

DIGITAL MARKETING REPORT

Visit Flagler, FL February 2024





For **overall traffic**, sessions numbered 50,149 in February, a 29% decrease year-over-year. This 20,400-session decrease can be mostly attributed to losses in the Display and Social channels, which decreased by 6,700 and 14,000 sessions, respectively.

Organic traffic, on the other hand, increased 14%, with a total of 34,196 sessions. Engaged sessions comprised about 74% of organic traffic, and organic conversions accounted for 74% of all conversions completed on the website. The top organic landing pages by active users were webcams (2,038), Events (2,016) and the Native American Festival event listing (1,860). The Events page, in particular, saw a 21% increase in organic sessions year-over-year, partly driven by a 21% increase in clicks.

Naturally, given the top landing pages, queries related to the Native American Festival performed incredibly well on SERP. Not only did clicks to festival-related terms increase exponentially (from 93 in 2023 to 1,500 in 2024), average ranking for these terms improved 64% to reach position 1.6. About 90% of users landed on the event listing, while the rest went to the Princess Preserve Pow Wow blog post.

Altogether, organic clicks to the website increased 24% year-year-over. Although webcam-related searches continue to dominate user interest, non-webcam search terms grew by 26% and made up about a third of all terms. Blog posts as a whole drove 8,426 organic sessions, up 100% year-over-year. This growth can be partially attributed to these pages' success on SERP: All blog post pages drove 7,800 clicks (+104%) on 230,000 impressions (+46%).

TOP CITIES (SESSIONS)

Palm Coast: 7,407

Miami: 5,158 Orlando: 3,603 Atlanta: 2,046

New York: 1,174 Jacksonville: 1,047

Ashburn: 769

Daytona Beach: 721 Flagler Beach: 479 St. Augustine: 412

TOP STATES (SESSIONS)

Florida: 26,793 Georgia: 3,553 New York: 2,370 Virginia: 1,699

North Carolina: 1,381

Michigan: 1,370 Ohio 1,336

Pennsylvania 1,127

Indiana 829 Tennessee 740

COMPLETED ACTIVITIES

- · Monthly crawl error report found no anomalies
- Broken links scan led to nine corrections
- Completed and sent report/partner referrals

Organic Summary

Sessions

34,196

14.0%

Engaged sessions

25,403

11.5% 11.5%

Listing Referrals

3,914

N/A

Event Referrals

876

♠ N/A

Visitors Guide Requests

192

No data

Newsletter Signups

141

No data



SEO REPORT





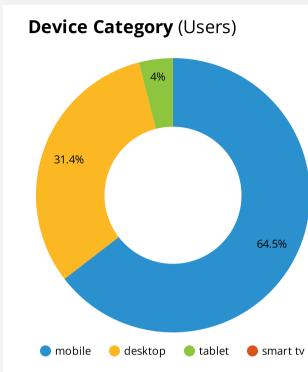
OVERALL TRAFFIC SUMMARY

Active Users Sessions 34,127 50,149 **33.0% -29.0%**

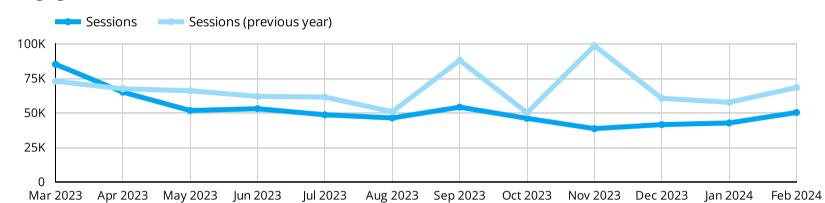
Engaged Sessions Engagement Rate 36,244 **₽** -18.4%

Avg. Engagement Time 72.27% 00:01:23 **14.8% ±** 46.1%

Conversions 8,018 N/A



Engaged Sessions over time (Last 12 months YoY)

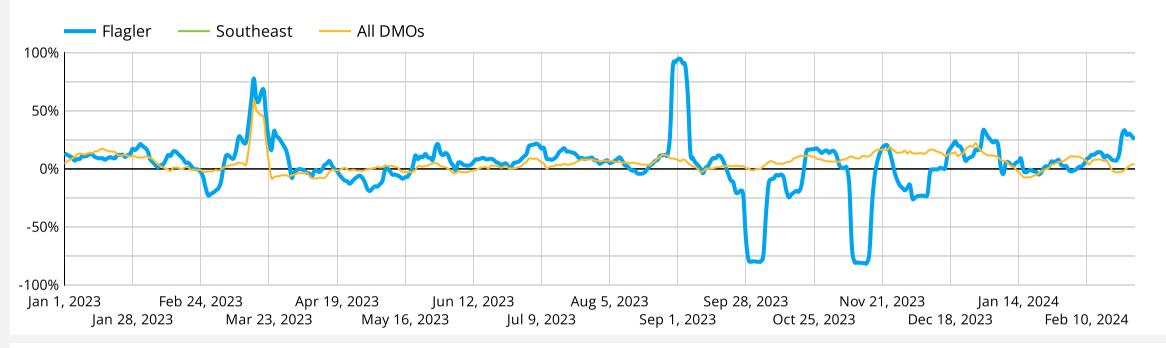


By Channel

Session default channel group	Active users 🕶	Engaged sessions	Avg. Engagement Time
Organic Search	23,493	25,403	00:01:24
Direct	5,956	6,362	00:01:10
Referral	2,677	2,687	00:01:44
Organic Social	1,331	1,031	00:00:39
Display	543	175	00:00:19
Unassigned	322	51	00:04:54
Paid Search	225	153	00:00:38
Email	2	2	00:05:39
Organic Video	2	1	00:00:14
Paid Other	2	3	00:01:05

INDUSTRY COMPARISON

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

Pages per Session					
Channel	Industry	Client	% Diff		
organic search	2.41	2.04	-15.21%		
paid search	2.41	1.11	-53.88%		
Grand total	2.01	2.02	0.1%		

Engagement Time per Session					
Channel	Industry	Client	% Diff		
organic search	00:01:08	00:01:01	-9.38%		
paid search	00:00:55	00:00:18	-66.95%		
Grand total	00:00:46	00:00:58	25.41%		

Engagement Rate					
Channel	Industry	Client	% Diff		
organic search	70.84%	70.97%	0.19%		
paid search	65.29%	66.67%	2.1%		
Grand total	58.28%	65.98%	13.21%		

ORGANIC TRAFFIC SUMMARY

Feb 1, 2024 - Feb 29, 2024

Active users 23,493 **14.9%**

Sessions 34,196 **14.0%**

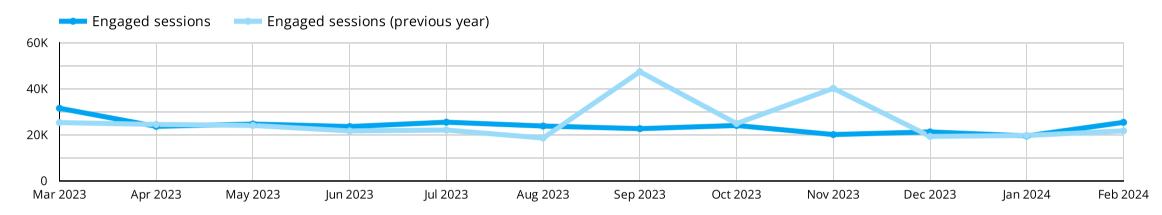
Engaged sessions 25,403 **11.5% 11.5%**

Engagement rate 74.29% **₽** -2.2%

Engagement Time 00:01:24 **₽** -3.1%

Conversions 5,922 ♠ N/A

Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Lisers)

Landing page	Active users ▼	Conversions
/beaches/webcams	2,038	50
/events	2,016	390
/event/9th-annual-native-american-festival-2024/21645	1,860	141
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,851	487
/blog/post/celebrate-native-american-culture-at-annual-princess-place-pow-wow	1,496	422
/things-to-do/restaurants-bars	593	242
/	566	177
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal- byway	496	34
/where-to-stay/campgrounds-rv-parks	422	229
/event/7th-annual-strawberry-fest/21539	389	184

Conversion Events

Event name	Conversions •
partner_referral	4,790
file_download	799
visitorguide_request	192
newsletter_signup	141

Feb 1, 2024 - Feb 29, 2024

ORGANIC SEARCH QUERY PERFORMANCE

Organic Clicks

27,189

23.9%

Organic Impressions

1,129,019

★ 0.7%

Organic CTR%

2.41%

23.1%

Average Ranking Position

17.78

■ -2.2%

Query	Clicks •	Average Position	Δ	Site CTR
flagler beach cam	868	1.04	0.04 🛊	71.03%
flagler beach webcam	860	1.02	-0.06 🖡	65.1%
princess place pow wow 2024	434	1	-	70.8%
native american festival palm coast	291	1.04	-1.96 ↓	56.84%
9th annual native american festival 2	277	1	-	60.48%
9th annual native american festival 2	276	1	-	67.65%
flagler beach	237	7.56	0.07 🕯	0.9%
things to do in palm coast	213	2.09	-1.03 🖡	22.49%
things to do in palm coast florida	202	2.07	-0.1 ₽	26.68%
flagler beach live cam	144	1.04	0.04	60.5%
flagler county native american festiva	140	1.02	-	53.44%
princess place preserve	124	5.5	1.83 🛊	4.31%
flagler live cam	117	1	0	57.07%
things to do in palm coast fl	116	2.61	-0.66 🖡	15.76%
palm coast strawberry festival 2024	103	1.06	-	31.89%
flagler pier cam	101	1.64	0.64	54.89%
things to do palm coast	100	2.03	-0.14 🖡	19.53%
flagler webcam	98	1.22	0.22	56.32%
pow wow palm coast	97	5.71	-5.15 🖡	28.03%
things to do in palm coast this weekend	88	1.22	0.2	48.62%

flagler beach pier cam flagler beach events flagler florida palm coast things to do flagler beach fl flagler beach live things to do near palm coast fl native american festival princess place 2024 osteria rustica palm coast events princess park a1a florida native american festival flagler beach restaurants a1a highway pow wow palm coast flagler surf cam palm coast strawberry festival 2024 bulow ry resort things to do in palm coast fl flagler web cam flagler live cam bings landing princess place preserve visit flagler bimini bar palm coast fl ... flagler webcam beaches near me flagler events flagler beach live cam european village things to do palm coast things to do in palm coast florida things to do in palm coast flagler county fair flager beach flagler cam pax trax flagler pier cam flagler beach surf cam flagler beach european village farmers market festivals near me flagler live palm coast events palm coast things to do in palm coast this weekend palm coast florida palm coast webcam flagler beach surf cam bay drive park flagler beach hotels things to do near me webcam flagler beach florida a1a road trip flagler pier surf cam things to do palm coast fl a1a road trip flagler beach farmers market

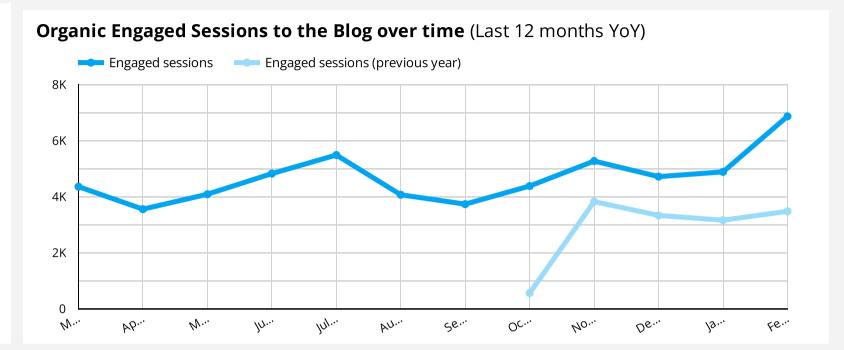
© ORGANIC PAGE PERFORMANCE

Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach cam	https://www.visitflagler.com/beaches/webcams/	868	1,222	39 🛊	71.03%
flagler beach webcam	https://www.visitflagler.com/beaches/webcams/	860	1,321	-8 ₽	65.1%
princess place pow wow 2024	https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place	404	613	-	65.91%
native american festival palm	https://www.visitflagler.com/event/9th-annual-native-american-festival-2024/21645/	320	598	-	53.51%
9th annual native american fe	https://www.visitflagler.com/event/9th-annual-native-american-festival-2024/21645/	251	408	-	61.52%
9th annual native american fe	https://www.visitflagler.com/event/9th-annual-native-american-festival-2024/21645/	225	458	-	49.13%
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	203	947	-2 ₽	21.44%
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	199	757	401 🕯	26.29%
flagler beach	https://www.visitflagler.com/	145	26,192	3,203 🕯	0.55%
flagler beach live cam	https://www.visitflagler.com/beaches/webcams/	144	238	-97 ₮	60.5%
flagler live cam	https://www.visitflagler.com/beaches/webcams/	117	205	55 🕯	57.07%
princess place preserve	https://www.visitflagler.com/listing/princess-place-preserve/270329/	115	2,874	35 🛊	4%
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	114	736	144 🛊	15.49%
palm coast strawberry festival	https://www.visitflagler.com/event/7th-annual-strawberry-fest/21539/	109	376	-	28.99%
native american festival	https://www.visitflagler.com/event/9th-annual-native-american-festival-2024/21645/	101	259	-	39%
flagler pier cam	https://www.visitflagler.com/beaches/webcams/	101	184	-107 ₮	54.89%
flagler webcam	https://www.visitflagler.com/beaches/webcams/	98	174	10 🛊	56.32%
flagler county native america	https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place	94	259	-	36.29%
9th annual native american fe	https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place	93	458	-	20.31%
things to do palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b	92	512	268 🛊	17.97%
pow wow palm coast	https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place	86	263	-	32.7%
european village farmers mar	https://www.visitflagler.com/event/european-village-farmers-market/18545/	83	216	-74 ₽	38.43%
flagler heach surf cam	https://www.vicitflaglor.com/hoachos/wohcams/	Ω 7 ■	275	40 .	20 820%

ORGANIC BLOG TRAFFIC

Sessions Engaged Sessions 8,426 6,907 **1** 99.7% **★** 93.9% Active Users Conversions 7,036 1,347 **\$** 92.0% **≜** N/A Engagement Time Engagement Rate 00:01:40 81.97% -14.0% -2.9%



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	1,851	1,812	89.13%
/blog/post/celebrate-native-american-culture-at-annual-princess-place-pow-wow	1,496	1,533	74.35%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	496	452	84.64%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	322	286	71.32%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	255	248	84.93%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	206	196	90.32%
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler-beaches	172	150	79.37%
/blog/post/why-flagler-beaches-are-the-best-in-florida	141	129	87.76%
/blog/post/new-in-the-new-year-in-palm-coast-and-the-flagler-beaches	138	137	93.2%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches	129	124	87.32%