

Key Takeaways:

AI Visibility:

- AI Overview: 708 citations
- ChatGPT: 100 citations (+18 vs last month)

Traffic Performance:

Overall sessions decreased **48% YoY**, driven primarily by:

- google / organic (-41%)
- google / cpc (-53%)

Top Partners:

- Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort (+192%)
- Old Town Trolley Tours (-74%)
- Prohibition Kitchen (+135%)

Top Landing Pages:

- /events/holidays/valentines-day/ (+74%), enhanced in January, earned a #1 ranking and AIO citation for the keyword "st augustine valentine's day"
- /things-to-do/shopping/farmers-markets/ (+61%)
- /visitor-info/order-guide/ (+16%)

Top Markets:

- Nocatee: +34%
- Fruit Cove: +25%
- Daytona Beach: +26%

Email Performance

Total Subscribers: 274,743

Opt-In Email:

- Messages Sent: 42,498
- CTOR: 18%
- Visit to Website: 736
- Length of Visit: 0:02:53

Other Source Subscribers Email:

- Messages Sent: 162,335
- CTOR: 37%
- Visit to Website: 314
- Length of Visit: 0:02:04

Tasks Completed in January:

- Optimize: Black History Month annual event page
- Optimize: Fort Mose Jazz & Blues Series Festival page
- Enhance: Valentine's Day Holiday page
- January Monthly Email

Upcoming Tasks:

February:

- Optimize: THE PLAYERS annual event page
- Enhance: Celtic Music & Heritage Festival Festival page
- Enhance: St. Patrick's Day blog
- February Monthly Email



Executive Summary

 GA4 Performance

 GSC Performance

Hispanic Microsite Performance

Monthly Performance

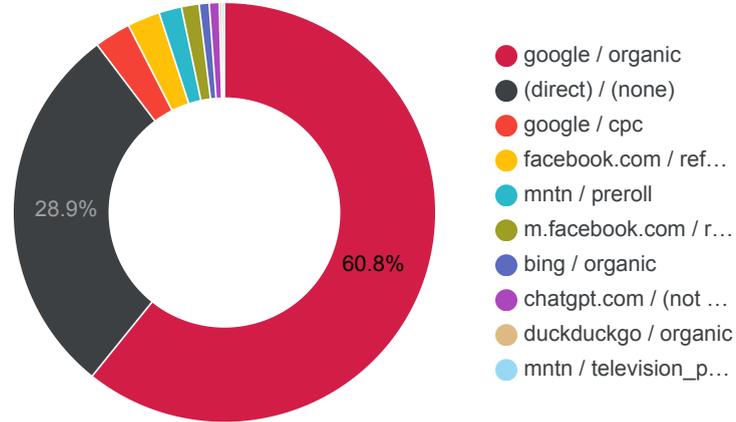
1,044
↓ -51.5% YOY
Total Sessions

943
↓ -47.9% YOY
Total Users

604
↓ -62.3% YOY
Engaged Sessions

57.85%
↓ -22.2% YOY
Engagement Rate

Top 10 Traffic Sources



YTD Performance

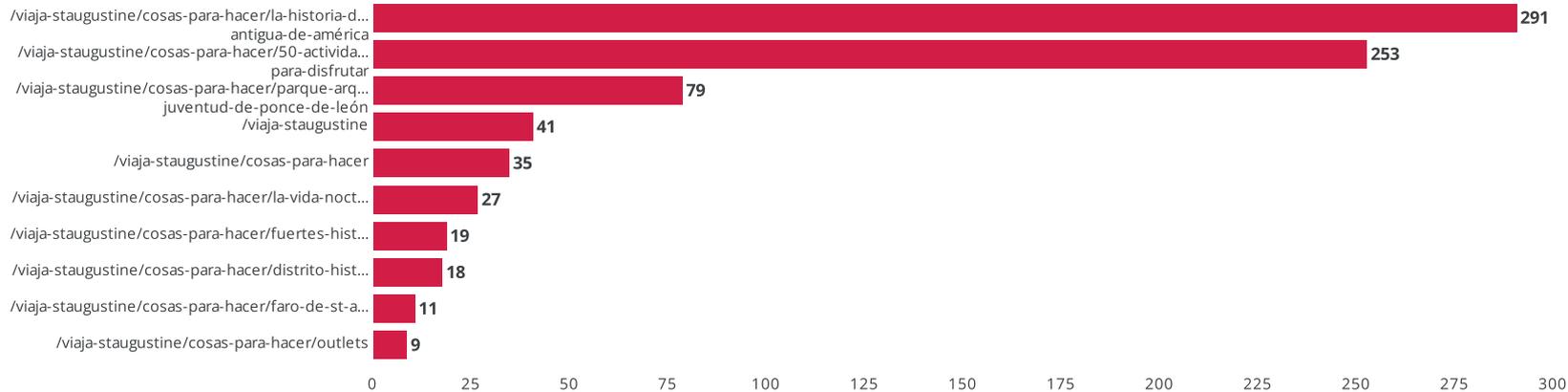
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Top 10 Landing Pages



Jan 1, 2026 - Jan 31, 2026

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



Top Level Website Performance

Hispanic Microsite Traffic

Website Traffic & Engagement

Monthly Website Performance

141,337

↓ -48.3% YOY

Total Sessions

114,361

↓ -47.0% YOY

Total Users

51,767

↓ -39.8% YOY

Organic Sessions

224,810

↓ -49.1% YOY

Total View

00:00:51

↑ 9.3% YOY

Avg Engagement Time Per Sessions

80,291

↓ -47.3% YOY

Engaged Sessions

56.81%

↑ 1.8% YOY

Engagement Rate

4,325,650

↑ 5.2% YOY

Google Search Impressions

YTD Website Performance

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Total Sessions

114,361

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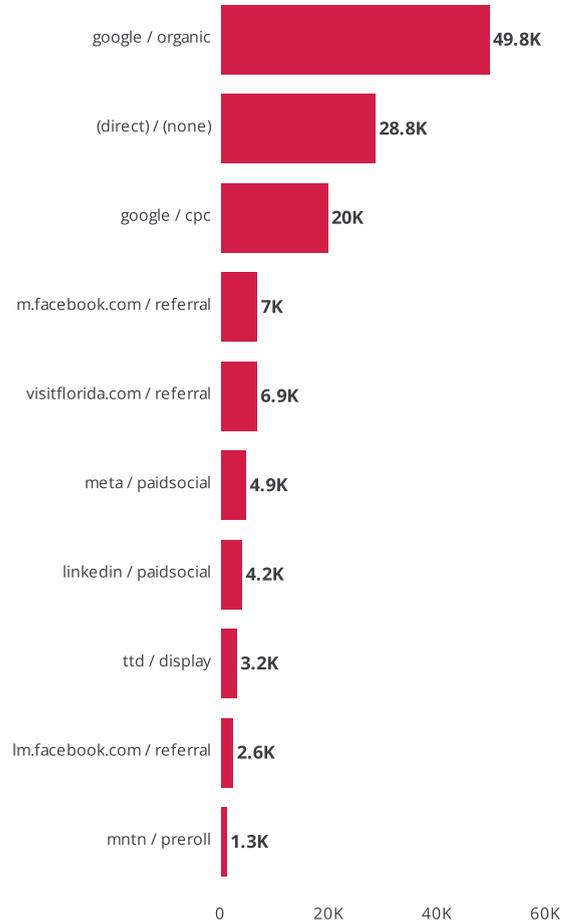
Engaged Sessions

56.81%

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Engagement Rate

Top 10 Traffic Sources



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Website Traffic & Engagement

Top Level Website Performance



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Organic Performance

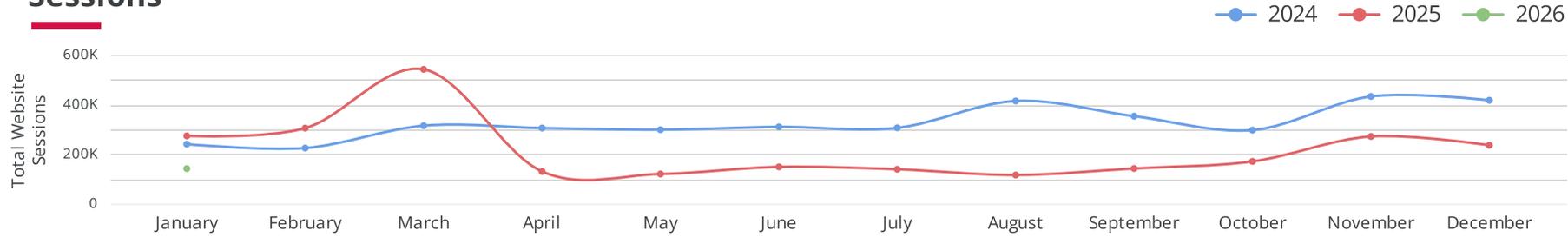
Custom Reports

Key Metric Report

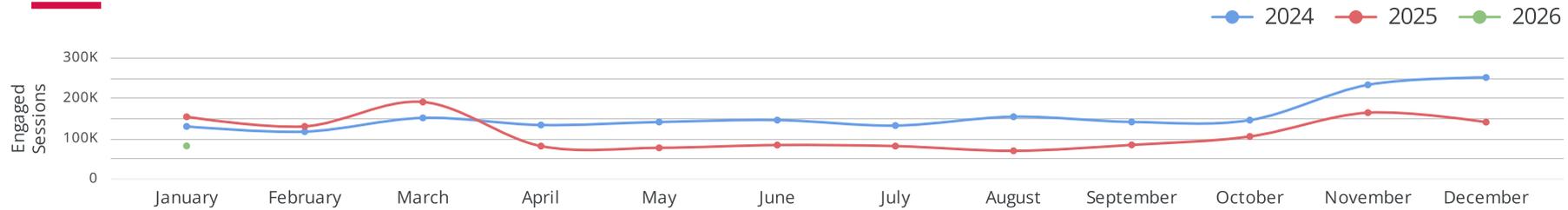
LLM Performance



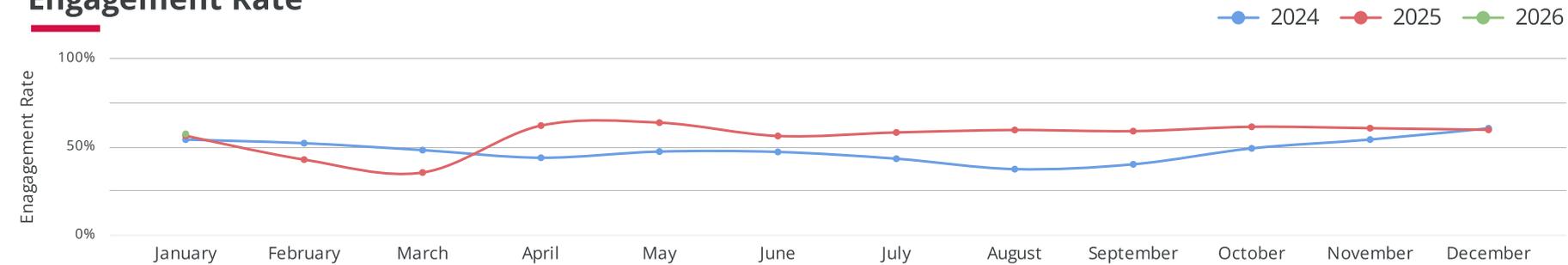
Sessions



Engaged Sessions



Engagement Rate



Top Level Organic Performance

Traffic & Engagement

Monthly Organic Performance

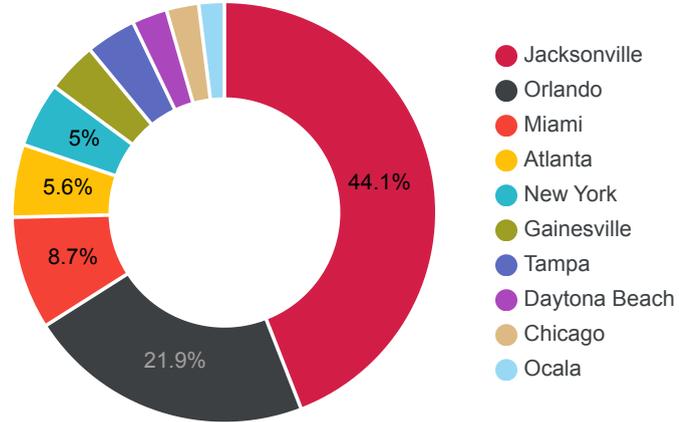
51,767
↓ -39.8% YOY
Total Organic Sessions

40,034
↓ -36.4% YOY
Total Organic Users

34,237
↓ -42.3% YOY
Engaged Sessions (Organic)

66.14%
↓ -4.1% YOY
Engagement Rate (Organic)

Top 10 Organic Cities



YTD Organic Performance

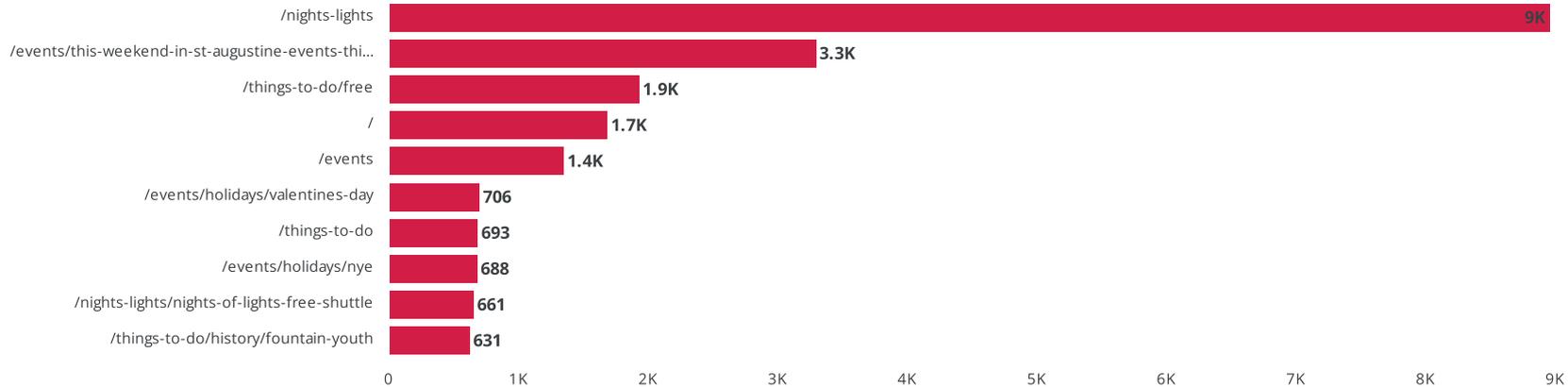
Total Organic Sessions

Total Organic Users

34,237
↓ -42.3% YOY
Engaged Sessions (Organic)

66.14%
↓ -4.1% YOY
Engagement Rate (Organic)

Top 10 Landing Pages



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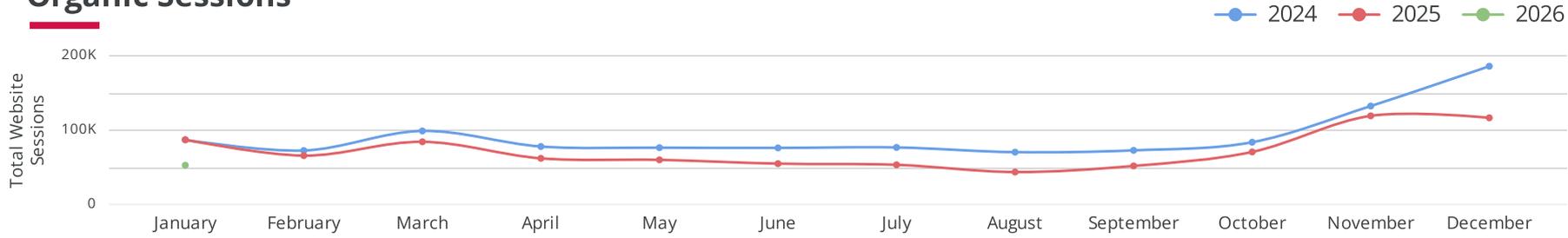
LLM Performance



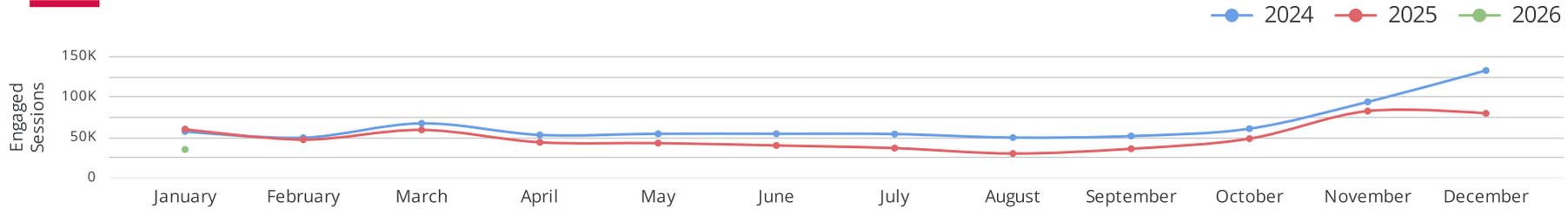
Organic Traffic & Engagement

Top Level Organic Performance

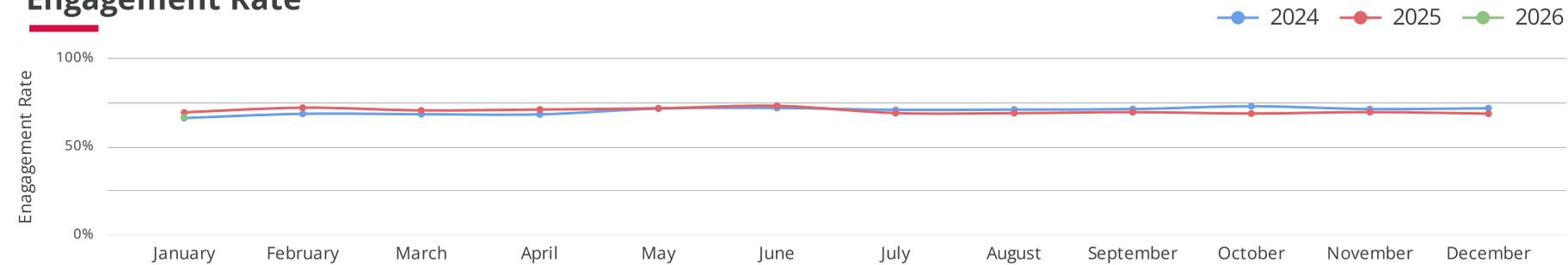
Organic Sessions



Engaged Sessions



Engagement Rate



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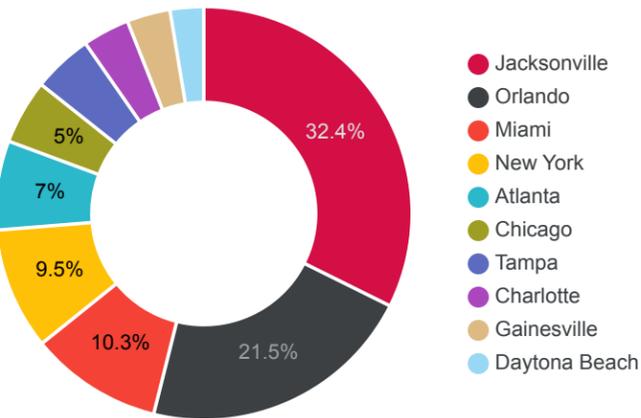
Key Metric Report

LLM Performance

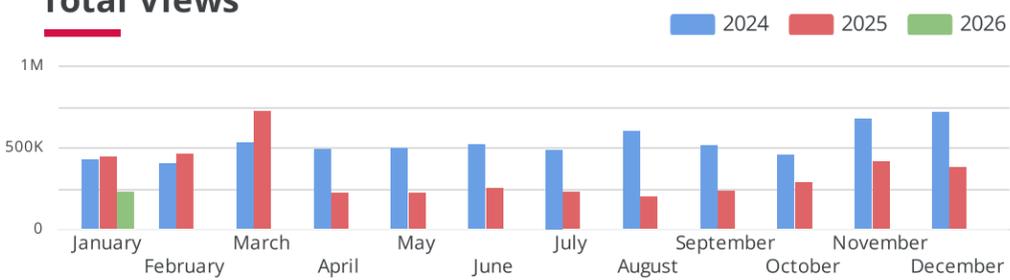


Top Level Website Performance

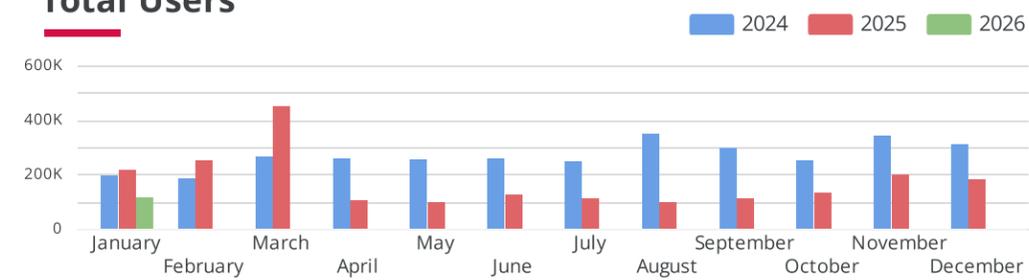
Top 10 Cities By Sessions



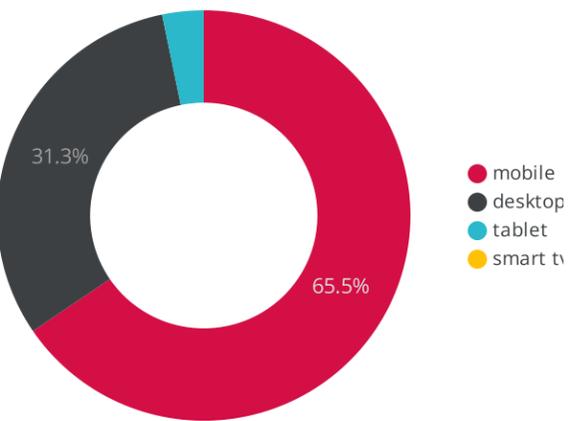
Total Views



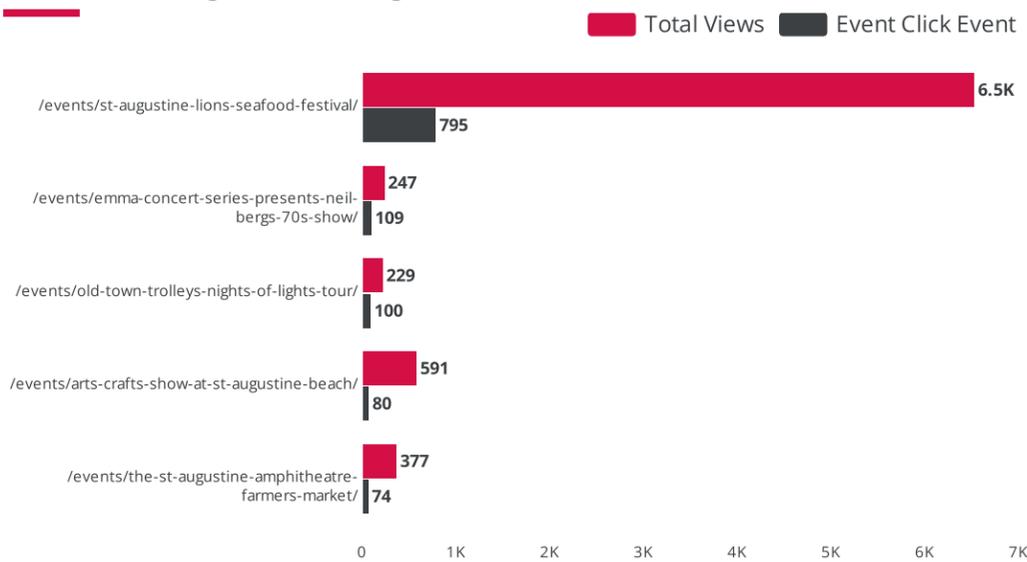
Total Users



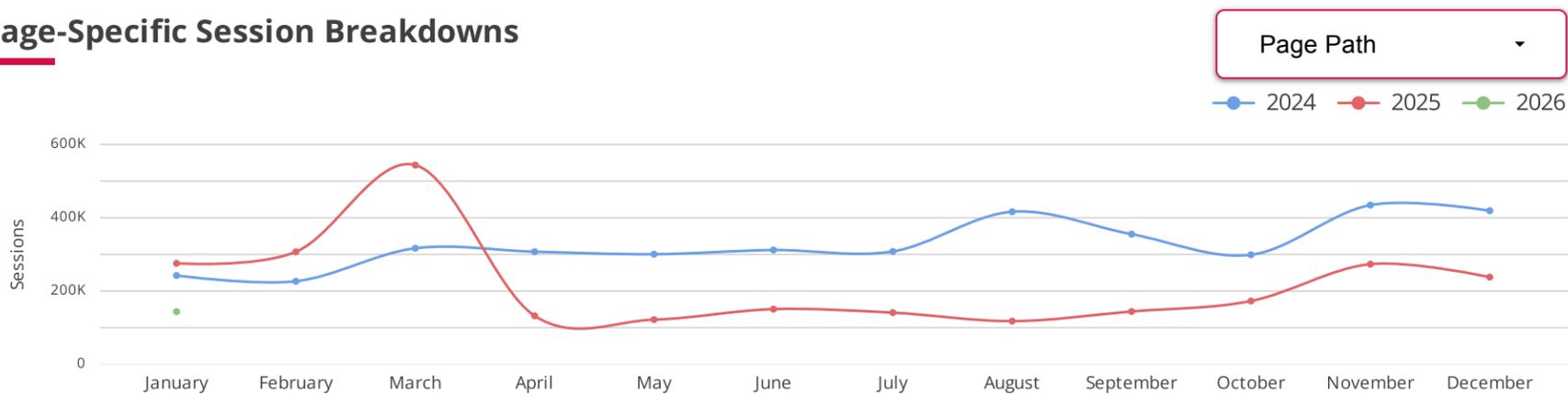
Sessions By Device



Event Listing Clicks/Pageviews



Page-Specific Session Breakdowns

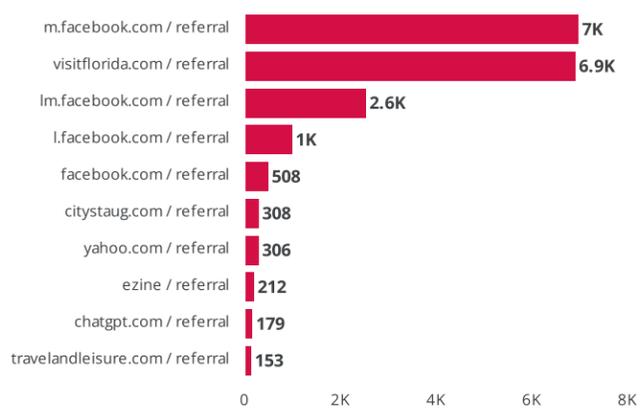


Outbound Clicks

1.	staug.link	1,540
2.	google.com	1,242
3.	joom.ag	1,106
4.	lionsfestival.com	1,056
5.	itunes.apple.com	951
6.	viewer.joomag.com	913
7.	st-augustine-2023.s3.amazonaws.com	894

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Top 10 Referring Sites



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Top Level Website Performance

Key Performance Indicators

9,601
↓ -53.6% YOY
Partner Referrals

700
↓ -30.7% YOY
Physical Visitor
Guide Requests

161
↑ 34.2% YOY
Newsletter
Signups

5,816
↑ 112.0% YOY
Bookdirect Clicks

Partner Listing Clicks

Partner Filter

1.	Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort	557
2.	Old Town Trolley Tours St. Augustine	524
3.	Prohibition Kitchen	237
4.	Castillo de San Marcos National Monument	214
5.	St. Augustine Alligator Farm Zoological Park	162
6.	Anastasia State Park	153
7.	Ripley's Believe It or Not! Museum	126
8.	Equestrian Adventures of Florida	115
9.	Casa Monica Resort & Spa	105
10.	Ponce de Leon's Fountain of Youth Archaeological Park	102
11.	St. Augustine Sailing	101
12.	Fort Matanzas National Monument	100
13.	The Tasting Tours	100
14.	St. Augustine Premium Outlets®	89

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Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



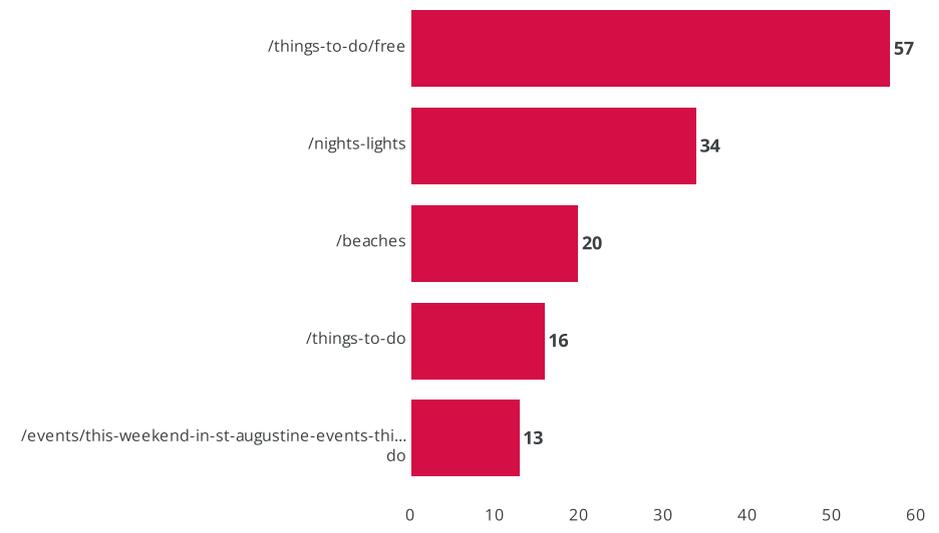
Top Level Website Performance

LLM Source/Medium

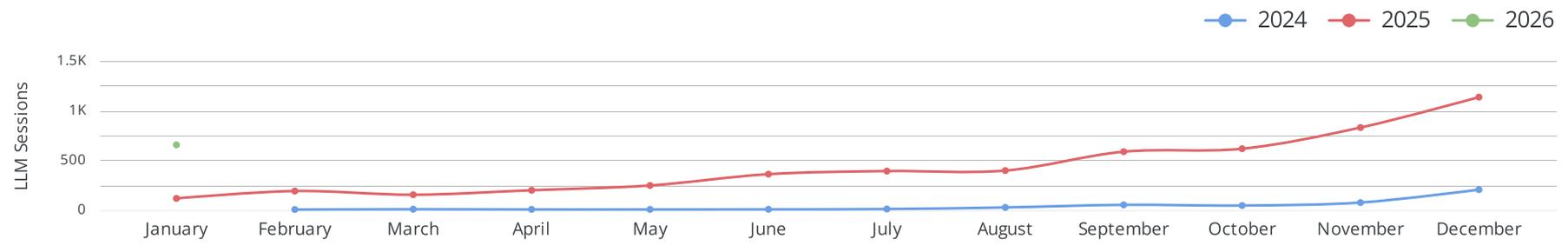
Session source / m...	Sessions
1. chatgpt.com / (not set)	445
2. chatgpt.com / referral	179
3. perplexity / (not set)	12
4. perplexity.ai / referral	8
5. gemini.google.com / referral	7
6. copilot.com / (not set)	1
7. copilot.com / referral	1

1 - 7 / 7 < >

LLM Landing Pages



LLM sessions over time



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Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



Search Performance Overview

41,052

↓ -32.8% YOY

Clicks

4,325,650

↑ 5.2% YOY

Impressions

0.95%

↓ -36.1% YOY

CTR

9.34

↓ -42.3% YOY

Average Position



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Executive Summary

Search Performance

Query & Landing Page



Daily Performance



Query & Landing Page Analysis

Query Performance

Query

Landing Page

Query	Clicks	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Posit...	% Δ
1. st augustine night of lights	881	-62.8...	9,628	-79.7...	9.15%	83.7% ↑	1.61	5.7% ↑
2. nights of lights	444	-55.3...	8,113	-64.9...	5.47%	27.3% ↑	1.95	-12.3...
3. st augustine christmas lights	368	-86.4...	4,150	-86.9...	8.87%	4.5% ↑	2.98	101.0...
4. night of lights st augustine	363	-53.3...	3,747	-72.6...	9.69%	70.5% ↑	1.75	13.2% ↑
5. st augustine lights	323	-66.9...	2,792	-72.6...	11.57%	20.6% ↑	2.75	60.3% ↑

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Landing Page Performance

Landing Page	Clicks	% Δ	Impressions	% Δ	CTR	% Δ	Average Position	% Δ
1. https://www.floridashistoriccoast.com/nights-lights/	6,219	-73.4...	230,867	-79.7...	2.69%	31.2...	16.79	72.1...
2. https://www.floridashistoriccoast.com/events/this-weekend-in-st-augustine-events-things-to-do/	3,349	15.0% ↑	47,119	-11.8...	7.11%	30.4...	11.15	40.7...
3. https://www.floridashistoriccoast.com/things-to-do/free/	1,919	6.0% ↑	119,233	-23.7...	1.61%	38.9...	6.43	-19.0...
4. https://www.floridashistoriccoast.com/events/	1,341	41.0% ↑	81,654	-74.9...	1.64%	462.2...	11.12	4.6% ↑
5. https://www.floridashistoriccoast.com/	716	645.8...	9,372	344.4...	7.64%	67.8...	9.88	-54.8...

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Executive Summary

Search Performance

Query & Landing Page

