

Key Takeaways:

AI Visibility:

- LLM Session increased **3% MoM**
- AI Overview: 774 citations
- ChatGPT: 72 citations

Traffic Performance:

Overall sessions decreased **75% YoY**, driven primarily by:

- google / organic (-29%; -22,895 sessions)
- google / cpc (-93%; -277,360 sessions)

Top Partners:

- Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort (+**131%**)
- The Conch House Marina Resort (+**288%**)
- Palm Valley Golf Course (+**22%**)

Top Landing Pages:

- /events/holidays/easter/(+**130%**), *optimized in March*, earned an AIO for 'st augustine easter parade 2026'
- /blog/why-the-players-at-tpc-sawgrass-is-on-everyones-bucket-list/ (+**7.8k%**), earned AIO for 'where is the players championship'
- /events/st-augustine-lions-seafood-festival/ (+**344%**)

Top Markets:

- Brandon: +**106%**
- Houston: +**20%**

Email Performance

Total Subscribers: 276,212

Opt-In Email:

- **Messages Sent:** 43,145
- **CTOR:** 33%
- **Visit to Website:** 590
- **Length of Visit:** 0:04:07

Other Source Subscribers Email:

- **Messages Sent:** 161,344
- **CTOR:** 51%
- **Visit to Website:** 354
- **Length of Visit:** 0:02:13

Tasks Completed in March:

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

Upcoming Tasks:

April:

- **Optimize:** Craft Brewers Fest annual event page
- **Optimize:** Mother's Day annual event
- **Optimize:** St. Augustine Food and Wine Festival
- **April Monthly Email**



Executive Summary

 GA4 Performance

 GSC Performance

Top Level Website Performance

Website Traffic & Engagement

Monthly Website Performance

136,524

↓ -74.8% YOY

Total Sessions

112,170

↓ -74.9% YOY

Total Users

59,143

↓ -29.0% YOY

Organic Sessions

223,156

↓ -68.9% YOY

Total View

00:00:52

↑ 105.7% YOY

Avg Engagement Time Per Sessions

79,465

↓ -58.0% YOY

Engaged Sessions

58.21%

↑ 66.6% YOY

Engagement Rate

5,813,505

↑ 5.5% YOY

Google Search Impressions

YTD Website Performance

390,362

↓ -64.7% YOY

Total Sessions

311,098

↓ -65.3% YOY

Total Users

154,868

↓ -34.5% YOY

Organic Sessions

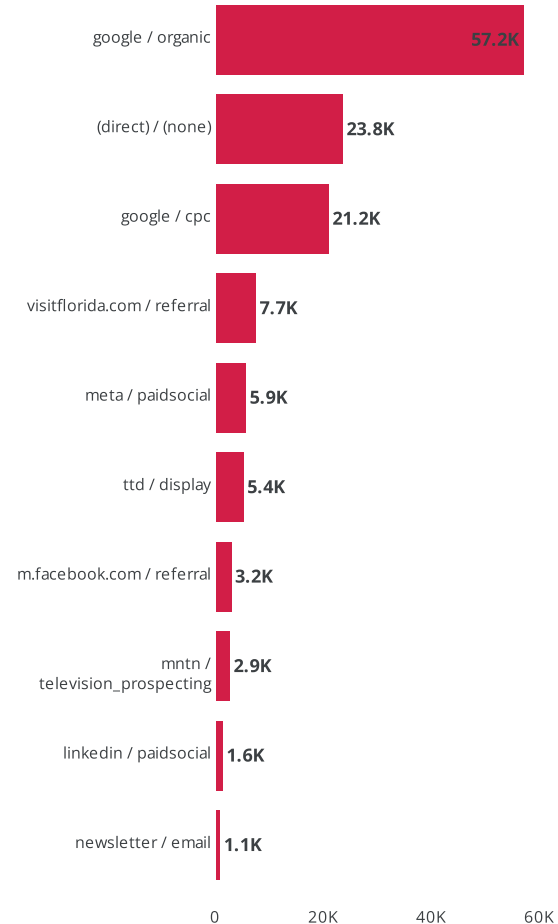
Total View

Avg Engagement Time Per Sessions

Engaged Sessions

Engagement Rate

Top 10 Traffic Sources



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Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

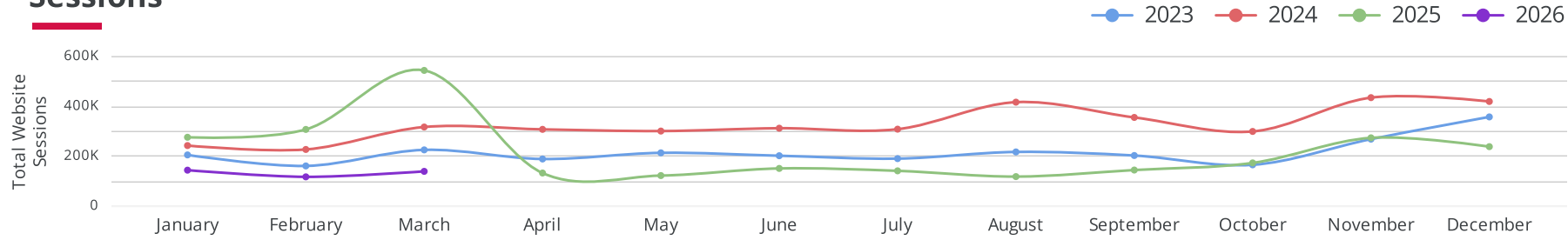
LLM Performance



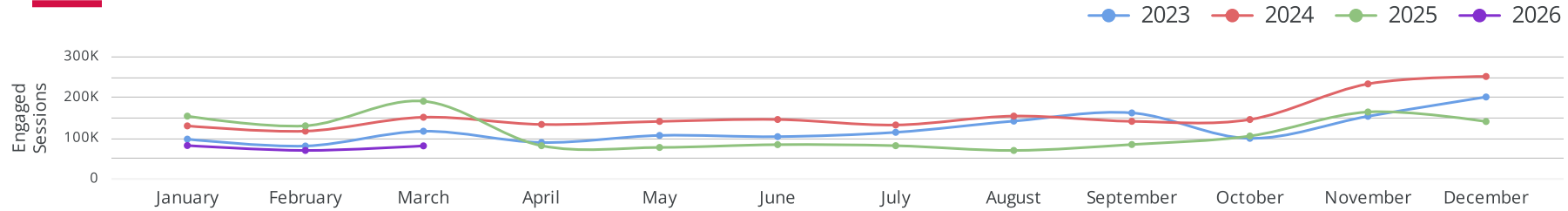
Website Traffic & Engagement

Top Level Website Performance

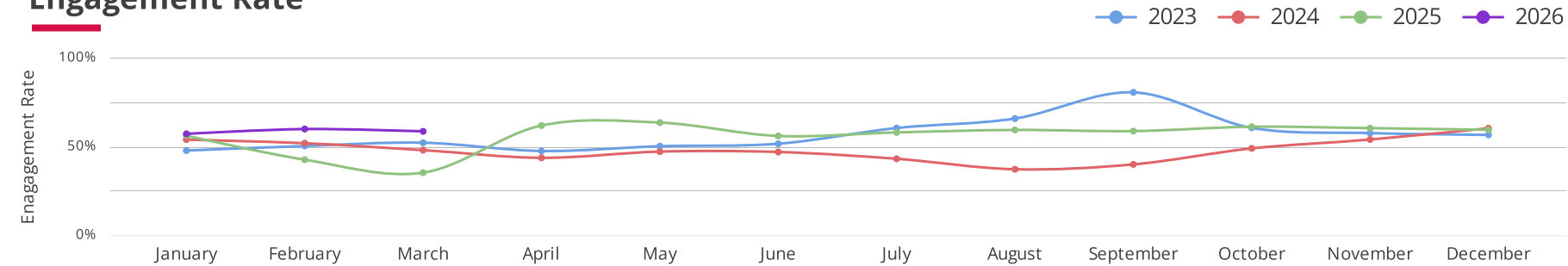
Sessions



Engaged Sessions



Engagement Rate



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Top Level Organic Performance

Traffic & Engagement

Monthly Organic Performance

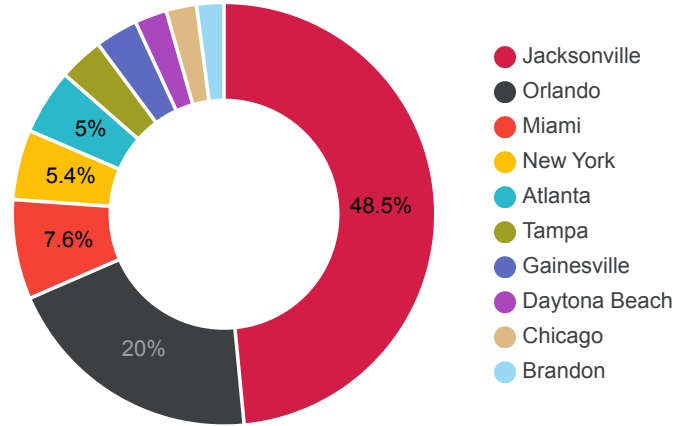
59,143
↓ -29.0% YOY
Total Organic Sessions

45,716
↓ -25.4% YOY
Total Organic Users

40,603
↓ -30.4% YOY
Engaged Sessions (Organic)

68.65%
↓ -2.1% YOY
Engagement Rate (Organic)

Top 10 Organic Cities



YTD Organic Performance

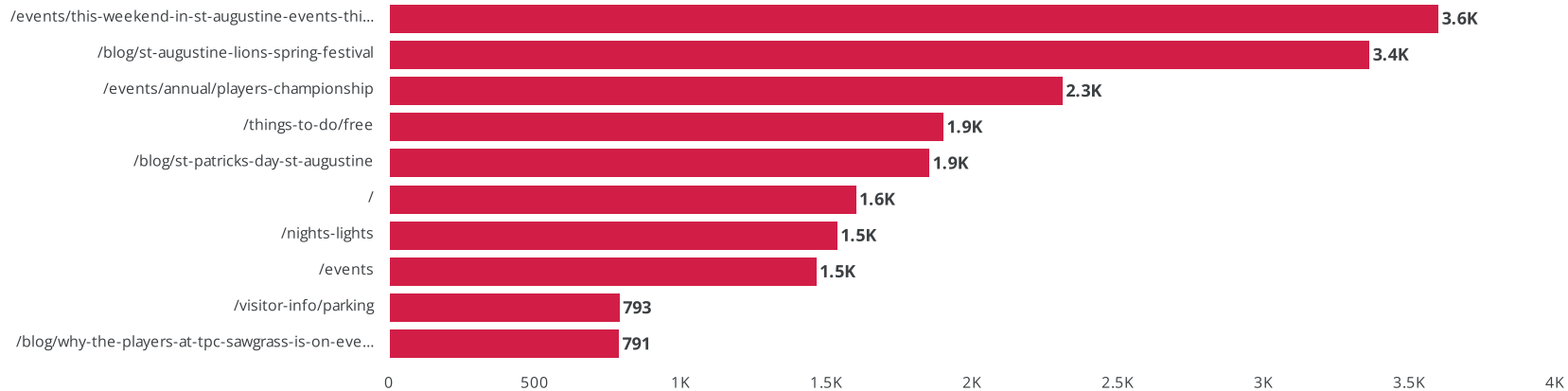
Total Organic Sessions

Total Organic Users

105,883
↓ -36.5% YOY
Engaged Sessions (Organic)

68.37%
↓ -3.1% YOY
Engagement Rate (Organic)

Top 10 Landing Pages



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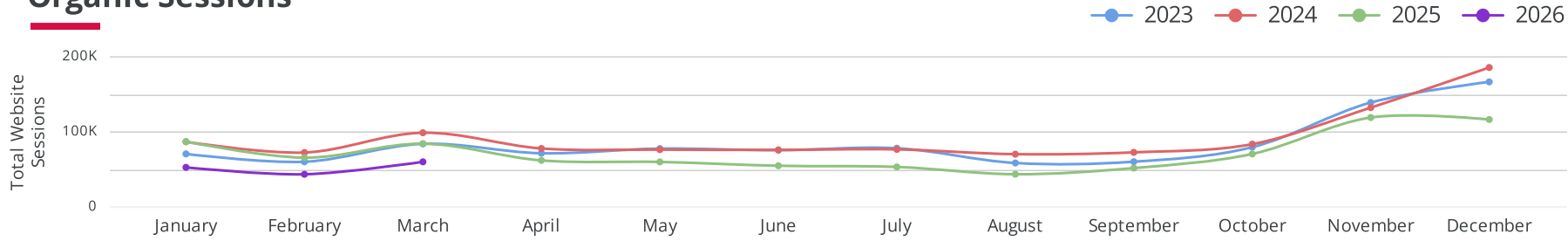
LLM Performance



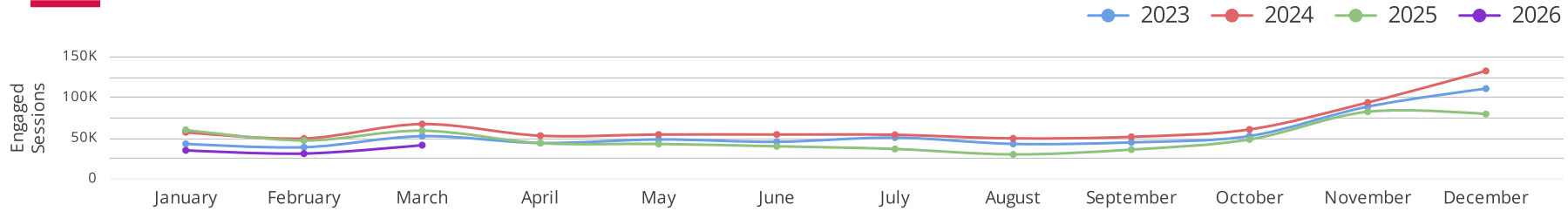
Organic Traffic & Engagement

Top Level Organic Performance

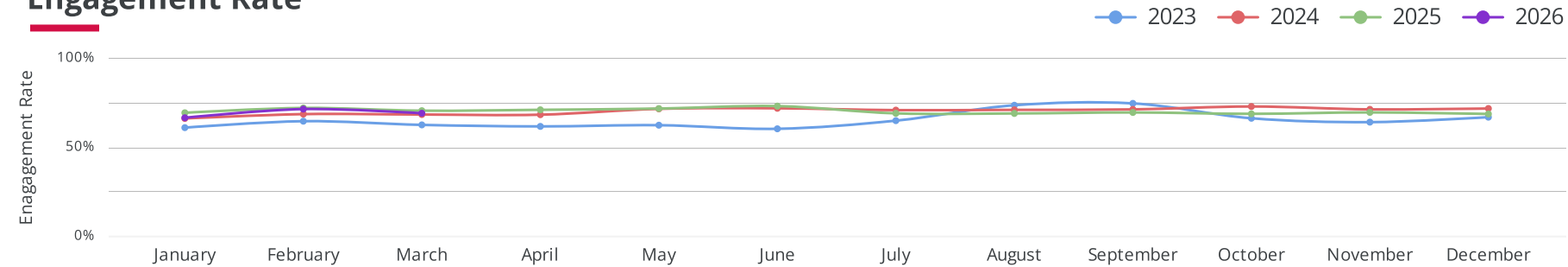
Organic Sessions



Engaged Sessions



Engagement Rate



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Top Level Website Performance

Microsite Traffic



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Organic Performance

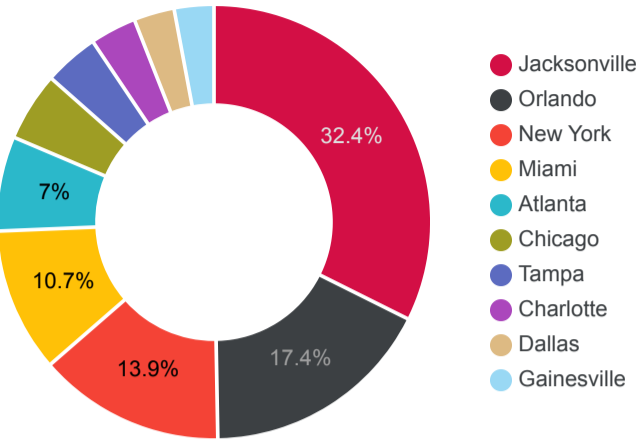
Custom Reports

Key Metric Report

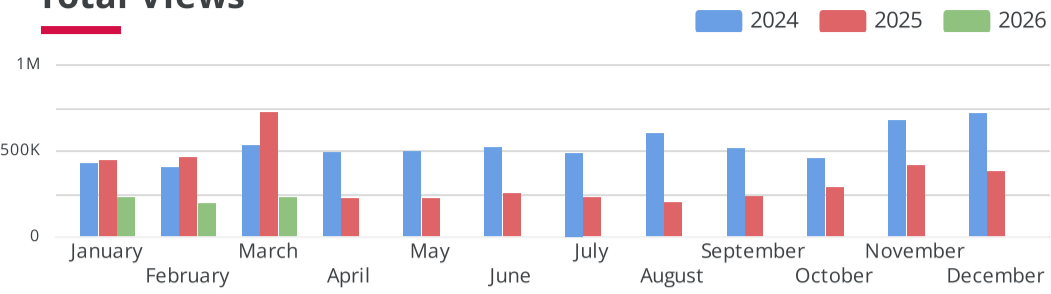
LLM Performance

GSC

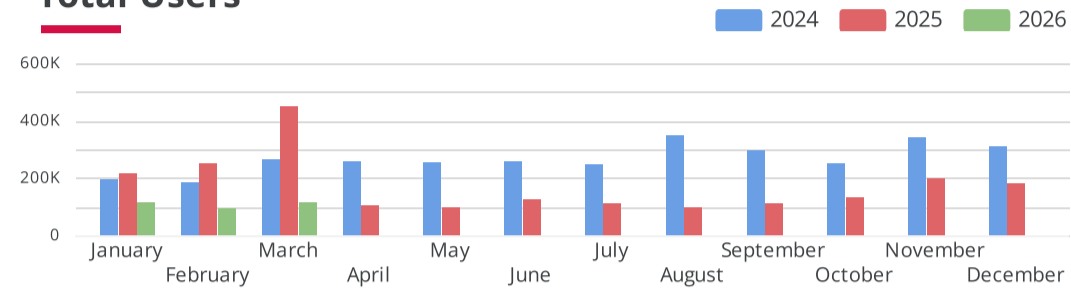
Top 10 Cities By Sessions



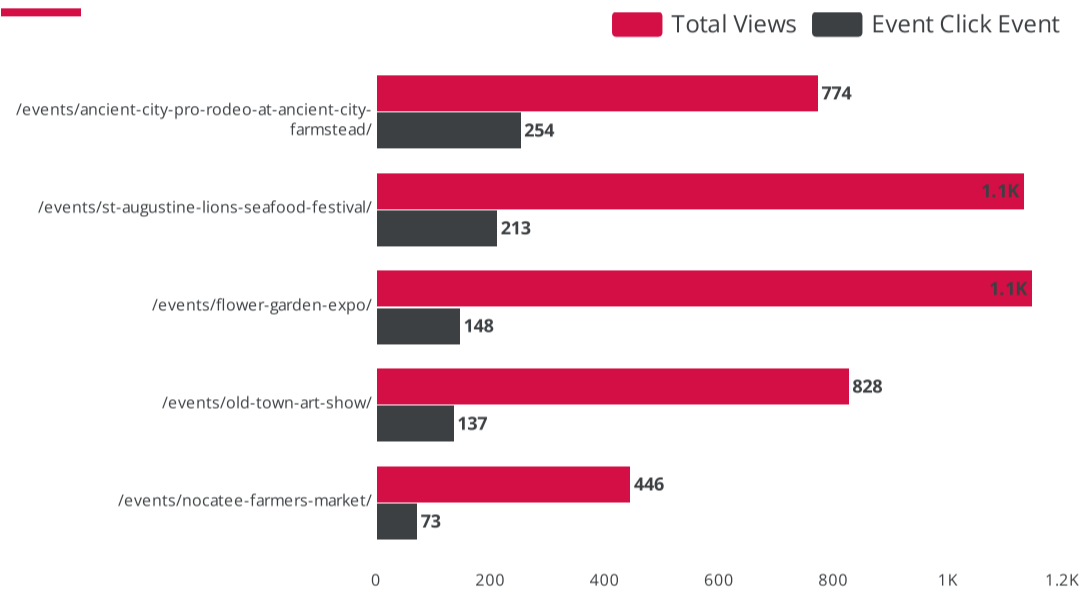
Total Views



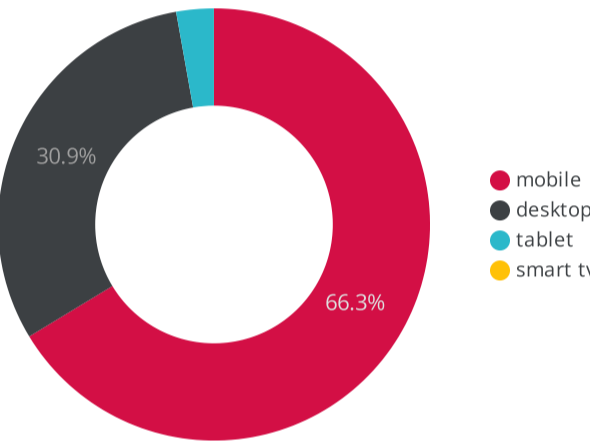
Total Users



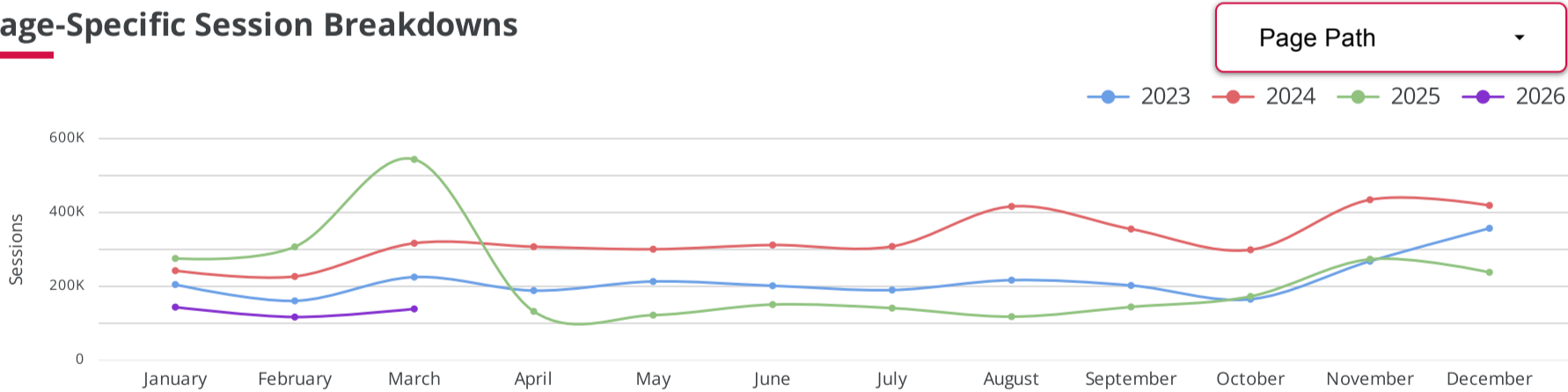
Event Listing Clicks/Pageviews



Sessions By Device



Page-Specific Session Breakdowns

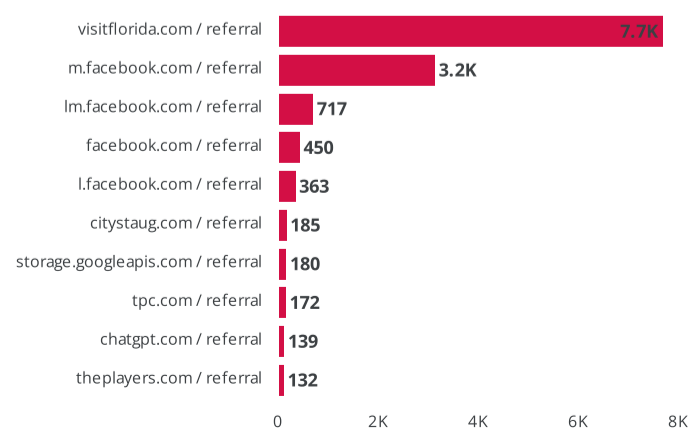


Outbound Clicks

1. viewer.joomag.com	2,318
2. google.com	1,396
3. joom.ag	1,161
4. st-augustine-2023.s3.amazonaws.com	1,092
5. itunes.apple.com	1,085
6. nps.gov	655
7. celticstaugustine.com	588

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Top 10 Referring Sites



Microsite Traffic Report

Meetings Microsite

Landing page	Sessions	% Δ
1. /meetings	7,111	-68.6% ↓
2. /meetings/venues	32	-62.4% ↓
3. /meetings/lodging-meeting-space	29	-51.7% ↓
4. /meetings/contact-us	24	200.0% ↑
5. /meetings/submit-rfp	17	-97.1% ↓
6. /meetings/complimentary-event-support	8	-27.3% ↓
Grand total	7,212	-69.1% ↓

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Religious Spiritual Retreats Microsite

Landing page	Sessions	% Δ
1. /religious-spiritual-retreats	81	-14.7% ↓
2. /religious-spiritual-retreats/florida-camino-passport	51	537.5% ↑
3. /religious-spiritual-retreats/blessing-of-the-fleet	43	1,333.3% ↑
4. /religious-spiritual-retreats/tracing-the-nast-a-inurnev	8	-
Grand total	196	76.6% ↑

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Reunions Microsite

Landing page	Sessions	% Δ
1. /reunions	478	2,887.5% ↑
2. /reunions/military-reunions	20	1,900.0% ↑
3. /reunions/military-reunions/military-special-offers	17	-46.9% ↓
4. /reunions/family-social-reunions	10	150.0% ↑
5. /reunions/contact-us	8	700.0% ↑
Grand total	534	888.9% ↑

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Weddings Microsite

Landing page	Sessions	% Δ
1. /weddings	1,150	560.9% ↑
2. /weddings/wedding-packages	93	47.6% ↑
3. /weddings/venues	79	618.2% ↑
4. /weddings/marriage-licenses	60	66.7% ↑
5. /weddings/houses-of-worship	16	128.6% ↑
6. /weddings/vendors	11	1,000.0% ↑
Grand total	1,419	379.4% ↑

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Tours Microsite

Landing page	Sessions	% Δ
1. /tours	189	894.7% ↑
2. /tours/group-friendly-dining	97	-5.8% ↓
3. /blog/tours-and-tastes-tpc-sawgrass-clubhouse	95	-22.8% ↓
4. /tours/educational-adventures-on-floridas-historic-coast	22	633.3% ↑
Grand total	467	24.9% ↑

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Sports Recreation Microsite

Landing page	Sessions	% Δ
1. /sports-recreation	48	269.2% ↑
2. /sports-recreation/waterways-fishing	8	700.0% ↑
3. /sports-recreation/facilities-venues	5	150.0% ↑
4. /sports-recreation/iconic-golf	3	-
Grand total	67	252.6% ↑

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Executive Summary

Website Performance

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Key Metric Report

LLM Performance



Top Level Website Performance

Key Performance Indicators

10,544
↓ -45.7% YOY
Partner Referrals

581
↓ -17.8% YOY
Physical Visitor
Guide Requests

178
↑ 15.6% YOY
Newsletter
Signups

5,974
↑ 197.4% YOY
Bookdirect Clicks

Partner Listing Clicks

Partner Filter

1.	Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort	444
2.	Old Town Trolley Tours St. Augustine	279
3.	Anastasia State Park	264
4.	The Conch House Marina Resort	221
5.	Castillo de San Marcos National Monument	215
6.	St. Augustine Alligator Farm Zoological Park	194
7.	Pesca Rooftop	164
8.	Palm Valley Golf Course	155
9.	Equestrian Adventures of Florida	153
10.	The Pickle Factory	147
11.	Ponce de Leon's Fountain of Youth Archaeological Park	135
12.	St. Augustine Premium Outlets®	135
13.	Marker 8 Hotel & Marina	131
14.	St. Augustine Aquarium	131

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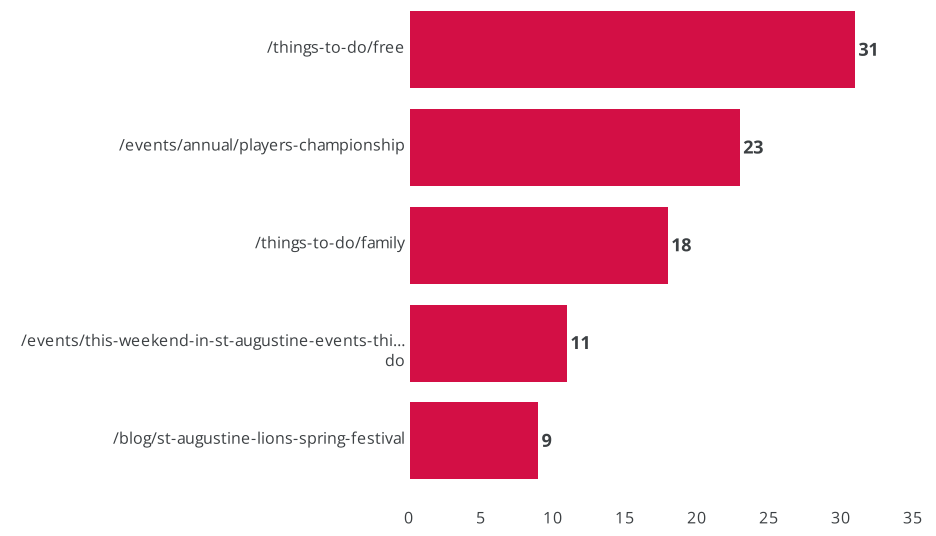
Top Level Website Performance

LLM Source/Medium

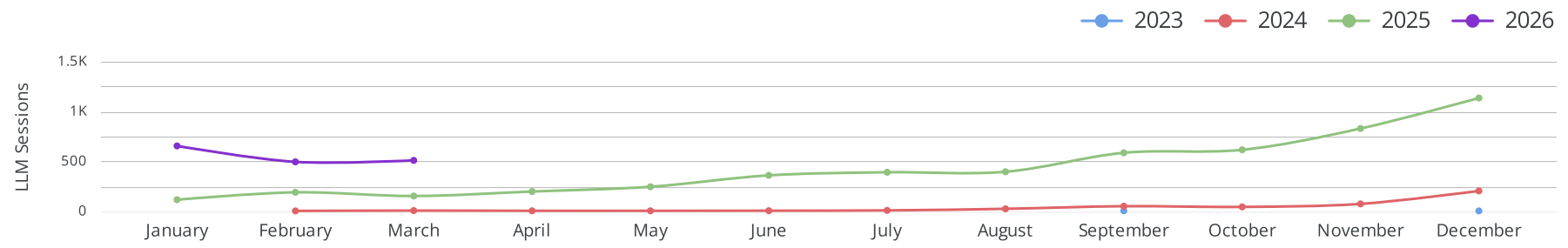
Session source / m...	Sessions
1. chatgpt.com / (not set)	311
2. chatgpt.com / referral	139
3. perplexity / (not set)	27
4. gemini.google.com / referral	14
5. copilot.com / (not set)	8
6. perplexity.ai / referral	6
7. copilot.com / referral	2

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LLM Landing Pages



LLM sessions over time



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Search Performance Overview

50,161

↓ -21.2% YOY

Clicks

5,813,505

↑ 5.5% YOY

Impressions

0.86%

↓ -25.4% YOY

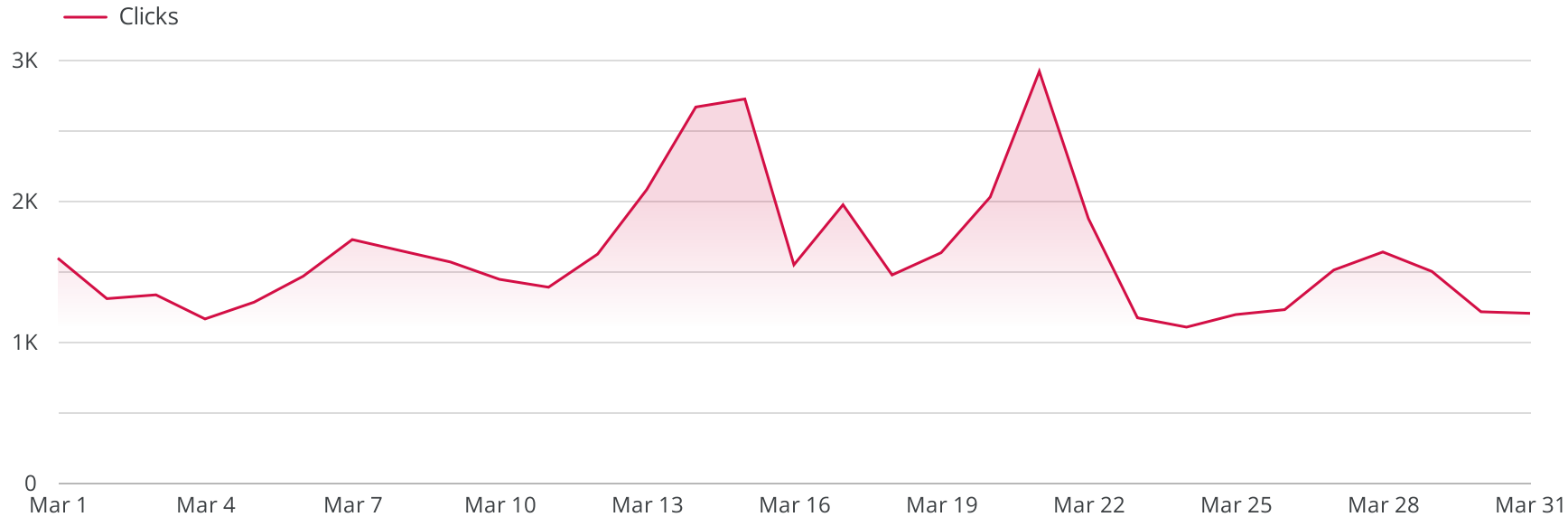
CTR

7.57

↓ -42.3% YOY

Average Position

Daily Performance



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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 seafood festival	919	1,406....	4,027	1,139....	22.82%	21.6% ↑	1.35	10.9% ↑
2. seafood festival st augustine	915	4,715....	3,140	1,939....	29.14%	136.2...	2.25	32.5% ↑
3. where is the players championship	345	6,800....	55,564	7,564....	0.62%	-10.0...	3.44	-10.8...
4. st augustine seafood festival 2026	289	466.7...	1,980	630.6...	14.6%	-22.4...	1.37	7.0% ↑
5. st augustine	269	1.1% ↑	175.085	19.3% ↑	0.15%	-15.3...	10.41	5.5% ↑

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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/	3,294	4.7% ↑	56,570	-43.1...	5.82%	84.1...	6.73	-8.5...
2. https://www.floridashistoricoast.com/blog/st-augustine-lions-spring-festival/	2,881	854.0...	23,359	234.3...	12.33%	185.3...	3.97	-13.4...
3. https://www.floridashistoricoast.com/events/annual-players-championship/	2,196	229.7...	969,853	376.7...	0.23%	-30.8...	8.73	43.1...
4. https://www.floridashistoricoast.com/	1,783	924.7...	29,131	709.9...	6.12%	26.5...	5.3	-46.9...

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Executive Summary

Search Performance

Query & Landing Page

