



# VISIT FORSYTH

CONVENTION & VISITORS BUREAU

## 2025 YEAR IN REVIEW

January 30, 2026



**WE  
MOVED!  
AGAIN!**



# WE STARTED TWO NEW CAMPAIGNS



**MEET YOUR GUIDE**  
 Jeff Mooney, Owner-Operator of All Seasons Guide Service in Juliette, GA

Get hooked on Forsyth with the ultimate guys' getaway! Spend the day fishing for largemouth bass, striped bass, hybrid bass, catfish, crappie and more at iconic spots like the Ocmulgee River, Lake Juliette, High Falls Lake and Dames Ferry with your buddies, then head to another kind of watering hole to relax with a nice, cold pint at Fox City Brewing—or grab a slice at Jonak's on Johnston.

## FISH. BEER. REPEAT.

Make your next mancation a REEL good one—scan the QR code for information about our Fishing Adventure packages (complete with overnight accommodation and private fishing guide) and we'll upgrade you to the VIP treatment with goodies and your own reserved spot at the bar! Have we HOOKED you yet?



BOOK YOUR NEXT FORSYTH ADVENTURE TODAY AT [VISITFORSYTHGA.COM!](http://VISITFORSYTHGA.COM)



**FISH. BEER. REPEAT.**

BOOK NOW!



**FISH. BEER. REPEAT.**

BOOK NOW!



**FISH. BEER. REPEAT.**

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**ROOTS TO TABLE**

FORSYTH GEORGIA



## ROOTS TO TABLE

Award-winning chefs from the big screen blend local-grown ingredients fresh from the farm into delicious heritage dishes stemming from generational roots. Gives a whole 'nother meaning to "Roots to Table"!




**THE WHISTLE STOP CAFE**  
 Forsyth, GA  
 Juliette, GA

Bringing the iconic film *Fried Green Tomatoes* to life, this beloved establishment offers delicious Southern favorites from Chef LZ that are sure to please!



**GRITS CAFE**  
 Forsyth, GA

Located in one of the original downtown Forsyth storefronts, this local gem serves up Southern cuisine with an innovative flair by Chef Robert.



**HER MAJESTY KITCHEN**  
 Forsyth, GA

Owned and operated by Chappell winner Chef Christa, this authentic Southern Creole restaurant experience represents the chef's heritage through creative plates.



# WE AIRED 12 EPISODES OF OUR RADIO SHOW



TUNE IN TO  
*Monroe Today*  
ON MAJIC 100FM

ON AIR

Hear us tell OUR STORY live on air!  
Tune in to MAJIC 100FM radio's segment Monroe Today to catch our very own Convention & Visitors Bureau Director Gilda Stanbery host stories about our fabulous city. Missed the show? Just head on over to [VisitForsythGA.com](http://VisitForsythGA.com) to hear more and check out the Q&A blog.

VISIT  
**FORSYTH**  
GEORGIA



# WE PUBLISHED 28 NEW STORIES TO OUR BLOG



What's Coming to Forsyth in 2026



A Look Ahead With Dean Nelson



Clowning Around With Lee Andrews



Holiday Fun in Forsyth



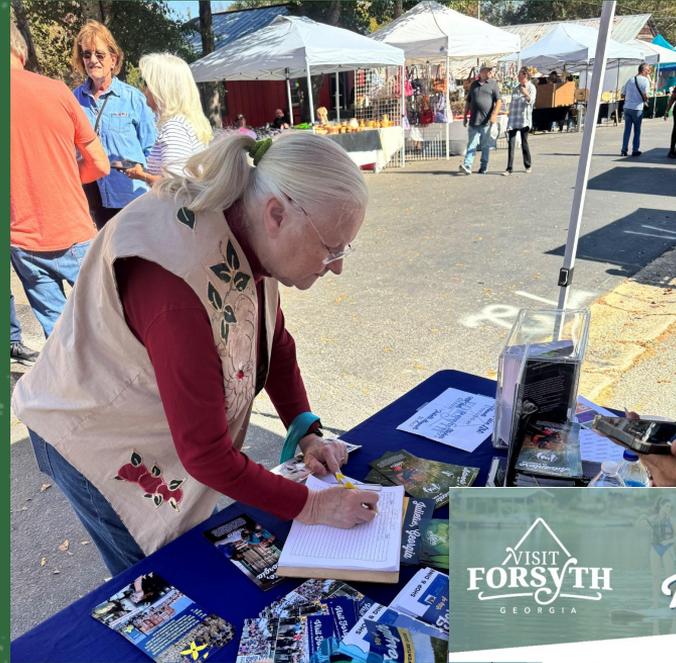
Exploring Forsyth's Artistic Side



Where Small Town Charm Meets Hollywood

[Load More](#)

# WE LAUNCHED AN E- NEWSLETTER AND PUBLISHED 11 ISSUES



VISIT  
FORSYTH  
GEORGIA

Newsletter



*Spotlight:*



## Monroe County Recreation Department

***They Are Hitting It Out of the Park!***

Last year the Monroe County Recreation Department hosted 500 VISITING TEAMS representing multiple sports in addition to providing top-notch recreation facilities to the local community. These tournaments and invitationals bring visitors to Forsyth from all over Georgia and the surrounding states.

The Rec Department is embracing the opportunities that come from hosting these events while also expanding their programs for local families. Work is well underway on their brand new 18,000 square foot



Recreation Director, Landon Sparks, stated "With this expanded capacity we will be well situated to attract larger tournaments and invitationals". The

Industry Average Open Rate: 33%  
Industry Average Click Rate: 1%

# NEWSLETTER ANALYTICS

**Subscribers Increased From 649 in February to 2,090 in December – +221.88%**

*93% were added manually from signups at events*

Month	Subscribers	Open Rate	Click Rate
February	649	53%	3.4%
March	737	58.5%	1.5%
April	816	55.1%	3.3%
May	1,015	45.4%	1.4%
June	1,109	50.1%	2.2%
July	1,174	48.3%	2.5%

Month	Subscribers	Open Rate	Click Rate
August	1,231	48.9%	2.0%
September	1,619	55.9%	2.7%
October	1,696	54.4%	4.1%
November	2,047	51.8%	2.3%
December	2,090	50.7%	2.1%

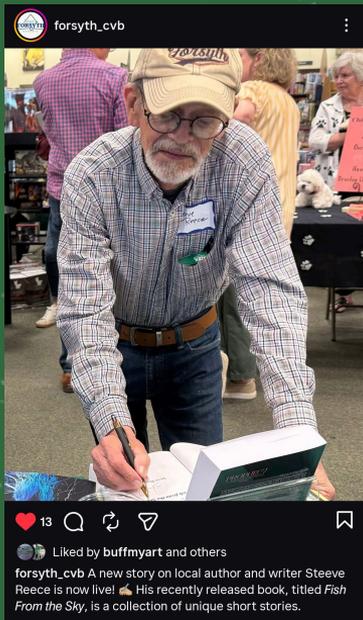
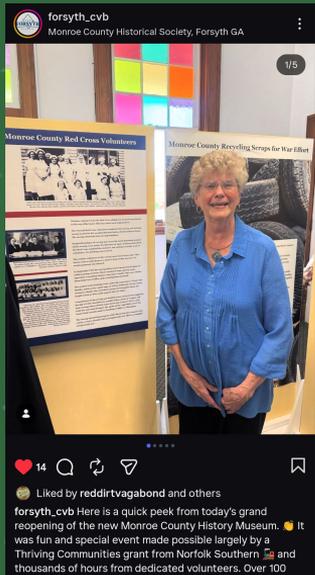
**2025 Total Emails Sent: 20,249**

*(including resends to non-opens)*

**2025 Average Open Rate: 50%**

**2025 Average Click Rate: 2.0%**

# WE POSTED 265 TIMES TO SOCIAL MEDIA



# FACEBOOK ANALYTICS

## Views breakdown ?

Custom: Jan 1 - Dec 31 ▼

463,508

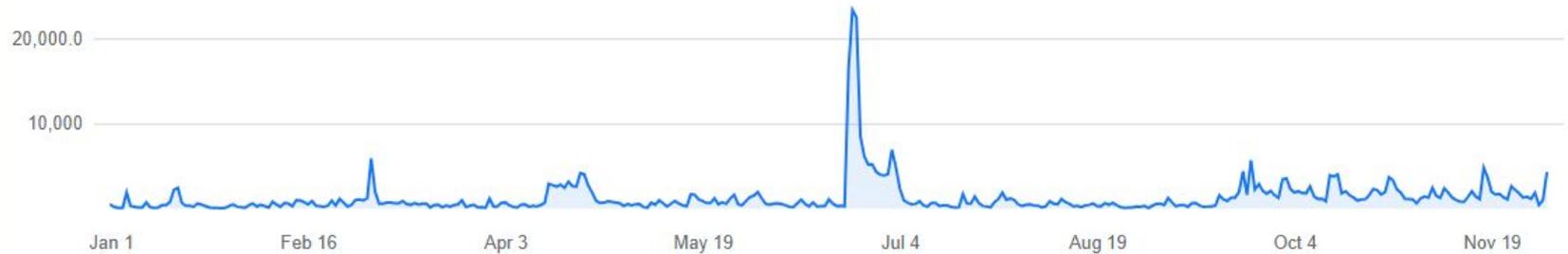
Views ?

7,641 ↑ 13,545%

3-second views ?

9 ↑ 200%

1-minute views ?

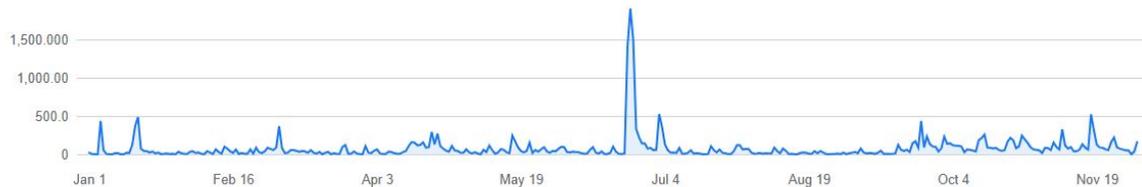


## Engagement overview ?

Custom: Jan 1 - Dec 31 ▼

**27,944 Engagement** ?

+28.6% from previous 365 days



**9,091**

Reactions ?



**821**

Comments ?



**660**

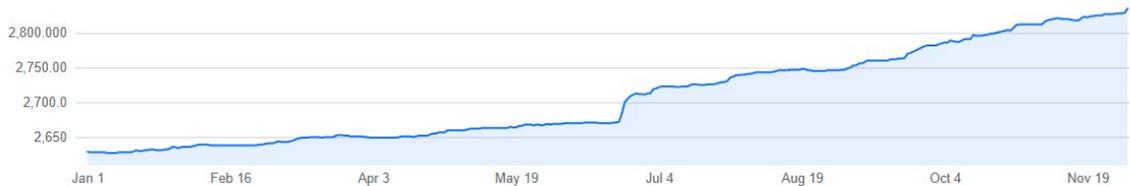
Shares ?

## Audience overview ?

Custom: Jan 1 - Dec 31 ▼

**2,847 Total followers** ?

+7.8% from previous 365 days



**198**

Net follows ?



**77**

Unfollows ?

# WE STARTED A NEW VIDEO SERIES WITH SAM HOLLEY

Shorts

YouTube



A Gilmore Girls Day in  
Forsyth, Georgia

92 views



The Perfect Date Night  
in Forsyth, Georgia

142 views



Family-Friendly Fun in  
Forsyth, Georgia

1.2K views

Instagram



a Gilmore Girls day in  
Forsyth, GA

484



date night in  
Forsyth, GA

1,339



9,698

Reels

facebook

Forsyth Convention & Visitors Bureau's Reels



a Gilmore Girls day in  
Forsyth, GA

2.3K



date night in  
Forsyth, GA

6.9K



8.8K

**WE DEVELOPED & PRINTED  
OVER 40 NEW PIECES OF  
COLLATERAL, SWAG, &  
DISPLAYS**

# 2025 NEW COLLATERAL + SWAG

## ➤ Outdoors Theme:

- *Fish.Beer.Repeat. Rack Card (x2)*
- *Backpocket Guide to Adventure*
- *Outdoors/FBR 9 Square Trade Show Backdrop*
- *FBR, Fishing and Outdoors Themed Stickers*
- *FBR Coasters*
- *FBR Hats*
- *Golf Stickers*
- *Golf Club Anniversary Towels*
- *Pickleball Stickers*
- *Cooling Towels*

## ➤ Culinary Theme:

- *HMK/Roots to Table Silent Auction Package*
- *HMK Chopped Champion Banner*
- *Ms. Dull Recipe Postcard*



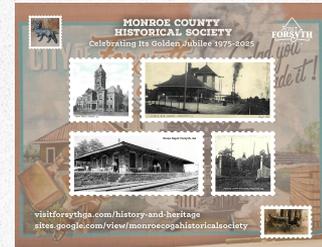
# 2025 NEW COLLATERAL + SWAG

## ➤ Juliette/Fried Green Tomatoes Theme:

- *Backpocket Guide to Juliette*
- *FGT Rack Card Refresh*
- *Juliette Bucket List + Map Update*
- *GTF Brag Board*
- *Fried Green Tomatoes Pitch Deck*
- *Juliette Magnet*
- *Juliette Stickers*
- *Juliette Wristbands*

## ➤ History Theme:

- *MCHS Jubilee Commemorative Program*
- *MCHS (3) Jubilee Display Boards*
- *MCHS Pens*
- *Historic Forsyth Magnet*



# 2025 NEW COLLATERAL + SWAG

- General/Overall Destination:
  - Overall Destination 9 Square Trade Show Backdrop
  - 2025 Shop/Dine Coupons
  - Illustrated Padded Map
  - Hello Neighbor Packet Update
  - Shop/Dine/Events Postcard
  - Shop/Dine/Events Posters
  - QR Code Window Cling
  - Local Made Swag - H+J BBQ Sauce, Queen Bee Coffee, Bee Buff Honey and BBH Lip Balm
- Misc/other:
  - Forsythia Brag Board
  - Tactical Knives
  - Camo Ducks



# COLLATERAL DISTRIBUTION

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The CVB distributes visitor guides, rack cards, and other materials promoting Forsyth and its tourism partners in the following places:

- Forsyth Welcome Center
- 1823 Artisan Guild & Gallery
- GPSTC (mult. locations)
- Forsyth City Hall
- Monroe County Annex lobby
- 12 hotel & KOA lobbies
- State Regional VICs
  - *Augusta*
  - *Columbus*
  - *Lavonia*
  - *Port Wentworth*
  - *Ringgold*
  - *St. Mary's*
  - *Tallapoosa*
  - *Valdosta*
  - *West Point*
- SWAG bags for groups/events
- Chamber office
- Industrial Development Authority Office
- Whistle Stop Cafe in Juliette
- Honeycomb and shops in Juliette
- Hello Neighbor packets for newcomers

## 2025 Visitor Guide Distribution

Total Number of Guides Given Out ~5-6k

## 2025 SWAG Distribution

Total Number of Swag Bags Given ~5,500

Total Number of Groups Distributed to 71



# WE GREW OUR PARTNERSHIP W/ GPSTC + DEPT OF CORRECTIONS + MORE



**Welcome to GPSTC!**

**GREAT PLACES TO EAT:**  
Including 15 restaurants just 5 minutes away downtown!

Grab a business card to scan for local shopping and dining options in Forsyth and the surrounding area!

### QR CODE SCANS

Eat	240	Lifetime 553
Shop	55	Lifetime 140



# WE CONTINUED OUR SUPPORT LOCAL CAMPAIGN

FEATURING A SHOP/DINE  
COUPONS FOR GROUP TRAVEL  
DISTRIBUTION & VISITORS AND  
LOCAL MADE SWAG



DISTRIBUTED:	
Coupons	5000+
Local Swag	972 items

# WE REACHED THOUSANDS THROUGH EVENT OUTREACH:

## 2025 Event Outreach

# of  
Events  
Attended

37

Total  
Reach

38,525

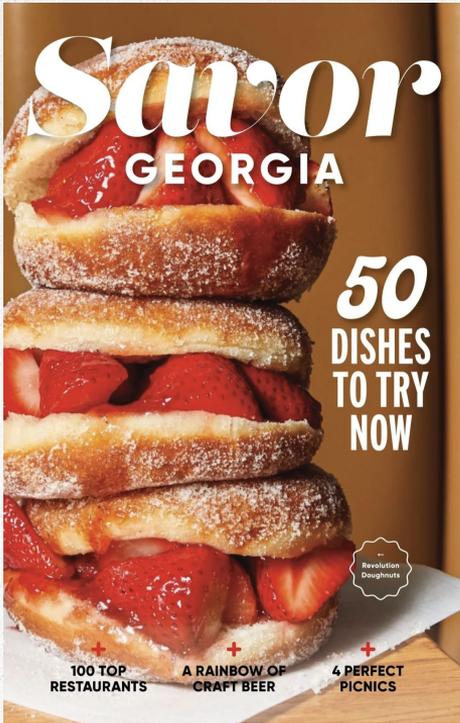
Total  
Interactions

7,705

*Compared to 15 events  
attended in 2024*

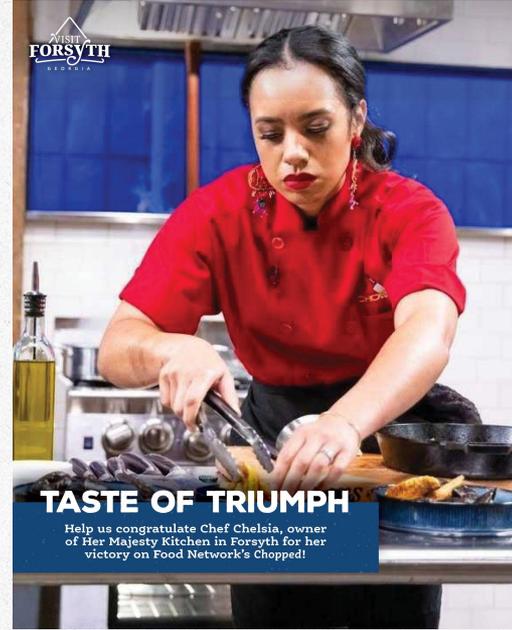


**FORSYTH RECEIVED MENTIONS  
AND STORIES IN COUNTLESS  
LOCAL, STATE AND REGIONAL  
PUBLICATIONS, WEBSITES/  
BLOGS, SOCIAL CHANNELS, TV,  
ETC.**



The 2025 issue of *Savor Georgia* included two of Forsyth's food destinations — Fox City Brewing Company and Queen Bee Coffee Company!





Chef Chelsia Green Ogletree of Her Majesty Kitchen appeared on and WON *Chopped*, and appeared on *Good Day Atlanta*!! She was also named a 2025 Georgia Grown Executive Chef by the Georgia Department of Agriculture and the Georgia Restaurant Association.

FLASH SALE 3 months for \$1.99 Don't miss another breaking headline—subscribe before the story moves on. SUBSCRIBE NOW

Uniquely

### Closed nearly a year after a fire, this historic Forsyth theater makes a comeback

By Carly Lenhardt

Updated July 8, 2025 8:59 PM



13WMAZ

News Weather Sports



ADVERTISE WITH US MORE THAN A NUMBER ELECTIONS CENTRAL GEORGIA EATS

BREAKING NEWS Watch 13WMAZ live on 13WMAZ

LOCAL NEWS

### 'Love and support has been overwhelming' | Forsyth chef wins 'Chopped' episode

Owner of Her Majesty Kitchen, Chef Chelsia Ogletree, "Chopped" title, \$10k on an episode showcasing her community-focused work.



Uniquely

### Forsyth chef wins \$10K prize on reality cooking show. See her reaction here

By Lucinda Warnke

Updated July 15, 2025 12:22 PM



WGXA NEWS

NEWS WEATHER LIFE SPORTS GAME CENTER WATCH

ADVERTISING SALES

### Her Majesty Kitchen owner and chef wins \$10K prize on Food Network's 'Chopped'

by Leah Kincaid | Tue, July 8th 2025 at 8:48 PM Updated Wed, July 9th 2025 at 8:46 AM



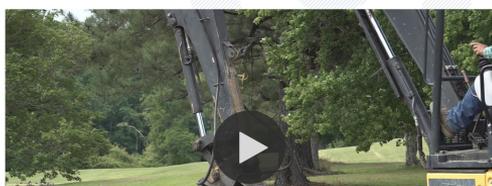
Middle Georgia Chef Chelsia Ogletree's "Chopped" watch party event poster at Her Majesty's Kitchen in Forsyth, Ga. on July 8, 2025 (Photo credit: Brittany Miller, WGXA)

TOPICS: FOOD NETWORK CHOPPED CULINARY ARTS HER MAJESTY KITCHEN \$10,000 PRIZE CHEF CHELL

FORSYTH, Ga. (WGXA) — The owner of Her Majesty Kitchen in Forsyth won

### 'This has been long overdue' | Forsyth golf course undergoing \$700K renovation

The \$700,000 project is designed to revamp the entire 90-acre course with changes ranging from redesigned greens to new amenities.



the biannual issue 2015

# journey

GEORGIA

## Georgia Road Trips

For Your Bucket List  
Georgia's Top 5 Scenic Routes

**20 Waterfalls**  
in **30 Minutes**  
A Hobby Hiker's Guide to Helen

**PLUS:**  
THE SEASONAL  
TRAIL GUIDE  
FOR CYCLISTS

**3 Quirky Sites**  
Uncovered

HOMEOWNERS  
FAVORITES  
TO SAVOR

# springs, falls & muscadine summers

BY NICOLE NEWBOLD  
Photo Provided by Cheryl CVR

**High Falls State Park**  
If you're a fan of waterfalls, then High Falls is one of the most beautiful muscadine summer spots over the rocky banks of the Towalga River (pronounced: toh-wah-lah-gah or toh-wah-lah) for a span of 22 feet, forming the largest waterfall north of Atlanta. You can hike the 1.6-mile New Trail, a 1.5-mile trail following alongside the falls and taking you through a rocky forest space with the occasional downstream. The trail is a seamless blend of Mother Nature and man-made maintenance and is a beautiful area, the forest floor dotted with boulders. For this reason, the trail is labeled strenuous, but the falls part of the trail starts right away – just across the street from the parking lot – and you can see quite a bit without having to go too far. Please note, while you may see people walking out on the rocks in the river, I don't recommend following – the park believes we may slip off the rocks and out of the water for safety reasons.

**THE 1000** acre park also has two other trails, including an 18.6-mile, accessible trail to the remains of an early 19th-century industrial town: a power house, grist mill and old bridge. There is also a 640-acre lake that allows fishing, boating, and paddling. Other amenities include mini-golf, geocaching, playgrounds, several picnic shelters, and recreational grounds – including yards and a paddle in primitive campsite, if that's more your thing!

**Two of my favorite places to visit near Forsyth are High Falls State Park and Indian Springs State Park.** High Falls is just 10 minutes drive up I-77, and Indian Springs is just 10 minutes east of High Falls park and is steeped in history and full of waterfalls.

**Getting up, summer for one means visiting the family state in Georgia.** The TV only had one channel and the internet didn't reach us, so we occupied ourselves the old-fashioned way: by reading good books. I'm thankful for John, Steve, and Forrest, there certainly was more a change of places to explore. Hiking with good water, good food, music, and watching the sun go down from the porch rocking chairs. Through the town in a hot sun, but up there, it's perfect. It's very nice, it's like a campsite, in this, a place where the sun is just a bit above and the best way to spend the day is to be there!

GE - ChadDough

**while you're here...**

**TRUCKEE COUNTRY**  
Are you looking for a family-friendly restaurant, with a great atmosphere and gourmet comfort food?

**TRUCKEE COUNTRY**  
Serving delicious Southern in Truckee, GA is a special treat whether you're celebrating an occasion or just because!

**TRUCKEE COUNTRY**  
One of the most beautiful views in the world is the Truckee River, and you can see it from the Truckee River Campground in the White Pine State Park!

**TRUCKEE COUNTRY**  
After a long day of hiking, the walk, chair and a chair may be more your speed.

**TRUCKEE COUNTRY**  
Whether you're looking for a quiet spot to enjoy the view, or a place to enjoy the view, the Truckee River Campground is a great place to visit.

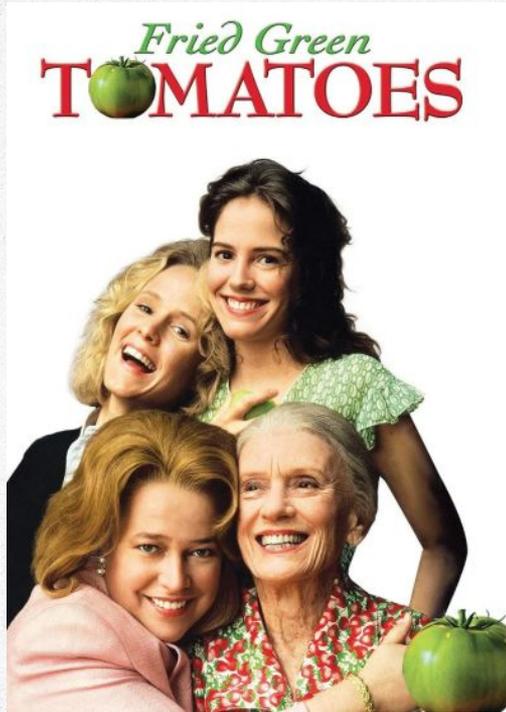
**Indian Springs State Park**  
Once an important site for the Creek Indians, who used the springs as a natural mineral water for centuries to heal their sick, the 760-acre Indian Springs is one of the oldest state parks in the United States. During the 1930s, the area was a leading resort town, and during the Great Depression, the Civilian Conservation Corps built a new spring house to help visitors easily camp the water – something you can still do today! The resort though – can continue the water (and air around) has an old and a new road, the resortage.

**White Pine view of the spring house in Sandy Creek, a popular shallow wading basin frequented by hikers and people. The creek can get crowded in summer, and prefer to walk and the off-season which may be a bit cooler but is usually more peaceful. There is also a small museum at the park highlighting Indian Springs' rich history, as well as walking and fishing trails, playgrounds, campgrounds, picnic shelters, geocaching, and a miniature golf course. And like High Falls, there is a 925-acre lake that allows fishing, boating, and paddling!**

**TRUCKEE COUNTRY**  
Whether you're looking for a quiet spot to enjoy the view, or a place to enjoy the view, the Truckee River Campground is a great place to visit.

©2015 Georgia - 43

Journey GA Outdoors Feature (in print) + Juliette Feature online

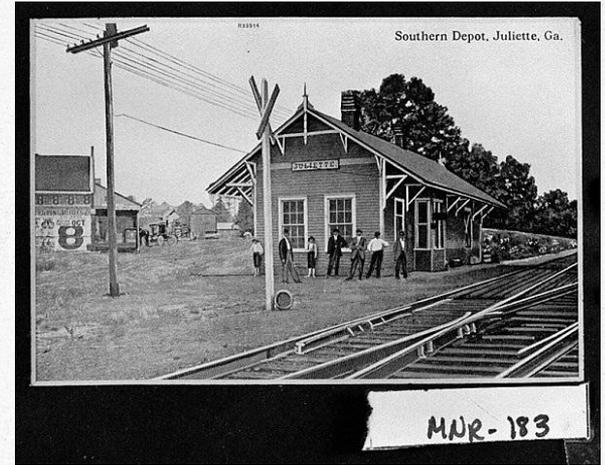


## The Story of Hollywood & Juliette

NICOLE NEWSOM

If you're staying in Forsyth and have a couple of hours, I highly encourage you to take Juliette Road over

[READ MORE](#)



Journey GA Outdoors Feature (in print) + Juliette Feature online

DESTINATIONS > UNITED STATES > GEORGIA

# Georgia's Scenic City Near Atlanta Brims With Small-Town Charm, Artsy Vibes, And Delicious Cuisine

By Brandy Jo Hastings ~ Oct. 24, 2025 10:25 pm EST



[Islands.com](https://www.islands.com) Feature

OUTDOORS

## Sip & Savor in Forsyth: A Foodie's Paradise



Newest Posts



Odessa on the Horizon/ Your Cozy West Texas Road Trip

Winter Finds Its Wonder In Susquehanna County, PA



Winter Adventures in Cherokee County, Alabama



Why Your Next Vacation Should Be a Dude Ranch



SIP & SAVOR

## Small Town Magic Awaits in Forsyth, Georgia this Winter!



Newest Posts



Odessa on the Horizon/ Your Cozy West Texas Road Trip

Winter Finds Its Wonder In Susquehanna County, PA



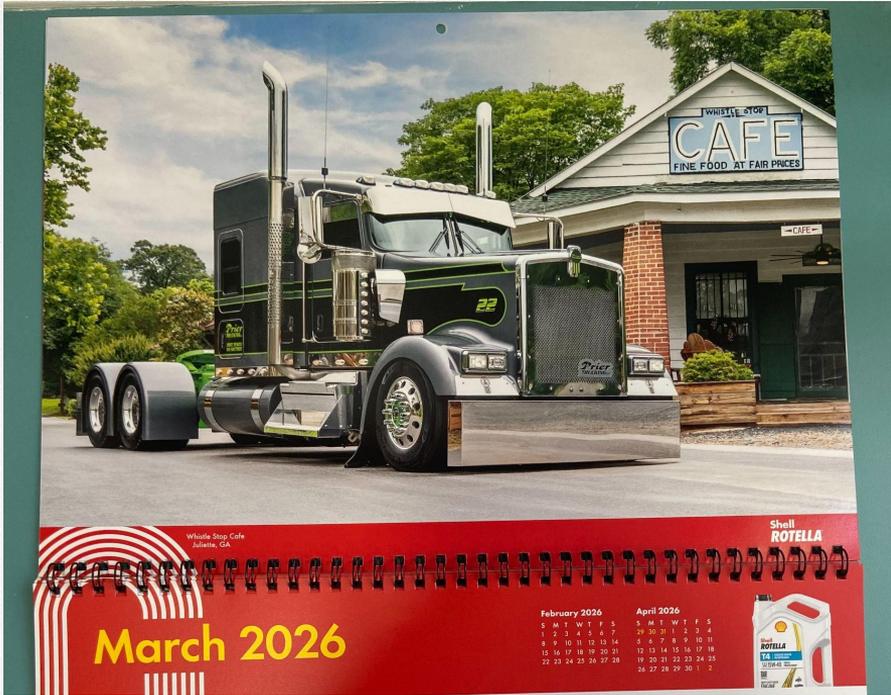
Winter Adventures in Cherokee County, Alabama



Why Your Next Vacation Should Be a Dude Ranch



Travel, Taste + Tour Fall and Winter Features



2 Features of Juliette in Shell Rotella's 2026 Calendar

# WE APPLIED TO\* & WERE AWARDED 6 GRANTS

*(1) Central Georgia EMC - MCHS*

*(1) Southern Rivers EMC - MCHS*

*(2) Norfolk Southern Grants - MCHS*

*(1) Georgia Power Foundation - MCHS*

*(1) Georgia Council for the Arts - 1823 Artisan Guild & City of Forsyth*

*\*We wrapped up these grants in 2025.*

**...and a whole lot more.**

## 2025 WELCOME CENTER VISITOR LOG

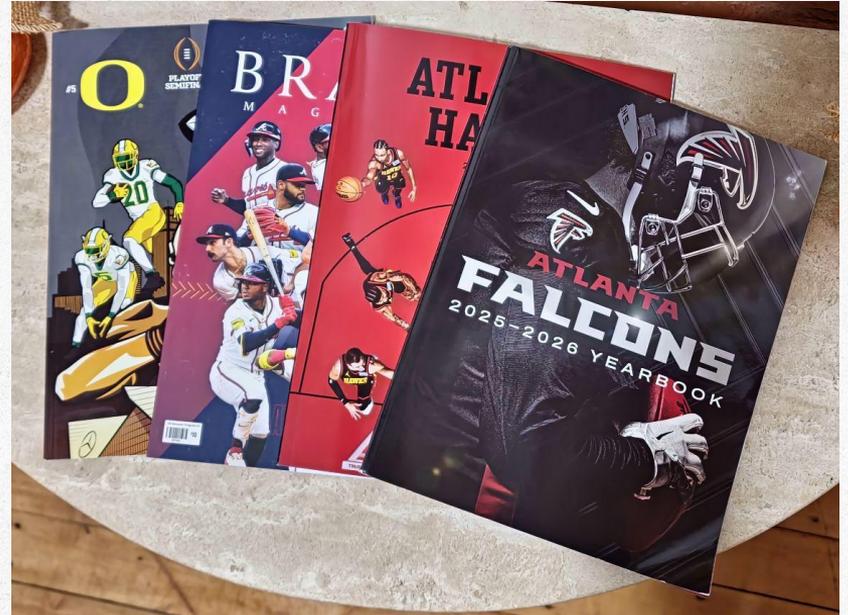
January	26	July	158
February	99	August	115
March	164	September	103
April	165	October	132
May	149	November	97
June	156	December	150
<b>Q1+Q2</b>	<b>759</b>	<b>Q3+Q4</b>	<b>755</b>
<i>(compared to 649 in 2024)</i>		<i>(compared to 415 in 2024)</i>	

**2025 TOTAL: 1514**  
*(compared to 874 in 2024)*

# ADVERTISING

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- *Savor Georgia*
- *Southbound Magazine*
- *Southern Living Magazine*
- *Georgia Magazine*
- Georgia State Parks
- *Georgia Great Places*
- Atlanta Falcons Yearbook
- Atlanta Braves Yearbook
- Atlanta Hawks Yearbook
- MLB All Star Game Program
- Chickfila Bowl Program
- Discover Georgia Outdoors
- USA Today
- TRIPinfo.com
- Welcome Home magazine (local)
- Forsyth KOA Guide (local)
- High Falls State Park Guide (local)



# ADVERTISING

- Monroe County Reporter (local)
- Majic 100 Radio (local)
- Dames Ferry State Park Guide (local)
- Georgia Grown magazine
- Compass Media Geofencing Campaign
- Fall Getaway Integrated Campaign
- Culinary/Holiday Integrated Campaign
  - Includes Print Ads in *Women's Day*, *Food Network Magazine*, and *Pioneer Woman*
- *Travel, Taste, + Tour*
- ExploreGA.org
- Festivals.net
- Willingham Billboard at MM 184
- AMS Outdoor Media Solutions Vertical Billboard at MM 186
- Travel Lead Follow Ups
- Welcome Center Visitors
- Visit Forsyth GA Social Media



## Southern Living Travel Leads

January	68	July	88
February	62	August	77
March	97	September	74
April	452	October	366
May	186	November	258
June	138	December	83
<b>Q1+Q2</b>	<b>1003</b>	<b>Q3+Q4</b>	<b>946</b>
<i>(compared to 895 in 2024)</i>		<i>(compared to 891 in 2024)</i>	

**2025 TOTAL: 1949**  
*(compared to 1786 in 2024)*

## Other 2025 Travel Leads

Georgia State Parks 57

*Compared to 110 in 2024*

**2025 TOTAL PRINT-SOURCED  
LEADS: 2006**

*(compared to 2080 in 2024)*

## PRINT + DIGITAL

SL Co-op April + Oct 5298

Travel Planner 2787

Click Throughs 500

## Travel, Taste + Tour

### Fall Social Ad Campaign Stats

Facebook	Views	45,673
	Interactions	475
Instagram	Reach	4,514
	Views	3,535
Pinterest	Impressions	8,050
	Clicks	105
X (Twitter)	Impressions	66,410
	Engagement	3,251

## Compass Media

Summer Geofencing Campaign for  
Fish. Beer. Repeat.

Impressions	312,312
Clicks to Website	303
CTR (Click-through Rate)	0.10%

### QR Code Scans on FBR Print Ads

- 123 - Georgia Magazine
- 50 - Atlanta Braves
- 3 - Atlanta Hawks
- 7 - Georgia Great Places
- (28 - FBR collateral)

# TRIPinfo December 2025 Contextual Marketing ROI Report

Featured	Content Marketing	Impressions	
		Current Month	Campaign to Date
TRIPinfo.com Online	Display Ads (inc National Page Bonus), Featured Listings, Video	2,391	18,568
Weekly Newsletters	12/03/25, 11/05/25, 10/08/25, 09/17/25, 08/13/25, 07/23/25, 06/25/25, 05/21/25, 04/30/25, 04/09/25, 03/19/25, 03/05/25, 02/05/25, 01/08/25	2,047	37,921
Quarterly Digital Magazines	Group Tours, Festivals, Dining, Destinations	193	4,602
Total Impressions		4,631	61,091

	Clicks	
	Current Month	Campaign to Date
Clicks to our website and video from TRIPinfo	88	1674
The USA travel industry average CTR is 0.05%. Ours is 55x that.	Click-through Rate = 2.74%	
Media Package	Investment	
	Cost-Per-Click	Campaign to Date
2025 Desktop & Mobile Ad w/Video on 1 TRIPinfo Page + Featured Text Ads & Book Buttons + Full Page Ad in 1 Digital Issue + 3 Newsletter Features	\$3.58	\$6,000

### 24/7/365 Multi-Media Campaign-to-Date Recap

- Average CTR 2.74% is 55x the 0.05% travel marketing norm
- Monthly ROI Reports' 3rd-party analytics...1,674 clicks at \$3.58 CPC (net/net)
- Group Booking power 10x-375x consumers is comparable to \$0.36-\$0.01 Consumer CPC

# WEBSITE

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**In 2025, the website experienced significant growth in traffic and visibility.**

- Overall traffic increased 78% year-over-year, with users up 74%, reflecting a growing presence and reach.
- While user engagement dipped 27%, while pageviews increased by 60%.
- Organic search remained the primary driver of traffic, generating 18K sessions, an 88% increase year-over-year.
- The home page continued to be the top landing page, followed by the event calendar, which achieved 3.2K sessions and a 73% engagement rate.
- The average ranking for tracked keywords was in the top 3 positions.
- The search term "Forsyth GA" generated 84K search impressions in 2025.

**Overall, 2025 was a year of significant growth in visibility and audience reach, with opportunities to enhance content and improve user engagement as we move into 2026.**

## Website Traffic (All Channels)

	2025	2024	% Change (2025 v. 2024)	2023	% Change (2024 v. 2023)
Total Sessions	38,506	21,625	+78.06%	34,050	-27.7%
Total Users	32,440	18,631	+74.12%	28,166	-33.9%
Total Pages Viewed	57,165	35,574	+60.69%	49,163	-27.6%
Engagement Rate	37.56%	51.76%	-27.45%	43.81%	+18.1%
Avg. Session Duration	1m 25s	2m 10s	-34.59%	1m 36s	+35.4%

Total Sessions by Month and Quarter							
	2025	2024	% Change		2025	2024	% Change
January	1155	1206	-4.23%	Q1	4381	3882	+12.85%
February	1361	1098	+23.95%				
March	1895	1573	+20.47%				
April	2432	1593	+52.67%	Q2	7436	5550	+33.98%
May	2124	1822	+16.58%				
June	3023	2193	+37.85%				
July	3272	1861	+75.82%	Q3	8703	4855	+79.26%
August	2459	1497	+64.26%				
September	2818	1409	+100%				
October	6004	3513	+70.91%	Q4	17,766	7502	+136.82%
November	5498	2041	+169.38%				
December	6314	1952	+223.46%				

## SEO: Organic Search Traffic to Web

	2025	2024	% Change (2025 v. 2024)	2023	% Change (2024 v. 2023)
Total Sessions	18,378	9,775	+88.01%	9882	-1.08%
Pages per Session	1.66	1.60	+4.02%	1.65	-2.84%
Engagement Rate	55.06%	66.85%	-17.64%	74.86%	-10.70%
Avg. Session Duration	2m 03s	2m 31s	-18.77%	2m 56s	-13.93%

- **Our URL was seen 1.3 MILLION times in Google Search Results in 2025. Average position was 10.6 and generated 14.9k clicks.**

<b>Keyword Rankings</b>	<b>Oct 16</b>	<b>Dec 31</b>	<b>Diff</b>	<b>Dec 2024</b>	<b>Aug 2024</b>
forsyth events	1	1	n/a		
things to do forsyth ga	2	2	n/a	4	13
forsyth ga	4	4	n/a	4	19
shopping in forsyth ga	1	3	-2	4	9
city of forsyth georgia	4	5	-1	4	7
place to eat forsyth ga	2	1	+1		
restaurants in forsyth ga	5	2	+3	7	100
hotels in forsyth ga	8	7	+1	25	41
motels forsyth ga	5	4	+1	29	72

## 2025 Top Pages

Home	7.5k
Calendar/Events	3.2k
Green Tomato Festival	2.5k
Roots to Table (Culinary)	1.9k
Food & Drink	1.5k
Juliette	1.4k
Fish Beer Repeat	1.4k
Family Fun	1.1k
Twin Oaks Fun Farm	841
Explore Outdoors	702

## 2024 Top Pages

Home	3.4k
Food & Drink	2.9k
(old Home)	2.8k
Explore Outdoors	1.7k
(old Food & Drink)	1.65k
Summer Events	1.6k
Best Places to Visit in GA	1.2k
Spring Events	1.1k
Historic Forsyth	921
City of Forsyth	695



**QUESTIONS?**