

Website Performance Summary

Data From Google Analytics 4

Active users

46.4K

-17.7%

Event count

381.6K

-3.8%

Engagement rate

50.45%

4.6%

Conversions

3.3K

-3.1%

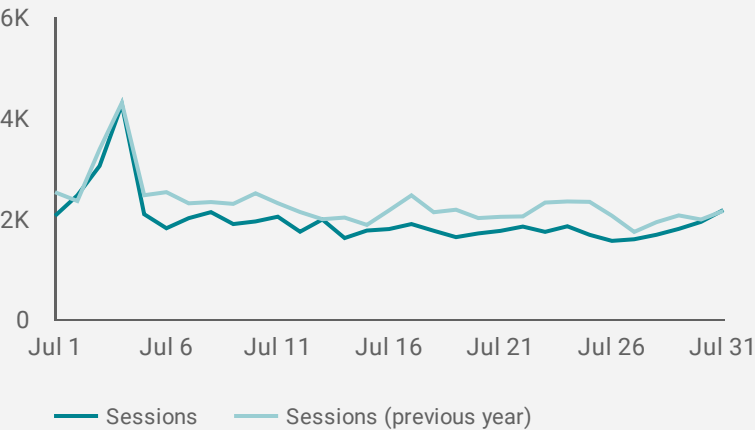
Sessions

55.0K

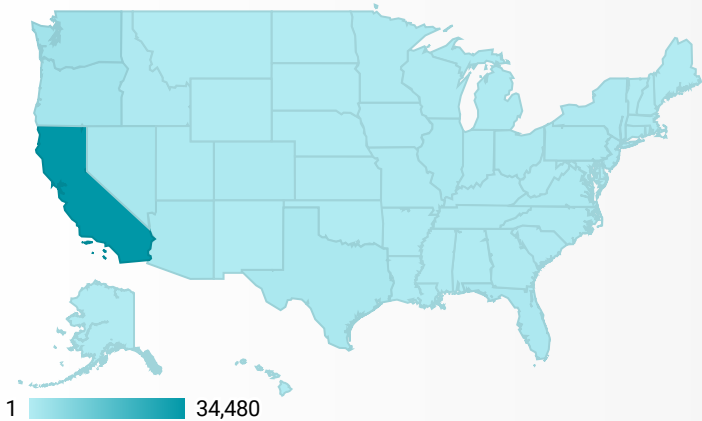
-14.0%

previous year comparison

How are site sessions trending?

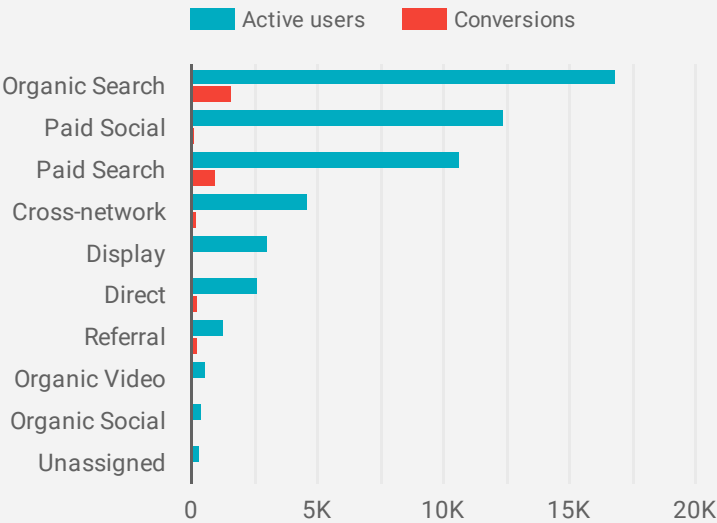


What are the top state by sessions?



Which channels are driving engagement?

Goal: Engaged Users



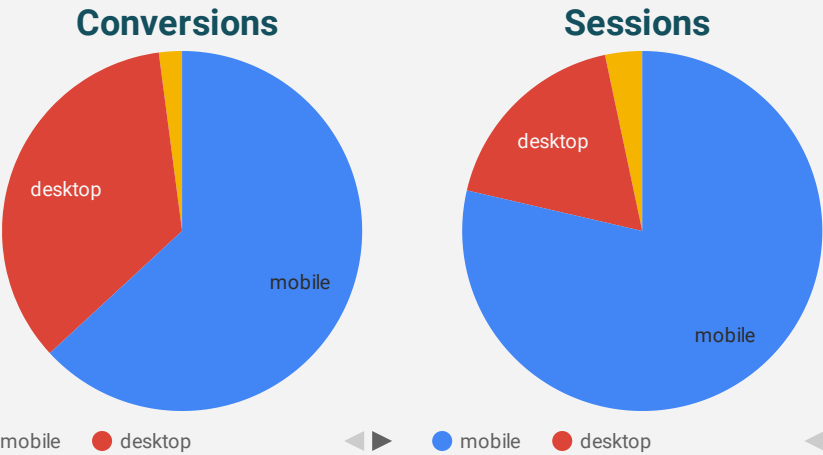
	City	Active users	Conversions
1.	Los Angeles	4,701	
2.	(not set)	3,992	
3.	Visalia	2,765	
4.	San Jose	2,421	
5.	San Francisco	2,093	

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	Page path	Active users	User engagem...
1.	/articles/travel-ne...	12,599	
2.	/	10,335	
3.	/stay	4,209	
4.	/things-to-do	3,464	
5.	/itineraries	2,949	
6.	/eventdetail/157...	2,221	
7.	/calendar	1,933	
8.	/eventdetail/158...	1,177	
9.	/july-4th-celebrati...	1,073	
1...	/9-cant-miss-seq...	1,041	

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Device Type



Website Performance Detail

Data From Google Analytics 4

Active users

46.4K

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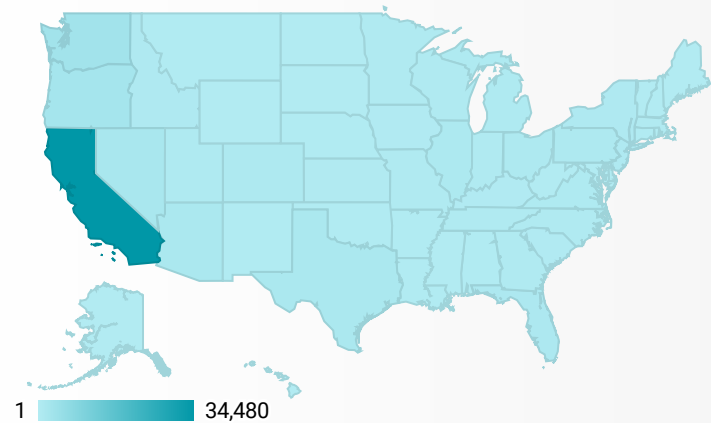
previous year comparison

How are channels trending?

	Session default ch...	Active users ▾	% Δ
1.	Organic Search		8.2% ↑
2.	Paid Social		-34.5% ↓
3.	Paid Search		-48.7% ↓
4.	Cross-network		-
5.	Display		143.9% ↑
6.	Direct		-30.1% ↓
7.	Referral		204.4% ↑

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What are the top state by sessions?



Which channels are driving engagement?

Goal: Engaged Users

	Session default ...	Conversions ▾	Event count per...
1.	Organic Search	1,617	10.35
2.	Paid Search	983	9.83
3.	Direct	221	9.2
4.	Referral	218	14.08
5.	Cross-network	172	7.57
6.	Paid Social	95	4.48
7.	Unassigned	9	4.95
8.	Display	8	3.41
9.	Organic Social	2	4.95

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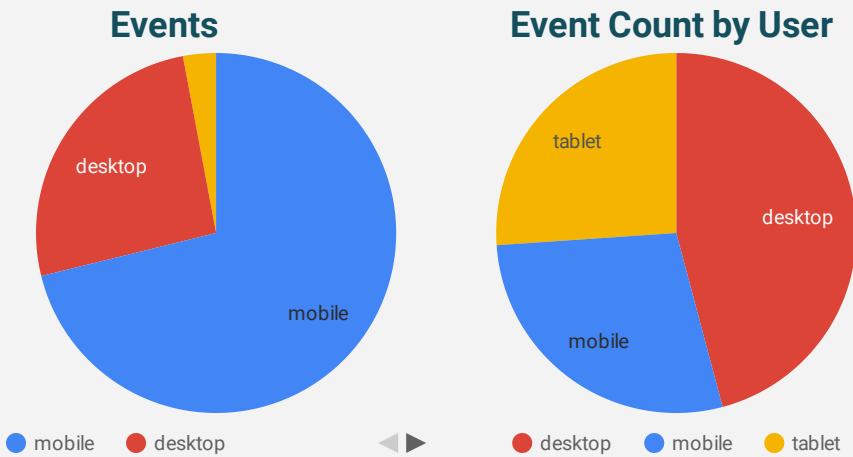
	City	Active users ▾	Conversions
1.	Los Angeles	4,701	
2.	(not set)	3,992	
3.	Visalia	2,765	
4.	San Jose	2,421	
5.	San Francisco	2,093	

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	Page path	Event count ▾	Event count p...
1.	/	59,307	
2.	/articles/travel-ne...	50,372	
3.	/things-to-do	24,852	
4.	/stay	22,156	
5.	/itineraries	19,148	
6.	/eventdetail/157...	15,976	
7.	/calendar	15,432	
8.	/eventdetail/158...	7,314	
9.	/lake-kaweah	6,620	
1...	/july-4th-celebrati...	6,561	

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Device Type



Events & Conversions

Data From Google Analytics 4

Event count
427,027

Event count per user
8.12

Conversions
3,325

Sessions w/ Conversion
2,335

Sessions
61,319

	Event name	Event count ▾	% Δ
1.	page_view	96,270	-16.2% ↓
2.	session_start	61,517	-13.8% ↓
3.	first_visit	50,932	-15.0% ↓
4.	All Clicks	37,653	-24.0% ↓
5.	user_engagement	35,793	-4.2% ↓

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	Event name	Conversions ▾	% Δ
1.	Partner Website Click	1,019	-21.0% ↓
2.	video_start	417	-19.2% ↓
3.	Hotel Page Partner C...	401	42.2% ↑
4.	Ares General Search	371	-55.9% ↓
5.	file_download	298	-9.1% ↓

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[See details](#)

Event name / Sessions								
Medium	Partner We...	video_start	Ares Gener...	Newsletter ...	file_downlo...	Hotel Page ...	video_c	Grand total
organic	677	193	88	122	121	60		1,445
cpc	165	168	215	89	83	91		1,024
referral	36	18	35	11	10	20		153
Grand total	900	391	355	269	239	213		2,815

	Session default channel grouping	Sessions ▾	Conversions	Session Conversion Rate	Engagement rate	Events per session
1.	Organic Search	20,890	1,617	7.74%	69.83%	8.35
2.	Paid Social	13,672	95	0.69%	24.81%	4.05
3.	Paid Search	12,248	983	8.03%	63.06%	8.56
4.	Cross-network	5,314	172	3.24%	69.55%	6.57
5.	Display	3,102	8	0.26%	5.74%	3.3
6.	Direct	3,082	221	7.17%	46.82%	7.73
7.	Referral	1,625	218	13.42%	61.66%	10.89
8.	Organic Video	584	0	0%	8.0%	3.41

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Page Performance

Data From Google Analytics 4

Views

96,270

Event count per user

8.12

Conversions

3,325

Total users

53,168

Active users

52,620

	Page path and screen class	Views ▾	Conversions	Active us...	Event cou...
1.	/	13,683	104	10,262	5.75
2.	/things-to-do	4,698	373	3,293	7.21
3.	/itineraries	3,446	1	2,402	6.64
4.	/eventdetail/1576/visalia-rawhide-game-and-fireworks-show	3,138	18	2,221	7.19
5.	/articles/travel-news-and-resources	3,115	7	2,871	3.41
6.	/calendar	2,959	24	1,870	7.39
7.	/eventdetail/1581/sean-kingston	1,694	5	1,177	6.21
8.	/9-cant-miss-sequoia-national-park-attractions	1,396	3	1,040	6.26
9.	/stay	1,340	476	1,004	7.56
10.	/dine	1,333	100	901	7.06
11.	/july-4th-celebration-in-visalia	1,320	9	1,073	6.11
12.	/lake-kaweah	1,187	15	887	7.35
13.	/family-fun	1,145	6	810	6.5
14.	/sequoia-national-park-faqs	1,121	8	910	6.1
15.	/6-top-attractions-in-kings-canyon-national-park	1,034	1	708	6.96
16.	/sequoia-national-park	1,032	3	751	6.38
17.	/hiking	1,031	6	731	7.1
18.	/road-trips-scenic-drives	973	9	634	7.34
19.	/visitor-guide	923	171	646	8.03
20.	/visit-the-parks	876	15	666	6.14
21.	/sequoia-national-forest	873	1	660	6.42
22.	/itineraries/how-to-drive-the-kings-canyon-scenic-byway	790	22	635	4.03
23.	/articles/9-cant-miss-sequoia-national-park-attractions	783	2	558	5.44
24.	/how-to-drive-the-kings-canyon-scenic-byway	660	4	526	5.81
25.	/arts-entertainment	617	16	379	6.9

SEO Landing Page Performance

Data From Google Search Console

Impressions

1,608,519

Url Clicks

17,621

URL CTR

1.10%

Average Position

10.53

	Landing Page	Url Clicks ▾	Impressio...	Average Positi...
1.	https://www.visitvisalia.com/eventdetail/1576/visalia-rawhide-game-and-firewo...	2,451	14,473	6.34
2.	https://www.visitvisalia.com/calendar	1,448	22,337	13.28
3.	https://www.visitvisalia.com/july-4th-celebration-in-visalia	1,072	8,195	8.93
4.	https://www.visitvisalia.com/eventdetail/1581/sean-kingston	1,064	3,820	5.35
5.	https://www.visitvisalia.com/	990	101,872	10.71
6.	https://www.visitvisalia.com/things-to-do	990	50,530	5.72
7.	https://www.visitvisalia.com/sequoia-national-park-faqs	751	34,034	7.43
8.	https://www.visitvisalia.com/lake-kaweah	695	16,345	6.55
9.	https://www.visitvisalia.com/how-to-drive-the-kings-canyon-scenic-byway	421	8,653	9.44
10.	https://www.visitvisalia.com/eventdetail/1551/summer-festival-craft-show	415	3,534	5.37
11.	https://www.visitvisalia.com/dine	392	86,623	6.52
12.	https://www.visitvisalia.com/stargazing-in-the-dark-skies-of-sequoia-national-pa...	242	2,731	12.99
13.	https://www.visitvisalia.com/account/hume-lake	237	13,630	9.47
14.	https://www.visitvisalia.com/ride-the-sequoia-shuttle-	220	6,988	6.85
15.	https://www.visitvisalia.com/account/adventure-park	217	32,791	8.46
16.	https://www.visitvisalia.com/family-fun	199	59,682	7.64
17.	https://www.visitvisalia.com/summer-fun-day	193	20,785	7.41
18.	https://www.visitvisalia.com/kings-canyon-national-park	166	65,535	10.94
19.	https://www.visitvisalia.com/sequoia-national-forest	163	34,994	10.12
20.	https://www.visitvisalia.com/6-top-attractions-in-kings-canyon-national-park	150	4,918	10.89
21.	https://www.visitvisalia.com/parks-and-city-maps	144	22,755	7.04
22.	https://www.visitvisalia.com/eventdetail/1564/bored-teachers-comedy-tour	134	1,815	10.89
23.	https://www.visitvisalia.com/family-fun-itinerary	125	1,819	7.98
24.	https://www.visitvisalia.com/account/kaweah-oaks-preserve	106	1,391	6.51
25.	https://www.visitvisalia.com/account/sam-b-pena-planetarium	105	1,146	10.58

SEO Landing Page Performance

Data From Google Search Console

Impressions

1,107,435

Clicks

17,098

Site CTR

1.54%

Average Position

12.48

	Query	Clicks ▾	Impressions	Average...	Site CTR
1.	visalia	397	35,693	5	1.11%
2.	lake kaweah	337	5,372	3.2	6.27%
3.	visalia ca	332	24,799	5.61	1.34%
4.	rawhide fireworks	286	520	2	55%
5.	sean kingston visalia	259	553	1.07	46.84%
6.	things to do in visalia	258	2,162	3.25	11.93%
7.	sean kingston adventure park	256	558	1.78	45.88%
8.	visalia rawhide fireworks	112	196	1.33	57.14%
9.	kings canyon scenic byway	104	1,674	4.08	6.21%
10.	visalia fireworks 2023	101	695	1.89	14.53%
11.	sequoia national park	97	18,566	14.32	0.52%
12.	visalia california	96	7,746	6.68	1.24%
13.	fireworks show near me	95	632	3.94	15.03%
14.	rawhide fireworks 2023	90	252	4.3	35.71%
15.	visalia events	89	455	1.71	19.56%
16.	visalia firework show	85	201	1.71	42.29%
17.	fireworks visalia	85	541	4.16	15.71%
18.	sean kingston visalia ca	83	126	1.07	65.87%
19.	firework shows near me	82	775	4.54	10.58%
20.	things to do in visalia ca	75	478	3.09	15.69%
21.	adventure park visalia	68	6,650	5.45	1.02%
22.	sequoia national forest	66	9,113	9.01	0.72%
23.	kaweah oaks preserve	65	402	2.4	16.17%
24.	4th of july events near me	65	266	2.85	24.44%
25.	kaweah lake	64	1,730	4.3	3.7%

Keyword Standings

Data From SEMRush

	Keyword	Tags	Landing page	SERP features	Volume	Position	Position change
1.	sequoia national park	sequoia	https://www.visitvisalia.com/9-cant-miss-sequoia-national-park-attractions	org, rel, rev, stl, kng	450,000	9	-2
2.	convention center	meetings		org, geo, new, rel, img, rev, stl	110,000	null	null
3.	national parks map	sequoia		org, rel, img, rev, ind	110,000	null	null
4.	sequoia	sequoia	https://www.visitvisalia.com/sequoia-national-forest	org, rel, rev, stl, kng, ind	90,500	70	30
5.	national forest	sequoia nf	https://www.visitvisalia.com/sequoia-national-forest	org, geo, new, rel, rev, stl, ind	60,500	43	-21
6.	general sherman tree	sequoia	https://www.visitvisalia.com/account/general-sherman-tree	org, rel, img, rev, stl, kng, ind	49,500	11	2
7.	visalia california		https://www.visitvisalia.com/	org, rel, img, stl, kng, ind	49,500	3	-1
8.	pacific crest trail	kings canyon, sequoia		org, new, rel, rev, stl, kng, ind	49,500	null	null
9.	kings canyon national park	kings canyon	https://www.visitvisalia.com/kings-canyon-national-park	org, geo, rel, twt, rev, stl	40,500	4	null
1...	crystal cave	sequoia	https://www.visitvisalia.com/account/crystal-cave	org, geo, rel, rev, stl	40,500	35	44
1...	event venue	meetings		org, geo, new, rel, rev, stl, ind	27,100	null	null
1...	kings canyon	kings canyon	https://www.visitvisalia.com/kings-canyon-national-park	org, geo, rel, rev, stl, ind	27,100	5	null
1...	biggest tree in the world	sequoia		org, rel, fsn, stl, ind	22,200	null	null
1...	giant sequoia	sequoia		org, rel, img, rev, stl, ind	18,100	null	null
1...	sequoia national park camping	sequoia		org, rel, rev, stl, ind	18,100	null	null
1...	sequoia national forest	sequoia nf	https://www.visitvisalia.com/sequoia-national-forest	org, geo, rel, rev, stl, ind	18,100	29	-24
1...	event spaces	meetings		org, geo, rev, stl	18,100	null	null
1...	visalia mall		https://www.visitvisalia.com/visalia-mall	org, rel, stl, kng, ind	18,100	13	42
1...	largest tree in the world	sequoia		org, rel, fsn, stl, ind	14,800	null	null

Let's Discuss

Data From Google Analytics 4

Event count per user

7.58

Conversions

19,601

	Event name	Conversions ▾	% Δ ▲
1.	Partner Website Click	5,830	-14.2% ↓
2.	file_download	2,596	-59.0% ↓
3.	video_start	2,361	18.5% ↑
4.	Ares General Search	2,324	-51.5% ↓
5.	Hotel Page Partner Cli...	2,102	512.8% ↑
6.	Newsletter Sign-up Cli...	1,527	-
7.	Visitor Guide Request	986	-16.7% ↓
8.	Sequoia Digital Guide ...	942	-
9.	video_complete	750	-

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