



IDEAS
WORK
RESULTS



Reporting

January - 2023



Agenda

- Executive Summary
 - ☐ SEO/WEB
 - ☐ Google/PPC
 - ☐ Social
 - ☐ Media
- Action Items











Executive Summary

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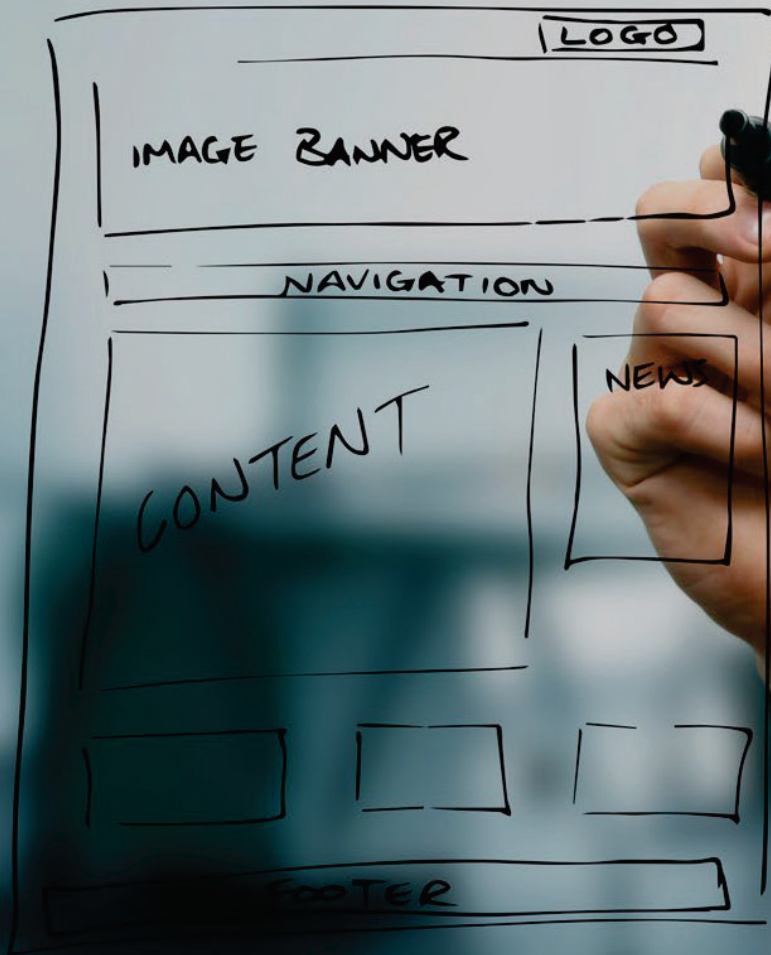
- Another month of growth for Clay County
- Total website sessions were 11,881
 - ☞ 75% increase YoY
- New website sessions were 10,545
 - ☞ 81% increase YoY
- Pageviews were 18,370
 - ☞ 64% increase YoY

	Landing Page	Total Sessions
1.	/	5,957 
2.	/venues/	1,119 
3.	/what-to-do/	946 
4.	/events/	628 
5.	/where-to-stay/	190 
6.	/booking/sniktaw-farm/	176 
7.	/upcoming-events-attractions-202...	72
8.	/event/northeast-florida-scottish-...	70
9.	/lodging/camp-blanding-recreatio...	61
10.	/event/cattle-at-the-cove/	44

Executive Summary

- Top traffic breakdown
 - Atlanta – 1,934 sessions
 - Jacksonville - 982 sessions
 - Orlando - 551 sessions
 - Tampa - 306 sessions





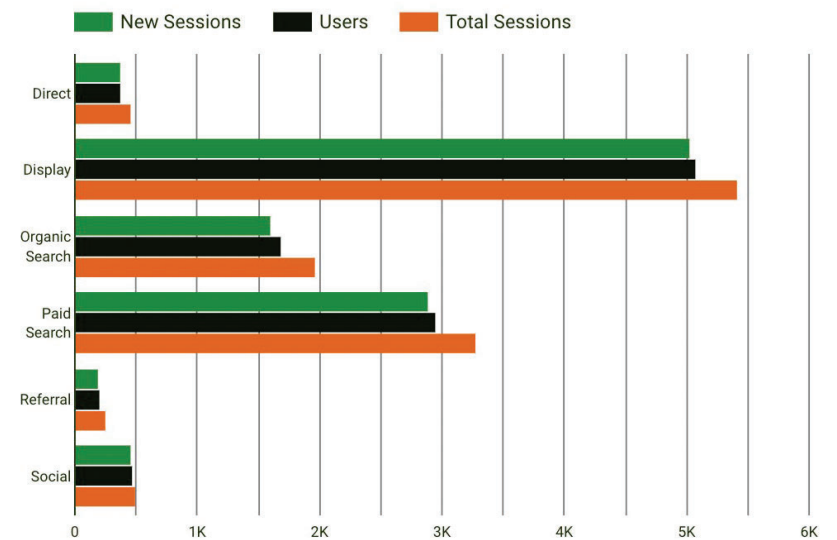
SEO/Web

SEO/Web

- Organic website sessions up 75% YoY
 - +30.7 increase MoM
- New organic website sessions are up 75.7% YoY
 - +27.6% increase MoM
- Organic search volume is up 22.53% MoM

Traffic by Channel: Traffic Metrics by Month

Objective: Comparison of New Users, Users and Sessions by Channel



SEO/Web

- Top 5 Organic Search Queries

- ☞ Skate Station
- ☞ Dreamette
- ☞ Clay County Fairgrounds
- ☞ Whitey's Fish Camp
- ☞ Leaderboard Arcade



Google/PPC



Google/PPC

Travel & Hospitality Industry Benchmarks

Avg. CTR for Search

Avg. CPC for Search

4.68%

\$1.53

Google AdWords: Summary of Search Campaigns this Month

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks ▾	CTR	CPC
Wedding/Event Venue	9,967	1,114	11.18%	\$0.60
Fishing	3,900	536	13.74%	\$0.61
Events/Fairs/Activities	2,270	479	21.1%	\$0.58
Outdoor Activities	2,814	286	10.16%	\$0.60
Places to Stay & Camping	2,201	181	8.22%	\$0.62
Springs & Water Activities	911	172	18.88%	\$0.60
Golf	677	45	6.65%	\$0.60
Restaurants	71	5	7.04%	\$0.59

Grand total

22,811

2,818

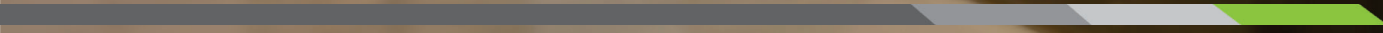
12.35%

\$0.60





Social Media



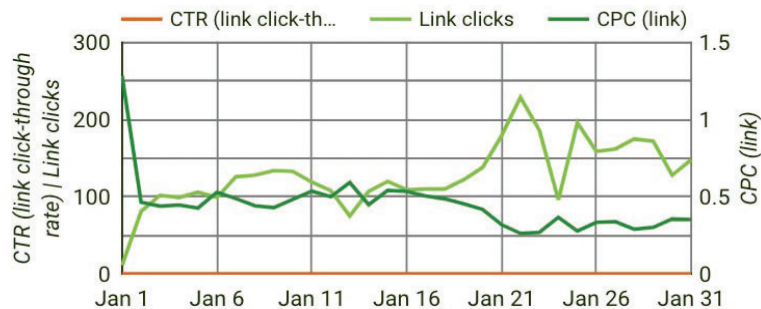
Paid Social Media

- 2,513 Engagement/reactions on promoted posts
- 3,428 Link clicks for the website traffic ads
- The foodie ad traffic campaign ad had the most link clicks with 1,733 (95% increase MOM)

Clicks

by Cost, CPC, and CTR

Link clicks	CPC (link)	CTR (link click-through rate)
3,967	\$0.40	1.06%
▲ 65.6%	▼ -39.6%	▲ 19.4%



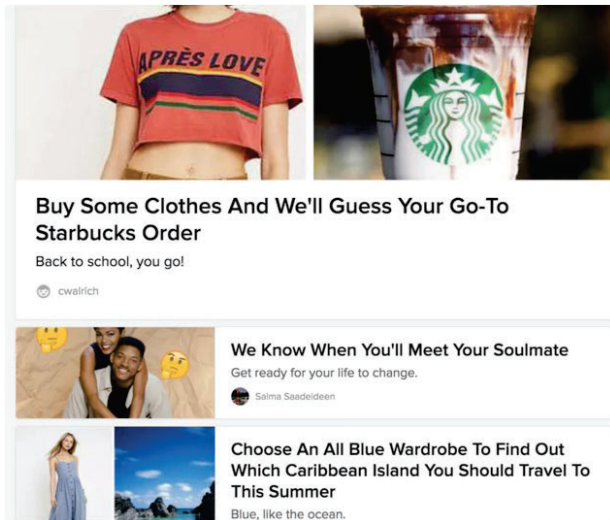
The ad is from Clay County, FL Tourism. The text reads: "What's on the menu for your next trip to Clay County? From classic diners to unique eateries, there's a plate for every palate." The video thumbnail shows a sizzling pan with the text "Unexpected SIZZLE." and "Where to Eat in Clay County".

Media



Paid Media

- Various sponsored content ads
 - Over 125,823 impressions, 780 clicks and a CTR of 0.62%



Buy Some Clothes And We'll Guess Your Go-To Starbucks Order
Back to school, you go!
cwalrich

We Know When You'll Meet Your Soulmate
Get ready for your life to change.
Salma Saadeideen

Choose An All Blue Wardrobe To Find Out Which Caribbean Island You Should Travel To This Summer
Blue, like the ocean.



Find Unexpected Adventure in Family-Friendly Florida

Go off the beaten path and explore picnic-ready parks, miles of trails & endless waterways in Clay County

Sponsored by Clay County



Shop for Unique Finds and Hidden Gems

Whether it's a gift for someone special or treating yourself, Clay County has something for everyone

Sponsored By Clay County



PAID CONTENT BY CLAY COUNTY

Discover An Outdoor Lover's Dream Come True

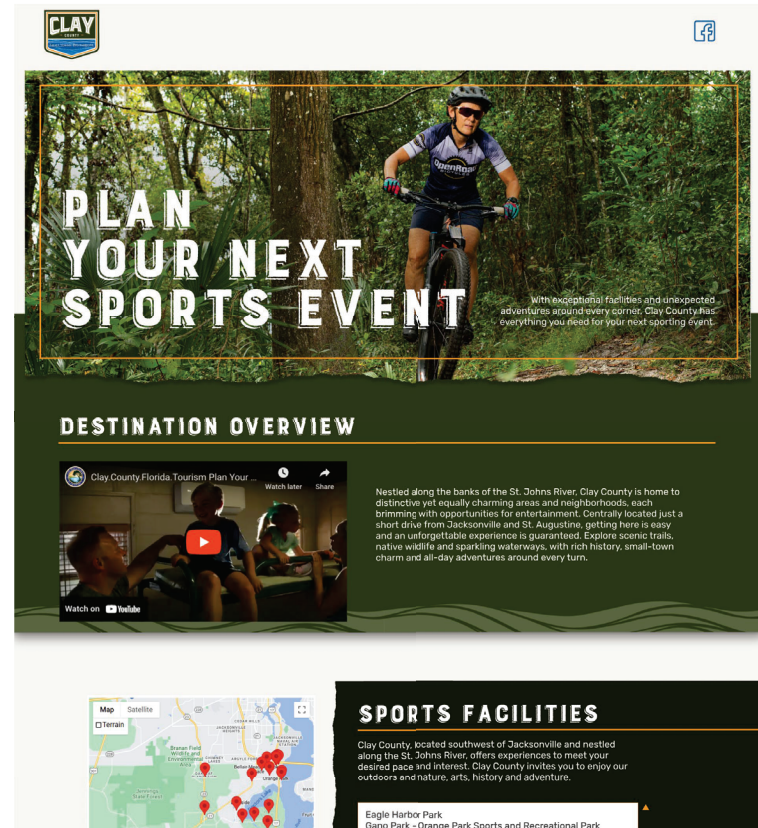
The excitement never stops with biking, hiking, boating and more. Adventure is year-round in sunny Clay County, Florida

Action Items



Action Items

- New web pages coming soon
 - ➔ Sports Tourism page
 - ➔ Events Resources page
 - ➔ Medical Tourism page
 - ➔ Quality of Life page
- Rolling out new itineraries



IDEAS.
WORK.
RESULTS.