakota is from a "direct-list" email campaign. The top five metro area markets were almost all Florida-based: Naples/Fort Myers, Miami-Ft. Lauderdale, New York, Tampa-St. Pete and Orlando-Daytona.
- **INTERNATIONAL SITES:**
  - oUK – MoM, visits fell 53% and the bounce rate rose from 27% to 72.5%. YoY, visits climbed 13% and engagement metrics didn't shift significantly.
  - oGERMANY – MoM, visits rose 24%, pageviews rose 40%, time on site increased 32% and the bounce rate didn't shift significantly. YoY, visits fell 18% and engagement saw mixed (and not highly significant) results.
  - oBRAZIL – MoM, visits rose 30% and pageviews rose 71% while time on site and bounce rate essentially held steady. YoY, visits and pageviews dropped significantly (-63% and -57%, respectively) while time on site and bounce rate saw only minimal changes.

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Signals of Intent to Travel					
Goal Completion Rate (Total SITs/Pageviews)					
	LM			LY	
	Instances	LM	%ch	LY	%ch
	<b>7.36%</b>	<b>3.61%</b>		<b>5.71%</b>	
Guide Orders	440	202	118%	445	-1%
Newsletter Signup	128	54	137%	112	14%
Deals Page Views	3,304	1,027	222%	1,871	77%
Hotels & Rentals Listings Views	5,122	2,662	92%	3,389	51%
eBook Views	356	147	142%	301	18%
BookDirect Widget Searches	3,911	922	324%	1,046	274%
BookDirect Click-Throughs	1,115	553	102%	643	73%
<b>Total</b>	<b>14,376</b>	<b>5,567</b>	<b>158%</b>	<b>7,807</b>	<b>84%</b>



Traffic by Device Category				
	Visits	Pgs./Visit	BounceRate	Time onSite
mobile	54,602	1.43	79.2%	00:38
desktop	34,719	2.59	46.3%	02:05
tablet	14,931	1.98	65.2%	01:23

	Pageviews	BounceRate
/	35,642	76%
/listings/events/profile/stone-crab-festival	16,903	72%
/listings/events	9,330	31%
/newsletter	6,668	72%
/major_annual_events	5,152	38%
/guide	4,222	56%
/listings/events/profile/pro-watercross-world-cha	3,282	72%
/lodgings	2,985	23%
/?http://www.paradisecoast.com?utm_medium=S	2,952	82%
/listings/hotels_and_rentals	2,876	70%
/articles/celebrities_find_their_own_paradise_in_	2,623	84%
/articles/paradise_coast_webcams	2,508	23%
/listings/events/profile/cme-group-tour-champion	2,498	69%



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Referring Domains		
	Visits	BounceRate
m.facebook.com / referral	1,137	76.4%
fbunc.com / referral	598	77.1%
stonecrabfestival.com / referral	219	41.6%
cityofmarcoisland.com / referral	217	43.8%
colliergov.net / referral	201	46.8%
honeymoons.com / referral	199	55.3%
facebook.com / referral	182	61.5%
l.facebook.com / referral	172	82.0%
southernliving.com / referral	102	66.7%
visitflorida.com / referral	99	42.4%
lm.facebook.com / referral	91	53.9%
nhgcc.com / referral	80	76.3%
duckduckgo.com / referral	66	63.6%

Visits By Geography						
Metro Area	Visits	LM	%ch	LY	%ch	
Ft. Myers-Naples FL	12,797	4,573	180%	13,922	-8%	
Miami-Ft. Lauderdale FL	10,900	2,039	435%	8,957	22%	
New York NY	10,021	8,393	19%	3,422	193%	
Tampa-St. Petersburg (Sarasota) FL	9,253	3,104	198%	7,008	32%	
Orlando-Daytona Beach-Melbourne FL	8,105	2,951	175%	4,007	102%	
Chicago IL	4,812	5,858	-18%	1,840	162%	
Philadelphia PA	4,362	2,686	62%	1,047	317%	
Atlanta GA	3,778	2,524	50%	1,078	250%	
Boston MA-Manchester NH	3,408	4,527	-25%	1,091	212%	
Washington DC (Hagerstown MD)	3,022	2,306	31%	968	212%	
West Palm Beach-Ft. Pierce FL	2,585	551	369%	1,462	77%	
Fargo-Valley City ND	1,964	124	1484%	42	4576%	
Minot-Bismarck-Dickinson (Williston) ND	1,307	37	3432%	16	8069%	

Visits By Geography					
State	Visits	LM	%ch	LY	%ch
Florida	44,647	14,237	214%	35,858	25%
New York	7,511	6,932	8%	2,785	170%
Illinois	4,971	6,534	-24%	2,005	148%
Georgia	4,088	2,945	39%	1,212	237%
Pennsylvania	4,041	3,857	5%	1,236	227%
New Jersey	3,778	3,992	-5%	1,357	178%
Massachusetts	3,184	4,227	-25%	1,107	188%
North Dakota	2,966	110	2596%	36	8139%
Ohio	1,971	4,503	-56%	1,073	84%
District of Columbia	1,576	830	90%	495	218%
Minnesota	1,342	2,121	-37%	571	135%

Visits By Geography (Visits to U.S. Site)					
Country	Visits	LM	%ch	LY	%ch
United States	94,586	89,072	6%	59,748	58%
United Kingdom	3,086	5,671	-46%	1,911	61%
Canada	1,805	5,558	-68%	1,594	13%
Germany	896	4,353	-79%	764	17%
India	337	133	153%	80	321%
Brazil	249	328	-24%	504	-51%
Sweden	155	661	-77%	156	-1%
Argentina	151	363	-58%	129	17%
France	138	568	-76%	88	57%
Italy	130	355	-63%	107	21%
Switzerland	126	716	-82%	117	8%





### Metric Definitions

**Visit** – This metric tracks the total number of visits to the website, both unique and repeat.

**Unique Visitor** – The metric counts each visitor's first visit to the site during a specified time period.

**Page View** – A request to load a single page of a website.

**Bounce Rate** – Percentage of visitors who view only one page on the site and exit immediately without interacting with the site in any way. Because of event tracking in Google Analytics, outbound links, video plays and other site interaction elements that would have been a bounce before are now not counted as bounces. Paradisecoast.com has analytics event tracking set up for outbound links. There is no industry-wide standard for bounce rate, but the generally accepted goal is less than 50 percent for overall bounce rate. Bounce rate can be affected by campaigns and promotions, referrals -- especially from social media, and many other factors.

**Signals of Intent to Travel (SITs)** – A measurement that captures goal completion events that indicate a strong desire that the site visitor will travel to the destination. The SIT conversions are unique to each website. Some examples include ordering a visitor guide, signing up for email newsletter, visiting a deals page, clicking through to a booking vendor, visiting the detailed listing of a hotel, activity or event.

#### Traffic Sources:

**Organic Traffic** – Visitors referred by an unpaid search engine listing, i.e. a Google or Bing search.

**Campaign Traffic** – Traffic from campaign-related media such as banner ads and campaign landing pages; relies on proper tracking code setup to be attributed correctly. Includes traffic from paid search.

**Direct/None Traffic** – Traffic that either comes from a visitor typing the web address directly into their browser, or they have bookmarked/favorited the site and are entering by opening the bookmark on their device. It also includes untagged links within emails or campaign traffic missing tracking parameters.

**Referral Traffic** – Visitors referred by links on other websites, such as city/county government sites, social networks, and more. Much of this traffic is not easy to control, although it can be affected by social media posting.