

General Visit Cook County Website Stats (Snapshot)

Jan 1, 2018 - Dec 19, 2018

Note: Date range is a snapshot of all Pages the comparison January 1, 2018 - December 19, 2018 is to prior year.

General Website Stats (vs previous session)

Unique Pageviews

632.7K

↓ -4.3%

Sessions

399.4K

↑ 1.0%

Pages / Session

1.9

↓ -7.1%

Bounce Rate

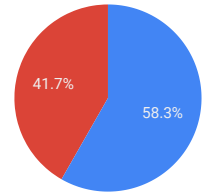
63.5%

↑ 4.6%

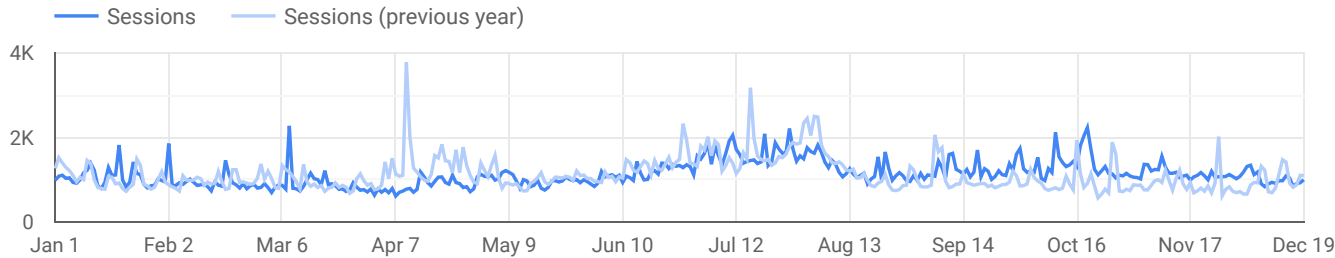
Avg. Session Duration

02:02

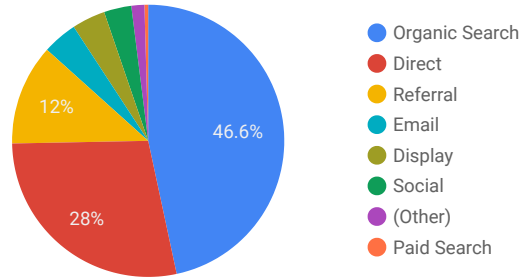
↓ -10.9%



● New Vi... ● Return...



Top Channels



Top Sources Driving Traffic (overall) | MoM comparison

Source	Sessions	% Δ
1. google	188,302	3.8% ↑
2. (direct)	112,025	3.4% ↑
3. bing	10,698	-5.3% ↓
4. Take5	10,309	-
5. lutsen.com	5,470	90.1% ↑
6. m.facebook.com	5,227	-62.0% ↓
7. exploreminnesota.com	5,213	21.3% ↑
8. yahoo	4,135	-37.8% ↓
9. facebook.com	3,733	-59.5% ↓
10. bluefinbay.com	3,721	272.8% ↑

1 - 10 / 1052 < >

Top Landing Pages | MoM comparison

Page Title	Sessions	% Δ
1. Find a complete list of Webcams in Cook County, Minn...	94,233	367.7% ↑
2. Experience the Northern Lights in Minnesota Visit Co...	38,605	116.0% ↑
3. Home - Visit Cook County Minnesota	36,843	207.3% ↑
4. Communities Grand Marais Visit Cook County, MN	31,803	172.3% ↑
5. Fall Colors MN North Shore Fall Getaways Visit Coo...	17,784	683.1% ↑
6. Events Visit Cook County, MN	12,461	168.7% ↑
7. Communities Gunflint Trail Visit Cook County, MN	9,996	198.2% ↑
8. Fisherman's Picnic 2018 - Visit Cook County Minnesota	8,383	16,666...
9. Minnesota Summer Activities The Fun Doesn't End V...	7,509	1,445.... ↓
10. Festivals and Events Minnesota Things to Do Visit C...	5,739	164.6% ↑

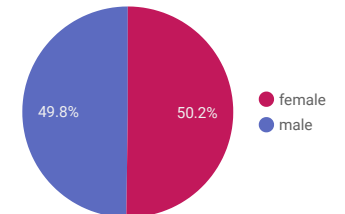
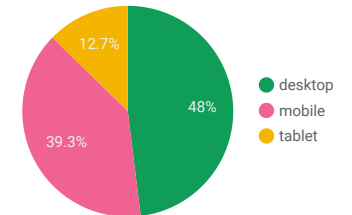
1 - 10 / 2341 < >

Top Second Page Navigation | MoM comparison

Second Page	Sessions	% Δ
1. (not set)	273,150	6.2% ↑
2. /resources/webcams/	28,541	185.5% ↑
3. /events/	8,995	188.2% ↑
4. /	6,165	27.0% ↑
5. /hot-deals/	6,056	111.0% ↑

1 - 5 / 4309 < >

Users



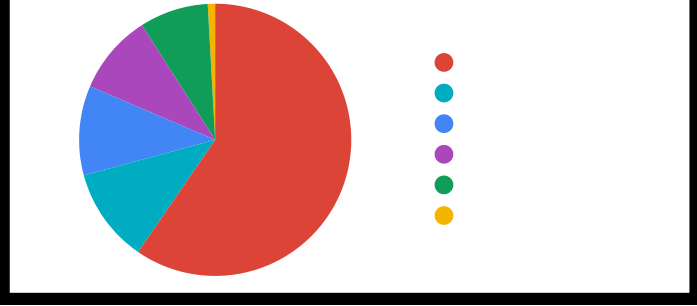
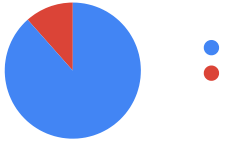
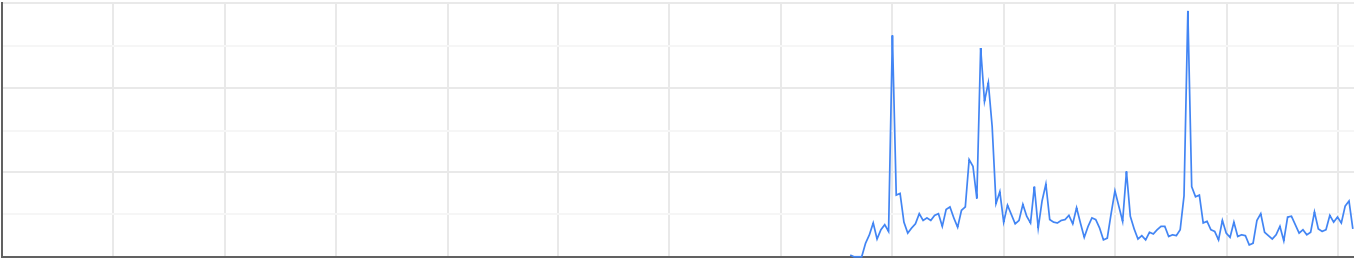
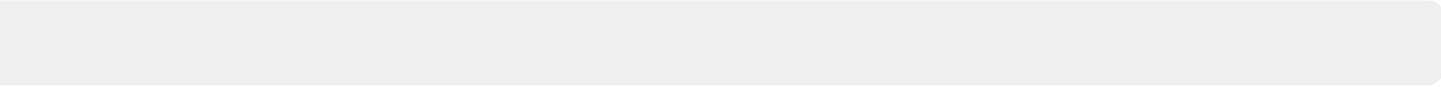
City Unique Pag...

City	Unique Pag...
1. Minneapolis	81,429
2. Grand Marais	33,663
3. Chicago	28,820
4. Saint Paul	24,947
5. (not set)	20,176

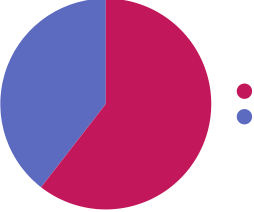
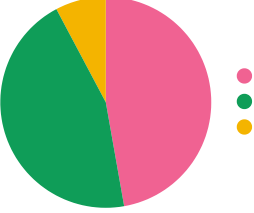
1 - 5 / 6827 < >



Questions?
kjersti@visitcookcounty.com



Handwritten text area in the middle column, consisting of several horizontal lines.



Handwritten text area in the right column, consisting of several horizontal lines.



Handwritten text area in the left column, consisting of several horizontal lines.



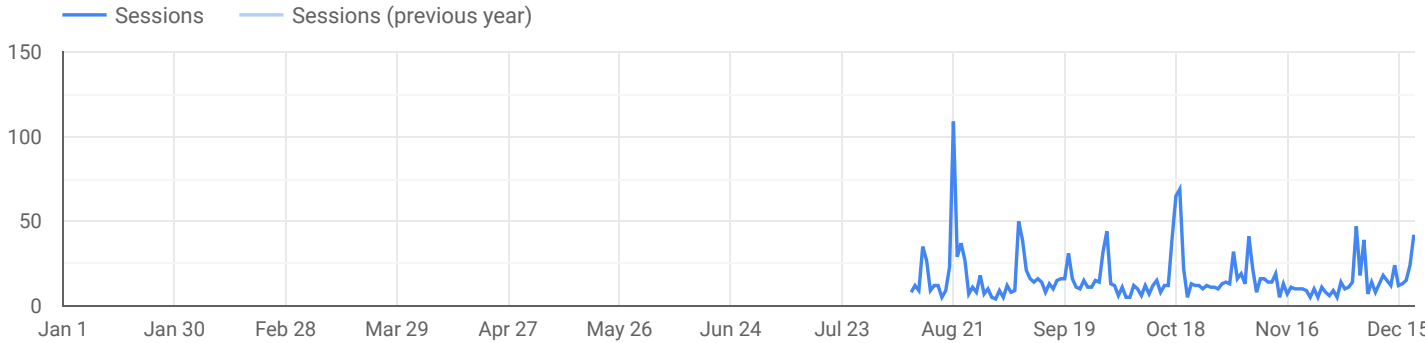
Handwritten text area in the middle column, consisting of several horizontal lines.

INFO.visitcookcounty.com Subdomain Stats

INFO stats are hosted on a subdomain which requires a special filter in GA to be applied.

Jan 1, 2018 - Dec 19, 2018

General Website Stats (MoM)



Unique Pageviews

2.5K

No data

Avg. Session Duration

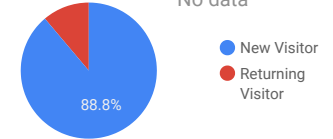
48

No data

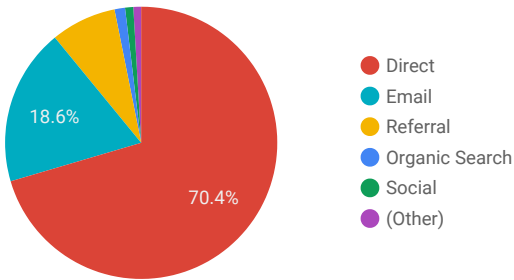
Pages / Session

1.3

No data



Top Channels



Top Sources Driving Traffic (overall) | MoM comparison

Source	Sessions	% Δ
1. (direct)	1,520	-
2. Take5	313	-
3. mgclicks.net	130	-
4. August 2018	54	-
5. app.hubspot.com	21	-
6. {{facebook}}	20	-
7. listrak	16	-
8. twitter	16	-
9. bing	13	-
10. December 2018	10	-

1 - 10 / 27

Top Landing Pages | MoM comparison

Page Title	Sessions	% Δ
1. Capture the Dark Sky Northern Lights Photography G...	877	-
2. 5 Bucket List-Worthy Adventures for a Fall Vacation in ...	459	-
3. Visitor Guide Visit Cook County	274	-
4. Newsletter Visit Cook County	185	-
5. Staying Warm Through All Your Winter Activities Visit ...	106	-
6. Lake Superior Facts and Stats Visit Cook County, MN	73	-
7. Birding Complete Birding Guide	49	-
8. Blueberries Complete Wild Blueberry Picking Guide	42	-
9. 2018 Summer Vacation Guide The Ultimate Guide of ...	29	-
10. 2018 BWCAW Guide Packing for Your Boundary Wate...	22	-

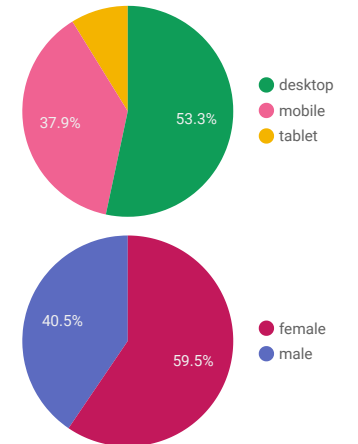
1 - 10 / 13

Top Second Page Navigation | MoM comparison

Second Page	Sessions	% Δ
1. (not set)	1,666	-
2. /five-bucket-list-worthy-adventures-for-fall-vacation-co...	79	-
3. /capture-the-dark-sky-northern-lights-photography-guide	71	-
4. /visitor-guide	23	-
5. /five-bucket-list-worthy-adventures-for-fall-vacation-co...	11	-

1 - 5 / 261

Users



City Unique Pag...

1. Minneapolis	410
2. Saint Paul	148
3. Duluth	103
4. (not set)	98
5. Chicago	88

1 - 5 / 495



Questions?
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