

## Key Takeaways:

### AI Visibility:

- LLM Session increased **123% YoY**
- AI Overview: 617 citations
- ChatGPT: 68 citations

### Traffic Performance:

Overall sessions decreased **12% YoY**, driven primarily by:

- google / organic (-33%)
- google / cpc (-27%)

### Top Partners:

- Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort (+28%)
- Palm Valley Golf Course (+8%)
- The Conch House Marina Resort (+78%)

### Top Landing Pages:

- /events/annual/st-augustine-craft-brewers-fest/ (+27%), rank #1 for "st augustine beer festival 2026"
- /events/holidays/mothers-day/ (+37%), optimized in April, rank #1 for "mothers day brunch st augustine"
- /events/annual/birding-fest/ (+269%)

### Top Markets:

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

## Email Performance

Total Subscribers: 276,912

### Opt-In Email:

- Messages Sent: 43,464
- CTOR: 26%
- Visit to Website: 1,392
- Length of Visit: 0:03:12

### Other Source Subscribers Email:

- Messages Sent: 160,828
- CTOR: 36%
- Visit to Website: 500
- Length of Visit: 0:04:41

## Tasks Completed in April:

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

## Upcoming Tasks:

### May:

- Enhance: Order Guide page
- Optimize: Best Beaches blog
- Update: Father's Day page
- May Monthly Email



Executive Summary

 GA4 Performance

 GSC Performance

# Top Level Website Performance

Website Traffic & Engagement

## Monthly Website Performance

114,886

↓ -11.5% YOY

Total Sessions

94,003

↓ -8.8% YOY

Total Users

40,651

↓ -33.4% YOY

Organic Sessions

188,979

↓ -13.6% YOY

Total View

00:00:45

↓ -21.6% YOY

Avg Engagement Time Per Sessions

65,705

↓ -17.7% YOY

Engaged Sessions

57.19%

↓ -7.0% YOY

Engagement Rate

4,013,030

↑ 1.4% YOY

Google Search Impressions

## YTD Website Performance

501,759

↓ -59.4% YOY

Total Sessions

401,963

↓ -59.8% YOY

Total Users

194,700

↓ -34.7% YOY

Organic Sessions

825,970

↓ -54.9% YOY

Total View

00:00:51

↑ 38.7% YOY

Avg Engagement Time Per Sessions

293,461

↓ -47.0% YOY

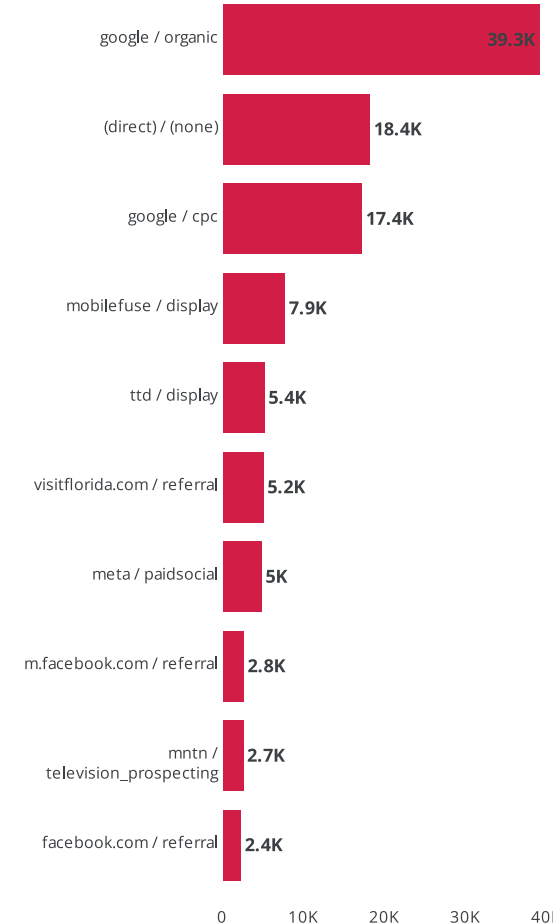
Engaged Sessions

58.49%

↑ 30.6% YOY

Engagement Rate

## Top 10 Traffic Sources



Apr 1, 2026 - Apr 30, 2026

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Website Performance

Organic Performance

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Key Metric Report

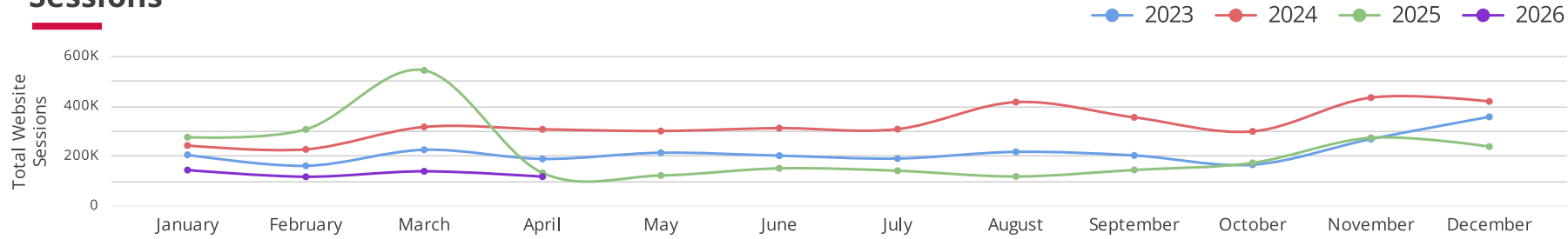
LLM Performance



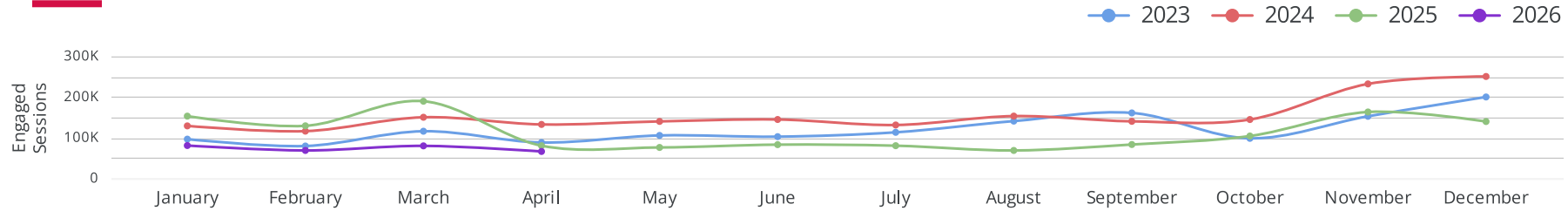
# Website Traffic & Engagement

Top Level Website Performance

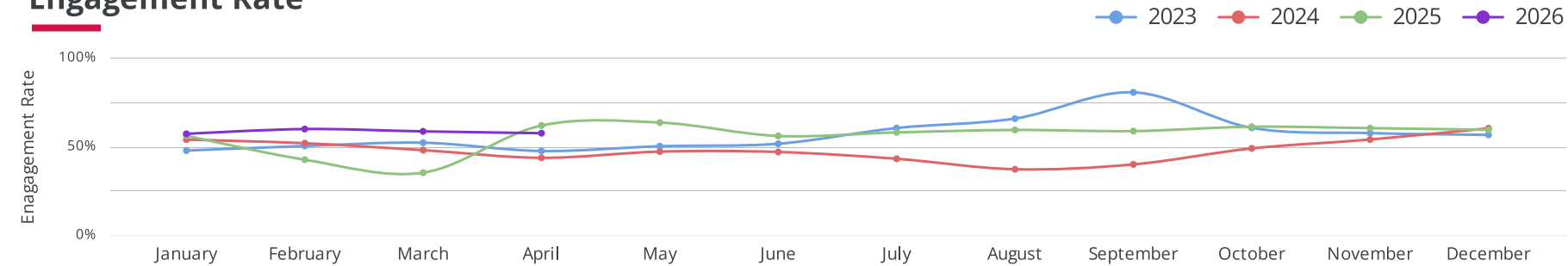
## Sessions



## Engaged Sessions



## Engagement Rate



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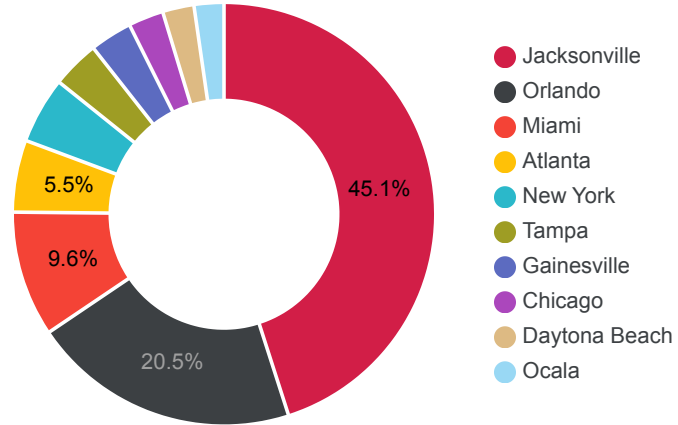
# Top Level Organic Performance

Traffic & Engagement

## Monthly Organic Performance

40,651 ↓ -33.4% YOY Total Organic Sessions	31,284 ↓ -32.4% YOY Total Organic Users	28,244 ↓ -34.4% YOY Engaged Sessions (Organic)	69.48% ↓ -1.6% YOY Engagement Rate (Organic)
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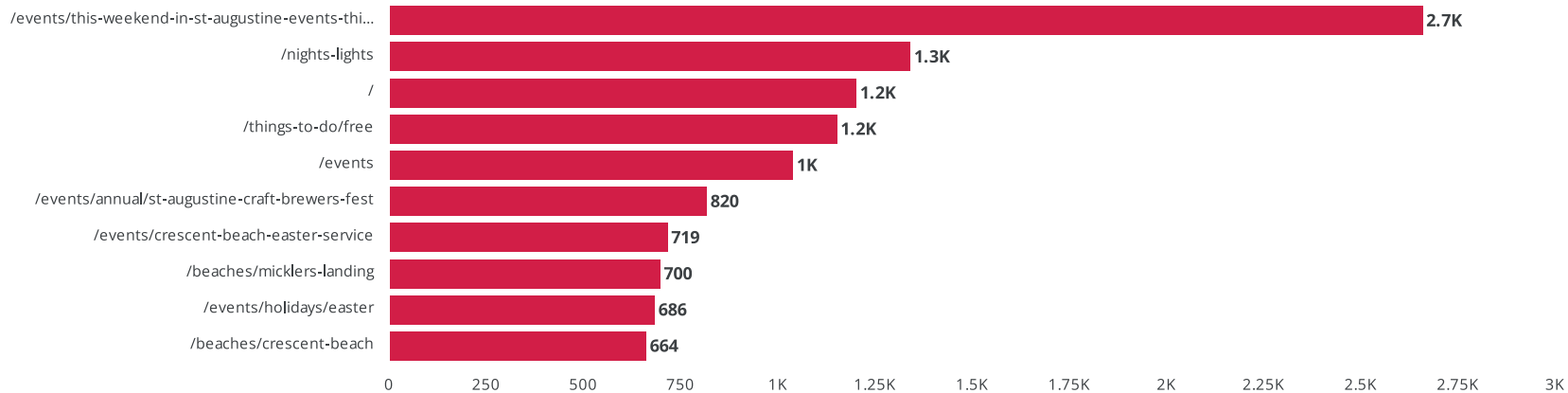
## Top 10 Organic Cities



## YTD Organic Performance

194,700 ↓ -34.7% YOY Total Organic Sessions	143,710 ↓ -32.0% YOY Total Organic Users	134,605 ↓ -35.5% YOY Engaged Sessions (Organic)	69.13% ↓ -1.2% YOY Engagement Rate (Organic)
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## Top 10 Landing Pages



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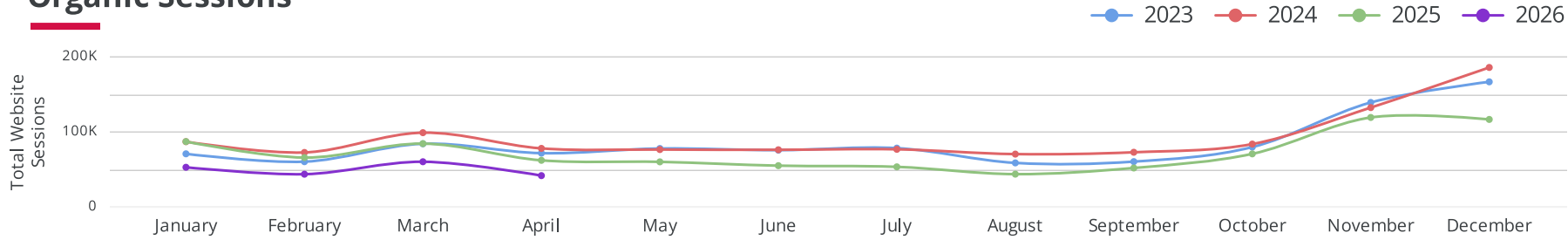
LLM Performance



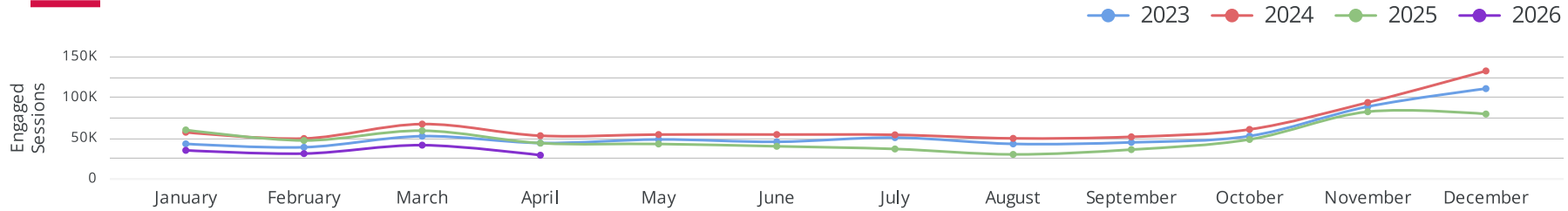
# Organic Traffic & Engagement

Top Level Organic Performance

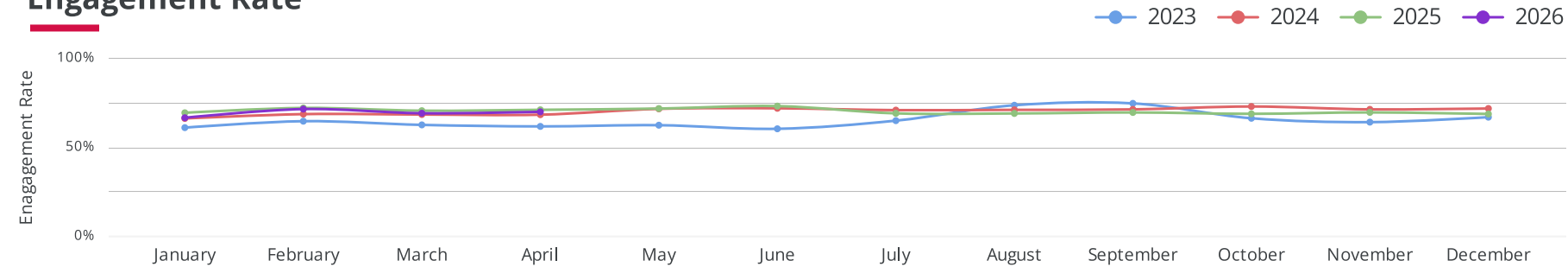
## Organic Sessions



## Engaged Sessions



## Engagement Rate



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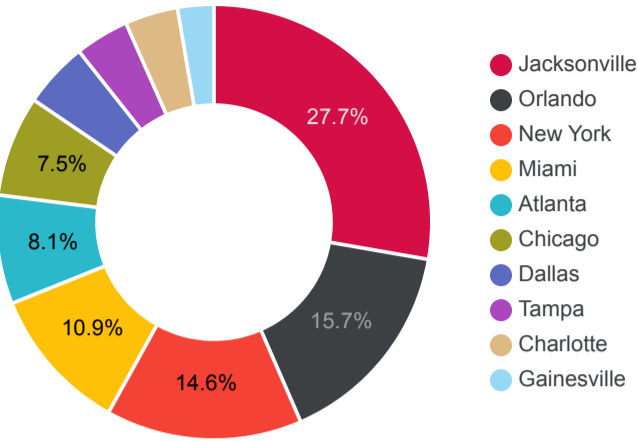
LLM Performance



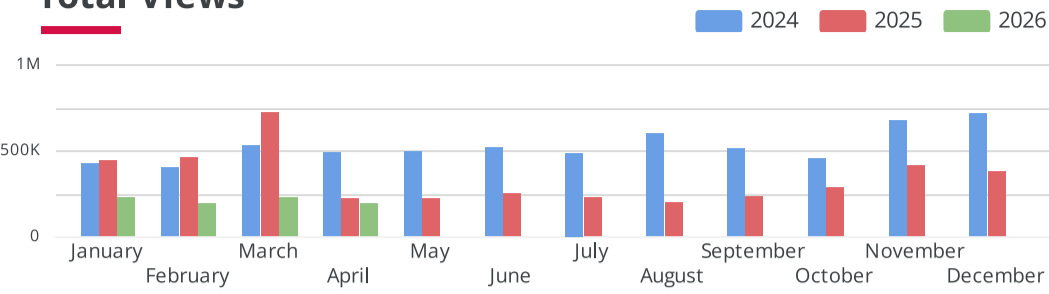
# Top Level Website Performance

Microsite Traffic

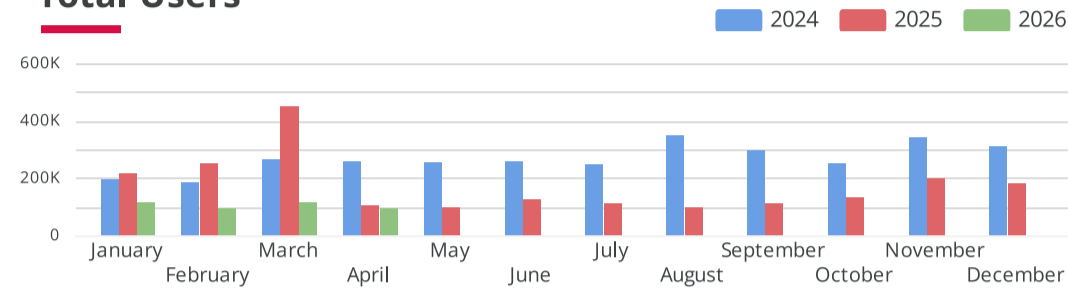
## Top 10 Cities By Sessions



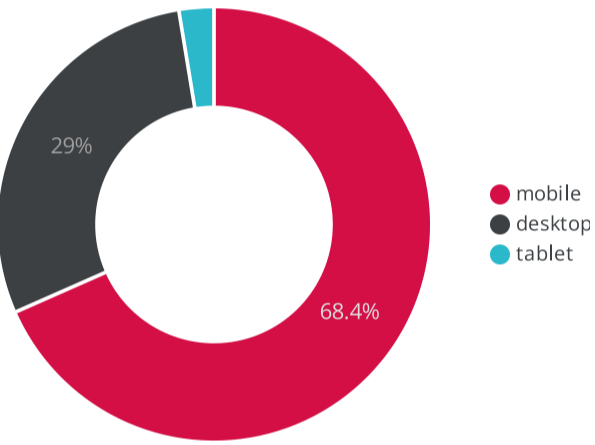
## Total Views



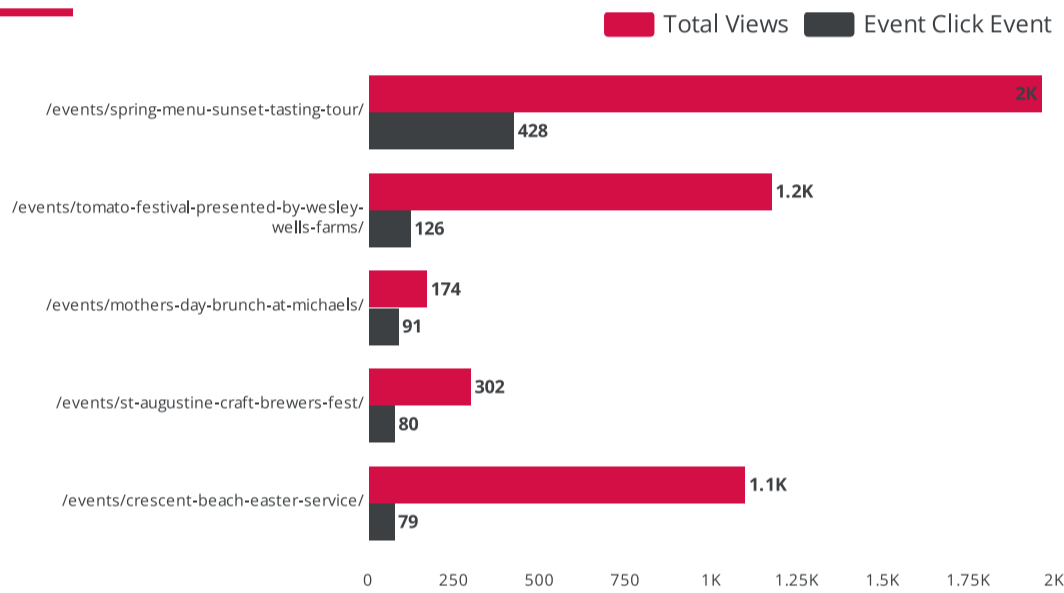
## Total Users



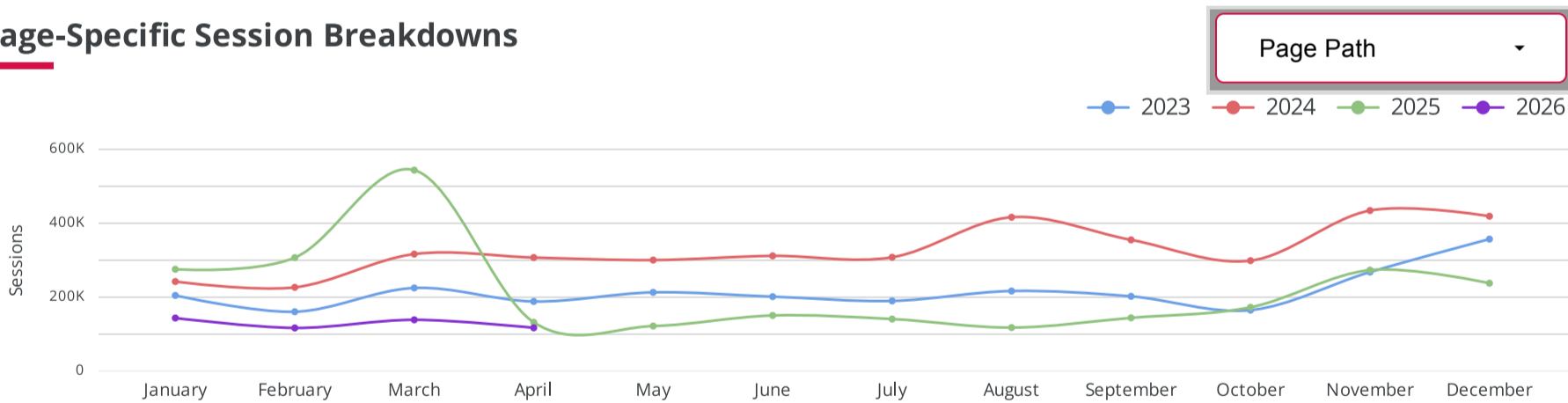
## Sessions By Device



## Event Listing Clicks/Pageviews



## Page-Specific Session Breakdowns

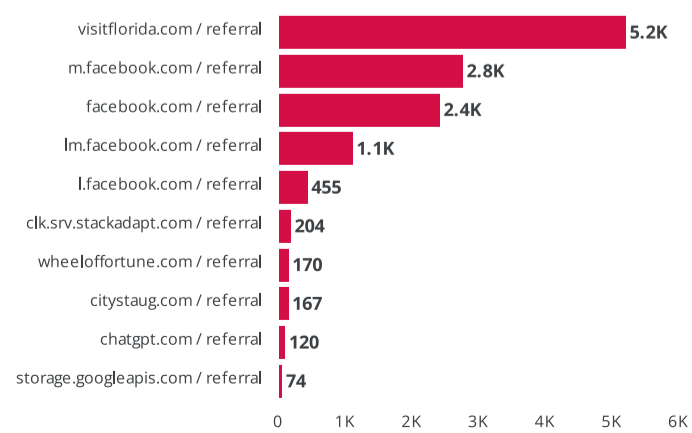


## Outbound Clicks

1.	viewer.joomag.com	1,711
2.	google.com	1,047
3.	joom.ag	1,035
4.	itunes.apple.com	784
5.	st-augustine-2023.s3.amazonaws.com	770
6.	sta-sail.com	574
7.	nps.gov	413

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## Top 10 Referring Sites



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# Microsite Traffic Report



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## Meetings Microsite

Landing page	Sessions	% Δ
1. /meetings	6,693	-12.9% ↓
2. /meetings/venues	24	-7.7% ↓
3. /meetings/contact-us	15	66.7% ↑
4. /meetings/submit-rfp	15	275.0% ↑
5. /meetings/vendors-services	12	-7.7% ↓
6. /meetings/lodging-meeting-space	11	-35.3% ↓
<b>Grand total</b>	<b>6,782</b>	<b>-13.0% ↓</b>

1 - 10 / 10

## Religious Spiritual Retreats Microsite

Landing page	Sessions	% Δ
1. /religious-spiritual-retreats	94	-39.4% ↓
2. /religious-spiritual-retreats/florida-camino-passport	54	350.0% ↑
3. /religious-spiritual-retreats/blessing-of-the-fleet	4	0.0%
4. /religious-spiritual-retreats/airport-nproximity-to-floridas-	2	-
<b>Grand total</b>	<b>159</b>	<b>-9.1% ↓</b>

1 - 8 / 8

## Reunions Microsite

Landing page	Sessions	% Δ
1. /reunions	402	1,910.0% ↑
2. /reunions/military-reunions/military-special-offers	15	-46.4% ↓
3. /reunions/family-social-reunions	9	-30.8% ↓
4. /reunions/family-social-reunions/family-reunion-special-offers	4	100.0% ↑
<b>Grand total</b>	<b>436</b>	<b>570.8% ↑</b>

1 - 6 / 6

## Weddings Microsite

Landing page	Sessions	% Δ
1. /weddings	1,176	509.3% ↑
2. /weddings/wedding-packages	56	-37.1% ↓
3. /weddings/marriage-licenses	49	-10.9% ↓
4. /weddings/venues	48	242.9% ↑
5. /weddings/houses-of-worship	13	550.0% ↑
6. /weddings/vendors	9	350.0% ↑
<b>Grand total</b>	<b>1,352</b>	<b>275.6% ↑</b>

1 - 6 / 6

## Tours Microsite

Landing page	Sessions	% Δ
1. /tours/group-friendly-dining	65	-8.5% ↓
2. /tours	50	400.0% ↑
3. /tours/educational-adventures-on-floridas-historic-coast	14	-
4. /tours/floridas-historic-coast-tapestry-programs/black-	13	-31.6% ↓
<b>Grand total</b>	<b>171</b>	<b>15.5% ↑</b>

1 - 15 / 15

## Sports Recreation Microsite

Landing page	Sessions	% Δ
1. /sports-recreation	17	-37.0% ↓
2. /sports-recreation/contact-us	6	500.0% ↑
3. /sports-recreation/facilities-venues	4	0.0%
4. /sports-recreation/iconic-golf	3	-
5. /sports-	2	50.0% ↑
<b>Grand total</b>	<b>33</b>	<b>-2.9% ↓</b>

1 - 5 / 5

# Top Level Website Performance

## Key Performance Indicators

8,023

↓ -20.3% YOY  
Partner Referrals

129

↓ -35.8% YOY  
Newsletter Signups

467

↓ -45.0% YOY  
Physical Visitor Guide Requests

6,173

↑ 182.6% YOY  
Bookdirect Clicks

## Partner Listing Clicks

Partner Filter

1.	Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort	424
2.	Old Town Trolley Tours St. Augustine	208
3.	Anastasia State Park	173
4.	Palm Valley Golf Course	156
5.	Castillo de San Marcos National Monument	143
6.	Lynda's at The Ocean Club	141
7.	St. Augustine Alligator Farm Zoological Park	124
8.	Equestrian Adventures of Florida	119
9.	The Conch House Marina Resort	116
10.	Colonial Oak Music Park	97
11.	Edgewater Inn	95
12.	Ponce de Leon's Fountain of Youth Archaeological Park	89
13.	Casa Monica Resort & Spa	88
14.	St. Augustine Aquarium	70



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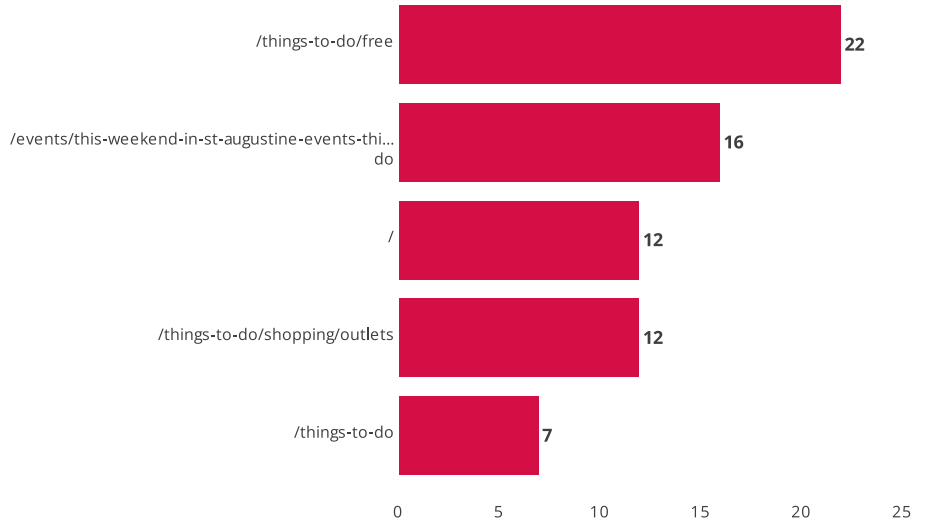
# Top Level Website Performance

## LLM Source/Medium

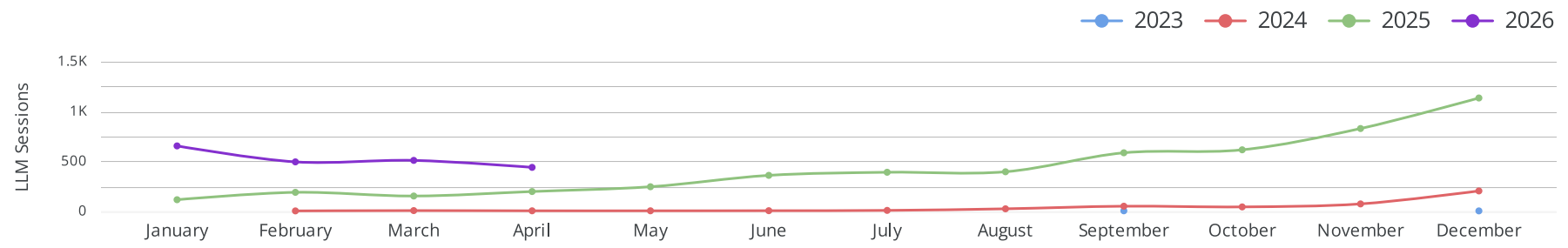
Session source / m...	Sessions
1. chatgpt.com / (not set)	267
2. chatgpt.com / referral	120
3. gemini.google.com / referral	30
4. perplexity / (not set)	8
5. perplexity.ai / referral	5
6. copilot.com / (not set)	4
7. copilot.com / referral	4

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## LLM Landing Pages



## LLM sessions over time



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# Search Performance Overview

33,785

↓ -31.9% YOY

Clicks

4,013,030

↑ 1.4% YOY

Impressions

0.84%

↓ -32.8% YOY

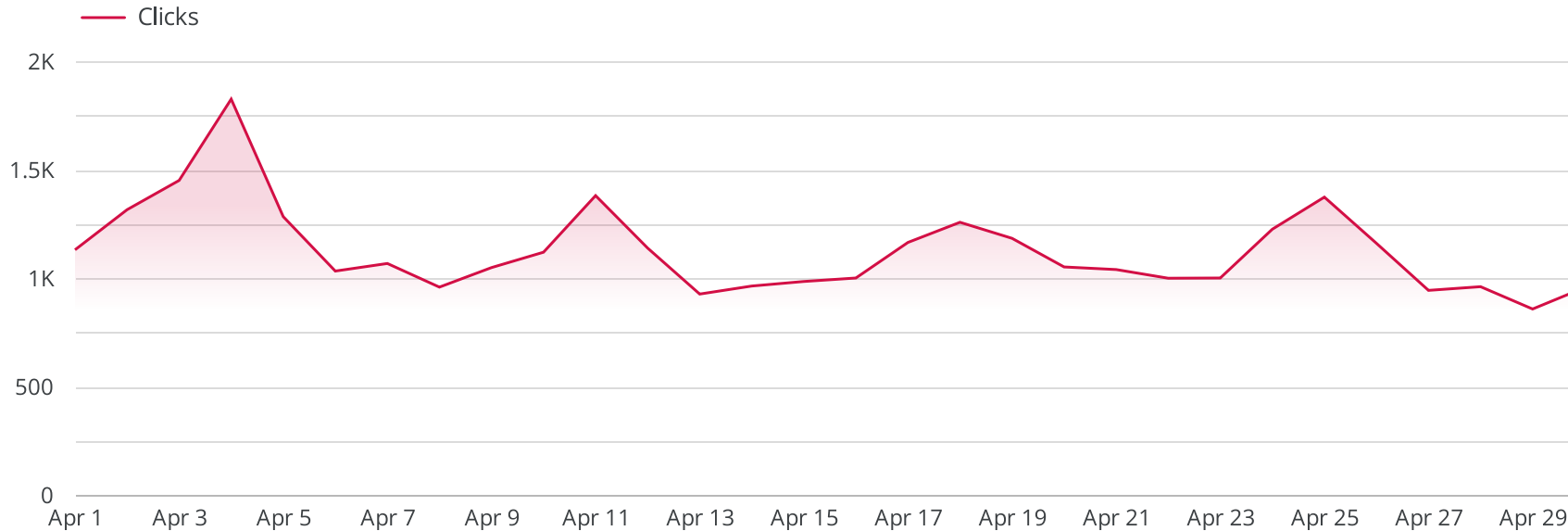
CTR

7.96

↓ -39.9% 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	249	-7.4% ↓	162,338	-7.3% ↓	0.15%	-0.2% ↓	10.63	2.1% ↑
2.	crescent beach	173	36.2% ↑	7,240	-2.0% ↓	2.39%	39.1% ↑	2.49	1.2% ↑
3.	vilano beach	158	3.3% ↑	8,886	-5.3% ↓	1.78%	9.0% ↑	3.57	-6.4% ↓
4.	st augustine florida	152	-9.5% ↓	70,021	-17.5...	0.22%	9.7% ↑	9.5	2.6% ↑
5.	palm valley golf course	147	34.9% ↑	1,902	36.2% ↑	7.73%	-1.0% ↓	2.42	-17.1...
6.	st augustine events	146	-43.2...	1,077	-31.7...	13.56%	-16.8...	2.02	15.9% ↑
7.	nocatee farmers	133	-5.7% ↓	784	3.7% ↑	16.96%	-9.0% ↓	1.18	-5.0% ↓

1 - 500 / 25954 < >

## 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/	2,375	-27.9...	90,157	59.4% ↑	2.63%	-54.8...	8.01	19.0...
2.	https://www.floridashistoricoast.com/things-to-do/free/	982	-41.4...	69,164	-44.0...	1.42%	4.7% ↑	7.56	27.1...
3.	https://www.floridashistoricoast.com/nights-lights/	978	-12.1...	27,138	-12.9...	3.6%	1.0% ↑	6.63	22.1...
4.	https://www.floridashistoricoast.com/events/	958	-28.1...	62,048	13.6% ↑	1.54%	-36.7...	9.05	11.8...

1 - 500 / 2175 < >



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Search Performance

Query & Landing Page

