

## Monthly Overview 03/01/2018 - 03/31/2018

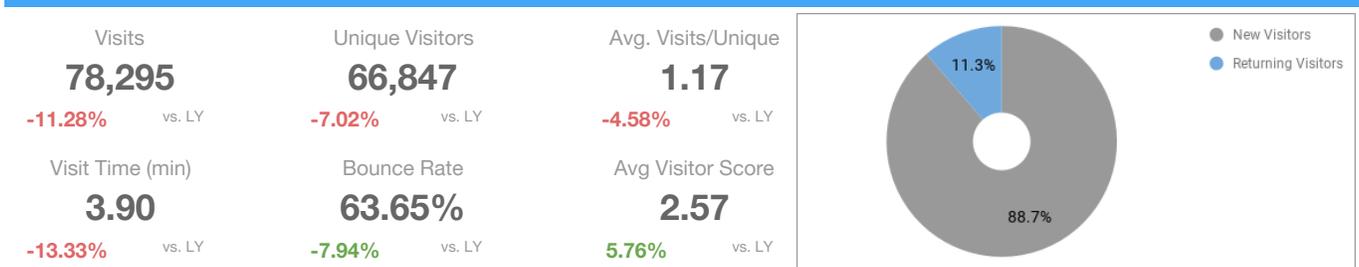
### Summary

The traffic was lower than in March of last year but the engagement increased compared to both last year and February of this year. In particular, bounce rate dropped from being over 70% to 64%. Pages per visit, time on site and overall goal completions also improved.

The newsletter signups are still down vs. last year but eSaver Signups and Sweeps Submissions went up significantly last month. The Sweeps Submissions went up largely due to the Paige Spiranac campaigns. /paige-spiranac-myrtle-beach-sweeps/ was the most popular page on the website last month (about 29% of all pageviews). The majority of its traffic came from Email campaigns but the Social channel also brought in a significant amount of traffic to this page.

The blog is performing well and generating click outs. In March, the /news/five-things-need-know-glen-dornoch/ generated 36 click outs and the blog /news/5-most-underrated-golf-courses-in-myrtle-beach/ generated 48 total click outs. The most visited blog was /golf-instruction-zone-ball-feet which is more instructional and only provided 10 click outs. The instructional blog post bring in more visitors, but the blog post that discuss specific courses appear to generate more click outs in the last month. Both types of content are beneficial in driving users to the site and pushing them out to the member courses. It is worth a test to add additional course click-outs on the side bar of the blog post, or incorporate a link out to specific courses within the content when possible.

### Traffic Stats



### Monthly - Email Goals

eSaver Signups	Newsletter Sign Ups	Sweeps Submissions	Gross Email Signups
<b>2,347</b>	<b>970</b>	<b>9,373</b>	<b>12,690</b>
33.88% vs. LY	-86.82% vs. LY	46.41% vs. LY	-18.20% vs. LY

### Monthly - Referral Goals

Member Clicks	Ad Panel Clicks	Rate Clicks	Total Combined Member Clicks
<b>4,130</b>	<b>6,078</b>	<b>655</b>	<b>10,863</b>
-26.76% vs. LY	79.66% vs. LY	299.39% vs. LY	18.26% vs. LY

### Monthly - Quick Quotes

Single QQ Requests	Multiple QQ Requests	Total QQ Requests
<b>116</b>	<b>416</b>	<b>532</b>
30.34% vs. LY	40.07% vs. LY	38% vs. LY

## Monthly - Content Breakdown - 03/01/2018 - 03/31/2018

### Top Pages

Page Title	Pageviews	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/pgview)	vs. LY
paige-spiranac-myrtle-beach-sweeps	28,717	-	48	-	0.17%	-
golf-packages	12,911	194.37%	3,787	85.64%	29.33%	-36.94%
ezgolfquotes	8,232	-	183	-	2.22%	-
courses	8,146	-	1,582	-	19.42%	-
home page	6,588	-39.96%	741	321.02%	11.25%	601.26%
blog:view:golf-instruction-zone-ball-feet	5,230	-	10	-	0.19%	-
stay-and-play	5,001	-17.19%	1,304	-8.68%	26.07%	10.27%

### Top Entry Pages

Entry Page	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
paige-spiranac-myrtle-beach-sweeps	15,359	-	81	-	0.53%	-
golf-packages	9,430	205.47%	3,199	66.01%	33.92%	-45.66%
blog:view:golf-instruction-zone-ball-feet	4,957	-	33	-	0.67%	-
home page	4,934	-91.77%	1,730	-84.38%	35.06%	89.79%
courses	4,751	-	1,510	-	31.78%	-
ezgolfquotes	4,487	-	374	-	8.34%	-
blog:view:paige-spiranac-recent-visit-myrtle-beach	4,065	-	40	-	0.98%	-

### Top Blogs

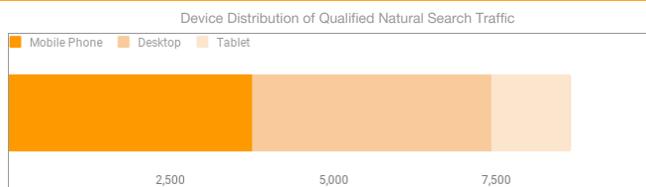
Blog Page Name	Pageviews	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/pgview)	vs. LY
blog:view:golf-instruction-zone-ball-feet	5,230	-	10	-	0.19%	-
blog:view:paige-spiranac-recent-visit-myrtle-beach	4,521	-	10	-	0.22%	-
blog:view:everything-need-know-myrtle-beachs-underrated-golf-course	2,119	-	48	-	2.27%	-
blog:view:five-things-need-know-glen-dornoch	1,663	-	36	-	2.16%	-
blog:view:myrtle-beachs-5-best-seafood-buffets	1,457	-	0	-	0.00%	-

### Top Blog Entries

Blog Entry Page	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
blog:view:golf-instruction-zone-ball-feet	4,957	-	33	-	0.67%	-
blog:view:paige-spiranac-recent-visit-myrtle-beach	4,065	-	40	-	0.98%	-
blog:view:everything-need-know-myrtle-beachs-underrated-golf-course	1,844	-	104	-	5.64%	-
blog:view:five-things-need-know-glen-dornoch	1,356	-	90	-	6.64%	-
blog:view:myrtle-beachs-5-best-seafood-buffets	1,265	-	1	-	0.08%	-

### Natural Search Content - Traffic Quality

Device	Qualified Natural Search Visits	vs. LY	Other Natural Search Visits	vs. LY
Mobile Phone	3,745	24.34%	1,411	-54.67%
Desktop	3,683	0.27%	1,130	-45.54%
Tablet	1,226	18.11%	348	-56.93%
<b>Totals</b>	<b>8,654</b>	<b>12.05%</b>	<b>2,889</b>	<b>-44.31%</b>

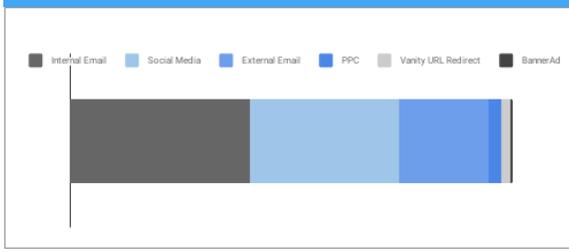


### Natural Search Content - Qualified Traffic Entry Pages

Page Title	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
golf-packages	1,592	262.64%	1,914	379.70%	120.23%	32.28%
stay-and-play	856	2.51%	811	15.36%	94.74%	12.53%
courses	775	-	500	-	64.52%	-
home page	596	-52.40%	519	-48.46%	87.08%	8.27%
blog:view:fly-non-stop-from-these-cities-to-myrtle-beach	555	-	6	-	1.08%	-
blog:view:lessons-from-the-road-30-years-of-driving-from-philly-to-myrtle-beach	431	-	0	-	0.00%	-
tournaments	411	-6.16%	5	-73.68%	1.22%	-71.96%
blog:view:myrtle-beach-dominates-golf-magazines-2016-best-public-golf-courses-list	257	-	51	-	19.84%	-
blog:view:where-to-go-low-top-5-easiest-myrtle-beach-golf-courses	173	-	3	-	1.73%	-
stay-and-play:view:ambassador-golf-beach	148	-	162	-	109.46%	-

**Monthly - Marketing Channel Performance - 03/01/2018 - 03/31/2018**

Sessions by Campaign Type



Campaign Type	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Internal Email	21,422	83%	2,088	145%	9.7%
Social Media	17,823	81%	700	19%	3.9%
External Email	10,598	107%	75	5%	0.7%
PPC	1,529	77%	1,324	26480%	86.6%
Vanity URL Redirect	1,036	56%	463	1781%	44.7%
BannerAd	358	20%	105	11%	29.3%

Campaign Type Breakdown - Social Media

Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	Facebook	16,548	-28.03%	694	-46.37%	4.19%
<b>17,823</b>	<b>700</b>	Social Media	1,197	-	5	-	0.42%
80.56% vs. LY	18.82% vs. LY	Twitter	78	-	1	-	

Campaign Type Breakdown - Internal Email

Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	Newsletter	8,708	9.34%	1,383	36.53%	15.88%
<b>21,422</b>	<b>2,088</b>	GIZ	5,483	52.52%	170	-10.99%	3.10%
83.36% vs. LY	145.00% vs. LY	Postcard	3,090	-67.28%	338	-74.83%	10.94%
		Regional	2,140	1760.87%	155	5066.67%	7.24%
		Automated	1,910	-	31	-	1.62%

Campaign Type Breakdown - External Email

Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	Golf Channel	10,571	1148.05%	73	170.37%	0.69%
<b>10,598</b>	<b>75</b>	Golfweek	14	-12.50%	1	-	7.14%
106.69% vs. LY	4.91% vs. LY	PGA.com	8	-99.81%		-100.00%	0.00%
		Golf.com	2	-99.80%		-100.00%	0.00%
		Golf Logix	1	-99.88%		-100.00%	0.00%

Campaign Type Breakdown - PPC

Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	Google	1,528	898.69%	1,324	873.53%	86.65%
<b>1,529</b>	<b>1,324</b>	PPC	1	-99.71%		-100.00%	0.00%
76.87% vs. LY	26480.00% vs. LY						-

Campaign Type Breakdown - Banners

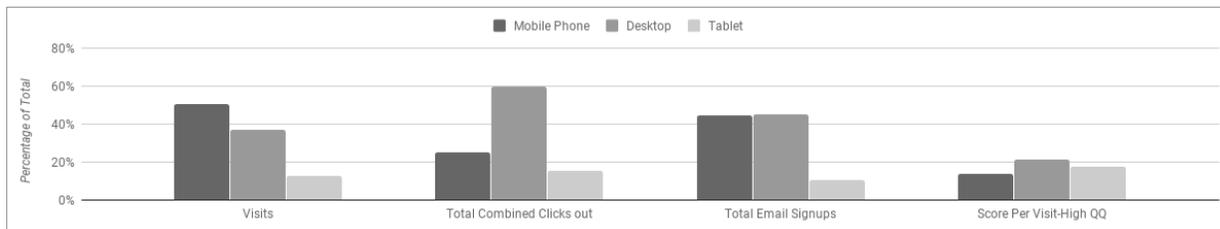
Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	ESPN.COM	286	-67.05%	105	-81.71%	36.71%
<b>358</b>	<b>105</b>	Pandora	41	-		-	0.00%
20.42% vs. LY	11.24% vs. LY	Golfweek	25	-		-	0.00%
		Golf Logix	4	-98.85%		-100.00%	0.00%
		ARP Behavioral	1	-99.97%		-100.00%	0.00%

**Monthly - Audience Overview - 03/01/2018 - 03/31/2018**

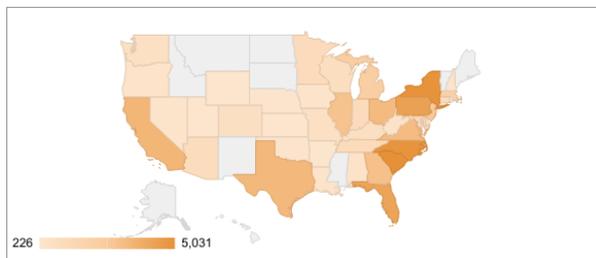
Device KPIs

Device	Bounce Rate	Avg Visit Score	Visits	vs LY	Total Member Clicks	vs LY	Member Click CR	vs LY	Total Email Signups	vs LY
<b>Mobile Phone</b>	<b>65.45%</b>	<b>2.08</b>	<b>39,784</b>	-8.16%	<b>2,707</b>	16.18%	<b>6.80%</b>	26.51%	<b>4,606</b>	-14.92%
<b>Desktop</b>	<b>45.93%</b>	<b>3.21</b>	<b>28,757</b>	-8.06%	<b>6,523</b>	16.88%	<b>22.68%</b>	27.13%	<b>4,645</b>	-34.18%
<b>Tablet</b>	<b>55.6%</b>	<b>2.68</b>	<b>9,736</b>	-28.51%	<b>1,630</b>	28.04%	<b>16.74%</b>	79.10%	<b>1,092</b>	-15.81%

Sessions & Goals by Device



Sessions & Goals by Region



City	Visits	% Total	Total Member Clicks	Total Email Signups
Myrtle Beach (South Carolina, United States)	2,005	2.56%	318	80
Atlanta (Georgia, United States)	1,769	2.26%	143	132
Chicago (Illinois, United States)	1,291	1.65%	80	171
New York (New York, United States)	965	1.23%	133	83
Ashburn (Virginia, United States)	955	1.22%	13	2
Charlotte (North Carolina, United States)	914	1.17%	161	74
Montreal (Quebec, Canada)	669	0.85%	81	31
Dallas (Texas, United States)	656	0.84%	27	133
Toronto (Ontario, Canada)	648	0.83%	122	50