



PARTNERSHIP

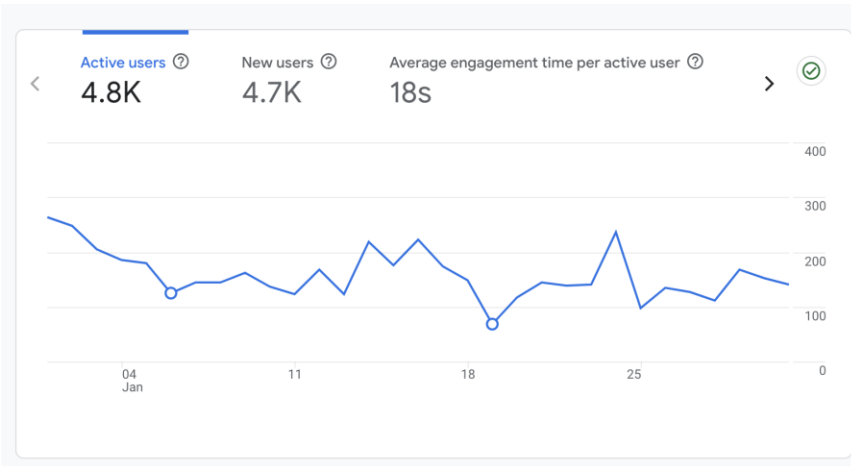
Marketing Overview Report

January 2026

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

Website Traffic

January 2026



Top queries	Clicks	Impressions
downtown roseville	62	494
roseville events	50	380
ice skating roseville	37	762
roseville ice skating	35	792
downtown roseville events	23	55
roseville ice rink	21	366
missing persons roseville	21	52
worlds worst expo	20	1,437
events roseville	16	162
roseville ca events	15	67

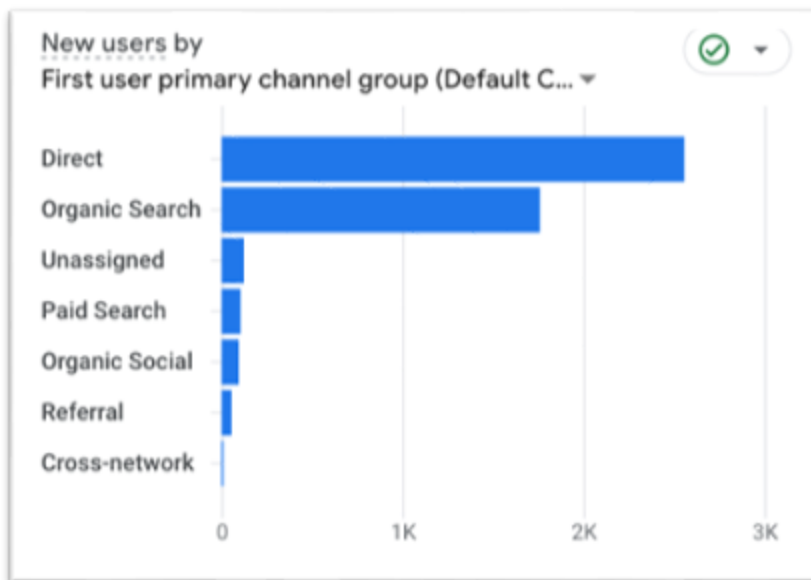
Traffic Notes

- This period had **4.8K** users and **4.7K** new users, which was a **94.3% increase** compared to the previous year (**2.5K users**).
- The **Calendar** page had the greatest amount of traffic at **1,370 views**. The **Downtown Roseville Ice Rink** acquired **378 page views**.
- **Direct traffic** sources accounted for the most traffic this month at **48.69% of sessions (2,674 of 5,492 sessions)**. Coming in at a close second was **organic traffic** at **42.64% of traffic (2,342 of 5,492 sessions)**.
- **4/10** of the top 10 searches were regarding **Downtown Roseville events** and **3/10** were about the **Downtown Ice Rink**.

Website Traffic

January 2026

Acquisition Sources



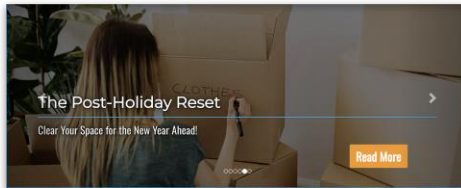
Sessions by Session primary ch...

SESSION PRIMARY ...	SESSIONS
Direct	2.7K
Organic Search	2.3K
Unassigned	149
Paid Search	122
Organic Social	107
Referral	73
Cross-network	4

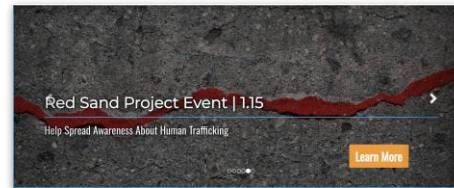
January 2026

Website Updates – Home Page Slider

Blog Article Feature (Decluttering)



Red Sand Project



Street Closures



Also updated/added the following:

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

January 2026

January Blog

The January blog “**A Simple Guide to Decluttering After the Holidays**” was published on **January 8th**.

It has a total of **43 pageviews** as of the day of this report (**February 18th**).

- **51.16%** of pageviews came from the newsletter
- **30.23%** of pageviews came from social media
- **9.3%** of pageviews came from organic search

A Simple Guide to Decluttering After the Holidays

Last Updated 1/8/2026 • Posted in Information, Businesses, & Events



When the holidays end, the clutter tends to linger. Post-holiday decluttering is a chance to reset your home, clear out what no longer serves you, and start the year with a space that feels lighter, calmer, and more manageable.

Cash for Your Clothes

That's right—sell or trade your clothes at [Threads Clothing Exchange](#)! They buy year-round, for all seasons. Got winter clothes or holiday party dresses you probably won't wear again? Sell them to Threads and make room in your closet for something fresh in the new year!

January 2026

January Eblast Highlights



January 2026 Newsletter

Open Rate: 44.3%

Click Rate: 4.1%

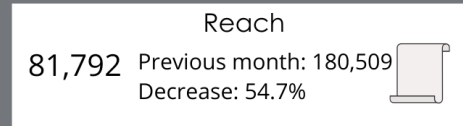
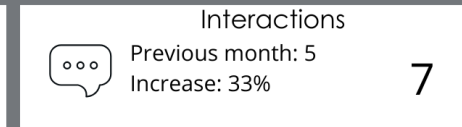
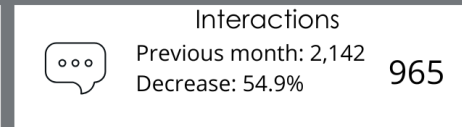
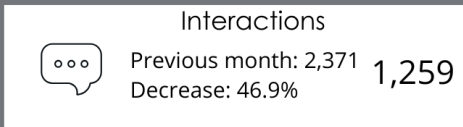
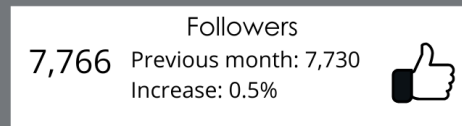
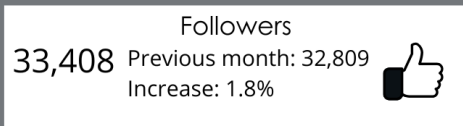
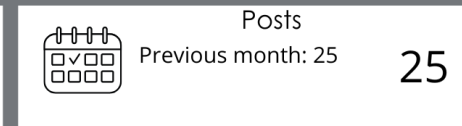
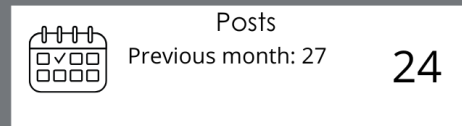
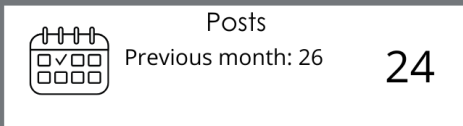
Entertainment/Events Industry

Average Open Rate: 20.41%

Average Click Rate: 2.19%

Contacts: 2,116 (for January 2026)

January 2026



Highlights - Most Engagement

January 2026

Go Downtown Roseville
Published by **Geneveve Lynn** · January 24 at 11:00 AM

Some photo updates from **Old Town Pizza!** 🍕👉 We're so excited for their new location across from Vernon Street Town Square. They're aiming for a June 2026 opening!
#GoDowntownRoseville



Boost this post to get more reach for Go Downtown Roseville. **Boost**


23 336 14

Go Downtown Roseville is at **Wild Bill Tattoo.**
Published by **Geneveve Lynn** · January 31 at 8:00 PM · Roseville, CA

Wild Bill Tattoo's Annual Tattoo-A-Thon returns Saturday, Feb. 28! Get tattooed and support the UC Davis Children's Hospital Pediatric Intensive Care Unit (PICU). Every dollar raised (yes, even tips!) goes directly to the cause.

🕒 8 a.m. to midnight
❤️ \$331,500 raised over 25 years

Come for the ink. Stay for the impact.
#GoDowntownRoseville




Boost this post to get more reach for Go Downtown Roseville. **Boost**

178 17 45

Go Downtown Roseville
Published by **Geneveve Lynn** · January 18

Calling all book lovers 📖 **Roseville FOL** are hosting a Used Book Sale on Saturday, Jan. 24, from 10 a.m. to 3 p.m. at the Downtown Library. ... **See more**



Boost this post to get more reach for Go Downtown Roseville. **Boost**

96 17 20

Highlights - Most Engagement

January 2026



godowntownroseville

godowntownroseville 3w
Anyone else excited for what's cooking in Downtown Roseville? 🍕

We can't wait for @oldtownpizza 🍕 June 2026 can't come soon enough!

#GoDowntownRoseville
#RosevilleRestaurant #RosevilleFoodie
#RosevilleEats #RosevilleCalifornia

nicole.masters.realtor 3w
Can't waittttt for summer nights on the rooftop here! 🌃🍷🍷🍷❤️

3 likes Reply

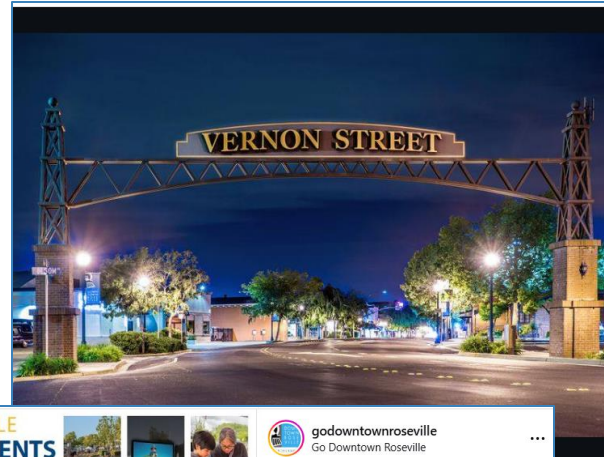
View all 1 replies

View insights

210 12

January 24

Add a comment...



godowntownroseville
Go Downtown Roseville

godowntownroseville 4w
🚧 Street Closure Notice 🚧

A section of Atlantic Street will be temporarily closed due to road work, affecting the southbound right-turn lane at the Vernon and Atlantic Street intersection.

The closure is expected to begin in mid-

View insights **Boost post**

92 2

January 14

Add a comment...

CITY OF ROSEVILLE
UPCOMING EVENTS

DATE	EVENT	TIME
FEBRUARY		
21	Job Fair	10:00am-12:00pm
28	Culture Without Borders	10:00am-12:00pm
MARCH		
12	Food Truck Mania	3:00-6:00pm
28	Breakfast With The Bunny*	8:30am
28	Breakfast With The Bunny*	9:00am & 10:30am
29	Floating Egg Stravaganza*	9:00am
29	Floating Egg Stravaganza*	10:00am & 1:00pm
APRIL		
03	Before The Flick Fun	5:30-6:30pm
03	Friday Flicks	7:00pm
09	Food Truck Mania	5:00-8:00pm
14	Dinner On The Bridge*	6:00pm
15	Wine Down Wednesday*	5:30-7:30pm
18	Story Stroll	9:00-11:00am
22	National Library Week	4:00-5:00pm
22	Wine Down Wednesday*	5:30-7:30pm
24	National Library Week	4:00-5:00pm
26	Comedy Night*	8:00pm
27	Women & Celebration Of Spring	9:00am-3:00pm
27	Ms & Mine Boot Scootin' Ball*	5:00-7:00pm
29	Wine Down Wednesday*	5:30-7:30pm
MAY		
01	Mayor's Cup Golf Tournament*	12:00pm
02	BlueFest	9:00am-12:00pm
02	Culture Without Borders	10:00am-12:00pm
06	Wine Down Wednesday*	5:30-7:30pm
13	Wine Down Wednesday*	5:30-7:30pm
14	Food Truck Mania	5:00-8:00pm
17	Wildlife Wonders	10:00am-12:00pm
20	Wine Down Wednesday*	5:30-7:30pm
20	Before The Flick Fun	6:30-7:30pm
20	Friday Flicks	8:00pm-3:00pm
23	Spring Craft Fair	9:00am-3:00pm
30	Water Safety POOLessess*	3:00-7:00pm

LOCATIONS

- DOWNTOWN
- MADEIRA PARK
- MAHOY REGIONAL PARK
- MIKE SHELLITO INDOOR POOL
- ROSEVILLE AQUARIUS COMPLEX
- WOODCREEK GOLF CLUB

* = Registration or Fee Required

Updated 12/19/2025

For event information and specific locations visit: roseville.ca.us/events

godowntownroseville
Go Downtown Roseville

godowntownroseville 4w
Exciting events are coming to Downtown Roseville 🎉

City of Roseville just released their events calendar, and there's so much to look forward to!

Events marked with a yellow square take place in Downtown Roseville.

Thanks @rsvl_parks for keeping the fun coming!

What events are you looking forward to?

#GoDowntownRoseville
#DowntownRoseville #GoDowntownRoseville

View insights **Boost post**

64 1

January 21

Add a comment...

Highlights - Most Engagement

January 2026

Go Downtown Roseville
@GoDowntownRsvl

Promote

Happy New Year! 🎉 Wishing our Downtown Roseville community a fantastic start to the year. If you're visiting today, be sure to check restaurant and shop hours before stopping by, as some may have holiday hours.

9:00 AM · Jan 1, 2026 · 28 Views

Go Downtown Roseville
@GoDowntownRsvl

Exciting events are coming to Downtown Roseville! 🎉 Thanks @Rsvl_Parks for keeping the fun coming! #GoDowntownRoseville

CITY OF ROSEVILLE UPCOMING EVENTS

DATE	EVENT	TIME
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20	Friday Flicks	8:00
23	Spring Craft Fair	9:00
30	Water Safety PoolCooza *	3:00

LOCATIONS

- DOWNTOWN
- MIKE SHELLITO INDOOR POOL
- NAHANY PARK
- ROSEVILLE AQUATICS COMPLEX
- NAHANY REGIONAL PARK
- WOODCREEK GOLF CLUB

* = Registration or Fee Required

Updated 12/28/2025

For more event information and specific locations visit: roseville.ca.us/events

11:32 AM · Jan 21, 2026 · 36 Views

Go Downtown Roseville
@GoDowntownRsvl

Patio tables are here at Pedal Car Pizza 🍷🍕

And Athletic Brewing NA IPA is now on tap. 🍺 Perfect for Dry January or a refreshing sip anytime!

1:30 PM · Jan 10, 2026 · 38 Views

January 2026

Google Ad Campaign Results

871

Impressions

131

Visits to Website

15%

Click Thru Rate

Facebook Ad Campaign Results

34,970

Impressions

20,075

Reach

524

Page Likes