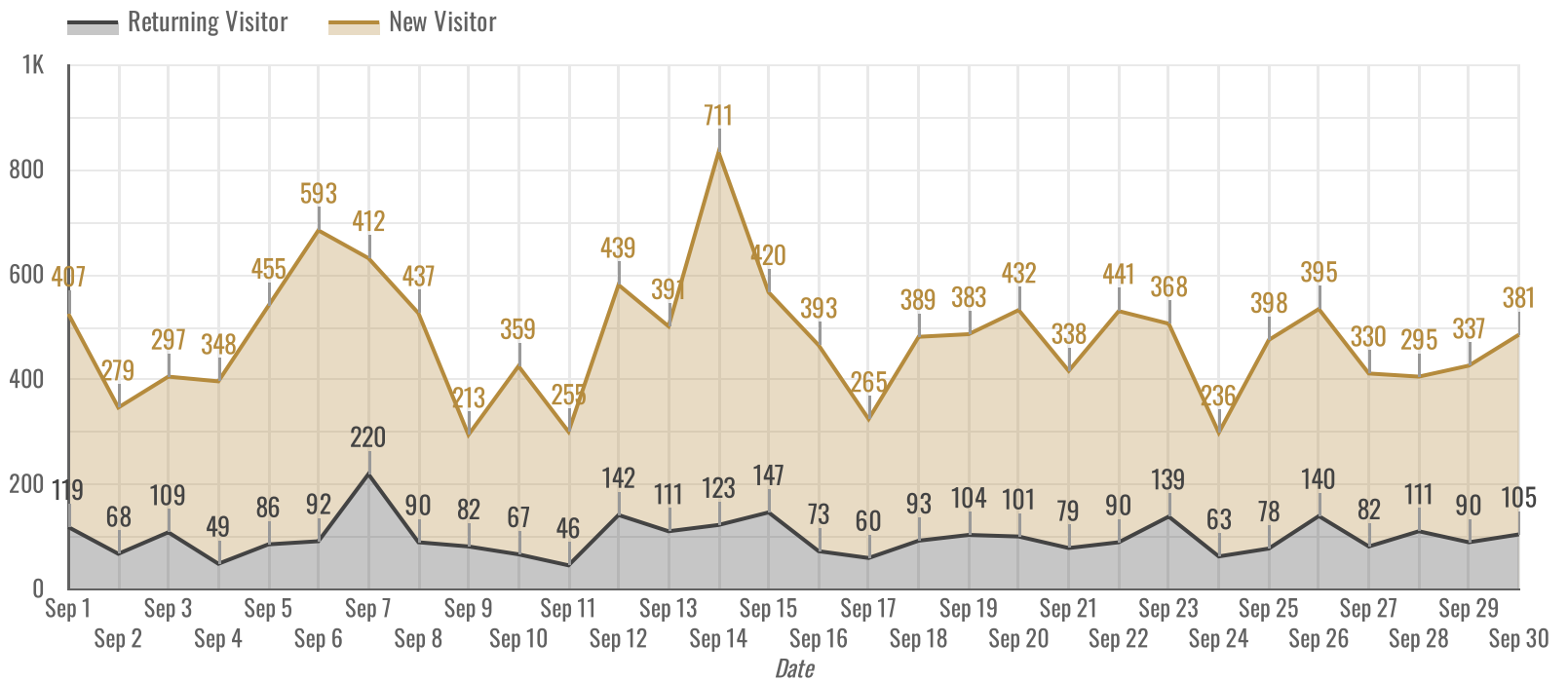




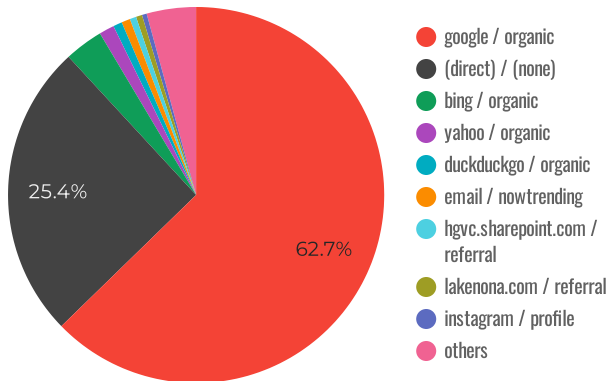
# Highlights

Click within charts & graphs for more information

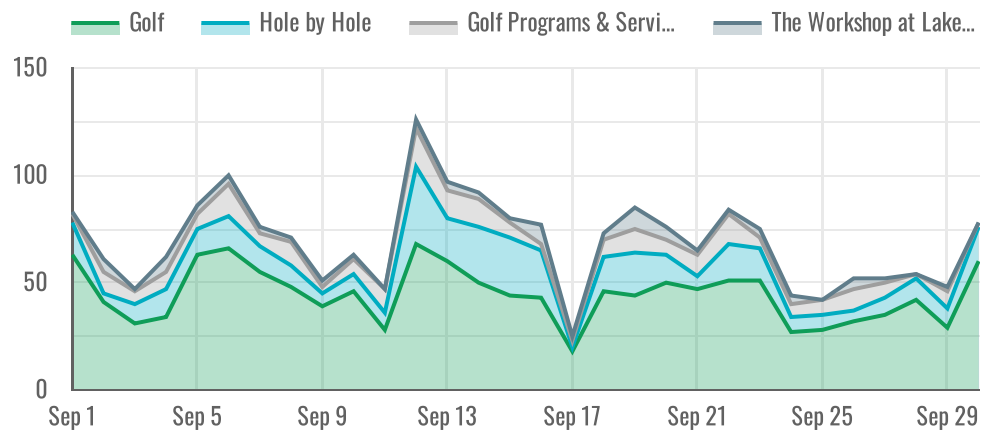
## Total Site Pageviews - September 2022 (Daily)



## Traffic Source Share



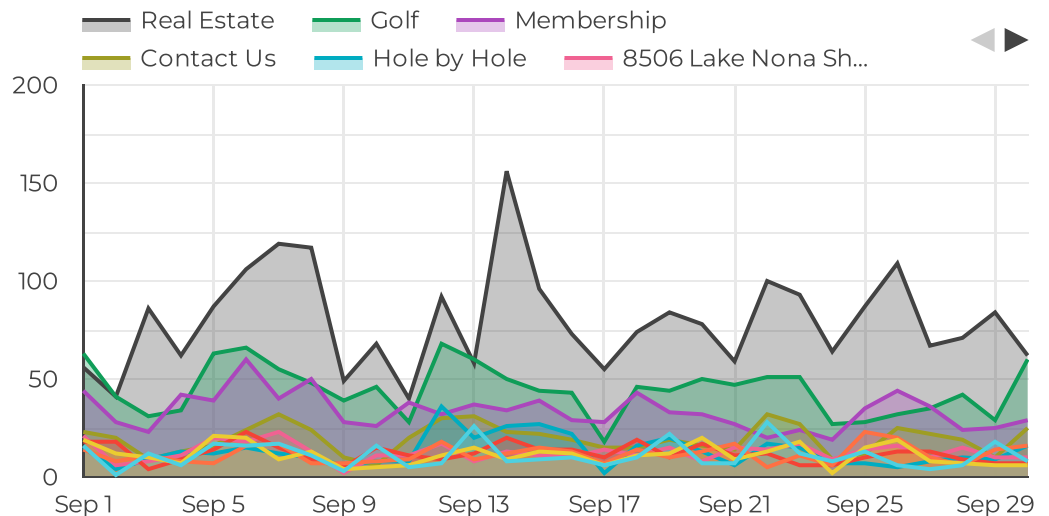
## Performance of Golf Pages



## Most-viewed Properties

Page	Views	% Δ
1. 8506 Lake Nona Shore ...	381	-5.9%
2. 10203 Atterbury Court	335	-3.2%
3. 9783 Covent Garden Dri...	315	-32.1%
4. 9864 Covent Garden Dri...	274	-55.7%
5. 8659 Farthington Way	221	-
6. 10489 Cromwell Grove T...	159	-30.6%
7. 10221 Atterbury Court	143	-
8. 8551 Lake Nona Shore D...	106	-
9. 8655 Farthington Way	87	-

## Daily Top Pageviews by Page (w/o Homepage)





# Insights & Recommendations

Click within charts & graphs for more information

## Key Findings & Takeaways

- **Overall site traffic remained steady month over month.** Pageviews decreased by 6.2% and sessions experienced a small drop of 11.1% (723 sessions). **The number of visitors saw the largest level of decrease on par with the metrics of July with a 12.6% change between reporting periods (4,603 vs 5,463 in August).** The average number of pages per session also remained unchanged, average session duration saw an increase of 7.5% from August (1:46 vs 1:54). **New visitors overall visitation decreased by 12.3%, while returning visitors decreased by 14.6%**, in stark contrast to the slight bumps seen for both metrics during August.
- **Upon review of year-over-year changes, traffic for September displayed similar metrics seen when compared to September 2021.** Overall visitation is lower in 2022 with a **28.4% decrease in pageviews, 23.9% decrease in sessions, 22.9% decrease in visitors,** and a **5.9% decrease in average session duration** in comparison to September 2021. The average number of pages per session only decreased by 7.7%, which is **expected for metrics not directly correlated to traffic volume.**
- **In terms of session origin, referral sessions were the strongest source - 30.4% increase MoM.** Social sessions had the largest decrease with a 42.5% drop for the month, **while organic search and social sessions decreased by 8.8% and 14.6% respectively.** While the average session took a slight drop of 0:04 seconds, **pages per session experienced a bump of 1.9%.**
- **8506 Lake Nona Shore Drive took over top viewed properties with pageviews with 316.** There were 6 more properties available to view in the previous month over July, and all properties but one had **over 60 pageviews.** As these pages are indexed by Google, more visitors should follow. Finishing out the top 5 viewed were **8783 Covent Garden Drive (285 pageviews), 10203 Atterbury Court (273 pageviews), 9864 Covent Garden Drive (232 pageviews),** and **8659 Farthington Way (202 pageviews).**
- **Demographics showed a slight decrease in traffic from Florida.** New York decreased its session count by 42% and Georgia decreased by 19% while California, North Carolina, and Indiana had improved interest and entered the top 10. **England has maintained its #1 out-of-state spot from August,** with a minor drop in sessions. Florida's city session rankings remained almost the same from month to month with **Orlando and Miami continuing to hold the top two spots.**

## Updates & Maintenance Recommendations

- **Duplicate the Event Request form on the Events and Venue pages or include a CTA to the Event Request page on both pages** to assist in event-based conversions. **[Est. Development Time: 2-3 hrs]**
- **Compose an updated page structure of the Membership page** for client review based on audit recommendations, and start content aggregation for enhancements to incentivize membership conversions. **[Est. Development Time: 3-4 hrs]**
- **Schedule a meeting to review website audit findings and discuss potential areas of interest for future goal-focused website updates.**



Click within charts & graphs for more information

# Overall Traffic

How did traffic to your site change from the previous period?

Pageviews

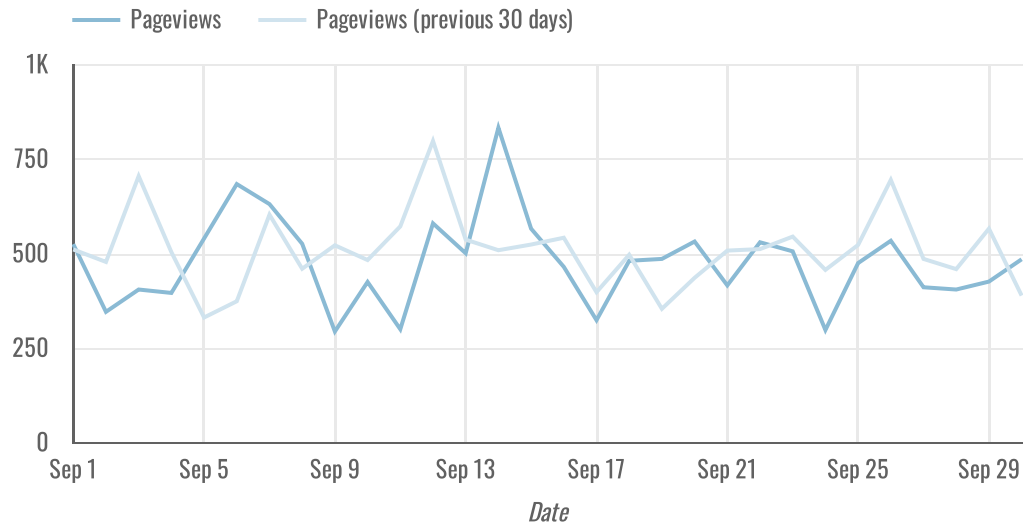
## 14,356

↓ -6.2% from previous 30 days

↓ -952 from previous 30 days

↓ -28.4% from previous year

↓ -5,690 from previous year



Sessions

## 5,798

↓ -11.1% from previous 30 days

↓ -723 from previous 30 days

↓ -23.9% from previous year

↓ -1,824 from previous year

Users

## 4,603

↓ -12.6% from previous 30 days

↓ -665 from previous 30 days

↓ -22.9% from previous year

↓ -1,370 from previous year

Pages / Session

## 2.48

↑ 5.5% from previous 30 days

↑ 0.13 from previous 30 days

↓ -5.9% from previous year

↓ -0.15 from previous year

Avg. Session Duration

## 00:01:54

↑ 7.5% from previous 30 days

↑ 00:00:07 from previous 30 days

↓ -7.7% from previous year

↓ -00:00:09 from previous year

# Visitor Trends

How many visitors came to your site this period?

New Users

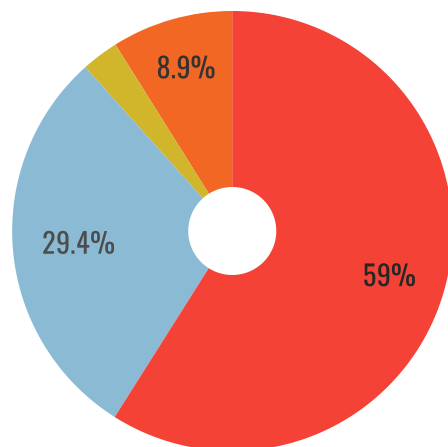
## 4,441

↓ -12.3% from previous 30 days

↓ -624 from previous 30 days

↓ -21.7% from previous year

↓ -1,230 from previous year



Returning Users

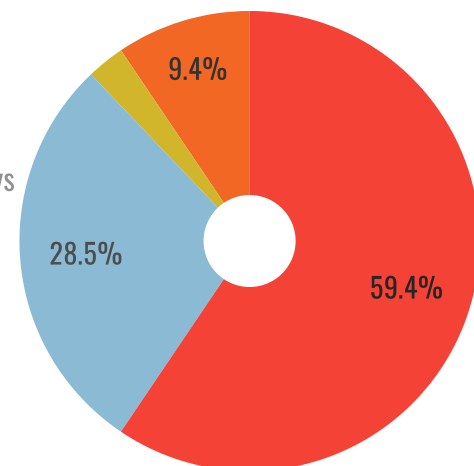
## 811

↓ -14.6% from previous 30 days

↓ -139 from previous 30 days

↓ -23.0% from previous year

↓ -242 from previous year



● google / organic ● (direct) / (none) ● bing / organic ● others



Click within charts & graphs for more information

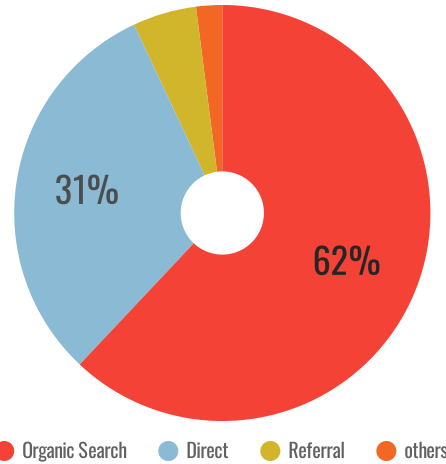
# Traffic Trends

What sources are visitors using to find your site?

Sessions

## 5,798

- ↓ -11.1% from previous 30 days
- ↓ -723 from previous 30 days
- ↓ -23.9% from previous year
- ↓ -1,824 from previous year



Acquisition Channel	Pages / Sessi...	Bounce Rate
Organic Search	2.65	37.65%
(Other)	2.39	56.67%
Referral	2.17	55.87%
Direct	2.13	55.14%
<b>Grand total</b>	<b>2.48</b>	<b>44.05%</b>

Organic Search Sessions

## 3,522

- ↓ -8.8% from previous 30 days
- ↓ -338 from previous 30 days
- ↓ -18.2% from previous year
- ↓ -784 from previous year

Direct Sessions

## 1,761

- ↓ -14.6% from previous 30 days
- ↓ -302 from previous 30 days
- ↓ -16.2% from previous year
- ↓ -341 from previous year

Referral Sessions

## 283

- ↑ 30.4% from previous 30 days
- ↑ 66 from previous 30 days
- ↓ -31.0% from previous year
- ↓ -127 from previous year

Social Sessions

## 23

- ↓ -42.5% from previous 30 days
- ↓ -17 from previous 30 days
- ↓ -74.7% from previous year
- ↓ -68 from previous year

# Acquisition Trends

How are visitors entering the site?

Landing Page	Pageviews	Pages / Ses...	Bounce R...
1. /	9,113	2.86	28.99%
2. /real-estate/	2,308	2.52	52.62%
3. /golf/	440	1.87	60%
4. /membership/	339	1.84	58.7%
5. /employment/	205	1.39	83.78%
6. /property/8506-lak...	194	1.8	74.07%
7. /events/	170	1.98	50%
8. /property/10221-att...	141	1.96	63.89%
9. /golf/hole-by-hole/	131	1.42	81.52%
10. /property/10203-att...	105	1.69	74.19%
11. /amenities/	86	2.32	62.16%
12. /contact-us/	78	1.32	79.66%
13. /property/9783-cov...	73	2.21	60.61%
<b>Grand total</b>	<b>14,356</b>	<b>2.48</b>	<b>44.05%</b>

Home Page Entrances

Pages / Session

## 2.86

- ↑ 1.9% from previous 30 days
- ↑ 0.05 from previous 30 days
- ↓ -3.4% from previous year
- ↓ -0.1 from previous year

Avg. Session Duration

## 00:02:02

- ↓ -3.4% from previous 30 days
- ↓ -00:00:04 from previous 30 days
- ↓ -10.5% from previous year
- ↓ -00:00:14 from previous year

Source / Medium	Sessions
1. google / organic	2,008
2. (direct) / (none)	814
3. bing / organic	90
4. yahoo / organic	44
5. hgvc.sharepoint.com / referral	44
6. duckduckgo / organic	26
7. hgvlpga.com / referral	23
<b>Grand total</b>	<b>3,184</b>



Click within charts & graphs for more information

# Videos

## Most Engaging Videos

Video	Progress (5s intervals)	Plays	Event Action / Total Events
Intro Video	Completed (%) 1,668	453	35

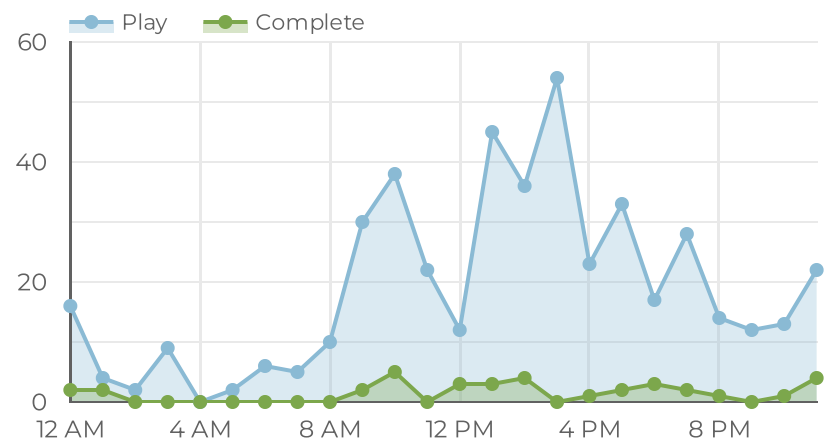
<b>Grand total</b>	<b>1,668</b>	<b>453</b>	<b>35</b>
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## Top Video Retention

Event Label	Avg. Video % ▾
1. Intro Video	41.71

**Grand total** 41.71

## Hourly Video Viewership (time of day)



## Time Spent Watching Homepage Video by Source

Source / Medium	Total Time Watched ▾	Avg Time Watched Per Viewer
1. google / organic	06:58	00:00:41
2. (direct) / (none)	01:29	00:00:30
3. bing / organic	39	00:01:05
4. issuu.com / referral	16	00:01:10
5. yahoo / organic	14	00:00:48
6. realtor.com / referral	13	00:00:51
7. stonebridgecustomhomes.com / refer...	08	00:00:32
8. remax.com / referral	06	00:00:45



Click within charts & graphs for more information

# Search Trends

What are your website visitors searching for?

Query	Impressions	Clicks ▾	Site CTR	Average Position
lake nona golf and country club	887	202	22.8%	1.6
lake nona golf	879	192	21.8%	1.62
lake nona country club	710	165	23.2%	1.6
lake nona	15,794	133	0.8%	4.77
lake nona golf & country club	254	48	18.9%	1.3
lake nona country club homes for sale	153	38	24.8%	1
lake nona golf and country club homes for ...	122	37	30.3%	1
lake nona golf club	186	36	19.4%	1.4
lake nona golf and country club photos	135	24	17.8%	2.53
lake nona real estate	555	23	4.1%	6.35
lake nona country club membership cost	48	16	33.3%	1.08
lake nona golf course	131	14	10.7%	1.56
lake nona estates	74	14	18.9%	1.76
lake nona property for sale	63	12	19.0%	5.11
lake nona golf and country club members...	29	10	34.5%	1.66
lake nona realty	124	10	8.1%	2.28
<b>Grand total</b>	<b>77,737</b>	<b>1,758</b>	<b>2.3%</b>	<b>25.62</b>

# Referral Trends

Where are your website visitors coming from?

Source / Medium	New Users	Sessions ▾	Pages / Session	Avg. Session Duration
hgvc.sharepoint.com / referral	38	47	1.7	01:16
greaterorlandohomesforsale.com / referral	21	26	1.7	37
realtor.com / referral	20	26	1.3	43
issuu.com / referral	7	26	1.8	59
lakenona.com / referral	15	23	3.3	01:51
hgvlpga.com / referral	23	23	2.1	01:59
en.m.wikipedia.org / referral	11	14	2.7	01:26
arturobarcellonahomes.com / referral	4	12	1.6	16
zerodown.com / referral	1	12	2.3	02:50
en.wikipedia.org / referral	9	10	4.1	02:14
<b>Grand total</b>	<b>233</b>	<b>325</b>	<b>2.1</b>	<b>01:23</b>



Click within charts & graphs for more information

# Page Trends

## Top pages

Page	Entrances	Bounce Rate	Pageviews ▾	% Exit
1. /	3,184	28.97%	3,885	36.32%
2. /real-estate/	916	52.62%	2,410	34.69%
3. /golf/	235	60%	1,353	36.95%
4. /membership/	184	58.7%	1,015	40.79%
5. /contact-us/	59	77.05%	585	53.85%
6. /golf/hole-by-hole/	92	80.65%	394	59.14%
7. /property/8506-lake-nona-shore-drive/	108	74.07%	374	42.51%
8. /employment/	148	83.78%	361	78.39%
9. /amenities/	37	62.16%	361	40.17%
10. /events/	86	48.86%	338	39.94%
<b>Grand total</b>	<b>5,789</b>	<b>44.05%</b>	<b>14,356</b>	<b>40.32%</b>

## Top Time on Page

Page	Avg. Time on Page ...
1. /?post_type=properties&p=20209&pre...	00:28:37
2. /property/9783-covent-garden-drive/?l...	00:16:14
3. /contact-us/?lang=es	00:08:55
4. /?post_type=properties&p=20174&prev...	00:08:16
5. /custom-builders/?lang=es	00:06:16
6. /?lang=pt-br	00:06:12
7. /event-request/	00:05:26
<b>Grand total</b>	<b>00:01:17</b>

## Where do users go after visiting the homepage?

Page	Pageviews ▾	Time on Page
1. /golf/	663	00:00:47
2. /real-estate/	526	00:01:06
3. /membership/	371	00:01:03
4. /	187	00:00:51
5. /amenities/	146	00:01:30
6. /contact-us/	131	00:01:47
7. /events/	119	00:00:43
8. /employment/	105	00:05:01
9. /about/	79	00:00:39
10. /golf/hole-by-hole/	44	00:05:17
11. /golf/programs-and-services/	35	00:00:25
12. /venue/	29	00:00:41
13. /golf/performance-center/	14	00:00:22
14. /custom-builders/	5	00:00:20
15. /property/8506-lake-nona-shore...	5	00:00:06
16. /accessibility/	4	00:00:14
17. /ads.txt	2	00:00:03
18. /event-request/	2	00:00:10
<b>Grand total</b>	<b>2,474</b>	<b>00:01:04</b>

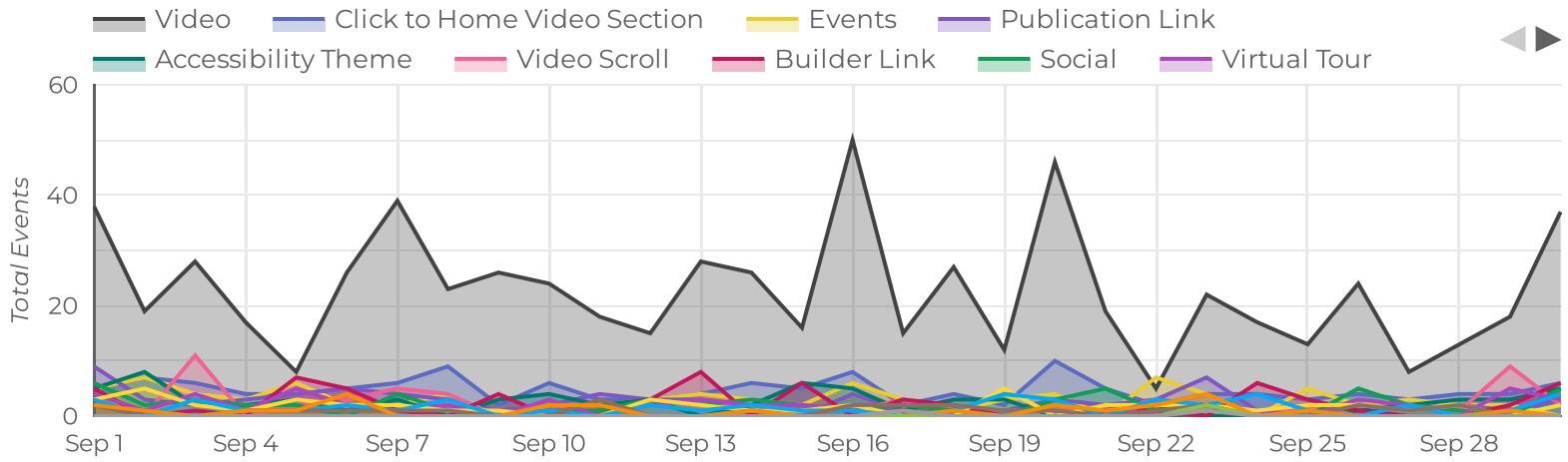
## Top Session Duration Destinations

Page	Avg. Session Duration ▾
1. /?post_type=properties&p=201...	01:09:57
2. /?post_type=properties&p=203...	00:23:40
3. /?post_type=properties&p=201...	00:16:04
4. /?lang=pt-br	00:07:28
5. /property/9700-blandford-road...	00:05:38
6. /about/?lang=es	00:04:42
7. /?fbclid=IwAR1Oa0P48o7cO_...	00:04:27
8. /property/8506-lake-nona-shore...	00:03:36
<b>Grand total</b>	<b>00:01:54</b>



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# Top Events



Event Category	Total Events	Unique Events	Events / Session with Event
1. Video	677	285	18.3
2. Click to Home Video Section	140	127	1.13
3. Events	91	88	1.42
4. Publication Link	78	76	1.26
5. Video Scroll	69	66	1.41
6. Builder Link	66	63	2.28
7. Accessibility Theme	72	60	1.95
8. Social	60	57	1.43
9. Forms	50	49	1.39
10. Virtual Tour	52	47	1.73

1 - 15 / 15

## Top Viewed Properties This Period

Page Title	Unique Pageviews	% Δ
1. 8506 Lake Nona Shore Drive   Lake Nona Golf & Country Club	316	-11.0% ↓
2. 9783 Covent Garden Drive   Lake Nona Golf & Country Club	285	-27.5% ↓
3. 10203 Atterbury Court   Lake Nona Golf & Country Club	273	-12.5% ↓
4. 9864 Covent Garden Drive   Lake Nona Golf & Country Club	232	-57.1% ↓
5. 8659 Farthington Way   Lake Nona Golf & Country Club	202	-
6. 10489 Cromwell Grove Terrace   Lake Nona Golf & Country Club	149	-28.7% ↓
7. 10221 Atterbury Court   Lake Nona Golf & Country Club	128	-
8. 8551 Lake Nona Shore Drive   Lake Nona Golf & Country Club	97	-
9. 9700 Blandford Road   Lake Nona Golf & Country Club	83	-
10. 8655 Farthington Way   Lake Nona Golf & Country Club	76	-
<b>Grand total</b>	<b>2,049</b>	<b>6.8% ↑</b>

1 - 14 / 14





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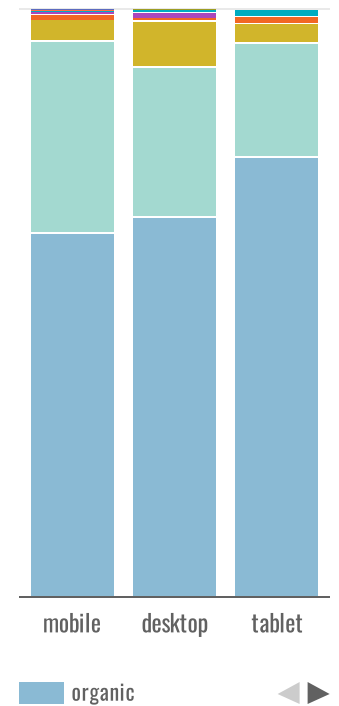
# User Trends

How are your users viewing the website and what browsers did they use to access it?

## Browsers



## Device Type Origins



Browser	Pages / Session	Bounce Rate
1. Safari	2.32	43.26%
2. Chrome	2.69	45.46%
3. Edge	2.98	35.29%

1 - 12 / 12

Safari User Trends		Bounce Rate	Avg. Time on Page
1. /		27.82%	00:00:53
2. /real-estate/		47.93%	00:01:20
3. /golf/		62.5%	00:01:08
4. /membership/		62.1%	00:01:17
5. /employment/		81.11%	00:04:53

1 - 88 / 88

Chrome User Trends		Bounce Rate	Avg. Time on Page
1. /		28.76%	00:00:45
2. /real-estate/		59.72%	00:00:53
3. /golf/		60.56%	00:00:38
4. /employment/		88.46%	00:04:14
5. /membership/		50%	00:00:56

1 - 81 / 81

Device Category	Pages / Session	Bounce Rate
1. mobile	2.27	44.91%
2. desktop	2.7	43.32%
3. tablet	3.21	36.19%

Desktop Users Top Pages		Sessions	Avg. Sessi...
1. /		1,448	00:02:11
2. /real-estate/		494	00:01:55
3. /golf/		77	00:01:22
4. /golf/hole-by-hole/		53	00:02:43
5. /employment/		53	00:00:22

1 - 71 / 71

Mobile Users - Top Pages		Sessions	Avg. Sessi...
1. /		1,684	00:01:51
2. /real-estate/		393	00:02:29
3. /golf/		154	00:01:14
4. /membership/		131	00:01:42
5. /employment/		95	00:01:47
6. /property/8506-lake-nona-shore-d...		63	00:00:30

1 - 66 / 66

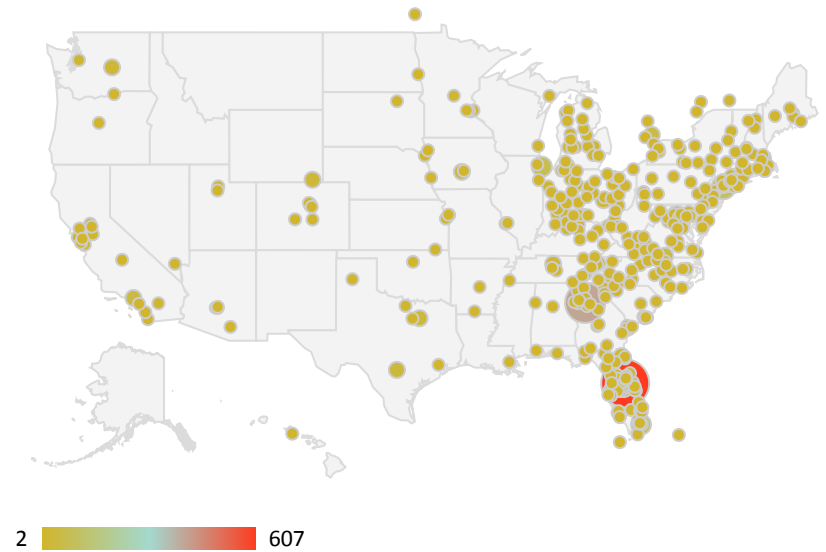


Click within charts & graphs for more information

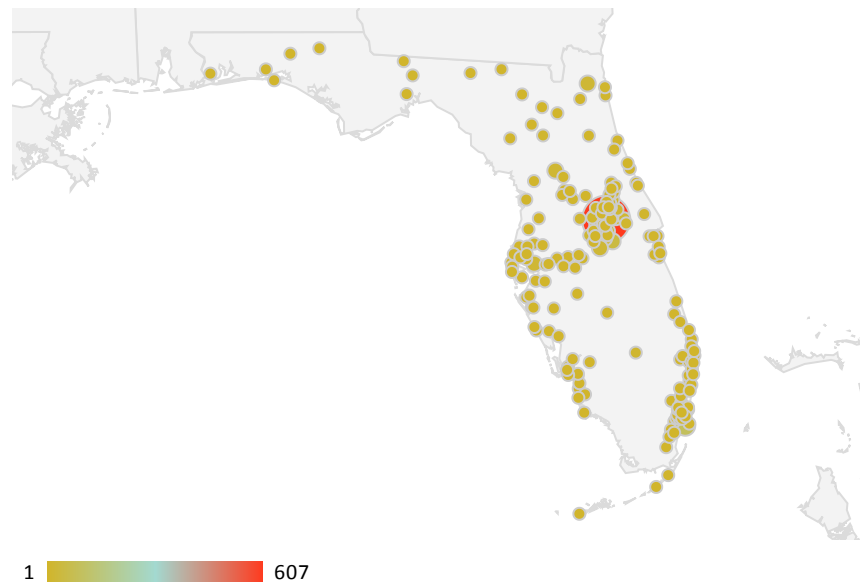
# Geography

What areas are your users located in?

Region	Sessions ▾	% New Sessions
Florida	1,535	76.87%
Georgia	556	71.58%
England	259	71.81%
Virginia	245	82.04%
(not set)	240	85%
New York	234	68.38%
California	147	76.19%
Ohio	144	76.39%
North Carolina	135	74.81%
Indiana	123	77.24%



City	Sessions ▾	Bounce Rate	Avg. Sessi...
Orlando	607	36.9%	00:02:23
(not set)	120	44.17%	00:01:23
Miami	92	44.57%	00:01:37
St. Cloud	45	35.56%	00:02:02
Kissimmee	27	25.93%	00:01:42
Jacksonville	20	45%	00:01:46
Poinciana	19	42.11%	00:01:46
Meadow Woods	17	35.29%	00:03:21
Tampa	17	41.18%	00:02:10
Doctor Phillips	17	70.59%	00:01:21





Click within charts & graphs for more information

# Glossary

**Average Position:** Statistical average of your site's top position on the Search Results page for a specific query ranked against similar content.

**Average Session Duration:** Total duration of all sessions (in seconds) divided by the total number of sessions.

**Bounce Rate:** The percentage of single page visits (or web sessions) is known as the bounce rate. It is the number of visits in which a person leaves your website from the landing page without browsing any further.

**Clicks:** The number of times a user clicked your site's listing in search results for a particular query.

**CTR (click through rate):** The percentage of impressions that resulted in a click to your site.

**Direct Search Traffic:** Most often, the result of a user entering a URL into their browser or using a bookmark to directly access the site.

**Geography:** The location your visitors are in when they view your website.

**Impressions:** The number of times pages from your site appeared in search results.

**Keywords:** These are the words that visitors use to find your website when using a search engine.

**Landing Page:** The first page a visitor views during a session; also known as the entrance page.

**(Not Set):** Google's official reason for the (Not Set) keywords is because of privacy issues. Those searching using a secure Google connection do not allow their search terms to be passed on to the destination site. Secure searches start with https rather than http. However, if you use Google AdWords, you are able to see Not Set keywords.

**Organic Search:** Traffic from search engine results that is earned, not paid.

**Pages Per Session:** Average number of pages viewed per session.

**Pageviews:** Total number of pages viewed.

**Referral Traffic:** Traffic that occurs when a user finds you through a site other than a major search engine.

**Search Query:** Specific user queries for which your site's URL appeared in search results.

**Social Traffic:** Traffic from a social network, such as Facebook, LinkedIn, Twitter, or Instagram.

**Top Pages:** Pages on your site with the highest pageviews.

**Visits:** Users that have had at least one session within the selected date range.