

Key Takeaways:

AI Visibility:

- LLM Session increased **20% YoY**
- AI Overview: 1.6k citations
- ChatGPT: 111 citations (**+47** vs last month)

Traffic Performance:

Overall sessions decreased **24% YoY**, driven primarily by:

- google / organic (-25%)
- google / cpc (-37%)
- meta / paidsocial (-50%)

Top Partners:

- Ocean Sands Beach Boutique Inn (**+350%**)
- Casa Monica Resort & Spa (**+8%**)

Top Landing Pages:

- /beaches/crescent-beach/ (**+37%**), *optimized in July*, earned an AIO citation for “crescent beach”
- /nights-lights/ (**+25%**), maintained the AIO citation for the third month in a row
- /beaches/micklers-landing/ (**+31%**)

Top Markets:

- Los Angeles: **+26%**

Email Performance

Total Subscribers: 283,008

Opt-In Email:

- Messages Sent: 44,158
- CTOR: 19%
- Visit to Website: 588
- Length of Visit: 0:07:20

Other Source Subscribers Email:

- Messages Sent: 159,967
- CTOR: 29%
- Visit to Website: 320
- Length of Visit: 0:03:20

Tasks Completed in July:

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

Upcoming Tasks:

August:

- Optimize: Founder's Day
- Enhance: September is Locals Month
- Optimize: Sing Out Loud
- August Monthly Email

September:

- Optimize: Annual Cracker Day
- Enhance: Halloween
- Enhance: St. Augustine Greek Festival
- September Monthly Email



Executive Summary



GA4 Performance



GSC Performance



Top Level Website Performance

Website Traffic & Engagement

Monthly Website Performance

105,181

↓ -23.6% YOY

Total Sessions

85,390

↓ -21.9% YOY

Total Users

39,049

↓ -25.4% YOY

Organic Sessions

178,508

↓ -19.3% YOY

Total View

00:00:50

↑ 0.6% YOY

Avg Engagement Time Per Sessions

59,660

↓ -24.6% YOY

Engaged Sessions

56.72%

↓ -1.3% YOY

Engagement Rate

3,228,980

↓ -27.4% YOY

Google Search Impressions

YTD Website Performance

788,471

↓ -51.4% YOY

Total Sessions

614,933

↓ -53.5% YOY

Total Users

309,410

↓ -33.8% YOY

Organic Sessions

1,329,856

↓ -47.1% YOY

Total View

00:00:52

↑ 23.7% YOY

Avg Engagement Time Per Sessions

472,158

↓ -40.8% YOY

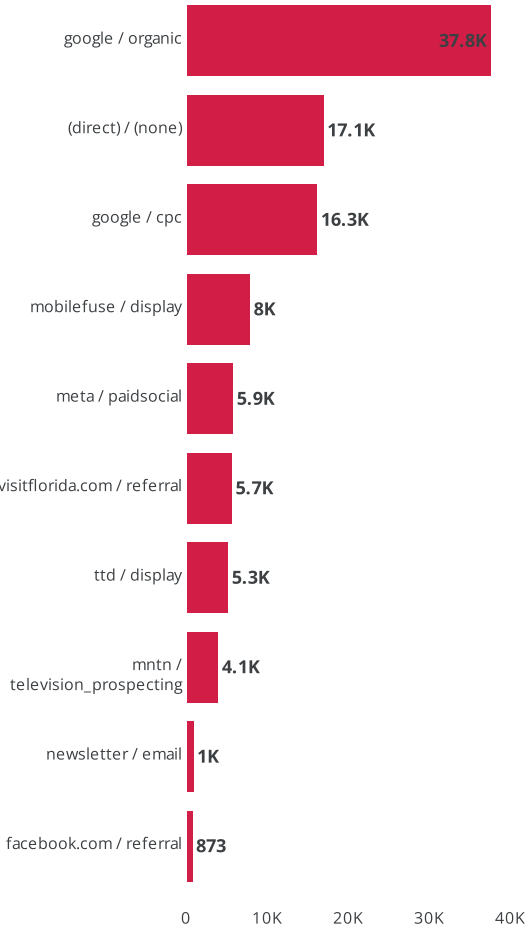
Engaged Sessions

59.88%

↑ 21.8% YOY

Engagement Rate

Top 10 Traffic Sources



Jul 1, 2026 - Jul 31, 20

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

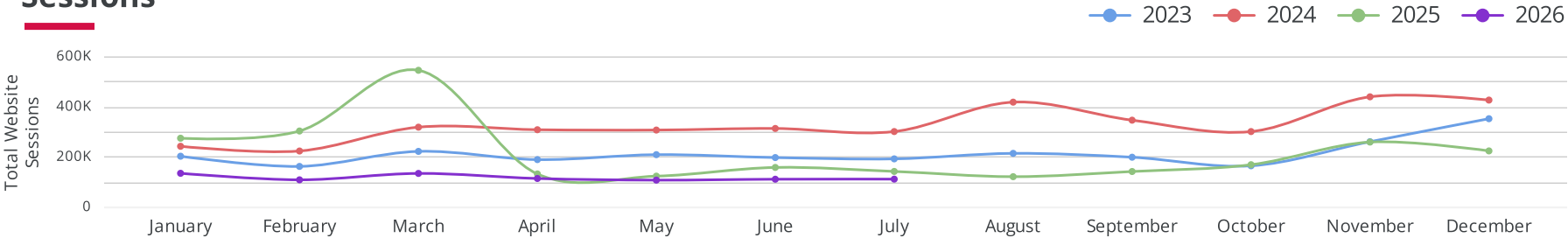
LLM Performance



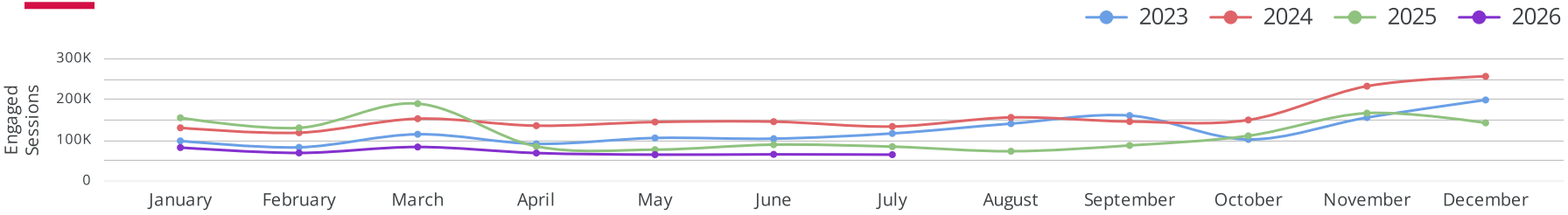
Website Traffic & Engagement

Top Level Website Performance

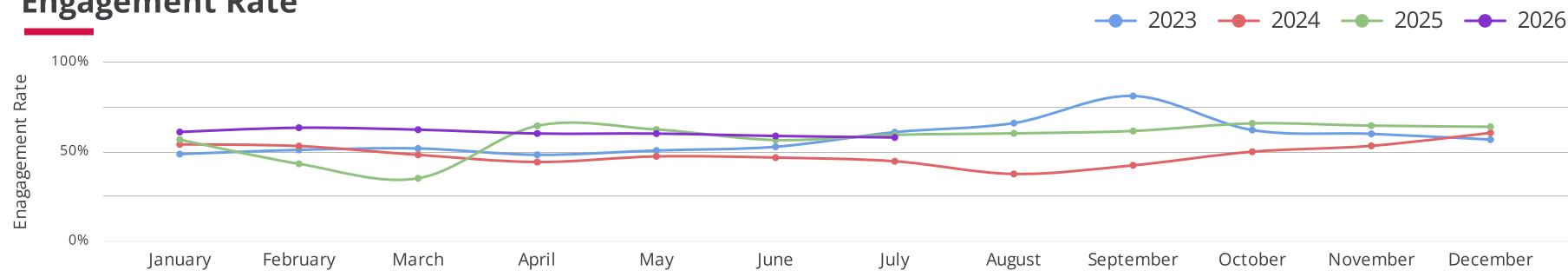
Sessions



Engaged Sessions



Engagement Rate



Jul 1, 2026 - Jul 31, 20

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance

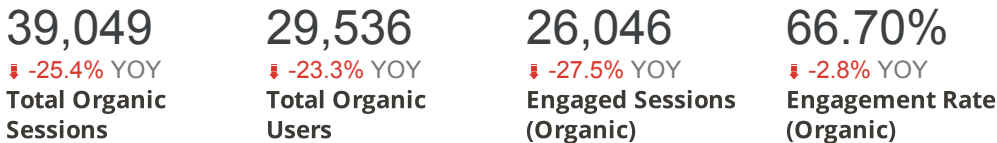


ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST

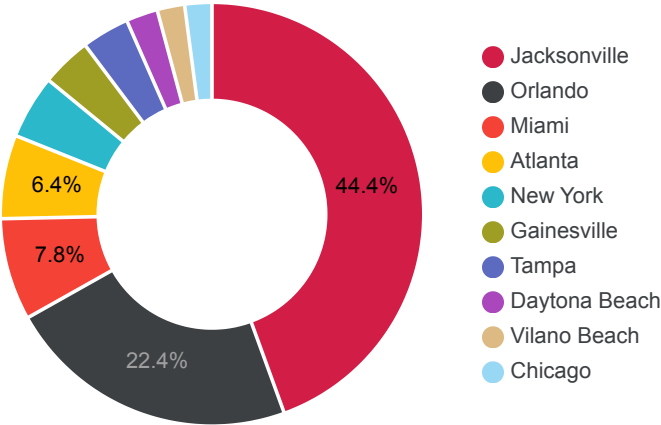
Top Level Organic Performance

Traffic & Engagement

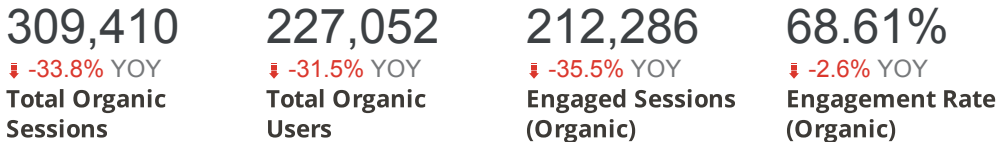
Monthly Organic Performance



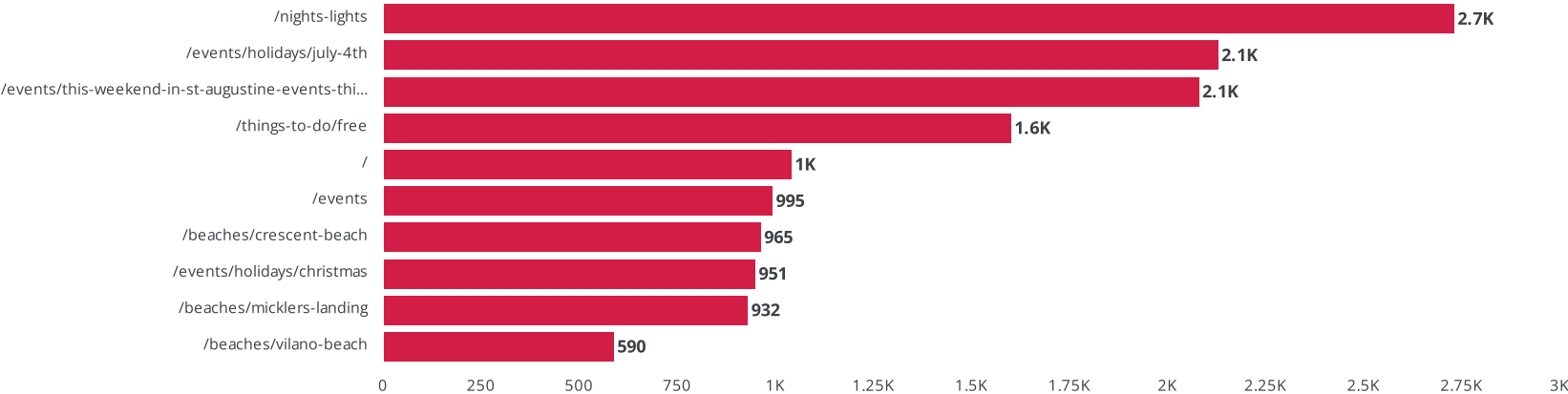
Top 10 Organic Cities



YTD Organic Performance



Top 10 Landing Pages



Jul 1, 2026 - Jul 31, 20

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

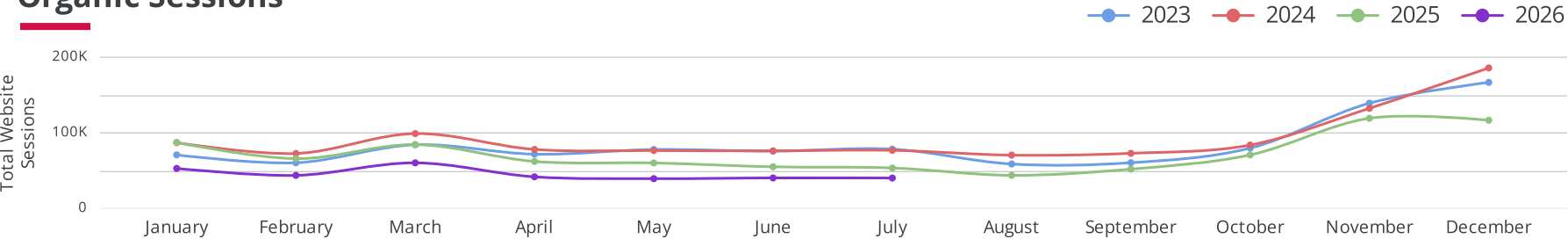
LLM Performance



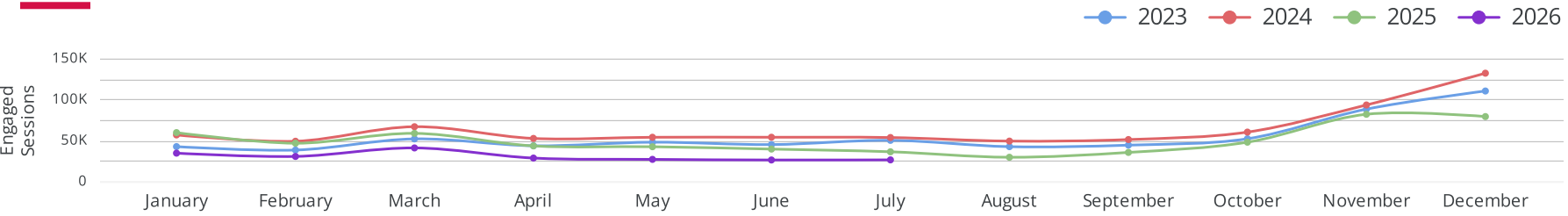
Organic Traffic & Engagement

Top Level Organic Performance

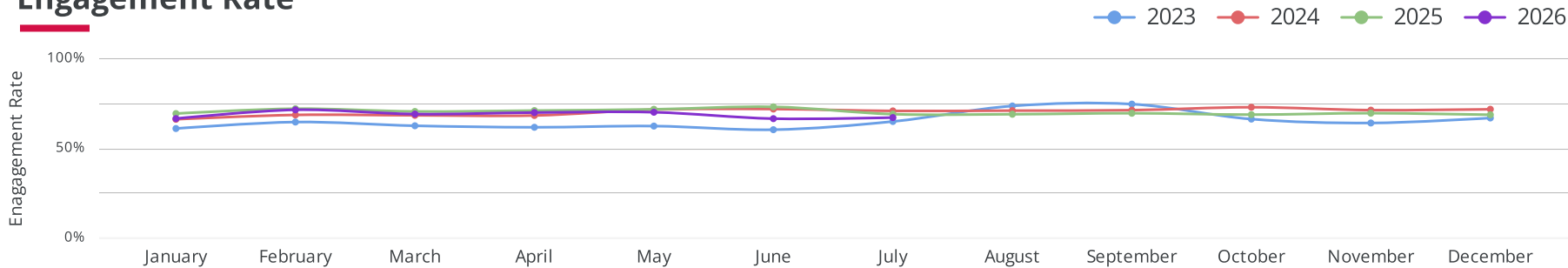
Organic Sessions



Engaged Sessions



Engagement Rate



Jul 1, 2026 - Jul 31, 20

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Website Performance

Organic Performance

Custom Reports

Key Metric Report

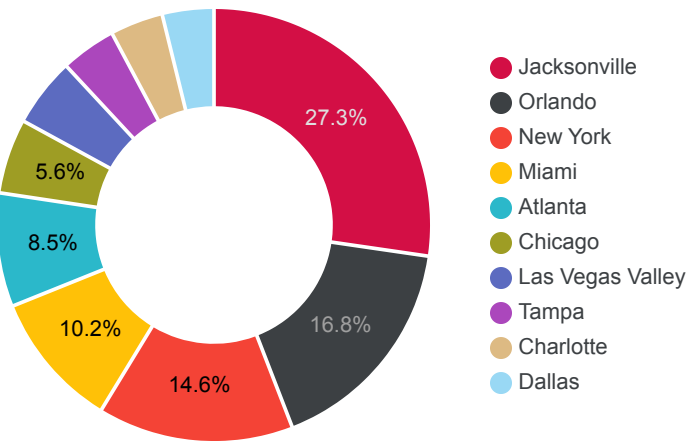
LLM Performance



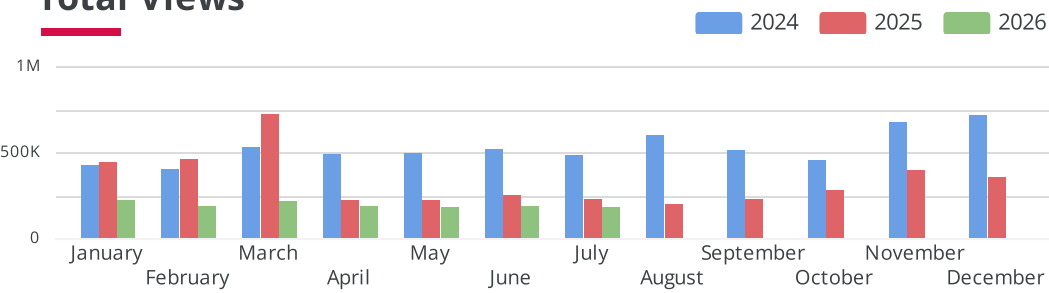
Top Level Website Performance

Microsite Traffic

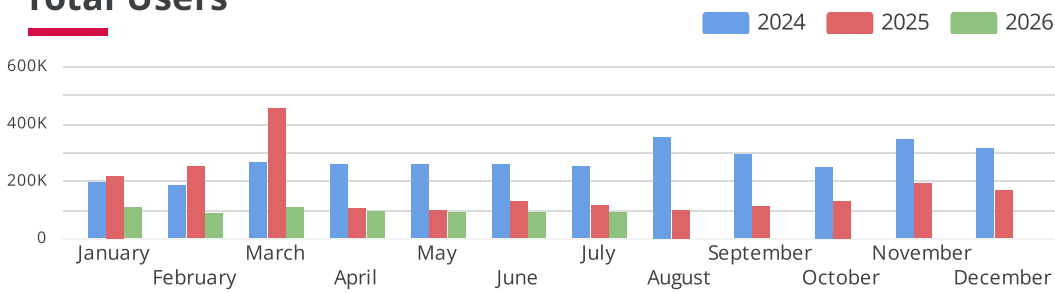
Top 10 Cities By Sessions



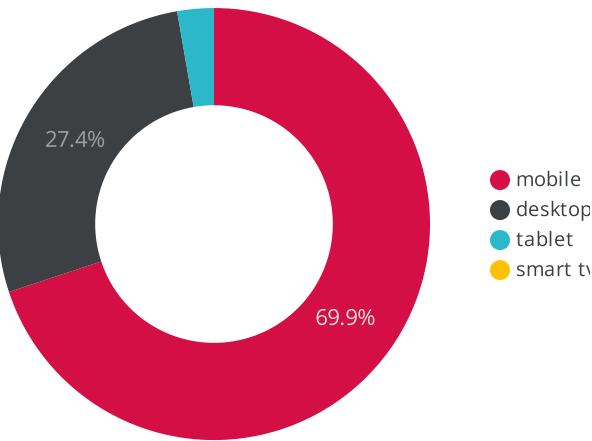
Total Views



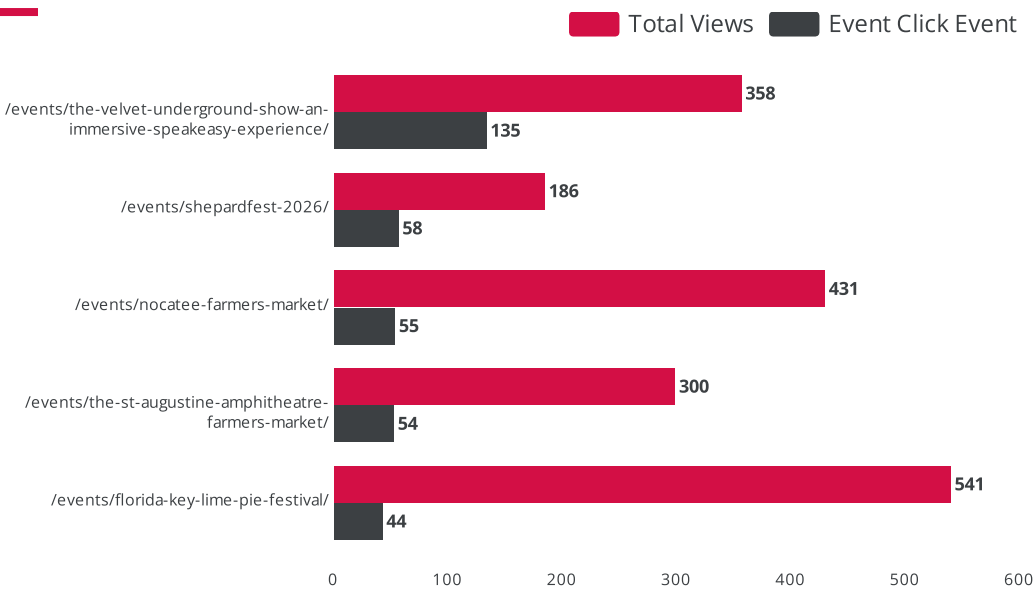
Total Users



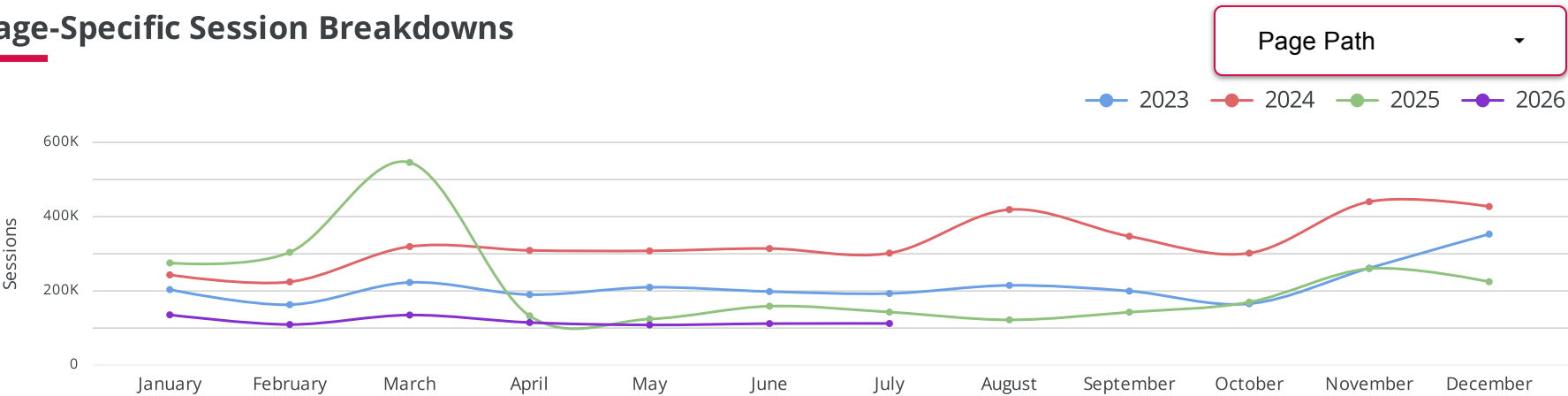
Sessions By Device



Event Listing Clicks/Pageviews



Page-Specific Session Breakdowns



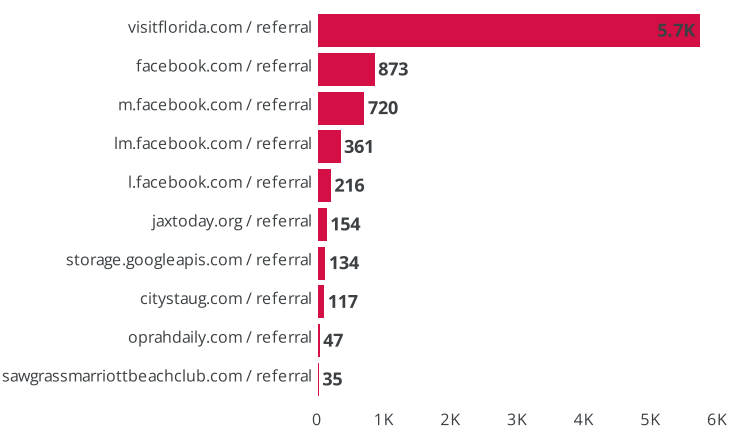
Outbound Clicks

1.	joom.ag	1,906
2.	google.com	693
3.	itunes.apple.com	635
4.	nps.gov	505
5.	st-augustine-2023.s3.amazonaws.com	504
6.	facebook.com	384
7.	embassvsuites.com	368

1 - 100 / 569



Top 10 Referring Sites



Jul 1, 2026 - Jul 31, 20

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



GSC



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FLORIDA'S HISTORIC COAST

Microsite Traffic Report

Meetings Microsite

	Landing page	Sessions ▾	% Δ
1.	/meetings	9,001	386.0% ↑
2.	/meetings/submit-rfp	23	666.7% ↑
3.	/meetings/contact-us	19	1,800.0% ↑
4.	/meetings/complimentary-event-support-services	10	900.0% ↑
5.	/meetings/venues	9	-83.9% ↓
6.	/meetings/lodging-	6	-77.8% ↓
	Grand total	9,110	368.4% ↑
1 - 9 / 9 < >			

Reunions Microsite

	Landing page	Sessions ▾	% Δ
1.	/reunions	368	1,652.4% ↑
2.	/reunions/military-reunions/military-special-offers	20	-16.7% ↓
3.	/reunions/family-social-reunions	10	900.0% ↑
4.	/reunions/contact-us	2	100.0% ↑
5.	/reunions/family-social-reunions/family-	1	-
	Grand total	402	720.4% ↑
1 - 6 / 6 < >			

Tours Microsite

	Landing page	Sessions ▾	% Δ
1.	/tours/group-friendly-dining	76	-35.0% ↓
2.	/tours	54	-84.9% ↓
3.	/tours/floridas-historic-coast-tapestry-programs/books-and-authors-of-old-st-augustine	21	-38.2% ↓
4.	/tours/floridas-	18	38.5% ↑
	Grand total	193	-65.8% ↓
1 - 13 / 13 < >			

Religious Spiritual Retreats Microsite

	Landing page	Sessions ▾	% Δ
1.	/religious-spiritual-retreats	84	-3.4% ↓
2.	/religious-spiritual-retreats/florida-camino-passport	20	-57.4% ↓
3.	/religious-spiritual-retreats/blessing-of-the-fleet	3	-
4.	/religious-spiritual-retreats/tracing-the-nast-a-inurnev-	3	-
	Grand total	119	-13.1% ↓
1 - 12 / 12 < >			

Weddings Microsite

	Landing page	Sessions ▾	% Δ
1.	/weddings	765	153.3% ↑
2.	/weddings/wedding-packages	126	-1.6% ↓
3.	/weddings/venues	54	80.0% ↑
4.	/weddings/marriage-licenses	37	-45.6% ↓
5.	/weddings/houses-of-worship	9	350.0% ↑
6.	/weddings/contact-us	5	-
	Grand total	1,000	88.3% ↑
1 - 8 / 8 < >			

Sports Recreation Microsite

	Landing page	Sessions ▾	% Δ
1.	/sports-recreation	37	1,133.3% ↑
2.	/sports-recreation/contact-us	2	100.0% ↑
3.	/sports-recreation/waterways-fishing	2	100.0% ↑
4.	/sports-recreation/facilities-venues	1	-50.0% ↓
	Grand total	44	238.5% ↑
1 - 6 / 6 < >			



Jul 1, 2026 - Jul 31, 20 ▾

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



Top Level Website Performance

Key Performance Indicators

7,757
↓ -30.8% YOY
Partner Referrals

457
↓ -47.9% YOY
Physical Visitor
Guide Requests

146
↓ -52.9% YOY
Newsletter
Signups

7,109
↓ -16.9% YOY
Bookdirect Clicks

Partner Listing Clicks

Partner Filter		
1.	Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort	399
2.	Old Town Trolley Tours St. Augustine	264
3.	Castillo de San Marcos National Monument	167
4.	St. Augustine Alligator Farm Zoological Park	151
5.	Equestrian Adventures of Florida	150
6.	Anastasia State Park	142
7.	Ocean Sands Beach Boutique Inn	135
8.	Casa Monica Resort & Spa	106
9.	St. Augustine Aquarium	101
10.	Black Raven Adventures	98
11.	Fort Matanzas National Monument	97
12.	Ripley's Believe It or Not! Museum	90
13.	Ponce de Leon's Fountain of Youth Archaeological Park	89
14.	St. Augustine Premium Outlets®	88



Jul 1, 2026 - Jul 31, 20

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



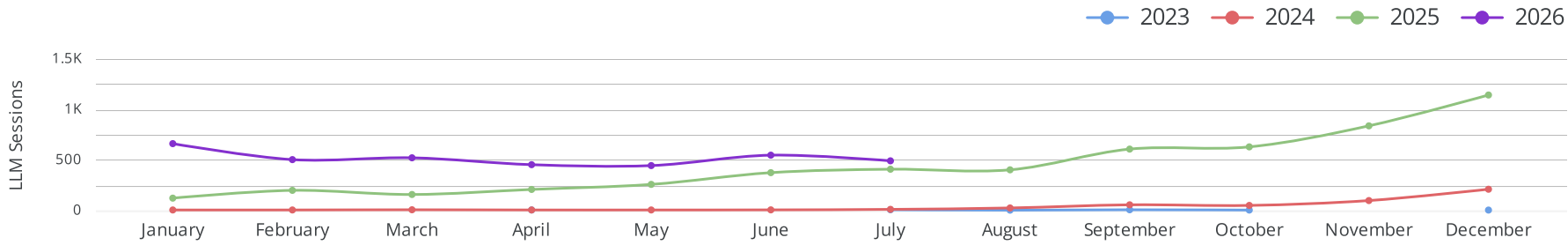
Top Level Website Performance

LLM Source/Medium

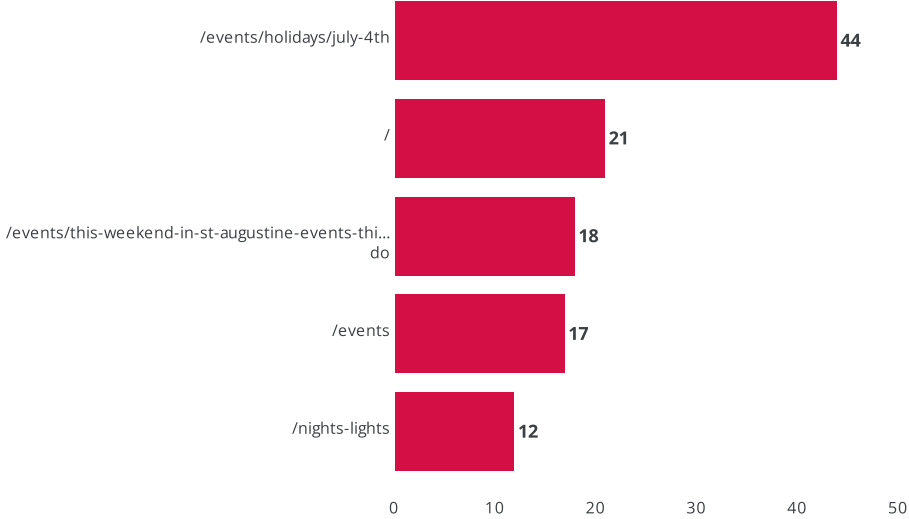
Session source		Sessions ▾
1.	chatgpt.com	431
2.	gemini.google.com	29
3.	perplexity.ai	9
4.	perplexity	8
5.	copilot.com	5
6.	openai	3
7.	claude.ai	2
8.	app.intentful.ai	1

1 - 9 / 9 < >

LLM sessions over time



LLM Landing Pages



Jul 1, 2026 - Jul 31, 20 ▾

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



Search Performance Overview

31,004

↓ -28.6% YOY

Clicks

3,228,980

↓ -27.4% YOY

Impressions

0.96%

↓ -1.6% YOY

CTR

8.32

↓ -35.3% YOY

Average Position

Daily Performance



Jul 1, 2026 - Jul 31, 20

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	122	-47.2...	135,563	-4.9% ↓	0.09%	-44.5...	11.25	4.1% ↑
2.	google maps st augustine	0	-	88,403	10.6% ↑	0%	-	8.4	-13.9...
3.	washington oaks state park	2	0.0%	83,944	-32.9...	+0%	49.0% ↑	8.53	6.1% ↑
4.	st augustine florida	93	-29.5...	71,520	4.9% ↑	0.13%	-32.9...	10.91	3.3% ↑
5.	restaurantes en st augustine	0	-	45,531	6.2% ↑	0%	-	7.77	-8.9% ↓

1 - 500 / 25757<>

Landing Page Performance

	Landing Page	Clicks ▾	% Δ	Impressions	% Δ	CTR	% Δ	Average Position	% Δ
1.	https://www.floridashistoriccoast.com/nights-lights/	2,249	48.9% ↑	39,245	21.3% ↑	5.73%	22.8...	4.76	-9.9...
2.	https://www.floridashistoriccoast.com/events/holidays/july-4th/	1,689	-15.6...	95,508	53.9% ↑	1.77%	-45.2...	6.27	11.7...
3.	https://www.floridashistoriccoast.com/events/this-weekend-in-st-augustine-events-things-to-do/	1,666	6.4% ↑	34,786	6.0% ↑	4.79%	0.3% ↑	7.16	2.1% ↑
4.	https://www.floridashistoriccoast.com/things-to-do/free/	1,135	12.7% ↑	64,744	-2.4% ↓	1.75%	15.5...	8.37	-1.9...

1 - 500 / 2140<>



Jul 1, 2026 - Jul 31, 20 ▾

Executive Summary

Search Performance

Query & Landing Page

