

A woman wearing a dark puffer jacket and a knit hat with a red pom-pom stands in a dense forest of tall evergreen trees. She is looking upwards, holding a small green object in her hands. Sunlight filters through the trees, creating a warm, golden glow. The forest floor is covered in green moss and small plants.

KOOTENAY ROCKIES TOURISM

Google Analytics Annual Report 2016

Report Created By
Navigator Multimedia Inc.
March 30, 2017

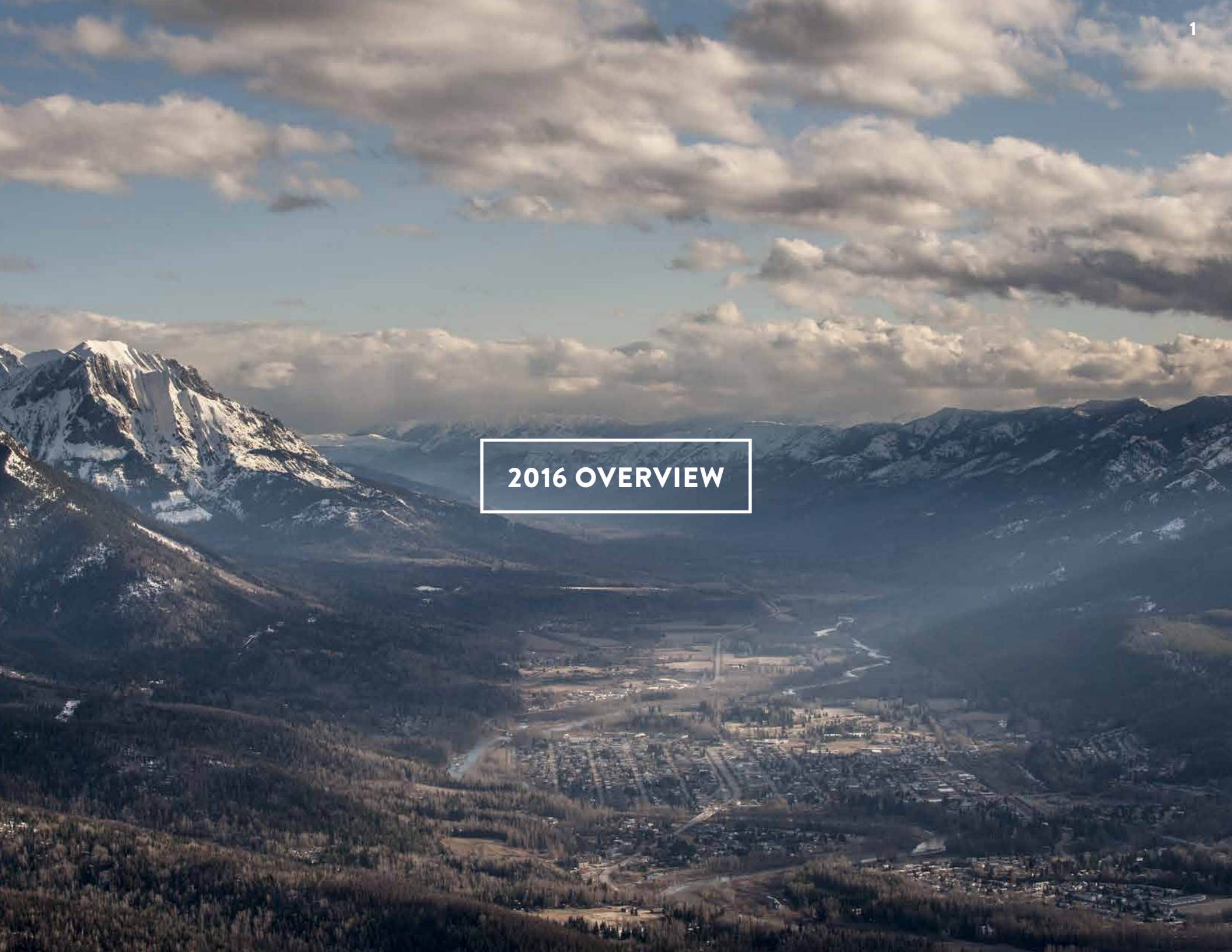
A scenic view of a lake at sunset. The sun is low on the horizon, casting a warm glow over the water and the surrounding landscape. In the background, there are large, hazy mountains. The middle ground shows a row of small, white buildings with metal roofs along the shoreline. A white boat with a tall mast is in the water. In the foreground, several ducks are on the sandy beach. The text "TABLE OF CONTENTS" is overlaid in a white box in the center of the image.

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2016 OVERVIEW



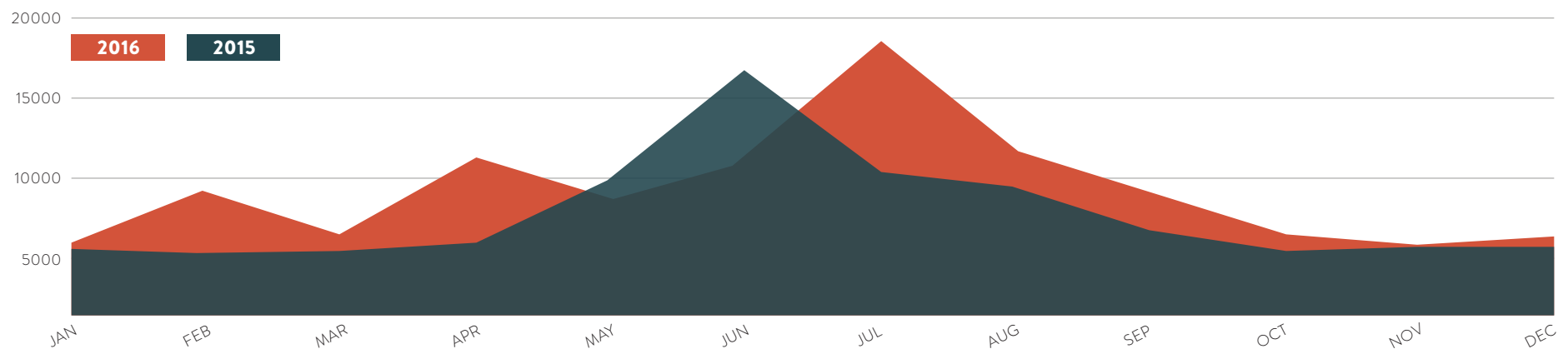
2016 was a strong year for website traffic, up 25% over 2015. Total users are up 27% and Total Pageviews are up 12%

Behaviour Metrics are on the decline when compared to 2015. The growing mobile segment and increase in paid campaign activity are contributing to an audience with a shorter attention span than average.

2016 VS 2015: NOTEWORTHY KPI'S

YEAR	TOTAL SESSIONS	TOTAL USERS	TOTAL PAGEVIEWS	AVERAGE SESSION DURATION	AVERAGE PAGES/SESSION	BOUNCE RATE	NEW VS RETURNING
2016	94 105 ▲	76 172 ▲	193 765 ▲	1:19 ▼	2.06 ▼	78% ▲	80% VS 20%
2015	75 377	59 963	173 213	1:31	2.30	77%	80% VS 20%

SESSIONS BY MONTH



2016 saw a surge in mobile traffic coming from search engines, up 113%. Mobile search queries tend to be different from desktop search. Discovering relevant “micro-moment” search terms as a part a content strategy could help meet the demand of this growing user group and capture more of this search volume.



iOS 14,103 - UP 109% YoY

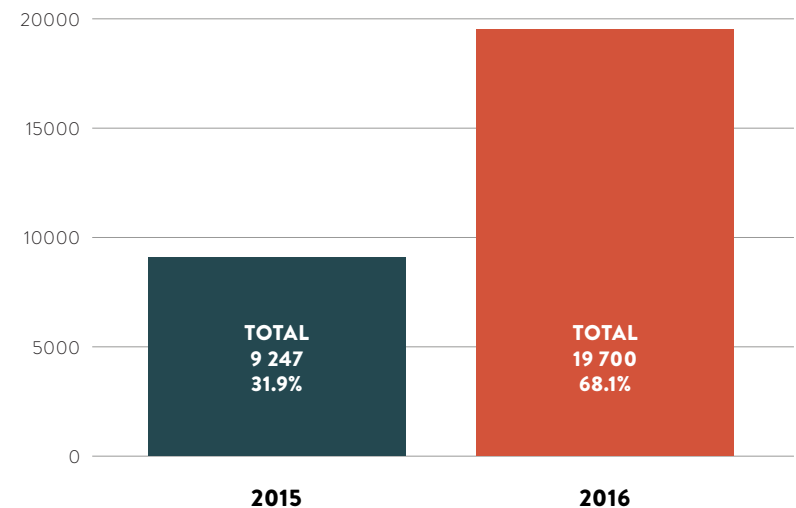


ANDROID 5,129 - UP 139% YoY



WINDOWS / OTHER 468

MOBILE ORGANIC SEARCH TRAFFIC (INCLUDING TABLET)



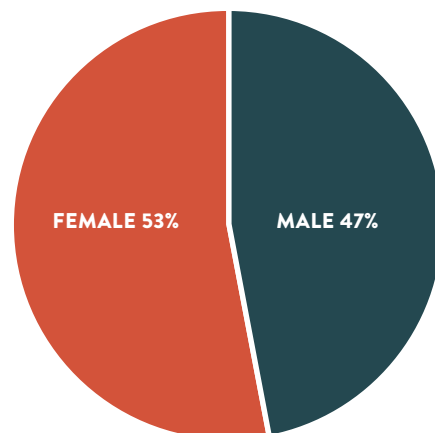
This is a breakdown of mobile search acquisition by operating system. Although the Android audience is growing at a faster rate, mobile search is largely iOS users at 72%.



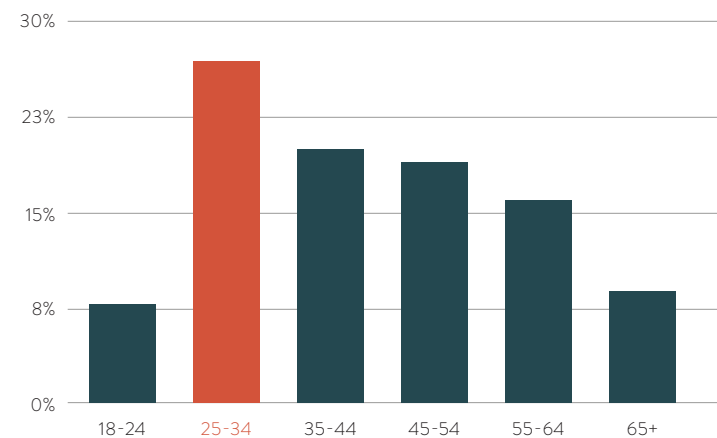
DEMOGRAPHIC & INTERESTS

Note: kootenayrockies.com has only been tracking demographic insight since December 2016. This sample size is small (2.5% of total sessions) and may not be accurate given time of year. This data is reporting on a fairly even distribution on gender. 26% of this sample falls between the ages of 25-34.

GENDER BREAKDOWN



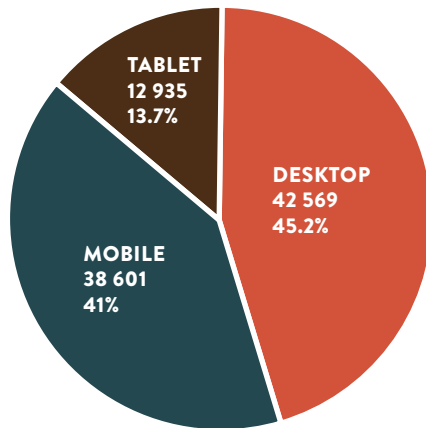
AGE DISTRIBUTION



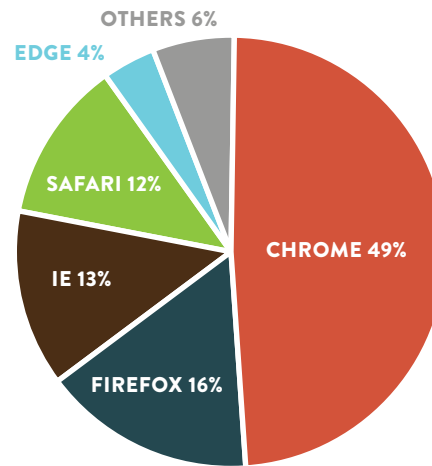
DEVICE & BROWSER POPULARITY

These 3 pie charts account for all of 2016 session data to illustrate the popularity of the main device categories (mobile, tablet, desktop) and browser popularity by device.

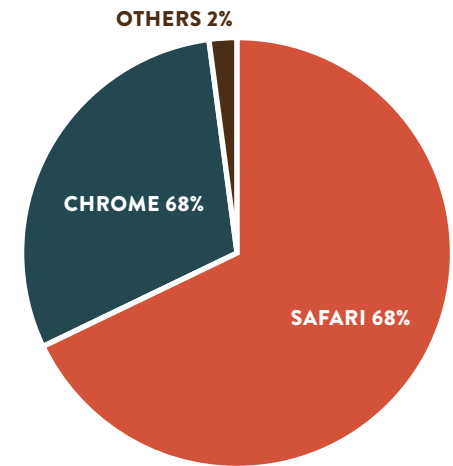
DEVICE BREAKDOWN (SESSIONS)



DESKTOP BROWSER BREAKDOWN

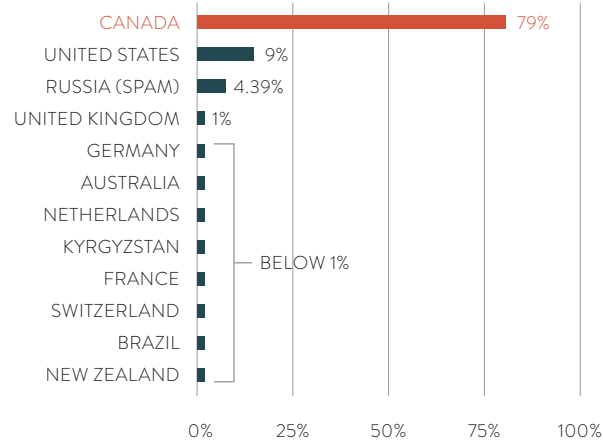


MOBILE & TABLET BROWSER BREAKDOWN

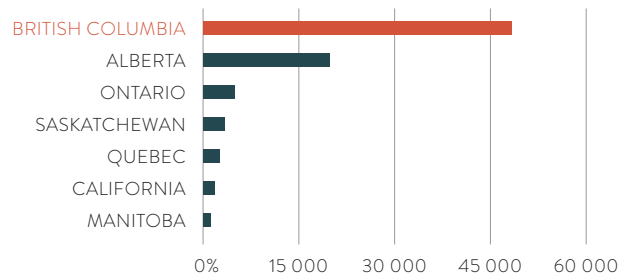


GEOGRAPHIC OVERVIEW

TOP COUNTRIES



TOP PROVINCES / STATES



TOP CANADIAN CITIES

City	Sessions
CALGARY	10,254
VANCOUVER	9,839
NELSON	4,998
CRANBROOK	4,879
KIMBERLEY	3,002
KELOWNA	2,823
EDMONTON	2,572
TRAIL	2,270
INVERMERE	1,804
CASTLEGAR	1,606
FERNIE	1,407
CRESTON	1,248
TORONTO	1,122
REVELSTOKE	918
KAMLOOPS	834
VERNON	834
SURREY	763
VICTORIA	712
SASKATOON	698
REGINA	647

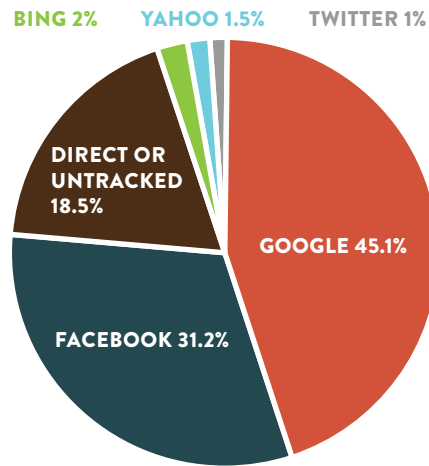


Sessions are defined as users that have visited the website. The same user may visit the Kootenay Rockies website on their desktop, then later on their iPhone. Sessions account for both new and returning users. On average, 80% of sessions are new (unique), while 20% are returning visits. (Refer to table “new vs. Returning” column on page 2).

There will be some internal traffic visiting the website from the Kimberley Office. By setting up an internal office IP filter we can open a new Analytic view and begin excluding internal traffic. 60% of these sessions (1,965) are returning users, which would suggest they are KRT staff.



TOP TRAFFIC SOURCES



NOTEWORTHY BACKLINKS

- blog.hellobc.com
- hellobc.com
- pc.gc.ca
- canada.startpagina.nl
- en.wikipedia.org
- o.canada.com
- thestar.com
- nytimes.com
- cotr.bc.ca
- flatheadbeacon.com

Other websites (domains) that link to the Kootenay Rockies website can help with users finding the right information online. However, not all links are treated equal. Links from authoritative websites like government, news publishers, Destination BC properties or even other DMO websites have far greater perceived trust than young websites that don't see as much traffic. Search engines like Google and Bing judge how authoritative a domain is based on a number of factors, but building links similar to the list above can help pass some of this domain authority to its recipient, KootenayRockies.com.

Opportunity: Continue building links from other authoritative delegates in tourism, press mentions and citations. 3rd party software like Moz, Ahrefs and SEMrush can assist in identifying link building opportunities in other parts of the web, as well as identify a more comprehensive backlink list.

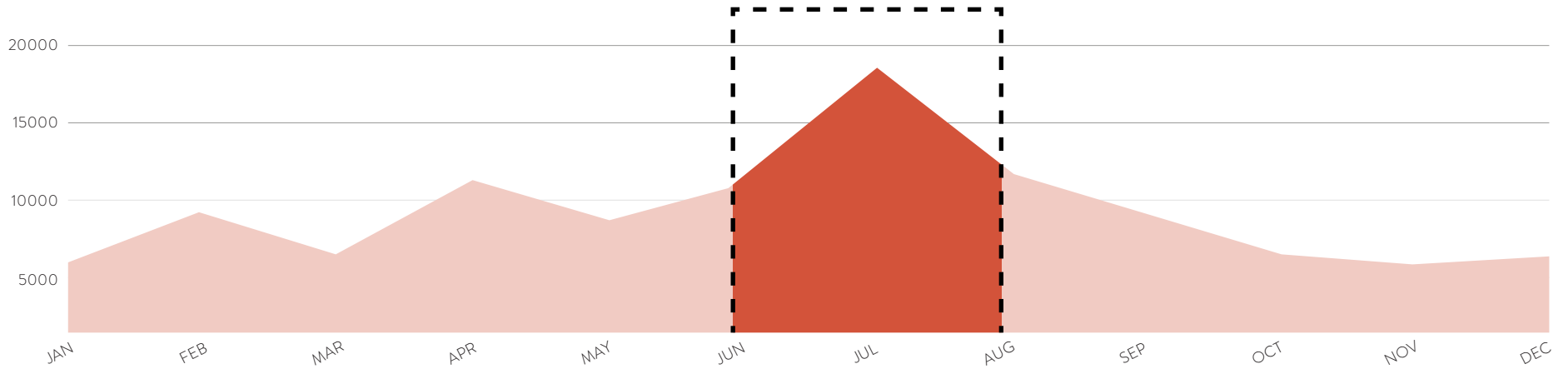
TOP REFERRING SITES



PEAK SEASON



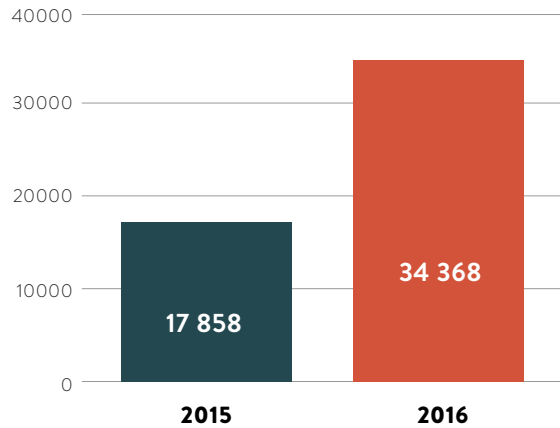
The Peak Season Report looks at the busiest 3 months of the year for site traffic: June, July, August. We look at traffic from North America. Regions beyond North America were small sample sizes or deemed spam traffic.



PEAK SEASON ACQUISITION

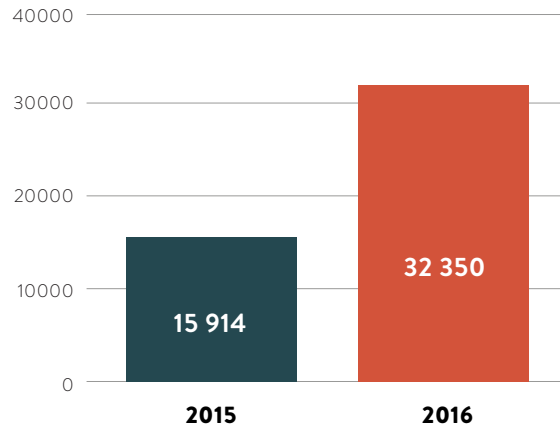
PEAK SEASON TOTAL SESSIONS

N. American Peak Season visitation ▲92% YoY



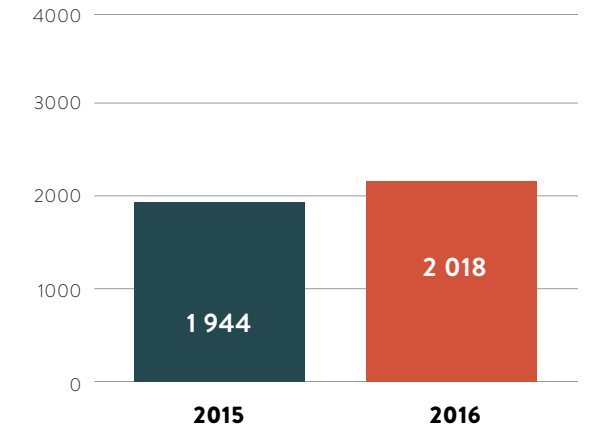
CANADA SESSIONS

Canadian Sessions ▲103% YoY



USA SESSIONS

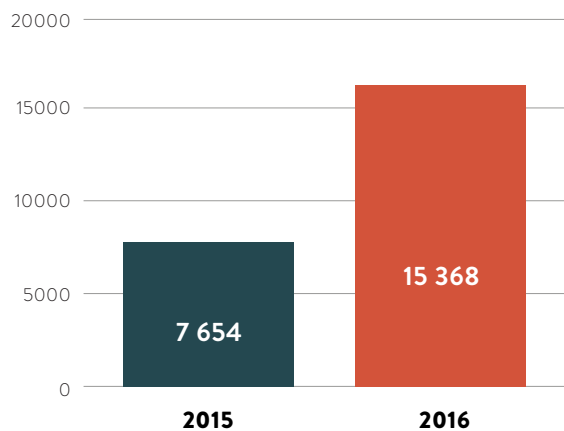
USA Sessions ▲4% YoY



MOBILE IMPACT

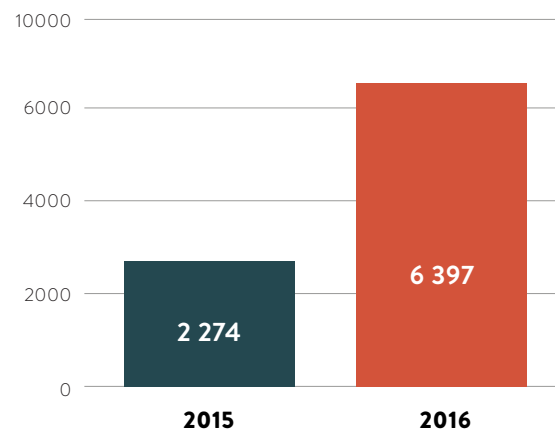
iOS

iOs visitation ▲100% YoY



ANDROID

Android visitation ▲181% YoY



CHANNEL ACQUISITION

Organic Search **16 787** ▲105% YoY

Social Media **11 026** ▲294% YoY

Direct **4 831** ▼4% YoY

Referral **1 721** ▼6% YoY

PEAK SEASON BEHAVIOUR

BOUNCE RATE

	2016	2015
MOBILE	83%	71%
DESKTOP	77%	70%
TABLET	82%	71%

PAGES PER SESSION

	2016	2015
MOBILE	1.67	2.39
DESKTOP	2.53	3.03
TABLET	1.78	2.42

AVG. SESSION DURATION

	2016	2015
MOBILE	50s	1m 13s
DESKTOP	1m 57s	2m 53s
TABLET	57s	1m 26s

PEAK SEASON

During Peak Season (June-August) kootenayrockies.com sees 41% of its annual North American traffic. Acquisition metrics are up significantly in Canada, and mobile acquisition is up more than double across our 2 main device groups iOS and Android. Organic search and Social Media (largely Facebook) fast movers in channel acquisition, while referral and direct channels have remained flat.

Acquisition metrics are generally up, but the behaviour metrics are down. The new Social Media (Facebook) traffic in 2016 is made up of largely mobile, enter-and-exit traffic. This segment is skewing our behaviour metrics downward with a bounce rate of 90%, Pages per session of 1.21, and an Average session duration of 24 seconds. This high growth segment has a short attention span, and there may be an opportunity to find ways to retain and hold this user on site for longer.



SOCIAL MEDIA



TOP SOCIAL REFERRALS BY PLATFORM



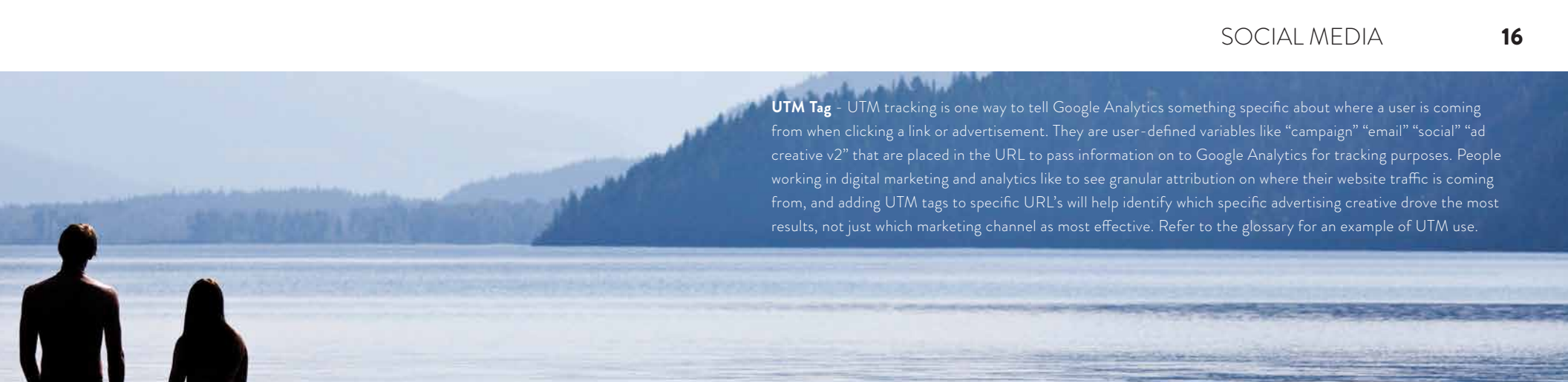
SOCIAL NETWORK	SESSIONS	PAGEVIEWS	AVG. SESSION DURATION	PAGES / SESSION
FACEBOOK	26 221 (95.09%)	33 668 (93.98%)	0:00:32	1.28
TWITTER	1 015 (3.68%)	1 433 (4.00%)	0:00:31	1.41
INSTAGRAM	188 (0.68%)	386 (1.08%)	0:01:07	2.05
LINKEDIN	41 (0.15%)	73 (0.20%)	0:01:20	1.78
REDDIT	33 (0.12%)	66 (0.18%)	0:05:18	2
GOOGLE+	22 (0.08%)	54 (0.15%)	0:05:50	2.45
TRIP ADVISOR	17 (0.06%)	81 (0.23%)	0:02:57	4.76
PINTEREST	12 (0.04%)	14 (0.04%)	0:00:05	1.17



TOP 10 SOCIAL REFERRALS BY COUNTRY

FACEBOOK	CANADA	23 048	83.58%
FACEBOOK	UNITED STATES	1 905	6.91%
TWITTER	CANADA	836	3.03%
FACEBOOK	AUSTRALIA	237	0.86%
FACEBOOK	GERMANY	153	0.55%
INSTAGRAM	CANADA	153	0.55%
FACEBOOK	UNITED KINGDOM	140	0.51%
TWITTER	UNITED STATES	105	0.38%
FACEBOOK	SWITZERLAND	54	0.20%
FACEBOOK	NETHERLANDS	53	0.19%





UTM Tag - UTM tracking is one way to tell Google Analytics something specific about where a user is coming from when clicking a link or advertisement. They are user-defined variables like “campaign” “email” “social” “ad creative v2” that are placed in the URL to pass information on to Google Analytics for tracking purposes. People working in digital marketing and analytics like to see granular attribution on where their website traffic is coming from, and adding UTM tags to specific URL's will help identify which specific advertising creative drove the most results, not just which marketing channel as most effective. Refer to the glossary for an example of UTM use.

TOP SOCIAL REFERRALS BY DEVICE

SOCIAL NETWORK	DEVICE CATEGORY	SESSIONS	PAGEVIEWS	AVG. SESSION LENGTH	PAGES / SESSION
FACEBOOK	MOBILE	14 384 (52.17%)	16 632 (46.43%)	0:00:20	1.16
FACEBOOK	DESKTOP	7 103 (25.76%)	11 434 (31.92%)	0:01:08	1.61
FACEBOOK	TABLET	4 734 (17.17%)	5 602 (15.64%)	0:00:19	1.18
TWITTER	MOBILE	539 (1.95%)	691 (1.93%)	0:00:23	1.28
TWITTER	DESKTOP	341 (1.24%)	582 (1.62%)	0:00:51	1.71

The social audience is largely mobile, and mobile tends to have a short attention span. Low pages per session suggests they commonly enter and exit on the same page. The Facebook desktop audience is far more patient, and is more likely to click into other parts of the website.

While Facebook holds the lion's share of inbound traffic, the following of Kootenay Rockies Instagram (@kootrocks) account has a growing audience but is not a strong referral source to the website. There is opportunity here to encourage link clicks in the instagram bio to strengthen the relationship between the website and the instagram audience. There is an opportunity to use UTM tagging for paid Facebook or other paid social campaigns to identify campaign names and/or specific advertising creative Google Analytic reporting.

A serene landscape photograph of a lake at dusk or dawn. The sky is filled with soft, colorful clouds in shades of blue, orange, and pink. The water is calm, reflecting the sky and the surrounding mountains. In the foreground, a large, weathered piece of driftwood lies on a pebbly shore, extending from the bottom left towards the center. The mountains in the background are dark and silhouetted against the light sky.

TOP PERFORMING BLOG POSTS

Blog content makes up 29,872 pageviews or 15% of total annual pageviews. Of which, 26,426 are entrances, largely from Facebook. There is opportunity here to reduce bounce rate and improve these pages even further by adding images, video, and internal linking to engage the user. This would also have a positive effect on organic page rank.

PAGE	PAGEVIEWS	UNIQUE PAGEVIEWS	ENTRANCES	BOUNCE RATE	% EXIT
/blog/post/swimming-holes	6 062 (20.29%)	5 658 (20.73%)	5 636 (21.33%)	94.45%	92.63%
/blog/post/top-10-whitewater	4 455 (14.91%)	4 235 (15.52%)	4 229 (16.00%)	94.63%	94.10%
/blog/post/the-pipe	3 524 (11.80%)	3 228 (11.83%)	3 215 (12.17%)	91.63%	90.78%
/blog/post/picnic-spots	1 902 (6.37%)	1 851 (6.78%)	1 837 (6.95%)	96.90%	95.79%
/blog/post/trail-events	1 536 (5.14%)	1 244 (4.56%)	1 224 (4.63%)	83.33%	75.85%
/blog/post/kootenay-ghost-towns	1 012 (3.39%)	942 (3.45%)	933 (3.53%)	76.42%	75.99%
/blog/post/farmers-market-explosion	1 002 (3.35%)	928 (3.40%)	915 (3.46%)	81.09%	79.64%
/blog/post/lakit-lookout	706 (2.36%)	648 (2.37%)	637 (2.41%)	76.42%	75.99%
/post/kootenay-unique-attractions	705 (2.36%)	661 (2.42%)	629 (2.38%)	89.67%	86.81%
/post/the-powder-highway-101	654 (2.19%)	597 (2.19%)	580 (2.19%)	88.62%	85.93%

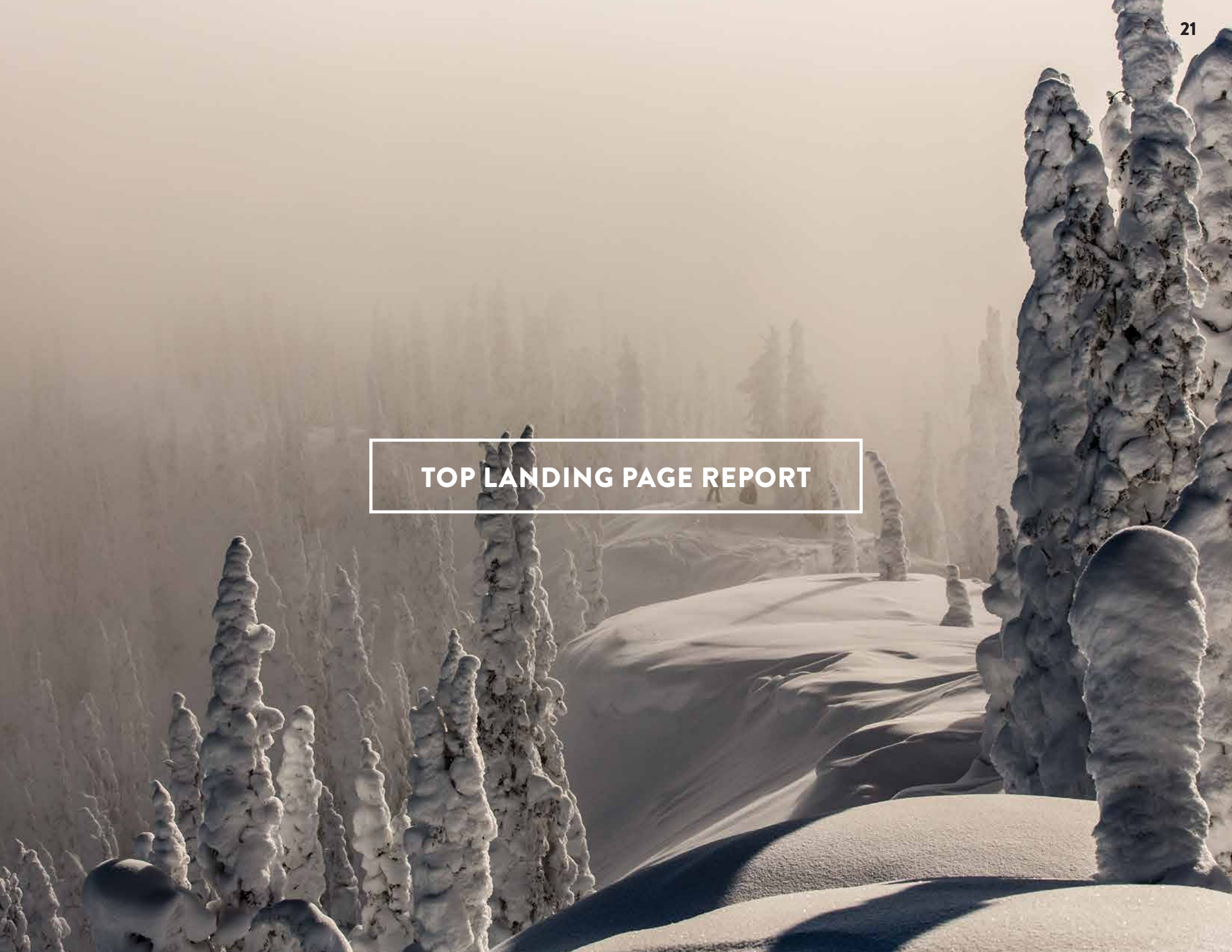
A photograph of the Aurora Borealis (Northern Lights) over a calm lake at night. The sky is a vibrant green, with the aurora appearing as a bright, vertical column of light. The lake reflects the green light, and the surrounding mountains are silhouetted against the dark sky. The foreground shows a dark, rocky shoreline.

TOP PARTNER PAGES

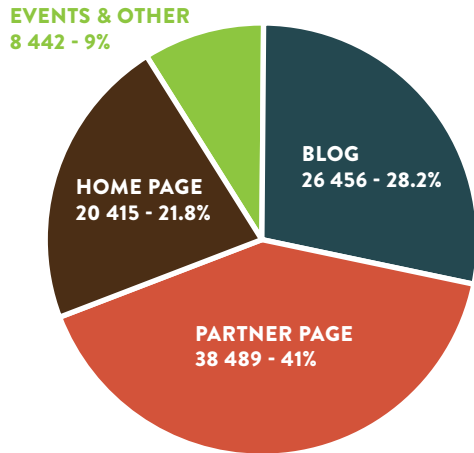
Partner pages make up 59,723 or 30% of the total annual pageviews. Of which, 38,033 are entrances, largely from Google Search. There is opportunity here to reduce bounce rate and improve these pages even further by adding images, video, and internal linking to engage the user. This would also have a positive effect on organic page rank.

PAGE	PAGEVIEWS	UNIQUE PAGEVIEWS	ENTRANCES	BOUNCE RATE
<i>/partner/ghost-towns/</i>	3 523 (5.90%)	3 202 (6.00%)	2 958 (7.78%)	90.97%
<i>/partner/hot-springs-route/</i>	3 376 (5.65%)	3 028 (5.67%)	2 708 (7.12%)	69.24%
<i>/partner/halfway-river-hot-springs/</i>	3 069 (5.14%)	2 781 (5.21%)	2 504 (6.58%)	84.78%
<i>/partner/valhalla-park/</i>	2 428 (4.07%)	2 259 (4.23%)	2 241 (5.89%)	91.88%
<i>/partner/kootenay-trout-hatchery</i>	1 492 (2.50%)	1 322 (2.48%)	1 317 (3.46%)	87.93%
<i>/partner/top-of-the-world/</i>	1 288 (2.16%)	1 210 (2.27%)	1 195 (3.14%)	92.30%
<i>/partner/buhl-creek-hot-springs/</i>	1 210 (2.03%)	1 083 (2.03%)	921 (2.42%)	83.82%
<i>/partner/mt-assiniboine/</i>	1 158 (1.94%)	1 023 (1.92%)	1 005 (2.64%)	89.45%
<i>/partner/whiteswan-lake-park/</i>	935 (1.57%)	870 (1.63%)	792 (2.08%)	90.28%
<i>/partner/kokanee-glacier/</i>	858 (1.44%)	814 (1.52%)	791 (2.08%)	92.67%

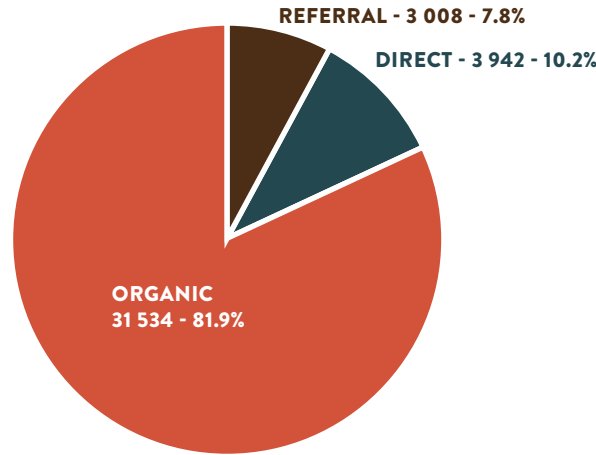
TOP LANDING PAGE REPORT



TOP LANDING PAGE REPORT



PARTNER LANDING PAGE ENTRY SOURCE

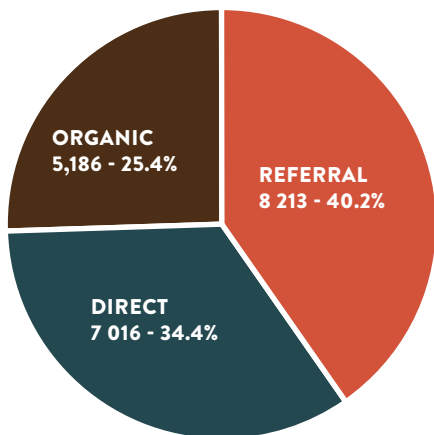


TOP LANDING PAGES BY SESSIONS

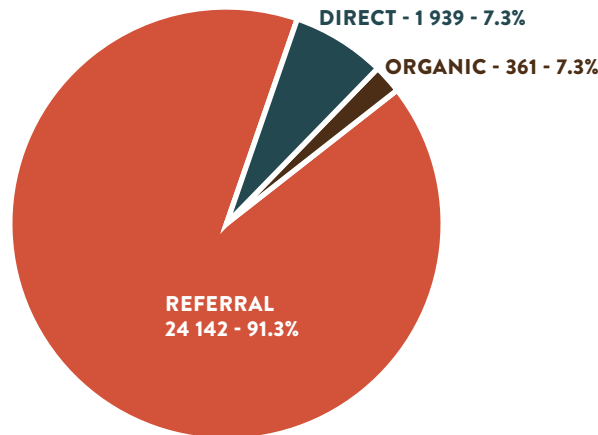
Home	20 415
/blog/post/swimming-holes	5 636
/blog/post/top-10-whitewater	4 229
/blog/post/the-pipe	3 215
/partner/ghost-towns	2 958
/partner/hot-springs-route	2 708
/partner/halfway-river-hot-springs	2 504
/partner/valhalla-park	2 241
/blog/post/picnic-spots	1 837
/cat/ski-snowboard	1 400

The Partner Page section of the website outperforms the rest of the website in acquiring organic search traffic.

HOME LANDING PAGE ENTRY SOURCE



BLOG LANDING PAGE ENTRY SOURCE



Breaking out the Blog traffic by entry source, we can see the majority (91%) of inbound traffic to the blog is coming from a Referral source. The referral source has been identified as Facebook.

Note: Referral is boosted/paid Facebook blog posts. The Kootenay Rockies blog has an opportunity to improve their keyword targeting strategy and working with other DMO's/stakeholders to cross promote blog content. This would offer a significant SEO advantage as well as referral visibility. The goal here is to diversify the blog entries between referral, direct, and organic.

A photograph of three horses running through a grassy field at sunset. The horses are in motion, kicking up dust. In the background, there are mountains and a line of trees. The sky is filled with soft, golden light from the setting sun. A white rectangular box is overlaid on the image, containing the text "SITE SPEED".

SITE SPEED

Website load times have become increasingly important as a part of Google's algorithm, especially with the growth of the mobile segment. There is strong correlation between website load times and behaviour metrics (bounce rate, time on site, pages per session). There are opportunities both on page and hosting upgrades to improve load times. Google recommends an average page load time between 2-3 seconds for desktop. This is more challenging for some mobile devices relying on 3G (or worse) network speeds, however the desktop load time is a good benchmark to strive for.

	AVG. PAGE LOAD TIME	PAGEVIEWS	BOUNCE RATE
DESKTOP	3.72s	104 607 - 53.99%	75.79%
MOBILE	6.67s	64 022 - 33.04%	81.77%
TABLET	5.24s	25 136 - 12.97%	78.51%



A close-up, side-profile photograph of a brown bear standing in a lush green field. The bear's fur is thick and dark brown, with some lighter patches on its face. The background is a soft-focus field of tall grasses. A white rectangular box with a thin black border is centered over the bear's midsection, containing the text 'ANALYTICS GLOSSARY' in a bold, white, sans-serif font.

ANALYTICS GLOSSARY

PAGEVIEW

Every time a page is loaded where Google Analytics tracking code is present, a pageview is recorded.

SESSION

A session is inclusive of all activity of a person from when they first load a page on your site (recorded by GA) until they close the page or don't interact for 30 minutes (by default).

USER

A user is supposed to be an individual, but really can be considered a unique browser, by device. For example the same individual could access a website from their desktop and mobile phone in 2 different sessions, and Analytics may count this as 2 different users.

NEW VS RETURNING USER

New users are browsers who do not have cookies from a previous visit to the site.

COOKIES

stored or cached information from websites saved to a web browser.

WEB BROWSER

Safari, Chrome, Internet Explorer, Firefox are examples of web browsers

GA

Google Analytics

SESSION DURATION

time measured from the first page load to the last interaction with a website

BOUNCE

a bounce is recorded when a page is loaded but there is no interaction recorded with the webpage

PAGES / SESSION

number of pages recorded per session (average)

ORGANIC SEARCH

Search engine traffic, not paid for

BACKLINK

a website link to another website is also called a backlink. Backlinks are shown as referral's in Google Analytics. A Backlink from a website of high authority can improve the recipient pagerank in Google Search and overall SEO.

UTM TAG

UTM tracking is one way to tell Google Analytics something specific about where a user is coming from when clicking a link or advertisement. They are user-defined variables like “campaign” “email” “social” “ad creative v2” that are placed in the URL to pass information on to Google Analytics for tracking purposes. People working in digital marketing and analytics like to see granular attribution on where their website traffic is coming from, and adding UTM tags to specific URL’s will help identify which specific advertising creative drove the most results, not just which marketing channel as most effective.

Here’s a practical example of when it makes sense to use UTM tagging.

Facebook Advertising

KRT is running a Facebook Ad campaign. They have 3 newsfeed ads each with a different image and text. A landing page has been set up on the KRT website and they plan to send Facebook traffic to this page to fill out an inquiry form. While running the Facebook campaign, each ad variant will have different engagement metrics, but by default all the traffic that clicks through to the landing page will be categorized as Facebook/referral. In order for KRT to determine which creative returned the highest conversion rate, they would need to create a UTM tagged URL for each Ad variant.

Eg:

Ad Creative UTM URL #1: https://www.kootenayrockies.com/contest/?utm_source=facebook&utm_medium=cpc&utm_content=summer-bike

Ad Creative UTM URL #2: https://www.kootenayrockies.com/contest/?utm_source=facebook&utm_medium=cpc&utm_content=summer-golf

Ad Creative UTM URL #3: https://www.kootenayrockies.com/contest/?utm_source=facebook&utm_medium=cpc&utm_content=summer-fish

Examine the 3 example URL’s above. Everything after the landing page URL “?” are the UTM parameters

utm_source

utm_medium

utm_content

The advertiser would take each URL shown above and set as the destination URL for each respective ad in Facebook. These parameters tell Google Analytics that the user came from Facebook (source) as a result of an ad click (medium), and we can identify which creative (content) converts at the lowest price or cost-per-conversion.

Here is a UTM URL builder tool provided by Google:

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

KOOTENAY ROCKIES TOURISM

Google Analytics Annual Report 2016

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Questions or comments?
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