

Golf Committee Meeting

JANUARY

Agenda

1. Minutes Approval
2. SEO and Social Media Update
3. Construction Project Update
4. Golf Sim Open House
5. Grill/Snack Name Discussion

Public Golf Courses	Rating	# of Reviews
Wasatch State Park	4.8	335
<u>Eaglewood</u>	<u>4.7</u>	<u>1034</u>
Hobble Creek	4.7	427
Valley View	4.6	413
Park City Golf Course	4.6	220
Bountiful Ridge	4.5	302
Lakeside	4.5	733
Davis Park	4.5	320
The Ridge	4.5	408
Mountain Dell	4.5	729
Glen Eagle	4.5	72
Sleepy Ridge	4.5	547
The Oaks	4.5	532
Soldier Hollow	4.5	302
Stonebridge	4.4	673
Meadow Brook	4.4	313
Forest Dale	4.4	106
Old Mill	4.4	339
Mick Riley	4.4	357
River Oaks	4.4	355

Public Golf Courses	Rating	# of Reviews
Schneiters Riverside	4.4	441
Sun Hills	4.4	544
Glenmoor	4.4	205
Fox Hollow	4.4	406
Talons Cove	4.4	527
Cedar Hills Golf Club	4.4	452
Mt Ogden	4.4	278
Bonneville	4.3	127
Glendale	4.3	111
Riverbend	4.3	350
Thanksgiving Point	4.3	541
Gladstan	4.3	215
El Monte	4.3	209
Murray Parkway	4.2	391
Eaglelake	4.2	250
Crane Field	4.1	122
Mountain View	3.9	284
Rose Park	3.4	136
Homestead	3.4	50
Timpanogos Golf Club	2.8	91

Time period



Mar 2022–Aug 2022

Overview

Calls

Messages

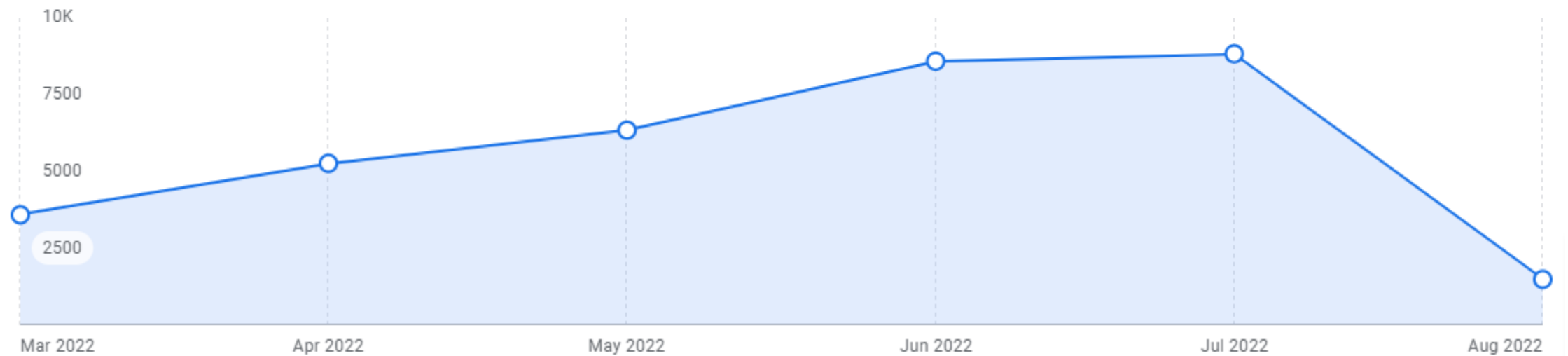
Bookings

Directions

Website clicks

33,952

Business Profile interactions ⓘ



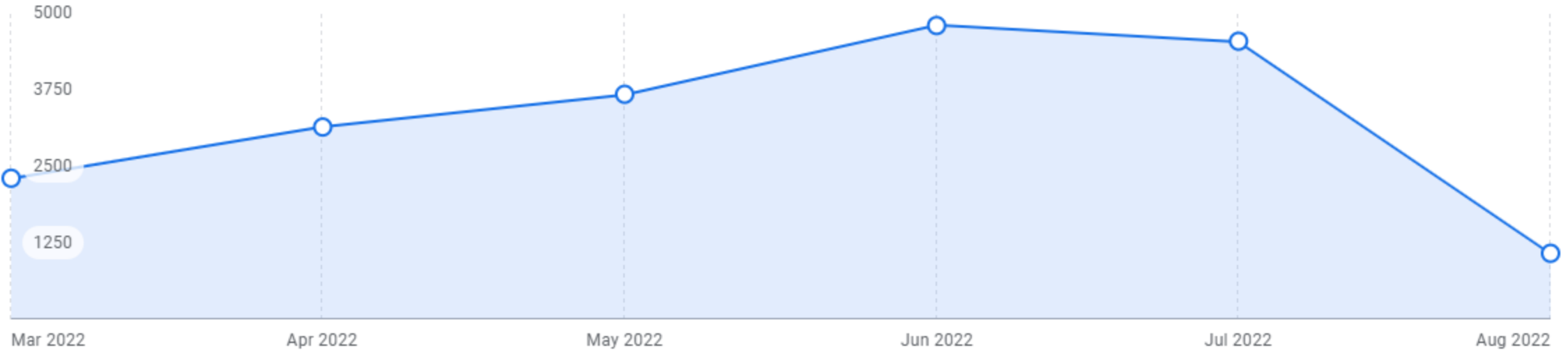
Time period

 Mar 2022–Aug 2022

Overview Calls Messages Bookings Directions Website clicks

19,498

Website clicks made from your Business Profile



101K

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



57,844

🔍 Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

1.	eaglewood golf course	18K
2.	eaglewood golf course, east eaglewood drive, north...	6,025
3.	golf course	4,173
4.	golf course near me	3,091
5.	golf courses near me	3,018



Campaigns

Summary of how your campaigns are performing

	Cost ▾	Clicks ▾	CTR ▾
● Event Center	\$422.62	413	1.03%
● General Course Ad	\$255.56	282	4.04%
● Afternoon Special	\$201.23	316	3.94%

[All campaigns](#)< 1 / 1 >

Campaigns

Summary of how your campaigns are performing

	Cost ▾	Clicks ▾	Avg. CPC ▾
● Event Center	\$422.62	413	\$1.02
● General Course Ad	\$255.56	282	\$0.91
● Afternoon Special	\$201.23	316	\$0.64

[All campaigns](#)< 1 / 1 >

CTR = Click Through Rate

2-5% is ideal

CPC = Cost Per Click

Construction Schedule

August Finish Schedule

- Finish Trim
- Front Decking
- Finish Electrical for Interior
- Roller Shades
- Below Deck Concrete
- Roof is complete other than metal over Deck

Continuing Projects

- Outdoor Deck – Framing beginning in 3 weeks
- Event Center – October 2nd Begins
- August 23rd – Landscaping Begins
- Finish South Exterior Mid-September

Simulator Open House

- Tentative Schedule for August 27 & 28
- 27th 3:00 pm to 9:00 pm
- 28th 12:00 pm to 9:00 pm
- Desserts and or Pizza for those that come.
- Printed Materials and Registration Available
- Drawings for free month of Membership.
- Walkthrough on Trackman System
- Walkthrough on access and availability
- Introduce Memberships
- Walkthrough on Bookings
- Tournament Launch

Grill/Snack Shack Name Discussion
