

## Monthly - Content Breakdown - 05/01/2018 - 05/31/2018

### Top Pages

Page Title	Pageviews	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/pgview)	vs. LY
golf-packages	11,296	423.69%	1,823	391.37%	16.14%	-6.17%
paige-spiranac-myrtle-beach-sweeps	6,197	-	7	-	0.11%	-
blog:view:day-beach-paige-spiranac	4,926	-	15	-	0.30%	-
courses	4,177	-	1,378	-	32.99%	-
home page	3,986	-8.37%	347	236.89%	8.71%	267.66%
blog:view:golf-instruction-zone-improving-balance-better-ball-striking	3,046	-	9	-	0.30%	-
blog:view:off-course-paige-spiranac-skywheel-adventure	2,944	-	8	-	0.27%	-

### Top Entry Pages

Entry Page	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
golf-packages	9,572	139.66%	1,661	-28.47%	17.35%	-70.15%
blog:view:day-beach-paige-spiranac	4,321	-	32	-	0.74%	-
paige-spiranac-myrtle-beach-sweeps	3,405	-	8	-	0.23%	-
home page	3,020	-95.57%	872	-93.56%	28.87%	45.18%
blog:view:golf-instruction-zone-improving-balance-better-ball-striking	2,796	-	18	-	0.64%	-
blog:view:off-course-paige-spiranac-skywheel-adventure	2,637	-	18	-	0.68%	-
courses	2,019	-	1,298	-	64.29%	-

### Top Blogs

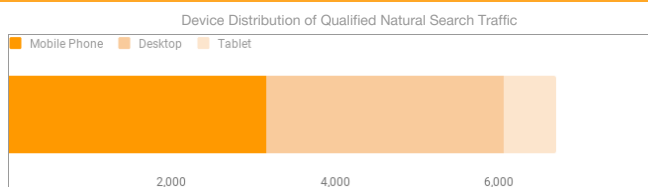
Blog Page Name	Pageviews	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/pgview)	vs. LY
blog:view:day-beach-paige-spiranac	4,926	-	15	-	0.30%	-
blog:view:golf-instruction-zone-improving-balance-better-ball-striking	3,046	-	9	-	0.30%	-
blog:view:off-course-paige-spiranac-skywheel-adventure	2,944	-	8	-	0.27%	-
blog:view:myrtle-beachs-5-best-seafood-buffets	1,419	-	2	-	0.14%	-
blog:view:video-spotlight-carolina-national-golf-club	939	-	11	-	1.17%	-

### Top Blog Entries

Blog Entry Page	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
blog:view:day-beach-paige-spiranac	4,321	-	32	-	0.74%	-
blog:view:golf-instruction-zone-improving-balance-better-ball-striking	2,796	-	18	-	0.64%	-
blog:view:off-course-paige-spiranac-skywheel-adventure	2,637	-	18	-	0.68%	-
blog:view:myrtle-beachs-5-best-seafood-buffets	1,255	-	4	-	0.32%	-
blog:view:video-spotlight-carolina-national-golf-club	775	-	26	-	3.35%	-

### Natural Search Content - Traffic Quality

Device	Qualified Natural Search Visits	vs. LY	Other Natural Search Visits	vs. LY
Mobile Phone	3,153	49.22%	1,325	-56.43%
Desktop	2,914	24.58%	821	-47.91%
Tablet	640	22.14%	247	-54.00%
<b>Totals</b>	<b>6,707</b>	<b>34.79%</b>	<b>2,393</b>	<b>-48.17%</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	858	351.58%	920	561.87%	107.23%	46.57%
courses	857		696		81.21%	
blog:view:fly-non-stop-from-these-cities-to-myrtle-beach	545		0		0.00%	
home page	489	48.63%	222	-17.47%	45.40%	-44.48%
blog:view:lessons-from-the-road-30-years-of-driving-from-philly-to-myrtle-beach	389		0		0.00%	
tournaments	383	4.08%	2	-66.67%	0.52%	-67.97%
stay-and-play	342		330		96.49%	
blog:view:where-to-go-low-top-5-easiest-myrtle-beach-golf-courses	138		4		2.90%	
course-rankings	115		34		29.57%	
blog:view:golfweek-ranks-4-myrtle-beach-golf-courses-among-americas-top-100-in-2018	109		23		21.10%	

## Monthly - Marketing Channel Performance - 05/01/2018 - 05/31/2018

### Sessions by Campaign Type

Campaign Type	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Internal Email	17,829	-33%	1,191	-39%	6.7%
Social Media	11,823	1%	315	-2%	2.7%
External Email	1,779	294%	22	144%	1.2%
PPC	788	-9%	748	47%	94.9%
VanityURL	513	677%	141	3425%	27.5%
Banner Ad	408	-91%	67	158%	16.4%

### Campaign Type Breakdown - Social Media

Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	Facebook	11,281	2.88%	311	-2.51%	2.76%
11,823	315	Facebook Messenger	285	-	1	-	0.35%
0.62% vs. LY	-1.56% vs. LY	Social Media	252	-	3	-	
		Twitter	9	-98.79%		-100.00%	
		Social Media -Facebook Mess	3	-		-	

### Campaign Type Breakdown - Internal Email

Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	Newsletter	9,142	22.50%	426	-44.39%	4.66%
17,829	1,191	Postcard	5,469	-24.18%	691	-17.15%	12.63%
-32.69% vs. LY	-38.61% vs. LY	GIZ	3,024	-65.46%	64	-71.04%	2.12%
		Automated	221	-	7	-	3.17%
		Coop	18	-	1	-	5.56%

### Campaign Type Breakdown - External Email

Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	Golfweek	1,510	21471.43%	10	-	0.66%
1,779	22	Golf Channel	264	19.46%	2	-	0.76%
294.46% vs. LY	144.44% vs. LY	Golf Net	3	-80.00%	10	400.00%	333.33%
		PGA.com	2	-96.49%		-	0.00%
							#DIV/0!

### Campaign Type Breakdown - PPC

Overview		Breakdown		Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	Google	788	27.71%		748	118.71%	94.92%
788	748							-
-9.01% vs. LY	46.95% vs. LY							-

### Campaign Type Breakdown - Banners

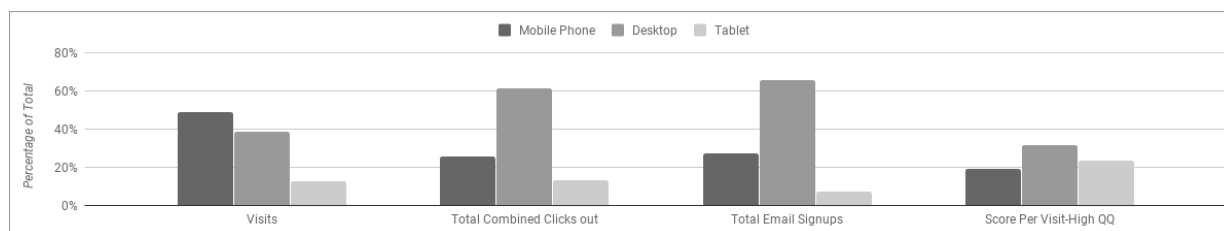
Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	ESPN.COM	403	3258.33%	67	1016.67%	16.63%
408	67	PGA.com	2	-33.33%	-	-	0.00%
-90.77% vs. LY	157.69% vs. LY	Golf Logix	1	0.00%	-	-	0.00%
		Golf Logix	1	-92.86%	-	-	0.00%
		Golfweek	1	-	-	-	0.00%

## Monthly - Audience Overview - 05/01/2018 - 05/31/2018

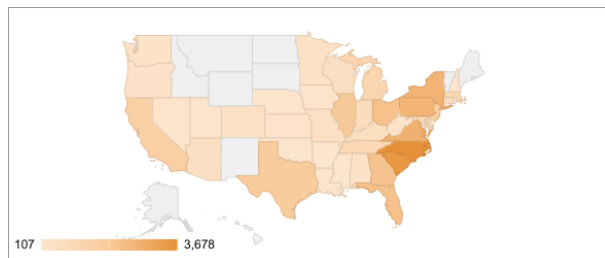
### Device KPIs

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>72.1%</b>	<b>1.76</b>	<b>23,155</b>	<b>-23.33%</b>	<b>1,530</b>	<b>6.92%</b>	<b>6.61%</b>	<b>39.45%</b>	<b>765</b>	<b>144.41%</b>
<b>Desktop</b>	<b>56.02%</b>	<b>2.86</b>	<b>18,090</b>	<b>-18.13%</b>	<b>3,650</b>	<b>17.25%</b>	<b>20.18%</b>	<b>43.22%</b>	<b>1,854</b>	<b>62.06%</b>
<b>Tablet</b>	<b>68.67%</b>	<b>2.11</b>	<b>5,885</b>	<b>-25.53%</b>	<b>781</b>	<b>21.46%</b>	<b>13.27%</b>	<b>63.11%</b>	<b>198</b>	<b>81.65%</b>

### Sessions & Goals by Device



### Sessions & Goals by Region



City	Visits	% Total	Total Member Clicks	Total Email Signups
Myrtle Beach (South Carolina, United States)	1,336	2.83%	228	19
Ashburn (Virginia, United States)	1,331	2.82%	3	21
Atlanta (Georgia, United States)	1,310	2.78%	156	34
Chicago (Illinois, United States)	841	1.78%	44	101
Charlotte (North Carolina, United States)	673	1.43%	147	6
New York (New York, United States)	511	1.08%	48	22
Montreal (Quebec, Canada)	452	0.96%	5	2
Dallas (Texas, United States)	437	0.93%	28	89
Cleveland (Ohio, United States)	363	0.77%	46	14