



# Page County Tourism Council

County Government Center · 103 S. Court St. · Luray, VA 22835

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Agenda  
Regular Meeting  
Government Center  
Board of Supervisors' Room  
4 p.m. Jan. 14, 2026

## **Call to Order**

## **Adoption of Agenda**

## **Approval of Meeting Minutes**

- Oct. 8, 2025

## **Approval of 2026 Meeting Schedule**

## **Town of Shenandoah TOT Requests**

- Town Museum and Welcome Center Request
- Sign Review

## **Committee Reports**

- Events Committee
- VA250 Committee
- Marketing Committee

## **Old Business**

## **New Business**

- October + November 2025 Digital Campaign Report
- October + November 2025 SEO Reports

## **Director's Report**

## **Open Public Comments**

## **Council Members' Time**

## **Adjourn**

**Minutes**  
**Page County Tourism Council**  
**Regular Meeting**  
**Oct. 8, 2025**

**Members Present**

J.D. Cave, Chairman (At-Large)  
Helen Morton, Vice Chairwoman (District 3)\*  
Brittany Montgomery (District 1)  
Hap Smith (District 2)  
Cara Sottosanti (District 4)

*\* Councilwoman Morton left the meeting at 4:59 p.m., during the director's report.*

**Members Absent**

Danielle Dinges (Industry Representative-Agritourism)

**Staff Present**

Nina Fox, Director of Economic Development and Tourism  
Rebecca Armstrong, Communications and Marketing Coordinator

**Others Present**

None

**Call to Order**

Chairman Cave called to order the regular meeting of the Page County Tourism Council at 4 p.m. on Wednesday, Oct. 8, 2025, in the Board of Supervisors' Room of the Page County Government Center at 103 S. Court St., Luray.

**Adoption of Agenda**

Councilwoman Montgomery **moved** to adopt the Oct. 8, 2025 meeting agenda with three additions under "new business": the review of the September 2025 SEO report, the discussion of a tourism management plan and the review of a TOT funding request for a map project. The motion was seconded by Councilwoman Morton and unanimously carried.

**Approval of Meeting Minutes**

Councilwoman Montgomery **moved** to approve the meeting minutes of Sept. 10, 2025 as presented. The motion was seconded by Councilman Smith and unanimously carried.

**Committee Reports**

**Events Committee**

Fox reported that 11 teams registered for the inaugural Shenandoah Sizzle Backyard BBQ Contest, scheduled for Sunday, Oct. 12, at the Page Valley Fairgrounds during the Page County Heritage Festival. She noted that additional judges were needed and would be secured before the start of the event, which is officially sanctioned by the Kansas City Barbeque Society. She reported that electricity students at the

Page County Technical Center were working to build a power distribution board needed for the contest in exchange for the cost of materials and that the Page County Economic Development and Tourism Department would make a \$500 donation to the school plus the cost of materials for the project.

### **VA250 Committee**

Armstrong reported that the Page County VA250 Committee was still working to finalize plans for the creation and placement of four historical markers throughout the county, as well as dedication ceremonies and celebrations throughout the 2026 commemoration year. She noted that the committee did not receive a grant they'd applied for through the state commission and that a final round of funding for VA250 projects through a Virginia Tourism Corp. grant program was set to close soon. Armstrong reported that the program encourages regional collaborations between communities and that based on program requirements, Page County was likely not eligible to receive funding. Council members discussed project cost estimates. Councilwoman Montgomery **moved** that the Page County Tourism Council recommend that the Page County Board of Supervisors approve an allocation request of \$20,000 in restricted transient occupancy tax revenue for the VA250 projects, plus an additional \$20,000 in restricted transient occupancy tax revenue if needed, as determined by staff. The motion was seconded by Councilwoman Sottosanti and unanimously carried.

### **Marketing Committee**

Armstrong reported there was no official marketing committee report, as staff continued to finalize ad campaigns for calendar year 2026, including ads in the Virginia Travel Guide, VRLTA Virginia Travel Guide and Shenandoah Valley Travel Guide.

### **Old Business**

#### **Discussion of Recreation/Wellness Center**

Fox asked to add a discussion about a proposed recreation and wellness center to the agenda under "old business" and reported that the discussion was included on the Page County Board of Supervisors' Oct. 6 agenda. During the Oct. 6 work session, she continued, Supervisor Keith Guzy led a discussion about the possibility of establishing a recreation and wellness center on 6.8 acres owned by the county located behind the Page County Technical Center. She said that possible activities at the facility include basketball, volleyball, pickleball, baseball, softball, indoor soccer and futsal, a walking track, a golf simulator and multi-use outdoor fields, according to Supervisor Guzy. Fox said that Guzy reported during the work session that he and Page County Recreation Program Coordinator Andrew Good had worked on projections to construct and open the facility, which they estimated to cost between \$5.5 million and \$6.5 million.

Fox reported that Supervisor Guzy underscored the possibility of utilizing funds from three different sources: carryover funds from restricted transient occupancy tax revenue; the county's fund balance; and a bank loan. She noted that supervisors voted unanimously to initiate a request for proposals for the proposed project's design build.

Council members discussed the council's long-held hope that carryover funds from restricted TOT revenue be earmarked for a large-scale project that meets state requirements related to bolstering overnight visitation while also benefiting community members. They discussed if a community recreation and wellness center would attract overnight visitors, if supervisors were considering assessing the feasibility of constructing a small sports complex that could also be utilized as a community center and if supervisors planned to consult the tourism council.

## **New Business**

### **September 2025 Digital Campaign Report**

Council members reviewed a report highlighting Page Valley’s digital campaign performance in September 2025. Council members asked about the possibility of scheduling a time with members of Page Valley’s Advance Travel and Tourism team to present information to the council to help them better understand the monthly reports. Staff reported that they would reach out to account executive Becca Meyers about scheduling a time to present in the coming year.

### **September 2025 SEO Report**

Council members reviewed September’s SEO report.

### **Tourism Management Plan Discussion**

Fox led a discussion about developing a multi-year tourism management plan outlining strategic goals by year. She noted that the current plan was implemented after the tourism council formed in July 2021. Chairman Cave recommended that staff revise and update the management plan and share it with council members by email for their input before reviewing it at a future meeting. The council by consensus requested that staff update the plan with a goal of presenting it at a council meeting in the new year.

### **TOT Funding Request: SNP Map**

Fox led a discussion about a map of Shenandoah National Park being created by the Neighbors of Shenandoah National Park group, a partnership between the park and the communities that border it, including Page County. Fox reported that the project recently received grant funding, with each “Neighbor” partner contributing \$1,000 as a match. The brochure-style map will also include information about the park’s gateway communities, including Page. Councilwoman Morton **moved** that the tourism council recommend that the Page County Board of Supervisors approve an allocation request of \$1,000 in restricted transient occupancy tax revenue for the project. The motion was seconded by Councilwoman Montgomery and unanimously carried.

## **Director’s Report**

Fox reported that, following up on plans to form a steering committee as discussed during a joint meeting on Sept. 2 between the Page County Board of Supervisors and the Page County Planning Commission, supervisors unanimously appointed members to a new short-term rentals subcommittee during supervisors’ Oct. 6 work session. She reported that the subcommittee will be tasked with identifying possible solutions to issues related to housing, with a goal of reporting back to supervisors in 90 days. Subcommittee members include District 3 Supervisor Ryan Cubbage, who will serve as chairman of the subcommittee; District 1 Page County Planning Commissioner Cathy Grech; District 4 Page County Tourism Councilwoman Cara Sottosanti; Page County Zoning Administrator I Tracy Clatterback; and Fox.

## **Open Public Comments**

There were no open public comments.

## **Council Members’ Time**

Councilwoman Sottosanti inquired about a “packages and deals” section on pagevalley.org, noting that she wished more industry partners opted to feature packages and deals on the website. She noted farmland concerns as the Page County Planning Commission works to update the county’s comprehensive plan. Council members discussed a three-year contract between supervisors and the Luray-Page County Chamber of Commerce to operate a visitor center, noting that the contract is now in its second year.

## **Adjourn**

The meeting adjourned at 5:08 p.m.



## Page County Tourism Council 2026 Meeting Schedule

*The Page County Tourism Council meets monthly at 4 p.m. on the second Wednesday of each month in the Page County Board of Supervisors' Room of the Government Center at 103 South Court Street in Luray, unless otherwise noted.*

- 4 p.m. Wednesday, Jan. 14
- 4 p.m. Wednesday, Feb. 11
- 4 p.m. Wednesday, March 11
- 4 p.m. Wednesday, April 15
- 4 p.m. Wednesday, May 13
- 4 p.m. Wednesday, June 10
- 4 p.m. Wednesday, July 8
- 4 p.m. Wednesday, Aug. 12
- 4 p.m. Wednesday, Sept. 9
- 4 p.m. Wednesday, Oct. 14
- 4 p.m. Wednesday, Nov. 4

*\* first Wednesday of the Month*

- 4 p.m. Wednesday, Dec. 9

DRAFT



ljenkins@townofshenandoah.com

September 29, 2025 at 3:36 PM

TOT

To: Nina Long Fox, Rebecca T. Armstrong, Cc: Tyler Olsen

Details

[NOTICE: DO NOT CLICK on links or open attachments unless you are sure the content is safe. No email should ever ask you for your username or password.]

Hello,

I would like to apply for the newest release of TOT funds in the amount of \$25,000 for the Town of Shenandoah. I have attached the Museum's FY 24-25 expenses and the FY 24-25 visitor data. The money would go towards reimbursing the Town of Shenandoah for the FY 24-25 Museum expenses.

Thank you!

Lora Turner  
Museum Curator  
Town of Shenandoah  
(540) 652-8773

[www.townofshenandoah.com](http://www.townofshenandoah.com)

<https://www.instagram.com/townofshenandoahva>

<https://www.facebook.com/profile.php?id=100039607879698>

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**\*\*Please be aware that correspondence sent by or to the Town of Shenandoah Council and/or the Town staff is subject to Virginia's Freedom of Information Act\*\***

Budget vs Actual Funds - 10 Fiscal Period From - 7/1/2024 Thru - 6/30/2025

1 of 1

Type	Dept Des	Disp Acct	Budget	YTD	Variance	Prcnt
Type: Expenses						
Expenses	Museum	10-580-0000 The Museum	\$0.00	\$0.00	\$0.00	0.00%
Expenses	Museum	10-580-0100 The Museum - Salaries	\$56,934.00	\$63,618.68	(\$6,684.68)	111.74%
Expenses	Museum	10-580-0300 The Museum - FICA	\$4,268.00	\$4,432.20	(\$164.20)	103.85%
Expenses	Museum	10-580-0500 The Museum - Retirement	\$7,633.00	\$7,675.98	(\$42.98)	100.56%
Expenses	Museum	10-580-0600 The Museum - Electric	\$5,100.00	\$6,563.65	(\$1,463.65)	128.70%
Expenses	Museum	10-580-0700 The Museum - Expenses	\$3,000.00	\$2,029.03	\$970.97	67.63%
Expenses	Museum	10-580-0800 The Museum - Telephone	\$2,500.00	\$1,341.90	\$1,158.10	53.68%
Expenses	Museum	10-580-1000 The Museum - Building Maintenance	\$5,000.00	\$2,249.01	\$2,750.99	44.98%
Expenses	Museum	10-580-1100 The Museum - Computer & Equipment	\$600.00	\$432.00	\$168.00	72.00%
Expenses	Museum	10-580-1200 The Museum - Miscellaneous	\$7,000.00	\$67.61	\$6,932.39	0.97%
Expenses	Museum	10-580-1500 The Museum Expenses	\$0.00	\$0.00	\$0.00	0.00%
			\$92,035.00	\$88,410.06	\$3,624.94	96%

Town of Shenandoah Museum  
FY24-25 Visitation

State	Number of Visitors	Percentage
AK		
AL	8	0.40
AZ	7	0.3
CA	7	0.3
CO	5	0.23
CT	2	0.09
DE	5	0.23
FL	32	1.45
GA	10	0.45
IA	3	0.14
ID	2	0.09
IN	11	0.5
KS	2	0.09
KY	7	0.3
LA	2	0.09
MA	1	0.05
MD	60	2.7
ME		
MI	8	0.4
MN		
MO	8	0.4
MS		
MT		
NC	52	2.3
NE		
NH	5	0.23
NJ	22	1
NM	1	0.05
NV	2	0.09
NY	30	1.4
OH	63	2.8
OR	3	0.14
PA	68	3.1
SC	20	0.9
TN	20	0.9
TX	12	0.54
UT	1	0.05
VA w/in 50 Miles	1482	67.00
VA more than 50 miles	215	10.00
WA		
WI		
WV	8	0.4
WY	1	0.05
DC	4	0.18

Total Visitors

2213

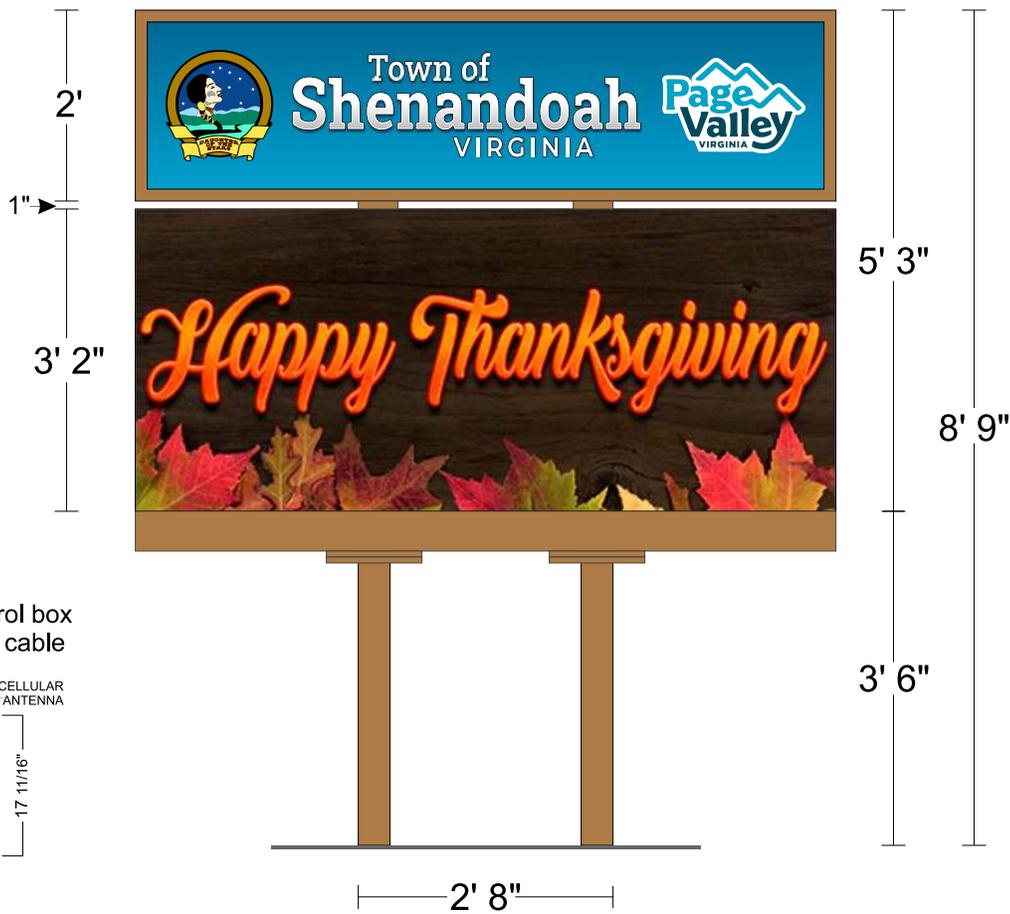
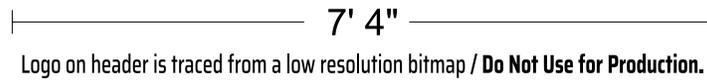


Town of Shenandoah Museum  
FY24-25 Visitation

Country	Number of Visitors	Percentage
Czech Republic	2	0.09
UK	8	0.4
Netherlands	3	0.14
Turkey	1	0.05
Israel	4	0.18
Spain	2	0.09
Italy	1	0.05
France	1	0.05
Germany	2	0.09



Logo graphics obtained from websites are insufficient quality for the large format printing process. Please see our website <https://www.stewartsigns.com/artwork/requirements> for acceptable file formats. **VECTOR FILE PREFERRED.**



**Stewart Signs**  
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Atlas 10.66mm 90x210

(200) Sk: 1069340-2 Cust: 3206696  
 10/17/2025 CgO/aDix PROPOSAL  
 Scale: 1/2"=1' ID/Support color: Caramel

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please confirm that all lettering, colors and graphics are correct before signing. Changes to artwork after signature is received will incur a \$500 art change fee.





# INTEGRATED SOLUTIONS

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# CAMPAIGN STRATEGY

## DREAM



### Discovering Destinations

Building Wanderlust

*Gathering trip inspiration*

## PLAN



### Exploring Possibilities

Mapping out the Visit

*Destination-specific logistics*

## BOOK



### Choose and Purchase

Finalizing the Itinerary

*Amenity selection*

## SHARE



### Experience and Relive

"Honeymoon Phase"

*Telling their unique story*

# Executive Summary



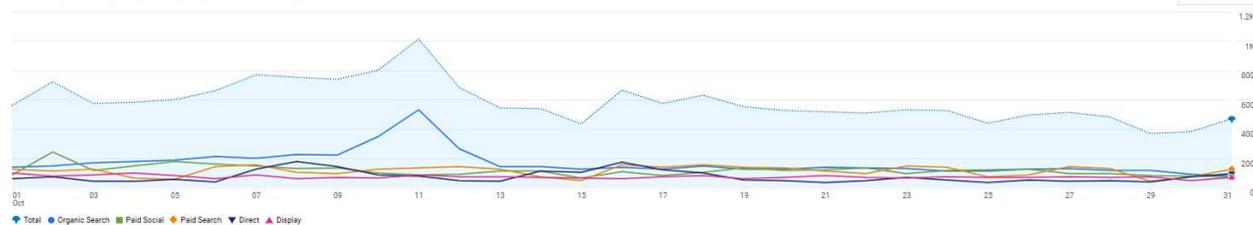
# Executive Summary Insights

Reporting Dates: 2025-10-01 - 2025-10-31

In October, the Advance campaigns drove **45%** of all user introductions - this was **8,605** out of **18,798** total users. Advance campaign users viewed more than **17.4K** pages, accounting for **43%** of the total pages viewed. Of the event actions that took place, **75K** were performed by Advance target audiences, accounting for **40%** of total event actions performed.

## Onsite Performance:

New users by First user primary channel group (Default Channel Group) over time



First user prim...Channel Group	New users	Total revenue	Transactions	Average 120d value
Total	18,154 100% of total	\$0.00	0	\$0.00
1 Organic Search	5,183 (28.55%)	\$0.00 (-)	0 (-)	\$0.00
2 Paid Social	3,619 (19.94%)	\$0.00 (-)	0 (-)	\$0.00
3 Paid Search	3,537 (19.48%)	\$0.00 (-)	0 (-)	\$0.00
4 Direct	2,308 (12.71%)	\$0.00 (-)	0 (-)	\$0.00
5 Display	2,269 (12.5%)	\$0.00 (-)	0 (-)	\$0.00
6 Referral	625 (3.44%)	\$0.00 (-)	0 (-)	\$0.00
7 Organic Social	426 (2.35%)	\$0.00 (-)	0 (-)	\$0.00
8 Unassigned	105 (0.58%)	\$0.00 (-)	0 (-)	\$0.00
9 Paid Video	34 (0.19%)	\$0.00 (-)	0 (-)	\$0.00
10 Audio	29 (0.16%)	\$0.00 (-)	0 (-)	\$0.00

Year over year, users are up 4% going from 18,015 to 18,798. Advance campaigns are up 19% in total users YoY.

**838,182**

**Impressions**

-

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**12,708**

**Clicks**

-

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**1.52%**

**CTR**

-

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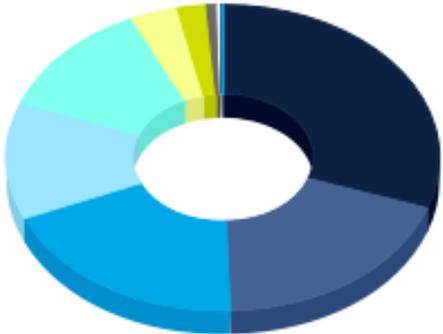
# Onsite Performance



# Top Acquisition Channels

## Top Acquisition Channels

Total Users



- organic search : 6,394
- paid social : 4,011
- direct : 2,562
- organic social : 461
- paid video : 34
- paid other : 16
- organic video : 3
- paid search : 4,017
- display : 2,605
- referral : 743
- unassigned : 161
- audio : 29
- email : 8

# Solutions Overview

Solution	Impressions	Clicks	CTR
Social	384,005	4,516	1.18%
Video & Audio	323,197	67	0.02%
Display	81,314	3,779	4.65%
PPC	49,666	4,346	8.75%
Email			
SEO			
Sponsor Content			
Lat-Long Display			

Display



# Display Insights

Reporting Dates: 2025-10-01 - 2025-10-31

October we saw an increase in impressions by 6%!  
With over **81K** ads delivered, the ads are being engaged with highly and well above the benchmark of 0.10% CTR with a performance of **4.65%**

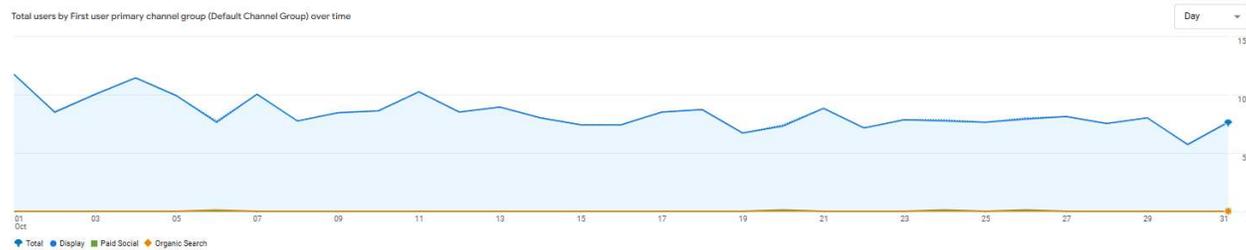
View thru attribution is up 51% with 54 individuals being served your ad and not taking action at first but come back within 30 days.

## Your most seen ads:

Over half of the impressions delivered were with the evergreen ad performing over a 5% CTR

## Onsite Performance:

Total users by First user primary channel group (Default Channel Group) over time



	First user prim...Channel Group	Session campaign	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events	User key event rate All events
Total			2,349 12.5% of total	2,269 12.5% of total	154 6.88% of total	3s Avg -91.55%	0.21 Avg -88.18%	11,013 5.93% of total	1.00 0.03% of total	0.04% Avg -99.6%
1	Display	advance_network_fall	1,333 (56.75%)	1,267 (55.84%)	82 (53.25%)	4s	0.23	6,325 (57.43%)	0.00 (0%)	0%
2	Display	advance_network	604 (25.71%)	559 (24.64%)	52 (33.77%)	3s	0.21	2,726 (24.75%)	1.00 (100%)	0.17%
3	Display	advance_network_fall_fun	450 (19.16%)	443 (19.52%)	23 (14.94%)	1s	0.15	1,951 (17.72%)	0.00 (0%)	0%
4	Paid Social	advance_network_fall	2 (0.09%)	0 (0%)	0 (0%)	0s	0.00	9 (0.08%)	0.00 (0%)	0%
5	Organic Search	advance_network	1 (0.04%)	0 (0%)	0 (0%)	0s	0.00	2 (0.02%)	0.00 (0%)	0%

2,300 users came to the website from display ads!

81,314  
Impressions

3,779  
Clicks

4.65%  
CTR

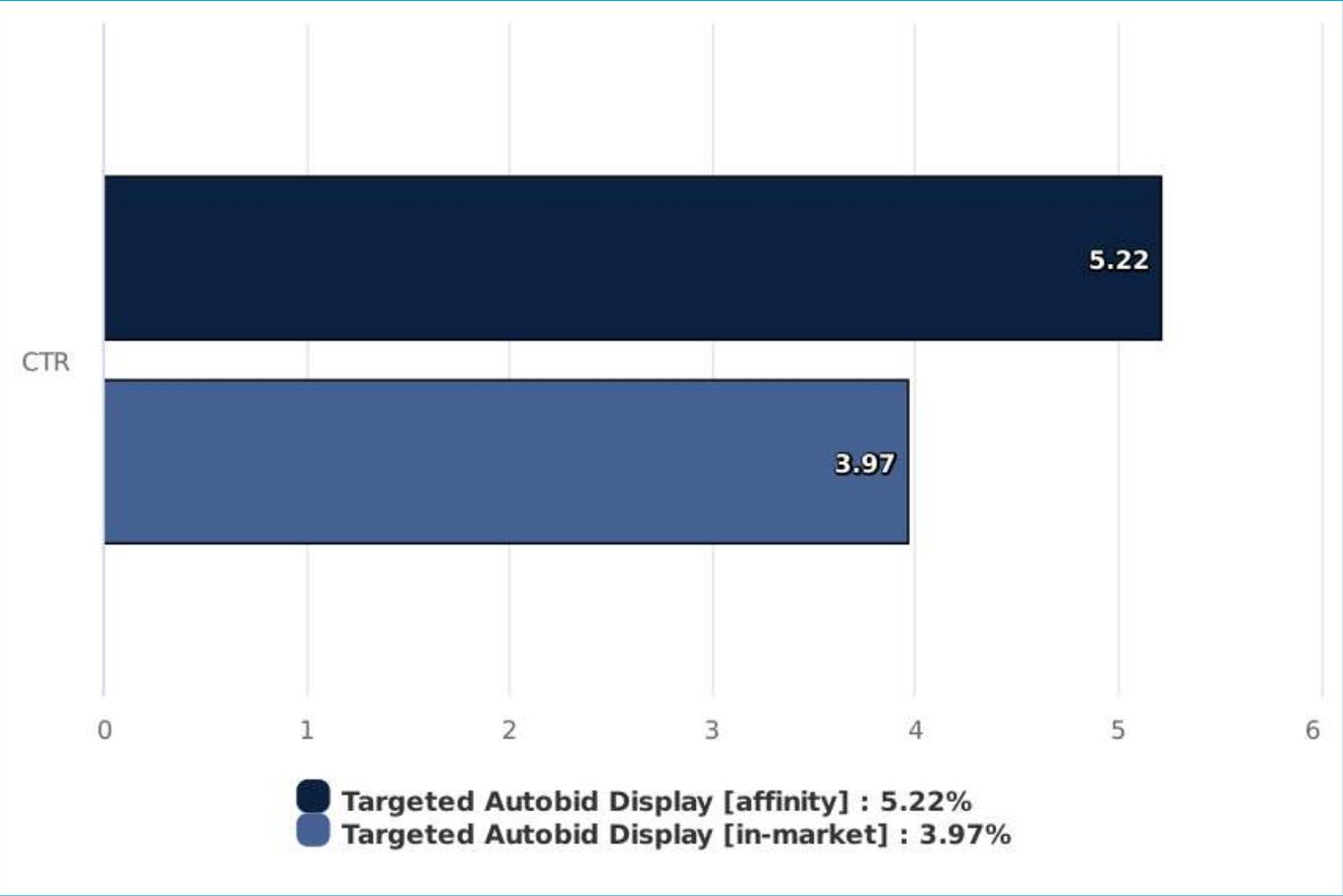
54  
View Thru Attribution

2,211  
Click Thru Attribution

2,265  
Total Attribution

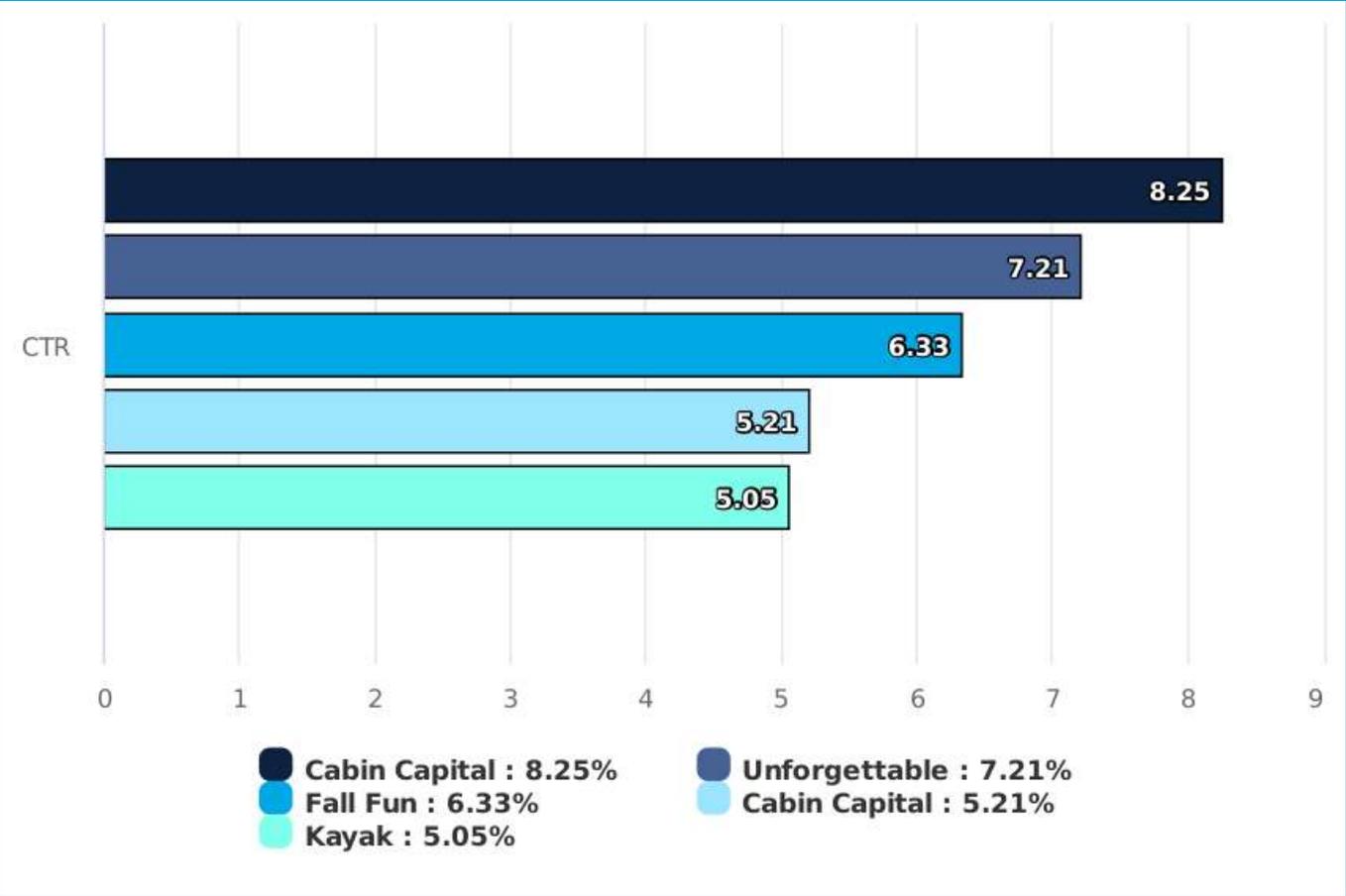
# Extended Reach Performance - Top Campaigns

Extended Reach Performance - Top Campaigns



# Extended Reach Performance - Top Creative

Extended Reach Performance - Top Creative



# Extended reach Top 3 Creatives



# Onsite Performance



Social



# Social Insights

Reporting Dates: 2025-10-01 - 2025-10-31

Fall ads started October 7th

Awareness Campaign

Age	Gender	Impressions	Clicks (all)	CTR (all)	Page Engagement
18-24	Male	48,713	95	0.20%	1,333
18-24	Female	43,866	109	0.25%	1,424
25-34	Male	41,321	105	0.26%	1,131
25-34	Female	34,884	89	0.26%	895
35-44	Male	31,587	50	0.16%	785
35-44	Female	24,727	26	0.11%	505
45-54	Male	10,362	38	0.37%	442
45-54	Female	12,341	23	0.19%	263
55-64	Male	10,273	8	0.08%	191

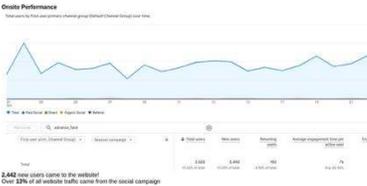
Most seen ad for awareness:



Traffic Campaign

Age	Gender	Impressions	Clicks (all)	CTR (all)	Page Engagement
18-24	Female	34,577	1,090	3.15%	2,875
18-24	Male	58,005	788	1.36%	2,764
25-34	Female	19,011	471	2.48%	1,207
25-34	Male	32,181	368	1.15%	1,022
35-44	Female	9,835	346	3.52%	810
35-44	Male	6,601	233	3.53%	493
45-54	Male	7,738	203	2.62%	868
55-64	Male	6,302	158	2.51%	445
55-64	Female	2,766	66	2.37%	101
65+	Male	5,002	103	2.06%	194

Most engaged ad:



384,005 Impressions

4,516 Clicks

1.18% CTR

19,346 Total Engagements

6 Total Comments

205 Total Reactions

7 Post Saves

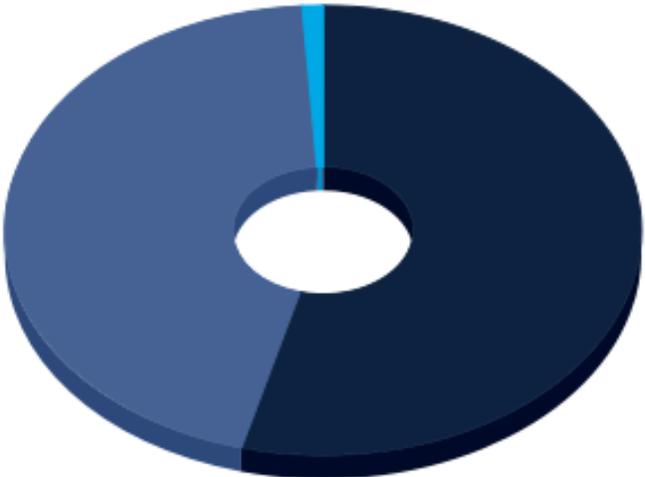
14 Total Shares

3,415 Link Clicks

# Facebook/Instagram Performance by Gender

Facebook/Instagram Performance by Gender

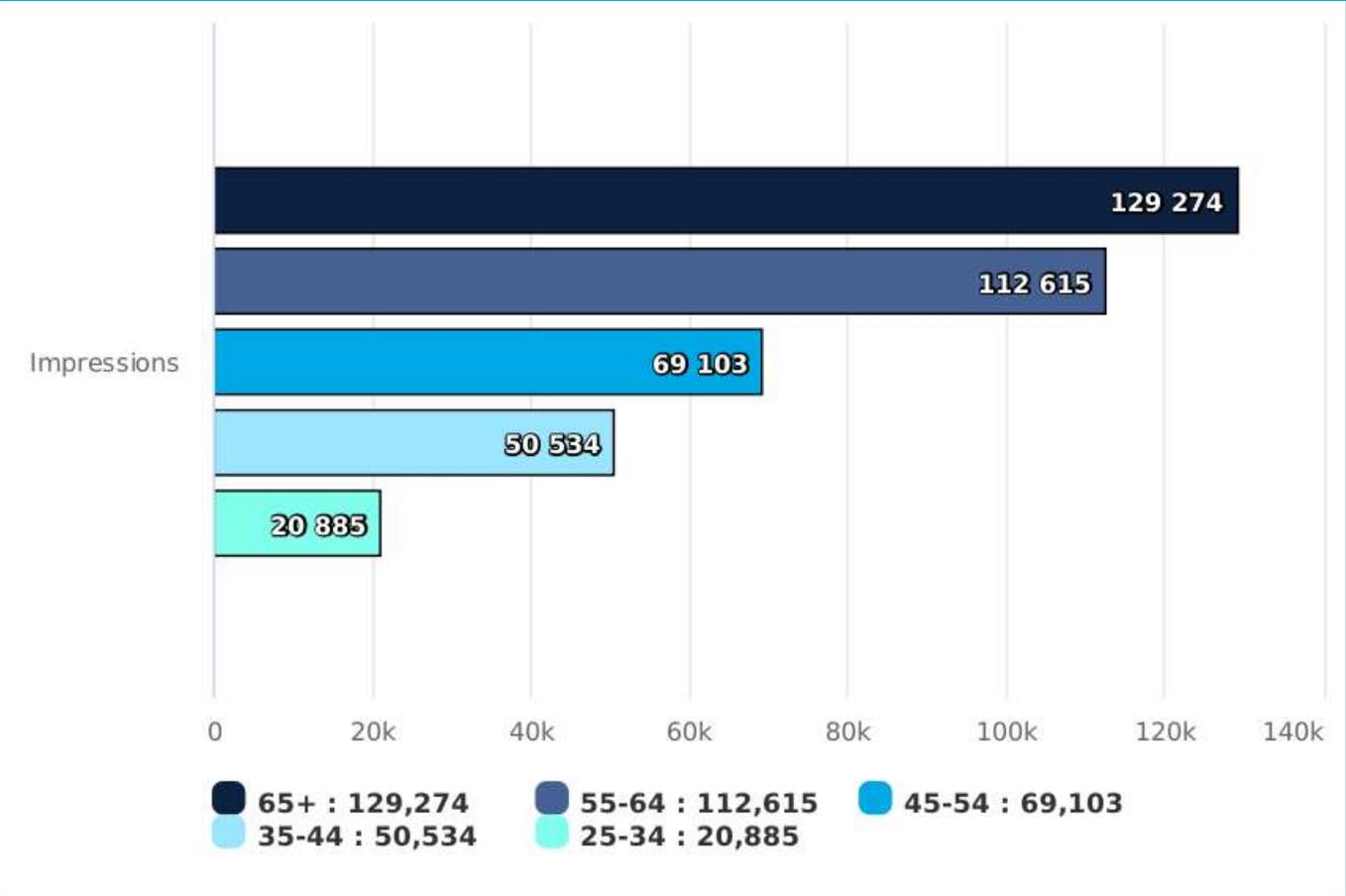
Impressions



male : 207,886    female : 172,096    unknown : 4,023

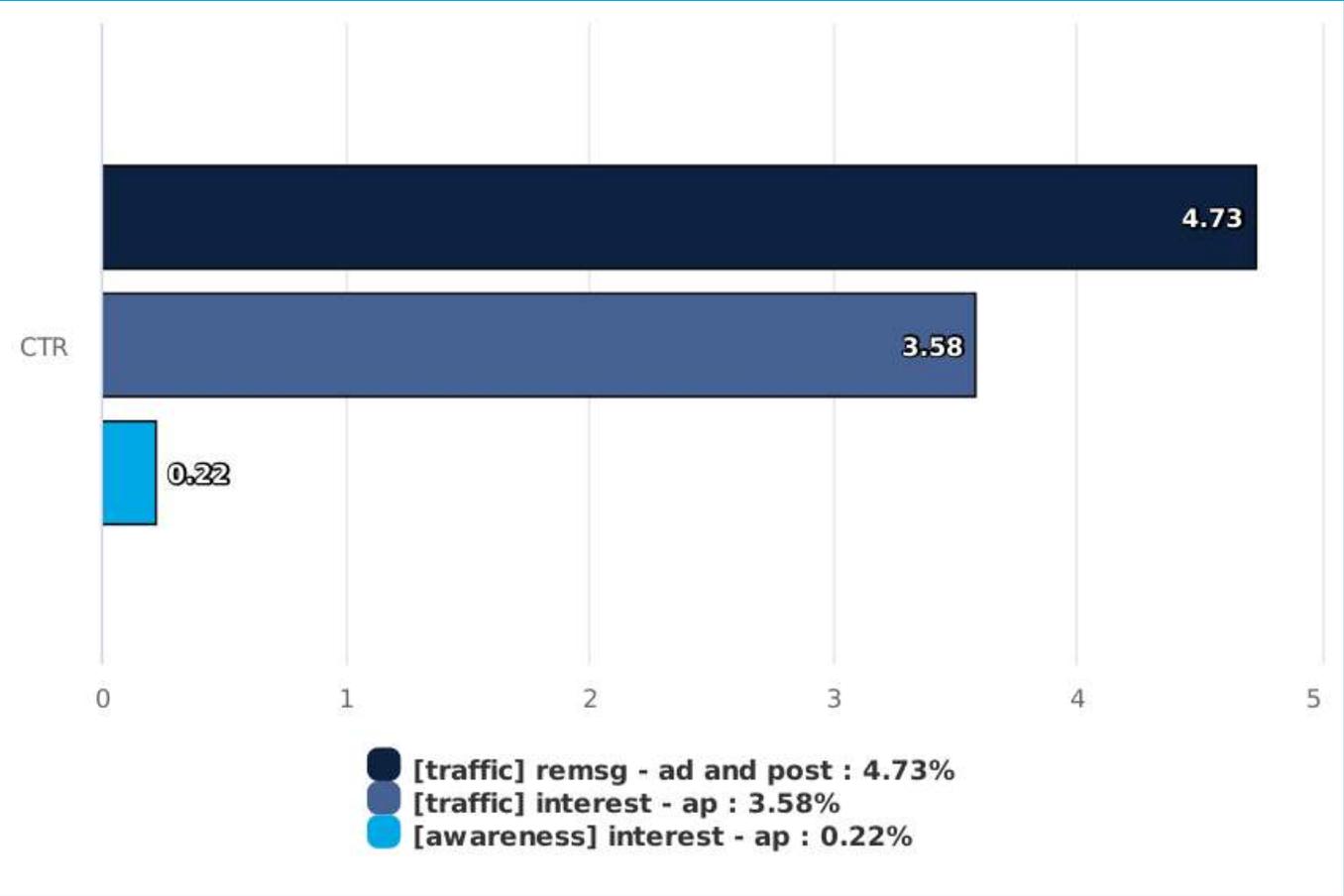
# Facebook/Instagram Performance by Age

Facebook/Instagram Performance by Age



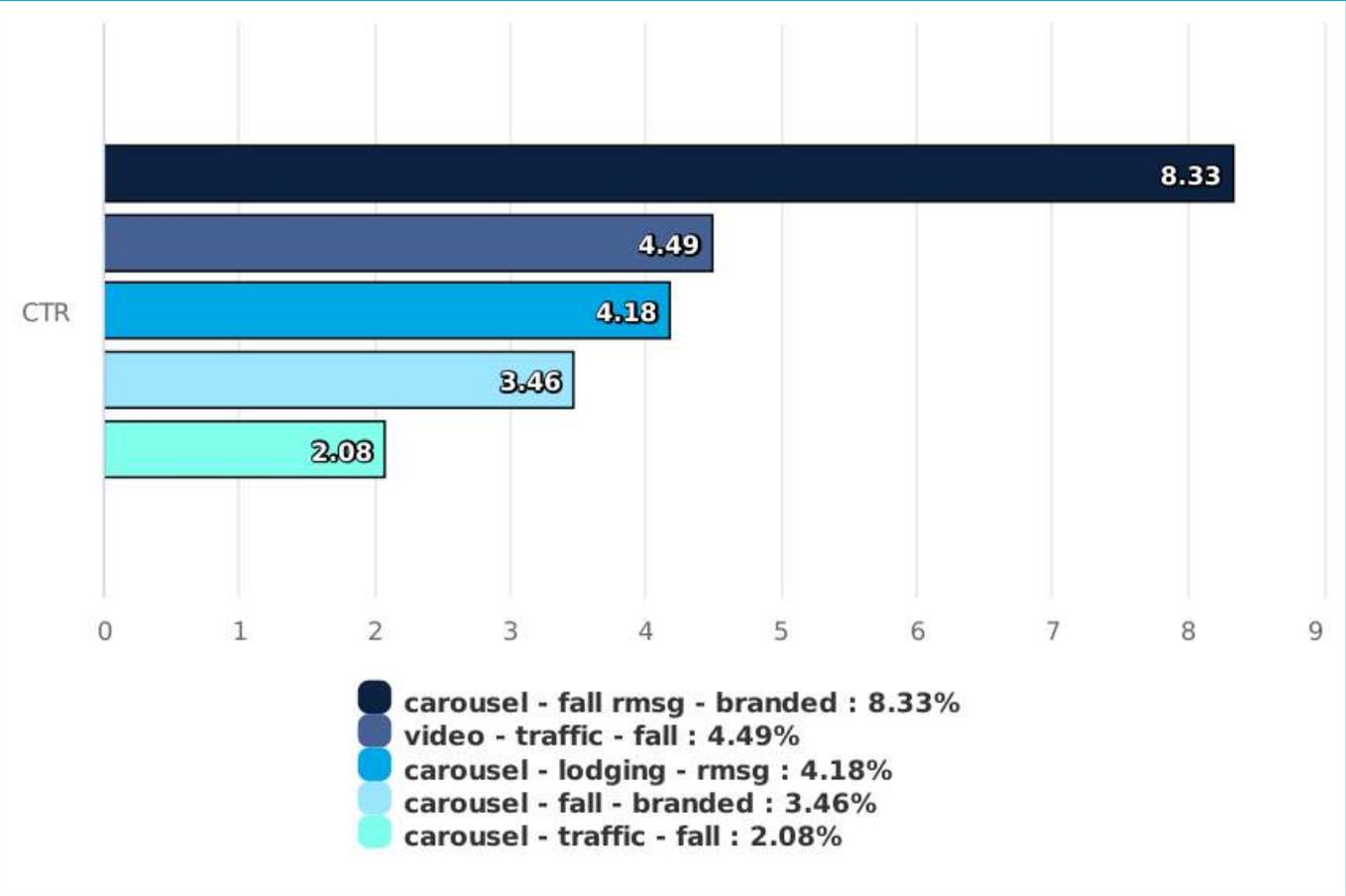
# Facebook/Instagram Top Performing Ad Set

Facebook/Instagram Top Performing Ad Set



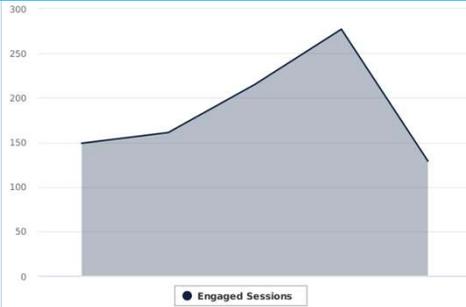
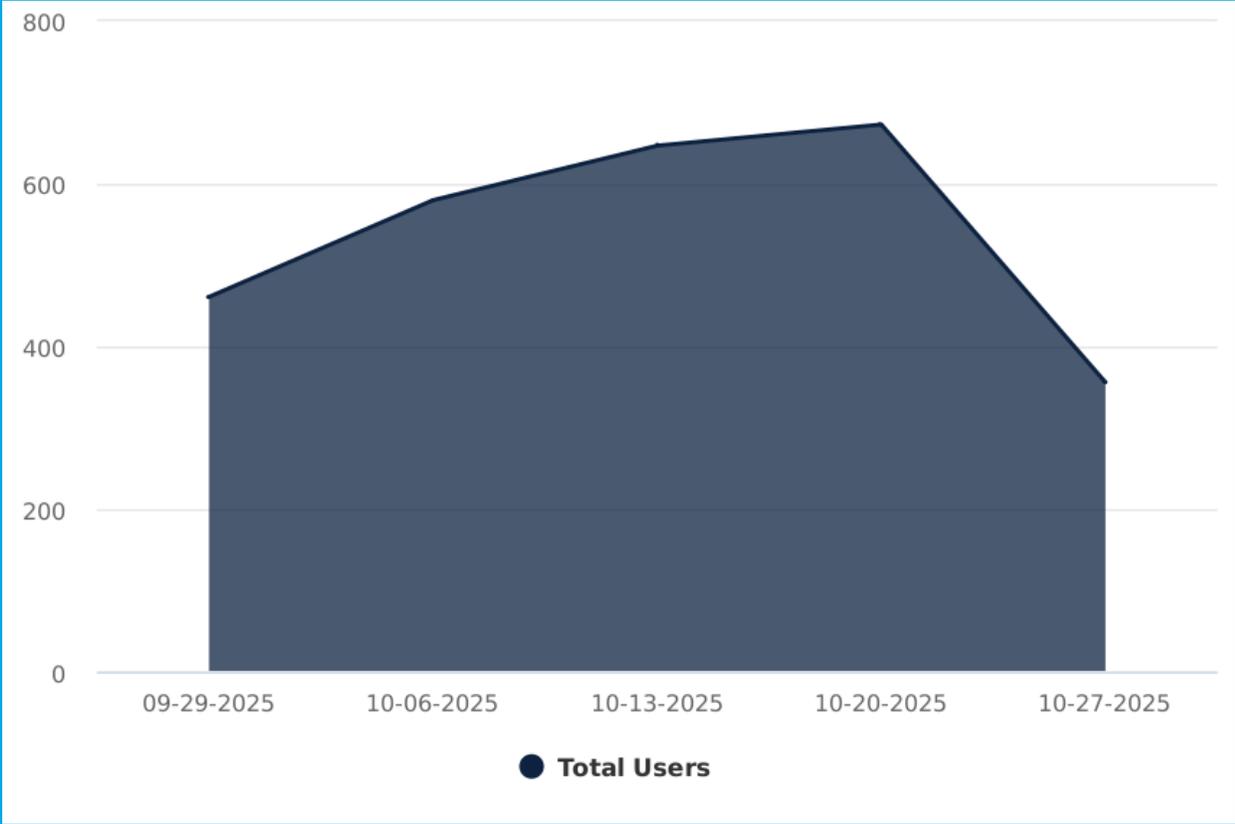
# Facebook/Instagram Top Performing Ad

Facebook/Instagram Top Performing Ad



# Onsite Performance

## Onsite Performance



Video & Audio



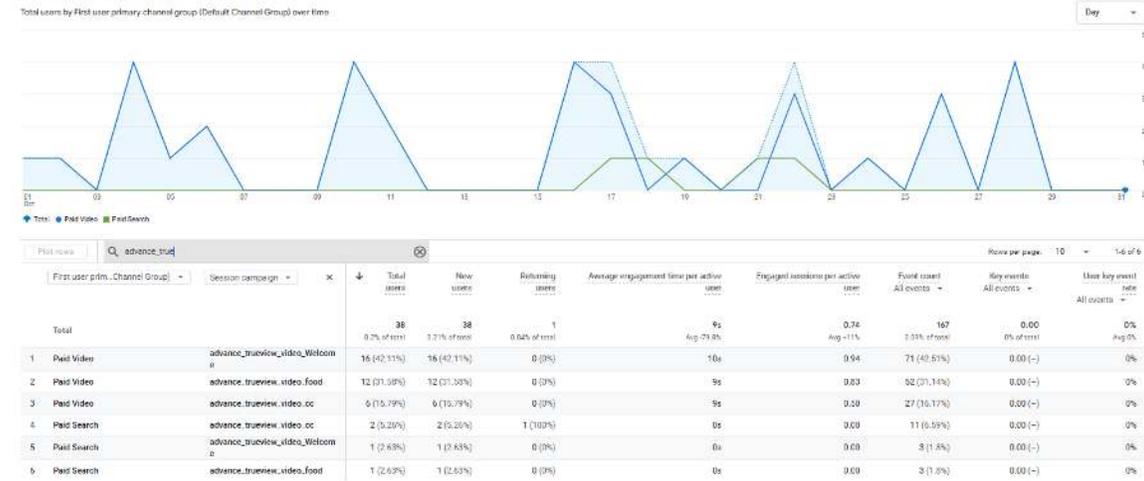
# Video & Audio Insights

Reporting Dates: 2025-10-01 - 2025-10-31

Your YouTube ads were served over 14k times.  
81% of all viewers completed the videos! The benchmark for this is 35%

The "Welcome To Page Valley" video was seen the most at 42k+ impressions and one of the highest Q100R at 81%

YouTube Onsite performance:



147k+ impressions were served with a Q100R of 97.89%

**323,197**  
Impressions

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**67**  
Clicks

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**0.02%**  
CTR

---

**95.08%**  
Quartile 50 Rate

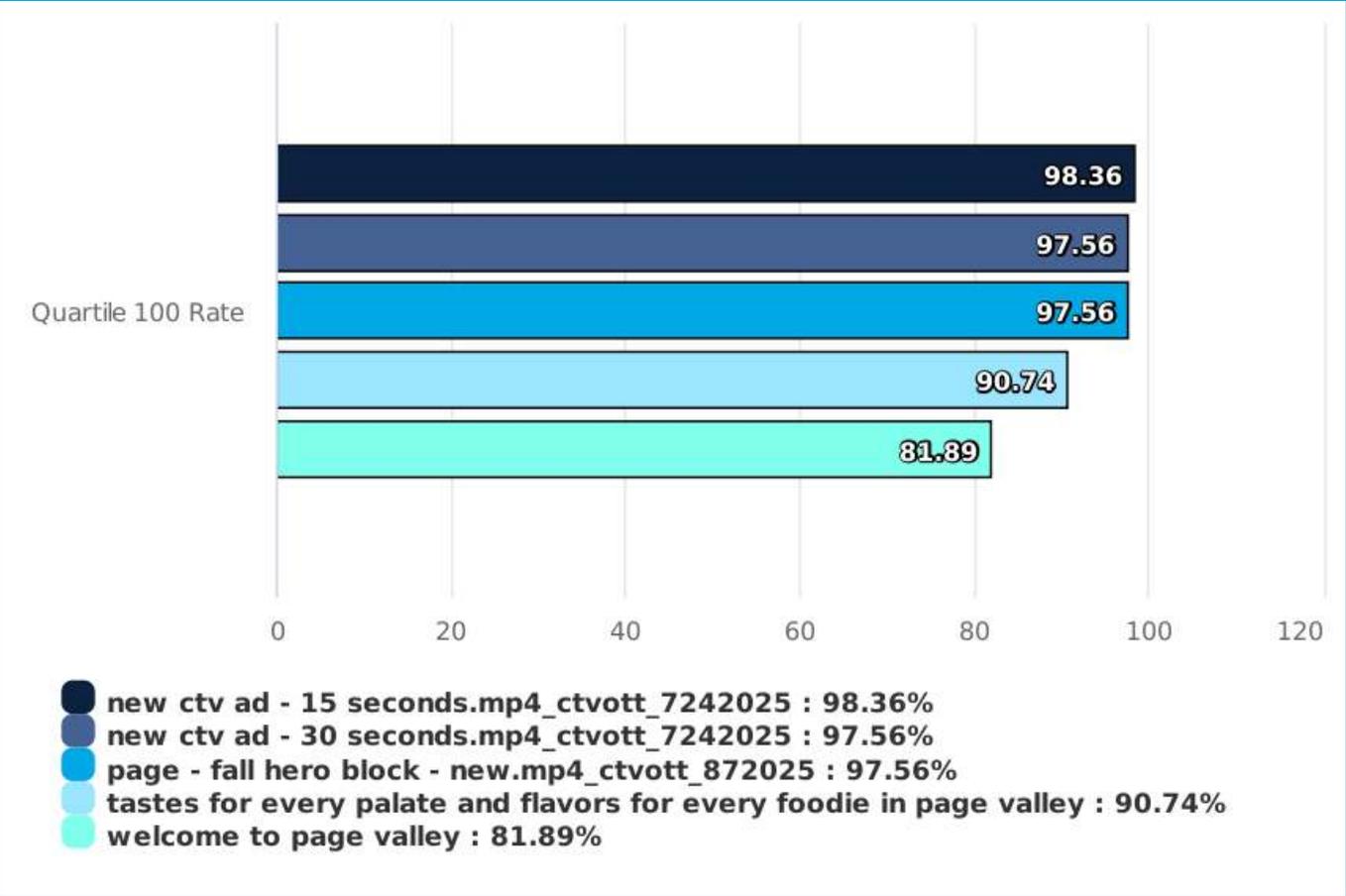
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**90.98%**  
Quartile 100 Rate

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# Extended Reach - Top Video Creative

## Extended Reach - Top Video Creative



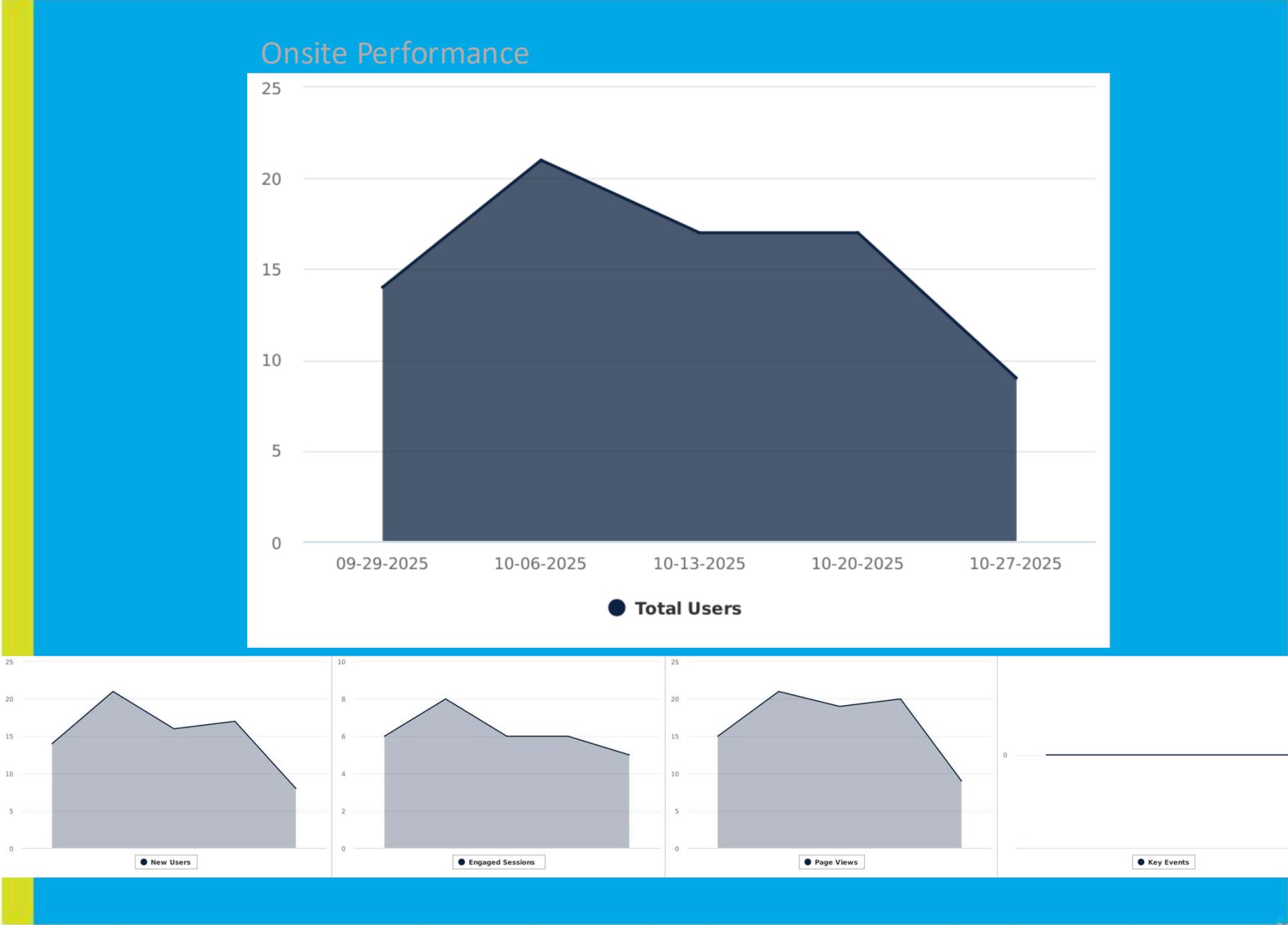
# Extended reach Top 3 Creatives

new ctv ad - 15  
seconds.mp4\_ctvott\_72  
42025

new ctv ad - 30  
seconds.mp4\_ctvott\_72  
42025

page - fall hero block -  
new.mp4\_ctvott\_87202  
5

# Onsite Performance



Audio

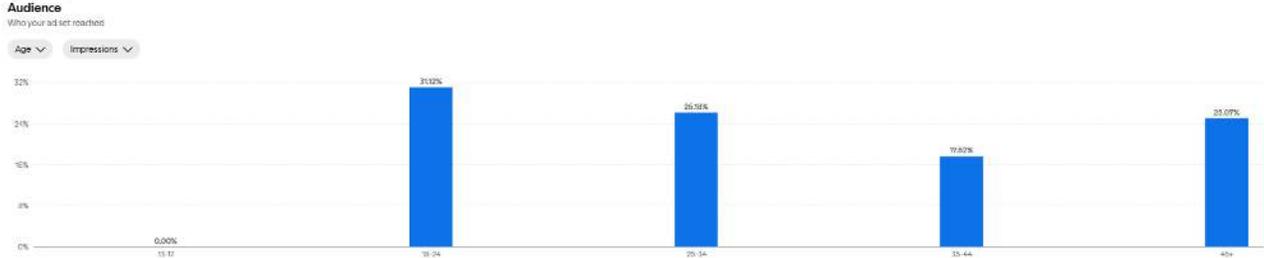


# Audio Insights

Reporting Dates: 2025-10-01 - 2025-10-31

Your Spotify ads were listened to over **104k** times in October!  
 Since the beginning of the campaign, over **188k** accounts were reached.  
 Of those who have heard the ad, 29% were between the ages 18-24.

Age and impression:



Onsite performance:

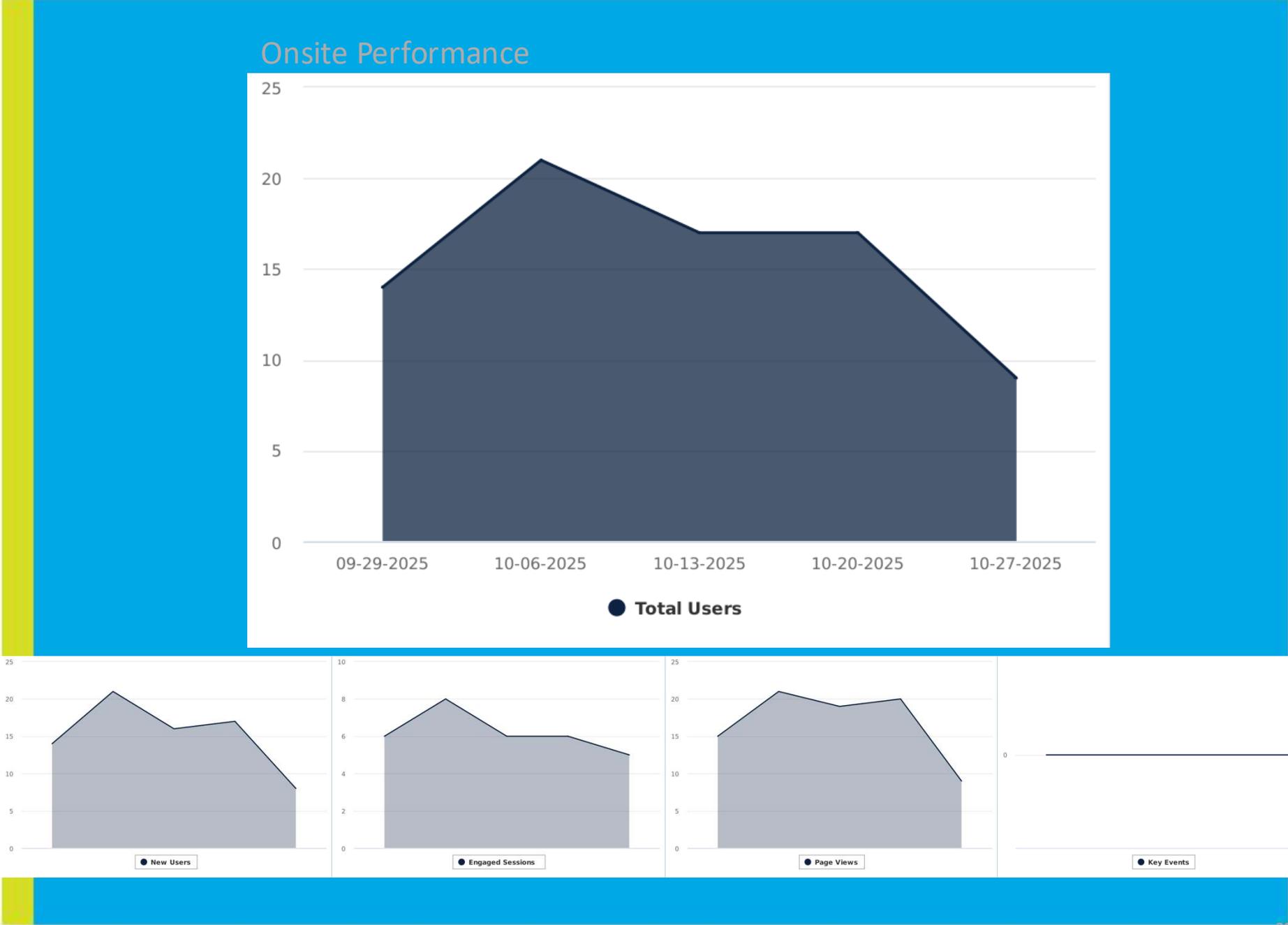


Filter rows: advance\_spotify

Rows per page: 10 1.1 of 1

First user prim. Channel Group	Session campaign	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count / All events	Key events / All events	User key event rate / All events
Total		29 0.15% of total	29 0.15% of total	0 0% of total	0s Avg 0%	0.03 Avg 44.81%	116 0.06% of total	0.00 0% of total	0% Avg 0%
1 Audio	advance_spotify_	29 (100%)	29 (100%)	0 (-)	0s	0.03	116 (100%)	0.00 (-)	0%

# Onsite Performance



# Audio Recommendations

Reporting Dates: 2025-10-01 - 2025-10-31

---

Changing the ad voiceover to emphasize couple getaways.

After doing a SQR in search, we noticed that there was an uptick in searches related to "romantic getaways" and "weekend stays for couples" which solidifies that there is an active audience looking for this within our target geos.

PPC



# PPC Insights

Reporting Dates: 2025-10-01 - 2025-10-31

In October our top impression rate was 54%. Our combined segment CTR performed at a 8.75% The impressions increased by 12% month over month. Click are also up 28% month over month.

### Top Searches:

Things to do in Luray  
Shenandoah National Park

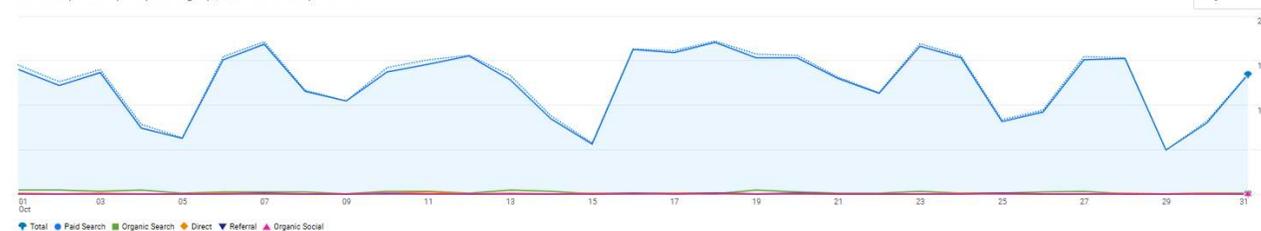
### Top Keywords:

Hiking Shenandoah VA

Keyword	Geomoc	Segmen	Ad Group	Automa Bid Adjustn	Impress	Clicks	Cost (\$)	CPC (\$)	CTR (%)
<b>Total - All</b>					<b>49,664</b>	<b>4,347</b>	<b>2,045.33</b>	<b>0.47</b>	<b>8.75%</b>
"hiking shenandoah va"	shenando	advance_1	Hiking		6,921	733	384.56	0.52	10.59%
"hiking trails shenandoah virginia"	shenando	advance_1	Hiking		4,392	515	254.73	0.49	11.73%
"national park shenandoah virginia"		advance_1	Outdoor		3,778	114	47.43	0.42	3.02%
"national park shenandoah va"		advance_1	Outdoor		3,759	92	45.58	0.50	2.45%

### Online Performance

Total users by First user primary channel group (Default Channel Group) over time



First user prim_Channel Group	Session campaign	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count	Key events	User key event rate
Total		3,649	3,533	559	1m 10s	0.92	49,594	1,232.00	17.03%
		19.41% of total	19.46% of total	24.9% of total	Avg +57.31%	Avg +38.17%	26.71% of total	31.03% of total	Avg +54.81%

Paid search drove 19% of all users to the website.

This tactic lead to the highest engagement time per user at **1m 10+s**

Outdoor Activities segment was one of the highest drivers for visitation to the site with the Bing users staying for over 2m on average.

**49,666**  
Impressions

---

**4,346**  
Clicks

---

**8.75%**  
CTR

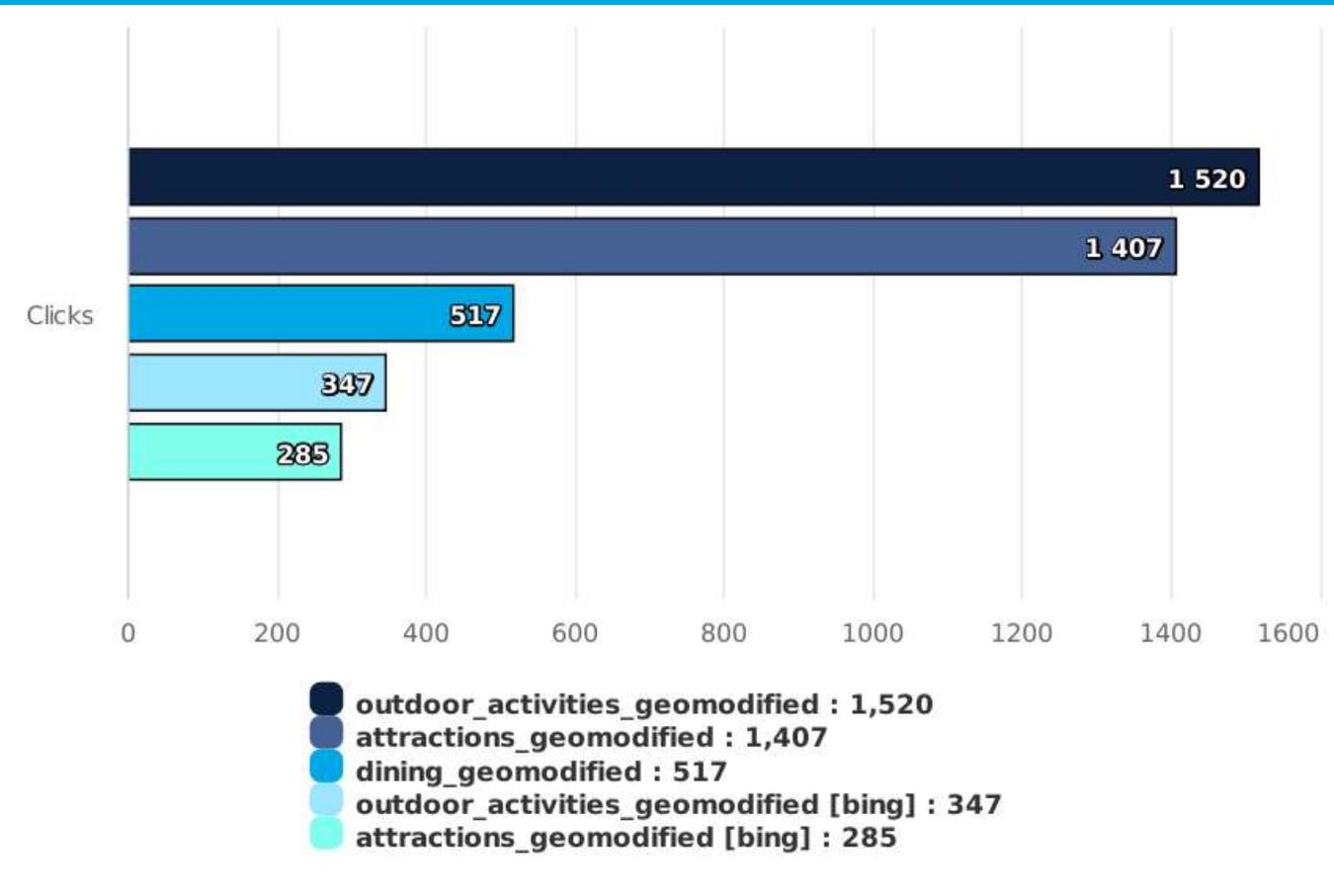
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**1,232**  
Key Events

---

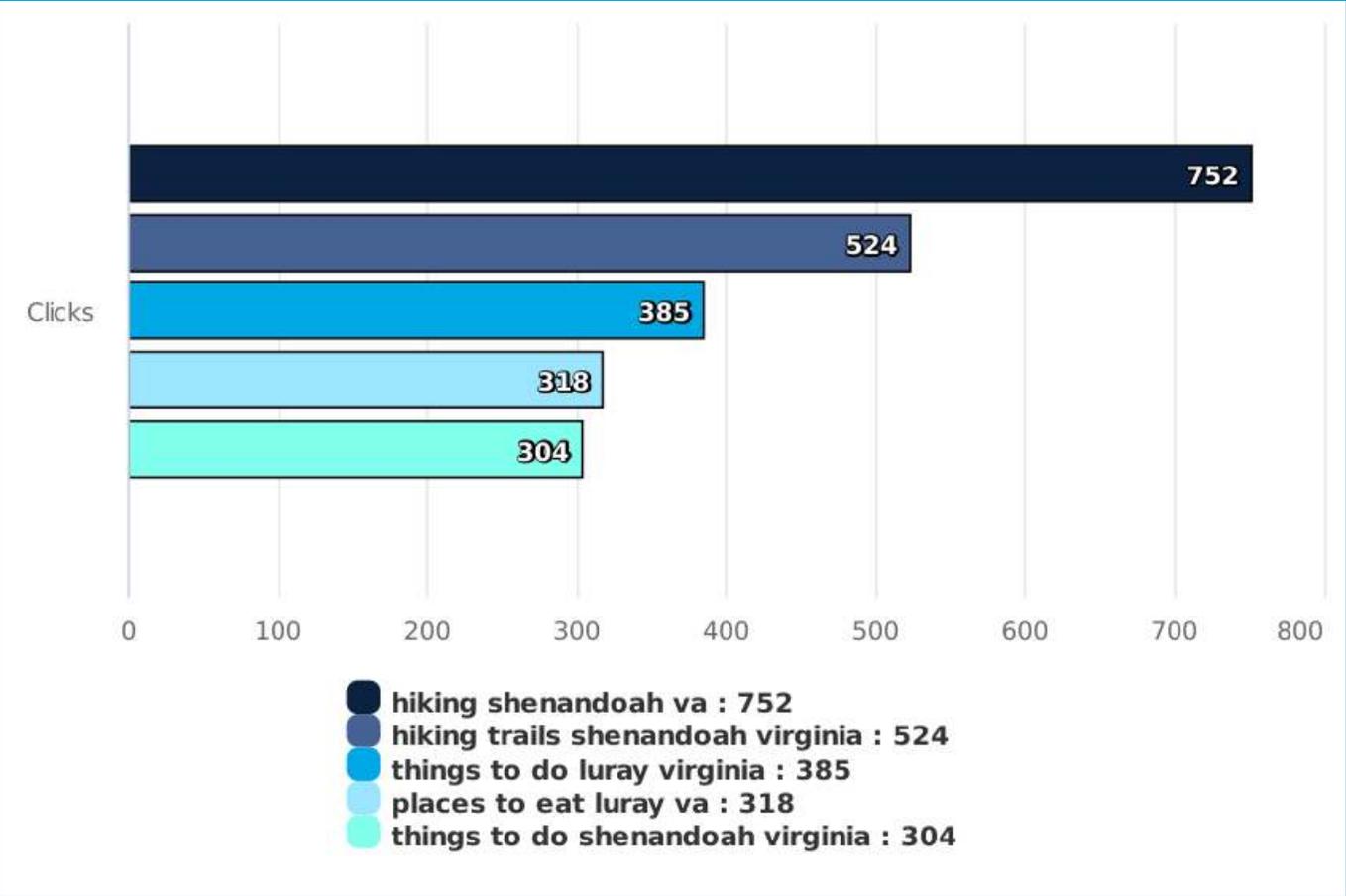
# Top Performing Segments

## Top Performing Segments

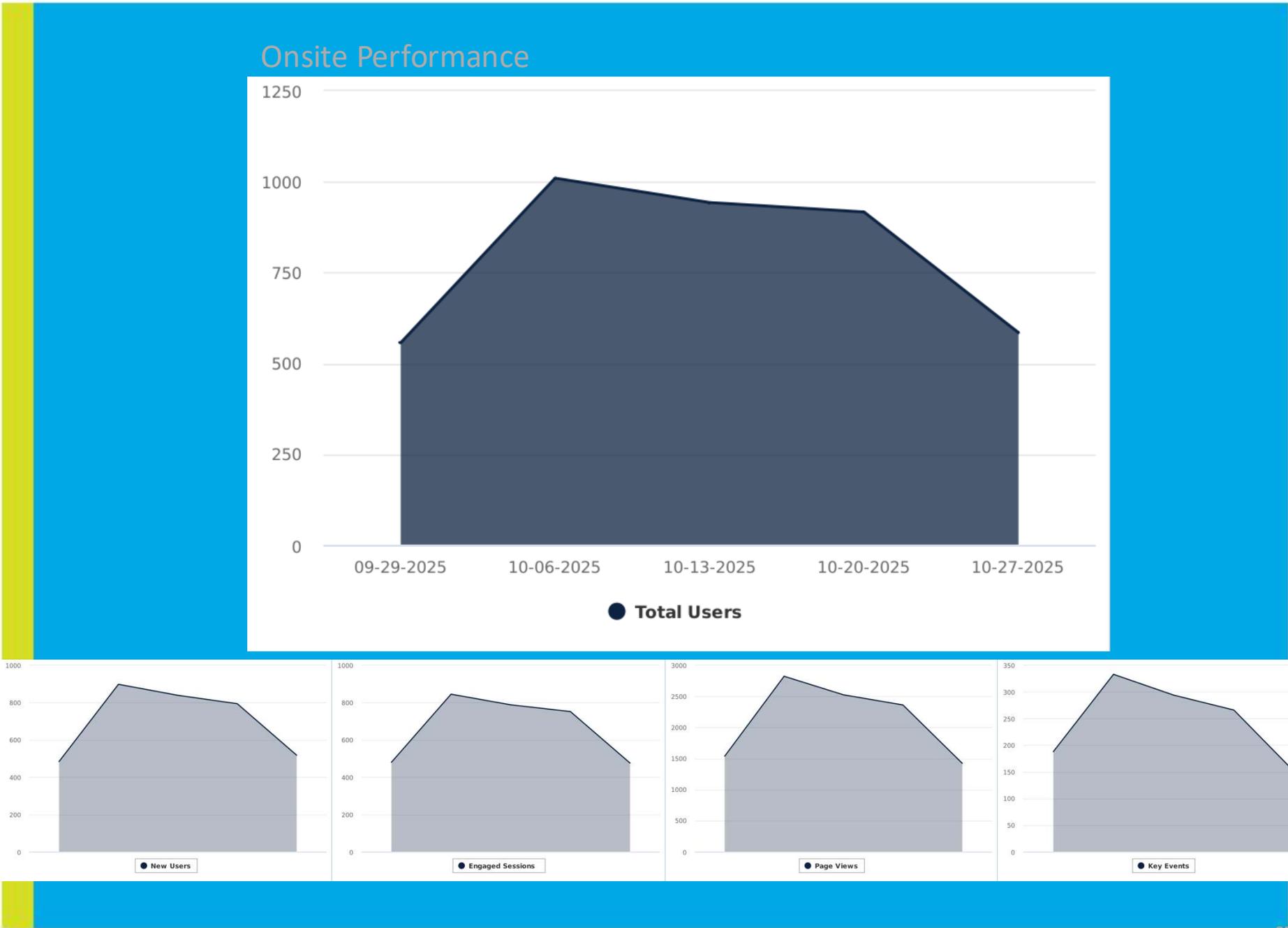


# Top Performing Keywords

## Top Performing Keywords



# Onsite Performance



# Paid Search Key Events

## Paid Search Key Events

Key Events



- partner\_referral : 1,185
- form\_submit : 15
- visitor\_guide\_signups : 3
- ads\_conversion\_about\_us\_1 : 21
- ads\_conversion\_contact\_us\_1 : 8

Thank You!





# INTEGRATED SOLUTIONS

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# CAMPAIGN STRATEGY

## DREAM



### Discovering Destinations

Building Wanderlust

*Gathering trip inspiration*

## PLAN



### Exploring Possibilities

Mapping out the Visit

*Destination-specific logistics*

## BOOK



### Choose and Purchase

Finalizing the Itinerary

*Amenity selection*

## SHARE



### Experience and Relive

"Honeymoon Phase"

*Telling their unique story*

# Executive Summary



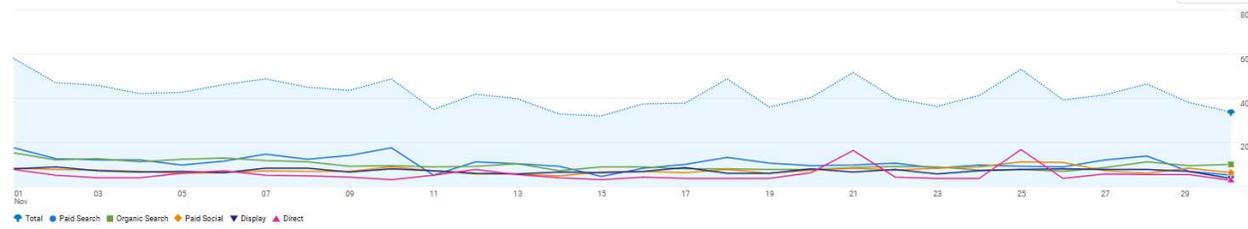
# Executive Summary Insights

Reporting Dates: 2025-11-01 - 2025-11-30

In November, the Advance campaigns drove 57% of all user visitation (an increase from the month prior of 45%) - this was 6,765 out of 11,725 total users. Advance campaign users viewed more than 14K pages, accounting for 55% of the total pages viewed. Of the event actions that took place, 60k were performed by Advance target audiences, accounting for 51% of total event actions performed.

## Onsite Performance:

Total users by First user primary channel group (Default Channel Group) over time



	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count	Key events	User key event rate
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	100% of total	100% of total	Avg 0%
Total	11,725	11,423	1,036	39s	0.59	116,596	2,966.00	12.71%
1 Paid Search	2,899 (24.72%)	2,854 (24.98%)	377 (36.39%)	1m 08s	0.93	41,559 (35.64%)	1,130.00 (38.1%)	18.41%
2 Organic Search	2,610 (22.26%)	2,500 (21.89%)	396 (38.22%)	1m 08s	0.91	35,706 (30.62%)	1,307.00 (44.07%)	26.42%
3 Paid Social	2,011 (17.15%)	1,913 (16.75%)	58 (5.6%)	5s	0.24	10,189 (8.74%)	119.00 (4.01%)	2.59%
4 Display	1,915 (16.33%)	1,867 (16.34%)	80 (7.72%)	2s	0.17	8,602 (7.38%)	4.00 (0.13%)	0.11%
5 Direct	1,471 (12.55%)	1,418 (12.41%)	103 (9.94%)	29s	0.49	14,731 (12.63%)	297.00 (10.01%)	9.83%

Year over year your direct traffic is up 27% while organic search is down 28%

**702,945**  
Impressions

---

**10,248**  
Clicks

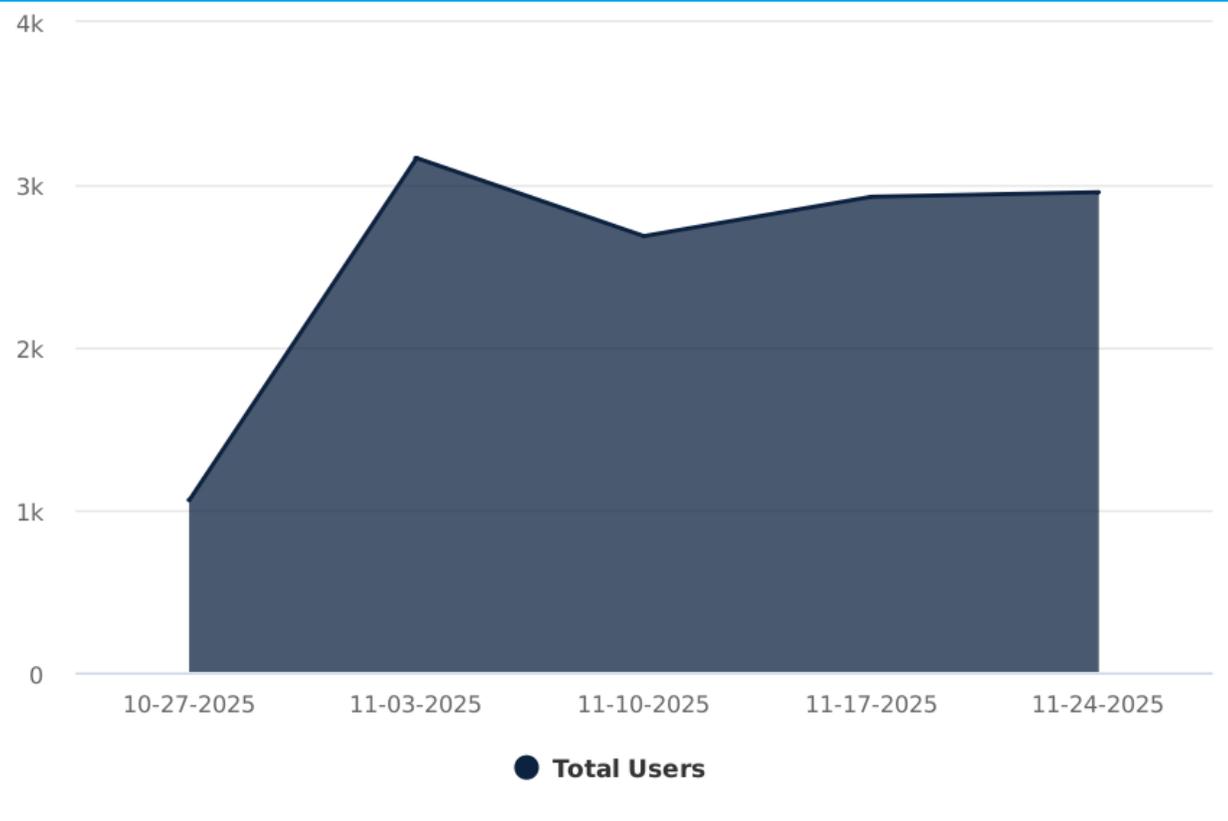
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**1.46%**  
CTR

---

# Onsite Performance

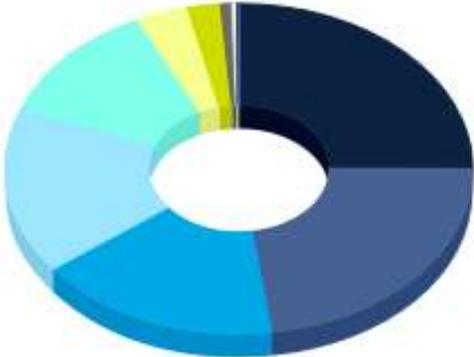
## Onsite Performance



# Top Acquisition Channels

## Top Acquisition Channels

Total Users



- paid search : 3,204
- paid social : 2,155
- direct : 1,524
- organic social : 289
- paid video : 34
- audio : 11
- organic search : 2,910
- display : 2,089
- referral : 461
- unassigned : 101
- paid other : 13
- organic video : 1

# Solutions Overview

Solution	Impressions	Clicks	CTR
Social	382,091	3,730	0.98%
Video & Audio	212,945	50	0.02%
Display	71,923	3,003	4.18%
PPC	35,986	3,465	9.63%
Email			
SEO			
Sponsor Content			
Lat-Long Display			

Display



# Display Insights

Reporting Dates: 2025-11-01 - 2025-11-30

Over **71k** ads delivered, the ads are being engaged with highly and well above the benchmark of 0.10% CTR with a performance of **4.18%**

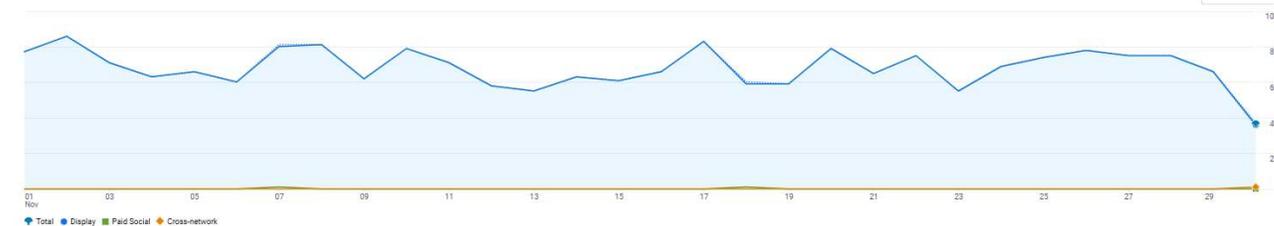
Your ads have a "sticky" factor with the total attribution at 1,715 users coming back to the website after being served an ad and the pixel tracking them within 30 days of being served an ad.

The affinity audience is a bit more engaged than the in-market audiences with a 4.65% ctr compared to a 3.61%

The most engaged and delivered ad has been the ever green ad "Virginias cabin capital" set.

## Onsite Performance:

Total users by First user primary channel group (Default Channel Group) over time



Plot rows: advance\_network

First user prim...Channel Group	Session campaign	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events	User key event rate All events
Display	advance_network	1,918	1,869	76	2s	0.17	8,602	4.00	0.11%

**1,918** users came to the website from display ads!

**71,923**  
Impressions

---

**3,003**  
Clicks

---

**4.18%**  
CTR

---

**41**  
View Thru Attribution

---

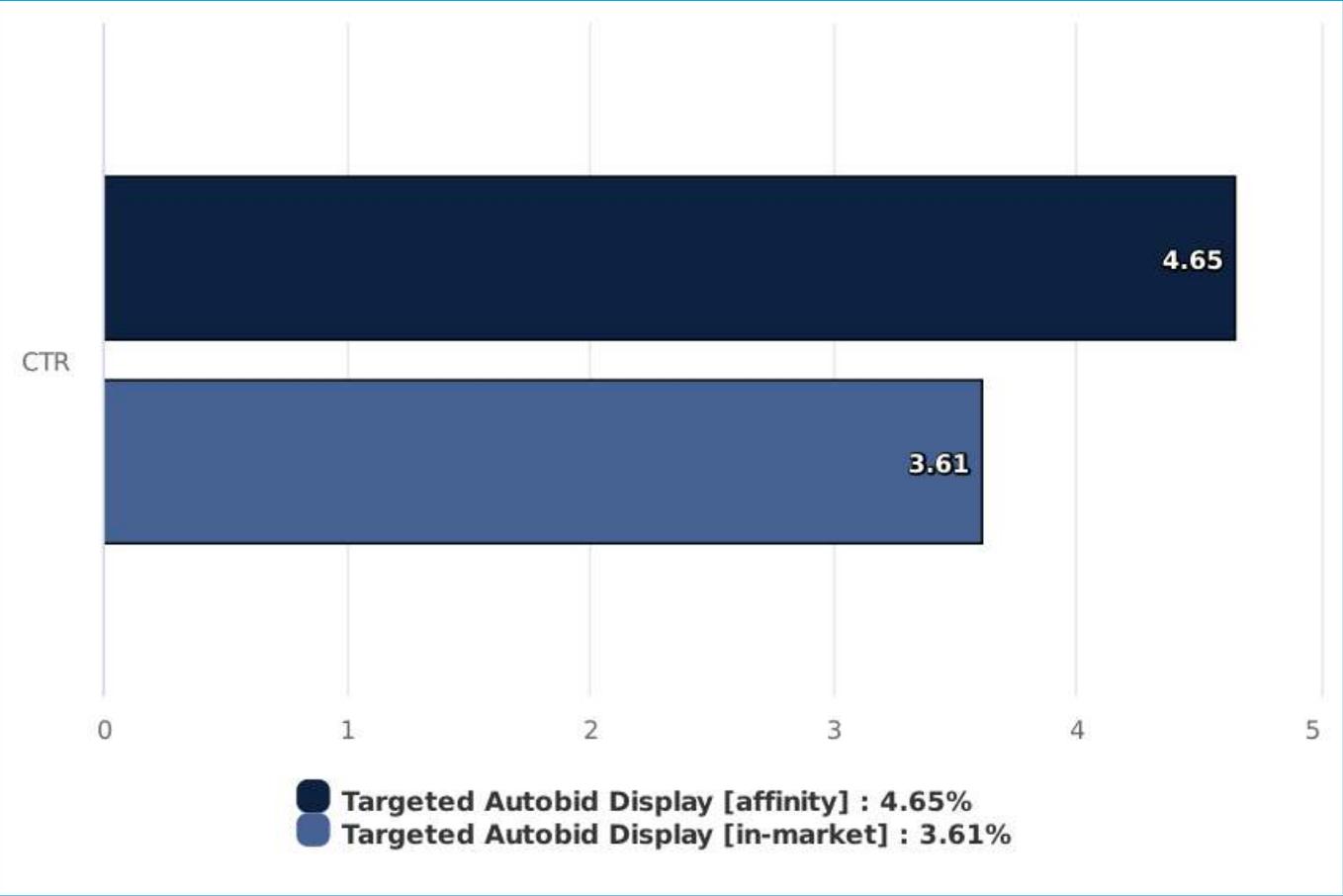
**1,674**  
Click Thru Attribution

---

**1,715**  
Total Attribution

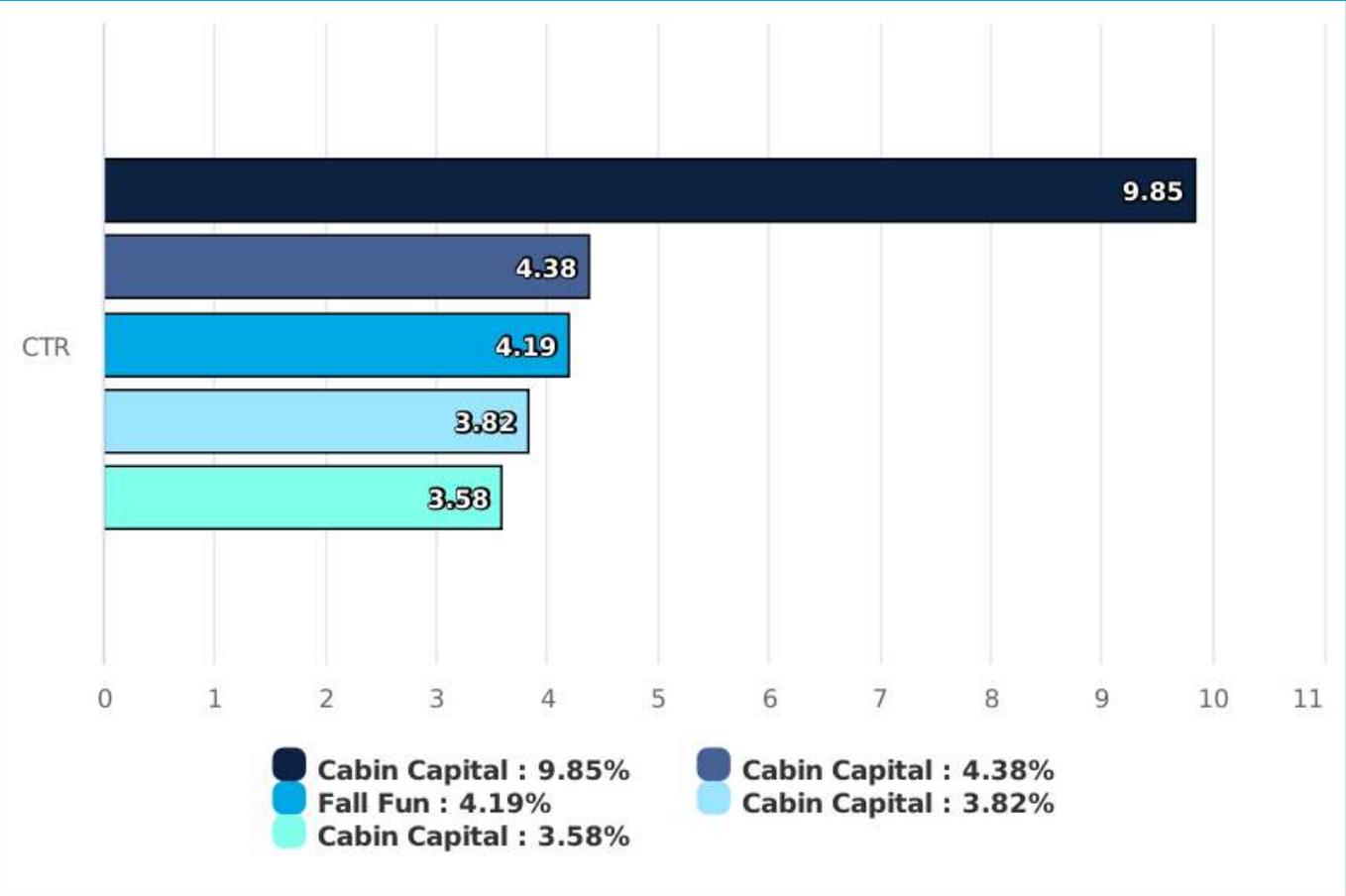
# Extended Reach Performance - Top Campaigns

Extended Reach Performance - Top Campaigns



# Extended Reach Performance - Top Creative

Extended Reach Performance - Top Creative



# Extended reach Top 3 Creatives



# Onsite Performance



Social



# Social Insights

Reporting Dates: 2025-11-01 - 2025-11-30

**Awareness Campaign**

Adset ID	Reach	Impressions	Clicks
adset1	220,358	282,952	528
10-14 Male	32,277	45,201	77
15-14 Male	26,426	30,108	90
15-14 Female	23,445	29,230	109
15-14 Male	26,364	34,371	47
15-14 Male	26,817	32,208	55
15-14 Female	22,014	27,153	74

The 55-64 males are the highest reached demographic with over 31k accounts reached. In fact 4 of the top 5 served demographics are males.  
In November over 220k accounts were reached leading to 282k impressions with about a frequency of 1.28.  
Most seen ad for awareness:

**Visit Page Valley**  
Sponsored

Fall is calling... and the answer is Virginia's Page Valley. Hike Shenandoah's trails by day. See more

Mountain Views. Fall ...  
Cabin View

Nest at ...  
Local S

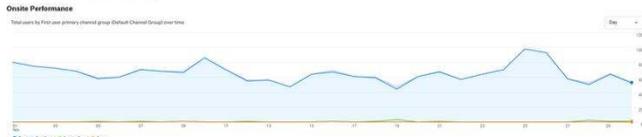
**Traffic Campaign**

Adset ID	Reach	Impressions	Clicks	CTR
adset1	53,715	99,894	3,201	3.20%
15-14 Female	11,148	24,897	1,054	4.27%
15-14 Male	16,891	23,816	879	3.69%
15-14 Male	7,051	12,610	345	2.73%
15-14 Female	6,421	10,302	151	1.47%
15-14 Male	4,495	6,874	166	2.42%

65+ crew is the most engaged with the traffic campaign with 1.9k+ clicks a ctr of 3.97%. This one is a lot more evenly distributed and engaged with compared to the awareness campaign.  
Most engaged clicked ad:

**Visit Page Valley**  
Sponsored

Fall is calling... and the answer is Virginia's Page Valley. Hike Shenandoah's trails by day. See more



Channel	Users	Sessions	Average engagement time per session	Engaged sessions per active user	Revenue	Revenue per user
Social	1,854	1,710	\$7	66	\$390	\$210
Direct	10,814	10,814	\$7	66	\$390	\$210

1,854 total users came to the website!  
Almost 16% of all website traffic came from the social campaign.

382,091 Impressions

3,730 Clicks

0.98% CTR

17,082 Total Engagements

7 Total Comments

186 Total Reactions

5 Post Saves

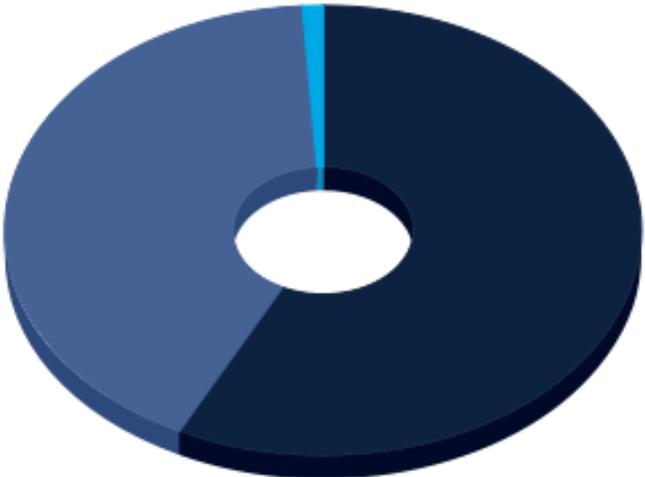
13 Total Shares

2,771 Link Clicks

# Facebook/Instagram Performance by Gender

Facebook/Instagram Performance by Gender

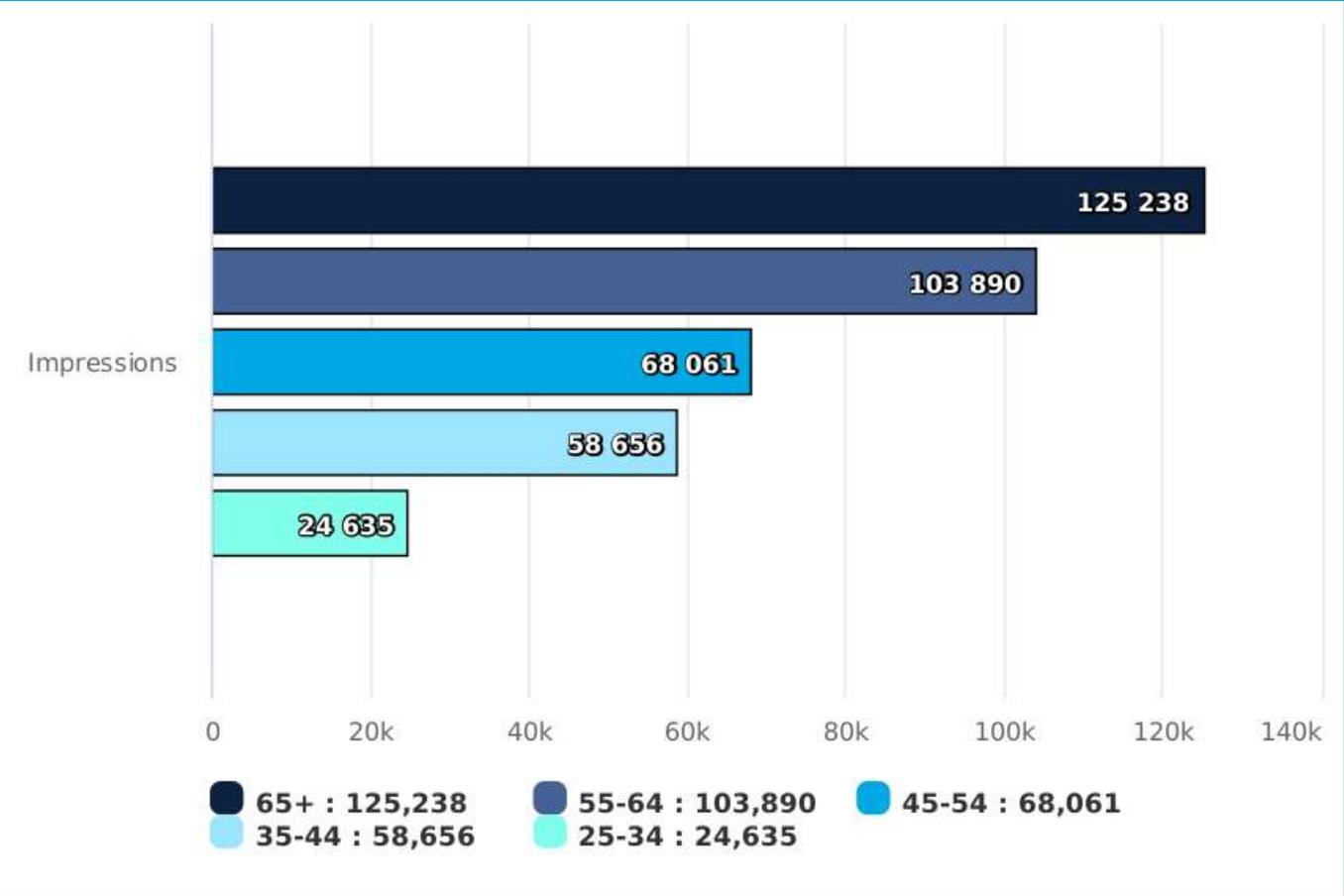
Impressions



male : 219,602    female : 158,567    unknown : 3,922

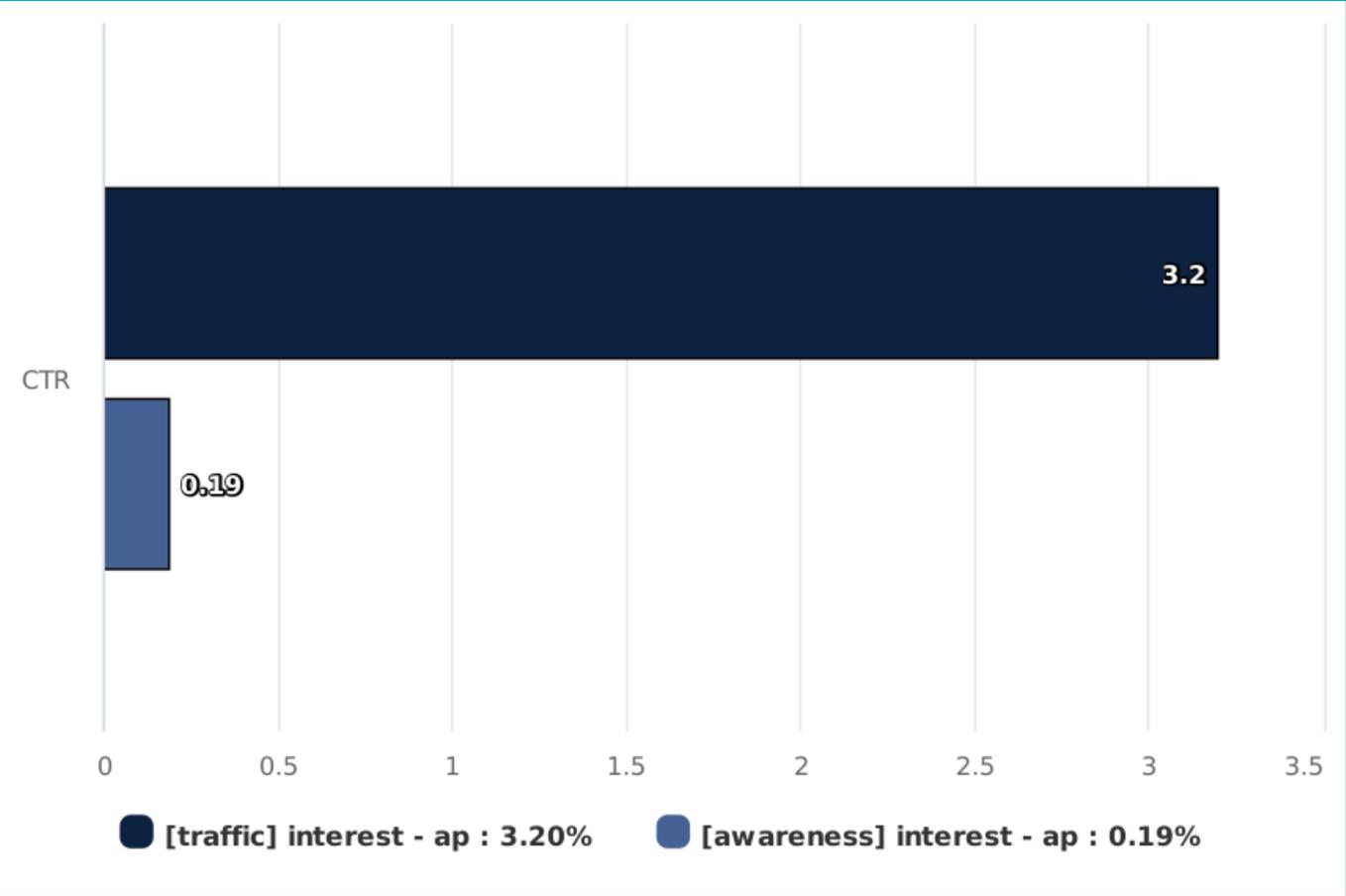
# Facebook/Instagram Performance by Age

Facebook/Instagram Performance by Age



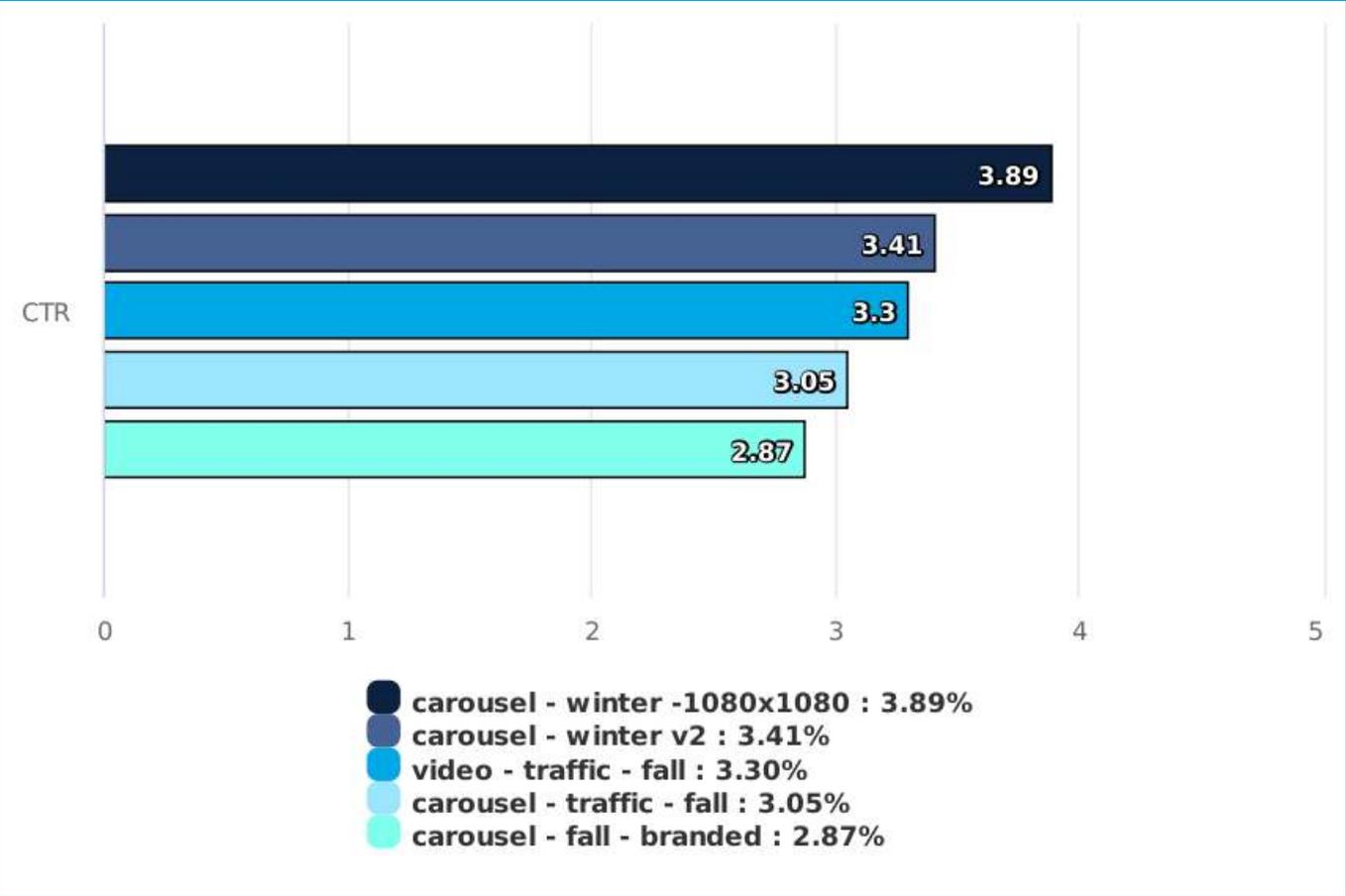
# Facebook/Instagram Top Performing Ad Set

Facebook/Instagram Top Performing Ad Set



# Facebook/Instagram Top Performing Ad

Facebook/Instagram Top Performing Ad



# Onsite Performance



Video & Audio



# Video & Audio Insights

Reporting Dates: 2025-11-01 - 2025-11-30

Both YouTube and OTT have ended before the end of November.

Your YouTube ads were served over 66k times. 83% of all viewers completed the videos! The benchmark for this is 35%.

The "Welcome To Page Valley" video was seen the most at 35k+ impressions but the foodie video that was served 14.5k times had not only a higher Q100R but also drove 16 users to the site (1 more than the welcome video).

## YouTube Onsite performance:

Total users by First user primary channel group (Default Channel Group) over time



## OTT

Total users by First user primary channel group (Default Channel Group) over time



78,866 impressions were served with a Q100R of 97.55%

**212,945**

**Impressions**

---

**50**

**Clicks**

---

**0.02%**

**CTR**

---

**94.79%**

**Quartile 50 Rate**

---

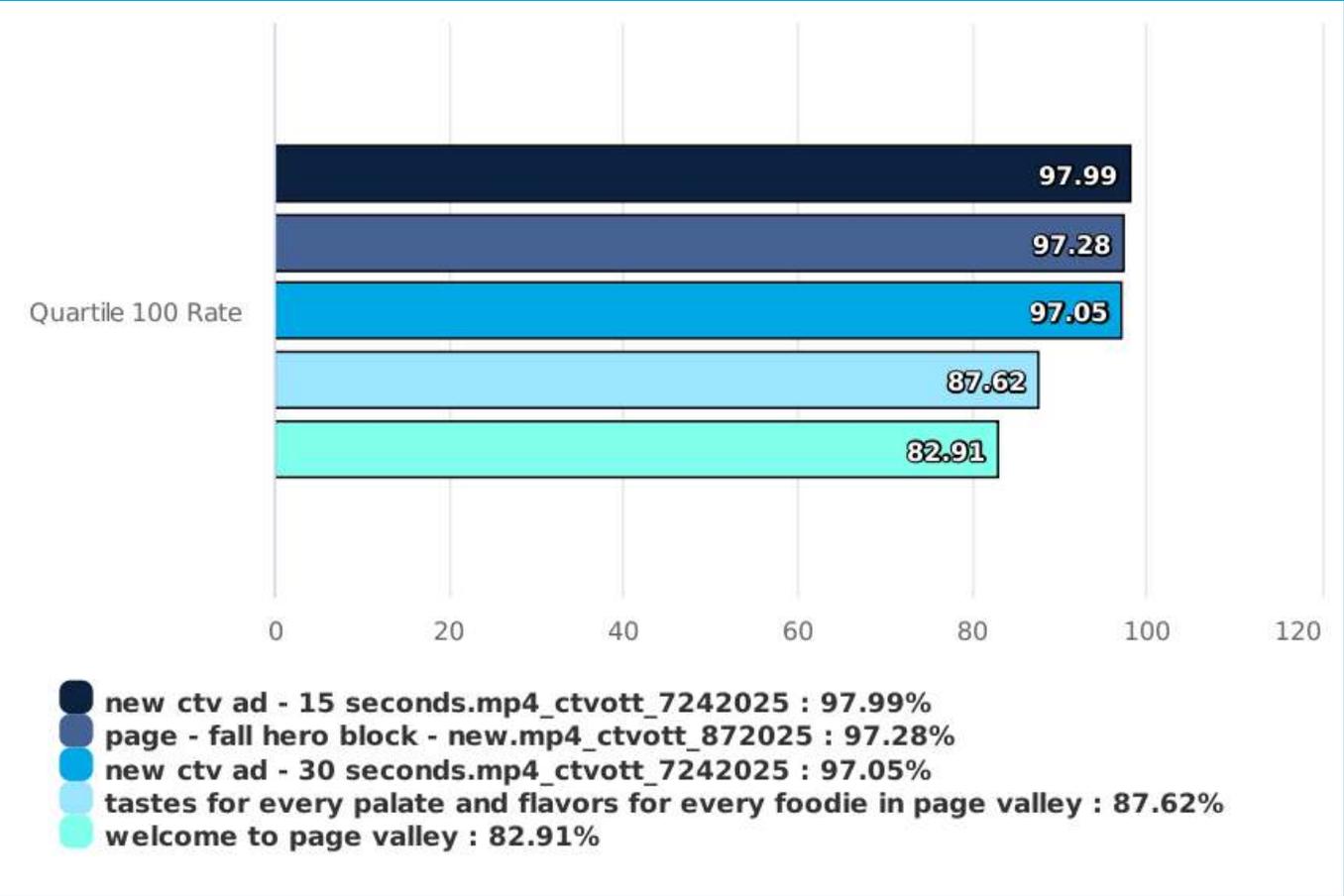
**91.19%**

**Quartile 100 Rate**

---

# Extended Reach - Top Video Creative

## Extended Reach - Top Video Creative



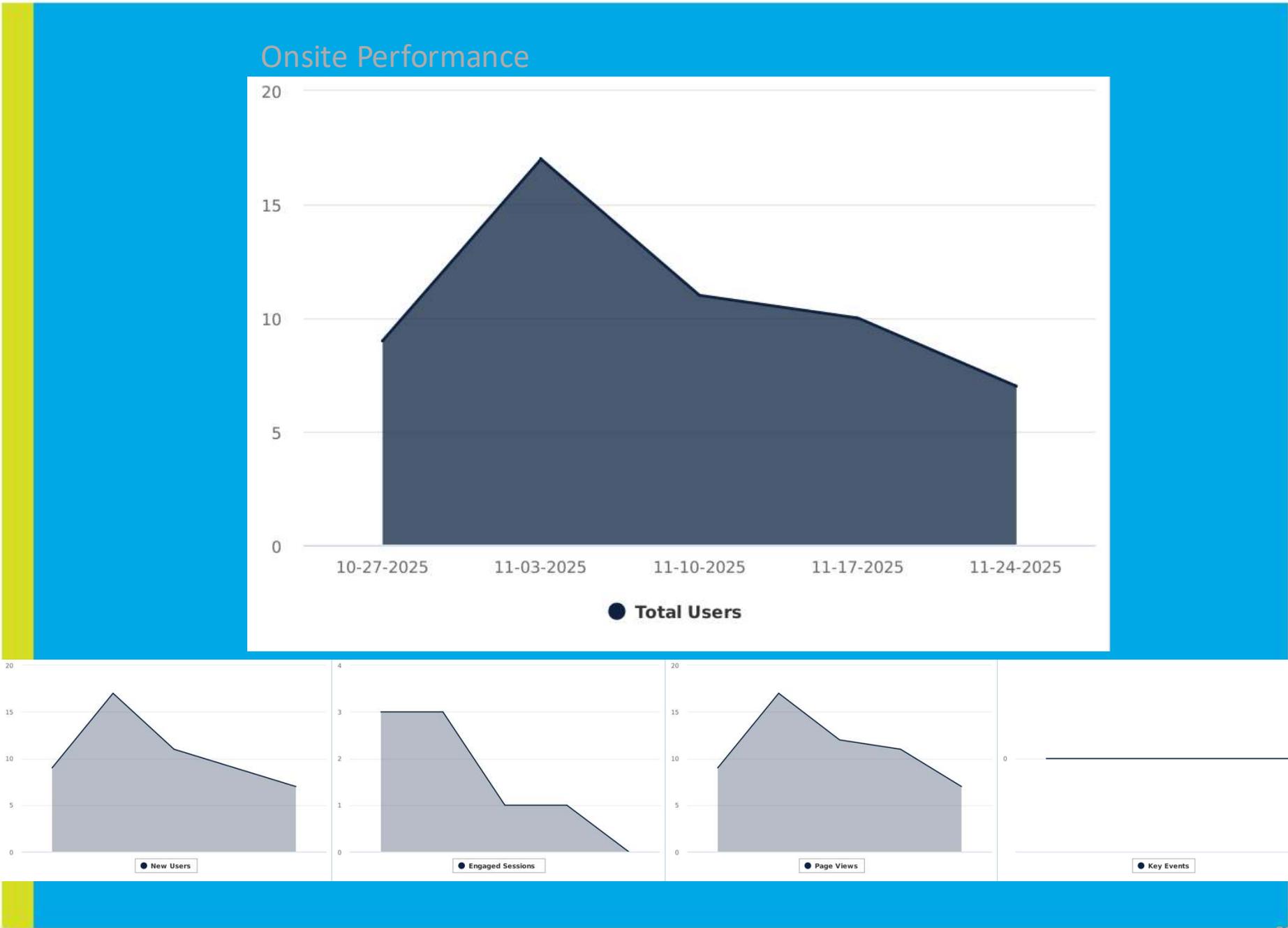
# Extended reach Top 3 Creatives

new ctv ad - 15  
seconds.mp4\_ctvott\_72  
42025

page - fall hero block -  
new.mp4\_ctvott\_87202  
5

new ctv ad - 30  
seconds.mp4\_ctvott\_72  
42025

# Onsite Performance



Audio



# Audio Insights

Reporting Dates: 2025-11-01 - 2025-11-30

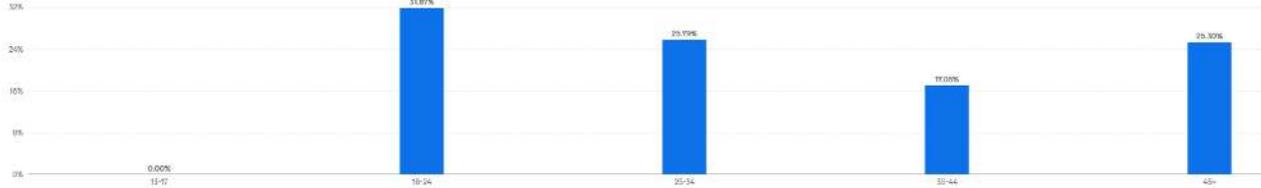
Your Spotify ads were listened to over **67k** times in November!  
 Since the beginning of the campaign, over 234k accounts were reached.  
 Of those who have heard the ad, 31% were between the ages 18-24.

**Age and impression:**

**Audience**

Who your ad set reached

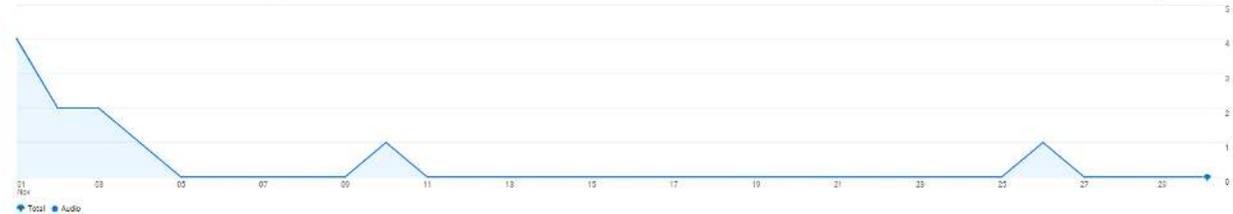
Age Impressions



**Onsite performance:**

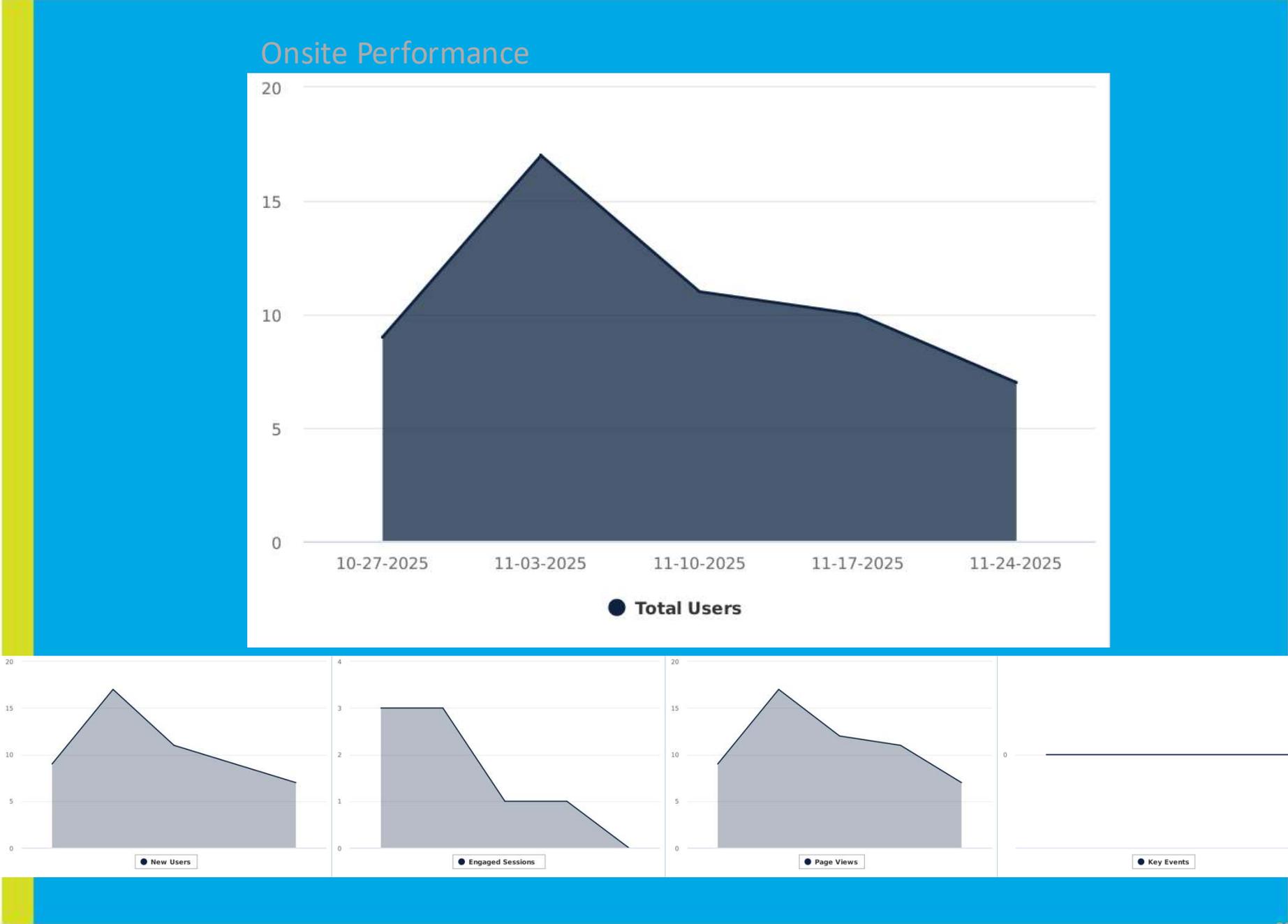
Total users by first user primary channel group (Default Channel Group) over time

Day



First user prim. Channel Group	Session campaign	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count	Key events	User key event rate
		0.00% of total	0.1% of total	0% of total	Avg 0%	Avg 0%	0.00% of total	0% of total	Avg 0%
1 Audio	edvence_spotify_	11 (100%)	11 (100%)	0 (-)	0s	0.00	43 (100%)	0.00 (-)	0%

# Onsite Performance



# Audio Recommendations

Reporting Dates: [2025-11-01 - 2025-11-30](#)

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Start running the cozy couple getaway script now through end of January (Get those Valentine trips top of mind) and switch back to family oriented travel in February for Spring break/summer plans.

PPC



# PPC Insights

## Reporting Dates: 2025-11-01 - 2025-11-30

In November our top impression rate was **58%**. Our combined segment CTR performed at a **9.63%** The impressions decreased 25% month over month which lead to a decrease in clicks but this ultimately lead to a more effective CTR which increased by 8.85%.

Part of the decrease in clicks (of course impressions) but the CPC rose by 13%

### Top Searches:

Things to do in Luray  
Shenandoah National Park

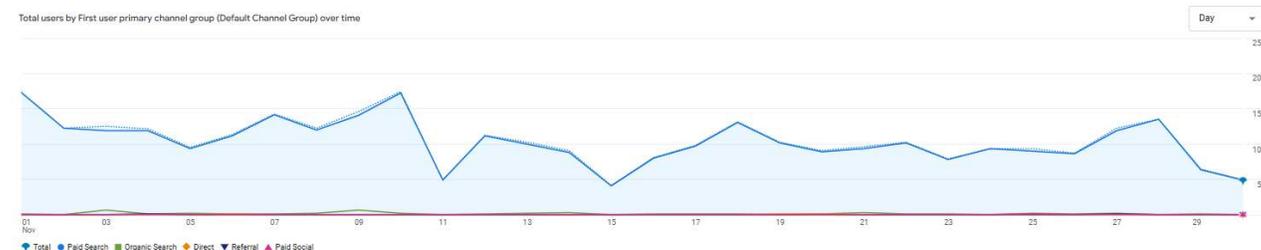
### Top Keywords:

Hiking Trails Shenandoah VA

Keyword	Impressions	Clicks (1)	CTR (%)
<b>Total - All</b>	<b>35,986</b>	<b>3,465</b>	<b>9.63%</b>
"hiking trails shenandoah va"	2,803	361	12.88%
"hiking shenandoah va"	2,137	259	12.12%
"hiking trails shenandoah virginia"	2,115	247	11.68%

### Online Performance

Total users by First user primary channel group (Default Channel Group) over time



First user prim...Channel Group)	Session campaign	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events	User key event rate All events
Total		2,934 25.02% of total	2,850 24.95% of total	376 36.29% of total	1m 08s Avg +73.34%	0.92 Avg +35.47%	41,720 35.76% of total	1,143.00 38.54% of total	18.84% Avg +45.86%

Paid search drove **25%** of all users to the website.

This tactic lead to the highest engagement time per user at **1m 8+s**

Outdoor attractions segment was one of the highest drivers for visitation to the site with 1,045 visitors who stayed for an average of 1m 41s

**35,986**  
Impressions

---

**3,465**  
Clicks

---

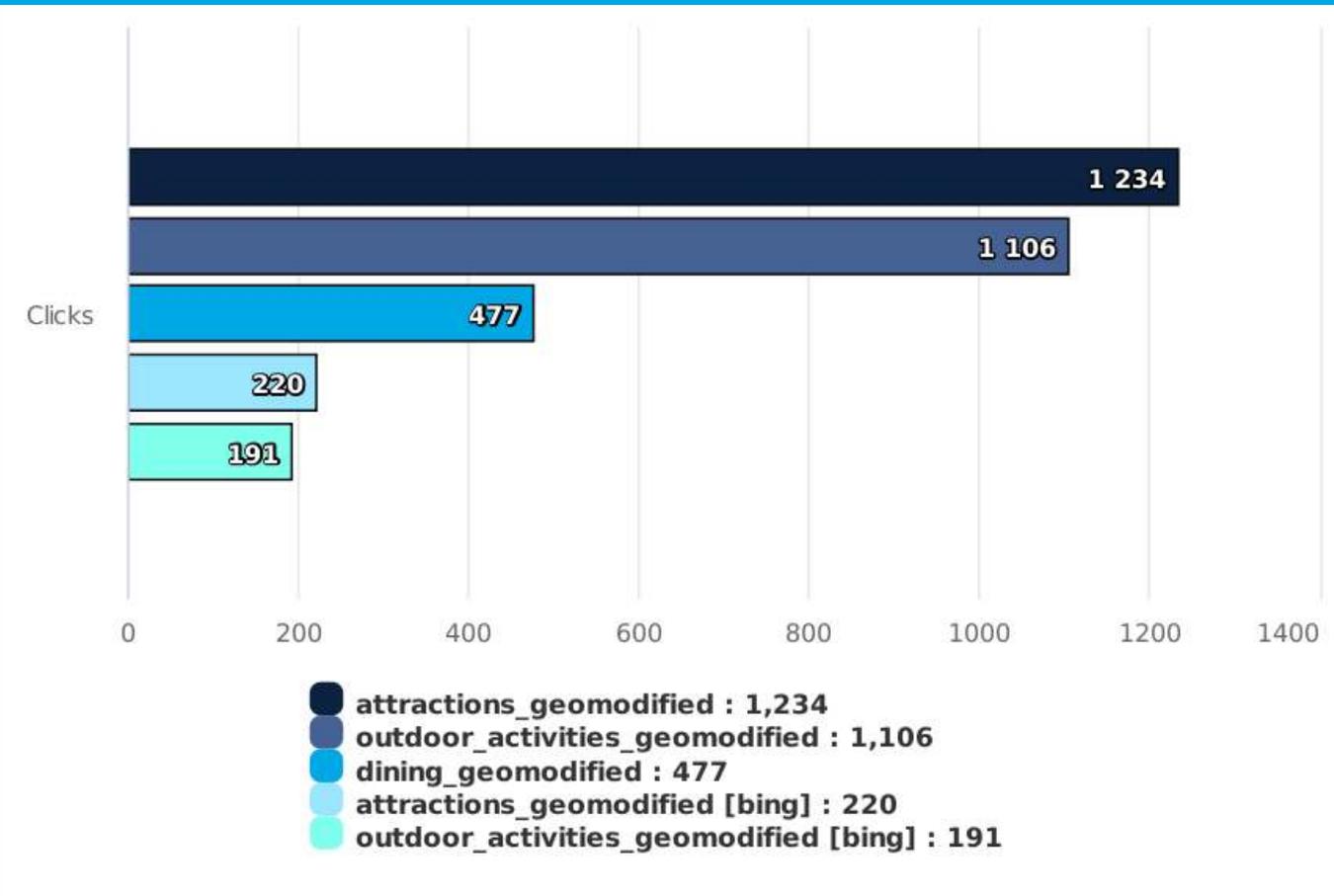
**9.63%**  
CTR

---

**1,143**  
Key Events

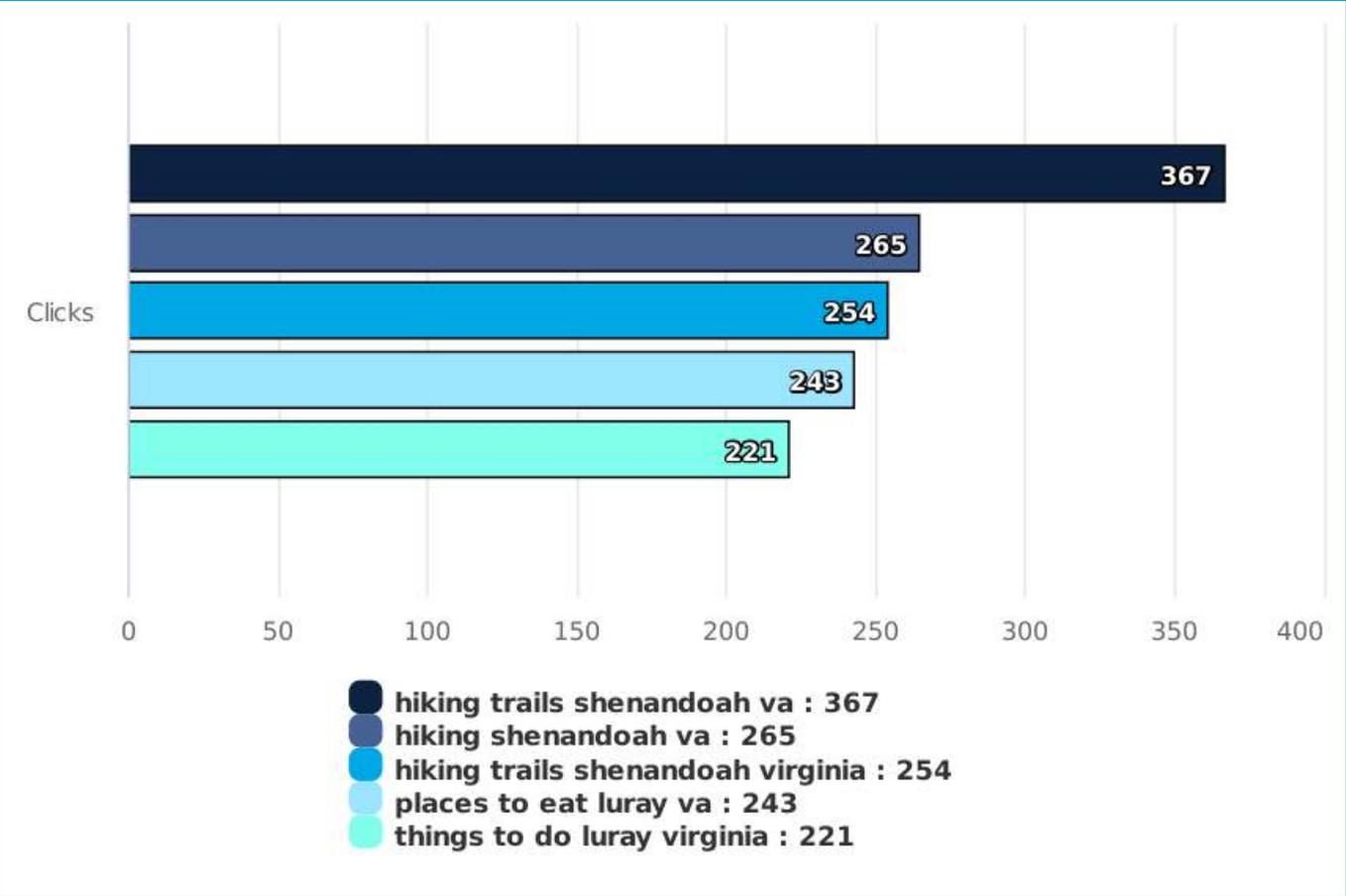
# Top Performing Segments

Top Performing Segments



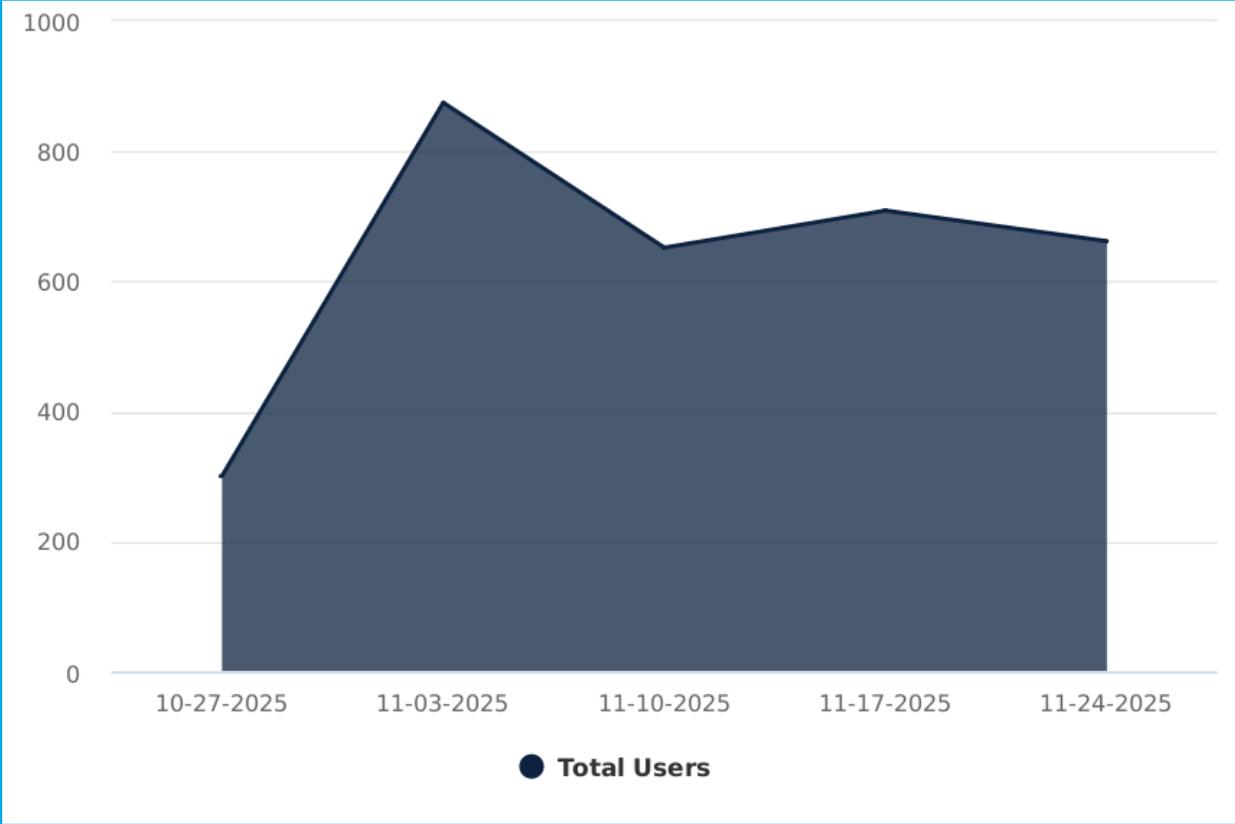
# Top Performing Keywords

## Top Performing Keywords



# Onsite Performance

## Onsite Performance



# Paid Search Key Events

## Paid Search Key Events

### Key Events



- partner\_referral : 1,116
- ads\_conversion\_contact\_us\_1 : 6
- ads\_conversion\_about\_us\_1 : 1
- form\_submit : 16
- visitor\_guide\_signups : 4

Thank You!





# DIGITAL MARKETING REPORT

Page Valley, VA

October 2025



## 1. SEO

SEO Executive Summary

Traffic Performance

Industry Comparison

Organic Traffic

# SEO EXECUTIVE SUMMARY

Oct 1, 2025 - Oct 31, 2025 ▾

In October 2025, the website experienced a 4.3% increase in Active Users and a 6.3% decrease in Engaged Sessions compared to the same period last year. Month over month, overall traffic and user visibility improved, with Active Users rising from 17,770 to 18,564 (+4.5%) and Sessions increasing from 21,251 to 23,005 (+7.0%), showing stronger seasonal engagement entering fall.

Organic traffic generated 5,522 Active Users, representing a 16.2% decrease compared to the same month last year. Sessions increased by 35% month over month (from 5,527 to 7,457), and Engaged Sessions also rose by 33% (from 3,992 to 5,315), indicating a notable recovery in both traffic and engagement. The engagement rate was 71.28% (-3.5% YoY), while average engagement time was 1:14 (-5.5% YoY), suggesting consistent user interaction even as YoY engagement slightly declined.

Top organic landing pages included /events/annual-events-festivals/heritage-festival (1,382 Active Users; 65 conversions), /blog/post/romantic-stays-page-valley (719 Active Users; 225 conversions), and /blog/post/things-to-do-near-shenandoah-national-park (438 Active Users; 66 conversions). Notably, evergreen content such as /our-area/towns-places/luray continued to drive conversions (120 total), while seasonal content like /blog/post/celebrate-the-season-with-fall-sights-frights-festivals maintained growth momentum (+17.6% MoM Active Users).

Google Search Console indicated a 13.7% decrease in Organic Clicks, a 12.3% decrease in Impressions, and a 43.4% improvement in Average Position (to 9.02, up from 13.79 in September). While the clickthrough rate improved slightly to 1.47% (+0.42pp MoM), visibility remained strong across search queries, signaling that keyword rankings improved even as user click behavior continues to stabilize.

Partner Referrals totaled 1,781, a 19.3% decrease YoY and a slight 5.9% decline month over month. While partner content remains an important contributor to site engagement, the small decline suggests an opportunity to maintain visibility and promotion of high-value listings and events.

Top-performing listings included: /listing/longs-florist/56 - 47 sessions, /listing/darkwood-manor/145 - 33 sessions, /listing/page-co-op-farm-bureau/51 - 32 sessions.

Top-performing event pages included: /event/luray-singing-tower-recital/1521 - 45 sessions, /event/page-county-heritage-festival - 41 sessions, /event/2025-short-track-schedule-shenandoah-speedway - 20 sessions.

Recent insights from Google reinforce the importance of evolving SEO strategies beyond click metrics alone. While visibility in search remains strong, declining CTRs suggest that SEO efforts should prioritize content depth, relevance, and on-site user experience — supporting conversions across both evergreen and seasonal campaigns.

DMO Industry traffic trends can now be found in the [online Insight Hub](#) on the Simpleview, a Granicus Company, website.

## Organic Summary

Sessions

7,457

▾ -12.2%

Engaged sessions

5,315

▾ -15.3%

Listing Referrals

3,437

▾ -19.1%

Event Referrals

169

▾ -32.9%

Visitor Guide Signups

7

▾ -41.7%

Newsletter Signups

2

0.0%

## COMPLETED TASKS

- \* Monthly SEO Report
- \* Monthly SEO Meeting
- \* Crawl Errors
- \* Google Analytics check
- \* Search Console monitoring
- \* Crawl error check & correction
- \* Site review for recommendations
- \* Broken link check & corrections
- \* Keyword & traffic performance in Google & Bing
- \* Backlink changes & opportunities
- \* On-Page Optimizations
- \* Meta Tag Optimizations

## ROADMAP

- \* Continued on-page optimization.
- \* Continued strategic conversations surrounding primary goals, top conversions, upcoming events, and how SEO can work together to meet said goals and report on success or further opportunities moving forward.
- \* Continued SEO-focused content updates and recommendations.
- \* Continued SEO-influenced monthly metadata strategy.

## What are the best ways to float the Shenandoah River in Page Valley, Virginia? | Tubing, Kayaking & Safety Tips

Use this to create an AI-friendly, one-screen guide covering tubing, kayaking, canoeing, ideal float times, put-ins/take-outs, shuttle basics, and safety (PFDs, river levels). Add a short “How long is the float?” table (low/normal water). Include quick links to outfitters and public landings.

**URL:** <https://www.pagevalley.org/articles/post/page-valley-float-trips/>

**FAQ (PAA):** Where are the best Shenandoah River tubing routes near Luray? How long do floats take at normal water levels? Do outfitters offer shuttle service and rentals? What should I bring for a river float (shoes, dry bag, PFD)? Are there public boat landings for DIY trips?

## What are the top pet-friendly things to do in Page Valley, Virginia? | Trails, Cabins & Patios

Turn this into the definitive pet-friendly hub: dog-friendly cabins and lodging, leashed trail options, riverside walks, parks, and restaurants with patios. Add quick rules (leash length, where pets aren’t allowed) and a packing list (towels, tick checks).

**URL:** <https://www.pagevalley.org/blog/post/adventures-with-pets/>

**FAQ (PAA):** Are there pet-friendly cabins near Shenandoah National Park? Which trails and parks allow dogs in Page Valley? Where can I find dog-friendly restaurants or patios in Luray/Stanley? Can dogs go on Skyline Drive overlooks and picnic areas? What should I pack for a dog-friendly trip to Page Valley?

## What are the best things to do near Shenandoah National Park? | Caverns, Scenic Drives & Small-Town Stops

Reframe this post to capture “near SNP” intent: Luray Caverns, Skyline Drive overlooks, easy hikes, Shenandoah River access, arts & galleries, and downtown Luray/Stanley highlights. Add “morning/afternoon/evening” mini itinerary and driving times to park entrances.

**URL:** <https://www.pagevalley.org/blog/post/things-to-do-near-shenandoah-national-park/>

**FAQ (PAA):** What are the must-see attractions near Shenandoah National Park? How far is Luray Caverns from the park entrances? What are the best scenic drives and overlooks close to SNP? What can I do with kids near Shenandoah (maze, museums, greenway)? Where can I kayak or tube near the park?



# SEO REPORT

Page Valley, VA

October 2025

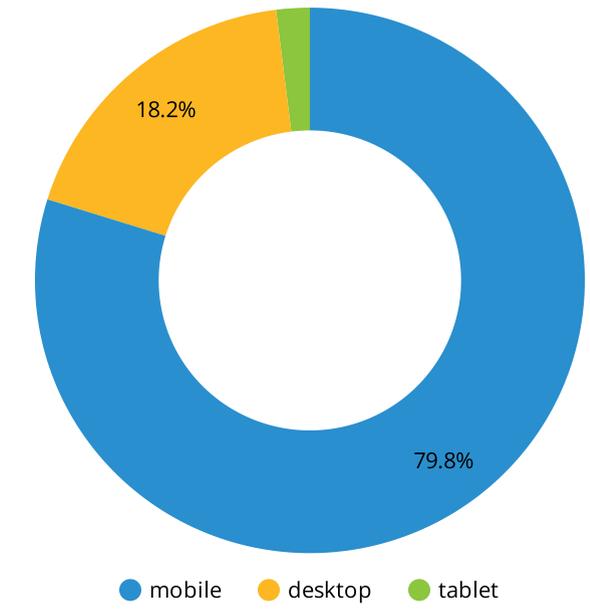


# OVERALL TRAFFIC SUMMARY

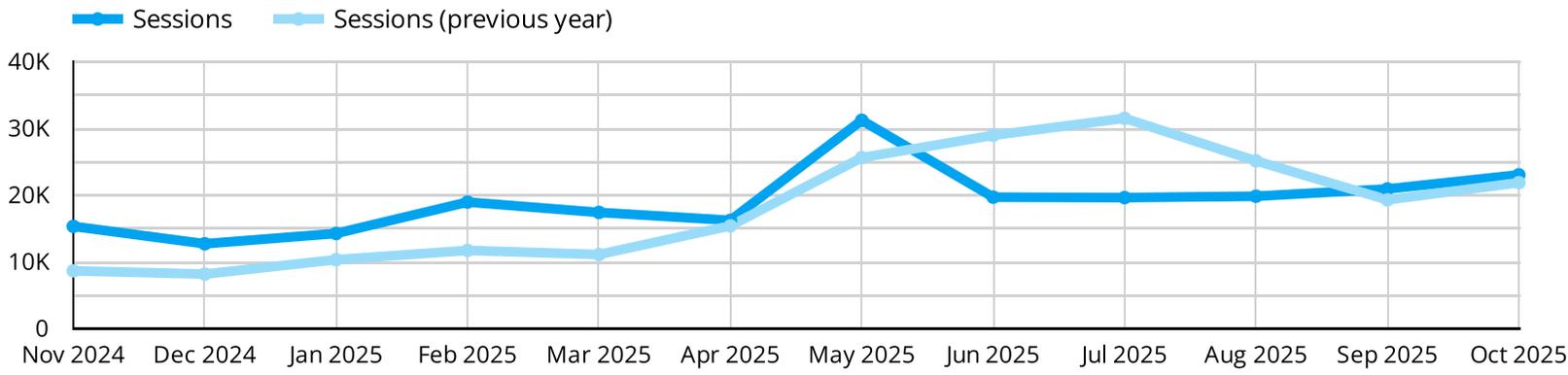
Oct 1, 2025 - Oct 31, 2025

Active Users <b>18,564</b> ↑ 4.3%	Sessions <b>23,005</b> ↑ 7.0%	Engaged Sessions <b>12,323</b> ↓ -6.3%	Engagement Rate <b>53.57%</b> ↓ -12.5%	Avg. Engagement Time <b>00:00:44</b> ↓ -13.8%	Conversions <b>3,968</b> ↓ -18.1%
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## Device Category (Users)



## Engaged Sessions over time (Last 12 months YoY)



## By Channel

Session default channel g...	Active users	% Δ	Engaged sessions	% Δ	Avg. Engagement Time	% Δ
Organic Search	5,522	-16.2% ↓	5,315	-15.3% ↓	00:01:14	-5.5% ↓
Paid Social	3,648	53.3% ↑	1,379	-1.9% ↓	00:00:06	-77.5% ↓
Paid Search	3,640	84.3% ↑	3,334	67.9% ↑	00:01:09	-5.4% ↓
Direct	2,331	-30.1% ↓	1,013	-52.0% ↓	00:00:34	-3.2% ↓
Display	2,295	-10.2% ↓	485	-13.7% ↓	00:00:03	9.8% ↑
Referral	655	142.6% ↑	398	68.6% ↑	00:00:50	-48.9% ↓
Organic Social	440	-52.2% ↓	304	-39.1% ↓	00:00:11	-46.8% ↓
Unassigned	146	147.5% ↑	49	-	00:00:25	-43.5% ↓
Paid Video	34	-46.9% ↓	28	-6.7% ↓	00:00:10	97.5% ↑
Audio	29	-6.5% ↓	1	-88.9% ↓	00:00:00	-100.0% ↓

## Overall Traffic Performance

## Organic Traffic Performance

Overall Traffic Performance			Organic Traffic Performance	
Industry	Region	Client	Industry	Client
Sessions YoY <b>3.21%</b> ↓ -42.3%	Sessions YoY <b>21.24%</b> ↓ -45.7%	Sessions <b>23,005</b> ↑ 7.0%	Sessions YoY <b>-5.87%</b> ↓ -126.3%	Sessions <b>7,457</b> ↓ -12.2%
Engagement Rate <b>49.16%</b> ↓ -18.0%	Engagement Rate <b>48.70%</b> ↓ -16.8%	Engagement Rate <b>53.57%</b> ↓ -12.5%	Engagement Rate <b>70.19%</b> ↓ -2.5%	Engagement Rate <b>71.28%</b> ↓ -3.5%
Key Event Rate <b>34.87%</b> ↑ 2.8%	Key Event Rate <b>9.89%</b> ↓ -12.0%	Key Event Rate <b>9.37%</b> ↓ -25.2%	Key Event Rate <b>18.11%</b> ↑ 8.0%	Key Event Rate <b>14.66%</b> ↓ -8.6%
Eng. Time / Session <b>00:00:33</b> ↓ -13.7%	Eng. Time / Session <b>00:00:41</b> ↓ -13.6%	Eng. Time / Session <b>00:00:35</b> ↓ -16.0%	Eng. Time / Session <b>00:01:09</b> ↓ -0.6%	Eng. Time / Session <b>00:00:55</b> ↓ -9.5%
Pages / Session <b>1.78</b> ↓ -11.5%	Pages / Session <b>1.93</b> ↓ -11.5%	Pages / Session <b>1.75</b> ↓ -27.1%	Pages / Session <b>2.52</b> ↓ -7.2%	Pages / Session <b>1.85</b> ↓ -16.6%

Total Referrals

## 819

↑ 143.0%

LLM Referrals

## 96

↑ N/A

## Referrals from LLMs

Session source	Sessions
chatgpt.com	91
perplexity	2
claude.ai	1
copilot.microsoft.com	1
perplexity.ai	1

## Top Landing Pages for LLMs

Landing page	Sess...
/blog/post/romantic-stays-page-valley	25
/plan-your-visit/packages-and-deals/shenan...	8
/plan-your-visit/packages-and-deals/luray-c...	6
/blog/post/things-to-do-near-shenandoah-n...	5
/our-area/towns-places/stanley	5
/events/annual-events-festivals/heritage-fes...	4
/blog/post/ten-cozy-cabin-stays-for-a-perfec...	3
/	2

## Referral Traffic by Source and Landing Page

Session source	Landing page	Sessions	Views per session	Engagement rate
virginia.org	/places-to-stay/cabins	407	1.19	27.76%
mms.kcbs.us	/events/annual-events-festivals/shenandoah-...	41	1.27	75.61%
virginia.org	/	35	2.83	74.29%
visitskylinedrive.org	/	29	3.76	86.21%
h7gmk.r.ag.d.sendib...	/events/annual-events-festivals/heritage-fest...	16	1.25	6.25%
virginia.org	/events/annual-events-festivals/heritage-fest...	15	1.13	60%
visitshenandoah.org	/	11	4	100%
pagecounty.virginia....	/	10	3.1	70%
visitskylinedrive.org	/our-area	10	1	10%
chatgpt.com	/blog/post/romantic-stays-page-valley	9	4.78	100%
virginia.org	/our-area/towns-places/luray	9	7.44	100%
link.edgepilot.com	/events/annual-events-festivals/shenandoah-...	9	1	55.56%
virginia.org	/places-to-stay	8	5.75	100%
airbnb.com	/events/annual-events-festivals/heritage-fest...	8	1.13	62.5%
legacyinnluray.com	/events	7	14.29	100%
callingallcontestants....	/events/annual-events-festivals/shenandoah-...	6	4.17	100%
townofshenandoah.c...	/	6	1.17	33.33%
mms.kcbs.us	/	5	2.8	80%
townofshenandoah.c...	/things-to-do/outdoors/hiking-biking	5	1.2	80%
virginia.org	/articles/post/food-drink-in-luray	4	1	0%
airbnb.com	/things-to-do/fall	3	4.67	66.67%
<b>Grand total</b>		<b>769</b>	<b>1.9</b>	<b>48.76%</b>

# ORGANIC TRAFFIC SUMMARY

Oct 1, 2025 - Oct 31, 2025

Active users

5,522

↓ -16.2%

Sessions

7,457

↓ -12.2%

Engaged sessions

5,315

↓ -15.3%

Engagement rate

71.28%

↓ -3.5%

Engagement Time

00:01:14

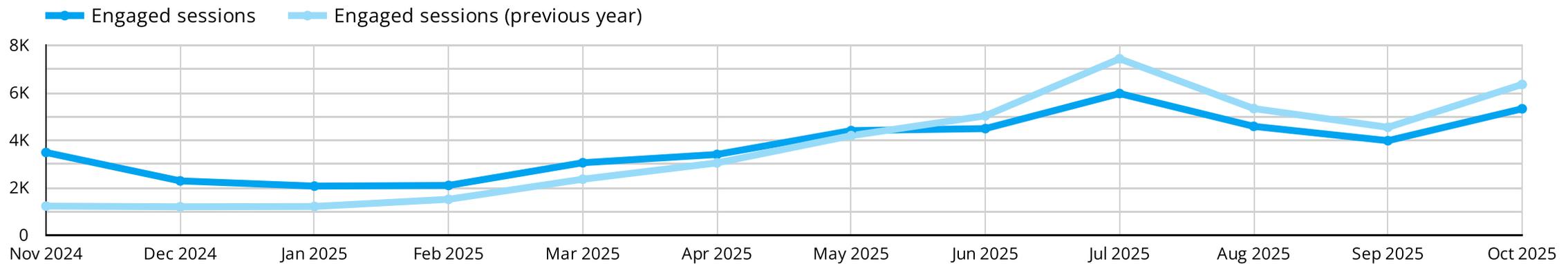
↓ -5.5%

Conversions

1,870

↓ -20.4%

## Organic Engaged Sessions over time (Last 12 months YoY)



## Landing Page (Users)



## Conversion Events

Event name	Conversions
partner_referral	3,727
ads_conversion_About_Us_1	83
form_submit	77
ads_conversion_Contact_Us_1	54
visitor_guide_signups	25
newsletter_signups	2



## Organic Search Result Performance

Query	Landing Page	Url Clicks	Impressions	Δ	URL CTR
page county heritage festival	https://www.pagevalley.org/events/annual-events-festivals/heritage-fe...	307	501	175 ↑	61.28%
page county heritage festival 20...	https://www.pagevalley.org/events/annual-events-festivals/heritage-fe...	284	460	-	61.74%
heritage festival luray va	https://www.pagevalley.org/events/annual-events-festivals/heritage-fe...	104	158	-110 ↓	65.82%
luray heritage festival	https://www.pagevalley.org/events/annual-events-festivals/heritage-fe...	73	148	-43 ↓	49.32%
things to do in luray va	https://www.pagevalley.org/our-area/towns-places/luray/	67	1,625	-363 ↓	4.12%
things to do near shenandoah n...	https://www.pagevalley.org/blog/post/things-to-do-near-shenandoah-n...	60	585	-43 ↓	10.26%
luray caverns tickets	https://www.pagevalley.org/plan-your-visit/packages-and-deals/luray-c...	57	7,832	-2,407 ↓	0.73%
luray fall festival	https://www.pagevalley.org/events/annual-events-festivals/heritage-fe...	47	97	-36 ↓	48.45%
page county fall festival	https://www.pagevalley.org/events/annual-events-festivals/heritage-fe...	42	68	13 ↑	61.76%
luray caverns	https://www.pagevalley.org/things-to-do/attractions/luray-caverns/	38	28,825	-47,334 ↓	0.13%
luray caverns hours	https://www.pagevalley.org/plan-your-visit/packages-and-deals/luray-c...	38	904	249 ↑	4.2%
heritage festival 2025	https://www.pagevalley.org/events/annual-events-festivals/heritage-fe...	34	286	-	11.89%
romantic getaways in virginia	https://www.pagevalley.org/blog/post/romantic-stays-page-valley/	29	760	-	3.82%
things to do in shenandoah natio...	https://www.pagevalley.org/blog/post/things-to-do-near-shenandoah-n...	28	1,552	300 ↑	1.8%
heritage festival	https://www.pagevalley.org/events/annual-events-festivals/heritage-fe...	26	209	-213 ↓	12.44%
page valley	https://www.pagevalley.org/	26	111	46 ↑	23.42%
heritage festival 2025 virginia	https://www.pagevalley.org/events/annual-events-festivals/heritage-fe...	25	269	-	9.29%
page valley va	https://www.pagevalley.org/	25	85	3 ↑	29.41%
things to do around shenandoah...	https://www.pagevalley.org/blog/post/things-to-do-near-shenandoah-n...	24	161	-2 ↓	14.91%
page valley heritage festival	https://www.pagevalley.org/events/annual-events-festivals/heritage-fe...	21	35	24 ↑	60%
page county festival	https://www.pagevalley.org/events/annual-events-festivals/heritage-fe...	20	28	8 ↑	71.43%
page heritage festival	https://www.pagevalley.org/events/annual-events-festivals/heritage-fe...	20	36	21 ↑	55.56%
romantic cabins in virginia	https://www.pagevalley.org/blog/post/romantic-stays-page-valley/	20	213	-	9.39%

# ORGANIC BLOG TRAFFIC

Oct 1, 2025 - Oct 31, 2025

Sessions

1,485

↓ -11.0%

Engaged Sessions

1,263

↓ -6.4%

Active Users

1,299

↓ -4.4%

Conversions

308

↑ 220.8%

Engagement Time

00:01:32

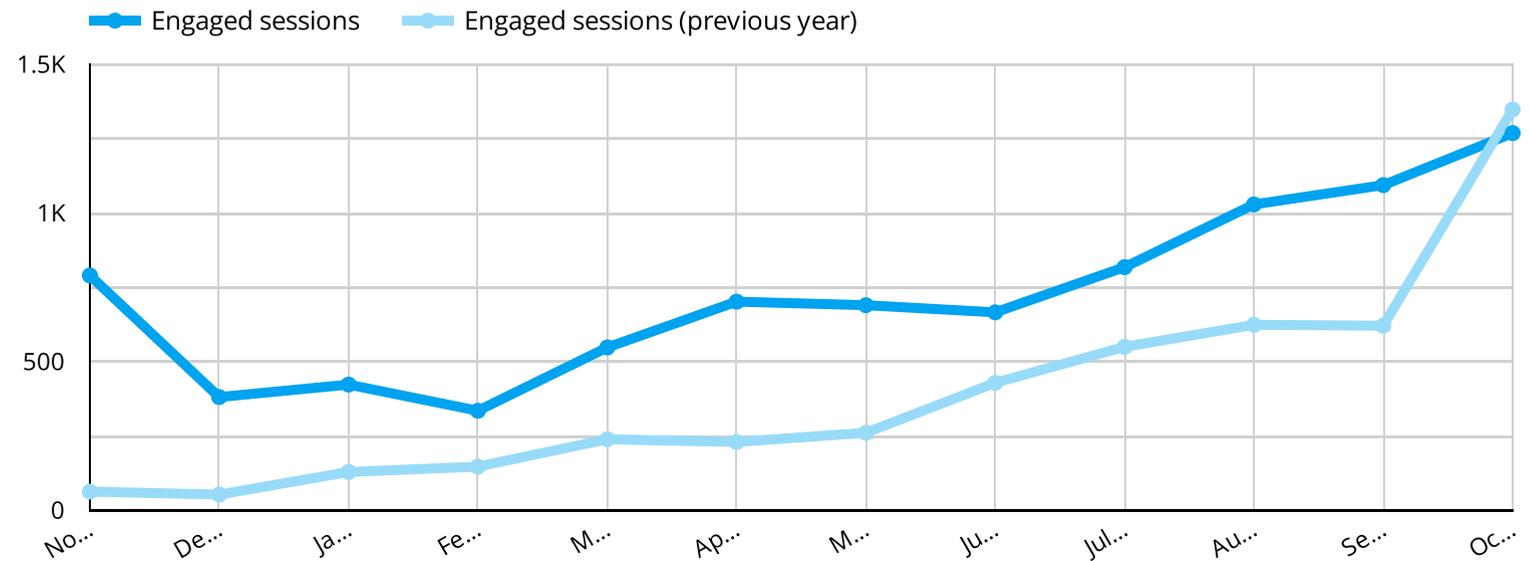
↑ 3.0%

Engagement Rate

85.05%

↑ 5.1%

## Organic Engaged Sessions to the Blog over time (Last 12 months YoY)



## Top Organic Landing Pages (Blog)

Landing page	Active users	% Δ	Engaged sessions	% Δ	Engagement rate	% Δ
/blog/post/romantic-stays-page-valley	719	-	705	-	86.29%	-
/blog/post/things-to-do-near-shenandoah-national-park	438	18.4% ↑	419	20.4% ↑	86.04%	0.4% ↑
/blog/post/hikes-for-kids-in-shenandoah-national-park	47	-90.7% ↓	56	-90.0% ↓	76.71%	-2.3% ↓
/blog/post/ten-cozy-cabin-stays-for-a-perfect-winter-getaway-in-page-valley	26	-91.4% ↓	23	-91.5% ↓	88.46%	8.0% ↑
/blog/post/celebrate-the-season-with-fall-sights-frights-festivals	20	17.6% ↑	19	11.8% ↑	90.48%	-9.5% ↓
/blog/post/five-fall-hikes-in-page-valley	15	-84.5% ↓	10	-88.8% ↓	41.67%	-46.6% ↓
/blog/post/adventures-with-pets	14	-33.3% ↓	14	-36.4% ↓	87.5%	39.2% ↑

Entries - Listings  
**1,143**  
↓ -8.3%

Pageviews - Listings  
**1,644**  
↓ -11.4%

Entries - Events  
**216**  
↓ -38.3%

Pageviews - Events  
**538**  
↓ -34.7%

Entries - Offers  
**0**  
N/A

Pageviews - Offers  
**No data**  
No data

Partner Referrals  
**1,781**  
↓ -19.3%

## Top Organic Landing Pages (Partner Listings)

	Landing page	Sessions
1.	/listing/longs-florist/56	47
2.	/listing/darkwood-manor/145	33
3.	/listing/page-co-op-farm-bureau/51	32
4.	/listing/page-one-thrift-shop/127	30
5.	/listing/luray-caverns-weddings/452	29
6.	/listing/shenandoah-yurt/323	29
7.	/listing/shenandoah-historic-district/437	27
8.	/listing/bearloga/276	26
9.	/listing/shenandoah-treehouse-&-mou...	26
10.	/listing/catherine-furnace/431	25
11.	/listing/panorama-at-shenandoah-natio...	25
12.	/listing/the-white-house-(luray-virginia)...	19
13.	/listing/andrew-jackson-school-museu...	18
14.	/listing/bank-street-books/36	17
15.	/listing/absolute-perfect-escape/235	16
16.	/listing/cooters-place/108	16
17.	/listing/rock-n'-reel-river-cabin/347	15
18.	/listing/fairview-fun-farm/144	14
19.	/listing/ralph-h-dean-recreation-park/1...	14

## Top Organic Landing Pages (Event Listings)

	Landing page	Sessions
1.	/event/luray-singing-tower-recital/1521	45
2.	/event/page-county-heritage-festival/1...	41
3.	/event/2025-short-track-schedule-shen...	20
4.	/event/town-of-shenandoah-halloween-...	20
5.	/event/halloween-block-party/1260	15
6.	(not set)	14
7.	/event/christmas-parade-and-christma...	13
8.	/event/luray-singing-tower-recital/1520	6
9.	/event/cooters-garage-band-live/1596	5
10.	/event/singing-tower-recitals/1444	5
11.	/event/free-entrance-day-in-shenando...	4
12.	/event/a-walk-for-sunshine/1282	3
13.	/event/abbey-road-at-pal/1603	3
14.	/event/live-entertainment-at-skyland:-d...	3
15.	/event/live-entertainment-at-skyland:-s...	3
16.	/event/music-under-the-arbor-mike-pr...	2
17.	/event/live-entertainment-at-skyland:-s...	2
18.	/event/live-music-&-food-truck/1593	2
19.	/event/movies-on-main-movie-tba/1200	2



# DIGITAL MARKETING REPORT

Page Valley, VA

November 2025



## 1. SEO

SEO Executive Summary

Traffic Performance

Industry Comparison

Organic Traffic

# SEO EXECUTIVE SUMMARY

Nov 1, 2025 - Nov 30, 2025

In November 2025, the website experienced a 10.1% decrease in Active Users and a 37.4% decrease in Engaged Sessions compared to the same period last year. Month over month, both metrics declined following the strong seasonal activity seen in October, with Active Users dropping from 11,518 in November (-38% MoM) and Sessions decreasing from 13,322 (-42% MoM) as post-fall travel tapered off

Organic traffic generated 2,633 Active Users, representing a 29.3% YoY decrease and a 52% decline month over month from October's 5,522. Organic Sessions fell from 7,457 in October to 3,260 in November (-56%), and Engaged Sessions dropped from 5,315 to 2,360 (-55%), reflecting expected seasonality after the fall peak. The engagement rate held steady at 72.39% (-3.0% YoY), while average engagement time remained consistent at 1:06 (-1.5% YoY), indicating that users who did visit the site continued to spend similar time per session

Top organic landing pages included /blog/post/romantic-stays-page-valley (452 Active Users; 147 conversions), /blog/post/things-to-do-near-shenandoah-national-park (163 Active Users; 15 conversions), and /plan-your-visit/packages-and-deals/luray-caverns (162 Active Users; 43 conversions). Evergreen content such as /our-area/towns-places/luray continued to perform well (128 conversions), while /events and /our-area/towns-places/stanley maintained steady engagement despite lower overall sessions.

Google Search Console indicated a 28.6% decrease in Organic Clicks (2,511 total) and an 8.9% decrease in Impressions (304,537), while the Average Position improved to 10.1 (+11% MoM), marking a continued gain from October's 9.02. The clickthrough rate declined slightly to 0.82% (-21.6%), aligning with broader post-holiday search slowdowns. Top-performing search queries included "things to do in Luray VA," "Luray Caverns tickets," and "romantic getaways in Virginia," all maintaining high visibility near the top of search results

Partner Referrals totaled 1,205, marking a 24% decrease from the previous month but showing healthy diversity across listings and AI-driven referrals. Notably, LLM referrals increased significantly to 61 sessions (+2,950%), with strong engagement from ChatGPT and Claude.ai, reinforcing Page Valley's visibility in AI-powered discovery platforms.

Top-performing listings included: /listing/andrew-jackson-school-museum/429 - 55 sessions, /listing/catherine-furnace/431 - 45 sessions, and /listing/longs-florist/56 - 29 sessions.

Top-performing event pages included: /event/christmas-parade-and-christmas-festival - 10 sessions, /event/harvest-market/1605 - 9 sessions, and /event/christmas-at-cooters-concert-luray - 6 sessions.

Recent insights from Google reinforce the importance of evolving SEO strategies beyond click metrics alone. While visibility in search remains strong, declining CTRs suggest that SEO efforts should prioritize content depth, relevance, and on-site user experience — supporting conversions across both evergreen and seasonal campaigns.

DMO Industry traffic trends can now be found in the [online Insight Hub](#) on the Simpleview, a Granicus Company, website.

## Organic Summary

Sessions

3,260

↓ -29.7%

Engaged sessions

2,360

↓ -31.8%

Listing Referrals

2,662

↓ -34.7%

Event Referrals

47

↓ -78.7%

Visitor Guide Signups

12

↑ 71.4%

Newsletter Signups

5

No data

## COMPLETED TASKS

- \* Monthly SEO Report
- \* Monthly SEO Meeting
- \* Crawl Errors
- \* Google Analytics check
- \* Search Console monitoring
- \* Crawl error check & correction
- \* Site review for recommendations
- \* Broken link check & corrections
- \* Keyword & traffic performance in Google & Bing
- \* Backlink changes & opportunities
- \* On-Page Optimizations
- \* Meta Tag Optimizations

## ROADMAP

- \* Continued on-page optimization.
- \* Continued strategic conversations surrounding primary goals, top conversions, upcoming events, and how SEO can work together to meet said goals and report on success or further opportunities moving forward.
- \* Continued SEO-focused content updates and recommendations.
- \* Continued SEO-influenced monthly metadata strategy.

## What Are the Best Winter Things to Do in Page Valley, Virginia? | Cozy, Scenic & Easy Seasonal Activities

Use this blog to give visitors a simple winter overview: easy trails, scenic overlooks, hot chocolate stops, festive spots, and indoor options like caverns and museums. Include quick tips for winter weather and visiting during colder months.

**FAQ (PAA):** What can you do in Page Valley in the winter? – Are there winter hikes near Luray? – What indoor activities are open in winter? – What’s the best way to enjoy Page Valley during cold weather?

## Where to See Holiday Lights and Festive Displays in Page Valley | Town Decorations, Photo Spots & Local Traditions

Create a cheerful holiday-lights guide featuring decorated streets, festive storefronts, tree displays, and the best places for seasonal photos. Add a short “best time to visit” section for families.

**FAQ (PAA):** Where can I see Christmas lights in Page Valley? – Does Luray have holiday decorations? – What are the best holiday photo spots? – Are there Christmas displays for kids?

## A Cozy Winter Weekend in Page Valley | Sample Itinerary for Couples or Friends

Turn this into a 2-day winter itinerary: start with a cabin morning, scenic views, coffee shops, local dining, wineries/breweries, and relaxed evening activities. Make it feel approachable and flexible.

**FAQ (PAA):** What is a good winter weekend getaway near Shenandoah? – What can couples do in Page Valley in the winter? – What are the best cozy things to do in Luray? – How do I plan a short winter trip?

## Family-Friendly Winter Activities in Page Valley | Indoor Fun, Easy Walks & Treat Stops

A parent-focused guide with simple winter activities: caverns, museums, family-friendly short trails, playground stops (weather permitting), and warm treat spots around town.

**FAQ (PAA):** What winter activities are best for kids in Page Valley? – What can families do indoors in Luray? – Are there easy winter walks for young kids? – Where can families get hot chocolate?



# SEO REPORT

Page Valley, VA

November 2025

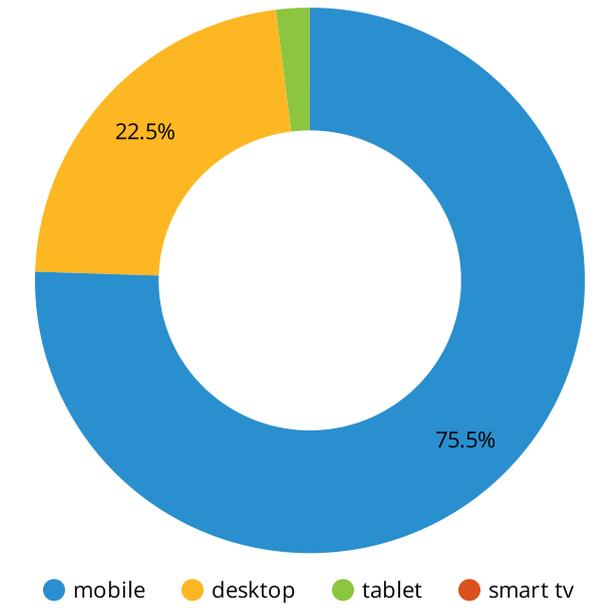


# OVERALL TRAFFIC SUMMARY

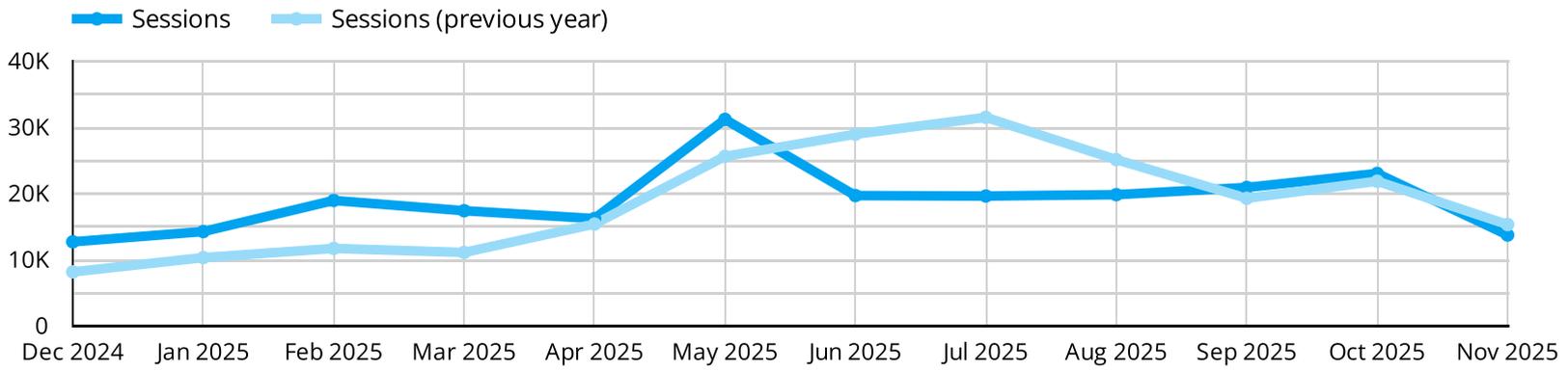
Nov 1, 2025 - Nov 30, 2025

Active Users <b>11,518</b> ↓ -10.1%	Sessions <b>13,322</b> ↓ -13.7%	Engaged Sessions <b>6,806</b> ↓ -37.4%	Engagement Rate <b>51.09%</b> ↓ -27.4%	Avg. Engagement Time <b>00:00:38</b> ↓ -15.9%	Conversions <b>2,966</b> ↓ -34.4%
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## Device Category (Users)



## Engaged Sessions over time (Last 12 months YoY)



## By Channel

Session default channel g...	Active users	% Δ	Engaged sessions	% Δ	Avg. Engagement Time	% Δ
Paid Search	2,922	78.6% ↑	2,691	65.7% ↑	00:01:08	7.0% ↑
Organic Search	2,633	-29.3% ↓	2,360	-31.8% ↓	00:01:06	-1.5% ↓
Paid Social	1,933	-44.8% ↓	478	-86.3% ↓	00:00:05	-85.7% ↓
Display	1,916	-5.0% ↓	334	-44.4% ↓	00:00:02	-40.6% ↓
Direct	1,410	27.6% ↑	668	-18.8% ↓	00:00:25	-33.7% ↓
Referral	439	352.6% ↑	181	108.0% ↑	00:00:31	-67.6% ↓
Organic Social	287	-61.5% ↓	134	-78.0% ↓	00:00:06	-79.2% ↓
Unassigned	94	9.3% ↑	33	-	00:00:29	32.5% ↑
Paid Video	34	-34.6% ↓	6	-73.9% ↓	00:00:01	-75.4% ↓
Paid Other	12	-	6	-	00:01:14	-

## Overall Traffic Performance

## Organic Traffic Performance

Overall Traffic Performance			Organic Traffic Performance	
Industry	Region	Client	Industry	Client
Sessions YoY <b>1.36%</b> ↓ -85.1%	Sessions YoY <b>16.34%</b> ↓ -49.4%	Sessions <b>13,322</b> ↓ -13.7%	Sessions YoY <b>-10.66%</b> ↓ -408.5%	Sessions <b>3,260</b> ↓ -29.7%
Engagement Rate <b>47.01%</b> ↓ -20.0%	Engagement Rate <b>46.73%</b> ↓ -16.8%	Engagement Rate <b>51.09%</b> ↓ -27.4%	Engagement Rate <b>69.78%</b> ↓ -3.8%	Engagement Rate <b>72.39%</b> ↓ -3.0%
Key Event Rate <b>33.41%</b> ↑ 10.0%	Key Event Rate <b>9.12%</b> ↓ -3.7%	Key Event Rate <b>11.62%</b> ↓ -30.3%	Key Event Rate <b>17.77%</b> ↑ 9.0%	Key Event Rate <b>22.27%</b> ↑ 6.8%
Eng. Time / Session <b>00:00:29</b> ↓ -18.5%	Eng. Time / Session <b>00:00:35</b> ↓ -16.3%	Eng. Time / Session <b>00:00:33</b> ↓ -11.6%	Eng. Time / Session <b>00:01:05</b> ↓ -6.4%	Eng. Time / Session <b>00:00:54</b> ↓ -0.5%
Pages / Session <b>1.67</b> ↓ -13.3%	Pages / Session <b>1.8</b> ↓ -11.6%	Pages / Session <b>1.91</b> ↓ -33.3%	Pages / Session <b>2.4</b> ↓ -11.9%	Pages / Session <b>2.09</b> ↓ -11.3%

Total Referrals  
**483**  
↑ 305.9%

LLM Referrals  
**61**  
↑ 2,950.0%

## Referrals from LLMs

Session source	Sessions
chatgpt.com	57
claude.ai	2
gemini.google.com	1
perplexity	1

## Top Landing Pages for LLMs

Landing page	Sess...
/blog/post/romantic-stays-page-valley	20
/blog/post/things-to-do-near-shenandoah-n...	5
/events/free-events	4
/our-area/towns-places/luray	4
/plan-your-visit/packages-and-deals/shenan...	4
/places-to-stay/cabins	3
/blog/post/spring-wildflowers	2
/blog/post/ten-cozy-cabin-stays-for-a-perfec...	2

## Referral Traffic by Source and Landing Page

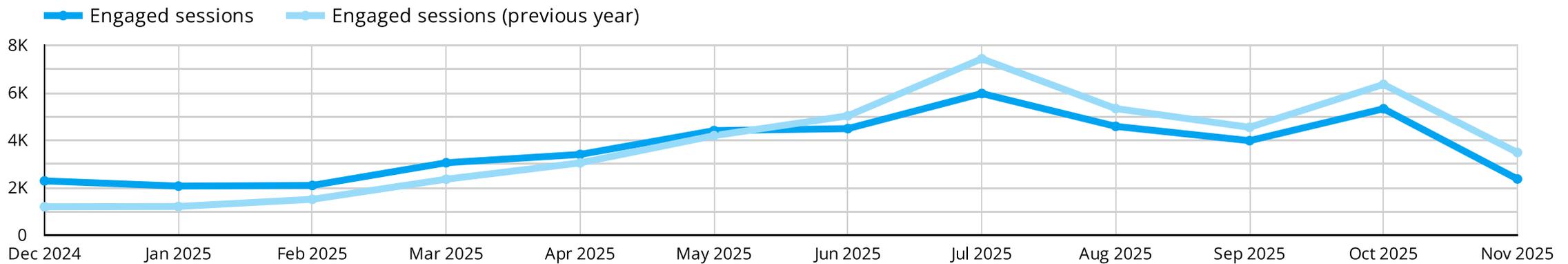
Session source	Landing page	Sessions	Views per session	Engagement rate
virginia.org	/places-to-stay/cabins	347	1.24	21.9%
virginia.org	/	14	2.07	64.29%
chatgpt.com	/blog/post/romantic-stays-page-valley	9	1.89	88.89%
visitshenandoah.org	/	6	4	100%
virginia.org	/places-to-stay	4	9	100%
pagecounty.virginia....	/	4	8	75%
shenandoahvalley.org	/	3	2	100%
visitskylinedrive.org	/	3	3.33	100%
legacyinnluray.com	/events	3	3.67	100%
townofshenandoah.c...	/	3	1.33	66.67%
usc-excel.officeapps....	/things-to-do/attractions	3	3.67	66.67%
legacyinnluray.com	/event/music-under-the-arbor-shane-click/15...	3	1	33.33%
usc-excel.officeapps....	/	3	1	0%
virginia.org	/our-area/towns-places/luray	2	1	100%
statics.teams.cdn.offi...	/search	2	9.5	100%
claude.ai	/blog/post/spring-wildflowers	2	1	50%
mms.kcbs.us	/events/annual-events-festivals/shenandoah...	2	1	50%
virginia.org	/places-to-stay/unique-stays	2	1	0%
usc-excel.officeapps....	/events/arts-and-culture	1	4	100%
visitshenandoah.org	/things-to-do/attractions/shenandoah-nation...	1	1	0%
pagevalleynews.com	/	1	5	100%
<b>Grand total</b>		<b>466</b>	<b>1.74</b>	<b>36.27%</b>

# ORGANIC TRAFFIC SUMMARY

Nov 1, 2025 - Nov 30, 2025

<b>Active users</b> <b>2,633</b> ↓ -29.3%	<b>Sessions</b> <b>3,260</b> ↓ -29.7%	<b>Engaged sessions</b> <b>2,360</b> ↓ -31.8%	<b>Engagement rate</b> <b>72.39%</b> ↓ -3.0%	<b>Engagement Time</b> <b>00:01:06</b> ↓ -1.5%	<b>Conversions</b> <b>1,301</b> ↓ -22.1%
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## Organic Engaged Sessions over time (Last 12 months YoY)



## Landing Page (Users)

Landing page	Active users	Conversions
/blog/post/romantic-stays-page-valley	452	147
/blog/post/things-to-do-near-shenandoah-national-park	163	15
/plan-your-visit/packages-and-deals/luray-caverns	162	43
/our-area/towns-places/luray	156	128
/events	91	18
/our-area/towns-places/stanley	77	42
/	50	22
/listing/andrew-jackson-school-museum/429	44	3
/places-to-stay/cabins	41	82

## Conversion Events

Event name	Conversions
partner_referral	2,747
form_submit	67
ads_conversion_About_Us_1	64
ads_conversion_Contact_Us_1	62
visitor_guide_signups	21
newsletter_signups	5

# ORGANIC SEARCH QUERY PERFORMANCE

Nov 1, 2025 - Nov 30, 2025

Organic Clicks

2,511

↓ -28.6%

Organic Impressions

304,537

↓ -8.9%

Organic CTR%

0.82%

↓ -21.6%

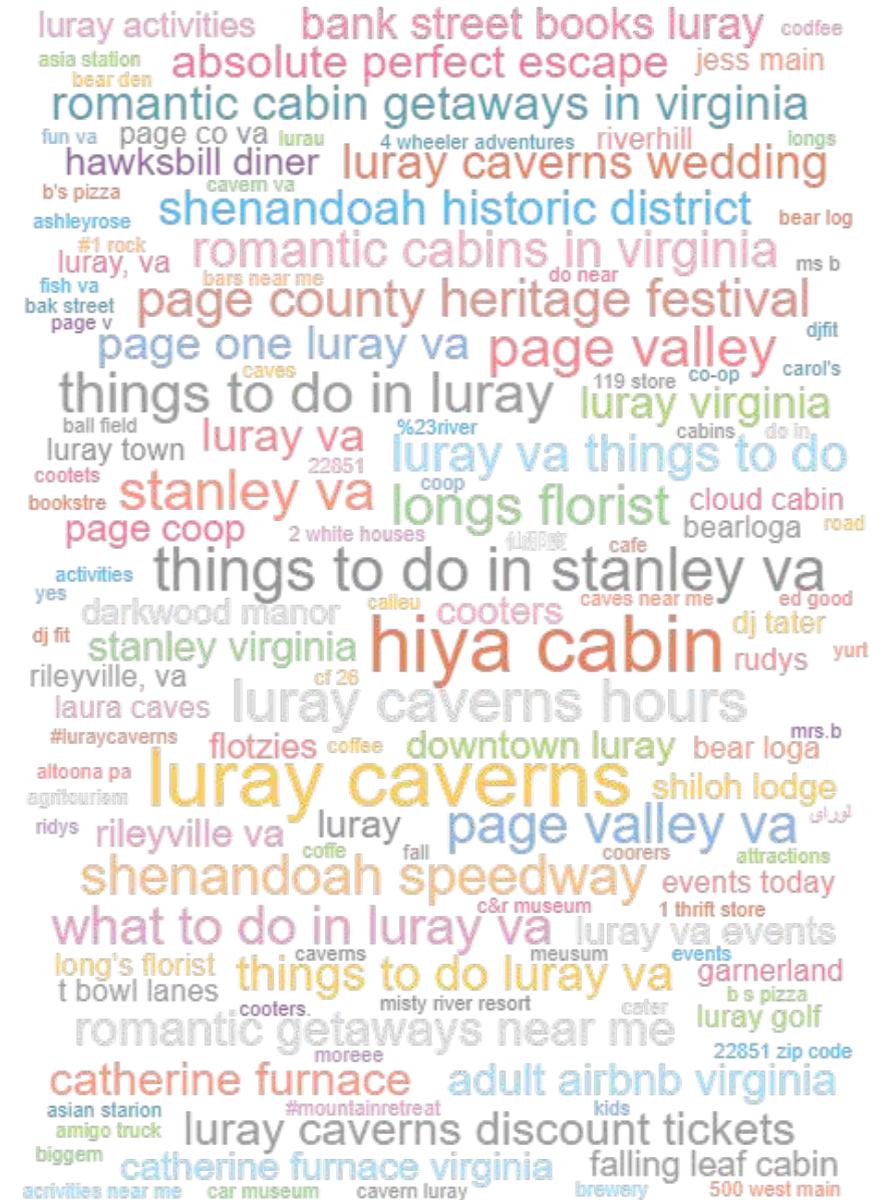
Average Ranking Position

10.1

↓ -43.1%

## Organic Search Result Performance

Query	Clicks	Average Position	Δ	Site CTR
things to do in luray va	41	3.23	0.59 ↑	3.68%
luray caverns tickets	39	4.36	-1.53 ↓	0.62%
luray caverns	34	8.04	-2.43 ↓	0.13%
hiya cabin	33	3.07	-	6.86%
things to do near she...	22	2.5	-0.56 ↓	5.47%
romantic getaways in...	17	5.58	-	2.79%
things to do in stanley...	16	4.66	1.19 ↑	15.84%
luray caverns hours	14	4.92	0.25 ↑	2.2%
romantic luxury cabin...	14	3.19	-90.41 ↓	5.74%
stanley va	13	3.64	-3.78 ↓	0.86%
things to do in luray	13	3.5	0.46 ↑	4.61%
page valley	12	1.41	0.33 ↑	17.39%
longs florist	11	3.42	-0.69 ↓	13.1%
page valley va	11	3.31	1.42 ↑	30.56%
shenandoah speedway	11	5.85	1.77 ↑	2.29%
things to do in shena...	11	7.51	-2.44 ↓	1.3%
page county heritage ...	10	4.84	3.84 ↑	32.26%
what to do in luray va	10	3.61	-0.05 ↓	6.76%
luray va things to do	9	3.14	-1.21 ↓	7.69%
romantic cabins in vir	9	2.66	-53.84 ↓	4.48%



## Organic Search Result Performance

Query	Landing Page	Url Clicks	Impressions	Δ	URL CTR
things to do in luray va	https://www.pagevalley.org/our-...	41	1,106	-240 ↓	3.71%
luray caverns tickets	https://www.pagevalley.org/plan...	39	6,327	-879 ↓	0.62%
hiya cabin	https://www.pagevalley.org/blog...	33	481	-	6.86%
things to do near shenandoah n...	https://www.pagevalley.org/blog...	22	397	21 ↑	5.54%
luray caverns	https://www.pagevalley.org/plan...	21	19,243	15,057 ↑	0.11%
romantic getaways in virginia	https://www.pagevalley.org/blog...	17	609	-	2.79%
things to do in stanley va	https://www.pagevalley.org/our-...	16	96	-40 ↓	16.67%
luray caverns hours	https://www.pagevalley.org/plan...	14	636	125 ↑	2.2%
romantic luxury cabins in virginia	https://www.pagevalley.org/blog...	14	244	-	5.74%
stanley va	https://www.pagevalley.org/our-...	13	1,519	84 ↑	0.86%
things to do in luray	https://www.pagevalley.org/our-...	13	279	4 ↑	4.66%
luray caverns	https://www.pagevalley.org/thin...	12	8,094	-55,184 ↓	0.15%
longs florist	https://www.pagevalley.org/listin...	11	84	-47 ↓	13.1%
things to do in shenandoah natio...	https://www.pagevalley.org/blog...	11	834	-35 ↓	1.32%
page county heritage festival	https://www.pagevalley.org/even...	10	29	20 ↑	34.48%
shenandoah speedway	https://www.pagevalley.org/thin...	10	462	200 ↑	2.16%
what to do in luray va	https://www.pagevalley.org/our-...	10	145	-10 ↓	6.9%
luray va things to do	https://www.pagevalley.org/our-...	9	116	-3 ↓	7.76%
romantic cabins in virginia	https://www.pagevalley.org/blog...	9	199	-	4.52%
page valley	https://www.pagevalley.org/	8	67	4 ↑	11.94%
page valley va	https://www.pagevalley.org/	8	35	-27 ↓	22.86%
shenandoah historic district	https://www.pagevalley.org/listin...	8	27	-18 ↓	29.63%
things to do around shenandoah...	https://www.pagevalley.org/blog...	8	108	9 ↑	7.41%

# ORGANIC BLOG TRAFFIC

Nov 1, 2025 - Nov 30, 2025

Sessions

760

↓ -24.1%

Engaged Sessions

642

↓ -18.9%

Active Users

674

↓ -18.7%

Conversions

168

↓ -22.6%

Engagement Time

00:01:20

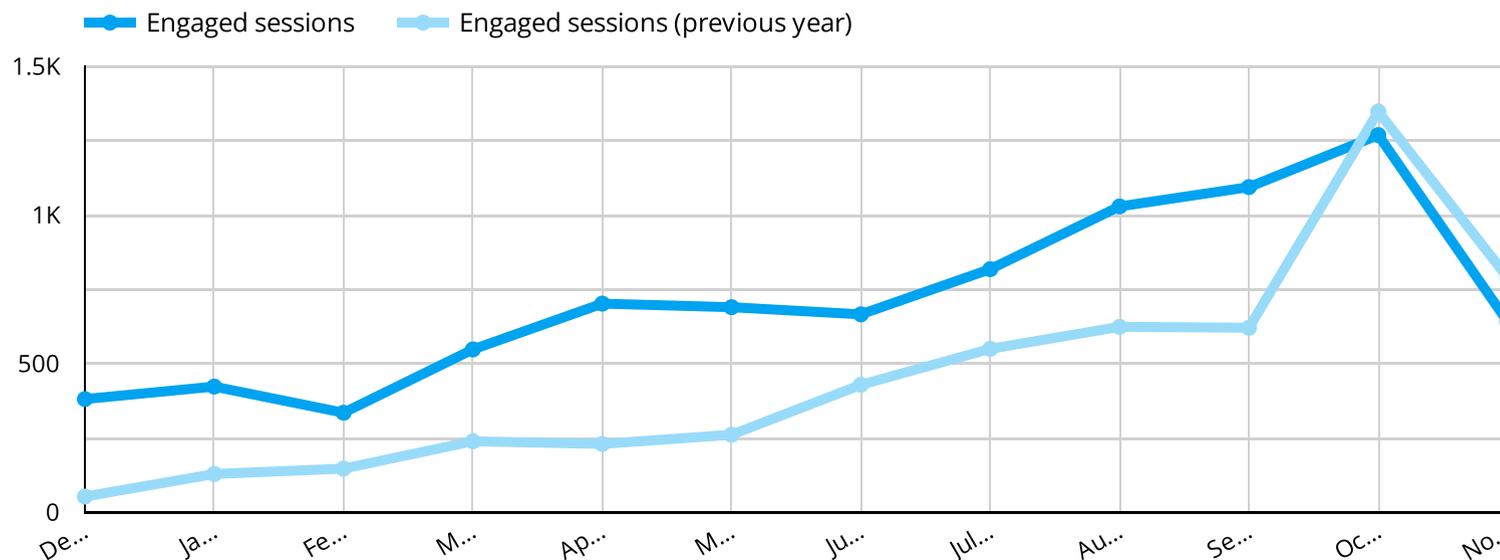
↑ 0.2%

Engagement Rate

84.47%

↑ 6.8%

## Organic Engaged Sessions to the Blog over time (Last 12 months YoY)



## Top Organic Landing Pages (Blog)

Landing page	Active users	% Δ	Engaged sessions	% Δ	Engagement rate	% Δ
/blog/post/romantic-stays-page-valley	452	-	441	-	87.33%	-
/blog/post/things-to-do-near-shenandoah-national-park	163	-17.3% ↓	146	-21.1% ↓	80.66%	-2.8% ↓
/blog/post/ten-cozy-cabin-stays-for-a-perfect-winter-getaway-in-page-valley	19	-93.8% ↓	18	-93.4% ↓	94.74%	19.7% ↑
/blog/post/hikes-for-kids-in-shenandoah-national-park	12	-95.4% ↓	12	-95.7% ↓	60%	-22.7% ↓
/blog/post/adventures-with-pets	10	-41.2% ↓	11	-31.3% ↓	84.62%	11.1% ↑
/blog/post/spring-wildflowers	5	66.7% ↑	4	100.0% ↑	80%	20.0% ↑
/blog/post/five-fall-hikes-in-page-valley	4	-75.0% ↓	2	-87.5% ↓	40%	-57.5% ↓
/blog/post/spring-scenes-and-	3	0.0%	3	200.0% ↑	100%	200.0% ↑

Entries - Listings  
**932**  
↑ 8.8%

Pageviews - Listings  
**1,356**  
↓ -4.2%

Entries - Events  
**60**  
↓ -84.7%

Pageviews - Events  
**174**  
↓ -73.5%

Entries - Offers  
**0**  
N/A

Pageviews - Offers  
**No data**  
No data

Partner Referrals  
**1,205**  
↓ -24.0%

### Top Organic Landing Pages (Partner Listings)

	Landing page	Sessions
1.	/listing/andrew-jackson-school-museu...	55
2.	/listing/catherine-furnace/431	45
3.	/listing/longs-florist/56	29
4.	/listing/shenandoah-treehouse-&-mou...	29
5.	/listing/page-co-op-farm-bureau/51	24
6.	/listing/luray-caverns-weddings/452	21
7.	/listing/the-white-house-(luray-virginia)...	21
8.	/listing/shenandoah-historic-district/437	20
9.	/listing/panorama-at-shenandoah-natio...	19
10.	/listing/luray-railway-museum/440	18
11.	/listing/bank-street-books/36	16
12.	/listing/shenandoah-yurt/323	15
13.	/listing/cooters-place/108	14
14.	/listing/heavens-view-cabin/300	13
15.	/listing/absolute-perfect-escape/235	12
16.	/listing/bearloga/276	11
17.	/listing/shenandoah-retreat/698	11
18.	/listing/t-bowl-lanes/143	11
19.	/listing/nest-and-hive/100	10

### Top Organic Landing Pages (Event Listings)

	Landing page	Sessions
1.	/event/christmas-parade-and-christma...	10
2.	/event/harvest-market/1605	9
3.	/event/christmas-@-cooters-concert-lu...	6
4.	/event/halloween-block-party/1260	6
5.	/event/community-choir-of-page-count...	4
6.	/event/free-entrance-day-in-shenando...	3
7.	/event/veterans-day-celebration/1261	3
8.	(not set)	2
9.	/event/christmas-at-the-museums/1609	2
10.	/event/cooters-garage-band-live/1596	2
11.	/event/luray-singing-tower-recital/1520	2
12.	/event/music-under-the-arbor-casey-&-...	2
13.	/event/pal-presents:-glen-shelton-annu...	2
14.	/event/town-of-shenandoah-halloween-...	2
15.	/event/evening-entertainment-at-skyla...	1
16.	/event/live-entertainment-at-skyland:-d...	1
17.	/event/luray-singing-tower-recital/1521	1
18.	/event/luray-sprint-triathlon-duathlon-...	1
19.	/event/pal-presents:-brent-gordon/1469	1