

ExploreAsheville.com Digital Visitor's Index ~ January 2012

The Digital Visitor's Index is a tool that provides a snapshot of website activity at ExploreAsheville.com, as well as our outreach within Social channels such as Facebook and Twitter. It is compiled monthly by the Convention & Visitors Bureau of the Asheville Area Chamber of Commerce. Numbers reported reflect the most current information available to staff when compiled.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Top Level	Total Website Visits	148,045	123,492	20%	1,571,777	1,259,414	25%
Search Engines	Search Engines Total (Organic/Free)*	107,049	94,319	13%	1,123,334	934,319	20%
Organic / Free	Google	94,546	79,618	19%	963,459	778,805	24%
	Bing	4,510	5,494	-18%	58,896	57,141	3%
	Yahoo	4,270	5,593	-24%	57,561	58,539	-2%
	AOL	1,384	1,673	-17%	17,936	20,060	-11%
	Ask.com	783	652	20%	8,328	5,826	43%
Top 5 Website Referrers	Top Referrers Total	14,953	12,284	22%	153,695	114,563	34%
	Facebook	4,018	408	885%	28,909	5,044	473%
	AshevilleNC.gov	1,168	1,723	-32%	11,901	9,083	31%
	Biltmore.com	560	590	-5%	5,759	7,264	-21%
	SoccerInCollege.com	175	217	-19%	1,858	608	206%
	Twitter	163	24	579%	2,561	693	270%
Digital Advertising	Total Advertising	7,236	6,695	8%	119,031	77,143	54%
	Paid Search (in-house)	5,805	5,001	16%	82,801	44,785	85%
	Display/Banner Ads (in-house + agency)	1,255	1,694	-26%	35,064	32,358	8%
	Facebook Ads (in-house + agency)	176	-	-	1,166	-	-
PR / Social	Total PR/ Social Outreach	18,608	6,205	200%	111,790	68,457	63%
	Blog Visits	9,585	2,461	289%	52,282	31,632	65%
	Facebook Page Referrals	4,018	408	885%	28,909	5,108	466%
	eNewsletter **	4,842	3,312	46%	28,038	31,010	-10%
	Twitter (Combined Accounts) ***	163	24	579%	2,561	707	262%
Conversions KPI's	Total Conversions						
	Accommodation Page Visits ^	10,604	9,559	11%	136,393	94,765	44%
	Packages / Deals Page Visits ^	9,915	4,925	101%	66,023	48,994	35%
	Free Travel Guide Requests (new)	4,663	-	-	5,863	-	-
	eNewsletter Signups (new)	150	-	-	242	-	-
	Pages Viewed per Visit ^^	4.94	5.76	-14%	5.1	6.0	-16%
	Average Visitor Time on Site ^^	4:43	4:48	-2%	4:12	4:58	-15%
Social Engagement	Total Social Engagement						
	New Facebook Likes	821	436	88%	13,304	2,696	393%
	Total Facebook Likes	27,935	4,445	528%	27,935	4,445	528%
	New YouTube Video Views	17,071	20,959	-19%	116,565	202,386	-42%
	Total YouTube Video Views	509,764	311,184	64%	509,764	311,184	64%
	Twitter Followers	224	-	-	224	-	-
	Twitter Positive Sentiment	85%	-	-	-	-	-

* - Organic (free) traffic continues to improve from site transition in Nov2011

** - Numbers pulled from Publicaster // 1 Newsletter Sent in Jan 2011 & 1 Newsletter sent in Jan 2012 // 8 Newsletters sent in 2010 & 8 Newsletters in 2011

*** - Currently in Implementation & Testing; Results will be combination of all Twitter accounts : @FallColorHunter, @AshevilleTravel, @Foodtopia, @AshevilleDeals, @VisitAsheville, and @AshevilleCVB

^ - Reflects traffic to Entry page, as well as all other pages within that section

^^ - Pages viewed per visit trending down due to new 'Infinite Scroll' feature on new site