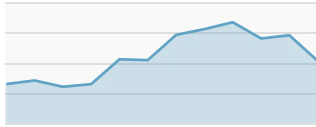


Visit Grand Junction Monthly Dashboard

Report for Oct 1, 2017 - Oct 31, 2017

TOTAL VISITS

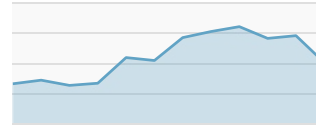
52,030



Previous period: -29%
Previous year: 10%

TOTAL UNIQUE VISITORS

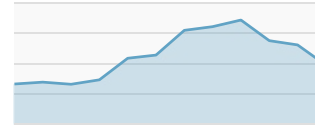
40,494



Previous period: -31%
Previous year: 10%

TOTAL PAGEVIEWS

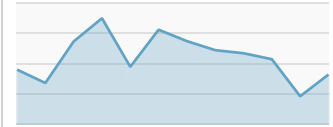
116,556



Previous period: -26%
Previous year: -1%

AVERAGE VISIT DURATION

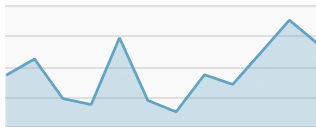
00:02:09



Previous period: 9%
Previous year: -9%

OVERALL BOUNCE RATE

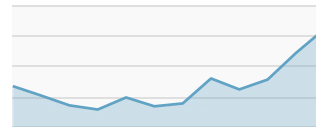
53%



Previous period: -4%
Previous year: 8%

HOMEPAGE BOUNCE RATE

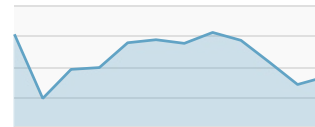
46%



Previous period: 9%
Previous year: 33%

NEWSLETTER (EZINE) SIGNUPS

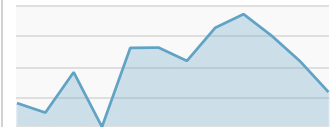
84



Previous period: 18%
Previous year: -11%

GUIDE DOWNLOADS

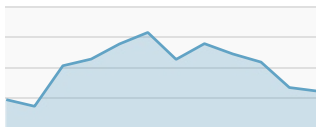
234



Previous period: -46%
Previous year: 6%

GUIDE ORDERS

122

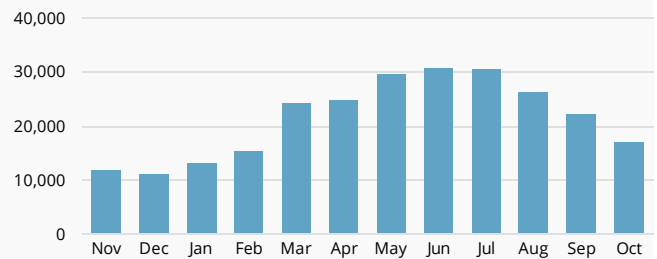


Previous period: -9%
Previous year: 26%

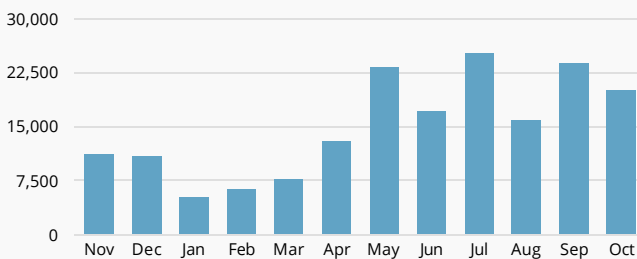
TOTAL SIT CONVERSIONS

37,868

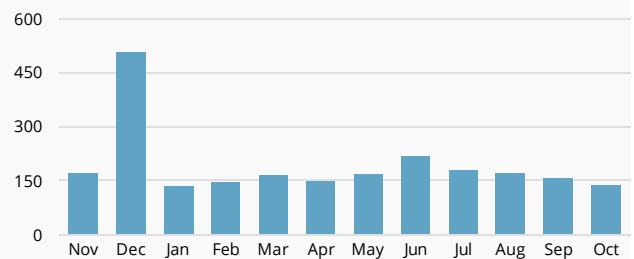
PROFILE VIEWS



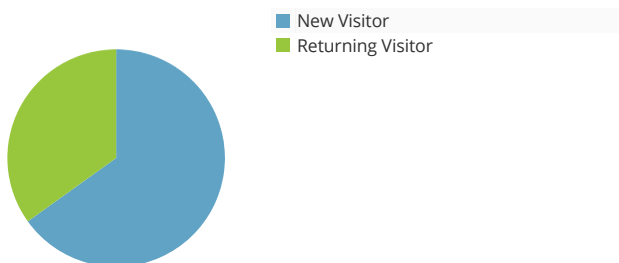
EVENT VIEWS



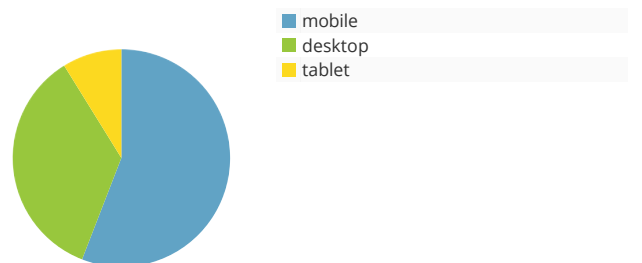
DEAL VIEWS



NEW VS. RETURNING VISITORS

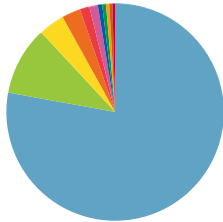


VISITS BY DEVICE CATEGORY



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	42,387	+5%	00:02:15	-5%	51.01%	+5%
(none)	5,122	+11%	00:01:48	-15%	61.58%	+11%
referral	3,059	+36%	00:01:51	-21%	57.57%	+10%
facebook	635	+100%	00:00:23	+100%	86.77%	+100%
display	237	+100%	00:00:13	+100%	92.83%	+100%
fb	200	+100%	00:00:16	+100%	94.00%	+100%
cpc	165	+293%	00:02:44	-30%	75.15%	+37%
email	112	-2%	00:03:15	-5%	52.68%	+20%
formattedbanner	74	+363%	00:01:47	-68%	45.95%	+145%
preroll	13	+100%	00:00:22	+100%	76.92%	+100%

VISITS BY SOURCE/MEDIUM


- google / organic
- (direct) / (none)
- bing / organic
- yahoo / organic
- m.facebook.com / referral
- social / facebook
- gjsentinel.com / referral
- gjcity.org / referral
- colorado.com / referral
- adnetwork / display
- facebook / fb

VISITS BY STATE (YEAR OVER YEAR)

	Visits	
Colorado	32,473	+10%
Texas	3,521	+4%
Utah	2,099	+19%
California	1,993	+0%
Illinois	1,052	+22%
Florida	616	+39%
Arizona	615	+32%
Missouri	471	+61%
New York	450	-35%
Nevada	407	+50%

VISITS BY CITY (YEAR OVER YEAR)

	Visits	
Grand Junction	13,841	+10%
Denver	9,352	+6%
Dallas	2,376	+11%
Salt Lake City	938	+46%
Fruita	738	+25%
Chicago	718	+22%
Montrose	612	+22%
Aurora	529	+23%
Los Angeles	457	-21%
Colorado Springs	421	+2%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/events-calendar	12,875	+16%	44%	+2%
www.visitgrandjunction.com/	9,480	-19%	46%	+9%
www.visitgrandjunction.com/things-to-do	3,508	-37%	25%	-17%
www.visitgrandjunction.com/all-restaurants	1,986	-21%	52%	+12%
www.visitgrandjunction.com/12-incredible-hikes-grand-junction	1,771	-10%	62%	-4%
www.visitgrandjunction.com/hiking-trails	1,646	-18%	29%	+9%
www.visitgrandjunction.com/wineries-tasting-rooms	1,521	-15%	38%	-6%
www.visitgrandjunction.com/areas/grand-mesa	1,495	-33%	44%	-3%
www.visitgrandjunction.com/events/trail-terror-haunted-house	1,487	+100%	70%	+100%
www.visitgrandjunction.com/attractions-culture	1,464	-40%	43%	-17%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

	Visits	
www.visitgrandjunction.com/	7,490	-18%
www.visitgrandjunction.com/events-calendar	6,063	+16%
www.visitgrandjunction.com/events/trail-terror-haunted-house	1,219	+100%
www.visitgrandjunction.com/things-to-do	1,069	-50%
www.visitgrandjunction.com/areas/grand-mesa	833	-35%
www.visitgrandjunction.com/12-incredible-hikes-grand-junction	810	-4%
www.visitgrandjunction.com/events/comic-con-3rd-annual	788	+40%
www.visitgrandjunction.com/2017-fall-festivals-events-grand-junction	744	+52%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	723	-42%
www.visitgrandjunction.com/events/festivals-fairs	722	+37%

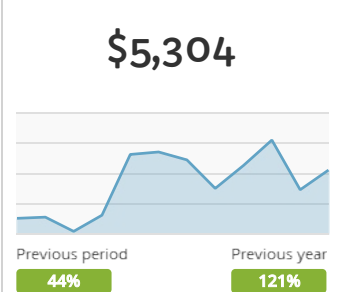
CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate
social / facebook	635 +175%	1.2 +2%	00:00:23 +51%	87% 0%
adnetwork / display	231 -43%	1.1 -23%	00:00:12 -71%	94% +18%
facebook / fb	200 +47%	1.1 -1%	00:00:16 +74%	94% -3%
google / cpc	153 -91%	1.6 -54%	00:02:57 +1%	73% +78%
newsletter / email	82 -93%	2.7 +32%	00:03:00 +61%	59% -6%
colorado.com / formattedbanner	74 -21%	2.6 -11%	00:01:47 +39%	46% -6%
welcome / email	22 -53%	5.7 +112%	00:03:44 +46%	23% -47%
adnetwork / preroll	13 -50%	1.3 +6%	00:00:22 +1%	77% -5%
PR / Press_Release	12 -43%	3.2 -51%	00:04:43 -40%	33% +75%
trueview / cpc	12 -8%	1.0 -35%	00:00:00 -100%	100% +63%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
Candlewood Suites Grand Junction NW	29 +100%	\$3,341.09 +100%
SpringHill Suites Grand Junction Downtown/Historic Main Street	7 +250%	\$597.92 +67%
Knights Inn Grand Junction	2 =	\$105.49 -13%
La Quinta Inn & Suites Grand Junction	2 +100%	\$194.00 +44%
Ramada Grand Junction	2 -33%	\$108.00 -59%
Super 8 Grand Junction Colorado	2 +100%	\$169.76 +100%
Grand Vista Hotel	1 +100%	\$79.00 +100%
Hampton Inn Grand Junction Downtown/Historic Main Street	1 -50%	\$149.00 -49%
Travelodge Grand Junction	1 +100%	\$49.00 +100%
Americas Best Value Inn	0 -100%	\$0.00 -100%

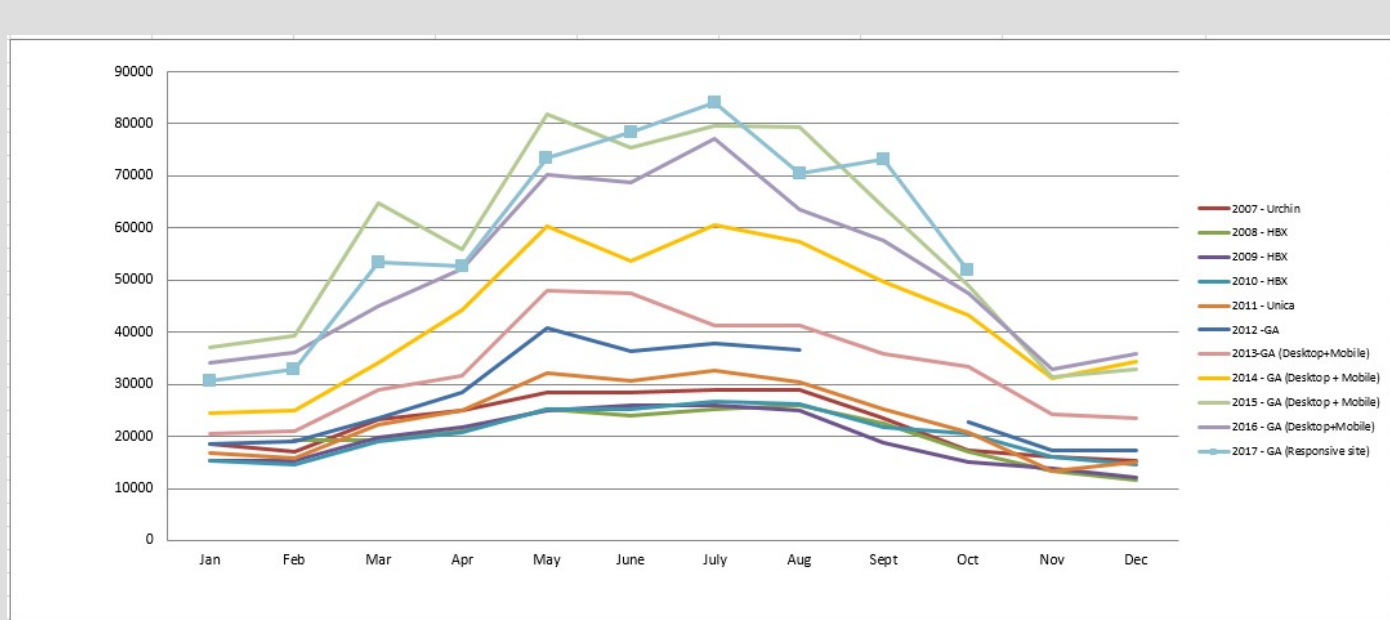
REVENUE OVER TIME



ORGANIC SEARCH TERMS VIA GOOGLE SEARCH CONSOLE (MONTH OVER MONTH)

	Clicks	Impressions	Avg. position
grand junction co	430 -77%	8,181 -70%	1.9 +87%
grand junction	305 -75%	7,954 -68%	2.1 +85%
grand junction colorado	279 -77%	5,602 -68%	2.1 +100%
oktoberfest grand junction	180 +117%	285 +132%	1.2 +18%
grand junction events	153 -76%	294 -69%	2.1 +111%
grand mesa	88 -78%	993 -77%	2.3 +0%
things to do in grand junction	87 -77%	483 -71%	4.3 +11%
grand mesa colorado	86 -84%	539 -88%	2.3 -8%
grand junction air show	75 -72%	2,303 -45%	3.6 -17%
parade of homes grand junction	58 +100%	291 +100%	4.5 +100%

VISITS OVER TIME



NEWSLETTERS (SORTED BY TOTAL DELIVERED)

There is no data for this period

