



Summary/Insights

- Organic sessions down 4% YoY.
- Organic search accounted for about 9% of total traffic, up from 8% last year.
- Qualified Search sessions up 12% YoY.
- Qualified Search sessions accounted for 90% of all organic search sessions, up from 77% last year.
- Member Clicks from organic search up 2% YoY from 1,864 to 1,910.
- Organic search accounted for 36% of all Member Clicks, up from 24% last year.
- Total Combined Clicks Out from organic search down 3% YoY.
- Organic search accounted for 37% of Total Combined Clicks Out across all channels, up from 22% last year.
- All QQ Requests from organic search down 3% YoY.
- Organic search accounted for 35% of All QQ Requests across all channels, down from 13% last year.
- Total Email Signups from organic search up 99% YoY.
- Organic search accounted for 22% of Total Email Signups across all channels, up from 5% last year.

Efforts for the past couple months have been almost entirely focused on the transition to the new website and maintaining Search presence, SEO "juice," etc. We've seen massive recent improvement in organic traffic to Golf Packages and Stay and Play pages, specifically for queries containing "golf packages" and "golf course rankings", as well as an increase in queries with a data/year modifier, e.g. "myrtle beach golf course rankings 2018" or "2018 myrtle beach golf packages". Because of this, we highly suggest doing a blog post for 2018 course rankings as soon as possible, similar to the format of the 2016 one titled "Myrtle Beach Dominates Golf Magazine's 2016 List of South Carolina's Best Public Courses".

We will continue to focus efforts on these pages, and strengthening them with links from blog posts. We're seeing these same landing pages being used some days in Google's Featured Snippets section (aka "rich results" or "position zero"), which has boosted traffic. Current efforts continue to focus on redirecting URL's for the new website and minimizing 404 errors, as well as optimizing the load speed of the new website now that it's live. We're also compiling a redirect strategy for GolfHoliday.com to both redirect URL's and transfer content to MBGH.

Regarding a recent email concerning an output from SEMrush, my analysis was as follows:

On our end, I'm seeing a pretty fantastic 17% improvement in Average Position (30 to 25) over the last 30 days for our 302 keywords we're tracking, and an increase in SEMrush's "Visibility" metric from 10.6% to 12.0%, a 13% increase. For actual traffic-generating search queries, I'm seeing an 11% improvement in Average Position (25.9 to 23.0) over the last 30 days.

Organic Search Performance - Sessions

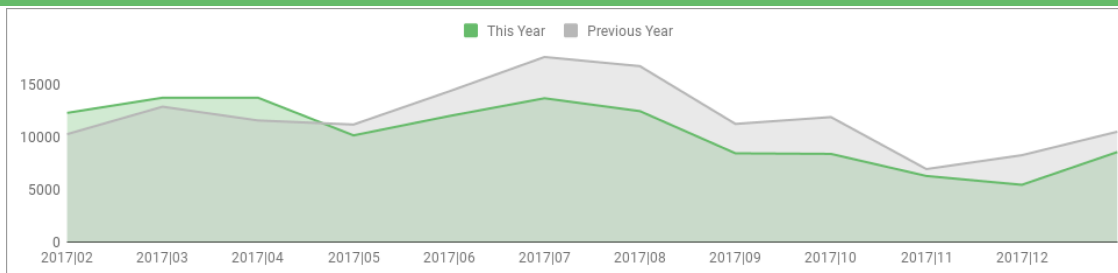
Organic Sessions

7,562

-4.15% vs. LY

% Total Sessions

9.49%



Organic Search Performance - Qualified Search Sessions

Organic Sessions

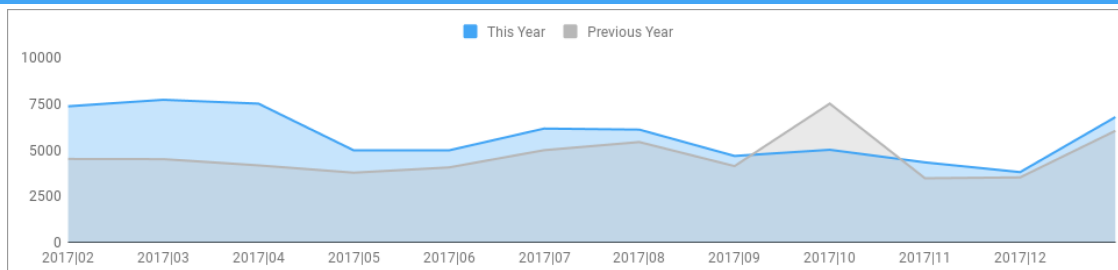
6,782

12.30% vs. LY

% Total

Organic Sessions

89.69%



Organic Search Performance - Member Clicks

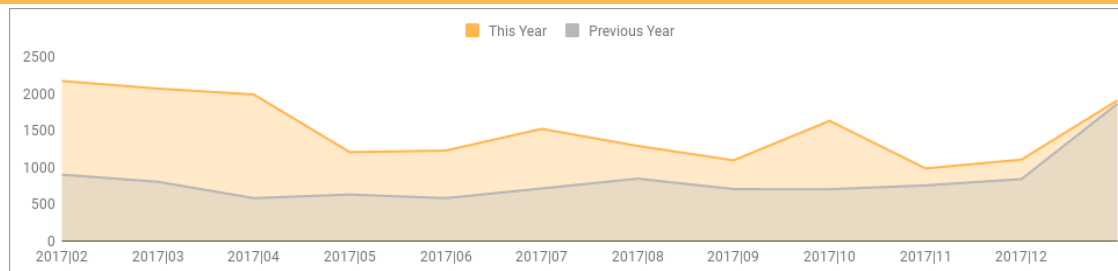
Organic Member Clicks

1,910

2.47% vs. LY

% Total Member Clicks

35.79%





Top Organic Search Queries - Clicks

[illegible]