



May 2023 Monthly Report

www.visitvisalia.com

Table of contents

Site Performance Overview	4
Google Analytics: Top Pageviews	4
Google Analytics: Top Landing Pages	4
Google Analytics: Source / Medium	6
Google Analytics: Top Traffic Channels by Sessions	7
Google Analytics: New Vs Returning Visitors	7
Google Analytics: Device Categories	7
All Channels: Month Over Month Comparison	8
Google Analytics: Overview	8
Google Analytics: Source / Medium	8
All Channels: Year Over Year Comparison	10
Google Analytics: Top Traffic Channels by Sessions	10
Google Analytics: Overview	10
Organic Traffic Only Analysis	11
Google Analytics: Top Pageviews	11
Google Analytics: Location	11
Organic Only: Month Over Month	13
Google Analytics: Overview	13
Organic Only: Year Over Year	14
Google Analytics: Overview	14
Google Search Console Data	15
GSC: Month Over Month	15
GSC: Search Performance (Overview)	15
GSC: Search Performance (Data by Category)	15
GSC: Year Over Year	17
GSC: Search Performance (Overview)	17
GSC: Search Performance (Data by Category)	17
Paid Search	19
Google Ads: Performance Overview	19
Google Ads: Performance Table	19
Google Ads: Keywords Performance	21
Google My Business	23
Google Business Profile: Impressions (Overview)	23
Google Business Profile: Actions (Overview)	23

Social Media	24
Social Media Toolkit: Overview for Visit Visalia	24
Facebook	25
Engagement summary	25
Engagement trend	25
Engagement distribution by type	25
Social Media Toolkit: Reactions distribution by type (Facebook)	25
Social Media Toolkit: Posts	25
Brand Monitoring	27
Full SemRush Keyword Table	28
Keyword Rankings 1 - 100 (177)	28
Top 100 Search Console Keywords	34
GSC: Search Performance (Data by Category)	34

Site Performance Overview

Google Analytics: Top Pageviews

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: All | Segment: All Users | Period: 01 May - 31 May, 2023

No.	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1	/	14,571 (14.70%)	12,775 (15.14%)	00:01:20	12,194 (19.79%)	74.38%	75.78%
2	/things-to-do	3,733 (3.77%)	2,834 (3.36%)	00:01:13	1,947 (3.16%)	47.95%	46.21%
3	/calendar	3,418 (3.45%)	2,453 (2.91%)	00:01:02	2,193 (3.56%)	46.52%	52.84%
4	/itineraries	3,284 (3.31%)	2,553 (3.03%)	00:01:04	2,456 (3.99%)	52.50%	55.91%
5	/stay	1,880 (1.90%)	1,607 (1.90%)	00:02:00	1,311 (2.13%)	62.80%	68.46%
6	/hiking	1,481 (1.49%)	1,119 (1.33%)	00:00:49	946 (1.53%)	54.07%	53.61%
7	/sequoia-national-park-faqs	1,189 (1.20%)	1,076 (1.28%)	00:04:16	1,057 (1.72%)	62.79%	75.36%
8	/dine	1,134 (1.14%)	846 (1.00%)	00:02:59	468 (0.76%)	50.64%	51.85%
9	/visitor-guide	1,098 (1.11%)	841 (1.00%)	00:00:51	169 (0.27%)	57.23%	29.42%
10	/sequoia-national-park	1,028 (1.04%)	819 (0.97%)	00:01:02	319 (0.52%)	62.34%	38.72%

Google Analytics: Top Landing Pages

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: All | Segment: All Users | Period: 01 May - 31 May, 2023

No.	Landing Page	Sessions ▼	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
1	/	12,194 (19.76%)	84.62%	10,319 (19.80%)	74.46%	1.65	00:00:48
2	/itineraries	2,456 (3.98%)	89.62%	2,201 (4.22%)	52.52%	2.21	00:01:37
3	/calendar	2,193 (3.55%)	80.53%	1,766 (3.39%)	46.60%	2.29	00:01:29
4	/things-to-do	1,947 (3.15%)	81.15%	1,580 (3.03%)	48.13%	2.51	00:02:04
5	/stay	1,311 (2.12%)	90.39%	1,185 (2.27%)	62.70%	1.50	00:00:58
6	/sequoia-national-park-faqs	1,057 (1.71%)	90.16%	953 (1.83%)	63.39%	1.89	00:01:55
7	/hiking	946 (1.53%)	88.90%	841 (1.61%)	54.12%	1.98	00:01:11
8	/6-top-attractions-in-kings-canyon-national-park	742 (1.20%)	87.33%	648 (1.24%)	60.11%	1.74	00:01:38
9	/lake-kaweah	713 (1.16%)	88.50%	631 (1.21%)	57.08%	1.84	00:01:34

No.	Landing Page	Sessions ▼	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
10	/9-cant-miss-sequoia-national-park-at-tractions	538 (0.87%)	81.97%	441 (0.85%)	62.08%	1.91	00:01:27

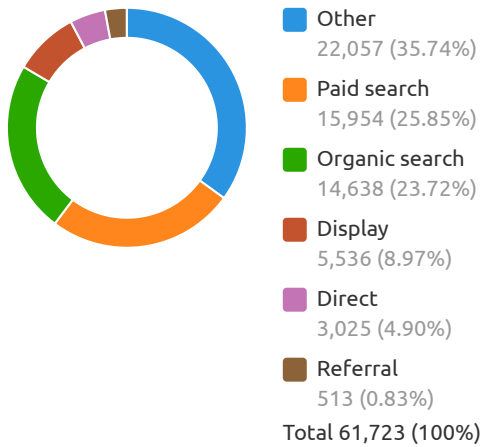
Google Analytics: Source / Medium

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: All | Segment: All Users | Period: 01 May - 31 May, 2023

No.	Source / Medium	Users ▼	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
1	facebook / paidsocial	19,568 (35.88%)	21,543 (34.90%)	80.38%	1.30	00:00:16	1.50%
2	google / cpc	11,759 (21.56%)	13,824 (22.40%)	61.43%	1.83	00:01:07	6.22%
3	google / organic	11,393 (20.89%)	13,381 (21.68%)	55.61%	1.90	00:01:37	8.22%
4	digilant / banner	5,219 (9.57%)	5,534 (8.97%)	90.39%	1.12	00:00:11	0.29%
5	(direct) / (none)	2,576 (4.72%)	3,025 (4.90%)	64.17%	1.77	00:01:18	4.43%
6	bing / cpc	2,061 (3.78%)	2,125 (3.44%)	66.35%	1.69	00:00:54	6.59%
7	bing / organic	556 (1.02%)	628 (1.02%)	46.82%	2.50	00:02:07	12.10%
8	digilant / video	296 (0.54%)	353 (0.57%)	89.52%	1.10	00:00:21	0.00%
9	yahoo / organic	272 (0.50%)	328 (0.53%)	51.22%	2.03	00:01:59	9.76%
10	duckduckgo / organic	225 (0.41%)	267 (0.43%)	42.32%	2.63	00:03:02	15.36%

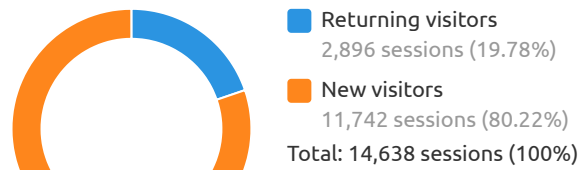
Google Analytics: Top Traffic Channels by Sessions

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Segment: All Users | Period: 01 May - 31 May, 2023



Google Analytics: New Vs Returning Visitors

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: Organic search | Segment: All Users | Period: 01 May - 31 May, 2023



Google Analytics: Device Categories

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: All | Segment: All Users

No.	Device Categories	Users	New Users	Sessions ▼	Bounce Rate	Pages / Session	Avg. Session Duration
1	mobile						
	01 May - 31 May, 2023	41,536 (77.15%)	40,064 (76.86%)	47,806 (77.45%)	70.76%	1.52	00:00:44
	01 Apr -30 Apr, 2023	46,511 (78.38%)	44,834 (78.29%)	53,876 (79.16%)	71.48%	1.44	00:00:39
	% Change	-10.70%	-10.64%	-11.27%	-1.02%	+5.31%	+12.25%
2	desktop						
	01 May - 31 May, 2023	9,947 (18.48%)	9,793 (18.79%)	11,283 (18.28%)	62.74%	1.99	00:01:33
	01 Apr -30 Apr, 2023	10,558 (17.79%)	10,235 (17.87%)	11,552 (16.97%)	63.36%	1.83	00:01:21
	% Change	-5.79%	-4.32%	-2.33%	-0.97%	+8.54%	+14.60%
3	tablet						
	01 May - 31 May, 2023	2,352 (4.37%)	2,270 (4.35%)	2,634 (4.27%)	74.15%	1.50	00:00:44
	01 Apr -30 Apr, 2023	2,273 (3.83%)	2,198 (3.84%)	2,631 (3.87%)	73.05%	1.57	00:00:48
	% Change	+3.48%	+3.28%	+0.11%	+1.50%	-4.77%	-7.69%

All Channels: Month Over Month Comparison

Google Analytics: Overview

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: All | Segment: All Users

01 May - 31 May, 2023 vs 01 Apr - 30 Apr, 2023

Sessions

-9.31%

61,723 vs 68,059

New Sessions

+0.37%

84.45% vs 84.14%

Pages / Sessions

+5.97%

1.61 vs 1.52

Bounce Rate

-1.04%

69.44% vs 70.16%

Avg. Session Duration

+13.51%

00:00:53 vs 00:00:46

Goal Completions

+11.71%

2,853 vs 2,554

Google Analytics: Source / Medium

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: All | Segment: All Users

No.	Medium	Users ▼	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1	paidsocial					
	01 May - 31 May, 2023	19,568 (35.92%)	21,543 (34.90%)	80.38%	1.30	00:00:16
	01 Apr - 30 Apr, 2023	23,333 (39.02%)	25,803 (37.91%)	80.41%	1.28	00:00:13
	% Change	-16.14%	-16.51%	-0.03%	+1.49%	+24.05%
2	cpc					
	01 May - 31 May, 2023	13,789 (25.31%)	15,949 (25.84%)	62.09%	1.81	00:01:05
	01 Apr - 30 Apr, 2023	13,495 (22.57%)	15,189 (22.32%)	63.62%	1.71	00:00:58
	% Change	+2.18%	+5.00%	-2.42%	+5.82%	+11.16%
3	organic					
	01 May - 31 May, 2023	12,453 (22.86%)	14,638 (23.72%)	54.95%	1.94	00:01:40
	01 Apr - 30 Apr, 2023	14,593 (24.40%)	17,264 (25.37%)	56.84%	1.74	00:01:24
	% Change	-14.66%	-15.21%	-3.32%	+11.91%	+19.13%
4	banner					
	01 May - 31 May, 2023	5,221 (9.58%)	5,536 (8.97%)	90.39%	1.12	00:00:11

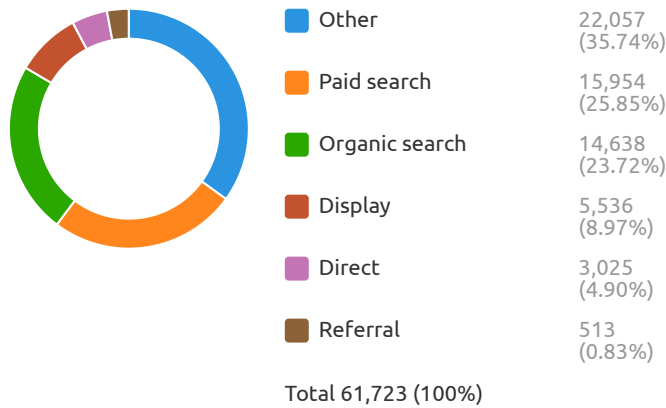
No.	Medium	Users ▼	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	01 Apr - 30 Apr, 2023	4,293 (7.18%)	5,087 (7.47%)	86.32%	1.19	00:00:26
	% Change	+21.62%	+8.83%	+4.72%	-5.78%	-57.08%
5	(none)					
	01 May - 31 May, 2023	2,576 (4.73%)	3,025 (4.90%)	64.17%	1.77	00:01:18
	01 Apr - 30 Apr, 2023	2,506 (4.19%)	2,967 (4.36%)	63.90%	1.75	00:01:14
	% Change	+2.79%	+1.95%	+0.41%	+1.26%	+4.39%
6	referral					
	01 May - 31 May, 2023	555 (1.02%)	642 (1.04%)	50.00%	2.61	00:02:17
	01 Apr - 30 Apr, 2023	708 (1.18%)	798 (1.17%)	50.25%	2.19	00:02:03
	% Change	-21.61%	-19.55%	-0.50%	+19.24%	+11.18%
7	video					
	01 May - 31 May, 2023	296 (0.54%)	353 (0.57%)	89.52%	1.10	00:00:21
	01 Apr - 30 Apr, 2023	834 (1.39%)	902 (1.33%)	90.91%	1.08	00:00:25
	% Change	-64.51%	-60.86%	-1.53%	+1.63%	-15.75%
8	City page					
	01 May - 31 May, 2023	11 (0.02%)	18 (0.03%)	44.44%	3.11	00:02:40
	01 Apr - 30 Apr, 2023	14 (0.02%)	15 (0.02%)	26.67%	2.87	00:01:07
	% Change	-21.43%	+20.00%	+66.67%	+8.53%	+137.41%
9	print					
	01 May - 31 May, 2023	10 (0.02%)	11 (0.02%)	9.09%	7.18	00:06:05
	01 Apr - 30 Apr, 2023	15 (0.03%)	23 (0.03%)	52.17%	1.87	00:01:09
	% Change	-33.33%	-52.17%	-82.58%	+284.14%	+427.51%
10	paidsearch					
	01 May - 31 May, 2023	2 (0.00%)	5 (0.01%)	60.00%	2.80	00:02:23
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.00	00:00:00
	% Change	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%

All Channels: Year Over Year Comparison

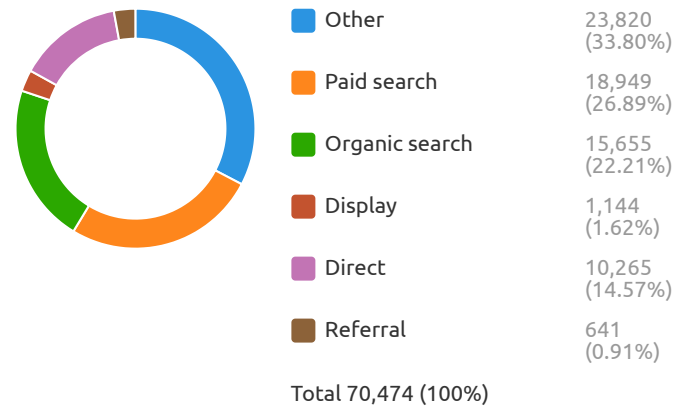
Google Analytics: Top Traffic Channels by Sessions

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Segment: All Users

01 May - 31 May, 2023



01 May - 31 May, 2022



Google Analytics: Overview

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: All | Segment: All Users

01 May - 31 May, 2023 vs 01 May - 31 May, 2022

Sessions

-12.42%

61,723 vs 70,474

New Sessions

-0.19%

84.45% vs 84.61%

Pages / Sessions

-7.96%

1.61 vs 1.74

Bounce Rate

+5.55%

69.44% vs 65.78%

Avg. Session Duration

-24.11%

00:00:53 vs 00:01:10

Goal Completions

-47.44%

2,853 vs 5,428

Organic Traffic Only Analysis

Google Analytics: Top Pageviews

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: Organic search | Segment: All Users | Period: 01 May - 31 May, 2023

No.	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1	/calendar	3,085 (10.85%)	2,208 (9.47%)	00:01:03	2,047 (14.03%)	46.47%	53.97%
2	/	1,847 (6.50%)	1,431 (6.14%)	00:01:13	1,207 (8.27%)	41.34%	45.05%
3	/things-to-do	1,165 (4.10%)	911 (3.91%)	00:01:16	540 (3.70%)	52.77%	43.18%
4	/sequoia-national-park-faqs	1,039 (3.66%)	936 (4.02%)	00:03:58	923 (6.33%)	61.59%	74.59%
5	/lake-kaweah	741 (2.61%)	616 (2.64%)	00:03:20	566 (3.88%)	54.23%	70.18%
6	/dine	734 (2.58%)	536 (2.30%)	00:03:23	351 (2.41%)	50.14%	53.54%
7	/eventdetail/1560/avenue-of-the-flags-memorial-day-ceremony	500 (1.76%)	450 (1.93%)	00:03:11	364 (2.49%)	71.15%	75.60%
8	/sequoia-national-forest	480 (1.69%)	389 (1.67%)	00:02:41	293 (2.01%)	55.89%	57.08%
9	/kings-canyon-national-park	434 (1.53%)	324 (1.39%)	00:01:41	255 (1.75%)	45.31%	50.23%
10	/family-fun	432 (1.52%)	293 (1.26%)	00:01:46	151 (1.03%)	45.70%	38.66%

Google Analytics: Location

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: Organic search | Segment: All Users | Period: 01 May - 31 May, 2023

No.	City	Users ▼	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1	Visalia	1,461 (10.82%)	1,290 (10.99%)	1,703 (11.63%)	50.62%	2.06	00:01:53
2	San Jose	848 (6.28%)	746 (6.35%)	934 (6.38%)	56.53%	1.79	00:01:21
3	Los Angeles	792 (5.86%)	697 (5.94%)	860 (5.88%)	54.77%	1.90	00:01:34
4	(not set)	644 (4.77%)	563 (4.79%)	684 (4.67%)	56.43%	1.84	00:01:29
5	San Francisco	625 (4.63%)	559 (4.76%)	685 (4.68%)	56.93%	1.67	00:01:07
6	Sacramento	604 (4.47%)	521 (4.44%)	666 (4.55%)	55.56%	1.79	00:01:30
7	Fresno	221 (1.64%)	211 (1.80%)	238 (1.63%)	53.36%	1.82	00:01:22
8	Tulare	190 (1.41%)	177 (1.51%)	217 (1.48%)	48.39%	2.13	00:01:52
9	San Diego	133 (0.98%)	122 (1.04%)	145 (0.99%)	56.55%	1.91	00:01:32

No.	City	Users ▼	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
10	Porterville	118 (0.87%)	111 (0.95%)	128 (0.87%)	52.34%	1.94	00:01:11

Organic Only: Month Over Month

Google Analytics: Overview

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: Organic search | Segment: All Users

01 May - 31 May, 2023 vs 01 Apr - 30 Apr, 2023

Sessions

-15.21%

14,638 vs 17,264

New Sessions

-0.33%

80.22% vs 80.49%

Pages / Sessions

+11.91%

1.94 vs 1.74

Bounce Rate

-3.32%

54.95% vs 56.84%

Avg. Session Duration

+19.13%

00:01:40 vs 00:01:24

Goal Completions

+5.30%

1,251 vs 1,188

Organic Only: Year Over Year

Google Analytics: Overview

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: Organic search | Segment: All Users

01 May - 31 May, 2023 vs 01 May - 31 May, 2022

Sessions

-6.50%

14,638 vs 15,655

New Sessions

+1.82%

80.22% vs 78.78%

Pages / Sessions

-4.98%

1.94 vs 2.04

Bounce Rate

-0.55%

54.95% vs 55.25%

Avg. Session Duration

-9.37%

00:01:40 vs 00:01:51

Goal Completions

-19.39%

1,251 vs 1,552

Google Search Console Data

GSC: Month Over Month

GSC: Search Performance (Overview)

Site: <https://www.visitvisalia.com/> | Search type: Web

01 May - 31 May, 2023 vs 01 Apr - 30 Apr, 2023

Total clicks

-28.44%

10,916 vs 15,254

Total impressions

+0.55%

944,305 vs 939,170

Average CTR

-28.83%

1.16% vs 1.62%

Average position

-0.07%

12 vs 12

GSC: Search Performance (Data by Category)

Site: <https://www.visitvisalia.com/> | Search type: Web

No.	Pages	Clicks ▼	Impressions	CTR	Position
1	/calendar				
	01 May - 31 May, 2023	1,675	24,540	6.83%	12.2
	01 Apr - 30 Apr, 2023	2,608	38,450	6.78%	11.3
	% Change	-35.77%	-36.18%	+0.63%	+7.67%
2	/sequoia-national-park-faqs				
	01 May - 31 May, 2023	764	40,716	1.88%	10.3
	01 Apr - 30 Apr, 2023	680	46,765	1.45%	13.7
	% Change	+12.35%	-12.93%	+29.04%	-24.83%
3	/				
	01 May - 31 May, 2023	760	87,834	0.87%	6.6
	01 Apr - 30 Apr, 2023	690	89,646	0.77%	6.6
	% Change	+10.14%	-2.02%	+12.42%	-0.36%
4	/things-to-do				
	01 May - 31 May, 2023	411	19,464	2.11%	5.8
	01 Apr - 30 Apr, 2023	385	13,731	2.80%	5.9

No.	Pages	Clicks ▼	Impressions	CTR	Position
	% Change	+6.75%	+41.75%	-24.69%	-2.44%
5	/lake-kaweah				
	01 May - 31 May, 2023	409	13,124	3.12%	7.2
	01 Apr - 30 Apr, 2023	294	11,568	2.54%	7.6
	% Change	+39.12%	+13.45%	+22.62%	-4.72%
6	/eventdetail/1560/avenue-of-the-flags-memorial-day-ceremony				
	01 May - 31 May, 2023	300	1,474	20.35%	5.3
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
7	/dine				
	01 May - 31 May, 2023	276	53,573	0.52%	6.4
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
8	/eventdetail/1540/the-great-western-fan-festival				
	01 May - 31 May, 2023	244	3,524	6.92%	6.1
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
9	/how-to-drive-the-kings-canyon-scenic-byway				
	01 May - 31 May, 2023	224	6,450	3.47%	12.0
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
10	/kings-canyon-national-park				
	01 May - 31 May, 2023	214	89,773	0.24%	9.9
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%

GSC: Year Over Year

GSC: Search Performance (Overview)

Site: <https://www.visitvisalia.com/> | Search type: Web

01 May - 31 May, 2023 vs 01 May - 31 May, 2022

Total clicks

-12.48%

10,916 vs 12,473

Total impressions

+10.95%

944,305 vs 851,096

Average CTR

-21.12%

1.16% vs 1.47%

Average position

-7.30%

12 vs 12

GSC: Search Performance (Data by Category)

Site: <https://www.visitvisalia.com/> | Search type: Web

No.	Pages	Clicks ▼	Impressions	CTR	Position
1	/calendar				
	01 May - 31 May, 2023	1,675	24,540	6.83%	12.2
	01 May - 31 May, 2022	2,079	53,443	3.89%	8.0
	% Change	-19.43%	-54.08%	+75.46%	+51.69%
2	/sequoia-national-park-faqs				
	01 May - 31 May, 2023	764	40,716	1.88%	10.3
	01 May - 31 May, 2022	1,027	36,190	2.84%	13.9
	% Change	-25.61%	+12.51%	-33.88%	-26.02%
3	/				
	01 May - 31 May, 2023	760	87,834	0.87%	6.6
	01 May - 31 May, 2022	1,185	98,993	1.20%	6.6
	% Change	-35.86%	-11.27%	-27.72%	-0.68%
4	/things-to-do				
	01 May - 31 May, 2023	411	19,464	2.11%	5.8
	01 May - 31 May, 2022	597	65,340	0.91%	5.5
	% Change	-31.16%	-70.21%	+131.11%	+5.20%
5	/lake-kaweah				
	01 May - 31 May, 2023	409	13,124	3.12%	7.2

No.	Pages	Clicks ▼	Impressions	CTR	Position
	01 May - 31 May, 2022	538	12,588	4.27%	7.5
	% Change	-23.98%	+4.26%	-27.08%	-4.17%
6	/eventdetail/1560/avenue-of-the-flags-memorial-day-ceremony				
	01 May - 31 May, 2023	300	1,474	20.35%	5.3
	01 May - 31 May, 2022	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
7	/dine				
	01 May - 31 May, 2023	276	53,573	0.52%	6.4
	01 May - 31 May, 2022	355	107,752	0.33%	6.1
	% Change	-22.25%	-50.28%	+56.37%	+5.65%
8	/eventdetail/1540/the-great-western-fan-festival				
	01 May - 31 May, 2023	244	3,524	6.92%	6.1
	01 May - 31 May, 2022	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
9	/how-to-drive-the-kings-canyon-scenic-byway				
	01 May - 31 May, 2023	224	6,450	3.47%	12.0
	01 May - 31 May, 2022	320	6,069	5.27%	9.1
	% Change	-30.00%	+6.28%	-34.13%	+31.28%
10	/kings-canyon-national-park				
	01 May - 31 May, 2023	214	89,773	0.24%	9.9
	01 May - 31 May, 2022	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%

Paid Search

Google Ads: Performance Overview

Campaign: All | Ad group: All

01 May - 31 May, 2023 vs 01 Apr - 30 Apr, 2023

Impressions

-13.07%

163,825 vs 188,450

Clicks

+7.29%

13,482 vs 12,566

CTR (%)

+23.42%

8.23% vs 6.67%

Cost

+21.32%

\$5,368.45 vs \$4,425.13

CPC

+13.07%

\$0.40 vs \$0.35

Conversions

+24.20%

349 vs 281

Google Ads: Performance Table

Campaign: All

No.	Campaign	Clicks	Average CPC ▼	Conversions	Sessions	Bounce Rate
1	MI Visit Visalia Travel Vegas & Denver Ad Copy					
	01 May - 31 May, 2023	203 (1.51%)	\$2.03	0	199 (1.96%)	63.82%
	01 Apr - 30 Apr, 2023	202 (1.61%)	\$1.81	0	193 (2.13%)	66.32%
	% Change	+0.50%	+12.16%	0%	+3.11%	-3.77%
2	MI Visit Visalia Lodging					
	01 May - 31 May, 2023	480 (3.56%)	\$1.09	0	501 (4.93%)	57.88%
	01 Apr - 30 Apr, 2023	348 (2.77%)	\$1.04	0	357 (3.93%)	62.75%
	% Change	+37.93%	+5.27%	0%	+40.34%	-7.75%
3	MI Visit Visalia Travel					
	01 May - 31 May, 2023	1,394 (10.34%)	\$1.03	0	1,419 (13.95%)	53.00%
	01 Apr - 30 Apr, 2023	1,182 (9.41%)	\$0.99	0	1,198 (13.20%)	55.84%
	% Change	+17.94%	+3.94%	0%	+18.45%	-5.10%
4	MI Visit Visalia Travel Geo					
	01 May - 31 May, 2023	691 (5.13%)	\$0.82	0	735 (7.23%)	58.10%
	01 Apr - 30 Apr, 2023	447 (3.56%)	\$0.76	0	450 (4.96%)	62.22%
	% Change	+54.59%	+7.82%	0%	+63.33%	-6.63%

No.	Campaign	Clicks	Average CPC ▼	Conversions	Sessions	Bounce Rate
5	MI Visit Visalia General Geo					
	01 May - 31 May, 2023	335 (2.48%)	\$0.52	0	349 (3.43%)	47.56%
	01 Apr - 30 Apr, 2023	88 (0.70%)	\$0.69	0	90 (0.99%)	56.67%
	% Change	+280.68%	-25.36%	0%	+287.78%	-16.06%
6	MI Visit Visalia General					
	01 May - 31 May, 2023	1,201 (8.91%)	\$0.40	0	1,357 (13.34%)	42.82%
	01 Apr - 30 Apr, 2023	854 (6.80%)	\$0.40	0	939 (10.35%)	41.53%
	% Change	+40.63%	-0.76%	0%	+44.52%	+3.09%
7	MI Visit Visalia Discovery Competitors					
	01 May - 31 May, 2023	2,896 (21.48%)	\$0.31	0	1,268 (12.47%)	61.59%
	01 Apr - 30 Apr, 2023	3,409 (27.13%)	\$0.26	0	1,405 (15.48%)	67.76%
	% Change	-15.05%	+19.21%	0%	-9.75%	-9.10%
8	MI Visit Visalia Discovery					
	01 May - 31 May, 2023	3,384 (25.10%)	\$0.18	0	1,152 (11.33%)	77.52%
	01 Apr - 30 Apr, 2023	2,947 (23.45%)	\$0.20	0	1,115 (12.29%)	68.43%
	% Change	+14.83%	-12.13%	0%	+3.32%	+13.28%
9	MI Visit Visalia Brand					
	01 May - 31 May, 2023	236 (1.75%)	\$0.12	0	272 (2.67%)	34.56%
	01 Apr - 30 Apr, 2023	235 (1.87%)	\$0.11	0	265 (2.92%)	31.70%
	% Change	+0.43%	+7.61%	0%	+2.64%	+9.02%
10	MI Visit Visalia Dynamic					
	01 May - 31 May, 2023	2,662 (19.74%)	\$0.08	0	2,917 (28.69%)	58.83%
	01 Apr - 30 Apr, 2023	2,854 (22.71%)	\$0.09	0	3,063 (33.75%)	59.19%
	% Change	-6.73%	-3.79%	0%	-4.77%	-0.61%

Google Ads: Keywords Performance

Campaign: All

No.	Keyword	Clicks	Average CPC ▼	Conversions	Impressions
1	national park travel				
	01 May - 31 May, 2023	125 (1.73%)	\$1.36	0	1,326
	01 Apr - 30 Apr, 2023	167 (2.41%)	\$1.36	0	1,372
	% Change	-25.15%	+0.07%	0%	-3.35%
2	national park hiking trip				
	01 May - 31 May, 2023	166 (2.30%)	\$1.34	0	1,389
	01 Apr - 30 Apr, 2023	126 (1.82%)	\$1.23	0	1,427
	% Change	+31.75%	+8.48%	0%	-2.66%
3	hotels near kings canyon				
	01 May - 31 May, 2023	146 (2.02%)	\$1.28	0	793
	01 Apr - 30 Apr, 2023	77 (1.11%)	\$1.17	0	535
	% Change	+89.61%	+9.08%	0%	+48.22%
4	sequoia national park travel				
	01 May - 31 May, 2023	134 (1.85%)	\$1.09	0	1,116
	01 Apr - 30 Apr, 2023	142 (2.05%)	\$1.02	0	1,041
	% Change	-5.63%	+6.31%	0%	+7.20%
5	hiking trip				
	01 May - 31 May, 2023	293 (4.05%)	\$0.91	0	2,964
	01 Apr - 30 Apr, 2023	146 (2.11%)	\$0.86	0	1,596
	% Change	+100.68%	+5.54%	0%	+85.71%
6	places to visit near me				
	01 May - 31 May, 2023	161 (2.23%)	\$0.78	0	1,495
	01 Apr - 30 Apr, 2023	107 (1.54%)	\$0.77	0	1,156
	% Change	+50.47%	+2.05%	0%	+29.33%
7	things to do visalia				
	01 May - 31 May, 2023	324 (4.48%)	\$0.35	0	837
	01 Apr - 30 Apr, 2023	181 (2.61%)	\$0.33	0	519
	% Change	+79.01%	+7.06%	0%	+61.27%
8	things to do in visalia				

No.	Keyword	Clicks	Average CPC ▼	Conversions	Impressions
	01 May - 31 May, 2023	231 (3.19%)	\$0.35	0	658
	01 Apr - 30 Apr, 2023	147 (2.12%)	\$0.34	0	453
	% Change	+57.14%	+3.47%	0%	+45.25%
9	visalia				
	01 May - 31 May, 2023	186 (2.57%)	\$0.15	0	2,294
	01 Apr - 30 Apr, 2023	183 (2.64%)	\$0.14	0	2,275
	% Change	+1.64%	+5.38%	0%	+0.84%
10	Dynamic Search Ads				
	01 May - 31 May, 2023	2,662 (36.81%)	\$0.08	0	19,919
	01 Apr - 30 Apr, 2023	2,854 (41.18%)	\$0.09	0	20,542
	% Change	-6.73%	-3.79%	0%	-3.03%

Google My Business

Google Business Profile: Impressions (Overview)

Location: Visit Visalia (112 E Main Street, Visalia, 93291)

01 May - 31 May, 2023 vs 01 Apr - 30 Apr, 2023

Impressions Desktop Maps

+42%

74 vs 52

Impressions Desktop Search

-23%

254 vs 330

Impressions Mobile Maps

+28%

392 vs 306

Impressions Mobile Search

-32%

469 vs 691

Locations:

Visit Visalia (112 E Main Street, Visalia, 93291)

Google Business Profile: Actions (Overview)

Location: Visit Visalia (112 E Main Street, Visalia, 93291)

01 May - 31 May, 2023 vs 01 Apr - 30 Apr, 2023

Conversations

0%

0 vs 0

Directions Requests

+11%

57 vs 51

Call Clicks

+40%

14 vs 10

Website Clicks

+41%

44 vs 31

Bookings

0%

0 vs 0

Food Orders

0%

0 vs 0

Locations:

Visit Visalia (112 E Main Street, Visalia, 93291)

Social Media

Social Media Toolkit: Overview for Visit Visalia

Project: Visit Visalia | Period: 1 May - 31 May, 2023 (compared to 1 Apr - 30 Apr, 2023)

 https://facebook.com/VisitVisalia		
Audience 7,913 ↑ 90 number of facebook page likes	Activity 6 ↓ 10 number of published posts	Engagement 54 ↓ 276 all post reactions, shares, and comments
 https://twitter.com/VisitVisalia		
Audience 1,311 ↑ 3 number of followers	Activity 0 ↓ 5 number of published tweets	Engagement 0 ↓ 5 all tweet likes, retweets, and mentions
 https://youtube.com/channel/UCX1kvUBMculW2VM3f0OTV7w		
Audience 364 number of subscribers	Activity 0 no change number of published videos	Engagement N/A not available
 https://instagram.com/visitvisalia		
Audience 4,652 ↑ 42 number of followers	Activity 0 ↓ 2 number of published posts	Engagement 0 ↓ 119 all likes and comments

Facebook

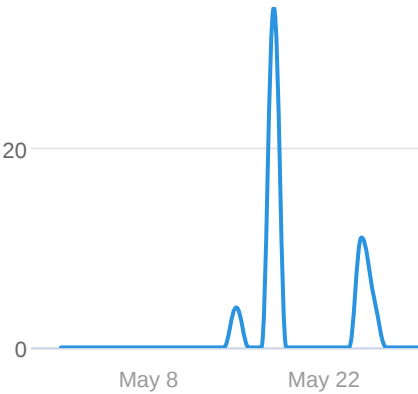
f Engagement summary

VisitVisalia | Period: 1 May - 31 May, 2023 (compared to 1 Apr - 30 Apr, 2023)

Type	Count	Change	Growth(%)
Reactions	51	-228	-81.72%
Shares	2	-41	-95.35%
Comments	1	-7	-87.5%

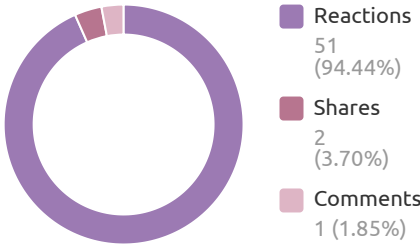
f Engagement trend

VisitVisalia | 1 May - 31 May, 2023



f Engagement distribution by type

VisitVisalia | 1 May - 31 May, 2023



f Social Media Toolkit: Reactions distribution by type (Facebook)

Visit Visalia | 1 May - 31 May, 2023

Like	46 (90%)
Love	5 (10%)
Wow	0 (0%)
Haha	0 (0%)
Sad	0 (0%)
Angry	0 (0%)

f Social Media Toolkit: Posts

Project name: Visit Visalia

Date range: 1 May - 31 May, 2023

Company: All profiles

Social channel: Facebook

No	Posts (found 6)		Total engagement ▼	Engagement rate	Reactions	Shares	Comments
1	Visit Visalia Posted at: 19:53 18 May View on Facebook		23	29.05	22	1	0
2	Visit Visalia Posted at: 18:56 25 May Dale Yurong ABC30 is highlighting one of our favorite places . . The Darling Hotel! View on Facebook		11	13.89	10	0	1
3	Visit Visalia Posted at: 08:45 18 May Are you making plans for your summer vacation? View on Facebook		11	13.89	10	1	0
4	Visit Visalia Posted at: 06:37 26 May View on Facebook		5	6.31	5	0	0
5	Visit Visalia Posted at: 13:21 15 May Are planning to ride the Sequoia Shuttle this summer? Here's an important update. View on Facebook		4	5.05	4	0	0
6	Visit Visalia Posted at: 13:44 27 May Good to know info if you are planning a visit to the parks. View on Facebook		0	0.00	0	0	0

Brand Monitoring

Full SemRush Keyword Table

Keyword Rankings 1 - 100 (177)

Keyword	SERP Features	visitvisalia.com			Volume
		01 May	31 May ▲	Diff	
1. lake kaweah outdoor	 	1	1	0	4,400
2. visalia to sequoia national park sequoia	   	1	1	0	880
3. best restaurants in visalia Food&farm	  	6	2	+4	720
4. restaurants in visalia ca Food&farm	   	2	2	0	2,400
5. things to do in visalia ca things to do	   	2	2	0	480
6. majestic mountain loop kings canyon sequoia	  	2	2	0	170
7. things to do in visalia things to do	 	2	2	0	1,300
8. what to do in visalia things to do	  	2	2	0	210
9. what to do in visalia ca things to do	  	2	2	0	110
10. roads end kings canyon kings canyon	   	2	2	0	260
11. visalia california	    	3 	3 	0	49,500
12. sequoia shuttle sequoia	  	3	3	0	170
13. sequoia national park shuttle sequoia	  	3	3	0	170
14. visalia convention center meetings	  	3	3	0	880
15. mooney grove park outdoor	  	3	3	0	1,000
16. visalia restaurants Food&farm	   	5	4	+1	8,100
17. kings canyon california kings canyon	   	5	4	+1	880

Keyword	SERP Features	visitvisalia.com			Volume
		01 May	31 May ▲	Diff	
18. kings canyon national park california kings canyon	    	4	4	0	1,000
19. kings national park kings canyon	   	5	4	+1	880
20. sequoia national forest california sequoia nf	    	4	5	-1	260
21. grant grove village kings canyon	 	5	5	0	1,000
22. visalia mall	   	16	5	+11	18,100
23. food in visalia food&farm	  	5	5	0	2,400
24. visalia food food&farm	    	5	5	0	2,400
25. places to eat visalia food&farm	   	5	5	0	1,300
26. places to eat in visalia Food&farm	   	5	5	0	1,300
27. kings canyon national park kings canyon	    	8	6	+2	40,500
28. visalia farmers market food&farm	  	5	6	-1	1,000
29. visalia brewery beer & wine	  	4	6	-2	320
30. kings canyon park kings canyon	    	5	6	-1	320
31. sequoia national park map sequoia	   	7	6	+1	5,400
32. sentinel tree outdoor	  	5	6	-1	480
33. kings canyon map kings canyon	  	16	7	+9	2,900
34. kings canyon national park map kings canyon	   	7	7	0	1,000
35. kings canyon national park visitor center kings canyon	   	7	7	0	320
36. kings canyon np kings canyon	   	7	7	0	320
37. kings canyon visitor center kings canyon	   	5	7	-2	480

Keyword	SERP Features	visitvisalia.com			Volume
		01 May	31 May ▲	Diff	
38. things to do in kings canyon national park kings canyon	📍 ★ 🔗 🗺️	7	7	0	480
39. giant forest museum outdoor	📍 ★ 🗺️	6	7	-1	1,000
40. sequoia national forest sequoia nf	📍 📍 ★ 🔗	7	8	-1	18,100
41. downtown visalia restaurants Food&farm	📍	8	8	0	880
42. kings canyon kings canyon	📍 📍 ★ 🔗	8	8	0	27,100
43. where is kings canyon national park kings canyon	📍 📍 ★ 🔗	9	8	+1	320
44. sequoia national forest hiking sequoia nf	📍 📍 ★ 🔗	8	9	-1	390
45. mexican restaurants in visalia ca Food&farm	📍 📍 ★	21	9	+12	320
46. buena vista peak outdoor	★	10	9	+1	170
47. general sherman tree sequoia	📍 📍 ★ 🔗 🗺️	10	10	0	49,500
48. sequoia and kings national park kings canyon	📍 📍 📍 🐦 ★ 🔗	8	10	-2	170
49. sequoia national park directions sequoia	📍 📍 ? ★	15 🔗	10	+5	1,300
50. boyden cavern outdoor	📍 📍 ★ 🔗	10	10	0	2,900
51. kaweah outdoor	📍 📍 📍 🔗	6	10	-4	720
52. sequoia national park tours sequoia	📍 ★ 🔗	10	11	-1	260
53. kings canyon trails kings canyon	📍 ★ 🔗	18	11	+7	480
54. sequoia national park entrance sequoia	📍 📍 ★ 🔗	17	11	+6	1,300
55. sequoia national park winter sequoia	📍 ★ 🔗	10	11	-1	1,600
56. mist falls outdoor	📍 📍 ★ 🔗	8	11	-3	1,300
57. sequoia national park visitor center sequoia	📍 📍 ★	9	12	-3	880

Keyword	SERP Features	visitvisalia.com			Volume
		01 May	31 May ▲	Diff	
58. best hikes in kings canyon kings canyon	   	24	12	+12	480
59. colonel allensworth state historic park things to do	   	12	12	0	720
60. bars in visalia beer & wine	 	10	13	-3	720
61. sequoia national park california sequoia	    	16	13	+3	6,600
62. sequoia national monument sequoia	 	14	14	0	480
63. sequoia national park hiking trails sequoia	   	15	15	0	480
64. crystal cave california outdoor sequoia	   	14	15	-1	880
65. where is sequoia national park sequoia	   	13 	15	-2	3,600
66. los angeles to sequoia national park sequoia	    	19 	16	+3	880
67. sequoia national park trails sequoia	   	20	16	+4	1,000
68. sequoia national park snow outdoor sequoia	    	13	17	-4	1,000
69. sequoia national park sequoia	   	16 	18	-2	450,000
70. sequoia park sequoia	     	18	18	0	8,100
71. best hikes in sequoia national park sequoia	   	16	19	-3	1,300
72. kings canyon national park hikes kings canyon	  	17	20	-3	260
73. sequoia california sequoia	    	23	20	+3	1,900
74. sequoia brewing beer & wine	  	24	22	+2	2,400
75. giant sequoia national monument kings canyon sequoia	 	22	22	0	2,400
76. sequoia national park hikes sequoia	   	28	22	+6	1,600
77. sequoia national park waterfalls sequoia	  	17	22	-5	880

Keyword	SERP Features	visitvisalia.com			Volume
		01 May	31 May ▲	Diff	
78. trail of 100 giants trailhead sequoia	   	20	22	-2	260
79. the giant forest sequoia	   	14	22	-8	480
80. the sequoias sequoia	   	24	23	+1	1,000
81. mist falls trail outdoor	 	18	23	-5	720
82. national forest sequoia nf	    	29	23	+6	60,500
83. barrelhouse brewing beer & wine	  	23	24	-1	6,600
84. sequoia tree national park sequoia	  	19	27	-8	1,000
85. kings canyon hikes kings canyon	   	26	27	-1	590
86. giant sequoia national park kings canyon sequoia	  	42	30	+12	1,600
87. sequoia kings canyon national park kings canyon	    	13	30	-17	2,900
88. things to do in sequoia national park sequoia	   	30	30	0	2,400
89. where to stay in sequoia national park sequoia	     	26	30	-4	1,300
90. what to do in sequoia national park sequoia	   	31	31	0	1,000
91. generals highway sequoia nf	  	42	33	+9	390
92. sequoia & kings canyon national parks kings canyon sequoia	    	9	36	-27	2,900
93. pizza visalia food&farm	 	36	39	-3	1,000
94. sequoia and kings canyon national parks kings canyon sequoia	   	7	39	-32	4,400
95. sequoia national park trees sequoia	     	48	40	+8	1,000
96. sequoia and kings canyon national park kings canyon sequoia	   	42	42	0	4,400
97. breakfast visalia food&farm	   	33	48	-15	880

Keyword	SERP Features	visitvisalia.com			Volume
		01 May	31 May ▲	Diff	
98. steakhouse visalia Food&farm	📍🖼️★🔗	36	49	-13	480
99. tokopah falls sequoia	📍🖼️★🔗🎓		50	+50	2,400
100. moro rock sequoia outdoor	📍📍★	64	52	+12	1,300

Top 100 Search Console Keywords

GSC: Search Performance (Data by Category)

Site: <https://www.visitvisalia.com/> | Search type: Web

No.	Queries	Clicks ▼	Impressions	CTR	Position
1	visalia				
	01 May - 31 May, 2023	332	32,778	1.01%	4.9
	01 Apr - 30 Apr, 2023	303	33,888	0.89%	4.7
	% Change	+9.57%	-3.28%	+13.28%	+2.55%
2	visalia ca				
	01 May - 31 May, 2023	229	21,214	1.08%	6.3
	01 Apr - 30 Apr, 2023	178	22,226	0.80%	6.5
	% Change	+28.65%	-4.55%	+34.79%	-3.28%
3	lake kaweah				
	01 May - 31 May, 2023	225	3,833	5.87%	2.8
	01 Apr - 30 Apr, 2023	144	3,431	4.20%	3.4
	% Change	+56.25%	+11.72%	+39.86%	-17.21%
4	things to do in visalia				
	01 May - 31 May, 2023	106	1,809	5.86%	4.3
	01 Apr - 30 Apr, 2023	73	1,566	4.66%	3.8
	% Change	+45.21%	+15.52%	+25.70%	+13.05%
5	kings canyon national park				
	01 May - 31 May, 2023	93	32,715	0.28%	9.5
	01 Apr - 30 Apr, 2023	96	26,128	0.37%	8.9
	% Change	-3.13%	+25.21%	-22.63%	+6.86%
6	visalia events				
	01 May - 31 May, 2023	84	508	16.54%	1.8
	01 Apr - 30 Apr, 2023	106	645	16.43%	2.0
	% Change	-20.75%	-21.24%	+0.62%	-10.53%
7	sequoia national forest				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 May - 31 May, 2023	67	9,232	0.73%	7.6
	01 Apr - 30 Apr, 2023	52	8,328	0.62%	7.5
	% Change	+28.85%	+10.85%	+16.23%	+1.39%
8	sequoia national park				
	01 May - 31 May, 2023	61	10,206	0.60%	16.8
	01 Apr - 30 Apr, 2023	64	11,491	0.56%	14.2
	% Change	-4.69%	-11.18%	+7.31%	+17.92%
9	visalia california				
	01 May - 31 May, 2023	61	6,883	0.89%	6.8
	01 Apr - 30 Apr, 2023	48	7,377	0.65%	7.0
	% Change	+27.08%	-6.70%	+36.20%	-2.05%
10	things to do in visalia this weekend				
	01 May - 31 May, 2023	60	157	38.22%	1.3
	01 Apr - 30 Apr, 2023	68	182	37.36%	1.3
	% Change	-11.76%	-13.74%	+2.29%	+0.89%
11	kings canyon				
	01 May - 31 May, 2023	46	26,073	0.18%	9.5
	01 Apr - 30 Apr, 2023	46	19,394	0.24%	9.0
	% Change	0%	+34.44%	-25.62%	+4.69%
12	visalia convention center				
	01 May - 31 May, 2023	45	2,088	2.16%	5.5
	01 Apr - 30 Apr, 2023	46	2,588	1.78%	5.3
	% Change	-2.17%	-19.32%	+21.25%	+4.29%
13	visalia restaurants				
	01 May - 31 May, 2023	42	2,298	1.83%	3.2
	01 Apr - 30 Apr, 2023	36	2,067	1.74%	3.1
	% Change	+16.67%	+11.18%	+4.94%	+1.83%
14	events in visalia ca				
	01 May - 31 May, 2023	41	191	21.47%	1.9
	01 Apr - 30 Apr, 2023	24	252	9.52%	1.8

No.	Queries	Clicks ▼	Impressions	CTR	Position
	% Change	+70.83%	-24.21%	+125.39%	+0.79%
15	things to do in visalia today				
	01 May - 31 May, 2023	40	145	27.59%	1.9
	01 Apr - 30 Apr, 2023	40	112	35.71%	1.5
	% Change	0%	+29.46%	-22.76%	+24.14%
16	grant grove village				
	01 May - 31 May, 2023	38	1,623	2.34%	6.0
	01 Apr - 30 Apr, 2023	35	1,018	3.44%	6.2
	% Change	+8.57%	+59.43%	-31.90%	-4.17%
17	planetarium visalia				
	01 May - 31 May, 2023	38	201	18.91%	3.9
	01 Apr - 30 Apr, 2023	36	193	18.65%	5.9
	% Change	+5.56%	+4.15%	+1.35%	-34.48%
18	visit visalia				
	01 May - 31 May, 2023	37	127	29.13%	1.4
	01 Apr - 30 Apr, 2023	36	126	28.57%	1.4
	% Change	+2.78%	+0.79%	+1.97%	-5.20%
19	house of juju visalia				
	01 May - 31 May, 2023	36	250	14.40%	5.2
	01 Apr - 30 Apr, 2023	37	272	13.60%	4.9
	% Change	-2.70%	-8.09%	+5.86%	+5.93%
20	kaweah lake				
	01 May - 31 May, 2023	34	1,284	2.65%	4.5
	01 Apr - 30 Apr, 2023	21	1,048	2.00%	6.1
	% Change	+61.90%	+22.52%	+32.15%	-26.57%
21	kings canyon scenic byway				
	01 May - 31 May, 2023	34	508	6.69%	4.5
	01 Apr - 30 Apr, 2023	32	454	7.05%	4.1
	% Change	+6.25%	+11.89%	-5.04%	+7.86%
22	adventure park visalia				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 May - 31 May, 2023	33	3,901	0.85%	5.6
	01 Apr - 30 Apr, 2023	24	3,069	0.78%	4.8
	% Change	+37.50%	+27.11%	+8.17%	+17.53%
23	visalia to sequoia national park				
	01 May - 31 May, 2023	32	553	5.79%	2.9
	01 Apr - 30 Apr, 2023	19	439	4.33%	2.9
	% Change	+68.42%	+25.97%	+33.70%	-0.60%
24	events near me				
	01 May - 31 May, 2023	30	452	6.64%	11.6
	01 Apr - 30 Apr, 2023	29	993	2.92%	22.7
	% Change	+3.45%	-54.48%	+127.27%	-48.98%
25	events visalia				
	01 May - 31 May, 2023	28	192	14.58%	1.8
	01 Apr - 30 Apr, 2023	22	212	10.38%	2.0
	% Change	+27.27%	-9.43%	+40.53%	-11.62%
26	visalia water park				
	01 May - 31 May, 2023	28	393	7.12%	4.7
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
27	visalia triathlon				
	01 May - 31 May, 2023	27	110	24.55%	2.1
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
28	visalia adventure park				
	01 May - 31 May, 2023	24	1,693	1.42%	5.3
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
29	adventure park				
	01 May - 31 May, 2023	23	7,476	0.31%	14.3
	01 Apr - 30 Apr, 2023	19	5,568	0.34%	12.8

No.	Queries	Clicks ▼	Impressions	CTR	Position
	% Change	+21.05%	+34.27%	-9.84%	+11.12%
30	sequoia national park map				
	01 May - 31 May, 2023	22	2,189	1.01%	3.8
	01 Apr - 30 Apr, 2023	22	1,798	1.22%	3.1
	% Change	0%	+21.75%	-17.86%	+22.95%
31	visalia convention center event calendar				
	01 May - 31 May, 2023	20	147	13.61%	2.9
	01 Apr - 30 Apr, 2023	35	173	20.23%	2.6
	% Change	-42.86%	-15.03%	-32.75%	+11.22%
32	visalia rawhide hall of fame club				
	01 May - 31 May, 2023	20	35	57.14%	1.1
	01 Apr - 30 Apr, 2023	19	27	70.37%	1.0
	% Change	+5.26%	+29.63%	-18.80%	+5.71%
33	hume lake boat rentals				
	01 May - 31 May, 2023	19	92	20.65%	4.2
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
34	memorial day events near me				
	01 May - 31 May, 2023	18	87	20.69%	2.9
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
35	visalia, ca				
	01 May - 31 May, 2023	18	3,470	0.52%	4.6
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
36	kings canyon national park photos				
	01 May - 31 May, 2023	17	3,140	0.54%	5.3
	01 Apr - 30 Apr, 2023	14	2,462	0.57%	7.8
	% Change	+21.43%	+27.54%	-4.79%	-31.86%
37	restaurants visalia				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 May - 31 May, 2023	17	2,338	0.73%	3.5
	01 Apr - 30 Apr, 2023	18	2,116	0.85%	3.2
	% Change	-5.56%	+10.49%	-14.52%	+11.51%
38	visalia events today				
	01 May - 31 May, 2023	17	111	15.32%	1.9
	01 Apr - 30 Apr, 2023	28	161	17.39%	1.8
	% Change	-39.29%	-31.06%	-11.94%	+6.61%
39	visalia memorial day events				
	01 May - 31 May, 2023	17	52	32.69%	2.9
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
40	kaweah oaks preserve				
	01 May - 31 May, 2023	16	868	1.84%	5.6
	01 Apr - 30 Apr, 2023	13	958	1.36%	5.3
	% Change	+23.08%	-9.39%	+35.84%	+5.06%
41	things to do in visalia ca				
	01 May - 31 May, 2023	16	361	4.43%	4.2
	01 Apr - 30 Apr, 2023	32	486	6.58%	3.9
	% Change	-50.00%	-25.72%	-32.69%	+6.62%
42	visalia events this weekend				
	01 May - 31 May, 2023	16	89	17.98%	1.8
	01 Apr - 30 Apr, 2023	16	112	14.29%	1.8
	% Change	0%	-20.54%	+25.84%	-2.67%
43	fun things to do in visalia				
	01 May - 31 May, 2023	15	230	6.52%	4.1
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
44	lj williams				
	01 May - 31 May, 2023	15	228	6.58%	3.6
	01 Apr - 30 Apr, 2023	15	160	9.38%	5.2

No.	Queries	Clicks ▼	Impressions	CTR	Position
	% Change	0%	+42.50%	-29.82%	-31.09%
45	restaurants near me				
	01 May - 31 May, 2023	15	3,519	0.43%	4.6
	01 Apr - 30 Apr, 2023	14	3,471	0.40%	3.8
	% Change	+7.14%	+1.38%	+5.68%	+20.61%
46	things to do visalia				
	01 May - 31 May, 2023	15	235	6.38%	4.2
	01 Apr - 30 Apr, 2023	16	268	5.97%	3.7
	% Change	-6.25%	-12.31%	+6.91%	+12.56%
47	mooney grove park				
	01 May - 31 May, 2023	14	1,251	1.12%	6.4
	01 Apr - 30 Apr, 2023	20	1,729	1.16%	6.3
	% Change	-30.00%	-27.65%	-3.25%	+2.24%
48	ritchie barn				
	01 May - 31 May, 2023	14	74	18.92%	1.8
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
49	events in visalia				
	01 May - 31 May, 2023	13	100	13.00%	1.8
	01 Apr - 30 Apr, 2023	19	140	13.57%	1.7
	% Change	-31.58%	-28.57%	-4.21%	+6.17%
50	sequoia national park photos				
	01 May - 31 May, 2023	13	1,338	0.97%	9.0
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
51	visalia car show				
	01 May - 31 May, 2023	13	789	1.65%	5.4
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
52	visalia fair				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 May - 31 May, 2023	13	93	13.98%	1.9
	01 Apr - 30 Apr, 2023	92	867	10.61%	2.4
	% Change	-85.87%	-89.27%	+31.73%	-22.86%
53	visalia things to do				
	01 May - 31 May, 2023	13	202	6.44%	3.8
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
54	downtown visalia events				
	01 May - 31 May, 2023	12	97	12.37%	3.4
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
55	restaurants in visalia				
	01 May - 31 May, 2023	12	1,083	1.11%	3.2
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
56	things to do near me				
	01 May - 31 May, 2023	12	339	3.54%	5.3
	01 Apr - 30 Apr, 2023	16	419	3.82%	5.2
	% Change	-25.00%	-19.09%	-7.30%	+2.82%
57	visalia ca events				
	01 May - 31 May, 2023	12	73	16.44%	1.8
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
58	visalia planetarium				
	01 May - 31 May, 2023	12	129	9.30%	4.6
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
59	visalia sequoia national park				
	01 May - 31 May, 2023	12	120	10.00%	3.8
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0

No.	Queries	Clicks ▼	Impressions	CTR	Position
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
60	what to do in visalia				
	01 May - 31 May, 2023	12	253	4.74%	4.6
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
61	adventure park visalia ca				
	01 May - 31 May, 2023	11	750	1.47%	4.7
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
62	best restaurants in visalia				
	01 May - 31 May, 2023	11	323	3.41%	3.0
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
63	downtown visalia				
	01 May - 31 May, 2023	11	478	2.30%	4.1
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
64	grant grove				
	01 May - 31 May, 2023	11	2,894	0.38%	9.8
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
65	native american events near me				
	01 May - 31 May, 2023	11	97	11.34%	1.5
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
66	plaza park				
	01 May - 31 May, 2023	11	1,483	0.74%	5.6
	01 Apr - 30 Apr, 2023	15	1,827	0.82%	5.2
	% Change	-26.67%	-18.83%	-9.66%	+8.31%
67	riverway sports park				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 May - 31 May, 2023	11	597	1.84%	4.7
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
68	avenue of the flags visalia ca				
	01 May - 31 May, 2023	10	34	29.41%	5.5
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
69	events visalia today				
	01 May - 31 May, 2023	10	49	20.41%	1.8
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
70	majestic mountain loop				
	01 May - 31 May, 2023	10	155	6.45%	3.1
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
71	sequoia national forest photos				
	01 May - 31 May, 2023	10	732	1.37%	6.7
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
72	things to do in visalia ca this weekend				
	01 May - 31 May, 2023	10	32	31.25%	1.9
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
73	what to do in visalia today				
	01 May - 31 May, 2023	10	37	27.03%	1.8
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
74	events in visalia this weekend				
	01 May - 31 May, 2023	9	104	8.65%	1.9
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0

No.	Queries	Clicks ▼	Impressions	CTR	Position
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
75	lj williams theater				
	01 May - 31 May, 2023	9	141	6.38%	2.4
	01 Apr - 30 Apr, 2023	12	96	12.50%	2.9
	% Change	-25.00%	+46.88%	-48.94%	-19.36%
76	mineral king bowl				
	01 May - 31 May, 2023	9	677	1.33%	1.9
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
77	mooney grove park photos				
	01 May - 31 May, 2023	9	356	2.53%	1.9
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
78	senior day in the park 2023				
	01 May - 31 May, 2023	9	45	20.00%	4.4
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
79	things to do visalia ca				
	01 May - 31 May, 2023	9	83	10.84%	3.7
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
80	visalia ca things to do				
	01 May - 31 May, 2023	9	56	16.07%	4.1
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
81	visalia saddle				
	01 May - 31 May, 2023	9	100	9.00%	3.2
	01 Apr - 30 Apr, 2023	15	110	13.64%	3.0
	% Change	-40.00%	-9.09%	-34.00%	+9.66%
82	browns shoes visalia				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 May - 31 May, 2023	8	141	5.67%	3.1
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
83	chinese cultural center				
	01 May - 31 May, 2023	8	155	5.16%	15.6
	01 Apr - 30 Apr, 2023	15	119	12.61%	17.3
	% Change	-46.67%	+30.25%	-59.05%	-10.01%
84	drive through sequoia national park				
	01 May - 31 May, 2023	8	88	9.09%	1.1
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
85	great western fan festival				
	01 May - 31 May, 2023	8	114	7.02%	3.6
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
86	hume lake kayak rentals				
	01 May - 31 May, 2023	8	46	17.39%	2.8
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
87	kings canyon map				
	01 May - 31 May, 2023	8	1,674	0.48%	5.8
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
88	rawhide hall of fame club				
	01 May - 31 May, 2023	8	15	53.33%	1.5
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
89	things to do in visalia at night				
	01 May - 31 May, 2023	8	59	13.56%	4.2
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0

No.	Queries	Clicks ▼	Impressions	CTR	Position
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
90	towns near sequoia national park				
	01 May - 31 May, 2023	8	138	5.80%	1.1
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
91	water park visalia				
	01 May - 31 May, 2023	8	153	5.23%	4.9
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
92	watermill grove				
	01 May - 31 May, 2023	8	129	6.20%	3.9
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
93	what to do in visalia ca				
	01 May - 31 May, 2023	8	134	5.97%	4.1
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
94	adventurepark.com photos				
	01 May - 31 May, 2023	7	1,037	0.68%	6.3
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
95	best restaurants visalia				
	01 May - 31 May, 2023	7	221	3.17%	3.0
	01 Apr - 30 Apr, 2023	16	217	7.37%	3.1
	% Change	-56.25%	+1.84%	-57.04%	-1.96%
96	bread savage visalia				
	01 May - 31 May, 2023	7	154	4.55%	5.1
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
97	brook valley rentals				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 May - 31 May, 2023	7	111	6.31%	4.2
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
98	camp san joaquin				
	01 May - 31 May, 2023	7	23	30.43%	1.6
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
99	claudia's closet				
	01 May - 31 May, 2023	7	250	2.80%	6.3
	01 Apr - 30 Apr, 2023	12	430	2.79%	5.9
	% Change	-41.67%	-41.86%	+0.33%	+7.76%
100	driving through sequoia national park				
	01 May - 31 May, 2023	7	54	12.96%	2.4
	01 Apr - 30 Apr, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%