

Summary/Insights

- Organic sessions down 11% YoY.
- Organic search accounted for about 13% of total traffic, the same as last year.
- Qualified Search sessions up 12% YoY.
- Qualified Search sessions accounted for 83% of all organic search sessions, up from 66% last year.
- Member Clicks from organic search down 23% YoY.
- Organic search accounted for 39% of all Member Clicks, up from 37% last year.
- Total Combined Clicks Out from organic search up 31% YoY.
- Organic search accounted for 42% of Total Combined Clicks Out across all channels, up from 38% last year.
- All QQ Requests from organic search down 5% YoY.
- Organic search accounted for 11% of All QQ Requests across all channels, down from 15% last year.
- Total Email Signups from organic search down 6% YoY.
- Organic search accounted for 1.20% of Total Email Signups across all channels, up from 0.96% last year.

We're currently helping implement the Forum on the website. 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 also suggest and plan on giving each Event/Tournament its own dedicated page so that we're able to use structured data markup on them.

We also saw significant rankings and traffic improvements for queries like "myrtle beach golf courses" and "paige spiranac". Organic Search traffic to the Golf Packages and Courses pages increased 213% and 504% YoY, respectively.

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 implementing the redirect strategy soon for GolfHoliday.com to both redirect URL's and transfer content to MBGH.

Organic Search Performance - Sessions

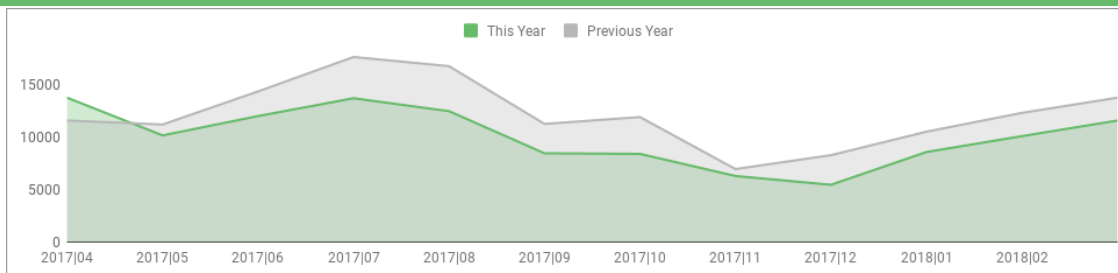
Organic Sessions

10,408

-10.76% vs. LY

% Total Sessions

13.29%



Organic Search Performance - Qualified Search Sessions

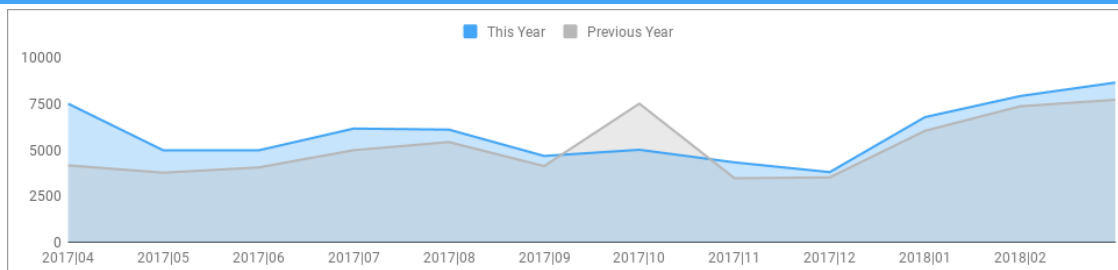
Organic Sessions

8,657

12.09% vs. LY

% Total
Organic Sessions

83.18%



Organic Search Performance - Member Clicks

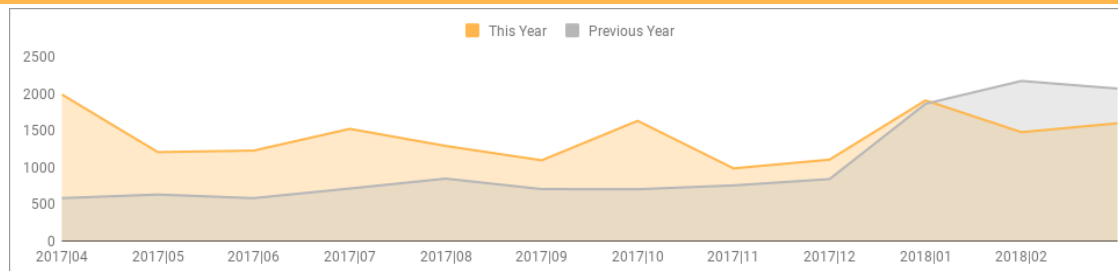
Organic Member Clicks

1,599

-22.75% vs. LY

% Total Member Clicks

38.72%





Top Organic Search Queries - Clicks

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