



DIGITAL MARKETING REPORT

Bishop, CA



simpleview 

<u>Metric Name</u>	<u>How GA4 Tracks It</u>	<u>How UA Tracked It</u>
Total Users	Total number of unique users who logged an event	Primary user metric in UA: Total number of users
New Users	Number of users who interacted with your site or launched your app for the first time The metric is measured by the number of new unique user IDs that logged the first_open or first_visit event.	Number of users who interacted with your site for the first time
Active Users	Primary user metric in GA4: Number of distinct users who visited your website or application. An active user is any user who has an engaged session or when Analytics collects: - the first_visit event or engagement_time_msec parameter from a website	N/A
Pageview	aka Views: Total number of app screens and/or web pages your users saw. Repeated views of a single screen or page are counted.	Total number of pages viewed. Repeated views of a single page are counted.
Unique Pageview	N/A	Total number of pages viewed but duplicates are not counted.
Bounce rate	Percentage of sessions that were not engaged sessions. For example, if a user visits your website, reviews content on your homepage for less than 10 seconds, and then leaves without triggering any events or visiting any other pages or screens, then the session will count as a bounce. An engaged session is a session that lasts 10 seconds or longer, has 1 or more conversion events, or has 2 or more page or screen views. If a user doesn't have an engaged session (that is, they don't meet any of the criteria for an engaged session), then Google Analytics counts the session as a bounce.	Percentage of single page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds. For example, if a user visits your website and reviews content on your homepage for several minutes, but leaves without clicking on any links or triggering any events being recorded as interaction events, then the session will count as a bounce.

Metric Name

How GA4 Tracks It

How UA Tracked It

Session

aka Session Start:

Period of time a user is actively engaged with your website or app

To determine the session that each event comes from, the session_start event generates a session ID and Analytics associates the session ID with each subsequent event in the session

Has defined parameters for what may cause it to end e.g. a session will end when there has been more than a 30-minute period of inactivity (depending on the session timeout settings), the timestamp has been cut off at midnight (according to the timezone the view is set up in), or new campaign parameters are encountered.

A session will end when there has been more than a 30-minute period of inactivity (depending on the session timeout settings)

If a user comes back after a session timeout, it will start a new session

Sessions are not restarted at midnight or when new campaign parameters are encountered

If the user is on the website when midnight arrives, a new session will be started

If a user comes back after a session timeout, it will start a new session

Number of users who interacted with your site or launched your app for the first time

If a user picks up new campaign parameters while on the website, a new session will be started

The metric is measured by the number of new unique user IDs that logged the first_open or first_visit event.

PAID MEDIA EXECUTIVE SUMMARY

Jul 1, 2023 - Jun 30, 2024

Highlights:

- > Solid engaged sessions performance for Google, at 29,828 and up by over 20% from previous period.
- > Solid Account level CPC, averaging \$0.40 and well below the industry average.
- > Slight increase in click activity, up by 5% compared to the previous year.
- > Average Google engagement time at 0:55, signaling relevance and interest for users as they find valuable content within the site.
- > Robust impressions count at an account level, up by over 400% compared to the previous period.
- > Significant increase in Google active users, at over 38,191, with most traffic coming in from mobile and over 140% higher than the previous period.
- > Main home landing page, best performer with over 1:02min and 8,700 conversions for the year.
- > Significant increase in impressions for Facebook Ads for the year, up by 91%.
- > Solid Facebook Ads CPC as well, averaging \$0.06 and down by over 28% compared to the previous period.

KPI Summary

Engagement Metrics

Engaged sessions	Engagement rate	Avg Engagement Time	Conversions
29,828	62.91%	00:00:55	396

Google Search Metrics

Clicks	CTR	Avg. CPC	Cost
55,784 ↑ 5.1%	4.56% ↓ -79.3%	\$0.40 ↑ 7.9%	\$22,113.72 ↑ 13.4%

Event name	Conversions
newsletter_form	396

Grand total 396

Facebook ENews L...	On-Facebook lead...
Lead Generation (E-Ne...	2,762

Lead Generation - Lead... 860

Grand total 3,325



SEO REPORT

Bishop, CA

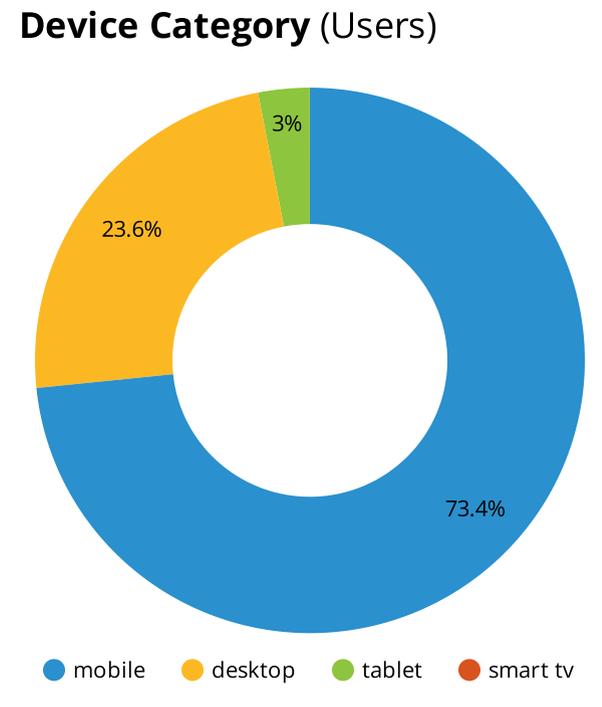


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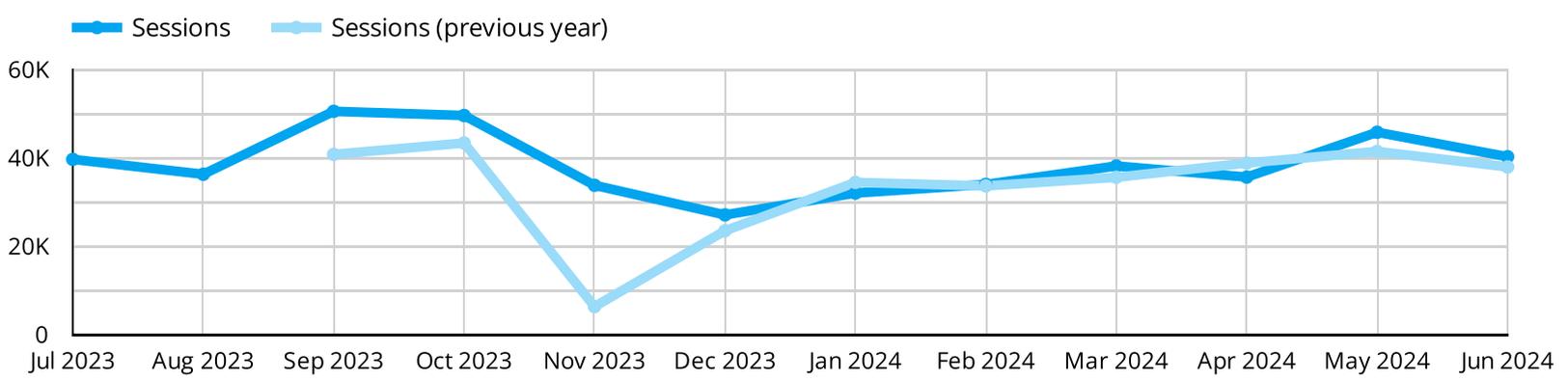
OVERALL TRAFFIC SUMMARY

Jul 1, 2023 - Jun 30, 2024

Active Users 361,337 ↑ 99.9%	Conversions 143,574 ↑ 69.4%	Engaged Sessions 220,868 ↑ 29.3%	Engagement Rate 47.64% ↓ -6.1%	Avg Engagement Time 00:00:52 ↓ -1.2%	Pageviews 675,106 ↑ 31.6%
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Sessions over time (Last 12 months YoY)



By Channel

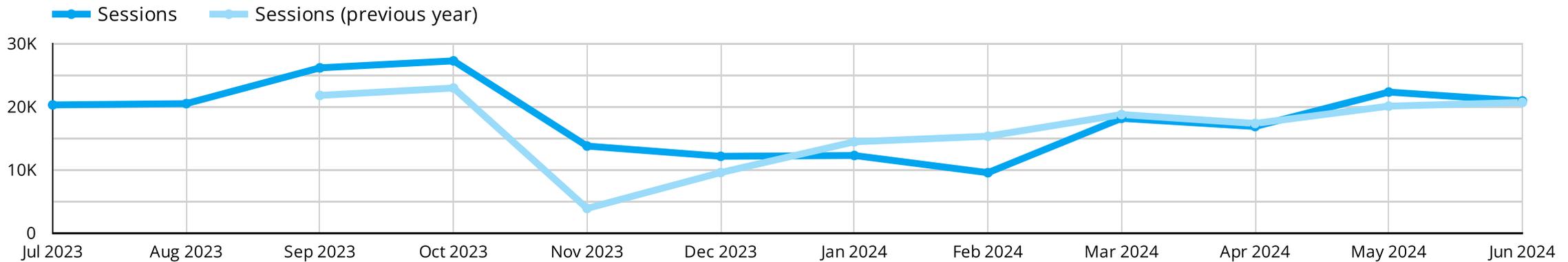
Channel	Active Users	Engaged Sessions	Avg Engagement Time
organic search	162,668	136,793	00:01:14
paid social	84,625	15,460	00:00:07
direct	38,199	18,457	00:00:42
organic social	30,436	9,389	00:00:20
paid search	26,710	21,915	00:01:18
cross-network	10,320	8,280	00:01:03
referral	9,791	8,261	00:01:20
display	4,450	2,256	00:00:35
email	74	31	00:00:46
organic video	22	15	00:01:25

ORGANIC TRAFFIC SUMMARY

Jul 1, 2023 - Jun 30, 2024

Active users 163,427 ↑ 34.2%	Conversions 21,395 ↑ 268.9%	Engaged sessions 142,018 ↑ 35.2%	Engagement rate 64.36% ↓ -0.6%	Avg Engagement Time 00:00:55 ↑ 2.2%	Pageviews 335,229 ↑ 33.0%
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Organic Users over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Conversions	Event value	Conversions
/	14,678	4,470	0	4,470
(not set)	10,021	1,428	0	1,428
/activities/fall-colors	9,206	3,409	0	3,409
/webcam	6,471	239	0	239
/blog/bishop-fishing-report	5,372	337	0	337
/activities/fishing	5,199	435	0	435
/activities/bristlecone-forest	4,460	320	0	320
/trip-planning/road-conditions	4,428	128	0	128
/activities/camping	4,208	383	0	383

Conversion Events

Event name	Conversions
three_pages_per_session	16,752
fall_color_guide_map	3,195
newsletter_form	1,321
fall_color_hotspot_map	127
accommodations_phone_call	0
click	0
external_link	0
file_download	0
first_visit	0
page_view	0



PAID MEDIA REPORT

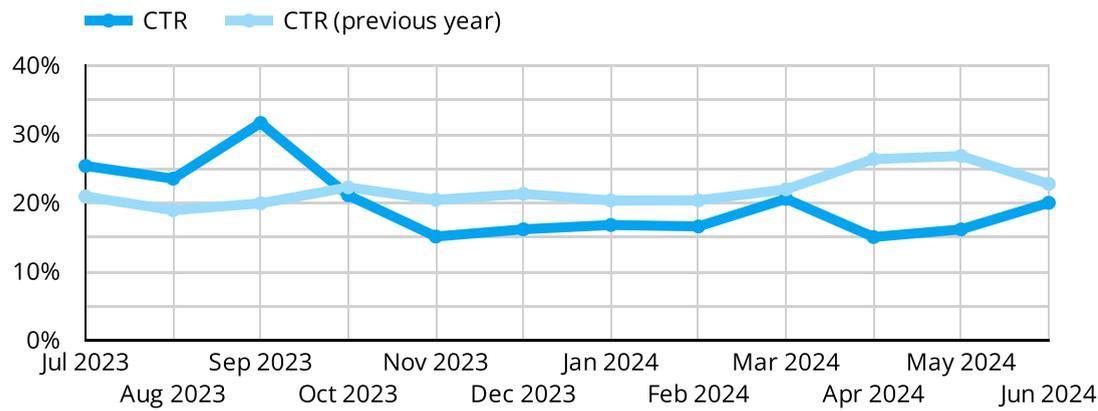
Bishop, CA



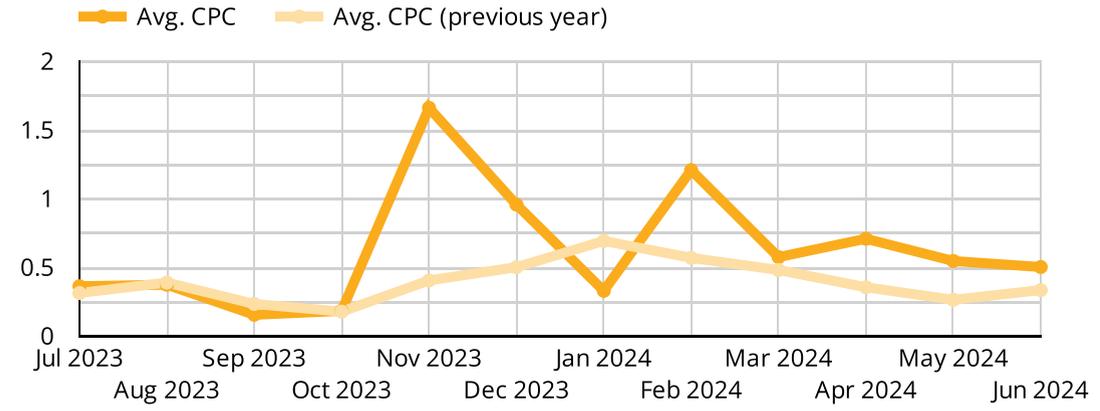
simpleview 

Impressions 1,222,387 ↑ 407.2%	Clicks 55,784 ↑ 5.1%	CTR 4.56% ↓ -79.3%	Avg. CPC \$0.40 ↑ 7.9%	Cost \$22,113.72 ↑ 13.4%
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Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



Campaign Performance

Campaign	Impressions	Clicks	% Δ	CTR	% Δ	Avg. CPC	Cost
Air Service - PMax	825,449	20,037	-	2.43%	-	\$0.27	\$5,399.64
Events	21,088	6,836	-19.6% ↓	32.42%	-5.8% ↓	\$0.29	\$1,949.39
Outdoors & Recreate Responsibly	37,440	5,683	-55.1% ↓	15.18%	-12.5% ↓	\$0.34	\$1,922.19
Fall Colors - PMax	76,771	5,317	-	6.93%	-	\$0.2	\$1,087.63
Events - Performance Max	196,359	5,096	-	2.6%	-	\$0.23	\$1,177.9
Things to Do	12,083	3,966	-52.7% ↓	32.82%	-10.8% ↓	\$0.4	\$1,569.47
Brand Tourism	13,139	2,475	-59.9% ↓	18.84%	-2.3% ↓	\$0.65	\$1,618.43
Places to See	9,368	2,446	-75.3% ↓	26.11%	10.8% ↑	\$0.59	\$1,448.7
EST	9,439	1,007	20.0% ↑	10.67%	0.1% ↑	\$1.6	\$1,615.17
Accommodations	8,330	891	-25.2% ↓	10.7%	-11.7% ↓	\$1.74	\$1,549.63

Top 4 - Campaign	Top 4 - Ad group	Impressions	Clicks	CTR	Avg. CPC	Cost
Events	Events	11,245	2,771	24.64%	\$0.34	\$936.68
	Tri County Fair	4,394	1,552	35.32%	\$0.2	\$314.86
	Millpond Music Festival	2,116	1,116	52.74%	\$0.17	\$186.85
	Blake Jones Trout Derby	2,080	1,105	53.13%	\$0.12	\$131.57
	Total (17) ⓘ	21,088	6,836	32.42%	\$0.29	\$1,949.39
Outdoors & Recreate R...	Fishing - General	14,518	2,748	18.93%	\$0.24	\$654.38
	Fishing Reports	6,816	1,520	22.3%	\$0.13	\$193.71
	Wildflowers	8,783	682	7.77%	\$0.88	\$599.58
	Fishing - Fly	2,857	285	9.98%	\$0.19	\$55
	Total (28) ⓘ	37,440	5,683	15.18%	\$0.34	\$1,922.19
Things to Do	Things to Do - Bishop	7,829	3,322	42.43%	\$0.34	\$1,142.92
	Activities - Bishop	1,849	284	15.36%	\$0.59	\$167.88
	Attractions - Bishop	1,412	197	13.95%	\$0.88	\$172.93
	Things to Do with Kids	182	59	32.42%	\$0.35	\$20.62
	Total (12) ⓘ	12,083	3,966	32.82%	\$0.4	\$1,569.47
Brand Tourism	City	9,434	1,269	13.45%	\$0.73	\$924.66
	City Visit(ors)	2,142	839	39.17%	\$0.44	\$369.92
	City Guide	1,388	319	22.98%	\$0.97	\$307.99
	City Travel & Tourism	175	48	27.43%	\$0.33	\$15.86
	Total (5) ⓘ	13,139	2,475	18.84%	\$0.65	\$1,618.43

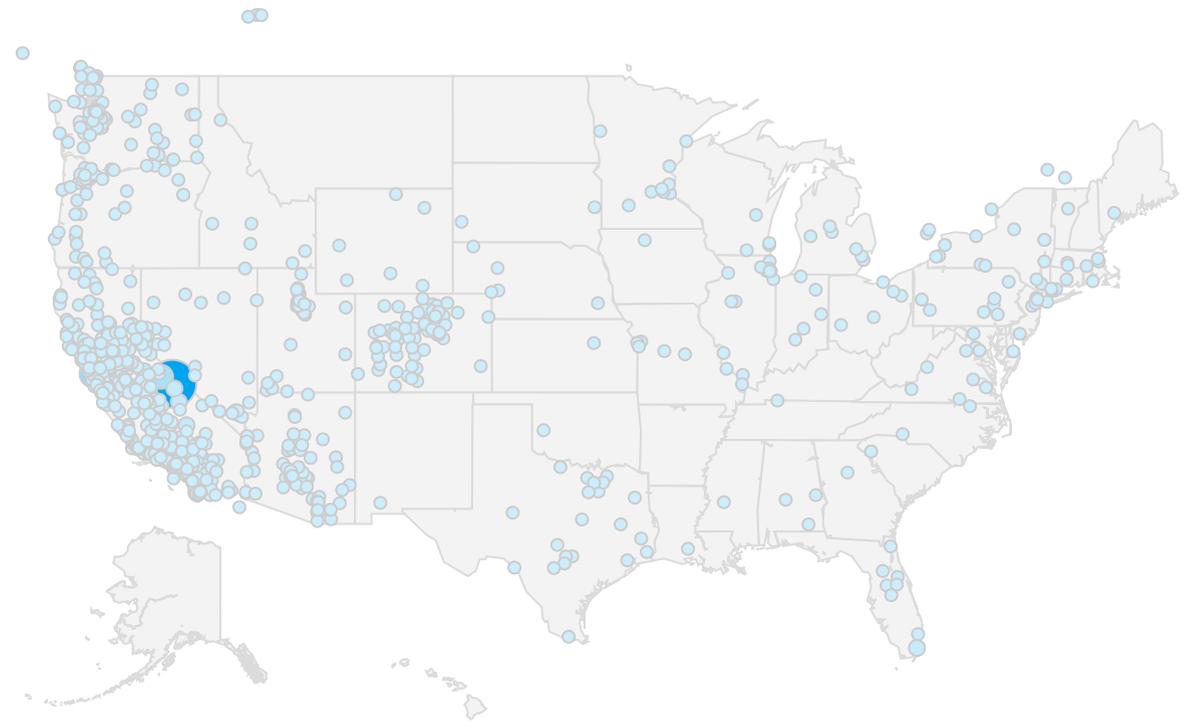
GOOGLE ADS KEYWORD SUMMARY - SEARCH ADS

Jul 1, 2023 - Jun 30, 2024

Top 5 - Campaign	Top 4 - Search keyword	Impressions	Clicks	CTR	Avg. CPC	Cost
Events	millpond music festival	1,815	978	53.88%	\$0.16	\$155.11
	bishop county fair	1,945	782	40.21%	\$0.21	\$162.98
	blake jones trout derby	1,113	689	61.9%	\$0.09	\$61.56
	bishop ca events	1,818	490	26.95%	\$0.25	\$123.07
	Total (51) ☉	21,088	6,836	32.42%	\$0.29	\$1,949.39
Outdoors & Recreate R...	owens river fishing report	2,972	572	19.25%	\$0.12	\$67.9
	fishing in bishop ca	1,378	405	29.39%	\$0.19	\$77.51
	bishop fishing report	1,550	370	23.87%	\$0.14	\$53.35
	fishing in bishop	1,183	278	23.5%	\$0.17	\$48.45
	Total (135) ☉	37,440	5,683	15.18%	\$0.34	\$1,922.19
Things to Do	things to do in bishop ca	2,941	1,303	44.3%	\$0.37	\$481.98
	what to do in bishop ca	1,143	544	47.59%	\$0.33	\$177.56
	things to do in bishop	785	352	44.84%	\$0.33	\$116.6
	things to do in bishop california	485	210	43.3%	\$0.33	\$69.29
	Total (45) ☉	12,083	3,966	32.82%	\$0.4	\$1,569.47
Brand Tourism	bishop ca	5,806	809	13.93%	\$0.72	\$586.5
	bishop visitor center	714	305	42.72%	\$0.44	\$133.97
	visit bishop	565	250	44.25%	\$0.27	\$68.27
	bishop tourist information	998	221	22.14%	\$0.85	\$188.51
	Total (35) ☉	13,139	2,475	18.84%	\$0.65	\$1,618.43
Places to See	manzanar	3,879	1,077	27.76%	\$0.43	\$465.62
	manzanar historic site	1,039	312	30.03%	\$0.38	\$118.26
	laws railroad museum	649	226	34.82%	\$0.85	\$191.43
	laws museum	230	89	38.7%	\$0.73	\$65.11
	Total (33) ☉	9,368	2,446	26.11%	\$0.59	\$1,448.7

Paid Search By City (Clicks)

City	Clicks
Bishop	9,541
Sacramento	4,110
San Francisco	2,541
Mammoth Lakes	1,623
Los Angeles	1,497
San Jose	1,420
Simi Valley	1,260
Death Valley	1,133
Denver	861
San Diego	787
	556
Lone Pine	438
Ridgecrest	426
Mather	420
Stockton	417
Las Vegas	410
Big Pine	361
Berkeley	333
Bakersfield	325
Oakland	310



PAID SEARCH ON-SITE ENGAGEMENT

Jul 1, 2023 - Jun 30, 2024

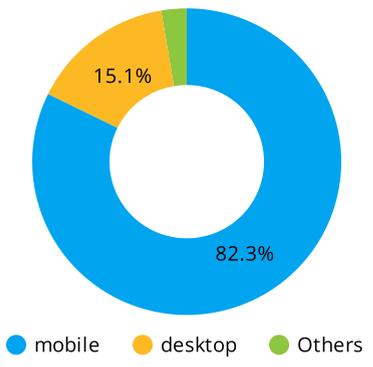
Paid Search Sources

Session source	Active users	% Δ	Engaged sessions	Avg. Engagement Time	Engagement rate
google	38,191	143.1% ↑	29,369	00:00:56	64.63%

By Device Category

Device category	Active users	% Δ	Engaged sessions	Avg. Engagement Time	Engagement rate
mobile	31,579	150.6% ↑	23,864	00:00:49	62.25%
desktop	5,787	118.3% ↑	5,003	00:01:23	71.36%
tablet	1,012	102.8% ↑	813	00:01:23	67.13%
smart tv	4	-	3	00:00:26	75%

Device Category (Total Users)



By Campaign

Session campaign	Active users	Engaged sessions	Avg. Engagement Time	Engagement rate
Air Service - PMax	12,509	8,293	00:00:43	58.3%
Events	4,355	3,674	00:00:48	65.78%
Fall Colors - PMax	4,229	3,608	00:00:49	64.46%
Outdoors & Recreate Responsibly	4,200	3,261	00:01:12	62.27%
Events - Performance Max	3,464	2,638	00:01:01	63.32%
Things to Do	3,139	3,044	00:01:10	77.06%
Places to See	2,040	1,319	00:00:39	54.28%
Brand Tourism	1,908	1,691	00:01:24	70.55%
EST	856	549	00:00:35	61.2%
Grand total	38,191	29,369	00:00:56	64.63%

PAID SEARCH LANDING PAGE PERFORMANCE

Jul 1, 2023 - Jun 30, 2024

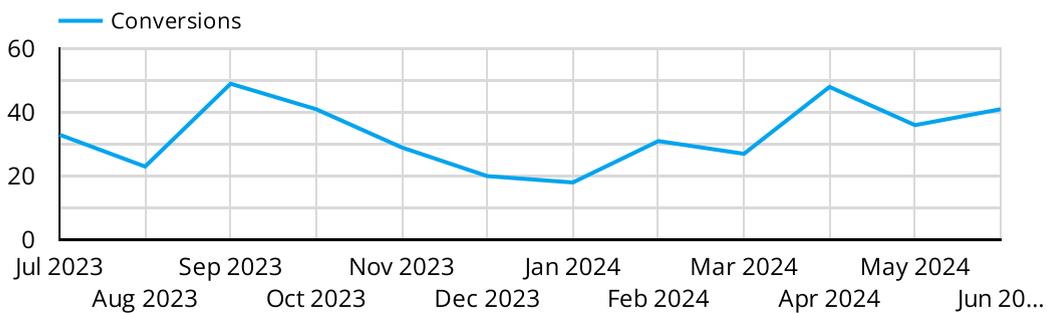
By Landing Page

Landing page	Total users	Engaged sessions	Avg. Engagement Time	Engagement rate	Conversions
/	34,900	24,468	00:01:02	60.01%	8,700
/blog/bishop-fishing-report	21,114	8,139	00:00:40	34.85%	861
(not set)	19,333	964	00:00:06	4.45%	2,722
/activities/fall-colors	18,510	16,145	00:00:46	65.99%	6,416
/air-service	13,062	6,573	00:00:24	45.54%	382
/webcam	12,195	9,474	00:00:20	67.83%	374
/night-sky	10,303	3,583	00:00:30	30.19%	219
/est	10,059	2,922	00:00:10	27%	142
/activities	9,703	8,397	00:01:10	80.62%	2,242
/activities/fishing	8,931	6,682	00:01:15	64.57%	777
/wildflowers	8,772	2,984	00:00:11	30.86%	163
/activities/hiking	8,168	1,648	00:00:04	18.66%	104
/events	8,071	5,268	00:00:53	55.51%	1,352
/lodging	7,629	3,336	00:00:31	41.21%	209
/activities/bristlecone-forest	6,465	4,540	00:01:04	62.65%	467
/trip-planning/road-conditions	6,116	4,244	00:00:21	60.55%	161
/blog/journey-to-manzanar	5,970	1,244	00:00:08	20.22%	60
/activities/camping	5,711	4,531	00:01:05	67.99%	538
/blog/nature-the-natural-healer	5,702	1,196	00:00:03	19.84%	51
/blog/mule-days	4,415	1,648	00:00:14	34.82%	156
/event/mule-days-celebration-2	4,270	3,168	00:00:53	68.13%	596
/activities/kids	3,959	1,096	00:00:11	26.65%	61
/event/4th-of-july-celebration	3,814	1,759	00:00:26	39.14%	98

ENEWS SIGNUPS

Conversions
396

Date (Year Month) ▾	Conversions
Jun 2024	41
May 2024	36
Apr 2024	48
Mar 2024	27
Feb 2024	31
Jan 2024	18
Dec 2023	20
Nov 2023	29
Oct 2023	41
Sep 2023	49
Aug 2023	23
Jul 2023	33



PAID SEARCH CONVERSION SUMMARY (Cont...)

Jul 1, 2023 - Jun 30, 2024

Conversion by Campaign

Top 5 - Event name	Top 5 - Campaign	Conversions
three_pages_per_session	Website Clicks - Outdoors	0
	Things to Do	793.01
	Soft Activities	3
	Severe Weather	16.74
	Road Trip	0
	Total (20)	4,615
fall_color_hotspot_map	Brand Tourism	2
	Total	2
fall_color_guide_map	Website Clicks - Outdoors	0
	Things to Do	7
	Remarketing	2.18
	Outdoors & Recreate Responsibly	0
	Fall Colors - PMax	759.79
	Total (12)	1,284
newsletter_form	Things to Do	21.03
	Remarketing	17.66
	Places to See	2.17
	Outdoors & Recreate Responsibly	35
	History	2
	Total (16)	396



PAID SOCIAL REPORT

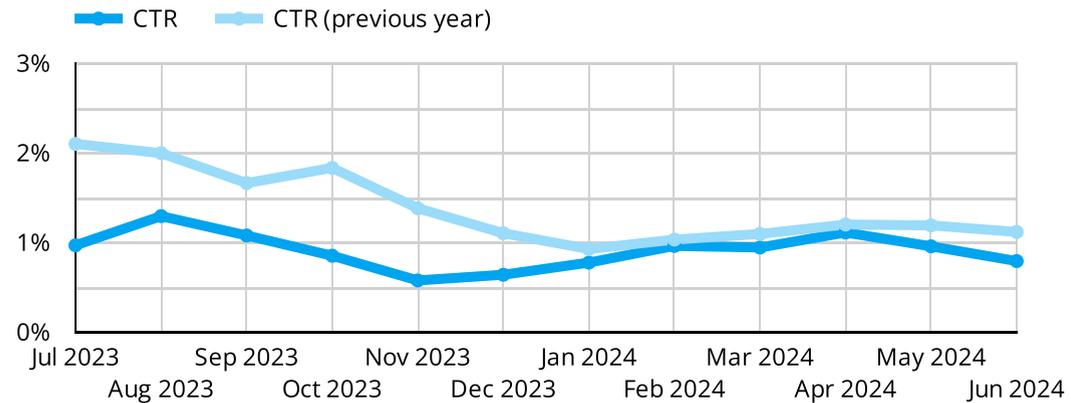
Bishop, CA



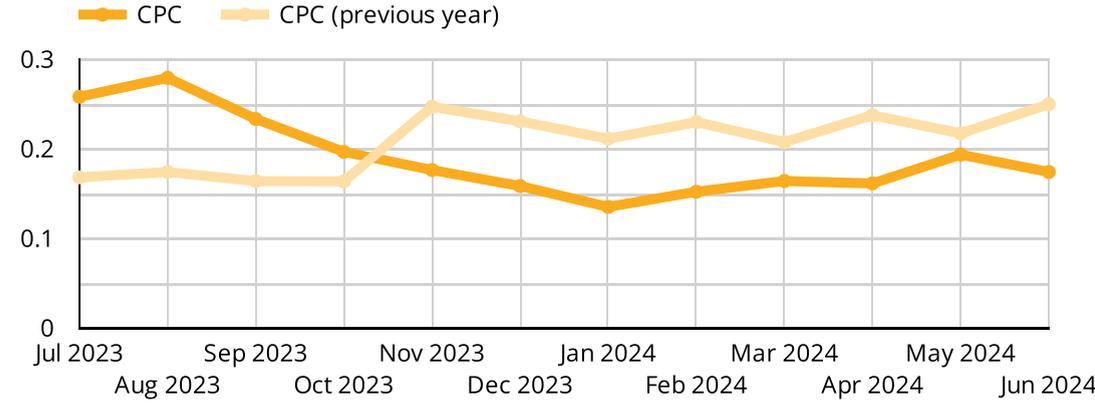
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Link clicks 144,472 ↑ 30.5%	Impressions 16,755,049 ↑ 91.0%	CTR 2.74% ↓ -15.9%	CPC \$0.06 ↓ -28.1%	Amount spent \$26,636.80 ↑ 15.4%	On-Facebook leads 3,325 ↑ N/A
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Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



User Engagement

Page likes 0 N/A	Post shares 2,219 ↓ -19.5%
Post reactions 53,827 ↑ 7.6%	Post comments 1,931 ↑ 9.2%

Campaign Performance

Campaign name	Impressions	Link clicks	% Δ	CTR	CPC	Cost
Outdoors & Recreate Responsibly	10,909,054	84,511	42.7% ↑	0.77%	\$0.17	\$14,283.97
Events	1,366,401	17,113	354.5% ↑	1.25%	\$0.13	\$2,247.15
EST	888,532	10,832	-15.6% ↓	1.22%	\$0.13	\$1,460.4
Accommodations	871,130	9,730	-35.4% ↓	1.12%	\$0.32	\$3,142
Severe Weather	965,990	8,904	146.7% ↑	0.92%	\$0.13	\$1,137.08
Lead Generation (E-News)	1,216,755	7,626	-	0.63%	\$0.27	\$2,076.89
Grand total	16,755,049	144,472	30.5% ↑	0.86%	\$0.18	\$26,636.8

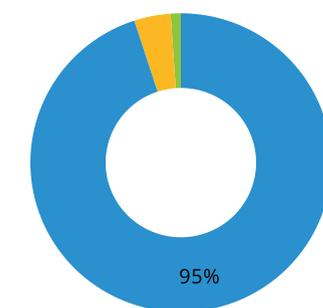
By Source

Session source	Active users	% Δ	Sessions	Avg. Engagement Time	Engagement rate	Conversions
facebook.com	84,563	110.8% ↑	93,808	00:00:06	21.8%	1,664

By Device Category

Device category	Active users	% Δ	Sessions	Avg. Engagement Time	Conversions
mobile	80,208	121.6% ↑	89,104	00:00:05	1,525
tablet	3,324	16.5% ↑	3,727	00:00:07	89
desktop	922	-10.2% ↓	1,165	00:00:35	50

Device Category (Users)



● mobile ● tablet ● desktop

By Campaign

Session campaign	Active users	Sessions	Avg. Engagement Time	Conversions	Engagement rate
Website Clicks - Outdoors	50,097	54,083	00:00:06	1,082	19.53%
Events	12,910	14,294	00:00:08	316	25.31%
Road Trip	8,811	9,838	00:00:06	149	25.26%
Severe Weather	6,933	7,555	00:00:04	69	33.25%
Accommodations	5,122	5,815	00:00:04	43	17.27%
Grand total	84,563	93,808	00:00:06	1,664	21.8%