



TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

Campaign Update

AUGUST 2025

22%

INCREASE IN
IMPRESSIONS
YOY

8%

INCREASE IN NEWSLETTER
SUBMISSIONS YOY

57%

INCREASE IN BOOK
DIRECT CLICKS
YOY

- **Optimize:** Sing Out Loud page
- **Enhance:** September is Locals Month blog
- **Optimize:** Greek Festival page

Site Performance

Top Level Performance

115,520

VISITS TO WEBSITE

-72% YOY

94,669

WEBSITE USERS

-73% YOY

42,601

VISIT FROM ORGANIC

-38% YOY

194,157

PAGE VIEWS

-68% YOY

3,894,676

IMPRESSIONS

+22% YOY

0:00:57

AVERAGE ENGAGEMENT TIME

PER SESSION

+90% YOY

68,179

ENGAGED SESSIONS

-55% YOY

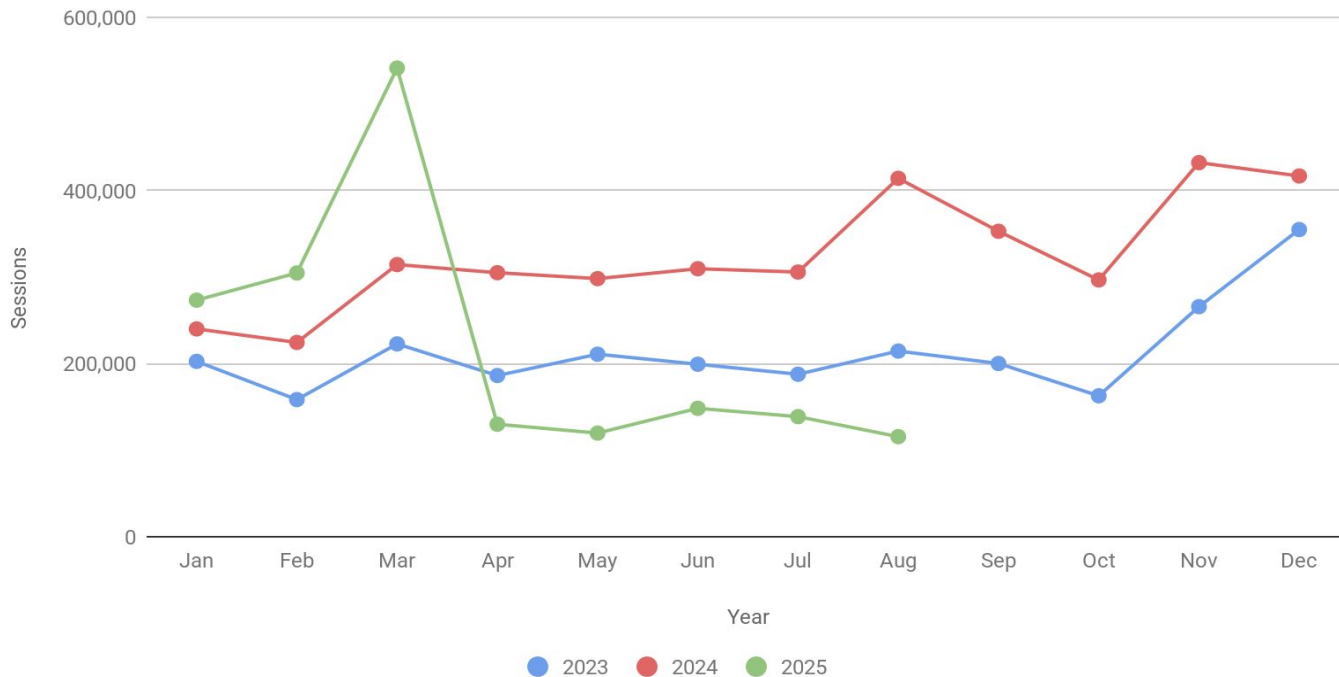
59.02%

ENGAGEMENT RATE

+22% YOY

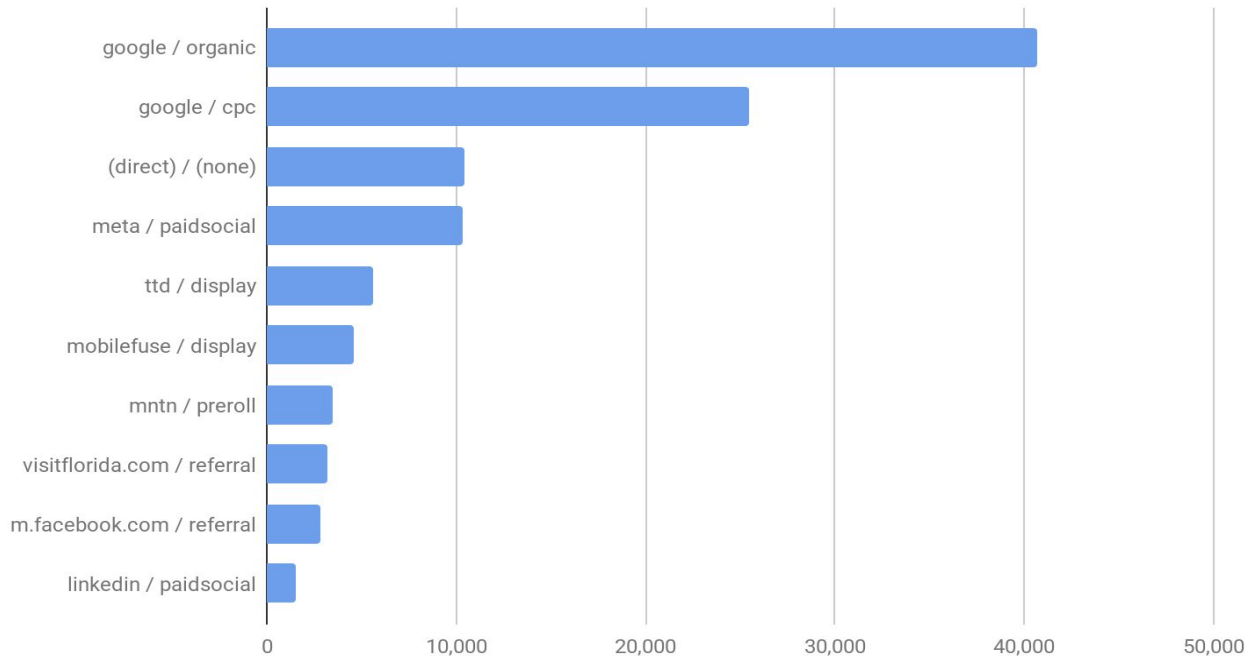
Sessions

Overall website sessions saw a 72% decrease compared to last year.



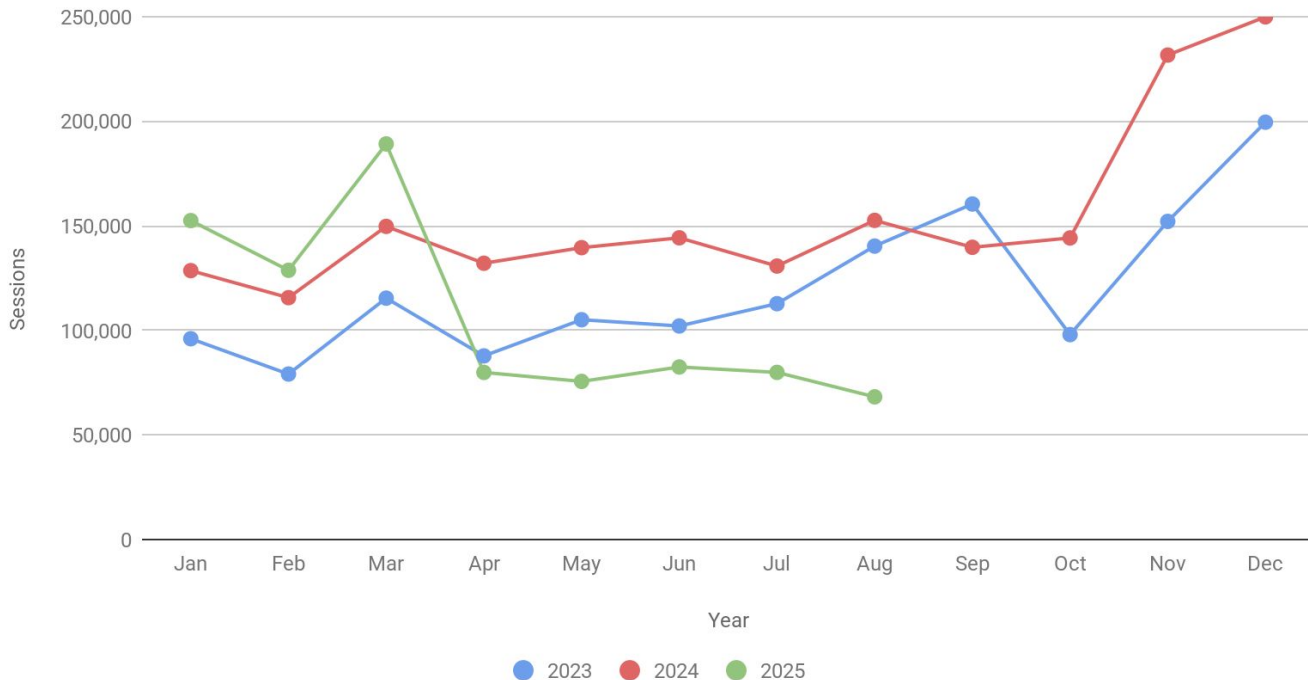
Traffic Sources

Google organic (-39%) and Google CPC (-78%) drove the most traffic to the website in August.



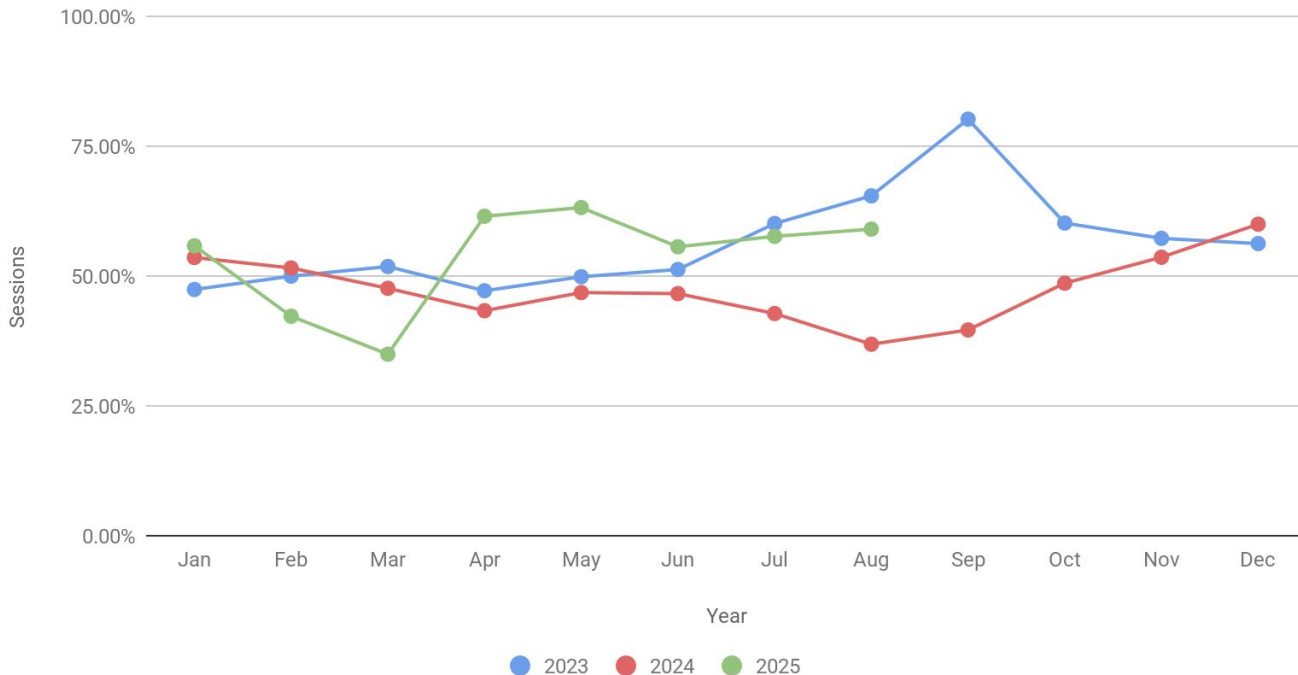
Engaged Sessions

We saw over 68K engaged sessions with an average engagement time per session of 00:57 (+90%).



Engagement Rate

The engagement rate was 59.02% - a 22% increase compared to last year.



Key Performance Indicators

Newsletter signups increased 8% and Bookdirect clicks increased 57%.

814

REQUESTS FOR
PHYSICAL GUIDES

296

ENEWSLETTER
SIGNUPS

8,750

OUTBOUND CLICKS
ON PARTNER
LISTINGS

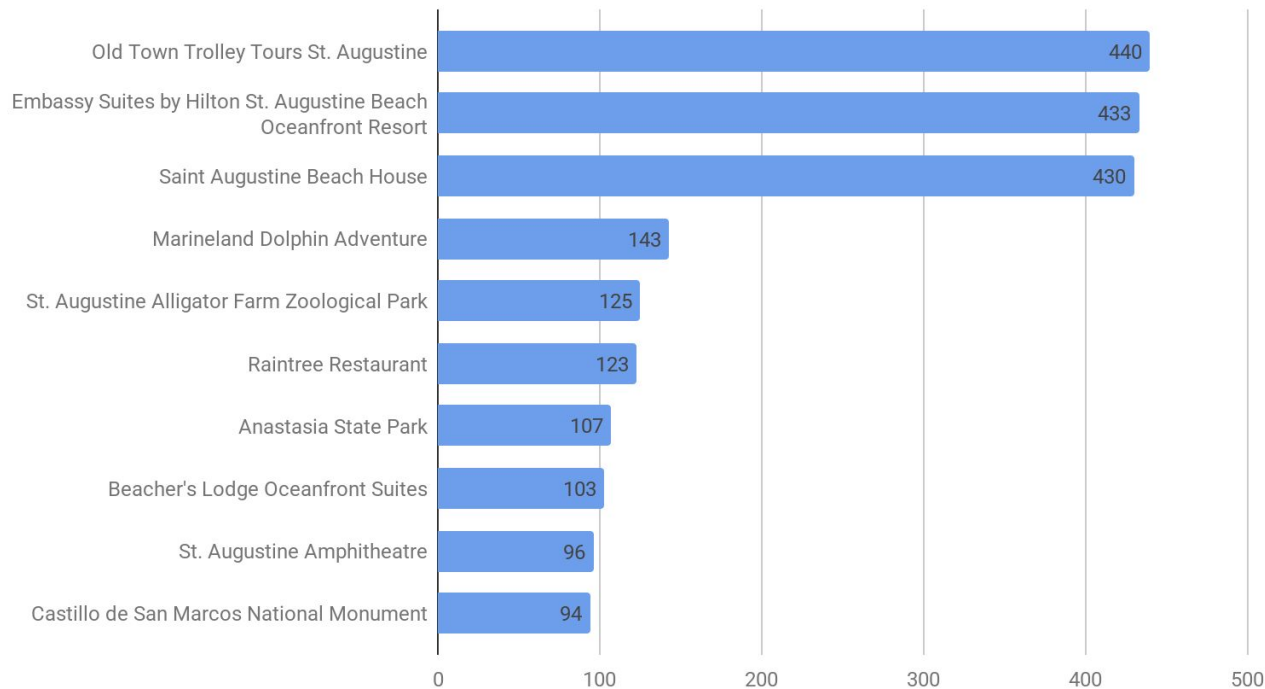
7,870

BOOKDIRECT CLICKS



Partner Listing Clicks

Embassy Suites by Hilton St Augustine Beach Oceanfront Resort increased 216% and Saint Augustine Beach House increased 1.3k%



Hispanic Microsite Performance

899

VISITS TO WEBSITE

-41% YOY

825

TOTAL USERS

-37% YOY

502

VISIT FROM ORGANIC

-61% YOY

1,709

PAGE VIEWS

-56% YOY

0:01:17

AVERAGE ENGAGEMENT TIME

PER SESSION

-36% YOY

697

ENGAGED SESSIONS

-38% YOY

77.53%

ENGAGEMENT RATE

+4% YOY

Organic Search

Organic Performance

42,601

VISITS TO WEBSITE

-38% YOY

31,393

TOTAL USERS

-40% YOY

65,934

PAGEVIEWS

-43% YOY

29,210

ENGAGED SESSIONS

-40% YOY

0:01:00

AVERAGE ENGAGEMENT TIME

PER SESSION

-10% YOY

68.57%

ENGAGEMENT RATE

-2% YOY

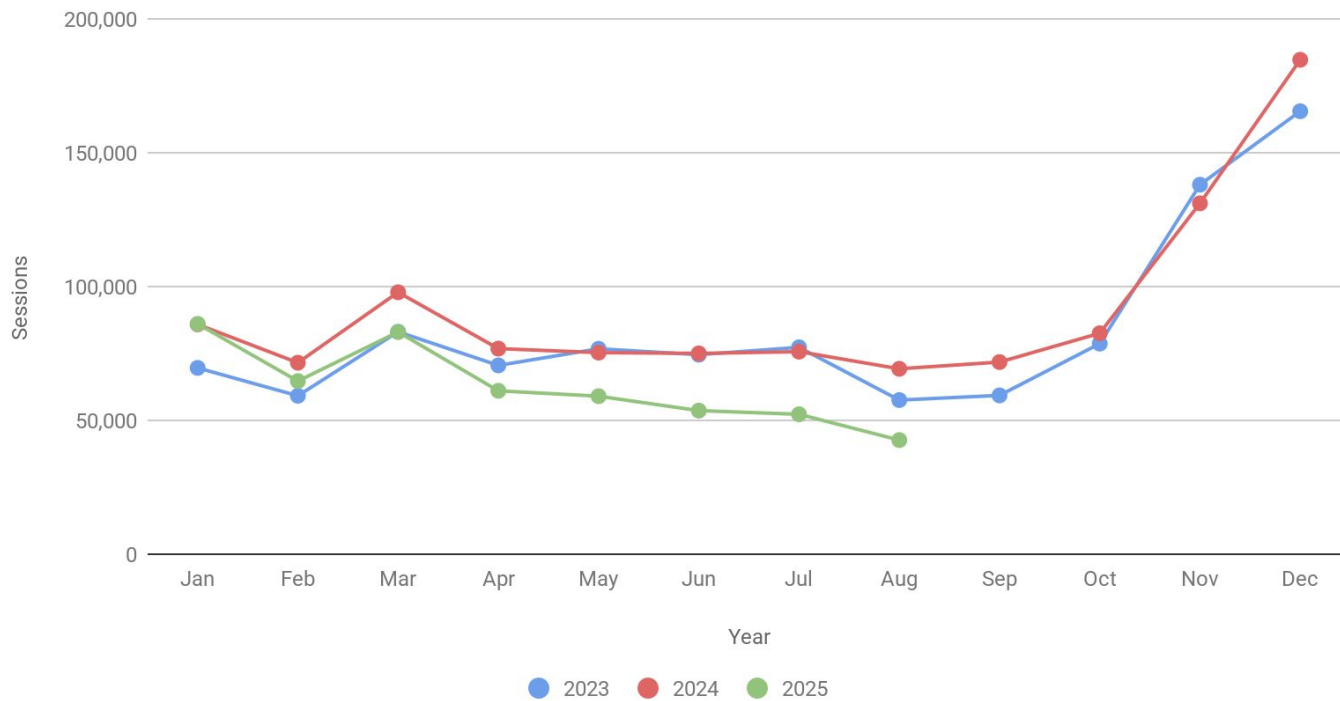
28,866

NEW USERS

-41% YOY

Organic Search

Organic sessions were down 38% compared to last year.



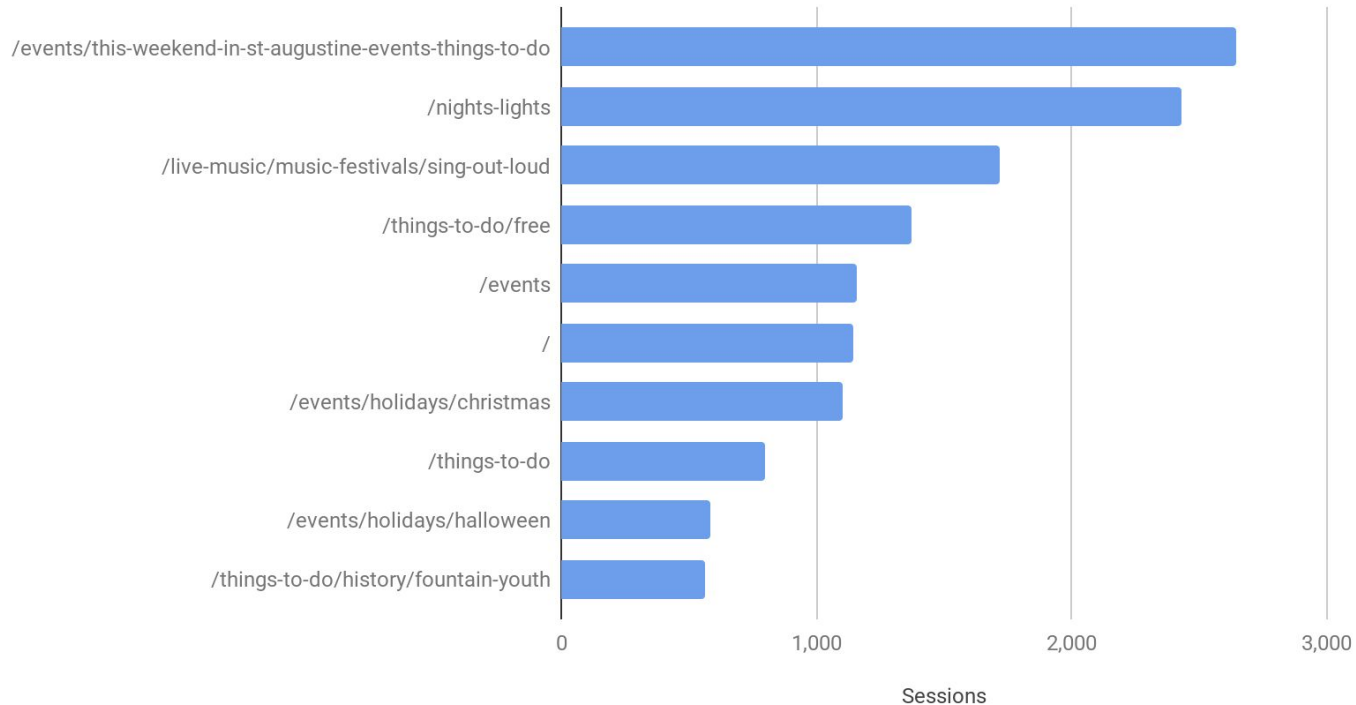
Top Keywords

Total site impressions have increased 22% compared to last year.

Top Keywords	Clicks	Position	Pos. Δ	CTR
sing out loud festival	347	3.64	0.74	2.97%
nocatee farmers market	216	1.98	0	25.44%
st augustine events this weekend	211	1.37	-0.43	31.12%
sing out loud festival 2025	201	3.66	3.66	2.64%
st augustine	198	10.03	1.37	0.11%
st augustine florida	190	9.42	-0.4	0.25%
things to do in st augustine	189	8.18	5	0.90%
st augustine events	189	2.17	-0.74	18.90%
free things to do in st augustine	141	2.84	1.42	24.23%
things to do in st augustine this weekend	141	1.82	0.78	25.36%

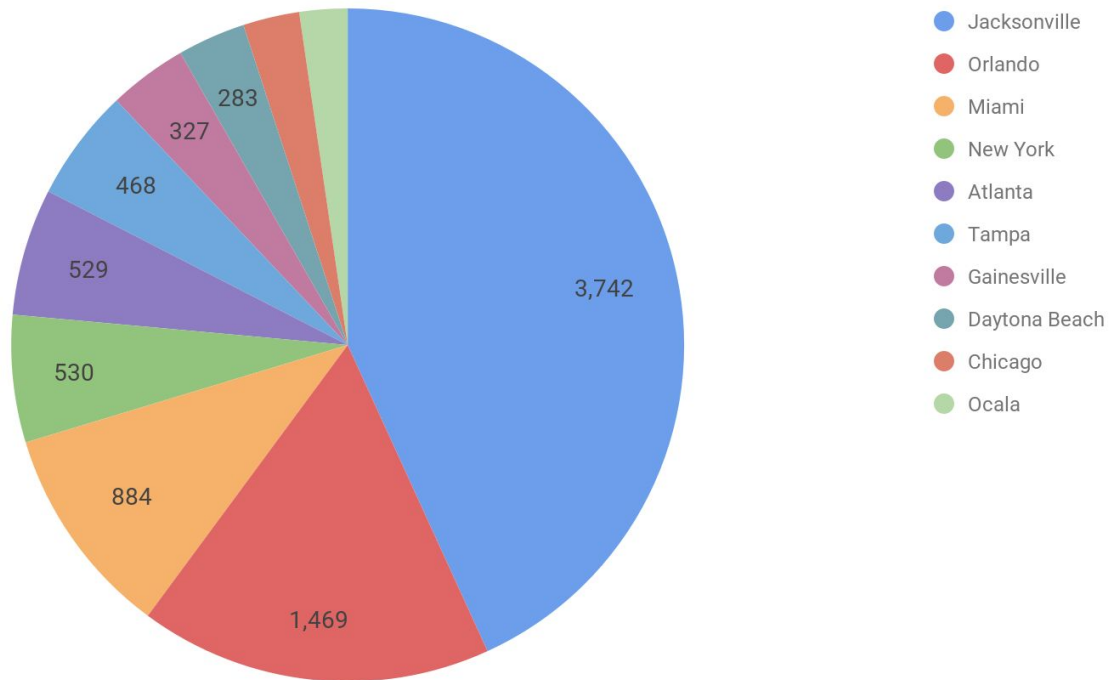
Top Landing Pages

Sing Out Loud increased 43% year-over-year and Halloween increased 8% year-over-year.



Sessions By City

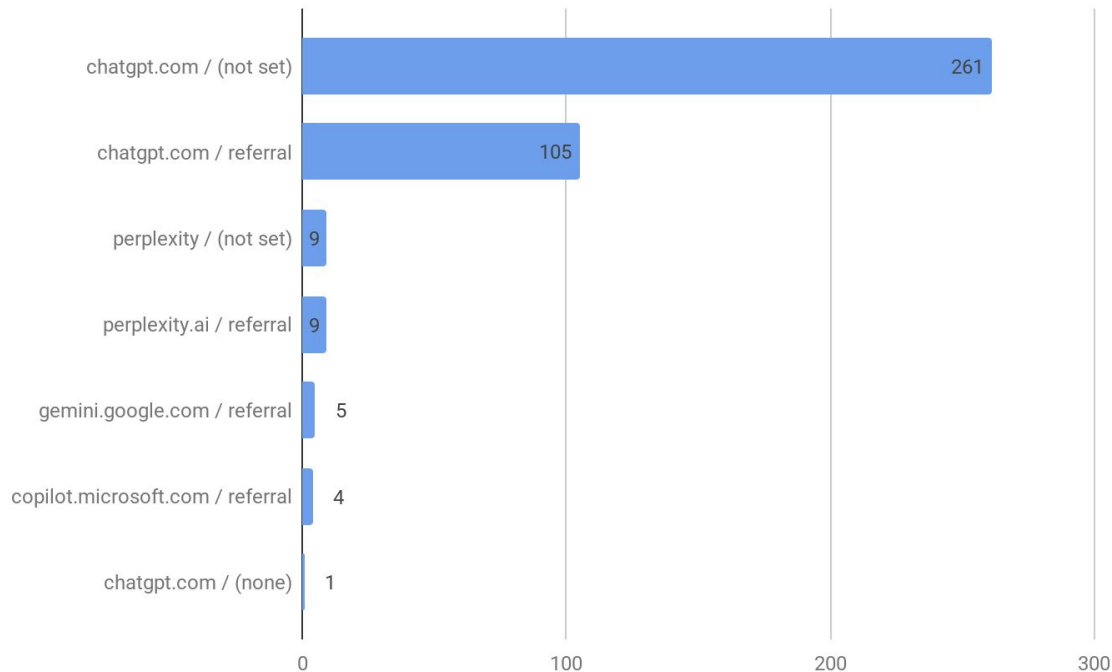
Daytona Beach increased 37% year-over-year.



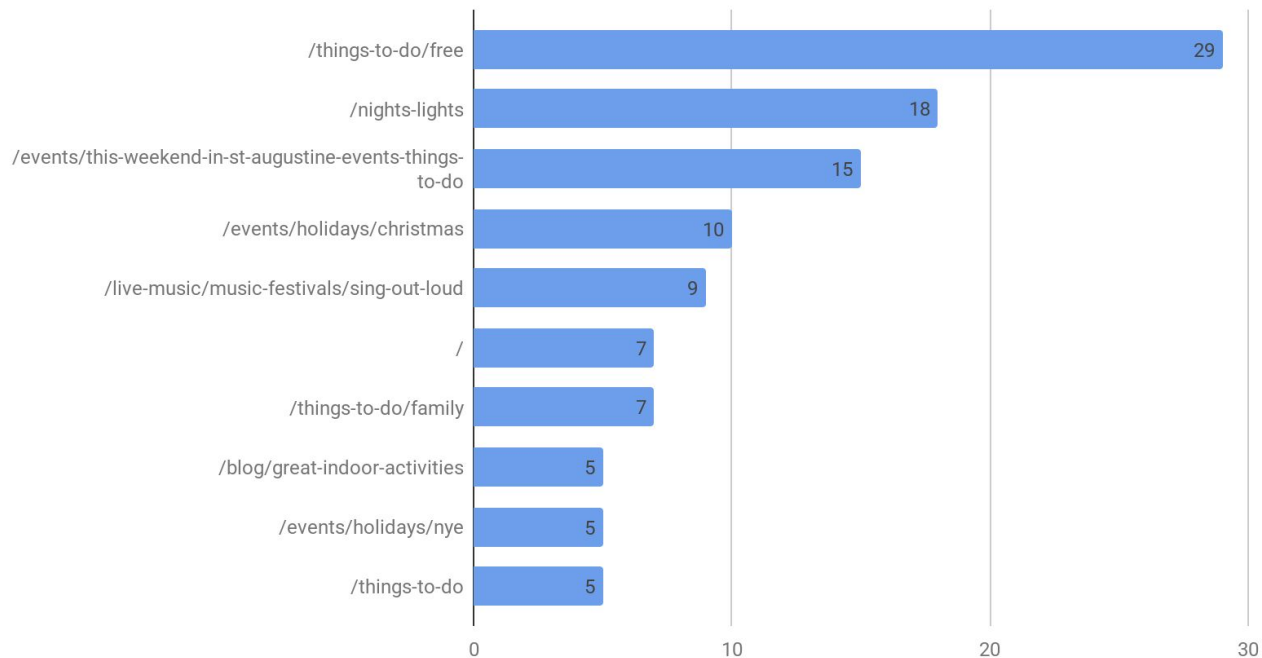
LLM Performance

LLM Traffic Sources

LLM Sessions increased 2% compared to last month.



LLM Landing Pages



Email Marketing

Email Performance

Opt-in Subscribers

40,247

MESSAGES SENT

45%

CTOR

910

SESSIONS

0:02:56

AVG. SESSION
DURATION

Other Source Subscribers

162,153

MESSAGES SENT

115%

CTOR

462

SESSIONS

0:02:01

AVG. SESSION
DURATION



Looking Ahead

September 2025

- **Optimize:** Cracker Day page
- **Enhance:** Fishing page
- **Optimize:** Halloween page

Thank You