



DIGITAL MARKETING REPORT

Visit Flagler, FL

November 2023



SEO EXECUTIVE SUMMARY

Nov 1, 2023 - Nov 30, 2023

For **overall traffic**, sessions numbered 38,322 in November a 62% decrease year-over-year. This 62,000-session decline was most pronounced on the webcams page, which decreased by 52,000 sessions.

Organic traffic, at 26,581 sessions, saw a 54% decrease that was again concentrated on the webcams page (-30,000 sessions). Without taking the webcams page into account, organic sessions numbered 20,528, which is actually a 4% increase year-over-year. Engaged sessions comprised 75% of organic traffic, meaning three-quarters of users either completed a conversion or clicked further into the site. Despite the decrease in sessions, organic engagement rate increased 6%, and engagement time per session increased 60% to 57 seconds.

The top organic landing pages by active users were webcams (2,230), Events (1,729) and the Where to Eat for Thanksgiving blog post (1,218). Organic conversions numbered 4,462 and accounted for 78% of all conversions completed on the website.

Outside of **webcams**, top areas of organic search included **things to do**, **A1A garage sale** and **Princess Place Preserve**. The A1A Garage Sale (or 150-Mile Garage Sale) saw an exponential increase in user interest and SERP strength. Clicks reached 186, up from just 13 last year, leading to an impressive 37% click-through rate for these terms. Additionally, these terms ranked the site, on average, in position 4.9, a 48% improvement over last year. Queries related to Princess Place Preserve totaled 212 (+75%), while impressions reached 5,000 (+35%). About two-thirds of users searching for these terms landed on the [Princess Place Preserve listing](#).

Organic clicks numbered 20,700, down 50%, and impressions numbered 1.1 million, up 13%. This means that, despite the decrease in user interest, search engines continued to serve the website within the top results in SERP. Both clicks and impressions spiked the weekend of Nov. 10.

COMPLETED TASKS

- Completed on-page optimization on three pages, including [Where to Eat for Thanksgiving](#) and [Holiday Boat Parade](#)
- Monthly crawl error check and broken link scan 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.

Organic Summary

Sessions

26,581

↓ -53.7%

Engaged sessions

19,834

↓ -51.8%

Listing Referrals

2,810

↑ N/A

Event Referrals

1,160

↑ N/A

Visitors Guide Requests

88

No data

Newsletter Signups

89

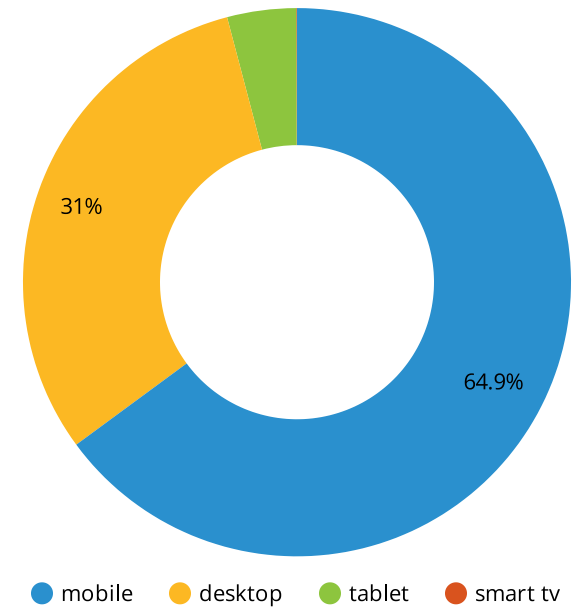
No data

OVERALL TRAFFIC SUMMARY

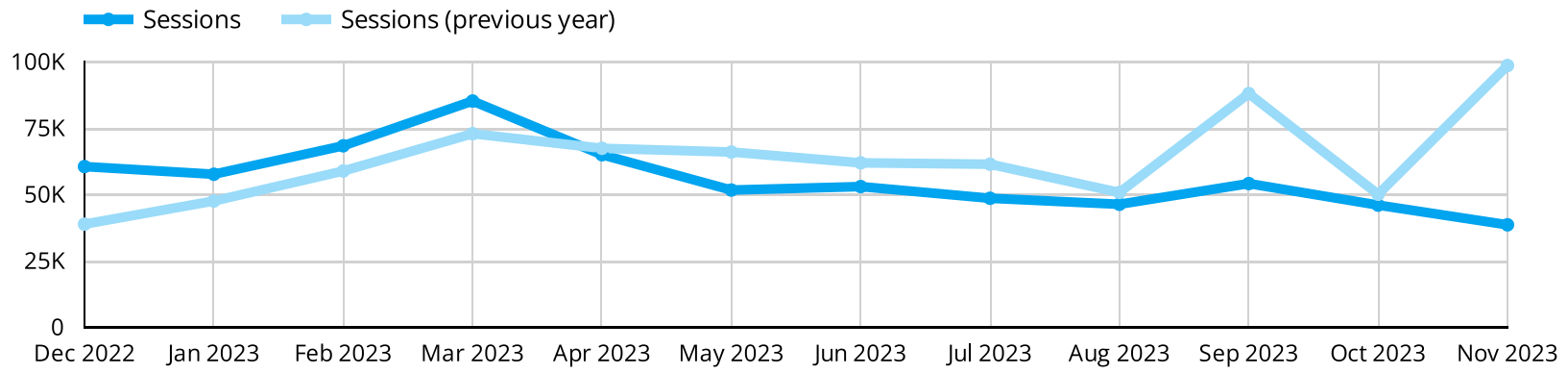
Nov 1, 2023 - Nov 30, 2023

Active Users 25,069 ↓ -58.6%	Sessions 38,322 ↓ -61.9%	Engaged Sessions 27,251 ↓ -59.7%	Engagement Rate 71.11% ↑ 5.9%	Avg. Engagement Time 00:01:26 ↑ 46.6%	Conversions 5,725 ↑ N/A
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Device Category (Users)



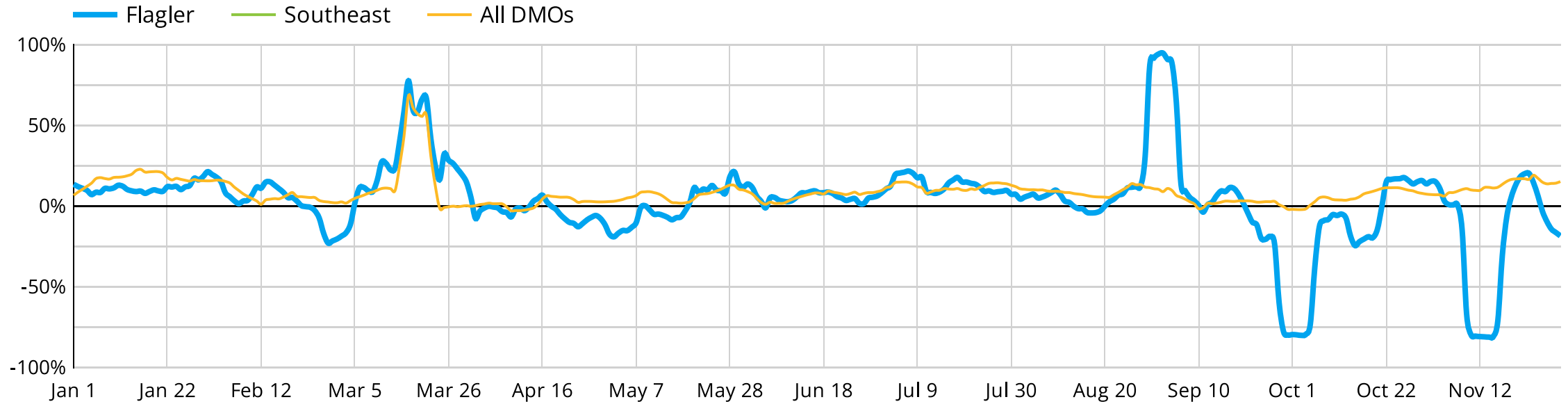
Engaged Sessions over time (Last 12 months YoY)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	17,964	19,834	00:01:25
Direct	4,674	5,241	00:01:20
Referral	1,228	1,261	00:01:46
Organic Social	1,226	1,035	00:00:35
Unassigned	273	28	00:05:21
Paid Search	63	39	00:00:37
Display	5	3	00:00:00
Paid Other	2	4	00:03:26
Email	1	2	00:00:56

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

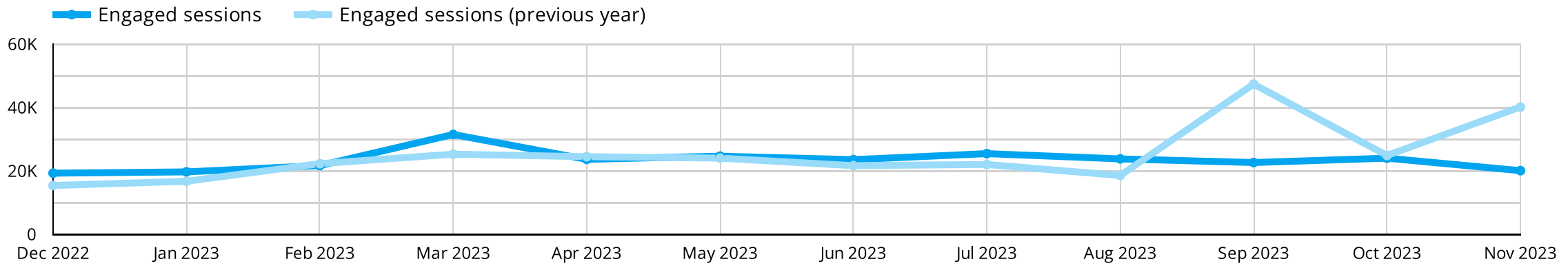
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.14	1.98	-7.54%	organic search	00:00:59	00:00:59	-0.31%	organic search	71.63%	70.57%	-1.48%
paid search	1.85	1.13	-38.91%	paid search	00:00:34	00:00:00	-100%	paid search	50.71%	13.21%	-73.95%
Grand total	1.91	1.97	3.25%	Grand total	00:00:40	00:00:56	39.65%	Grand total	56.17%	66.27%	17.98%

ORGANIC TRAFFIC SUMMARY

Nov 1, 2023 - Nov 30, 2023

Active users 17,964 ↓ -42.5%	Sessions 26,581 ↓ -53.7%	Engaged sessions 19,834 ↓ -51.8%	Engagement rate 74.62% ↑ 3.9%	Engagement Time 00:01:25 ↑ 9.0%	Conversions 4,462 ↑ 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	2,230	20
/events	1,729	337
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches	1,218	180
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,122	287
/event/15th-annual-a1a-super-scenic-garage-sale/21538	567	170
/	366	73
/things-to-do/restaurants-bars	360	164
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-beaches	347	164
/event/3rd-annual-holiday-market/21445	302	136
/event/palm-coast-fall-arts-festival/21405	302	109

Conversion Events

Event name	Conversions
partner_referral	3,970
file_download	315
newsletter_signup	89
visitorguide_request	88

ORGANIC SEARCH QUERY PERFORMANCE

Nov 1, 2023 - Nov 30, 2023

Organic Clicks

20,713

↓ -49.8%

Organic Impressions

1,108,958

↑ 13.0%

Organic CTR%

1.87%

↓ -55.6%

Average Ranking Position

22.79

↑ 9.8%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	822	1.1	0.1 ↑	70.14%
flagler beach webcam	768	1	-0 ↓	63.89%
flagler beach	133	7.09	-0.16 ↓	1.04%
things to do in palm coast	131	2.54	1.23 ↑	20.03%
flagler live cam	117	1.02	0.02 ↑	59.69%
a1a garage sale	110	1.66	-9.16 ↓	47.62%
flagler beach live cam	110	1.01	0.01 ↑	44%
princess place preserve	102	4.7	1.14 ↑	4.68%
flagler beach surf cam	89	1.83	0.72 ↑	26.73%
palm coast webcam	87	1	0	78.38%
flagler pier cam	84	1.06	0.06 ↑	45.41%
palm coast events	81	2.24	0.81 ↑	29.14%
things to do in palm coast fl	81	2.25	-0.16 ↓	17.42%
things to do in palm coast florida	81	2.07	-0.04 ↓	23.96%
flagler beach pier webcam	81	1	0	86.17%
flagler webcam	78	1	0	54.17%
palm coast florida	74	10.59	1.95 ↑	0.7%
flagler surf cam	73	2.02	0.34 ↑	12.97%
palm coast fl	69	11.51	1.23 ↑	0.54%
flagler cam	64	1.01	0.01 ↑	68.09%



Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach cam	https://www.visitflagler.com/beaches/webcams/	822	1,172	-4,043 ↓	70.14%
flagler beach webcam	https://www.visitflagler.com/beaches/webcams/	768	1,202	-7,179 ↓	63.89%
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...	130	654	42 ↑	19.88%
flagler live cam	https://www.visitflagler.com/beaches/webcams/	117	196	-523 ↓	59.69%
flagler beach live cam	https://www.visitflagler.com/beaches/webcams/	110	250	-1,577 ↓	44%
a1a garage sale	https://www.visitflagler.com/event/15th-annual-a1a-super-scenic-garage-sale/21538/	110	231	-	47.62%
princess place preserve	https://www.visitflagler.com/listing/princess-place-preserve/270329/	102	2,181	519 ↑	4.68%
flagler beach surf cam	https://www.visitflagler.com/beaches/webcams/	89	333	-404 ↓	26.73%
palm coast webcam	https://www.visitflagler.com/beaches/webcams/	87	111	-281 ↓	78.38%
flagler pier cam	https://www.visitflagler.com/beaches/webcams/	84	185	-1,583 ↓	45.41%
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...	81	465	52 ↑	17.42%
flagler beach pier webcam	https://www.visitflagler.com/beaches/webcams/	81	94	-692 ↓	86.17%
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...	81	338	120 ↑	23.96%
flagler webcam	https://www.visitflagler.com/beaches/webcams/	78	144	-430 ↓	54.17%
palm coast events	https://www.visitflagler.com/events/	76	257	-47 ↓	29.57%
flagler surf cam	https://www.visitflagler.com/beaches/webcams/	73	563	-689 ↓	12.97%
flagler beach	https://www.visitflagler.com/	71	12,726	-22,249 ↓	0.56%
flagler cam	https://www.visitflagler.com/beaches/webcams/	64	94	-191 ↓	68.09%
a1a yard sale 2023	https://www.visitflagler.com/event/15th-annual-a1a-super-scenic-garage-sale/21538/	61	247	-	24.7%
flagler beach pier cam	https://www.visitflagler.com/beaches/webcams/	59	126	-1,258 ↓	46.83%
flagler beach camera	https://www.visitflagler.com/beaches/webcams/	57	72	-465 ↓	79.17%
things to do in palm coast this ...	https://www.visitflagler.com/events/	51	166	32 ↑	30.72%
things to do near me	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	50	1,648	497 ↑	3.03%

ORGANIC BLOG TRAFFIC

Nov 1, 2023 - Nov 30, 2023

Sessions

6,290

↑ 40.5%

Engaged Sessions

5,242

↑ 38.5%

Active Users

5,324

↑ 39.8%

Conversions

938

↑ N/A

Engagement Time

00:01:49

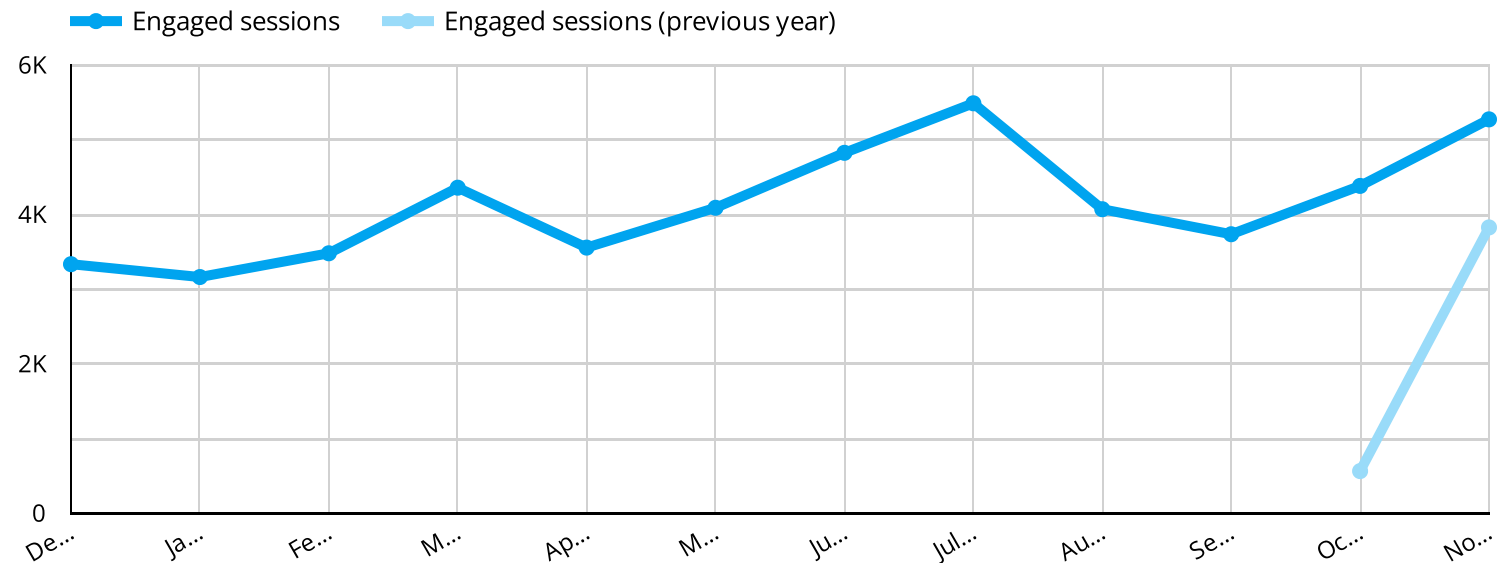
↓ -2.7%

Engagement Rate

83.34%

↓ -1.4%

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/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches	1,218	1,351	88.24%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,122	1,084	86.37%
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-beaches	347	345	88.01%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	255	230	83.03%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	210	189	80.43%
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches	189	153	75.37%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	186	167	80.68%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	144	136	88.31%
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler-beaches	105	96	78.69%
/blog/post/where-to-see-santa-in-palm-coast-and-the-flagler-beaches	91	95	73.64%