



DIGITAL MARKETING REPORT

Visit Flagler, FL

October 2023



SEO EXECUTIVE SUMMARY

Oct 1, 2023 - Oct 31, 2023

For **overall traffic**, sessions numbered 47,383 in October, a 4% decrease year-over-year. This 2,200-session decline was most pronounced in Direct traffic, which saw a 31% (about 4,000 sessions) decrease.

Organic traffic saw a 5% decrease in sessions that was again concentrated on the webcams page, which saw 5,000 fewer organic sessions this year. Engaged sessions comprised 73% of organic traffic, meaning nearly three-quarters of users either completed a conversion or clicked further into the site. Despite the decrease in sessions, organic engagement rate and engagement time both increased (4% and 3%, respectively).

Both Visitor Guide requests and e-newsletter signups reached about 100 each. Along with partner referrals and file downloads, these two metrics make up the conversions currently being measured. The top organic landing pages by active users were webcams (2,546), Events (2,005) and the Creekside Festival event listing (1,592). The top five organic landing pages contained about 32% of all organic conversions, despite the webcams page having just 26.

Outside of **webcams**, top areas of organic search included **festivals** and **things to do**. Festival-related queries — including "creekside festival" and "princess place preserve festival" — drove 2,300 clicks on 7,700 impressions, averaging an impressive 31% click-through rate. Additionally, search engines ranked the site, on average, in position 4.3 for all festival-related searches, a 19% improvement year-over-year.

Organic clicks numbered 24,900, down 2%, and impressions numbered 1.2 million, up 18%. This means that, despite the decrease in user interest, search engines continued to serve the website within the top results in SERP. The term with the largest increase in impressions (+6,900) was "flagler live", which is an online "news service" but could also lead users to Visit Flagler's live webcam page.

Organic Summary

Sessions

33,316

↓ -5.4%

Engaged sessions

24,423

↓ -1.5%

Listing Referrals

2,914

↑ N/A

Event Referrals

2,696

↑ N/A

Visitors Guide Requests

100

No data

Newsletter Signups

111

No data

COMPLETED TASKS

- Quarterly duplicate content check found no instances
- Monthly crawl error check found no errors
- Created and sent partner referral report

ROADMAP

- Upcoming content: To be established by client
- Upcoming optimizations: To be established by client. As new blog posts or landing pages are published, your analyst will submit them for optimization. These can also be requested by the client. The current contract allows for 10 pages per month.



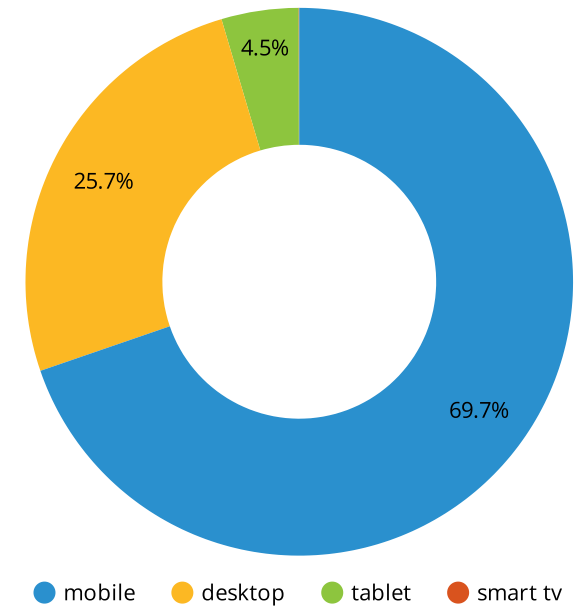
SEO REPORT

OVERALL TRAFFIC SUMMARY

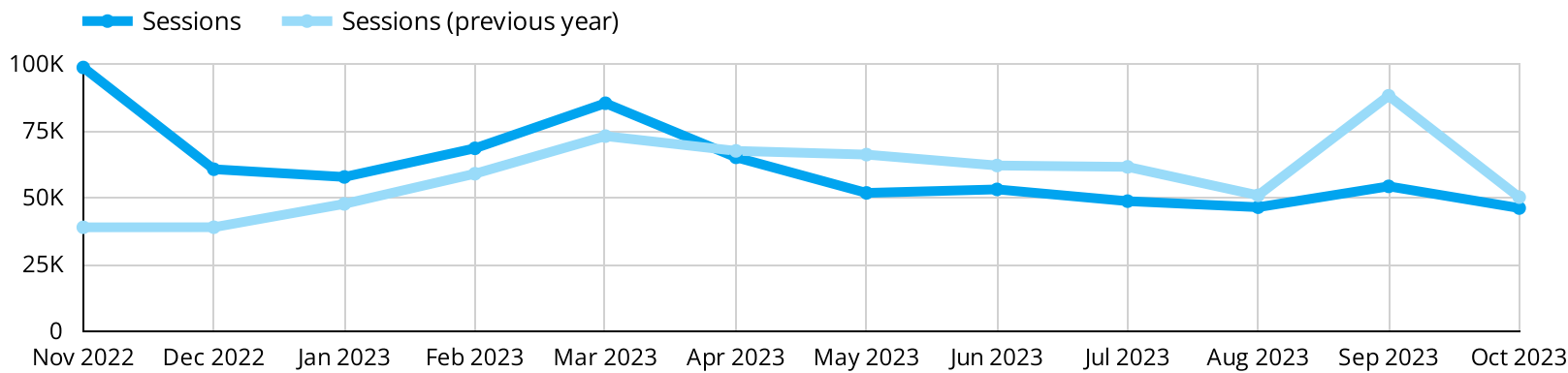
Oct 1, 2023 - Oct 31, 2023

Active Users 29,794 ↓ -0.2%	Sessions 47,383 ↓ -4.4%	Engaged Sessions 33,221 ↓ -2.8%	Engagement Rate 70.11% ↑ 1.8%	Avg. Engagement Time 00:01:14 ↓ -3.6%	Conversions 7,079 ↑ N/A
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Device Category (Users)



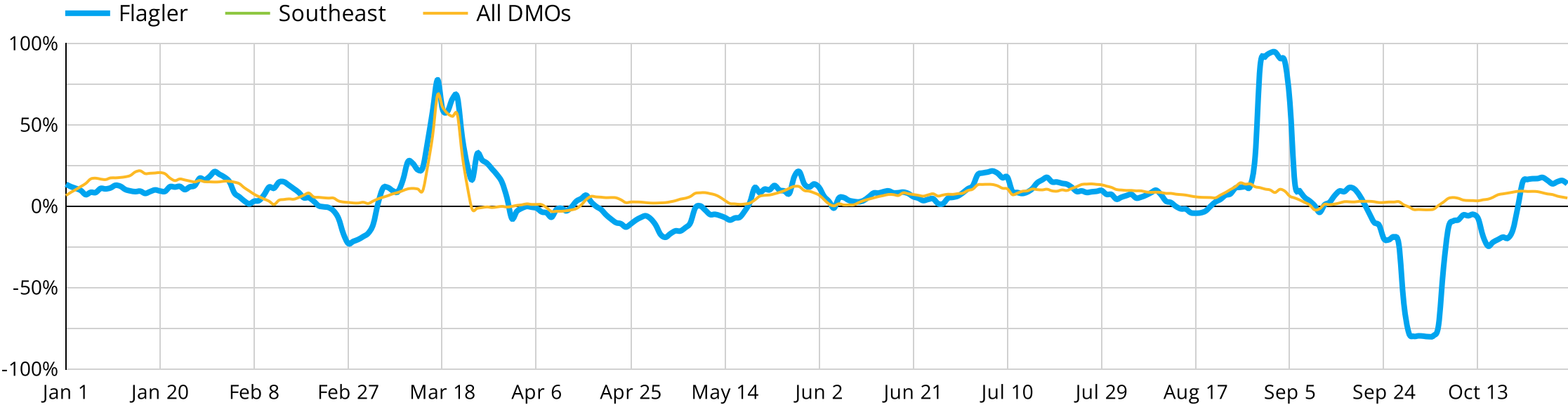
Engaged Sessions over time (Last 12 months YoY)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	21,925	24,423	00:01:16
Direct	3,981	5,093	00:01:11
Organic Social	3,003	1,926	00:00:30
Referral	938	1,025	00:01:49
Unassigned	200	21	00:03:34
Paid Search	76	51	00:00:37
Display	10	5	00:02:12
Paid Social	7	2	00:00:00
Email	1	1	00:06:04

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

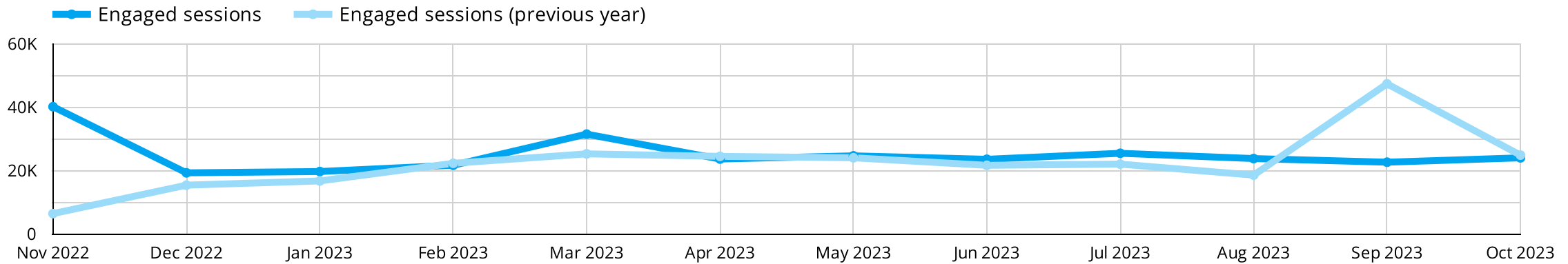
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.18	1.9	-12.8%	organic search	00:01:03	00:00:53	-15.18%	organic search	72.18%	68.63%	-4.91%
paid search	1.74	1.32	-24.18%	paid search	00:00:24	00:00:24	-1.54%	paid search	47.95%	33.06%	-31.06%
Grand total	1.94	1.83	-5.83%	Grand total	00:00:42	00:00:48	16.22%	Grand total	56.81%	61.71%	8.62%

ORGANIC TRAFFIC SUMMARY

Oct 1, 2023 - Oct 31, 2023

Active users 21,925 ↑ 0.8%	Sessions 33,316 ↓ -5.4%	Engaged sessions 24,423 ↓ -1.5%	Engagement rate 73.31% ↑ 4.1%	Engagement Time 00:01:16 ↑ 2.5%	Conversions 6,071 ↑ N/A
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Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Conversions
/beaches/webcams	2,546	26
/events	2,005	458
/event/18th-annual-creekside-festival/21382	1,592	644
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,192	304
/event/island-fest-6-palm-coast/21316	1,054	517
/event/10-annual-maze-dayz-at-cowart-ranch-2023/21454	581	100
/event/22nd-annual-tommy-tant-memorial-surf-classic-2023/21091	571	244
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach	486	79
/	439	127
/things-to-do/restaurants-bars	363	218
/listing/equestrian-adventures-of-florida/346583	303	84

Conversion Events

Event name	Conversions
partner_referral	5,610
file_download	250
newsletter_signup	111
visitorguide_request	100

ORGANIC SEARCH QUERY PERFORMANCE

Oct 1, 2023 - Oct 31, 2023

Organic Clicks

24,936

↓ -2.0%

Organic Impressions

1,180,173

↑ 18.3%

Organic CTR%

2.11%

↓ -17.1%

Average Ranking Position

21.8

↑ 9.3%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach webcam	1,089	1	-0.01 ↓	66.69%
flagler beach cam	882	1	-0.01 ↓	62.03%
creekside festival	814	1.12	-1.06 ↓	62.23%
island fest palm coast	268	1.1	0.05 ↑	68.37%
flagler beach live cam	221	1	0	58.01%
flagler beach	193	8.05	0.54 ↑	1.22%
island festival palm coast	179	1.03	-0.13 ↓	78.17%
things to do in palm coast	155	2.26	1.17 ↑	19.85%
flagler live cam	136	1.01	0.01 ↑	51.32%
flagler pier cam	133	1.03	0.03 ↑	54.96%
flagler beach surf cam	120	1.86	0.81 ↑	28.99%
palm coast webcam	114	1	0	78.08%
palm coast events	111	1.73	-0.26 ↓	24.94%
things to do in palm coast fl	110	2.59	0.87 ↑	20.75%
creekside festival palm coast	99	2	0.17 ↑	24.81%
princess place preserve festival	93	2.29	-0.19 ↓	40.26%
tommy tant 2023	91	1.99	-	19.53%
flagler beach camera	88	1	0	77.88%
things to do in palm coast florida	86	2.04	0.31 ↑	23.82%
princess place preserve	86	5.03	1.49 ↑	3.21%



Organic Search Result Performance

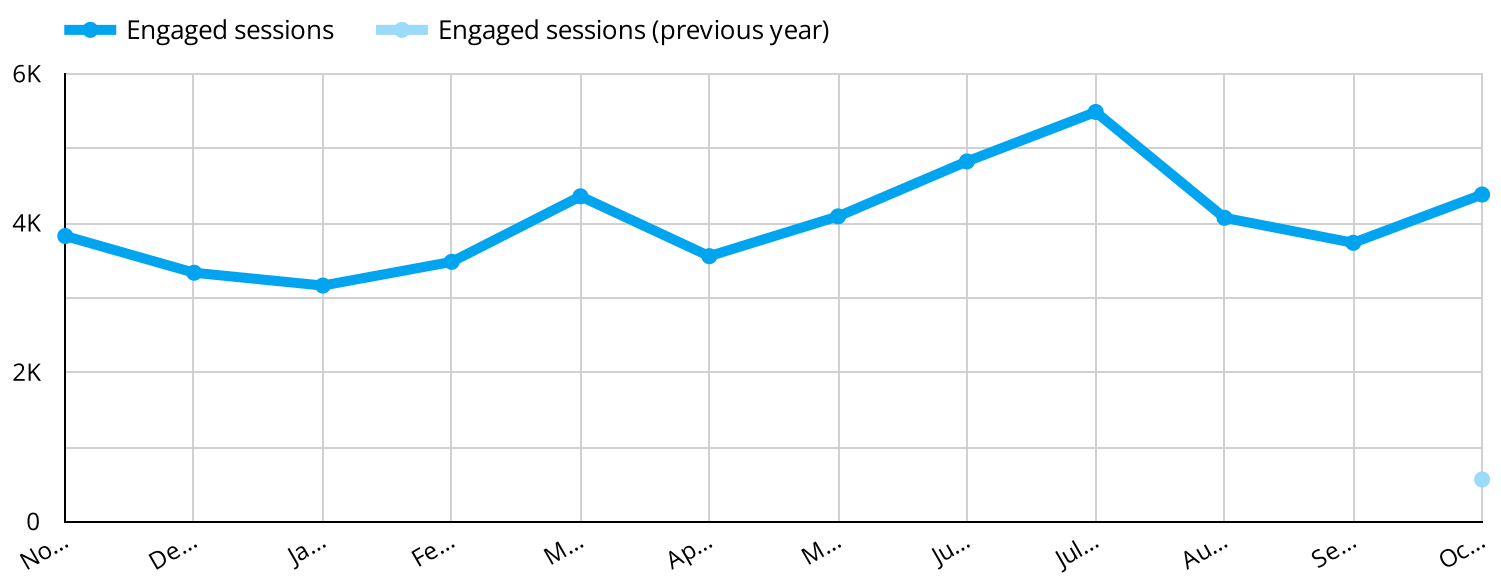
Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach webcam	https://www.visitflagler.com/beaches/webcams/	1,089	1,633	-731 ↓	66.69%
flagler beach cam	https://www.visitflagler.com/beaches/webcams/	882	1,422	-244 ↓	62.03%
creekside festival	https://www.visitflagler.com/event/18th-annual-creekside-festival/21382/	779	1,244	-	62.62%
island fest palm coast	https://www.visitflagler.com/event/island-fest-6-palm-coast/21316/	322	480	-	67.08%
island festival palm coast	https://www.visitflagler.com/event/island-fest-6-palm-coast/21316/	232	304	-	76.32%
flagler beach live cam	https://www.visitflagler.com/beaches/webcams/	221	381	-234 ↓	58.01%
things to do in palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	155	781	100 ↑	19.85%
flagler live cam	https://www.visitflagler.com/beaches/webcams/	136	265	-29 ↓	51.32%
flagler pier cam	https://www.visitflagler.com/beaches/webcams/	133	242	-160 ↓	54.96%
flagler beach surf cam	https://www.visitflagler.com/beaches/webcams/	120	414	-40 ↓	28.99%
palm coast webcam	https://www.visitflagler.com/beaches/webcams/	114	146	-23 ↓	78.08%
things to do in palm coast fl	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	109	530	-101 ↓	20.57%
flagler beach	https://www.visitflagler.com/	109	15,812	-6,466 ↓	0.69%
tommy tant 2023	https://www.visitflagler.com/event/22nd-annual-tommy-tant-memorial-surf-classic-2023/21091/	91	466	-	19.53%
creekside festival palm coast	https://www.visitflagler.com/event/18th-annual-creekside-festival/21382/	90	359	-	25.07%
flagler beach camera	https://www.visitflagler.com/beaches/webcams/	88	113	-16 ↓	77.88%
things to do in palm coast flori...	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	86	361	150 ↑	23.82%
princess place preserve	https://www.visitflagler.com/listing/princess-place-preserve/270329/	85	2,675	647 ↑	3.18%
flagler surf cam	https://www.visitflagler.com/beaches/webcams/	85	687	5 ↑	12.37%
web cam flagler beach	https://www.visitflagler.com/beaches/webcams/	85	106	86 ↑	80.19%
princess place preserve festival	https://www.visitflagler.com/event/18th-annual-creekside-festival/21382/	83	193	-	43.01%
flagler beach pier webcam	https://www.visitflagler.com/beaches/webcams/	81	114	-142 ↓	71.05%
flagler beach pier cam	https://www.visitflagler.com/beaches/webcams/	78	142	160 ↑	54.55%

ORGANIC BLOG TRAFFIC

Oct 1, 2023 - Oct 31, 2023

Sessions 5,205 ↑ 673.4%	Engaged Sessions 4,321 ↑ 663.4%
Active Users 4,540 ↑ 655.4%	Conversions 759 ↑ N/A
Engagement Time 00:01:41 ↓ -2.8%	Engagement Rate 83.02% ↓ -1.3%

Organic Engaged Sessions to the Blog over time (Last 12 months YoY)



Top Organic Landing Pages (Blog)

Landing page	Active users	Engaged sessions	Engagement rate
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,192	1,171	88.31%
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches	298	324	92.84%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	277	266	82.61%
/blog/post/fall-events-roundup-festivals-halloween-fun-and-more	257	217	79.49%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	246	219	82.02%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	177	166	82.18%
/blog/post/dont-miss-these-fun-fall-events-in-palm-coast-and-the-flagler-beaches	176	173	91.05%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	140	133	89.26%
/blog/post/shop-local-eat-local-at-european-village	92	76	77.55%
/blog/post/why-flagler-beaches-are-the-best-in-florida	89	81	86.17%