

SEO Overview

Monthly Summary & Analysis

In December, Mad Fish performed the following services:

- Wrote, reviewed and published two blog posts, "Top Restaurants Open on Christmas Day" and "7 Spectacular Ways to Ring in the New Year"
- Created two micro graphics for Pinterest
- Created and published two Pinterest boards
- Created the December social media calendar (Pinterest and Facebook)

Comparing overall year-over-year performance:

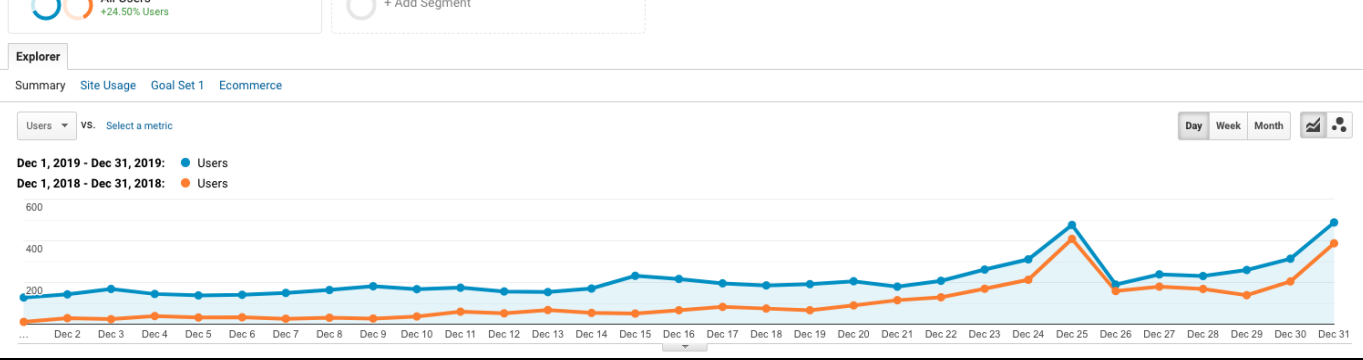
- Overall Sessions 28% - 10,603 vs 8,312
- Avg Session Duration 13% - 2:27 vs 2:10
- Overall Pageviews 32% 19,205 vs 14,560

Comparing organic year-over-year performance:

- Organic Sessions 105% - 7,199 vs 3,519
- Avg Session Duration 9% - 2:23 vs 2:11
- Organic Pageviews 121% - 13,076 vs 5,911

The top performing specials and blog posts include:

- Blog: New Years Eve Events You Can't Miss 2018 (1,317 sessions)
- Blog: 7 Spectacular Ways to Ring in the New Year 2019 (1,333 sessions)
- Blog: Top Restaurants Open on Christmas Day 2019 (1,041 sessions)
- Blog: 10 Restaurants Open on Christmas Day 2018 (784 sessions)



Overview:

Year-over-year, organic traffic increased by 105% with a steady increase throughout the month with surges on Christmas and leading up to New Year's Eve. For both holidays, users were searching the day-of for restaurants open on Christmas as well as things to do on NYE.

For New Year's Eve, it could be worthwhile next year to add another section for 'last minute plans' since most of the suggested events required a reservation.

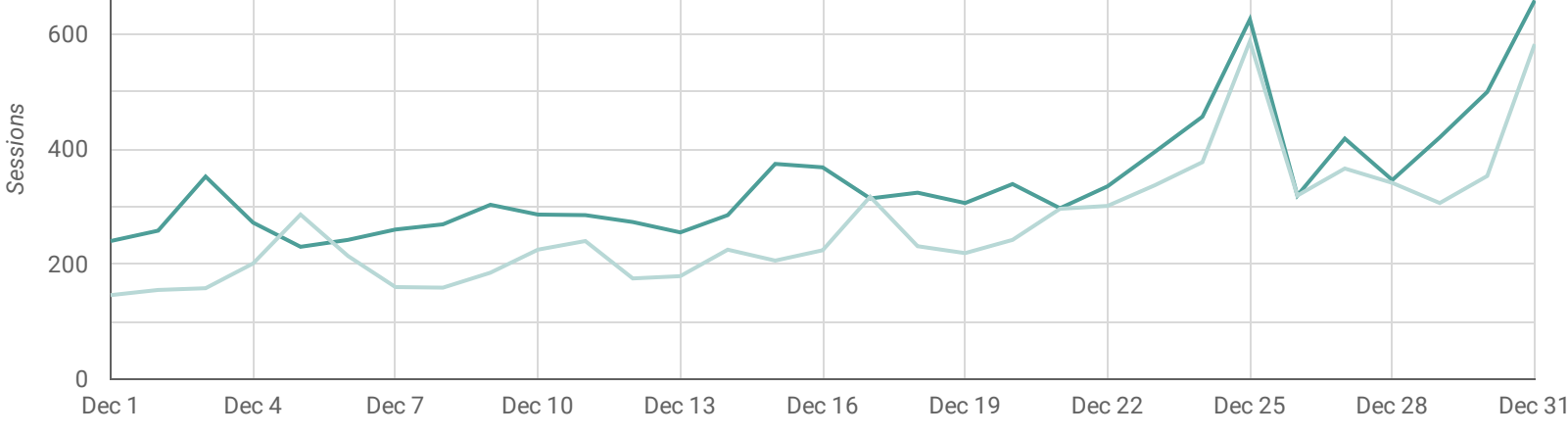
Overall Website Traffic

Overall Site Traffic (YoY)  
10,603  
↑ 27.6%

Overall Site Traffic (MoM)  
10,603  
↑ 15.2%

Goal Completions (MoM)  
5,985  
↓ -3.0%

Total Sessions (Year over Year Comparison)



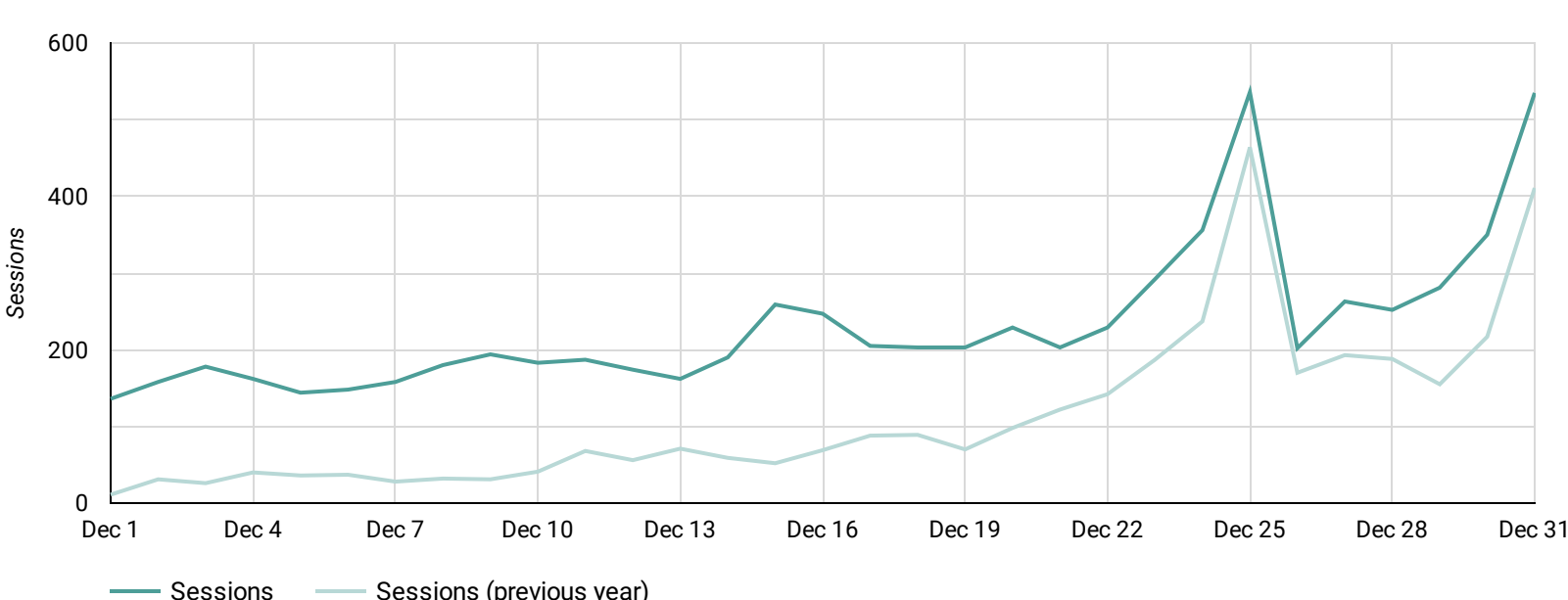
Organic Traffic

Organic Traffic (YoY)  
7,199  
↑ 104.6%

Organic Traffic (MoM)  
7,199  
↑ 20.0%

Goal Completions (MoM)  
4,115  
↓ -2.7%

Organic Sessions (Year over Year Comparison)



Traffic by Channel

Default Channel Grouping	Sessions ▾	% Δ	Pages / Session	Bounce Rate	Avg. Session Duration	Goal Completions
Organic Search	7,199	20.0% ↑	1.82	60%	00:02:29	4,115
Direct	1,546	28.8% ↑	1.81	65%	00:02:29	858
Paid Search	1,417	30.2% ↑	1.84	63%	00:02:37	816
Social	271	-17.4% ↓	1.38	84%	00:00:35	74
Referral	169	-59.0% ↓	2.07	46%	00:06:18	122
Paid Social	1	-	1	100%	00:00:00	0
Grand total	10,603	15.2% ↑	1.81	61%	00:02:26	5,985

Traffic by Search Engine

Source	Sessions ▾	% Δ	Pages / Session	Bounce Rate	Goal Completions
google	6,881	23.4% ↑	1.8	60%	3,869
yahoo	145	0.7% ↑	2.12	49%	106
bing	142	-33.3% ↓	2.06	42%	118
duckduckgo	26	-56.7% ↓	1.73	46%	15
ecosia.org	4	300.0% ↑	3	25%	5
ask	1	-66.7% ↓	2	0%	2
Grand total	7,199	20.0% ↑	1.82	60%	4,115

Top Landing Pages from Organic Traffic

Landing Page	Sessions ▾	% Δ	Pages / Session	Avg. Time on Page	Bounce Rate
/blog/new-years-eve-events-you-cant-miss-in-park-city-utah	1,225	18.7% ↑	1.53	00:03:01	71%
/blog/7-spectacular-ways-to-ring-in-the-new-year-in-park-city	1,124	-	1.53	00:03:42	69%
/blog/the-top-restaurants-open-on-christmas-day-in-park-city-utah-2019	882	-	2.52	00:02:21	53%
/blog/10-restaurants-open-on-christmas-day-in-park-city	737	143.2% ↑	2.37	00:02:34	58%
/	474	40.2% ↑	2.76	00:02:31	38%
Grand total	7,199	20.0% ↑	1.82	00:02:52	60%

Social Network Referrals

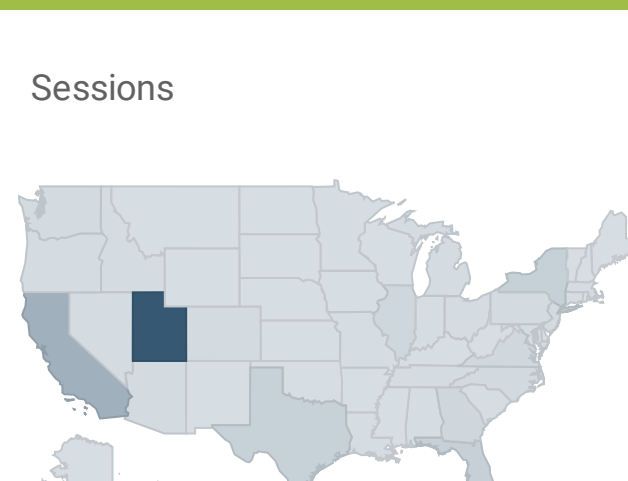
Social Network	Sessions ▾	% Δ	Pages / Session	Bounce Rate	Goal Completions
Facebook	225	-22.7% ↓	1.42	84%	64
Pinterest	39	62.5% ↑	1.18	82%	7
TripAdvisor	2	100.0% ↑	1	100%	0
LinkedIn	2	-	1	100%	0
Twitter	1	0.0%	1	100%	0
Instagram	1	-90.9% ↓	2	0%	3
Yelp	1	-	1	100%	0
Grand total	271	-17.4% ↓	1.38	84%	74

Social Traffic by Landing Page

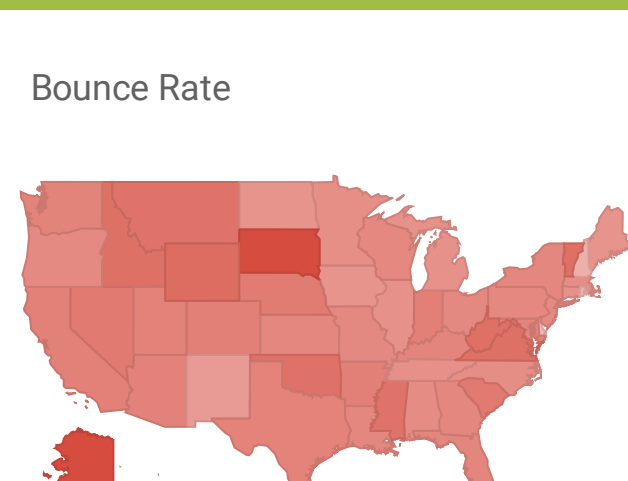
Landing Page	Sessions ▾	% Δ	Pages / Session	Avg. Time on Page	Bounce Rate
/blog/the-top-restaurants-open-on-christmas-day-in-park-city-utah-2019	78	-	1.42	00:01:37	87%
/blog/7-spectacular-ways-to-ring-in-the-new-year-in-park-city	72	-	1.1	00:01:37	92%
/	17	183.3% ↑	1.65	00:01:04	65%
/whats-fresh/park-city-plated	11	-64.5% ↓	1.27	00:00:31	82%
/specials-events-celebrate-christmas-and-new-years-with-park-city	5	-	4.8	00:00:37	40%
/blog/park-city-restaurants-with-must-see-incredible-views	4	-63.6% ↓	1	null	100%
Grand total	271	-17.4% ↓	1.38	00:01:32	84%

Performance by State

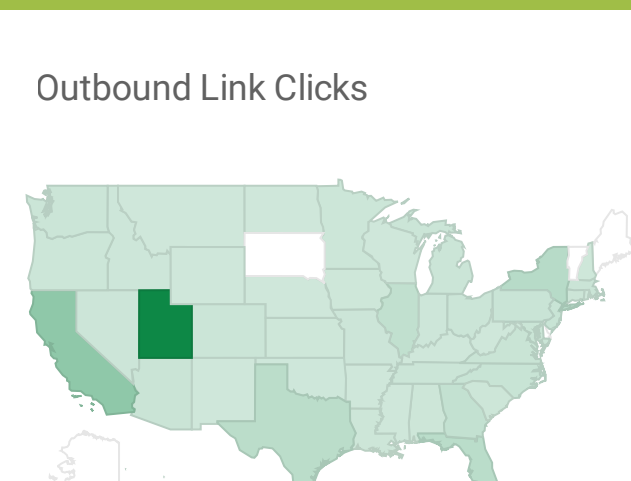
Sessions



Bounce Rate

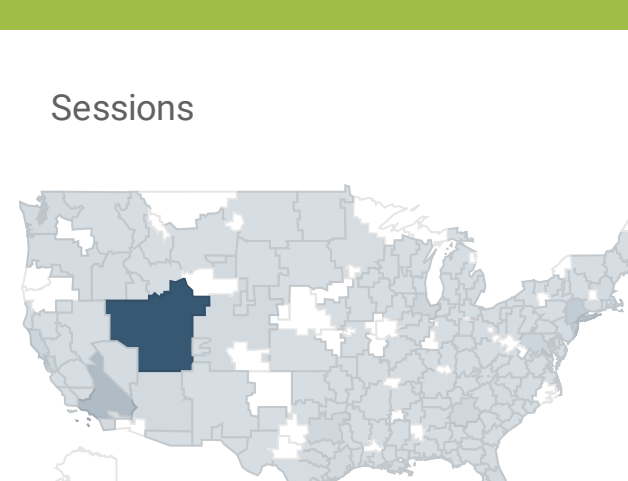


Outbound Link Clicks

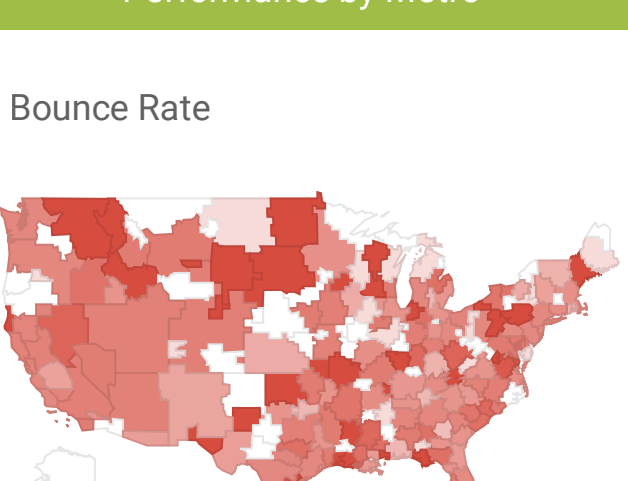


Performance by Metro

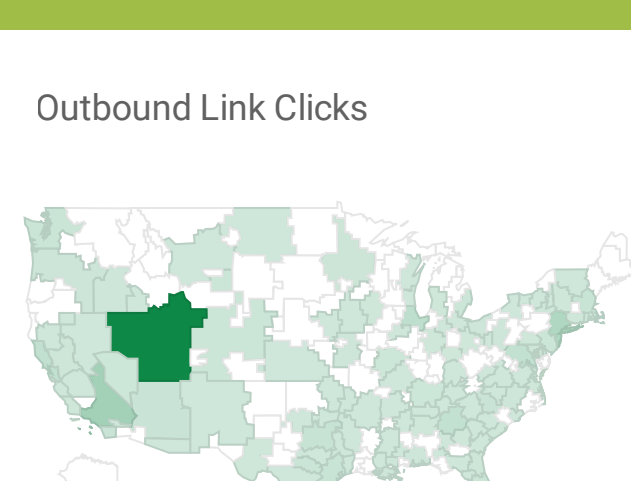
Sessions



Bounce Rate



Outbound Link Clicks



Goal Completions by Medium

Medium	Page Views (1 min) (Goal 1 Completions) ▾	Δ	Special Events (destination) (Goal 2 Completions)	% Δ	GA - Outbound Links (Goal 4 Completions)	% Δ
organic	1,921	-52 ↓	514	-15.6% ↓	1,680	1.9% ↑
cpc	412	123 ↑	58	-24.7% ↓	345	57.5% ↑
(none)	382	98 ↑	232	29.6% ↑	243	25.9% ↑
referral	102	-112 ↓	52	-74.6% ↓	42	-53.8% ↓
Grand total	2,817	48 ↑	856	-31.4% ↓	2,310	7.3% ↓

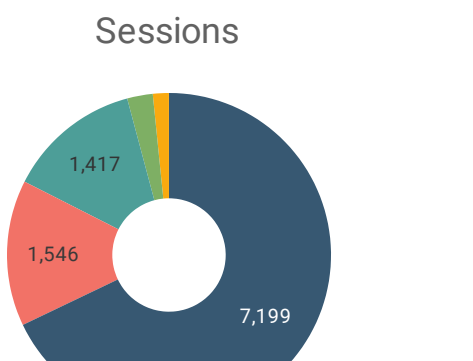
Channel Breakdown

by Sessions, Form Submissions, and All Goal Completions

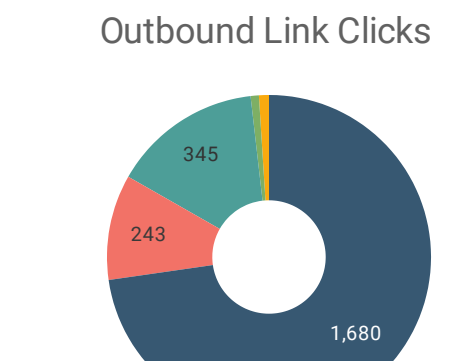
All Goal Completions



Sessions



Outbound Link Clicks



Browser Breakdown

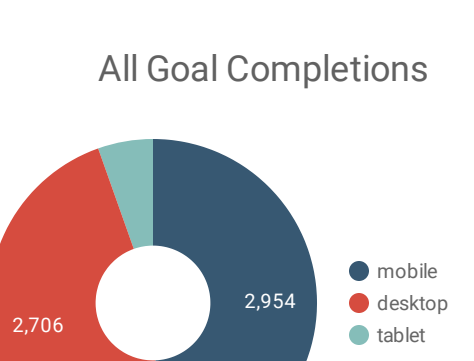
by Sessions, Bounce Rate, and Avg. Page Load Time

Device Category	Browser	Sessions ▾	Bounce Rate	Avg. Page Load Time (sec)
mobile	Safari	4,817	66%	7.27
desktop	Chrome	2,314	53%	4.81
mobile	Chrome	1,210	68%	7.58
desktop	Safari	1,036	50%	7.53
tablet	Safari	346	54%	5.84
desktop	Firefox	166	51%	null
mobile	Safari (in-app)	164	82%	9.07
desktop	Edge	136	50%	6.42
desktop	Internet Explorer	111	54%	1.74
mobile	Samsung Internet	94	60%	null
Grand total		10,603	61%	6.72

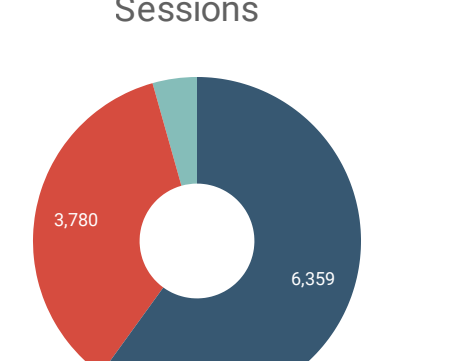
Device Breakdown

by Sessions, Form Submissions, and All Goal Completions

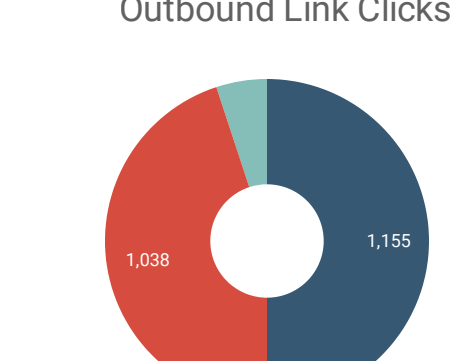
All Goal Completions



Sessions



Outbound Link Clicks



Mobile Device Breakdown

by Sessions, Bounce Rate, and Avg. Page Load Time

Mobile Device Branding	Mobile Device Model	Sessions ▾	Bounce Rate	Avg. Page Load Time (sec)
Apple	iPhone	5,220	67%	7.71
Apple	iPad	398	54%	6.06
Samsung	SM-G960U	73	64%	2.29
Samsung	SM-G950U	65	71%	null
Samsung	SM-G965U	57	65%	2.13
Samsung	SM-G960F	46	100%	null
Google	Pixel 3	44	73%	5.86
Samsung	SM-N960U	38	71%	null
Microsoft	Windows RT Tablet	37	68%	null
Samsung	SM-G973U	36	72%	null
Grand total		10,603	61%	6.72

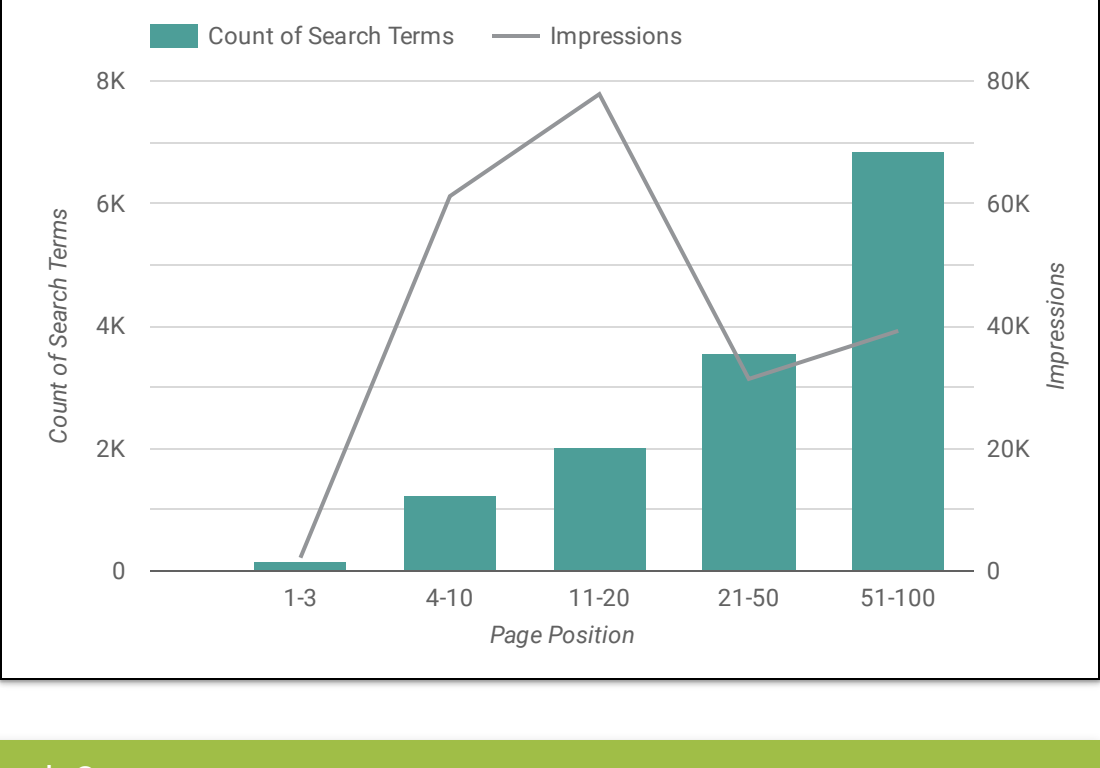
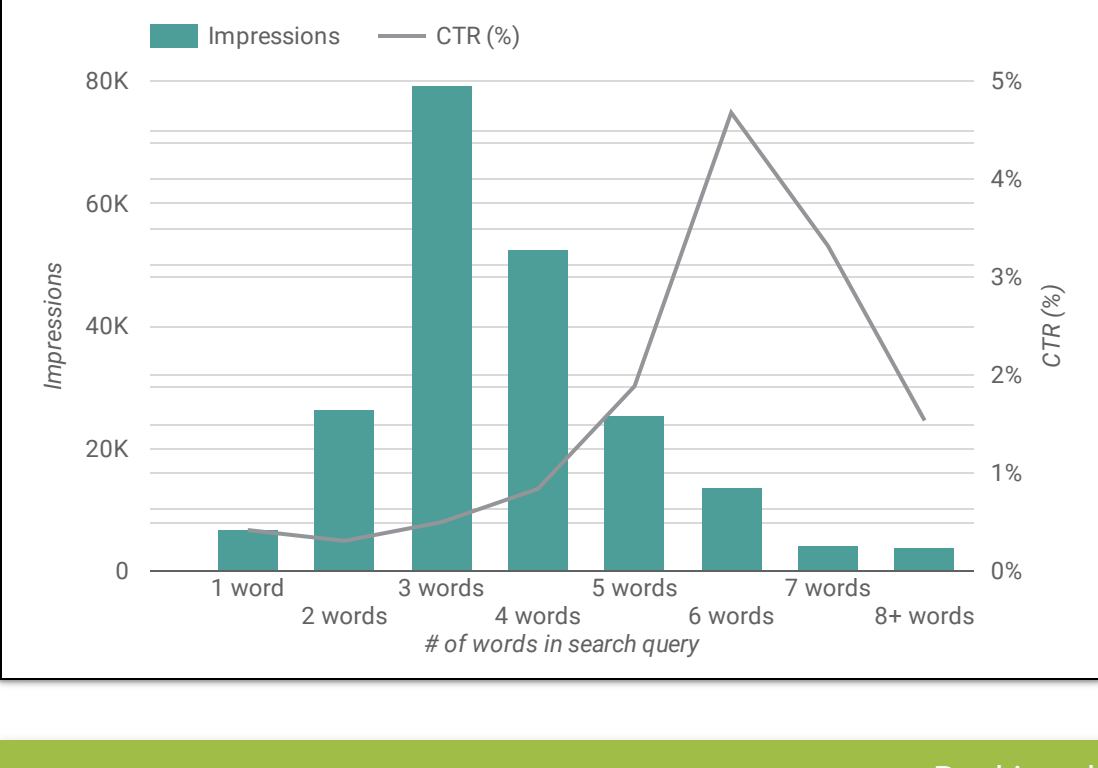
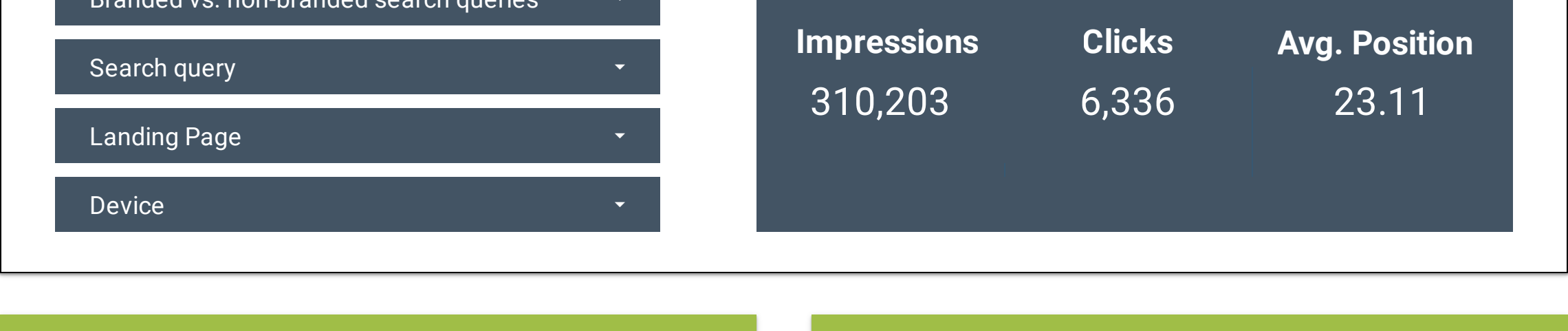
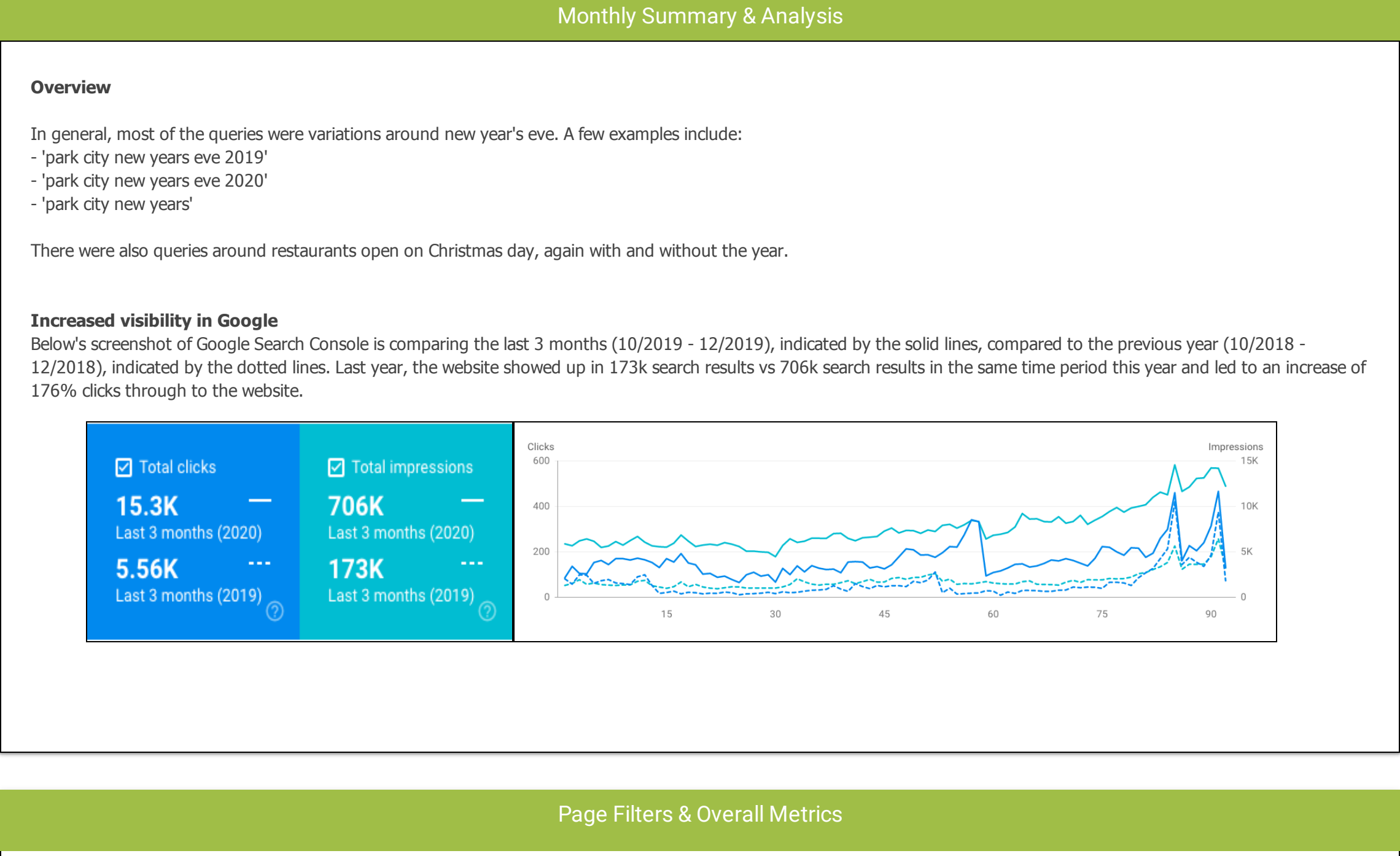
Performance by State

Region	Sessions ▾	Bounce Rate	Avg. Session Duration	GA - Outbound Links (Goal 4 Completions)
Utah	4,509	62%	00:01:52	959
California	1,552	63%	00:02:24	316
New York	472	58%	00:02:16	118
Florida	464	59%	00:02:47	103
Texas	444	61%	00:03:16	102
Illinois	249	51%	00:02:53	72
Georgia	233	58%	00:03:29	60
Virginia	199	74%	00:02:14	31
North Carolina	130	54%	00:03:52	35
Arizona	126	62%	00:02:44	28
Grand total	10,603	61%	00:02:26	2,310

Performance by Metro

Metro	Sessions ▾	Bounce Rate	Avg. Session Duration	GA - Outbound Links (Goal 4 Completions)
Salt Lake City UT	4,161	63%	00:01:50	876
Los Angeles CA	1,053	63%	00:02:23	204
(not set)	875	59%	00:02:31	161
New York, NY	555	57%	00:02:31	146
San Francisco-Oakland-San Jose CA	291	62%	00:02:34	63
Washington DC (Hagerstown MD)	288	69%	00:01:45	53
Chicago IL	246	50%	00:02:52	74
Atlanta GA	208	59%	00:03:12	53
Dallas-Ft. Worth TX	172	65%	00:02:28	37
Denver CO	124	64%	00:02:53	21
Grand total	10,603	61%	00:02:26	2,310

Keyword Rankings & Search Console Analysis



Rankings by Search Query				
Search query	Average position	% Δ	Impressions	% Δ
park city restaurants	6.57	-1.7% ↓	8,959	68.0% ↑
riverhorse on main	10.32	0.7% ↑	3,476	49.8% ↑
restaurants near me	10.11	-4.1% ↓	3,050	65.6% ↑
firewood park city	13.89	10.4% ↑	2,562	114.2% ↑
restaurants in park city	9.67	4.2% ↑	2,207	36.4% ↑
riverhorse park city	11.31	-3.9% ↓	2,122	101.9% ↑
squatters park city	15.15	0.0% ↑	1,689	72.9% ↑
high west distillery	10.41	-6.5% ↓	1,641	216.2% ↑
fletcher's park city	11.3	13.6% ↑	1,600	224.5% ↑
hearth and hill	13.83	4.1% ↑	1,596	127.0% ↑
Grand total	23.11	-12.0% ↓	310,203	47.5% ↑

1 - 10 / 14195 < >

Rankings by Landing Page & Search Query									
Path	Search query	Average position	% Δ	Impressions	% Δ	Clicks	% Δ	CTR (%)	% Δ
/restaurants/silver-lake-restaurant-at-deer-valley-resort	deer valley brunch	1	-	1	-	0	-	0%	-
/blog/where-to-find-the-perfect-thanksgiving-dinner-in-park-city-utah-2019	thanksgiving park city 2019	1	-69.4% ↓	3	-90.9% ↓	0	-100.0% ↓	0%	-100.0% ↓
/contact-us	park city restaurant association	1	0.0%	40	-7.0% ↓	1	-50.0% ↓	3%	-46.3% ↓
/restaurants	park city area restaurant association	1	0.0%	9	-18.2% ↓	1	-	11%	-
/blog/the-top-restaurants-open-on-christmas-day-in-park-city-utah-2019	christmas dining experience	1	-	1	-	1	-	100%	-
/restaurants/done-to-your-taste-catering	catering near me	1	-	3	-	1	-	33%	-
/blog/the-top-restaurants-open-on-christmas-day-in-park-city-utah-2019	park city christmas dinner 2019	1	-	76	-	44	-	58%	-
Grand total		23.11	-12.0% ↓	310,203	47.5% ↑	6,336	25.8% ↑	2%	-14.7% ↓

1 - 10 / 16120 < >

Rankings by Landing Page								
Path	Average position	% Δ	Impressions	% Δ	Clicks	% Δ	CTR (%)	% Δ
/privacy-policy	6	-75.0% ↓	1	-66.7% ↓	0	-	0%	-
/restaurants/the-brass-tag	8.7	-8.6% ↓	1,692	48.0% ↑	20	122.2% ↑	1%	50.1% ↑
/members/forms/job-listing	9	-	1	-	0	-	0%	-
/specials-events	9.31	16.4% ↑	4,968	-26.0% ↓	37	-15.9% ↓	1%	13.7% ↑
/search/	10	0.0%	1	0.0%	0	-	0%	-
/restaurants/riverhorse-on-main	10.68	-1.0% ↑	9,197	74.8% ↑	6	0.0%	+0%	-42.8% ↓
/members/forms/member-update	11.13	-61.6% ↑	8	100.0% ↑	0	-	0%	-
/members/main-street-dropload-zones	11.13	-	15	-	0	-	0%	-
/contact-us	11.51	31.6% ↑	214	-5.3% ↓	1	-50.0% ↓	+0%	-47.2% ↓
/restaurants/park-city-provisions-by-riverhorse	11.98	-20.1% ↑	925	-28.5% ↓	8	300.0% ↑	1%	459.6% ↑
Grand total	23.11	-12.0% ↓	310,203	47.5% ↑	6,336	25.8% ↑	2%	-14.7% ↓

1 - 10 / 198 < >

Performance of Targeted Keywords								
Search query	Average position	% Δ	Impressions	% Δ	Clicks	% Δ	CTR (%)	% Δ
park city area restaurant association	1	0.0%	9	-25.0% ↓	7	-22.2% ↓	78%	3.7% ↑
park city restaurants	6.57	-1.7% ↓	8,959	68.0% ↑	138	91.7% ↑	2%	14.1% ↑
park city dining	7.54	-5.1% ↓	435	76.1% ↑	4	300.0% ↑	1%	127.1% ↑
park city fine dining	8.64	-27.4% ↓	86	53.6% ↑	1	-	1%	-
park city utah dining	8.73	7.3% ↑	60	106.9% ↑	2	-	3%	-
best restaurants in park city	11.69	-8.7% ↓	344	454.8% ↑	4	100.0% ↑	1%	-64.0% ↓
park city restaurants on main street	15.25	-1.6% ↓	4	-33.3% ↓	0	-	0%	-
park city steakhouse	21.31	2.2% ↑	13	-7.1% ↓	0	-	0%	-
mexican food park city	23.05	-2.5% ↓	19	72.7% ↑	0	-	0%	-
Grand total	6.87	-0.8% ↓	9,929	72.1% ↑	156	85.7% ↑	2%	7.9% ↑

1 - 9 / 9 < >





Social Media Overview

Monthly Summary & Analysis

Facebook:

Top Performing Post: Where to Dine on Christmas Day in Park City

People Reached: 2,997

Paid Reach: 2,634

Organic Reach: 59

Shares: 5

Link Clicks: 74

Likes: 11

Top Performing Video: Where to Dine on Christmas Day in Park City

Total Reach: 333

Paid Reach: 0

Organic Reach: 333

Playthroughs: 74

Shares: 0

Likes: 5

This month there was a 6% increase in post engagement, a 26% increase in post reach, and 20 new followers. Our top-performing post of the month directed users to our "Where to Dine on Christmas Day" blog and attracted 74 users to the website.

Pinterest:

Monthly User Views: 16,290

Top Performing Pin: The Top Restaurants Open On Christmas Day in Park City, Utah - 2019

Impressions: 8,351

Engagement: 7,680

Link Clicks: 89

In December, Pinterest attracted over 16,000 visitors, 27,000 impressions, and resulted in 89 link clicks. The top-performing Pin focused on Christmas Dining in Park City, which saw 8,351 impressions and 12 link clicks. Overall, the profile saw a 167% increase in impressions, a 236% increase in total audience visits, and a 359% increase in engagements. That growth can be explained by allocating more budget to the platform, seasonality, and updating our promotional methods.

Social Network Referrals					
Social Network	Sessions	% Δ	Pages / Session	Bounce Rate	Goal Completions
Facebook	225	-22.7% ↓	1.42	84%	64
Pinterest	39	62.5% ↑	1.18	82%	7
TripAdvisor	2	100.0% ↑	1	100%	0
LinkedIn	2	-	1	100%	0
Twitter	1	0.0%	1	100%	0
Instagram	1	-90.9% ↓	2	0%	3
Yelp	1	-	1	100%	0
					0204060
Grand total	271	-17.4% ↓	1.38	84%	74
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Social Traffic by Landing Page					
Landing Page	Sessions	% Δ	Pages / Session	Avg. Time on Page	Bounce Rate
/blog/the-top-restaurants-open-on-christmas-day-in-park-city-utah-2019	78	-	1.42	00:01:37	87%
/blog/7-spectacular-ways-to-ring-in-the-new-year-in-park-city	72	-	1.1	00:01:37	92%
/	17	183.3% ↑	1.65	00:01:04	65%
/whats-fresh/park-city-plated	11	-64.5% ↓	1.27	00:00:31	82%
/specials-events/celebrate-christmas-and-new-years-with-park-city	5	-	4.8	00:00:37	40%
/blog/park-city-restaurants-with-must-see-incredible-views	4	-63.6% ↓	1	null	100%
Grand total	271	-17.4% ↓	1.38	00:01:32	84%
					1 - 10 / 78 < >