



WEB • PRINT • MARKETING

[iPartnerMedia.com](http://iPartnerMedia.com)

# Sanibel Captiva Chamber of Commerce

## Monthly Performance Report

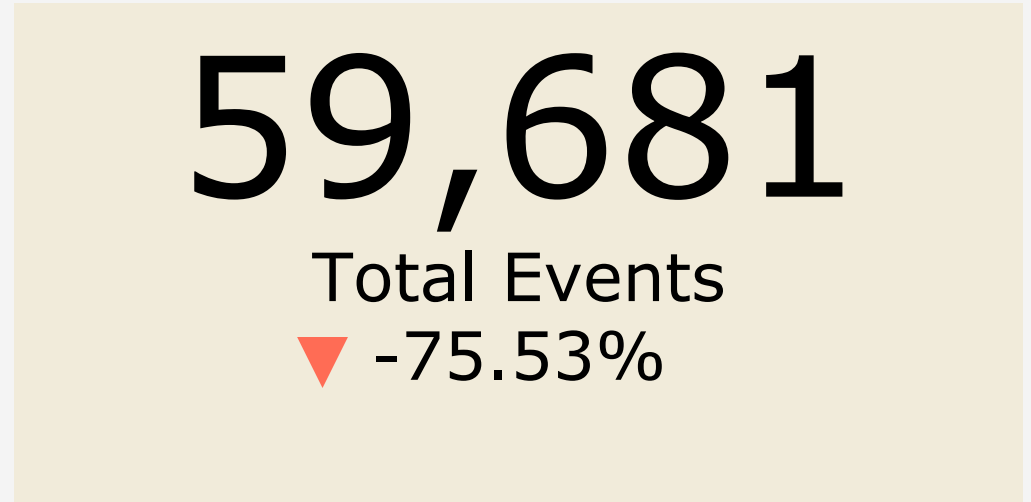
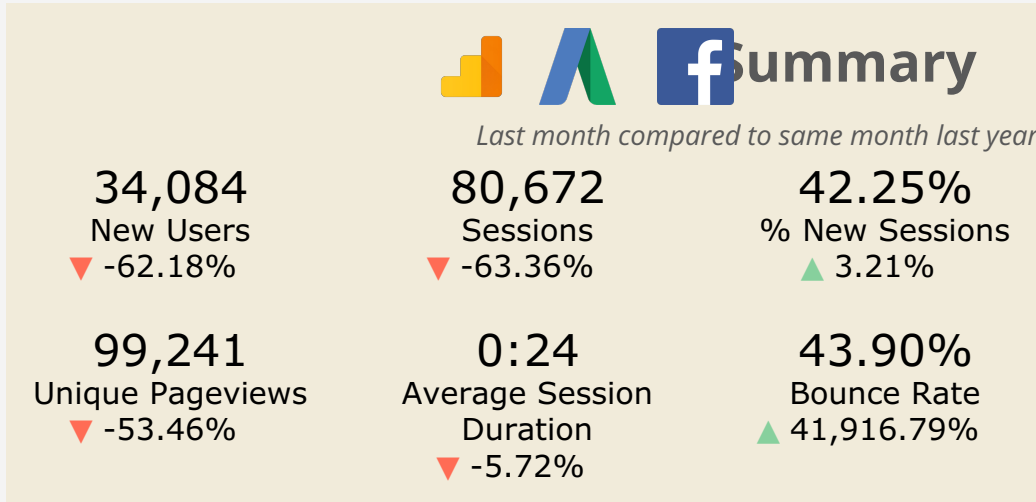
September 2018



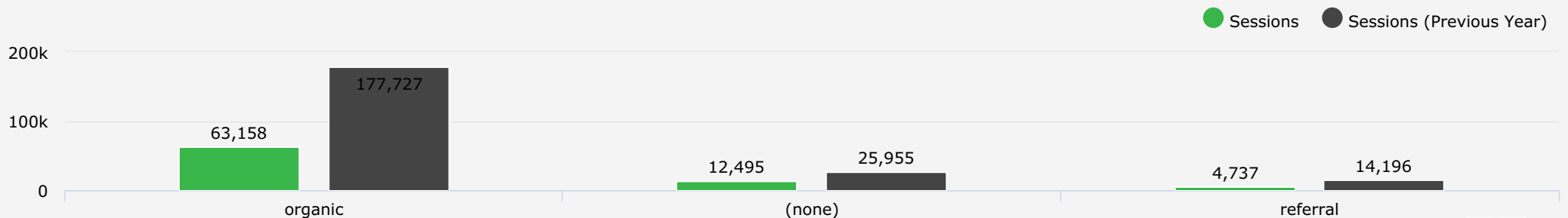


## Referrals Sources

### Total Member Referrals



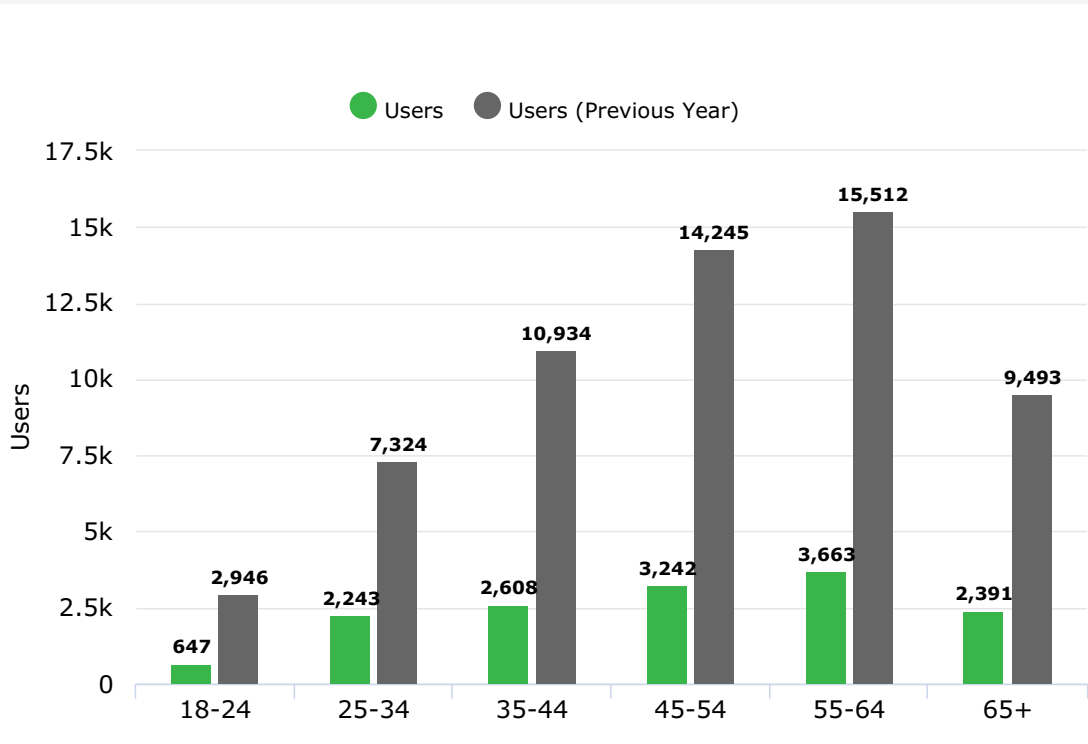
Top 3 Referral Sources YoY





# Organic Traffic

## User Demographics



## Top 10 Organic Queries

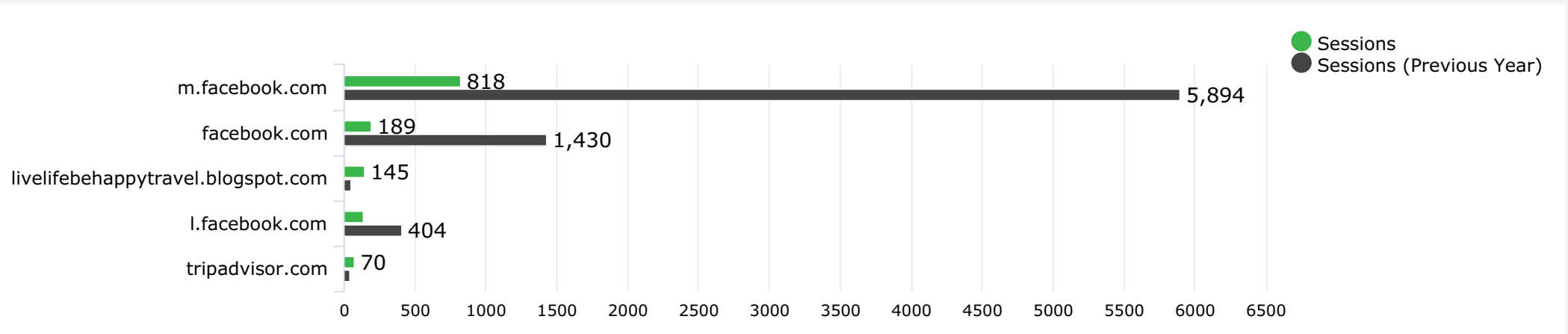
Keywords	Clicks	Imp's	CTR	Position
sanibel island	6,620	83,165	7.96%	1.75
captiva island	796	25,434	3.13%	1.85
sanibel island webcam	741	1,130	65.58%	1.00
sanibel webcam	572	842	67.93%	1.00
sanibel beach cam	489	759	64.43%	1.01
sanibel	455	13,830	3.29%	3.19
sanibel island florida	419	5,432	7.71%	1.87
sanibel island hotels	333	8,328	4.00%	3.09
sanibel island beach cam	327	693	47.19%	1.06
sanibel florida	294	6,780	4.34%	2.38
<b>Total</b>	<b>11,046</b>	<b>146,393</b>	<b>7.55%</b>	<b>2.00</b>



# Social Referrals



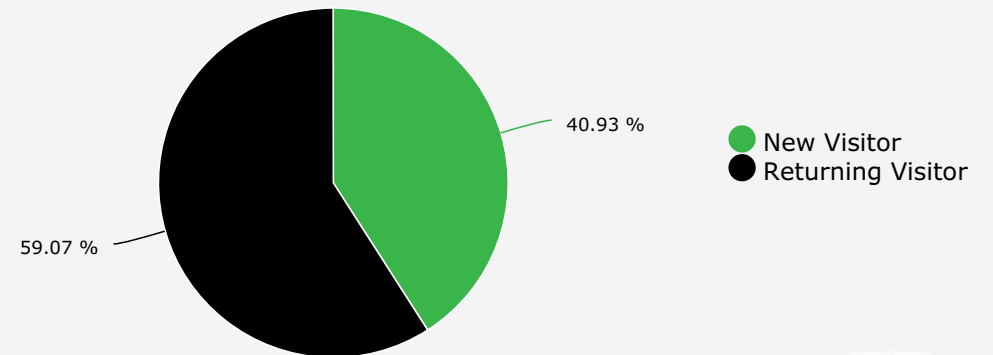
## Top Referring Social Sites



## Top Social Referrals by Users

Source	Users	New Users
m.facebook.com	629	529
facebook.com	87	62
lifelifebehappytravel.blogspot.com	62	58
l.facebook.com	58	47
disqus.com	33	32
pinterest.com	28	26
<b>Total</b>	<b>897</b>	<b>754</b>

## Users New Vs. Returning (YoY)





# Geo Targeting

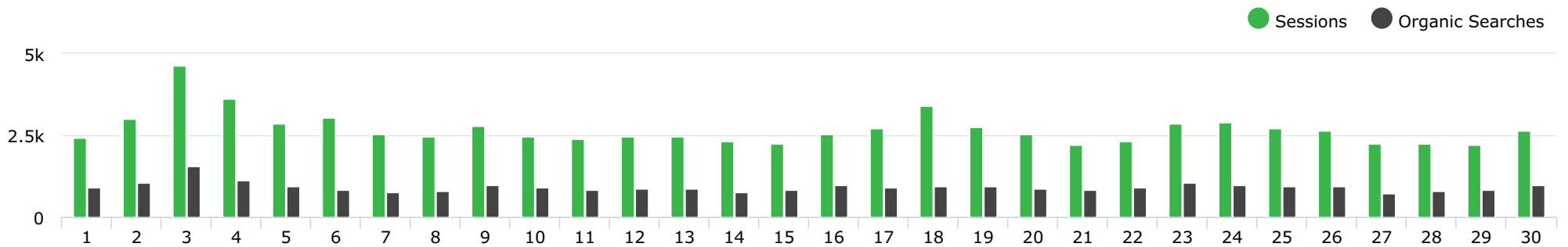
## Top 10 Countries by Sessions

Countries	Sessions	% New Sessions
United States of America	56,863	42.17%
Canada	1,432	40.64%
United Kingdom	1,406	42.96%
Germany	1,328	36.30%
Switzerland	447	26.85%
Sweden	206	61.65%
France	185	48.65%
Netherlands	156	54.49%
Australia	96	19.79%
Denmark	87	58.62%

## Top 10 States by Sessions

Region	Sessions	% New Sessions
Florida	16,092	46.23%
Illinois	3,199	39.26%
Ohio	3,177	35.41%
New York	3,008	39.89%
Pennsylvania	2,981	34.79%
New Jersey	1,758	42.09%
Minnesota	1,703	40.69%
Michigan	1,686	41.16%
Georgia	1,673	43.28%
Indiana	1,632	39.95%

## Organic Sessions by day



## Paid Search Overview



### AdWords Summary

September compared to the month prior.

<b>0</b> Clicks ▼ -770	<b>0</b> Impressions ▼ -141,770	<b>0.00%</b> CTR ▼ -0.54%
<b>0.00</b> Avg. position ▼ -1.01	<b>\$0.00</b> CPC ▼ \$-1.33	<b>\$0.00</b> Cost ▼ \$-1,024.86

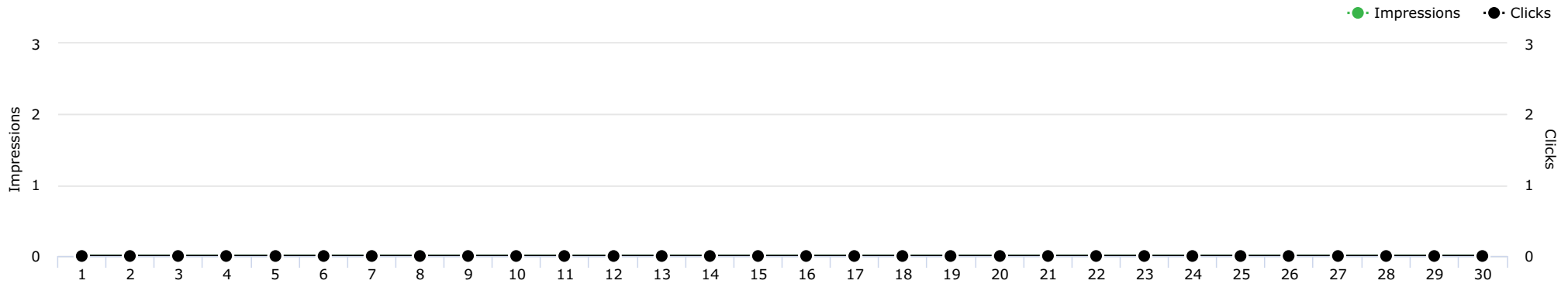


### Analytics Paid Traffic

September compared to the same month last year.

<b>7</b> Users ▼ -187	<b>3</b> New Users ▼ -182	<b>108</b> Sessions ▼ -187	<b>2.78%</b> % New Sessions ▼ -59.93%
<b>0.91</b> Pages / Session ▼ -0.08	<b>61:55</b> Session Duration ▲ 15:23	<b>6.48%</b> Bounce Rate ▲ 6.48%	

## Campaign Performance



## Conversion Data



### Conversion Data

September compared to the month prior.

**3**  
Total Calls  
▲ 3

**0**  
Completed Goals  
● 0

**0**  
Call Ext.  
● 0

**0**  
Website Calls  
● 0

**0**  
Total Conv.  
● 0

**\$0.00**  
Cost/Conv  
● \$0.00

**0.00%**  
Conv. Rate  
● 0.00%

## Campaign Performance

### AdWords - Campaign Performance

