



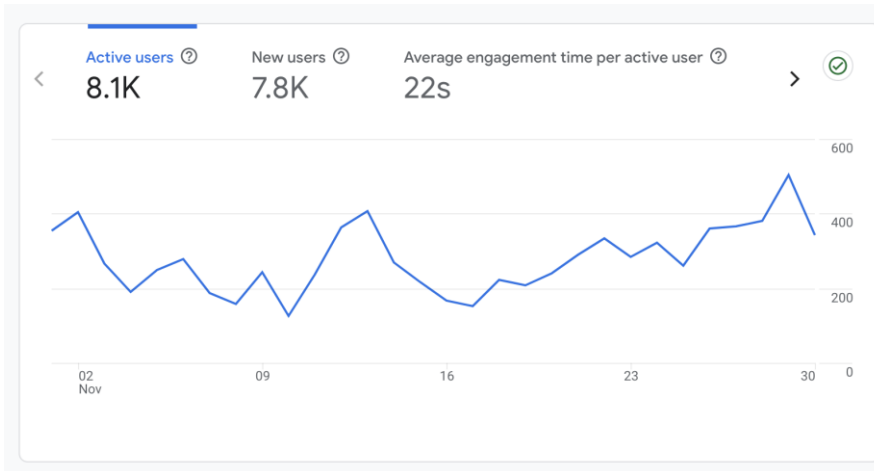
Marketing Overview Report

November 2025

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

Website Traffic

November 2025



Top queries	↓ Clicks	Impressions
downtown roseville events	96	181
downtown roseville	81	546
downtown roseville ice rink	73	97
roseville ice rink	64	324
roseville ice skating	58	327
roseville events	55	387
roseville turkey trot 2025	45	1,317
roseville events today	35	235
turkey trot roseville	30	904
vernon street town square	30	330

Traffic Notes

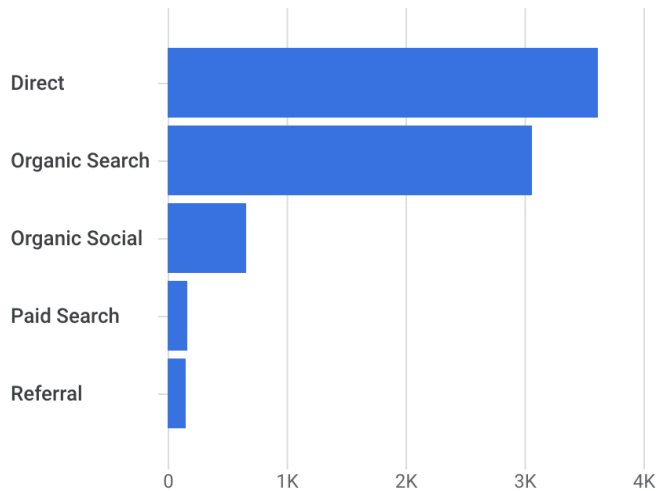
- This period had **8.1K** users and **7.8K** new users, which was a **92% increase** compared to the previous year (**4.2K users**).
- Compared to the previous month, users went up **+10%** (from **7.3K** to **8.1K** users and new users **+12.4%** (**7.3K** to **7.8K**)).
- The **Calendar** page had the greatest amount of traffic at **2,197 views**. The **Downtown Roseville Ice Rink** pages also had a noticeable amount of interest, with **2,200+ views** total for the period.
- **Organic traffic** sources accounted for the most traffic this month at **44.86% of sessions (4,319 of 9,627 sessions)**. We also had a good amount of **direct traffic** visits this month, at **39.31% (3,784 of 9,627 sessions)**. Many new users were discovered by direct visits this month.
- **3/10** of the top 10 searches were about the **ice rink**.

Website Traffic

November 2025

Acquisition Sources

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



Sessions▼ by
Session primary channel group ...▼



SESSION PRIMARY CHAN...	SESSIONS
Organic Search	4.3K
Direct	3.8K
Organic Social	739
Paid Search	233
Referral	197
Unassigned	164
Email	141

[View traffic acquisition →](#)

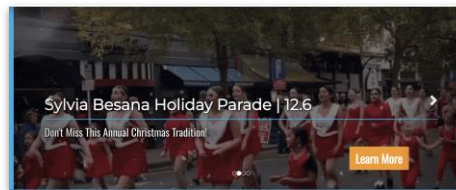
November 2025

Website Updates – Home Page Slider

Blog Article Feature (Thanksgiving Hosting)



Sylvia Besana Parade (Animated)



Downtown Holiday Events (Animated)



Small Business Craft Show



Also updated/added the following:

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

November 2025

November Blog

The November blog “**Check Off Your Thanksgiving Hosting Checklist in Downtown Roseville**” was published on **November 13th**.

It has a total of **53 pageviews** as of the day of this report (**December 10th**).

- **22.64%** of pageviews came from organic search
- **22.64%** of pageviews came from social media
- **16.98%** of pageviews came from News Break App
- **15%** of pageviews came from the newsletter

Check Off Your Thanksgiving Hosting Checklist in Downtown Roseville

Last Updated 11/13/2025 • Posted in Information, Businesses, & Events, Thanksgiving

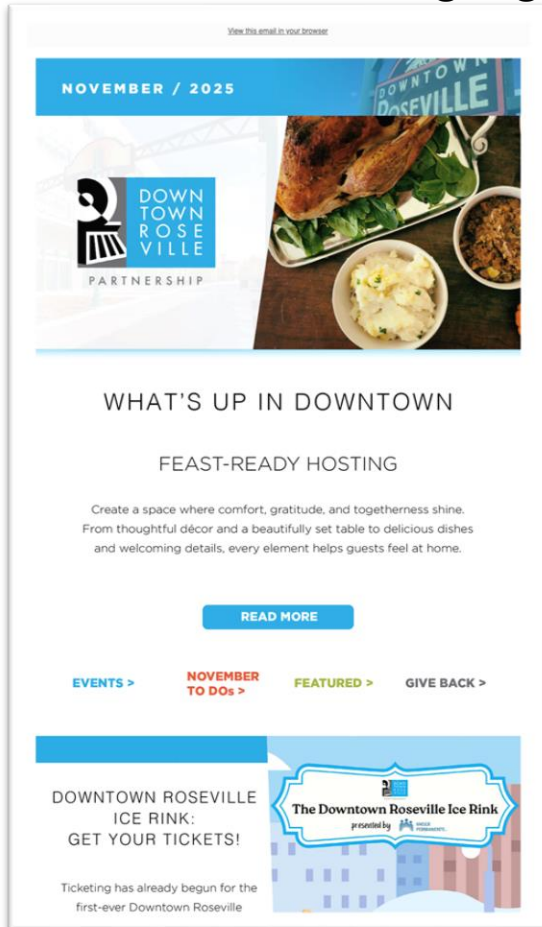


Thanksgiving hosting is all about creating a warm, welcoming atmosphere while serving a delicious meal. From festive décor and table settings to kitchen essentials and prep tools, having the right items on hand makes entertaining easier and more enjoyable. With thoughtful planning, your home will become a cozy gathering place for family and friends.

EVERYTHING FOR THE TABLE

November 2025

November Eblast Highlights



November 2025 Newsletter

Open Rate: 42.9%

Click Rate: 5.7%

Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 2,123 (for November 2025)

November 2025



Posts

Previous month: 24

26



Posts

Previous month: 23

28



Posts

Previous month: 24

25

Followers
32,621 Previous month: 32,416
Increase: 0.6%



Followers
7,546 Previous month: 7,317
Increase: 3%



Followers
590 Previous month: 590



Interactions
Previous month: 2,176
Decrease: 5.4%



2,019

Interactions
Previous month: 1,693
Increase: 51.8%



2,545

Interactions
Previous month: 7
Increase: 114%



15

Reach
140,342 Previous month: 196,013
Decrease: 29%



Highlights - Most Engagement

Go Downtown Roseville is at **Go Downtown Roseville**.
Published by Geneveve Lynn · November 30 at 12:00 PM · Roseville · 🌐

🎉 This week is full of holiday cheer thanks to **Roseville Parks, Recreation, & Events'** Downtown Holiday Celebration and **Go Downtown Roseville!**

🏠 Dec 3-18: Annual Gingerbread House Contest on display at 316 Vernon St. for the community to enjoy.

🌲 Dec 3-11: Tree Grove at Town Square! Decorated by local businesses & organizations. Opening night festivities: 6-7:30 p.m.

🎄 Dec 4: Christmas Tree Lighting with cookie decorating, Santa, kids' activity zone, music & food. Tree lighting at ~6:10 p.m.

🍷 Dec 5: North Pole Tavern — An après ski holiday party with wine & beer tastings, 6-8 p.m. \$12 entry includes 6 tastings.

🚒 Dec 6: 64th Annual Sylvia Besana Holiday Parade, parade begins at 10:30 a.m., local maker booths at Town Square starting at 10 a.m., Roseville Firefighters Local 1592 will have their FREE pancake breakfast at Fire Station 1 from 7 to 11 a.m.


🛼 Dec 7: Opening day of **The Downtown Roseville Ice Rink Presented by Kaiser Permanente**. Skate sessions available; get tickets at godowntownroseville.com.

So many ways to celebrate the season! Which events are you attending? 🌲 🎄 🎉
#GoDowntownRoseville



Go Downtown Roseville is at **Go Downtown Roseville**.
Published by Geneveve Lynn · November 22 at 9:00 AM · Roseville · 🌐

The 64th Annual Sylvia Besana Holiday Parade is on Saturday, Dec. 6! 🎉 🌲 🎄
B... See more



See insights and ads

Boost post

👍 237 10 comments 66 shares

Go Downtown Roseville is at **Vernon Street Town Square**.
Published by Geneveve Lynn · November 2 · Roseville · 🌐

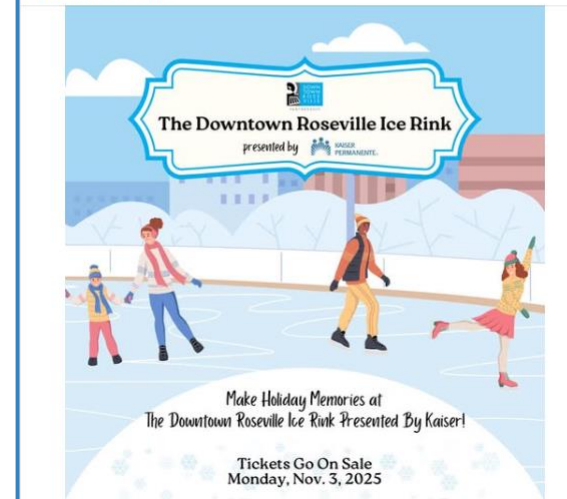
Less than 24 hours until ice rink tickets go on sale! 🎉 🎄

Join our notify list to be the first to know when tickets drop. We anticipate time slots filling up fast, so don't miss your chance to snag your perfect skating time!

🌐 The Downtown Roseville Ice Rink is presented by **Kaiser Permanente**. It is open every day except Christmas Dec. 7 through Jan. 4! Please visit godowntownroseville.com for more info.

🌟 Interested in becoming a sponsor? Email downtownroseville@gmail.com.

❓ Please note that the rink is made of synthetic (artificial) ice and skating hours are subject to change.
<https://downtownrosevillepartnership.ticketspice.com/down...>
#GoDowntownRoseville



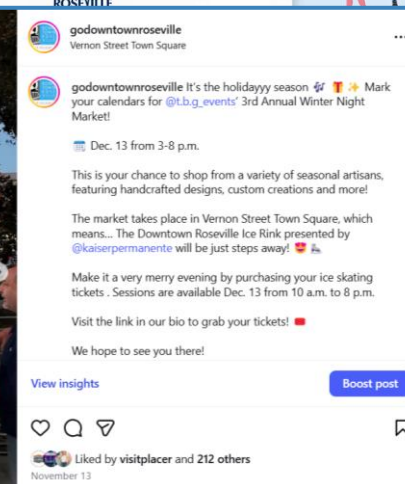
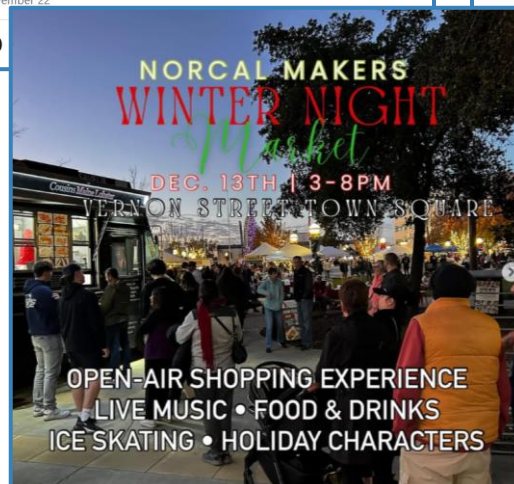
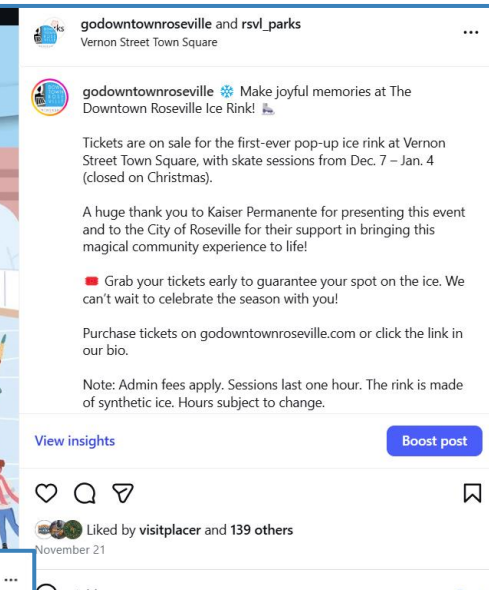
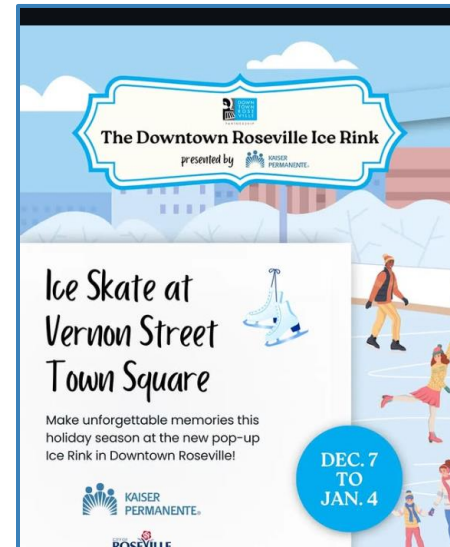
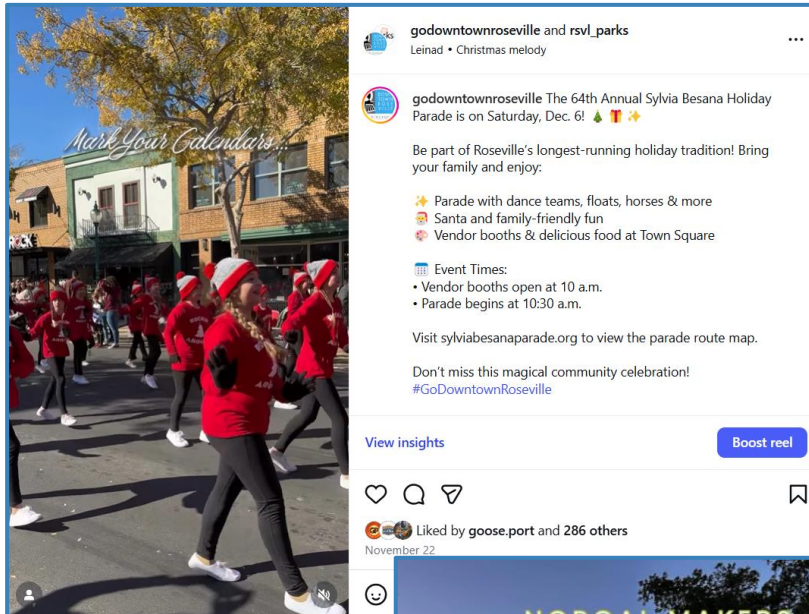
The Downtown Roseville Ice Rink
presented by **KAISER PERMANENTE**

Make Holiday Memories at
The Downtown Roseville Ice Rink Presented By Kaiser!

Tickets Go On Sale
Monday, Nov. 3, 2025

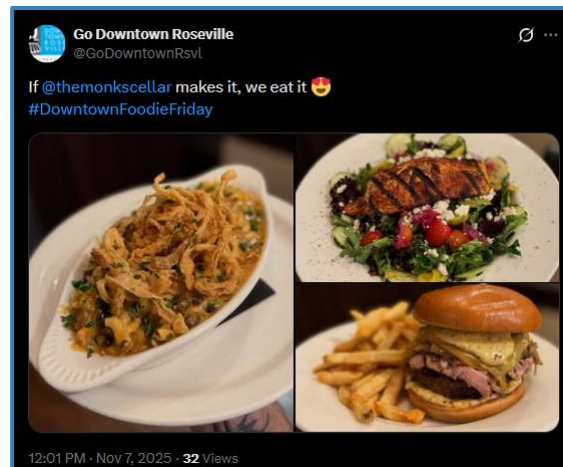
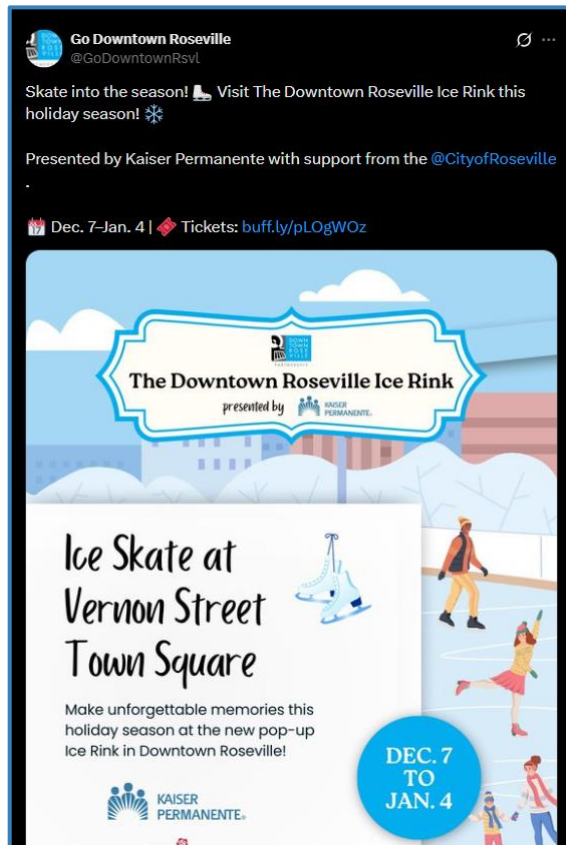
Highlights - Most Engagement

November 2025



Highlights - Most Engagement

November 2025



November 2025

Google Ad Campaign Results

1,047

Impressions

216

Visits to Website

20.63%

Click Thru Rate