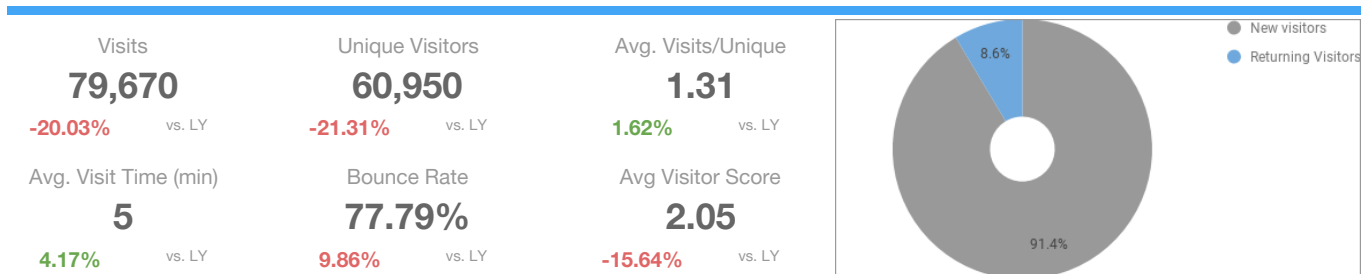
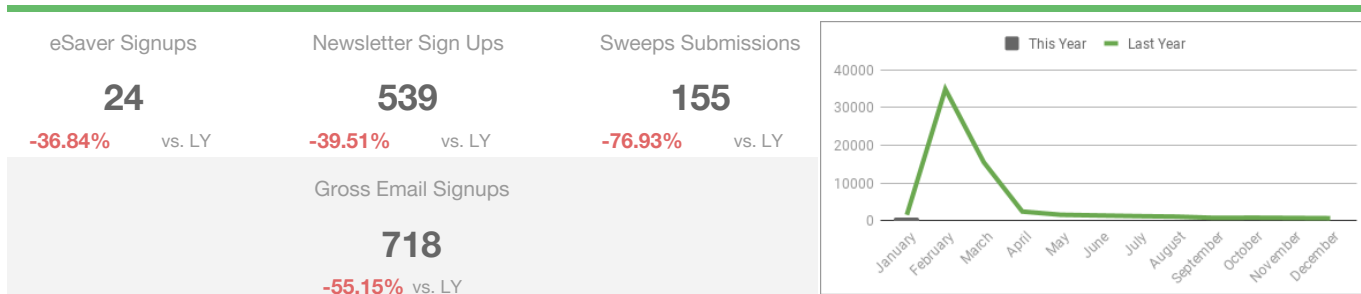


## YTD Overview 01/01/2018 - 01/31/2018

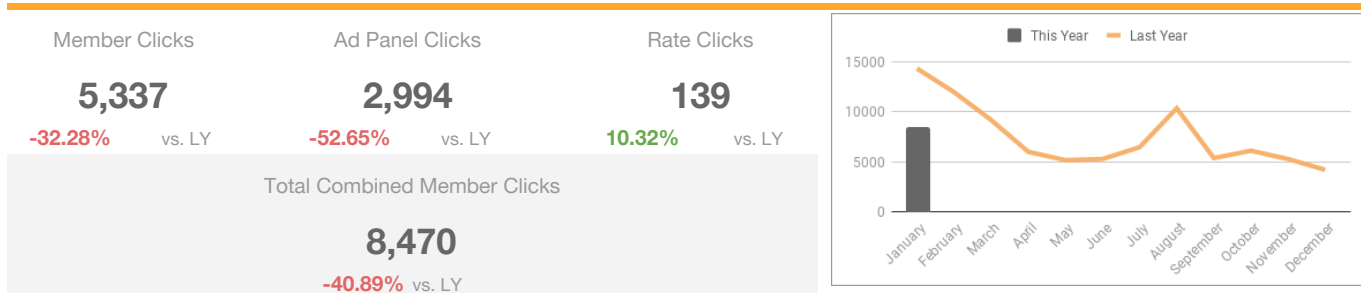
### Traffic Stats



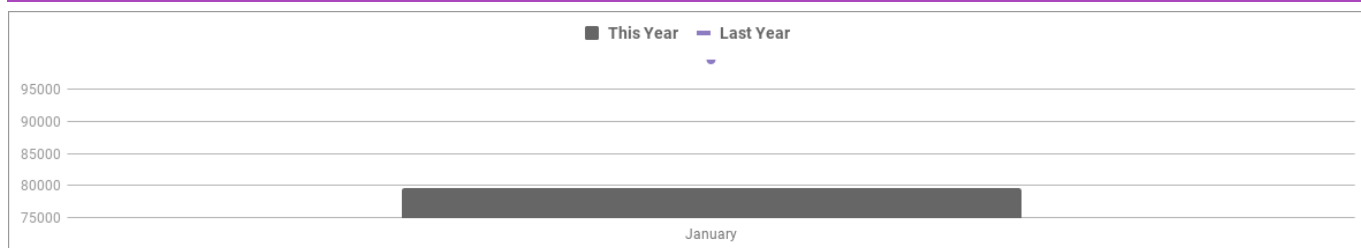
### YTD - Email Goals



### YTD - Referral Goals



### Monthly Sessions - This YTD vs Last YTD



## YTD - Content Breakdown - 01/01/2018 - 01/31/2018

### YTD - Top Pages

Page Title	Pageviews	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/pgview)	vs. LY
stay-and-play:packages:spring-golf-packages	26,430	199.18%	261	-51.93%	0.99%	-82.4%
Home Page	25,005	-47.37%	1,082	-58.84%	4.33%	-20.36%
golf-packages	8,926	8.8%	1,312	-39.26%	14.70%	-58.83%
package providers:listing	7,077	10156.52%	1,903	-	26.89%	-
courses:listing	4,574	-26.46%	1,026	-17.19%	22.43%	5.82%
package providers:all	4,212	125.24%	806	130.95%	19.14%	9.62%
news:Top-5-most-difficult-myrtle-beach-golf-courses	3,471	4654.79%	74	825%	2.13%	-82.65%

### YTD - Top Entry Pages

Entry Page	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
stay-and-play:packages:spring-golf-packages	23,790	206.18%	415	-56.08%	1.74%	-81.38%
Home Page	20,764	-45.63%	2,222	-57.89%	10.70%	-15.53%
golf-packages	4,450	237.12%	1,415	77.54%	31.80%	-48.2%
news:Top-5-most-difficult-myrtle-beach-golf-courses	3,138	12452%	75	7400%	2.39%	10.2%
package providers:listing	2,713	33812.5%	1,775	-	65.43%	-
news:minnesota-golfers-are-smiling-with-launch-of-new-nonstop-flight-service-to	2,639	-	10	-	0.38%	-
news:golf-instruction-zone-four-practical-uses-for-alignment-rods	1,980	-	32	-	1.62%	-

### YTD - Top Blogs

Blog Page Name	Pageviews	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/pgview)	vs. LY
Top-5-most-difficult-myrtle-beach-golf-courses	3,471	4654.79%	74	825%	2.13%	-82.65%
minnesota-golfers-are-smiling-with-launch-of-new-nonstop-flight-service-to	2,853	-	9	-	0.32%	-
golf-instruction-zone-four-practical-uses-for-alignment-rods	2,105	-	16	-	0.76%	-
elite-airways-announces-nonstop-service-to-myrtle-beach-from-3-new-markets	1,546	-	18	-	1.16%	-
five-reasons-tpc-myrtle-beach-delivers-a-tour-quality-experience	1,267	-	19	-	1.50%	-

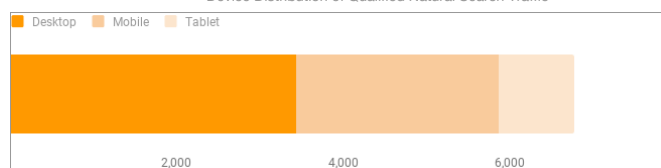
### YTD - Top Blog Entries

Blog Entry Page	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
Top-5-most-difficult-myrtle-beach-golf-courses	3,138	12452%	75	7400%	2.39%	10.2%
minnesota-golfers-are-smiling-with-launch-of-new-nonstop-flight-service-to	2,639	-	10	-	0.38%	-
golf-instruction-zone-four-practical-uses-for-alignment-rods	1,980	-	32	-	1.62%	-
elite-airways-announces-nonstop-service-to-myrtle-beach-from-3-new-markets	1,362	-	25	-	1.84%	-
five-reasons-tpc-myrtle-beach-delivers-a-tour-quality-experience	909	-	41	-	4.51%	-

### YTD - Natural Search Content - Traffic Quality

Device	Qualified Natural Search Visits	vs. LY	Other Natural Search Visits	vs. LY
Desktop	3,438	8.49%	261	-45.28%
Mobile	2,430	20.90%	399	-64.60%
Tablet	909	6.57%	120	-51.22%
<b>Total</b>	<b>6,777</b>	<b>12.35%</b>	<b>780</b>	<b>-57.84%</b>

Device Distribution of Qualified Natural Search Traffic

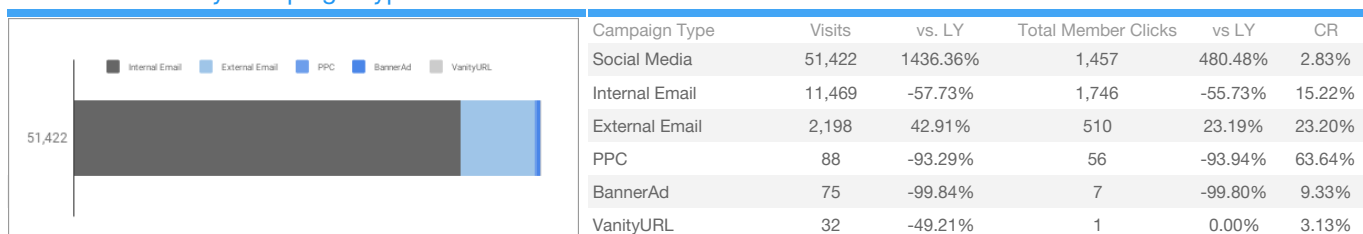


### YTD - Natural Search Content - Qualified Traffic Entry Pages

Page Title	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
golf-packages	1,403	159.81%	970	84.76%	69.14%	-28.89%
package providers:listing	1,088	-	909	-	83.55%	-
Home Page	515	-45.27%	449	-49.83%	87.18%	-8.33%
news:fly-non-stop-from-these-cities-to-myrtle-beach	337	66.83%	2	100.00%	0.59%	19.88%
tournaments	314	-26.98%	18	125.00%	5.73%	208.12%
news:myrtle-beach-dominates-golf-magazines-2016-best-public-golf-courses-list	311	24.40%	103	63.49%	33.12%	31.42%
package providers:all	258	24.64%	205	15.82%	79.46%	-7.08%
news:lessons-from-the-road-30-years-of-driving-from-philly-to-myrtle-beach	254	24.51%	-	-	0.00%	-
courses:all	197	-32.07%	59	-42.16%	29.95%	-14.85%
courses:listing	158	150.79%	95	156.76%	60.13%	2.38%

## YTD - Marketing Channel Performance - 01/01/2018 - 01/31/2018

### YTD - Sessions by Campaign Type



### YTD - Campaign Type Breakdown - Social Media

Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs LY	CR
Total Visits	Total Member Clicks	Facebook	29,227	764.96%	1,448	459.07%	4.95%
<b>51,422</b>	<b>1,457</b>	Twitter	22,050		9	-	0.04%
1436.36% vs. LY	480.48% vs. LY	Social Media	256	25500.00%	12	-	4.69%

### YTD - Campaign Type Breakdown - External Email

Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs LY	CR
Total Visits	Total Member Clicks	PGA.com	1,968	3126.23%	455	2066.67%	23.12%
<b>2,198</b>	<b>510</b>	Golf.com	156	231.91%	51	1600.00%	32.69%
42.91% vs. LY	23.19% vs. LY	Golf Channel	53	-97.48%	7	-98.33%	13.21%
		Golf Net	29	625.00%		-100.00%	0.00%
		Golfweek	21	133.33%	4	-	19.05%

### YTD - Campaign Type Breakdown - Internal Email

Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs LY	CR
Total Visits	Total Member Clicks	Postcard	8,019	5.67%	1,378	-5.62%	17.18%
<b>11,469</b>	<b>1,746</b>	GLZ	2,894	5465.38%	178	8800.00%	6.15%
-57.73% vs. LY	-55.73% vs. LY	Newsletter	357	-95.02%	115	-91.02%	32.21%
		Coop	257	12750.00%	90	-	35.02%
		Regional	60		8	-	13.33%

### YTD - Campaign Type Breakdown - PPC

Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs LY	CR
Total Visits	Total Member Clicks	Google	69	-42.50%	47	-58.04%	68.12%
<b>88</b>	<b>56</b>	PGA	11	-94.12%	8	-95.58%	72.73%
-93.29% vs. LY	-93.94% vs. LY	PPC	7	-99.33%	2	-99.71%	28.57%

### YTD - Campaign Type Breakdown - Banners

Overview		Breakdown	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	Facebook	33	-99.92%	3	-99.91%	9.09%
<b>75</b>	<b>7</b>	Golf Logix	15	-97.50%		-100.00%	0.00%
-99.84% vs. LY	-99.80% vs. LY	ARP Behavioral	10		1	-	10.00%
		ESPN.COM	10	-95.83%	3	-98.05%	
		Brand USA	4	-94.52%		-100.00%	

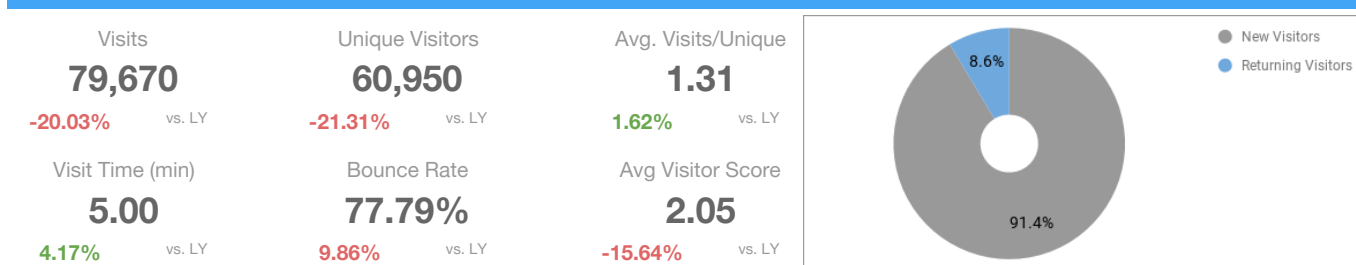
## Monthly Overview 01/01/2018 - 01/31/2018

### Summary

→ Traffic and goal completions continue to be down compared to the same month last year but are up significantly against last month (traffic up 155% and total goals up 93%). The majority of traffic can continue to be attributed to Direct sessions, followed by Social and Organic Search. The majority of goal completions result from Direct traffic.

→ Studying the sessions that include a goal completion we can see that the most productive landing page is /golf-packages/ and the home page. These two pages see the best engagement rates of the top landing pages. The page /stay-and-play/ sees the second-most number of entrances but doesn't result in sessions that last as long or involve as many pageviews. We should focus on using the golf packages and home page as landing pages as frequently as possible and de-emphasize stay and play.

### Traffic Stats



### Monthly - Email Goals

eSaver Signups	Newsletter Sign Ups	Sweeps Submissions	Gross Email Signups
<b>24</b>	<b>539</b>	<b>155</b>	<b>718</b>
-36.84% vs. LY	-39.51% vs. LY	-76.93% vs. LY	-55.15% vs. LY

### Monthly - Referral Goals

Member Clicks	Ad Panel Clicks	Rate Clicks	Total Combined Member Clicks
<b>5,337</b>	<b>2,994</b>	<b>139</b>	<b>8,470</b>
-32.28% vs. LY	-52.65% vs. LY	10.32% vs. LY	-40.89% vs. LY

### Monthly - Quick Quotes

Single QQ Requests	Multiple QQ Requests	Total QQ Requests
<b>162</b>	<b>97</b>	<b>259</b>
37.29% vs. LY	-83.25% vs. LY	-63% vs. LY

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

### Top Pages

Page Title	Pageviews	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/pgview)	vs. LY
stay-and-play:packages: spring-golf-packages	26,430	199.18%	261	-13.86%	0.99%	-71.21%
Home Page	25,005	-47.44%	1,082	19.43%	4.33%	127.21%
golf-packages	8,926	8.77%	1,312	-64.51%	14.70%	-67.37%
package providers:listing	7,077	10010.00 %	1,903	-	26.89%	-
courses:listing	4,574	-26.49%	1,026	-44.87%	22.43%	-25.00%
package providers:all	4,212	125.24%	806	97.07%	19.14%	-12.51%
news:Top-5-most-difficult-myrtle-beach-golf-courses	3,471	4654.79 %	74	572.73%	2.13%	-85.85%

### Top Entry Pages

Entry Page	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
stay-and-play:packages: spring-golf-packages	23,790	206.18%	415	-56.08%	1.74%	-85.66%
Home Page	20,764	-45.63%	2,222	-57.89%	10.70%	-22.56%
golf-packages	4,450	237.12%	1,415	77.54%	31.80%	-47.34%
news:Top-5-most-difficult-myrtle-beach-golf-courses	3,138	12452.00 %	75	7400.00%	2.39%	-40.25%
package providers:listing	2,713	-	1,775	-	65.43%	-
news:minnesota-golfers-are-smiling-with-launch-of-new-nonstop-flight-service-to	2,639	-	10	-	0.38%	-
news:golf-instruction-zone-four-practical-uses-for-alignment-rods	1,980	-	32	-	1.62%	-

### Top Blogs

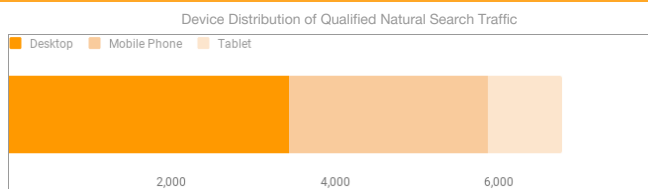
Blog Page Name	Pageviews	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/pgview)	vs. LY
news:Top-5-most-difficult-myrtle-beach-golf-courses	3,471	4654.79 %	74	572.73%	2.13%	-85.85%
news:minnesota-golfers-are-smiling-with-launch-of-new-nonstop-flight-service-to	2,853	-	9	-	0.32%	-
news:golf-instruction-zone-four-practical-uses-for-alignment-rods	2,105	-	16	-	0.76%	-
news:elite-airways-announces-nonstop-service-to-myrtle-beach-from-3-new-markets	1,546	-	18	-	1.16%	-
news:five-reasons-tpc-myrtle-beach-delivers-a-tour-quality-experience	1,267	-	19	-	1.50%	-

### Top Blog Entries

Blog Entry Page	Entries	vs. LY	Total Combined Member Clicks	vs. LY	CR (conv/entry)	vs. LY
news:Top-5-most-difficult-myrtle-beach-golf-courses	3,138	12452.00 %	75	7400.00%	2.39%	-40.25%
news:minnesota-golfers-are-smiling-with-launch-of-new-nonstop-flight-service-to	2,639	-	10	-	0.38%	-
news:golf-instruction-zone-four-practical-uses-for-alignment-rods	1,980	-	32	-	1.62%	-
news:elite-airways-announces-nonstop-service-to-myrtle-beach-from-3-new-markets	1,362	-	25	-	1.84%	-
news:five-reasons-tpc-myrtle-beach-delivers-a-tour-quality-experience	909	-	41	-	4.51%	-

## Natural Search Content - Traffic Quality

Device	Qualified Natural Search Visits	vs. LY	Other Natural Search Visits	vs. LY
Desktop	3,438	8.49%	844	-58.97%
Mobile Phone	2,430	20.90%	659	-63.31%
Tablet	909	6.57%	268	-54.81%
<b>Totals</b>	<b>6,777</b>	<b>12.35%</b>	<b>1,771</b>	<b>-54.04%</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	1,403	159.81%	970	84.76%	69.14%	-28.89%
package providers:listing	1,088		909		83.55%	
Home Page	515	-45.27%	449	-49.83%	87.18%	-8.33%
news:fly-non-stop-from-these-cities-to-myrtle-beach	337	66.83%	2	100.00%	0.59%	19.88%
tournaments	314	-26.98%	18	125.00%	5.73%	208.12%
news:myrtle-beach-dominates-golf-magazines-2016-best-public-golf-courses-list	311	24.40%	103	63.49%	33.12%	31.42%
package providers:all	258	24.64%	205	15.82%	79.46%	-7.08%
news:lessons-from-the-road-30-years-of-driving-from-philly-to-myrtle-beach	254	24.51%	0		0.00%	
courses:all	197	-32.07%	59	-42.16%	29.95%	-14.85%
courses:listing	158	150.79%	95	156.76%	60.13%	2.38%

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

### Sessions by Campaign Type

Campaign Type	Visits	vs. LY	Total Member Clicks	vs. LY	CR
Social Media	51531	1425%	1469	-57%	2.9%
Internal Email	11602	-58%	1781	-94%	15.4%
External Email	2239	40%	521	-67%	23.3%
PPC	87	-94%	57	-94%	65.5%
BannerAd	77	-100%	8	-100%	10.4%
VanityURL	34	-43%	1	0%	

### Campaign Type Breakdown - Social Media

Overview		Breakdown				
Total Visits	Total Member Clicks	Visits	vs. LY	Total Member Clicks	vs. LY	CR
51,531	1,469	Facebook	29,227	770.63%	1,448	459.07%
		Twitter	22,050	-	9	-
		Social Media	256	25500.00%	12	-
1424.59% vs. LY		-56.54% vs. LY				

### Campaign Type Breakdown - Internal Email

Overview		Breakdown				
Total Visits	Total Member Clicks	Visits	vs. LY	Total Member Clicks	vs. LY	CR
11,602	1,781	Postcard	8,019	6.49%	1,378	-5.62%
		GlZ	2,894	5806.12%	178	8800.00%
		Newsletter	357	-94.96%	115	-91.02%
		Coop	257	12750.00%	90	-
		Regional	60	-	8	-
-57.82% vs. LY	-93.52% vs. LY					

### Campaign Type Breakdown - External Email

Overview		Breakdown		Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	Golf Vacation Insider	5	-44.44%	2	-81.82%	40.00%	
2,239	521	Golf Logix	2	-98.92%		-100.00%	0.00%	
		GolfChannel.com	2	-	2	-	100.00%	
		Golf Pulp	1	-97.62%		-100.00%	0.00%	
		NGF	1	-96.30%		-100.00%	0.00%	
40.38% vs. LY	-67.34% vs. LY							

### Campaign Type Breakdown - PPC

Overview		Breakdown					
Total Visits	Total Member Clicks		Visits	vs. LY	Total Member Clicks	vs. LY	CR
87	57	Google	69	-40.00%	47	-58.04%	68.12%
		PGA	11	-93.89%	8	-95.58%	72.73%
		PPC	7	-99.32%	2	-99.71%	28.57%
-93.54% vs. LY	-94.20% vs. LY						

### Campaign Type Breakdown - Banners

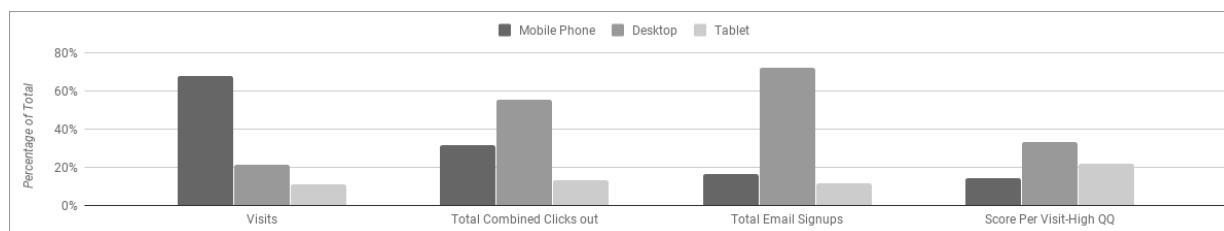
Overview		Breakdown		Visits	vs. LY	Total Member Clicks	vs. LY	CR
Total Visits	Total Member Clicks	Facebook	33	-99.92%	3	-99.91%	9.09%	
77	8	Golf Logix	15	-97.50%		-100.00%	0.00%	
-99.84% vs. LY	-99.78% vs. LY	ARP Behavioral	10	-	1	-	10.00%	
		ESPN.COM	10	-95.67%	3	-98.05%	30.00%	
		Brand USA	4	-94.52%		-100.00%	0.00%	

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

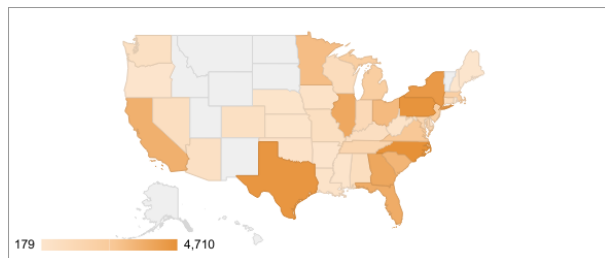
### Device KPIs

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>81.93%</b>	<b>1.52</b>	<b>54,283</b>	-7.55%	<b>2,681</b>	-32.98%	<b>4.94%</b>	-27.50%	<b>115</b>	-71.88%
<b>Desktop</b>	<b>42.97%</b>	<b>3.62</b>	<b>16,772</b>	-39.97%	<b>4,687</b>	-43.13%	<b>27.95%</b>	-5.27%	<b>501</b>	-54.58%
<b>Tablet</b>	<b>63.77%</b>	<b>2.36</b>	<b>8,583</b>	-33.55%	<b>1,095</b>	-47.51%	<b>12.76%</b>	-21.01%	<b>78</b>	30.00%

### Sessions & Goals by Device



### Sessions & Goals by Region



City	Visits	% Total	Total Member Clicks	Total Email Signups
Chicago (Illinois, United States)	2,423	3.04%	107	1
Atlanta (Georgia, United States)	2,134	2.68%	69	5
Minneapolis (Minnesota, United States)	1,296	1.63%	25	3
Myrtle Beach (South Carolina, United States)	1,263	1.59%	92	12
Philadelphia (Pennsylvania, United States)	997	1.25%	84	0
Charlotte (North Carolina, United States)	932	1.17%	61	2
Houston (Texas, United States)	930	1.17%	27	2
Brooklyn (New York, United States)	890	1.12%	35	4
Montreal (Quebec, Canada)	733	0.92%	59	2