

## Key Takeaways:

### AI Visibility:

- LLM Session increased **73% YoY**
- AI Overview: 546 citations
- ChatGPT: 59 citations

### Traffic Performance:

Overall sessions decreased **11% YoY**, driven primarily by:

- google / organic (-35%)
- google / cpc (-35%)
- meta / paidsocial (-53%)

### Top Partners:

- Fort Matanzas National Monument (**+39%**)

### Top Landing Pages:

- /nights-lights/ (**+31%**), *optimized in October*. We earned an AIO citation above the Visit St. Augustine citation for “st augustine christmas lights” keyword.
- /events/st-augustine-food-wine-festival/ (**+97%**)
- /live-music/music-festivals/music-by-the-sea-concert-series/ (**+54%**)

### Top Markets:

- Los Angeles: **+35%**
- Mobile: **+106%**

## Email Performance

Total Subscribers: 280,351

### Opt-In Email:

- **Messages Sent:** 43,889
- **CTOR:** 19%
- **Visit to Website:** 811
- **Length of Visit:** 0:05:48

### Other Source Subscribers Email:

- **Messages Sent:** 161,402
- **CTOR:** 30%
- **Visit to Website:** 440
- **Length of Visit:** 0:03:21

## Tasks Completed in May:

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

## Upcoming Tasks:

### June:

- **Optimize:** July 4th Holiday page
- **Optimize:** Micheline Recognized Restaurants blog
- **Enhance:** Must Do Experiences page
- **June Monthly Email**



Executive Summary

 GA4 Performance

 GSC Performance

# Top Level Website Performance

Website Traffic & Engagement

## Monthly Website Performance

105,389

↓ -11.2% YOY

Total Sessions

84,849

↓ -10.7% YOY

Total Users

38,226

↓ -35.2% YOY

Organic Sessions

175,434

↓ -19.8% YOY

Total View

00:00:46

↓ -29.5% YOY

Avg Engagement Time Per Sessions

60,230

↓ -19.9% YOY

Engaged Sessions

57.15%

↓ -9.8% YOY

Engagement Rate

3,973,134

↓ -11.7% YOY

Google Search Impressions

## YTD Website Performance

577,552

↓ -57.3% YOY

Total Sessions

452,548

↓ -58.8% YOY

Total Users

235,257

↓ -34.4% YOY

Organic Sessions

970,551

↓ -52.6% YOY

Total View

00:00:53

↑ 33.8% YOY

Avg Engagement Time Per Sessions

350,597

↓ -44.5% YOY

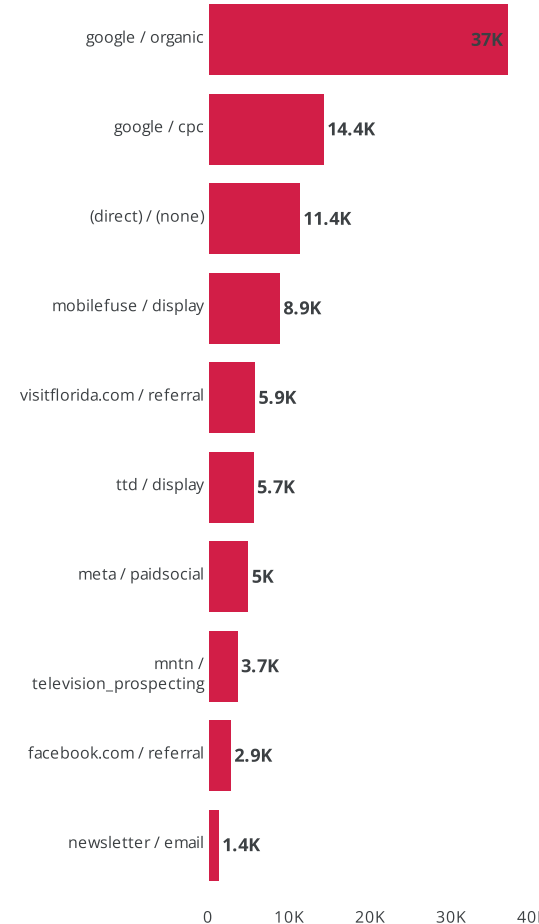
Engaged Sessions

60.70%

↑ 29.8% YOY

Engagement Rate

## Top 10 Traffic Sources



May 1, 2026 - May 31, ▾

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

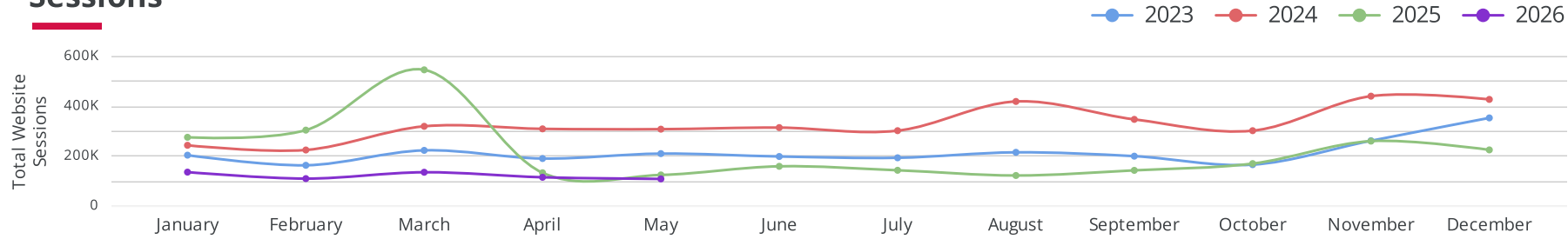
LLM Performance



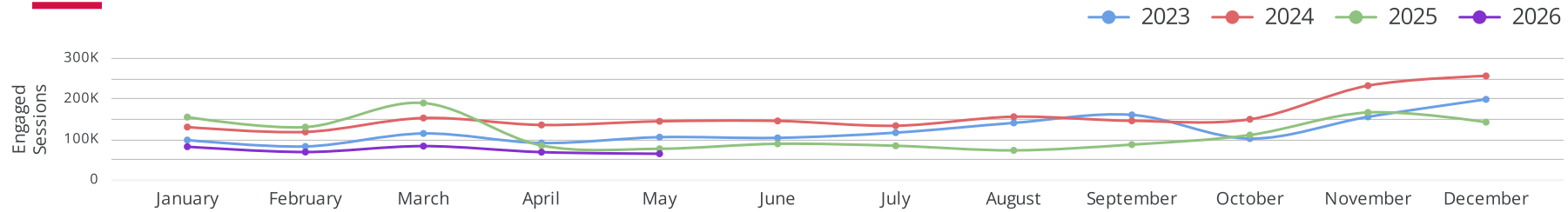
# Website Traffic & Engagement

Top Level Website Performance

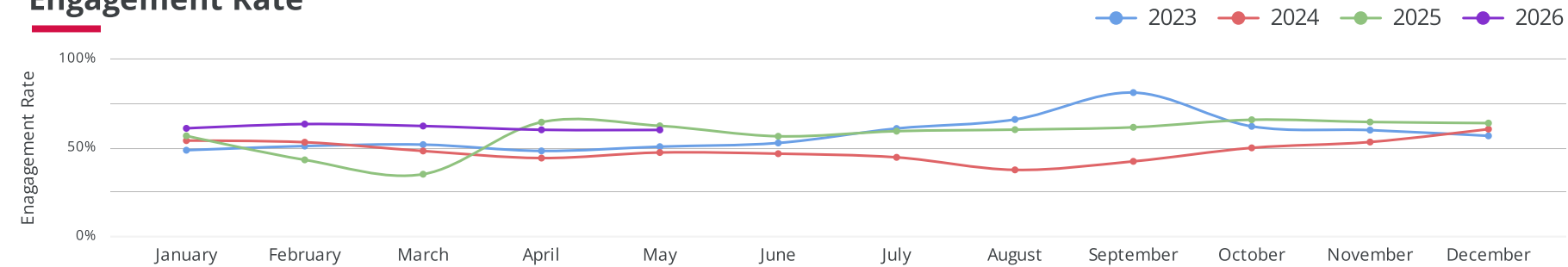
## Sessions



## Engaged Sessions



## Engagement Rate



May 1, 2026 - May 31, ▾

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



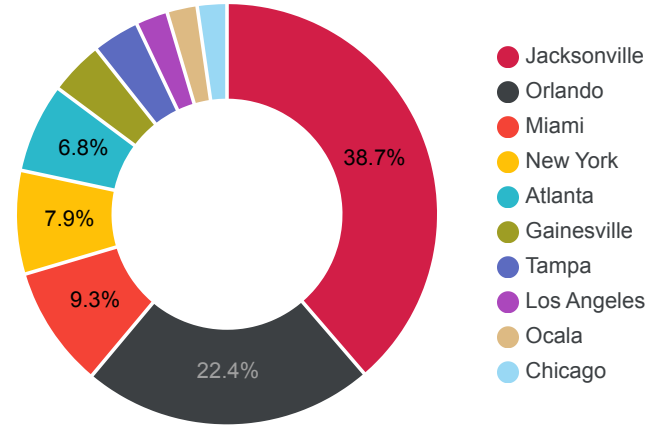
# Top Level Organic Performance

Traffic & Engagement

## Monthly Organic Performance

<b>38,249</b> ↓ -35.2% YOY Total Organic Sessions	<b>28,841</b> ↓ -34.3% YOY Total Organic Users	<b>26,650</b> ↓ -36.6% YOY Engaged Sessions (Organic)	<b>69.68%</b> ↓ -2.3% YOY Engagement Rate (Organic)
---	--	---	---

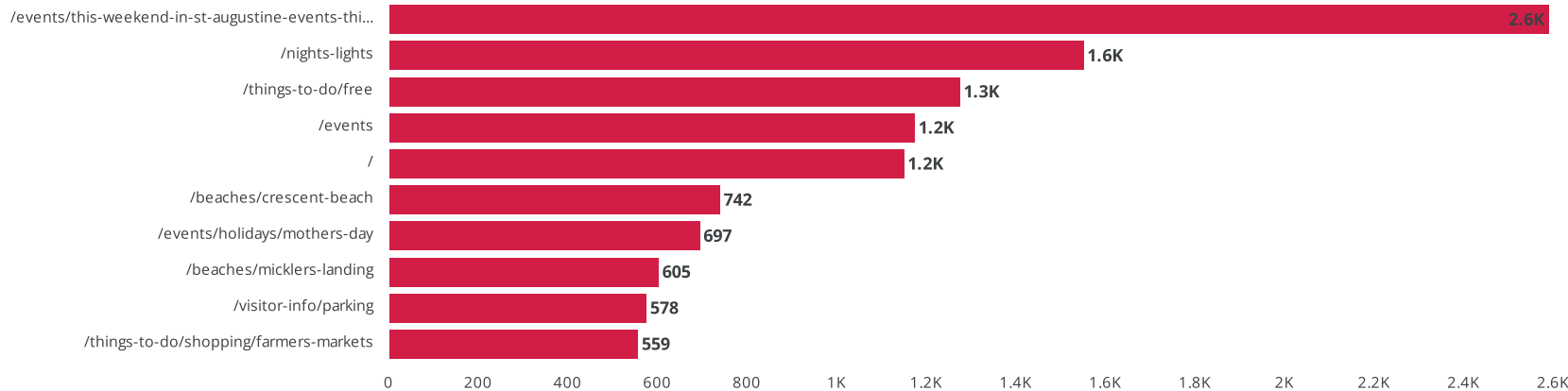
## Top 10 Organic Cities



## YTD Organic Performance

<b>235,257</b> ↓ -34.4% YOY Total Organic Sessions	<b>170,636</b> ↓ -32.7% YOY Total Organic Users	<b>162,303</b> ↓ -35.2% YOY Engaged Sessions (Organic)	<b>68.99%</b> ↓ -1.1% YOY Engagement Rate (Organic)
--	---	--	---

## Top 10 Landing Pages



May 1, 2026 - May 31, ▾

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

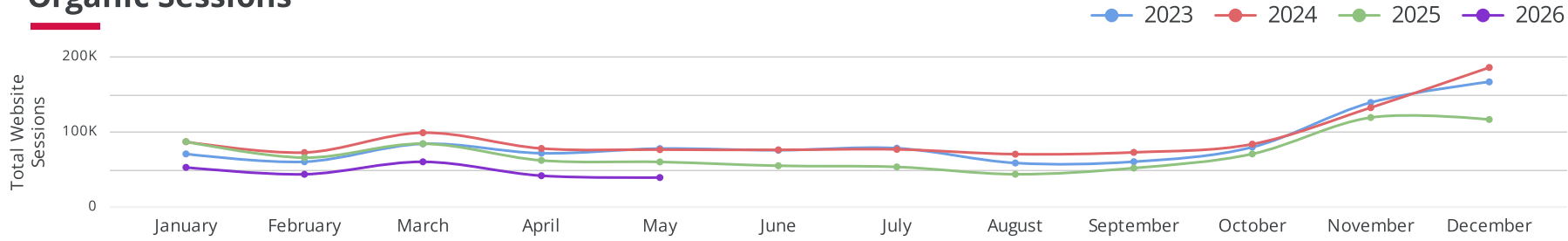
LLM Performance



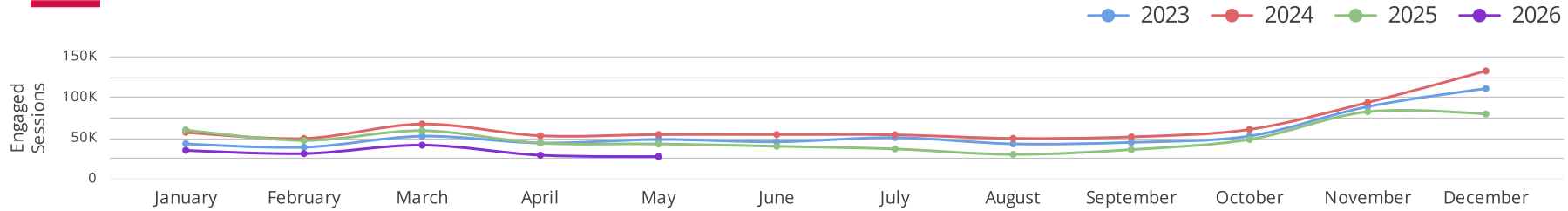
# Organic Traffic & Engagement

Top Level Organic Performance

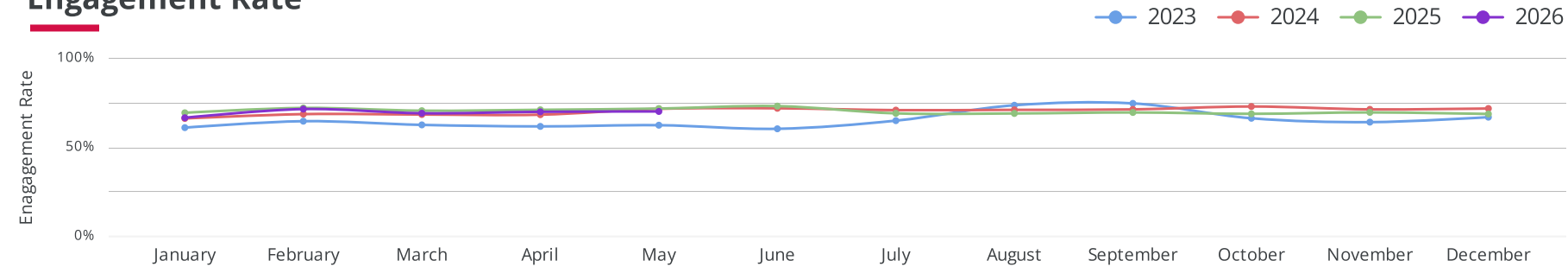
## Organic Sessions



## Engaged Sessions



## Engagement Rate



May 1, 2026 - May 31, ▾

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



# Top Level Website Performance

Microsite Traffic



May 1, 2026 - May 31, ▼

Executive Summary

Website Performance

Organic Performance

Custom Reports

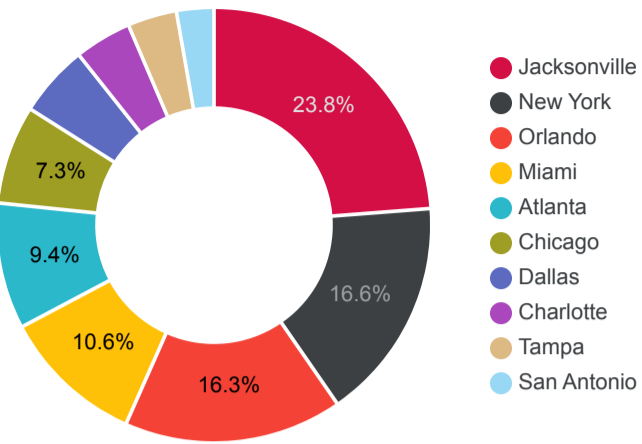
Key Metric Report

LLM Performance

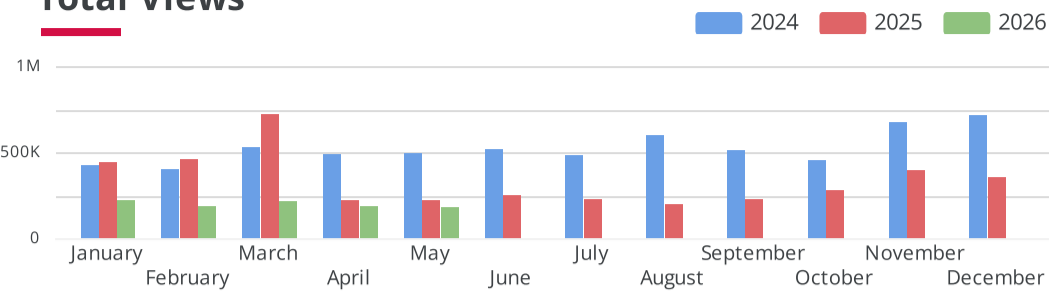


LLM Performance

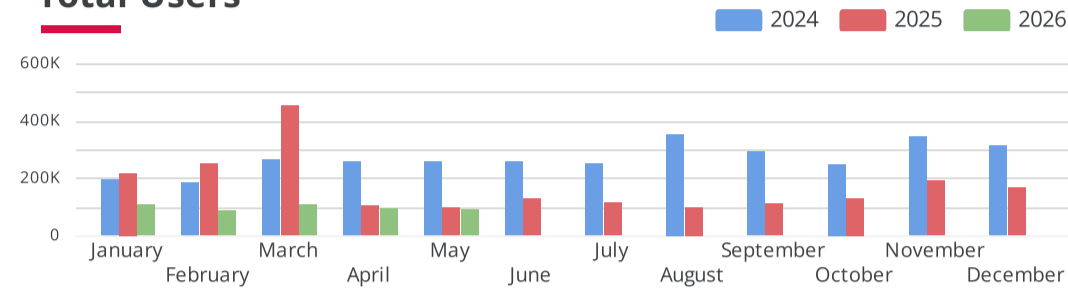
## Top 10 Cities By Sessions



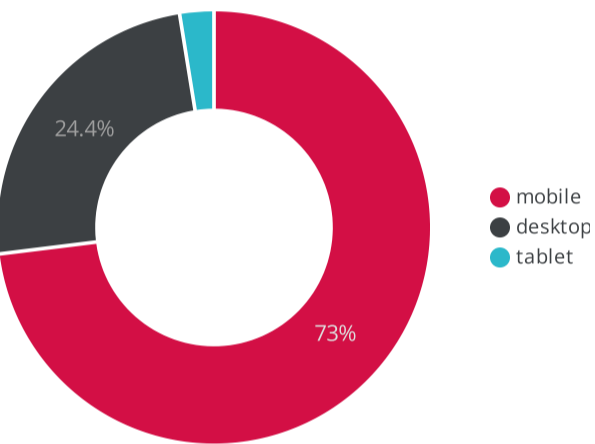
## Total Views



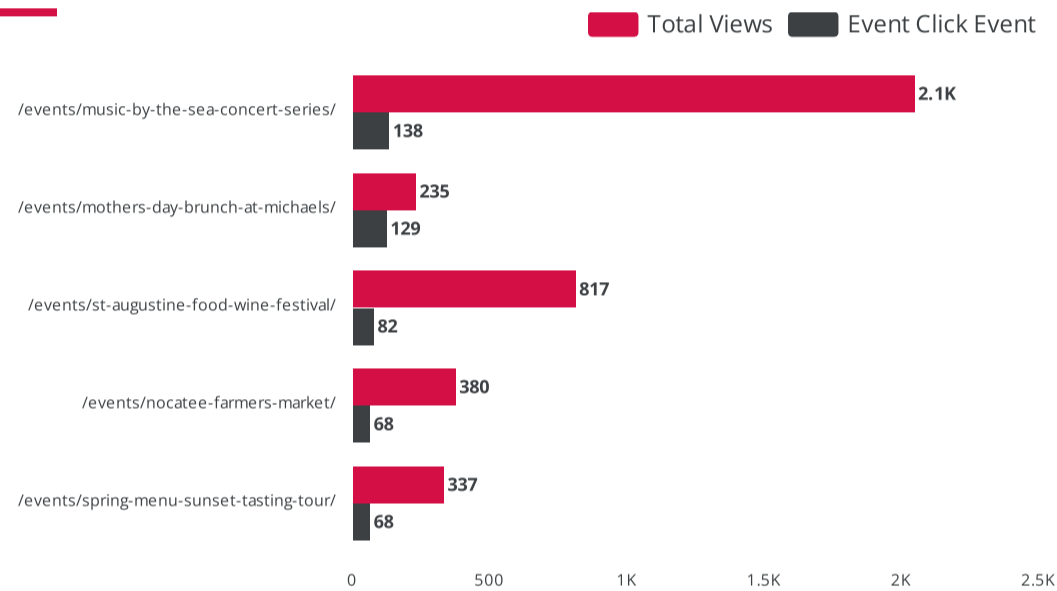
## Total Users



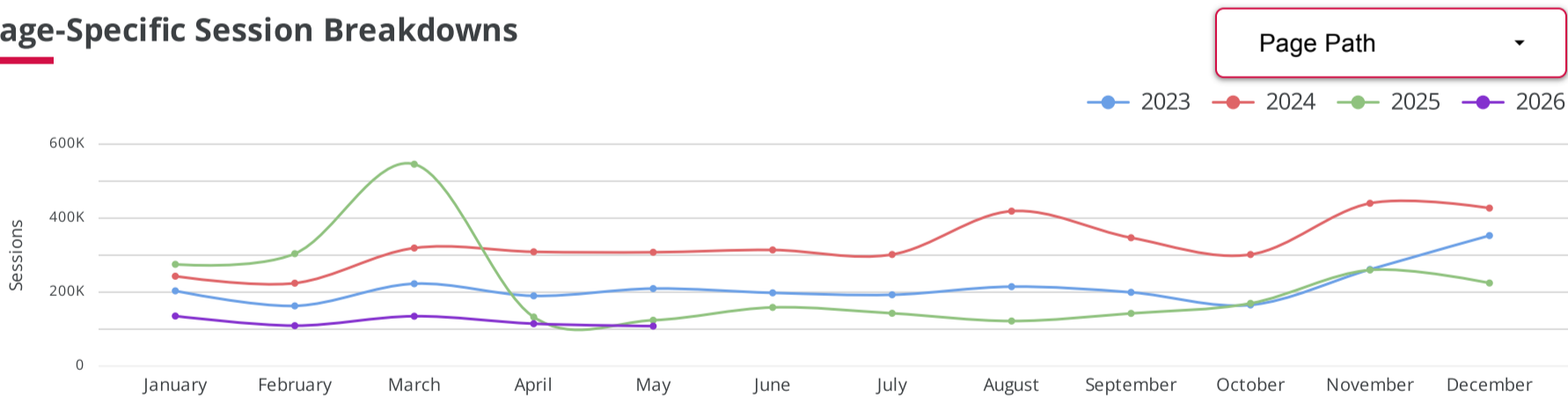
## Sessions By Device



## Event Listing Clicks/Pageviews



## Page-Specific Session Breakdowns

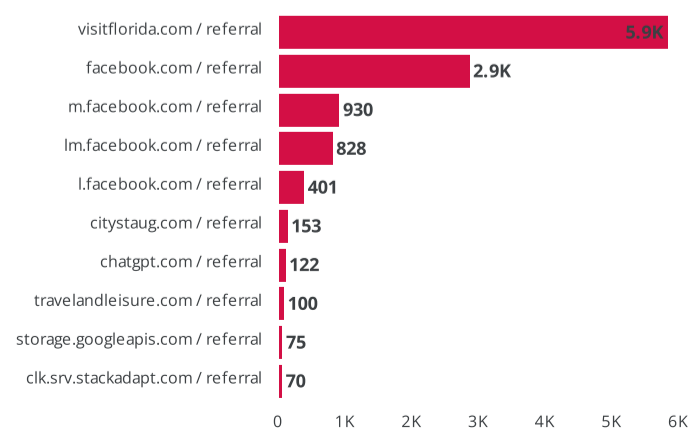


## Outbound Clicks

1.	joom.ag	1,312
2.	google.com	878
3.	viewer.joomag.com	849
4.	itunes.apple.com	707
5.	st-augustine-2023.s3.amazonaws.com	558
6.	nps.gov	436
7.	facebook.com	372

1 - 100 / 553 < >

## Top 10 Referring Sites



# Microsite Traffic Report

## Meetings Microsite

Landing page	Sessions	% Δ
1. /meetings	5,547	5,036.1% ↑
2. /meetings/submit-rfp	32	966.7% ↑
3. /meetings/contact-us	19	375.0% ↑
4. /meetings/venues	14	-33.3% ↓
5. /meetings/lodging-meeting-space	10	-52.4% ↓
6. /blog/meetings-are-successful-safe-on-	5	-
<b>Grand total</b>	<b>5,631</b>	<b>3,193.0% ↑</b>

1 - 11 / 11 < >

## Religious Spiritual Retreats Microsite

Landing page	Sessions	% Δ
1. /religious-spiritual-retreats	83	-78.3% ↓
2. /religious-spiritual-retreats/florida-camino-passport	54	157.1% ↑
3. /religious-spiritual-retreats/the-founding-of-gracia-real-de-santa-teresa-de-mose	3	200.0% ↑
4. /religious-spiritual-retreats/tracing-the-	3	-
<b>Grand total</b>	<b>144</b>	<b>-64.7% ↓</b>

1 - 5 / 5 < >

## Reunions Microsite

Landing page	Sessions	% Δ
1. /reunions	297	1,647.1% ↑
2. /reunions/military-reunions/military-special-offers	29	16.0% ↑
3. /reunions/contact-us	5	400.0% ↑
4. /reunions/military-reunions	4	0.0%
5. /reunions/family-social-reunions	1	-80.0% ↓
<b>Grand total</b>	<b>336</b>	<b>500.0% ↑</b>

1 - 5 / 5 < >

## Weddings Microsite

Landing page	Sessions	% Δ
1. /weddings	1,258	606.7% ↑
2. /weddings/wedding-packages	130	160.0% ↑
3. /weddings/venues	65	364.3% ↑
4. /weddings/marriage-licenses	59	-21.3% ↓
5. /weddings/vendors	6	500.0% ↑
6. /weddings/contact-us	2	100.0% ↑
<b>Grand total</b>	<b>1,523</b>	<b>371.5% ↑</b>

1 - 7 / 7 < >

## Tours Microsite

Landing page	Sessions	% Δ
1. /tours/group-friendly-dining	43	-51.7% ↓
2. /tours	39	105.3% ↑
3. /tours/floridas-historic-coast-tapestry-programs/books-and-authors-of-old-st-augustine	27	-10.0% ↓
4. /tours/floridas-	18	-14.3% ↓
<b>Grand total</b>	<b>151</b>	<b>-20.9% ↓</b>

1 - 13 / 13 < >

## Sports Recreation Microsite

Landing page	Sessions	% Δ
1. /sports-recreation	19	-34.5% ↓
2. /sports-recreation/facilities-venues	5	-28.6% ↓
3. /sports-recreation/waterways-fishing	1	-75.0% ↓
<b>Grand total</b>	<b>25</b>	<b>-41.9% ↓</b>

1 - 3 / 3 < >



May 1, 2026 - May 31, ▾

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



# Top Level Website Performance

## Key Performance Indicators

7,511

↓ -31.9% YOY  
Partner Referrals

349

↓ -74.5% YOY  
Physical Visitor  
Guide Requests

133

↓ -74.1% YOY  
Newsletter  
Signups

6,034

↑ 118.7% YOY  
Bookdirect Clicks

## Partner Listing Clicks

Partner Filter

1.	Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort	381
2.	Old Town Trolley Tours St. Augustine	182
3.	Anastasia State Park	156
4.	St. Augustine Alligator Farm Zoological Park	138
5.	Castillo de San Marcos National Monument	131
6.	Equestrian Adventures of Florida	122
7.	St. Augustine Aquarium	103
8.	Black Raven Adventures	100
9.	Fort Matanzas National Monument	97
10.	Ponce de le Rollin'	91
11.	Ponce de Leon's Fountain of Youth Archaeological Park	72
12.	Casa Monica Resort & Spa	68
13.	Beacher's Lodge Oceanfront Suites	67
14.	St. Augustine Premium Outlets®	65

1 - 100 / 437 < >



May 1, 2026 - May 31, >

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



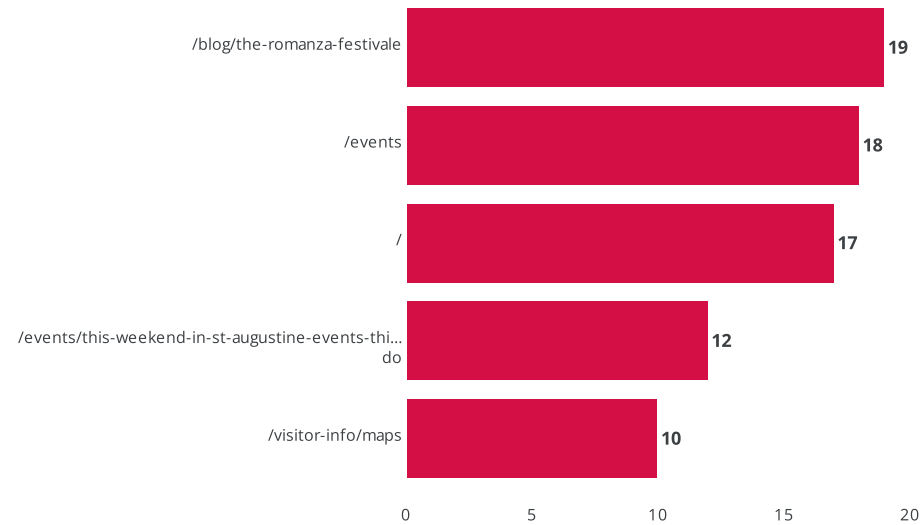
# Top Level Website Performance

## LLM Source/Medium

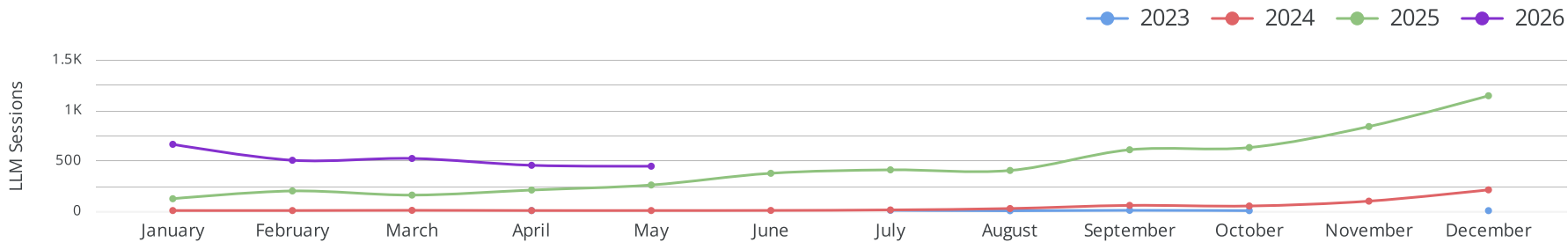
Session source / m...	Sessions
1. chatgpt.com / (not set)	278
2. chatgpt.com / referral	122
3. gemini.google.com / referral	12
4. perplexity / (not set)	11
5. copilot.com / referral	5
6. claude.ai / referral	4
7. copilot.com / (not set)	3

1 - 13 / 13 < >

## LLM Landing Pages



## LLM sessions over time



May 1, 2026 - May 31, ▼

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



# Search Performance Overview

30,955

↓ -36.1% YOY

Clicks

3,973,134

↓ -11.7% YOY

Impressions

0.78%

↓ -27.7% YOY

CTR

8.22

↓ -37.5% YOY

Average Position

## Daily Performance



May 1, 2026 - May 31, ▾

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	227	-8.8% ↓	153,272	-5.6% ↓	0.15%	-3.4% ↓	10.15	-4.6% ↓
2. crescent beach	220	27.2% ↑	7,946	9.8% ↑	2.77%	15.9% ↑	2.88	15.7% ↑
3. st augustine food and wine festival	167	56.1% ↑	1,299	20.1% ↑	12.86%	30.0% ↑	2.55	-4.9% ↓
4. vilano beach	153	-3.2% ↓	8,650	-2.7% ↓	1.77%	-0.5% ↓	3.64	2.0% ↑
5. st augustine events this weekend	118	-4.1% ↓	812	7.4% ↑	14.53%	-10.7...	1.56	-19.9...
6. nocatee farmers market	114	-14.3...	736	-6.1% ↓	15.49%	-8.7% ↓	1.33	12.4% ↑

1 - 500 / 26236 < >

## 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/	2,101	-11.5...	71,742	-20.4...	2.93%	11.2...	7.32	-8.6...
2. https://www.floridashistoricoast.com/nights-lights/	1,232	26.0% ↑	30,806	13.5% ↑	4%	11.0...	6.35	-4.2...
3. https://www.floridashistoricoast.com/events/	1,139	18.9% ↑	82,385	32.8% ↑	1.38%	-10.5...	8.8	-2.8...
4. https://www.floridashistoricoast.com/things-to-do/free/	889	-9.5% ↓	67,282	-2.7% ↓	1.32%	-6.9%...	9.13	20.8...

1 - 500 / 2094 < >



May 1, 2026 - May 31, >

Executive Summary

Search Performance

Query & Landing Page

