

Key Takeaways:

AI Visibility:

- LLM Session increased **73% YoY**
- AI Overview: **1.6k citations**
- ChatGPT: 61 citations

Traffic Performance:

Overall sessions decreased **28% YoY**, driven primarily by:

- google / organic (-26%)
- google / cpc (-37%)
- mobilefuse / display (-57%)

Top Partners:

- The Floridian (**+1k%**)
- Aunt Kate's on the River (**+408%**)

Top Landing Pages:

- /nights-lights/ (**+62%**), *optimized in October*. maintained the AIO citation from last month
- /beaches/micklers-landing/ (**+21%**), earned and AIO citation for "micklers beach"
- /live-music/music-festivals/music-by-the-sea-concert-series/ (**+245%**)

Top Markets:

- Houston: **+59%**

Email Performance

Total Subscribers: 282,389

Opt-In Email:

- Messages Sent: 43,889
- CTOR: 18%
- Visit to Website: 659
- Length of Visit: 0:03:47

Other Source Subscribers Email:

- Messages Sent: 160,286
- CTOR: 26%
- Visit to Website: 332
- Length of Visit: 0:04:17

Tasks Completed in June:

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

Upcoming Tasks:

July:

- Optimize: Sing Out Loud Page
- Enhance: Food Tours Blog
- Enhance: Free TTD Page
- July Monthly Email



Executive Summary



GA4 Performance



GSC Performance

Top Level Website Performance

Website Traffic & Engagement

Monthly Website Performance

106,828

↓ -27.7% YOY

Total Sessions

85,043

↓ -30.4% YOY

Total Users

39,193

↓ -27.3% YOY

Organic Sessions

180,797

↓ -26.2% YOY

Total View

00:00:49

↓ -9.0% YOY

Avg Engagement Time Per Sessions

61,632

↓ -24.8% YOY

Engaged Sessions

57.69%

↑ 4.1% YOY

Engagement Rate

3,496,512

↓ -22.0% YOY

Google Search Impressions

YTD Website Performance

684,766

↓ -54.3% YOY

Total Sessions

535,298

↓ -56.0% YOY

Total Users

272,920

↓ -34.4% YOY

Organic Sessions

1,151,348

↓ -49.8% YOY

Total View

00:00:52

↑ 27.6% YOY

Avg Engagement Time Per Sessions

416,837

↓ -42.0% YOY

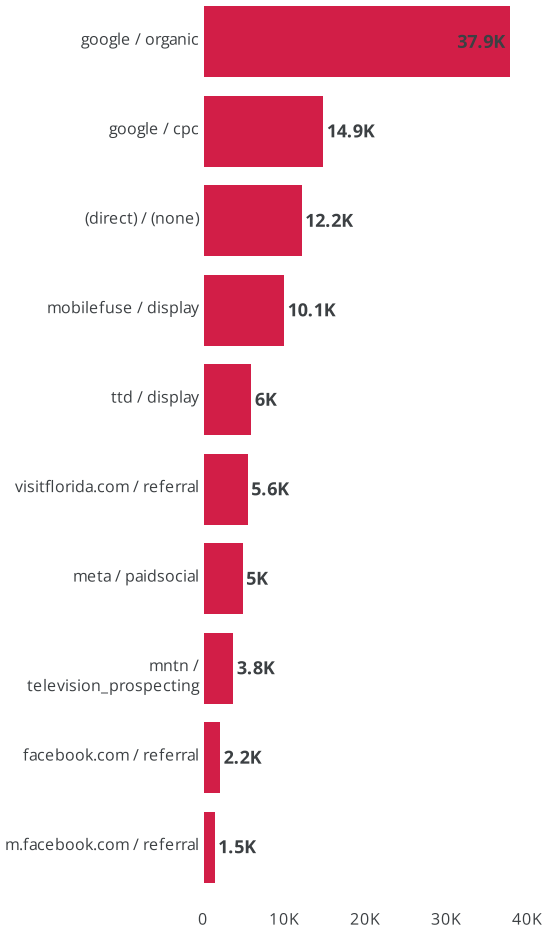
Engaged Sessions

60.87%

↑ 27.1% YOY

Engagement Rate

Top 10 Traffic Sources



Jun 1, 2026 - Jun 30, 2026

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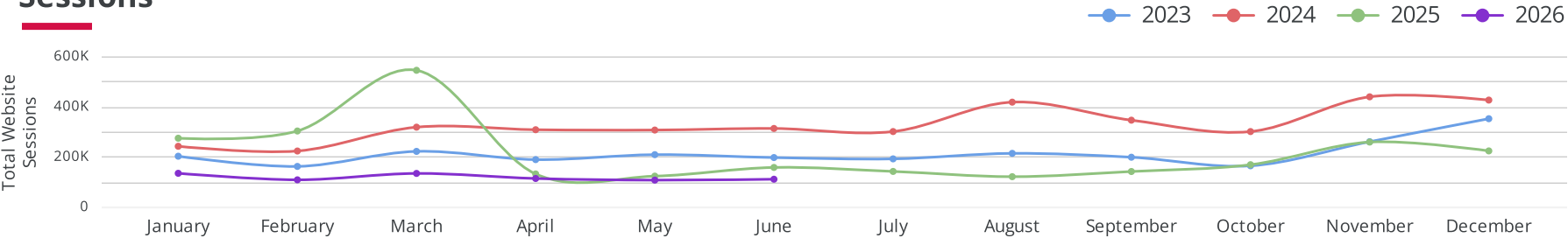
LLM Performance



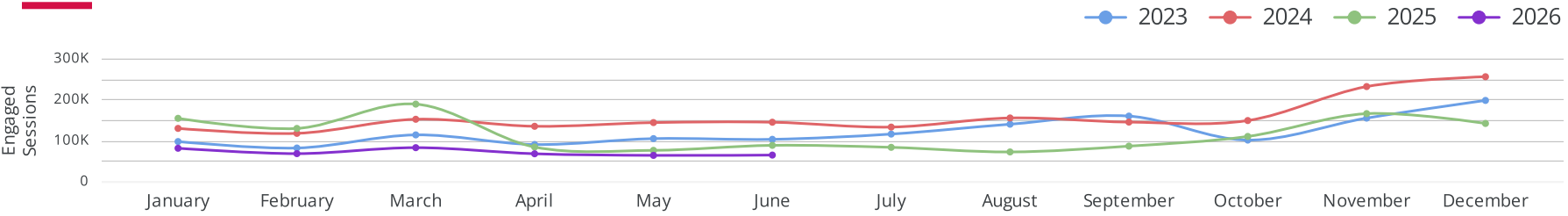
Website Traffic & Engagement

Top Level Website Performance

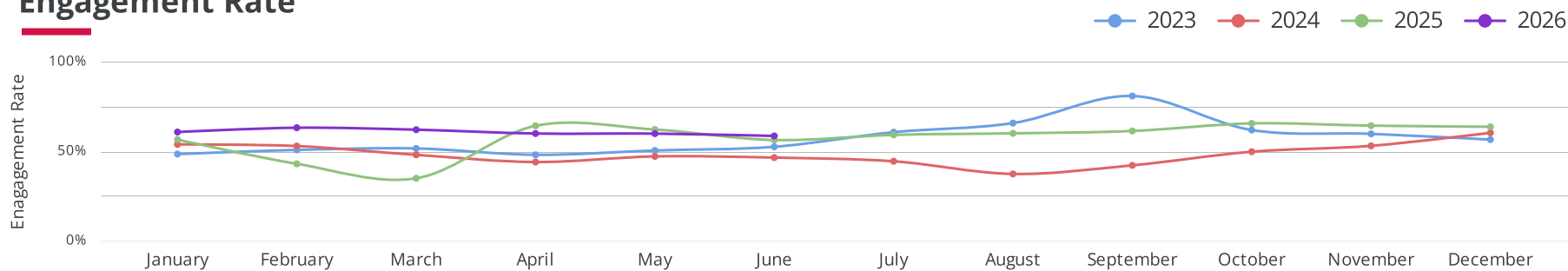
Sessions



Engaged Sessions



Engagement Rate



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FLORIDA'S HISTORIC COAST

Top Level Organic Performance

Traffic & Engagement

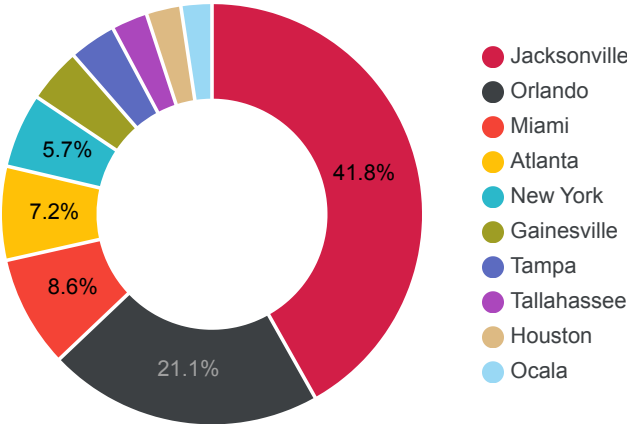
Monthly Organic Performance

39,193	29,440	25,906	66.10%
↓ -27.3% YOY	↓ -26.8% YOY	↓ -33.9% YOY	↓ -9.1% YOY
Total Organic Sessions	Total Organic Users	Engaged Sessions (Organic)	Engagement Rate (Organic)

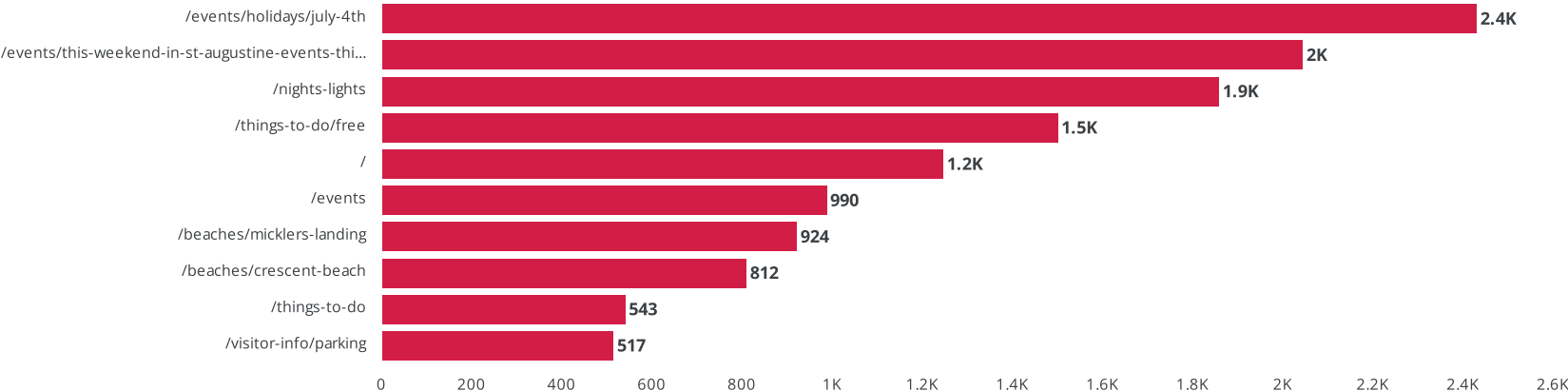
YTD Organic Performance

272,920	199,307	188,174	68.95%
↓ -34.4% YOY	↓ -31.8% YOY	↓ -35.6% YOY	↓ -1.9% YOY
Total Organic Sessions	Total Organic Users	Engaged Sessions (Organic)	Engagement Rate (Organic)

Top 10 Organic Cities



Top 10 Landing Pages



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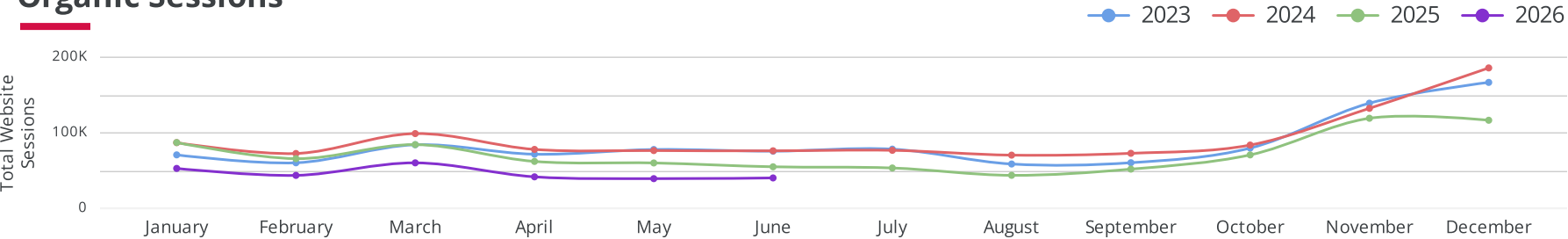
LLM Performance



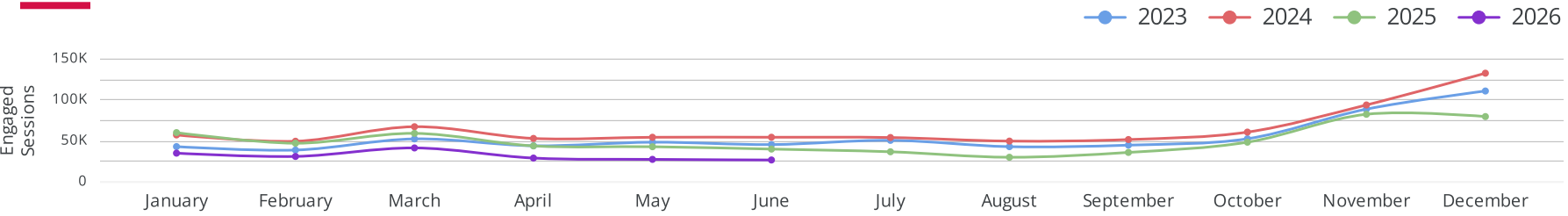
Organic Traffic & Engagement

Top Level Organic Performance

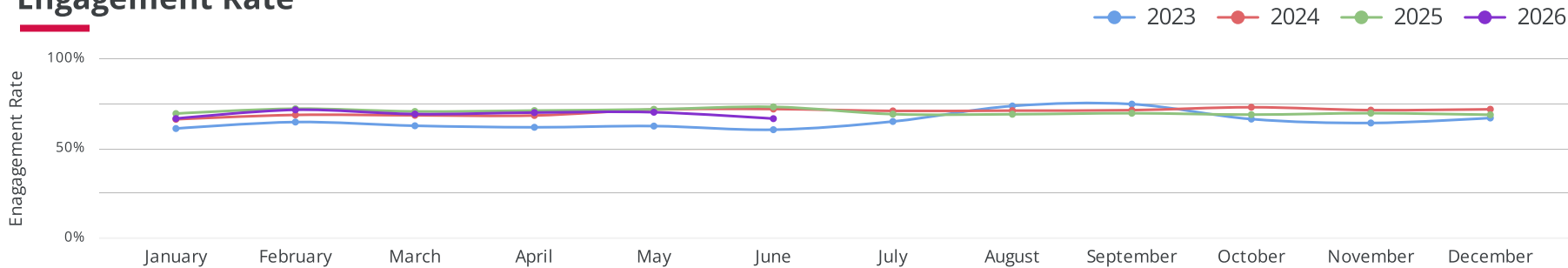
Organic Sessions



Engaged Sessions



Engagement Rate



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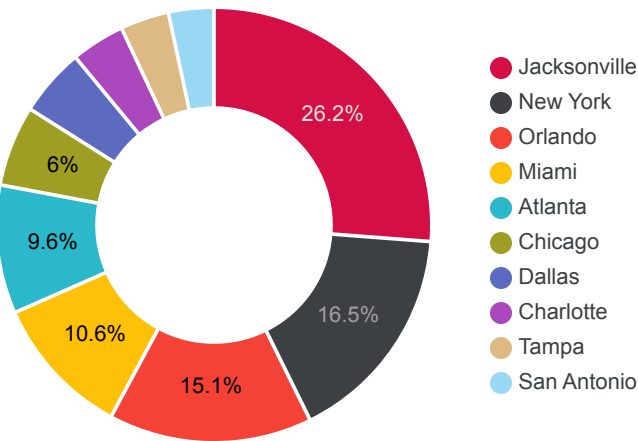
LLM Performance



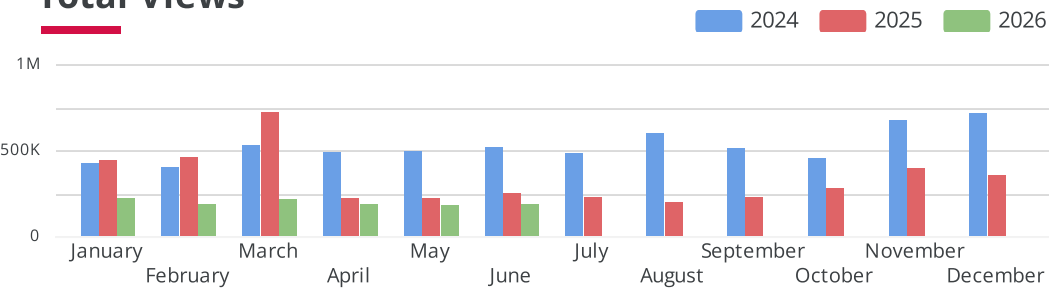
Top Level Website Performance

Microsite Traffic

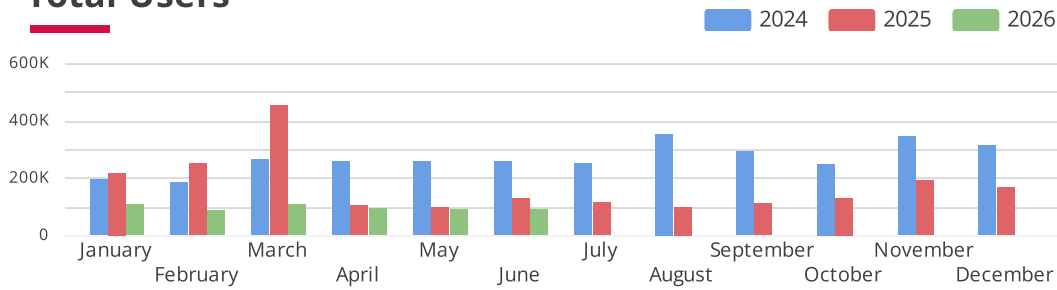
Top 10 Cities By Sessions



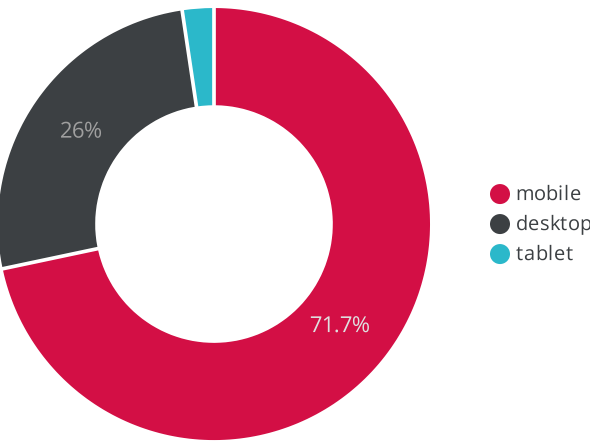
Total Views



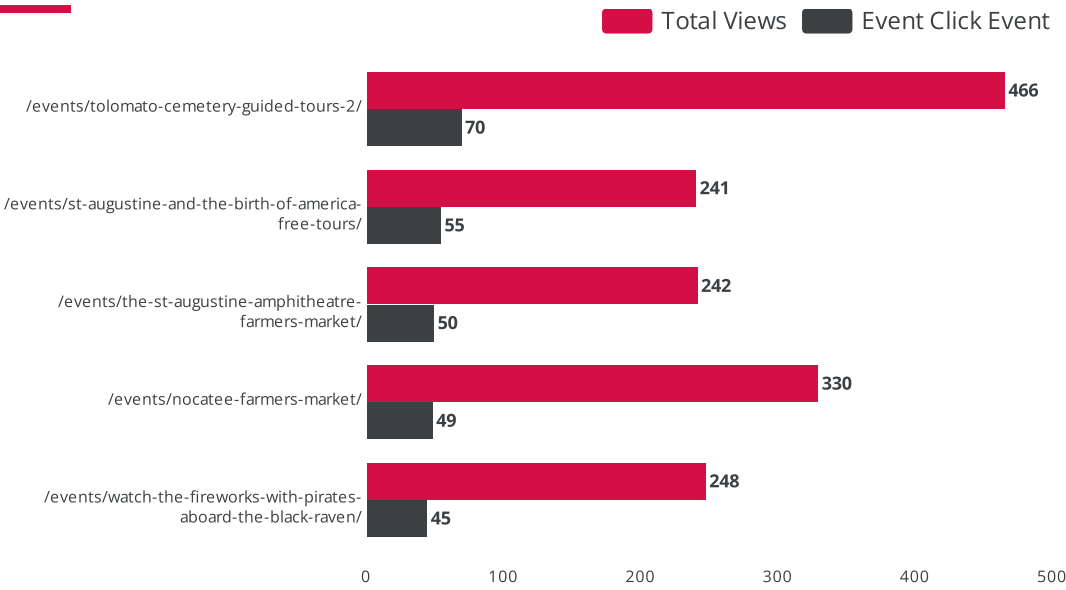
Total Users



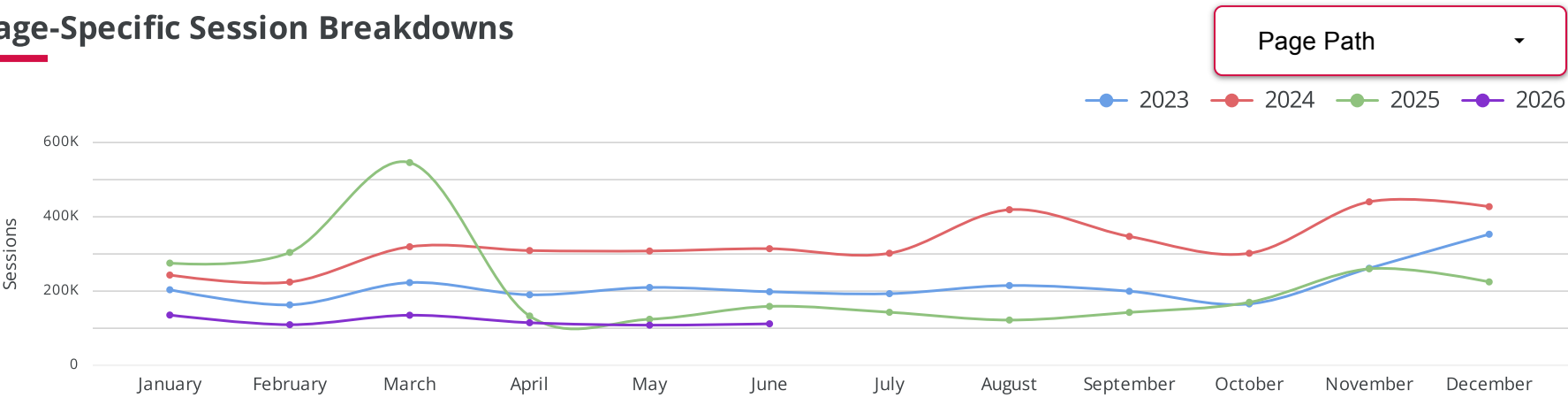
Sessions By Device



Event Listing Clicks/Pageviews



Page-Specific Session Breakdowns

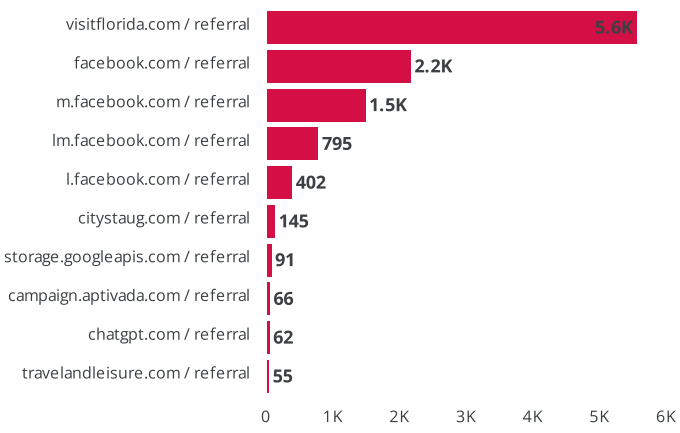


Outbound Clicks

1.	joom.ag	1,683
2.	google.com	915
3.	itunes.apple.com	665
4.	nps.gov	532
5.	citystaug.com	433
6.	facebook.com	395
7.	embassvsuites.com	348

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Top 10 Referring Sites



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Microsite Traffic Report

Meetings Microsite



Reunions Microsite

	Landing page	Sessions ▾	% Δ
1.	/reunions	219	895.5% ↑
2.	/reunions/military-reunions/military-special-offers	29	-19.4% ↓
3.	/reunions/family-social-reunions	8	700.0% ↑
4.	/reunions/contact-us	1	0.0%
	Grand total	257	283.6% ↑

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Tours Microsite

	Landing page	Sessions ▾	% Δ
1.	/tours/group-friendly-dining	81	-12.9% ↓
2.	/tours	47	147.4% ↑
3.	/tours/floridas-historic-coast-tapestry-programs/black-history	25	-39.0% ↓
4.	/tours/floridas-historic-coast-	12	-53.8% ↓
	Grand total	175	-17.1% ↓

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Religious Spiritual Retreats Microsite



Quota Error

This data set has been accessed too many times.

[See details](#)

Weddings Microsite

	Landing page	Sessions ▾	% Δ
1.	/weddings	1,113	359.9% ↑
2.	/weddings/wedding-packages	175	15.9% ↑
3.	/weddings/venues	107	365.2% ↑
4.	/weddings/marriage-licenses	59	-19.2% ↓
5.	/weddings/houses-of-worship	26	1,200.0% ↑
6.	/weddings/vendors	3	0.0%
	Grand total	1,484	199.8% ↑

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Sports Recreation Microsite

	Landing page	Sessions ▾	% Δ
1.	/sports-recreation	8	-52.9% ↓
2.	/sports-recreation/waterways-fishing	3	-50.0% ↓
3.	/sports-recreation/facilities-venues	1	0.0%
	Grand total	12	-58.6% ↓

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GSC



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Top Level Website Performance

Key Performance Indicators

8,672
↓ -23.1% YOY
Partner Referrals

350
↓ -68.2% YOY
Physical Visitor
Guide Requests

106
↓ -77.4% YOY
Newsletter
Signups

6,553
↓ -16.3% YOY
Bookdirect Clicks

Partner Listing Clicks

Partner Filter		
1.	Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort	385
2.	The Floridian	330
3.	Aunt Kate's on the River	315
4.	Old Town Trolley Tours St. Augustine	262
5.	St. Augustine Alligator Farm Zoological Park	176
6.	Castillo de San Marcos National Monument	168
7.	Black Raven Adventures	150
8.	Anastasia State Park	148
9.	St. Augustine Aquarium	140
10.	Equestrian Adventures of Florida	127
11.	Ponce de le Rollin'	102
12.	Colonial Oak Music Park	100
13.	Fort Matanzas National Monument	96
14.	Beacher's Lodge Oceanfront Suites	81



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LLM Performance



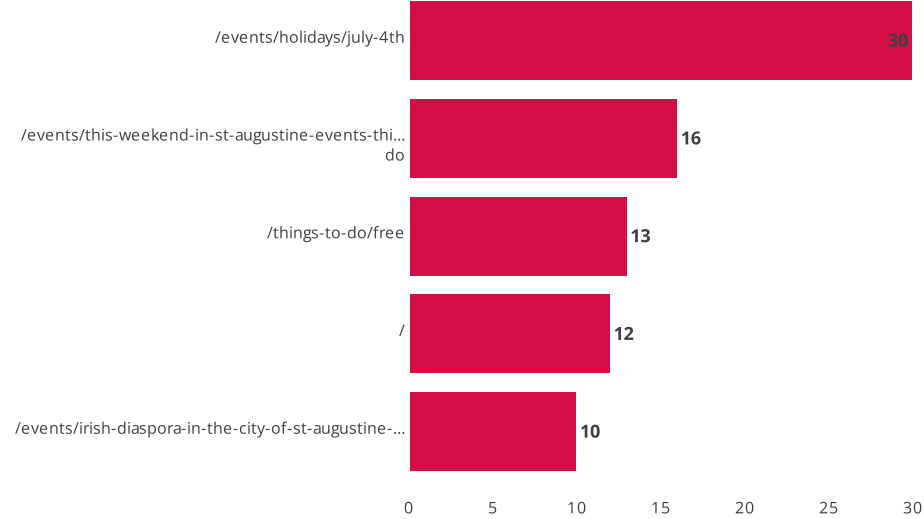
Top Level Website Performance

LLM Source/Medium

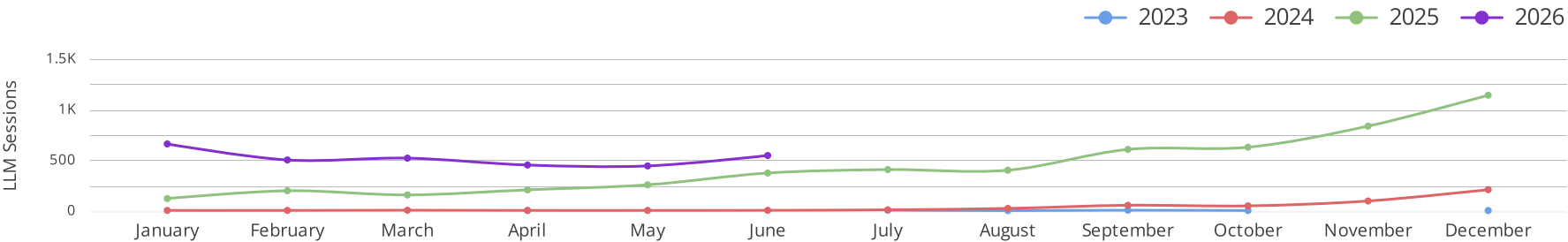
Session source / m...		Sessions ▾
1.	chatgpt.com / ai-assistant	323
2.	chatgpt.com / (not set)	94
3.	chatgpt.com / referral	62
4.	gemini.google.com / ai-assistant	27
5.	gemini.google.com / referral	9
6.	perplexity / (not set)	8
7.	claude.ai / referral	4

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LLM Landing Pages



LLM sessions over time



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Executive Summary

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Search Performance Overview

31,435

↓ -32.5% YOY

Clicks

3,496,512

↓ -22.0% YOY

Impressions

0.90%

↓ -13.5% YOY

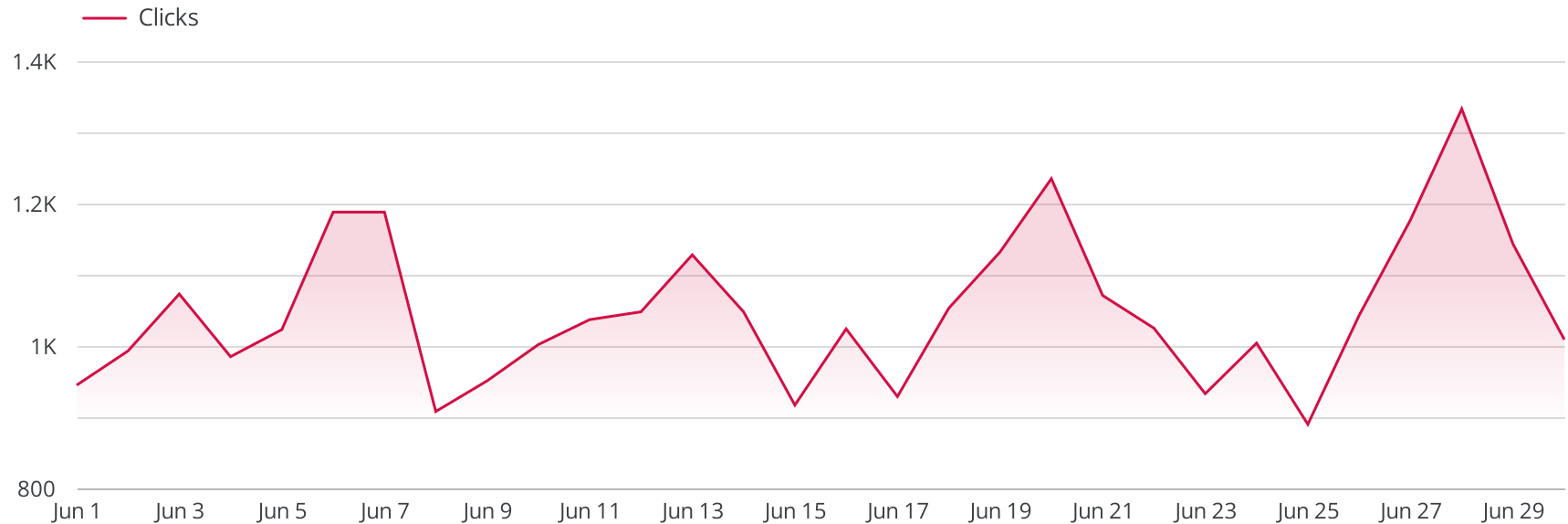
CTR

8.18

↓ -36.1% YOY

Average Position

Daily Performance



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Executive Summary

Search Performance

Query & Landing Page



Query & Landing Page Analysis

Query Performance

QueryLanding Page

	Query	Clicks ▾	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Posit...	% Δ
1.	st augustine	231	1.8% ↑	142,513	-7.0% ↓	0.16%	9.4% ↑	10.81	6.5% ↑
2.	crescent beach	197	-10.5...	8,929	12.4% ↑	2.21%	-20.3...	2.66	-7.6% ↓
3.	st augustine beach	178	60.4% ↑	20,456	9.1% ↑	0.87%	47.0% ↑	4.74	-15.5...
4.	vilano beach	152	-0.7% ↓	10,304	19.1% ↑	1.48%	-16.6...	3.1	-14.8...
5.	things to do in st augustine	136	47.8% ↑	9,125	-3.0% ↓	1.49%	52.5% ↑	6.17	-15.1...
6.	st augustine florida	132	28.2% ↑	68,162	0.4% ↑	0.19%	27.7% ↑	10.56	7.5% ↑

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Landing Page Performance

	Landing Page	Clicks ▾	% Δ	Impressions	% Δ	CTR	% Δ	Average Position	% Δ
1.	https://www.floridashistoriccoast.com/events/holidays/july-4th/	2,002	694.4...	62,063	523.4...	3.23%	27.4...	5.62	-30.4...
2.	https://www.floridashistoriccoast.com/events/this-weekend-in-st-augustine-events-things-to-do/	1,566	-25.5...	32,811	-54.3...	4.77%	63.0...	7.01	-4.2...
3.	https://www.floridashistoriccoast.com/nights-lights/	1,510	22.6% ↑	32,359	5.0% ↑	4.67%	16.7...	5.29	-16.7...
4.	https://www.floridashistoriccoast.com/things-to-do/free/	1,007	13.3% ↑	66,342	-1.4% ↓	1.52%	14.9...	8.54	-6.5...

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Executive Summary

Search Performance

Query & Landing Page

