Myrtle Beach Golf Holiday



SEO Report March 2018

Summary/Insights

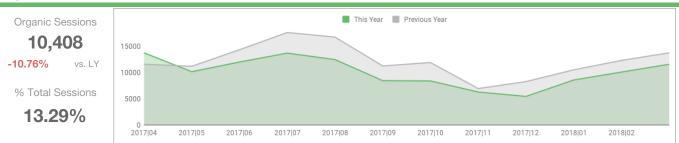
- Organic sessions down 11% YoY.
- Organic search accounted for about 13% of total traffic, the same as last year.
- Qualified Search sessions up 12% YoY. - Qualified Search sessions accounted for 83% of all organic search sessions, up from 66% last year.
- Member Clicks from organic search down 23% 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.

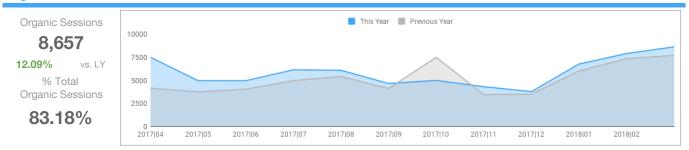
We also saw significant rankings and traffic improvements for queries like "myrtle beach golf courses" and "paige spiranac". Organic Search traffic to the Golf Packages and Courses pages increased 213% and 504% YoY, respectively.

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.

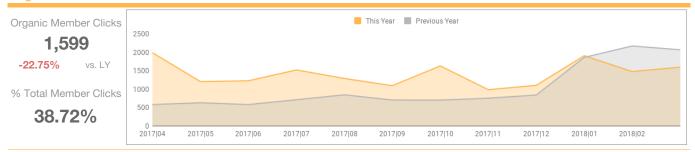
Organic Search Performance - Sessions



Organic Search Performance - Qualified Search Sessions



Organic Search Performance - Member Clicks





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Top Organic Landing Pages - Clicks

Top Organic Search Queries - Clicks

anding Page	Clicks	Query	Clicks	Avg. Rank	Change
olf-packages/	1041	myrtle beach golf packages	501	5.64	0.83
ews/myrtle-beachs-5-best-seafood-buffets/	861	myrtle beach golf courses	170	7.60	-3.93
ay-and-play/	816	myrtle beach golf	115	5.65	-0.24
irses/	546	direct flights to myrtle beach	113	2.80	-0.04
/s/fly-non-stop-from-these-cities-to-myrtle-beac/	511	myrtle beach golf packages 2018	104	1.96	0.01
s/lessons-from-the-road-30-years-of-driving-from-philly-to-myrtle-t	408	myrtle beach golf holiday	86	1.79	-0.18
naments/	388	myrtle beach seafood buffet	71	2.70	0.17
	345	paige spiranac	71	61.16	-10.47
/myrtle-beach-dominates-golf-magazines-2016-best-public-golf-c	293	seafood buffet myrtle beach	71	3.17	-0.12
/locals-corner-top-5-happy-hour-spots-in-myrtl/	206	myrtle beach golf package	65	4.91	-0.33
/where-to-go-low-top-5-easiest-myrtle-beach-golf-courses/	169	best seafood buffet in myrtle beach	63	3.71	0.22
nd-play/ambassador-golf-beach/	128	myrtle beach golf tournaments 2018	57	1.00	-0.03
-spiranac-myrtle-beach-sweeps/	115	best seafood buffet myrtle beach	48	4.30	1.23
package-for-one-myrtle-beach-welcomes-golfers/	90	myrtle beach golf course rankings	48	3.26	0.78
celebrity-list-for-2017-monday-after-the-masters-unveiled/	70	ambassador golf	42	4.62	0.02
he-three-best-holes-at-kings-north-at-myrtle/	68	ambassador golf myrtle beach	42	1.00	0.00
ator-holes-five-holes-where-you-will-see-an-alligator-on-a-myrtl	61	best golf courses in myrtle beach	41	6.50	-0.30
dest-myrtle-beach-golf-course-pine-lakes-re/	55	myrtle beach golf tournaments	38	1.04	-0.14
ve-map/	54	direct flights from myrtle beach	35	3.78	0.97
ds-play-free-on-nearly-50-myrtle-beach-area-golf-courses/	50	best myrtle beach golf courses	31	6.57	0.13
/rtle-beachs-5-best-steakhouses/	48	golf packages myrtle beach	30	5.89	0.82
piranac-plays-golf-in-myrtle-beach/	48	golf packages myrtle beach 2018	29	1.44	-0.30
ennan-rallies-dramatic-victory-pano-goes-wire-wire-dustin-john	45	myrtle beach all inclusive golf packages	29	1.77	0.06
ige-spiranac-recent-visit-myrtle-beach/	44	myrtle beach stay and play golf packages	29	1.01	-0.64
s/parkland-course-at-the-legends-resort/	43	best myrtle beach golf packages	28	2.69	0.78
op-5-list-myrtle-beachs-best-wings/	40	myrtle beach golf vacations 2018	26	1.14	0.08
ocals-corner-top-5-myrtle-beach-bbq-restaurants/	39	myrtle beach golf vacations	24	5.09	1.33
not-list-top-5-places-to-eat-breakfast-in-myr/	37	myrtle beach stay and play	24	3.11	-1.28
the-best-links-style-golf-courses-in-myrtle-beach/	35	easiest golf courses in myrtle beach	23	1	0.00
five-reasons-you-need-to-book-a-myrtle-beach-golf-trip-in-march	33	myrtle beach golf course rankings 2017	23	3.61	1.27
ack-nicklaus-golf-courses-in-myrtle-beach/	33	paige plays myrtle beach	22	1.21	-1.79
ocals-corner-top-5-italian-restaurants/	33	paige spiranac myrtle beach	21	1	1.00
olf-instruction-zone-one-drill-can-eliminate-chunking-and-toppir	31	myrtle beach golf courses list	21	6.19	-2.99
nyrtle-beach-golf-courses-designed-by-arnold/	31	myrtle beach direct flights	20	3.49	0.57
	30	seafood buffet	20	7.85	-1.91
	30	seafood buffet in myrtle beach	20	3.37	0.27
		best courses in myrtle beach	19	6.28	0.22
		best wings in myrtle beach	19	4.99	-0.09