MONTHLY SEO AND AI SEARCH REPORT

October 2026 performance report

How FloridaTix, AttractionTix UK and AttractionTix Ireland performed in Google and in AI answers this month, what's behind the changes, and what we're doing next.

SITES	COMPARED WITH	DATA FROM
FloridaTix · AttractionTix UK · AttractionTix Ireland	September 2026 and October 2025	Search Console · GA4 · SE Ranking

This PDF is a summary. Full keyword lists, every tracked AI question, competitor positions, search terms and landing pages are in the online report.

In this report

1. Highlights
2. Summary for each site
3. Overall conclusion
4. FloridaTix: visibility, rankings, AI answers, Search Console and AI traffic
5. AttractionTix UK: visibility, rankings, AI answers, Search Console and AI traffic
6. AttractionTix Ireland: visibility, rankings, Search Console and AI traffic
7. Work done and next steps

HIGHLIGHTS FROM OCTOBER 2026

FloridaTix

Priority site

Page-one share

64%

Highest of the sites tracked

FloridaTix | Attraction Tickets 56%

Halloween party clicks

491

▲ 315 vs last October

Oct 2025	176
Oct 2026	**491**

Disney + Universal combo clicks

402

▲ 84 vs last October

Oct 2025	318
Oct 2026	**402**

Black Friday clicks

59

▲ 43 vs last October

Searches without the FloridaTix name

Oct 2025	16
Oct 2026	**59**

AttractionTix UK

Rankings growing

Page-one share

36%

▲ 4 points vs September

AttractionTix UK | September 32%

"attraction" ranking

#4

▲ 3 places vs September

368,000 searches a month

#1 … #10

Sep #7 → now #4

Thorpe Park + Alton Towers clicks

601

▲ 587 vs last October

Oct 2025	14
Oct 2026	**601**

AI Overviews linking to AttractionTix

36%

▲ 16 points vs September

Share of tracked questions

AttractionTix UK | September 20%

AttractionTix Ireland

Early signs good

Keywords on page one

23

▲ 13 since launch

Google Ireland

Before launch		10
Oct 2026		**23**

Clicks to the Irish pages

330

First full month, from 106,875 appearances in Google

"disneyland paris tickets"

#9

▲ 11 places since launch

8,000 searches a month in Ireland



Before launch #20 → now #9

FloridaTix

Priority site

Visibility summary

FloridaTix has **64%** of tracked keywords on page one, level with September, and **is ahead of every competitor with ranking data**.

- **Attraction Tickets**: 56% (from 58%)
- **Orlando Attractions**: 34%
- **Orlando Attraction Tickets**: 32%

SEO ranking summary

Across the 400 tracked keywords, FloridaTix has:

- **49** keywords at #1 (53 in September)
- **104** in the top 3 (111)
- **166** in the top 5 (170)
- **255** on page one, **level with September**

Page one held level. A few keywords moved down one place at the very top, mostly from #1 to #2 and Universal searches from #3 to #4. **The main buying searches haven't moved**:

- **orlando tickets**: #2
- **florida tickets**: #2
- **orlando attraction tickets**: #3
- **universal orlando tickets**: #4

Notable ranking positions

The biggest searches that climbed this month:

- **disney world tickets** (14,800 searches a month): #19 to **#15**
- **disney hollywood studios** (990 searches a month): not ranked to **#16**
- **volcano bay tickets** (590 searches a month): #14 to **#10**
- **disney magic ticket** (480 searches a month): #9 to **#7**
- **gatorland tickets** (480 searches a month): #11 to **#9**
- **hollywood studios tickets** (480 searches a month): #20 to **#16**
- **orlando attractions** (410 searches a month): #8 to **#6**
- **seaworld all day dining** (320 searches a month): #25 to **#19**

AI visibility summary

The tracked question list was updated on 14 October to your priority questions, so October is the starting point. From 14 to 31 October, across all 65 questions:

- **Google AI Overviews linked to FloridaTix on 48%** of checks
- **ChatGPT** linked on 34% and **Gemini** on 28%, and **Gemini named FloridaTix on 53%**

FloridaTix does best on buying and trust questions, such as **Where to buy the Ultimate Florida combo ticket** and **Does FloridaTix price match**. Disney World planning and UK-versus-US ticket questions have the most room to grow, and the UK Disney World buying guide is aimed at these. Every question is listed in the FloridaTix AI rankings section.

Organic clicks and demand context

- **October 2026**: 10,481 clicks, 7.3% lower than last year
- **Non-branded**: 7,664 clicks, 7.2% lower than last year

Clicks fell 12.2% from September, **in line with last year's seasonal dip of 12.3%**. **More people click when they see FloridaTix** (click-through rate 1.27% against 1.19%), and **average position improved** to 10.3 from 10.6.

Compared with last year, Halloween and combo-ticket searches are growing, and searches for next year are already coming in:

- **Mickey's Not-So-Scary Halloween Party searches**: **491 clicks**, from 176
- **Disney and Universal combo searches**: **402 clicks**, from 318
- **disney and universal combo tickets 2027**: **117 clicks**, at #1 in Google
- **orlando park tickets 2027**: **46 clicks**, from 4
- **Black Friday searches** without the FloridaTix name: **59 clicks**, from 16

FloridaTix is still settling after the July move, and **the gap to last year has halved since August** (from 14% behind to 7.3%). The areas still behind are being worked on and we're monitoring them:

- **Universal**: 869 clicks, from 1,144, because Google showed FloridaTix less often (186,408 appearances to 122,650). The duplicate Universal pages were merged and the titles rewritten in late October.
- **Disney tickets on their own** (not combo or Halloween): 275 clicks, from 380. The UK Disney World buying guide is aimed at these.
- **Broad searches** such as "florida tickets" still rank in the top 3 but brought fewer clicks (4,456 to 3,965). The remaining priority pages are updated in November.

AI traffic performance

AI assistants sent **497** visits, with ChatGPT sending 473 of them.

- **Black Friday page**: **27 AI visits**, from 4 in September
- **Homepage**: **110**, from 83

Visits eased from August and September, the two highest months since the move.

FloridaTix takeaway

FloridaTix **leads every tracked competitor on page-one share**, **holds top-four places for the main buying searches** and **turns more searches into clicks than last year**. **Halloween party and combo-ticket searches are up on last year** and **2027 searches are already coming in**.

The focus for November is Universal, Disney tickets and the broad Orlando and Florida searches.

AttractionTix UK

Rankings growing

Visibility summary

AttractionTix has **36%** of tracked keywords on page one, **up from 32%** in September, and **is well ahead of every competitor tracked**.

- **Attraction Tickets**: 21%
- **TUI Musement**: 7%
- **Orlando Attractions**: 5%
- **Orlando Attraction Tickets**: 3%

SEO ranking summary

Across the 400 tracked keywords, AttractionTix has:

- **9** keywords at #1, **up from 8**
- **36** in the top 3, **up from 32**
- **84** in the top 5, **up from 72**
- **145** on page one, **up from 128**

Every ranking band grew compared with September. **thorpe park** (450,000 searches a month), the biggest search tracked, **is on page one at #10**.

Notable ranking positions

The biggest searches that climbed this month:

- **attraction** (368,000 searches a month): #7 to **#4**
- **siam park** (74,000 searches a month): #12 to **#8**
- **theme park** (74,000 searches a month): #24 to **#18**
- **silverstone museum** (22,400 searches a month): not ranked to **#12**
- **land of legends** (19,100 searches a month): #26 to **#20**
- **disney paris tickets** (14,800 searches a month): #9 to **#7**
- **siam park tenerife** (12,100 searches a month): #23 to **#18**
- **chessington world of adventure** (8,100 searches a month): #20 to **#18**

AI visibility summary

- **Google AI Overviews**: linked to AttractionTix on **36%** of tracked questions (from 20%) and named it on **33%** (from 13%)
- **Gemini**: **held steady** at 40% linked, and named it more often (53%)
- **ChatGPT**: linked less often (20%, from 47%). ChatGPT's answers changed on 9 October: they now start with the official attraction site and cite fewer outside sources. ChatGPT changes how it answers often, so we'll keep monitoring this and report how it settles.

Organic clicks and demand context

- **October 2026**: 8,692 clicks, 4.0% lower than September and 22.6% lower than last year
- **Non-branded**: 7,987 clicks, **2.8% higher than September**

AttractionTix is more visible than last year: appearances rose **4.1%** on October 2025 and **16.2%** on September, and **average position improved** to 9.2 from 9.5. Clicks **held up better than the season**: down 4.0% from September, against 9.0% at the same point last year.

Compared with last year, Halloween events and new attractions are growing:

- **Thorpe Park searches**: from 13 to **350 clicks**, led by Fright Night
- **Alton Towers searches**: from 1 to **251**, with Scarefest the biggest theme
- **disneyland california tickets**: from 1 to **40**

AttractionTix is still settling after the July move. Disneyland Paris and Siam Park account for about 69% of the gap in clicks to last year. Titles, descriptions and internal links for both went live at the end of October, and **"siam park" has already climbed to #8**. The Disneyland Paris page reshape and new guides follow in November.

AI traffic performance

AI assistants sent **907** visits, with ChatGPT sending 887 of them.

- **Auschwitz-Birkenau tour from Krakow**: **147 AI visits**, from 5 in September

Visits eased from September's high, mainly because **ChatGPT changed how it answers on 9 October** and now links to fewer outside sites. The biggest single change is the Disneyland Paris page: AI visits landing on it fell from 372 to 55. The November page reshape is aimed at both search and AI answers.

AttractionTix UK takeaway

AttractionTix **is well ahead of every tracked competitor**, **grew in every ranking band** and **is more visible in Google than last year**. Halloween events landed well and "siam park" is already climbing after the late-October work.

The focus for November is Disneyland Paris, while we monitor how ChatGPT's answers settle.

AttractionTix Ireland

Early signs good

Visibility summary

In their first full month, the Irish pages have **11%** of tracked keywords on page one of Google Ireland, **ahead of Orlando Attractions and DoDublin**. This is the baseline to grow from.

- **GetYourGuide**: 28%
- **Attraction Tickets**: 23%
- **Orlando Attractions**: 6%
- **DoDublin**: 2%

SEO ranking summary

Across the 213 tracked keywords on Google Ireland, the Irish pages have:

- **2** keywords at #1
- **4** in the top 3
- **8** in the top 5
- **23** on page one, **more than double the 10 before launch**

Notable ranking positions

The biggest searches that climbed since launch:

- **disneyland paris tickets** (8,000 searches a month): #20 to **#9**
- **colosseum tickets** (660 searches a month): not ranked to **#16**
- **portaventura tickets** (590 searches a month): not ranked to **#11**
- **terra mitica** (480 searches a month): not ranked to **#10**
- **ferrari world yas island abu dhabi** (390 searches a month): not ranked to **#18**
- **national sea life centre birmingham** (320 searches a month): not ranked to **#12**
- **sea life manchester** (320 searches a month): #28 to **#16**
- **whipsnade zoo** (260 searches a month): not ranked to **#17**

Organic clicks and demand context

- **October 2026**: **330 clicks** from 106,875 appearances
- **Searches made in Ireland**, across all AttractionTix pages: 162 clicks, **6.6% higher than last October**

57% of clicks from Irish searches now land on the Irish pages, up from 1% in September.

AI traffic performance

ChatGPT sent **110 visits** to the Irish pages in their first full month, led by the Irish Disneyland Paris page (27).

AttractionTix Ireland takeaway

A solid first month: page-one keywords on Google Ireland more than doubled on the level before launch, and Irish searchers are increasingly landing on Irish pages. From November we'll compare month on month.

OVERALL CONCLUSION

October showed FloridaTix and AttractionTix ahead of every tracked competitor on page-one share, and the Irish pages off to a solid start.

The key points

- FloridaTix holds **64% of tracked keywords on page one**, ahead of Attraction Tickets on 56%
- FloridaTix's **Mickey's Not-So-Scary Halloween Party searches nearly tripled** on last October (176 to 491 clicks), and **click-through rate is up on last year**
- AttractionTix **grew in every ranking band**, with 145 keywords on page one (from 128)
- AttractionTix appearances in Google are **4.1% up on last year**, and Halloween event searches grew strongly
- Google AI Overviews linked to AttractionTix on **36% of tracked questions**, up from 20%
- The Irish pages **more than doubled their page-one keywords** on Google Ireland in their first full month

Two areas are the focus for November. On FloridaTix: Universal, Disney tickets and broad Orlando searches, which the late-October page changes and the UK Disney World buying guide are aimed at. On AttractionTix: Disneyland Paris, where the page reshape and new guides follow the October title and link work.

Next steps

- Titles and descriptions for the remaining FloridaTix and AttractionTix priority pages
- Reshape the Disneyland Paris page with an answer-first section, and brief its supporting guides
- Siam Park: answer-first section, FAQs and Search Console checks, building on the October climb
- E-E-A-T audits for FloridaTix and AttractionTix
- Black Friday: offer wording in product titles, sale prices in Google and weekly checks
- Monitor ChatGPT's answers for AttractionTix daily and report how they settle

ABOUT THE SITE MOVES

How long site moves take to settle

FloridaTix moved to its new platform on 6 July and AttractionTix on 30 July, so by the end of October they were about 17 and 13 weeks into the move. Both moves changed page addresses, which means Google has to recrawl every old and new page and pass the old pages' signals to the new ones. That takes time, and some movement up and down is normal while it happens.

- **Google's own guidance**: expect temporary ranking fluctuation during a move. A medium-sized site can take a few weeks for most pages to move in Google's index, and larger sites take longer.
- **John Mueller, Google (October 2026)**: some migrations take longer than expected to be fully processed.
- **What we see on these sites**: **FloridaTix's gap to last year has halved since August** (14% behind to 7%), and **AttractionTix's appearances in Google are back above last year**. Both are signs the moves are settling as expected.

References

1. Google Search Central: How to move a site (https://developers.google.com/search/docs/crawling-indexing/site-move-with-url-changes)
2. Search Engine Journal: Google says why site migrations can exceed four months (John Mueller, October 2026) (https://www.searchenginejournal.com/google-says-why-site-migrations-can-exceed-4-months/592757/)

FLORIDATIX · MOVED 6 JULY

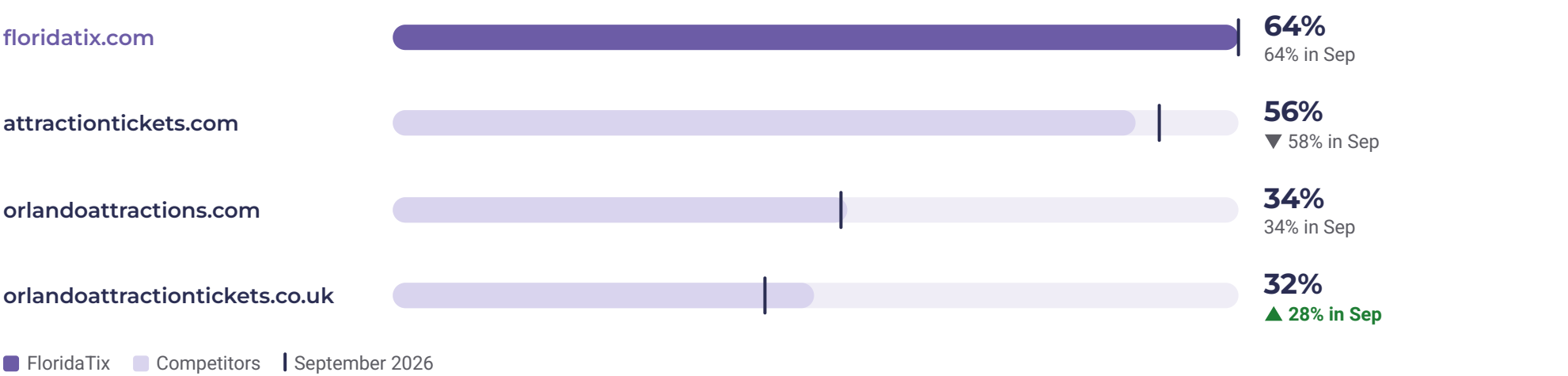
Ahead of every competitor, with Halloween and combo-ticket searches up on last year

Priority site

FLORIDATIX 1. Visibility vs competitors

Top 10 share vs competitors

Share of the 400 tracked keywords on page one, typical day



magicaltickets.co.uk has no tracked keywords on page one, so it is left out.

2. SEO rankings

What's going well

- ▲ **255 keywords on page one**, **level with September** despite the late-October Google issue
- ▲ **24 searches with 50 or more searches a month climbed** two or more places onto the first two pages
- ▲ **disney world tickets** (14,800 searches a month) **climbed to #15** from #19
- ▲ The main buying searches held their places: **orlando tickets** #2, **florida tickets** #2

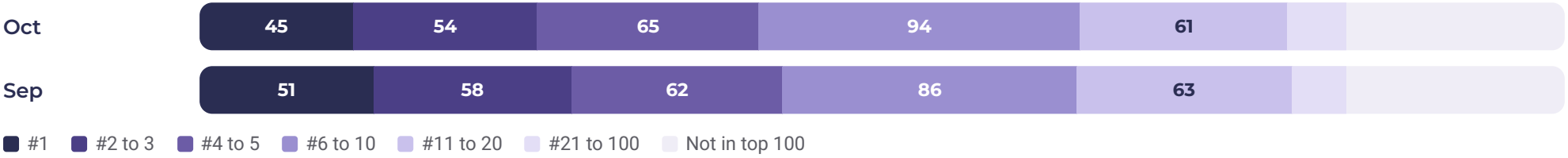
Rankings overview

SE Ranking · 400 tracked keywords · Google UK · typical day

Top 1 rankings	Top 3 rankings	Top 5 rankings	Top 10 rankings
49	**104**	**166**	**255**
vs Sep (53) ▼ −7.5%	vs Sep (111) ▼ −6.3%	vs Sep (170) ▼ −2.4%	vs Sep (255) **level**

Where the 400 tracked keywords rank

Per keyword · Oct vs Sep



Each keyword is placed by its typical position for the month, so these counts can differ by a few from the typical-day totals above.

Based on 21 daily checks in Oct and 27 in Sep. Left out: Google showed old deposits-site pages in place of the main FloridaTix pages (28 Oct, 29 Oct, 30 Oct, 31 Oct); incomplete check (3 Oct, 4 Oct, 6 Oct, 12 Oct, 13 Oct, 14 Oct, 8 Sep, 9 Sep, 11 Sep).

What's behind the decreases

#1 rankings

Why: ten keywords moved from #1 to #2, such as **orlando park tickets**, where Orlando Attraction Tickets is now #1. Four other keywords reached #1. All ten are still at the top of page one.

MONITORING We're tracking these in the weekly dashboard.

Source: SE Ranking, typical day, September vs October

Top 3 and top 5

Why: mostly Universal searches moving from #3 to #4, such as **universal tickets** (5,400 searches a month), where Attraction Tickets is #3. Page one as a whole held level at 255.

DONE The duplicate Universal pages were merged and their titles rewritten in late October.

MONITORING Universal positions weekly through November.

Source: SE Ranking, typical day, September vs October; competitor positions from the same checks

FLORIDATIX

3. AI rankings

AI rankings overview

SE Ranking AI Result Tracker · share of daily checks, 14 to 31 Oct

Google AI Overviews



Linked | Named

Linked to FloridaTix at least once for 50 of 65 questions

ChatGPT



Linked | Named

Linked to FloridaTix at least once for 40 of 65 questions

Gemini



Linked | Named

Linked to FloridaTix at least once for 51 of 65 questions

FLORIDATIX

4. Search Console

What's going well

- ▲ **Halloween party searches**: **491 clicks**, up from 176 last October
- ▲ **Black Friday searches**: **59 clicks**, up from 16, ahead of the sale
- ▲ **Disney and Universal combo searches**: **402 clicks**, up from 318
- ▲ **More people click when they see FloridaTix**: click-through rate 1.27%, up from 1.19% last year, and **average position improved** to 10.3

Organic clicks: focus / non-branded

Google Search Console · October 2026

Non-branded clicks

7,664

vs Sep (8,658) ▼ −11.5%
vs Oct 2025 (8,256) ▼ −7.2%

Non-branded appearances

810,123

vs Sep (972,925) ▼ −16.7%
vs Oct 2025 (932,478) ▼ −13.1%

Share of clicks that are non-branded

73%

Organic clicks: all searches

Google Search Console · October 2026

Clicks

10,481

vs Sep (11,932) ▼ −12.2%
vs Oct 2025 (11,307) ▼ −7.3%

Appearances

826,830

vs Sep (991,151) ▼ −16.6%
vs Oct 2025 (953,229) ▼ −13.3%

Click-through rate

1.27%

vs Sep (1.20%) ▲ +0.06 pts
vs Oct 2025 (1.19%) ▲ +0.08 pts

Average position

10.3

vs Sep (10.4) ▲ 0.1 higher
vs Oct 2025 (10.6) ▲ 0.3 higher

What's behind the decreases

Clicks and appearances vs September

Why: the usual seasonal dip. Last year clicks fell 12.3% from September to October; this year they fell 12.2%, almost exactly the same.

Source: Search Console, September and October 2026 and 2025

Clicks vs last October

Why: FloridaTix is still settling after the July move. The gap to last year has **halved since August**, from 14% behind to 7.3% behind. By topic, compared with last October:

- **Universal**: 1,144 to 869 clicks, because Google showed FloridaTix less often (186,408 to 122,650 appearances)
- **Broad Orlando and Florida searches**: 4,456 to 3,965 clicks
- **Disney tickets on their own**: 380 to 275 clicks
- Partly offset by **Halloween party** searches (**+315**) and **Disney and Universal combo** searches (**+84**)

DONE Universal pages merged and retitled in late October.

NEXT The UK Disney World buying guide (briefed; with your team to write) and titles for the remaining priority pages in November.

MONITORING Universal, Disney and broad search clicks against last year, monthly.

Source: Search Console, October 2026 vs October 2025, searches grouped by topic (each search counted once); how long moves take: see "How long site moves take to settle" on the overview

Late October

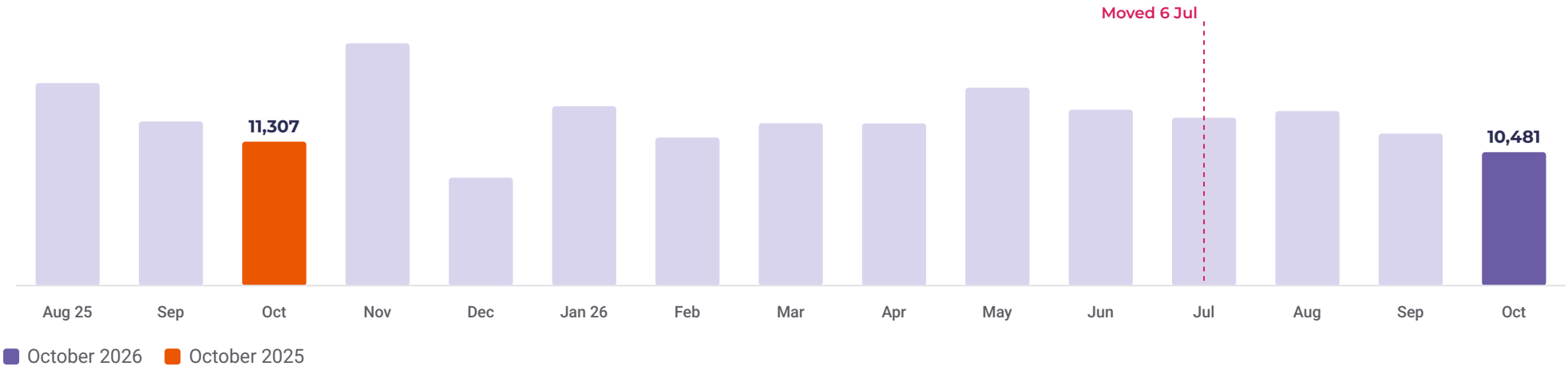
Why: from 28 to 31 October Google showed old deposits-site pages in place of some main FloridaTix pages, a common after-effect of a site move. Clicks over those four days were 8% below last year, in line with the month as a whole, so the effect on October was small.

MONITORING We're checking which pages Google shows for the main searches each week.

Source: SE Ranking daily checks, 28 to 31 October; Search Console daily clicks

Clicks over time

Last 16 months



FLORIDATIX

5. AI traffic

What's going well

- ▲ **Black Friday page**: **27 AI visits**, up from 4 in September
- ▲ **Homepage**: **110 AI visits**, up from 83

AI traffic overview

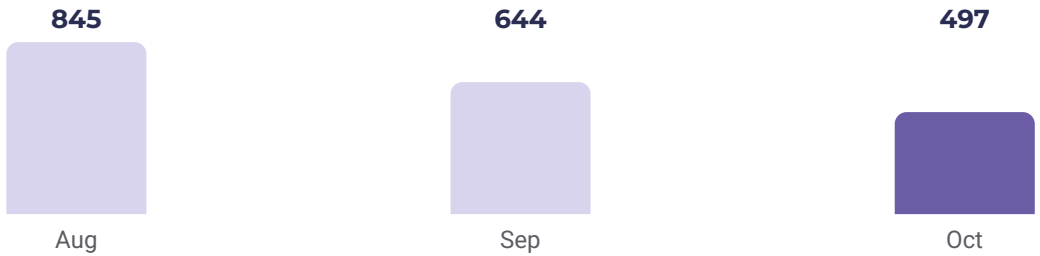
Google Analytics 4 · visits from AI assistants

AI sessions

497

vs Sep (643) ▼ −22.7%

AI visits each month since the move



August and September were the two highest months since the move. October eased back from that peak, with steady visits all month. The detail is below.

What's behind the decreases

AI visits vs September

Why: August (845) and September (644) were the two highest months since the move, the first full months on the new site. October is lower by comparison, not a sudden drop: ChatGPT sent a steady 15 or so visits a day all month. ChatGPT sends almost all AI visits, and how it answers changes often.

MONITORING AI visits monthly, alongside the daily AI answer tracking.

Source: GA4, sessions from AI assistants, August to October 2026

ATTRACTIONTIX UK · MOVED 30 JULY

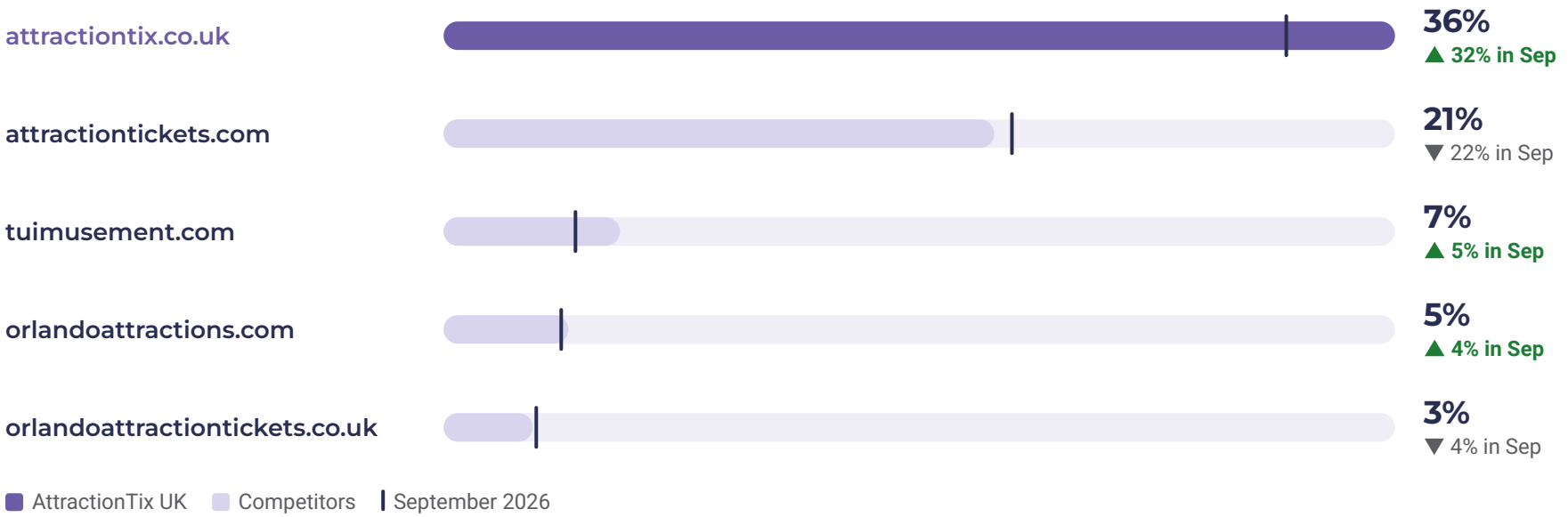
Rankings growing

Well ahead of competitors, with rankings up in every band

ATTRACTIONTIX UK 1. Visibility vs competitors

Top 10 share vs competitors

Share of the 400 tracked keywords on page one, typical day



2. SEO rankings

What's going well

- ▲ **Every ranking band grew**: **145 keywords on page one**, up from 128
- ▲ **attraction** (368,000 searches a month) **up to #4** from #7
- ▲ **siam park up to #8** from #12 after the late-October changes
- ▲ **thorpe park** (450,000 searches a month) **on page one at #10**

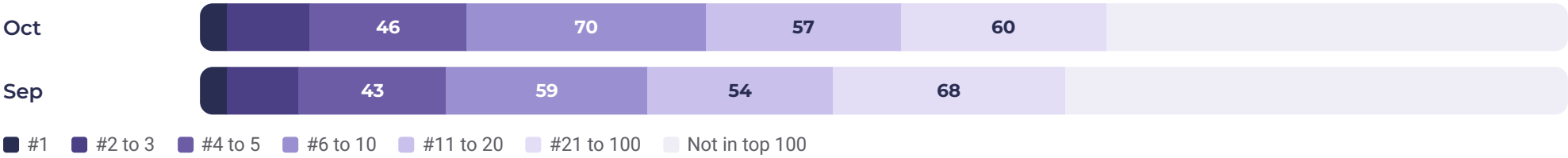
Rankings overview

SE Ranking · 400 tracked keywords · Google UK · typical day

Top 1 rankings	Top 3 rankings	Top 5 rankings	Top 10 rankings
9	36	84	145
vs Sep (8) ▲+12.5%	vs Sep (32) ▲+12.5%	vs Sep (72) ▲+16.0%	vs Sep (128) ▲+12.8%

Where the 400 tracked keywords rank

Per keyword · Oct vs Sep



Each keyword is placed by its typical position for the month, so these counts can differ by a few from the typical-day totals above.

Based on 26 daily checks in Oct and 30 in Sep. Left out: incomplete check (3 Oct, 4 Oct, 12 Oct, 13 Oct, 14 Oct).

3. AI rankings

What's going well

- ▲ **Google AI Overviews linked to AttractionTix on 36%** of tracked questions, up from 20%
- ▲ **Gemini named AttractionTix on 53%**, up from 47%

AI rankings overview

SE Ranking AI Result Tracker · share of tracked questions, typical day

Google AI Overviews



Linked
Sep 20%

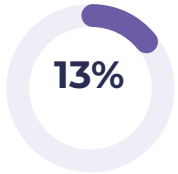


Named
Sep 13%

ChatGPT



Linked
Sep 47%



Named
Sep 40%

Gemini



Linked
Sep 40%



Named
Sep 47%

What's behind the decreases

ChatGPT

Why: ChatGPT changed how it answers on 9 October. The share of tracked questions where it linked to AttractionTix fell from about half (48% on average from 1 to 8 October) to about one in six (17% from 9 to 31 October). Its answers are now longer, start with the official attraction site and cite fewer outside sources. For example, for **Where can I buy Disneyland Paris tickets**, on 3 October ChatGPT named AttractionTix and linked two of its pages; on 12 October it listed only Disney's own sites and cited no outside sources. A change on one day across the board points to ChatGPT, not the site. **Google AI Overviews and Gemini held or grew** over the same period.

MONITORING ChatGPT changes how it answers often, so we're monitoring this daily and will report how it settles and which sellers it names.

Source: SE Ranking AI Result Tracker, daily checks and saved answers for 3 and 12 October

ATTRACTIONTIX UK 4. Search Console

What's going well

- ▲ **Non-branded clicks rose 2.8%** on September, against the usual seasonal dip
- ▲ **Thorpe Park and Alton Towers searches**: **601 clicks**, up from 14 last October
- ▲ **Appearances in Google up 16.2%** on September and **4.1% on last year**
- ▲ **Average position improved** to 9.2, from 9.5 last year

Organic clicks: focus / non-branded

Google Search Console · October 2026

Non-branded clicks

7,987

vs Sep (7,771) ▲+2.8%
vs Oct 2025 (10,223) ▼−21.9%

Non-branded appearances

1,720,612

vs Sep (1,472,360) ▲+16.9%
vs Oct 2025 (1,644,110) ▲+4.7%

Share of clicks that are non-branded

92%

Organic clicks: all searches

Google Search Console · October 2026

Clicks

8,692

vs Sep (9,052) ▼−4.0%
vs Oct 2025 (11,231) ▼−22.6%

Appearances

1,749,025

vs Sep (1,504,858) ▲+16.2%
vs Oct 2025 (1,680,261) ▲+4.1%

Click-through rate

0.50%

vs Sep (0.60%) ▼-0.10 pts
vs Oct 2025 (0.67%) ▼-0.17 pts

Average position

9.2

vs Sep (9.7) ▲0.5 higher
vs Oct 2025 (9.5) ▲0.3 higher

What's behind the decreases

Clicks vs September

Why: the usual seasonal dip, and **smaller than last year**: down 4.0% from September, against 9.0% at the same point last year. **Non-branded clicks rose 2.8%**.

Source: Search Console, September and October 2026 and 2025

Clicks vs last October

Why: AttractionTix is still settling after the July move, and two topics account for about 69% of the gap in clicks. **Appearances in Google are already back above last year** (4.1% up).

- **Disneyland Paris**: 2,518 to 1,151 clicks. Some older Disneyland Paris guides weren't carried over in the move, and new guides are being briefed to replace them.
- **Siam Park**: 678 to 135 clicks

DONE New titles, descriptions and internal links for both went live at the end of October, and **"siam park" has already climbed to #8** from #12.

NEXT The Disneyland Paris page reshape and new guides in November.

MONITORING Disneyland Paris and Siam Park clicks and rankings weekly.

Source: Search Console, October 2026 vs October 2025, searches grouped by topic; SE Ranking for positions; how long moves take: see "How long site moves take to settle" on the overview

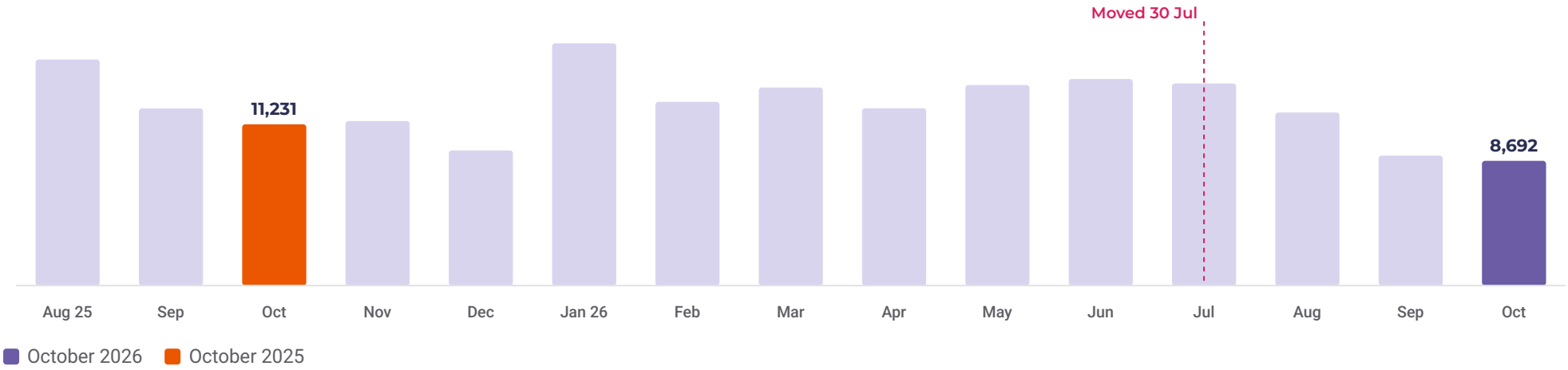
Click-through rate

Why: AttractionTix now appears for much bigger searches. Thorpe Park searches brought **350 clicks**, up from 13, but also far more appearances, many of them below the top few results. That lowers the average rate per appearance while clicks grow.

Source: Search Console, Thorpe Park searches, October 2026 vs October 2025

Clicks over time

Last 16 months



ATTRACTIONTIX UK

5. AI traffic

What's going well

- ▲ **Auschwitz-Birkenau tour from Krakow**: **147 AI visits**, up from 5

AI traffic overview

Google Analytics 4 · visits from AI assistants

AI sessions

907

vs Sep (1,664) ▼ −45.5%

AI visits each month since the move



August and September were the two highest months since the move. October is lower mainly because **ChatGPT changed how it answers on 9 October** and now links to fewer outside sites. The detail is below.

What's behind the decreases

AI visits vs September

Why: ChatGPT changed how it answers on 9 October. It now sends people to the official attraction sites first and links to far fewer outside sites, so it links to AttractionTix less often (from about half of tracked questions to about one in six). Fewer links means fewer people clicking through: ChatGPT visits fell from about 43 a day before 9 October to about 24 a day after it. The biggest drop was the Disneyland Paris page (372 to 55 visits).

NEXT The Disneyland Paris page reshape in November adds a clear answer-first section, which is aimed at both Google and AI answers.

MONITORING ChatGPT changes how it answers often, so we're tracking its answers and visits daily and will report how it settles.

Source: GA4 sessions from ChatGPT by day; GA4 AI landing pages, September vs October; SE Ranking AI Result Tracker

ATTRACTIONTIX IRELAND · LIVE 29 SEPTEMBER

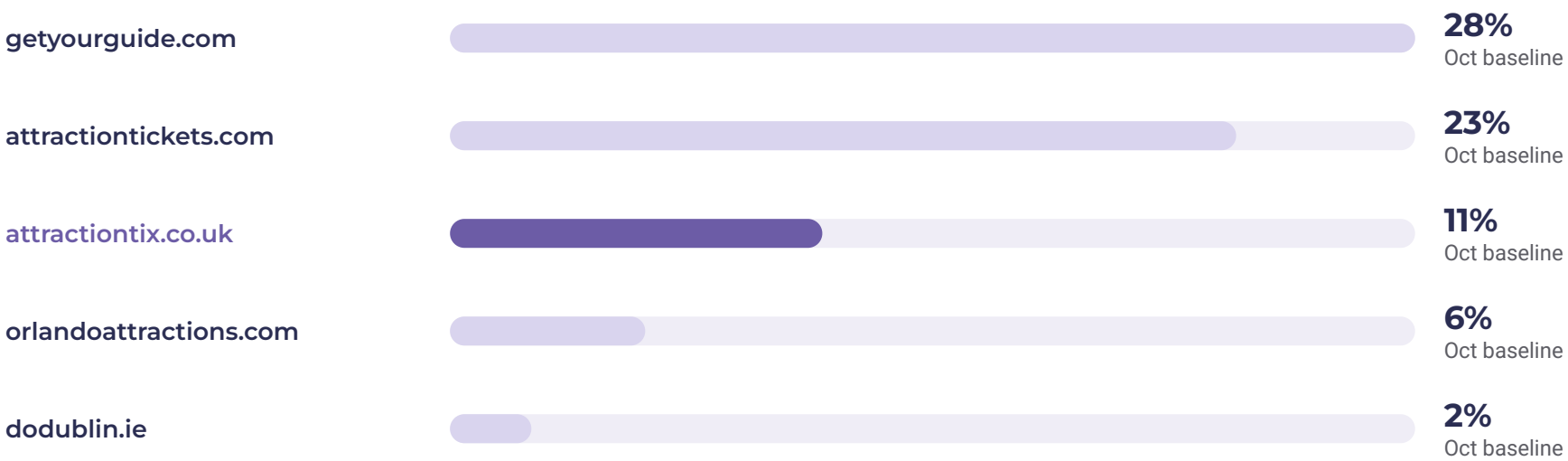
Early signs good

A solid first full month for the Irish pages

ATTRACTIONTIX IRELAND 1. Visibility vs competitors

Top 10 share vs competitors

Share of the 213 tracked keywords on page one, typical day



ATTRACTIONTIX IRELAND 2. SEO rankings

What's going well

- ▲ **23 keywords on page one** of Google Ireland, **more than double** the 10 before launch
- ▲ **disneyland paris tickets up to #9** from #20 before launch

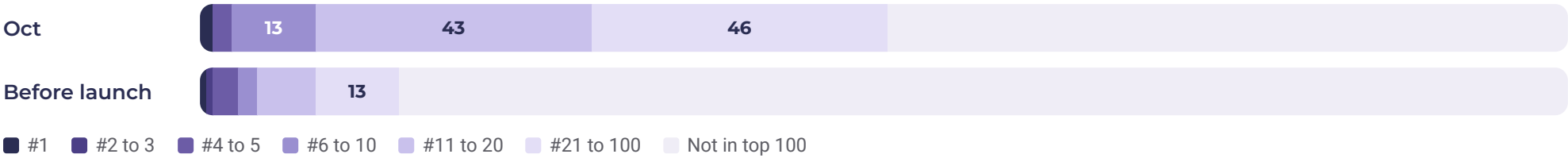
Rankings overview

SE Ranking · 213 tracked keywords · Google Ireland · typical day

Top 1 rankings	Top 3 rankings	Top 5 rankings	Top 10 rankings
2	**4**	**8**	**23**
Before launch 2	Before launch 3	Before launch 6	Before launch 10

Where the 213 tracked keywords rank

Per keyword · Oct vs before launch



Each keyword is placed by its typical position for the month, so these counts can differ by a few from the typical-day totals above.

Based on 26 daily checks in Oct. Left out: incomplete check (1 Oct, 2 Oct, 12 Oct, 13 Oct, 14 Oct, 29 Sep, 30 Sep).

ATTRACTIONTIX IRELAND

3. Search Console

What's going well

- ▲ **330 clicks** to the Irish pages in their first full month
- ▲ **57% of Irish clicks now land on Irish pages**, up from 1%
- ▲ **Clicks from Irish searches up to 162** from 89 in September

Organic clicks: focus / non-branded

Google Search Console · October 2026

Non-branded clicks	Non-branded appearances	Share of clicks that are non-branded
324	104,008	98%

Organic clicks: all searches

Google Search Console · October 2026

Clicks	Appearances	Click-through rate	Average position
330	106,875	0.31%	16.2

What's behind the decreases

Appearances in Irish searches

Why: Google has switched Irish searches from the UK pages to the new Irish pages, as planned, so the total stayed level (down 2.9%) while the Irish pages took over most of these appearances. **Clicks from Irish searches rose to 162** from 89.

Source: Search Console, searches made in Ireland, by page, September vs October

Clicks from searches in Ireland
All AttractionTix pages

162

vs Sep (89)	▲ +82.0%
vs Oct 2025 (152)	▲ +6.6%

Appearances in Irish searches
All AttractionTix pages

40,157

vs Sep (41,360)	▼ −2.9%
vs Oct 2025 (37,917)	▲ +5.9%

Irish clicks landing on Irish pages
Of the clicks Search Console links to a page

57%

50 of 88

4. AI traffic

What's going well

▲ **ChatGPT** sent **110 visits** to the Irish pages in their first full month, led by the Irish Disneyland Paris page (27)

AI traffic overview

Google Analytics 4 · visits from AI assistants

AI sessions

111

WORK DONE

What we delivered in October

From the SEO/AIO plan on Monday. Some tasks were shared with your marketing and operations teams and with Locally.

FLORIDATIX

- Removed "STAGING SITE" from page titles
- Cleaned up legacy and stale URLs
- Repaired the sitemap (with Locally)
- Fixed product and hub structured data so ratings can show (with Locally)
- New titles and meta descriptions on the Disney priority pages, and on Universal and other key pages
- Merged the duplicate Universal pages
- Reviewed and updated the Disney World hub
- Briefed the missing guides for your team to write, including the UK Disney World buying guide
- Hub FAQs answering real buyer questions (your marketing team)
- Google Business Profile improvements (your operations team)
- Images lazy-loaded on the menu and hub pages (Locally)
- AI question tracking updated to your priority questions

ATTRACTIONTIX UK

- Disneyland Paris recovery: new titles and descriptions on the Disneyland Paris page and key ticket pages
- Disneyland Paris recovery: more internal links to the Disneyland Paris page
- Siam Park quick wins: titles, meta descriptions and internal links

BOTH SITES AND BLACK FRIDAY

- Black Friday recommendations for FloridaTix and for AttractionTix UK and Ireland
- Redirected older Black Friday URLs to one hub page per site
- Agreed the review stars approach with Darren
- Answers on review platforms and review requests (your marketing team)

NEXT MONTH

Plan for November 2026

FloridaTix and AttractionTix UK, plus Black Friday. Dates and priorities may shift as results come in.

TASK	SITE	WHY IT MATTERS	OWNER
Titles and descriptions for the remaining priority pages	FloridaTix	Carries the October title work across the rest of the main ticket pages.	Fibre
E-E-A-T audit	FloridaTix	Shows Google and AI tools why FloridaTix is a trustworthy place to buy.	Fibre
Review stars on the remaining ticket pages, and prices in the Disney World page code	FloridaTix	Helps listings stand out in search.	Locally
Reshape the Disneyland Paris page with an answer-first section	AttractionTix UK	The biggest single gap to last year.	Fibre
Briefs for Disneyland Paris supporting guides	AttractionTix UK	Supports the page for planning searches; your team writes them.	Fibre
Siam Park: answer-first section, FAQs and Search Console checks	AttractionTix UK	Builds on the climb in October.	Fibre
Check the impact of the Disneyland Paris title and link changes	AttractionTix UK	First read on the October recovery work.	Fibre
Titles and descriptions for priority pages, and an E-E-A-T audit	AttractionTix UK	Same approach as FloridaTix.	Fibre
Black Friday: offer wording in product titles, sale prices in Google, weekly checks	Both sites	Makes sure discounted tickets show clearly in search during the sale.	Fibre

What we need from you

- The list of discounted Black Friday products, so we can update titles in time.
- Adding the FloridaTix Black Friday page to the menu, footer and sitemap (Locally).
- Writing and approving the UK Disney World buying guide, so we can publish it.
- Updating the About Us page, which AI tools draw on when they describe FloridaTix.

About the data

- Search Console: October 2026 compared with September 2026 and October 2025, final data from the Search Console API, pulled 2026-11-05. AttractionTix UK and Ireland share a domain, so each is measured by its pages (Ireland: /en-ie/).
- Branded means searches containing AttractionTix / Attraction Tix or FloridaTix / Florida Tix, including misspellings such as "florida tx", "flordia tix" and "attraction tx". Searches for Disney, Universal and other attraction names count as non-branded.
- Rankings, competitors and AI answers: SE Ranking, typical day across the month, leaving out incomplete checks and logged issues.
- AI traffic: GA4 visits from AI assistants. GA4 did not record sessions reliably before the sites moved, so GA4 figures are compared month on month only until a full year of new-site data exists.
- AttractionTix Ireland: October is the first full month, so there's no month-on-month or last-year comparison for the Irish pages yet. Clicks from searches made in Ireland cover every AttractionTix page and do have a last-year comparison.
- Topic breakdowns (for example Disney or Universal searches) use the searches Google shares, so they add up to less than total clicks.
- Keyword rankings and search volumes: SE Ranking, Google UK for FloridaTix and AttractionTix UK, Google Ireland for the Irish pages.
- FloridaTix competitors: Magical Tickets has no tracked keywords on page one, so it's left out of the comparison.
- Per-question AI results: SE Ranking AI Result Tracker export, as the share of daily checks where each AI tool linked to or named the site.