



## Analytics and Search Term rankings – March 2023

contact: [listings@franceforfamilies.com](mailto:listings@franceforfamilies.com)

NOTE : Switched from Universal Analytics to Google Analytics 4 (GA4) on 27 May 2022

Data below is from switchover to 27 March 2023 – 304 days.

### **NEW SITE VISITORS – 71373 (234 new users/ day)**

Of which 57620 (189 new users per day) went on to view 2 or more pages

**Google Search Impressions since 27 May 2022 - 5.77 million (18980 per day)**

( Number of times France For Families appeared in Google Searches)

Of which 76,300 (1.3% - 250 per day) clicked through to France for Families

#### **Of 71373 New Users:**

#### **- 90.2% found France for Families via Organic Search**

(Search engines etc)

#### **- 9.95% came to France for Families by Social Media, Direct Links or referral.**

### **GEOGRAPHY OF NEW USERS**

**United Kingdom – 71.8%**

France – 7.8%

Ireland – 4.5%

Other EU – 6.8%

US & Canada – 4.5%

Australia & New Zealand – 1.2%

Others – 3.4%

#### **Coming in 2023**

#### **CHAMBRE D'HOTE /B&B LISTINGS**

**With consistently high page views~  
for overnight stops, listings for  
B&B/ Chambres d'Hote will shortly  
go live.**

**There will be some excellent deals  
available for initial advertisers –  
Please register now!**

#### **Top ranking generic search terms: (Average position)**

French Family Holidays 2023 – 1.3

Family Holidays France – 1.3

France Family Holidays – 1.4

Family Holidays in France – 1.6

Overnight Stops in France – 2.3

Dog friendly France - 3.1

Best Family Holidays France – 3.7

French gites with pools - 3.5

Gites in France with Private pool – 3.5

Holiday France Direct – 3.6

Beach Holidays in France for Families – 3.7

Dog Friendly Holidays in France – 5.1

Holiday Parks France – 6

Villas to rent in France with private pool – 8.1

Gites in France – 10.6

Family Holiday ( Département name) rank mostly on first page

#### **Of the Top 50 search terms used to find France for Families in the last 28 days:**

- 34 of the Search terms are ranked in the Top 5
- 8 ranked between 5 and 10
- 7 ranked between 11 and 20