



PARTNERSHIP

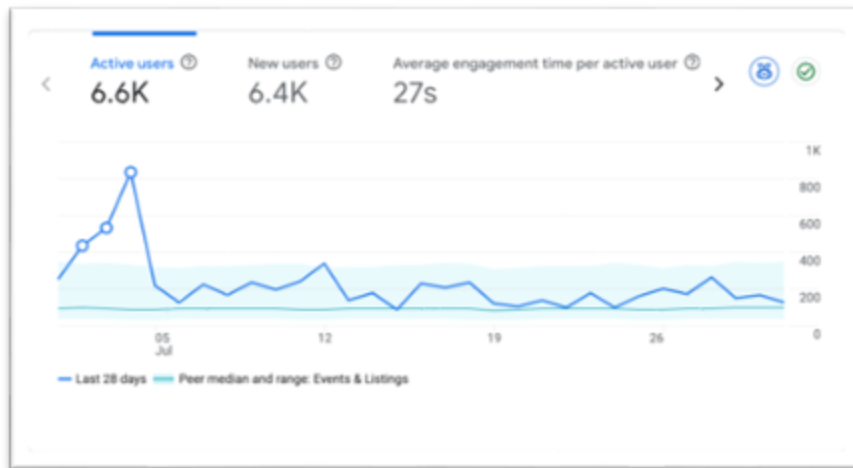
Marketing Overview Report

July 2026

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

Website Traffic

July 2026



Top queries	Clicks	Impressions
roseville fireworks 2026	106	1,189
downtown roseville	100	679
downtown roseville events	64	243
roseville fireworks	63	1,759
midget wrestling roseville 2026	47	186
downtown roseville events today	43	170
fireworks roseville	37	1,512
roseville events	35	399
roseville events today	34	257
vernon street town square	30	387

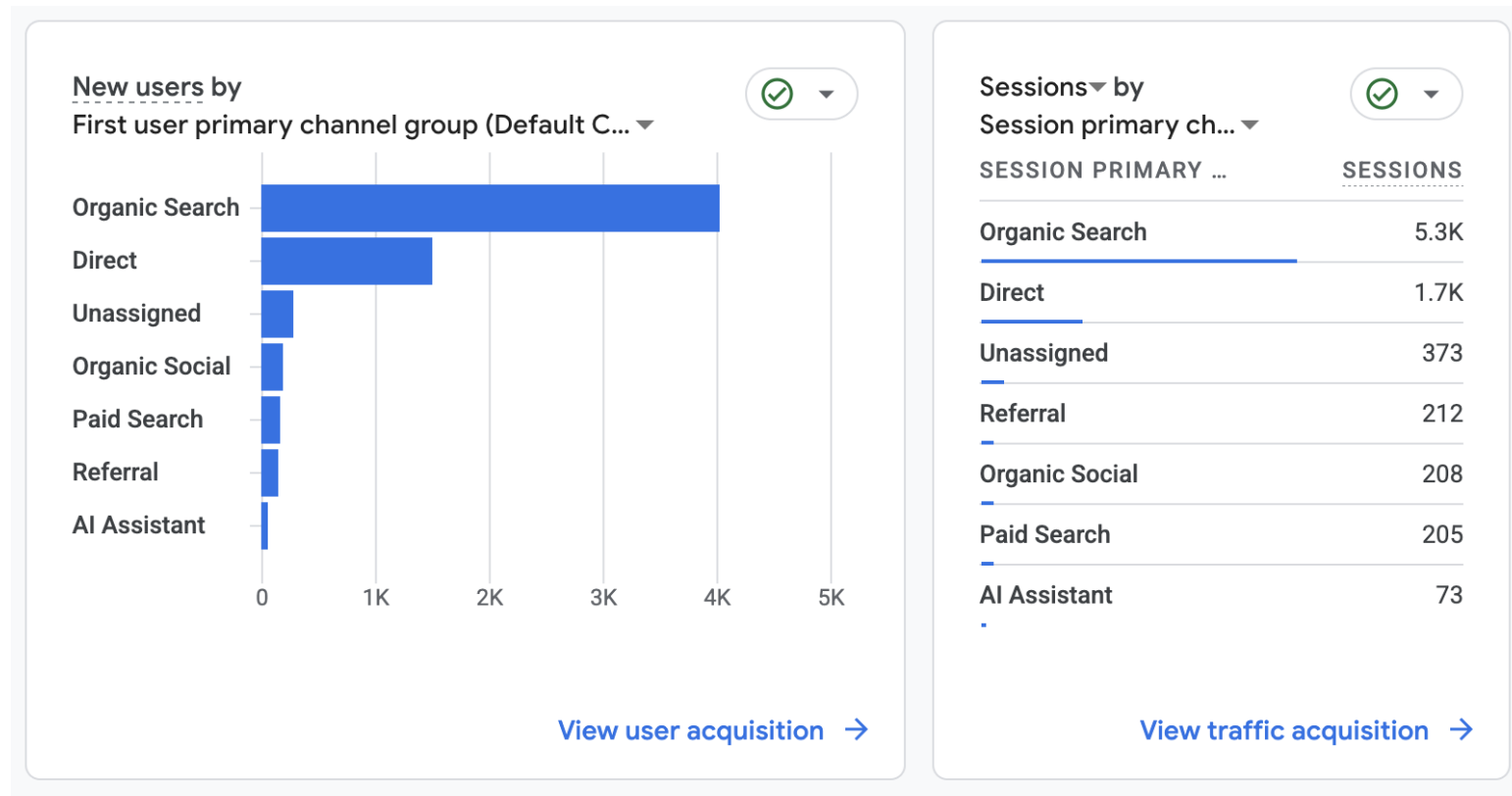
Traffic Notes

- This month had **6.6K** users and **6.4K** new users, which is consistent with the previous month.
- The **Calendar** page had the greatest amount of traffic at **2,213 views**. The **4th of July Fireworks event page** had the greatest amount of views at **1,498 views**.
- **Organic traffic** sources accounted for the most traffic this month at **50.36% of sessions (5,294 of 8,120 sessions)**. Second was **direct traffic** at **20.84% of traffic (1,692 of 8,210 sessions)**.
- **4/10 organic search terms** were relevant to the **Downtown Roseville events**, with a total of **300+ searches**.

Website Traffic

July 2026

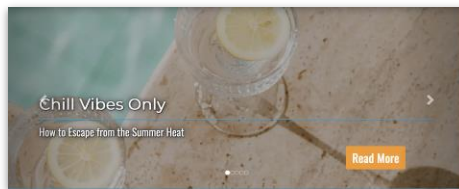
Acquisition Sources



July 2026

Website Updates – Home Page Slider

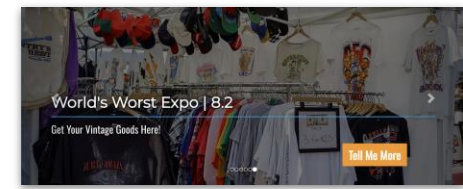
Blog Article Feature (Beat the Heat)



Summer Family Fun Fest



World's Worst Expo



Also updated/added the following:

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

July 2026

July Blog

The July blog “**6 Cool Ways to Beat the Heat in Downtown Roseville**” was published on **July 8th**.

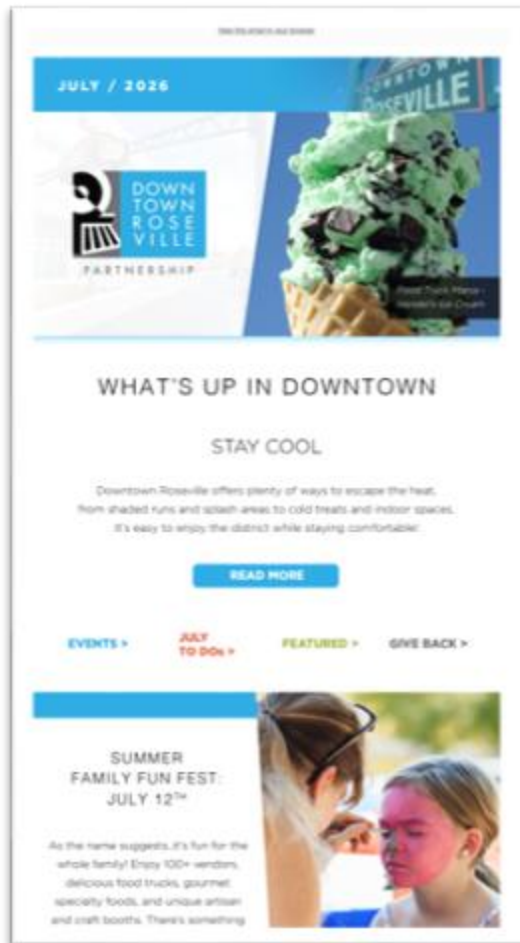
It has a total of **99 pageviews** as of the day of this report (**August 19th**).

- **35.35%** of pageviews came from organic search
- **26.26%** of pageviews came from direct traffic sources
- **14.14%** of pageviews came from the newsletter
- **14.14%** of pageviews came from social media



July 2026

July Eblast Highlights



July 2026 Newsletter

Open Rate: 46.3%

Click Rate: 5.8%

Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 2,258 (for July 2026)

July 2026



Posts
Previous month: 22

23

35,776

Followers
Previous month: 35,521
Increase: 0.7%



Interactions
Previous month: 2,207
Decrease: 39%

1,346

366,103

Reach
Previous month: 339,962
Increase: 7.7%



Posts
Previous month: 22

22

8,668

Followers
Previous month: 8,568
Increase: 1.2%



Interactions
Previous month: 3,958
Decrease: 28.9%

2,815



Posts
Previous month: 22

22

606

Followers
Previous month: 604
Increase: 0.3%



Interactions
Previous month: 7
Increase: 314%

29

July 2026

Highlights - Most Engagement

Published by Geneveve Lynn · July 5 · Roseville, CA ·

Update: This event has been cancelled by the organizer. We apologize for the inconvenience. ... See more



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

153 34 33

Go Downtown Roseville is at Go Dow...
Published by Geneveve Lynn · July 16 · Roseville, CA ·

Make your way downtown on the FREE EShuttle! ✨ ... See more



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

120 13 18

Go Downtown Roseville is at Go Dow...
Published by Geneveve Lynn · July 4 · Roseville, CA ·

Happy Fourth of July from all of us downtown! 🇺🇸 ☀️
We... See more

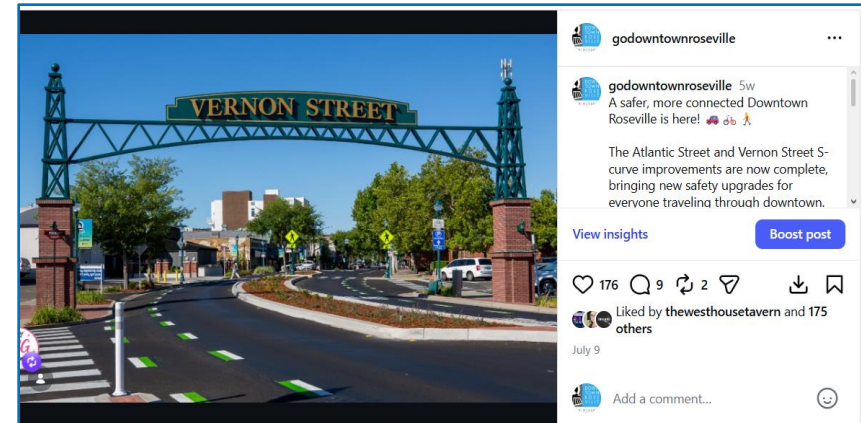


Boost this post to get more reach for Go Downtown Roseville. [Boost](#)

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Highlights - Most Engagement

July 2026



Highlights - Most Engagement

July 2026

Go Downtown Roseville
@GoDowntownRsvl

The Atlantic St. and Vernon St. S-curve improvements are complete! 🎉

New safety upgrades include a lighted pedestrian crossing, bike lanes, ADA-compliant ramps, landscaped medians and lane changes designed to help reduce collisions.

More info: bit.ly/4vGU01W



6:17 PM · Jul 9, 2026 · 128 Views

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Go Downtown Roseville
@GoDowntownRsvl

Fresh from the wood-fired oven at Pedal Car Pizza & Gelato! 🍕🔥

Stop in for dinner, and be sure to save room for a scoop of gelato afterward.

📍 222 Vernon St Roseville, CA



4:00 PM · Jul 3, 2026 · 79 Views

🗨️ 🔄 ❤️ 4 📌 📤

Go Downtown Roseville
@GoDowntownRsvl

Happy Fourth of July! 🇺🇸🌟

We hope to see you this morning for the parade, kicking off at 9 a.m. at the intersection of Vernon Street, Riverside Avenue and Douglas Boulevard. Expect festive floats, community groups and plenty of patriotic spirit!



7:00 AM · Jul 4, 2026 · 92 Views

🗨️ 1 🔄 🔄 ❤️ 3 📌 📤

July 2026

Google Ad Campaign Results

967

Impressions

212

Visits to Website

25.17%

Click Thru Rate

Facebook Ad Campaign Results

44,863

Impressions

25,991

Reach

2,269

Page Visits