October Performance Report

Key Takeaways:

AI Visibility:
- LLM Session increased **77% YoY**
- Generative AI Impressions were up **10%** MoM
- AIO citations: **132%** increase YoY

Traffic Performance:
Overall sessions decreased **21% YoY**, driven primarily by:
- google / organic (-35%)
- meta / paidsocial (-46%)

Top Partners:
- St. Francis Inn (**+117%**)
- Cordova Coastal Chophouse & Bar (**+22%**)

Top Landing Pages:
- /blog/pumpkin-patches-in-st-augustine-ponte-vedra/, *recommended in September*, already ranking #2 and showing quick success
- /blog/thanksgiving-dining-in-st-augustine/ (**+96%**), earned AIO citations for “st augustine thanksgiving dinner 2026"
- /events/florida-key-lime-pie-festival/, earned an AIO citation for “key lime pie festival st augustine”

Top Markets:
- Jacksonville
- Orlando
- Miami

Email Performance

Total Subscribers: 304,366

Opt-In Email:
- **Messages Sent:** 44,668
- **CTOR:** 15%
- **Visit to Website:** 877
- **Length of Visit:** 0:04:21

Other Source Subscribers Email:
- **Messages Sent:** 178,150
- **CTOR:** 20%
- **Visit to Website:** 519
- **Length of Visit:** 0:03:16

Tasks Completed in October:

- **Optimize:** Haunted St. Augustine blog
- **Create:** BBQ Restaurants in St. Augustine blog
- **Enhance:** Sightseeing Tours
- **Optimize:** Nights of Lights
- **October Monthly Email**

Upcoming Tasks:

November:
- **Update:** Thanksgiving Dining Blog
- **Create:** Fine Dining Restaurants Blog
- **Enhance:** Date Night Ideas Blog
- **Enhance:** Christmas Page
- **November Monthly Email**

Executive Summary
GA4 Performance
GSC Performance
AI Visibility

We'd love to see you at **Tourism Academy 2027**! Join us **May 24–27** in **Long Beach, California**. Secure your spot at tourismacademy.com.

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

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FLORIDA'S HISTORIC COAST

Top Level Website Performance

Website Traffic & Engagement

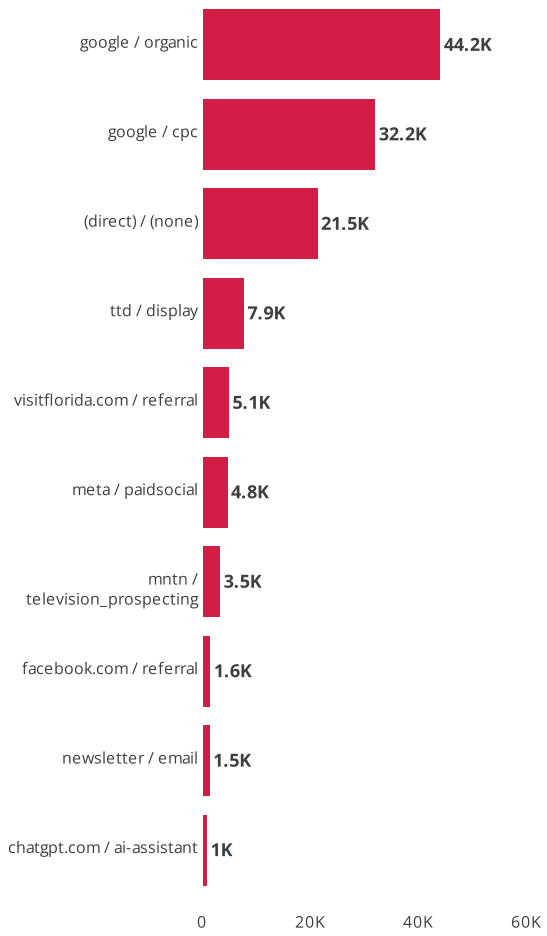
Monthly Website Performance

129,662	107,193	46,215	215,779
-21.4% YOY	-14.1% YOY	-33.6% YOY	-22.3% YOY
Total Sessions	**Total Users**	**Organic Sessions**	**Total View**
00:00:51	71,913	55.46%	2,335,228
-7.6% YOY	-29.9% YOY	-10.7% YOY	-33.1% YOY
Avg Engagement Time Per Sessions	**Engaged Sessions**	**Engagement Rate**	**Google Search Impressions**

YTD Website Performance

1,145,344	882,217	431,971	1,868,573
-43.7% YOY	-46.2% YOY	-32.8% YOY	-41.8% YOY
Total Sessions	**Total Users**	**Organic Sessions**	**Total View**
00:00:50	656,875	57.35%	
12.5% YOY	-36.3% YOY	13.2% YOY	
Avg Engagement Time Per Sessions	**Engaged Sessions**	**Engagement Rate**	

Top 10 Traffic Sources



Oct 1, 2026 - Oct 31, 2

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Website Performance

Organic Performance

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Key Metric Report

GSC

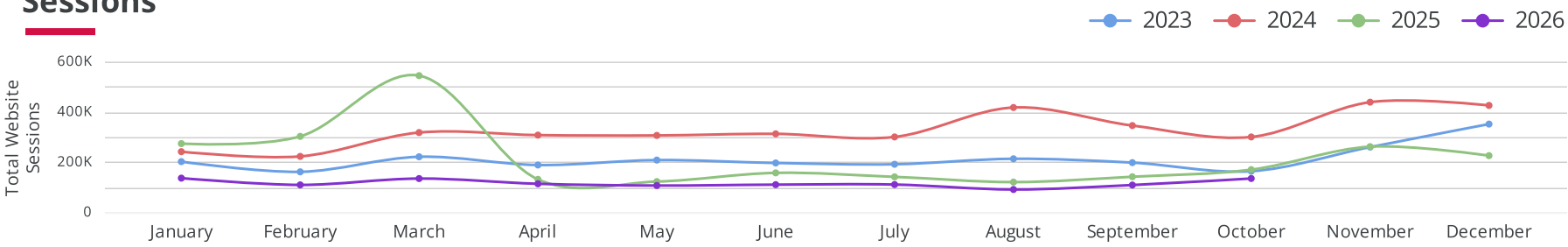
AI

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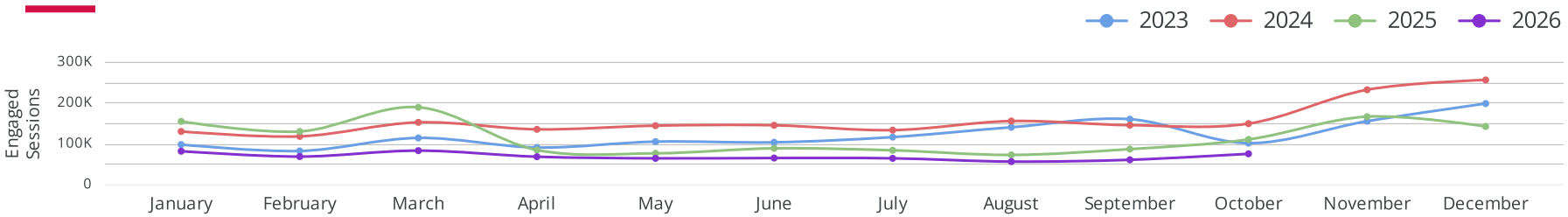
Website Traffic & Engagement

Top Level Website Performance

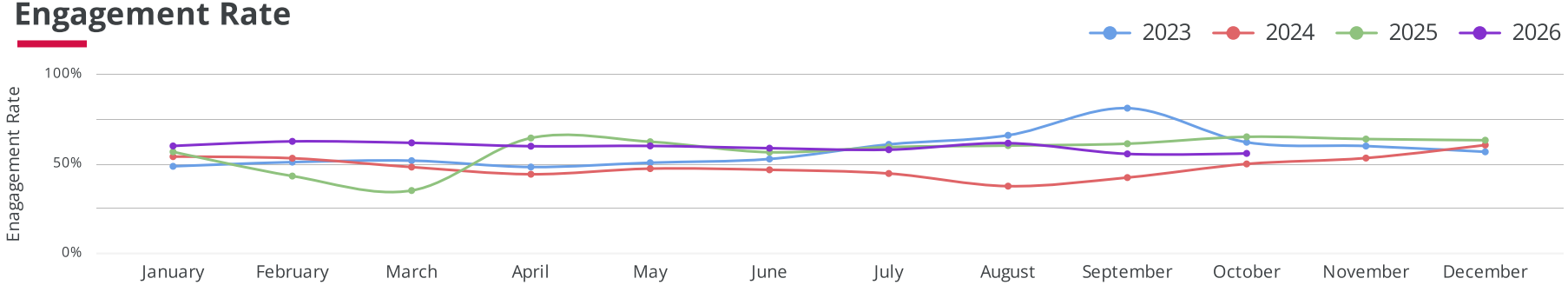
Sessions



Engaged Sessions



Engagement Rate



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Top Level Organic Performance

Traffic & Engagement

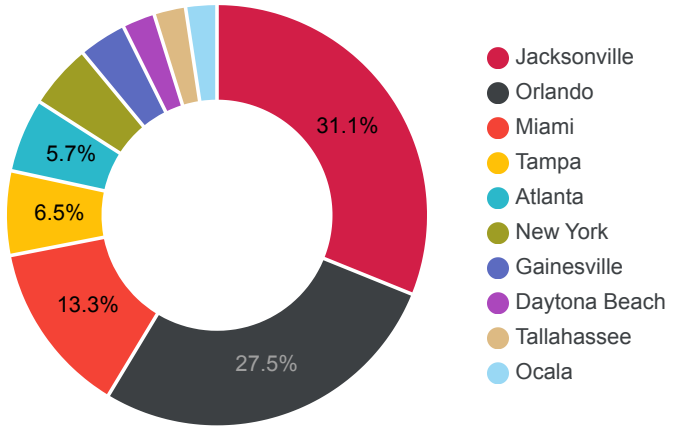
Monthly Organic Performance

46,215	34,813	31,348	67.83%
-33.6% YOY	-33.3% YOY	-34.2% YOY	-0.8% YOY
Total Organic Sessions	**Total Organic Users**	**Engaged Sessions (Organic)**	**Engagement Rate (Organic)**

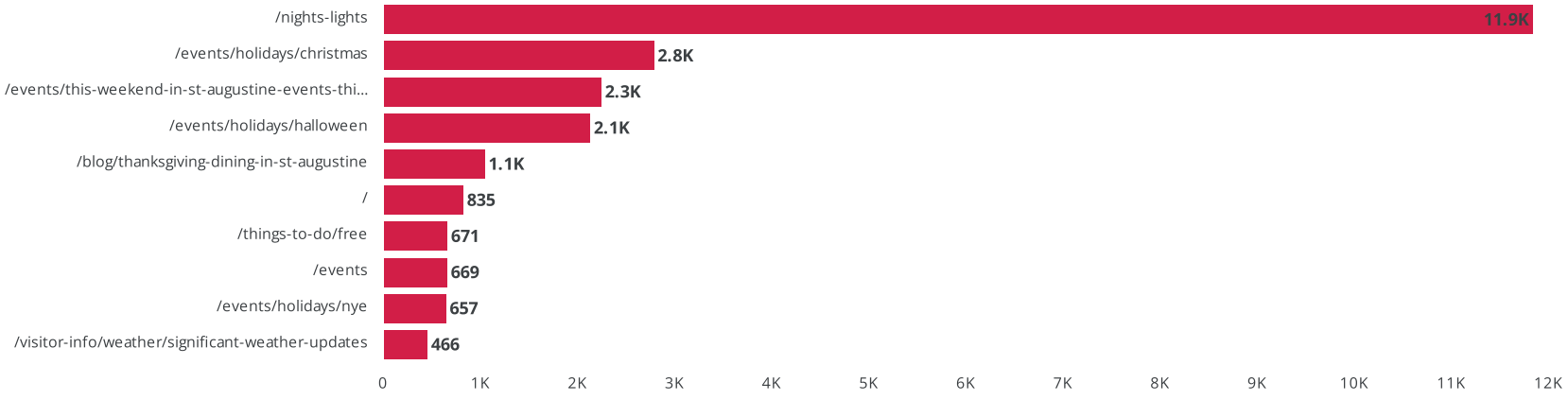
YTD Organic Performance

431,971	312,242	295,388	68.38%
-32.8% YOY	-30.0% YOY	-33.6% YOY	-1.2% 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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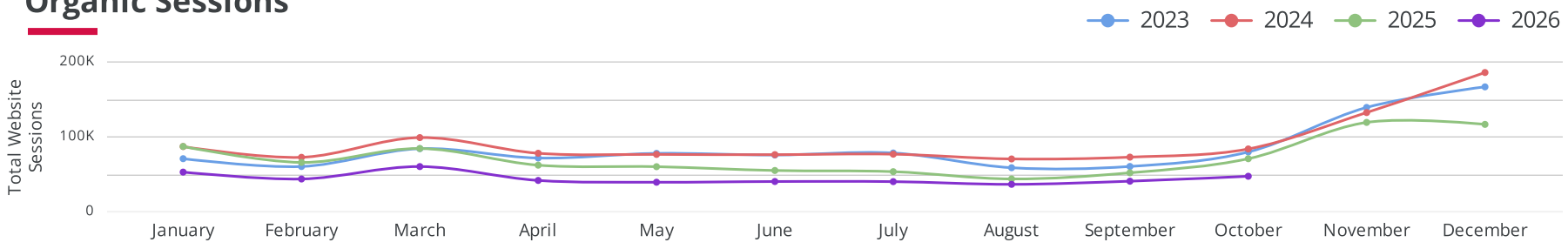
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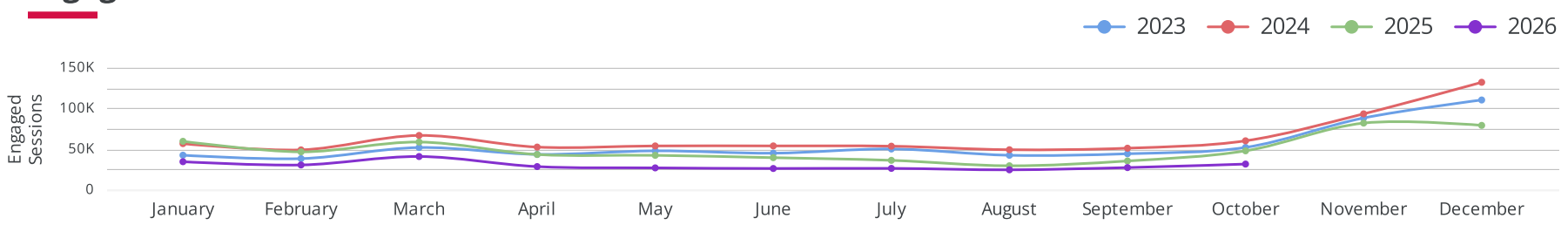
Organic Traffic & Engagement

Top Level Organic Performance

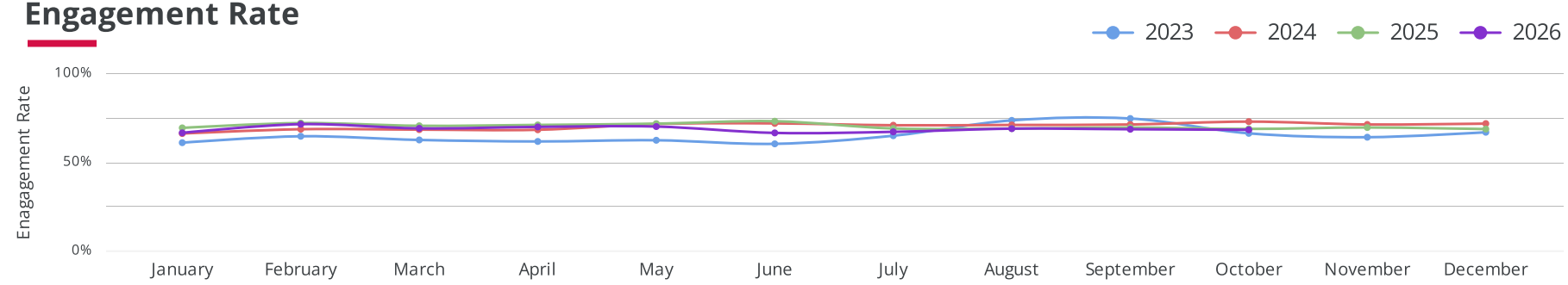
Organic Sessions



Engaged Sessions



Engagement Rate



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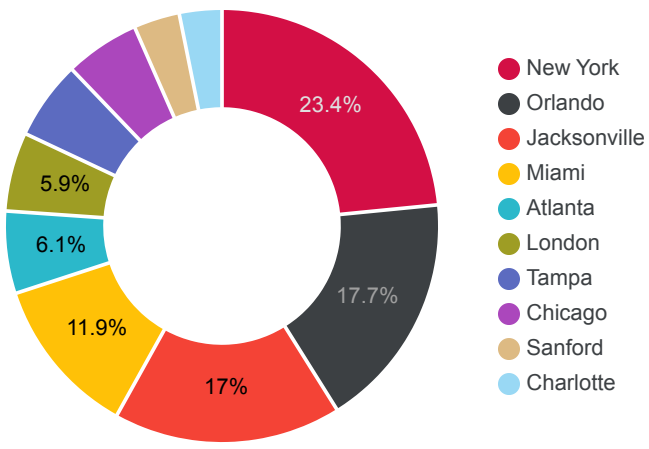
AI

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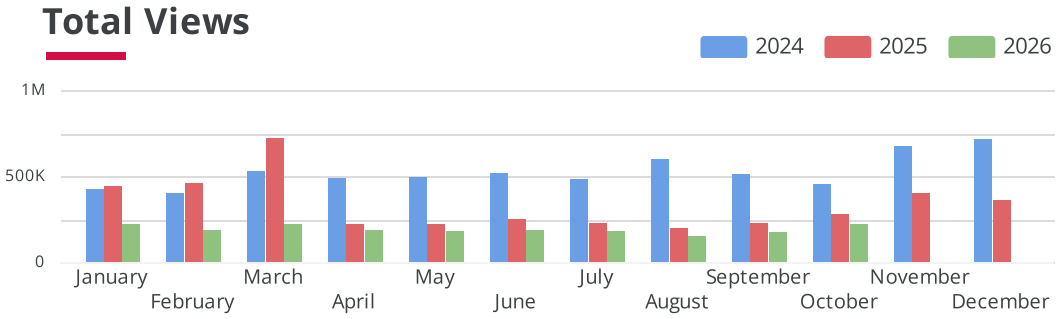
Top Level Website Performance

Microsite Traffic

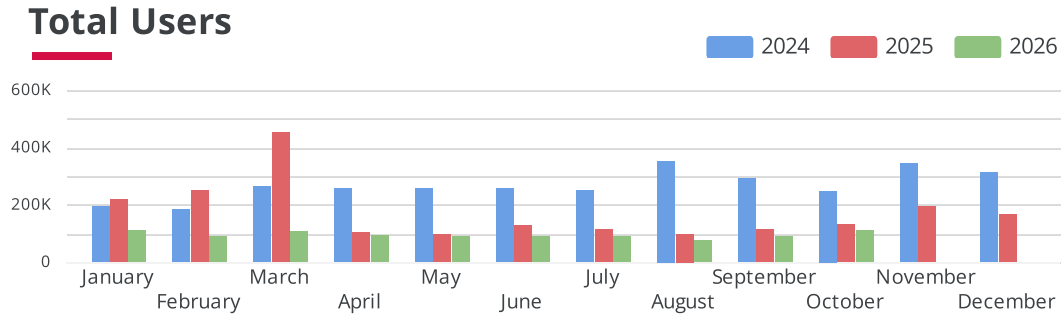
Top 10 Cities By Sessions



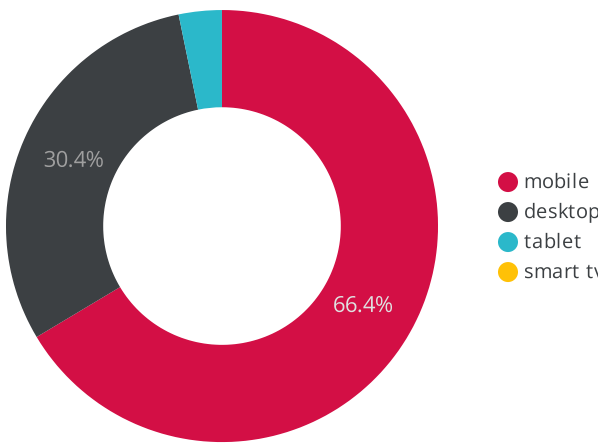
Total Views



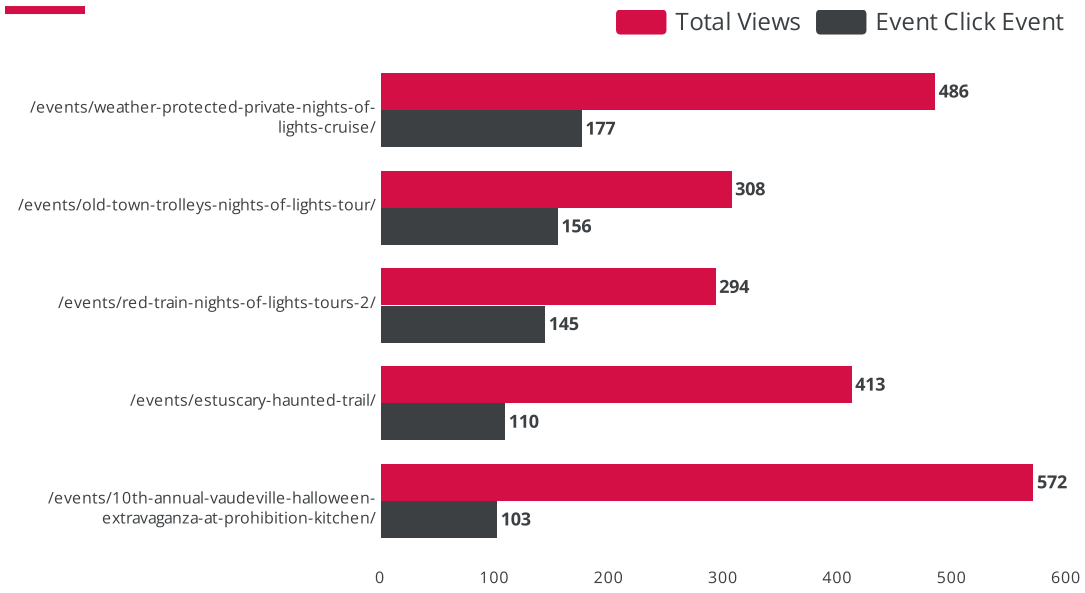
Total Users



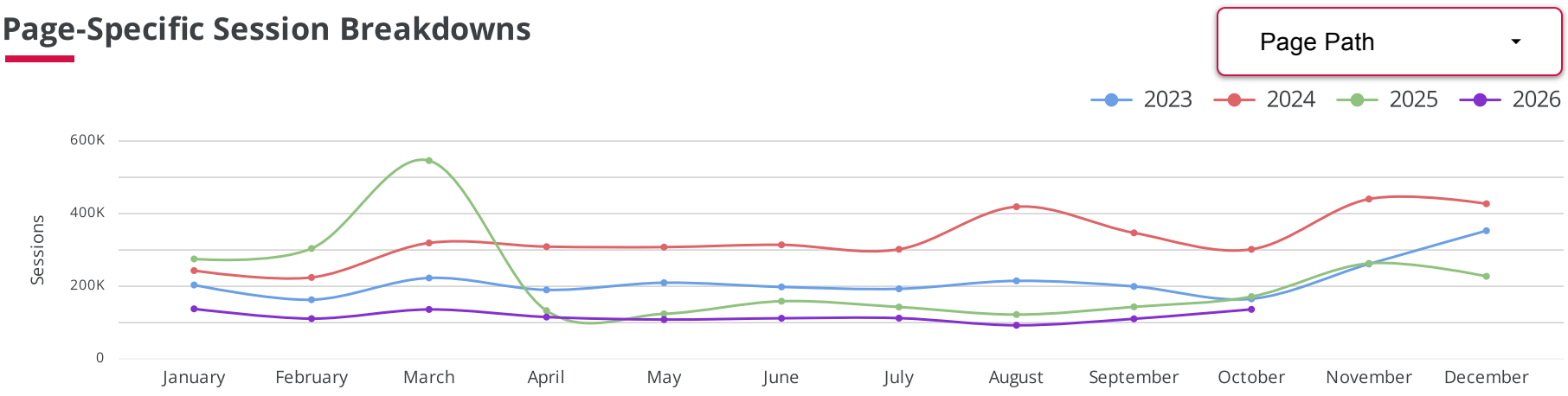
Sessions By Device



Event Listing Clicks/Pageviews



Page-Specific Session Breakdowns

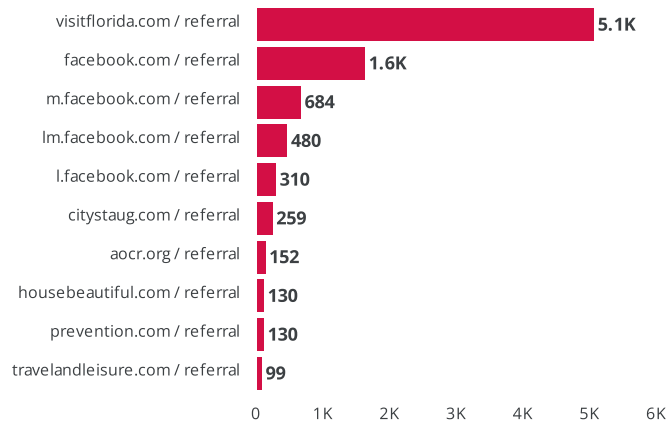


Outbound Clicks

1.	staug.link	1,716
2.	joom.ag	1,640
3.	itunes.apple.com	1,047
4.	trolleytours.com	698
5.	google.com	664
6.	facebook.com	497
7.	marriott.com	397

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Top 10 Referring Sites



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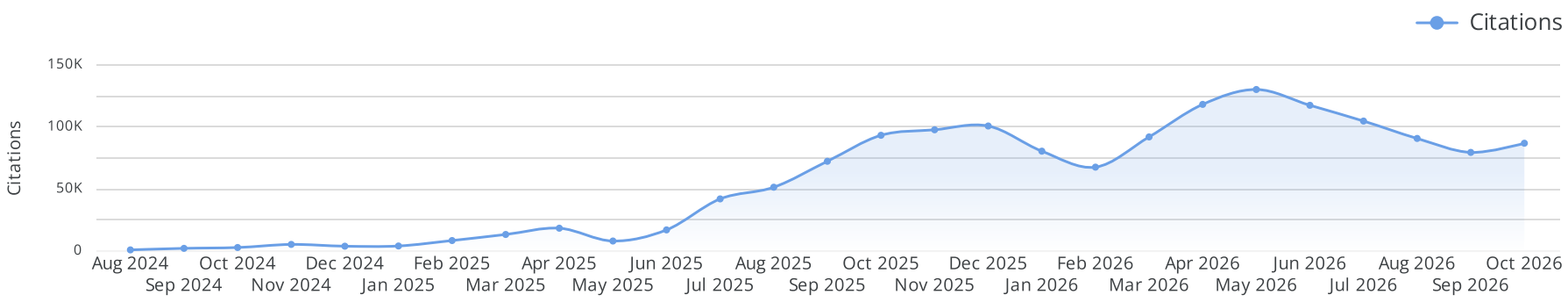
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AI Citations & Visibility

Cumulative Citations	AI Overview Citations	ChatGPT Citations	AI Mode Citations	Generative AI Impressions
86,228	75,667	979	8,341	336,280
-6.9% YoY	131.5% YoY	-36.4% YoY	-85.1% YoY	10.4% MoM

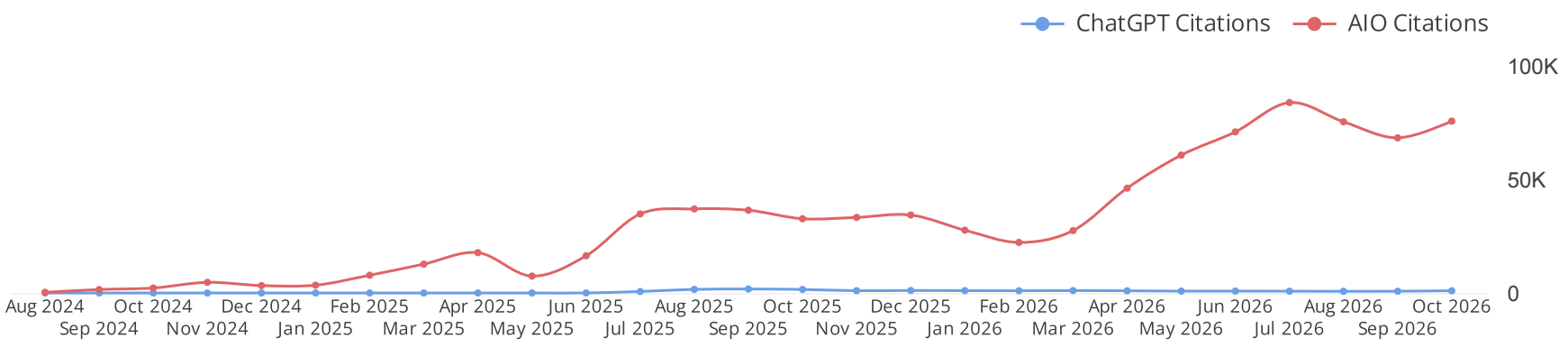
Monthly AI Citations (Overall Citations)

The chart below shows the trend line of the combined citations from AI Overview, ChatGPT, AI Mode, and Perplexity, with monthly granularity.



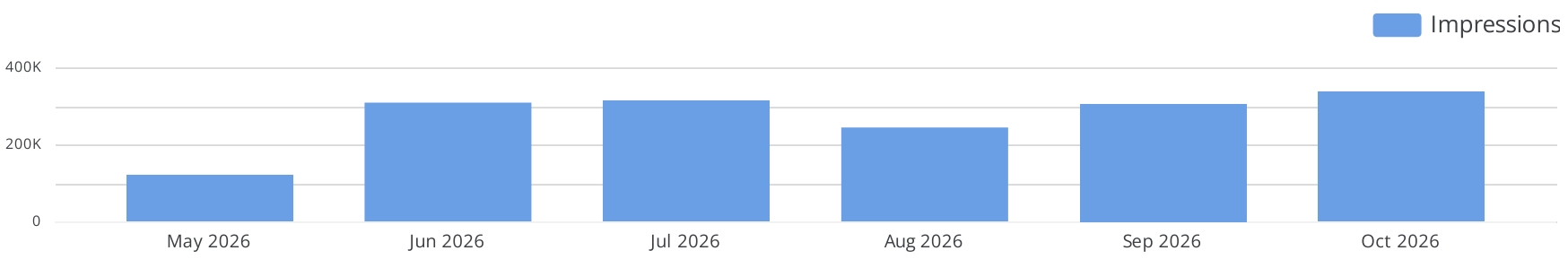
Monthly AI Citations (AIO + ChatGPT)

The chart below shows the trend line of the combined citations from AI Overview and ChatGPT, separated individually. Similar to the Overview Citations, the granularity of this chart is monthly.



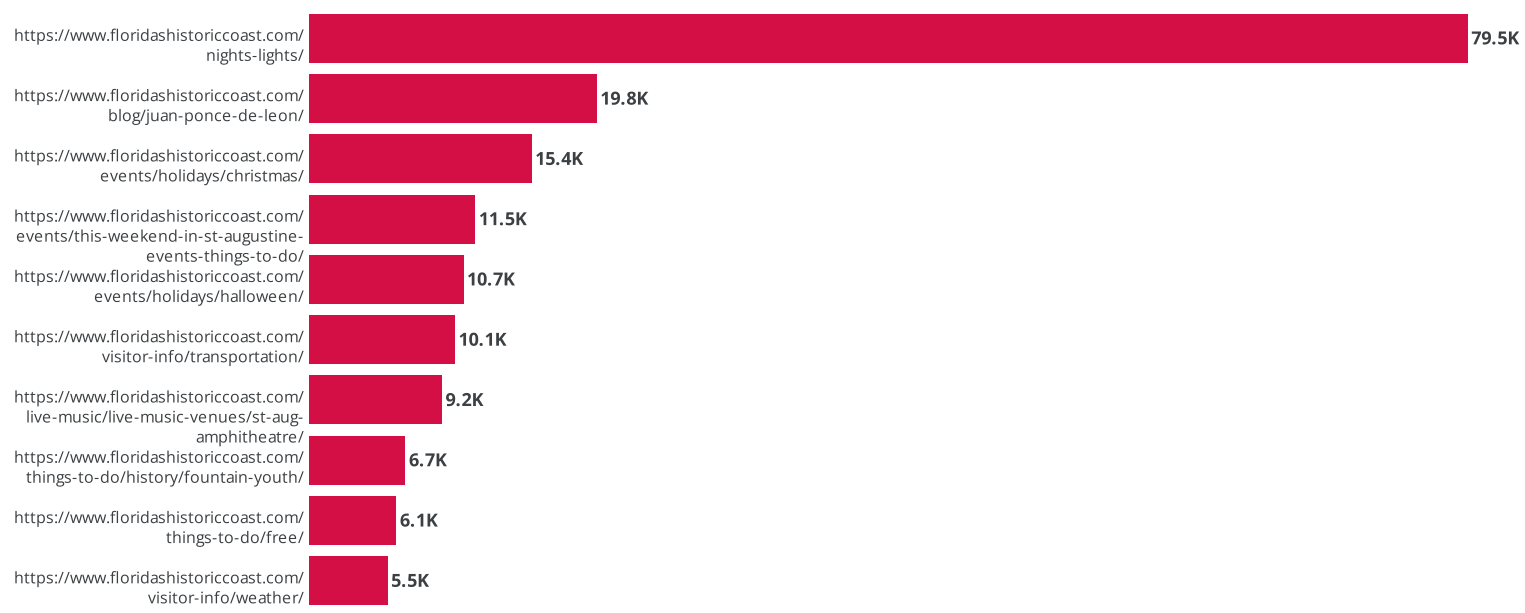
Monthly Google Generative AI Search Impressions (GSC)

The chart below shows the trend line of impressions coming from Google AI Platforms such as AI Overviews and AI Mode, with monthly granularity.



Top 10 Pages By Google Generative AI Search Impressions (GSC)

The chart below shows the ten pages that obtained the most impressions from Google's AI platforms such as AI Overview and AI Mode in the current month. This data is derived from Google Search Console's Generative AI report. This chart breaks when the date picker isn't applied to the current month.



Glossary

• ***Overall Citations*** *refer to the sum of daily citations from ChatGPT, AIO, AI Mode, and Perplexity, as reported by aHREFS. We count a single citation recorded over numerous days multiple times. For instance, if a citation appears everyday in the month of June, it's recorded as 30 citations. Due to current limitations, we currently aren't able to track unique citations. Also, this same metric is available in the latest month of the Overall Citations chart below. The delta is in the scorecard reflects YoY change.*

• ***AI Overview Citations*** *refer to the sum of daily citations from Google's AI Overview widget, as reported by aHREFS. Similar to Overall Citations, we count a single citation recorded over numerous days multiple times. For instance, if a citation appears everyday in the month of June, it's recorded as 30 citations. Due to current limitations, we currently aren't able to track unique citations. Also, this same metric is available in the latest month of the AIO + Chat GPT chart (blue trend line). The delta is in the scorecard reflects YoY change.*

• ***Chat GPT Citations*** *refer to the sum of daily citations from ChatGPT, as reported by aHREFS. Similar to Overall Citations, we count a single citation recorded over numerous days multiple times. For instance, if a citation appears everyday in the month of June, it's recorded as 30 citations. Due to current limitations, we currently aren't able to track unique citations. Also, this same metric is available in the latest month of the AIO + Chat GPT chart (red trend line). The delta is in the scorecard reflects YoY change.*

• ***AI Mode Citations*** *refer to the sum of daily citations from Google's AI Mode tab, as reported by aHREFS. Similar to Overall Citations, we count a single citation recorded over numerous days multiple times. For instance, if a citation appears everyday in the month of June, it's recorded as 30 citations. Due to current limitations, we currently aren't able to track unique citations. The delta is in the scorecard reflects YoY change.*

• ***Google AI Impressions*** *refer to the monthly impressions populated in Google Search Console's Generative AI Report. This report shows how often landing pages have been viewed in Google's AI platforms such as AI Overviews and AI Mode. This metric is also available in the latest month of the Monthly Google Generative AI Search Impressions chart. The delta is in the scorecard reflects MoM change.*

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Microsite Traffic Report

Meetings Microsite

	Landing page	Sessions	% Δ
1.	/meetings	7,636	160.3%
2.	/meetings/venues	19	-76.8%
3.	/meetings/lodging-meeting-space	13	-35.0%
4.	/meetings/contact-us	12	-20.0%
5.	/meetings/complimentary-event-support-services	8	-20.0%
	Grand total	**7,712**	**147.0%**

1 - 9 / 9

Religious Spiritual Retreats Microsite

	Landing page	Sessions	% Δ
1.	/religious-spiritual-retreats	58	-40.8%
2.	/religious-spiritual-retreats/florida-camino-passport	52	116.7%
3.	/religious-spiritual-retreats/tracing-the-past-a-journey-through-historic-resting-places	6	-
4.	/religious-spiritual-	4	-
	Grand total	**128**	**-8.6%**

1 - 6 / 6

Reunions Microsite

	Landing page	Sessions	% Δ
1.	/reunions	253	912.0%
2.	/reunions/family-social-reunions	6	-
3.	/reunions/military-reunions/military-special-offers	6	-14.3%
4.	/reunions/military-reunions	5	66.7%
5.	/reunions/contact-us	3	200.0%
	Grand total	**273**	**637.8%**

1 - 5 / 5

Weddings Microsite

	Landing page	Sessions	% Δ
1.	/weddings	150	2.0%
2.	/weddings/marriage-licenses	55	-15.4%
3.	/weddings/wedding-packages	50	6.4%
4.	/weddings/venues	11	-15.4%
5.	/weddings/contact-us	2	100.0%
6.	/weddings-special-events	1	-
	Grand total	**269**	**-3.6%**

1 - 6 / 6

Tours Microsite

	Landing page	Sessions	% Δ
1.	/tours/group-friendly-dining	88	57.1%
2.	/tours	31	-91.8%
3.	/tours/floridas-historic-coast-tapestry-programs/books-and-authors-of-old-st-augustine	12	-58.6%
4.	/tours/floridas-	7	-12.5%
	Grand total	**161**	**-68.1%**

1 - 11 / 11

Sports Recreation Microsite

	Landing page	Sessions	% Δ
1.	/sports-recreation	62	342.9%
2.	/sports-recreation/waterways-fishing	4	0.0%
3.	/sports-recreation/facilities-venues	2	0.0%
	Grand total	**68**	**161.5%**

1 - 3 / 3

Top Level Website Performance

Key Performance Indicators

8,468
-21.4% YOY
Partner Referrals

427
-39.2% YOY
Physical Visitor Guide Requests

120
-28.6% YOY
Newsletter Signups

10,149
-27.5% YOY
Bookdirect Clicks

Partner Listing Clicks

Partner Filter

1.	Old Town Trolley Tours St. Augustine	586
2.	Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort	347
3.	Pineapple Ride and Tour	151
4.	Castillo de San Marcos National Monument	138
5.	The Pickle Factory	128
6.	St. Francis Inn	117
7.	Castillo Craft Bar + Kitchen	114
8.	Raintree Restaurant	113
9.	Anastasia State Park	111
10.	Cordova Coastal Chophouse & Bar	107
11.	St. Augustine Alligator Farm Zoological Park	104
12.	City Express by Marriott	92
13.	Columbia Restaurant	92
14.	Ghosts & Gravestones Tour	91

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Top Level Website Performance

LLM Traffic Performance

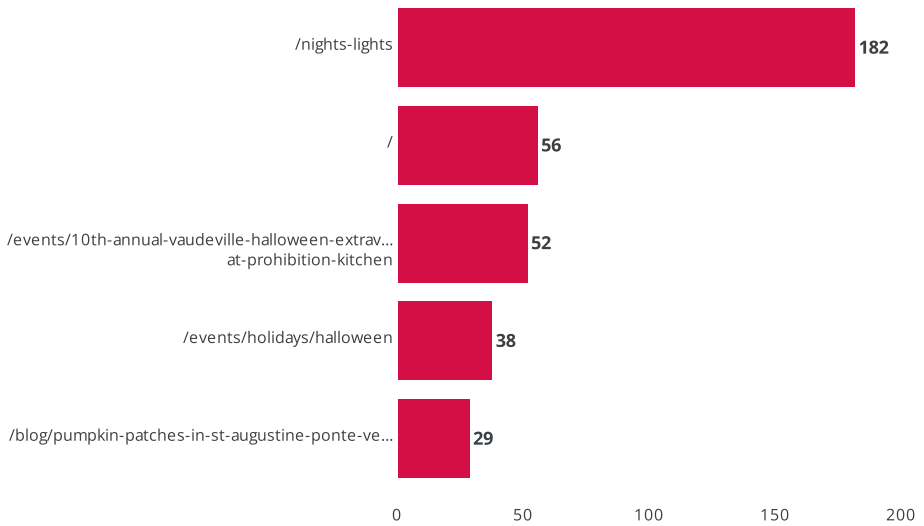
1,110
77.0% YOY
LLM Sessions

921
68.4% YOY
LLM Users

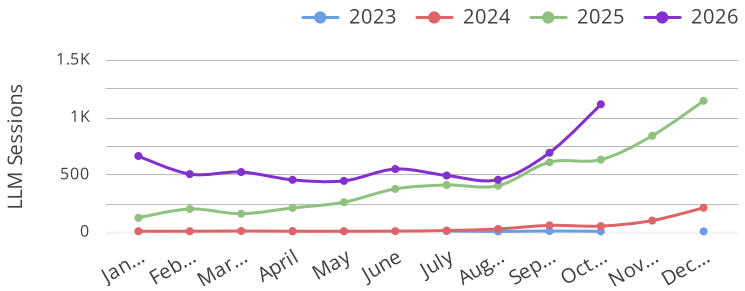
811
73.3% YOY
Engaged LLM Sessions

73.06%
-2.1% YOY
LLM Engagement Rate

LLM Landing Pages



LLM sessions over time



LLM Source/Medium

	Session source	Sessions ▾	% Δ
1.	chatgpt.com	1,048	77.9%
2.	claude.ai	20	-
3.	gemini.google.com	17	240.0%
4.	perplexity	5	0.0%

1 - 15 / 15

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Executive Summary

Citations & Visibility

LLM Performance

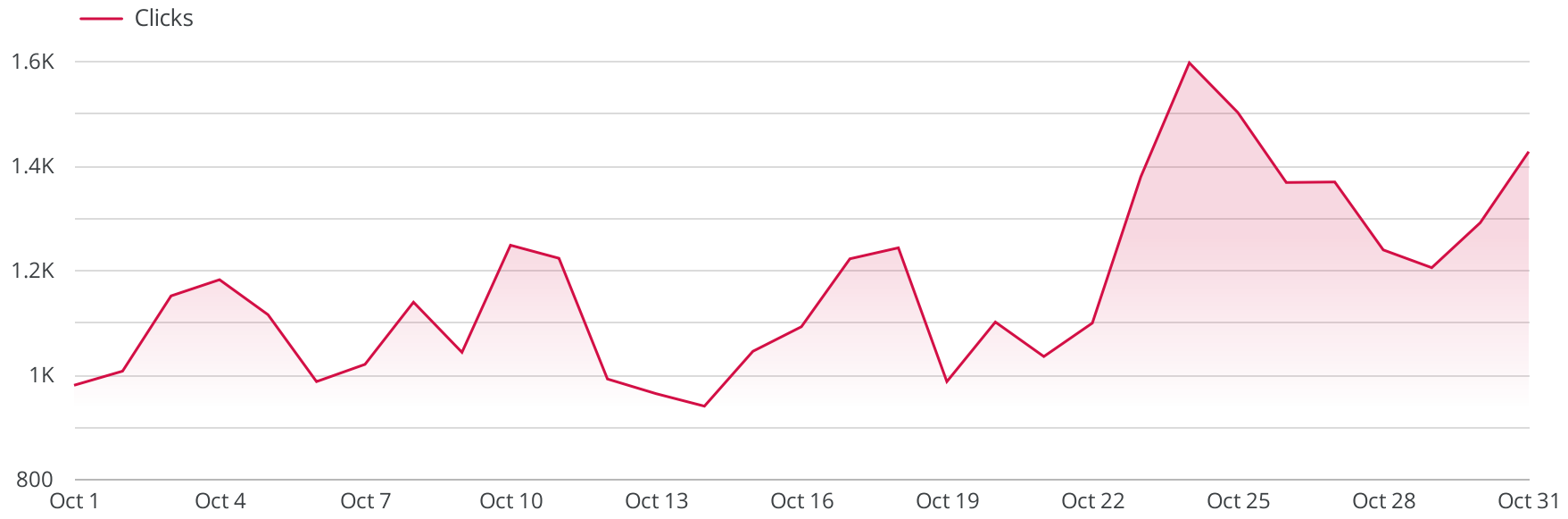
GA4 GSC

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Search Performace Overview

36,161	2,335,228	1.55%	7.73
-38.8% YOY	-33.1% YOY	-8.6% YOY	-9.9% YOY
Clicks	**Impressions**	**CTR**	**Average Position**

Daily Performace



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Executive Summary

Search Performance

Query & Landing Page

GA4

AI

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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	1,254	145.4...	9,998	212.4...	12.54%	-21.5...	1.55	-15.2...
2.	st augustine christmas	461	61.2%	2,926	61.1%	15.76%	+0.0%	1.54	-16.1...
3.	st augustine christmas lights 2026	322	32.5%	2,186	35.8%	14.73%	-2.4%	1.31	-20.1...
4.	st augustine lights	296	133.1...	2,548	139.7...	11.62%	-2.8%	1.48	-29.4...

1 - 500 / 26104

Landing Page Performance

	Landing Page	Clicks	% Δ	Impressions	% Δ	CTR	% Δ	Average Position	% Δ
1.	https://www.floridashistoriccoast.com/nights-lights/	9,083	69.8%	146,747	60.9%	6.19%	5.5%	3.49	-9.8...
2.	https://www.floridashistoriccoast.com/events/holidays/christmas/	2,568	35.4%	29,842	45.4%	8.61%	-6.9%...	3.59	-15.6...
3.	https://www.floridashistoriccoast.com/events/this-weekend-in-st-augustine-events-things-to-do/	2,312	8.7%	29,937	-10.7...	7.72%	21.8...	6.11	-29.0...
4.	https://www.floridashistoriccoast.com/events/holidays/halloween/	2,180	195.8...	27,392	296.9...	7.96%	-25.5...	4.69	-4.7...

1 - 500 / 2293

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Executive Summary

Search Performance

Query & Landing Page

GA4 AI

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