

Key Takeaways:

AI Visibility:

- AI Overview: 380 citations
- ChatGPT: 79 citations

Traffic Performance:

Overall sessions decreased **62% YoY**, driven primarily by:

- google / organic (-34%; -21,492 sessions)
- google / cpc (-84%; 97,834 sessions)

Top Partners:

- Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort (+139%)
- Old Town Trolley Tours (-69%)
- Anastasia State Park (-26%)

Top Landing Pages:

- /events/holidays/valentines-day/ (+44%), enhanced in January
- /events/ancient-city-cat-show/ (+230%)
- /events/annual-cathedral-festival/ (+651%), earned an AIO for 'st augustine fair' keyword.

Top Markets:

- Daytona Beach: +28%
- Brandon: +64%
- Petersburg: +63%

Email Performance

Total Subscribers: 275,531

Opt-In Email:

- Messages Sent: 42,909
- CTOR: 22%
- Visit to Website: 432
- Length of Visit: 0:03:56

Other Source Subscribers Email:

- Messages Sent: 161,817
- CTOR: 28%
- Visit to Website: 186
- Length of Visit: 0:02:49

Tasks Completed in February:

- Optimize: THE PLAYERS annual event page
- Enhance: Celtic Music & Heritage Festival Festival page
- Enhance: St. Patrick's Day blog
- February Monthly Email

Upcoming Tasks:

March:

- Optimize: Arts & Crafts Festival blog
- Optimize: Easter Holiday page
- Optimize: Cabbage, Potato and Bacon Festival annual event page
- March Monthly Email



Executive Summary

 GA4 Performance

 GSC Performance

Hispanic Microsite Performance

Monthly Performance

776

↓ -24.7% YOY

Total Sessions

714

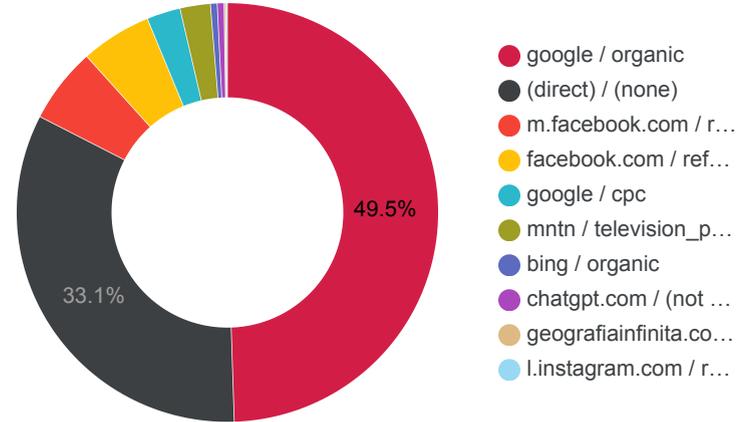
↓ -20.9% YOY

Total Users

Engaged Sessions

Engagement Rate

Top 10 Traffic Sources



YTD Performance

1,822

↓ -43.3% YOY

Total Sessions

1,651

↓ -38.8% YOY

Total Users

1,013

↓ -57.6% YOY

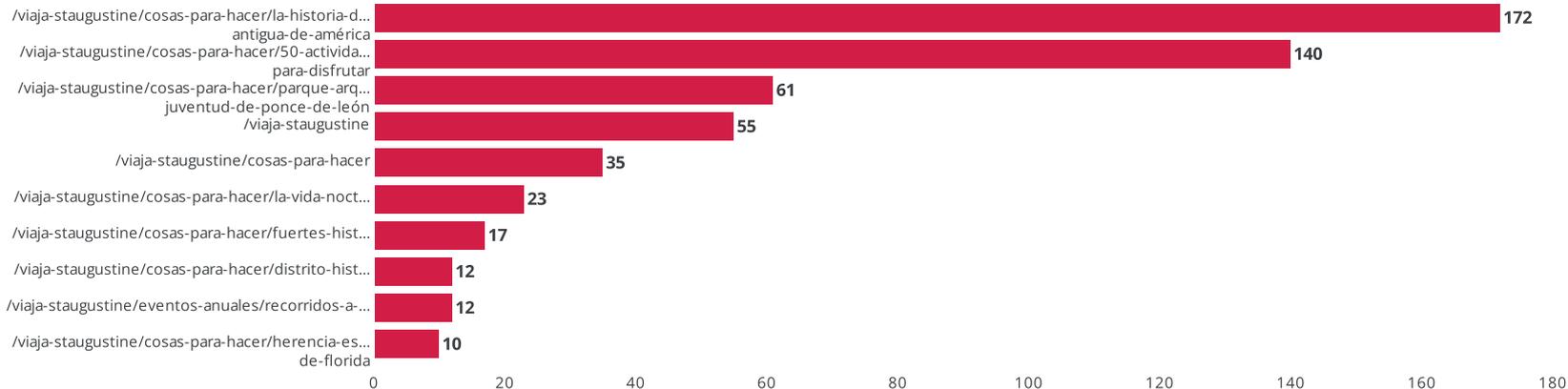
Engaged Sessions

55.60%

↓ -25.3% YOY

Engagement Rate

Top 10 Landing Pages



Feb 1, 2026 - Feb 28, ▾

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



Top Level Website Performance

Website Traffic & Engagement

Monthly Website Performance

114,514

↓ -62.4% YOY

Total Sessions

92,467

↓ -62.9% YOY

Total Users

42,563

↓ -34.2% YOY

Organic Sessions

189,025

↓ -58.4% YOY

Total View

00:00:55

↑ 41.2% YOY

Avg Engagement Time Per Sessions

68,167

↓ -47.0% YOY

Engaged Sessions

59.53%

↑ 40.9% YOY

Engagement Rate

4,212,017

↑ 8.7% YOY

Google Search Impressions

YTD Website Performance

249,842

↓ -57.0% YOY

Total Sessions

203,184

↓ -55.8% YOY

Total Users

94,783

↓ -38.5% YOY

Organic Sessions

413,835

↓ -53.8% YOY

Total View

00:00:54

↑ 27.6% YOY

Avg Engagement Time Per Sessions

145,463

↓ -48.4% YOY

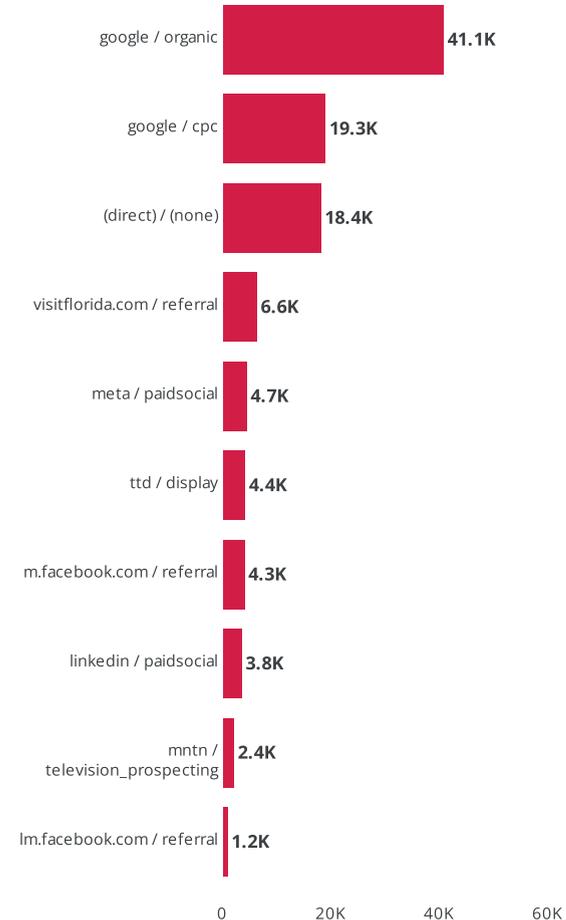
Engaged Sessions

58.22%

↑ 20.0% YOY

Engagement Rate

Top 10 Traffic Sources



Feb 1, 2026 - Feb 28, ▾

Executive Summary

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Key Metric Report

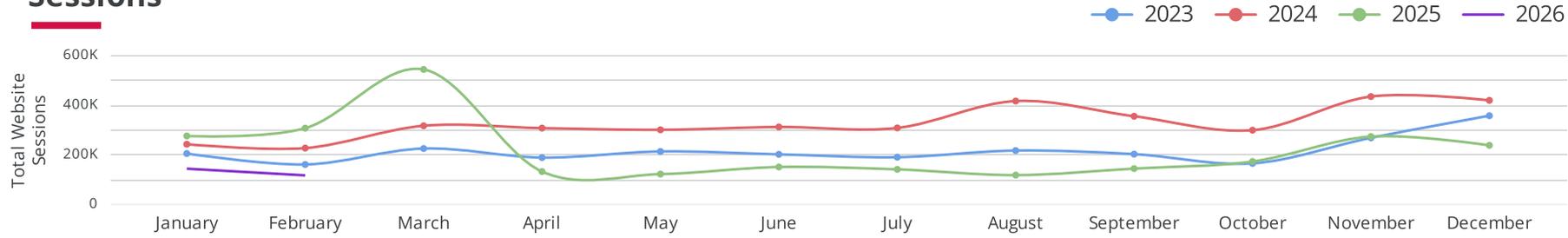
LLM Performance



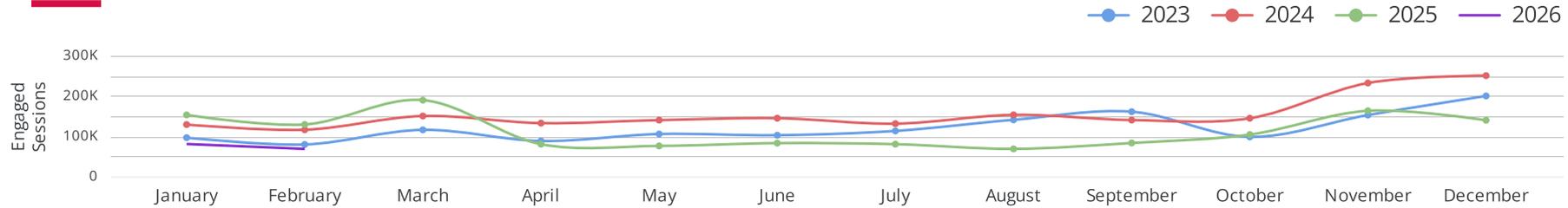
Website Traffic & Engagement

Top Level Website Performance

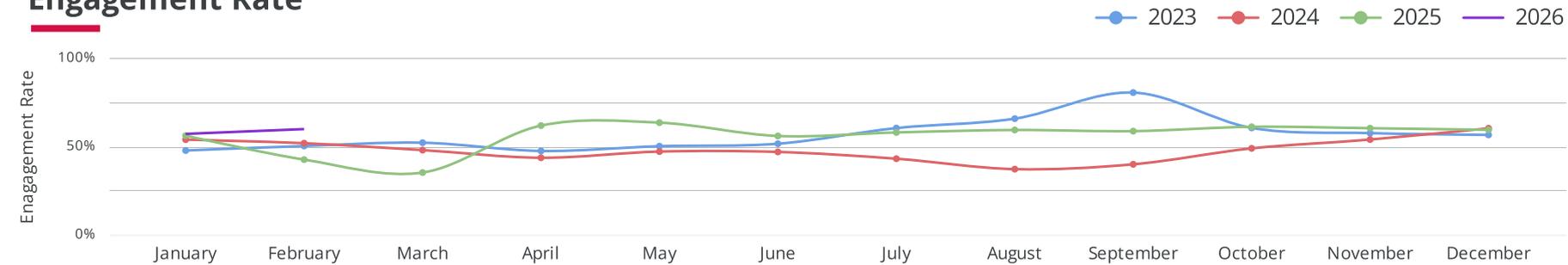
Sessions



Engaged Sessions



Engagement Rate



Feb 1, 2026 - Feb 28, ▼

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



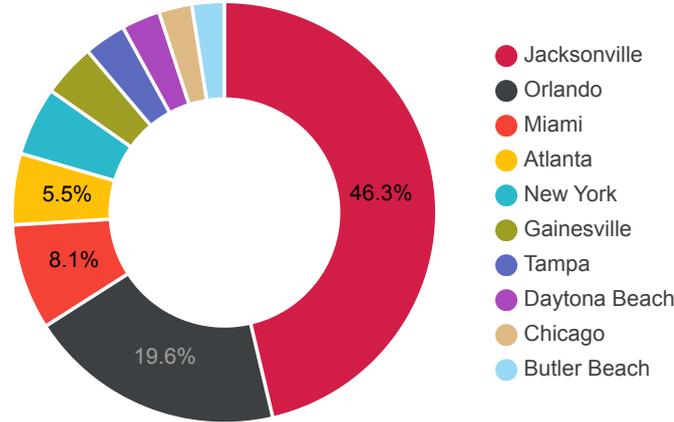
Top Level Organic Performance

Traffic & Engagement

Monthly Organic Performance

42,563 ↓ -34.2% YOY Total Organic Sessions	32,116 ↓ -34.3% YOY Total Organic Users	30,227 ↓ -34.8% YOY Engaged Sessions (Organic)	71.02% ↓ -0.9% YOY Engagement Rate (Organic)
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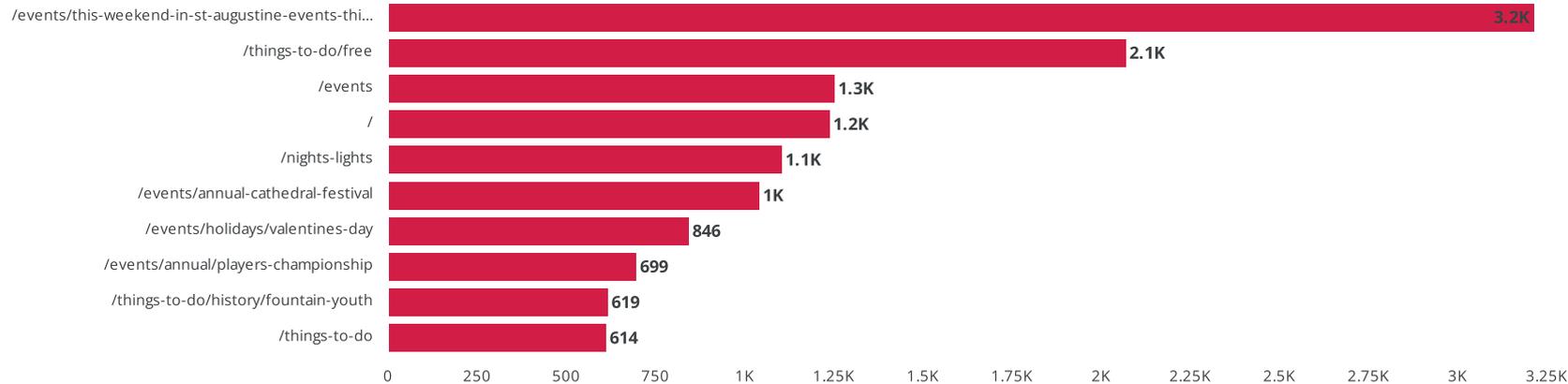
Top 10 Organic Cities



YTD Organic Performance

Total Organic Sessions	Total Organic Users	64,453 ↓ -39.9% YOY Engaged Sessions (Organic)	68.00% ↓ -2.2% YOY Engagement Rate (Organic)
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Top 10 Landing Pages



Feb 1, 2026 - Feb 28, ▾

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

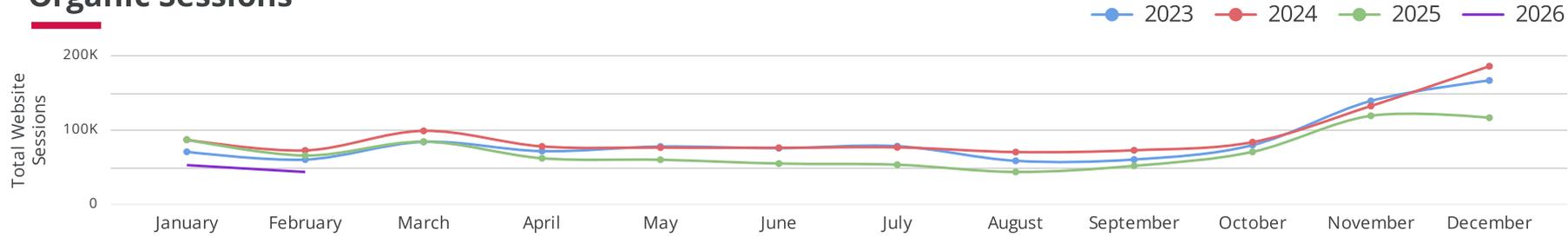
LLM Performance



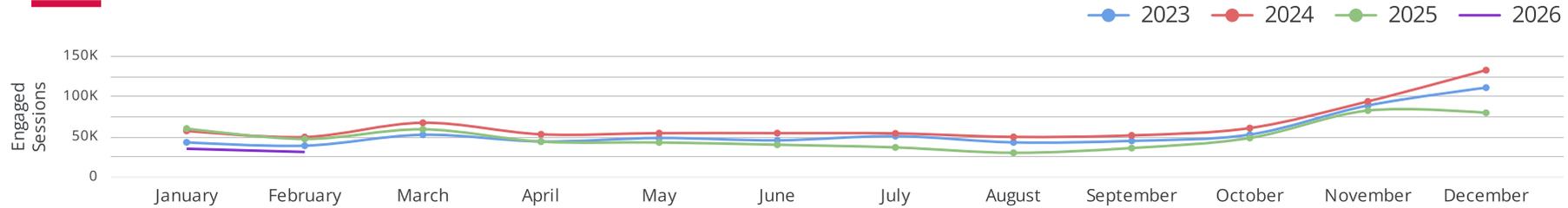
Organic Traffic & Engagement

Top Level Organic Performance

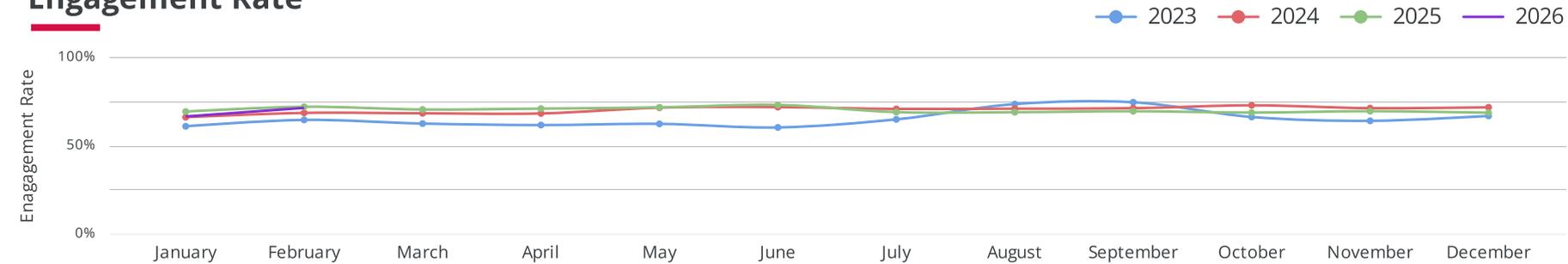
Organic Sessions



Engaged Sessions



Engagement Rate



Feb 1, 2026 - Feb 28, ▼

Executive Summary

Website Performance

Organic Performance

Custom Reports

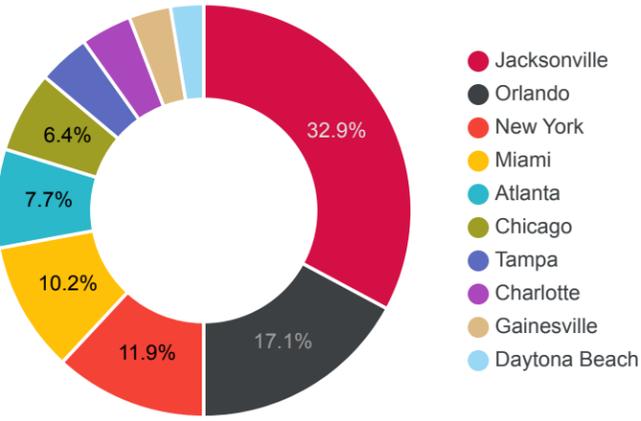
Key Metric Report

LLM Performance

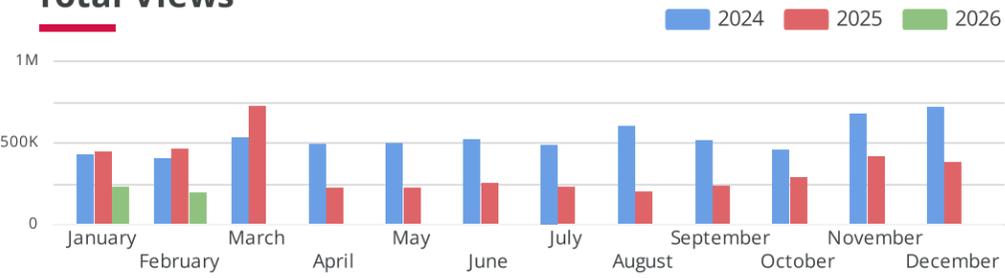


Top Level Website Performance

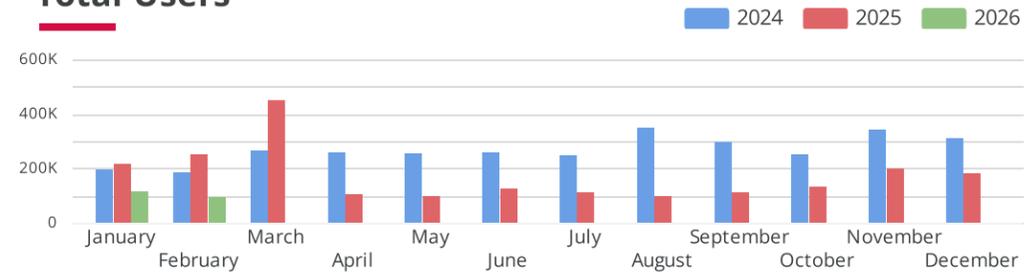
Top 10 Cities By Sessions



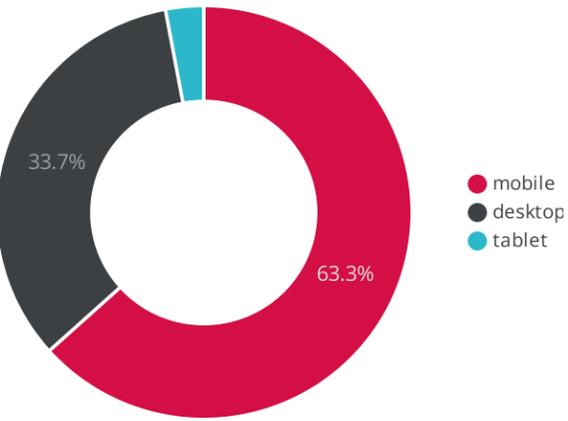
Total Views



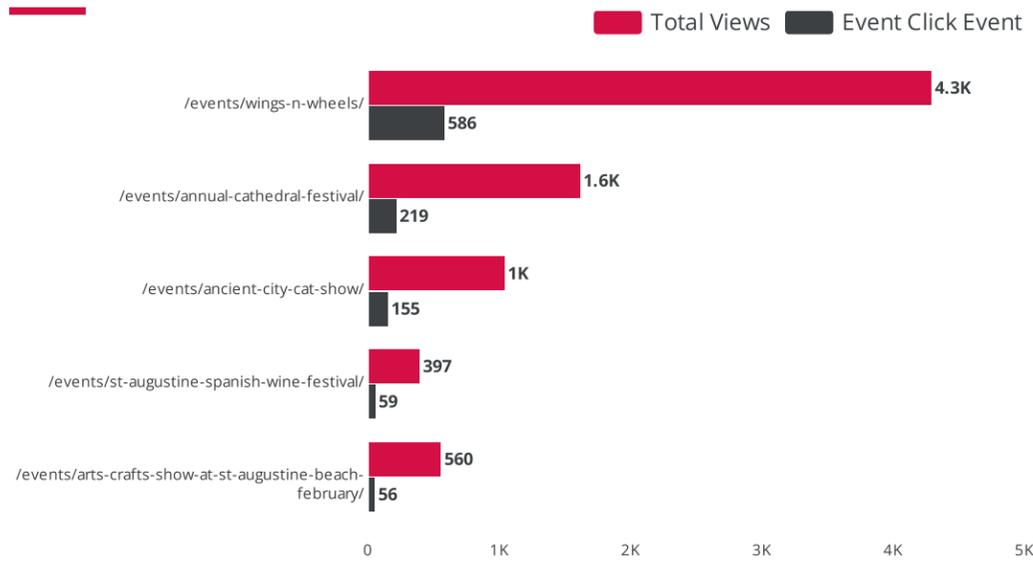
Total Users



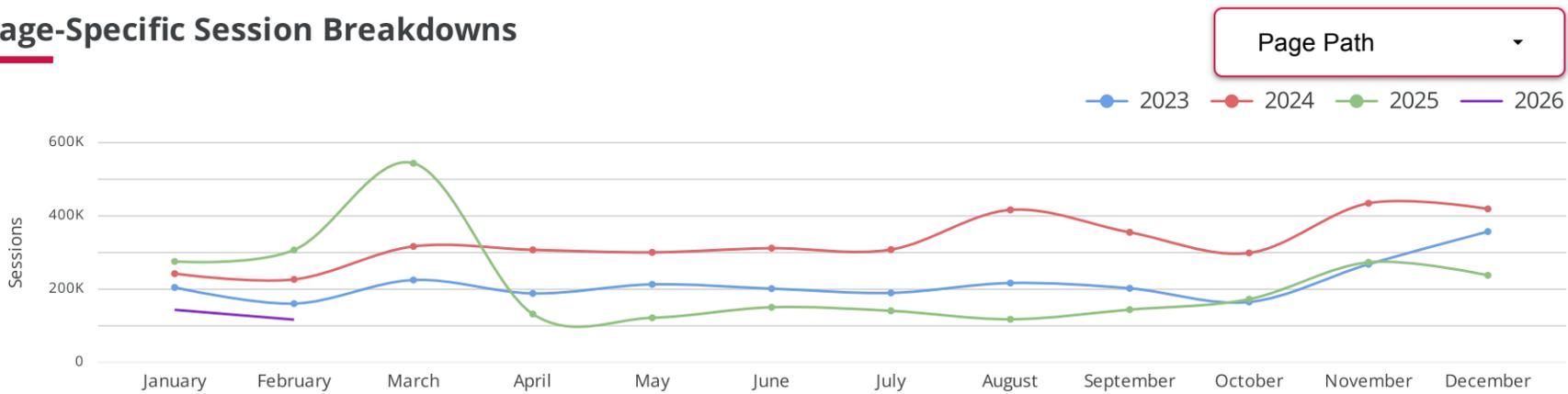
Sessions By Device



Event Listing Clicks/Pageviews



Page-Specific Session Breakdowns

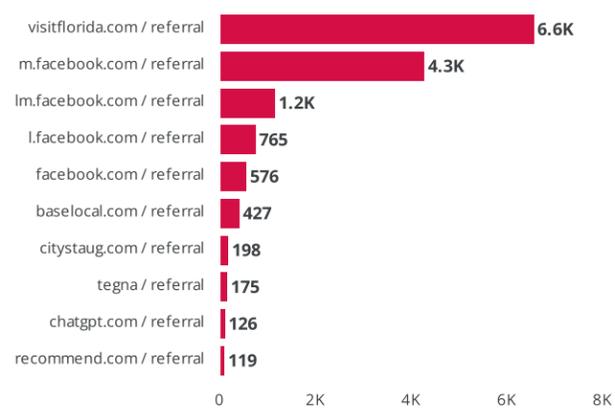


Outbound Clicks

1.	viewer.joomag.com	2,104
2.	google.com	1,167
3.	joom.ag	1,060
4.	stakerproductions.com	964
5.	st-augustine-2023.s3.amazonaws.com	836
6.	itunes.apple.com	821
7.	nps.gov	560

1 - 100 / 594 < >

Top 10 Referring Sites



Feb 1, 2026 - Feb 28, [Dropdown]

Executive Summary

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Organic Performance

Custom Reports

Key Metric Report

LLM Performance



Top Level Website Performance

Key Performance Indicators

8,488

↓ -53.6% YOY
Partner Referrals

632

↓ -24.4% YOY
Physical Visitor
Guide Requests

118

↑ 2.6% YOY
Newsletter
Signups

5,805

↑ 131.3% YOY
Bookdirect Clicks

Partner Listing Clicks

Partner Filter

1.	Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort	471
2.	Old Town Trolley Tours St. Augustine	240
3.	Anastasia State Park	203
4.	Castillo de San Marcos National Monument	178
5.	St. Augustine Alligator Farm Zoological Park	169
6.	Ponce de Leon's Fountain of Youth Archaeological Park	119
7.	Fort Matanzas National Monument	111
8.	St. Augustine Aquarium	109
9.	St. Augustine Distillery	98
10.	Equestrian Adventures of Florida	96
11.	Colonial Oak Music Park	82
12.	Black Raven Adventures	76
13.	San Sebastian Winery	76
14.	St. Augustine Premium Outlets®	75

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Feb 1, 2026 - Feb 28, >

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



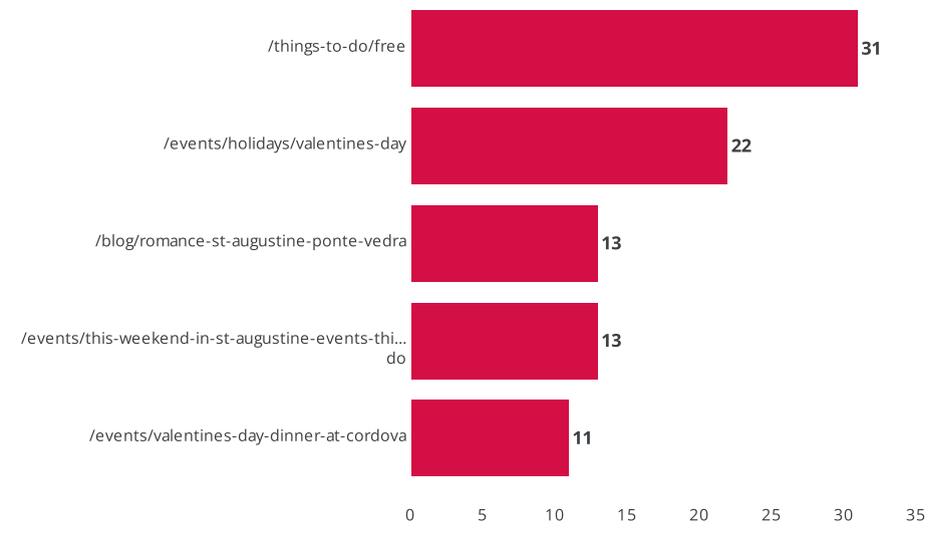
Top Level Website Performance

LLM Source/Medium

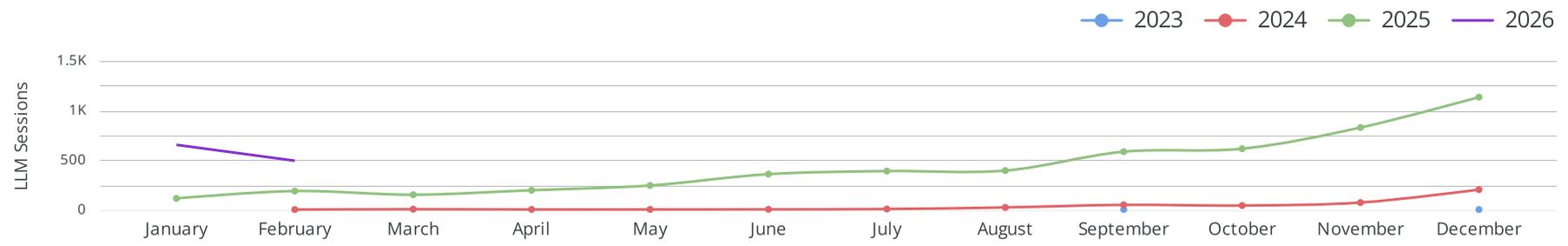
Session source / m...	Sessions
1. chatgpt.com / (not set)	336
2. chatgpt.com / referral	126
3. perplexity / (not set)	9
4. copilot.com / (not set)	7
5. gemini.google.com / referral	7
6. perplexity.ai / referral	3
7. copilot.com / referral	2

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LLM Landing Pages



LLM sessions over time



Feb 1, 2026 - Feb 28, ▼

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



Search Performance Overview

35,326

↓ -31.0% YOY

Clicks

4,212,017

↑ 8.7% YOY

Impressions

0.84%

↓ -36.5% YOY

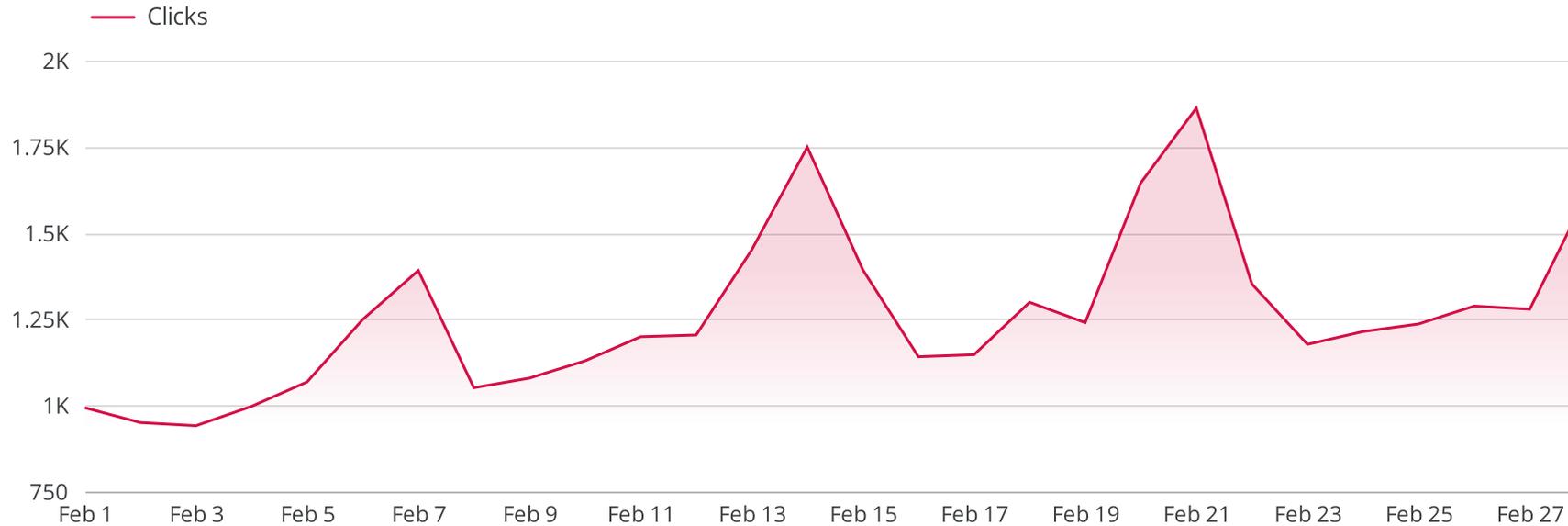
CTR

8.12

↓ -38.0% YOY

Average Position

Daily Performance



Feb 1, 2026 - Feb 28, ▾

Executive Summary

Search Performance

Query & Landing Page



Query & Landing Page Analysis

Query Performance

Query

Landing Page

	Query	Clicks	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Posit...	% Δ
1.	st augustine	266	24.9% ↑	146,712	-17.0...	0.18%	50.4% ↑	9.87	-10.0...
2.	st augustine events	220	15.8% ↑	1,280	0.2% ↑	17.19%	15.6% ↑	2.26	-45.1...
3.	st augustine events this weekend	217	-10.3...	751	4.3% ↑	28.89%	-14.0...	1.97	-42.9...
4.	things to do in st augustine	200	-25.7...	15,727	-30.3...	1.27%	6.6% ↑	6.52	4.2% ↑
5.	st augustine florida	142	-11.8...	73,717	-14.0...	0.19%	2.5% ↑	9.35	-7.1% ↓
6.	ancient city cat show	137	-	286	-	47.9%	-	1.51	-

1 - 500 / 24937 < >

Landing Page Performance

	Landing Page	Clicks	% Δ	Impressions	% Δ	CTR	% Δ	Average Position	% Δ
1.	https://www.floridashistoricoast.com/events/this-weekend-in-st-augustine-events-things-to-do/	3,146	-6.1% ↓	99,453	111.1...	3.16%	-55.5...	7.35	-34.0...
2.	https://www.floridashistoricoast.com/things-to-do/free/	2,039	6.3% ↑	129,501	8.6% ↑	1.57%	-2.2%...	5.24	-18.6...
3.	https://www.floridashistoricoast.com/events/	1,212	-9.6% ↓	52,700	-35.5...	2.3%	40.0...	9.93	-10.6...
4.	https://www.floridashistoricoast.com/events/annual-cathedral-festival/	854	1,023...	13,953	881.9...	6.12%	14.4...	3.38	-4.9...

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Feb 1, 2026 - Feb 28, >

Executive Summary

Search Performance

Query & Landing Page

