



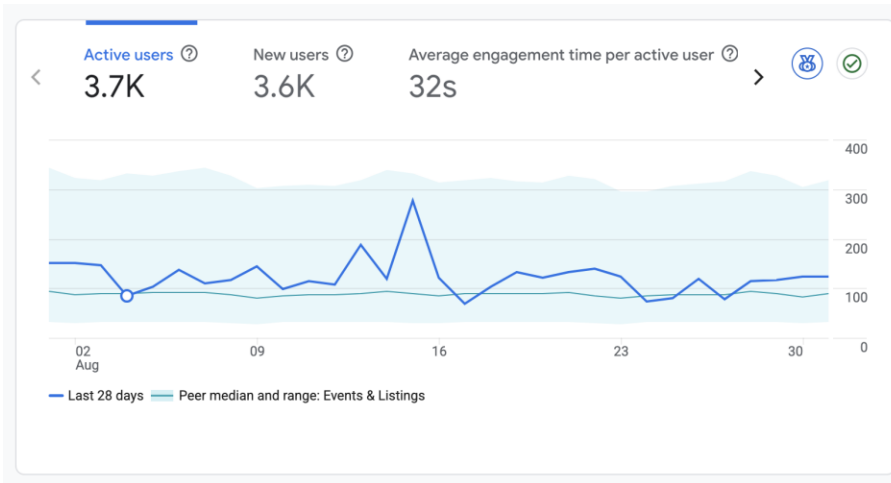
Marketing Overview Report

August 2026

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

Website Traffic

August 2026



Top queries	↓ Clicks	Impressions
downtown roseville	77	592
midget wrestling roseville 2026	50	255
downtown roseville events	31	114
roseville events	30	359
royer park concerts	29	238
food truck mania roseville	25	55
downtown roseville events today	22	98
events in roseville today	20	174
roseville events today	15	171
music in the park roseville	15	165

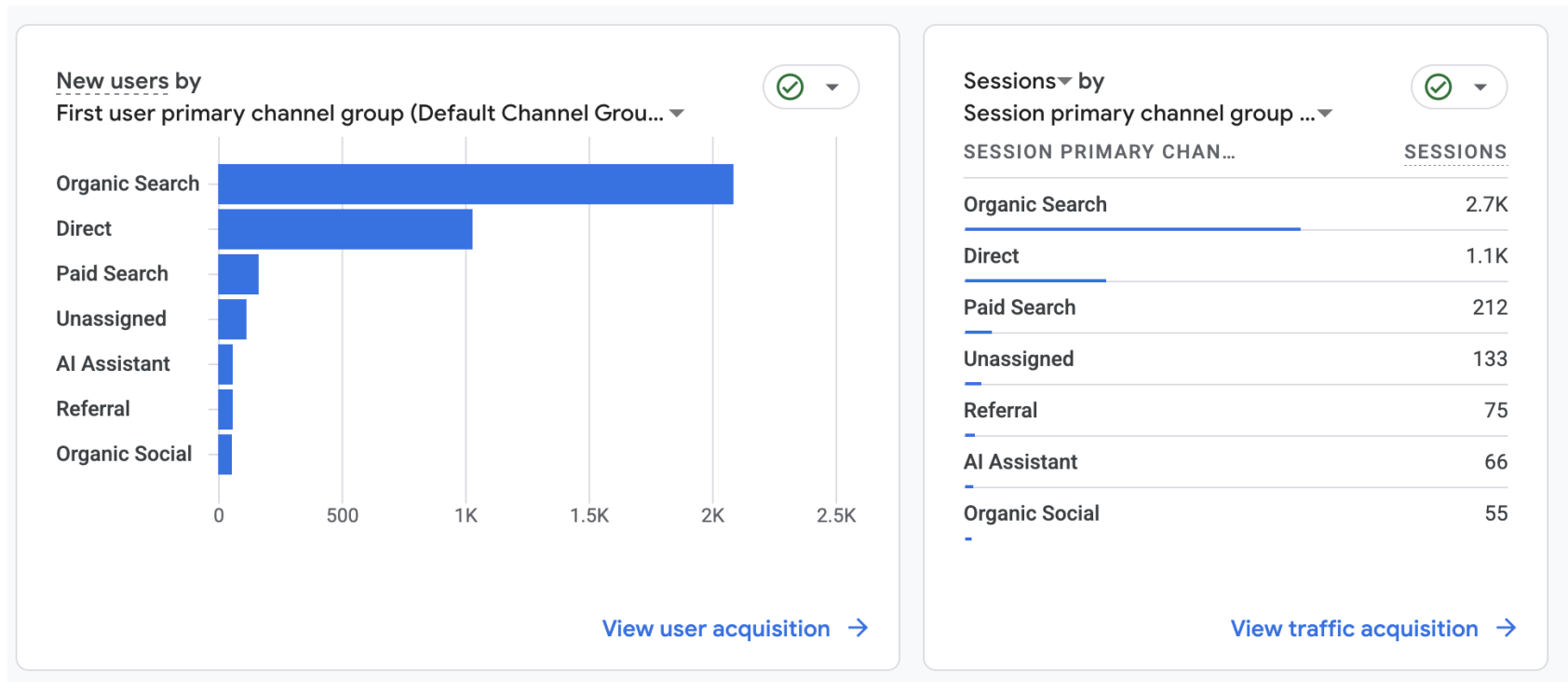
Traffic Notes

- This month had **3.7K** users and **3.6K** new users, which is comparable to the previous year.
- The **Calendar** page had the greatest amount of traffic at **1,531 views**. The **Concerts on the Square** and **Music in the Park** pages have gathered the most traffic in terms of individual events, with about 100-200 views each.
- **Organic traffic** sources accounted for the most traffic this month at **61.68% of sessions (2,701 of 4,379 sessions)**. Second was **direct traffic** at **25.9% of traffic (1,134 of 4,379 sessions)**.
- **5/10 organic search terms** were relevant to **events**, with a **total of about 150 searches**.

Website Traffic

August 2026

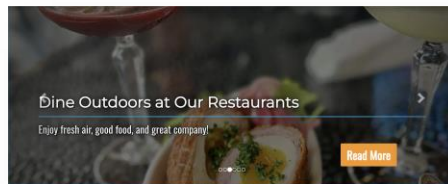
Acquisition Sources



August 2026

Website Updates – Home Page Slider

Blog Article Feature (Outdoor Dining)



Community Canvas



Music in the Park



Also updated/added the following:

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

August 2026

August Blog

The August blog “**Looking Ahead to Cooler Days: Outdoor Dining in Downtown Roseville**” was published on **August 14th**.

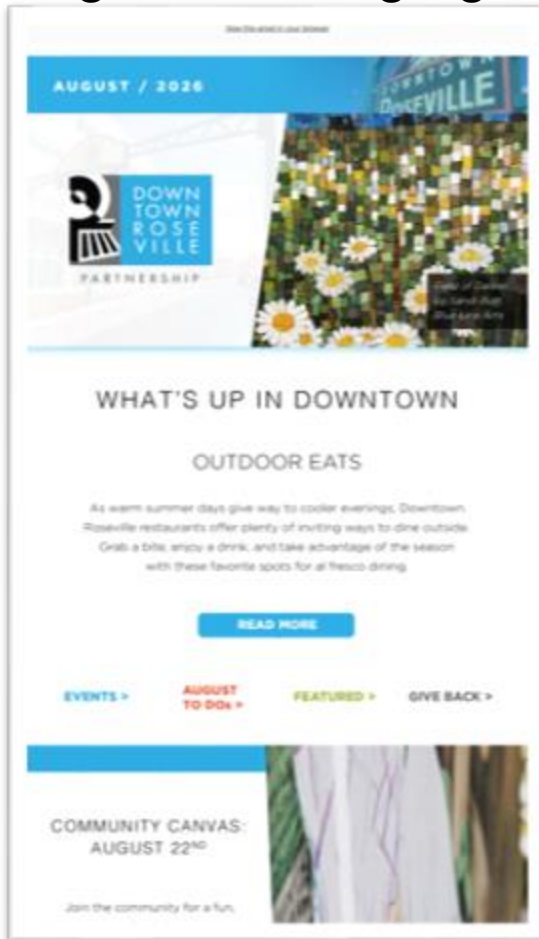
It has a total of **121 pageviews** as of the day of this report (**September 16th**).

- **23.97%** of pageviews came from the newsletter
- **23.14%** of pageviews came from organic search
- **22.32%** of pageviews came from social media
- **14.88%** of pageviews came from other direct traffic sources



August 2026

August Eblast Highlights



August 2026 Newsletter

Open Rate: 46.2%

Click Rate: 5.8%

Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 2,267 (for August 2026)

August 2026



Posts
Previous month: 23

19

Followers
35,948 Previous month: 35,776
Increase: 0.3%



Interactions
Previous month: 1,346
Decrease: 33%

905

Reach
181,133 Previous month: 366,103
Decrease: 50.5%



Posts
Previous month: 22

19

Followers
8,753 Previous month: 8,668
Increase: 1%



Interactions
Previous month: 2,815
Decrease: 57.7%

1,198



Posts
Previous month: 22

17

Followers
607 Previous month: 606
Increase: 0.2%



Interactions
Previous month: 29
Decrease: 79%

6

Highlights - Most Engagement

August 2026

Go Downtown Roseville is with ...
Published by Geneveve Lynn · August 15 · Roseville · 🌐

Get ready for a night of classic hits with Bee Gees Fever in Downtown Roseville! 🎵🎶

T... See more



👍 122 💬 4 ➦ 18

Most relevant ▾

Go Downtown Roseville is with ...
Published by Geneveve Lynn · August 3 · Roseville · 🌐

Looking for a fun way to spend your Sunday evening? 🎵... See more



👍 112 💬 8 ➦ 15

Go Downtown Roseville is at Th...
Published by Geneveve Lynn · August 21 at 12:30 PM · Roseville · 🌐

This burger is kind of a big dill. 😊🍷 Head over to the newly opened **The Daily Nosh** for a delicious bite! They're open Thursday through Monday from 7 a.m. to 3 p.m.

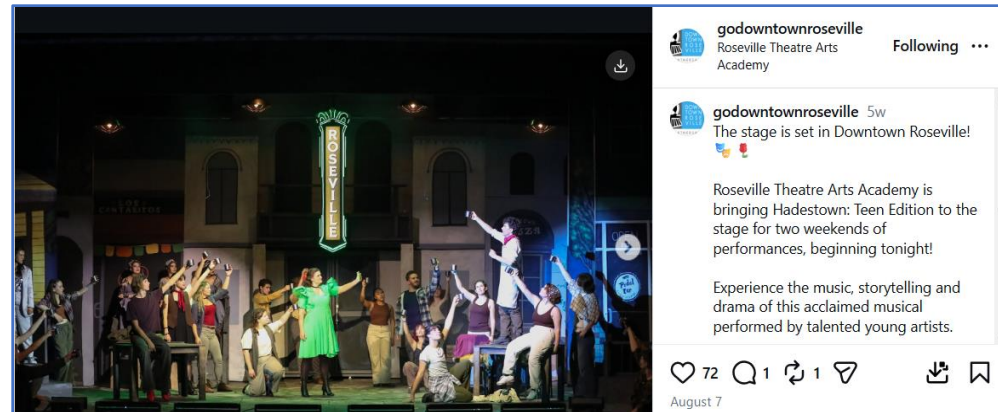
📍 ... See more



👍 72 💬 9 ➦ 3

Highlights - Most Engagement

August 2026



Highlights - Most Engagement

August 2026

Go Downtown Roseville
@GoDowntownRsvl

Blue Line Arts is marking its 60th anniversary with Celebrating 60 Years of Blue Line Arts. The opening reception is Aug. 15, from 5–7 p.m., featuring art, a 60th anniversary timeline, local artists, and more.

Stop by and celebrate 60 years of creativity in our community! 🎨



1:38 PM · Aug 14, 2026 · 61 Views

Go Downtown Roseville
@GoDowntownRsvl

Looking for a new after-school activity? 🎸 School of Rock Roseville gives kids a place to build confidence, make friends, learn new skills and have fun! 🎉

Book a tour + FREE 30-minute trial lesson today!
[schoolofrock.com/locations/rose...](https://schoolofrock.com/locations/roseville)



7:18 PM · Aug 10, 2026 · 88 Views

Go Downtown Roseville
@GoDowntownRsvl

Hadestown: Teen Edition opens tonight at Roseville Theatre Arts Academy! 🎭 The acclaimed musical takes the stage Aug. 7–9 and Aug. 14–16, featuring talented young performers bringing this powerful story to life.

💎 Tickets: ci.ovationtix.com/35905/producti...



5:33 PM · Aug 7, 2026 · 89 Views

August 2026

Google Ad Campaign Results

958

Impressions

214

Visits to Website

22.34%

Click Thru Rate

Facebook Ad Campaign Results

11,057

Impressions

8,756

Reach

476

Page Visits