

ROCKAWAY BEACH

OREGON

small town. big beach.

TOURISM MARKETING REPORT September 2020

Website (See attached report)

Good news: visitors to the website are clicking on more pages and staying longer on the site, and people are using high-ranking keywords to come to the website. Paid Google ads are down – we are not doing Adwords or Pay-Per-Click now (that will begin again in October).

We have also heard from lodging owners and short-term rental agencies that reservations are at capacity – as much as 95%. Visitors are staying extra nights.

Social Media (see attached report)

Facebook – *we do not yet have admin access* to the Rockaway Beach Traditions page.

Instagram – gained 67 new followers since June 30.

Print (see attached)

Willamette Living magazine two-page spread in late fall/early winter issue (3 months, Oct – Dec) focuses on family activities, including Candy Cane Express and crabbing.

Upcoming

- Signed agreement with Oregon Coast Today for a series of articles in the spring that will be placed in special travel sections of newspapers in Boise and Portland
- Fall/holiday activities e-newsletter

ROCKAWAY BEACH

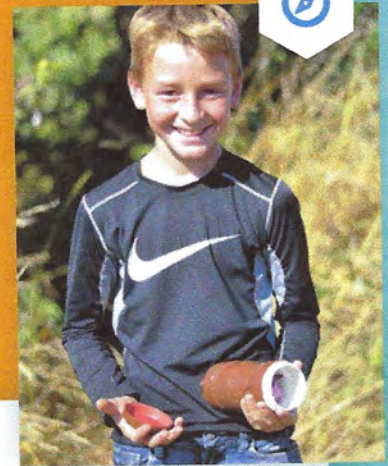
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WINTER ADVENTURE GUIDE *to the Oregon Coast*

With seven miles of sandy beach and unlimited fun, Rockaway Beach on the north Oregon Coast is a favorite getaway for generations of families. Easy to get to, and with lots of lodging options, it's the place to make family memories and traditions.

**** COVID-19 SAFETY GUIDELINES will be in place. Please wear a mask indoors and maintain safe distancing rules. ****



Geocaching

Part outdoor adventure, part scavenger hunt, geocaching is a great family experience. Find out how to join the treasure hunt at [geocaching.com](https://www.geocaching.com) and get started on the fun. Here's one family's story:

→ tillamookcoast.com/geocaching-treasure-hunt/



Clamming & Crabbing

The tastiest seafood is the kind you catch yourself. All you need are the right tools and a proper license, easily available in Rockaway Beach and at local marinas. Toss a crab ring off a dock, or get a shovel and dig!

→ visitrockawaybeach.org/outdoor



Shopping

Rockaway Beach is filled with wonderful shops and restaurants. You'll find that special treasure, ice cream flavor, favorite bakery and delicious seafood.

→ visitrockawaybeach.org/rockaway-beach-shopping



Oregon Scenic Railroad

Ride the rails along the coastline from Rockaway Beach to Garibaldi and back again. From Thanksgiving to Christmas, Santa and Mrs. Claus join the train for the Candy Cane Express.

→ oregoncoastscenic.org



Old Growth Cedar Wetlands Trail

The oldest resident in Rockaway Beach is a mammoth Western Red Cedar. At 49 feet in circumference, it is also among Oregon's largest trees. An easy, ADA-friendly trail leads through a wetlands preserve to the famous tree.

→ visitrockawaybeach.org/old-growth-cedar-wetlands-preserve



International Police Museum

Discover the history and stories of law enforcement and investigation in this unique museum in downtown Rockaway.

→ internationalpolicemuseum.org

Plan your trip at:
VisitRockawayBeach.org



JUST MY TYPE
Content Management

Visit Rockaway Beach Social Media September Month-End Report

Facebook:

Overview:

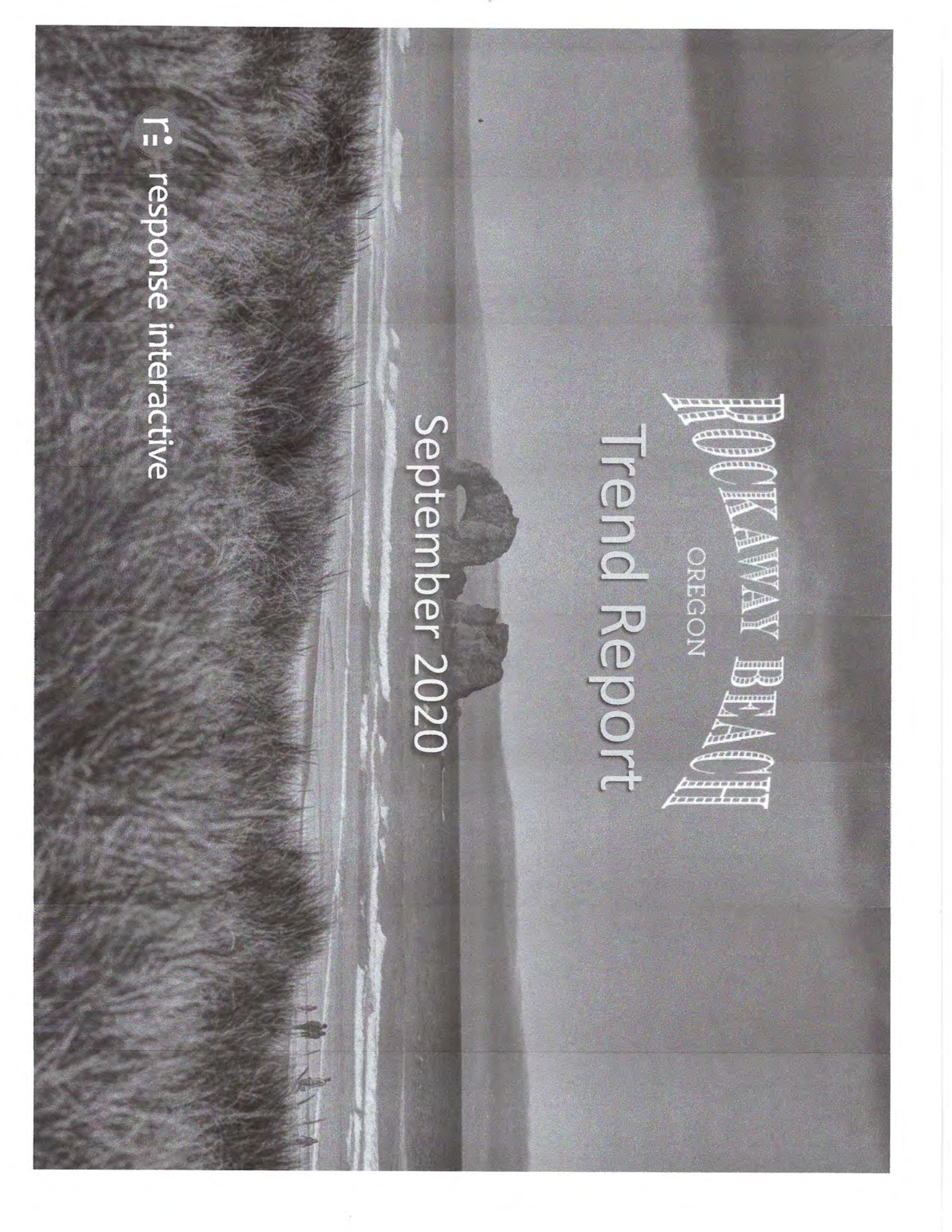
Did not have access to Facebook for the month of September

Instagram: 700 Followers **67 new**

- Posted 15 times in September
- Shared other posts from RB businesses & visitors
- Engaged with users who commented on content
- Posted using popular hashtags such as #oregoncoast #rockawaybeachoregon #pnw #tillamookcoast #oregoncoast #oregonlife
- Liked, commented and shared on other user's photos of Rockaway Beach

October Goals:

- Post to Facebook
- Send an e-newsletter highlighting fall and the upcoming holidays
- Get video footage of the new extension of the cedar preserve trail - Instagram live
- Blogs for October: Fall shopping at Warehouse 10; Fall Activities in Rockaway Beach; Cedar Preserve walkway extension



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Trend Report

September 2020

 response interactive

Executive Summary

Here are the highlights:

Between COVID-19 and the wildfires, not to mention the slow season, traffic is down 53% from last month and down 26% from the same time period last year. Also, the AdWords campaign is not running which contributes to the downturn from last year. Search traffic is up from 2019 as well as direct traffic.

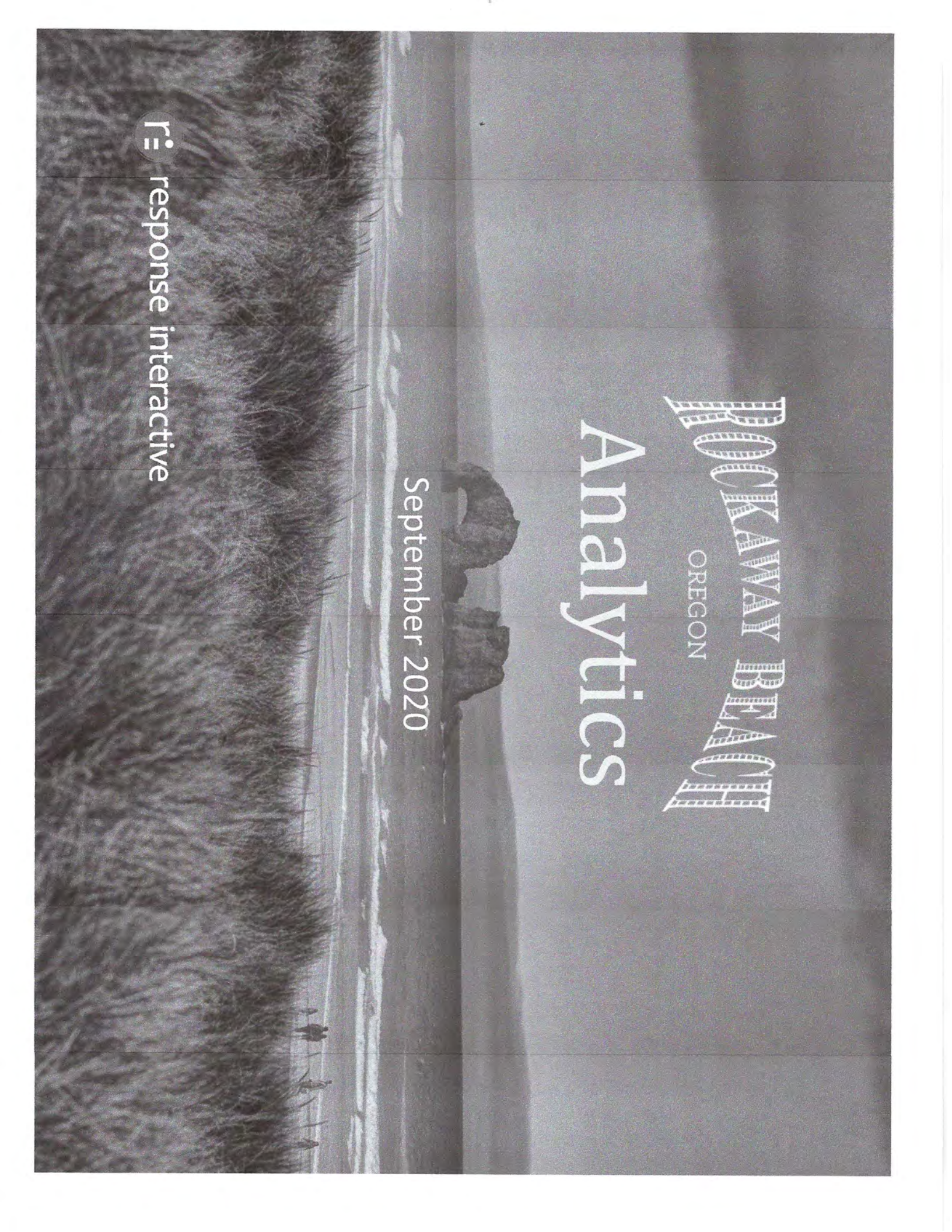
September 2020 compared to August 2020*

- Sessions are down 53%
- Users are down 53%
- Pages per session are up 2%
- Avg Session Duration is up 0.36%
- Organic is down 57%
- Direct is up 23%
- Social is down 89%
- Referral is down 56%
- Paid is inactive

September 2020 compared to September 2019*

- Sessions are down 26%
- Users are down 26%
- Pages per session is up 6%
- Avg Session Duration is up 13%
- Organic is up 14%
- Direct is up 104%
- Social is down 98%
- Referral is down 32%
- Paid is inactive

*Traffic numbers are compiled with spam traffic removed.



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Analytics

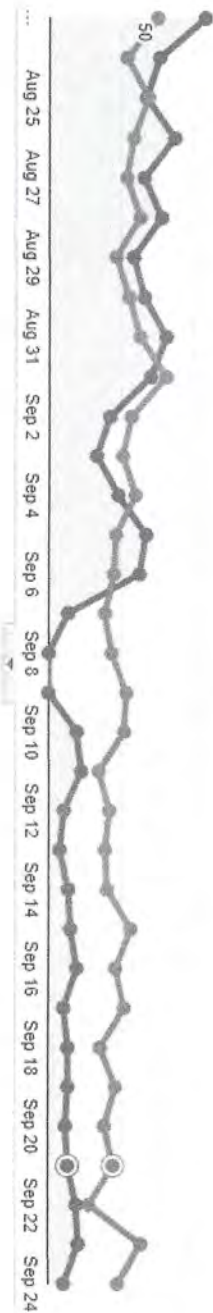
September 2020

 response interactive

Audience Overview

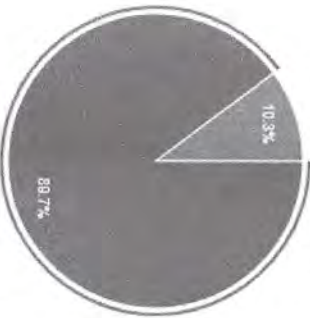


Aug 23, 2020 - Sep 24, 2020: ● Users
 Aug 23, 2019 - Sep 24, 2019: ● Users
 100

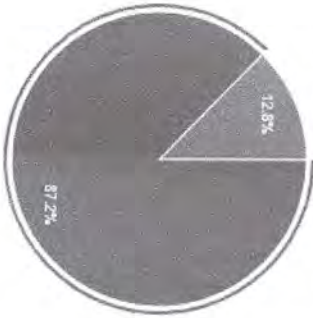


■ New Visitor ■ Returning Visitor

Aug 23, 2020 - Sep 24, 2020



Aug 23, 2019 - Sep 24, 2019



Users

Referral Spam Removed 1...
-25.62%
 804 vs 1,081



New Users

Referral Spam Removed 1...
-24.02%
 759 vs 999



Sessions

Referral Spam Removed 1...
-25.92%
 863 vs 1,165



Number of Sessions per User

Referral Spam Removed 1...
-0.40%
 1.07 vs 1.08



Pageviews

Referral Spam Removed 1...
-21.83%
 3,587 vs 4,589



Pages / Session

Referral Spam Removed 1...
5.52%
 4.16 vs 3.94



Avg. Session Duration

Referral Spam Removed 1...
12.83%
 00:04:49 vs 00:04:17



Bounce Rate

Referral Spam Removed 1...
0.00%
 0.00% vs 0.00%



When comparing last September to this September, the number of sessions have decreased 26%.

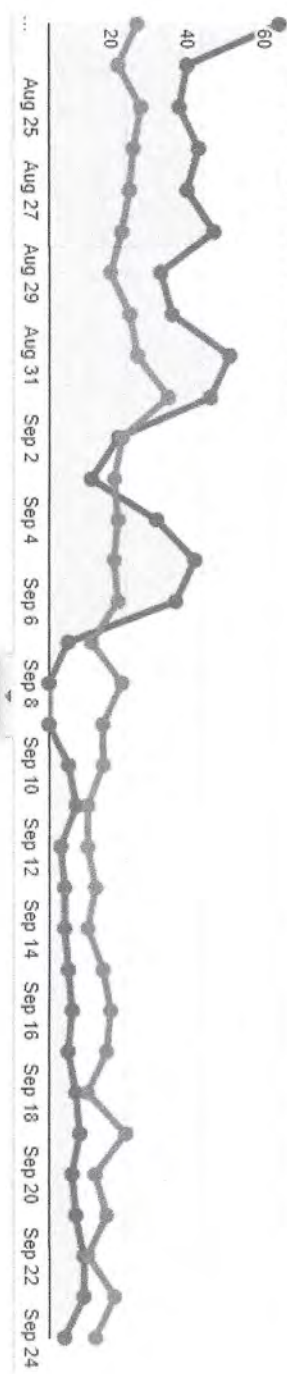
Also keep in mind, that we are not running AdWords which contributes to overall traffic.

Average Session Duration increased from 4:17 minutes to 4:49 minutes and pages per session increased slightly from 3.94 to 4.16 pages.

Organic traffic has increased from last year as is outlined on the next slide.

Search Traffic Overview

Aug 23, 2020 - Sep 24, 2020: ● Users
Aug 23, 2019 - Sep 24, 2019: ● Users



Primary Dimension: Keyword Source Landing Page Other

		Acquisition			Behavior			
Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration		
Referral Spam Removed 11/02/2018								
	13.83% ▲	18.24% ▲	14.82% ▲	0.00% ▲	5.32% ▲	11.80% ▲		
	601 vs 529	564 vs 477	643 vs 560	0.00% vs 0.00%	4.11 vs 3.90	00:04:54 vs 00:04:23		
1. google								
	462 (76.87%)	430 (76.24%)	486 (75.58%)	0.00%	3.65	00:04:25		
	Aug 23, 2020 - Sep 24, 2020							
	423 (80.11%)	379 (79.45%)	444 (79.29%)	0.00%	3.79	00:04:13		
	Aug 23, 2019 - Sep 24, 2019							
% Change								
	9.22%	13.46%	9.46%	0.00%	-3.70%	4.96%		
2. bing								
	84 (13.98%)	81 (14.36%)	95 (14.77%)	0.00%	5.77	00:07:25		
	Aug 23, 2020 - Sep 24, 2020							
	52 (9.85%)	50 (10.48%)	57 (10.18%)	0.00%	4.46	00:04:10		
	Aug 23, 2019 - Sep 24, 2019							
% Change								
	61.54%	62.00%	66.67%	0.00%	29.45%	78.33%		

When comparing last September to this September, the number of organic search sessions has increased 15%.

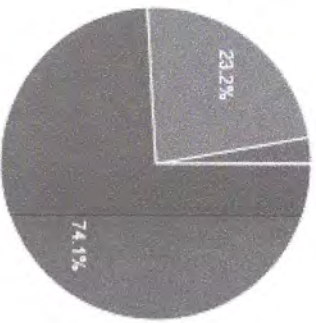
Average Session Duration increased from 4:23 minutes to 4:54 minutes and pages per session increased slightly from 3.90 to 4.11 pages.

Keeping the website up-to-date with SEO contributes to the numbers moving up in these trying times.

Channel Mix

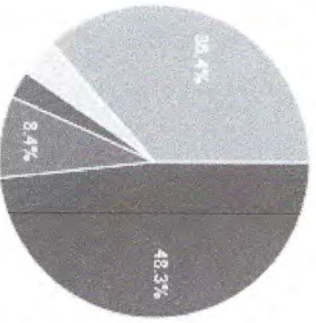
Top Channels

Aug 23, 2020 - Sep 24, 2020



- Organic Search
- Direct
- Referral
- Social
- (Other)
- Paid Search

Aug 23, 2019 - Sep 24, 2019



- Organic Search
- Direct
- Referral
- Social
- (Other)
- Paid Search

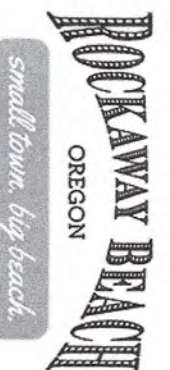
Acquisition	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1 Organic Search	13.83%	24.02%	25.92%	0.00%	5.52%	12.83%
2 Direct	104.35%			0.00%		
3 Referral	32.26%			0.00%		
4 Social	97.56%			0.00%		
5 (Other)	100.00%			0.00%		
6 Paid Search	100.00%			0.00%		

Organic and Direct are now the top traffic drivers because AdWords was shut off May 2nd. These two channels make up 97% of all user traffic. Organic Search is the top traffic driver.

9/26/2020

Paid decreased 100% and Referral decreased 32% from last September, while social traffic decreased 98%.

Top 10 Pages Visited



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
Referral Spam Removed 11/02/2018						
	3,587 <small>% of Total: 67.63% (5,304)</small>	2,507 <small>% of Total: 59.55% (4,210)</small>	00:01:32 <small>Avg for View: 00:01:31 (0.30%)</small>	863 <small>% of Total: 34.15% (2,527)</small>	0.00% <small>Avg for View: 65.77% (-100.00%)</small>	24.06% <small>Avg for View: 47.64% (-49.50%)</small>
1. /	532 (14.83%)	354 (14.12%)	00:00:58	303 (35.11%)	0.00%	16.92%
2. /rockaway-beach-restaurants/	309 (8.61%)	165 (6.58%)	00:01:18	30 (3.48%)	0.00%	20.71%
3. /restaurants/grumpys-cafe/	195 (5.44%)	103 (4.11%)	00:01:46	88 (10.20%)	0.00%	33.85%
4. /things-to-do/	183 (5.10%)	131 (5.23%)	00:00:53	50 (5.79%)	0.00%	18.58%
5. /rockaway-beach-lodging-guide/	182 (5.07%)	120 (4.79%)	00:01:13	15 (1.74%)	0.00%	17.58%
6. /outdoor/	147 (4.10%)	123 (4.91%)	00:03:23	13 (1.51%)	0.00%	41.50%
7. /rockaway-beach-shopping/	122 (3.40%)	78 (3.11%)	00:01:27	17 (1.97%)	0.00%	22.13%
8. /lodging-guide-hotels-motels/	103 (2.87%)	51 (2.03%)	00:01:35	18 (2.09%)	0.00%	16.50%
9. /eat-sleep/	101 (2.82%)	82 (3.27%)	00:00:19	2 (0.23%)	0.00%	16.83%
10. /lodging-guide-vacation-rentals/	79 (2.20%)	47 (1.87%)	00:01:35	20 (2.32%)	0.00%	20.25%

The Home Page received the most traffic, followed by the restaurant guide. Guide pages continue to do quite well (outlined in orange).



Visitors by Top 10 Cities



City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Referral Spam Removed 11/02/2018	804 <small>% of Total: 36.53% (2,201)</small>	759 <small>% of Total: 35.55% (2,135)</small>	863 <small>% of Total: 34.15% (2,527)</small>	0.00% <small>Avg for View: 65.77% (-100.00%)</small>	4.16 <small>Avg for View: 2.10 (98.03%)</small>	00:04:49 <small>Avg for View: 00:01:40 (188.08%)</small>
1. Portland	191 (23.49%)	181 (23.85%)	200 (23.17%)	0.00%	3.98	00:05:12
2. Seattle	73 (8.98%)	68 (8.96%)	78 (9.04%)	0.00%	3.67	00:03:38
3. Tillamook	49 (5.99%)	42 (5.53%)	51 (5.91%)	0.00%	3.55	00:03:50
4. Beaverton	31 (3.81%)	28 (3.69%)	34 (3.94%)	0.00%	4.71	00:06:03
5. (not set)	21 (2.59%)	19 (2.50%)	23 (2.67%)	0.00%	4.13	00:05:13
6. Rockaway Beach	20 (2.46%)	16 (2.11%)	22 (2.55%)	0.00%	3.68	00:05:08
7. Boise	18 (2.21%)	18 (2.37%)	18 (2.09%)	0.00%	3.94	00:05:00
8. Hillsboro	15 (1.85%)	14 (1.84%)	17 (1.97%)	0.00%	5.47	00:04:42
9. Vancouver	14 (1.72%)	13 (1.71%)	16 (1.85%)	0.00%	4.38	00:03:28
10. New York	12 (1.48%)	12 (1.58%)	12 (1.39%)	0.00%	2.50	00:01:30
11. Spokane	9 (1.11%)	9 (1.19%)	9 (1.04%)	0.00%	5.56	00:06:13
12. Kennewick	8 (0.98%)	7 (0.92%)	9 (1.04%)	0.00%	6.67	00:12:19
13. Gresham	7 (0.86%)	7 (0.92%)	7 (0.81%)	0.00%	5.14	00:03:49
14. Yakima	7 (0.86%)	7 (0.92%)	7 (0.81%)	0.00%	3.43	00:03:26

Most traffic comes from Portland, followed by Seattle and then Beaverton.

The cities crossed out are the cities that were requested to be excluded, except New York.

New York was excluded because these visitors are probably looking for Rockaway Beach, NY.

Top Referral Traffic

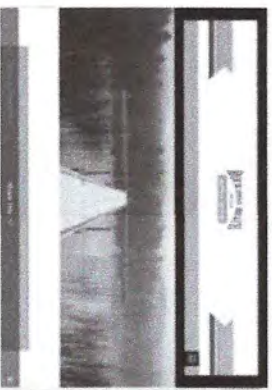
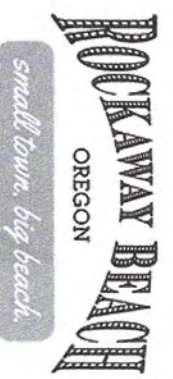


Source	Acquisition			Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	
Referral Spam Removed 11/02/2018	21 % of Total: 0.95% (2,201)	18 % of Total: 0.84% (2,135)	23 % of Total: 0.91% (2,527)	0.00% Avg for View: 65.77% (-100.00%)	4.39 Avg for View: 2.10 (109.22%)	00:06:09 Avg for View: 00:01:40 (266.82%)	
1. visittheoregoncoast.com	12 (57.14%)	9 (50.00%)	13 (56.52%)	0.00%	5.00	00:06:10	
2. search.aol.com	3 (14.29%)	3 (16.67%)	4 (17.39%)	0.00%	2.25	00:00:30	
3. en.wikipedia.org	2 (9.52%)	2 (11.11%)	2 (8.70%)	0.00%	3.50	00:04:47	
4. en.m.wikipedia.org	1 (4.76%)	1 (5.56%)	1 (4.35%)	0.00%	3.00	00:00:32	
5. familiesgotravel.com	1 (4.76%)	1 (5.56%)	1 (4.35%)	0.00%	2.00	00:00:37	
6. lmessenger.com	1 (4.76%)	1 (5.56%)	1 (4.35%)	0.00%	3.00	00:02:00	
7. search.earthlink.net	1 (4.76%)	1 (5.56%)	1 (4.35%)	0.00%	12.00	00:46:30	

Referral sites increased to 4 from the last report. The link from the Rockaway Beach Wikipedia page added a few months back received 3 click-throughs. The two rows crossed out belong in organic search.

Search.aol.com has been moved for future reports, but search.earthlink.net has not because the channel grouping only allows twenty search engines in it.

Keyword Rankings Summary



visitrockawaybeach.org
Rockaway Beach Oregon | Small Town, Big Stories

38% visibility in all search engines ↑ 4%

Keywords: 75 Search engines: 3 Compare to: First Sep 24, 2020

Visibility Progress Graph



Visibility by Search Engine



Rankings have dropped since June. But search traffic overall increased 15% from the same time period last year.

This means that better quality keywords are moving up that get more traffic overall.

Tracked Keywords in Google Top 10



#	Keyword	Google Rank	Google Difference	Yahoo! Rank	Yahoo! Difference	Bing US Rank	Bing US Difference
1	Beach Combing Rockaway Beach	1	+5 ↑	Not in top 50	Dropped →	2	-1 ↓
2	North end Rockaway Beach	1	0 ■	Not in top 50	Dropped →	1	0 ■
3	Rockaway Beach Access	1	+1 ↑	Not in top 50	Dropped →	2	+1 ↑
4	Rockaway Beach annual events	1	0 ■	Not in top 50	Dropped →	1	Entered ←
5	Rockaway Beach south end	1	0 ■	Not in top 50	Dropped →	1	0 ■
6	visitrockawaybeach.org	1	0 ■	Not in top 50	Dropped →	1	0 ■
7	Beach Safely for Dogs Rockaway Beach	2	+29 ↑	Not in top 50	Dropped →	1	0 ■
8	Rockaway Beach Shopping	2	+4 ↑	Not in top 50	Dropped →	2	-2 ↓
9	Rockaway Beach Wayside	2	-1 ↓	Not in top 50	Dropped →	2	+3 ↑
10	rockaway beach activities	3	0 ■	Not in top 50	Dropped →	2(1)	+1 ↑
11	Rockaway Beach Campgrounds	3	+13 ↑	Not in top 50	Dropped →	2(1)	+3 ↑
12	Rockaway Beach Oregon directions	3	+4 ↑	Not in top 50	Dropped →	2	0 ■
13	Beach Safely for Dogs oregon	4	Entered ←	Not in top 50	Stays out x	1	Entered ←
14	Manhattan Beach Oregon	4	+11 ↑	Not in top 50	Dropped →	6	Entered ←
15	where is rockaway beach oregon	4	+4 ↑	1	+3 ↑	1	+3 ↑
16	rockaway beach or	5	0 ■	4	0 ■	3	0 ■
17	rockaway beach ore	5	+2 ↑	Not in top 50	Dropped →	3	+1 ↑
18	rockaway beach oregon things to do	5	-1 ↓	Not in top 50	Dropped →	1(3)	+2 ↑
19	rockaway oregon	5	0 ■	Not in top 50	Dropped →	4	-1 ↓
20	things to do in rockaway beach oregon	5	-1 ↓	Not in top 50	Dropped →	5	Entered ←
21	things to do rockaway beach oregon	5	-1 ↓	Not in top 50	Dropped →	5	+2 ↑
22	whale watching rockaway beach oregon	5	+7 ↑	6(1)	-3 ↓	5(1)	+15 ↑
23	what to do in rockaway beach oregon	5	-1 ↓	Not in top 50	Dropped →	4	+4 ↑

Top 10 Rankings in Google increased to 36 from 34 keywords.

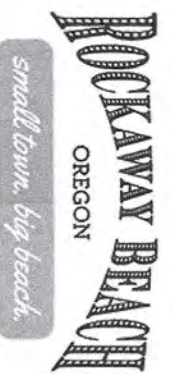
The column outlined in green shows what position the phrase shows up on Google.

Yahoo traffic has dropped off the map. I researched this issues and have fixed the problem and will get traffic back in future months.

See next slide.

response interactive

Tracked Keywords in Google Top 10



#	Keyword	Google Rank	Google Difference	Yahoo! Rank	Yahoo! Difference	Bing US Rank	Bing US Difference
24	rockaway beach in oregon	5(7)	+3 ↑	Not in top 50	Dropped →	4	Entered ←
25	rockaway beach lodging	6	+16 ↑	Not in top 50	Dropped →	14	+4 ↑
26	rockaway beach oregon	6	+1 ↑	Not in top 50	Dropped →	2	+2 ↑
27	RV PARKS NEAR ROCKAWAY BEACH	6	+12 ↑	Not in top 50	Dropped →	2(1)	Entered ←
28	nedonna beach vacation rentals	7	Entered ←	Not in top 50	Stays out x	33	Entered ←
29	Rockaway Beach blog	7	-5 ↓	Not in top 50	Dropped →	1	+2 ↑
30	rockaway beach oregon restaurants	7	+24 ↑	Not in top 50	Dropped →	5	+1 ↑
31	Rockaway Beach RV Parks	7	+10 ↑	Not in top 50	Dropped →	3	Entered ←
32	twin rocks	7	+3 ↑	Not in top 50	Stays out x	6	Entered ←
33	Beach Combing oregon	9	+4 ↑	Not in top 50	Stays out x	Not in top 50	Dropped →
34	Kite Flying Tips	9	-2 ↓	Not in top 50	Dropped →	41	+6 ↑
35	Rockaway Beach History	10	-6 ↓	1	+2 ↑	2	+1 ↑
36	rockaway beach oregon hotels	10	+26 ↑	Not in top 50	Dropped →	8	+29 ↑

Continued from previous page.

Top Organic Keyword Clicks



Query	Clicks	Impressions
rockaway beach oregon	119	21,580
grumpys cafe	84	234
grumpy's cafe	38	114
rockaway beach, oregon upcoming events	25	125
rockaway beach bonfire	22	44
rockaway big tree trailhead	21	102
rockaway beach oregon open	18	38
things to do in rockaway beach, oregon	15	353
rockaway beach	14	4,505
twin rocks oregon	14	516
sea treasures inn	14	379
things to do in rockaway beach oregon	14	354

Query	Clicks	Impressions
rockaway beach dogs	14	314
things to do in rockaway beach	14	267
rockaway beach fires	14	169
breakfast near me	11	264
diamond beach oregon	11	103
rockaway beach fire	10	190
visit rockaway beach	10	62
grumpys cafe rockaway beach	10	28
grumpy's cafe rockaway beach or	10	22
rockaway beach, oregon	9	1,796
flamingo jims	9	558
things to do near rockaway beach oregon	9	107
grumpys	9	56