



# DIGITAL MARKETING REPORT

Visit Flagler, FL

February 2024



# SEO EXECUTIVE SUMMARY

Feb 1, 2024 - Feb 29, 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%).

## Organic Summary

Sessions

**34,196**

↑ 14.0%

Engaged sessions

**25,403**

↑ 11.5%

Listing Referrals

**3,914**

↑ N/A

Event Referrals

**876**

↑ N/A

Visitors Guide Requests

**192**

No data

Newsletter Signups

**141**

No data

### 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

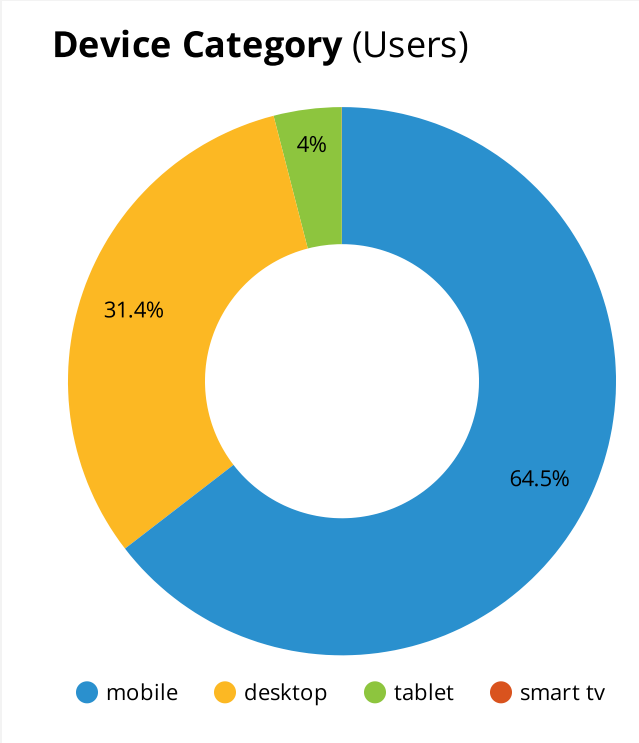


# SEO REPORT

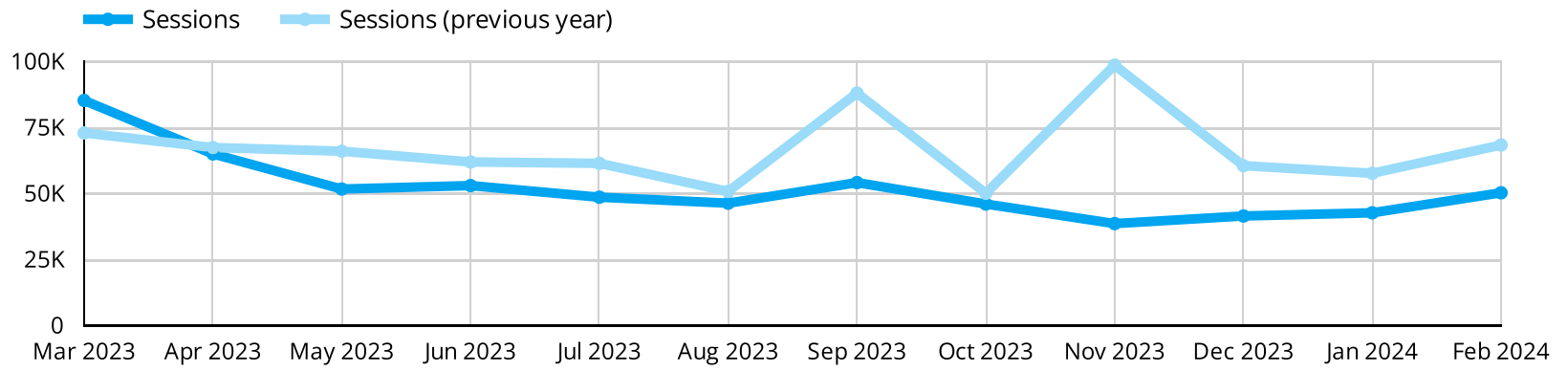
# OVERALL TRAFFIC SUMMARY

Feb 1, 2024 - Feb 29, 2024

Active Users <b>34,127</b> ↓ -33.0%	Sessions <b>50,149</b> ↓ -29.0%	Engaged Sessions <b>36,244</b> ↓ -18.4%	Engagement Rate <b>72.27%</b> ↑ 14.8%	Avg. Engagement Time <b>00:01:23</b> ↑ 46.1%	Conversions <b>8,018</b> ↑ N/A
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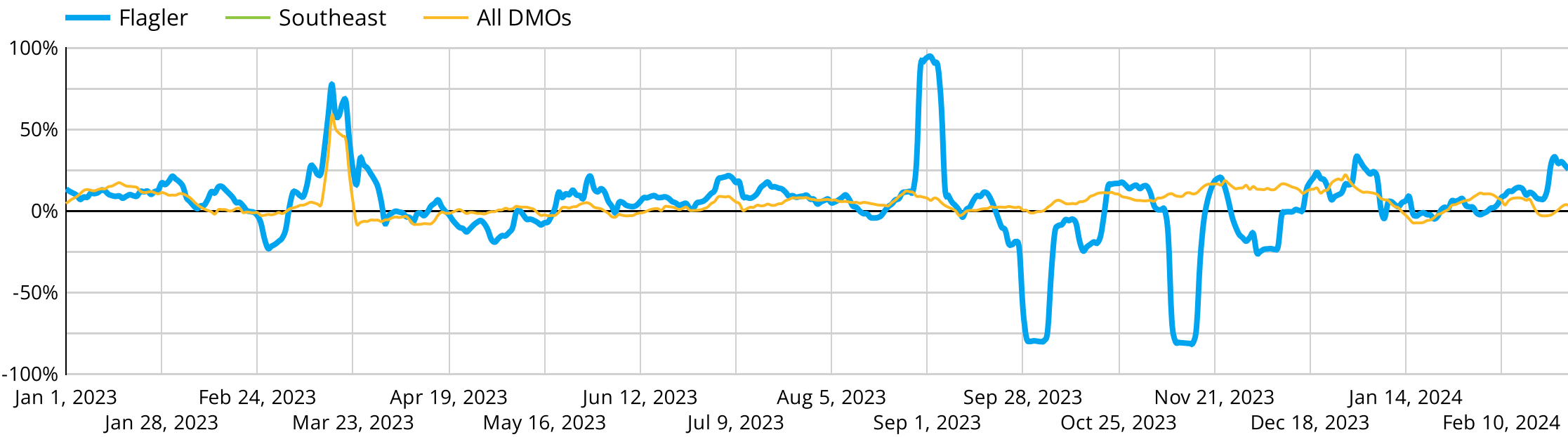
## Engaged Sessions over time (Last 12 months YoY)



## By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	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

## Organic Search Sessions (Self, Region, All DMOs)



## Website performances versus DMO averages?

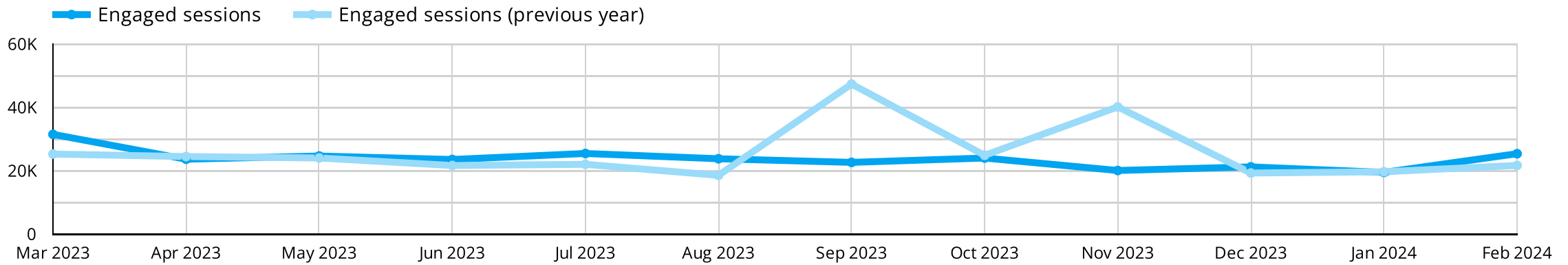
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.41	2.04	-15.21%	organic search	00:01:08	00:01:01	-9.38%	organic search	70.84%	70.97%	0.19%
paid search	2.41	1.11	-53.88%	paid search	00:00:55	00:00:18	-66.95%	paid search	65.29%	66.67%	2.1%
<b>Grand total</b>	<b>2.01</b>	<b>2.02</b>	<b>0.1%</b>	<b>Grand total</b>	<b>00:00:46</b>	<b>00:00:58</b>	<b>25.41%</b>	<b>Grand total</b>	<b>58.28%</b>	<b>65.98%</b>	<b>13.21%</b>

# ORGANIC TRAFFIC SUMMARY

Feb 1, 2024 - Feb 29, 2024

<b>Active users</b> <b>23,493</b> ↑ 14.9%	<b>Sessions</b> <b>34,196</b> ↑ 14.0%	<b>Engaged sessions</b> <b>25,403</b> ↑ 11.5%	<b>Engagement rate</b> <b>74.29%</b> ↓ -2.2%	<b>Engagement Time</b> <b>00:01:24</b> ↓ -3.1%	<b>Conversions</b> <b>5,922</b> ↑ 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	2,038	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



## Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	868	1,222	39 ↑	71.03%
flagler beach webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	860	1,321	-8 ↓	65.1%
princess place pow wow 2024	<a href="https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place...">https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place...</a>	404	613	-	65.91%
native american festival palm ...	<a href="https://www.visitflagler.com/event/9th-annual-native-american-festival-2024/21645/">https://www.visitflagler.com/event/9th-annual-native-american-festival-2024/21645/</a>	320	598	-	53.51%
9th annual native american fe...	<a href="https://www.visitflagler.com/event/9th-annual-native-american-festival-2024/21645/">https://www.visitflagler.com/event/9th-annual-native-american-festival-2024/21645/</a>	251	408	-	61.52%
9th annual native american fe...	<a href="https://www.visitflagler.com/event/9th-annual-native-american-festival-2024/21645/">https://www.visitflagler.com/event/9th-annual-native-american-festival-2024/21645/</a>	225	458	-	49.13%
things to do in palm coast	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	203	947	-2 ↓	21.44%
things to do in palm coast flori...	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	199	757	401 ↑	26.29%
flagler beach	<a href="https://www.visitflagler.com/">https://www.visitflagler.com/</a>	145	26,192	3,203 ↑	0.55%
flagler beach live cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	144	238	-97 ↓	60.5%
flagler live cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	117	205	55 ↑	57.07%
princess place preserve	<a href="https://www.visitflagler.com/listing/princess-place-preserve/270329/">https://www.visitflagler.com/listing/princess-place-preserve/270329/</a>	115	2,874	35 ↑	4%
things to do in palm coast fl	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	114	736	144 ↑	15.49%
palm coast strawberry festival...	<a href="https://www.visitflagler.com/event/7th-annual-strawberry-fest/21539/">https://www.visitflagler.com/event/7th-annual-strawberry-fest/21539/</a>	109	376	-	28.99%
native american festival	<a href="https://www.visitflagler.com/event/9th-annual-native-american-festival-2024/21645/">https://www.visitflagler.com/event/9th-annual-native-american-festival-2024/21645/</a>	101	259	-	39%
flagler pier cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	101	184	-107 ↓	54.89%
flagler webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	98	174	10 ↑	56.32%
flagler county native america...	<a href="https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place...">https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place...</a>	94	259	-	36.29%
9th annual native american fe...	<a href="https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place...">https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place...</a>	93	458	-	20.31%
things to do palm coast	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	92	512	268 ↑	17.97%
pow wow palm coast	<a href="https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place...">https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place...</a>	86	263	-	32.7%
european village farmers mar...	<a href="https://www.visitflagler.com/event/european-village-farmers-market/18545/">https://www.visitflagler.com/event/european-village-farmers-market/18545/</a>	83	216	-74 ↓	38.43%
flagler beach surf cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	82	275	40 ↓	29.82%

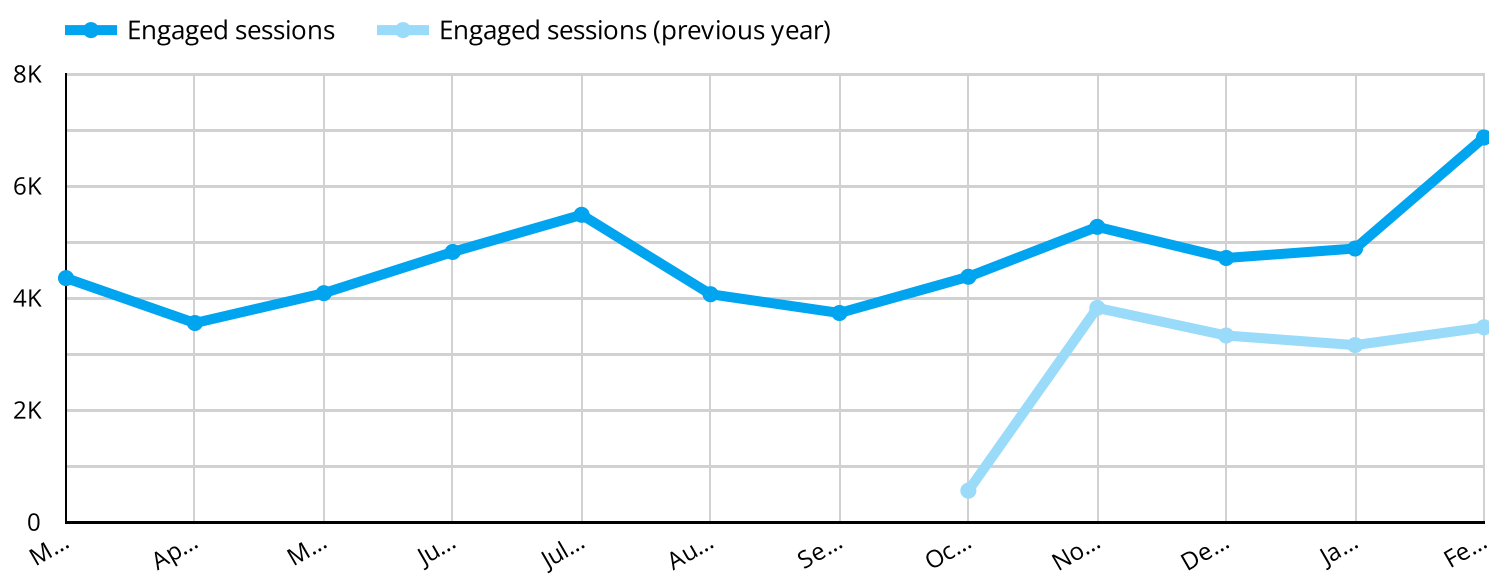


# ORGANIC BLOG TRAFFIC

Feb 1, 2024 - Feb 29, 2024

Sessions <b>8,426</b> ↑ 99.7%	Engaged Sessions <b>6,907</b> ↑ 93.9%
Active Users <b>7,036</b> ↑ 92.0%	Conversions <b>1,347</b> ↑ N/A
Engagement Time <b>00:01:40</b> ↓ -14.0%	Engagement Rate <b>81.97%</b> ↓ -2.9%

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	1,851	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%