

A coastal landscape at dusk. In the foreground, a wooden boardwalk leads through dunes covered in green grass. In the background, several houses are visible on a hill, with the ocean and a cloudy sky in the distance. The text is overlaid on the image.

South Street Partners

2024 August Monthly Report

SEM Strategy Topics

- Sitelink Project ([final draft](#))
- Justin Winter competitor campaign
- (PBL): Account reconstruction
 - Lead Generation (60%)
 - Search - Real Estate
 - Display - CTA-based
 - Dynamic - Search/Listing focused
 - Consideration (25%)
 - Search - General
 - Display - Retargeting
 - Brand Awareness (15%)
 - Search/Display - Lifestyle
 - Search - Brand/competitive
- Location bid adjustment based on sale History
- Broad match test, 1:1 listings reconstruction
- (BRP): Bid adjustments for top performing counties

Organic (All Properties)

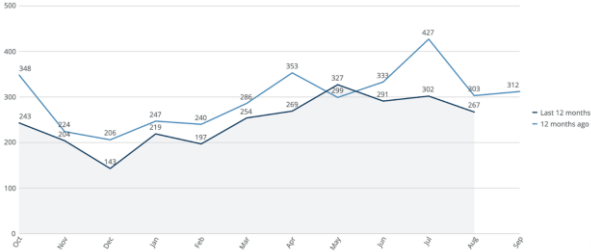
- All properties:
 - CLF, PBL, KIRE, BRP
 - 3 new blogs written and implemented with schema

Digital Optimization Experiment Summary

- Programmatic Display Ads - KIRE
- Broad Match keyword test - KIRE, CLF, PBL, SEA
- Strategic Sitelink test - KIRE, CLF, PBL, SEA
- Performance Max Listing Spotlight test - Q4

CLF: Summary

Custom Aug 1 - Aug 31, 2024
Compare: Aug 1 - Aug 31, 2023

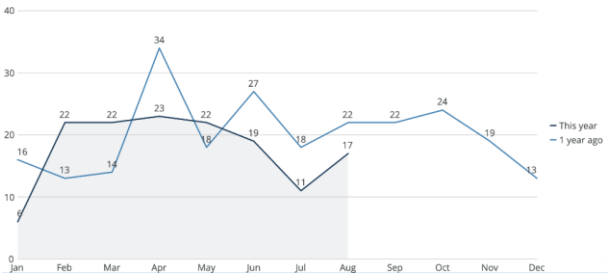


Leads

August 2024: 267
August 2023: 303

Contracts

August 2024: 17
August 2023: 22



Website Overview

	Acquisition	
Sessions	87,992	Engaged sessions 62,295
Percentage Change	↑ 6.6%	↑ 19.3%
Absolute Change	↑ 5,448	↑ 10,067

	Behavior	
Average session duration	00:03:55	Engagement rate 70.80%
	↑ 1.8%	↑ 11.9%
	↑ 00:00:04	↑ 7.52%

	Conversion	
Conversions	1,651	Goal Conversion Rate 1.88%
	↓ -96.9%	↓ -97.0%
	↓ -50,780	↓ -61.64%

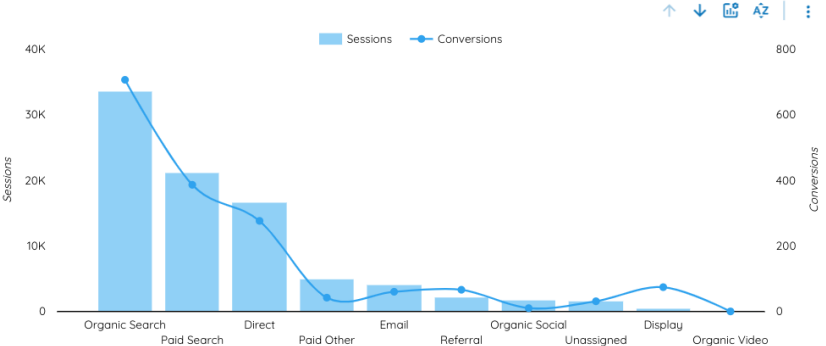
Ads Overview

Clicks	27,768	Impressions	295,123	CTR	9.41%	Cost	\$17,776	Avg. CPC	\$0.64	Conv. rate	0.56%
Percentage Change	↑ 105.9%		↓ -61.6%	↑ 436.5%		↑ 27.4%		↓ -38.1%		↓ -54.1%	
Absolute Change	↑ 14,285		↓ -473,748	↑ 7.66%		↑ \$3,824		↓ \$-0.39		↓ -0.66%	

Organic Overview

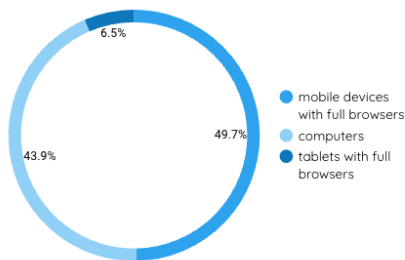
Search Traffic	23,938	Search Volume	583,424	Search CTR	4.10%
Percentage Change	↓ -16.7%		↓ -35.6%		↑ 29.3%
Absolute Change	↓ -4,808		↓ -322,555		↑ 0.93%

Channel Performance



CLF: Paid

Conversions By Device



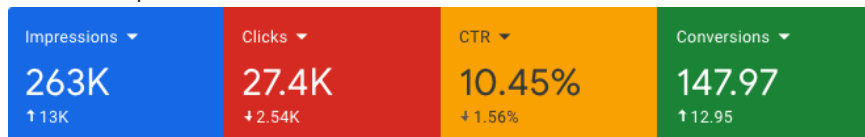
Branded

Keyword	Conversions	Search term	Clicks
Total: Filtered keywords ②	69.50	Total: Filtered search terms	5,575
the cliffs south carolina	9.00	the cliffs	693
the cliffs	8.00	the cliffs south carolina	344
the cliffs at glassy	6.50	cliffs living	269
cliffs at glassy	4.50	the cliffs at glassy	257
the cliffs sc	4.00	the cliffs at keowee falls	150
cliffs at keowee vineyards	4.00	cliffs at glassy	130
the cliffs communities	2.00	the cliffs at mountain park	127
cliffs communities	2.00	cliffs communities	126
cliffs living	2.00	cliffs at keowee vineyards	122
the cliffs at keowee falls	2.00	cliffs real estate	102
		the cliffs greenville sc	96
		the cliffs real estate	96

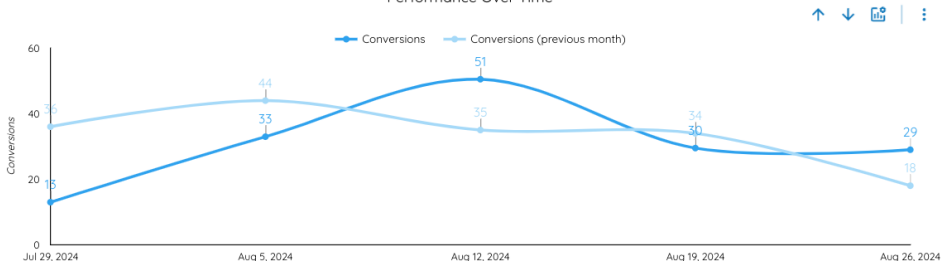
Non-Branded

Keyword	Conversions	Search term	Clicks
Total: Filtered keywords ②	32.97	Total: Filtered search terms	2,463
retirement living	6.00	lake houses for sale	54
luxury real estate	4.00	mountain cabins for sale	35
active adult communities	2.00	lake houses for sale near me	26
golf communities nc	2.00	mountain houses for sale	25
lake houses for sale	2.00	mountain view homes for sale	24
luxury new construction homes	2.00	houses for sale in the mountains	23
north carolina golf communities	1.97	homes for sale in the mountains	18
sc golf communities	1.00	lake homes for sale	17
mountain property for sale	1.00	lake houses	16
golf course communities in north carolina	1.00	cliffs living	15
		houses for sale in mountains	14

MoM Comparison



Performance Over Time



Paid metrics see steady increases MoM. Impressions show notable increases with conversions also showing steady increases. Non-branded keyword 'retirement living' saw the highest conversions, but many of the search terms contained mountain or lake related keywords. As we approach the fall season, ad copy will be changed to better reflect what people are searching for in an effort to boost ad relevance and CTR:

Mountain Cabins For Sale
Lake Homes For Sale in SC

Notably, mobile devices saw almost 50% of conversions.

CLF: Organic Users & Traffic

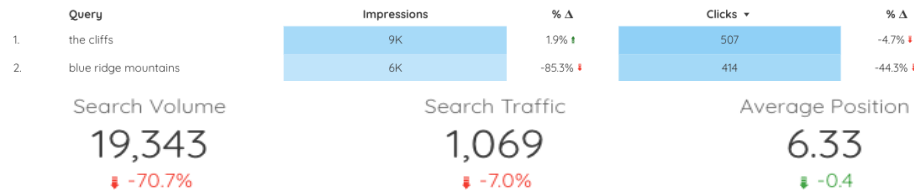
YoY Comparison of Organic traffic

Listings	✓ Total clicks	—	✓ Total impressions	—	✓ Average CTR	—	✓ Average position	—
	601	—	28.3K	—	2.1%	—	21	—
	Last 3 months (2024)		Last 3 months (2024)		Last 3 months (2024)		Last 3 months (2024)	
Communities	✓ Total clicks	---	✓ Total impressions	---	✓ Average CTR	---	✓ Average position	---
	326	---	24.5K	---	1.3%	---	24.6	---
	Last 3 months (2023)		Last 3 months (2023)		Last 3 months (2023)		Last 3 months (2023)	
Real Estate	✓ Total clicks	---	✓ Total impressions	---	✓ Average CTR	---	✓ Average position	---
	2K	---	267K	---	0.7%	---	21.1	---
	Last 3 months (2024)		Last 3 months (2024)		Last 3 months (2024)		Last 3 months (2024)	
Communities	✓ Total clicks	---	✓ Total impressions	---	✓ Average CTR	---	✓ Average position	---
	1.46K	---	162K	---	0.9%	---	20.3	---
	Last 3 months (2024)		Last 3 months (2024)		Last 3 months (2024)		Last 3 months (2024)	
Listings	✓ Total clicks	---	✓ Total impressions	---	✓ Average CTR	---	✓ Average position	---
	2.54K	---	269K	---	0.9%	---	28.1	---
	Last 3 months (2023)		Last 3 months (2023)		Last 3 months (2023)		Last 3 months (2023)	
Real Estate	✓ Total clicks	---	✓ Total impressions	---	✓ Average CTR	---	✓ Average position	---
	2.42K	---	177K	---	1.4%	---	21.9	---
	Last 3 months (2023)		Last 3 months (2023)		Last 3 months (2023)		Last 3 months (2023)	

Summary:

- Property Listing traffic from organic sources is up significantly in % terms.
- Community page and general Real Estate page views are lagging due to decreases in total impressions and CTR, respectively

CLF: Organic Users & Traffic



“Blue ridge” related keywords such as “blue ridge mountains” saw a large decrease in both impressions and clicks. Generic keywords saw a large dip in comparison to branded.

	Landing Page Path	Search Volume
1.	/	17,096
2.	/real-estate/	8,464
3.	/	8,212
4.	/communities/	8,163
5.	/consider-living-in-greenville-sc/	7,340
6.	/real-estate/	6,754
7.	/golf/	6,700
8.	/community/the-cliffs-valley/	6,691
9.	/property-search/	6,544
10.	/golf/	6,425
		960,801

	Keyword	Search Volume	% Δ
1.	south carolina	2K	-
2.	fly fishing	1K	-
3.	the cliffs at walnut cove	892	-8.4% ↓
4.	the cliffs south carolina	829	4.7% ↑
5.	the cliffs at glassy chapel	737	49.5% ↑
6.	the cliffs at glassy	659	-35.1% ↓
7.	cliffs at keowee vineyards	568	126.3% ↑
8.	cliffs at glassy	524	-17.6% ↓
9.	the cliffs at keowee falls	488	-18.4% ↓
10.	cliffs at walnut cove	469	4.0% ↑
	Grand total	53K	-33.6% ↓

CLF: Takeaways

- Overall organic search traffic is down, but this seems to be largely driven by declining performance for ancillary search terms (e.g. “blue ridge mountains”)
 - All metrics (sessions, engaged sessions, average session duration, engagement rate) show steady increases YoY
 - The only metric that has decreased is conversions, which is due to removing property page view conversions
 - Overall search traffic for organic is down, however we saw a notable increase in CTR YoY, signaling that users find ad copy engaging
- Paid search account maintenance
 - Keyword optimizations
 - Added negative keywords found from search terms
 - [retirement home]
 - “Affordable”
 - rent
 - Changed bid strategy
 - Search - Brand and Search - Golf
 - Changed from maximize clicks to maximize conversions
 - Search - Lifestyle
 - Target CPA (cost per acquisition) to \$84
- Justin Winter competitor campaign
 - Competitor research has been done and an experiment brief has been created
 - Using what we see found from organic keyword research, we will target the most common keywords that people are searching for when visiting Justin Winter’s website
 - We will start with a smaller budget similar to Walnut Cove to determine effectiveness and optimize accordingly
- Sitelink project implementation
 - Using what we’ve created last month, we will implement the newly created sitelink experiment. Google Ad sitelinks are the 3 to 5 additional links at the bottom of an ad. Roughly $\frac{2}{3}$ of all ad clicks are through sitelinks rather than the main ad link, and avg click-through-rate for sitelinks vs ads is 20-40% higher. Each campaign will contain 4-5 sitelinks specific to the campaign that leads to a relevant landing page
- Improve ad strength
 - Improving ad strength by adding more varied text and image assets to all campaigns. Some of our ads have only “good” or “average” ad strength as seen by Google. By increasing them to “great” or “excellent”, our ad relevance, quality, and effectiveness will increase along with it

CLF: Questions?

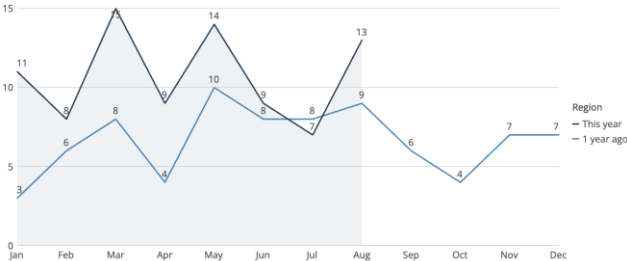
PBL: Summary

Leads

August 2024: 121
August 2023: 185

Contracts

August 2024: 13
August 2023: 9



Website Overview

Custom Aug 1 - Aug 31, 2024
Compare: Aug 1 - Aug 31, 2023

Acquisition	
Sessions	Engaged sessions
43,190	28,999
Percentage Change	↓ -28.3%
Absolute Change	↓ -17,032

Behavior	
Average session duration	Engagement rate
00:03:23	67.14%
↑ 26.6%	↑ 16.4%
↑ 00:00:42	↑ 9.48%

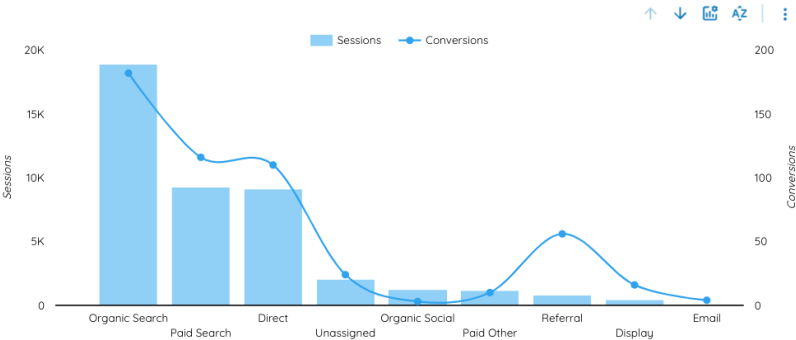
Conversion
Conversions
521
↓ -79.1%
↓ -1,969

Ads Overview

Impressions	Clicks	CTR	Conversions	Avg. CPC
166K	10.7K	6.47%	37.25	\$2.30
↑ 30.9K	↑ 234	↑ 0.90%	↑ 27.61	↑ \$0.04

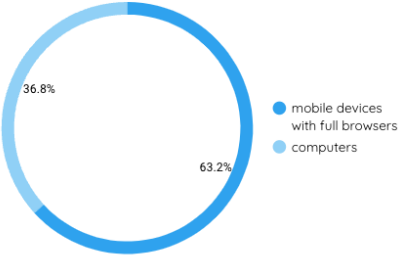
Organic Overview	Search Traffic	Search Volume	Search CTR	Average Position
	15,034	319,529	4.71%	18.8
Percentage Change	↑ 14.2%	↓ -6.8%	↑ 22.5%	↓ -9.6%
Absolute Change	↑ 1,867	↓ -23,385	↑ 0.87%	↓ -2

Channel Performance

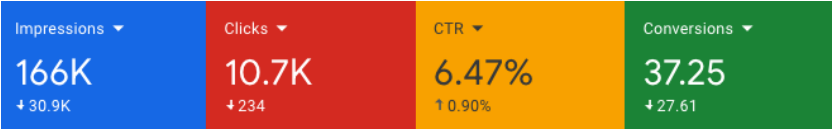


PBL: Paid

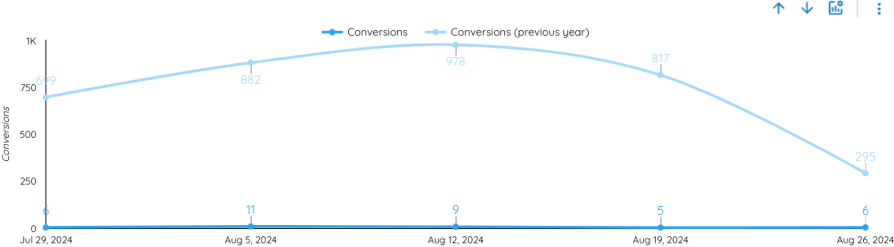
Conversions By Device



MoM Comparison



Performance Over Time



Branded

Keyword	Clicks	Search term	Clicks
Total: Filtered keywords ②	6,163	Total: Filtered search terms	5,497
[palmetto bluff]	2,418	palmetto bluff	2,358
"Palmetto Bluff"	1,028	palmetto bluff	682
"palmetto bluff"	573	palmetto bluff	424
"Palmetto Bluff"	346	palmetto bluff real estate	245
[palmetto bluff sc]	281	palmetto bluff sc	184
"palmetto bluff real estate"	255	palmetto bluff real estate	158
"palmetto bluff houses for sale"	231	palmetto bluff homes for sale	120
"palmetto bluff real estate"	174	palmetto bluff south carolina	119
"Palmetto Bluff resort"	132	palmetto bluff houses for sale	50
"palmetto bluff homes for sale"	126	palmetto bluffs	37
		palmetto bluff houses for sale	33

Non-Branded

Keyword	Clicks	Search term	Clicks
Total: Filtered keywords ②	4,169	Total: Filtered search terms	1,534
'gated communities'	214	palmetto bluffs	34
sc luxury homes	134	palmetto bluffs	18
'custom homes'	133	high rise condos for sale	14
luxury real estate	118	may river golf	10
'real estate waterfront'	113	toll brothers south carolina	9
'luxury homes'	112	beachfront bargains outer banks homes for sale	8
'luxury retirement communities'	98	beach houses for sale	8
'oceanfront real estate'	96	top 10 retirement golf communities south carolina	8
'bluffton sc real estate'	83	bluffton sc homes for sale	7
'real estate waterfront'	80	luxury real estate	6
'oceanfront real estate'	72	palmetto bluff homes for sale	6
'custom homes'	72	d r horton	6
		luxury retirement communities	6

Paid metrics saw a small decrease in metrics MoM. Clicks and conversions saw decreases across the board, with CTR seeing a small increase. Branded keywords still bring in the most traffic. Some non-branded keywords are showing branded search terms as a result of adding broad match keywords through the broad match test. Golf and retirement related keywords are still among the top search terms.

Mobile devices take the majority conversions when compared with computers.

PBL: Organic Users & Traffic

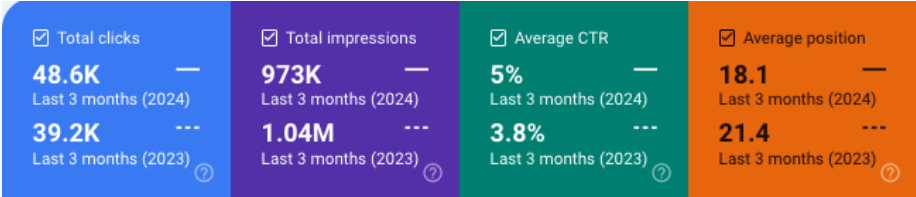
YoY Comparison of Organic traffic

Live	☒ Total clicks 4.11K — Last 3 months (2024)	☒ Total impressions 312K — Last 3 months (2024)	☒ Average CTR 1.3% — Last 3 months (2024)	☒ Average position 13.4 — Last 3 months (2024)
	4.56K --- Last 3 months (2023) ?	165K --- Last 3 months (2023) ?	2.8% --- Last 3 months (2023) ?	13.1 --- Last 3 months (2023) ?
“Club” Queries	☒ Total clicks 3.73K — Last 3 months (2024)	☒ Total impressions 13.9K — Last 3 months (2024)	☒ Average CTR 26.7% — Last 3 months (2024)	☒ Average position 12.9 — Last 3 months (2024)
	1.19K --- Last 3 months (2023) ?	14.4K --- Last 3 months (2023) ?	8.3% --- Last 3 months (2023) ?	14 --- Last 3 months (2023) ?
Branded Queries	☒ Total clicks 18.5K — Last 3 months (2024)	☒ Total impressions 196K — Last 3 months (2024)	☒ Average CTR 9.4% — Last 3 months (2024)	☒ Average position 3.8 — Last 3 months (2024)
	18.1K --- Last 3 months (2023) ?	189K --- Last 3 months (2023) ?	9.6% --- Last 3 months (2023) ?	4.9 --- Last 3 months (2023) ?

Summary:

- “Live” ecosystem traffic has decreased slightly as avg pos and CTR are moving in the wrong direction
- Club-based query traffic has increased significantly
- Branded (i.e. “palmetto bluff”) queries have increased due mainly to better avg pos

PBL: Organic Users & Traffic



Landing Page Path		Search Volume ▾
1.	/stay/	19,200
2.	/	12,525
3.	/stay/	12,509
4.	/live/search/	12,498
5.	/about/	12,438
6.	/discover/stories/guide-visiting-palmetto-bluff/	11,825
7.	/about/	9,222
8.	/discover/stories/history-explained-lowcountry/	8,158
9.	/discover/stories/spring-2023-palmetto-bluff-community-update/	6,562
10.	/discover/the-bluff-magazine/	6,037
		646,000

Top queries	Clicks Last 3 months (2024)	Clicks Last 3 months (2023)	Clicks Difference
palmetto bluff	5,901	7,644	-1,743
may river golf club	1,807	229	1,578
buffalos palmetto bluff	1,016	293	723
palmetto bluff sc	584	742	-158
canoe club palmetto bluff	558	263	295
palmetto bluff real estate	551	486	65
coles palmetto bluff	408	116	292
palmetto bluff golf	403	105	298
palmetto bluffs	398	290	108
palmetto bluff restaurants	343	193	150

PBL: Takeaways

- Overall website traffic is down overall, but engagement is up
 - Branded and club-based queries have performed well
 - However engagement metrics on the website has seen large increases, indicating that current users are engaging with the material
- Re-analysis on campaigns
 - To increase paid traffic , we're revamping the campaign structure for Palmetto Bluff to maximize potential. While the current campaigns are gaining traction, we've identified a more effective approach to achieve better results.
 - Combining the “Live” search campaigns instead of having geographical differences
- Budget reallocation
 - We will also be re-allocating budgets to the new campaigns that are getting created
- Reduced stay budget
 - From \$40/day to \$20/day
- Sitelink project implementation
 - Using what we've created last month, we will implement the newly created sitelink experiment. Google Ad sitelinks are the 3 to 5 additional links at the bottom of an ad. Roughly $\frac{2}{3}$ of all ad clicks are through sitelinks rather than the main ad link, and avg click-through-rate for sitelinks vs ads is 20-40% higher. Each campaign will contain 4-5 sitelinks specific to the campaign that leads to a relevant landing page
- Improve ad strength
 - Improving ad strength by adding more varied text and image assets to all campaigns. Some of our ads have only “good” or “average” ad strength as seen by Google. By increasing them to “great” or “excellent”, our ad relevance, quality, and effectiveness will increase along with it

PBL: Questions?

KIRE:

Summary

Leads

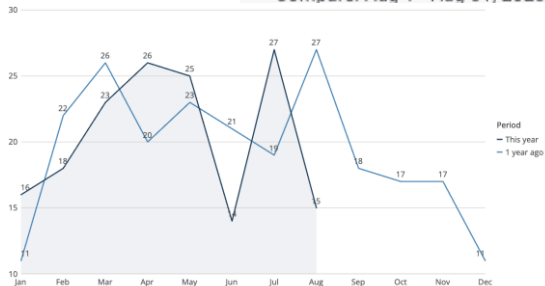
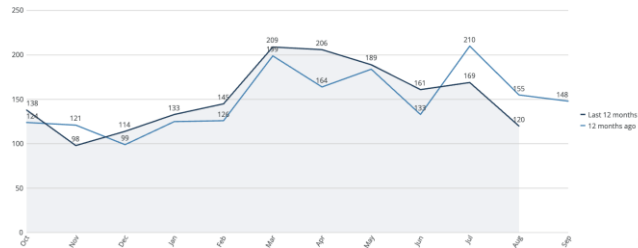
Contracts

August 2024: 120
August 2023: 125

August 2024: 17
August 2023: 22

Custom Aug 1 - Aug 31, 2024

Compare: Aug 1 - Aug 31, 2023



Website Overview

Acquisition

Sessions
66,456
Engaged sessions
40,697

Percentage Change
↓ -15.5%
↑ 2.5%

Absolute Change
↓ -12,198
↑ 985

Behavior

Average session duration
00:03:23
Engagement rate
61.24%

↑ 7.1%
↑ 21.3%

↑ 00:00:13
↑ 10.75%

Conversion

Conversions
276

↓ -61.6%
↓ -443

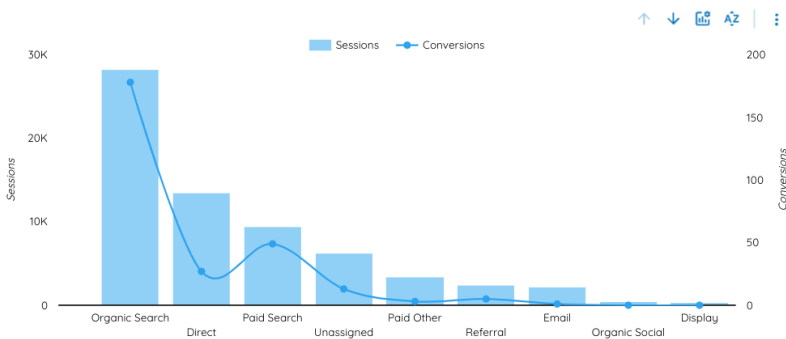
Ads Overview

	Clicks	Impressions	CTR	Cost	Avg. CPC	Conv. rate
	4,647	25,823	18.00%	\$11,810	\$2.54	1.51%
Percentage Change	↓ -71.7%	↓ -97.7%	↑ 1,145.2%	↓ -19.1%	↑ 186.0%	↑ 217.0%
Absolute Change	↓ -11,776	↓ -1,110,545	↑ 16.55%	↓ \$-2,784	↑ \$1.65	↑ 1.03%

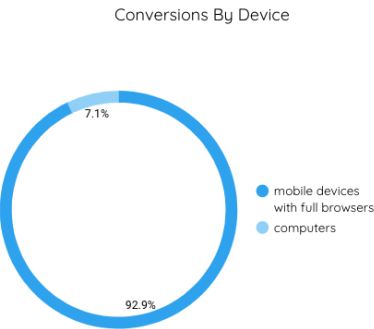
Organic Overview

	Search Traffic	Search Volume	Search CTR
	18,164	732,410	2.48%
Percentage Change	↑ 4.7%	↓ -10.9%	↑ 17.5%
Absolute Change	↑ 821	↓ -89,485	↑ 0.37%

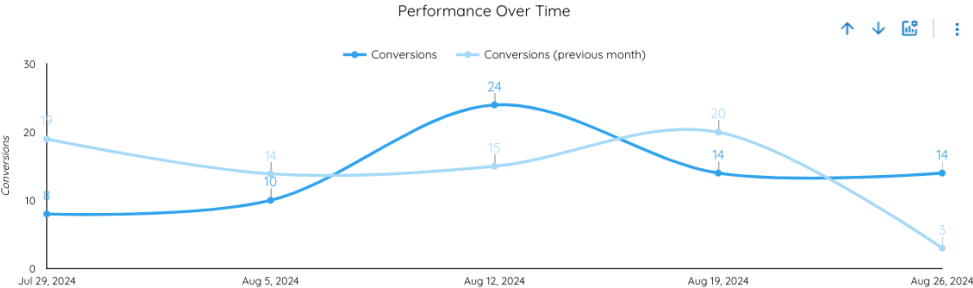
Channel Performance



KIRE: Paid



MoM Comparison



Branded

Keyword	Clicks	Search term	Clicks
Total: Filtered keywords	3,577 (-18.80%)	Total: Filtered search terms	3,279 (-16.59%)
"kiawah island real estate"	1,436 (-28.34%)	kiawah island real estate	1,371 (-20.80%)
[kiawah island]	280 (-21.57%)	kiawah island	278 (-22.13%)
"kiawah real estate"	266 (-13.92%)	kiawah real estate	237 (-20.20%)
"kiawah island club"	226 (+121.57%)	kiawah island club	180 (+95.65%)
"kiawah island real estate for sale"	124 (-24.39%)	kiawah island real estate for sale	124 (-22.98%)
"kiawah properties"	96 (+190.91%)	ocean course kiawah	68 (+58.14%)
"kiawah ocean course"	81 (+252.17%)	kiawah golf	39 (+18.18%)
[kiawah]	81 (+37.29%)	kiawah island homes for sale	37 (-37.29%)
"ocean course kiawah"	79 (+2.60%)	kiawah ocean course	36 (+500.00%)
		kiawah island golf	32 (-30.43%)
		kiawah island reality	31 (-35.42%)
		kiawah island ocean course	30 (+66.67%)

Non-Branded

Keyword	Conversions	Clicks	Search term	Clicks
Total: Filtered keywords	16.00 (+6.67%)	1,056 (-12.51%)	Total: Filtered search terms	640 (+26.23%)
"beachfront real estate"	3.00 (0.00%)	148 (-41.04%)	kiawah island real estate	70 (+∞)
Luxury homes in south carolina	1.00 (+∞)	106 (+∞)	akers ellis kiawah	19 (+1,800.00%)
3 Ocean Course Dr	0.00 (0.00%)	68 (-19.05%)	kiawah real estate	12 (+∞)
"ocean front home for sale"	0.00 (0.00%)	64 (-62.57%)	hobbs realty holden beach	11 (+450.00%)
"south carolina island homes"	0.00 (-100.00%)	63 (-60.87%)	cougar point golf course	11 (+1,000.00%)
carolina beach properties for sale	1.00 (-66.67%)	55 (-35.29%)	cougar point golf	11 (+450.00%)
"sc luxury homes for sale"	0.00 (0.00%)	39 (+21.88%)	kiawah island real estate for sale	11 (-42.11%)
"cougar point golf course"	2.00 (+100.00%)	36 (+157.14%)	elliott realty cherry grove	10 (-23.08%)
Luxury homes charleston sc	1.00 (+∞)	36 (+∞)	luxury homes for sale kiawah island sc	10 (+11.11%)
"south carolina luxury real estate"	1.00 (+∞)	32 (+3,100.00%)	14 ocean course drive kiawah	10 (+∞)
			carolina realty carolina beach	8 (0.00%)
			beach realty sc	8 (-20.00%)

Both branded and non-branded keywords saw similar decreases in clicks. However, non-branded keywords saw a small uptick in conversions. This shows that though we have less users, site content is engaging and resulting in conversions.

The highest number of conversions seems to occur during the middle of the month, it may prove useful to off-load budget during the start and end of the month to push more for mid-month conversions.

Almost all conversions were made through mobile devices.

KIRE: Organic Users & Traffic

YoY Comparison of Organic traffic

Listings	☒ Total clicks 2.78K — Last 3 months (2024)	☒ Total impressions 137K — Last 3 months (2024)	☒ Average CTR 2% — Last 3 months (2024)	☒ Average position 17 — Last 3 months (2024)
	2.99K --- Last 3 months (2023) ?	180K --- Last 3 months (2023) ?	1.7% --- Last 3 months (2023) ?	11.8 --- Last 3 months (2023) ?
Real Estate	☒ Total clicks 8.4K — Last 3 months (2024)	☒ Total impressions 790K — Last 3 months (2024)	☒ Average CTR 1.1% — Last 3 months (2024)	☒ Average position 16.9 — Last 3 months (2024)
	7.36K --- Last 3 months (2023) ?	731K --- Last 3 months (2023) ?	1% --- Last 3 months (2023) ?	19.8 --- Last 3 months (2023) ?
Branded Queries	☒ Total clicks 7.47K — Last 3 months (2024)	☒ Total impressions 365K — Last 3 months (2024)	☒ Average CTR 2% — Last 3 months (2024)	☒ Average position 17.8 — Last 3 months (2024)
	6.9K --- Last 3 months (2023) ?	441K --- Last 3 months (2023) ?	1.6% --- Last 3 months (2023) ?	19.6 --- Last 3 months (2023) ?

Summary:

- Listing traffic has decreased slightly. A significant proportion of the organic queries are address-based
- General Real Estate ecosystem traffic increased as avg pos improved
- Branded (i.e. “kiawah”) queries have increased due mainly to better avg pos and CTR

KIRE: Organic Users & Traffic

☒ Total clicks	☒ Total impressions	☒ Average CTR	☒ Average position
59.2K 6/1/24 - 8/31/24	2.29M 6/1/24 - 8/31/24	2.6% 6/1/24 - 8/31/24	18.9 6/1/24 - 8/31/24
55.1K 3/1/24 - 5/31/24	2.33M 3/1/24 - 5/31/24	2.4% 3/1/24 - 5/31/24	19.4 3/1/24 - 5/31/24

	Landing Page Path	Search Volume ▾	% ▲
1.	/island-club/	69,352	20.4% 📈
2.	/	69,338	-2.0% 📉
3.	/real-estate/listings/	67,943	86.5% 📈
4.	/island-life/island-insights/	66,798	56,032.8%...
5.	/island-life/	65,429	79.7% 📈
6.	/	43,229	95,964.4% 📈
7.	/real-estate/listings/	42,066	-
8.	/careers/	37,304	-
9.	/organizations/	34,114	-
10.	/island-life/	33,248	-
		1,893,206	41.5% 📈

Top queries	Clicks 6/1/24 - 8/31/24	Clicks 3/1/24 - 5/31/24
kiawah island real estate	4,065	3,893
kiawah island	2,213	1,770
kiawah island club	1,708	821
two meeting street inn	913	210
kiawah real estate	786	611
cassique golf course	672	722
kiawah island homes for sale	516	380
river course kiawah	445	500
kiawah island real estate for sale	437	356
cassique	432	324

KIRE: Takeaways

- Overall metrics show a positive trend
 - Number of website sessions are down, but engagement metrics are notably up
 - Shows that fewer users are visiting the site but those who are more engaged
 - Paid search shows decreases in clicks for both MoM and YoY periods
 - CTR shows significant increases in both periods
- Paid search account maintenance
 - Keyword optimizations
 - Ad copy updates
 - Bid adjustments for locations
- Competitor campaign optimization
 - Added additional competitors as keywords to competitor campaign
- Re-created broad match test
 - Kiawah Island was the only property that used a Google-led experiment instead of a manually created broad match test. Since Google-led experiments are more limited, the experiment ended early and we were unable to adjust the time frame. Additionally, Google said the results were inconclusive, so we built out a broad match test as we did for the other properties.
- Sitelink project implementation
 - Using what we've created last month, we will implement the newly created sitelink experiment. Google Ad sitelinks are the 3 to 5 additional links at the bottom of an ad. Roughly $\frac{2}{3}$ of all ad clicks are through sitelinks rather than the main ad link, and avg click-through-rate for sitelinks vs ads is 20-40% higher. Each campaign will contain 4-5 sitelinks specific to the campaign that leads to a relevant landing page
- Improve ad strength
 - Improving ad strength by adding more varied text and image assets to all campaigns. Some of our ads have only "good" or "average" ad strength as seen by Google. By increasing them to "great" or "excellent", our ad relevance, quality, and effectiveness will increase along with it

KIRE: Questions?

BRP: Summary

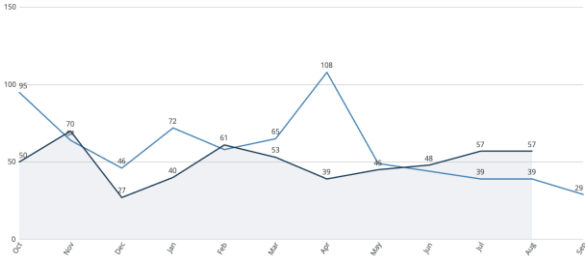
Custom Aug 1 - Aug 31, 2024

Compare: Aug 1 - Aug 31, 2023

Leads

August 2024: 57

August 2023: 39



Website Overview

Acquisition

Sessions

9,405

Engaged sessions

4,511

Percentage Change

↓ -35.7%

↑ 0.4%

Absolute Change

↓ -5,230

↑ 17

Behavior

Average session duration

00:01:54

Engagement rate

47.96%

↑ 30.7%

↑ 56.2%

↑ 00:00:26

↑ 17.26%

Conversion

Conversions

184

↓ -86.2%

↓ -1,149

Ads Overview

Impressions

1.11M

↑ 8.43K

Clicks

10.7K

↑ 1.28K

CTR

0.96%

↑ 0.11%

Conversions

48.14

↑ 8.53

Avg. CPC

\$0.74

↓ \$0.11

Organic Overview

☑ Total clicks

743

8/1/24 - 8/31/24

744

8/1/23 - 8/31/23



☑ Total impressions

47.3K

8/1/24 - 8/31/24

48.2K

8/1/23 - 8/31/23



☑ Average CTR

1.6%

8/1/24 - 8/31/24

1.5%

8/1/23 - 8/31/23



☑ Average position

45.3

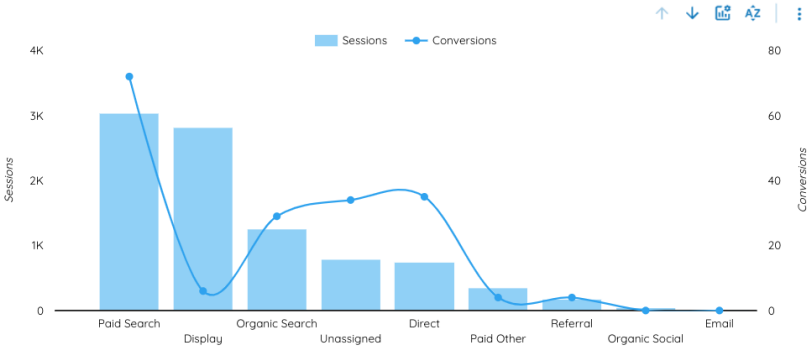
8/1/24 - 8/31/24

43.4

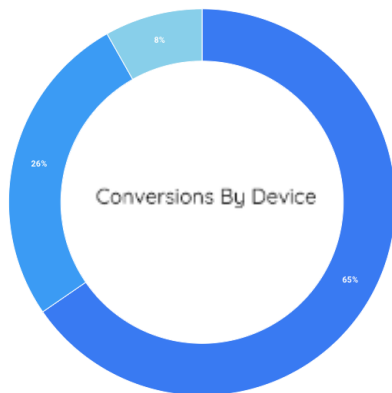
8/1/23 - 8/31/23



Channel Performance



BRP: Paid



mobile desktop tablet

Branded

☐ ☒ Keyword	Conversions <>	↓ Clicks <>	☐ Search term	↓ Clicks <>
☐ ☒ 'seafields kiawah'	4.12 (+311.72%)	140 (+40.00%)	☐ seafields kiawah	129 (+43.33%)
☐ ☒ 'seafields at kiawah island'	6.61 (+3,205.97%)	54 (-3.57%)	☐ seafields at kiawah island	45 (+7.14%)
☐ ☒ 'seafields'	3.83 (+127.32%)	46 (-2.13%)	☐ seafields	31 (-3.13%)
☐ ☒ 'seafields kiawah pricing'	0.00 (0.00%)	30 (+11.11%)	☐ seafields kiawah pricing	25 (+25.00%)
☐ ☒ 'seafields kiawah island'	1.00 (+∞)	10 (0.00%)	☐ sea fields	6 (+50.00%)
☐ ☒ 'seafields at kiawah'	0.00 (0.00%)	6 (-14.29%)	☐ seafields at kiawah	6 (0.00%)
☐ ☒ 'seafields pricing'	0.00 (0.00%)	2 (+∞)	☐ seafields kiawah island	5 (-16.67%)
☐ ☒ 'seafields at kiawah island cost'	0.00 (0.00%)	0 (-100.00%)	☐ seafields com	1 (0.00%)
☐ ☒ 'seafields kiawah cost'	0.00 (0.00%)	0 (-100.00%)	☐ seafields com	1 (+∞)
☐ ☒ 'seafields kiawah cost'	0.00 (0.00%)	0 (-100.00%)	☐ seafields pricing	1 (-50.00%)
Total: Filtered keyword...	15.56 (+439.47%)	288 (+15.20%)	☐ seafields pricing	1 (+∞)

Non-Branded

☐ ☒ Keyword	Conversions <>	↓ Clicks <>	☐ Search term	↓ Clicks <>
Total: Filtered keywords	27.58 (-35.54%)	3,123 (+4.10%)	Total: Filtered search terms	1,367 (-1.01%)
☐ ☒ "55 places"	1.00 (0.00%)	471 (-20.57%)	☐ seafields kiawah	46 (+76.92%)
☐ ☒ senior living near me	2.25 (-75.00%)	362 (+11.04%)	☐ seafields at kiawah island	27 (+440.00%)
☐ ☒ "retirement home communities"	0.00 (-100.00%)	352 (+5.71%)	☐ seafields kiawah pricing	12 (+71.43%)
☐ ☒ senior living	9.50 (+35.71%)	292 (+34.56%)	☐ seafields at kiawah island	11 (-8.33%)
☐ ☒ "senior living housing communities"	0.00 (-100.00%)	186 (+389.47%)	☐ senior apartments near me	11 (+175.00%)
☐ ☒ retirement communities charleston sc	2.14 (-14.37%)	172 (+44.54%)	☐ affordable 55 plus communities in south carolina	10 (+42.86%)
☐ ☒ "senior community living"	0.11 (-96.28%)	122 (-24.22%)	☐ 55 plus communities greenville sc	9 (+200.00%)
☐ ☒ "senior citizen residences"	1.75 (+∞)	109 (+473.68%)	☐ 55 plus communities near me	9 (+12.50%)
☐ ☒ "senior citizen living"	0.00 (-100.00%)	94 (+62.07%)	☐ over 55 communities near me	9 (-35.71%)
☐ ☒ "independent living"	1.25 (+4.17%)	89 (+89.36%)	☐ independent living	8 (+166.67%)
			☐ seafields at kiawah	8 (+300.00%)
			☐ senior living apartments based on income near me	8 (+166.67%)

MoM Comparison

Impressions ▼	Clicks ▼	CTR ▼	Avg. CPC ▼
1.11M ↑ 8.43K	10.7K ↑ 1.28K	0.96% ↑ 0.11%	\$0.74 + \$0.11

Overall traffic for paid search is up. Branded terms saw a sharp increase in conversions in August with a small increase in clicks. Non-branded terms saw a decrease in conversions with a small increase in clicks.

Mobile devices see a large percentage of conversions, followed by desktop.

BRP: Organic Users & Traffic

YoY Comparison of Organic traffic

All Organic Traffic	☒ Total clicks	2.8K — Last 3 months (2024)	2.44K --- Last 3 months (2023) ?
	☒ Total impressions	186K — Last 3 months (2024)	181K --- Last 3 months (2023) ?
Independent Living	☒ Average CTR	1.5% — Last 3 months (2024)	1.3% --- Last 3 months (2023) ?
	☒ Average position	45.4 — Last 3 months (2024)	41.8 --- Last 3 months (2023) ?
Branded Queries	☒ Total clicks	90 — Last 3 months (2024)	47 --- Last 3 months (2023) ?
	☒ Total impressions	5.54K — Last 3 months (2024)	4.1K --- Last 3 months (2023) ?
	☒ Average CTR	1.6% — Last 3 months (2024)	1.1% --- Last 3 months (2023) ?
	☒ Average position	23.3 — Last 3 months (2024)	21.3 --- Last 3 months (2023) ?
	☒ Total clicks	306 — Last 3 months (2024)	267 --- Last 3 months (2023) ?
	☒ Total impressions	1.95K — Last 3 months (2024)	2.1K --- Last 3 months (2023) ?
	☒ Average CTR	15.7% — Last 3 months (2024)	12.7% --- Last 3 months (2023) ?
	☒ Average position	3.8 — Last 3 months (2024)	6.5 --- Last 3 months (2023) ?

Summary:

- Organic traffic is up overall
- “Indendent Living” page traffic is up, but absolute values are still relatively small
- Branded (i.e. “seafields”) queries have increased along with better avg pos, but still a small gain for YoY

BRP: Organic Users & Traffic

☒ Total clicks	☒ Total impressions	☒ Average CTR	☒ Average position
2.22K — 6/1/24 - 8/31/24	128K — 6/1/24 - 8/31/24	1.7% — 6/1/24 - 8/31/24	45.1 — 6/1/24 - 8/31/24
2.66K --- 3/1/24 - 5/31/24	140K --- 3/1/24 - 5/31/24	1.9% --- 3/1/24 - 5/31/24	41.5 --- 3/1/24 - 5/31/24

Top queries	Position 6/1/24 - 8/31/24	Position 3/1/24 - 5/31/24	↑ Position Difference
seafields estates	4.6	28	-23.4
seafields spa	67.3	85	-17.7
seafields	6.9	8.5	-1.6
seafields at kiawah	0	1.1	-1.1
seafields kiawah island	0	1	-1
seafields kiawah pricing	1.5	2	-0.5

BRP: Takeaways

- Overall search traffic is down for organic channels
 - Website and organic search show notable decreases in sessions and clicks
 - Paid search shows increases in all metrics across the board. Last month's optimizations are effective and we will continue to optimize.
- Bid adjustments for top performing counties
 - Took the top performing county data from the past couple months and implemented +25%/50% bid adjustments to get more conversions.
 - Top performers were chosen based on high conversion/click data.
- Remarketing for seasonality
 - We will look into strategies to implement remarketing as we approach the latter portion of the year.
- Sitelink project implementation
 - Using what we've created last month, we will implement the newly created sitelink experiment. Google Ad sitelinks are the 3 to 5 additional links at the bottom of an ad. Roughly $\frac{2}{3}$ of all ad clicks are through sitelinks rather than the main ad link, and avg click-through-rate for sitelinks vs ads is 20-40% higher. Each campaign will contain 4-5 sitelinks specific to the campaign that leads to a relevant landing page
- Improve ad strength
 - Improving ad strength by adding more varied text and image assets to all campaigns. Some of our ads have only "good" or "average" ad strength as seen by Google. By increasing them to "great" or "excellent", our ad relevance, quality, and effectiveness will increase along with it

BRP: Questions?

A coastal landscape at dusk. In the background, a large, multi-story house with a blue roof sits on a grassy dune. A wooden boardwalk leads from the foreground through tall grass towards the house. The sky is a deep blue with a hint of orange from the setting sun. The text "Thank You" is overlaid in a large, white, serif font.

Thank You

July 2024 Monthly Reporting