A new calendar year brings a new opportunity for the Santa Maria Valley TMD to begin measuring true year-over-year growth. Our participation in restaurant week brought a nice spike to the website in the beginning of the month. January saw an overall session increase of 23% over January of last year.

SantaMariaValley.com had an average of 277 sessions per day with the total number of sessions at 8,275 for the month of January. It was another strong month for organic traffic. Of the total sessions, 35% were organic. Year-over-year, visits coming to the site organically increased 89%.

Total unique conversions were up 41% year-over-year, with 17% of visitors converting. There were 103 outbound hotel clicks, 503 unique hotel detail pageviews, 313 outbound attraction clicks, and 129 outbound event clicks in January.

Paid sessions accounted for 28% of all sessions in January. Our priority in the digital media space is to continue optimizing digital ads to find a good balance between sessions and positive on-site behavior. Month-over-month we are seeing improvements in visitor behavior — January’s bounce rate fell to 61.97%, compared to 63% in December. The January bounce rate is still slightly up year-over-year, which we’ll be addressing with adjustments to our website. An audit of the Santa Maria Valley website was completed in January, and KPS3 is now making enhancements to the top website landing pages to encourage visitors to spend more time on site, resulting in more pages per session and a decreased bounce rate.

There were 148 website sessions in January that came organically from Facebook. A total of 12 Facebook posts in January garnered 237 reactions, 14 comments and 58 shares. The post with the most reactions was The Santa Maria Style of Barbecue from SeriousEats.com.

Monthly newsletter subscribers are up slightly with a grand total of 11,946 contacts. Our newsletter subscribers will have a spike in February as a result of the Yosemite Journal promotion. Newsletter opens and clicks are being reviewed in order to deliver more targeted messages in the coming months in an effort to improve the number of referrals the monthly newsletter is sending to the website. For January, we had 113 website sessions coming from the monthly newsletter.

Public Relations is off to a strong start in January, with one FAM visit and three national and regional stories.
### Santa Maria Valley
#### JANUARY 2018: WEB ANALYTICS DASHBOARD

#### Behavior Metrics
- **Time on Site**
  - Jan. 2018: 1m27s
  - Jan. 2017: 1m37s
- **Pages per Session**
  - Jan. 2018: 2.23
  - Jan. 2017: 2.27
- **Bounce Rate**
  - Jan. 2018: 61.97%
  - Jan. 2017: 58.96%

#### Sessions by Location (All Visitors)

<table>
<thead>
<tr>
<th>City</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>1,330</td>
</tr>
<tr>
<td>Santa Maria</td>
<td>896</td>
</tr>
<tr>
<td>San Francisco</td>
<td>506</td>
</tr>
<tr>
<td>Orcutt</td>
<td>479</td>
</tr>
<tr>
<td>Lompoc</td>
<td>388</td>
</tr>
<tr>
<td>San Luis Obispo</td>
<td>165</td>
</tr>
<tr>
<td>Bakersfield</td>
<td>127</td>
</tr>
<tr>
<td>New York</td>
<td>109</td>
</tr>
<tr>
<td>San Jose</td>
<td>99</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>95</td>
</tr>
</tbody>
</table>

#### Total Sessions
- **8,275**
- Avg. sessions/day: 277

#### Total Session Growth (Y/Y)
- **23%**

#### Organic Traffic Growth (Y/Y)
- **89%**

#### Average Time on Site
- **1m27s**
- vs. 1m37s in 2017

#### Hotel Pageviews (Unique)
- **502**
- vs. 192 in 2017 — up 161%

#### Outbound Hotel Clicks
- **103**
- vs. 83 in 2017 — up 24%

#### Total Hotel Conversions
- **605**
- vs. 275 in 2017 — up 120%

#### Unique Email Entries
- **147**
- vs. 206 in 2017 — down 29%

#### Outbound Event Clicks
- **129**
- vs. 66 in 2017 — up 95%

#### Outbound Attraction Clicks
- **313**
- vs. 302 in 2017 — up 4%

#### Total Conversions
- **1,194**
- vs. 849 in 2017 — up 41%

#### OVR. Conversion Rate (Visitors)
- **17%**
- vs. 15% in 2017 — up 13%

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Restaurant Week Spike (majority referral from local news sites)
Sojern Display Ad Spike

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**PREPARED BY KPS3**

KPS3.COM
Santa Maria Valley
JANUARY 2017: WEB ANALYTICS DASHBOARD

KEYWORD SNAPSHOT

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Current Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>santa maria valley</td>
<td>1</td>
</tr>
<tr>
<td>santa maria wine country</td>
<td>1</td>
</tr>
<tr>
<td>santa maria events</td>
<td>1</td>
</tr>
<tr>
<td>santa maria wine(ries) map</td>
<td>1</td>
</tr>
<tr>
<td>santa maria valley BBQ</td>
<td>1</td>
</tr>
<tr>
<td>santa maria varietal</td>
<td>1</td>
</tr>
<tr>
<td>santa maria farmers market</td>
<td>2</td>
</tr>
<tr>
<td>santa marsia valley</td>
<td>2</td>
</tr>
<tr>
<td>downtown santa maria</td>
<td>5</td>
</tr>
<tr>
<td>santa maria</td>
<td>7</td>
</tr>
</tbody>
</table>

TOTAL PAID CLICKS

3,662 vs. 9,542 in 2017 — down 62%

AVERAGE COST PER CLICK

$1.28 vs. $2.29 in 2017 — down 44%

TOTAL PAID IMPRESSIONS

388,373 vs. 2,801,606 in 2017 — down 86%

FACEBOOK LIKES

+55 Total Page Likes: 5,446

WEB VISITS FROM FACEBOOK

1,112 vs. 604 in 2017 — up 84%

NEWSLETTER SUBSCRIBERS (MO.)

11,946 vs. 11,857 in Dec. — up 0.75%

NEWSLETTER OPENS (MO.)

1,479 vs. 1,387 in Dec. — up 7%

NEWSLETTER CLICKS (MO.)

80 vs. 181 in Dec. — down 56%

SESSIONS BY SOURCE

All Sessions

<table>
<thead>
<tr>
<th>Source</th>
<th>28%</th>
<th>35%</th>
<th>4%</th>
</tr>
</thead>
</table>
| Search | Direct | Referral | Paid

Paid Sessions

<table>
<thead>
<tr>
<th>Source</th>
<th>17%</th>
<th>44%</th>
<th>38%</th>
</tr>
</thead>
<tbody>
<tr>
<td>StackAdapt</td>
<td>Facebook</td>
<td>Matador</td>
<td></td>
</tr>
</tbody>
</table>

Earned Sessions

<table>
<thead>
<tr>
<th>Source</th>
<th>5%</th>
<th>16%</th>
</tr>
</thead>
</table>
| Search | Direct | Referral

Prepared by KPS3
KPS3.com
Santa Maria Valley Media Update

JANUARY 2018 CONTENT AND PR HIGHLIGHTS

EXECUTIVE SUMMARY:

We started the year with the continuation of the fruitful collaboration with VisitCA. With both California Restaurant Month, and their Plan Your Vacation Day promotion with web series, we continued to leverage quality content.

With Cision, we are able to track UVPM (unique visitors per month) and publicity value for stories trackable by the monitoring service. Note: Cision is not able to track UVPM and publicity value for any VisitCA coverage, so this includes all mentions without VisitCA stories included.

January 2018

33.20M unique visitors per month (UVPM)  
Publicity value $8k

HERE ARE THE SELECTED HIGHLIGHTS FOR THE MONTH:

• Valerie Likes to Cook Tweets

• L’Occasion, Dierberg Vineyards Winemaker Tyler Thomas Describes Central Coast as “Defined by Opportunity”

• CBS Los Angeles, Best Wine Bars in Los Angeles, AOC features Santa Maria Valley Wines

- VisitCA, *VIDEO: California 101, Santa Maria Valley: 5 Amazing Things*

- VisitCA Twitter, Restaurant Week

- VisitCA Video

- VisitCA, *5 Amazing Things to Do in Santa Maria Valley*

- VisitCA Article

- Jetsetting Fashionista, *Stunning Etude Winery & Their Amazing Wines*


- Capital Gazette, *Wine, etc: Masciarelli wines offer bright and complex experiences*

- Wine & Spirits, *91 | Qupe*