



PARTNERSHIP

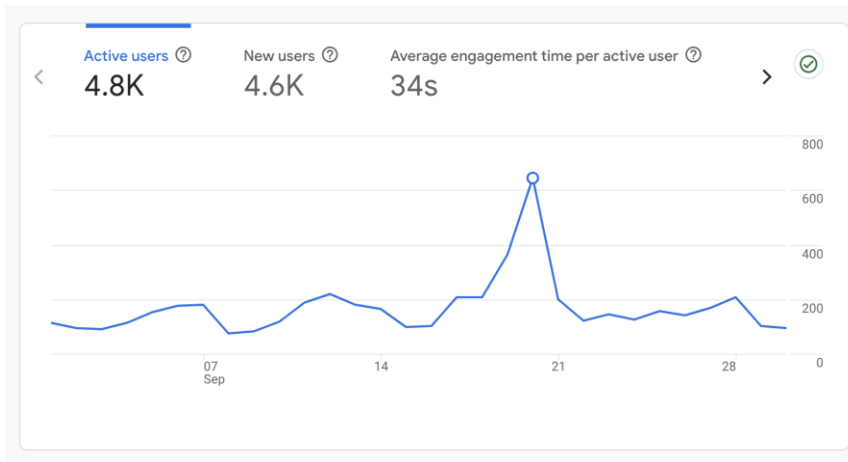
Marketing Overview Report

September 2025

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

Website Traffic

September 2025



Top queries	Clicks	Impressions
downtown roseville events	139	199
roseville events	78	500
downtown roseville	63	535
roseville events today	63	293
boots and beats roseville	56	101
vernon street town square	35	421
boots n beats roseville	32	60
roseville events this weekend	30	194
worlds worst expo	29	1,363
downtown roseville events today	28	127

Traffic Notes

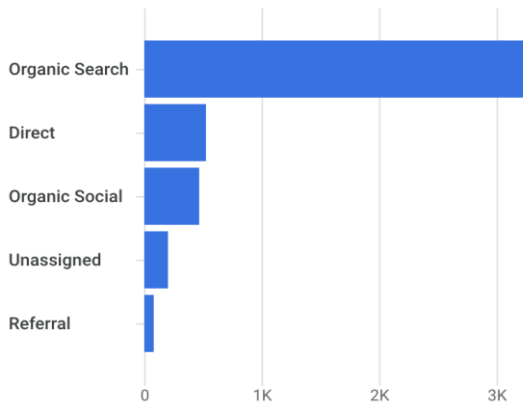
- This period had **4.8K** users and **4.6K** new users, which was similar to the previous year.
- Compared to the previous month, users went up **+13.4%** to 4.8K users and new users **+15%** to 4.6K.
- The **Calendar** page had the greatest amount of traffic at **2,033 views**. The events page had **716 views** and **featured blog article** had **626 views** for the month.
- **Organic traffic** sources accounted for the most traffic this month at **71.82% of sessions (4,333 of 6,033 sessions)**.
- Out of the sample size, **60.1% of users were female** and **39.9% were male**.

Website Traffic

September 2025

Acquisition Sources

New users by First user primary channel group (Default Channel Group)



Session primary...Channel Group		↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session
Total		6,033 100% of total	3,080 100% of total	51.05% Avg 0%	27s Avg 0%
1	Organic Search	4,351 (72.12%)	2,563 (83.21%)	58.91%	32s
2	Direct	684 (11.34%)	229 (7.44%)	33.48%	18s
3	Organic Social	495 (8.2%)	88 (2.86%)	17.78%	8s
4	Unassigned	282 (4.67%)	124 (4.03%)	43.97%	16s
5	Referral	136 (2.25%)	77 (2.5%)	56.62%	35s
6	Email	58 (0.96%)	20 (0.65%)	34.48%	12s
7	Paid Search	20 (0.33%)	13 (0.42%)	65%	30s

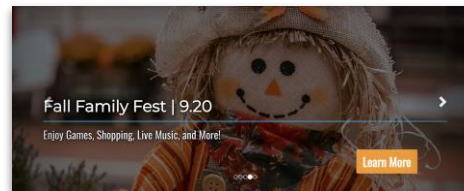
September 2025

Website Updates – Home Page Slider

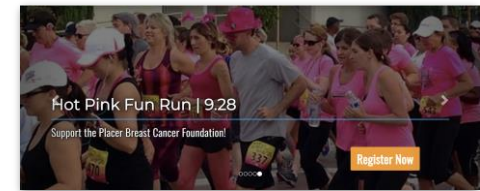
Blog Article Feature



Fall Family Fest 2025



Hot Pink Fun Run 2025



Also updated/added the following:

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

September 2025

September Blog

The September blog “**Autumn Magic Starts in Downtown Roseville**” was published on **September 11th**.

It had a total of **780 pageviews** as of the day of this report (**October 14th**). This is the highest amount of blog views we've had to date!

- **66.28%** of pageviews came from social media
- **20.77%** of pageviews came from organic search
- **3.08%** of pageviews came from the newsletter

Autumn Magic Starts in Downtown Roseville

Last Updated 9/11/2025 • Posted in Information, Businesses, & Events, Fall



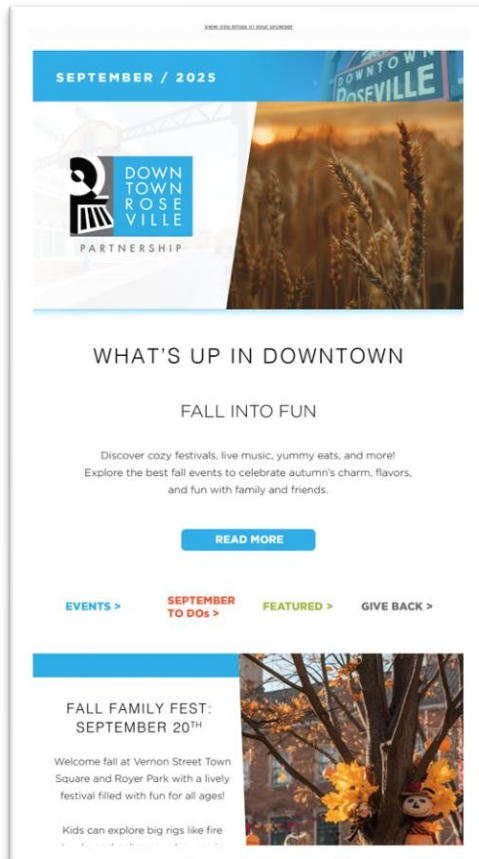
Downtown Roseville comes alive this fall with festive events for all ages! From pumpkin patches and costume contests to live music, food trucks, fun for adults, and family fun, there's something for everyone to enjoy. Don't miss the chance to celebrate the season in the heart of the city!

OKTOBERFEST @ THE MONK'S CELLAR

SEPTEMBER 19TH - SEPTEMBER 21ST

September 2025

September Eblast Highlights



September 2025 Newsletter

Open Rate: 43.2%

Click Rate: 5.1%

Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 2,098 (for September 2025)

September 2025



Posts
Previous month: 28 **26**

Followers
31,818 Previous month: 31,575
Increase: 0.8% 



Interactions
Previous month: 653
Increase: 130% **1,438**

Reach
133,981 Previous month: 81,052
Increase: 207% 



Posts
Previous month: 26 **26**

Followers
7,190 Previous month: 7,109
Increase: 1.1% 



Interactions
Previous month: 883
Increase: 47% **1,276**



Posts
Previous month: 26 **24**

Followers
589 Previous month: 586
Increase: 0.5% 



Interactions
Previous month: 11
Decrease: 36% **7**

Highlights - Most Engagement

Go Downtown Roseville is at **The Trax Taproom & Kitchen**.
Published by Geneveve Lynn · September 17 at 10:00 AM · Roseville · 🌐

🎨 A new mural has been added to Downtown Roseville!
Local artist **Matt Trammel Art** brought a locomotive bursting through the wall to life on The Trax, complete with a scenic landscape detail under the roll-up window.
Huge thanks to **Blue Line Arts** for coordinating this incredible public art piece. Stop by and see it for yourself!
[#GoDowntownRoseville](#)




[See insights and ads](#) [Boost post](#)

👍❤️ 381 22 comments 15 shares

Go Downtown Roseville is at **Go Downtown Roseville**.
Published by Geneveve Lynn · September 16 at 6:30 PM · Roseville · 🌐

Mark your calendars for Family Fun Night on Thursday, Oct. 30 from 4 to 8 p.m.! Enjoy free trick-or-treating at Downtown Roseville businesses, a costume contest, local food trucks, live music and more. Bring the family and celebrate Halloween in the heart of Roseville! 🎃
[#GoDowntownRoseville](#)





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👍❤️ 269 31 comments 40 shares

Go Downtown Roseville is at **Go Downtown Roseville**.
Published by Geneveve Lynn · September 18 at 5:30 PM · Roseville · 🌐

Downtown Roseville is full of festive fun this fall! 🎃🔥
Enjoy pumpkin patches, costume contests, live music, food trucks, and activities for all ages. There is something for everyone to celebrate the season in the heart of Roseville.
Find all the details in our latest blog post: <https://www.godowntownroseville.com/.../autumn-magic.../>
[#GoDowntownRoseville](#)

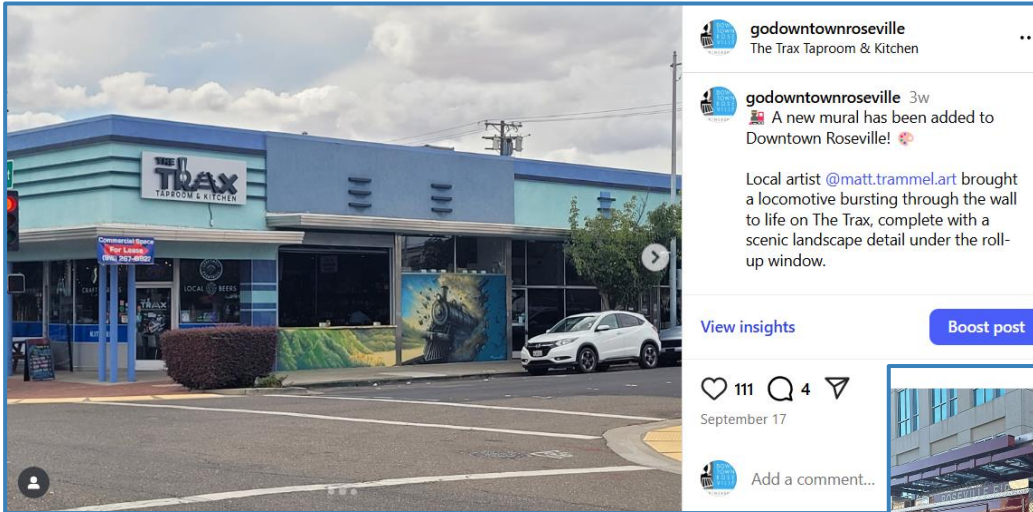


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👍❤️ 65 10 shares

September 2025

Highlights - Most Engagement



Highlights - Most Engagement

September 2025

