

SEO Overview

Monthly Summary & Analysis

In January, Mad Fish performed the following services:

- Wrote, reviewed and published two blog posts, "5 Romantic Ways to Celebrate Valentine's Day" and "20 New Year's Resolutions Every Parkite Should Make"
- Created two micro graphics for Pinterest
- Created and published two Pinterest boards
- Created the January social media calendar (Pinterest and Facebook)

Comparing overall year-over-year performance:

- Sessions 40% (9,966 vs 7,136)
- Avg Session Duration -14% (1:45 vs 2:02)
- New Users 42% (7,917 vs 5,595)

Comparing organic year-over-year performance:

- Sessions 142% (3,870 vs 1,598)
- Avg Session Duration -24% (1:40 vs 2:12)
- New Users 156% (3,092 vs 1,209)

The top performing specials and blog posts include:

- Savor the Summit main page (554 sessions)
- Blog: Restaurants to Try During Sundance (513 sessions)
- Blog: What to do in Park City if you Don't Ski (251 sessions)
- Blog: Romantic Ways to Celebrate Valentine's Day (221 sessions)
- Blog: New Year's Resolutions Parkites Should Make (197 sessions)

Overview

January saw really great results for both overall and organic traffic. The big lift in organic January traffic can be attributed to a dedicated post for Sundance, which is now ranking for 70 different keywords. The Sundance blog post also populated in close to 4,500 search results for queries like, 'Sundance 2020', and 'Sundance restaurant'.

Looking at the new visitor vs returning visitor report, nearly 80% of website traffic came from new visitors within the state of Utah, and specifically from Salt Lake City. The overwhelming majority of users are female, with most users in the 25-34 millennial age range. It could be worthwhile testing social media or even ad copy with a more female tone of voice.

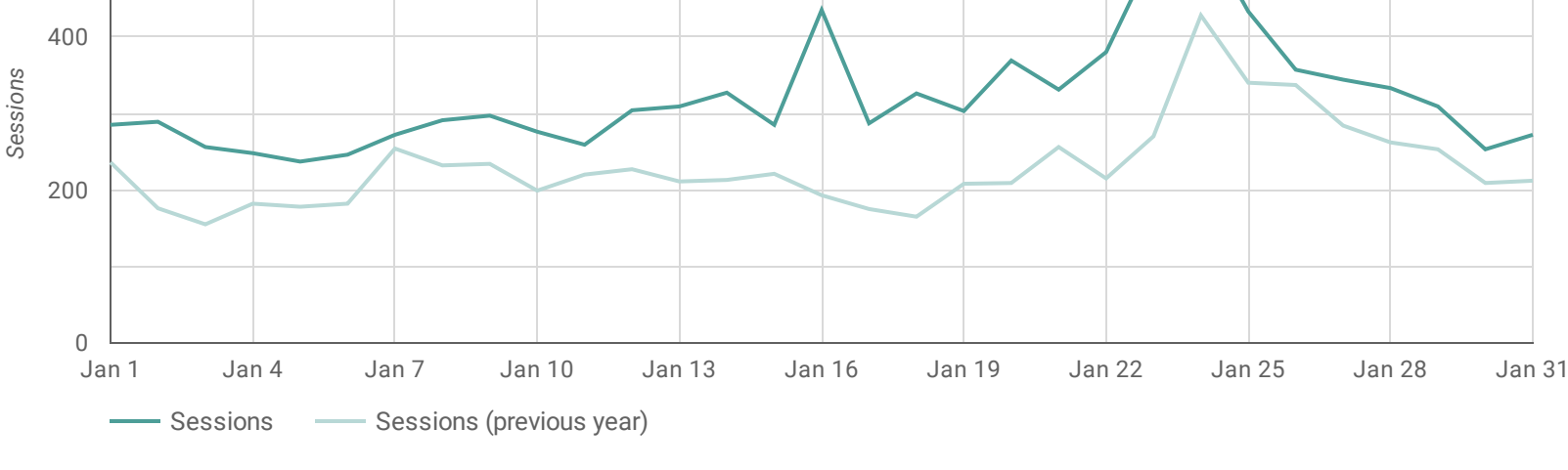
Overall Website Traffic

Overall Site Traffic (YoY)  
**9,966**  
↑ 39.7%

Overall Site Traffic (MoM)  
**9,966**  
↓ -6.0%

Goal Completions (MoM)  
**4,601**  
↓ -23.1%

Total Sessions (Year over Year Comparison)



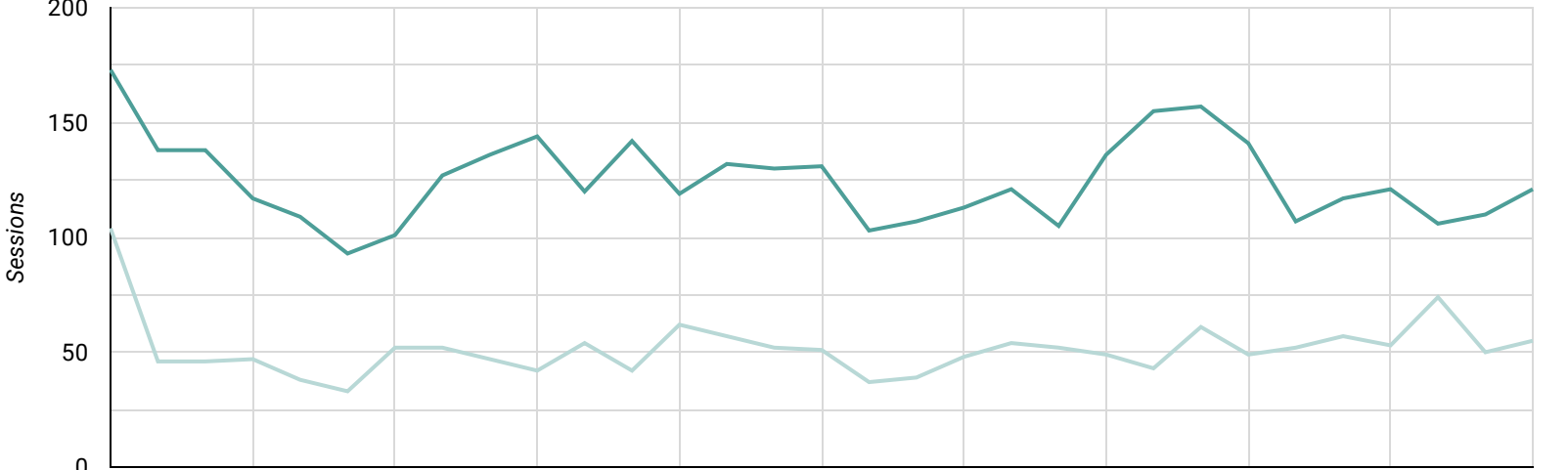
Organic Traffic

Organic Traffic (YoY)  
**3,870**  
↑ 142.2%

Organic Traffic (MoM)  
**3,870**  
↓ -46.2%

Goal Completions (MoM)  
**2,016**  
↓ -51.0%

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	3,870	-46.2% ↓	1.66	60%	00:01:40	2,016
Direct	3,629	134.7% ↑	1.7	69%	00:01:46	1,376
Paid Search	1,570	10.8% ↑	1.75	62%	00:02:26	876
Social	670	147.2% ↑	1.26	83%	00:00:26	220
Referral	222	31.4% ↑	1.74	64%	00:01:28	111
Paid Social	4	300.0% ↑	1.75	50%	00:00:22	1
Display	1	-	4	0%	00:00:39	1
Grand total	9,966	-6.0% ↓	1.66	65%	00:01:44	4,601

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Traffic by Search Engine

Source	Sessions ▾	% Δ	Pages / Session	Bounce Rate	Goal Completions
google	3,652	-46.9% ↓	1.65	61%	1,845
bing	106	-25.4% ↓	1.86	53%	81
yahoo	87	-40.0% ↓	1.7	40%	69
duckduckgo	21	-19.2% ↓	1.71	38%	17
ecosia.org	4	0.0%	3.5	25%	4
Grand total	3,870	-46.2% ↓	1.66	60%	2,016

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Top Landing Pages from Organic Traffic

Landing Page	Sessions ▾	% Δ	Pages / Session	Avg. Time on Page	Bounce Rate
/	428	-9.7% ↓	3.05	00:02:15	43%
/blog/6-park-city-restaurants-you-have-to-try-during-the-sundance-film	399	269.4% ↑	1.54	00:02:50	76%
/savor-the-summit	283	258.2% ↑	1.71	00:02:01	65%
/restaurants/7880-club-at-stiemerksen-residences	243	7.5% ↑	1.45	00:03:01	56%
/blog/what-to-do-in-park-city-if-you-dont-ski	235	-13.6% ↓	1.15	00:06:21	73%
/blog/the-best-affordable-restaurants-in-park-city	184	31.4% ↑	1.85	00:02:04	65%
Grand total	3,870	-46.2% ↓	1.66	00:02:30	60%

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Social Network Referrals

Social Network	Sessions ▾	% Δ	Pages / Session	Bounce Rate	Goal Completions
Facebook	578	156.9% ↑	1.25	84%	203
Pinterest	64	64.1% ↑	1.38	80%	11
Instagram	24	2,300.0% ↑	1.21	79%	6
YouTube	1	-	1	100%	0
Tumblr	1	-	1	100%	0
Meetup	1	-	1	100%	0
Yelp	1	0.0%	1	100%	0
Grand total	670	147.2% ↑	1.26	83%	220

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Social Traffic by Landing Page

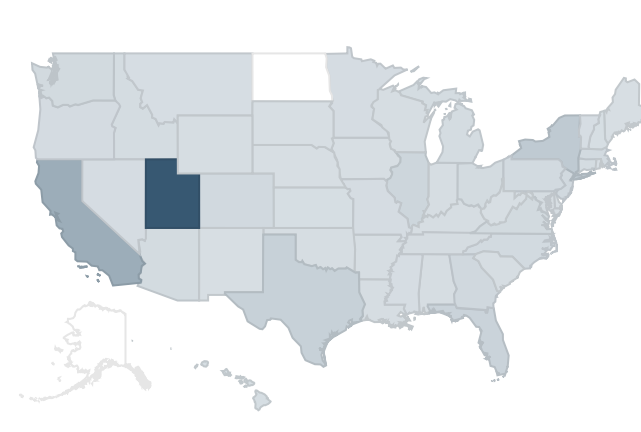
Landing Page	Sessions ▾	% Δ	Pages / Session	Avg. Time on Page	Bounce Rate
/blog/20-new-years-resolutions-every-parkite-should-make-in-2020	174	-	1.41	00:01:35	69%
/blog/5-romantic-ways-to-celebrate-valentines-day-in-park-city	108	-	1.1	00:01:47	93%
/specials-events/deer-valley-grocery-cafe-partners-with-the-paint-mixer-for-park-city-plated-dinner	97	-	1.18	00:01:35	91%
/blog/the-top-dog-friendly-restaurants-in-park-city	51	5,000.0% ↑	1.12	00:00:53	96%
/blog/6-park-city-restaurants-you-have-to-try-during-the-sundance-film	40	1,900.0% ↑	1.15	00:01:18	90%
Grand total	670	147.2% ↑	1.26	00:01:43	83%

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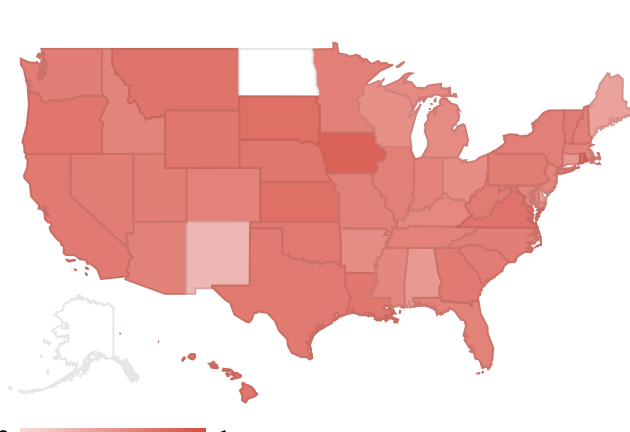
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Performance by State

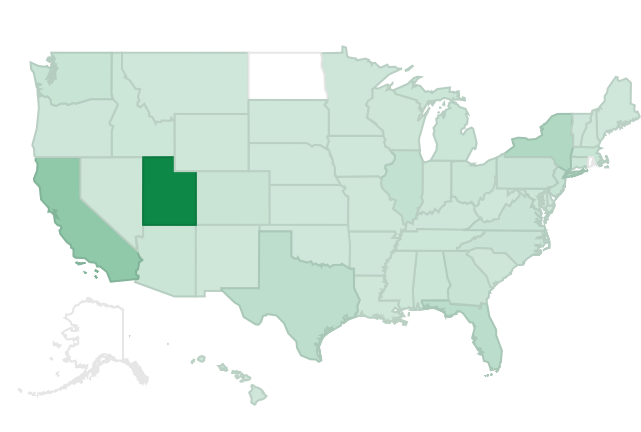
Sessions



Bounce Rate

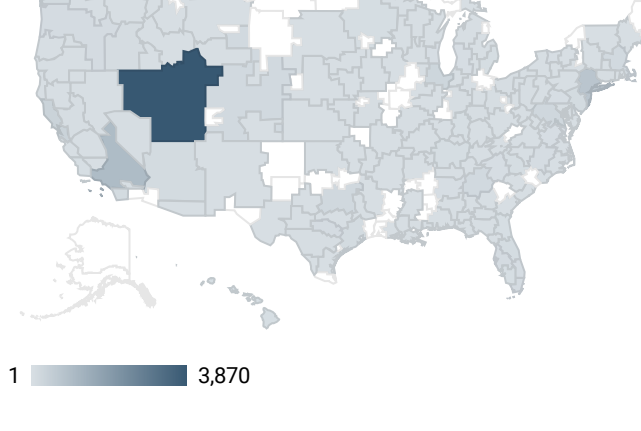


Outbound Link Clicks

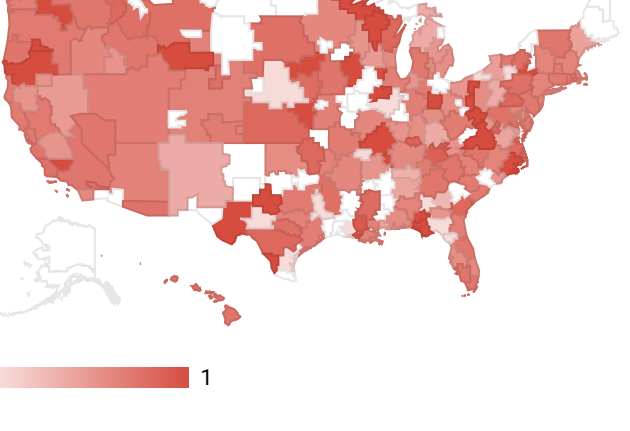


Performance by Metro

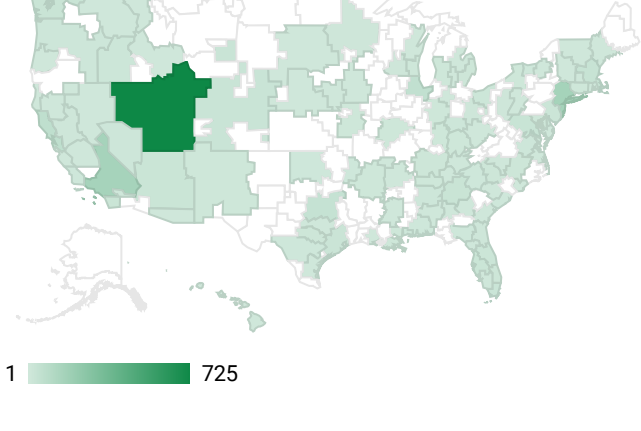
Sessions



Bounce Rate



Outbound Link Clicks



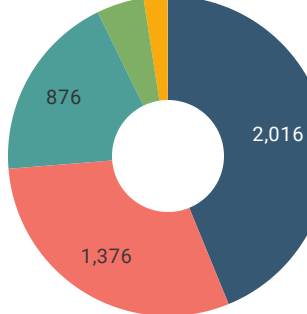
Goal Completions by Medium

Medium	Page Views (1 min) (Goal 1 Completions) ▾	Δ	Special Events (destination) (Goal 2 Completions)	% Δ	GA - Outbound Links (Goal 4 Completions)	% Δ
organic	826	-1,095 ↓	200	-61.1% ↓	989	-41.1% ↓
(none)	733	351 ↑	242	4.3% ↑	400	64.6% ↑
cpc	445	33 ↑	35	-39.7% ↓	396	14.8% ↑
referral	113	11 ↑	132	153.8% ↑	86	104.8% ↑
paid-social	1	-	0	-	0	-
banner	0	-	1	-	0	-
Grand total	2,118	-699 ↓	610	-28.7% ↓	1,871	-19.0% ↓

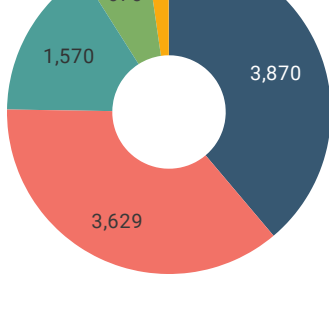
Channel Breakdown

by Sessions, Form Submissions, and All Goal Completions

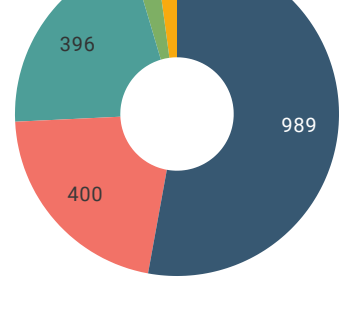
All Goal Completions



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	4,766	71%	3.44
desktop	Chrome	2,114	54%	2.89
desktop	Safari	904	51%	2.22
mobile	Chrome	800	68%	7.17
mobile	Safari (in-app)	450	82%	1.59
tablet	Safari	196	54%	1.85
desktop	Firefox	147	56%	null
desktop	Edge	125	54%	1.75
desktop	Internet Explorer	102	63%	1.99
mobile	Android Webview	100	87%	4.3
Grand total		9,966	65%	2.96

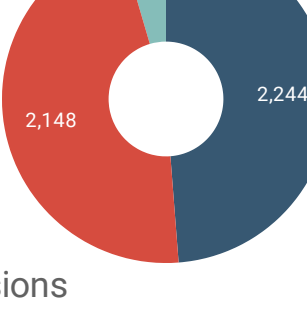
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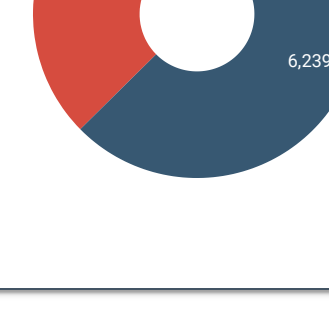
Device Breakdown

by Sessions, Form Submissions, and All Goal Completions

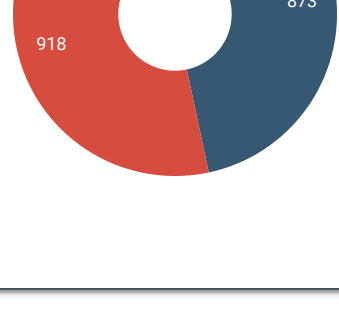
All Goal Completions



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	5,094	71%	3.58
Apple	iPad	238	57%	1.85
Apple	iPhone XR	68	85%	null
Samsung	SM-G950U	58	62%	null
Samsung	SM-G973U	55	67%	null
Samsung	SM-G960U	54	67%	null
Apple	iPhone X	49	86%	null
Apple	iPhone 8 Plus	39	87%	1.59
Samsung	SM-G965U	36	64%	null
Google	Pixel 3	34	79%	null
Grand total		9,966	65%	2.96

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Performance by State

Region	Sessions ▾	Bounce Rate	Avg. Session Duration	GA - Outbound Links (Goal 4 Completions)
Utah	4,064	65%	00:01:32	766
California	1,495	68%	00:01:46	251
New York	605	64%	00:02:12	125
Texas	407	68%	00:01:19	73
Florida	325	62%	00:02:16	81
Illinois	246	63%	00:01:22	53
Georgia	168	68%	00:01:25	30
New Jersey	149	58%	00:02:24	34
Colorado	147	62%	00:02:02	26
Washington	137	65%	00:02:51	28
Grand total	9,966	65%	00:01:44	1,871

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Performance by Metro

Metro	Sessions ▾	Bounce Rate	Avg. Session Duration	GA - Outbound Links (Goal 4 Completions)
Salt Lake City UT	3,870	65%	00:01:31	725
Los Angeles CA	987	70%	00:01:40	153
New York, NY	713	61%	00:02:21	157
(not set)	699	66%	00:01:31	113
San Francisco-Oakland-San Jose CA	327	66%	00:02:01	61
Chicago IL	237	63%	00:01:21	52
Washington DC (Hagerstown MD)	197	73%	00:00:43	27
Dallas-Ft. Worth TX	181	67%	00:01:30	37
Atlanta GA	143	70%	00:01:05	24
Boston MA-Manchester NH	138	61%	00:02:30	29
Grand total	9,966	65%	00:01:44	1,871

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## Keyword Rankings & Search Console Analysis

## Page Filters & Overall Metrics

## Branded vs. non branded search queries

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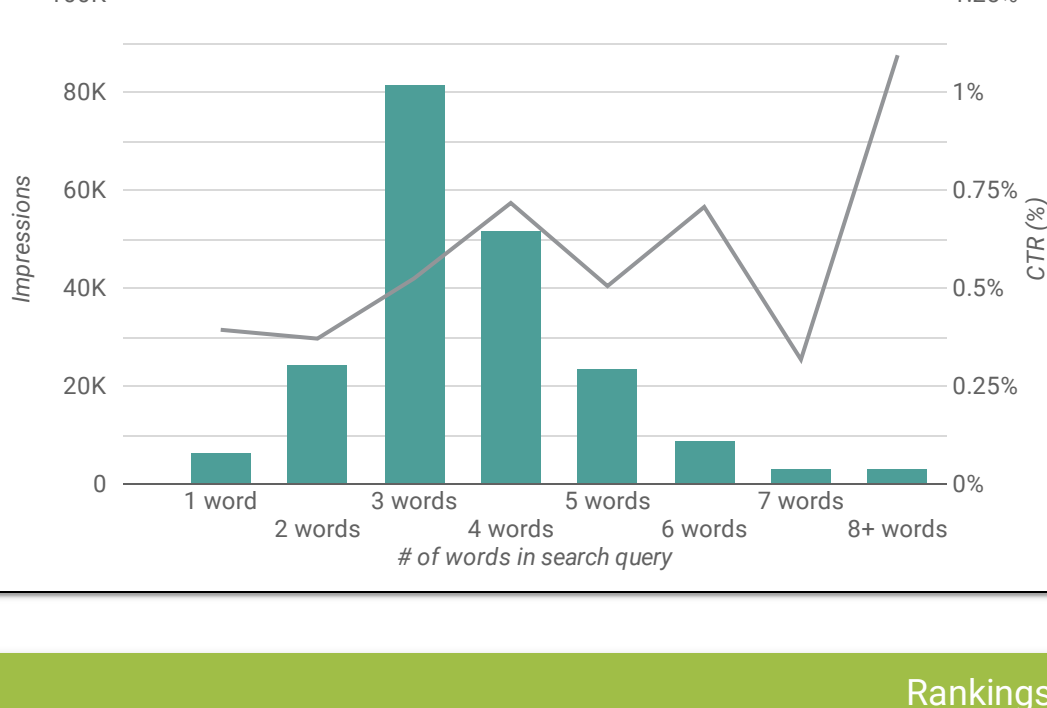
0.007

3,237

Avg. Position  
66.70

22.13

■ Impressions — CTR (%)



Search Terms — Impressions



## 0.8% ↑

restaurants near me	10.42	3.1% <span>↑</span>	3,155	3.4% <span>↑</span>
riverhorse park city	11.42	1.0% <span>↑</span>	2,827	33.2% <span>↑</span>
restaurants in park city	9.85	1.9% <span>↑</span>	2,488	12.7% <span>↑</span>
fletcher's park city	11.85	4.9% <span>↑</span>	2,279	42.4% <span>↑</span>
squatters park city	15.48	2.2% <span>↑</span>	2,196	30.0% <span>↑</span>
firewood park city	12.93	-7.0% <span>↓</span>	1,993	-22.2% <span>↓</span>
the farm park city	9.38	5.6% <span>↑</span>	1,949	50.4% <span>↑</span>
high west saloon	15.06	6.6% <span>↑</span>	1,948	45.5% <span>↑</span>
Grand total	22.73	-1.6% <span>↓</span>	276,950	-10.7% <span>↓</span>

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% A	Impressions	%
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	position							
park city restaurants	6.89	4.9% ↑	10,254	14.5% ↑	118	-14.5% ↓	1%	-25.3% ↓
park city dining	7.61	0.9% ↑	413	-5.1% ↓	5	25.0% ↑	1%	31.7% ↑
park city utah dining	8.82	1.0% ↑	50	-16.7% ↓	2	0.0%	4%	20.0% ↑
park city fine dining	10.28	18.9% ↑	87	1.2% ↑	0	-100.0% ↓	0%	-100.0% ↓
park city restaurants on main street	16	4.9% ↑	6	50.0% ↑	0	-	0%	-
best restaurants in park city	17.45	49.3% ↑	85	-75.3% ↓	0	-100.0% ↓	0%	-100.0% ↓
park city steakhouse	22.21	4.3% ↑	14	7.7% ↑	0	-	0%	-
mexican food park city	25.69	11.4% ↑	16	-15.8% ↓	0	-	0%	-
Grand total	7.09	3.2% ↑	10,925	10.0% ↑	125	-19.9% ↓	1%	-27.2% ↓
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Google Ads Overview



Report Filters: Campaign type Campaign Ad group

Monthly Summary & Analysis

January Overview

The top outbound links from Google ads traffic this month were:

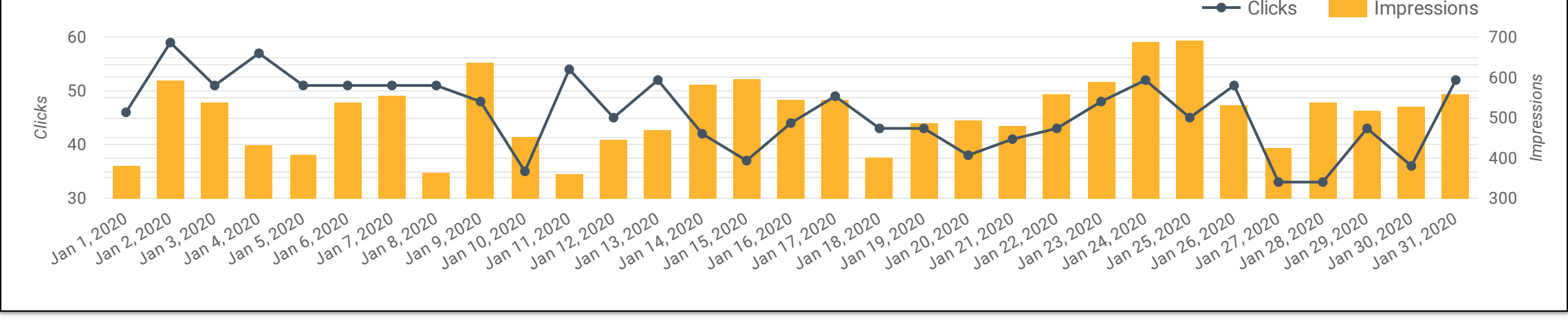
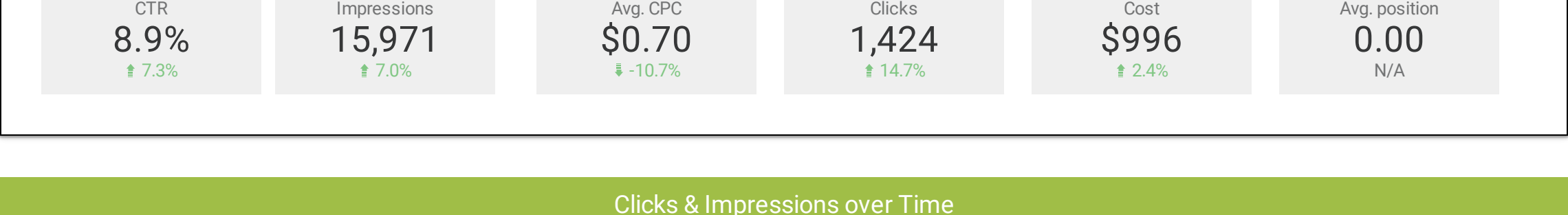
- Stein Eriksen (93)
- Wasatch Beers (72)
- Cafe Terigo (62)
- Canyon's Resort (59)
- Tupelo (52)
- Park City Peaks (52)

Top ad groups in January were:

- Park City Restaurants
- Dinner
- Lunch
- Brunch
- Sundance Film Fest
- Breakfast

In January, we ran a Sundance ad group, which performed better so far than any other holiday/event themed ad groups we've launched. This ad group produced 65 clicks to the site, and 16 clicks to external restaurant sites, which factors out to about a 24% conversion rate! For comparison, the New Years ad group was the second strongest performer, with a conversion rate of 14%.

In the Sundance ad group, the blog was the top performing landing page, so we switched all ads to that URL, from the general homepage once we had some good data to do so confidently. Additionally, we tested targeting actual restaurant names as keywords, as long as they were featured within that blog post. We'll be trying this method again with Valentine's day ads to see if these tactics will continue to be effective for the event related ad groups. Other factors that influenced performance were likely audience attributes. Sundance goers are higher income, mobile-friendly, and are often coming from other foodie cities, like LA and NYC, and are likely naturally more prone to these kinds of searches. In 2017, Sundance goers spend a collective \$31 million on meals. Given this kind of spending, it may be worth testing display ads for awareness of Sundance-friendly restaurants in 2021.



Top Campaigns  
by CTR, Avg. CPC, and Cost / Conv.

Campaign	Clicks	Impressions	CTR	Cost	Avg. CPC
AW-Ongoing-NBSearch-General	802	5,436	15%	\$638.13	\$0.8
AW-Ongoing-NBSearch-Cuisine	552	9,043	6%	\$243.2	\$0.44
AW-Ongoing-NBSearch-Holiday_Event	70	1,492	5%	\$115.14	\$1.64
Grand total	1,424	15,971	9%	\$996.47	\$0.7

Ad Copy Performance  
by CTR: Previous Month

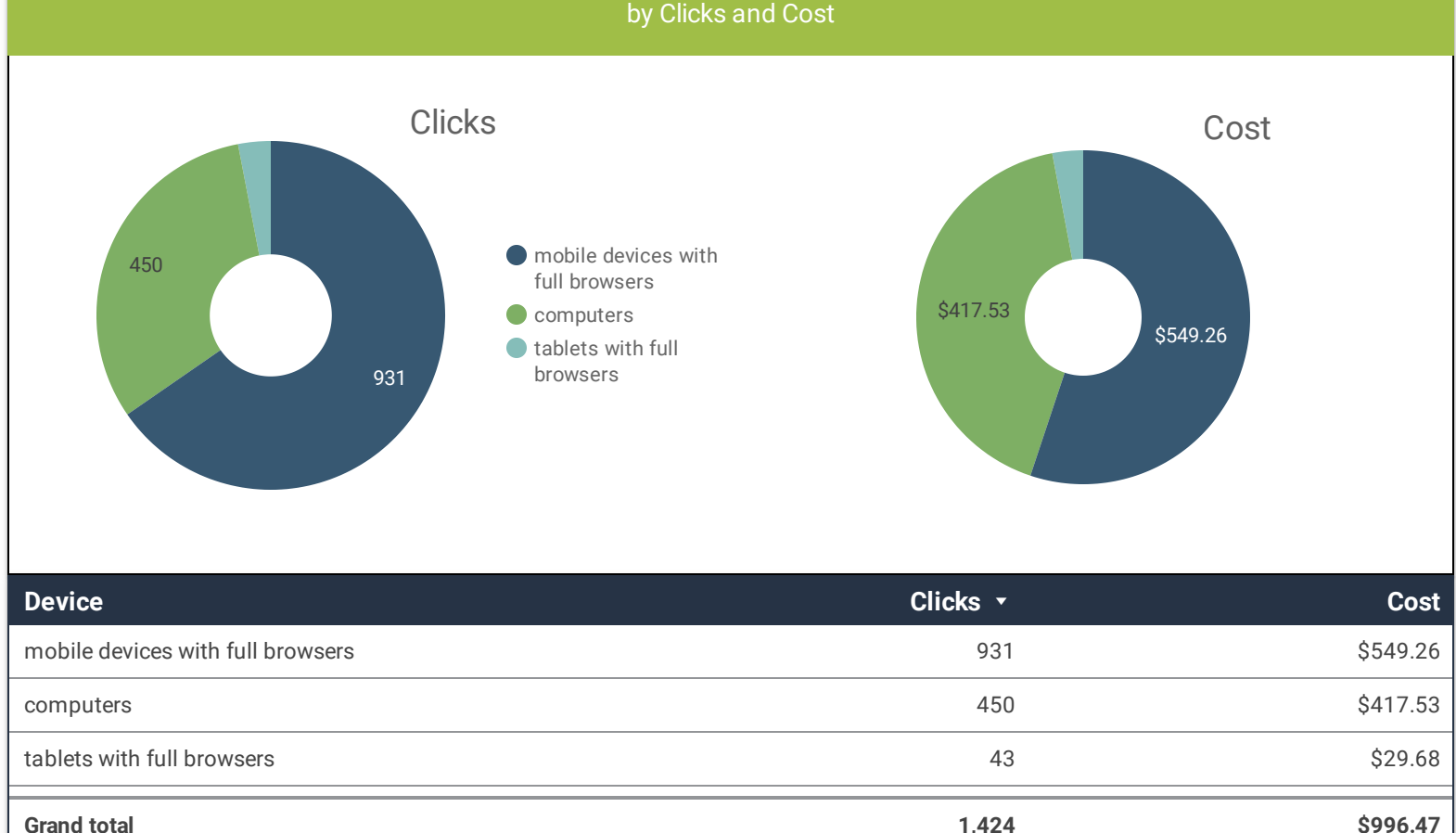
Campaign name	Ad group name	Headlines	Descriptions	Impressions	Clicks	CPC
AW-Ongoing-NBSearch-Holiday_Event	Valentine's Day	I I	I	133	4	2.17
AW-Ongoing-NBSearch-Holiday_Event	Valentine's Day	Say it with Dinner   Celebrate Love in Park City   Book a Table for Two	What's the Best Way to Warm Up After a Day on Park City Slopes this Valentine's Day?   Amazing Food & Drink! Browse casual to fine dining options in Park City.	5	0	null
AW-Ongoing-NBSearch-Holiday_Event	New Years	Celebrate New Years Eve   In Beautiful Park City   Because You Deserve It	What's the Best Way to Warm Up After a Day on Park City Slopes this Holiday Season?   View Menus, Hours & Make Reservations Online.	26	2	1.65
AW-Ongoing-NBSearch-Holiday_Event	Sundance Film Fest	Celebrate Sundance Season   In Beautiful Park City   Because You Deserve It	What's the Best Way to Warm Up After a Day in Park City? Amazing Food & Drink!   View Menus, Hours & Make Reservations Online.	48	2	1.93
AW-Ongoing-NBSearch-Holiday_Event	Sundance Film Fest	Celebrate Sundance Film Fest   In Beautiful Park City   Because You Deserve It	What's the Best Way to Warm Up After a Day in Park City? Amazing Food & Drink!   View Menus, Hours & Make Reservations Online.	377	9	1.79
AW-Ongoing-NBSearch-Holiday_Event	Sundance Film Fest	What to Do After Sundance?   Explore the Best Restaurants   Celebrate in Park City	What's the Best Way to Warm Up After a Day in Park City?   Amazing Food & Drink! Browse casual to fine dining options in Park City.	383	10	1.86
Grand total				15,971	1,424	0.7

Keyword Performance  
by Avg. CPC

Search Keyword	Ad group	Campaign	Impr.	Clicks	CTR	Cost	Impr. Share
1. park city restaurants	Park City Restaurants	AW-Ongoing-NBSearch-General	1,430	240	17%	\$158.66	10%
2. +park +city +restaurants	Park City Restaurants	AW-Ongoing-NBSearch-General	1,398	137	10%	\$146.38	10%
3. best restaurants in park city	Park City Restaurants	AW-Ongoing-NBSearch-General	774	115	15%	\$108.35	10%
4. restaurants in park city	Park City Restaurants	AW-Ongoing-NBSearch-General	609	130	21%	\$83.18	10%
5. +Dinner +park +city	Dinner	AW-Ongoing-NBSearch-Cuisine	1,979	138	7%	\$70.58	50%
6. +lunch +park +city	Lunch	AW-Ongoing-NBSearch-Cuisine	1,209	130	11%	\$54.63	43%
7. restaurants park city	Park City Restaurants	AW-Ongoing-NBSearch-General	491	76	15%	\$45.02	10%
8. +sundance +park +city +restaurant	Sundance Film Fest	AW-Ongoing-NBSearch-Holiday_Event	124	27	22%	\$40.23	91%
9. +park +city +dining	Park City Dining	AW-Ongoing-NBSearch-General	158	20	13%	\$25.38	10%
10. +park +city +eat	Park City Eat	AW-Ongoing-NBSearch-General	194	22	11%	\$23.4	10%
11. park city dining	Park City Dining	AW-Ongoing-NBSearch-General	110	32	29%	\$22.28	10%
12. +eat +sundance	Sundance Film Fest	AW-Ongoing-NBSearch-Holiday_Event	121	14	12%	\$20.64	87%
13. +breakfast +park +city	Breakfast	AW-Ongoing-NBSearch-Cuisine	703	54	8%	\$18.96	24%
14. +brunch +park +city	Brunch	AW-Ongoing-NBSearch-Cuisine	652	38	6%	\$16.03	47%
Grand total			15,971	1,424	9%	\$996.47	10%

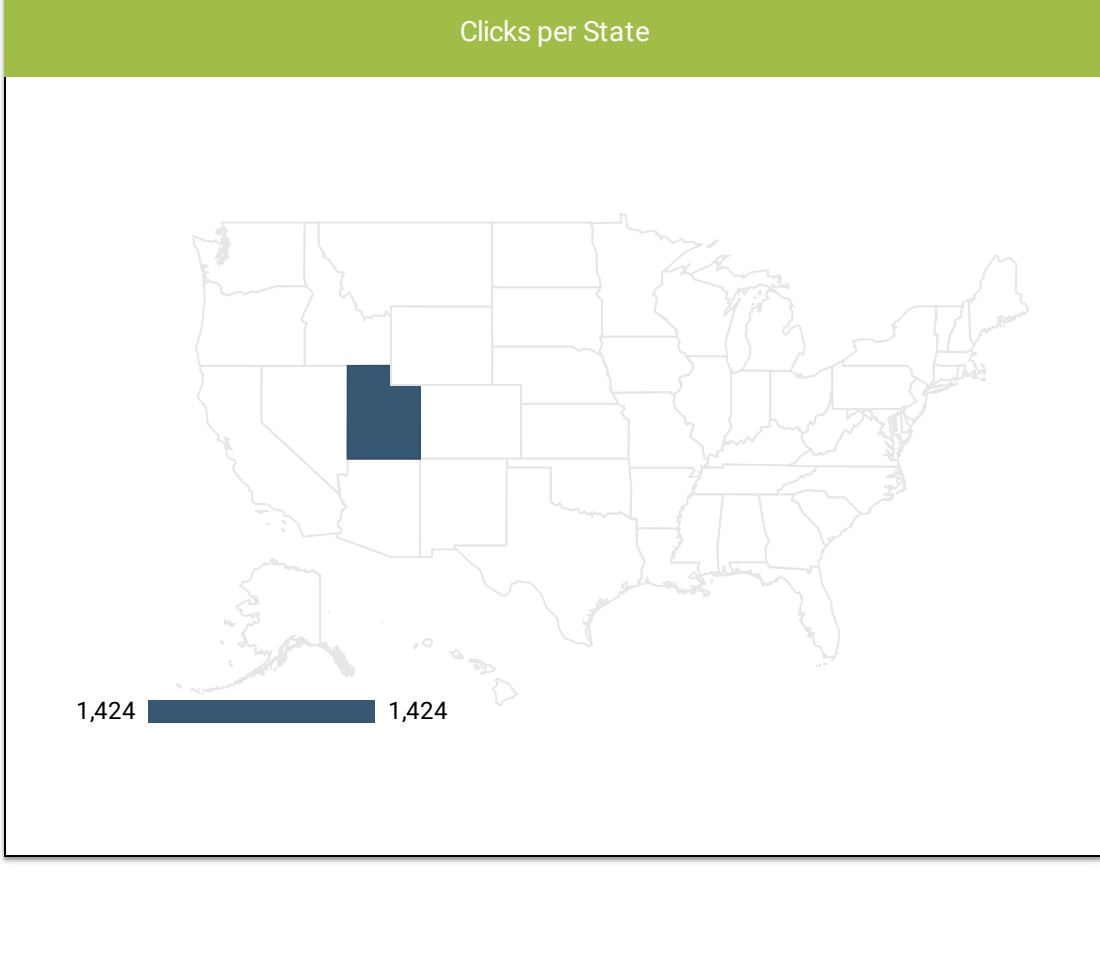
Search Term Report

Search term	Ad group	Campaign	Impr.	Clicks	CTR	Cost
1. park city restaurants	Park City Restaurants	AW-Ongoing-NBSearch-General	1,016	181	18%	\$129.18
2. restaurants in park city	Park City Restaurants	AW-Ongoing-NBSearch-General	249	62	25%	\$49.95
3. best restaurants park city	Park City Restaurants	AW-Ongoing-NBSearch-General	63	14	22%	\$16.54
4. best restaurants in park city utah	Park City Restaurants	AW-Ongoing-NBSearch-General	40	10	25%	\$15.52
5. best restaurants in park city	Park City Restaurants	AW-Ongoing-NBSearch-General	157	18	11%	\$15.48
6. restaurants park city	Park City Restaurants	AW-Ongoing-NBSearch-General	166	27	16%	\$13.9
7. restaurants in park city utah	Park City Restaurants	AW-Ongoing-NBSearch-General	31	13	42%	\$10.69
8. park city utah restaurants	Park City Restaurants	AW-Ongoing-NBSearch-General	55	13	24%	\$10.53
Grand total			15,971	1,424	9%	\$996.47



Day of Week Performance  
by Cost

Day of week	Cost
Wednesday	\$156.31
Tuesday	\$121.04
Thursday	\$169.38
Sunday	\$125.17
Saturday	\$134.56
Monday	\$128.44
Friday	\$161.57
Grand total	\$996.47



Hour of Day Performance  
by Cost

Hour of day	Cost
12 AM	\$1.04
1 AM	\$0.75
2 AM	\$1.09
3 AM	\$0.99
4 AM	\$5.23
5 AM	\$14.14
6 AM	\$33.45
7 AM	\$63.57
8 AM	\$58.28
9 AM	\$99.68
10 AM	\$89.21
11 AM	\$114.12
12 PM	\$90.97
1 PM	\$86.45
2 PM	\$77.69
3 PM	\$96.55
4 PM	\$48.75
5 PM	\$52.01
6 PM	\$31.08
7 PM	\$13.74
8 PM	\$12.62
9 PM	\$1.83
10 PM	\$2.39
11 PM	\$0.84

Social Media Overview

Monthly Summary & Analysis									
<div><div>Facebook:</div><div>Top Performing Post: 20 Incredible Things to do in Park City in 2020</div><div>People Reached: 3,948</div><div>Paid Reach: 3,500</div><div>Organic Reach: 448</div><div>Shares: 6</div><div>Link Clicks: 163</div><div>Likes: 9</div></div> <div><div>Top Performing Video: New Year's Resolutions Every Parkite Should Make</div><div>Total Reach: 242</div><div>Paid Reach: 0</div><div>Organic Reach: 242</div><div>Playthroughs: 72</div><div>Shares: 0</div><div>Likes: 2</div></div> <div><div>This month there was a 73% increase in post engagement, a 35% increase in post reach, and 21 new followers. Our top-performing post of the month directed users to our "20 Things to do in Park City in 2020" blog and attracted 242 users to the website. While video performance was down because our playthroughs were earned organically (as opposed to paid promotion), engagement across the platform increased significantly throughout the month.</div></div> <div><div>Pinterest:</div><div>Monthly User Views: 11.75k</div><div>Top Performing Pin: 5 Romantic Ways to Celebrate Valentine's Day in Park City</div><div>Impressions: 6,263</div><div>Engagement: 600</div><div>Link Clicks: 15</div></div> <div><div>In January, Pinterest attracted 11,750 visitors, 27,920 impressions, and 79 link clicks. The top-performing pin highlighted our Valentine's Day blog, which saw 6,263 impressions and 15 link clicks. The entire profile sustained similar month-over-month traffic compared to December, despite seeing a decrease in total audience visitors. Nevertheless, engagement increased by 51% and impressions grew by 3.8%.</div></div>									

Social Network Referrals						
Social Network	Sessions	% Δ	Pages / Session	Bounce Rate	Goal Completions	
Facebook	578	156.9% ↑	1.25	84%	203	
Pinterest	64	64.1% ↑	1.38	80%	11	
Instagram	24	2,300.0% ↑	1.21	79%	6	
YouTube	1	-	1	100%	0	
Tumblr	1	-	1	100%	0	
Meetup	1	-	1	100%	0	
Yelp	1	0.0%	1	100%	0	
					0	100
Grand total	670	147.2% ↑	1.26	83%	220	
					1 - 7 / 7	< >

Social Traffic by Landing Page						
Landing Page	Sessions	% Δ	Pages / Session	Avg. Time on Page	Bounce Rate	
/blog/20-new-years-resolutions-every-parkite-should-make-in-2020	174	-	1.41	00:01:35	69%	
/blog/5-romantic-ways-to-celebrate-valentines-day-in-park-city	108	-	1.1	00:01:47	93%	
/specials-events/deer-valley-grocerycafe-partners-with-the-paint-mixer-for-park-city-plated-dinner	97	-	1.18	00:01:35	91%	
/blog/the-top-dog-friendly-restaurants-in-park-city	51	5,000.0% ↑	1.12	00:00:53	96%	
/blog/6-park-city-restaurants-you-have-to-try-during-the-sundance-film	40	1,900.0% ↑	1.15	00:01:18	90%	
					0%	100
Grand total	670	147.2% ↑	1.26	00:01:43	83%	
					1 - 10 / 137	< >