

Monthly Overview 04/01/2018 - 04/30/2018

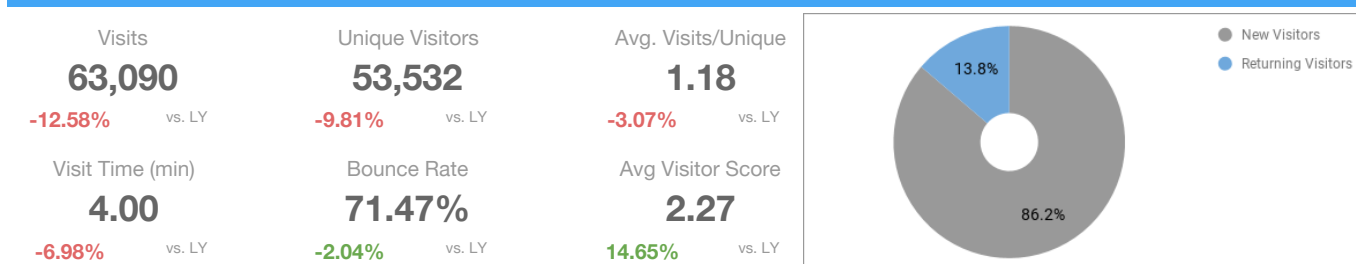
Summary

Traffic volume was down compared to last year and last month. The decrease from last month is mostly due to the drop in visits to the /paige-spiranac-myrtle-beach-sweeps/ page. Instead, most of the visitors last month landed on /golf-ackeges/ and /paige-spiranac-takes-13th-pawleys-plantation/. Goal completions, however, increased significantly compared to last year.

Social Media drove a lot of visitors to the site, over a third of all visits were from this channel. Member clicks from this channel also increased. PPC and VanityURL saw a big increase in both visits and member clicks compared to last year.

Per team's recommendations, we plan on testing navigation drop down menu, adding rate box to the course profile pages, and CTAs on course listing page. In addition, 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
332 153.44% vs. LY	612 -55.07% vs. LY	1,929 95.84% vs. LY	2,873 15.94% vs. LY

Monthly - Referral Goals

Member Clicks	Ad Panel Clicks	Rate Clicks	Total Combined Member Clicks
3,244 -26.07% vs. LY	4,694 226.20% vs. LY	948 398.95% vs. LY	8,886 47.68% vs. LY

Monthly - Quick Quotes

Single QQ Requests	Multiple QQ Requests	Total QQ Requests
55 -43.30% vs. LY	174 324.39% vs. LY	229 66% vs. LY

Monthly - Content Breakdown - 04/01/2018 - 04/30/2018

Top Pages

Page Title	Pageviews	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/pgview)	vs. LY
golf-packages	15,678	460.53%	2,930	506.63%	18.69%	8.22%
paige-spiranac-myrtle-beach-sweeps	6,409	-	8	-	0.12%	-
blog:view:paige-spiranac-takes-13th-pawleys-plantation	5,486	-	8	-	0.15%	-
home page	5,255	-26.33%	536	179.17%	10.20%	278.93%
courses	4,868	-	1,851	-	38.02%	-
myrtlebeach-lifestyle-magazine	4,450	-	48	-	1.08%	-
blog:view:oyster-bay-getting-better-age	3,332	-	36	-	1.08%	-

Top Entry Pages

Entry Page	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
golf-packages	13,133	272.15%	2,627	25.27%	20.00%	-66.34%
blog:view:paige-spiranac-takes-13th-pawleys-plantation	4,960	-	29	-	0.58%	-
home page	3,729	-94.28%	1,231	-90.15%	33.01%	72.19%
paige-spiranac-myrtle-beach-sweeps	3,404	-	7	-	0.21%	-
blog:view:oyster-bay-getting-better-age	2,801	-	64	-	2.28%	-
short-par-4-hand-picked-golf-apparel-delivered-door-monthly	2,763	-	20	-	0.72%	-
blog:view:golf-instruction-zone-looking-short-putts	2,723	-	13	-	0.48%	-

Top Blogs

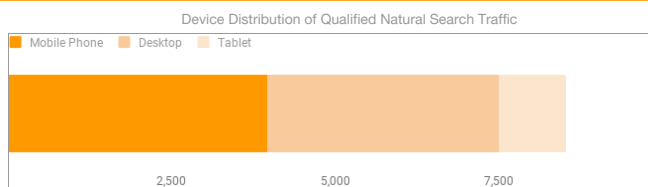
Blog Page Name	Pageviews	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/pgview)	vs. LY
blog:view:paige-spiranac-takes-13th-pawleys-plantation	5,486	-	8	-	0.15%	-
blog:view:oyster-bay-getting-better-age	3,332	-	36	-	1.08%	-
blog:view:golf-instruction-zone-looking-short-putts	2,982	-	5	-	0.17%	-
blog:view:video-spotlight-oyster-bay-golf-links	2,225	-	34	-	1.53%	-
blog:view:myrtle-beachs-5-best-seafood-buffets	1,442	-	1	-	0.07%	-

Top Blog Entries

Blog Entry Page	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
blog:view:paige-spiranac-takes-13th-pawleys-plantation	4,960	-	29	-	0.58%	-
blog:view:oyster-bay-getting-better-age	2,801	-	64	-	2.28%	-
blog:view:golf-instruction-zone-looking-short-putts	2,723	-	13	-	0.48%	-
blog:view:video-spotlight-oyster-bay-golf-links	1,845	-	77	-	4.17%	-
blog:view:myrtle-beachs-5-best-seafood-buffets	1,277	-	3	-	0.23%	-

Natural Search Content - Traffic Quality

Device	Qualified Natural Search Visits	vs. LY	Other Natural Search Visits	vs. LY
Mobile Phone	3,958	11.65%	1,484	-61.83%
Desktop	3,546	17.69%	929	-43.73%
Tablet	1,027	7.99%	304	-54.42%
Totals	8,531	13.61%	2,717	-50.95%



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	1,486	569.37%	1,650	1347.37%	111.04%	116.23%
courses	932	-	811	-	87.02%	-
home page	734	-24.17%	461	-35.43%	62.81%	-14.85%
blog:view:fly-non-stop-from-these-cities-to-myrtle-beach	512	-	0	-	0.00%	-
stay-and-play	507	-	474	-	93.49%	-
tournaments	358	-3.76%	2	100.00%	0.56%	107.82%
blog:view:lessons-from-the-road-30-years-of-driving-from-philly-to-myrtle-beach	344	-	0	-	0.00%	-
blog:view:where-to-go-low-top-5-easiest-myrtle-beach-golf-courses	186	-	8	-	4.30%	-
blog:view:celebrity-list-for-2017-monday-after-the-masters-unveiled	126	-	0	-	0.00%	-
specials_categories:view:tee-time-only	124	-	94	-	75.81%	-

Monthly - Marketing Channel Performance - 04/01/2018 - 04/30/2018

Sessions by Campaign Type

Campaign Type	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Social Media	24,217	9%	576	85%	2.4%
Internal Email	14,138	-40%	1,718	-14%	12.2%
PPC	1,037	90%	863	198%	83.2%
VanityURL	811	2285%	235	612%	29.0%
Banner Ad	573	-89%	262	-40%	45.7%
External Email	441	-70%	9	-79%	2.0%

Campaign Type Breakdown - Social Media

Overview	Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits 24,217 9.13% vs. LY	Total Member Clicks 576 85.21% vs. LY	Facebook	22,668	2.43%	557	79.10%
		Social Media	1,540	-	19	1.23%
		Twitter	4	-	-	-

Campaign Type Breakdown - Internal Email

Overview	Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits 14,138 -39.90% vs. LY	Total Member Clicks 1,718 -14.06% vs. LY	Postcard	6,975	-14.99%	1,053	1.15%
		GLZ	3,067	1704.12%	121	1000.00%
		Newsletter	2,287	-77.17%	341	-46.80%
		Regional	694	-16.28%	74	51.02%
		Automated	543	-	63	11.60%

Campaign Type Breakdown - External Email

Overview	Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits 441 -70.32% vs. LY	Total Member Clicks 9 -79.07% vs. LY	Golf Channel	431	18.08%	5	0.00%
		Golfweek	3	-84.21%	-	0.00%
		Golf Net	2	-99.79%	1	-96.88%
		Golf.com	2	-95.92%	3	200.00%
		PGA.com	2	-97.59%	-	100.00%

Campaign Type Breakdown - PPC

Overview	Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits 1,037 89.93% vs. LY	Total Member Clicks 863 197.59% vs. LY	Google	1,036	183.06%	863	333.67%
		PPC	1	-99.15%	-	0.00%

Campaign Type Breakdown - Banners

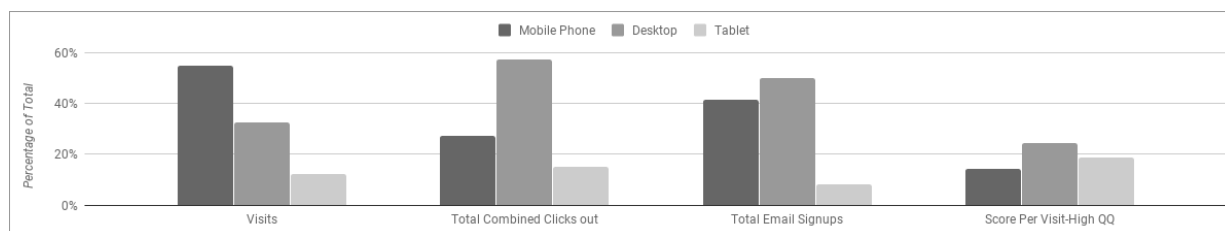
Overview	Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits 573 -89.17% vs. LY	Total Member Clicks 262 -40.45% vs. LY	ESPN.COM	570	-12.71%	262	-35.63%
		PGA.com	1	0.00%	-	0.00%
		Federated Media Network	1	-92.86%	-	0.00%
		Golfweek	1	-	3	300.00%
		You Tube	1	-	-	0.00%

Monthly - Audience Overview - 04/01/2018 - 04/30/2018

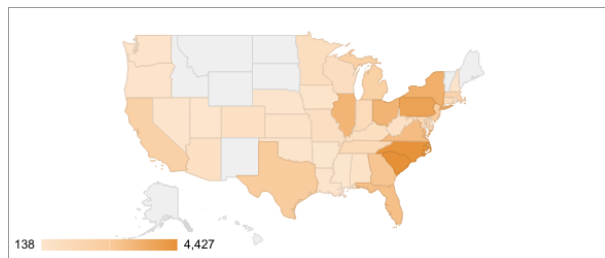
Device KPIs

Device	Bounce Rate	Avg Visit Score	Visits	vs LY	Total Member Clicks	vs LY	Member Click CR	vs LY	Total Email Signups	vs LY
Mobile Phone	72.68%	1.79	34,805	-7.14%	2,413	40.78%	6.93%	51.61%	1,058	107.05%
Desktop	53.41%	3.05	20,529	-13.09%	5,118	44.58%	24.93%	66.34%	1,278	-24.73%
Tablet	63.91%	2.37	7,741	-29.88%	1,345	77.21%	17.38%	152.70%	207	45.77%

Sessions & Goals by Device



Sessions & Goals by Region



City	Visits	% Total	Total Member Clicks	Total Email Signups
Myrtle Beach (South Carolina, United States)	1,674	2.65%	433	29
Atlanta (Georgia, United States)	1,513	2.40%	140	29
Chicago (Illinois, United States)	1,440	2.28%	72	32
Montreal (Quebec, Canada)	991	1.57%	48	8
Ashburn (Virginia, United States)	892	1.41%	6	2
Charlotte (North Carolina, United States)	864	1.37%	179	12
Philadelphia (Pennsylvania, United States)	778	1.23%	50	18
Dallas (Texas, United States)	630	1.00%	73	88
New York (New York, United States)	625	0.99%	94	16