

ExploreAsheville.com Digital Visitor's Index ~ April 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	217,322	187,403	16%	2,159,273	1,758,398	23%
Search Engines Organic / Free	Search Engines Total (Organic/Free)*	142,389	134,790	6%	1,523,244	1,303,348	17%
	Google	123,150	114,751	7%	1,310,798	1,092,093	20%
	Bing	7,713	7,952	-3%	80,084	79,283	1%
	Yahoo	7,013	7,396	-5%	76,324	79,093	-4%
	AOL	1,812	2,397	-24%	22,981	26,444	-13%
	Ask.com	863	731	18%	10,932	8,032	36%
Top 5 Website Referrers	Top Referrers Total	5,905	3,080	92%	63,404	31,982	98%
	Facebook	3,430	561	511%	36,776	7,320	402%
	AshevilleNC.gov	1,285	1,401	-8%	15,768	14,009	13%
	Biltmore.com	505	755	-33%	7,630	9,434	-19%
	SoccerInCollege.com	365	363	1%	2,630	1,219	116%
	USMagazine.com	320	-	-	600	-	-
Digital Advertising	Total Advertising	32,083	24,508	31%	184,094	125,469	47%
	Paid Search (in-house)	11,154	7,162	56%	115,923	65,459	77%
	Display/Banner Ads (in-house + agency)	20,929	17,346	21%	68,171	60,010	14%
PR / Social	Total PR/ Social Outreach	20,230	7,804	159%	160,862	88,576	82%
	Blog Visits	11,756	3,290	257%	81,945	41,234	99%
	Facebook Page Referrals	3,430	561	511%	36,776	7,320	402%
	eNewsletter **	4,873	3,886	25%	40,366	39,090	3%
	Twitter (Combined Accounts) ^	171	67	155%	1,775	932	90%
Conversions KPI's	Total Conversions						
	Accommodation Page Visits	15,473	15,020	3%	171,083	135,172	27%
	Packages / Deals Page Visits	10,234	7,115	44%	99,936	67,885	47%
	Free Travel Guide Requests (new)	1,887	-	-	12,496	-	-
	eNewsletter Signups (new)	139	-	-	719	-	-
	Pages Viewed per Visit ^^	4.61	5.52	-16%	5.0	5.9	-16%
	Average Visitor Time on Site ^^	4:33	4:42	-3%	4:21	4:58	-12%
Social	Total Social Engagement						
	Total Facebook Likes ***	36,750	8,709	322%	36,750	8,709	322%
	New YouTube Video Views	15,973	14,475	10%	169,028	246,686	-31%
	Total YouTube Video Views	555,646	355,484	56%	555,646	355,484	56%
	Twitter Followers ^^	518	-	-	518	-	-

* - Organic (free) traffic continues to grow after site transition. Monitoring closely to ensure no hiccups.

** - Numbers Pulled From Publicaster (Not GA) -- Equal number of newsletters sent each month / YTD

*** - Rough number provided until facebook access is re-connected

^ - Results will be combination of all Twitter accounts : @FallColorHunter, @AshevilleTravel, @Foodtopia, @AshevilleDeals, @VisitAsheville, and @AshevilleCVB

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

^^^ - Reflects our main (and newly acquired) Twitter account @VisitAsheville.