tempest

August Performance Report

Key Takeaways:

AI Visibility:

- LLM Session increased **20% YoY**
- AI Overview: 1.5k citations
- ChatGPT: 74 citations

Traffic Performance:

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

- google / organic (-16%)
- google / cpc (-47%)
- meta / paidsocial (-57%)

Top Partners:

- The Conch House Marina Resort (**+283%**)
- Castillo de San Marcos National Monument (**+31%**)
- Equestrian Adventures of Florida (**+62%**)

Top Landing Pages:

- /beaches/crescent-beach/ (**+50%**), *optimized in July,* earned an AIO cictation for “crescent beach”
- /nights-lights/ (**+100%**)
- /events/holidays/christmas (**+46%**)
- /beaches/micklers-landing/ (**+22%**), earned an AIO citation for "micklers beach"

Top Markets:

- Atlanta: **+6%**
- Charlotte: **+20%**

Email Performance

Total Subscribers: 294,948

Opt-In Email:

- **Messages Sent:** 44,378
- **CTOR:** 17%
- **Visit to Website:** 591
- **Length of Visit:** 0:03:55

Other Source Subscribers Email:

- **Messages Sent:** 159,458
- **CTOR: 40**%
- **Visit to Website:** 496
- **Length of Visit:** 0:03:17

Tasks Completed in August:

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

Upcoming Tasks:

September:

- **Enhance:** Annual Cracker Day
- **Enhance:** Halloween
- **Enhance:** St. Augustine Greek Festival
- **Enhance:** Perfect Patios blog
- **September Monthly Email**

Please Note: Data processing may take up to 24–48 hours, especially for GA4 and GSC reports.

Executive Summary

GA4 Performance

GSC Performance

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

Top Level Website Performance

Website Traffic & Engagement

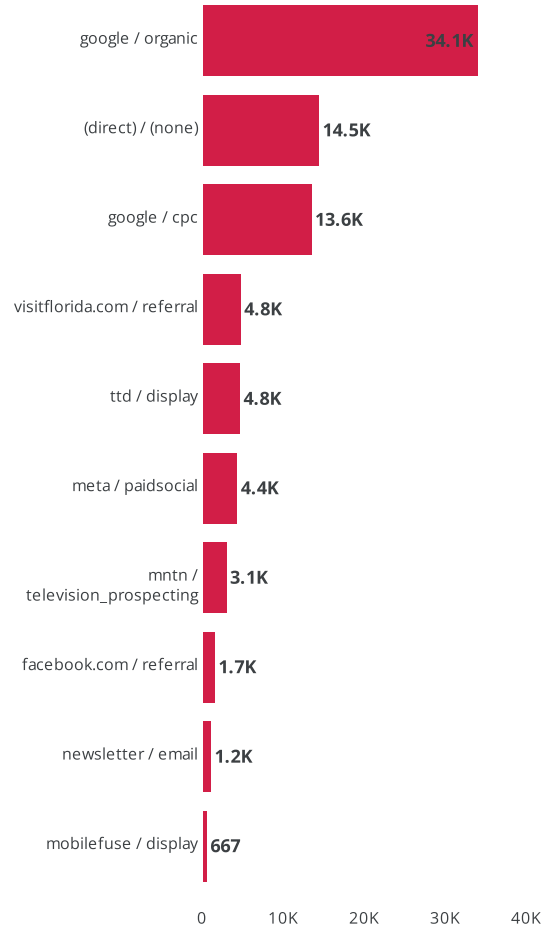
Monthly Website Performance

87,799	71,086	35,416	147,814
-23.3% YOY	-24.3% YOY	-16.9% YOY	-23.4% YOY
Total Sessions	**Total Users**	**Organic Sessions**	**Total View**
00:00:53	52,403	59.69%	2,757,085
-7.0% YOY	-22.3% YOY	1.4% YOY	-29.2% YOY
Avg Engagement Time Per Sessions	**Engaged Sessions**	**Engagement Rate**	**Google Search Impressions**

YTD Website Performance

882,200	684,202	347,735	1,477,670
-49.3% YOY	-51.6% YOY	-32.4% YOY	-45.4% YOY
Total Sessions	**Total Users**	**Organic Sessions**	**Total View**
00:00:52	528,297	59.88%	
20.6% YOY	-38.2% YOY	21.9% YOY	
Avg Engagement Time Per Sessions	**Engaged Sessions**	**Engagement Rate**	

Top 10 Traffic Sources



Aug 1, 2026 - Aug 31,

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance

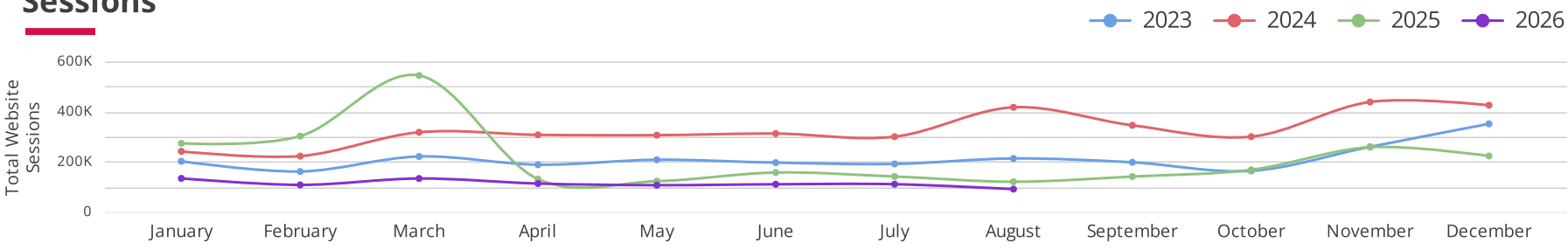
GSC

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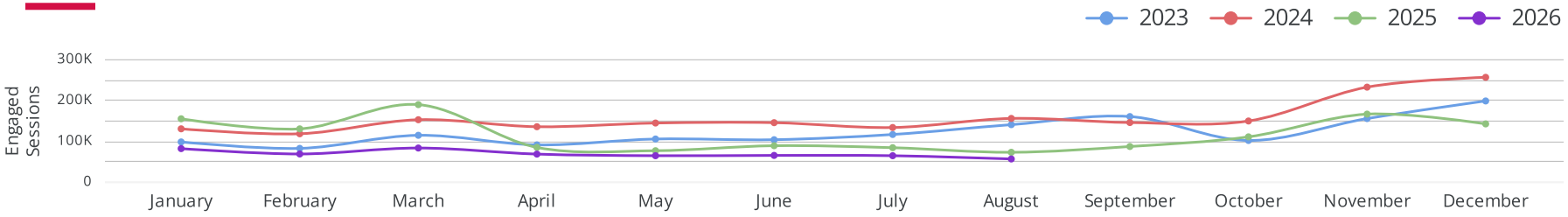
Website Traffic & Engagement

Top Level Website Performance

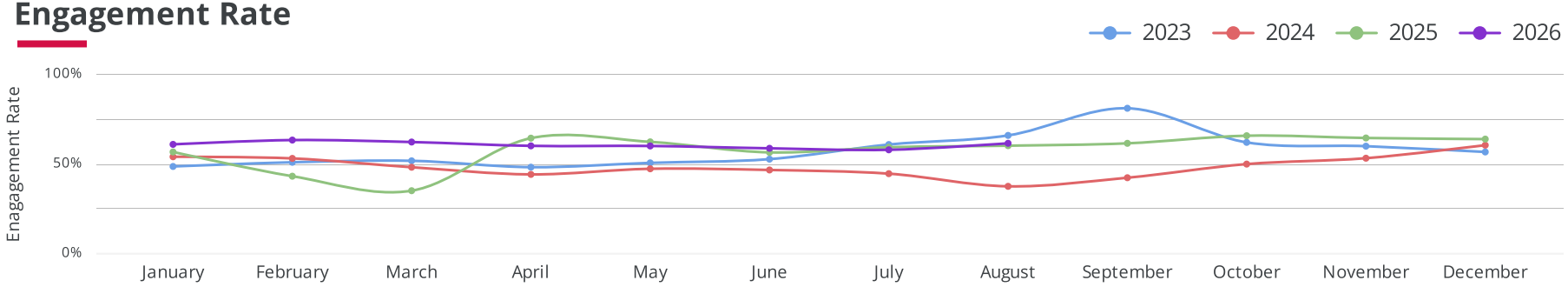
Sessions



Engaged Sessions



Engagement Rate



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GSC

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Top Level Organic Performance

Traffic & Engagement

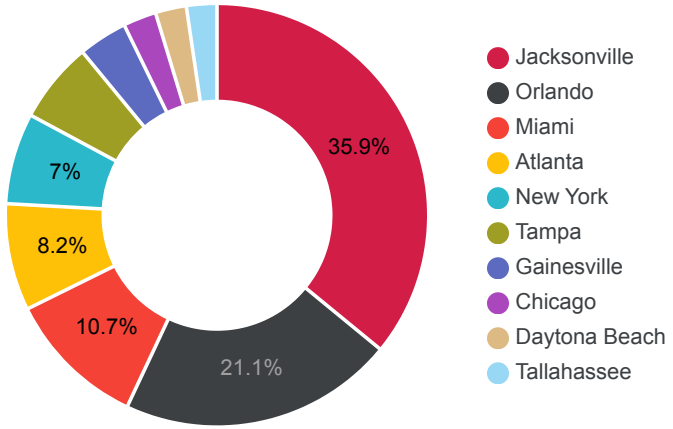
Monthly Organic Performance

35,442	26,238	24,275	68.49%
-16.9% YOY	-16.5% YOY	-16.9% YOY	-0.1% YOY
Total Organic Sessions	**Total Organic Users**	**Engaged Sessions (Organic)**	**Engagement Rate (Organic)**

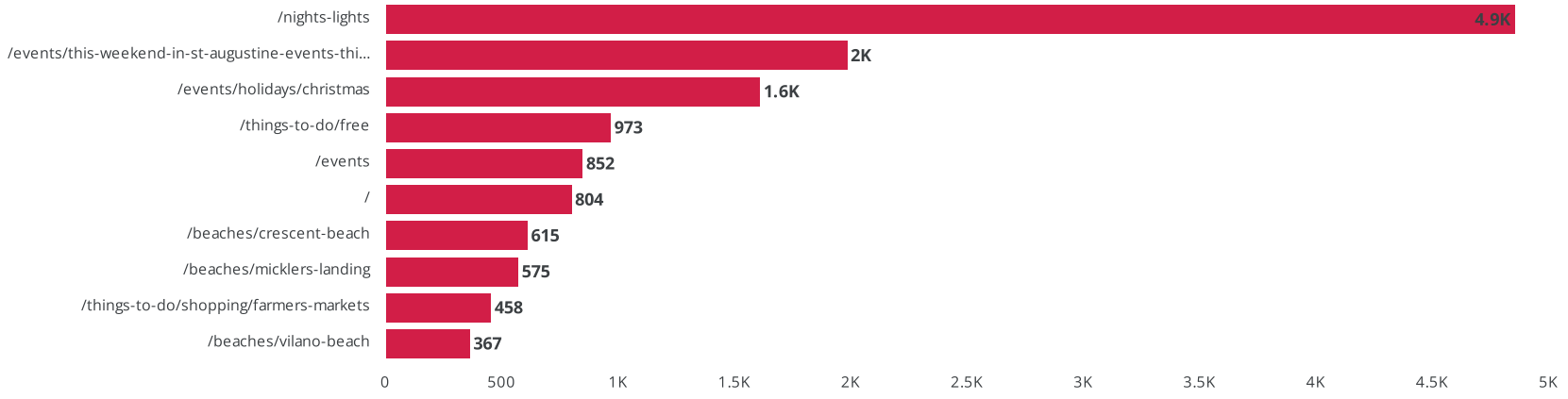
YTD Organic Performance

347,735	251,046	236,350	67.97%
-32.4% YOY	-30.6% YOY	-34.2% YOY	-2.6% YOY
Total Organic Sessions	**Total Organic Users**	**Engaged Sessions (Organic)**	**Engagement Rate (Organic)**

Top 10 Organic Cities



Top 10 Landing Pages



Aug 1, 2026 - Aug 31,

Executive Summary

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LLM Performance

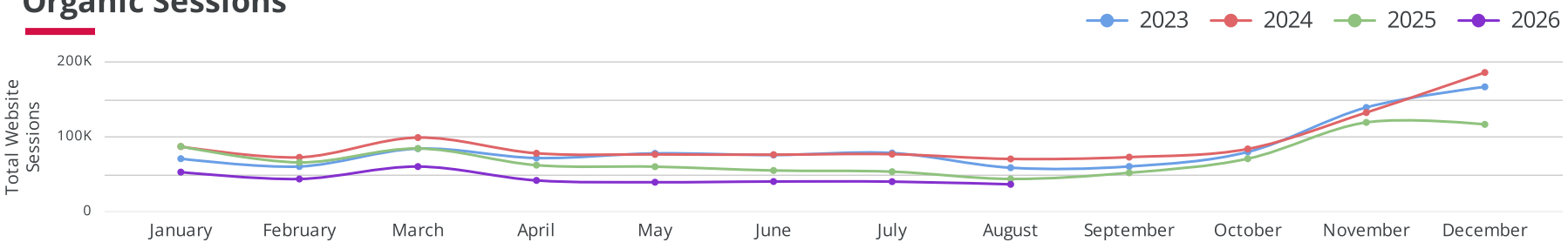
GSC

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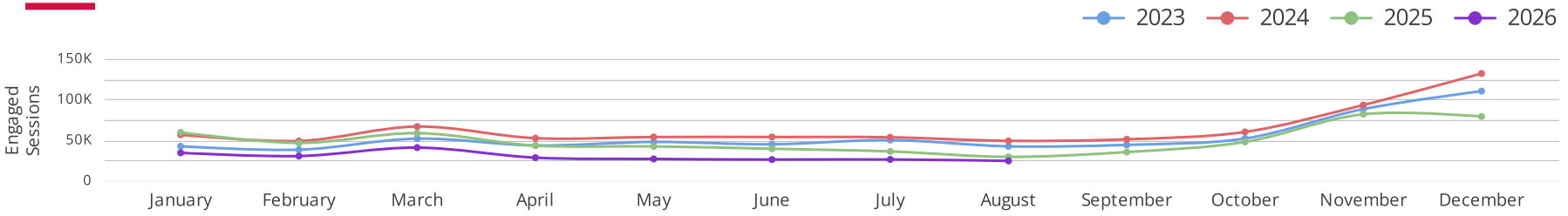
Organic Traffic & Engagement

Top Level Organic Performance

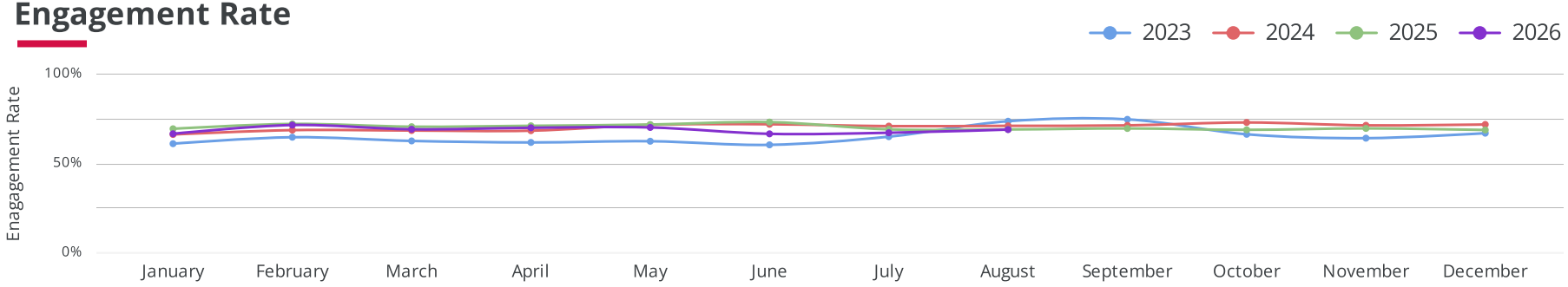
Organic Sessions



Engaged Sessions



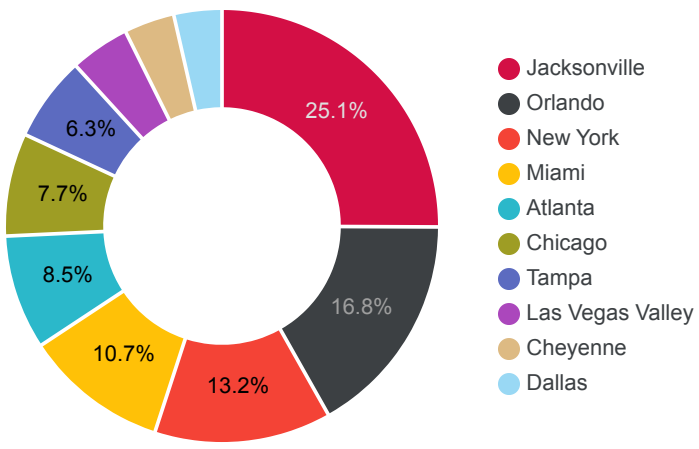
Engagement Rate



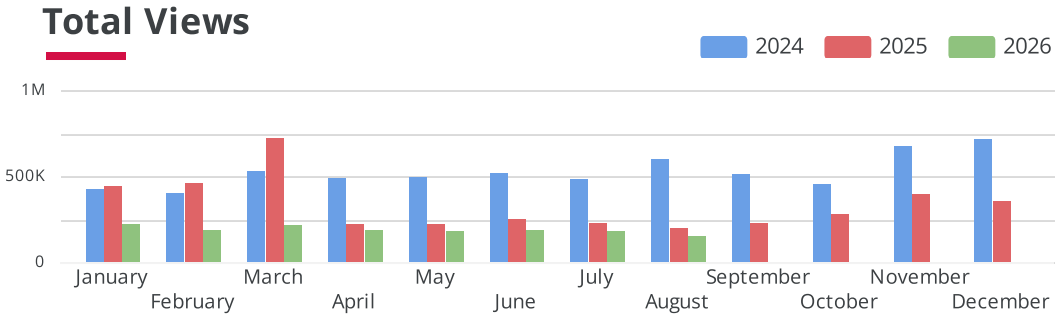
Top Level Website Performance

Microsite Traffic

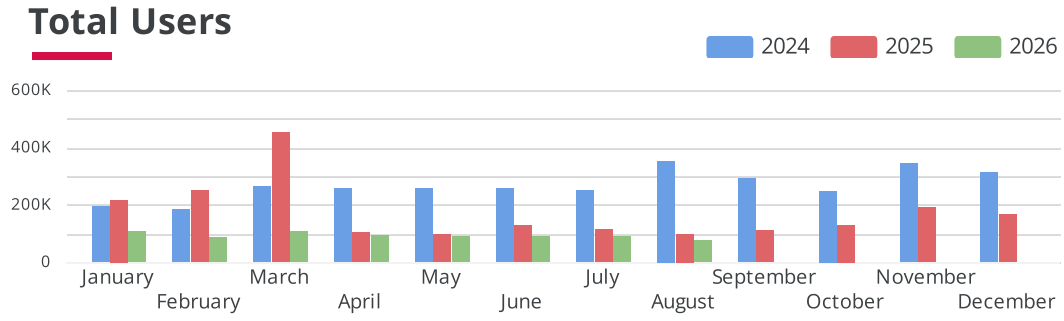
Top 10 Cities By Sessions



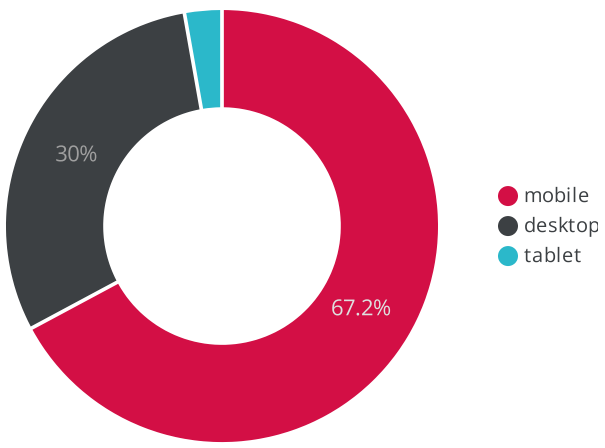
Total Views



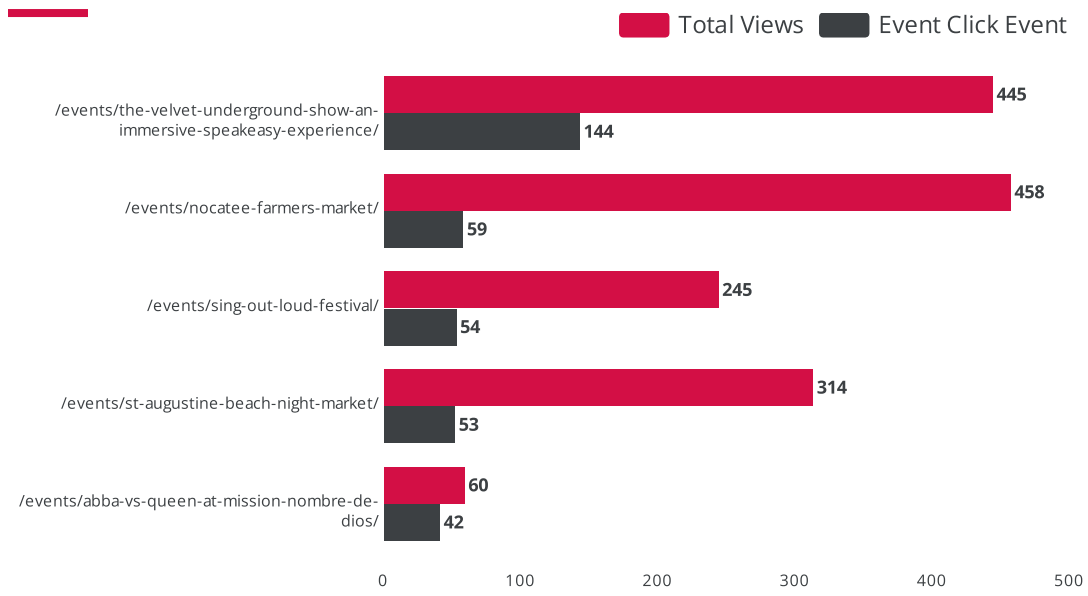
Total Users



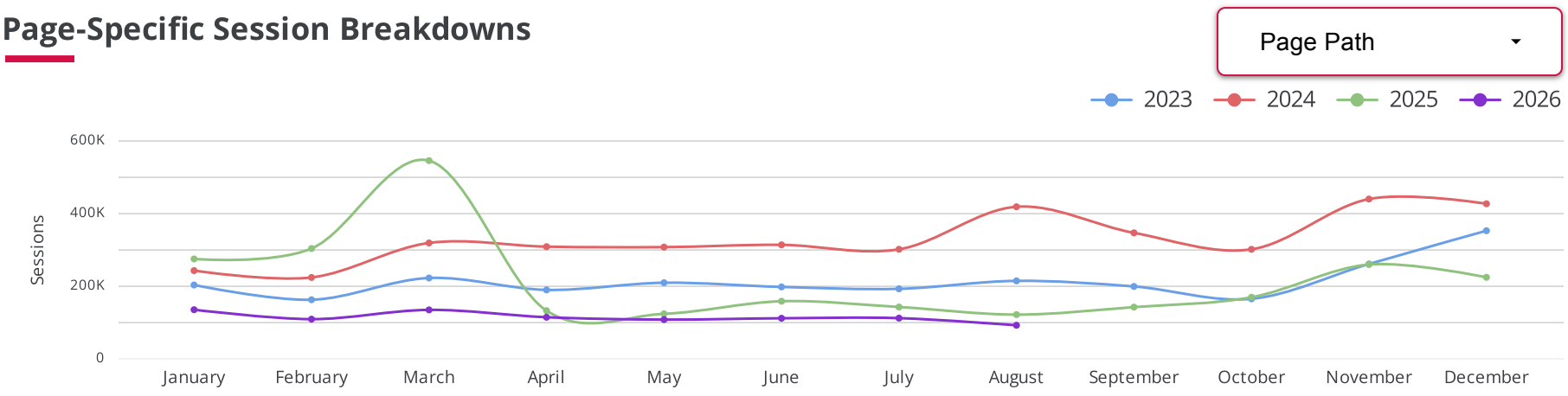
Sessions By Device



Event Listing Clicks/Pageviews



Page-Specific Session Breakdowns

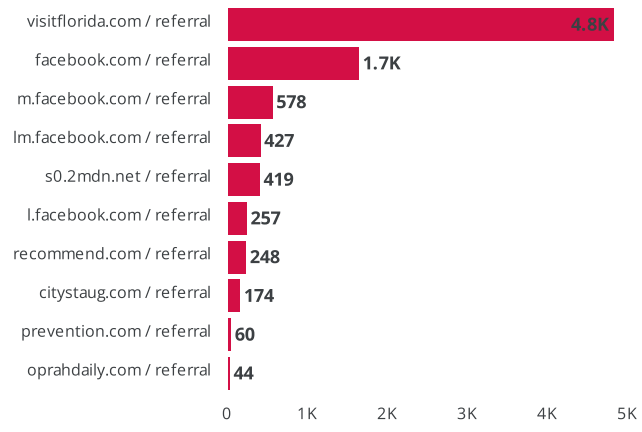


Outbound Clicks

1.	joom.ag	1,805
2.	itunes.apple.com	716
3.	google.com	649
4.	staug.link	462
5.	st-augustine-2023.s3.amazonaws.com	366
6.	facebook.com	345
7.	nps.gov	310

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Top 10 Referring Sites



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Microsite Traffic Report

Meetings Microsite

	Landing page	Sessions	% Δ
1.	/meetings	6,404	123.4%
2.	/meetings/venues	15	-87.4%
3.	/meetings/submit-rfp	10	11.1%
4.	/meetings/lodging-meeting-space	9	-10.0%
5.	/meetings/complimentary-event-support-services	7	250.0%
	Grand total	**6,452**	**112.0%**

1 - 9 / 9

Religious Spiritual Retreats Microsite

	Landing page	Sessions	% Δ
1.	/religious-spiritual-retreats	52	-37.3%
2.	/religious-spiritual-retreats/florida-camino-passport	24	4.3%
3.	/religious-spiritual-retreats/tracing-the-past-a-journey-through-historic-resting-places	17	-
4.	/religious-spiritual-	5	-
	Grand total	**121**	**11.0%**

1 - 13 / 13

Reunions Microsite

Quota Error

This data set has been accessed too many times.

See details

Weddings Microsite

	Landing page	Sessions	% Δ
1.	/weddings	146	-45.9%
2.	/weddings/wedding-packages	43	-35.8%
3.	/weddings/marriage-licenses	31	-45.6%
4.	/weddings/venues	22	83.3%
5.	/weddings/houses-of-worship	5	150.0%
6.	/weddings/vendors	2	0.0%
	Grand total	**250**	**-39.0%**

1 - 8 / 8

Tours Microsite

Sports Recreation Microsite

	Landing page	Sessions	% Δ
1.	/sports-recreation	22	46.7%
2.	/sports-recreation/waterways-fishing	6	200.0%
3.	/sports-recreation/iconic-golf	2	100.0%
4.	/sports-recreation/facilities-venues	1	-
	Grand total	**32**	**77.8%**

1 - 5 / 5

Top Level Website Performance

Key Performance Indicators

6,670
-23.8% YOY
Partner Referrals

449
-44.8% YOY
Physical Visitor Guide Requests

113
-61.8% YOY
Newsletter Signups

7,015
-10.9% YOY
Bookdirect Clicks

Partner Listing Clicks

Partner Filter

1.	Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort	314
2.	Old Town Trolley Tours St. Augustine	254
3.	The Conch House Marina Resort	203
4.	Castillo de San Marcos National Monument	123
5.	Equestrian Adventures of Florida	118
6.	Anastasia State Park	103
7.	St. Augustine Alligator Farm Zoological Park	97
8.	The Collector Luxury Inn & Gardens	78
9.	Casa Monica Resort & Spa	75
10.	Fort Matanzas National Monument	71
11.	St. Augustine Aquarium	62
12.	St. Francis Inn	59
13.	Beacher's Lodge Oceanfront Suites	58
14.	Ponce de Leon's Fountain of Youth Archaeological Park	58

1 - 100 / 430

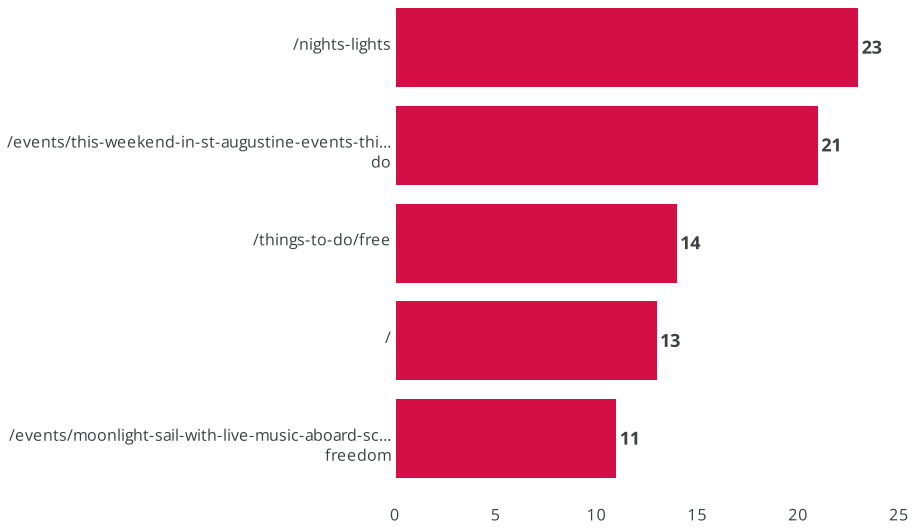
Top Level Website Performance

LLM Source/Medium

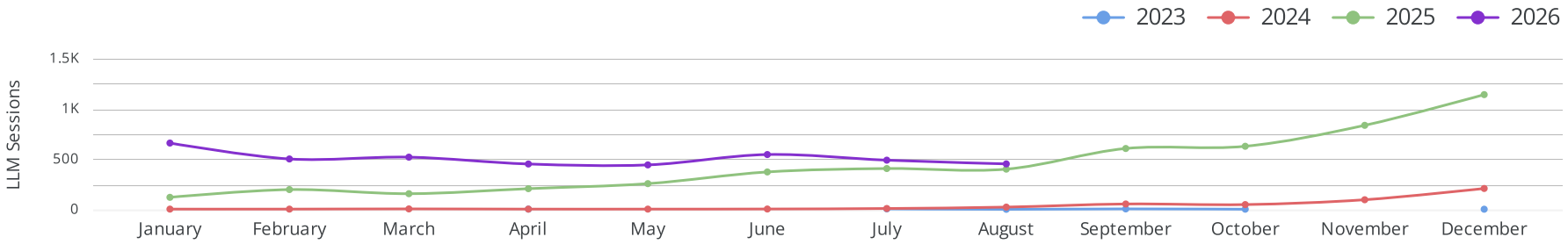
	Session source	Sessions
1.	chatgpt.com	415
2.	gemini.google.com	18
3.	claude.ai	5
4.	perplexity	5
5.	copilot.microsoft.com	4
6.	perplexity.ai	3
7.	copilot.com	1
8.	duck.ai	1

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LLM Landing Pages



LLM sessions over time



Aug 1, 2026 - Aug 31,

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LLM Performance

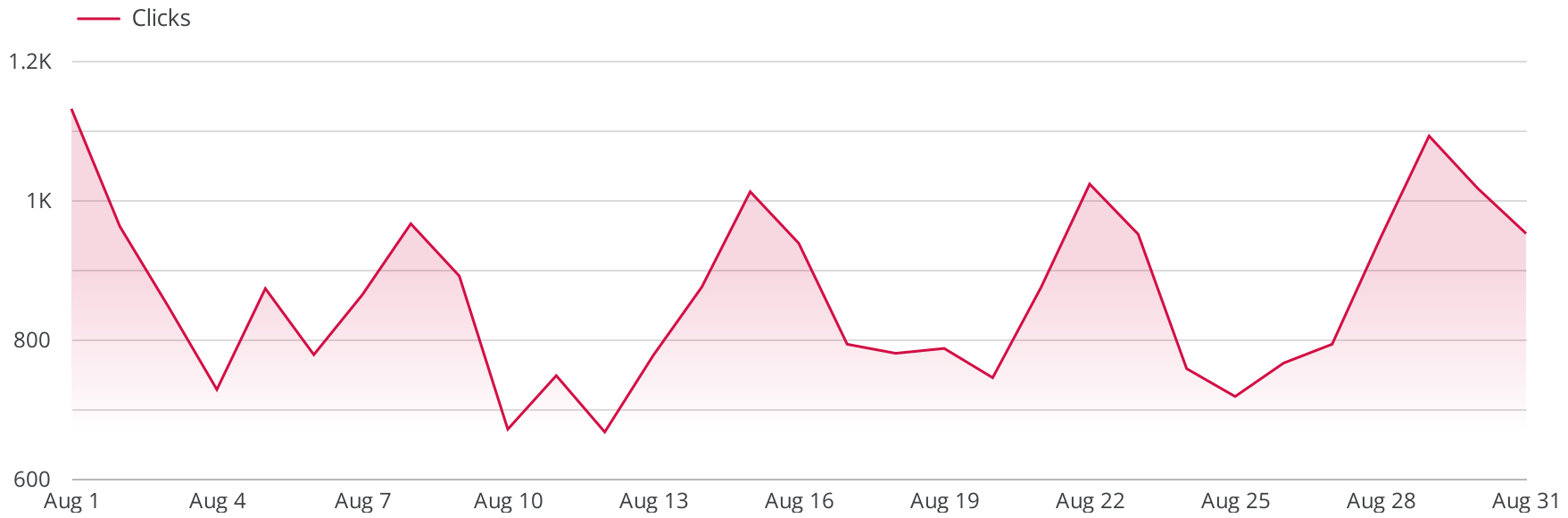
GSC

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FLORIDA'S HISTORIC COAST

Search Performace Overview

26,724	2,757,085	0.97%	8.94
-27.5% YOY	-29.2% YOY	2.4% YOY	-32.8% YOY
Clicks	**Impressions**	**CTR**	**Average Position**

Daily Performace



Aug 1, 2026 - Aug 31,

Executive Summary

Search Performance

Query & Landing Page

GA4

ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST

Query & Landing Page Analysis

Query Performance

Query | Landing Page

	Query	Clicks	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Posit...	% Δ
1.	st augustine christmas lights	304	92.4%	2,079	63.4%	14.62%	17.7%	1.79	-19.7...
2.	st augustine christmas lights 2026	221	67.4%	1,056	69.0%	20.93%	-0.9%	1.21	-16.3...
3.	st augustine christmas	207	132.6...	1,300	72.2%	15.92%	35.1%	2.12	25.5%
4.	night of lights st augustine	176	79.6%	1,480	110.2...	11.89%	-14.6...	2.6	-3.3%

1 - 500 / 26182

Landing Page Performance

	Landing Page	Clicks	% Δ	Impressions	% Δ	CTR	% Δ	Average Position	% Δ
1.	https://www.floridashistoriccoast.com/nights-lights/	3,624	61.1%	57,155	45.6%	6.34%	10.6...	4.85	1.9%
2.	https://www.floridashistoriccoast.com/events/this-weekend-in-st-augustine-events-things-to-do/	1,679	0.8%	33,921	-2.5%	4.95%	3.4%	8.83	23.4...
3.	https://www.floridashistoriccoast.com/events/holidays/christmas/	1,395	69.5%	16,655	21.3%	8.38%	39.7...	6.27	-5.7...
4.	https://www.floridashistoriccoast.com/events/	717	-16.4...	48,010	-20.8...	1.49%	5.5%	9.76	8.3%

1 - 500 / 2142

Aug 1, 2026 - Aug 31,

Executive Summary

Search Performance

Query & Landing Page

GA4

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