

Summary/Insights

- Organic sessions down 16% YoY.
- Organic search accounted for about 16% of total traffic, the same as last year.
- Qualified Search sessions up 14% YoY.
- Qualified Search sessions accounted for 83% of all organic search sessions, up from 61% last year.
- Member Clicks from organic search down 26% YoY.
- Organic search accounted for 45% of all Member Clicks, the same as last year.
- Total Combined Clicks Out from organic search up 59% YoY.
- Organic search accounted for 47% of Total Combined Clicks Out across all channels, up from 44% last year.
- All QQ Requests from organic search down 27% YoY.
- Organic search accounted for 15% of All QQ Requests across all channels, down from 35% last year.
- Total Email Signups from organic search down 26% YoY.
- Organic search accounted for 3% of Total Email Signups across all channels, down from 5% last year.

We're continuing to see improvement in rankings and subsequent organic traffic for queries related to packages, courses, and 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". We 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're looking at improving usability and conversion rate for mobile experience, with some ideas currently in the works.

Organic Search Performance - Sessions

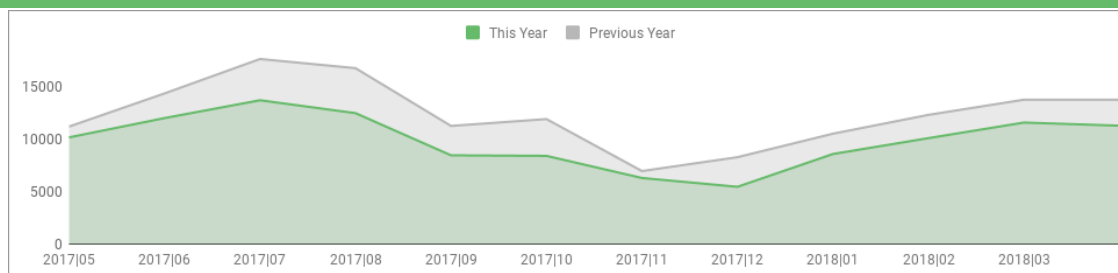
Organic Sessions

10,287

-16.03% vs. LY

% Total Sessions

16.31%



Organic Search Performance - Qualified Search Sessions

Organic Sessions

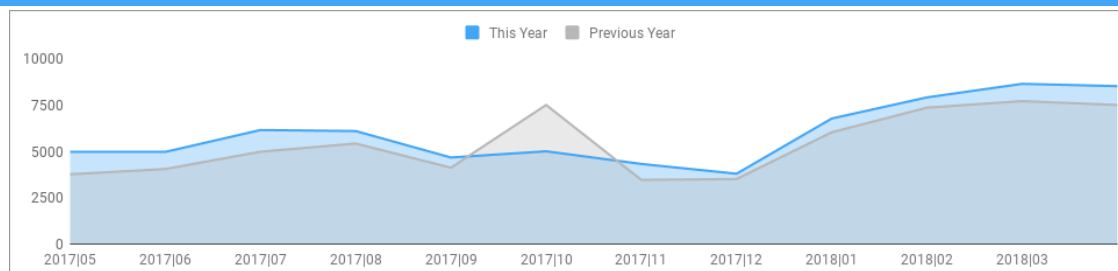
8,533

13.59% vs. LY

% Total

Organic Sessions

82.95%



Organic Search Performance - Member Clicks

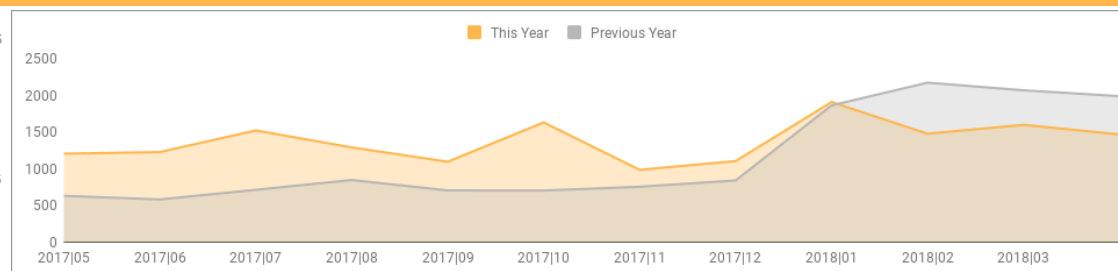
Organic Member Clicks

1,469

-26.18% vs. LY

% Total Member Clicks

45.28%



Top Organic Landing Pages - Clicks

Top Organic Search Queries - Clicks

Landing Page	Clicks	Query	Clicks	Avg. Rank	Change
/golf-packages/	1013	myrtle beach golf packages	405	5.18	-0.46
/news/myrtle-beachs-5-best-seafood-buffets/	901	myrtle beach golf courses	282	5.84	-1.76
/courses/	847	best seafood buffet myrtle beach	106	3.34	-0.97
/news/fly-non-stop-from-these-cities-to-myrtle-beac/	485	myrtle beach golf packages 2018	84	1.88	-0.09
/stay-and-play/	467	direct flights to myrtle beach	83	2.96	0.17
/news/lessons-from-the-road-30-years-of-driving-from-philly-to-myrtle-t	336	myrtle beach golf package	80	5.15	0.25
/tournaments/	332	myrtle beach golf	77	6.61	0.92
/	255	myrtle beach golf holiday	71	2.06	0.27
/news/where-to-go-low-top-5-easiest-myrtle-beach-golf-courses/	185	myrtle beach golf tournaments 2018	58	1.02	0.02
/news/locals-corner-top-5-happy-hour-spots-in-myrtl/	155	golf packages myrtle beach	57	5.81	-0.07
/news/myrtle-beach-dominates-golf-magazines-2016-best-public-golf-c	143	paige spiranac	52	28.92	-31.06
/news/celebrity-list-for-2017-monday-after-the-masters-unveiled/	125	celebrities at the masters	47	6.21	-2.38
/stay-and-play/ambassador-golf-beach/	110	ambassador golf	43	3.78	-0.99
/paige-spiranac-myrtle-beach-sweeps/	96	myrtle beach seafood buffet	43	2.93	0.22
/courses/parkland-course-at-the-legends-resort/	91	ambassador golf myrtle beach	40	1.00	0.00
/news/package-for-one-myrtle-beach-welcomes-golfers/	87	best golf courses in myrtle beach	40	5.65	-0.84
/specials/tee-time-only/	82	myrtle beach golf only specials	39	2.01	-3.81
/course-rankings/	81	seafood buffet myrtle beach	39	3.52	0.35
/news/golfweek-magazine-ranks-4-myrtle-beach-layouts-among-ameri	69	best seafood buffet in myrtle beach	38	3.44	-0.29
/interactive-map/	66	golf courses in myrtle beach	38	6.14	-1.68
/news/gator-holes-five-holes-where-you-will-see-an-alligator-on-a-myrtl	64	best myrtle beach golf courses	32	6.16	-0.43
/news/the-three-best-holes-at-kings-north-at-myrtle/	62	myrtle beach golf course rankings	30	4.91	1.65
/news/how-to-properly-celebrate-a-hole-in-one-and-how-not-to/	55	seafood buffet myrtle beach sc	29	3.22	-0.07
/news/kids-play-free-on-nearly-50-myrtle-beach-area-golf-courses/	54	seafood buffet near me	27	6.91	-0.97
/news/myrtle-beachs-5-best-steakhouses/	52	playgolf myrtle beach	24	2.54	-0.46
/news/jack-nicklaus-golf-courses-in-myrtle-beach/	51	myrtle beach seafood buffets	23	2.93	0.30
/news/oldest-myrtle-beach-golf-course-pine-lakes-re/	47	myrtle beach golf courses list	21	4.59	-1.61
/paige-spiranac-plays-golf-in-myrtle-beach/	46	myrtle beach golf tournaments	21	1	-0.04
/news/golf-instruction-zone-one-drill-can-eliminate-chunking-and-toppir	44	paige spiranac myrtle beach	21	1	0.00
/news/the-best-links-style-golf-courses-in-myrtle-beach/	44	seafood buffet in myrtle beach	20	3.56	0.18
/news/your-guide-to-the-hootie-the-blowfish-monday-after-the-masters	43	best buffet in myrtle beach	18	4.61	0.04
/news/hootie-blowfish-monday-masters-celebrity-pro-canceled-due-incl	41	easiest golf courses in myrtle beach	18	1	0.00
/news/locals-corner-top-5-myrtle-beach-bbq-restaurants/	39	monday after the masters celebrity pro-arr	18	6.82	-2.68
/news/top-5-list-myrtle-beachs-best-wings/	38	myrtle beach all inclusive golf packages	18	1.75	-0.03
/news/hot-list-top-5-places-to-eat-breakfast-in-myr/	31	best myrtle beach golf packages	16	2.48	-0.22
/news/locals-corner-top-5-italian-restaurants/	30	golf courses myrtle beach	16	7.18	-2.39
		golf vacations for singles	16	2.88	-0.73
		monday after the masters	16	6.87	0.54
		myrtle beach direct flights	16	4.18	0.67