

Key Takeaways:

AI Visibility:

- LLM Sessions: **+35% MoM**
- AI Overview: 767 citations (**+341** vs last month)
- ChatGPT: 68 citations

Traffic Performance:

Overall sessions decreased **37% YoY**, driven primarily by:

- google / cpc (-76%)
- google / organic (-9%)
- m.facebook.com / referral (-79%)

Top Partners:

- Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort (**+92%**)
- Carriage Way Inn Bed & Breakfast (**+187%**)

Top Landing Pages:

- /nights-lights/ (**+13%**), *optimized in October*
- /nights-lights/nights-of-lights-free-shuttle/ (**+112%**), *optimized in November*, earned a #1 ranking for the keyword "st augustine night of lights parking"
- /blog/thanksgiving-dining-in-st-augustine (**+8%**)

Top Markets:

- Jacksonville: **+2%**
- Gainesville: **+38%**
- Tallahassee: **+97%**

Email Performance

Total Subscribers: 273,398

Opt-In Email:

- Messages Sent: 42,004
- CTOR: 28%
- Visit to Website: 1,040
- Length of Visit: 0:05:12

Other Source Subscribers Email:

- Messages Sent: 163,256
- CTOR: 29%
- Visit to Website: 572
- Length of Visit: 0:04:47

Tasks Completed in November:

- Optimize: Nights of Lights Shuttle page
- Enhance: Holiday Shopping blog
- Enhance: Offbeat blog

Upcoming Tasks:

December:

- Optimize: New Years Eve page
- Optimize: Whats Open for Christmas blog
- Enhance: Best Beaches blog



Executive Summary

 GA4 Performance

 GSC Performance

Hispanic Microsite Performance

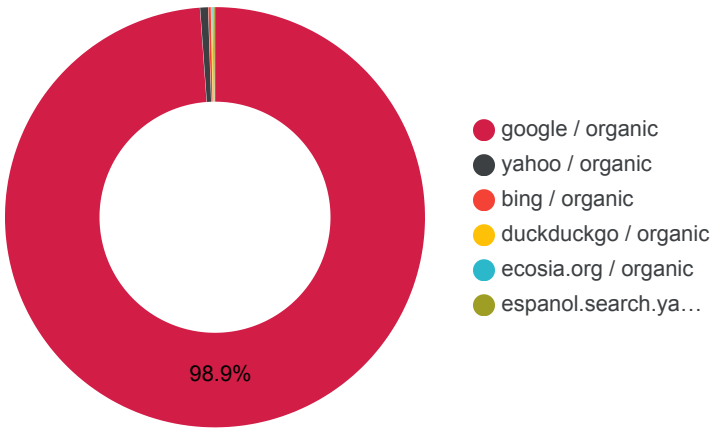
Monthly Performance

1,380	1,232		
↓ -28.4% YOY	↓ -25.3% YOY		
Total Sessions	Total Users	Engaged Sessions	Engagement Rate

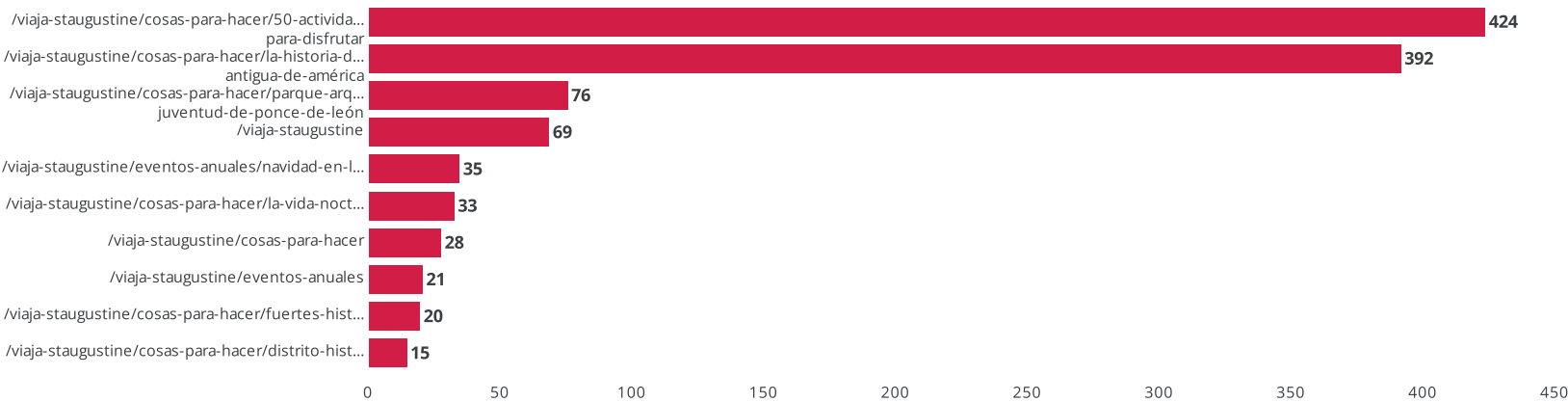
YTD Performance

12,527	10,518	9,250	73.84%
↓ -22.7% YOY	↓ -23.8% YOY	↓ -21.1% YOY	↑ 2.0% YOY
Total Sessions	Total Users	Engaged Sessions	Engagement Rate

Top 10 Traffic Sources



Top 10 Landing Pages



Nov 1, 2025 - Nov 30, ▼

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Top Level Website Performance

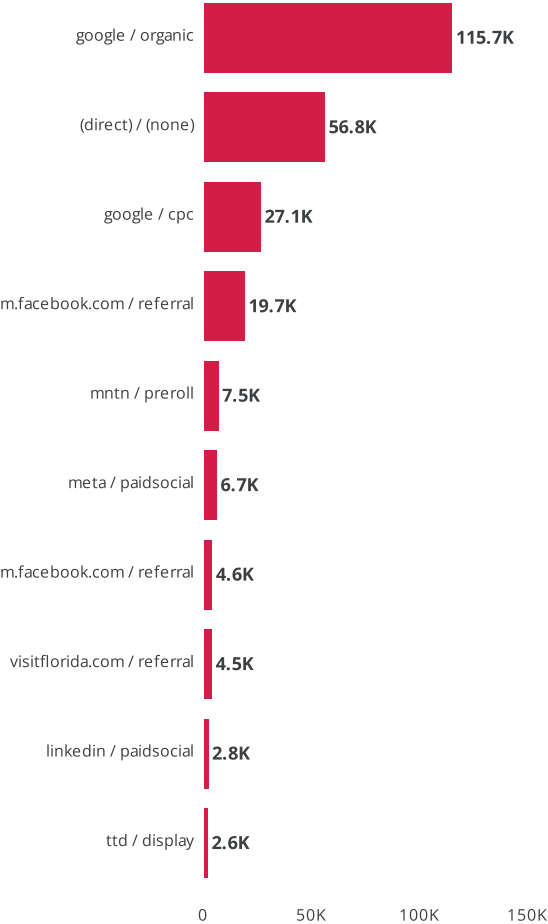
Hispanic Microsite Traffic

Website Traffic & Engagement

Monthly Website Performance

271,002 ↓ -37.3% YOY Total Sessions	197,892 ↓ -41.6% YOY Total Users	118,109 ↓ -10.0% YOY Organic Sessions	407,761 ↓ -39.3% YOY Total View
00:00:47 ↑ 4.5% YOY Avg Engagement Time Per Sessions	162,693 ↓ -29.8% YOY Engaged Sessions	60.03% ↑ 12.0% YOY Engagement Rate	4,503,655 ↑ 14.2% YOY Google Search Impressions

Top 10 Traffic Sources



YTD Website Performance

2,330,004 ↓ -33.4% YOY Total Sessions	1,829,654 ↓ -34.9% YOY Total Users	768,065 ↓ -16.6% YOY Organic Sessions	3,631,100 ↓ -34.6% YOY Total View
00:00:44 ↑ 4.8% YOY Avg Engagement Time Per Sessions	1,203,247 ↓ -24.7% YOY Engaged Sessions	51.64% ↑ 13.0% YOY Engagement Rate	



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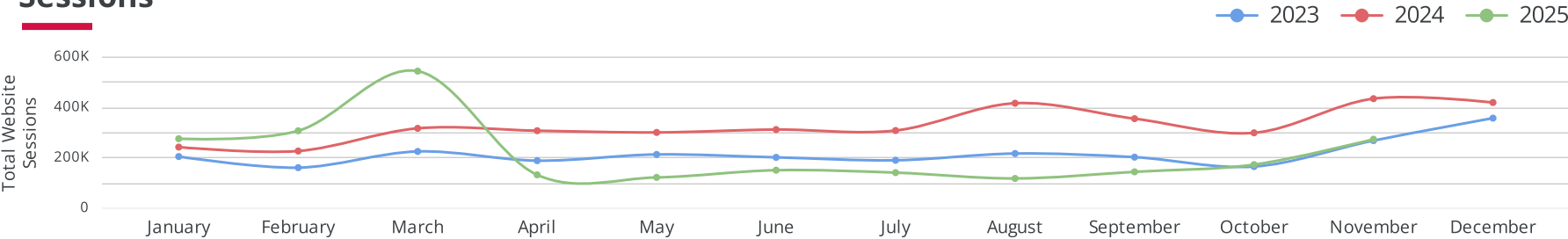


ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST™

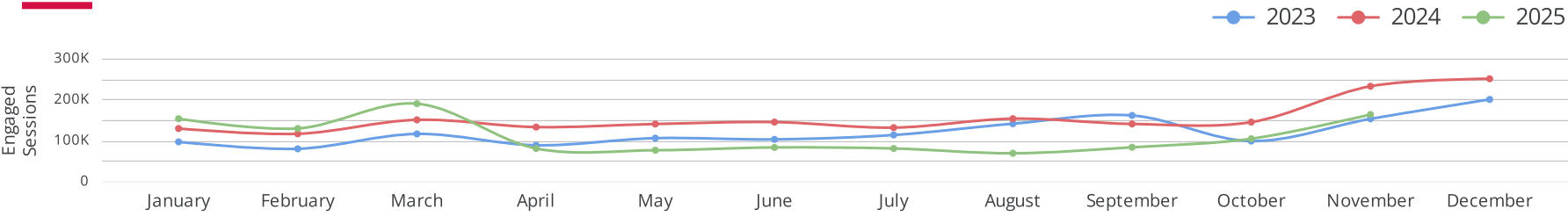
Website Traffic & Engagement

Top Level Website Performance

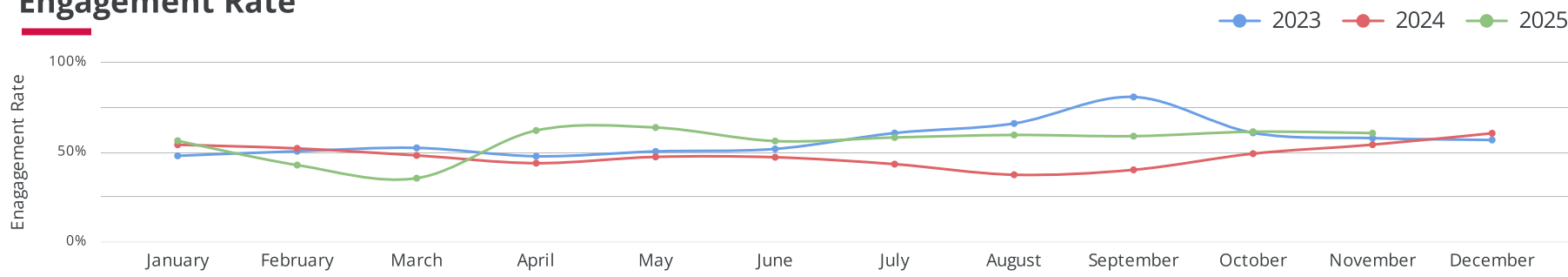
Sessions



Engaged Sessions



Engagement Rate



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ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

Top Level Organic Performance

Traffic & Engagement

Monthly Organic Performance

118,109

↓ -10.0% YOY

Total Organic Sessions

86,030

↓ -10.3% YOY

Total Organic Users

81,657

↓ -12.2% YOY

Engaged Sessions (Organic)

69.14%

↓ -2.4% YOY

Engagement Rate (Organic)

YTD Organic Performance

768,065

↓ -16.6% YOY

Total Organic Sessions

530,427

↓ -21.9% YOY

Total Organic Users

525,556

↓ -17.8% YOY

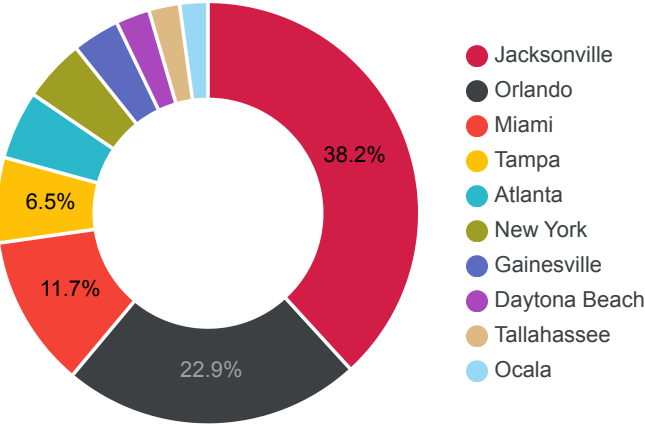
Engaged Sessions (Organic)

68.43%

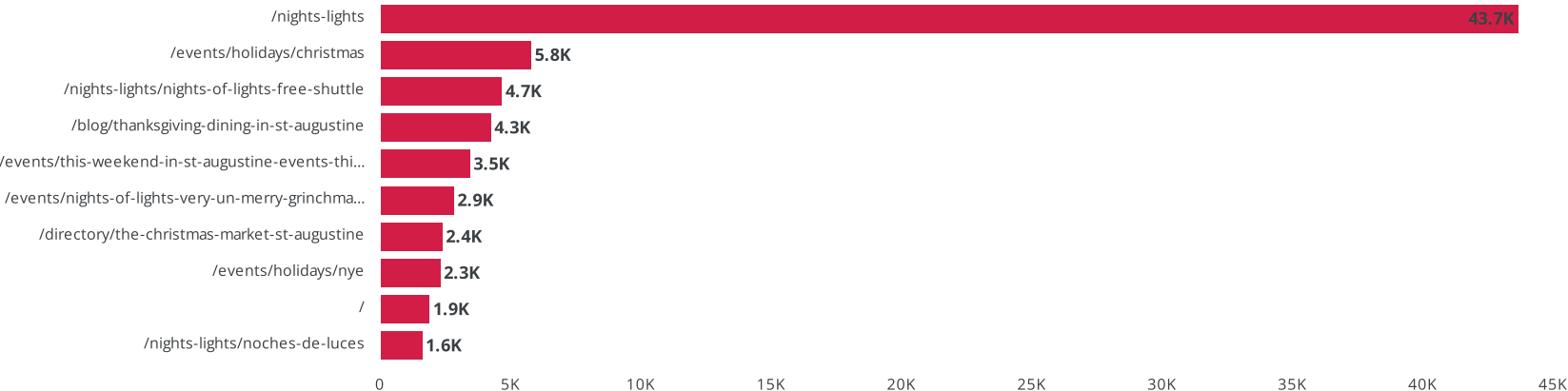
↓ -1.4% YOY

Engagement Rate (Organic)

Top 10 Organic Cities



Top 10 Landing Pages



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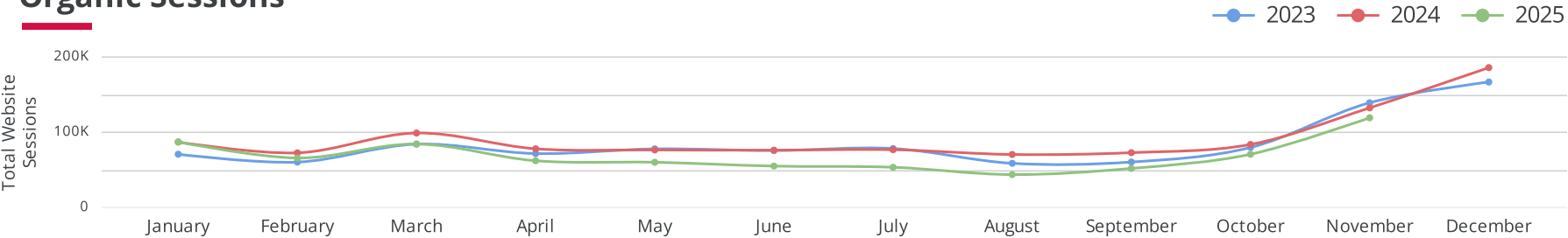
LLM Performance



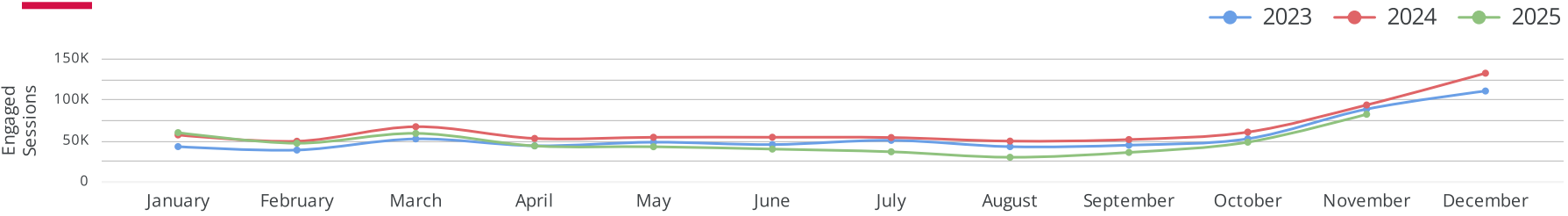
Organic Traffic & Engagement

Top Level Organic Performance

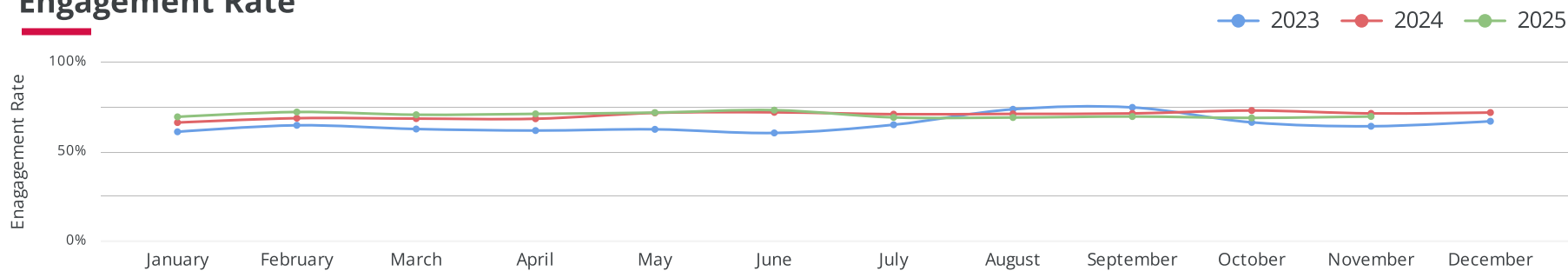
Organic Sessions



Engaged Sessions



Engagement Rate



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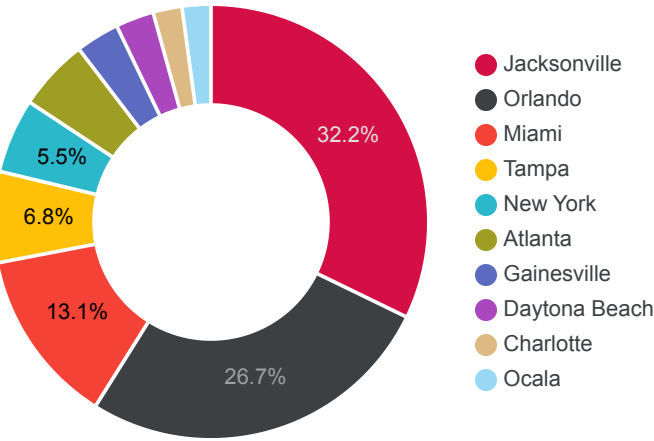
LLM Performance



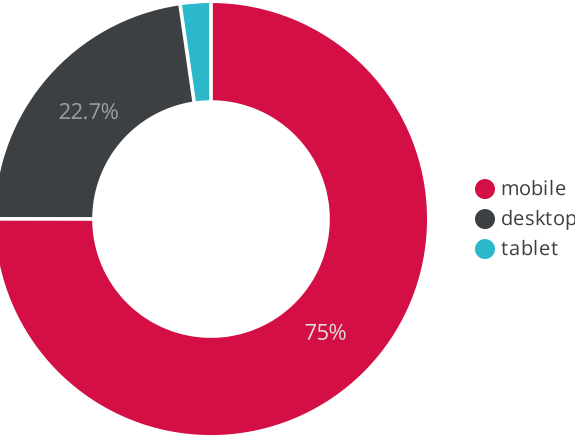
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Top Level Website Performance

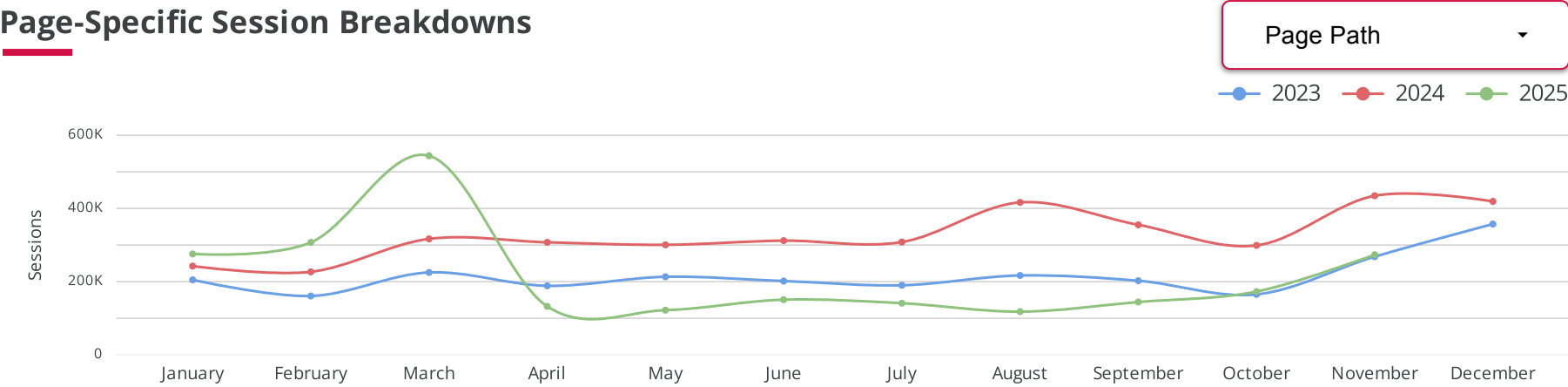
Top 10 Cities By Sessions



Sessions By Device



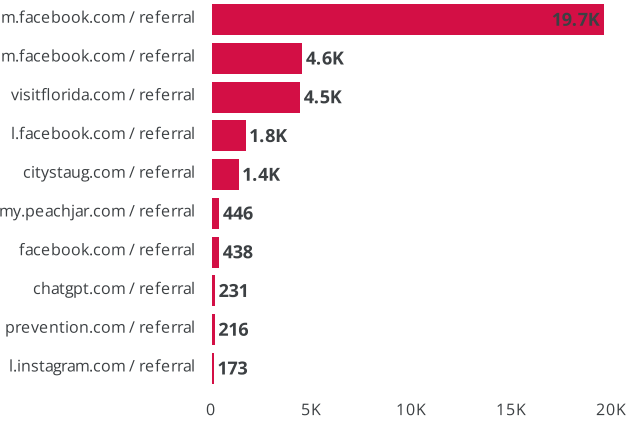
Page-Specific Session Breakdowns



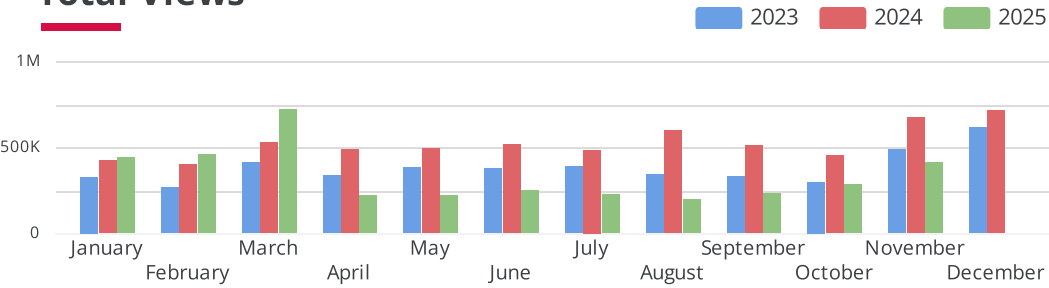
Outbound Clicks



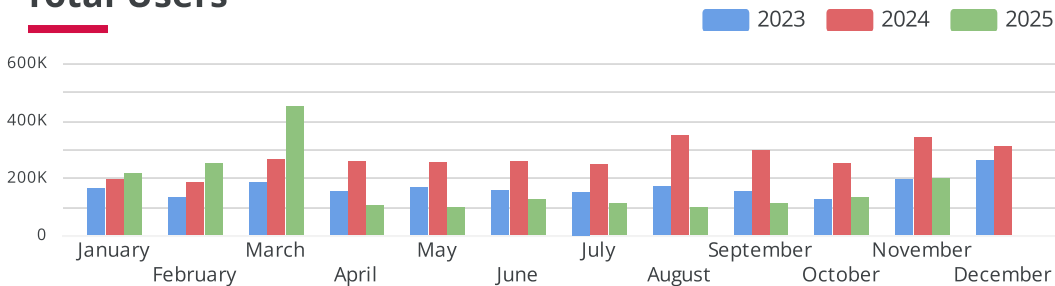
Top 10 Referring Sites



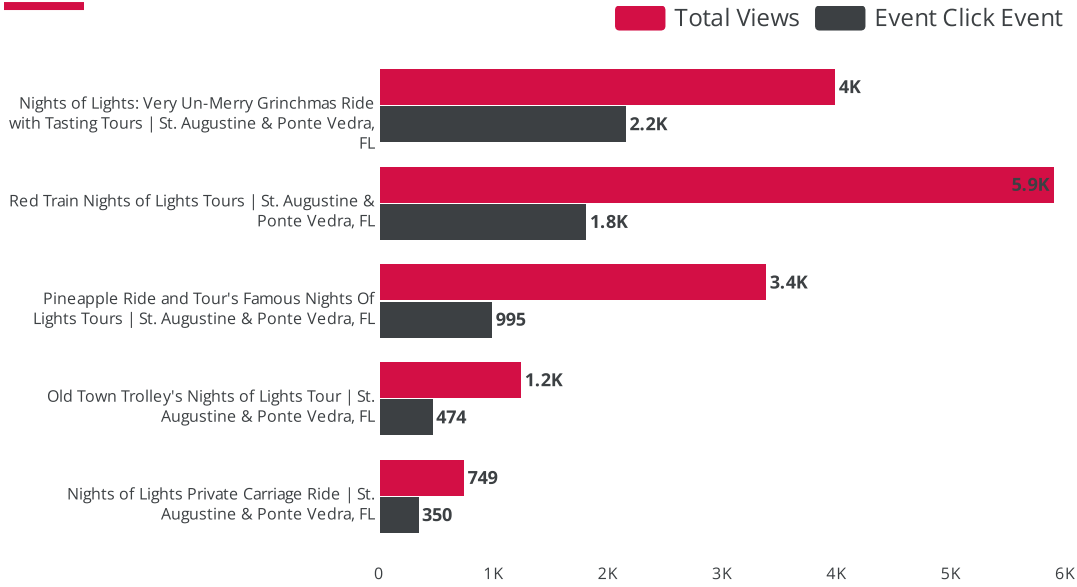
Total Views



Total Users



Event Listing Clicks/Pageviews



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Top Level Website Performance

Key Performance Indicators

16,533
↓ -41.2% YOY
Partner Referrals

319
↓ -55.9% YOY
Physical Visitor
Guide Requests

115
↓ -43.3% YOY
Newsletter
Signups

16,413
↑ 74.6% YOY
Bookdirect Clicks

Partner Listing Clicks

Partner Filter	
1.	Old Town Trolley Tours St. Augustine
2.	Castillo Craft Bar + Kitchen
3.	The Christmas Market- St. Augustine
4.	Ripley's Believe It or Not! Museum
5.	The Tasting Tours
6.	Raintree Restaurant
7.	Cordova Coastal Chophouse & Bar
8.	Columbia Restaurant
9.	Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort
10.	Carriage Way Inn Bed & Breakfast
11.	First Coast Cart Tours
12.	Pineapple Ride and Tour
13.	Asado Life
14.	St. Augustine Land & Sea Tours



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LLM Performance



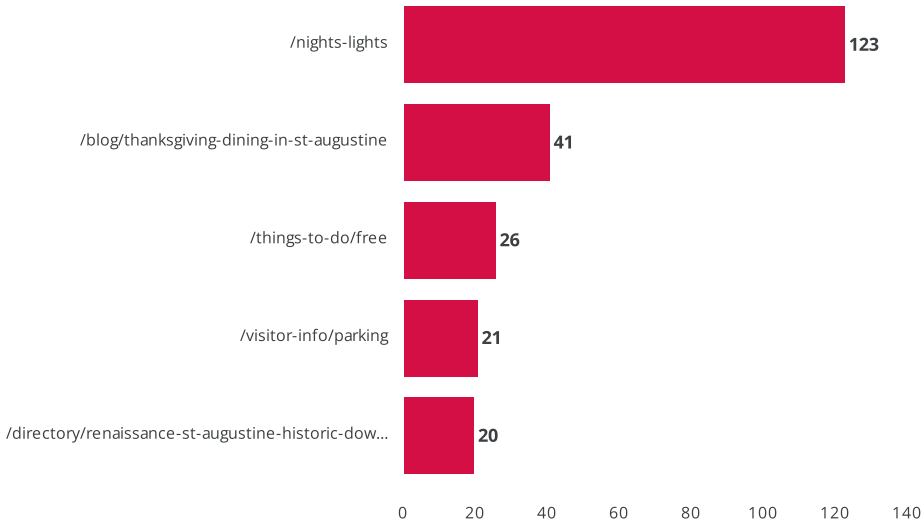
Top Level Website Performance

LLM Source/Medium

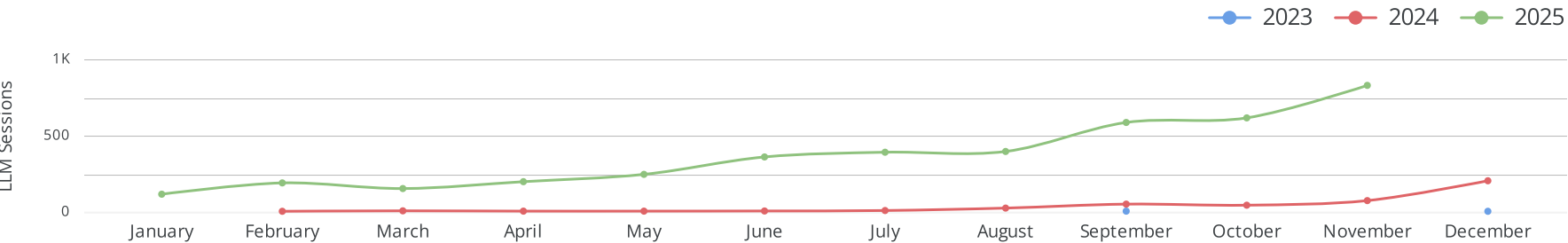
Session source / m...		Sessions ▾
1.	chatgpt.com / (not set)	559
2.	chatgpt.com / referral	231
3.	gemini.google.com / referral	10
4.	perplexity / (not set)	10
5.	copilot.microsoft.com / referral	9
6.	perplexity.ai / referral	7
7.	chatgpt.com / organic	1

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LLM Landing Pages



LLM sessions over time



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Executive Summary

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LLM Performance



Search Performance Overview

94,466

↓ -4.3% YOY

Clicks

4,503,655

↑ 14.2% YOY

Impressions

2.10%

↓ -16.2% YOY

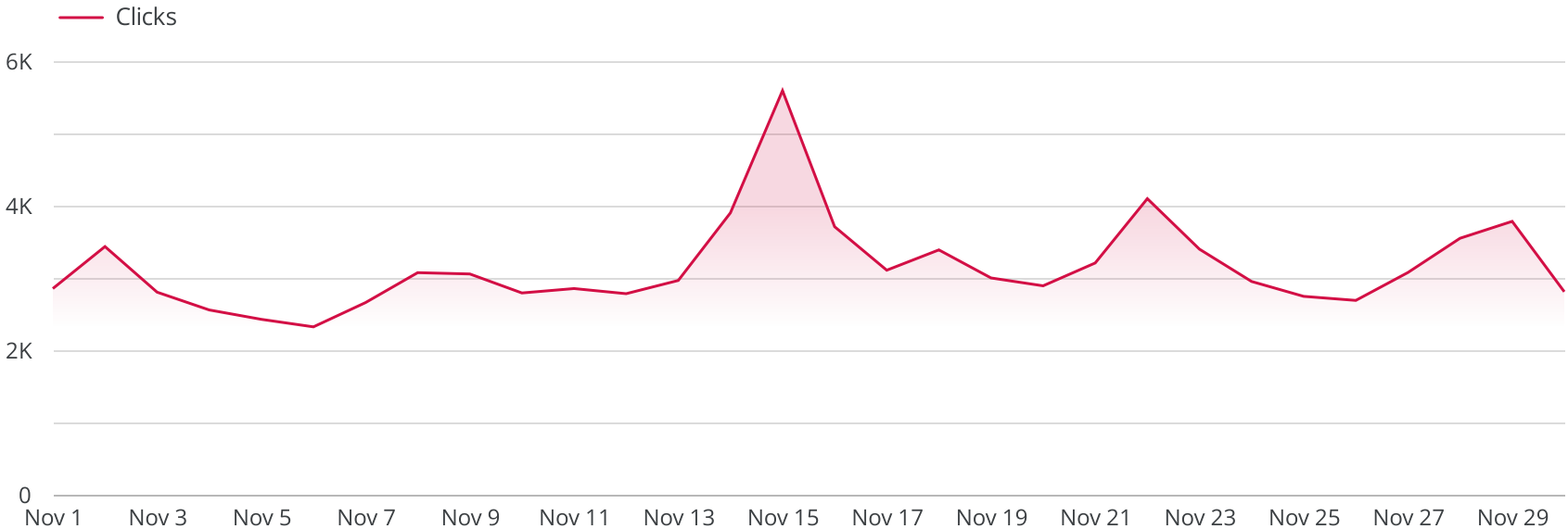
CTR

8.24

↓ -46.2% YOY

Average Position

Daily Performance



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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 christmas lights	3,942	91.5% ↑	32,194	173.1...	12.24%	-29.9...	1.53	-13.6...
2.	st augustine night of lights	3,674	323.8...	42,433	821.1...	8.66%	-54.0...	2.05	1.3% ↑
3.	st augustine lights	3,022	223.2...	17,143	475.3...	17.63%	-43.8...	1.56	-13.8...
4.	night of lights st augustine	1,649	122.2...	15,943	255.5...	10.34%	-37.5...	1.99	-1.0% ↓
5.	nights of lights	1,180	129.6...	18,746	239.2...	6.29%	-32.3...	1.94	-16.5...

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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/	33,471	143.3...	926,812	88.6% ↑	3.61%	29.0...	8.17	-30.5...
2.	https://www.floridashistoriccoast.com/events/holidays/christmas/	5,612	54.0% ↑	111,516	126.2...	5.03%	-31.9...	5.76	-1.0...
3.	https://www.floridashistoriccoast.com/blog/thanksgiving-dining-in-st-augustine/	4,248	631.2...	80,757	821.3...	5.26%	-20.6...	7.71	2.1% ↑
4.	https://www.floridashistoriccoast.com/nights-lights/nights-of-lights-free-shuttle/	4,219	1,750....	73,698	1,314....	5.72%	30.9...	12.48	48.9...
-	...	...	...	...	...	...	...	...	...

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Executive Summary

Search Performance

Query & Landing Page

