



Summary/Insights

- Organic sessions down 4% YoY.
- Organic search accounted for about 24% of total traffic, up from 17% last year.
- Qualified Search sessions up 56% YoY.
- Qualified Search sessions accounted for 76% of all organic search sessions, up from 47% last year.
- Member Clicks from organic search up 11% YoY.
- Organic search accounted for 56% of all Member Clicks, up from 32% last year.
- Total Combined Clicks Out from organic search up 111% YoY.
- Organic search accounted for 53% of Total Combined Clicks Out across all channels, up from 29% last year.
- All QQ Requests from organic search up 4% YoY.
- Organic search accounted for 32% of All QQ Requests across all channels, up from 18% last year.
- Total Email Signups from organic search down 12% YoY.
- Organic search accounted for 4% of Total Email Signups across all channels, down from 9% last year.

Interestingly, this month saw record-high YoY growth for Qualified Search Sessions. We also finally saw that line cross back over for positive YoY improvement for Member Clicks. We put together a separate set of specific recommendations - which Peter has - regarding an FAQ page, a rankings page, and separating out Events/Tournaments into their own pages.

Organic Search Performance - Sessions

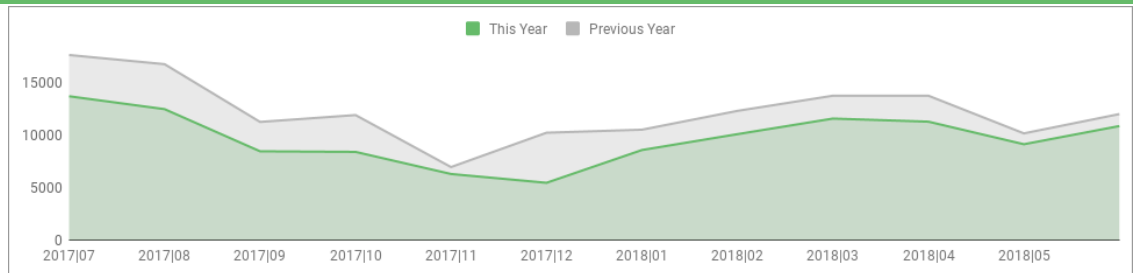
Organic Sessions

10,199

-4.44% vs. LY

% Total Sessions

24.30%



Organic Search Performance - Qualified Search Sessions

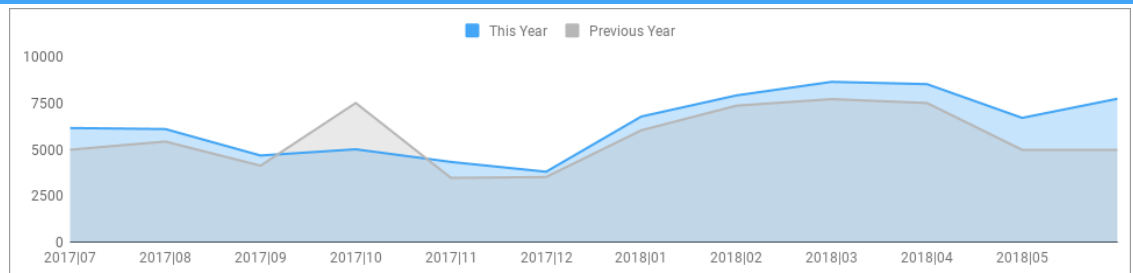
Organic Sessions

7,742

55.52% vs. LY

% Total Organic Sessions

75.91%



Organic Search Performance - Member Clicks

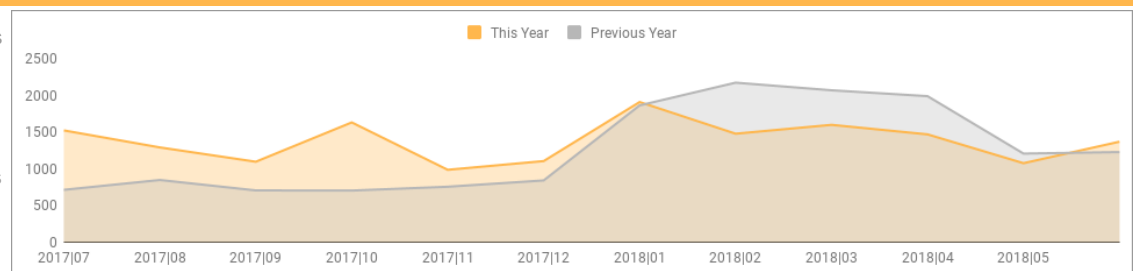
Organic Member Clicks

1,369

11.48% vs. LY

% Total Member Clicks

56.27%





Top Organic Landing Pages - Clicks

Top Organic Search Queries - Clicks

Landing Page	Clicks	Query	Clicks	Avg. Rank	Change
/news/myrtle-beachs-5-best-seafood-buffets/	1428	best seafood buffet in myrtle beach	280	3.62	-0.14
/courses/	792	myrtle beach golf packages	225	5.35	0.08
/golf-packages/	699	myrtle beach golf courses	186	4.73	-0.02
/news/fly-non-stop-from-these-cities-to-myrtle-beach/	529	seafood buffet myrtle beach	142	3.30	0.01
/news/lessons-from-the-road-30-years-of-driving-from-philly-to-myrtle-t	478	best golf courses in myrtle beach 2018	115	2.79	-0.99
/stay-and-play/	349	myrtle beach golf	88	7.00	-0.51
/tournaments/	308	direct flights from myrtle beach	80	1.22	-0.44
/news/golfweek-ranks-4-myrtle-beach-golf-courses-among-americas-to	199	myrtle beach seafood buffet	68	3.32	-0.03
/	186	myrtle beach golf packages 2018	63	1.53	-0.36
/course-rankings/	181	direct flights to myrtle beach	54	2.98	0.09
/paige-spiranac-myrtle-beach-sweeps/	170	best golf courses in myrtle beach	50	4.21	-0.46
/news/where-to-go-low-top-5-easiest-myrtle-beach-golf-courses/	169	best seafood buffet myrtle beach	46	3.47	-0.22
/news/golfweek-ranks-6-myrtle-beach-golf-courses-among-south-caroli	168	myrtle beach golf holiday	45	1.65	-0.30
/news/locals-corner-top-5-happy-hour-spots-in-myrtle	145	golf courses in myrtle beach	43	3.55	-0.29
/news/kids-play-free-on-nearly-50-myrtle-beach-area-golf-courses/	126	paige spiranac	39	41.53	11.74
/news/myrtle-beachs-5-best-steakhouses/	84	myrtle beach golf tournaments	37	1.00	-0.01
/interactive-map/	74	myrtle beach golf package	36	5.03	-0.64
/news/package-for-one-myrtle-beach-welcomes-golfers/	72	myrtle beach direct flights	33	1.74	-0.19
/stay-and-play/ambassador-golf-beach/	72	myrtle beach golf courses ranked	33	1.78	-2.53
/courses/parkland-course-at-the-legends-resort/	56	myrtle beach golf only specials	33	2.03	0.50
/news/golf-instruction-zone-one-drill-can-eliminate-chunking-and-toppir	55	myrtle beach golf tournaments 2018	30	1.02	0.01
/news/hot-list-top-5-places-to-eat-breakfast-in-myrtle	53	golf packages myrtle beach	29	4.49	-1.59
/specials/tee-time-only/	51	myrtle beach golf packages stay and play	27	1.52	-0.20
/news/gator-holes-five-holes-where-you-will-see-an-alligator-on-a-myrtle	50	myrtle beach golf course rankings	26	3.03	-3.17
/news/the-best-links-style-golf-courses-in-myrtle-beach/	47	golf courses myrtle beach	25	3.73	-1.30
/news/how-to-properly-celebrate-a-hole-in-one-and-how-not-to/	46	ambassador golf	23	5.82	-0.24
/news/locals-corner-top-5-myrtle-beach-bbq-restaurants/	46	seafood buffet in myrtle beach	23	3.44	-0.12
/news/myrtle-beach-dominates-golf-magazines-2016-best-public-golf-c	46	myrtle beach all inclusive golf packages	22	1.42	-0.12
/paige-spiranac-plays-golf-in-myrtle-beach/	44	ambassador golf myrtle beach	20	1	0.00
/news/top-5-list-myrtle-beachs-best-wings/	41	best courses in myrtle beach	19	4.33	-0.80
/news/jack-nicklaus-golf-courses-in-myrtle-beach/	37	best wings in myrtle beach	19	5.36	0.42
/news/oldest-myrtle-beach-golf-course-pine-lakes-re/	35	myrtle beach golf course map	19	4.28	0.04
/news/golf-instruction-zone-how-to-control-your-clubface-and-the-ball/	34	best myrtle beach golf courses	18	5.04	-0.42
/news/locals-corner-top-5-italian-restaurants/	33	golf packages myrtle beach 2018	18	1.1	-0.54
/news/east-coast-5-is-a-ridiculously-good-golf-package/	31	best buffet in myrtle beach	17	5.39	0.67
		best golf courses myrtle beach 2018	17	2.4	-3.08
		golf myrtle beach	16	8.12	-1.72
		golf vacations for singles	16	3.26	0.26
		best myrtle beach golf courses 2018	15	1.79	-3.61