



DIGITAL MARKETING REPORT

Visit Flagler, FL

December 2023



SEO EXECUTIVE SUMMARY

Dec 1, 2023 - Dec 31, 2023

For **overall traffic**, sessions numbered 41,215 in December, a 29% decrease year-over-year. This 17,000-session decline can be mostly attributed an 11,000-session decrease to Display and a 3,200-session decrease in Paid Search. .

Organic traffic increased 7%, with a total of 28,050 sessions. Engaged sessions comprised 75% of organic traffic, meaning three-quarters of users either completed a conversion or clicked further into the site. The top organic landing pages by active users were webcams (2,704), Events (1,561) and the 25 Things to Do blog post (1,396). Organic conversions numbered 4,811 and accounted for 77% of all conversions completed on the website.

The website saw even more organic success on SERP: Clicks numbered 23,000, up 11%, and impressions numbered 1.1 million, up 17%, meaning both user interest and search engine strength increased at sustainable levels. Outside of **webcams**, top areas of organic search included **European Village NYE** and the **boat parade**.

Clicks to European Village-related queries increased 75% and ranked the site in position 8, a 9% improvement over last year. About two-thirds of those clicks went to the [New Year's Eve event listing](#). All New Year's Eve-related queries, including "new years eve flagler beach" and "flagler beach new years eve fireworks", drove 400 clicks, up from just 100 last year. Furthermore, ranking for these terms improved 32% to reach position 2.8. Terms related to Christmas also improved in ranking, from position 9 in 2022 to position 7.8 in 2023. Despite being a popular topic, the boat parade saw some slight decreases. Clicks to boat parade-related terms numbered 292, down 55%, while impressions 3,900, a 13% decrease. This dip in user interest could be attributed to competition from both the yacht club website and the Palm Coast city website. On a positive note, about a third of those clicks went to the parade blog post.

Blog posts as a whole drove 5,658 organic sessions, up 40% year-over-year. Four out of the top 10 blogs focused on seasonal content, meaning users are taking advantage of the blog while they're in the destination.

COMPLETED TASKS

- 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

28,050

↑ 6.5%

Engaged sessions

20,975

↑ 11.0%

Listing Referrals

2,575

↑ N/A

Event Referrals

1,943

↑ N/A

Visitors Guide Requests

81

No data

Newsletter Signups

91

No data

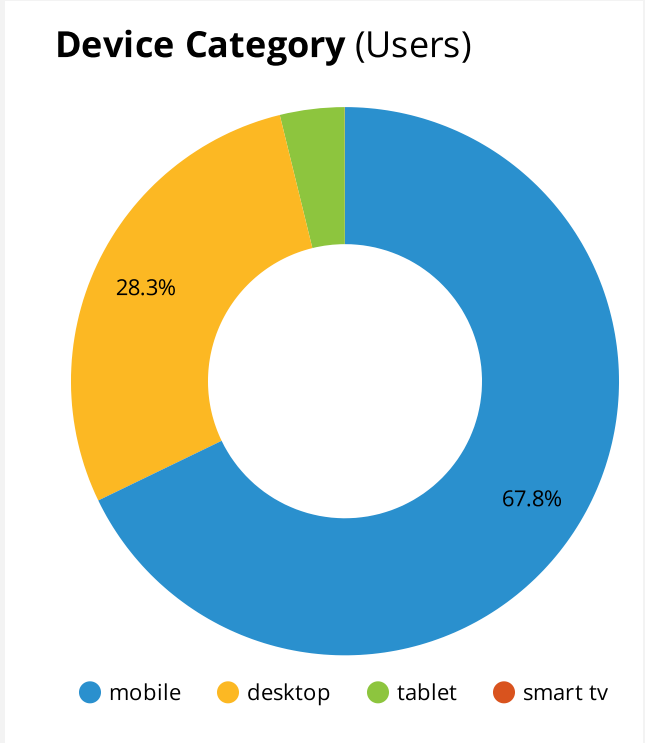


SEO REPORT

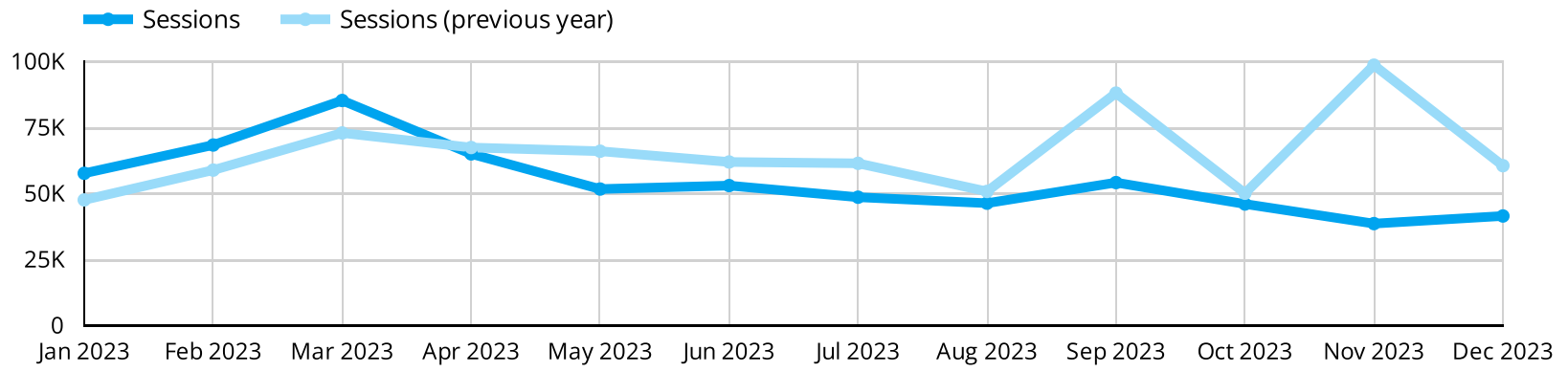
OVERALL TRAFFIC SUMMARY

Dec 1, 2023 - Dec 31, 2023

Active Users 27,179 ↓ -39.1%	Sessions 41,215 ↓ -29.5%	Engaged Sessions 29,373 ↓ -6.3%	Engagement Rate 71.27% ↑ 32.8%	Avg. Engagement Time 00:01:14 ↑ 61.9%	Conversions 6,229 ↑ N/A
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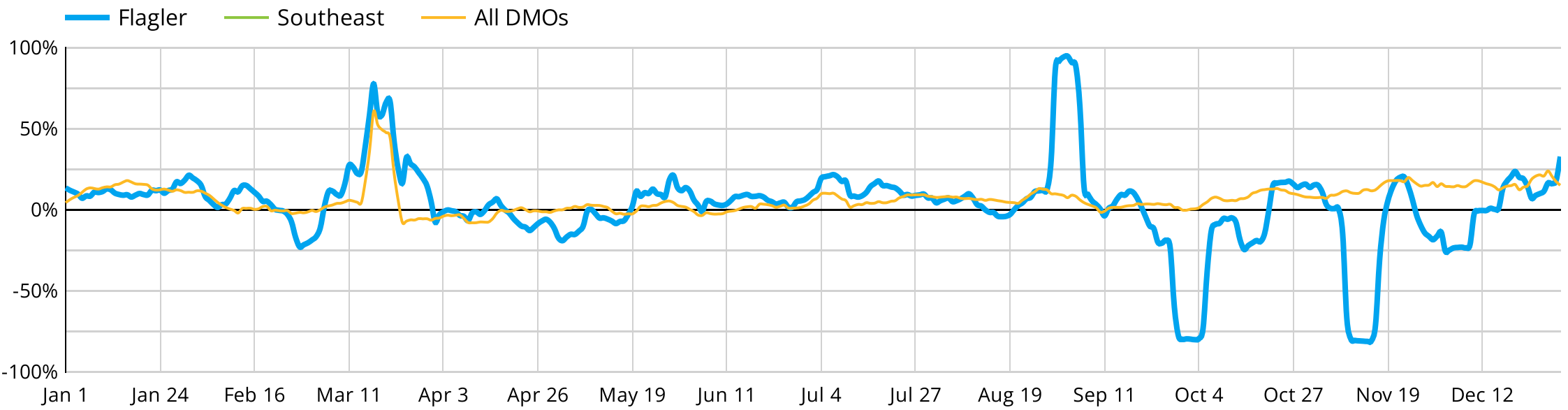
Engaged Sessions over time (Last 12 months YoY)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	19,647	20,975	00:01:13
Direct	5,016	5,774	00:01:12
Referral	1,564	1,459	00:01:41
Organic Social	1,105	965	00:00:42
Unassigned	150	42	00:01:04
Paid Search	84	60	00:00:39
Display	8	2	00:00:02
Email	1	1	00:00:08
Organic Video	1	1	00:09:16
Paid Other	1	2	00:00:17

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

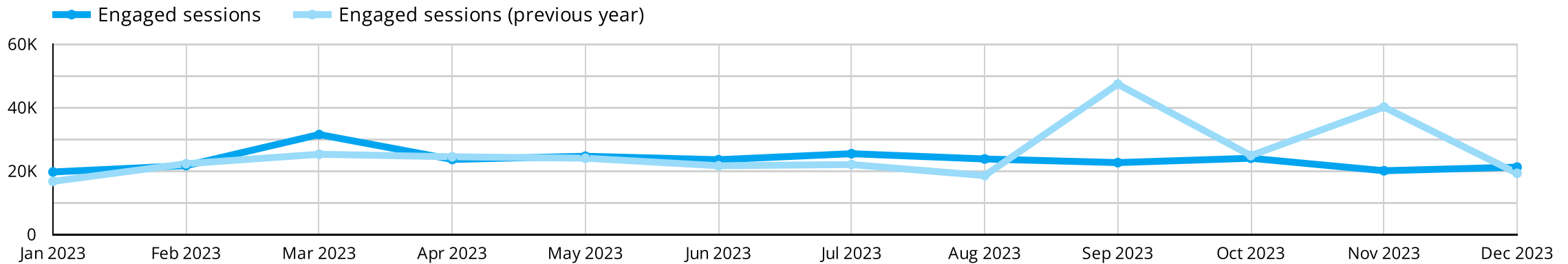
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.09	1.91	-8.38%	organic search	00:00:59	00:00:54	-8.44%	organic search	70.75%	69.5%	-1.77%
paid search	2.01	2.57	28.05%	paid search	00:00:38	00:01:12	87.23%	paid search	57.51%	48.28%	-16.05%
Grand total	1.9	1.88	-1.26%	Grand total	00:00:43	00:00:52	20.33%	Grand total	57.28%	65.11%	13.68%

ORGANIC TRAFFIC SUMMARY

Dec 1, 2023 - Dec 31, 2023

Active users 19,647 ↑ 7.9%	Sessions 28,050 ↑ 6.5%	Engaged sessions 20,975 ↑ 11.0%	Engagement rate 74.78% ↑ 4.3%	Engagement Time 00:01:13 ↑ 3.8%	Conversions 4,811 ↑ 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	2,704	41
/events	1,561	338
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,396	349
/event/new-years-eve-at-the-european-village/21593	1,104	682
/event/flagler-beach-new-years-fireworks/21600	834	247
/event/23rd-palm-coast-holiday-boat-parade/21483	580	218
/things-to-do/restaurants-bars	407	147
/event/fantasy-lights/21123	369	109
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	352	30
/	351	83

Conversion Events

Event name	Conversions
partner_referral	4,518
file_download	121
newsletter_signup	91
visitorguide_request	81

ORGANIC SEARCH QUERY PERFORMANCE

Dec 1, 2023 - Dec 31, 2023

Organic Clicks
22,869
↑ 10.5%

Organic Impressions
1,095,263
↑ 16.9%

Organic CTR%
2.09%
↓ -5.5%

Average Ranking Position
21.86
↑ 5.5%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	1,004	1.05	0.05 ↑	68.3%
flagler beach webcam	985	1.03	0.03 ↑	65.28%
flagler beach live cam	186	1.05	-0.01 ↓	64.81%
things to do in palm coast	154	2.34	0.06 ↑	20.48%
flagler beach	144	7.37	-0.42 ↓	1.06%
flagler live cam	129	1.01	0.01 ↑	61.72%
things to do in palm coast fl	127	2.08	-0.9 ↓	22.52%
new year's eve at the european villag...	125	1	-	59.52%
flagler pier cam	122	1.24	0.24 ↑	59.22%
flagler beach surf cam	111	1.5	-0.24 ↓	30.58%
palm coast boat parade 2023	111	5.6	-	8.53%
european village new years eve 2023	103	1.05	-	82.4%
cochise waterway palm coast	101	1.02	-	28.94%
things to do in palm coast florida	98	2.08	-0.4 ↓	24.26%
flagler webcam	89	1.14	0.14 ↑	62.24%
things to do palm coast	88	2.02	0.47 ↑	19.73%
palm coast webcam	86	1.02	0.02 ↑	77.48%
things to do near me	82	21.18	0.27 ↑	4.55%
palm coast events	80	2.2	0.47 ↑	26.06%
flagler beach pier webcam	73	1	0	82.02%



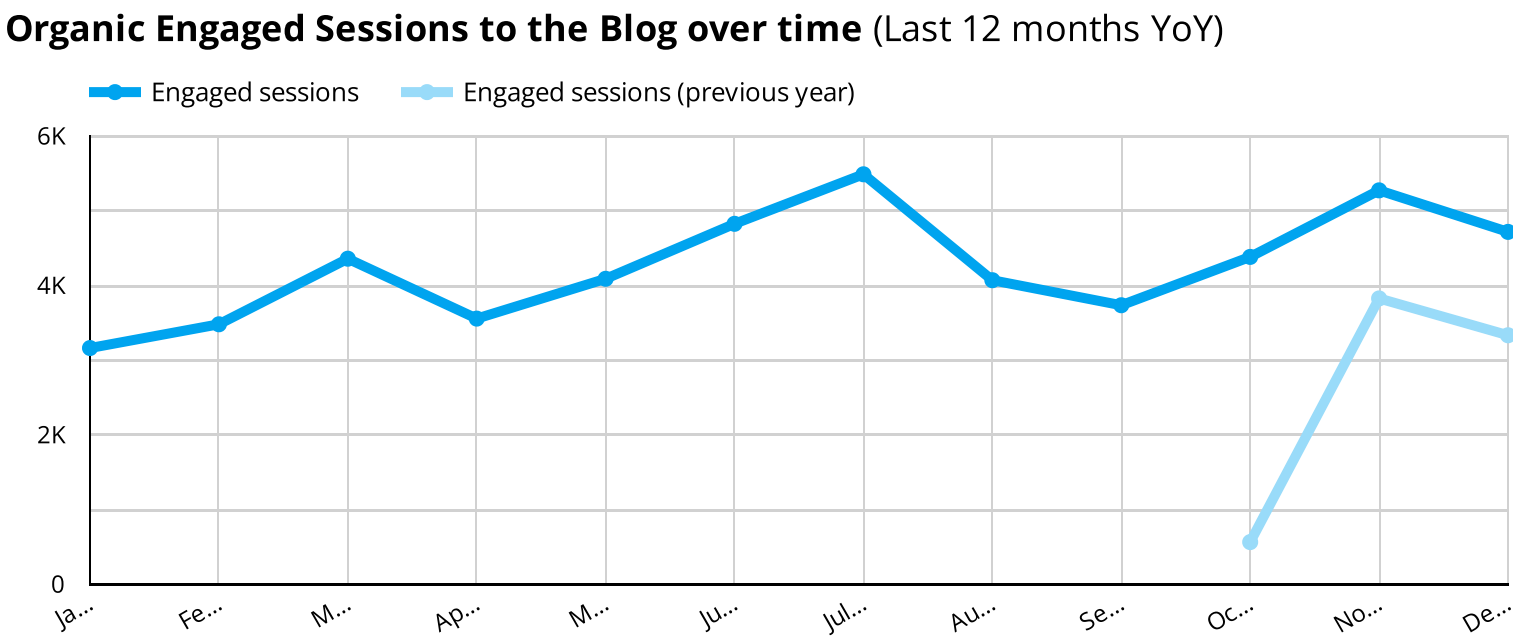
Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach cam	https://www.visitflagler.com/beaches/webcams/	1,004	1,470	405 ↑	68.3%
flagler beach webcam	https://www.visitflagler.com/beaches/webcams/	985	1,508	356 ↑	65.32%
flagler beach live cam	https://www.visitflagler.com/beaches/webcams/	186	287	-29 ↓	64.81%
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...	152	752	-22 ↓	20.21%
flagler live cam	https://www.visitflagler.com/beaches/webcams/	129	209	71 ↑	61.72%
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...	126	564	141 ↑	22.34%
new year's eve at the europe...	https://www.visitflagler.com/event/new-years-eve-at-the-european-village/21593/	125	210	-	59.52%
flagler pier cam	https://www.visitflagler.com/beaches/webcams/	122	206	-95 ↓	59.22%
european village new years e...	https://www.visitflagler.com/event/new-years-eve-at-the-european-village/21593/	115	142	-	80.99%
flagler beach surf cam	https://www.visitflagler.com/beaches/webcams/	111	363	-46 ↓	30.58%
palm coast boat parade 2023	https://www.visitflagler.com/event/23rd-palm-coast-holiday-boat-parade/21483/	106	1,011	-	10.48%
cochise waterway palm coast	https://www.visitflagler.com/event/23rd-palm-coast-holiday-boat-parade/21483/	98	348	-	28.16%
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...	97	404	141 ↑	24.01%
flagler webcam	https://www.visitflagler.com/beaches/webcams/	89	143	-40 ↓	62.24%
palm coast webcam	https://www.visitflagler.com/beaches/webcams/	86	111	19 ↑	77.48%
things to do palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	85	446	222 ↑	19.06%
palm coast events	https://www.visitflagler.com/events/	73	287	4 ↑	25.44%
flagler beach pier webcam	https://www.visitflagler.com/beaches/webcams/	73	89	-6 ↓	82.02%
things to do near me	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	67	1,712	392 ↑	3.91%
flagler beach	https://www.visitflagler.com/	67	13,503	-582 ↓	0.5%
flagler beach pier cam	https://www.visitflagler.com/beaches/webcams/	65	161	8 ↑	40.37%
wild ginger palm coast	https://www.visitflagler.com/listing/wild-ginger-sushi-%26-asian-kitchen/346915/	61	1,646	-	3.71%
flagler beach new year's eve	https://www.visitflagler.com/event/flagler-beach-new-years-fireworks/21600/	59	105	-	56.19%

ORGANIC BLOG TRAFFIC

Dec 1, 2023 - Dec 31, 2023

Sessions 5,658 ↑ 39.7%	Engaged Sessions 4,705 ↑ 40.3%
Active Users 5,023 ↑ 40.5%	Conversions 683 ↑ N/A
Engagement Time 00:01:31 ↑ 0.0%	Engagement Rate 83.16% ↑ 0.4%



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	1,396	1,358	87.16%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	352	312	82.54%
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches	338	278	77.65%
/blog/post/where-to-see-santa-in-palm-coast-and-the-flagler-beaches	319	298	75.06%
/blog/post/seas-the-season-at-the-palm-coast-holiday-boat-parade	236	206	74.1%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	217	205	85.06%
/blog/post/festive-christmas-eats-in-palm-coast-and-the-flagler-beaches	204	196	90.74%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	177	170	86.29%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	144	138	90.79%
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler-beaches	116	110	83.33%