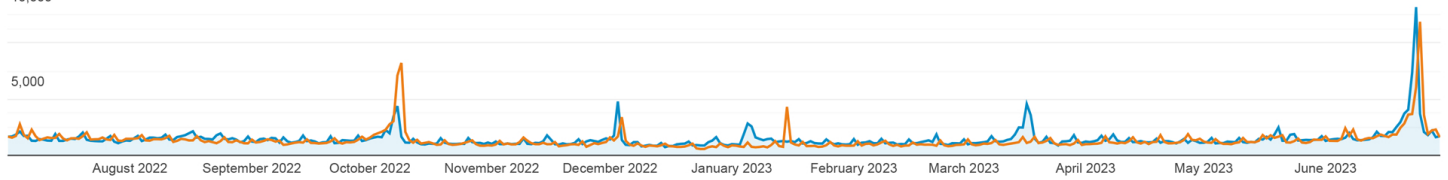
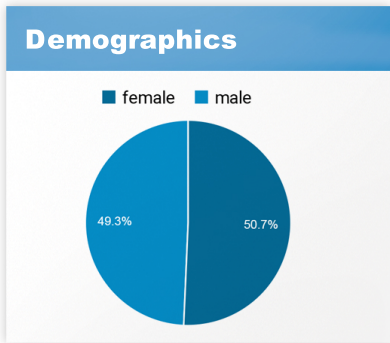
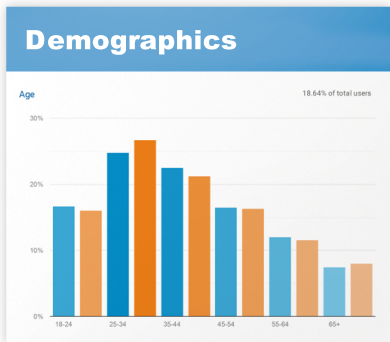
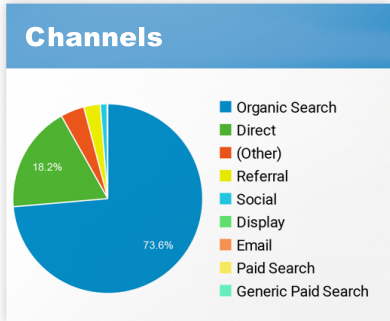


Jul 1, 2022 - Jun 30, 2023: ● Users  
 Jul 1, 2021 - Jun 30, 2022: ● Users  
 10,000



# OBMA Website Insights

July 1, 2022 - June 30, 2023



### Social Referrals (+7%)

Social Network	Sessions	% Sessions
1. Facebook	2,980	69.46%
2. Instagram	789	18.39%
3. Pinterest	137	3.19%
4. Instagram Stories	118	2.75%
5. Twitter	105	2.45%
6. reddit	53	1.24%
7. YouTube	51	1.19%
8. Naver	16	0.37%
9. Yelp	14	0.33%
10. TripAdvisor	8	0.19%

### Views (total pages viewed)

👁️ **631,006** (+7%)

### Sessions

**447,924** (+7%)

### Users

**289,133** (+11%)



### Attractions & Annual Events

**Top pages ranked by number of views.**  
 #1 Sunset Cliffs, #2 Farmers Market, #3 OB Street Fair & Chili Cook-Off, #4 Dog Beach, #5 OB Pier, #6 Oktoberfest, #7 St Paddy's O'Beach Party, #8 Lighthouse, #9 Kiwanis Kite Festival, #10 Beaches, #11 Taste of OB, and #12 Dusty Rhodes Park

### ANNUAL VIEWS

👁️ **278,399**  
▲ **6%**  
🕒 **0:59**



### Beach Cam, Photos, & Videos

A second streaming camera with a view of up Newport Ave was added and a new stationary camera has replaced the previous "Beach Cam" which is used by viewers to check the weather and surf conditions before visiting OB.

### ANNUAL VIEWS

👁️ **152,526**  
▲ **6%**  
🕒 **0:45**



### Local Business Directory

Accessed from the OBMA website using the search field or main menu navigation as well as directly through search engine results. Available categories: Dining, Shopping, Visit, Services, and Community Resources.

### ANNUAL VIEWS

👁️ **64,279**  
▲ **3%**  
🕒 **0:44**



### News, Parking, Maps, & Groups

The OBMA website offers many resources. Within the last twelve months the following content was added to the website; 117 local news posts, 51 blog posts, 12 newsletters. This content is also distributed through social media.

### ANNUAL VIEWS

👁️ **65,697**  
▲ **9%**  
🕒 **1:00**



### Home Screen

In 2022 Intrepid Network completed the development of functionality requirements for the successor website. Our primary goal for 2023 is to finish content migration from the legacy website to the current platform.

### ANNUAL VIEWS

👁️ **51,970**  
▲ **19%**  
🕒 **0:24**



### Online Shop

Holiday shopping and annual events are the Online shop's most active times of year with visitors purchasing gifts, event goers buying tickets, and vendors paying booth fees. New merchandise is added each year to promote Ocean Beach.

### ANNUAL VIEWS

👁️ **30,502**  
▼ **1%**  
🕒 **0:27**



# We Know Your Market

## Good Vibes. High Tides.

The Ocean Beach San Diego website boasts over half a million pageviews each year.

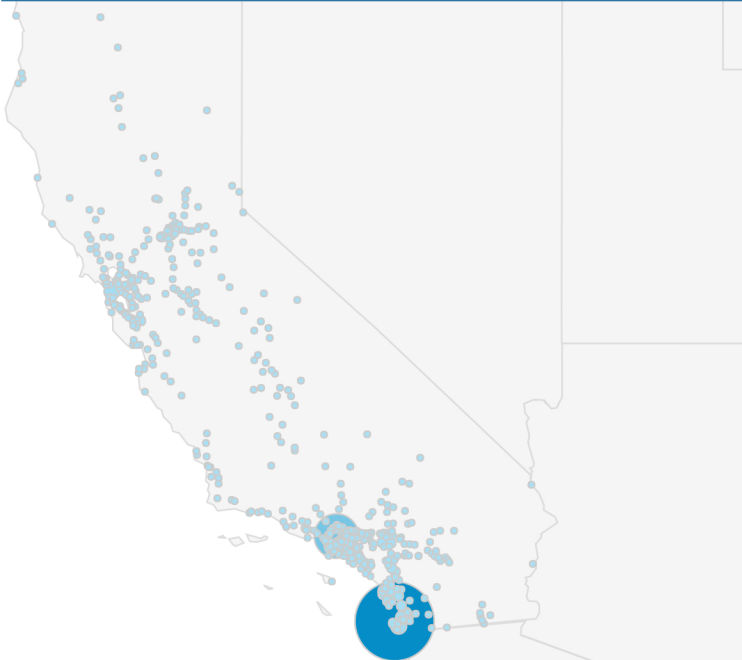
Visitors come to our website because they are interested in what Ocean Beach has to offer.

This means you have the opportunity to leverage our site's traffic to get in front of your potential customers.

## Top 5 States

	Users
California	359,926
Washington	39,954
Oregon	27,655
Arizona	19,992
Nevada	18,206

**#1 Region: California** 421,847 pageviews



## Website Insights

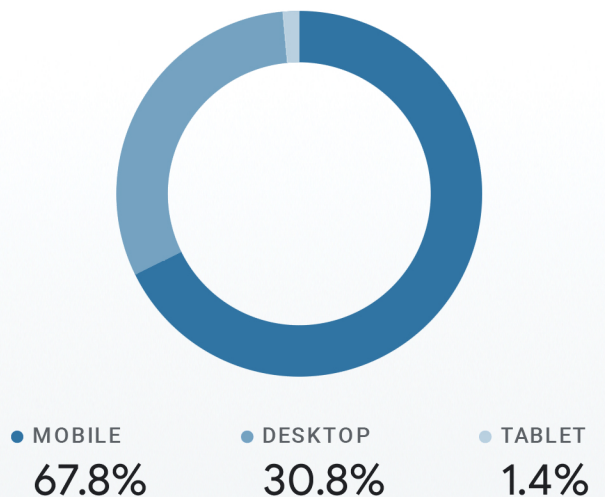
**Views** 696K

**User Engagement** 453K

## Top 10 Cities

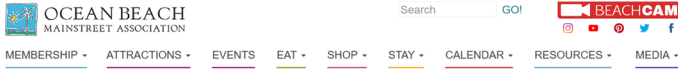
	Pageviews
San Diego	187,756
Los Angeles	93,698
San Jose	14,731
Phoenix	10,031
Chicago	9,379
Las Vegas	6,230
New York	6,097
El Cajon	5,378
Chula Vista	4,620
San Francisco	4,233

## Users by Device Category





# Web Ad Placement



## OB Calendar

MONTH WEEK DAY YEAR Prev Next

January 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4 Design Committee Meeting 8:30 AM	5 OB Farmers Market 4:00 PM OB Planning Board 6:00 PM	6	7 Promotion Committee Meeting 8:30 AM	8
9	10 Clean & Safe Committee 8:30 AM	11 Finance Task Force 8:30 AM Economic Vitality Committee Meeting 12:00 PM	12 OBMA Board of Directors Meeting 12:00 PM	13	14	15
16	17	18 OB Farmers Market 4:00 PM	19	20	21	22
23	24	25 OB Farmers Market 4:00 PM OB Town Council Meeting 7:00 PM	26	27	28	29
30	31	1	2	3	4	5

**YOUR AD HERE**  
500w x 500h pixels

Lighthouse  
**HOT Pancake**  
ice cream sandwich

MENU & LOCATION

JEWELRY  
IS THE MOST TRANSFORMATIVE THING YOU CAN WEAR

**OB Farmers Market**  
Every Wednesday

**OB Business Directory**  
Shop Local

**OB Online Shop**  
Shop Now

**LOCAL NEWS**

- OB GIFT GUIDE
- Happy Holidays From OBMA & Holiday Gift Ideas!
- Main Street Small Business Tax Credit II
- Chickenheadz Special
- Taste Of Ocean Beach - Nov 9th
- OB Learn Self Defense
- Volunteers Needed For The OB Oktoberfest
- OBMA Main Street Clean Up
- Join Rock & Roll San Diego For Sounds By The Sea At Saratoga Park

[READ MORE](#)

Subscribe RSS Feed

**UPCOMING EVENT NOTIFICATIONS**

Enter Your Email

SUBSCRIBE

**Ocean Beach MainStreet Association**

Design, Promotion, Finance, Economic Vitality, Clean & Safe Committees, Benefits and Resources.

Membership & Resources

## Get better exposure for your business!

Advertising on [OceanBeachSanDiego.com](http://OceanBeachSanDiego.com) is available only to OBMA members.

Ads will also be posted to OBMA social media channels (Facebook, Instagram, and Twitter).

Please submit images at a minimum of 1080p x 1080p

## AD RATES

Ad	Price
Large Square	\$600 for 6 months

All ads rotate on all sub-pages. Large Square ads appear on all sub-pages. Click through rates and impression statistics available on request.

## Formats

FILE REQUIREMENTS

.GIF, .JPEG, .PNG, or .PSD,  
Max File Size ≤ 30 kilobytes

## Link

When submitting ads, please specify where your banner ad should link.

## Additional Info

We will work with your artist or with you to design ads for your business. You may provide us with photos, text, and contact info for the ad. Contact us if you have questions.

## Questions?

Contact us any time.

Phn (619) 224-4906

info@oceanbeachsandiego.com

1868 Bacon St., #A  
San Diego, CA 92107

Open: M-F 10am-4pm

OCEAN BEACH MAINSTREET ASSOCIATION

<p><b>ABOUT OBMA</b></p> <ul style="list-style-type: none"> <li>Mission Statement</li> <li>Business Improvement District</li> <li>Maintenance Assessment District</li> <li>Board of Directors Committees</li> <li>Staff</li> <li>Timeline</li> <li>Annual Reports</li> <li>Volunteer</li> </ul>	<p><b>MEMBER INFO</b></p> <ul style="list-style-type: none"> <li>Advertising Opportunities</li> <li>Become a Member</li> <li>Member Benefits &amp; Resources</li> <li>Member Blog</li> <li>Member Directory</li> <li>P.R.O.W. Program</li> <li>Renew Membership</li> <li>Storefront Improvement Program</li> <li>Submit Event or News</li> </ul>	<p><b>CONTACT OBMA</b></p> <p>1868 Bacon St., #A San Diego, CA 92107 (619) 224-4906</p> <p>Regular Hours - M-F 10am - 4pm Wednesday Hours - 10am - 6pm Email Us Get Directions</p>	<p><b>MEDIA &amp; PRESS</b></p> <ul style="list-style-type: none"> <li>Press Coverage</li> <li>History of OB</li> <li>Local News</li> <li>Newsletters</li> <li>Photos of OB</li> <li>Videos of OB</li> <li>Brand Guidelines</li> <li>Elected Officials</li> </ul>	<p><b>CONNECT + SHARE</b></p> <p>Facebook, Twitter, Instagram, YouTube</p> <p><b>Certificate of Excellence</b> 2015 Winner Member Ocean Beach</p>
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