



June 2023 Monthly Report

www.visitvisalia.com

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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 Jun - 30 Jun, 2023

No.	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1	/	12,721 (14.20%)	10,881 (14.30%)	00:01:17	10,331 (18.89%)	68.69%	71.33%
2	/things-to-do	4,329 (4.83%)	3,275 (4.30%)	00:01:14	2,337 (4.27%)	47.38%	46.36%
3	/itineraries	3,544 (3.96%)	2,703 (3.55%)	00:01:06	2,562 (4.69%)	52.62%	55.56%
4	/calendar	2,837 (3.17%)	2,197 (2.89%)	00:01:11	1,951 (3.57%)	52.10%	57.56%
5	/stay	1,882 (2.10%)	1,587 (2.09%)	00:02:05	1,250 (2.29%)	62.30%	65.67%
6	/sequoia-national-park-faqs	1,408 (1.57%)	1,283 (1.69%)	00:03:38	1,268 (2.32%)	63.76%	75.57%
7	/hiking	1,382 (1.54%)	1,001 (1.32%)	00:00:38	838 (1.53%)	53.22%	50.65%
8	/dine	1,239 (1.38%)	907 (1.19%)	00:03:00	489 (0.89%)	46.87%	50.61%
9	/9-cant-miss-sequoia-national-park-attractions	1,168 (1.30%)	920 (1.21%)	00:03:18	909 (1.66%)	62.13%	69.01%
10	/lake-kaweah	1,137 (1.27%)	939 (1.23%)	00:02:21	844 (1.54%)	53.30%	66.67%

Google Analytics: Top Landing Pages

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: All | Segment: All Users | Period: 01 Jun - 30 Jun, 2023

No.	Landing Page	Sessions ▼	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
1	/	10,331 (18.86%)	82.83%	8,557 (18.38%)	68.73%	1.79	00:00:57
2	/itineraries	2,562 (4.68%)	88.21%	2,260 (4.85%)	52.62%	2.19	00:01:34
3	/things-to-do	2,337 (4.27%)	81.60%	1,907 (4.10%)	47.67%	2.49	00:01:59
4	/calendar	1,951 (3.56%)	81.91%	1,598 (3.43%)	52.23%	2.16	00:01:24
5	/sequoia-national-park-faqs	1,268 (2.31%)	85.25%	1,081 (2.32%)	63.96%	1.86	00:01:34
6	/stay	1,250 (2.28%)	89.04%	1,113 (2.39%)	62.40%	1.64	00:01:07
7	/9-cant-miss-sequoia-national-park-attractions	909 (1.66%)	83.72%	761 (1.63%)	62.27%	1.98	00:01:47
8	/lake-kaweah	844 (1.54%)	84.95%	717 (1.54%)	53.55%	2.09	00:01:37
9	/hiking	838 (1.53%)	88.54%	742 (1.59%)	53.22%	2.05	00:00:59

No.	Landing Page	Sessions ▼	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
10	/6-top-attractions-in-kings-canyon-national-park	723 (1.32%)	82.16%	594 (1.28%)	57.81%	1.78	00:01:52

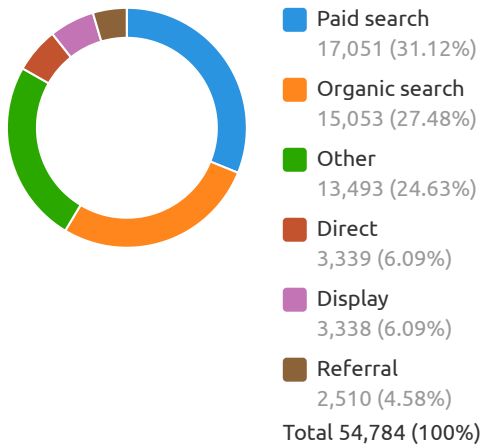
Google Analytics: Source / Medium

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: All | Segment: All Users | Period: 01 Jun - 30 Jun, 2023

No.	Source / Medium	Users ▼	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
1	google / cpc	13,049 (26.87%)	15,410 (28.13%)	62.41%	1.83	00:01:06	6.51%
2	google / organic	12,091 (24.89%)	14,038 (25.62%)	55.56%	1.90	00:01:35	9.05%
3	facebook / paidsocial	11,884 (24.47%)	12,740 (23.25%)	82.81%	1.19	00:00:15	1.11%
4	digilant / banner	3,139 (6.46%)	3,338 (6.09%)	93.41%	1.07	00:00:10	0.09%
5	(direct) / (none)	2,882 (5.93%)	3,339 (6.09%)	67.00%	1.82	00:01:13	6.29%
6	bing / cpc	1,559 (3.21%)	1,641 (3.00%)	65.81%	1.83	00:00:59	8.04%
7	pixel.mathtag.com / referral	1,014 (2.09%)	1,014 (1.85%)	96.84%	1.03	00:00:00	0.00%
8	bing / organic	450 (0.93%)	513 (0.94%)	46.98%	2.38	00:02:27	13.06%
9	digilant / video	437 (0.90%)	481 (0.88%)	91.27%	1.14	00:00:29	0.21%
10	s0.2mdn.net / referral	357 (0.74%)	358 (0.65%)	99.72%	1.00	00:00:00	0.00%

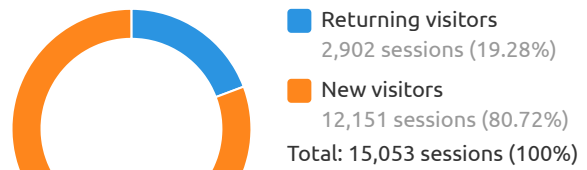
Google Analytics: Top Traffic Channels by Sessions

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Segment: All Users | Period: 01 Jun - 30 Jun, 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 Jun - 30 Jun, 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 Jun - 30 Jun, 2023	36,585 (76.58%)	35,617 (76.51%)	42,233 (77.09%)	69.85%	1.54	00:00:48
	01 May -31 May, 2023	41,536 (77.15%)	40,064 (76.86%)	47,806 (77.45%)	70.76%	1.52	00:00:44
	% Change	-11.92%	-11.10%	-11.66%	-1.28%	+0.96%	+10.66%
2	desktop						
	01 Jun - 30 Jun, 2023	9,231 (19.32%)	9,023 (19.38%)	10,376 (18.94%)	62.95%	2.05	00:01:39
	01 May -31 May, 2023	9,947 (18.48%)	9,793 (18.79%)	11,283 (18.28%)	62.74%	1.99	00:01:33
	% Change	-7.20%	-7.86%	-8.04%	+0.34%	+2.88%	+6.43%
3	tablet						
	01 Jun - 30 Jun, 2023	1,959 (4.10%)	1,910 (4.10%)	2,175 (3.97%)	74.76%	1.60	00:00:44
	01 May -31 May, 2023	2,352 (4.37%)	2,270 (4.35%)	2,634 (4.27%)	74.15%	1.50	00:00:44
	% Change	-16.71%	-15.86%	-17.43%	+0.83%	+6.67%	+0.94%

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

Sessions

-11.24%

54,784 vs 61,723

New Sessions

+0.61%

84.97% vs 84.45%

Pages / Sessions

+1.82%

1.64 vs 1.61

Bounce Rate

-1.00%

68.74% vs 69.44%

Avg. Session Duration

+9.60%

00:00:58 vs 00:00:53

Goal Completions

+6.55%

3,040 vs 2,853

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	cpc					
	01 Jun - 30 Jun, 2023	14,652 (30.16%)	17,051 (31.12%)	62.74%	1.83	00:01:05
	01 May - 31 May, 2023	13,789 (25.31%)	15,949 (25.84%)	62.09%	1.81	00:01:05
	% Change	+6.26%	+6.91%	+1.06%	+0.97%	+0.22%
2	organic					
	01 Jun - 30 Jun, 2023	12,927 (26.61%)	15,053 (27.48%)	55.05%	1.93	00:01:37
	01 May - 31 May, 2023	12,453 (22.86%)	14,638 (23.72%)	54.95%	1.94	00:01:40
	% Change	+3.81%	+2.84%	+0.18%	-0.86%	-2.94%
3	paidsocial					
	01 Jun - 30 Jun, 2023	11,884 (24.46%)	12,740 (23.25%)	82.81%	1.19	00:00:15
	01 May - 31 May, 2023	19,568 (35.92%)	21,543 (34.90%)	80.38%	1.30	00:00:16
	% Change	-39.27%	-40.86%	+3.02%	-8.59%	-10.15%
4	banner					
	01 Jun - 30 Jun, 2023	3,139 (6.46%)	3,338 (6.09%)	93.41%	1.07	00:00:10

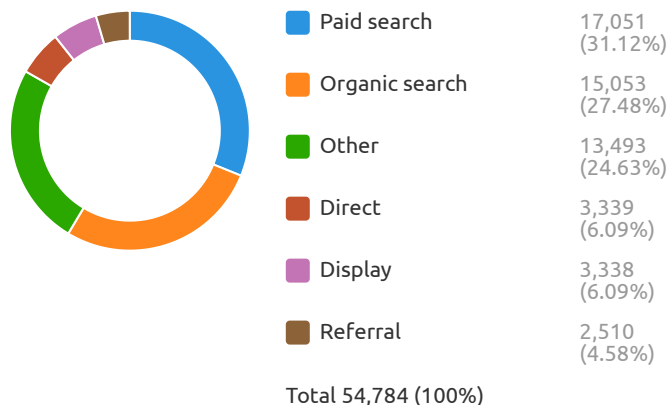
No.	Medium	Users ▼	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	01 May - 31 May, 2023	5,221 (9.58%)	5,536 (8.97%)	90.39%	1.12	00:00:11
	% Change	-39.88%	-39.70%	+3.34%	-4.29%	-8.70%
5	(none)					
	01 Jun - 30 Jun, 2023	2,882 (5.93%)	3,339 (6.09%)	67.00%	1.82	00:01:13
	01 May - 31 May, 2023	2,576 (4.73%)	3,025 (4.90%)	64.17%	1.77	00:01:18
	% Change	+11.88%	+10.38%	+4.41%	+2.89%	-6.01%
6	referral					
	01 Jun - 30 Jun, 2023	2,638 (5.43%)	2,752 (5.02%)	84.30%	1.42	00:00:41
	01 May - 31 May, 2023	555 (1.02%)	642 (1.04%)	50.00%	2.61	00:02:17
	% Change	+375.32%	+328.66%	+68.60%	-45.58%	-69.81%
7	video					
	01 Jun - 30 Jun, 2023	438 (0.90%)	482 (0.88%)	91.29%	1.13	00:00:29
	01 May - 31 May, 2023	296 (0.54%)	353 (0.57%)	89.52%	1.10	00:00:21
	% Change	+47.97%	+36.54%	+1.97%	+3.52%	+36.45%
8	City page					
	01 Jun - 30 Jun, 2023	12 (0.02%)	12 (0.02%)	16.67%	5.08	00:03:43
	01 May - 31 May, 2023	11 (0.02%)	18 (0.03%)	44.44%	3.11	00:02:40
	% Change	+9.09%	-33.33%	-62.50%	+63.39%	+39.19%
9	print					
	01 Jun - 30 Jun, 2023	7 (0.01%)	9 (0.02%)	33.33%	4.44	00:04:00
	01 May - 31 May, 2023	10 (0.02%)	11 (0.02%)	9.09%	7.18	00:06:05
	% Change	-30.00%	-18.18%	+266.67%	-38.12%	-34.21%
10	blog					
	01 Jun - 30 Jun, 2023	3 (0.01%)	3 (0.01%)	66.67%	2.33	00:00:18
	01 May - 31 May, 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

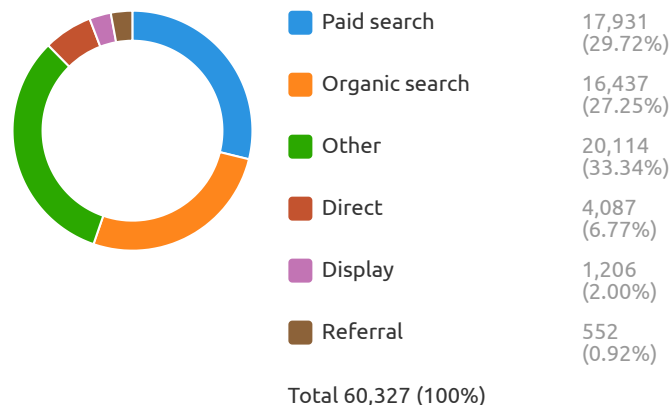
Google Analytics: Top Traffic Channels by Sessions

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

01 Jun - 30 Jun, 2023



01 Jun - 30 Jun, 2022



Google Analytics: Overview

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

01 Jun - 30 Jun, 2023 vs 01 Jun - 30 Jun, 2022

Sessions

-9.19%

54,784 vs 60,327

New Sessions

+1.45%

84.97% vs 83.75%

Pages / Sessions

-7.84%

1.64 vs 1.77

Bounce Rate

+4.84%

68.74% vs 65.57%

Avg. Session Duration

-17.57%

00:00:58 vs 00:01:10

Goal Completions

-32.56%

3,040 vs 4,508

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 Jun - 30 Jun, 2023

No.	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1	/calendar	2,572 (8.88%)	1,989 (8.37%)	00:01:14	1,818 (12.12%)	51.89%	58.90%
2	/	2,061 (7.11%)	1,591 (6.70%)	00:01:13	1,324 (8.83%)	43.25%	45.95%
3	/things-to-do	1,643 (5.67%)	1,245 (5.24%)	00:01:21	811 (5.41%)	47.07%	43.46%
4	/sequoia-national-park-faqs	1,265 (4.37%)	1,160 (4.88%)	00:03:34	1,150 (7.67%)	63.34%	75.42%
5	/lake-kaweah	987 (3.41%)	805 (3.39%)	00:02:23	752 (5.01%)	52.32%	68.49%
6	/dine	798 (2.75%)	586 (2.47%)	00:03:16	391 (2.61%)	45.55%	55.01%
7	/family-fun	567 (1.96%)	379 (1.59%)	00:01:39	177 (1.18%)	40.78%	32.80%
8	/sequoia-national-park	438 (1.51%)	347 (1.46%)	00:01:03	149 (0.99%)	51.37%	34.25%
9	/kings-canyon-national-park	383 (1.32%)	301 (1.27%)	00:01:47	240 (1.60%)	48.96%	52.48%
10	/how-to-drive-the-kings-canyon-scenic-byway	380 (1.31%)	354 (1.49%)	00:08:53	346 (2.31%)	73.01%	88.95%

Google Analytics: Location

Account: Visit Visalia | View: Main Use This -Visit Visalia Website Data | Traffic channel: Organic search | Segment: All Users | Period: 01 Jun - 30 Jun, 2023

No.	City	Users ▼	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1	Visalia	1,224 (8.77%)	1,081 (8.90%)	1,415 (9.40%)	49.96%	2.00	00:01:52
2	Los Angeles	1,023 (7.33%)	923 (7.60%)	1,117 (7.42%)	52.82%	2.05	00:01:33
3	San Jose	786 (5.63%)	704 (5.79%)	853 (5.67%)	58.15%	1.68	00:01:19
4	Sacramento	670 (4.80%)	577 (4.75%)	706 (4.69%)	54.82%	1.81	00:01:12
5	(not set)	659 (4.72%)	563 (4.63%)	702 (4.66%)	57.12%	2.00	00:01:42
6	San Francisco	530 (3.80%)	462 (3.80%)	566 (3.76%)	58.13%	1.61	00:01:10
7	Fresno	235 (1.68%)	206 (1.70%)	264 (1.75%)	51.52%	1.82	00:01:28
8	San Diego	175 (1.25%)	158 (1.30%)	197 (1.31%)	57.36%	1.93	00:01:43
9	Tulare	166 (1.19%)	152 (1.25%)	182 (1.21%)	51.65%	1.90	00:01:59
10	Porterville	158 (1.13%)	150 (1.23%)	176 (1.17%)	52.84%	1.98	00:02:09

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

Sessions

+2.84%

15,053 vs 14,638

New Sessions

+0.63%

80.72% vs 80.22%

Pages / Sessions

-0.86%

1.93 vs 1.94

Bounce Rate

+0.18%

55.05% vs 54.95%

Avg. Session Duration

-2.94%

00:01:37 vs 00:01:40

Goal Completions

+12.87%

1,412 vs 1,251

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 Jun - 30 Jun, 2023 vs 01 Jun - 30 Jun, 2022

Sessions

-8.42%

15,053 vs 16,437

New Sessions

+0.59%

80.72% vs 80.25%

Pages / Sessions

-3.97%

1.93 vs 2.00

Bounce Rate

+1.49%

55.05% vs 54.24%

Avg. Session Duration

-7.73%

00:01:37 vs 00:01:45

Goal Completions

-11.81%

1,412 vs 1,601

Google Search Console Data

GSC: Month Over Month

GSC: Search Performance (Overview)

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

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

Total clicks

+5.04%

12,139 vs 11,556

Total impressions

-2.09%

985,300 vs 1,006,345

Average CTR

+7.29%

1.23% vs 1.15%

Average position

+2.39%

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 Jun - 30 Jun, 2023	1,587	21,594	7.35%	13.3
	01 May - 31 May, 2023	1,737	25,540	6.80%	12.4
	% Change	-8.64%	-15.45%	+8.06%	+7.44%
2	/sequoia-national-park-faqs				
	01 Jun - 30 Jun, 2023	935	40,746	2.29%	7.9
	01 May - 31 May, 2023	813	43,292	1.88%	10.2
	% Change	+15.01%	-5.88%	+22.19%	-22.41%
3	/				
	01 Jun - 30 Jun, 2023	908	94,838	0.96%	6.9
	01 May - 31 May, 2023	811	94,648	0.86%	6.5
	% Change	+11.96%	+0.20%	+11.74%	+6.62%
4	/things-to-do				
	01 Jun - 30 Jun, 2023	709	60,847	1.17%	5.6
	01 May - 31 May, 2023	429	23,678	1.81%	5.7

No.	Pages	Clicks ▼	Impressions	CTR	Position
	% Change	+65.27%	+156.98%	-35.69%	-1.01%
5	/lake-kaweah				
	01 Jun - 30 Jun, 2023	643	19,931	3.23%	7.0
	01 May - 31 May, 2023	446	13,847	3.22%	7.2
	% Change	+44.17%	+43.94%	+0.16%	-2.81%
6	/dine				
	01 Jun - 30 Jun, 2023	367	94,676	0.39%	6.3
	01 May - 31 May, 2023	295	59,819	0.49%	6.4
	% Change	+24.41%	+58.27%	-21.40%	-1.55%
7	/eventdetail/1563/legends-of-motown				
	01 Jun - 30 Jun, 2023	327	1,763	18.55%	5.2
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
8	/how-to-drive-the-kings-canyon-scenic-byway				
	01 Jun - 30 Jun, 2023	267	7,321	3.65%	11.1
	01 May - 31 May, 2023	241	6,906	3.49%	12.0
	% Change	+10.79%	+6.01%	+4.51%	-7.75%
9	/kings-canyon-national-park				
	01 Jun - 30 Jun, 2023	204	93,293	0.22%	10.6
	01 May - 31 May, 2023	234	96,149	0.24%	9.9
	% Change	-12.82%	-2.97%	-10.15%	+7.21%
10	/ride-the-sequoia-shuttle-				
	01 Jun - 30 Jun, 2023	202	6,026	3.35%	6.1
	01 May - 31 May, 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 Jun - 30 Jun, 2023 vs 01 Jun - 30 Jun, 2022

Total clicks

-6.61%

12,139 vs 12,998

Total impressions

+14.36%

985,300 vs 861,545

Average CTR

-18.34%

1.23% vs 1.51%

Average position

-4.24%

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 Jun - 30 Jun, 2023	1,587	21,594	7.35%	13.3
	01 Jun - 30 Jun, 2022	1,524	52,860	2.88%	8.3
	% Change	+4.13%	-59.15%	+154.91%	+60.67%
2	/sequoia-national-park-faqs				
	01 Jun - 30 Jun, 2023	935	40,746	2.29%	7.9
	01 Jun - 30 Jun, 2022	1,034	38,086	2.71%	12.8
	% Change	-9.57%	+6.98%	-15.48%	-38.14%
3	/				
	01 Jun - 30 Jun, 2023	908	94,838	0.96%	6.9
	01 Jun - 30 Jun, 2022	1,084	100,083	1.08%	7.1
	% Change	-16.24%	-5.24%	-11.60%	-2.29%
4	/things-to-do				
	01 Jun - 30 Jun, 2023	709	60,847	1.17%	5.6
	01 Jun - 30 Jun, 2022	566	82,084	0.69%	5.6
	% Change	+25.27%	-25.87%	+68.99%	+1.12%
5	/lake-kaweah				
	01 Jun - 30 Jun, 2023	643	19,931	3.23%	7.0

No.	Pages	Clicks ▼	Impressions	CTR	Position
	01 Jun - 30 Jun, 2022	812	19,562	4.15%	6.8
	% Change	-20.81%	+1.89%	-22.28%	+2.35%
6	/dine				
	01 Jun - 30 Jun, 2023	367	94,676	0.39%	6.3
	01 Jun - 30 Jun, 2022	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
7	/eventdetail/1563/legends-of-motown				
	01 Jun - 30 Jun, 2023	327	1,763	18.55%	5.2
	01 Jun - 30 Jun, 2022	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
8	/how-to-drive-the-kings-canyon-scenic-byway				
	01 Jun - 30 Jun, 2023	267	7,321	3.65%	11.1
	01 Jun - 30 Jun, 2022	366	6,556	5.58%	8.7
	% Change	-27.05%	+11.67%	-34.67%	+26.50%
9	/kings-canyon-national-park				
	01 Jun - 30 Jun, 2023	204	93,293	0.22%	10.6
	01 Jun - 30 Jun, 2022	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
10	/ride-the-sequoia-shuttle-				
	01 Jun - 30 Jun, 2023	202	6,026	3.35%	6.1
	01 Jun - 30 Jun, 2022	351	7,021	5.00%	5.8
	% Change	-42.45%	-14.17%	-32.95%	+4.46%

Paid Search

Google Ads: Performance Overview

Campaign: All | Ad group: All

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

Impressions

+2.51%

167,929 vs 163,825

Clicks

+10.60%

14,911 vs 13,482

CTR (%)

+7.90%

8.88% vs 8.23%

Cost

+4.71%

\$5,621.24 vs \$5,368.45

CPC

-5.33%

\$0.38 vs \$0.40

Conversions

+21.78%

425 vs 349

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 Jun - 30 Jun, 2023	288 (1.93%)	\$1.89	0	286 (2.39%)	64.34%
	01 May - 31 May, 2023	203 (1.51%)	\$2.03	0	199 (1.96%)	63.82%
	% Change	+41.87%	-6.92%	0%	+43.72%	+0.81%
2	MI Visit Visalia Lodging					
	01 Jun - 30 Jun, 2023	536 (3.59%)	\$1.00	0	556 (4.65%)	57.73%
	01 May - 31 May, 2023	480 (3.56%)	\$1.09	0	501 (4.93%)	57.88%
	% Change	+11.67%	-8.65%	0%	+10.98%	-0.26%
3	MI Visit Visalia Travel					
	01 Jun - 30 Jun, 2023	1,689 (11.33%)	\$0.98	0	1,834 (15.33%)	55.18%
	01 May - 31 May, 2023	1,394 (10.34%)	\$1.03	0	1,419 (13.95%)	53.00%
	% Change	+21.16%	-5.54%	0%	+29.25%	+4.12%
4	MI Visit Visalia Travel Geo					
	01 Jun - 30 Jun, 2023	617 (4.14%)	\$0.75	0	634 (5.30%)	58.68%
	01 May - 31 May, 2023	691 (5.13%)	\$0.82	0	735 (7.23%)	58.10%
	% Change	-10.71%	-8.81%	0%	-13.74%	+1.00%

No.	Campaign	Clicks	Average CPC ▼	Conversions	Sessions	Bounce Rate
5	MI Visit Visalia General Geo					
	01 Jun - 30 Jun, 2023	322 (2.16%)	\$0.62	0	349 (2.92%)	56.16%
	01 May - 31 May, 2023	335 (2.48%)	\$0.52	0	349 (3.43%)	47.56%
	% Change	-3.88%	+19.46%	0%	0%	+18.07%
6	MI Visit Visalia General					
	01 Jun - 30 Jun, 2023	1,183 (7.93%)	\$0.39	0	1,367 (11.42%)	42.87%
	01 May - 31 May, 2023	1,201 (8.91%)	\$0.40	0	1,357 (13.34%)	42.82%
	% Change	-1.50%	-3.18%	0%	+0.74%	+0.12%
7	MI Visit Visalia Discovery Competitors					
	01 Jun - 30 Jun, 2023	3,581 (24.02%)	\$0.25	0	1,781 (14.88%)	64.85%
	01 May - 31 May, 2023	2,896 (21.48%)	\$0.31	0	1,268 (12.47%)	61.59%
	% Change	+23.65%	-19.37%	0%	+40.46%	+5.29%
8	MI Visit Visalia Discovery					
	01 Jun - 30 Jun, 2023	3,554 (23.83%)	\$0.17	0	1,694 (14.16%)	78.45%
	01 May - 31 May, 2023	3,384 (25.10%)	\$0.18	0	1,152 (11.33%)	77.52%
	% Change	+5.02%	-4.91%	0%	+47.05%	+1.21%
9	MI Visit Visalia Brand					
	01 Jun - 30 Jun, 2023	236 (1.58%)	\$0.12	0	276 (2.31%)	40.94%
	01 May - 31 May, 2023	236 (1.75%)	\$0.12	0	272 (2.67%)	34.56%
	% Change	0%	0%	0%	+1.47%	+18.47%
10	MI Visit Visalia Dynamic					
	01 Jun - 30 Jun, 2023	2,905 (19.48%)	\$0.08	0	3,190 (26.66%)	58.75%
	01 May - 31 May, 2023	2,662 (19.74%)	\$0.08	0	2,917 (28.69%)	58.83%
	% Change	+9.13%	-5.09%	0%	+9.36%	-0.14%

Google Ads: Keywords Performance

Campaign: All

No.	Keyword	Clicks	Average CPC ▼	Conversions	Impressions
1	national park hiking trip				
	01 Jun - 30 Jun, 2023	172 (2.20%)	\$1.32	0	1,678
	01 May - 31 May, 2023	166 (2.30%)	\$1.34	0	1,389
	% Change	+3.61%	-1.55%	0%	+20.81%
2	sequoia national park travel				
	01 Jun - 30 Jun, 2023	206 (2.64%)	\$0.99	0	1,655
	01 May - 31 May, 2023	134 (1.85%)	\$1.09	0	1,116
	% Change	+53.73%	-9.22%	0%	+48.30%
3	california hiking travel				
	01 Jun - 30 Jun, 2023	189 (2.42%)	\$0.88	0	1,434
	01 May - 31 May, 2023	114 (1.58%)	\$0.89	0	818
	% Change	+65.79%	-1.94%	0%	+75.31%
4	places to visit sequoia national park				
	01 Jun - 30 Jun, 2023	162 (2.08%)	\$0.87	0	869
	01 May - 31 May, 2023	125 (1.73%)	\$0.92	0	725
	% Change	+29.60%	-5.62%	0%	+19.86%
5	places to visit near me				
	01 Jun - 30 Jun, 2023	157 (2.01%)	\$0.74	0	1,364
	01 May - 31 May, 2023	161 (2.23%)	\$0.78	0	1,495
	% Change	-2.48%	-5.46%	0%	-8.76%
6	sequoia national park trails				
	01 Jun - 30 Jun, 2023	135 (1.73%)	\$0.58	0	935
	01 May - 31 May, 2023	120 (1.66%)	\$0.60	0	712
	% Change	+12.50%	-4.20%	0%	+31.32%
7	things to do in visalia				
	01 Jun - 30 Jun, 2023	248 (3.18%)	\$0.34	0	734
	01 May - 31 May, 2023	231 (3.19%)	\$0.35	0	658
	% Change	+7.36%	-2.95%	0%	+11.55%
8	things to do visalia				

No.	Keyword	Clicks	Average CPC ▼	Conversions	Impressions
	01 Jun - 30 Jun, 2023	325 (4.17%)	\$0.32	0	915
	01 May - 31 May, 2023	324 (4.48%)	\$0.35	0	837
	% Change	+0.31%	-7.65%	0%	+9.32%
9	visalia				
	01 Jun - 30 Jun, 2023	188 (2.41%)	\$0.14	0	2,089
	01 May - 31 May, 2023	186 (2.57%)	\$0.15	0	2,294
	% Change	+1.08%	-1.39%	0%	-8.94%
10	Dynamic Search Ads				
	01 Jun - 30 Jun, 2023	2,905 (37.24%)	\$0.08	0	18,573
	01 May - 31 May, 2023	2,662 (36.81%)	\$0.08	0	19,919
	% Change	+9.13%	-5.09%	0%	-6.76%

Google My Business

Google Business Profile: Impressions (Overview)

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

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

Impressions Desktop Maps

+15%

91 vs 79

Impressions Desktop Search

-13%

242 vs 281

Impressions Mobile Maps

+22%

542 vs 443

Impressions Mobile Search

-1%

520 vs 526

i Locations:

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

Google Business Profile: Actions (Overview)

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

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

Conversations

0%

0 vs 0

Directions Requests

-44%

45 vs 81

Call Clicks

-62%

6 vs 16

Website Clicks

-18%

39 vs 48

Bookings

0%

0 vs 0

Food Orders

0%

0 vs 0

i Locations:

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

Social Media

Social Media Toolkit: Overview for Visit Visalia

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



<https://facebook.com/VisitVisalia>

Audience	Activity	Engagement
7,954 ↑ 41	20 ↑ 14	183 ↑ 100
number of facebook page likes	number of published posts	all post reactions, shares, and comments



<https://twitter.com/VisitVisalia>

Audience	Activity	Engagement
N/A	N/A	N/A
number of followers	number of published tweets	all tweet likes, retweets, and mentions



<https://instagram.com/visitvisalia>

Audience	Activity	Engagement
4,705 ↑ 53	2 ↑ 2	180 ↑ 180
number of followers	number of published posts	all likes and comments

Facebook

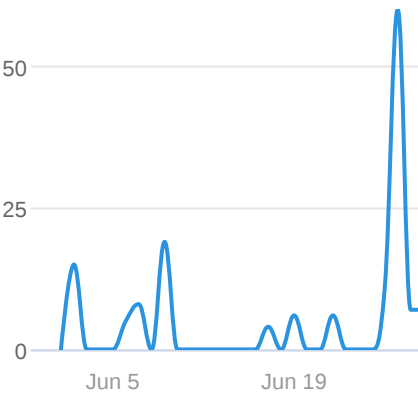
Engagement summary

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

Type	Count	Change	Growth(%)
Reactions	160	+88	+122.22%
Shares	16	+6	+60%
Comments	7	+6	+600%

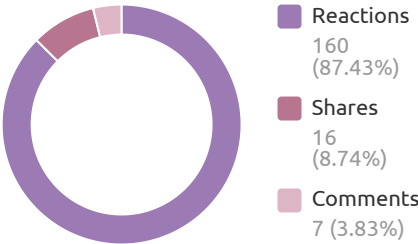
Engagement trend

VisitVisalia | 1 Jun - 30 Jun, 2023



Engagement distribution by type

VisitVisalia | 1 Jun - 30 Jun, 2023



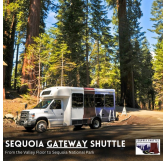
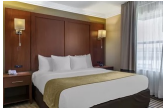
Social Media Toolkit: Reactions distribution by type (Facebook)

Visit Visalia | 1 Jun - 30 Jun, 2023

Like		141 (88%)
Love		19 (12%)
Wow		0 (0%)
Haha		0 (0%)
Sad		0 (0%)
Angry		0 (0%)

Social Media Toolkit: Posts

Project name: Visit Visalia
Date range: 1 Jun - 30 Jun, 2023
Company: All profiles
Social channel: Facebook

No	Posts (found 20)		Total engagement ▼	Engagement rate	Reactions	Shares	Comments
1	Visit Visalia Posted at: 13:38 27 Jun View on Facebook		34	42.71	30	1	3
2	Visit Visalia Posted at: 08:42 27 Jun Visalia is thrilled to welcome all of the contestants of the 2023 Miss California and Miss California's Teen. The young women, w... View on Facebook		26	32.66	23	2	1
3	Visit Visalia Posted at: 00:54 9 Jun Did you know there are two types of Sequoia Shuttle? View on Facebook		19	23.87	16	3	0
4	Visit Visalia Posted at: 10:50 2 Jun This is great news from Sequoia and Kings Canyon National Parks! Access is opening from the Hwy 180 entrance to General Sherman ... View on Facebook		15	18.84	14	1	0
5	Visit Visalia Posted at: 06:37 30 Jun Tomorrow in Visalia one of these amazing women will be crowned Miss California! Get your tickets today. View on Facebook		12	15.08	10	1	1
6	Visit Visalia Posted at: 12:36 26 Jun Located in pedestrian friendly downtown Visalia where restaurants, boutique shopping and entertainment are just steps away from ... View on Facebook		11	13.82	11	0	0
7	Visit Visalia Posted at: 22:50 30 Jun Certainly a unique and memorial experience. View on Facebook		10	12.56	10	0	0

No	Posts (found 20)	Total engagement ▼	Engagement rate	Reactions	Shares	Comments
8	Visit Visalia Posted at: 23:52 7 Jun Berry tasting this Saturday! View on Facebook	8	10.05	7	1	0
9	Visit Visalia Posted at: 17:35 22 Jun We welcome the American Legion Family to Visalia! Four American Legion groups will be holding meetings and enjoying the opportun... View on Facebook	6	7.54	6	0	0
10	Visit Visalia Posted at: 19:42 19 Jun Visalia is thrilled to be host to the 2023 Miss California Organization. We look forward to welcoming all the contestants! View on Facebook	6	7.54	6	0	0
11	Visit Visalia Posted at: 14:06 29 Jun Hear what Miss California has to say about this week's competition taking place in Visalia! . City of Visalia Visalia Conventio... View on Facebook	5	6.28	3	2	0
12	Visit Visalia Posted at: 09:46 6 Jun △ Update on Sequoia Shuttle service for this season. Read below for complete details. View on Facebook	5	6.28	5	0	0
13	Visit Visalia Posted at: 17:20 30 Jun ➡ Update: For July 1st, 2023, there are no now anticipated interruptions in service for any Visalia Transit Services including ... View on Facebook	4	5.03	3	0	1
14	Visit Visalia Posted at: 17:10 30 Jun View on Facebook	4	5.03	3	0	1

No	Posts (found 20)	Total engagement ▼	Engagement rate	Reactions	Shares	Comments
15	Visit Visalia Posted at: 12:39 28 Jun Wonderful to have Miss California in Visalia. Thank You Adrianne Hillman for sharing the Salt + Light mission and reinforcing ... View on Facebook	4	5.03	2	2	0
16	Visit Visalia Posted at: 12:12 17 Jun This will add some excitement to your vacation! View on Facebook	4	5.03	3	1	0
17	Visit Visalia Posted at: 18:15 30 Jun What a "cool" way to begin the Independence Day Celebration. Visalia visitors are welcome. #stayinvisalia, #kidsactivities #inte... View on Facebook	3	3.77	3	0	0
18	Visit Visalia Posted at: 07:01 28 Jun Come see the amazing and talented delegates in The Miss California Organization at this FREE mini show that is open to the public. View on Facebook	3	3.77	2	1	0
19	Visit Visalia Posted at: 22:00 30 Jun ImagineU Children's Museum makes Visalia a special place to visit. View on Facebook	2	2.51	2	0	0
20	Visit Visalia Posted at: 06:53 29 Jun Wow! This is exciting! View on Facebook	2	2.51	1	1	0

Brand Monitoring

Full SemRush Keyword Table

Keyword Rankings 1 - 100 (177)

Keyword	SERP Features	visitvisalia.com			Volume
		01 Jun	30 Jun ▲	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	  	2	2	0	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. visalia california	    	3 	3 	0	49,500
11. sequoia shuttle sequoia	 ★ 	3	3	0	170
12. sequoia national park shuttle sequoia	 ★ 	4	3	+1	170
13. roads end kings canyon kings canyon	  ★ 	2	3	-1	260
14. visalia convention center meetings	  ★ 	3	3	0	880
15. mooney grove park outdoor	  	3	3	0	1,000
16. visalia restaurants Food&farm	  ★ 	4	4	0	8,100
17. sequoia national forest california sequoia nf	  ★ 	5	4	+1	260

Keyword	SERP Features	visitvisalia.com			Volume
		01 Jun	30 Jun ▲	Diff	
18. grant grove village kings canyon	📍 ★	4	4	0	1,000
19. visalia brewery beer & wine	📍 📷 🔗	6	4	+2	320
20. kings canyon california kings canyon	📍 ★ 🔗	4	4	0	880
21. kings canyon national park california kings canyon	📍 ★ 🔗 🎒	4	4	0	1,000
22. sequoia national forest hiking sequoia nf	📍 📍 ★ 🔗	5	5	0	390
23. visalia farmers market food&farm	📍 ★ 🔗 🎒	6	5	+1	1,000
24. food in visalia food&farm	📍 📍 ★ 🔗	5	5	0	2,400
25. visalia food Food&farm	📍 📷 ★ 🔗	5	5	0	2,400
26. places to eat visalia food&farm	📍 📍 ★ 🔗	5	5	0	1,300
27. places to eat in visalia food&farm	📍 📍 ★ 🔗	5	5	0	1,300
28. kings canyon map kings canyon	📍 📷 ★	7	5	+2	2,900
29. kings national park kings canyon	📍 📍 ★ 🔗	5	5	0	880
30. kings canyon visitor center kings canyon	📍 📷 ★ 🔗 🎒	6	6	0	480
31. things to do in kings canyon national park kings canyon	📍 ★ 🔗 🎒	7	6	+1	480
32. sequoia national park map sequoia	📍 📷 ★ 🎒	6	6	0	5,400
33. giant forest museum outdoor	📍 ★ 🎒	6	6	0	1,000
34. kings canyon national park kings canyon	📍 📍 📷 🐦 ★ 🔗	6	7	-1	40,500
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 park kings canyon	📍 📍 📷 ★ 🔗	6	7	-1	320

Keyword	SERP Features	visitvisalia.com			Volume
		01 Jun	30 Jun ▲	Diff	
38. where is kings canyon national park kings canyon	📍🗺️★🔗	8	7	+1	320
39. sentinel tree outdoor	🗺️📍★	6	7	-1	480
40. downtown visalia restaurants food&farm	📍	8	8	0	880
41. kings canyon national park map kings canyon	📍🗺️📍★	7	8	-1	1,000
42. boyden cavern outdoor	📍🗺️★🔗	8	9	-1	2,900
43. sequoia national park sequoia	📍🗺️🐦★🔗	14	10	+4	450,000
44. sequoia national park directions sequoia	🗺️📍?★	8	10	-2	1,300
45. sequoia national park winter sequoia	🗺️★🔗	11	10	+1	1,600
46. mist falls outdoor	🗺️📍★🔗	11	10	+1	1,300
47. sequoia national park tours sequoia	🗺️★🔗	11	11	0	260
48. sequoia national park california sequoia	🗺️★🔗🗺️	9	11	-2	6,600
49. buena vista peak outdoor	🗺️★	9	11	-2	170
50. sequoia national park visitor center sequoia	📍🗺️★	12	12	0	880
51. general sherman tree sequoia	🗺️★🔗🗺️	11	12	-1	49,500
52. sequoia national forest sequoia nf	📍🗺️★🔗	7	12	-5	18,100
53. best hikes in kings canyon kings canyon	🗺️📍★🔗	11	12	-1	480
54. kaweah outdoor	📍🗺️🔗	10	12	-2	720
55. bars in visalia beer & wine	📍🔗	14	13	+1	720
56. sequoia national monument sequoia	🗺️★	14	13	+1	480
57. sequoia national park trails sequoia	📍🗺️★🔗	17	13	+4	1,000

Keyword	SERP Features	visitvisalia.com			Volume
		01 Jun	30 Jun ▲	Diff	
58. sequoia park sequoia	📍🔍🐦★🔗	16	13	+3	8,100
59. national forest sequoia nf	📍📄🔍🖼️★🔗	22	13	+9	60,500
60. general grant national park kings canyon	🔍★🔗📄	86	14	+72	320
61. colonel allensworth state historic park things to do	🖼️★🔗📄	11	14	-3	720
62. kings canyon trails kings canyon	🔍★🔗	11	15	-4	480
63. sequoia and kings national park kings canyon	📍🔍🖼️🐦★🔗	10	15	-5	170
64. sequoia national park hikes sequoia	🔍★🔗	29	15	+14	1,600
65. sequoia national park snow outdoor sequoia	🔍?🐦★🔗	17	15	+2	1,000
66. crystal cave california outdoor sequoia	🔍🖼️★📄	15	16	-1	880
67. sequoia california sequoia	📍🔍🐦★🔗	19	16	+3	1,900
68. sequoia national park entrance sequoia	📍🔍★🔗	13	16	-3	1,300
69. where is sequoia national park sequoia	📍🔍★🔗	16	16	0	3,600
70. best hikes in sequoia national park sequoia	🔍🖼️★🔗	18	17	+1	1,300
71. sequoia national park hiking trails sequoia	📍🔍🖼️★🔗	15	18	-3	480
72. kings canyon national park hikes kings canyon	🔍🖼️★🔗	19	20	-1	260
73. cedar grove kings canyon kings canyon	🔍★📄	39	21	+18	720
74. giant sequoia national monument kings canyon sequoia	🔍★	21	21	0	2,400
75. mist falls trail outdoor	🔍★	24	22	+2	720
76. the giant forest sequoia	📍🔍🖼️★🔗	21	22	-1	480
77. sequoia brewing beer & wine	📍🖼️🔗	23	24	-1	2,400

Keyword	SERP Features	visitvisalia.com			Volume
		01 Jun	30 Jun ▲	Diff	
78. sequoia national park waterfalls sequoia	   	22	24	-2	880
79. giant sequoia national park kings canyon sequoia	   	29	25	+4	1,600
80. kings canyon hikes kings canyon	    	27	25	+2	590
81. los angeles to sequoia national park sequoia	    	17	26	-9	880
82. trail of 100 giants trailhead sequoia	   	20	26	-6	260
83. sequoia and kings canyon national park kings canyon sequoia	    	5	28	-23	4,400
84. sequoia national park trees sequoia	   	42	28	+14	1,000
85. mexican restaurants in visalia ca food&farm	 	9	30	-21	320
86. things to do in sequoia national park sequoia	   	31	33	-2	2,400
87. crystal cave sequoia national park outdoor sequoia	   	46	36	+10	4,400
88. barrelhouse brewing beer & wine	   	25	36	-11	6,600
89. sequoia and kings canyon national parks kings canyon sequoia	   	38	36	+2	4,400
90. what to do in sequoia national park sequoia	   	32	36	-4	1,000
91. generals highway sequoia nf	 	35	37	-2	390
92. sequoia & kings canyon national parks kings canyon sequoia	   	33	41	-8	2,900
93. sequoia kings canyon kings canyon sequoia	   	55	42	+13	1,900
94. sequoia kings canyon national park kings canyon	     	28	42	-14	2,900
95. the sequoias sequoia	   	60	42	+18	1,000
96. kings canyon kings canyon	   	7	45	-38	27,100
97. where to stay in sequoia national park sequoia	    	33	45	-12	1,300

Keyword	SERP Features	visitvisalia.com			Volume
		01 Jun	30 Jun ▲	Diff	
98. sequoia campground sequoia stay	📍 ★ 🔗	44	46	-2	2,400
99. pizza visalia food&farm	📍 🖼️	41	48	-7	1,000
100. sequoia national park's tunnel log sequoia	📍 🖼️ ★ 🎓		49	+51	720

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 Jun - 30 Jun, 2023	354	35,177	1.01%	4.6
	01 May - 31 May, 2023	358	35,259	1.02%	4.8
	% Change	-1.12%	-0.23%	-0.89%	-4.80%
2	lake kaweah				
	01 Jun - 30 Jun, 2023	342	4,008	8.53%	3.4
	01 May - 31 May, 2023	245	4,043	6.06%	2.8
	% Change	+39.59%	-0.87%	+40.81%	+19.43%
3	visalia ca				
	01 Jun - 30 Jun, 2023	313	24,669	1.27%	5.7
	01 May - 31 May, 2023	242	22,987	1.05%	6.2
	% Change	+29.34%	+7.32%	+20.52%	-9.52%
4	things to do in visalia				
	01 Jun - 30 Jun, 2023	170	2,264	7.51%	4.1
	01 May - 31 May, 2023	111	1,926	5.76%	4.3
	% Change	+53.15%	+17.55%	+30.29%	-4.59%
5	sequoia national park				
	01 Jun - 30 Jun, 2023	79	17,877	0.44%	12.9
	01 May - 31 May, 2023	64	10,703	0.60%	16.9
	% Change	+23.44%	+67.03%	-26.10%	-23.70%
6	visalia restaurants				
	01 Jun - 30 Jun, 2023	77	2,124	3.63%	2.5
	01 May - 31 May, 2023	45	2,432	1.85%	3.1
	% Change	+71.11%	-12.66%	+95.92%	-20.72%
7	visalia events				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 Jun - 30 Jun, 2023	75	506	14.82%	2.0
	01 May - 31 May, 2023	90	541	16.64%	1.8
	% Change	-16.67%	-6.47%	-10.90%	+12.14%
8	kings canyon				
	01 Jun - 30 Jun, 2023	71	30,126	0.24%	10.1
	01 May - 31 May, 2023	53	28,194	0.19%	9.4
	% Change	+33.96%	+6.85%	+25.37%	+7.98%
9	adventure park visalia				
	01 Jun - 30 Jun, 2023	70	6,315	1.11%	5.3
	01 May - 31 May, 2023	36	4,210	0.86%	5.6
	% Change	+94.44%	+50.00%	+29.63%	-6.90%
10	things to do in visalia this weekend				
	01 Jun - 30 Jun, 2023	66	165	40.00%	1.4
	01 May - 31 May, 2023	61	161	37.89%	1.3
	% Change	+8.20%	+2.48%	+5.57%	+4.45%
11	visalia to sequoia national park				
	01 Jun - 30 Jun, 2023	60	871	6.89%	2.9
	01 May - 31 May, 2023	36	600	6.00%	2.9
	% Change	+66.67%	+45.17%	+14.81%	-0.20%
12	kings canyon national park				
	01 Jun - 30 Jun, 2023	55	25,436	0.22%	9.6
	01 May - 31 May, 2023	102	34,884	0.29%	9.5
	% Change	-46.08%	-27.08%	-26.05%	+0.94%
13	kaweah oaks preserve				
	01 Jun - 30 Jun, 2023	52	623	8.35%	4.0
	01 May - 31 May, 2023	16	904	1.77%	5.5
	% Change	+225.00%	-31.08%	+371.59%	-27.85%
14	kaweah lake				
	01 Jun - 30 Jun, 2023	49	1,444	3.39%	4.9
	01 May - 31 May, 2023	36	1,345	2.68%	4.5

No.	Queries	Clicks ▼	Impressions	CTR	Position
	% Change	+36.11%	+7.36%	+26.78%	+10.22%
15	visalia california				
	01 Jun - 30 Jun, 2023	49	7,532	0.65%	7.2
	01 May - 31 May, 2023	65	7,465	0.87%	6.8
	% Change	-24.62%	+0.90%	-25.29%	+4.90%
16	kings canyon scenic byway				
	01 Jun - 30 Jun, 2023	48	803	5.98%	4.1
	01 May - 31 May, 2023	38	551	6.90%	4.4
	% Change	+26.32%	+45.74%	-13.33%	-8.02%
17	things to do in visalia ca				
	01 Jun - 30 Jun, 2023	48	474	10.13%	4.2
	01 May - 31 May, 2023	17	387	4.39%	4.2
	% Change	+182.35%	+22.48%	+130.53%	+0.04%
18	grant grove village				
	01 Jun - 30 Jun, 2023	46	1,881	2.45%	5.6
	01 May - 31 May, 2023	42	1,738	2.42%	6.0
	% Change	+9.52%	+8.23%	+1.20%	-6.38%
19	visit visalia				
	01 Jun - 30 Jun, 2023	43	135	31.85%	1.2
	01 May - 31 May, 2023	37	136	27.21%	1.3
	% Change	+16.22%	-0.74%	+17.08%	-9.17%
20	visalia convention center				
	01 Jun - 30 Jun, 2023	41	1,730	2.37%	5.4
	01 May - 31 May, 2023	47	2,175	2.16%	5.5
	% Change	-12.77%	-20.46%	+9.67%	-2.64%
21	things to do in visalia today				
	01 Jun - 30 Jun, 2023	38	141	26.95%	1.5
	01 May - 31 May, 2023	40	147	27.21%	1.9
	% Change	-5.00%	-4.08%	-0.96%	-19.89%
22	planetarium visalia				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 Jun - 30 Jun, 2023	37	241	15.35%	3.3
	01 May - 31 May, 2023	38	211	18.01%	3.9
	% Change	-2.63%	+14.22%	-14.75%	-15.02%
23	sequoia national forest				
	01 Jun - 30 Jun, 2023	37	7,632	0.48%	8.0
	01 May - 31 May, 2023	68	9,908	0.69%	7.6
	% Change	-45.59%	-22.97%	-29.36%	+5.22%
24	hume lake boat rentals				
	01 Jun - 30 Jun, 2023	36	160	22.50%	4.5
	01 May - 31 May, 2023	21	104	20.19%	4.2
	% Change	+71.43%	+53.85%	+11.43%	+8.68%
25	legends of motown				
	01 Jun - 30 Jun, 2023	36	207	17.39%	6.8
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
26	things to do visalia				
	01 Jun - 30 Jun, 2023	33	372	8.87%	4.2
	01 May - 31 May, 2023	15	249	6.02%	4.2
	% Change	+120.00%	+49.40%	+47.26%	+0.79%
27	events in visalia ca				
	01 Jun - 30 Jun, 2023	32	203	15.76%	2.1
	01 May - 31 May, 2023	43	200	21.50%	1.9
	% Change	-25.58%	+1.50%	-26.68%	+13.58%
28	kings canyon national park map				
	01 Jun - 30 Jun, 2023	32	1,964	1.63%	6.3
	01 May - 31 May, 2023	9	825	1.09%	5.3
	% Change	+255.56%	+138.06%	+49.36%	+19.26%
29	visalia things to do				
	01 Jun - 30 Jun, 2023	31	276	11.23%	4.2
	01 May - 31 May, 2023	15	213	7.04%	3.8

No.	Queries	Clicks ▼	Impressions	CTR	Position
	% Change	+106.67%	+29.58%	+59.49%	+8.53%
30	visalia rawhide hall of fame club				
	01 Jun - 30 Jun, 2023	30	55	54.55%	1.0
	01 May - 31 May, 2023	21	36	58.33%	1.1
	% Change	+42.86%	+52.78%	-6.49%	-1.82%
31	visalia water park				
	01 Jun - 30 Jun, 2023	29	810	3.58%	4.5
	01 May - 31 May, 2023	28	439	6.38%	4.8
	% Change	+3.57%	+84.51%	-43.87%	-6.15%
32	things to do near me				
	01 Jun - 30 Jun, 2023	27	407	6.63%	4.9
	01 May - 31 May, 2023	12	355	3.38%	5.3
	% Change	+125.00%	+14.65%	+96.25%	-8.34%
33	events near me				
	01 Jun - 30 Jun, 2023	26	504	5.16%	15.5
	01 May - 31 May, 2023	32	471	6.79%	12.1
	% Change	-18.75%	+7.01%	-24.07%	+28.30%
34	visalia adventure park				
	01 Jun - 30 Jun, 2023	23	2,291	1.00%	5.1
	01 May - 31 May, 2023	26	1,868	1.39%	5.2
	% Change	-11.54%	+22.64%	-27.87%	-3.59%
35	hume lake kayak rentals				
	01 Jun - 30 Jun, 2023	22	99	22.22%	2.7
	01 May - 31 May, 2023	8	48	16.67%	2.8
	% Change	+175.00%	+106.25%	+33.33%	-5.53%
36	what to do in visalia				
	01 Jun - 30 Jun, 2023	22	313	7.03%	4.3
	01 May - 31 May, 2023	13	265	4.91%	4.6
	% Change	+69.23%	+18.11%	+43.28%	-6.81%
37	fun things to do in visalia				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 Jun - 30 Jun, 2023	20	304	6.58%	4.3
	01 May - 31 May, 2023	16	237	6.75%	4.1
	% Change	+25.00%	+28.27%	-2.55%	+4.94%
38	lj williams				
	01 Jun - 30 Jun, 2023	20	348	5.75%	3.5
	01 May - 31 May, 2023	16	276	5.80%	3.3
	% Change	+25.00%	+26.09%	-0.86%	+4.34%
39	restaurants in visalia				
	01 Jun - 30 Jun, 2023	19	1,035	1.84%	3.1
	01 May - 31 May, 2023	12	1,140	1.05%	3.2
	% Change	+58.33%	-9.21%	+74.40%	-3.09%
40	visalia fireworks 2023				
	01 Jun - 30 Jun, 2023	19	129	14.73%	4.4
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
41	visalia planetarium				
	01 Jun - 30 Jun, 2023	19	140	13.57%	3.9
	01 May - 31 May, 2023	13	140	9.29%	4.6
	% Change	+46.15%	0%	+46.15%	-14.20%
42	mooney grove park				
	01 Jun - 30 Jun, 2023	18	1,192	1.51%	4.9
	01 May - 31 May, 2023	15	1,320	1.14%	6.4
	% Change	+20.00%	-9.70%	+32.89%	-23.57%
43	visalia events today				
	01 Jun - 30 Jun, 2023	18	143	12.59%	2.0
	01 May - 31 May, 2023	17	112	15.18%	1.9
	% Change	+5.88%	+27.68%	-17.07%	+5.55%
44	house of juju visalia				
	01 Jun - 30 Jun, 2023	17	283	6.01%	5.7
	01 May - 31 May, 2023	40	274	14.60%	5.2

No.	Queries	Clicks ▼	Impressions	CTR	Position
	% Change	-57.50%	+3.28%	-58.85%	+10.29%
45	majestic mountain loop				
	01 Jun - 30 Jun, 2023	17	181	9.39%	3.1
	01 May - 31 May, 2023	10	166	6.02%	3.1
	% Change	+70.00%	+9.04%	+55.91%	+1.35%
46	sequoia national park map				
	01 Jun - 30 Jun, 2023	17	2,858	0.59%	6.6
	01 May - 31 May, 2023	22	2,334	0.94%	3.8
	% Change	-22.73%	+22.45%	-36.89%	+74.80%
47	things to do near visalia ca				
	01 Jun - 30 Jun, 2023	17	120	14.17%	4.1
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
48	lj williams theater				
	01 Jun - 30 Jun, 2023	16	252	6.35%	3.0
	01 May - 31 May, 2023	10	190	5.26%	2.5
	% Change	+60.00%	+32.63%	+20.63%	+20.70%
49	mineral king bowl				
	01 Jun - 30 Jun, 2023	16	427	3.75%	1.9
	01 May - 31 May, 2023	22	922	2.39%	1.8
	% Change	-27.27%	-53.69%	+57.04%	+5.11%
50	restaurants visalia				
	01 Jun - 30 Jun, 2023	16	2,261	0.71%	4.0
	01 May - 31 May, 2023	19	2,459	0.77%	3.6
	% Change	-15.79%	-8.05%	-8.42%	+12.19%
51	visalia convention center event calendar				
	01 Jun - 30 Jun, 2023	16	96	16.67%	2.9
	01 May - 31 May, 2023	21	155	13.55%	2.9
	% Change	-23.81%	-38.06%	+23.02%	+0.15%
52	visalia, ca				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 Jun - 30 Jun, 2023	16	3,648	0.44%	4.5
	01 May - 31 May, 2023	19	3,815	0.50%	4.5
	% Change	-15.79%	-4.38%	-11.93%	-1.84%
53	dark sky festival 2023				
	01 Jun - 30 Jun, 2023	15	177	8.47%	4.3
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
54	events visalia				
	01 Jun - 30 Jun, 2023	15	162	9.26%	2.1
	01 May - 31 May, 2023	30	194	15.46%	1.8
	% Change	-50.00%	-16.49%	-40.12%	+17.01%
55	best restaurants visalia				
	01 Jun - 30 Jun, 2023	14	230	6.09%	3.0
	01 May - 31 May, 2023	7	229	3.06%	3.0
	% Change	+100.00%	+0.44%	+99.13%	-1.59%
56	where is sequoia national park				
	01 Jun - 30 Jun, 2023	14	570	2.46%	5.6
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
57	best restaurants in visalia				
	01 Jun - 30 Jun, 2023	13	313	4.15%	2.9
	01 May - 31 May, 2023	12	340	3.53%	3.0
	% Change	+8.33%	-7.94%	+17.68%	-4.73%
58	events in visalia today				
	01 Jun - 30 Jun, 2023	13	86	15.12%	2.0
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
59	what to do in visalia today				
	01 Jun - 30 Jun, 2023	13	41	31.71%	1.4
	01 May - 31 May, 2023	10	37	27.03%	1.8

No.	Queries	Clicks ▼	Impressions	CTR	Position
	% Change	+30.00%	+10.81%	+17.32%	-20.86%
60	best time to visit sequoia national park				
	01 Jun - 30 Jun, 2023	12	691	1.74%	4.4
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
61	gnc visalia				
	01 Jun - 30 Jun, 2023	12	144	8.33%	2.0
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
62	hume lake				
	01 Jun - 30 Jun, 2023	12	5,252	0.23%	9.5
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
63	places to eat in visalia				
	01 Jun - 30 Jun, 2023	12	832	1.44%	3.8
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
64	sequoia shuttle				
	01 Jun - 30 Jun, 2023	12	497	2.41%	4.2
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
65	things to do visalia ca				
	01 Jun - 30 Jun, 2023	12	88	13.64%	3.9
	01 May - 31 May, 2023	9	89	10.11%	3.8
	% Change	+33.33%	-1.12%	+34.85%	+4.45%
66	visalia to sequoia				
	01 Jun - 30 Jun, 2023	12	163	7.36%	2.9
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
67	what to do in visalia ca				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 Jun - 30 Jun, 2023	12	146	8.22%	3.9
	01 May - 31 May, 2023	8	140	5.71%	4.2
	% Change	+50.00%	+4.29%	+43.84%	-5.92%
68	downtown visalia				
	01 Jun - 30 Jun, 2023	11	567	1.94%	4.6
	01 May - 31 May, 2023	12	503	2.39%	4.2
	% Change	-8.33%	+12.72%	-18.68%	+10.28%
69	ritchie barn				
	01 Jun - 30 Jun, 2023	11	88	12.50%	1.9
	01 May - 31 May, 2023	14	75	18.67%	1.8
	% Change	-21.43%	+17.33%	-33.04%	+2.90%
70	sequoia national park photos				
	01 Jun - 30 Jun, 2023	11	1,684	0.65%	6.6
	01 May - 31 May, 2023	13	1,419	0.92%	8.9
	% Change	-15.38%	+18.68%	-28.70%	-25.67%
71	water park visalia				
	01 Jun - 30 Jun, 2023	11	326	3.37%	4.9
	01 May - 31 May, 2023	9	168	5.36%	4.9
	% Change	+22.22%	+94.05%	-37.01%	+0.44%
72	drive through sequoia national park				
	01 Jun - 30 Jun, 2023	10	113	8.85%	1.0
	01 May - 31 May, 2023	8	93	8.60%	1.1
	% Change	+25.00%	+21.51%	+2.88%	-4.26%
73	events in visalia				
	01 Jun - 30 Jun, 2023	10	101	9.90%	2.1
	01 May - 31 May, 2023	15	105	14.29%	1.8
	% Change	-33.33%	-3.81%	-30.69%	+12.62%
74	fun things to do in visalia ca				
	01 Jun - 30 Jun, 2023	10	54	18.52%	4.2
	01 May - 31 May, 2023	0	0	0.00%	0.0

No.	Queries	Clicks ▼	Impressions	CTR	Position
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
75	how many days in sequoia national park				
	01 Jun - 30 Jun, 2023	10	177	5.65%	1.0
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
76	plaza park				
	01 Jun - 30 Jun, 2023	10	1,429	0.70%	5.9
	01 May - 31 May, 2023	11	1,615	0.68%	5.6
	% Change	-9.09%	-11.52%	+2.74%	+4.92%
77	restaurants near me				
	01 Jun - 30 Jun, 2023	10	3,688	0.27%	6.2
	01 May - 31 May, 2023	15	3,745	0.40%	4.7
	% Change	-33.33%	-1.52%	-32.30%	+31.82%
78	things to do in visalia ca today				
	01 Jun - 30 Jun, 2023	10	20	50.00%	2.3
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
79	visalia ca events				
	01 Jun - 30 Jun, 2023	10	49	20.41%	1.8
	01 May - 31 May, 2023	12	73	16.44%	1.8
	% Change	-16.67%	-32.88%	+24.15%	-1.81%
80	brook valley rentals				
	01 Jun - 30 Jun, 2023	9	203	4.43%	5.0
	01 May - 31 May, 2023	8	117	6.84%	4.2
	% Change	+12.50%	+73.50%	-35.16%	+19.39%
81	brown's shoe fit company visalia photos				
	01 Jun - 30 Jun, 2023	9	25	36.00%	3.9
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
82	can you drive through sequoia national park				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 Jun - 30 Jun, 2023	9	124	7.26%	1.0
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
83	dry creek preserve				
	01 Jun - 30 Jun, 2023	9	304	2.96%	3.2
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
84	general grant tree				
	01 Jun - 30 Jun, 2023	9	3,751	0.24%	5.9
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
85	lamp liter inn				
	01 Jun - 30 Jun, 2023	9	791	1.14%	7.6
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
86	mooney grove park photos				
	01 Jun - 30 Jun, 2023	9	343	2.62%	2.0
	01 May - 31 May, 2023	9	379	2.37%	1.9
	% Change	0%	-9.50%	+10.50%	+2.82%
87	rawhide hall of fame club				
	01 Jun - 30 Jun, 2023	9	17	52.94%	1.7
	01 May - 31 May, 2023	8	15	53.33%	1.5
	% Change	+12.50%	+13.33%	-0.74%	+16.31%
88	things to do in visalia california				
	01 Jun - 30 Jun, 2023	9	91	9.89%	4.2
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
89	things to do in visalia for adults				
	01 Jun - 30 Jun, 2023	9	174	5.17%	3.7
	01 May - 31 May, 2023	0	0	0.00%	0.0

No.	Queries	Clicks ▼	Impressions	CTR	Position
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
90	things to do in visalia for couples				
	01 Jun - 30 Jun, 2023	9	49	18.37%	2.5
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
91	visalia brewing company				
	01 Jun - 30 Jun, 2023	9	235	3.83%	4.7
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
92	visalia events this weekend				
	01 Jun - 30 Jun, 2023	9	87	10.34%	2.0
	01 May - 31 May, 2023	17	93	18.28%	1.8
	% Change	-47.06%	-6.45%	-43.41%	+14.02%
93	adventure park				
	01 Jun - 30 Jun, 2023	8	5,967	0.13%	17.1
	01 May - 31 May, 2023	23	7,850	0.29%	14.2
	% Change	-65.22%	-23.99%	-54.24%	+20.04%
94	adventure park visalia ca				
	01 Jun - 30 Jun, 2023	8	1,311	0.61%	4.9
	01 May - 31 May, 2023	12	837	1.43%	4.7
	% Change	-33.33%	+56.63%	-57.44%	+3.82%
95	best food in visalia				
	01 Jun - 30 Jun, 2023	8	146	5.48%	3.1
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
96	bored teachers comedy tour				
	01 Jun - 30 Jun, 2023	8	244	3.28%	16.8
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
97	closest airport to sequoia national park				

No.	Queries	Clicks ▼	Impressions	CTR	Position
	01 Jun - 30 Jun, 2023	8	351	2.28%	3.0
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
98	food in visalia				
	01 Jun - 30 Jun, 2023	8	692	1.16%	3.0
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
99	kaweah river				
	01 Jun - 30 Jun, 2023	8	175	4.57%	11.9
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
100	legends of motown concert				
	01 Jun - 30 Jun, 2023	8	19	42.11%	1.9
	01 May - 31 May, 2023	0	0	0.00%	0.0
	% Change	+100.00%	+100.00%	+100.00%	+100.00%