



LaJollaByTheSea.com

Website Stats, 2014

SITE TRAFFIC

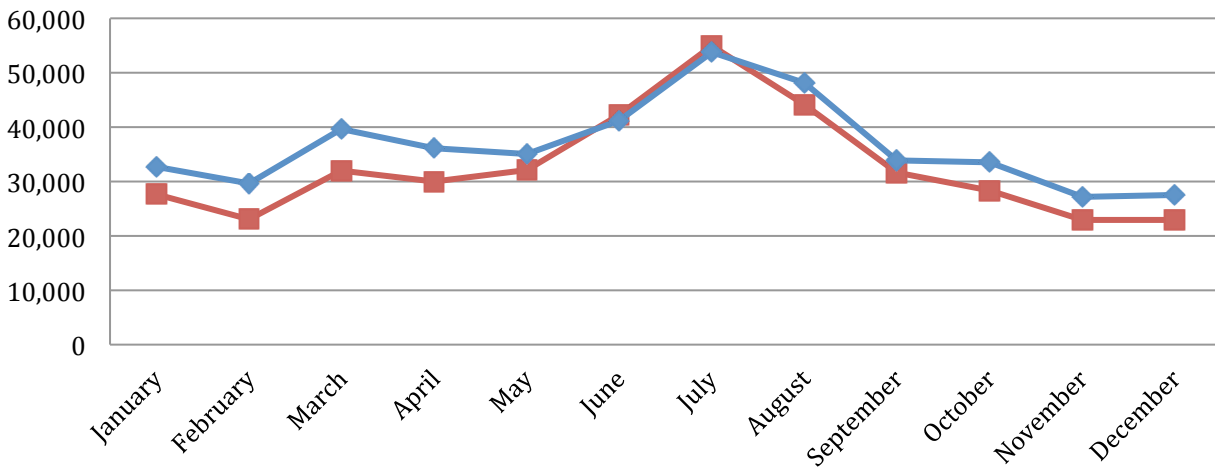
MONTHLY VISITS TO THE SITE

	2014	2013	2012
January	32,766	27,650	17,127
February	29,686	23,046	17,579
March	39,612	31,986	20,328
April	36,094	29,989	20,846
May	35,121	32,154	24,989
June	41,186	42,229	24,481
July	53,742	54,947	29,628
August	48,102	44,142	27,374
September	33,912	31,694	21,822
October	33,578	28,398	19,727
November	27,173	22,906	15,915
December	27,491	22,914	16,332
Total YTD	438,463	392,055	256,148

Average monthly visitors: 36,539

Traffic is up 12% over 2013

SITE VISITS, 2014 VS 2013



VISITOR DEMOGRAPHICS

GEORGRAPHICAL BREAKDOWN

53% – San Diego / La Jolla Metro Area
 63% – California (followed by Arizona, Texas, New York, Illinois)
 91% – United States

MOBILE USAGE

	2014	2013	2012
Avg Monthly Visits (mobile device)	13,340	9,445	3,948
% Desktop	49%	57%	71%
% Mobile & Tablet	51%	43%	29%

Note: for the first time, less than half of visitors are coming in via desktop.
 In the summer, mobile & tablet traffic now amounts for nearly 60% of all visits

TOP TRAFFIC SOURCES

Source	Total Visits, 2014
1. google / organic	316,237
2. (direct) / (none)	39,961
3. yahoo / organic	28,565
4. bing / organic	24,556
5. google.com	4,613
6. aol / organic	1,523
7. facebook.com	788
8. sandiego.about.com	666
9. manchester.hyatt.com	600
10. ljbtc.com	510
11. lavalencia.com	468
12. tripbuzz.com	430
13. ask.com / organic	415
14. kandrproperties.com	409
15. usatourist.com	370

CONTENT

MOST VISITED PAGES

Page	Pageviews, 2014
Home	150,953
/La-Jolla-Cove	73,920
/Activities/Beaches	73,691
/Shopping	54,832
/Restaurants	49,883
/Visitor-Resources/Maps-Directions	44,896
/Calendar	41,927
/Visitor-Resources/Visitors-Center	31,262
/Hotels	26,183
/La-Jolla-Shores-Beach	14,599
/La-Jolla-Childrens-Pool	14,396
/Visitor-Resources/Parking	12,607
/Visitor-Resources/Weather	11,970
/Activities/Hiking	10,975
/Activities/Parks	8,292
/Windansea-Beach	7,855
/Services	7,435
/Visitor-Resources/La-Jolla-Facts	5,849
/Arts-And-Culture/Arts-Calendar	5,825
/Coupons	5,339
/Shopping/Apparel	5,265
/Activities/Surfing	4,869
/Arts-And-Culture/Art-Galleries-Museums	4,785
/Activities/Weddings	4,383
/Restaurants/Casual	4,223

MOST VIEWED MEMBER PAGES

Member Page	Pageviews, 2014
La Jolla Cove Suites	3,456
Inn By The Sea	2,995
La Valencia Hotel	2,609
The Bed Breakfast Inn At La Jolla	2,449
Grande Colonial Hotel	2,413
La Jolla Shores Beach And Tennis Club	2,377
Empress Hotel Of La Jolla	2,317
George At The Cove	2,209
La Jolla Shores Hotel	2,136
Pantai Inn	1,359
La Jolla Inn	1,350
La Jolla Village Lodge	1,307
Alfonso's Of La Jolla	1,237
Crab Catcher Market Cafe El Crab Catcher	1,225
15th Street Boutique	1,225
Bubba S Smokehouse Bbq	1,135
Eddie V S Prime Seafood	1,043
Nine Ten	977
Brockton Villa Restaurant	883
Aloha Sushi Hawaiian Grille	831
La Jolla Village Merchants Association	829
Shannon Co	784
Aroma La Jolla	752
Berninis Cafe	733
B B Cafe	699