



Summary/Insights

- Organic sessions down 9% YoY.
- Organic search accounted for about 8% of total traffic, the same as last year.
- Qualified Search sessions up 8% YoY.
- Qualified Search sessions accounted for 88% of all organic search sessions, up from 75% last year.
- Member Clicks from organic search down 32% YoY.
- Organic search accounted for 35% of all Member Clicks, up from 32% last year.
- Total Combined Clicks Out from organic search up 14% YoY.
- Organic search accounted for 40% of Total Combined Clicks Out across all channels, up from 32% last year.
- All QQ Requests from organic search down 16% YoY.
- Organic search accounted for 11% of All QQ Requests across all channels, down slightly from 12% last year.
- Total Email Signups from organic search up 16% YoY.
- Organic search accounted for 0.9% of Total Email Signups across all channels, up from 0.4% last year.

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 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

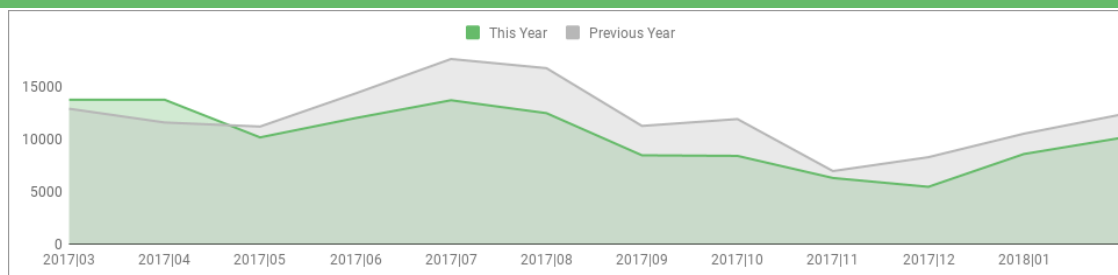
Organic Sessions

8,982

-9.09% vs. LY

% Total Sessions

7.83%



Organic Search Performance - Qualified Search Sessions

Organic Sessions

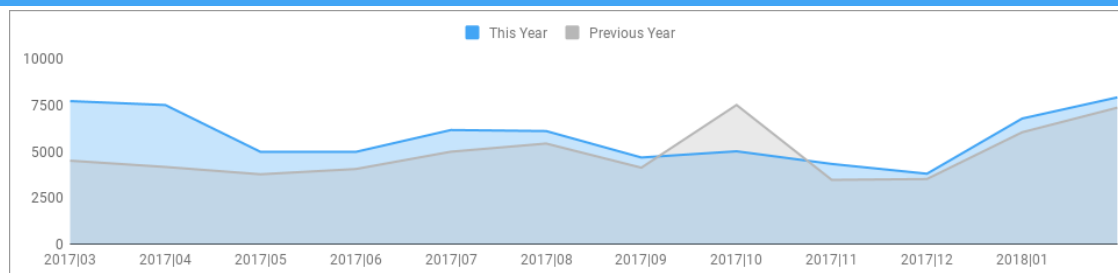
7,925

7.55% vs. LY

% Total

Organic Sessions

88.23%



Organic Search Performance - Member Clicks

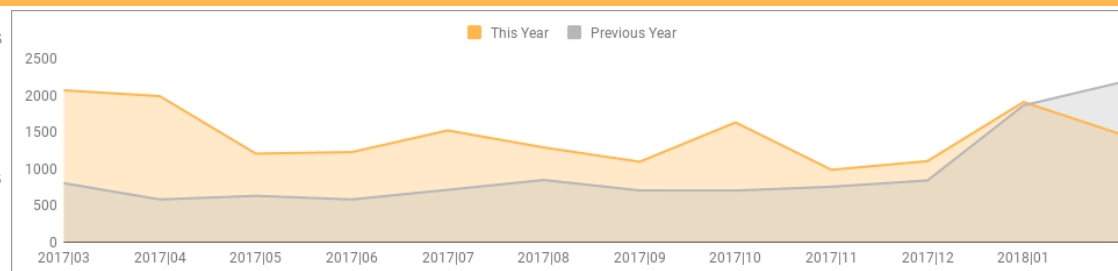
Organic Member Clicks

1,478

-32.01% vs. LY

% Total Member Clicks

34.60%



Top Organic Landing Pages - Clicks

Top Organic Search Queries - Clicks

Landing Page	Clicks	Query	Clicks	Avg. Rank	Change
/golf-packages/	1150	myrtle beach golf packages	613	4.88	0.55
/stay-and-play/	1029	dustin johnson world junior	244	2.91	-3.89
/news/fly-non-stop-from-these-cities-to-myrtle-beac/	514	myrtle beach golf packages 2018	237	1.92	-0.29
/news/myrtle-beachs-5-best-seafood-buffets/	506	myrtle beach golf holiday	172	2.01	0.15
/	495	direct flights to myrtle beach	106	2.88	-0.94
/tournaments/	296	myrtle beach golf	104	5.90	-0.10
/news/myrtle-beach-dominates-golf-magazines-2016-best-public-golf-c	293	myrtle beach seafood buffet	64	2.53	-0.11
/courses/	289	myrtle beach golf course rankings 2017	55	1.88	-1.96
/news/lessons-from-the-road-30-years-of-driving-from-philly-to-myrtle-t	261	myrtle beach all inclusive golf packages	53	1.70	-0.43
/news/outstanding-play-highlights-day-1-dustin-johnson-world-junior-gc	196	myrtle beach golf package	52	5.31	0.42
/news/moriyama-pano-lead-dustin-johnson-world-junior-heading-final-r	174	best seafood buffet in myrtle beach	50	3.51	0.37
/news/brennan-rallies-dramatic-victory-pano-goes-wire-wire-dustin-john	140	direct flights from myrtle beach	50	2.52	-3.24
/news/where-to-go-low-top-5-easiest-myrtle-beach-golf-courses/	132	myrtle beach golf course rankings	43	2.47	0.01
/news/locals-corner-top-5-happy-hour-spots-in-myrtle/	123	seafood buffet myrtle beach	42	3.29	-0.26
/paige-spiranac-myrtle-beach-sweeps/	118	best myrtle beach golf packages	41	1.97	0.18
/news/package-for-one-myrtle-beach-welcomes-golfers/	101	myrtle beach golf courses	41	11.27	-15.37
/stay-and-play/ambassador-golf-beach/	90	best golf courses in myrtle beach	35	6.79	-0.45
/interactive-map/	85	golf packages myrtle beach	35	5.21	1.79
/paige-spiranac-plays-golf-in-myrtle-beach/	58	myrtle beach golf tournaments	35	1.20	-0.09
/news/the-three-best-holes-at-kings-north-at-myrtle/	56	golf packages myrtle beach 2018	33	1.68	-0.73
/news/world-no-1-breaks-ground-dustin-johnson-golf-performance-cent	51	golf packages in myrtle beach	32	4.76	2.13
/news/gator-holes-five-holes-where-you-will-see-an-alligator-on-a-myrtle	45	ambassador golf	31	4.88	1.65
/news/myrtle-beachs-5-best-steakhouses/	45	myrtle beach direct flights	28	2.88	-1.11
/news/five-reasons-you-need-to-book-a-myrtle-beach-golf-trip-in-marct	42	myrtle beach golf tournaments 2018	28	1.02	0.00
/news/photo-gallery-dustin-johnson-world-junior-golf-championship-rou	42	myrtle beach golf course map	27	5.02	0.95
/news/celebrity-list-for-2017-monday-after-the-masters-unveiled/	41	best myrtle beach golf courses	26	6.41	-0.82
/news/dustin-johnson-world-junior-golf-championship-round-2/	35	myrtle beach stay and play golf packages	26	5.20	-0.78
/news/top-5-list-myrtle-beachs-best-wings/	33	paige spiranac	26	71.63	-87.70
/specials/tee-time-only/	32	myrtle beach golf trips	25	4.04	-0.20
/courses/parkland-course-at-the-legends-resort/	31	best courses in myrtle beach	24	6.02	-0.50
/news/oldest-myrtle-beach-golf-course-pine-lakes-re/	31	myrtle beach golf vacations	24	3.83	1.15
/news/your-guide-to-the-hootie-the-blowfish-monday-after-the-masters	30	dustin johnson world junior golf champion	23	2.59	-4.41
		ambassador golf myrtle beach	22	1	0.00
		tpc myrtle beach	22	5.54	-2.03
		dustin johnson junior golf	20	2.72	-8.71
		myrtle beach stay and play	19	4.14	-0.88
		nonstop flights to myrtle beach	19	2.77	-0.97
		monday after the masters	18	5.33	0.53
		myrtle beach stay and play golf packages	17	1.51	-1.82