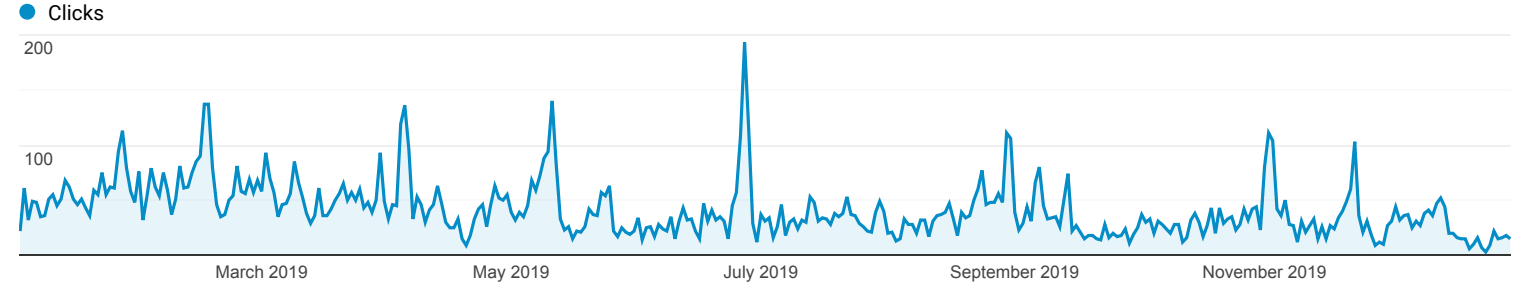


Landing Pages

All Users
 100.00% Clicks

Jan 1, 2019 - Dec 31, 2019

Search Console



Landing Page	Acquisition					Behavior		Conversions		
	Impressions	Clicks	CTR	Average Position	Sessions	Bounce Rate	Pages / Session	Goal Completions	Goal Value	Goal Conversion Rate
	917,366 % of Total: 100.00% (917,366)	15,270 % of Total: 100.00% (15,270)	1.66% Avg for View: 1.66% (0.00%)	16 Avg for View: 16 (0.00%)	18,522 % of Total: 62.72% (29,530)	4.99% Avg for View: 7.11% (-29.88%)	3.98 Avg for View: 3.79 (4.76%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	0.00% Avg for View: 0.00% (0.00%)
1. /	83,406 (9.09%)	3,210 (21.02%)	3.85%	18	6,433 (34.73%)	4.65%	5.17	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. /driving-directions/	45,528 (4.96%)	397 (2.60%)	0.87%	10	370 (2.00%)	6.22%	3.10	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. /events/	44,468 (4.85%)	940 (6.16%)	2.11%	5.3	1,068 (5.77%)	3.93%	2.89	0 (0.00%)	\$0.00 (0.00%)	0.00%
4. /facilities/	41,511 (4.53%)	738 (4.83%)	1.78%	6.8	796 (4.30%)	4.52%	3.85	0 (0.00%)	\$0.00 (0.00%)	0.00%
5. /meet-our-team/	36,829 (4.01%)	391 (2.56%)	1.06%	9.7	396 (2.14%)	10.61%	3.24	0 (0.00%)	\$0.00 (0.00%)	0.00%
6. /accommodations/	32,299 (3.52%)	101 (0.66%)	0.31%	26	157 (0.85%)	8.92%	4.52	0 (0.00%)	\$0.00 (0.00%)	0.00%
7. /playfoley/	27,493 (3.00%)	18 (0.12%)	0.07%	4.4	19 (0.10%)	0.00%	7.58	0 (0.00%)	\$0.00 (0.00%)	0.00%
8. /accommodations	25,899 (2.82%)	13 (0.09%)	0.05%	4.2	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
9. /events/coastal-alabama-community-college-spring-invitational/	21,129 (2.30%)	32 (0.21%)	0.15%	17	21 (0.11%)	0.00%	2.76	0 (0.00%)	\$0.00 (0.00%)	0.00%
10. /category/experience-foley-blog/	20,127 (2.19%)	2 (0.01%)	<0.01%	4.8	5 (0.03%)	0.00%	4.60	0 (0.00%)	\$0.00 (0.00%)	0.00%
11. /events/glenlakes-ladies-invitational/	17,092 (1.86%)	6 (0.04%)	0.04%	17	4 (0.02%)	0.00%	2.50	0 (0.00%)	\$0.00 (0.00%)	0.00%
12. /events/aga-womens-senior-and-super-senior-amateur-championships/	17,050 (1.86%)	10 (0.07%)	0.06%	16	10 (0.05%)	10.00%	2.10	0 (0.00%)	\$0.00 (0.00%)	0.00%
13. /attractions-2/	16,596 (1.81%)	6 (0.04%)	0.04%	6.1	4 (0.02%)	0.00%	4.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
14. /events/asa-hoyt-archery-pro-am/	14,283 (1.56%)	55 (0.36%)	0.39%	14	50 (0.27%)	8.00%	3.36	0 (0.00%)	\$0.00 (0.00%)	0.00%
15. /events/17th-annual-southern-shoot-out/	13,438 (1.46%)	108 (0.71%)	0.80%	14	89 (0.48%)	5.62%	2.89	0 (0.00%)	\$0.00 (0.00%)	0.00%
16. /events/gulf-coast-classic/	12,037 (1.31%)	61 (0.40%)	0.51%	15	54 (0.29%)	3.70%	2.54	0 (0.00%)	\$0.00 (0.00%)	0.00%
17. /tag/asa-archery/	10,874 (1.19%)	7 (0.05%)	0.06%	7.5	6 (0.03%)	0.00%	4.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
18. /events/lower-alabama-volleyball-invitational/	10,096 (1.10%)	85 (0.56%)	0.84%	16	81 (0.44%)	3.70%	2.73	0 (0.00%)	\$0.00 (0.00%)	0.00%
19. /dining/shrimp-basket/	9,708 (1.06%)	7 (0.05%)	0.07%	26	4 (0.02%)	25.00%	2.25	0 (0.00%)	\$0.00 (0.00%)	0.00%

20.	/events/2019-perdido-soccer-shootout-boys-weekend/	8,354 (0.91%)	137 (0.90%)	1.64%	13	118 (6.64%)	7.63%	2.75	0 (0.00%)	\$0.00 (0.00%)	0.00%
21.	/dining/the-drowsy-poet/	7,913 (0.86%)	15 (0.10%)	0.19%	12	15 (0.08%)	0.00%	3.07	0 (0.00%)	\$0.00 (0.00%)	0.00%
22.	/photo_video/asa-archery-alabama-pro/	7,362 (0.80%)	52 (0.34%)	0.71%	11	51 (0.28%)	9.80%	2.67	0 (0.00%)	\$0.00 (0.00%)	0.00%
23.	/events/valentine-classic/	7,160 (0.78%)	164 (1.07%)	2.29%	14	147 (0.79%)	2.04%	3.02	0 (0.00%)	\$0.00 (0.00%)	0.00%
24.	/contact-us/	7,021 (0.77%)	30 (0.20%)	0.43%	5.3	51 (0.28%)	3.92%	3.73	0 (0.00%)	\$0.00 (0.00%)	0.00%
25.	/dining/	6,642 (0.72%)	12 (0.08%)	0.18%	24	36 (0.19%)	5.56%	16.19	0 (0.00%)	\$0.00 (0.00%)	0.00%
26.	/events/sos-state-or-school-golf-tournament/	6,298 (0.69%)	4 (0.03%)	0.06%	14	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
27.	/photo_video/southern-shootout-high-school-soccer-tournament/	6,236 (0.68%)	296 (1.94%)	4.75%	7.5	293 (1.58%)	7.17%	3.19	0 (0.00%)	\$0.00 (0.00%)	0.00%
28.	/events/hall-of-fame-classic/	6,081 (0.66%)	161 (1.05%)	2.65%	15	158 (0.85%)	1.27%	2.96	0 (0.00%)	\$0.00 (0.00%)	0.00%
29.	/dining/moes-original-bbq/	6,031 (0.66%)	3 (0.02%)	0.05%	18	3 (0.02%)	33.33%	1.67	0 (0.00%)	\$0.00 (0.00%)	0.00%
30.	/asa-archery-extends-alabama-proam-tournament-for-five-year-run-in-foley-al/	5,544 (0.60%)	22 (0.14%)	0.40%	14	20 (0.11%)	5.00%	2.05	0 (0.00%)	\$0.00 (0.00%)	0.00%
31.	/csu-commencement-expects-more-than-4000/	5,455 (0.59%)	92 (0.60%)	1.69%	13	83 (0.45%)	4.82%	2.48	0 (0.00%)	\$0.00 (0.00%)	0.00%
32.	/photo_video/asa-hoyt-archery-proam-2017/	5,400 (0.59%)	31 (0.20%)	0.57%	10	44 (0.24%)	9.09%	2.05	0 (0.00%)	\$0.00 (0.00%)	0.00%
33.	/foley-wins-bid-host-2016-alabama-state-cup-championships-u-s-youth-soccer/	5,121 (0.56%)	46 (0.30%)	0.90%	11	35 (0.19%)	2.86%	2.43	0 (0.00%)	\$0.00 (0.00%)	0.00%
34.	/dining/yabbas-wacky-snack-shack/	4,955 (0.54%)	17 (0.11%)	0.34%	12	17 (0.09%)	0.00%	2.18	0 (0.00%)	\$0.00 (0.00%)	0.00%
35.	/dining/mamma-mias/	4,725 (0.52%)	6 (0.04%)	0.13%	29	6 (0.03%)	16.67%	2.17	0 (0.00%)	\$0.00 (0.00%)	0.00%
36.	/accommodations/wolf-bay-condos/	4,384 (0.48%)	17 (0.11%)	0.39%	31	18 (0.10%)	0.00%	2.78	0 (0.00%)	\$0.00 (0.00%)	0.00%
37.	/photo_video/publix-super-cup-boys-weekend/	4,301 (0.47%)	49 (0.32%)	1.14%	8.8	48 (0.26%)	4.17%	3.96	0 (0.00%)	\$0.00 (0.00%)	0.00%
38.	/rv_parks/	4,259 (0.46%)	24 (0.16%)	0.56%	33	27 (0.15%)	3.70%	4.30	0 (0.00%)	\$0.00 (0.00%)	0.00%
39.	/photo_video/foleys-first-pickleball-tournament/	3,474 (0.38%)	289 (1.89%)	8.32%	9.5	301 (1.63%)	4.65%	4.07	0 (0.00%)	\$0.00 (0.00%)	0.00%
40.	/event-organizer/panhandle-basketball/	3,395 (0.37%)	24 (0.16%)	0.71%	9.1	30 (0.16%)	0.00%	2.27	0 (0.00%)	\$0.00 (0.00%)	0.00%
41.	/events/asa-state-cup/	3,286 (0.36%)	315 (2.06%)	9.59%	7.4	306 (1.65%)	2.61%	2.92	0 (0.00%)	\$0.00 (0.00%)	0.00%
42.	/dining/gelato-joes/	3,219 (0.35%)	14 (0.09%)	0.43%	16	12 (0.06%)	8.33%	3.58	0 (0.00%)	\$0.00 (0.00%)	0.00%
43.	/photo_video/2019-gulf-coast-classic/	3,082 (0.34%)	151 (0.99%)	4.90%	10	134 (0.72%)	5.97%	3.34	0 (0.00%)	\$0.00 (0.00%)	0.00%
44.	/event-organizer/west-florida-waves-volleyball-club/	3,064 (0.33%)	16 (0.10%)	0.52%	9.2	13 (0.07%)	7.69%	4.54	0 (0.00%)	\$0.00 (0.00%)	0.00%
45.	/3666-2/	3,062 (0.33%)	21 (0.14%)	0.69%	11	9 (0.05%)	0.00%	2.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
46.	/dining/surge-nutrition/	3,039 (0.33%)	389 (2.55%)	12.80%	4.6	422 (2.28%)	3.32%	2.68	0 (0.00%)	\$0.00 (0.00%)	0.00%
47.	/accommodations/cornerstone-lodge/	3,012 (0.33%)	4 (0.03%)	0.13%	21	4 (0.02%)	0.00%	3.50	0 (0.00%)	\$0.00 (0.00%)	0.00%
48.	/foley-event-center-celebrates-grand-opening/	2,959 (0.32%)	44 (0.29%)	1.49%	3.9	38 (0.21%)	0.00%	4.61	0 (0.00%)	\$0.00 (0.00%)	0.00%
49.	/frequently-asked-questions/	2,885 (0.31%)	100 (0.65%)	3.47%	25	112 (0.60%)	8.93%	2.25	0 (0.00%)	\$0.00 (0.00%)	0.00%
50.	/dining/lamberts-cafe/	2,789 (0.30%)	0 (0.00%)	0.00%	44	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
51.	/events/southern-coast-cup/	2,743 (0.30%)	231 (1.51%)	8.42%	6.1	208 (1.12%)	7.69%	3.10	0 (0.00%)	\$0.00 (0.00%)	0.00%
52.	/tag/snap-soccer/	2,732 (0.30%)	21 (0.14%)	0.77%	9.9	17 (0.09%)	11.76%	3.18	0 (0.00%)	\$0.00 (0.00%)	0.00%
53.	/dining/sweet-rolls-ice-cream/	2,724 (0.30%)	8 (0.05%)	0.29%	14	8 (0.04%)	0.00%	2.50	0 (0.00%)	\$0.00 (0.00%)	0.00%
54.	/events/big-wave-classic/	2,709 (0.30%)	338 (2.21%)	12.48%	4.5	327 (1.77%)	5.81%	3.28	0 (0.00%)	\$0.00 (0.00%)	0.00%

Rank	URL	Views	Clicks	CTR	Impressions	Conversions	CPA	Revenue	Cost	ROI	
55.	/photo_video/2018-storm-invitational/	2,690 (0.29%)	226 (1.48%)	8.40%	4.4	229 (1.24%)	10.92%	3.55	0 (0.00%)	\$0.00 (0.00%)	0.00%
56.	/dining/south-foley-cheesesteak-company/	2,622 (0.29%)	4 (0.03%)	0.15%	14	4 (0.02%)	0.00%	2.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
57.	/driving-directions/map/	2,538 (0.28%)	89 (0.58%)	3.51%	8.9	68 (0.37%)	5.88%	4.49	0 (0.00%)	\$0.00 (0.00%)	0.00%
58.	/events/coastal-academy-cup/	2,520 (0.27%)	114 (0.75%)	4.52%	7.6	112 (0.60%)	2.68%	3.16	0 (0.00%)	\$0.00 (0.00%)	0.00%
59.	/dining/jimmy-johns/	2,333 (0.25%)	5 (0.03%)	0.21%	16	5 (0.03%)	0.00%	2.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
60.	/dining/vallartas-mexican-restaurant/	2,261 (0.25%)	5 (0.03%)	0.22%	20	4 (0.02%)	0.00%	3.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
61.	/accommodations/holiday-inn-suites/	2,233 (0.24%)	4 (0.03%)	0.18%	32	4 (0.02%)	25.00%	2.25	0 (0.00%)	\$0.00 (0.00%)	0.00%
62.	/5th-annual-big-wave-classic/	2,228 (0.24%)	74 (0.48%)	3.32%	5.4	64 (0.35%)	1.56%	3.86	0 (0.00%)	\$0.00 (0.00%)	0.00%
63.	/accommodations/americas-best-inn-suites/	2,226 (0.24%)	0 (0.00%)	0.00%	53	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
64.	/photo_video/gulf-coast-invitational/	2,205 (0.24%)	27 (0.18%)	1.22%	7.0	23 (0.12%)	4.35%	4.26	0 (0.00%)	\$0.00 (0.00%)	0.00%
65.	/dining/pelicans-snoballs/	2,126 (0.23%)	1 (0.01%)	0.05%	29	1 (0.01%)	0.00%	6.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
66.	/rv_parks/magnolia-springs-golf-rv-hideaway/	2,122 (0.23%)	6 (0.04%)	0.28%	34	5 (0.03%)	0.00%	2.80	0 (0.00%)	\$0.00 (0.00%)	0.00%
67.	/complex-policies-rules/	2,085 (0.23%)	31 (0.20%)	1.49%	44	29 (0.16%)	0.00%	4.10	0 (0.00%)	\$0.00 (0.00%)	0.00%
68.	/dining/cowbell-rolled-ice-cream/	2,040 (0.22%)	5 (0.03%)	0.25%	14	3 (0.02%)	33.33%	3.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
69.	/events/storm-volleyball-invitational/	2,037 (0.22%)	61 (0.40%)	2.99%	8.5	54 (0.29%)	1.85%	4.59	0 (0.00%)	\$0.00 (0.00%)	0.00%
70.	/growing-football-in-foley/	2,035 (0.22%)	230 (1.51%)	11.30%	13	203 (1.10%)	1.97%	3.97	0 (0.00%)	\$0.00 (0.00%)	0.00%
71.	/battle-of-the-bay-april-7-8/	2,024 (0.22%)	145 (0.95%)	7.16%	12	143 (0.77%)	6.29%	3.67	0 (0.00%)	\$0.00 (0.00%)	0.00%
72.	/events/gulf-coast-invitational/	2,019 (0.22%)	42 (0.28%)	2.08%	6.4	33 (0.18%)	9.09%	3.39	0 (0.00%)	\$0.00 (0.00%)	0.00%
73.	/fst-gets-new-wrestling-tournament-for-christmas/	2,014 (0.22%)	15 (0.10%)	0.74%	28	12 (0.06%)	8.33%	2.25	0 (0.00%)	\$0.00 (0.00%)	0.00%
74.	/rv_parks/anchors-aweigh-rv-resort/	2,014 (0.22%)	6 (0.04%)	0.30%	19	5 (0.03%)	20.00%	3.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
75.	/accommodations/hampton-inn/	2,003 (0.22%)	4 (0.03%)	0.20%	45	7 (0.04%)	0.00%	3.71	0 (0.00%)	\$0.00 (0.00%)	0.00%
76.	/airport-directions/	2,001 (0.22%)	5 (0.03%)	0.25%	15	4 (0.02%)	0.00%	2.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
77.	/labor-day-classic-serves-up-volleyball/	1,975 (0.22%)	93 (0.61%)	4.71%	17	80 (0.43%)	5.00%	5.16	0 (0.00%)	\$0.00 (0.00%)	0.00%
78.	/about-us/	1,933 (0.21%)	12 (0.08%)	0.62%	4.1	6 (0.03%)	0.00%	4.33	0 (0.00%)	\$0.00 (0.00%)	0.00%
79.	/the-future-of-volleyball-starts-in-foley/	1,867 (0.20%)	46 (0.30%)	2.46%	36	53 (0.29%)	3.77%	4.06	0 (0.00%)	\$0.00 (0.00%)	0.00%
80.	/events/sun-belt-womens-soccer-championship/	1,853 (0.20%)	47 (0.31%)	2.54%	8.3	50 (0.27%)	4.00%	2.64	0 (0.00%)	\$0.00 (0.00%)	0.00%
81.	/accommodations/marriott-towneplace-suites/	1,834 (0.20%)	3 (0.02%)	0.16%	63	9 (0.05%)	0.00%	2.67	0 (0.00%)	\$0.00 (0.00%)	0.00%
82.	/dining/sugar-spice-soul-cafe/	1,831 (0.20%)	11 (0.07%)	0.60%	16	9 (0.05%)	11.11%	3.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
83.	/dining/staceys-drugs-olde-tyme-soda-fountain/	1,830 (0.20%)	4 (0.03%)	0.22%	31	4 (0.02%)	25.00%	1.75	0 (0.00%)	\$0.00 (0.00%)	0.00%
84.	/gulf-coast-showdown-basketball-tournament/	1,799 (0.20%)	196 (1.28%)	10.89%	10	174 (0.94%)	5.17%	3.80	0 (0.00%)	\$0.00 (0.00%)	0.00%
85.	/girls-kick-off-publix-supercup/	1,719 (0.19%)	3 (0.02%)	0.17%	14	3 (0.02%)	0.00%	2.67	0 (0.00%)	\$0.00 (0.00%)	0.00%
86.	/event-organizer/american-cornhole-organization/	1,683 (0.18%)	2 (0.01%)	0.12%	37	2 (0.01%)	0.00%	4.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
87.	/event-location/foley-event-center/	1,679 (0.18%)	11 (0.07%)	0.66%	4.6	5 (0.03%)	0.00%	2.60	0 (0.00%)	\$0.00 (0.00%)	0.00%
88.	/rv_parks/bella-terra-rv-resort/	1,628 (0.18%)	3 (0.02%)	0.18%	29	3 (0.02%)	0.00%	3.67	0 (0.00%)	\$0.00 (0.00%)	0.00%
89.	/photo_video/73rd-alabama-boys-state-junior-golf-championship/	1,588 (0.17%)	15 (0.10%)	0.94%	27	16 (0.09%)	6.25%	2.19	0 (0.00%)	\$0.00 (0.00%)	0.00%

90.	/media-room/	1,537 (0.17%)	16 (0.10%)	1.04%	18	20 (0.11%)	5.00%	3.40	0 (0.00%)	\$0.00 (0.00%)	0.00%
91.	/rv_parks/beach-express-rv-park/	1,530 (0.17%)	9 (0.06%)	0.59%	23	8 (0.04%)	12.50%	3.12	0 (0.00%)	\$0.00 (0.00%)	0.00%
92.	/growing-with-the-gulf-coast-invitational/	1,471 (0.16%)	10 (0.07%)	0.68%	13	8 (0.04%)	12.50%	2.75	0 (0.00%)	\$0.00 (0.00%)	0.00%
93.	/rv_parks/johnnys-lakeside-rv-resort/	1,449 (0.16%)	0 (0.00%)	0.00%	36	3 (0.02%)	0.00%	3.33	0 (0.00%)	\$0.00 (0.00%)	0.00%
94.	/dining/captains-choice-seafood-restaurant/	1,442 (0.16%)	0 (0.00%)	0.00%	22	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
95.	/accommodations/the-hotel-magnolia/	1,424 (0.16%)	0 (0.00%)	0.00%	48	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
96.	/dining/wolf-bay-lodge/	1,420 (0.15%)	0 (0.00%)	0.00%	38	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
97.	/events/winter-futsal-challenge/	1,407 (0.15%)	67 (0.44%)	4.76%	13	70 (0.38%)	2.86%	2.74	0 (0.00%)	\$0.00 (0.00%)	0.00%
98.	/volleyballs-back-lav-invitational-comes-to-foley/	1,391 (0.15%)	15 (0.10%)	1.08%	7.9	14 (0.08%)	0.00%	4.43	0 (0.00%)	\$0.00 (0.00%)	0.00%
99.	/mad-for-volleyball/	1,371 (0.15%)	50 (0.33%)	3.65%	16	39 (0.21%)	7.69%	5.23	0 (0.00%)	\$0.00 (0.00%)	0.00%
100.	/archery-brings-top-competitors-foley/	1,341 (0.15%)	34 (0.22%)	2.54%	15	27 (0.15%)	7.41%	2.41	0 (0.00%)	\$0.00 (0.00%)	0.00%

Rows 1 - 100 of 1327

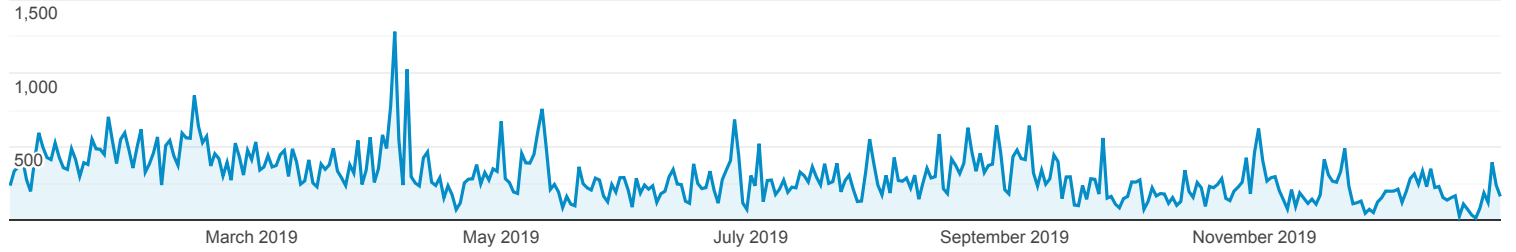
Pages

Jan 1, 2019 - Dec 31, 2019

All Users
 100.00% Pageviews

Explorer

● Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	112,060 % of Total: 100.00% (112,060)	46,990 % of Total: 100.00% (46,990)	00:00:33 Avg for View: 00:00:33 (0.00%)	29,493 % of Total: 100.00% (29,493)	7.11% Avg for View: 7.11% (0.00%)	26.32% Avg for View: 26.32% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	26,780 (23.90%)	11,114 (23.65%)	00:00:30	10,502 (35.61%)	6.60%	23.61%	\$0.00 (0.00%)
2. /events/	9,615 (8.58%)	4,243 (9.03%)	00:00:43	1,599 (5.42%)	5.95%	32.00%	\$0.00 (0.00%)
3. /facilities/	8,145 (7.27%)	3,009 (6.40%)	00:00:35	1,118 (3.79%)	5.46%	23.73%	\$0.00 (0.00%)
4. /accommodations/	5,604 (5.00%)	1,609 (3.42%)	00:00:45	426 (1.44%)	6.59%	16.04%	\$0.00 (0.00%)
5. /meet-our-team/	3,308 (2.95%)	1,374 (2.92%)	00:00:54	471 (1.60%)	11.25%	28.30%	\$0.00 (0.00%)
6. /driving-directions/	2,457 (2.19%)	1,096 (2.33%)	00:00:42	714 (2.42%)	22.10%	36.71%	\$0.00 (0.00%)
7. /photo_video/	1,907 (1.70%)	794 (1.69%)	00:00:15	69 (0.23%)	7.25%	8.29%	\$0.00 (0.00%)
8. /dining/	1,768 (1.58%)	625 (1.33%)	00:00:32	233 (0.79%)	6.01%	17.02%	\$0.00 (0.00%)
9. /rules-and-regulations/	1,581 (1.41%)	676 (1.44%)	00:00:37	402 (1.36%)	3.98%	26.63%	\$0.00 (0.00%)
10. /contact-us/	1,223 (1.09%)	565 (1.20%)	00:00:35	144 (0.49%)	31.94%	28.13%	\$0.00 (0.00%)
11. /dining/surge-nutrition/	1,157 (1.03%)	462 (0.98%)	00:00:25	459 (1.56%)	3.05%	38.38%	\$0.00 (0.00%)
12. /event-directory/	1,106 (0.99%)	449 (0.96%)	00:00:23	39 (0.13%)	2.56%	13.47%	\$0.00 (0.00%)
13. /frequently-asked-questions/	1,079 (0.96%)	486 (1.03%)	00:00:55	146 (0.50%)	8.16%	28.73%	\$0.00 (0.00%)
14. /photo_video/foleys-first-pickleball-tournament/	822 (0.73%)	354 (0.75%)	00:00:50	339 (1.15%)	5.01%	32.00%	\$0.00 (0.00%)
15. /events/big-wave-classic/	820 (0.73%)	375 (0.80%)	00:00:45	348 (1.18%)	6.02%	37.32%	\$0.00 (0.00%)
16. /events/pounders-open/	767 (0.68%)	332 (0.71%)	00:00:41	322 (1.09%)	3.41%	36.38%	\$0.00 (0.00%)
17. /events/asa-state-cup/	745 (0.66%)	333 (0.71%)	00:00:28	312 (1.06%)	2.87%	37.99%	\$0.00 (0.00%)
18. /photo_video/southern-shootout-high-school-soccer-tournament/	733 (0.65%)	336 (0.72%)	00:00:25	315 (1.07%)	7.30%	34.65%	\$0.00 (0.00%)
19. /photo_video/page/2/	688 (0.61%)	308 (0.66%)	00:00:10	17 (0.06%)	11.76%	6.98%	\$0.00 (0.00%)
20. /accommodations/marriott-towneplace-suites/	627 (0.56%)	239 (0.51%)	00:00:50	26 (0.09%)	7.69%	18.82%	\$0.00 (0.00%)

21.	/photo_video/2018-storm-invitational/	606 (0.54%)	270 (0.57%)	00:00:32	256 (0.87%)	10.55%	32.84%	\$0.00 (0.00%)
22.	/media-room/	592 (0.53%)	260 (0.55%)	00:00:24	37 (0.13%)	5.41%	13.01%	\$0.00 (0.00%)
23.	/events/southern-coast-cup/	532 (0.47%)	251 (0.53%)	00:00:35	226 (0.77%)	7.52%	38.91%	\$0.00 (0.00%)
24.	/growing-football-in-foley/	529 (0.47%)	228 (0.49%)	00:00:42	205 (0.70%)	1.94%	26.84%	\$0.00 (0.00%)
25.	/playfoley/	523 (0.47%)	176 (0.37%)	00:00:17	30 (0.10%)	0.00%	11.47%	\$0.00 (0.00%)
26.	/gulf-coast-showdown-basketball-tournament/	492 (0.44%)	211 (0.45%)	00:00:34	193 (0.65%)	6.22%	31.10%	\$0.00 (0.00%)
27.	/rv_parks/	492 (0.44%)	171 (0.36%)	00:00:25	48 (0.16%)	4.17%	16.46%	\$0.00 (0.00%)
28.	/events/spring-fling/	476 (0.42%)	204 (0.43%)	00:00:47	189 (0.64%)	7.41%	32.98%	\$0.00 (0.00%)
29.	/love-for-pickleball-blossoms-in-baldwin-count/	472 (0.42%)	198 (0.42%)	00:00:29	154 (0.52%)	3.25%	35.17%	\$0.00 (0.00%)
30.	/dining/page/2/	465 (0.41%)	139 (0.30%)	00:00:17	2 (0.01%)	50.00%	3.66%	\$0.00 (0.00%)
31.	/photo_video/page/3/	463 (0.41%)	207 (0.44%)	00:00:08	3 (0.01%)	33.33%	5.40%	\$0.00 (0.00%)
32.	/events/labor-day-classic/	427 (0.38%)	183 (0.39%)	00:00:49	150 (0.51%)	3.33%	32.79%	\$0.00 (0.00%)
33.	/events/foley-showdown/	421 (0.38%)	185 (0.39%)	00:00:44	137 (0.46%)	3.65%	33.25%	\$0.00 (0.00%)
34.	/battle-of-the-bay-april-7-8/	415 (0.37%)	183 (0.39%)	00:00:43	172 (0.58%)	5.81%	33.49%	\$0.00 (0.00%)
35.	/photo_video/2019-gulf-coast-classic/	411 (0.37%)	189 (0.40%)	00:00:22	156 (0.53%)	7.05%	32.36%	\$0.00 (0.00%)
36.	/chad-raybon-joins-fst-staff/	410 (0.37%)	191 (0.41%)	00:00:28	167 (0.57%)	5.39%	36.34%	\$0.00 (0.00%)
37.	/category/experience-foley-blog/	409 (0.36%)	169 (0.36%)	00:00:19	9 (0.03%)	0.00%	10.27%	\$0.00 (0.00%)
38.	/events/hall-of-fame-classic/	409 (0.36%)	182 (0.39%)	00:00:46	159 (0.54%)	1.26%	36.19%	\$0.00 (0.00%)
39.	/dining/page/3/	408 (0.36%)	112 (0.24%)	00:00:18	2 (0.01%)	0.00%	9.56%	\$0.00 (0.00%)
40.	/welcometofoley/	405 (0.36%)	128 (0.27%)	00:00:58	119 (0.40%)	10.92%	27.90%	\$0.00 (0.00%)
41.	/southern-coast-cup-draws-from-around-the-nation/	395 (0.35%)	172 (0.37%)	00:00:30	99 (0.34%)	5.05%	30.38%	\$0.00 (0.00%)
42.	/events/valentine-classic/	392 (0.35%)	180 (0.38%)	00:00:30	158 (0.54%)	1.90%	36.99%	\$0.00 (0.00%)
43.	/events/bounders-beach-bash/	379 (0.34%)	164 (0.35%)	00:00:53	156 (0.53%)	5.13%	39.84%	\$0.00 (0.00%)
44.	/accommodations/page/2/	375 (0.33%)	131 (0.28%)	00:00:25	10 (0.03%)	10.00%	16.00%	\$0.00 (0.00%)
45.	/gulf-coast-showdown-brings-basketball-back/	373 (0.33%)	167 (0.36%)	00:00:32	69 (0.23%)	4.35%	22.79%	\$0.00 (0.00%)
46.	/photo_video/page/4/	372 (0.33%)	164 (0.35%)	00:00:08	2 (0.01%)	0.00%	2.96%	\$0.00 (0.00%)
47.	/events/gulf-coast-region-friendship-tournament/	359 (0.32%)	160 (0.34%)	00:00:34	156 (0.53%)	6.41%	41.50%	\$0.00 (0.00%)
48.	/events/star-and-stripes-memorial-day-basketball-tournament/	355 (0.32%)	158 (0.34%)	00:00:28	144 (0.49%)	5.52%	37.75%	\$0.00 (0.00%)
49.	/photo_video/2019-southern-coast-cup/	350 (0.31%)	152 (0.32%)	00:00:20	131 (0.44%)	2.29%	34.57%	\$0.00 (0.00%)
50.	/photo_video/page/5/	337 (0.30%)	141 (0.30%)	00:00:07	1 (0.00%)	0.00%	5.93%	\$0.00 (0.00%)
51.	/accommodations/holiday-inn-suites/	335 (0.30%)	125 (0.27%)	00:00:31	7 (0.02%)	14.29%	12.84%	\$0.00 (0.00%)
52.	/female-athletes-descend-on-foley/	335 (0.30%)	155 (0.33%)	00:00:16	120 (0.41%)	5.00%	38.21%	\$0.00 (0.00%)
53.	/archery-competition-brings-cities-together/	303 (0.27%)	143 (0.30%)	00:00:28	115 (0.39%)	7.83%	36.63%	\$0.00 (0.00%)
54.	/summer-volleyball-draws-some-of-the-best-to-foley/	301 (0.27%)	129 (0.27%)	00:00:36	61 (0.21%)	1.64%	22.59%	\$0.00 (0.00%)
55.	/events/2019-perdido-soccer-shootout-boys-weekend/	299 (0.27%)	153 (0.33%)	00:00:41	126 (0.43%)	7.14%	42.14%	\$0.00 (0.00%)
56.	/volleyball-takes-foley-bv-storm/	295	144	00:00:31	75	10.67%	26.78%	\$0.00

57.	/pounders-open-looks-to-forward-founders-dream/	291 (0.26%)	124 (0.26%)	00:00:38	74 (0.25%)	9.46%	26.80%	\$0.00 (0.00%)
58.	/photo_video/2019-transitions-class-ceremony/	279 (0.25%)	134 (0.29%)	00:00:32	131 (0.44%)	9.92%	46.59%	\$0.00 (0.00%)
59.	/events/coastal-academy-cup/	275 (0.25%)	117 (0.25%)	00:00:22	113 (0.38%)	2.63%	33.82%	\$0.00 (0.00%)
60.	/complex-policies-rules/	260 (0.23%)	120 (0.26%)	00:00:23	68 (0.23%)	8.82%	28.85%	\$0.00 (0.00%)
61.	/events/17th-annual-southern-shoot-out/	260 (0.23%)	125 (0.27%)	00:00:16	98 (0.33%)	6.12%	36.92%	\$0.00 (0.00%)
62.	/labor-day-classic-kicks-off-season/	259 (0.23%)	110 (0.23%)	00:00:23	27 (0.09%)	18.52%	20.46%	\$0.00 (0.00%)
63.	/labor-day-classic-serves-up-volleyball/	258 (0.23%)	106 (0.23%)	00:00:51	85 (0.29%)	4.71%	22.87%	\$0.00 (0.00%)
64.	/the-future-of-volleyball-starts-in-foley/	256 (0.23%)	111 (0.24%)	00:00:26	81 (0.27%)	3.70%	32.03%	\$0.00 (0.00%)
65.	/photo_video/2019-usapa-atlantic-south-regional/	255 (0.23%)	117 (0.25%)	00:00:33	111 (0.38%)	14.41%	43.14%	\$0.00 (0.00%)
66.	/accommodations/hampton-inn/	246 (0.22%)	102 (0.22%)	00:00:29	11 (0.04%)	0.00%	17.07%	\$0.00 (0.00%)
67.	/category/experience-foley-blog/foley-eats/	245 (0.22%)	93 (0.20%)	00:00:12	22 (0.07%)	0.00%	17.14%	\$0.00 (0.00%)
68.	/driving-directions/map/	232 (0.21%)	93 (0.20%)	00:00:26	69 (0.23%)	7.25%	23.28%	\$0.00 (0.00%)
69.	/meet-our-team/don-dukemineer/	230 (0.21%)	108 (0.23%)	00:00:43	105 (0.36%)	7.62%	42.61%	\$0.00 (0.00%)
70.	/events/usa-ultimate-college-regional/	229 (0.20%)	102 (0.22%)	00:00:59	95 (0.32%)	4.21%	34.50%	\$0.00 (0.00%)
71.	/mom-about-town-the-balance-of-grit/?fbclid=IwAR2bk_khkdFLfEvjdb3MdsjlCRJ7H8Y_yoWGFFI8_uNafwUminnP9ldZ-0l	229 (0.20%)	110 (0.23%)	00:00:10	109 (0.37%)	4.59%	48.03%	\$0.00 (0.00%)
72.	/facilities/sports-field-layout/	226 (0.20%)	76 (0.16%)	00:00:31	61 (0.21%)	3.28%	23.45%	\$0.00 (0.00%)
73.	/events/march-madness/	225 (0.20%)	101 (0.21%)	00:00:29	96 (0.33%)	3.12%	37.33%	\$0.00 (0.00%)
74.	/promote-your-event/	225 (0.20%)	104 (0.22%)	00:00:25	13 (0.04%)	0.00%	16.44%	\$0.00 (0.00%)
75.	/photo_video/june-2019-uca-cheer-camp/	214 (0.19%)	101 (0.21%)	00:00:34	89 (0.30%)	10.11%	43.46%	\$0.00 (0.00%)
76.	/foley-eats-mamma-mia-thats-a-tasty-pizza/	210 (0.19%)	102 (0.22%)	00:00:23	87 (0.29%)	8.05%	41.90%	\$0.00 (0.00%)
77.	/csu-commencement-expects-more-than-4000/	208 (0.19%)	94 (0.20%)	00:00:18	86 (0.29%)	4.65%	41.35%	\$0.00 (0.00%)
78.	/events/lower-alabama-volleyball-invitational/	207 (0.18%)	98 (0.21%)	00:00:26	81 (0.27%)	3.70%	39.13%	\$0.00 (0.00%)
79.	/photo_video/page/6/	205 (0.18%)	83 (0.18%)	00:00:18	1 (0.00%)	100.00%	6.34%	\$0.00 (0.00%)
80.	/attractions-2/	202 (0.18%)	77 (0.16%)	00:00:34	12 (0.04%)	16.67%	14.36%	\$0.00 (0.00%)
81.	/frisbees-set-to-fly-in-foley/	197 (0.18%)	88 (0.19%)	00:00:23	50 (0.17%)	6.00%	17.77%	\$0.00 (0.00%)
82.	/events/battle-by-the-bay/	194 (0.17%)	98 (0.21%)	00:00:51	79 (0.27%)	7.50%	41.24%	\$0.00 (0.00%)
83.	/volleyball-is-in-full-bloom-at-spring-fling/	189 (0.17%)	78 (0.17%)	00:00:19	53 (0.18%)	7.55%	27.51%	\$0.00 (0.00%)
84.	/dining/page/4/	187 (0.17%)	40 (0.09%)	00:00:15	0 (0.00%)	0.00%	2.14%	\$0.00 (0.00%)
85.	/event-organizer/coastal-alabama-pickleball-club/	187 (0.17%)	79 (0.17%)	00:00:35	73 (0.25%)	2.74%	32.62%	\$0.00 (0.00%)
86.	/lacrosse-returns-to-foley/	185 (0.17%)	83 (0.18%)	00:00:47	58 (0.20%)	1.72%	27.57%	\$0.00 (0.00%)
87.	/events/winter-futsal-challenge/	184 (0.16%)	81 (0.17%)	00:00:43	73 (0.25%)	2.70%	39.13%	\$0.00 (0.00%)
88.	/foley-set-to-host-prestigious-pickleball-tournament/	184 (0.16%)	74 (0.16%)	00:00:54	16 (0.05%)	6.25%	21.74%	\$0.00 (0.00%)
89.	/mad-for-volleyball/	183 (0.16%)	79 (0.17%)	00:00:26	46 (0.16%)	8.70%	23.50%	\$0.00 (0.00%)
90.	/ride-or-die-with-p-s-taco/	183 (0.16%)	89 (0.19%)	00:00:26	70 (0.24%)	14.29%	40.98%	\$0.00 (0.00%)
91.	/big-wave-breaks-record/	176 (0.16%)	78 (0.17%)	00:00:34	21 (0.07%)	0.00%	18.18%	\$0.00 (0.00%)

92.	/events/storm-aau-grand-prix/	175 (0.16%)	78 (0.17%)	00:00:39	73 (0.25%)	0.00%	39.43%	\$0.00 (0.00%)
93.	/5th-annual-big-wave-classic/	174 (0.16%)	79 (0.17%)	00:00:29	71 (0.24%)	2.82%	33.33%	\$0.00 (0.00%)
94.	/bags-will-fly-at-foley-major/	172 (0.15%)	89 (0.19%)	00:00:37	72 (0.24%)	13.89%	43.02%	\$0.00 (0.00%)
95.	/hall-of-fame-classic-looks-to-grow-volleyball/	172 (0.15%)	82 (0.17%)	00:00:13	50 (0.17%)	11.76%	35.47%	\$0.00 (0.00%)
96.	/supercup-returns-for-boys-weekend/	163 (0.15%)	67 (0.14%)	00:00:15	27 (0.09%)	11.11%	20.86%	\$0.00 (0.00%)
97.	/events/storm-volleyball-invitational/	162 (0.14%)	65 (0.14%)	00:00:38	59 (0.20%)	1.67%	31.48%	\$0.00 (0.00%)
98.	/foley-hospitality-and-facilities-keep-volleyball-coming-back/	162 (0.14%)	75 (0.16%)	00:00:18	21 (0.07%)	9.52%	20.99%	\$0.00 (0.00%)
99.	/futsal-numbers-on-the-rise/	162 (0.14%)	76 (0.16%)	00:00:29	35 (0.12%)	5.71%	27.16%	\$0.00 (0.00%)
100.	/events/gulf-coast-classic/	156 (0.14%)	73 (0.16%)	00:00:43	62 (0.21%)	3.23%	37.18%	\$0.00 (0.00%)

Rows 1 - 100 of 1505

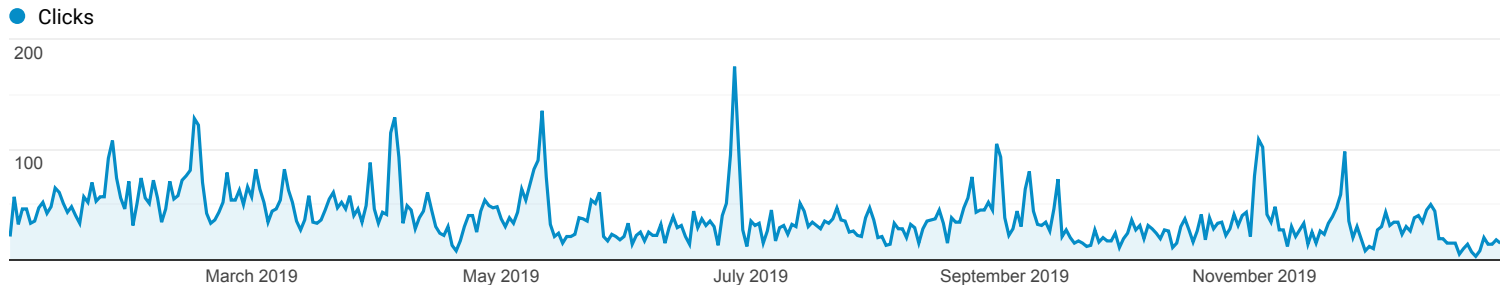
Queries

Google Search: Top 1,000 daily Landing Pages.

Jan 1, 2019 - Dec 31, 2019

All Users
 100.00% Clicks

Explorer



Search Query	Clicks	Impressions	CTR	Average Position
	4,810 % of Total: 33.29% (14,447)	303,885 % of Total: 61.12% (497,185)	1.58% Avg for View: 2.91% (-45.53%)	27 Avg for View: 22 (22.32%)
1. foley sports tourism	525 (10.91%)	1,280 (0.42%)	41.02%	3.0
2. foley sports tourism complex	424 (8.81%)	2,224 (0.73%)	19.06%	2.4
3. foley sports complex	258 (5.36%)	7,454 (2.45%)	3.46%	4.8
4. foley event center	190 (3.95%)	2,803 (0.92%)	6.78%	3.7
5. surge nutrition foley al	167 (3.47%)	968 (0.32%)	17.25%	2.6
6. foley soccer tournament	166 (3.45%)	880 (0.29%)	18.86%	2.1
7. foley 7 on 7 tournament 2019	142 (2.95%)	269 (0.09%)	52.79%	1.3
8. foley soccer tournament 2019	129 (2.68%)	703 (0.23%)	18.35%	2.2
9. owa sports complex	113 (2.35%)	655 (0.22%)	17.25%	2.2
10. southern coast cup 2019	107 (2.22%)	885 (0.29%)	12.09%	2.6
11. surge nutrition foley	96 (2.00%)	517 (0.17%)	18.57%	2.4
12. owa volleyball tournament	87 (1.81%)	117 (0.04%)	74.36%	1.0
13. foley volleyball tournament	78 (1.62%)	143 (0.05%)	54.55%	1.2
14. alabama state cup soccer 2019	62 (1.29%)	656 (0.22%)	9.45%	5.7
15. foley soccer complex	62 (1.29%)	1,855 (0.61%)	3.34%	3.5
16. foley event center at owa	48 (1.00%)	916 (0.30%)	5.24%	3.2
17. storm invitational volleyball tournament 2019	45 (0.94%)	624 (0.21%)	7.21%	3.2
18. foley sports tourism complex map	44 (0.91%)	69 (0.02%)	63.77%	1.0
19. big wave classic 2019	42 (0.87%)	489 (0.16%)	8.59%	3.9
20. foley alabama soccer tournament	36 (0.75%)	190 (0.06%)	18.95%	2.2

21.	pounders volleyball tournament 2019	36 (0.75%)	172 (0.06%)	20.93%	4.0
22.	spring fling volleyball foley	35 (0.73%)	65 (0.02%)	53.85%	1.0
23.	bounders beach bash 2019	34 (0.71%)	246 (0.08%)	13.82%	2.2
24.	friendship volleyball tournament foley al	34 (0.71%)	53 (0.02%)	64.15%	1.0
25.	foley alabama volleyball tournament	33 (0.69%)	114 (0.04%)	28.95%	2.7
26.	foley volleyball tournament 2019	32 (0.67%)	134 (0.04%)	23.88%	3.1
27.	gulf coast showdown basketball	31 (0.64%)	178 (0.06%)	17.42%	2.0
28.	surge nutrition foley al menu	30 (0.62%)	67 (0.02%)	44.78%	1.1
29.	foley sports tourism complex events	29 (0.60%)	118 (0.04%)	24.58%	2.1
30.	foley event center foley al	28 (0.58%)	204 (0.07%)	13.73%	4.4
31.	foley al soccer tournament 2019	27 (0.56%)	167 (0.05%)	16.17%	3.5
32.	foley soccer tournament may 2019	27 (0.56%)	53 (0.02%)	50.94%	1.2
33.	foley alabama soccer tournament 2019	24 (0.50%)	120 (0.04%)	20.00%	2.8
34.	southern coast cup	24 (0.50%)	590 (0.19%)	4.07%	3.9
35.	big wave classic	23 (0.48%)	320 (0.11%)	7.19%	3.7
36.	soccer tournament in foley alabama	23 (0.48%)	78 (0.03%)	29.49%	1.6
37.	foley sports	22 (0.46%)	295 (0.10%)	7.46%	2.6
38.	coastal alabama pickleball club	21 (0.44%)	121 (0.04%)	17.36%	5.7
39.	foley soccer tournament november 2019	21 (0.44%)	153 (0.05%)	13.73%	2.4
40.	march madness volleyball tournament	21 (0.44%)	186 (0.06%)	11.29%	6.7
41.	valentine classic volleyball	21 (0.44%)	93 (0.03%)	22.58%	3.7
42.	foley events center	19 (0.40%)	77 (0.03%)	24.68%	2.3
43.	foley pickleball tournament	19 (0.40%)	125 (0.04%)	15.20%	3.8
44.	foley showdown	19 (0.40%)	43 (0.01%)	44.19%	1.5
45.	southern shootout	19 (0.40%)	858 (0.28%)	2.21%	6.1
46.	stars and stripes memorial day tournament	19 (0.40%)	63 (0.02%)	30.16%	1.8
47.	coastal academy cup	18 (0.37%)	630 (0.21%)	2.86%	4.6
48.	foley 7 on 7 tournament	18 (0.37%)	31 (0.01%)	58.06%	1.4
49.	surge nutrition	18 (0.37%)	610 (0.20%)	2.95%	8.6
50.	920 east pride blvd foley al	17 (0.35%)	156 (0.05%)	10.90%	2.1
51.	big wave classic foley al	17 (0.35%)	112 (0.04%)	15.18%	3.0
52.	gulf coast invitational	17 (0.35%)	1,523 (0.50%)	1.12%	6.2
53.	pounders open 2019	17 (0.35%)	82 (0.03%)	20.73%	3.4
54.	panhandle basketball	16 (0.33%)	2,704 (0.89%)	0.59%	8.1
55.	perdido soccer shootout 2019	16 (0.33%)	595 (0.20%)	2.69%	4.1
56.	foley showdown 7 on 7	15 (0.31%)	40 (0.01%)	27.50%	2.0

56.	foley showdown / on /	15 (0.31%)	71 (0.02%)	37.30%	2.3
57.	owa soccer complex	15 (0.31%)	71 (0.02%)	21.13%	1.9
58.	pounders open volleyball	15 (0.31%)	51 (0.02%)	29.41%	2.4
59.	soccer tournament foley al	15 (0.31%)	68 (0.02%)	22.06%	2.3
60.	alabama state cup	14 (0.29%)	429 (0.14%)	3.26%	6.2
61.	battle of the bay volleyball 2019	14 (0.29%)	224 (0.07%)	6.25%	4.9
62.	big wave soccer tournament	14 (0.29%)	105 (0.03%)	13.33%	2.8
63.	foley alabama sports complex	14 (0.29%)	249 (0.08%)	5.62%	3.3
64.	foley sports complex foley al	14 (0.29%)	422 (0.14%)	3.32%	5.9
65.	southern shootout 2019	14 (0.29%)	1,444 (0.48%)	0.97%	7.0
66.	asa archery	13 (0.27%)	13,621 (4.48%)	0.10%	7.4
67.	columbia southern university commencement 2019	13 (0.27%)	419 (0.14%)	3.10%	6.9
68.	directions to foley alabama	13 (0.27%)	5,943 (1.96%)	0.22%	5.0
69.	eastern shore volleyball club	13 (0.27%)	854 (0.28%)	1.52%	5.3
70.	battle of the bay volleyball tournament 2019	12 (0.25%)	23 (0.01%)	52.17%	2.4
71.	foley tourism sports complex	12 (0.25%)	93 (0.03%)	12.90%	1.8
72.	gulf coast classic 2019	12 (0.25%)	745 (0.25%)	1.61%	4.7
73.	hall of fame volleyball tournament foley al	12 (0.25%)	63 (0.02%)	19.05%	3.3
74.	alabama soccer state cup	11 (0.23%)	221 (0.07%)	4.98%	6.1
75.	pickleball tournament foley al	11 (0.23%)	44 (0.01%)	25.00%	4.5
76.	alabama soccer state cup 2019	10 (0.21%)	67 (0.02%)	14.93%	5.5
77.	alabama soccer state cup 2019 schedule	10 (0.21%)	85 (0.03%)	11.76%	6.6
78.	asa foley 2019	10 (0.21%)	617 (0.20%)	1.62%	3.0
79.	foley convention center	10 (0.21%)	111 (0.04%)	9.01%	4.4
80.	foley event center foley alabama	10 (0.21%)	164 (0.05%)	6.10%	1.8
81.	foley event center owa	10 (0.21%)	251 (0.08%)	3.98%	4.4
82.	foley sports tourism complex field map	10 (0.21%)	61 (0.02%)	16.39%	1.4
83.	southern shootout foley al	10 (0.21%)	123 (0.04%)	8.13%	2.9
84.	southern shootout soccer 2019	10 (0.21%)	598 (0.20%)	1.67%	6.5
85.	asa archery foley al	9 (0.19%)	53 (0.02%)	16.98%	2.5
86.	beach bash gymnastics meet 2019	9 (0.19%)	67 (0.02%)	13.43%	2.1
87.	coastal academy cup 2019	9 (0.19%)	227 (0.07%)	3.96%	4.7
88.	foley event center at owa in foley alabama	9 (0.19%)	122 (0.04%)	7.38%	3.6
89.	foley volleyball	9 (0.19%)	59 (0.02%)	15.25%	7.4
90.	perdido soccer shootout	9 (0.19%)	284 (0.09%)	3.17%	4.4
91.	publix super cup 2019	9 (0.19%)	842 (0.28%)	1.07%	7.3

92. big wave classic soccer	8 (0.17%)	123 (0.04%)	6.50%	3.6
93. foley alabama archery tournament	8 (0.17%)	43 (0.01%)	18.60%	4.6
94. friendship tournament volleyball	8 (0.17%)	117 (0.04%)	6.84%	6.7
95. gulf coast classic volleyball tournament 2019	8 (0.17%)	460 (0.15%)	1.74%	7.4
96. gulf coast showdown	8 (0.17%)	61 (0.02%)	13.11%	2.3
97. gulf coast soccer tournament 2019	8 (0.17%)	205 (0.07%)	3.90%	7.8
98. lower alabama volleyball	8 (0.17%)	1,354 (0.45%)	0.59%	7.3
99. owa \$10 off	8 (0.17%)	136 (0.04%)	5.88%	9.1
100. publix soccer tournament 2019	8 (0.17%)	231 (0.08%)	3.46%	7.5

Rows 1 - 100 of 11240

FoleySportsTourism.com

Five-year SEO Summary Report / 2019 Updates

The FoleySportsTourism.com website (FST) just passed its fifth full year of existence. Since the site's initial launch in Feb. 2015, the largest source of traffic acquisition to the site has always originated via organic search (SEO) sources, by a very wide margin.

During that five-year span, SEO channels have generated a steady share of FST site traffic at about 60%.

The organic search share has also strengthened during the site's history. During calendar year 2019, that SEO traffic share stood at a robust 68%.

By comparison, the next highest audience acquisition source -- 'direct' visits -- delivered 15% of all FST visitor sessions during 2019.

Fueled by the "content" of new event announcements on the FST site, a constant stream of SEO results from Google and the other search engines continue to point large numbers of new visitors to the website . . . and the city of Foley.

Through calendar year 2019, a total of 11,240 separate Google search queries (keywords & phrases) produced results for 1,327 various pages of the FST site. The marketing value equates to some 917,366 total web impressions via Google for calendar year 2019 alone. That is a substantial reach for the City of Foley, the FST brand and specific information within the website.

Due to the hard work within the city and specifically from the FST staff, the continuing bookings of first-time events -- and the new visitors brought with them -- have also provided a strong flow of fresh new website users looking to find the information they need to enjoy their visit to the FST complex and the city of Foley.

During calendar year 2019, first-time visitors to the website accounted for 83.2% of all FST site traffic. Once again, the overwhelming majority of these new visitors find the website and the information they need from organic search channels. SEO sources contributed a 68% share of "New" FST visitors during the year.

Additional PDF analytics reports accompany this document with 2019's top pageviews and top search landing pages (which closely relate to one another), along with the top search queries.

While we are pleased with the history and ongoing strength of the SEO contribution to the FST brand and the website's growth, we would expect that any redevelopment of the site in design and structure to maintain the past search success, if not expand on the site's search performance.

SEARCH TRENDS IN 2020 AND BEYOND

In the 'old days' of web development, once a user found a website pertaining to a subject in which they were interested, they would then begin to 'navigate' the site to drill down into content areas for more specific information. Dependent upon the page and navigation structure of a site, users might then have to literally 'search' within a site for the information needed . . . whether it be basic information like hours or location, or more in-depth detail about the organization's history, leadership or service staff.

While this old way of designing websites may have contributed to audience metrics such as a greater overall pageview volume or more average pages per visit, it was not necessarily a structure based on 'user-friendliness' and making things easier and faster for the audience to find.

Fast-forward to 2020 and a more savvy consumer and marketer, and the mantra became: ***make it as easy as possible for users to find exactly what they are looking for.***

This new paradigm has been embraced by both the web development community and the search engines themselves. With the expansion of Google's business listing knowledge panels (Google My Business, otherwise known as Google Places) and the "Rich Results" snippets in its organic search results, consumers can now easily find links to "Driving Directions" or "Hours" or "Events" directly within the search results themselves, and click directly to that page. You can see how this may reduce the overall interaction within the site, but provides an easier and more rewarding experience for the end user.

In the real-time case of the FST website, the most visitors still enter the site from the front page but are increasingly interested in specific Events, Facilities, Accommodations and Driving Directions.

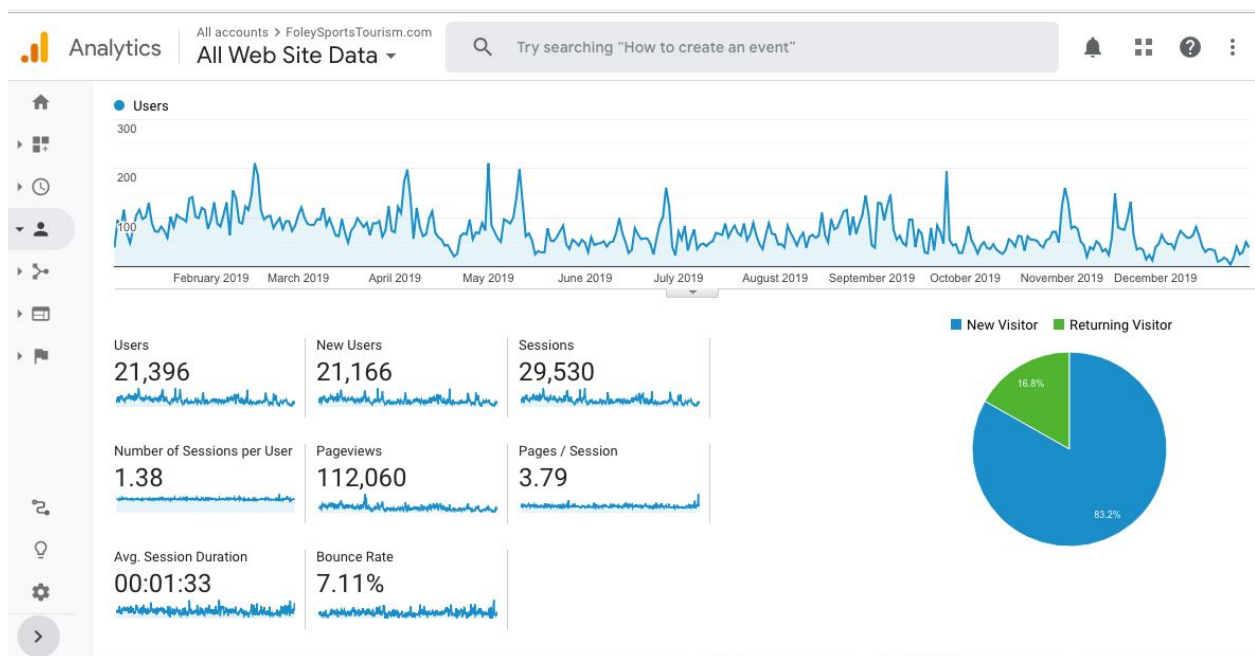
These trends need to be in the planning forefront for any new site's development, by
1.) remaining mindful to what is most important to visitors, and . . .
2.) creating site content and navigation accordingly.

Individual page titles -- or certainly the main points of content on those pages -- should be relevant and specific to the keywords or phrases likely to be used in searching for that information. The term 'content' of course means page titles, headings, text, images, video, maps, contact forms, e-commerce interfaces and internal & external links.

Making the users' most meaningful content the easiest to access -- and proving them the quickest way to find the information sought -- is paramount to success moving forward in the fast-changing ever-expanding internet world.

2019 FST OVERVIEW DATA FOLLOWS BELOW

TRAFFIC AND BEHAVIOR TOTALS



2019 ACQUISITION & BEHAVIOR TOTALS, BY CHANNEL

Analytics | All accounts > FoleySportsTourism.com | All Web Site Data

Try searching "How to create an event"

Primary Dimension: **Default Channel Grouping** | Source / Medium | Source | Medium | Other

Plot Rows | Secondary dimension | Sort Type: Default

Default Channel Grouping	Acquisition			Behavior		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	21,396 <small>% of Total: 100.00% (21,396)</small>	21,169 <small>% of Total: 100.01% (21,166)</small>	29,530 <small>% of Total: 100.00% (29,530)</small>	7.11% <small>Avg for View: 7.11% (0.00%)</small>	3.79 <small>Avg for View: 3.79 (0.00%)</small>	00:01:33 <small>Avg for View: 00:01:33 (0.00%)</small>
1. Organic Search	14,697 (66.80%)	14,332 (67.70%)	20,072 (67.97%)	4.92%	4.01	00:01:42
2. Direct	3,514 (15.97%)	3,487 (16.47%)	4,503 (15.25%)	14.68%	3.37	00:01:18
3. Social	2,569 (11.68%)	2,442 (11.54%)	3,277 (11.10%)	10.62%	2.69	00:00:41
4. (Other)	617 (2.80%)	439 (2.07%)	789 (2.67%)	4.06%	4.49	00:01:59
5. Referral	555 (2.52%)	428 (2.02%)	830 (2.81%)	8.31%	4.60	00:02:30
6. Email	49 (0.22%)	41 (0.19%)	59 (0.20%)	5.08%	4.42	00:00:44

Show rows: 10 | Go to: 1 | 1

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TOP-15 ENTRY SOURCES, BY MEDIUM (2019)

Analytics | All accounts > FoleySportsTourism.com | All Web Site Data

Try searching "How to create an event"

1. google / organic	13,476 (61.16%)	13,226 (62.48%)	18,522 (62.72%)	4.99%	3.98	00:01:41
2. (direct) / (none)	3,514 (15.95%)	3,487 (16.47%)	4,503 (15.25%)	14.68%	3.37	00:01:18
3. m.facebook.com / referral	2,006 (9.10%)	1,972 (9.32%)	2,443 (8.27%)	11.30%	2.44	00:00:26
4. bing / organic	672 (3.05%)	636 (3.00%)	899 (3.04%)	2.78%	4.73	00:01:52
5. mailchimp / page	617 (2.80%)	439 (2.07%)	789 (2.67%)	4.06%	4.49	00:01:59
6. yahoo / organic	437 (1.98%)	413 (1.95%)	572 (1.94%)	5.77%	3.86	00:01:29
7. facebook.com / referral	322 (1.46%)	235 (1.11%)	453 (1.53%)	13.69%	3.46	00:01:42
8. l.facebook.com / referral	131 (0.59%)	86 (0.41%)	151 (0.51%)	1.99%	3.79	00:01:12
9. t.co / referral	78 (0.35%)	69 (0.33%)	117 (0.40%)	2.56%	2.58	00:00:28
10. lm.facebook.com / referral	67 (0.30%)	47 (0.22%)	80 (0.27%)	2.50%	3.64	00:01:53
11. highschoolcup.com / referral	57 (0.26%)	49 (0.23%)	62 (0.21%)	3.23%	3.40	00:00:26
12. pickleballtournaments.com / referral	54 (0.25%)	47 (0.22%)	73 (0.25%)	8.22%	5.89	00:03:04
13. njcaa.org / referral	52 (0.24%)	47 (0.22%)	63 (0.21%)	3.17%	2.86	00:00:15
14. snapsoccer.com / referral	52 (0.24%)	32 (0.15%)	61 (0.21%)	4.92%	3.85	00:02:07
15. Local Businesses / email	49 (0.22%)	41 (0.19%)	59 (0.20%)	5.08%	4.42	00:00:44

MOBILE TRAFFIC TOTALS & SHARES (66% VIA SMARTPHONE & TABLET)

Analytics | All accounts > FoleySportsTourism.com | Try searching "How to create an event"

March 2019 | May 2019 | **July 2019** | September 2019 | November 2019

Primary Dimension: Device Category

Plot Rows | Secondary dimension | Sort Type: Default | advanced

Device Category	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	21,396 <small>% of Total: 100.00% (21,396)</small>	21,169 <small>% of Total: 100.01% (21,166)</small>	29,530 <small>% of Total: 100.00% (29,530)</small>	7.11% <small>Avg for View: 7.11% (0.00%)</small>	3.79 <small>Avg for View: 3.79 (0.00%)</small>	00:01:33 <small>Avg for View: 00:01:33 (0.00%)</small>
1. mobile	12,952 (60.67%)	12,850 (60.70%)	18,209 (61.66%)	6.80%	3.27	00:01:14
2. desktop	7,288 (34.14%)	7,222 (34.12%)	9,802 (33.19%)	8.09%	4.58	00:02:03
3. tablet	1,107 (5.19%)	1,097 (5.18%)	1,519 (5.14%)	4.61%	5.00	00:02:06

Show rows: 10 | Go to: 1 | 1

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