

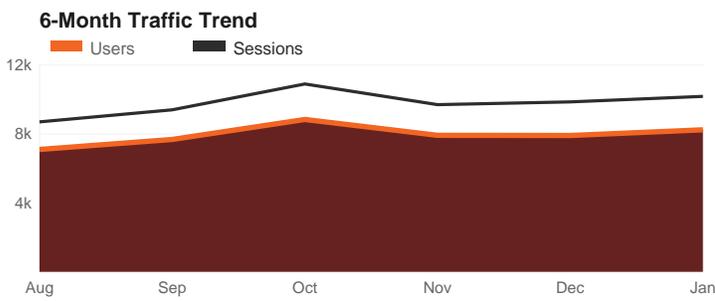
THE BOTTOM LINE

January told a quieter story than the fall rush — but a more honest one. Traffic held steady, engagement ticked upward to 44.7%, and the council meeting recap on the 14th drew the site's best single-day numbers all quarter. The harder truth: nearly 300 residents searched cityofdreams.gov this month and walked away empty-handed. Trash pickup schedules. Utility payment help. Park reservations. These aren't edge cases — they're the daily business of local government. Three focused content additions would recover the majority of that gap.

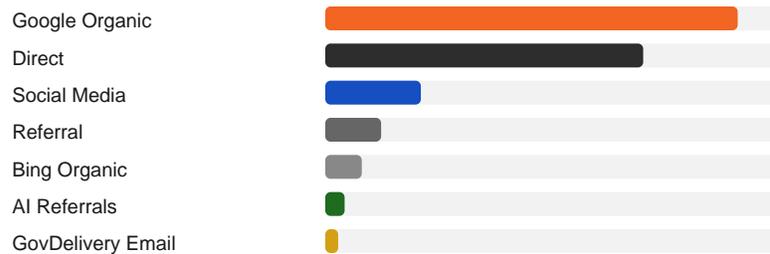
8,240 TOTAL USERS ▲ 4.1% vs. Dec	10,180 SESSIONS ▲ 3.2% vs. Dec	44.7% ENGAGEMENT RATE ▲ 2.1pts vs. Dec	19,600 PAGE VIEWS ▲ 2.8% vs. Dec	79/100 HEALTH SCORE ▲ stable	7 BROKEN LINKS ▼ was 4
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Traffic & Audience

Who visits, when they come, and how they find you



Sessions by Channel



AI-powered referrals (ChatGPT, Perplexity, Claude) drove 180 sessions — these visitors had a 61% engagement rate, the highest of any channel. Optimizing FAQ schema on key service pages would amplify this trend considerably.



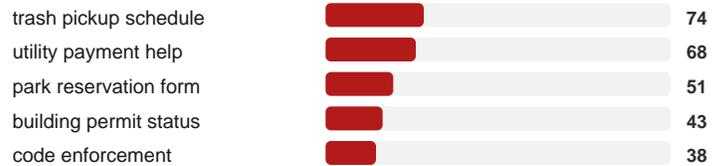
Citizen Search Intelligence

What residents looked for — and what they couldn't find

Top Searches (found)



Failed Searches (no results)



REVENUE IMPACT — 292 residents left cityofdreams.gov empty-handed this month. At a 28% callback rate, that's ~82 avoidable staff calls. At \$12–15 each, that's roughly \$1,000–1,200/month in preventable overhead. Three content pages would close 64% of that gap.

Strategic Recommendations

Priority actions ranked by impact and effort — ready for your next staff meeting

Seven actions stand out this month. The top three alone — fixing the broken permit PDF link, building the trash schedule page, and resolving the utility payment redirect — touch roughly 190 residents per month and together take under four hours of staff time. Small repairs, outsized returns.

#	Action	Impact	Effort	Owner	Due
1	Fix broken permit application PDF link (homepage + Permit Hub) Permit Hub: active applicants blocked	High	15 min	IT / CivicPlus Admin	Feb 3
2	Create Trash Pickup Schedule page with zone map	High — 74 failed searches/mo	2 hrs	Public Works + Web	Feb 7
3	Resolve Pay Utilities redirect loop	High — 68 failed searches/mo	1 hr	IT + CivicPlus	Feb 7
4	Add Park Reservation form to Parks & Rec	Med — 51 failed searches/mo	3 hrs	Parks Dept	Feb 21
5	Embed Permits status lookup widget	Med — 43 failed searches/mo	2 hrs	Webmaster	Feb 21
6	Audit & repair all 7 broken links sitewide	Med — site health & UX	30 min	IT	Feb 3
7	Add schema markup to top 5 service pages	Low — amplifies AI referral growth	2 hrs	Webmaster	Mar 7

External Search Performance

Google Search Console — January 2026

Query	Impressions	Clicks	CTR	Avg Position
city of dreams	14,820	3,240	21.9%	1.3
city of dreams city council	3,140	740	23.6%	1.9
dreams building permit	1,840	310	16.8%	3.6
city of dreams parks	1,520	270	17.8%	2.8
dreams jobs	1,280	198	15.5%	4.2
dreams utility payment	720	89	12.4%	5.3
dreams trash schedule	840	108	12.9%	6.1

Data Sources & Methodology

Google Analytics 4 · Google Search Console · Bing Webmaster Tools · Google Lighthouse · Custom Link Crawl · CivicPlus CMS (page inventory, timestamps) · GovDelivery (newsletter tracking). All data accessed via read-only API. Report generated by SimpleCivic.

Questions? Contact your SimpleCivic account manager or visit your live dashboard at dashboard.simplecivic.com/city-of-dreams · Next briefing: March 1, 2026