

## Monthly Overview 06/01/2018 - 06/30/2018

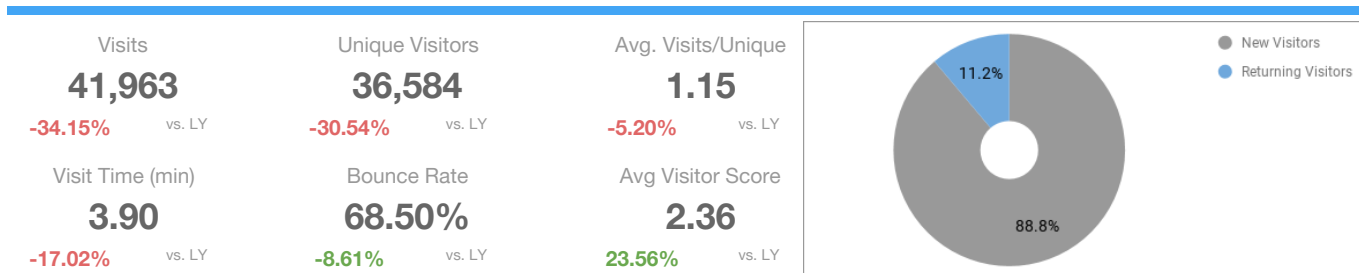
### Summary

Similar to last month, the traffic was down compared to last year but the overall engagement increased (both the bounce rate and goal completions improved). The decrease in traffic is mostly due to the decrease in Email and Banner Ads. Banner Ads, however, performed exceptionally well in terms of engagement. Even though the traffic from this channel was down, the Member Clicks were way up. Gross Email Signups more than doubled last month. The majority of it came from the paid media and email campaigns.

We ran the A/B test on /courses/ page. The variation had "Visit Course" instead of "Visit" on the member click buttons. The traffic to this page is somewhat low so the results were not definitive, although the "Visit Course" had a slightly higher number of clicks.

The new test has been set up on /stay-and-play/ page. We changed the "Specials Available" link text to "View Specials" in the variation. So far, the "View Specials" got higher number of clicks but the traffic is also somewhat low to this page so it may take longer to get the results on the winning variation.

### Traffic Stats



### Monthly - Email Goals

eSaver Signups	Newsletter Sign Ups	Sweeps Submissions	Gross Email Signups
<b>395</b>	<b>980</b>	<b>1,840</b>	<b>3,215</b>
674.51% vs. LY	11.49% vs. LY	265.81% vs. LY	124.35% vs. LY

### Monthly - Referral Goals

Member Clicks	Ad Panel Clicks	Rate Clicks	Total Combined Member Clicks
<b>2,433</b>	<b>3,173</b>	<b>610</b>	<b>6,216</b>
-37.58% vs. LY	153.43% vs. LY	317.81% vs. LY	17.37% vs. LY

### Monthly - Quick Quotes

Single QQ Requests	Multiple QQ Requests	Total QQ Requests
<b>35</b>	<b>44</b>	<b>79</b>
-63.92% vs. LY	15.79% vs. LY	-41% vs. LY

## Monthly - Content Breakdown - 06/01/2018 - 06/30/2018

### Top Pages

Page Title	Pageviews	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/pgview)	vs. LY
golf-packages	13,458	438.75%	2,057	423.41%	15.28%	-2.85%
paige-spiranac-myrtle-beach-sweeps	5,721	-	15	-	0.26%	-
home page	4,826	4.21%	438	163.86%	9.08%	153.19%
courses	3,723	-	1,270	-	34.11%	-
blog:view:myrtle-beachs-5-best-seafood-buffets	2,235	-	0	-	0.00%	-
stay-and-play	1,839	-	486	-	26.43%	-
blog:view:paige-spiranac-use-alignment-sticks	1,572	-	1	-	0.06%	-

### Top Entry Pages

Entry Page	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
golf-packages	11,427	151.97%	1,821	-29.06%	15.94%	-71.85%
home page	3,721	-94.78%	1,090	-92.61%	29.29%	41.40%
paige-spiranac-myrtle-beach-sweeps	2,818	-	22	-	0.78%	-
blog:view:myrtle-beachs-5-best-seafood-buffets	1,954	-	1	-	0.05%	-
courses	1,772	-	1,279	-	72.18%	-
blog:view:paige-spiranac-use-alignment-sticks	1,390	-	1	-	0.07%	-
blog:view:why-not-myrtle-beach-for-the-next-pga-championship	1,212	-	36	-	2.97%	-

### Top Blogs

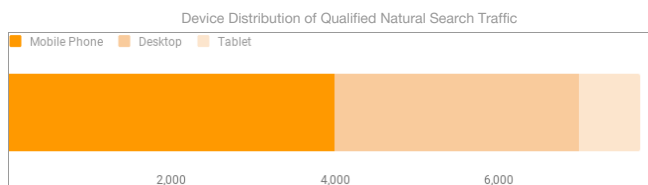
Blog Page Name	Pageviews	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/pgview)	vs. LY
blog:view:myrtle-beachs-5-best-seafood-buffets	2,235	-	0	-	0.00%	-
blog:view:paige-spiranac-use-alignment-sticks	1,572	-	1	-	0.06%	-
blog:view:why-not-myrtle-beach-for-the-next-pga-championship	1,302	-	9	-	0.69%	-
blog:view:course-put-myrtle-beach-map-dunes-golf-beach-club	1,045	-	34	-	3.25%	-
blog	642	-	5	-	0.78%	-

### Top Blog Entries

Blog Entry Page	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
blog:view:myrtle-beachs-5-best-seafood-buffets	1,954	-	1	-	0.05%	-
blog:view:paige-spiranac-use-alignment-sticks	1,390	-	1	-	0.07%	-
blog:view:why-not-myrtle-beach-for-the-next-pga-championship	1,212	-	36	-	2.97%	-
blog:view:course-put-myrtle-beach-map-dunes-golf-beach-club	833	-	73	-	8.76%	-
blog:view:fly-non-stop-from-these-cities-to-myrtle-beach	585	-	-	-	0.00%	-

### Natural Search Content - Traffic Quality

Device	Qualified Natural Search Visits	vs. LY	Other Natural Search Visits	vs. LY
Mobile Phone	3,988	75.84%	1,958	-56.79%
Desktop	2,995	39.50%	840	-52.52%
Tablet	755	34.82%	293	-57.78%
<b>Totals</b>	<b>7,738</b>	<b>55.54%</b>	<b>3,091</b>	<b>-50.94%</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	976	317.09%	1,005	498.21%	102.97%	43.42%
courses	900	-	720	-	80.00%	-
home page	749	126.97%	472	75.46%	63.02%	-22.69%
blog:view:fly-non-stop-from-these-cities-to-myrtle-beach	551	-	0	-	0.00%	-
blog:view:lessons-from-the-road-30-years-of-driving-from-philly-to-myrtle-beach	495	-	0	-	0.00%	-
stay-and-play	381	-	367	-	96.33%	-
tournaments	332	9.93%	3	-50.00%	0.90%	-54.52%
course-rankings	187	-	56	-	29.95%	-
blog:view:where-to-go-low-top-5-easiest-myrtle-beach-golf-courses	180	-	0	-	0.00%	-
paige-spiranac-myrtle-beach-sweeps	165	-	6	-	3.64%	-

## Monthly - Marketing Channel Performance - 06/01/2018 - 06/30/2018

### Sessions by Campaign Type

Campaign Type	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Social Media	15,895	3%	561	30%	3.5%
Internal Email	7,655	-70%	1,206	-42%	15.8%
Banner Ad	1,131	-74%	268	6600%	23.7%
VanityURL	607	289%	130	6400%	21.4%
PPC	526	-48%	508	-11%	96.6%
External Email	258	-77%	11	-87%	4.3%

### Campaign Type Breakdown - Social Media

Overview	Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
<b>Total Visits</b> <b>15,895</b> 3.42% vs. LY	<b>Total Member Clicks</b> <b>561</b> 30.47% vs. LY	Facebook	13,910	24.26%	514	20.37%
		Facebook Messenger	1,694	-	23	-
		Social Media	311	-	24	-
		Twitter	5	-99.88%	-100.00%	

### Campaign Type Breakdown - Internal Email

Overview	Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
<b>Total Visits</b> <b>7,655</b> -70.26% vs. LY	<b>Total Member Clicks</b> <b>1,206</b> -41.71% vs. LY	Postcard	4,351	-54.13%	821	-31.07%
		Newsletter	2,085	-57.12%	224	-50.77%
		Automated	777	-	20	-
		Coop	296	-14.20%	92	1.10%
		GIZ	132	-98.62%	42	-84.44%

### Campaign Type Breakdown - External Email

Overview	Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
<b>Total Visits</b> <b>258</b> -77.47% vs. LY	<b>Total Member Clicks</b> <b>11</b> -86.59% vs. LY	Golf Channel	219	-51.87%	10	900.00%
		Golfweek	20	-	1	-
		Golf Net	11	-98.09%	-100.00%	0.00%
		PGA.com	5	-84.38%	-100.00%	0.00%
		Other	1	-66.67%	-	0.00%

### Campaign Type Breakdown - PPC

Overview	Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
<b>Total Visits</b> <b>526</b> -47.50% vs. LY	<b>Total Member Clicks</b> <b>508</b> -11.50% vs. LY	Google	525	-18.86%	503	21.50%
		PGA	1	-99.20%	5	-92.86%
						-

### Campaign Type Breakdown - Banners

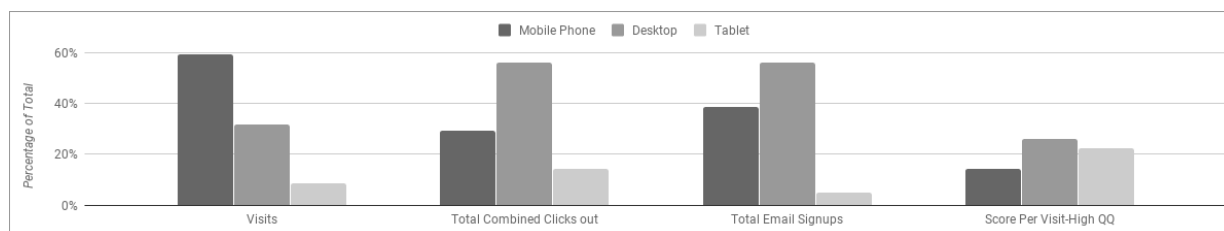
Overview	Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
<b>Total Visits</b> <b>1,131</b> -74.43% vs. LY	<b>Total Member Clicks</b> <b>268</b> 6600.00% vs. LY	ESPN.COM	686	11333.33%	255	12650.00%
		GolfWRX	440	-	13	-
		Golf Logix	2	-93.75%	-	0.00%
		Golfweek	2	-	-	0.00%
		PGA.com	1	-92.31%	-100.00%	0.00%

## Monthly - Audience Overview - 06/01/2018 - 06/30/2018

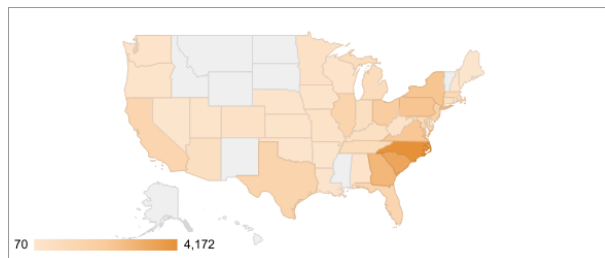
### Device KPIs

Device	Bounce Rate	Avg Visit Score	Visits	vs LY	Total Member Clicks	vs LY	Member Click CR	vs LY	Total Email Signups	vs LY
<b>Mobile Phone</b>	<b>70.9%</b>	<b>1.81</b>	<b>24,934</b>	<b>-30.06%</b>	<b>1,836</b>	<b>3.67%</b>	<b>7.36%</b>	<b>48.23%</b>	<b>1,091</b>	<b>234.66%</b>
<b>Desktop</b>	<b>47.71%</b>	<b>3.28</b>	<b>13,420</b>	<b>-31.19%</b>	<b>3,502</b>	<b>18.15%</b>	<b>26.10%</b>	<b>71.72%</b>	<b>1,589</b>	<b>66.04%</b>
<b>Tablet</b>	<b>56.03%</b>	<b>2.80</b>	<b>3,600</b>	<b>-57.87%</b>	<b>875</b>	<b>55.97%</b>	<b>24.31%</b>	<b>270.22%</b>	<b>141</b>	<b>30.56%</b>

### Sessions & Goals by Device



### Sessions & Goals by Region



City	Visits	% Total	Total Member Clicks	Total Email Signups
Montreal (Quebec, Canada)	1,854	4.42%	29	13
Atlanta (Georgia, United States)	1,775	4.23%	227	30
Myrtle Beach (South Carolina, United States)	1,400	3.34%	193	15
Charlotte (North Carolina, United States)	1,059	2.52%	116	26
Chicago (Illinois, United States)	735	1.75%	58	66
New York (New York, United States)	555	1.32%	61	18
Ashburn (Virginia, United States)	551	1.31%	1	3
Philadelphia (Pennsylvania, United States)	454	1.08%	46	23
Phoenix (Arizona, United States)	406	0.97%	18	281