



PARTNERSHIP

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# Marketing Overview Report

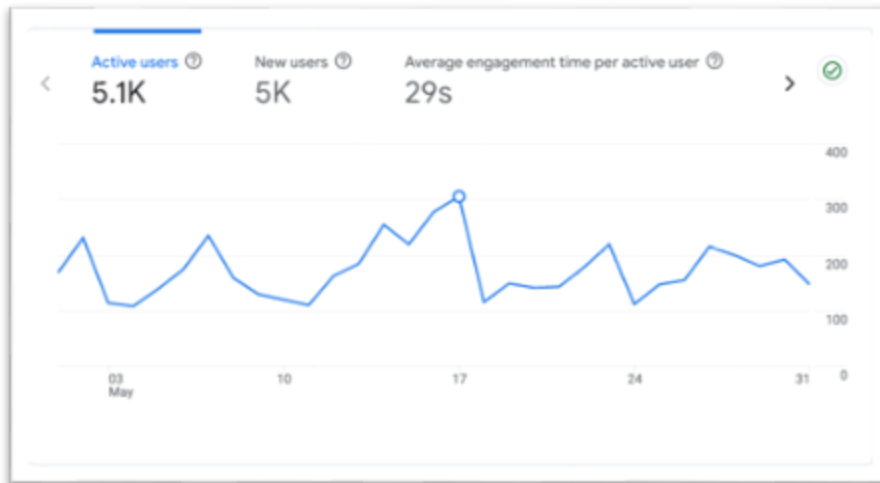
May 2026

Prepared by: **e|elevate**  
public relations & marketing

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## Website Traffic

May 2026



| Top queries                                      | Clicks | Impressions |
|--|--------|-------------|
| roseville events this weekend                    | 21     | 212         |
| goldfield trading post roseville upcoming events | 19     | 1,191       |
| vernon street town square                        | 19     | 208         |
| events roseville                                 | 19     | 192         |
| roseville downtown                               | 19     | 112         |
| wine down wednesday                              | 17     | 174         |
| lou deez concert roseville                       | 17     | 114         |
| lou deez roseville                               | 17     | 74          |
| roseville food truck mania                       | 17     | 27          |
| roseville ca events                              | 16     | 88          |

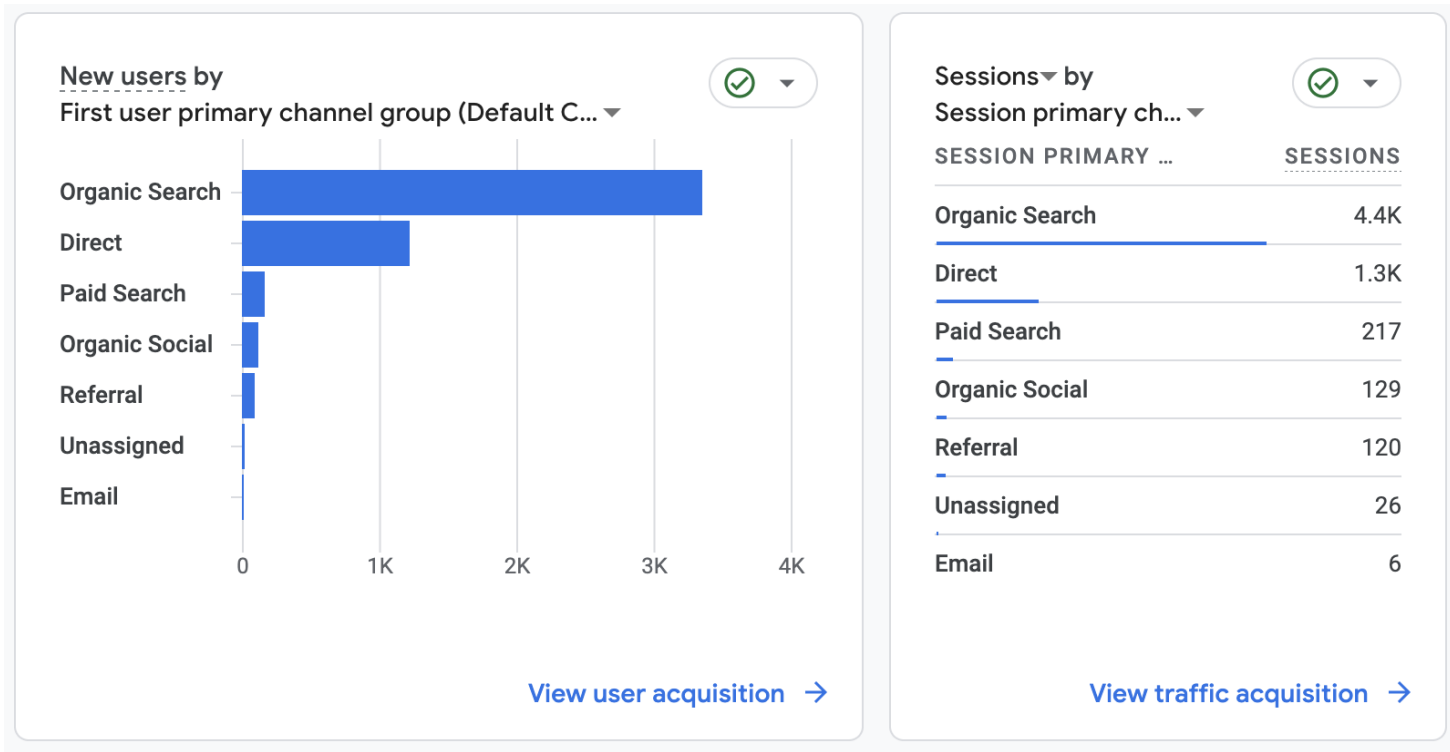
## Traffic Notes

- This period had **5.1K** users and **5K** new users, which was similar to the previous year.
- The **Calendar** page had the greatest amount of traffic at **3,037 views**. The **Springtime in the Square** event page was the event with the most page views at **523**.
- **Organic traffic** sources accounted for the most traffic this month at **70.66% of sessions (4,362 of 6,143 sessions)**. Second was **direct traffic** at **21.8% of traffic (1,346 of 6,143 sessions)**.
- **6/10 organic search terms** were relevant to the **Downtown Roseville events**, with a total of **250+ searches**.

## Website Traffic

May 2026

## Acquisition Sources



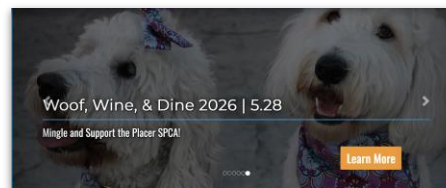
May 2026

## Website Updates – Home Page Slider

### Blog Article Feature (Spring Salad)



### Woof, Wine, & Dine



### Downtown Tuesday Nights



Also updated/added the following:

- News
- Agendas/Minutes/ Board Packet
- Events
- Answered Contact Form submissions

May 2026

## May Blog


The May blog “**Spring in a Bowl: The Best Salads in Downtown Roseville**” was published on **May 6th**.

It has a total of **143 pageviews** as of the day of this report (**May 17th**).

- **22.38%** of pageviews came from Google's NewsBreak app
- **18.88%** of pageviews came from the newsletter
- **18.88%** of pageviews came from social media
- **6.99%** of pageviews came from organic search

Spring in a Bowl: The Best Salads in Downtown Roseville

Last Updated 5/11/2025 • Posted in Information, Business, & Events, Activities, Events

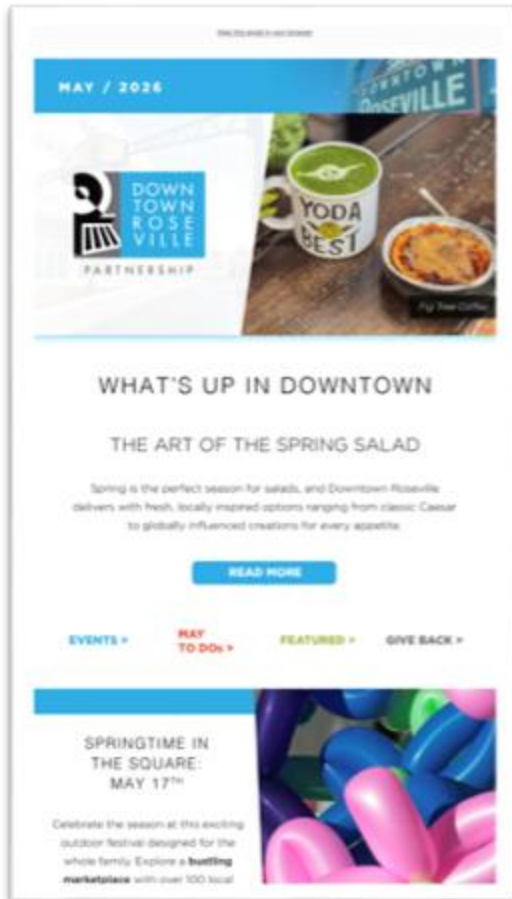


May is **National Salad Month**, making it the perfect time to explore the fresh and flavorful salads served throughout Roseville's downtown dining scene. Made with fresh local produce, salads are one of the best dishes to enjoy in spring.

From classic Caesar salads to globally inspired creations, local restaurants offer bold flavors influenced by Mediterranean, Asian, Southwest, and California cuisine. Whether you're looking for something light and refreshing or hearty and filling, Downtown Roseville has a salad for every taste. It's a delicious way to support local restaurants while discovering fresh flavors from around the world.

May 2026

## May Eblast Highlights



**May 2026 Newsletter**

**Open Rate: 40.7%**

**Click Rate: 5.6%**

**Entertainment/Events Industry**

**Average Open Rate: 20.41%**

**Average Click Rate: 2.19%**

**Contacts: 2,203 (for May 2026)**

## May 2026



Posts  
Previous month: 24

22



Posts  
Previous month: 21

24



Posts  
Previous month: 22

21

35,305

Followers

Previous month: 34,892  
Increase: 1%



8,330

Followers

Previous month: 8,096  
Increase: 3%



600

Followers

Previous month: 600



Interactions

Previous month: 1,189  
Decrease: 29%

847



Interactions

Previous month: 8,679  
Decrease: 77%

2,048



Interactions

Previous month: 5  
Increase: 20%

6

Reach

200,826 Previous month: 240,140  
Decrease: 16%



## Highlights - Most Engagement

May 2026

**Go Downtown Roseville is at Royer Park.** ...  
Published by Geneveve Lynn · May 16 · Roseville, CA

Get ready for another summer of live music in Downtown Roseville! 🎵... [See more](#)

Boost this post to get more reach for Go Downtown Roseville. [Boost](#)

👍 72    💬 5    🔄 11

**Go Downtown Roseville is with Goldfie...** ...  
Published by Instagram · May 12 · Roseville, CA

new mural is bringing fresh color, creativity, and ergy to Atlantic Street in Downtown Roseville 🌈👉  
[See more](#)

Boost this post to get more reach for Go Downtown Roseville. [Boost](#)

👍 71    💬 1    🔄 13

**Go Downtown Roseville is at Go Down...** ...  
Published by Geneveve Lynn · May 24 at 9:24 PM · Roseville, CA

Your favorite summertime event is almost here, Roseville! 🎵🌞... [See more](#)

Boost this post to get more reach for Go Downtown Roseville. [Boost](#)

👍 40    💬 4    🔄 12

## Highlights - Most Engagement

May 2026



**godowntownroseville**  
Go Downtown Roseville

**godowntownroseville** 3w  
Who's ready for lively Tuesday nights in Downtown Roseville? 🎸 🍷

We sure are! Roseville's Downtown Tuesday Nights returns June 2 along Vernon Street!

Get excited for:

- 🎸 Live music from 7-9 p.m.
- 🚗 Classic car show
- 🎪 Kids Fun Zone
- 🍴 Local food and vendors & more!

Innersoul is kicking off the season with their high-energy blend of Funk and Latin rhythms. And the best

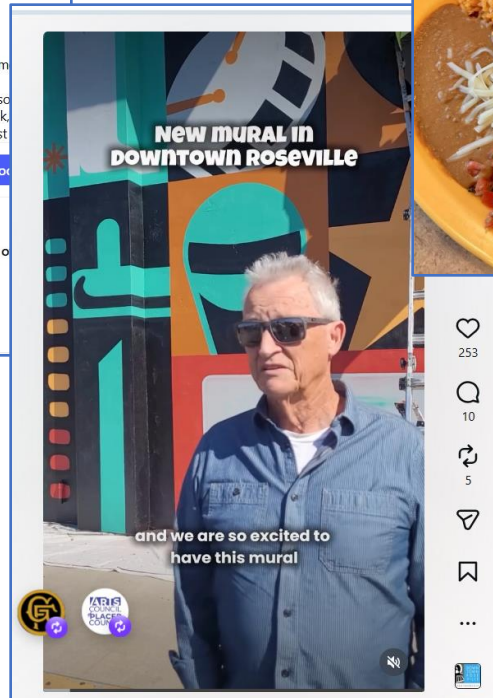
**View insights** **Boost post**

👍 275 💬 7 🔄 9 📌

👍 Liked by **goose.port** and 274 others

May 24

**Add a comment...**



**NEW MURAL IN DOWNTOWN ROSEVILLE**

and we are so excited to have this mural

👍 253  
💬 10  
🔄 5  
📌

**Add a comment...**



**godowntownroseville**  
Los Cantaritos Roseville

**godowntownroseville** 6w  
Savory breakfast lovers, add Los Cantaritos to your list! Their breakfast plates and burritos are 🌮

Open as early as 8 a.m., they're ready to bring flavor to your morning. This Steak & Eggs plate looked so good, we had to feature it for our #DowntownFoodieFriday!

📍 May A. via Yelp  
#godowntownroseville #loscantaritos #rosevilleraestaurant #rosevilleeats

**View insights** **Boost post**

👍 72 💬 5 🔄 📌

👍 Liked by **thearcofplacercounty** and 71 others

May 1

**Add a comment...**

# Highlights - Most Engagement

May 2026

**Go Downtown Roseville** @GoDowntownRsvl

Celebrate Bike Month in Downtown Roseville! 🚲☀️

Mike's Bikes has bikes, gear, repairs, and tune-ups to keep you riding all season long. Stop by, support local, and hit the road this May. ❤️

#BikeMonth #GoDowntownRoseville



7:02 PM · May 18, 2026 · 43 Views

**Go Downtown Roseville** @GoDowntownRsvl · May 16

Performing Arts of Roseville is bringing free live music to Royer Park all summer long. 🌿🌟

2026 lineup:

- 🚲 May 17 — Clean Slate
- 🚲 June 28 — Fleetwood Mask
- 🚲 July 12 — Aja Vu/Stealin' Chicago
- 🚲 Aug. 9 — Invisible Sun
- 🚲 Sept. 6 — Billy Nation



🗨️ 🔄 ❤️ 1 📊 39 📌 📤

**Go Downtown Roseville** @GoDowntownRsvl · May 24

Your Tuesday nights are officially booked. 🎵☀️

Downtown Tuesday Nights returns June 2 on Vernon Street with free live music, classic cars, delicious food, local vendors, and good vibes every week through July 28.

[downtownrosevillevents.com/downtown-tuesd...](https://downtownrosevillevents.com/downtown-tuesd...)



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May 2026

### Google Ad Campaign Results

**1,180**

Impressions

**215**

Visits to Website

**18.22%**

Click Thru Rate

### Facebook Ad Campaign Results

**50,637**

Impressions

**24,838**

Reach

**1,751**

Post Engagements