



Sessions

Monthly

Sept 2016	15179
Sept 2015	5305
Change	186.13%

Fiscal Year to Date

2016/17	56447
Same period last yeat	39553
	42.71%

Where are they coming from?

- 1 San Francisco
- 2 Ukiah
- 3 Fort Bragg
- 4 San Jose
- 5 Los Angeles
- 6 Sacramento
- 7 Oakland
- 8 Windsor
- 9 Mendocino
- 10 Santa Rosa
- 11 New York
- 12 Berkeley
- 13 San Rafael

- 14 [Ashburn](#)
- 15 [Napa](#)
- 16 [Willits](#)
- 17 [San Diego](#)
- 18 [Seattle](#)
- 19 [Walnut Creek](#)
- 20 [Chicago](#)

Most Visited Pages

- 1 [Homepage](#)
- 2 [Homepage](#)
- 3 [Mendocino County Things to Do](#)
- 4 [How pet-friendly is Mendocino County?](#)
- 5 [All Lodging in Mendocino County](#)
- 6 [Mushroom, Wine and Beer Festival - Visit Mendocino County](#)
- 7 [Places to Stay in Mendocino County](#)
- 8 [Events Archive - Visit Mendocino County](#)
- 9 [It Must be Time for Vacation! - Visit Mendocino County](#)
- 10 [Mendocino County Events](#)
- 11 [The Hot Hot Springs of Mendocino County - Visit Mendocino County](#)
- 12 [Hotels, Motels, and Inns in Mendocino County](#)
- 13 [Mendocino County Bucket List - Visit Mendocino County](#)
- 14 [Mendocino County Restaurants](#)
- 15 [Mendocino County Hiking](#)
- 16 [Hidden Hikes of Mendocino County - Visit Mendocino County](#)
- 17 [Events Calendar - Visit Mendocino County](#)
- 18 [Mendocino County Wineries and Wine Tasting](#)
- 19 [Mendocino County Family Fun](#)
- 20 [Mendocino County Events by Region - Visit Mendocino County](#)

Channels

You have a missed opportunity here with email mark

- 1 Organic Search
- 2 Direct
- 3 Referral
- 4 Social
- 5 Paid Search
- 6 Display
- 7 Email

Please refer to these benchmarks. You are doing well in social and search, poorly in pa

<input type="checkbox"/>	Default Channel Grouping	Acquisition
		Sessions ?
		144.78% 15,179 vs 6,000
<input type="checkbox"/>	1. Social	168.87% 1,425 vs 844
<input type="checkbox"/>	2. Organic Search	139.75% 8,885 vs 6,360
<input type="checkbox"/>	3. Referral	116.15% 1,753 vs 1,509
<input type="checkbox"/>	4. Direct	69.47% 2,159 vs 3,109
<input type="checkbox"/>	5. Paid Search	-53.58% 738 vs 1,600
<input type="checkbox"/>	6. Display	-87.59% 197 vs 1,300

<input type="checkbox"/>	7. (Other)	-95.26% 21 vs
<input type="checkbox"/>	8. Email	-99.77% 1 vs

Top sites that have links to pages on your site (backlinks)

<u>Domains</u>	<u>Links</u>
visitcalifornia.com	6,621
localeats.com	6,531
pinterest.com	2,032
pineconemotel.com	1,942
wordpress.com	848
ithappenedatpurity.com	447
assaggiare.com	259
wellerhouse.com	176
yellowpages.com	175
brandhound.com	98
johnonwine.com	94
pickyourown.org	89
livinmendo.com	87
blogspot.com	80
prlog.ru	67
gmedical.com	59
howardforums.com	57

Site Search keywords

Keyword	Significance
	1 Hotels
	2 Camping

- 3 glass beach
- 4 skunk train
- 5 bowling ball beach
- 6 Bowling ball beach
- 7 casino
- 8 crab wine and beer
- 9 Hikes
- 10 hot springs

External search queries

- 1 mendocino
- 2 mendocino ca
- 3 mendocino county
- 4 visit mendocino
- 5 mendocino mushroom festival
- 6 mendocino california
- 7 things to do in mendocino
- 8 mendocino events
- 9 mendocino hot springs
- 10 hot springs mendocino
- 11 things to do in mendocino ca
- 12 what to do in mendocino
- 13 mendocino county events
- 14 mendocino things to do
- 15 beer bison and bluegrass
- 16 noyo headlands park
- 17 mendicino
- 18 mendocino airport
- 19 mendocino hikes
- 20 mendocino breweries

Top Outgoing Clicks

- 1 <http://www.visitmendocino.com/event/mendocinc>

- 2 <http://www.visitmendocino.com/whats-the-neare>
- 3 <http://www.visitmendocino.com/mendocino-coun>
- 4 <http://www.visitmendocino.com/vacation/>
- 5 <http://www.visitmendocino.com/mendocino-coun>
- 6 <http://www.visitmendocino.com/>
- 7 <http://www.visitmendocino.com/mendocino-coun>
- 8 <http://www.visitmendocino.com/mendocino-coun>
- 9 <http://www.visitmendocino.com/mendocino-coun>
- 10 <http://www.visitmendocino.com/hidden-hikes-of-t>
- 11 <http://www.visitmendocino.com/mendocino-coun>
- 12 <http://www.visitmendocino.com/mendocino-coun>
- 13 <http://www.visitmendocino.com/highway-128-win>
- 14 <http://www.visitmendocino.com/mendocino-coun>
- 15 <http://www.visitmendocino.com/mendocino-coun>
- 16 <http://www.visitmendocino.com/mendocino-coun>
- 17 <http://www.visitmendocino.com/mendocino-coun>
- 18 <http://www.visitmendocino.com/mendocino-coun>
- 19 <http://www.visitmendocino.com/mendocino-coun>
- 20 <http://www.visitmendocino.com/mendocino-coun>
- 21 <http://www.visitmendocino.com/monastic-side-m>
- 22 <http://www.visitmendocino.com/getting-here/>
- 23 <http://www.visitmendocino.com/mendocino-coun>
- 24 <http://www.visitmendocino.com/mendocino-coun>
- 25 <http://www.visitmendocino.com/mendocino-coun>

Traffic Impact of Social

Social Network

1. Facebook

2. Pinterest

3. Instagram

4. Twitter

Campaigns (Paid ads)

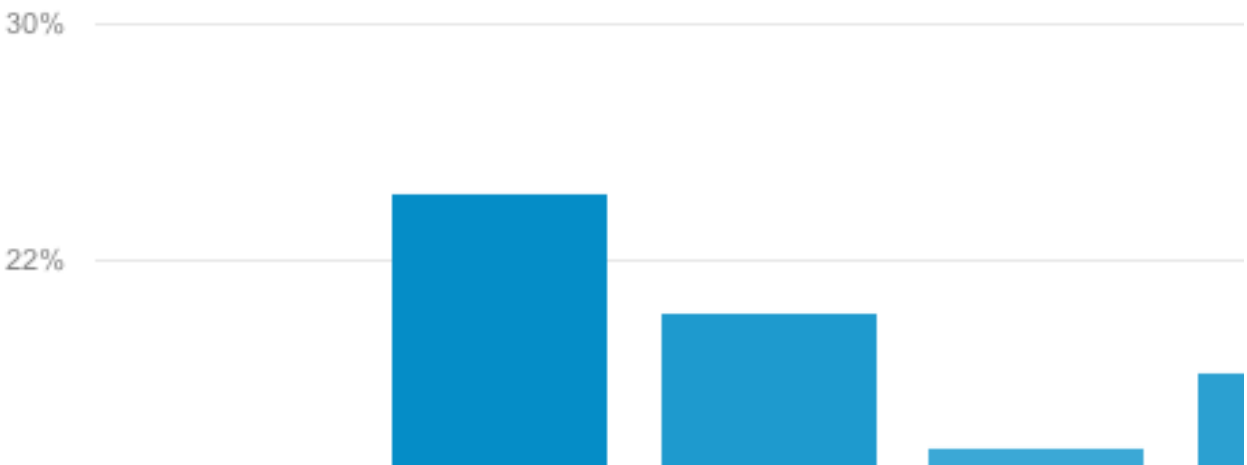
<input type="checkbox"/>	Campaign ?	Source / Medium ? ✕
<input type="checkbox"/>	1. pet-friendly-broad-geo-september-2016	facebook / social
<input type="checkbox"/>	2. pet-friendly-september-2016	facebook / social
<input type="checkbox"/>	3. Pet Friendly - Remarketing	google / cpc
<input type="checkbox"/>	4. Pet Friendly	google / cpc
<input type="checkbox"/>	5. Travel	google / cpc
<input type="checkbox"/>	6. Mendocino - Remarketing	google / cpc
<input type="checkbox"/>	7. Outdoor Adventure - BMM	google / cpc
<input type="checkbox"/>	8. Things to Do - BMM	google / cpc
<input type="checkbox"/>	9. Things to Do - Exact	google / cpc
<input type="checkbox"/>	10. Events - BMM	google / cpc

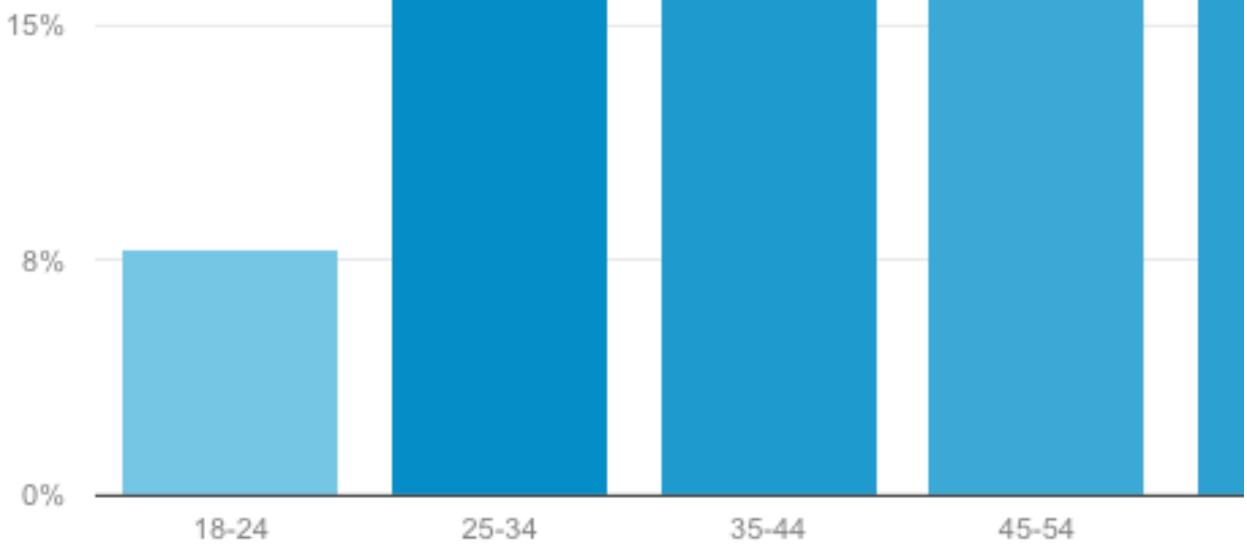
Shared URL

1. www.visitmendocino.com/not-average-pet/
2. www.visitmendocino.com/vacation/
3. www.visitmendocino.com/
4. www.visitmendocino.com/adventure-is-calling/
5. www.visitmendocino.com/event/claws-cause-benefit-dinner-auction/
6. www.visitmendocino.com/event/native-bees-backyard/
7. www.visitmendocino.com/event/mushroom-wine-beer-camp/
8. www.visitmendocino.com/event/rediscovering-pygmy-forests/
9. www.visitmendocino.com/hidden-hikes-of-mendocino-county/
10. www.visitmendocino.com/mendocino-county-bucket-list/

Demographics

Age





Interests

Affinity Category (reach)

3.67%		Movie Lovers
100.00%		
3.28%		Travel Buffs
100.00%		
3.19%		TV Lovers
100.00%		
3.16%		News Junkies/Entertainment & Celebrity
100.00%		
2.85%		Technophiles
100.00%		
2.84%		Cooking Enthusiasts/Aspiring Chefs

2.77%		Cooking Enthusiasts/Recipe Creators
100.00%		
2.80%		Home Decor Enthusiasts
100.00%		
2.64%		Shoppers/Shopaholics
100.00%		
2.54%		Political News Junkies
100.00%		
2.52%		News Junkies
100.00%		

Other Category

3.97%		Arts & Entertainment/Celebrities & Entert
100.00%		
3.14%		Travel/Hotels & Accommodations
100.00%		
2.67%		News/Weather
100.00%		
2.50%		Arts & Entertainment/TV & Video/Online
100.00%		
2.50%		Food & Drink/Cooking & Recipes
100.00%		
2.21%		News/Politics/Campaigns & Elections

100.00%

2.00%



Real Estate/Real Estate Listings

100.00%

1.75%



Travel/Air Travel

100.00%

1.58%



News/Sports News

100.00%

1.52%



Internet & Telecom/Email & Messaging

100.00%

% of Total:
100.00%

3,689

-3,689

Show rows:102550100250500100025005000Go to:1 - 25 of 845

VisitMendocino.com Analytics Report, for September 2016

Users (Unique Visitors)	Pageviews	Pages/Session
12301	40079	2.64
4683	13446	2.53
162.67%	198.07%	4.35%
44902	146070	2.59
33721	99430	2.51
33.16%	46.91%	3.19%

Too much local traffic in proportion?

2,629(17.67%)	75.77%	1,992(17.33%)
524(3.52%)	60.69%	318(2.77%)
497(3.34%)	57.14%	284(2.47%)
482(3.24%)	78.42%	378(3.29%)
440(2.96%)	78.64%	346(3.01%)
371(2.49%)	77.36%	287(2.50%)
249(1.67%)	76.31%	190(1.65%)
239(1.61%)	60.67%	145(1.26%)
230(1.55%)	68.70%	158(1.37%)
220(1.48%)	77.73%	171(1.49%)
147(0.99%)	82.31%	121(1.05%)
111(0.75%)	74.77%	83(0.72%)
109(0.73%)	73.39%	80(0.70%)

107(0.72%)	100.00%	107(0.93%)
105(0.71%)	65.71%	69(0.60%)
100(0.67%)	80.00%	80(0.70%)
96(0.65%)	88.54%	85(0.74%)
96(0.65%)	73.96%	71(0.62%)
85(0.57%)	70.59%	60(0.52%)
85(0.57%)	78.82%	67(0.58%)

5,571(13.90%)	4,333(13.49%)	0:01:12
1,837(4.58%)	1,434(4.47%)	0:01:15
1,468(3.66%)	1,282(3.99%)	0:01:09
1,009(2.52%)	925(2.88%)	0:03:26
882(2.20%)	563(1.75%)	0:01:24
856(2.14%)	694(2.16%)	0:01:24
818(2.04%)	532(1.66%)	0:01:25
810(2.02%)	707(2.20%)	0:01:56
740(1.85%)	621(1.93%)	0:02:19
712(1.78%)	536(1.67%)	0:01:19
699(1.74%)	592(1.84%)	0:02:09
651(1.62%)	481(1.50%)	0:01:32
623(1.55%)	516(1.61%)	0:03:19
587(1.46%)	478(1.49%)	0:01:03
513(1.28%)	394(1.23%)	0:01:30
482(1.20%)	420(1.31%)	0:03:23
439(1.10%)	370(1.15%)	0:02:00
424(1.06%)	323(1.01%)	0:01:47
401(1.00%)	301(0.94%)	0:01:44
392(0.98%)	319(0.99%)	

eting not driving clicks to site

8,885(58.62%)	78.67%	6,990(59.71%)
2,159(14.24%)	80.73%	1,743(14.89%)
1,753(11.56%)	77.12%	1,352(11.55%)
1,425(9.40%)	75.65%	1,078(9.21%)
738(4.87%)	71.14%	525(4.48%)
197(1.30%)	9.14%	18(0.15%)
1(0.01%)	100.00%	1(0.01%)

aid search and display, missing the boat with email

	Behavior		
↓	% New Sessions ?	New Users ?	Pages / Se
% ↑ 5,201	7.60% ↑ 77.15% vs 71.70%	163.38% ↑ 11,710 vs 4,446	
↑ s 530	5.51% ↑ 75.65% vs 71.70%	183.68% ↑ 1,078 vs 380	
↑ 3,706	6.68% ↑ 78.67% vs 73.75%	155.76% ↑ 6,990 vs 2,733	
↑ s 811	10.90% ↑ 77.12% vs 69.54%	139.72% ↑ 1,352 vs 564	
↑ 1,274	19.60% ↑ 80.73% vs 67.50%	102.67% ↑ 1,743 vs 860	
↓ 1,590	-7.67% ↓ 71.14% vs 77.04%	-57.14% ↓ 525 vs 1,225	
↓ 1,587	-86.67% ↓ 9.14% vs 68.56%	-98.35% ↓ 18 vs 1,088	

↓ s 443	14.57% ↑ 80.95% vs 70.65%	-94.57% ↓ 17 vs 313
↓ s 427	104.31% ↑ 100.00% vs 48.95%	-99.52% ↓ 1 vs 209

[Linked pages](#)

18
4
74
1
6
1
1
1
110
1
80
3
89
86
10
64
1
1

11(2.49%)

5(1.13%)

4(0.90%)
4(0.90%)
3(0.68%)
3(0.68%)
3(0.68%)
3(0.68%)
3(0.68%)
3(0.68%)

Clicks

802
335
276
114
106
101
63
48
35
32
30
29
28
27
26
26
26
25
24
24



91(2.47%)

90(2.44%)
 69(1.87%)
 69(1.87%)
 68(1.84%)
 66(1.79%)
 64(1.73%)
 61(1.65%)
 59(1.60%)
 49(1.33%)
 49(1.33%)
 39(1.06%)
 31(0.84%)
 31(0.84%)
 30(0.81%)
 28(0.76%)
 27(0.73%)
 27(0.73%)
 27(0.73%)
 25(0.68%)
 25(0.68%)
 24(0.65%)
 24(0.65%)
 23(0.62%)
 22(0.60%)

Sessions	% Sessions
1,378	96.70%
22	1.54%
--	----

15 | 1.05%

6 | 0.42%

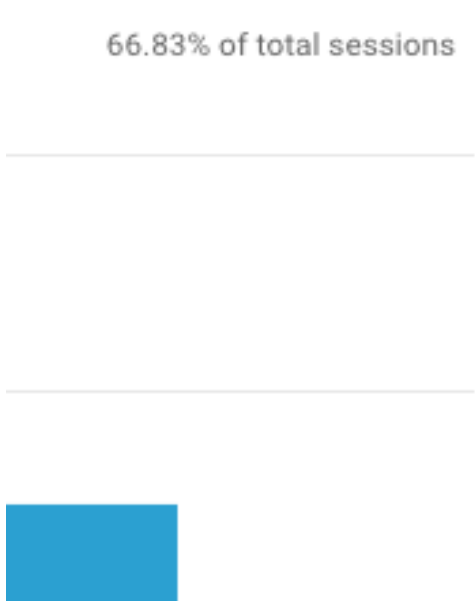
	Sessions  
	1,374 % of Total: 9.05% (15,179)
	650 (47.31%)
	147 (10.70%)
	126 (9.17%)
	88 (6.40%)
	80 (5.82%)
	68 (4.95%)
	54 (3.93%)
	46 (3.35%)
	39 (2.84%)
	37 (2.69%)

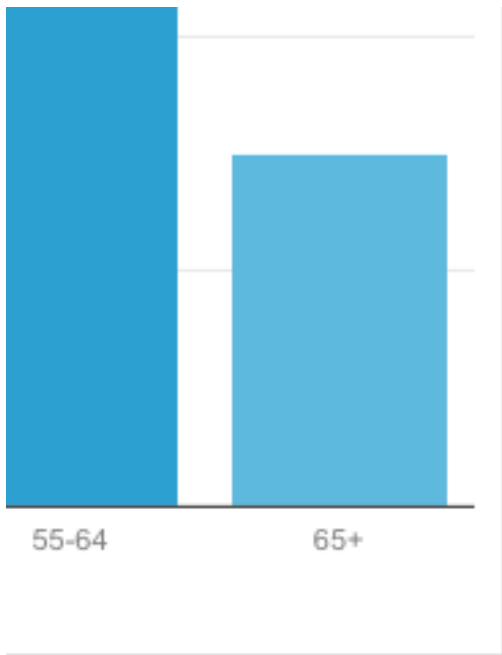
2023

	Sessions	% Sessions
	802	56.48%
	314	22.11%
	97	6.83%
	14	0.99%
	11	0.77%
	11	0.77%
	10	0.70%
	10	0.70%
	9	0.63%
	9	0.63%

66.83% of total sessions

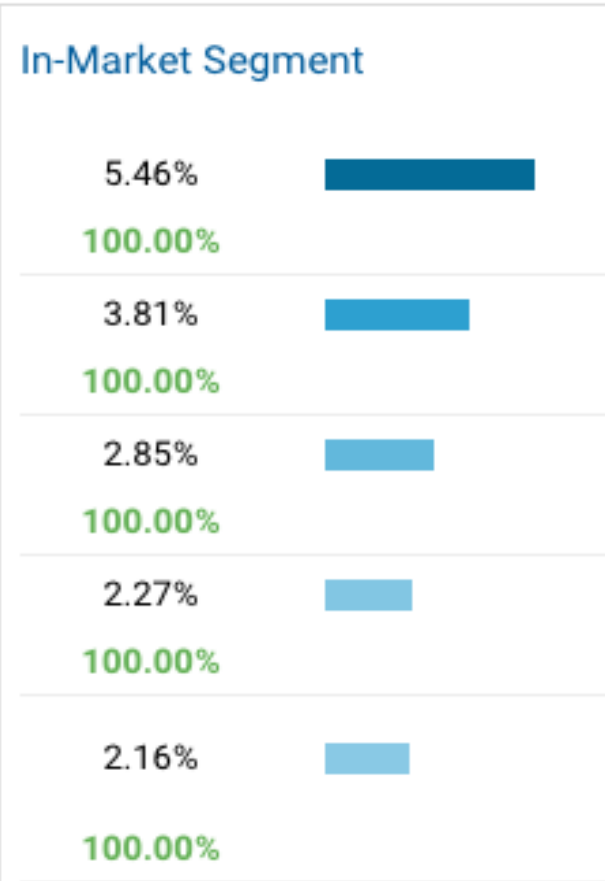
Gender










67.92% of total sessions

News Junkies

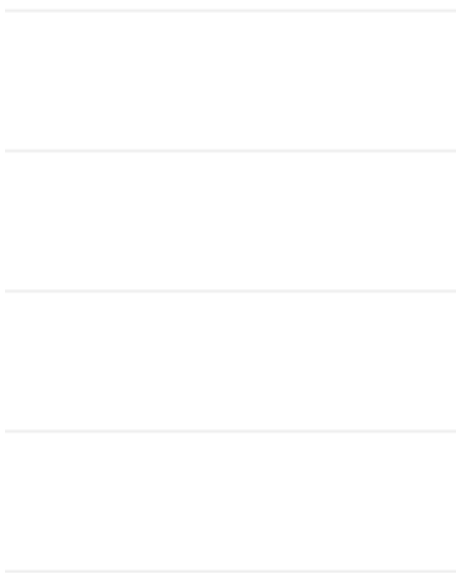


	2.00%	
	100.00%	
	1.81%	
	100.00%	
	1.78%	
	100.00%	
	1.72%	
	100.00%	
	1.60%	
	100.00%	

68.09% of total sessions

ainment News

Video



	3,387	0	0
% of Total:	% of Total:	Avg for View:	
100.00%	0.00%	0.00	
	-3,387	0	0.00%

Session Duration Bounce Rate

2:33 56.45%
2:34 58.49%
-0.65% -3.49%

2:35 55.66%
2:24 53.43%
7.64% 4.17%







63.98%	2.12	0:01:51	0.00%	0(0.00%)
56.49%	2.51	0:03:08	0.00%	0(0.00%)
53.32%	2.65	0:03:03	0.00%	0(0.00%)
57.88%	2.6	0:02:35	0.00%	0(0.00%)
60.45%	2.33	0:02:04	0.00%	0(0.00%)
58.76%	2.78	0:03:03	0.00%	0(0.00%)
51.41%	3.11	0:02:51	0.00%	0(0.00%)
51.05%	4.58	0:06:57	0.00%	0(0.00%)
56.96%	2.47	0:02:24	0.00%	0(0.00%)
53.18%	2.64	0:02:55	0.00%	0(0.00%)
50.34%	2.73	0:02:23	0.00%	0(0.00%)
45.95%	2.38	0:01:43	0.00%	0(0.00%)
51.38%	2.96	0:02:37	0.00%	0(0.00%)

100.00%	1	0:00:00	0.00%	0(0.00%)
54.29%	2.96	0:02:54	0.00%	0(0.00%)
53.00%	2.16	0:02:47	0.00%	0(0.00%)
54.17%	2.56	0:02:01	0.00%	0(0.00%)
58.33%	2.48	0:02:03	0.00%	0(0.00%)
54.12%	2.91	0:02:38	0.00%	0(0.00%)
51.76%	2.28	0:01:46	0.00%	0(0.00%)

4,166(27.50%)	43.15%	41.37%	\$0.00(0.00%)
1,379(9.10%)	44.38%	42.79%	\$0.00(0.00%)
39(0.26%)	66.67%	17.17%	\$0.00(0.00%)
825(5.45%)	91.27%	82.56%	\$0.00(0.00%)
32(0.21%)	53.12%	15.19%	\$0.00(0.00%)
481(3.17%)	52.18%	39.25%	\$0.00(0.00%)
26(0.17%)	50.00%	15.28%	\$0.00(0.00%)
82(0.54%)	58.54%	31.73%	\$0.00(0.00%)
374(2.47%)	78.02%	55.27%	\$0.00(0.00%)
396(2.61%)	42.17%	36.52%	\$0.00(0.00%)
219(1.45%)	71.69%	42.92%	\$0.00(0.00%)
22(0.15%)	72.73%	20.12%	\$0.00(0.00%)
460(3.04%)	66.52%	63.40%	\$0.00(0.00%)
10(0.07%)	30.00%	15.84%	\$0.00(0.00%)
86(0.57%)	43.18%	27.88%	\$0.00(0.00%)
386(2.55%)	76.68%	74.90%	\$0.00(0.00%)
58(0.38%)	57.89%	33.49%	\$0.00(0.00%)
94(0.62%)	51.58%	26.42%	\$0.00(0.00%)
16(0.11%)	58.82%	18.70%	\$0.00(0.00%)

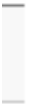
52.47%	2.83	0:02:51	0.00%	0(0.00%)
62.48%	2.36	0:02:10	0.00%	0(0.00%)
47.58%	3.06	0:02:58	0.00%	0(0.00%)
84.77%	1.32	0:00:54	0.00%	0(0.00%)
49.46%	2.94	0:02:27	0.00%	0(0.00%)
70.05%	1.75	0:01:09	0.00%	0(0.00%)
0.00%	2	0:24:17	0.00%	0(0.00%)

Session ?	Avg. Session Duration ?	Bounce Rate ?
1.87%	27.61%	1.32%
2.64 vs 2.59	00:02:33 vs 00:02:00	56.45% vs 57.20%
-31.10%	-30.05%	22.76%
1.32 vs 1.92	00:00:54 vs 00:01:17	84.77% vs 69.06%
6.92%	40.01%	-6.29%
2.83 vs 2.65	00:02:51 vs 00:02:02	52.47% vs 55.99%
11.70%	44.00%	-14.26%
3.06 vs 2.74	00:02:58 vs 00:02:03	47.58% vs 55.49%
-6.75%	4.11%	7.86%
2.36 vs 2.54	00:02:10 vs 00:02:05	62.48% vs 57.93%
8.45%	52.83%	-13.11%
2.94 vs 2.71	00:02:27 vs 00:01:36	49.46% vs 56.92%
17.02%	138.58%	-12.81%
1.75 vs 1.50	00:01:09 vs 00:00:29	70.05% vs 80.34%

-3.60%  2.05 vs 2.12	-3.37%  00:01:21 vs 00:01:24	-11.18%  57.14% vs 64.33%
-19.74%  2.00 vs 2.49	1,012.47%  00:24:17 vs 00:02:11	-100.00%  0.00% vs 53.40%

Demographics

Healthy



100
90
80
70
60
50
40
30
20
10
0

68.08%

■ female ■ male





This report was generated on 10/17/16 at 5:33:39 F

65.73% of total sessions

Travel/Hotels & Accommodations

Travel/Trips by Destination/Trips to North America

Travel/Air Travel

Real Estate/Residential Properties/Residential Properties (For Sale)

Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)

Employment

Home & Garden/Home Furnishings

Home & Garden/Home Decor

Real Estate/Residential Properties

Home & Garden/Home & Garden Services/Landscape Design

\$0.00(0.00%)
\$0.00(0.00%)
\$0.00(0.00%)
\$0.00(0.00%)
\$0.00(0.00%)
\$0.00(0.00%)
\$0.00(0.00%)

\$0.00(0.00%)

\$0.00(0.00%)

\$0.00(0.00%)

\$0.00(0.00%)

\$0.00(0.00%)

\$0.00(0.00%)

\$0.00(0.00%)