

2025 Year in Review:

Growth Work Completed in 2025:

- Total Tasks Performed: **42**
- Updates/Enhancements: **9**
- Optimizations: **30**
- Emails: **12**
- Technical Website Audits: **3**

2025 Website Performance:

- Total Website Sessions: **2,571,317**
- Organic Sessions: **879,629**
- LLM Sessions: **5,279**
- Impressions: **51,620,008**
- Engagement Rate: **52.48%**
- Organic Engagement Rate: **69.16%**

Key Takeaways:

AI Visibility:

- LLM Sessions: **+37% MoM**
- AI Overview: 752 citations (**+10** vs last month)
- ChatGPT: 86 citations (**+17** vs last month)

Traffic Performance:

Overall sessions decreased **44% YoY**, driven primarily by:

- google / organic (-38%)
- google / cpc (-78%)
- m.facebook.com / referral (-82%)

Top Partners:

- Old Town Trolley Tours (-74%)
- Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort (**+8%**)

Top Landing Pages:

- /nights-lights/nights-of-lights-free-shuttle/ (**+5%**), *optimized in November*, earned a #1 ranking for the keyword "st augustine night of lights parking"
- /directory/the-christmas-market-st-augustine/ (2,025 sessions, #7 organic page)
- /events/nights-of-lights-very-un-merry-grinchmas-ride/ (1,192 sessions, #12 organic page)

Top Markets:

- Daytona Beach: **+34%**
- Tallahassee: **+21%**

Email Performance

Total Subscribers: 273,757

Opt-In Email:

- **Messages Sent:** 42,041
- **CTOR:** 16%
- **Visit to Website:** 625
- **Length of Visit:** 0:04:23

Other Source Subscribers Email:

- **Messages Sent:** 162,735
- **CTOR:** 51%
- **Visit to Website:** 231
- **Length of Visit:** 0:03:59

Tasks Completed in December:

- **Optimize:** New Years Eve page
- **Optimize:** What's Open for Christmas blog
- **Enhance:** Best Beaches blog
- **December Monthly Email**

Upcoming Tasks:

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**



Executive Summary

 GA4 Performance

 GSC Performance

Hispanic Microsite Performance

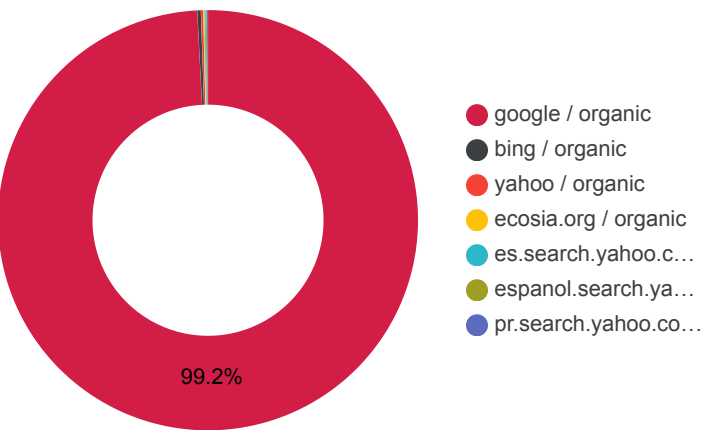
Monthly Performance



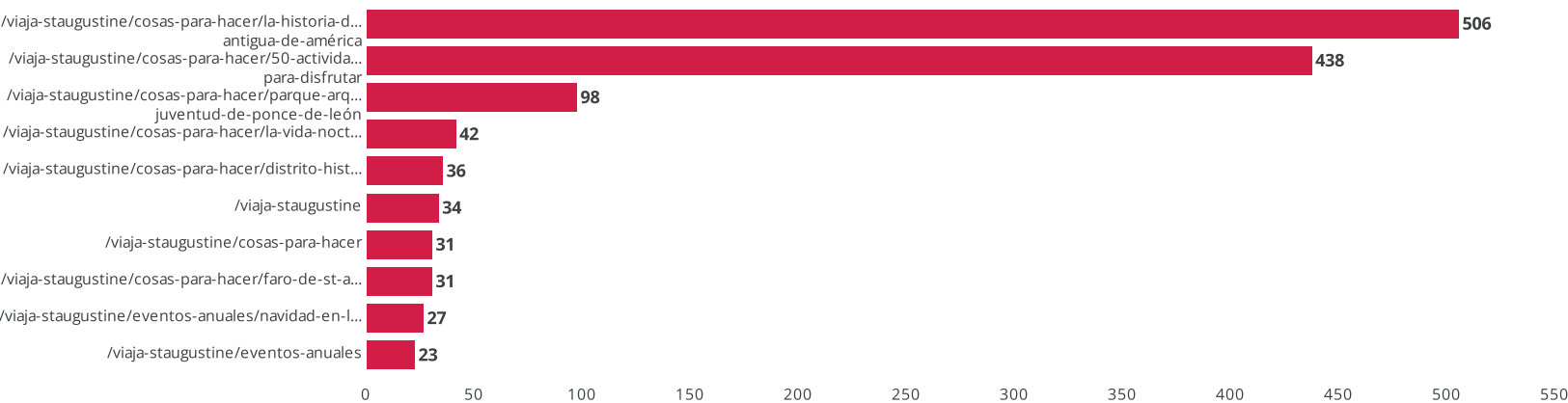
YTD Performance



Top 10 Traffic Sources



Top 10 Landing Pages



Dec 1, 2025 - Dec 31, ▼

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



GSC



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Top Level Website Performance

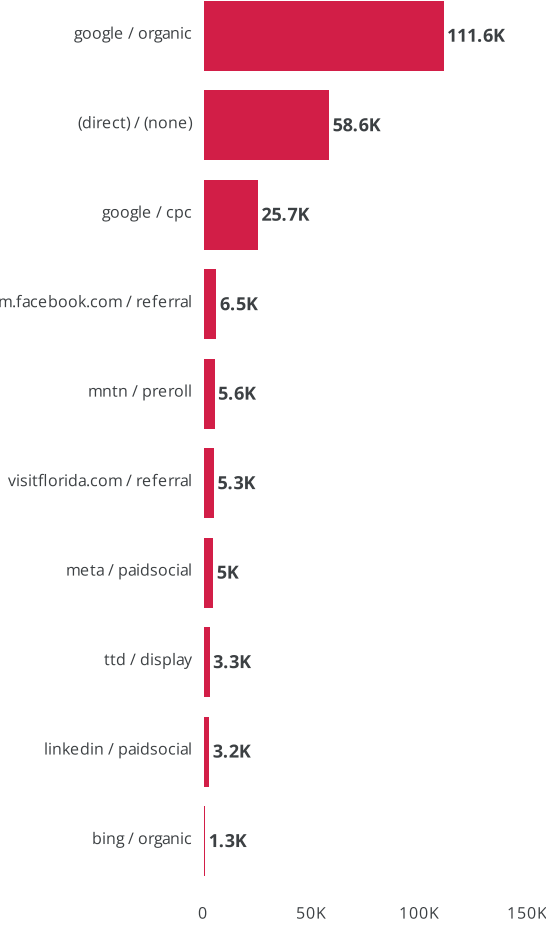
Hispanic Microsite Traffic

Website Traffic & Engagement

Monthly Website Performance

235,559 ↓ -43.5% YOY Total Sessions	179,919 ↓ -41.9% YOY Total Users	115,482 ↓ -37.5% YOY Organic Sessions	372,699 ↓ -47.6% YOY Total View
00:00:51 ↓ -8.7% YOY Avg Engagement Time Per Sessions	139,234 ↓ -44.3% YOY Engaged Sessions	59.11% ↓ -1.4% YOY Engagement Rate	5,254,542 ↑ 4.6% YOY Google Search Impressions

Top 10 Traffic Sources



YTD Website Performance

2,571,317 ↓ -34.9% YOY Total Sessions	1,992,866 ↓ -35.6% YOY Total Users	881,821 ↓ -19.0% YOY Organic Sessions	4,003,799 ↓ -36.1% YOY Total View
00:00:45 ↑ 3.4% YOY Avg Engagement Time Per Sessions	1,349,491 ↓ -26.9% YOY Engaged Sessions	52.48% ↑ 12.2% YOY Engagement Rate	



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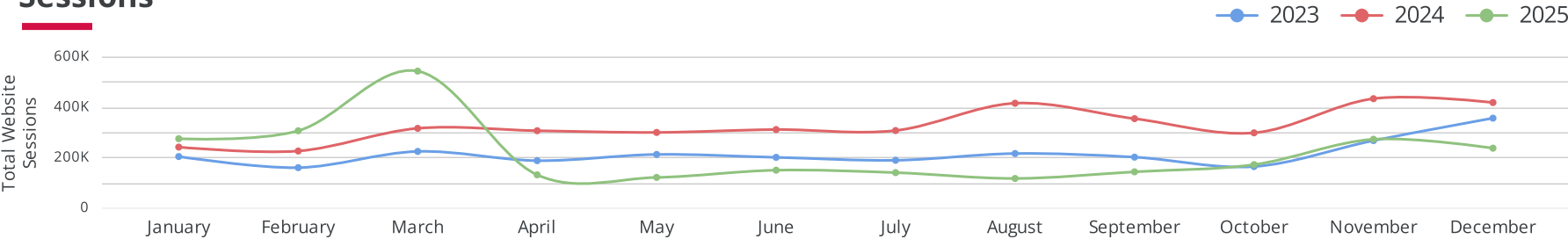


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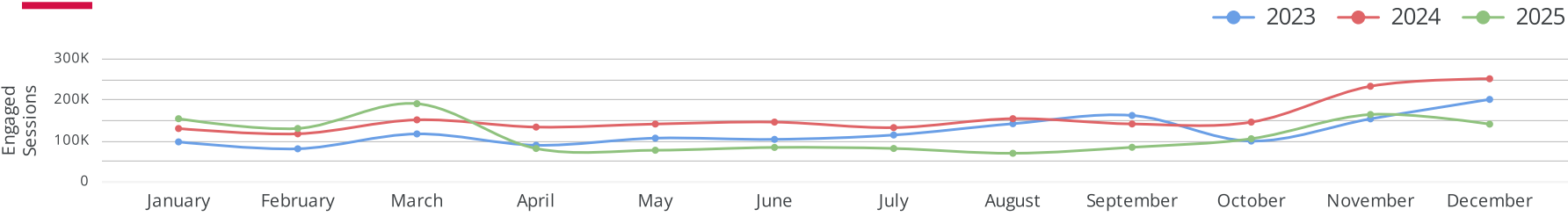
Website Traffic & Engagement

Top Level Website Performance

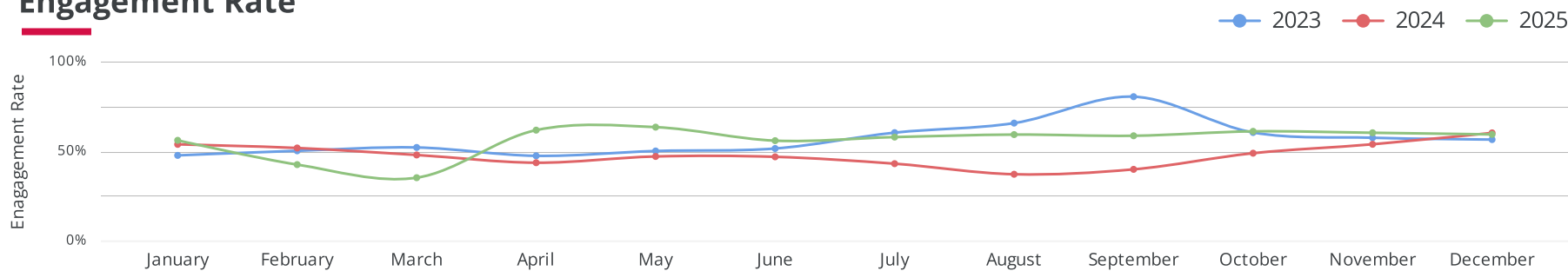
Sessions



Engaged Sessions



Engagement Rate



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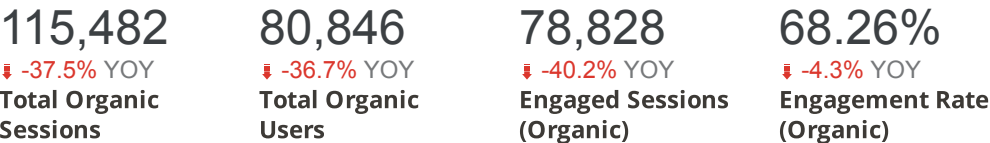


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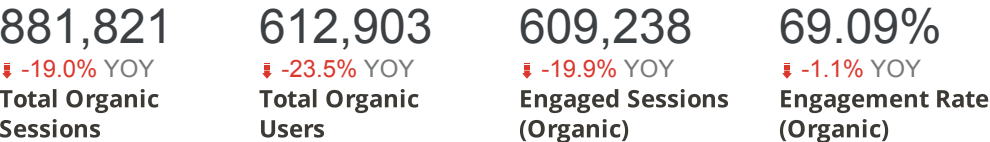
Top Level Organic Performance

Traffic & Engagement

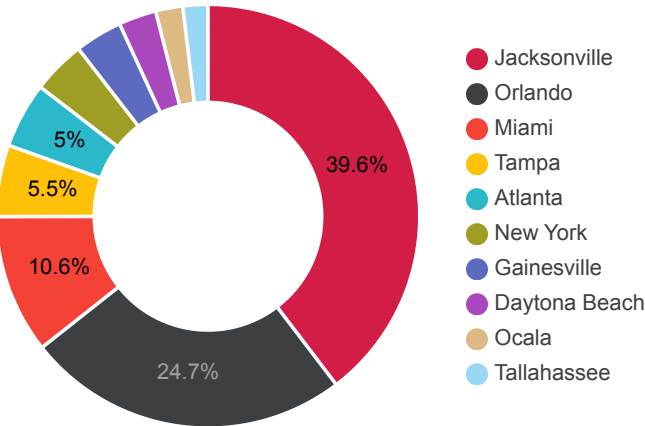
Monthly Organic Performance



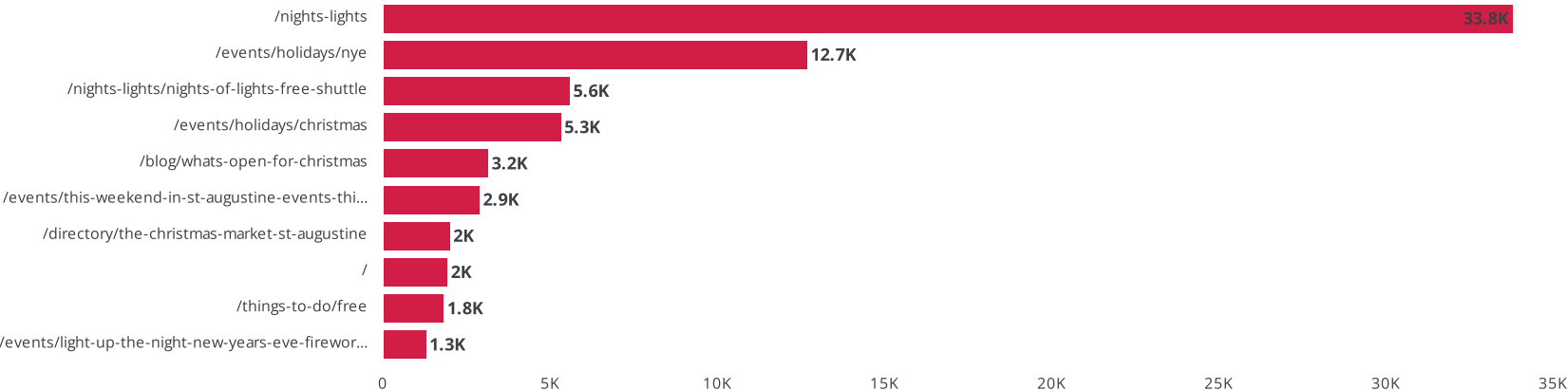
YTD Organic Performance



Top 10 Organic Cities



Top 10 Landing Pages



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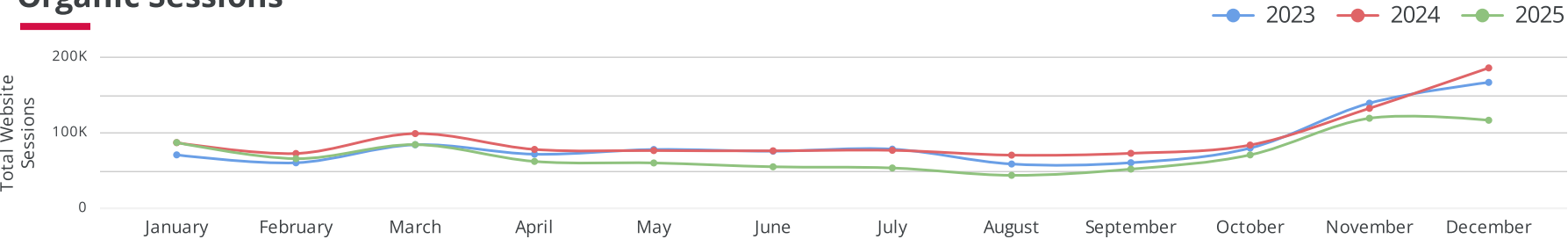
LLM Performance



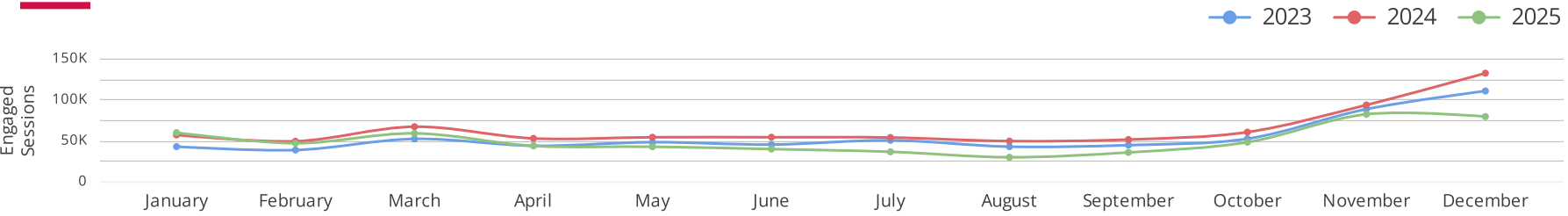
Organic Traffic & Engagement

Top Level Organic Performance

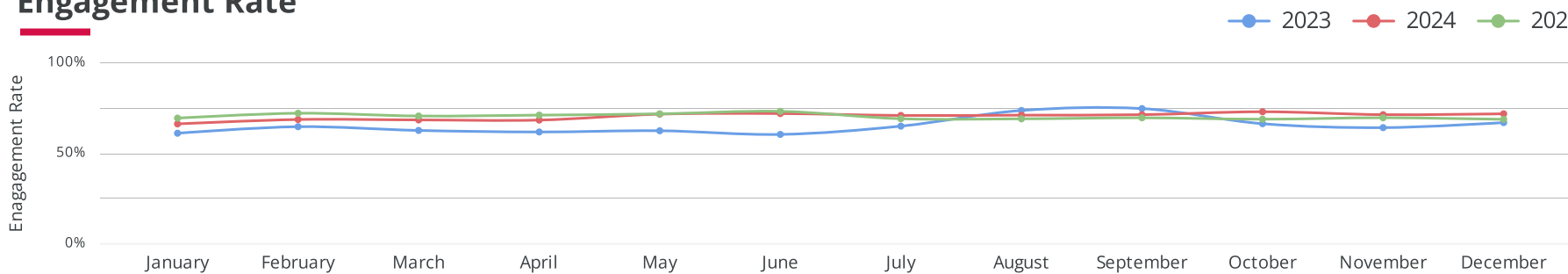
Organic Sessions



Engaged Sessions



Engagement Rate



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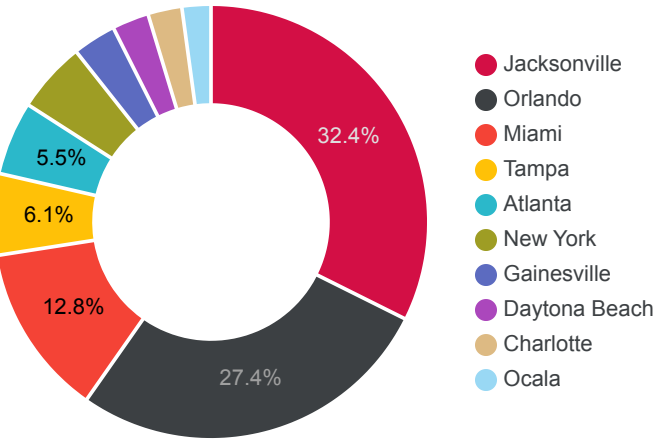
LLM Performance



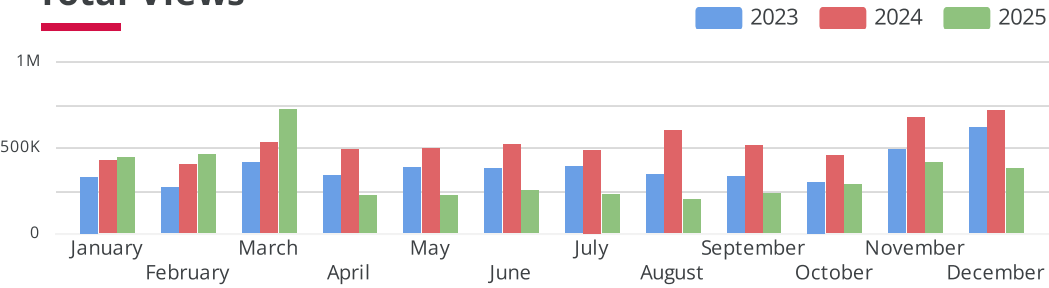
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Top Level Website Performance

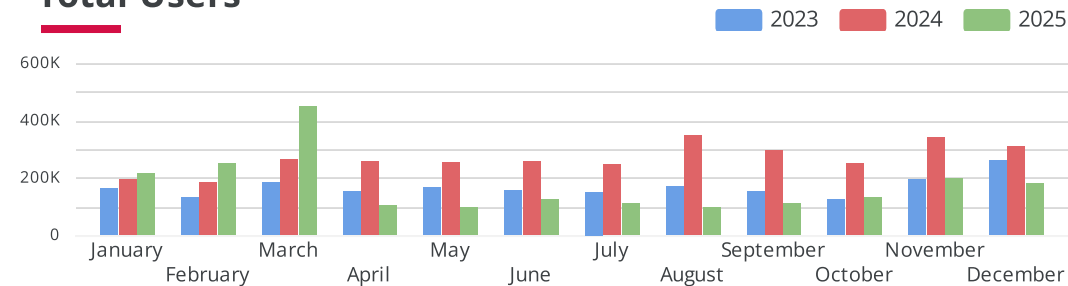
Top 10 Cities By Sessions



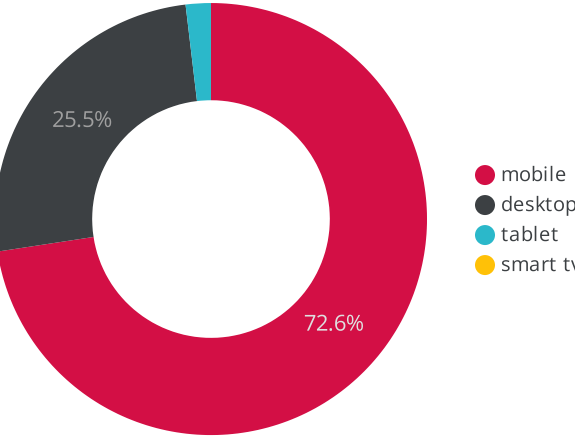
Total Views



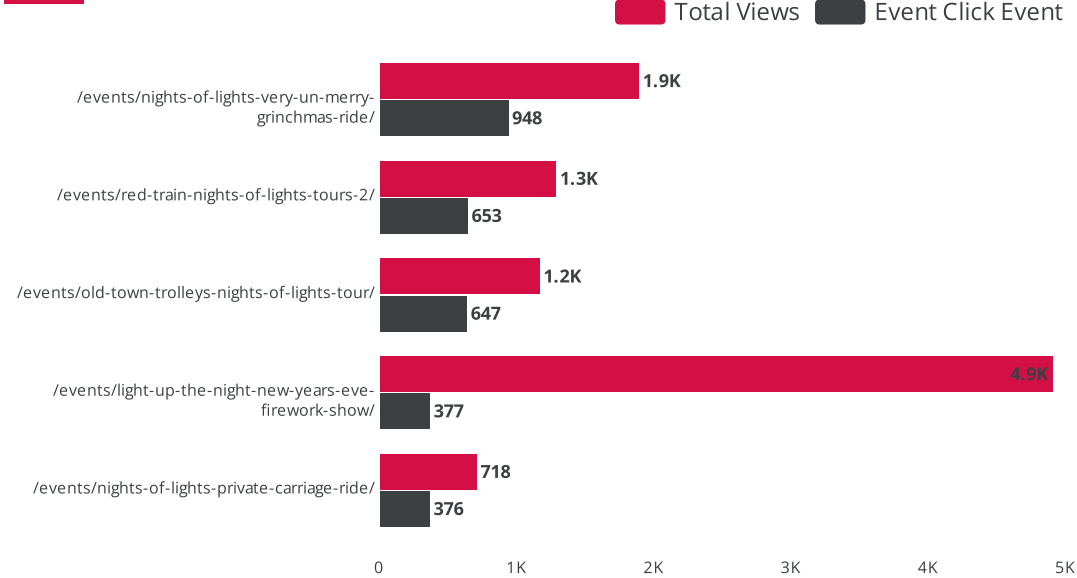
Total Users



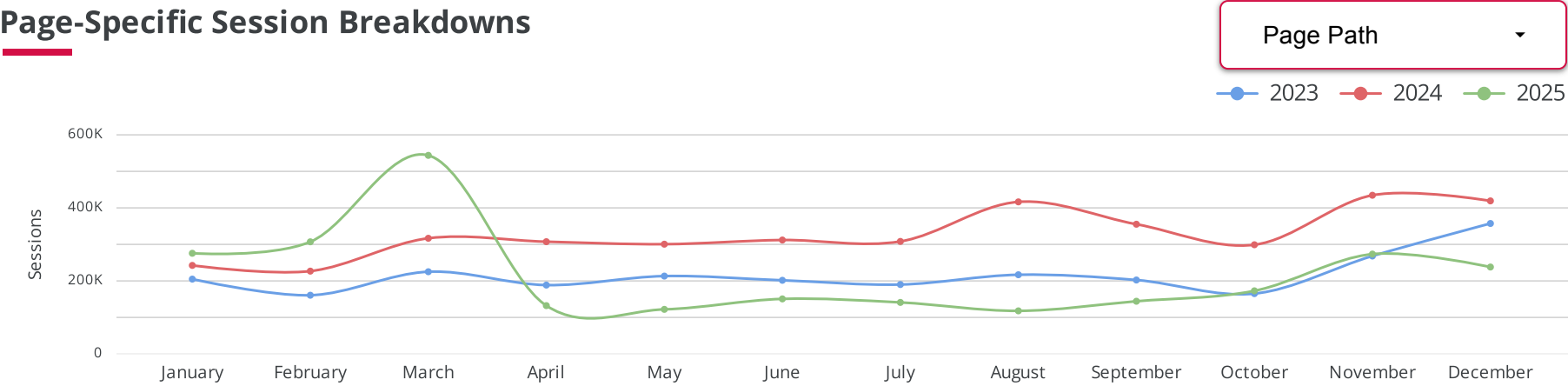
Sessions By Device



Event Listing Clicks/Pageviews



Page-Specific Session Breakdowns

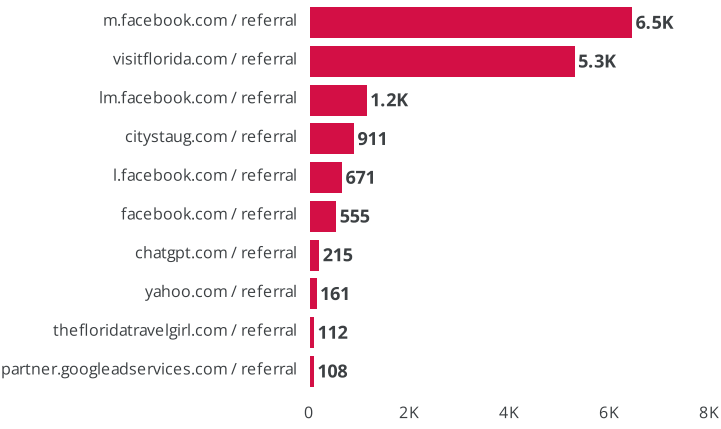


Outbound Clicks

1.	staug.link	10,320
2.	viewer.joomag.com	4,348
3.	trolleytours.com	2,557
4.	staugbch.com	2,322
5.	maps.app.goo.gl	2,253
6.	citystaug.com	1,904
7.	apps.apple.com	1,741

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Top 10 Referring Sites



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LLM Performance



Top Level Website Performance

Key Performance Indicators

13,663
↓ -61.6% YOY
Partner Referrals

269
↓ -54.6% YOY
Physical Visitor
Guide Requests

120
↑ 6.2% YOY
Newsletter
Signups

10,926
↑ 72.4% YOY
Bookdirect Clicks

Partner Listing Clicks

Partner Filter		
1.	Old Town Trolley Tours St. Augustine	2,143
2.	Ripley's Believe It or Not! Museum	408
3.	Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort	380
4.	The Christmas Market- St. Augustine	325
5.	Columbia Restaurant	281
6.	Castillo Craft Bar + Kitchen	278
7.	First Coast Cart Tours	278
8.	Pineapple Ride and Tour	278
9.	Cordova Coastal Chophouse & Bar	225
10.	St. Augustine Land & Sea Tours	201
11.	The Tasting Tours	199
12.	Castillo de San Marcos National Monument	194
13.	Amici Italian Restaurant	193
14.	Aviles Restaurant & Lounge	189



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Executive Summary

Website Performance

Organic Performance

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LLM Performance



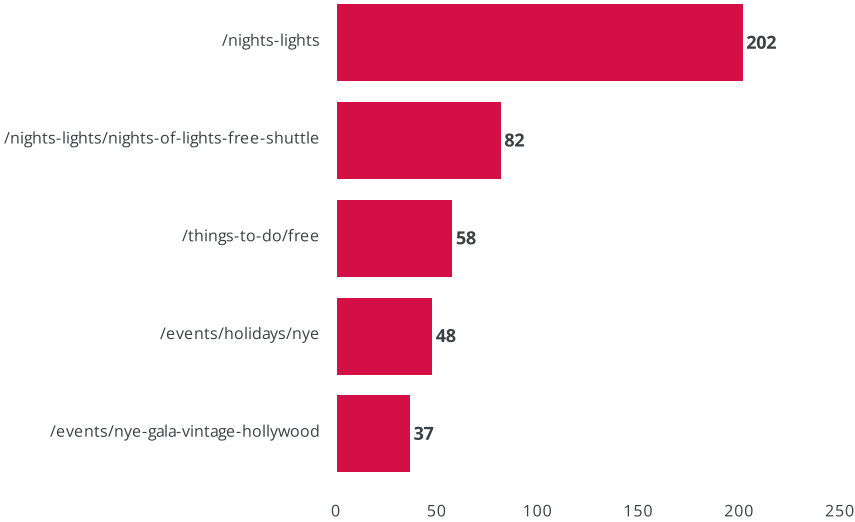
Top Level Website Performance

LLM Source/Medium

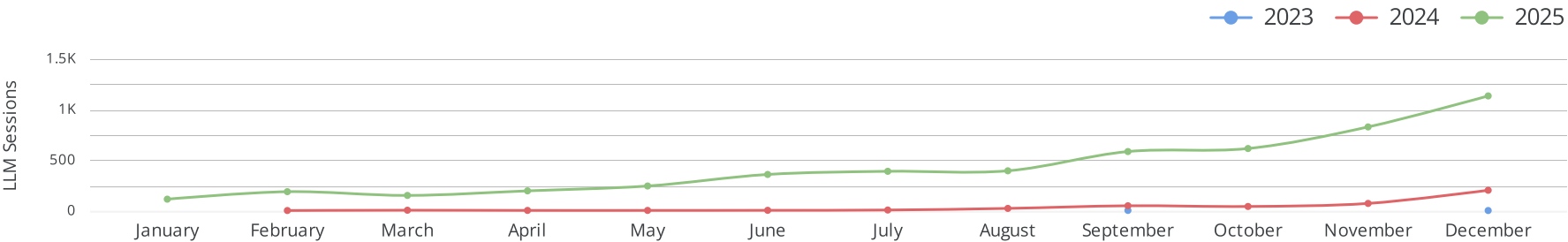
Session source / m...		Sessions ▾
1.	chatgpt.com / (not set)	844
2.	chatgpt.com / referral	215
3.	perplexity / (not set)	33
4.	gemini.google.com / referral	18
5.	copilot.microsoft.com / referral	8
6.	perplexity.ai / referral	7
7.	copilot.com / (not set)	3

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LLM Landing Pages



LLM sessions over time



Dec 1, 2025 - Dec 31, ▾

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

LLM Performance



Search Performance Overview

87,983

↓ -36.8% YOY

Clicks

5,254,542

↑ 4.6% YOY

Impressions

1.67%

↓ -39.6% YOY

CTR

8.9

↓ -40.6% 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	2,697	-31.6...	31,771	-1.3%	8.49%	-30.7...	1.48	-2.8%
2.	st augustine night of lights	2,368	-35.5...	47,530	12.0%	4.98%	-42.5...	1.53	-25.6...
3.	nights of lights	994	-15.8...	23,113	23.3%	4.3%	-31.7...	2.22	14.4%
4.	st augustine lights	976	-67.7...	10,174	-40.7...	9.59%	-45.6...	1.72	10.1%
5.	night of lights st augustine	777	-52.9...	13,677	-14.2...	5.68%	-45.1...	1.55	-22.0...

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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/	23,345	-30.3...	1,136,801	22.7%	2.05%	-43.1...	9.76	19.4...
2.	https://www.floridashistoriccoast.com/events/holidays/nye/	12,545	447.6...	152,555	486.8...	8.22%	-6.7%	9.34	31.0...
3.	https://www.floridashistoriccoast.com/events/holidays/christmas/	4,925	-12.2...	160,372	43.8%	3.07%	-39.0...	5.84	1.4%
4.	https://www.floridashistoriccoast.com/nights-lights/nights-of-lights-free-shuttle/	4,567	8.2%	94,172	27.8%	4.85%	-15.3...	16.17	29.6...
5.	https://www.floridashistoriccoast.com/	2,982	491.7...	125,410	805.4...	2.38%	-34.7...	9.57	-6.5...

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Executive Summary

Search Performance

Query & Landing Page



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