

SEO REPORT

July 2022

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SEO EXECUTIVE SUMMARY

In July, the site received 56,383 total organic sessions, up 30% YoY. The 4th Of July Family Fun page did well last month with 8,519 sessions and the Pechanga Fireworks Show received 6,082 sessions. The Top 10 Things To Do page had 2,094 sessions with an increase of 198% year-over-year increase (+1,393 sessions). This can likely be attributed to users seeking specific and relevant content for things to do in Temecula. The Homepage did see a decrease of 42% YoY, but other pages that did very well are the 21 Cool Things To Do in Temecula page with 1,608 sessions and a 139% increase year over year, and the Temecula Farmers Market page saw an increase of 17% year over year with 1,119 sessions. There was notable growth this year on the 4th of July compared to last year, with a 753% increase YoY in sessions (+9,481 sessions).

In July the site received a total of 56,239 organic clicks from over 1 million Google searches. Year-over-year, clicks increased by 44% and impressions increased by 6%. Branded Keywords and Fireworks queries made up nearly half the month's top queries. "Temecula" saw a decrease this month of 48%. However, "Temecula Fireworks 2022" was the top query with 2,377 sessions. "Fireworks Temecula" saw a significant increase of 40,500% YoY, with 812 clicks. "Fireworks" queries totaled around 8,735 clicks in July. "Temecula Fireworks" received a 34,600% YoY increase, bringing in 694 clicks.

Recommendations

* We suggest adding some copy to this page...<https://www.visitemeculavalley.com/hotels/>

In the last month, this page has received 178,135 impressions and only 726 clicks. Related keywords for this page:

- hotels in temecula
- hotels in temecula ca
- hotels in temecula wine country

*Consider updating this (<https://www.visitemeculavalley.com/fall/>) page with more copy about specific events happening in the fall.

Also, try and use keywords;

- temecula festivals
- temecula in the fall
- temecula fall events
- temecula fall activities

SEO ACTIVITY HIGHLIGHTS

Completed Tasks

- Monthly review of site & recommendations
- Checked site for new content
- Monthly report completed
- Monthly crawl error check & correction
- Duplicate content check



OVERALL TRAFFIC

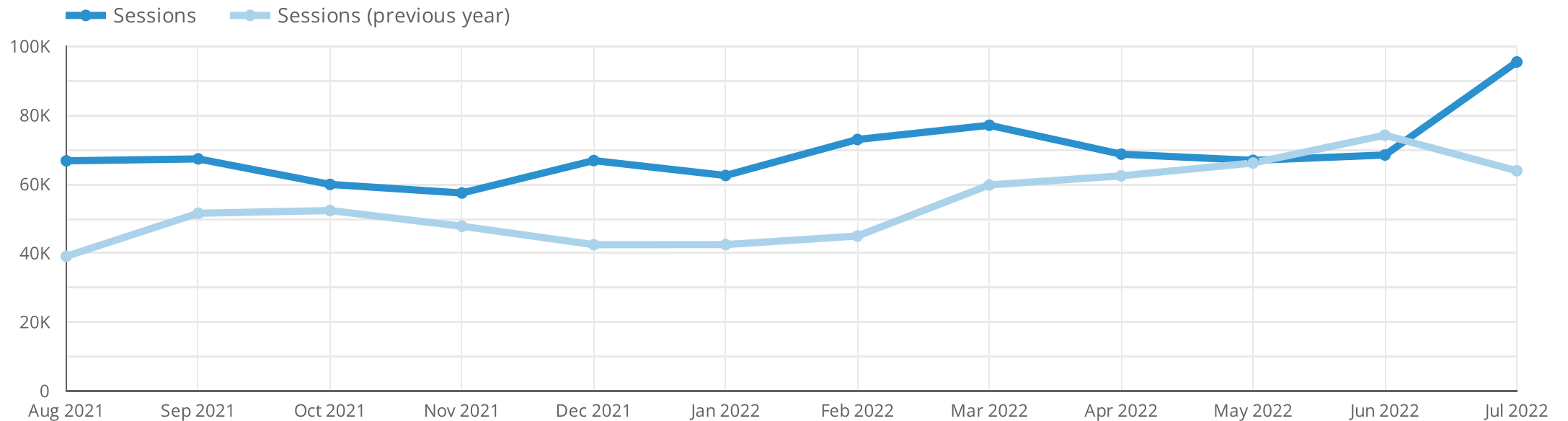
How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month	Sessions	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session Duration
July	94,342	75,734	60.42%	169,246	1.79	00:01:33
June	68,656	56,590	55.24%	129,884	1.89	00:01:42
May	66,130	55,152	54.73%	132,721	2.01	00:01:53
April	68,959	55,867	55.32%	133,135	1.93	00:01:51
March	77,762	61,661	54.81%	156,924	2.02	00:01:57
February	73,349	59,275	53.48%	146,295	1.99	00:01:56

How are Sessions from all sources trending over time?

by Sessions Year over Year



What channels are my website visitors coming from?

by Channel, Sessions, and Percent of Sessions compared year over year

Channel	Sessions	% Δ	% of Sessions
Organic Search	56,383	30.1% ↑	59.75%
Paid Search	11,404	13.2% ↑	12.09%
Direct	8,594	49.7% ↑	9.11%
Social	5,251	909.8% ↑	5.57%
Display	3,791	-	4.02%
(Other)	3,446	51.9% ↑	3.65%
Referral	2,751	72.4% ↑	2.92%
Email	2,738	579.4% ↑	2.9%
Grand total	94,358	47.6% ↑	100%

Which websites sent users to my site?

by Source and Sessions

Source	Sessions
m.facebook.com	3,180
lm.facebook.com	1,191
temeculacvb.com	800
l.facebook.com	404
localhood.com	363
googleads.g.doubleclick.net	209
instagram.com	200
copamericana.com	151
Grand total	8,002

How does my website perform compared to the DMO averages?

by Pages per Session, Avg. Session Duration, and Bounce Rate for All Traffic, Organic Search and Paid Search

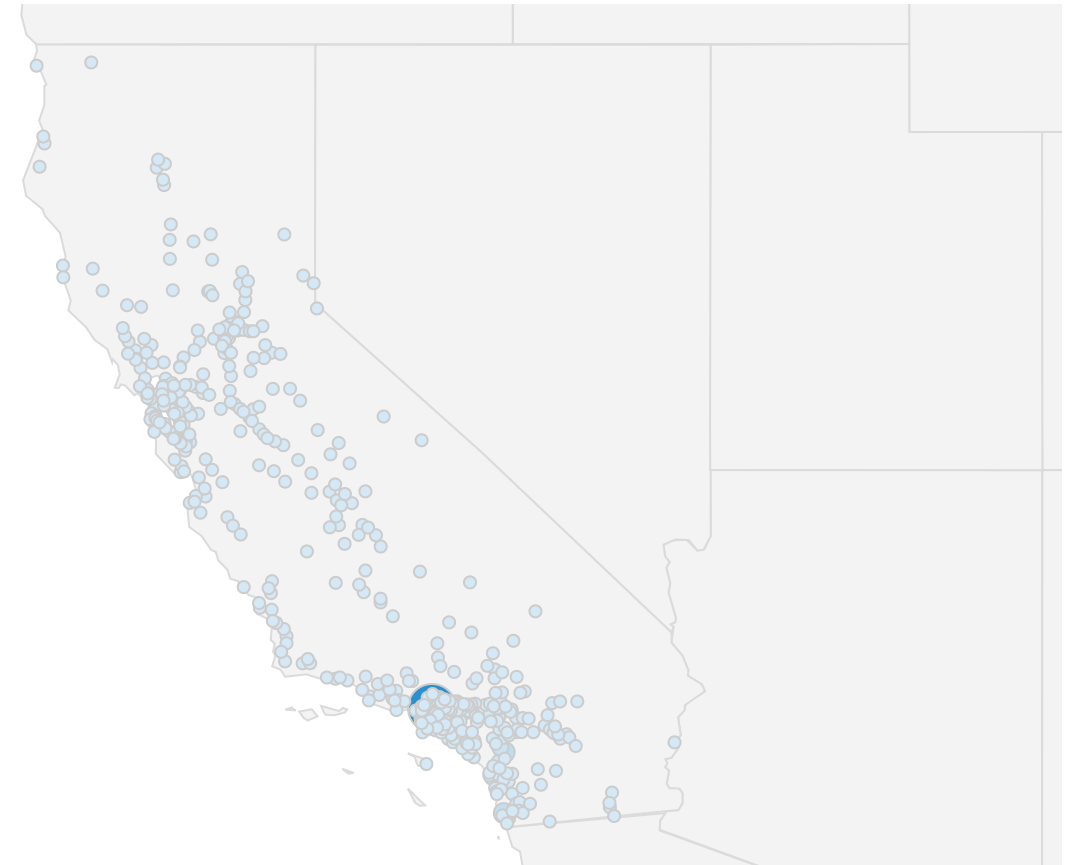
Pages per Sessions				Average Session Duration				Bounce Rate			
Channel	Industry	Your Site	% Diff	Channel	Industry	Your Site	% Diff	Channel	Industry	Your Site	% Diff
All Channels	1.88	1.8	-3.97%	All Channels	00:01:50	00:01:35	-14.1%	All Channels	55.41%	59.78%	7.88%
Organic Search	1.95	1.86	-4.73%	Organic Search	00:02:07	00:01:45	-16.92%	Organic Search	50.27%	55.67%	10.74%
Paid Search	2	1.83	-8.39%	Paid Search	00:01:34	00:01:28	-5.89%	Paid Search	53.08%	57.26%	7.86%

Analysis: Organic Search traffic was the top channel in June, delivering 62% of all traffic. Traffic increased from all channels.

What cities are users from?

by City, and Sessions compared year over year

City	Sessions	% Δ
Los Angeles	41,738	257.8% ↑
Temecula	5,334	-6.0% ↓
San Diego	4,717	1.8% ↑
Murrieta	2,821	22.2% ↑
Menifee	1,178	11.9% ↑
San Jose	805	317.1% ↑
Riverside	531	-44.5% ↓
Hemet	513	10.3% ↑
Long Beach	505	-14.7% ↓
Lake Elsinore	493	-16.3% ↓
Anaheim	426	-25.7% ↓
Irvine	367	-70.0% ↓
Wildomar	311	-1.0% ↓
Moreno Valley	290	-14.5% ↓
Corona	281	-44.2% ↓
San Francisco	269	-45.4% ↓
Santa Ana	264	-21.7% ↓
Escondido	260	11.1% ↑
Carlsbad	249	-32.7% ↓
Perris	242	-1.6% ↓



Analysis: In-state traffic is showing as down for most cities except for Los Angeles, while out-of-state traffic is showing an increase for most big cities was seen in almost every client this month and appears to be a data issue with Google Analytics as New York is now showing as the #1 out-of-state market; however, we believe this to be mislabeled geolocation data.

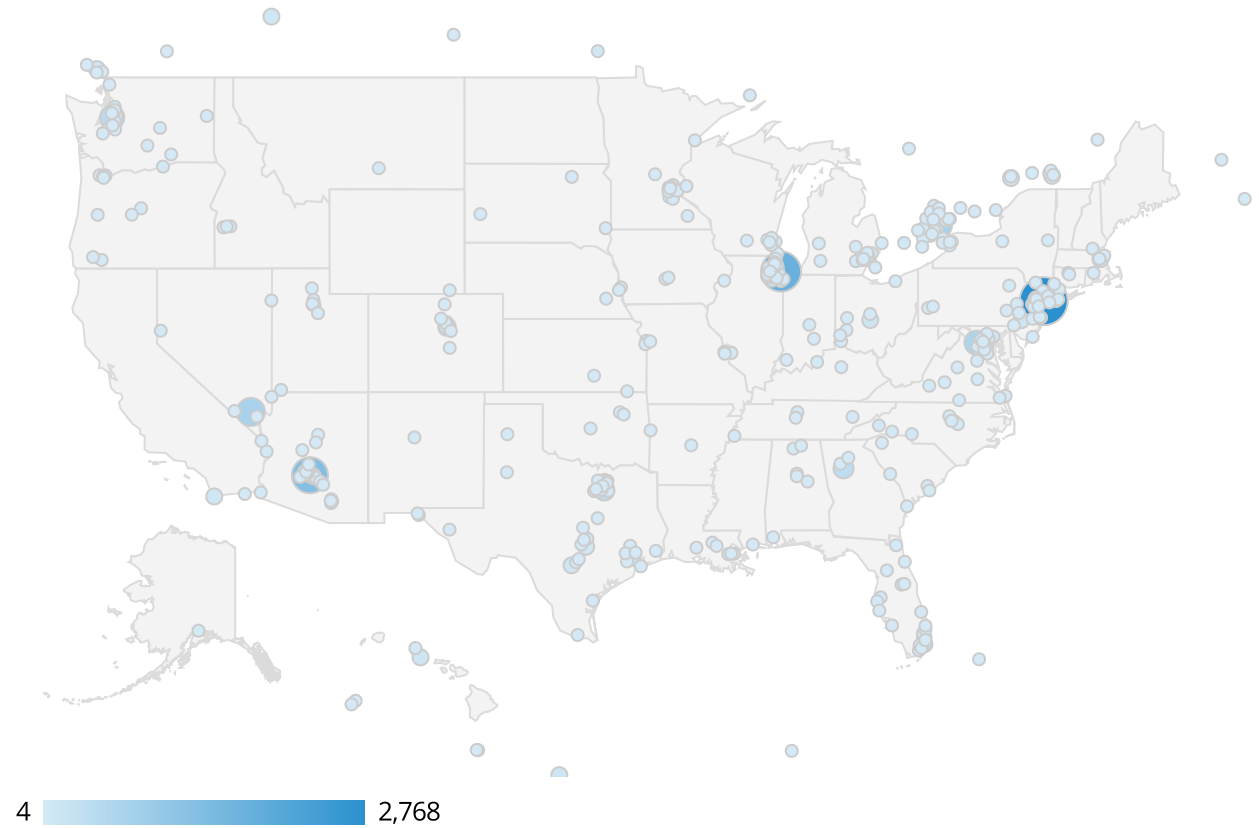
Overall Traffic Out of State Summary | Last Month

Jul 1, 2022 - Jul 31, 2022

What cities are users from?

by City, and Sessions compared year over year

City	State	Sessions ▾	% Δ
New York	New York	2,768	762.3% ↑
Chicago	Illinois	1,742	583.1% ↑
Phoenix	Arizona	1,311	94.5% ↑
Las Vegas	Nevada	714	-31.5% ↓
Toronto	Ontario	682	1,096.5% ↑
Ashburn	Virginia	647	409.4% ↑
Seattle	Washington	460	125.5% ↑
Dallas	Texas	422	120.9% ↑
Atlanta	Georgia	364	188.9% ↑
Denver	Colorado	168	15.1% ↑
Brampton	Ontario	154	2,100.0% ↑
Englewood	Colorado	152	-
London	England	139	247.5% ↑
Minneapolis	Minnesota	135	101.5% ↑
Montreal	Quebec	126	1,045.5% ↑
Honolulu	Hawaii	124	57.0% ↑
Ottawa	Ontario	121	908.3% ↑
Columbus	Ohio	121	-22.4% ↓
Mississauga	Ontario	118	11,700.0% ↑
Houston	Texas	116	-33.7% ↓



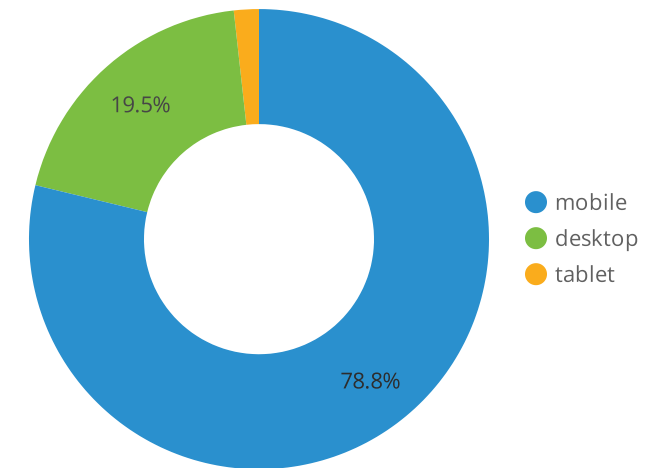
Overall Traffic Device Breakdown | Last Month

Jul 1, 2022 - Jul 31, 2022

What devices are users on my site using?

by Device Category, Sessions, Bounce Rate, Pages per Session, and Avg. Session Duration

Device Category	Sessions	Bounce Rate	Pages / Sessi...	Avg. Session Duration
mobile	74,325	64.87%	1.54	00:01:10
desktop	18,378	42.76%	2.83	00:03:03
tablet	1,655	56.56%	1.83	00:01:40
Grand total	94,358	60.41%	1.79	00:01:33



What are the top pages for mobile users?

by Page and Sessions compared year over year

Page	Sessions	% Δ
/	12,800	26.4% ↑
/event/4th-of-july-family-fun-&-fireworks/3948/	8,567	-
/hotels/	7,969	365.2% ↑
/event/pechanga-fireworks-show/3918/	6,040	-
/hotels/where-to-stay/	2,652	276.2% ↑
/things-to-do/events/	2,303	-7.8% ↓
/top-10-things-to-do/	1,962	109.8% ↑
/things-to-do/old-town/	1,701	-33.5% ↓
/articles/post/a-first-timers-guide-21-cool-things-to-d...	1,343	105.0% ↑
/things-to-do/	1,210	-67.9% ↓

What are the top pages for desktop users?

by Page and Sessions compared year over year

Page	Sessions	% Δ
/	3,204	-36.1% ↓
/hotels/	1,593	144.7% ↑
/things-to-do/events/	898	0.4% ↑
/things-to-do/old-town/	695	-2.3% ↓
/things-to-do/	657	-40.8% ↓
/top-10-things-to-do/	462	109.0% ↑
/event/4th-of-july-family-fun-&-fireworks/3948/	461	-
/things-to-do/hot-air-ballooning/	426	-15.0% ↓
/	416	-
/wine/winery-map/	410	-16.7% ↓

How are users engaging with my landing pages?

by Sessions, Avg. Session Duration, and Bounce Rate

Top Landing Pages	Sessions	% Δ	Avg. Session Duration	Bounce Rate
/	15,887	3.9% ↑	00:01:22	70.08%
/event/4th-of-july-family-fun-&-fireworks/3948/	9,073	-	00:01:00	68.72%
/hotels/	8,669	260.0% ↑	00:01:09	68.42%
/event/pechanga-fireworks-show/3918/	6,435	-	00:00:53	77.25%
/things-to-do/events/	3,271	-5.7% ↓	00:02:15	50.5%
/hotels/where-to-stay/	2,974	148.7% ↑	00:00:43	81.24%
/top-10-things-to-do/	2,555	117.1% ↑	00:01:43	65.99%
/things-to-do/old-town/	2,438	-26.3% ↓	00:02:40	36.79%
/things-to-do/	1,897	-61.7% ↓	00:02:58	31.15%
/articles/post/a-first-timers-guide-21-cool-things-to-do-in-temecula/	1,683	133.4% ↑	00:01:30	76%
/wine/wineries/	1,404	101.4% ↑	00:02:25	59.33%
/top-foodie-restaurants/	1,311	-0.7% ↓	00:02:16	63.31%
/things-to-do/hot-air-ballooning/	1,231	-20.3% ↓	00:02:15	44.35%
/event/temecula-farmers-market/12/	1,198	18.7% ↑	00:01:07	67.78%
/things-to-do/old-town/dining/	913	-55.7% ↓	00:02:24	50.82%
/listing/temecula-stampede/955/	900	3,813.0% ↑	00:00:54	53.33%
/things-to-do/pechanga-resort-and-casino/	836	93.1% ↑	00:01:12	53.35%
/wine/winery-map/	818	-40.9% ↓	00:02:06	49.76%
/	800	-	00:02:55	1.88%
/event/live!-@-the-plateau-summer-concerts-&-art-series/3951/	754	-	00:01:28	46.29%

Analysis: In July the top landing pages were the Homepage with 15,887 sessions with a (3% YoY decrease), the 4th of July Family Fun & Fireworks page brought in 9,073 sessions, and the Hotels page had a large increase with 4,161 sessions (260% YoY).

Visitors landing on the Wine/Wineries page were among the most engaged again with relatively high average session durations and low bounce rates. A few of the most popular landing pages were the Where To Stay (2,974 sessions) and a 148% YoY increase, and the Temecula Stampede page saw with a 3,813% YoY increase.

A close-up photograph of a person's hands using a laptop. The person is holding a pen in their right hand and has their left hand on the laptop trackpad. The image is overlaid with various digital graphics: a line graph with data points in the top left, a network of nodes and lines in the top right, a colorful horizontal bar (orange, green, blue, red, purple) below the line graph, and several circular and rectangular patterns in the bottom left and bottom right. The text 'ORGANIC TRAFFIC' is centered in a white box.

ORGANIC TRAFFIC

Organic Clicks 56,239 ↑ 44.3%	Organic Impressions 1,954,151 ↑ 6.0%	Organic CTR% 2.88% ↑ 36.1%	Average Ranking Position 12.54 ↓ -2.6%
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How is my site performing organically on Google search results?

Top 20 Queries by Clicks, Average Position, and Site Clickthrough Rate Year over Year

Query	Clicks ▾	% Δ	Average Position	Site CTR
temecula fireworks 2022	2,377	-	1.05	53.37%
things to do in temecula	1,837	2.9% ↑	2.03	22.19%
temecula	1,569	-48.1% ↓	4.83	1.62%
fireworks near me	1,555	-	1.26	19.6%
old town temecula	1,119	-47.3% ↓	2.05	11.71%
pechanga fireworks 2022	1,047	-	1.86	28.08%
pechanga fireworks	971	-	1	51.95%
fireworks temecula	812	40,500.0% ↑	1.06	46.01%
temecula fireworks	694	34,600.0% ↑	1.09	48.3%
temecula ca	558	12.0% ↑	5.2	2.44%
what to do in temecula	375	61.6% ↑	1.86	24.02%
temecula farmers market	363	5.2% ↑	2.03	20.4%
downtown temecula	349	-15.9% ↓	3.05	21.95%
stampede temecula	318	-	1.95	9.75%
pechanga casino	309	67.0% ↑	3.84	0.41%
temecula events	307	2.7% ↑	1.53	23.67%
fireworks murrieta	294	-	1.01	31.14%
temecula wineries	281	39.1% ↑	4.29	1.4%
firework shows near me	274	-	1.07	18.01%
temecula hot air balloon	262	6.70% ↓	2.84	10.41%

Analysis:

In July the site received a total of 56,239 organic clicks from over 1 million Google searches. Year-over-year, clicks increased by 44% and impressions increased by 6%.

Branded Keywords and Fireworks queries made up nearly half the month's top queries. "Temecula" saw a decrease this month of 48%. However, "Temecula Fireworks 2022" was the top query with 2,377 sessions.

"Fireworks Temecula" saw a significant increase of 40,500% YoY, with 812 clicks. "Fireworks" queries totaled around 8,735 clicks in July. "Temecula Fireworks" received a 34,600% YoY increase, bringing in 694 clicks.

Organic Search Onsite Performance | Last Month

Jul 1, 2022 - Jul 31, 2022

Organic Sessions

56,383

↑ 30.1%

% of Total Sessions

59.75%

↓ -11.8%

% New Sessions

75.65%

↓ -4.8%

Avg. Session Duration

00:01:46

↓ -19.4%

Pages / Session

1.86

↓ -21.2%

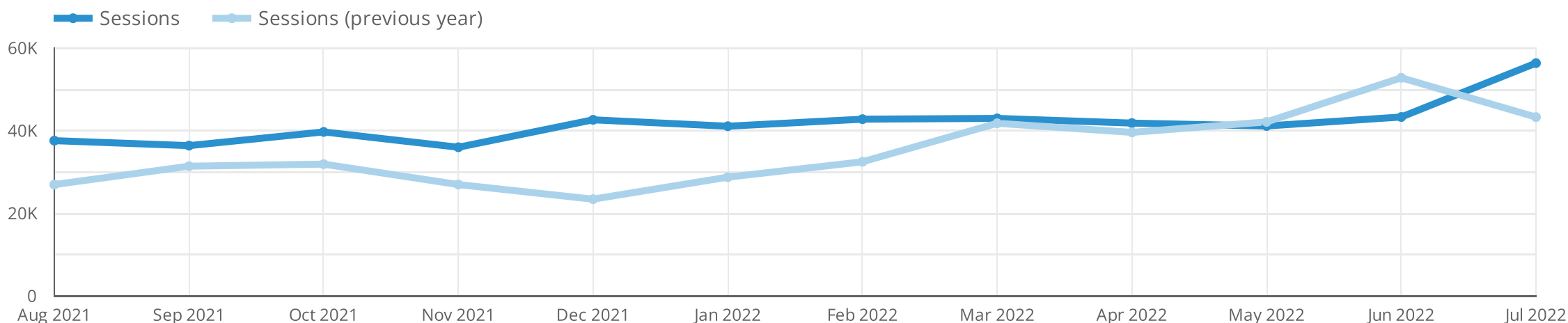
Bounce Rate

55.33%

↑ 16.7%

How are organic sessions trending?

by Sessions Year over Year



What pages are organic search visitors landing on?

by Landing Page, Sessions, and Percent of Total Sessions Year over Year

Landing Page	Sessions	% Δ	% of Total
/event/4th-of-july-family-fun-	8,519	-	15.22%
/event/pechanga-fireworks-show/3918/	6,082	-	10.86%
/things-to-do/events/	2,647	-17.4% ↓	4.73%
/	2,571	-42.0% ↓	4.59%
/top-10-things-to-do/	2,094	198.7% ↑	3.74%
/things-to-do/old-town/	1,731	-36.8% ↓	3.09%
/articles/post/a-first-timers-guide-21-cool-things-to-do-in-temec...	1,608	139.6% ↑	2.87%
/top-foodie-restaurants/	1,248	-1.9% ↓	2.23%
/things-to-do/	1,200	-70.7% ↓	2.14%
/event/temecula-farmers-market/12/	1,119	17.8% ↑	2%

Analysis: In July, the site received 56,383 total organic sessions, up 30% YoY. The 4th Of July Family Fun page did well last month with 8,519 sessions and the Pechanga Fireworks Show received 6,082 sessions. The Top 10 Things To Do page had 2,094 sessions with an increase of 198% year-over-year increase (+1,393 sessions). This can likely be attributed to users seeking specific and relevant content for things to do in Temecula. The Homepage did see a decrease of 42% YoY, but other pages that did very well are the 21 Cool Things To Do in Temecula page with 1,608 sessions and a 139% increase year over year, and the Temecula Farmers Market page saw an increase of 17% year over year with 1,119 sessions.

There was notable growth this year on the 4th of July compared to last year, with a 753% increase in sessions (+9,481 sessions).



How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks
A Balloon Adventure by California Dreamin'	365
Temecula Stampede	277
Harveston Lake Park	245
A Balloon Adventure by Magical Adventures	195
A Grape Escape Balloon Adventure	172
The Vine House Bed & Breakfast	126
Cielo Balloons Temecula	119
Temecula Cable Car Wine Tours	112
1909	110
Vaquero Resort	108
Bottega Italia	104
Be Good Restaurant & Experience	104
Baily's Old Town Temecula	101
South Coast Winery Resort & Spa	97
The Goat and Vine	92
Pechanga Resort Casino	92
Cork Fire Kitchen	90
E.A.T. Marketplace	85
Europa Village Wineries, Resort & Spa	79
Temecula Olive Oil Company	78
Grand total	7,780

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks
Ronald Reagan Sports Park & Community Recreation Center 4t...	1,577
Santa Rosa Plateau Foundation LIVE! @ the Plateau - Summer ...	386
Pechanga Resort Casino Top Rank Presents Championship Bo...	284
City of Temecula Temecula Farmers' Market	249
South Coast Winery Resort & Spa 98 Degrees: Rhythm on the ...	107
Pechanga Resort Casino Junior Welterweight Showdown Barbo...	105
4th of July Star Spangled Parade	102
Temecula Valley Summer Concert Series	100
Bolero at Europa Village Latin Nights at Bolero	83
Vail Headquarters Summer Concert Series	72
Grand total	4,572

How many referrals are my coupons receiving?

by Coupon and Clicks

Coupon Name	Clicks
Mount Palomar Winery 2 for 1 Wine Tastings at Mount Palom...	1

Grand total

1