



# SEO REPORT

April 2022





# SEO EXECUTIVE SUMMARY

## Organic Traffic Performance

In April, organic sessions were up 34% YoY (+8,443 sessions) and accounted for half of all sessions. The top organic landing pages were Webcams with 9,660 sessions (57% increase), 25 Things to Do blog post with 2,802 sessions (45% increase) and Events with 1,886 sessions (69% increase)

The site received 24,685 organic clicks (up 25%) and 1.3 million organic impressions (up 28%). The popularity of the Webcams, Events and Beaches pages indicates users are checking back often for daily or weekly updates, while the most successful organic landing pages have content relating to activities and things to do.

## Overall Traffic Performance

Overall sessions were down 24% from last year (-21,114 sessions), with an 88% decrease in Social contributing to the decrease. Four blog posts were among the top 10 most viewed pages overall, including the 25 Things to Do post, which continues to be a strong performer. All of the top pages among mobile users (that have year-over-year comparisons) experienced notable growth, especially the Homepage and the Things to Do page (254% increase and 352%, respectively).

Organic Sessions

33,189

↑ 34.1%

Organic Sessions YTD

122,177

↑ 26.8%

# SEO Task Highlights & Recommendations

## SEO Task Highlights

- \* Updated monthly report
- \* Monthly call
- \* Crawl error check and correction
- \* Google Analytics monitoring
- \* Google Search Console monitoring
- \* XML site map check
- \* Monthly site review & recommendations
- \* Sent Partner Referral report
- \* Sent bi-weekly update of top cities and states

## Recommendations

### Marine life and conservation

The [Conservation and Marine Life page](#) experienced a 150% increase in traffic from 2021. Consider updating the [Beach and Marine Conservation and Educating Visitors](#) blog post to differentiate the content and incorporate the following keywords:

Conservation (50)      eco friendly travel (10)  
sustainable travel (10)      eco friendly tourism (10)

### Fishing

The [fishing page](#) saw a 30% decrease in traffic since last year. Because users are looking for things to do on a daily basis, consider updating this page with more information about where visitors can fish and corresponding regulations.

Incorporate high-traffic keywords:

palm coast fishing (90)      flagler beach pier fishing report (30)      flagler beach tides for fishing (20)  
flagler beach fishing pier (90)      palm coast fishing charters (70)      fishing permit florida (10)  
flagler beach fishing report (40)      best fishing times in flagler beach (20)      fishing license florida (320)

### Here are national days that can be used in social media along with content to link to when available:

- 6/1 National Running Day - 5 Ways to Stay Fit in Palm Coast and the Flagler Beaches  
(<https://www.visitflagler.com/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/>)
- 6/8 National Best Friend Day - Ultimate Girls Getaway to Palm Coast and the Flagler Beaches  
(<https://www.visitflagler.com/blog/post/a-go-to-roadmap-for-the-ultimate-girls-getaway-to-palm-coast-and-the-flagler-beaches/>)
- 6/11 National Rosé Day - Breweries and Bars We Love in Palm Coast and the Flagler Beaches  
(<https://www.visitflagler.com/blog/post/breweries-and-bars-we-love-in-palm-coast-and-the-flagler-beaches/>)
- 6/21 First Day of Summer - Infinite Summer Awaits in Palm Coast and the Flagler Beaches  
(<https://www.visitflagler.com/blog/post/infinite-summer-awaits-in-palm-coast-and-the-flagler-beaches/>)



**OVERALL TRAFFIC**



# Overall Traffic Summary | 6 Months & YTD

Apr 1, 2022 - Apr 30, 2022

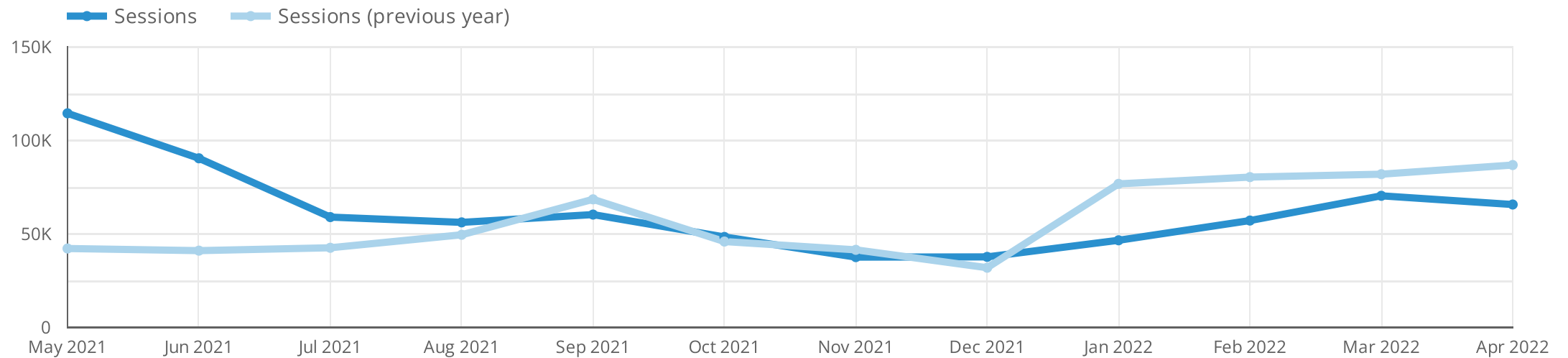
## How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month	Sessions	% Δ	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session D...
April	65,775	-24.3% ↓	47,625	60.89%	104,743	1.59	00:01:25
March	70,428	-14.1% ↓	50,758	62.06%	112,067	1.59	00:01:23
February	57,197	-27.1% ↓	41,308	59.67%	91,648	1.6	00:01:27
January	46,642	-39.3% ↓	34,271	59.56%	75,548	1.62	00:01:22
December	37,764	18.1% ↑	26,876	58.8%	61,179	1.62	00:01:20
November	37,641	-9.4% ↓	25,394	55.45%	61,311	1.63	00:01:27

## How are users from all sources trending over time?

by Sessions Year over Year



# Overall Traffic Summary | Last Month

Apr 1, 2022 - Apr 30, 2022

## What channels are my website visitors coming from?

by Channel, Sessions, and Percent of Sessions Year over Year

Channel	Sessions	% Δ	% of Sessions
Organic Search	33,189	34.1% ↑	50.46%
Direct	11,521	20.8% ↑	17.52%
(Other)	10,447	359.2% ↑	15.88%
Social	5,057	-87.7% ↓	7.69%
Paid Search	3,264	-22.9% ↓	4.96%
Referral	2,255	-39.7% ↓	3.43%
Email	35	3,400.0% ↑	0.05%
<b>Grand total</b>	<b>65,775</b>	<b>-24.3% ↓</b>	<b>100%</b>

**Analysis:** Overall sessions were down 24% from last year (-21,114 sessions). An 88% decrease in Social contributed to the decrease. Email experienced a 3,400% increase, but made up less than a percentage point of overall sessions.

Organic searches saw a 34% increase and accounted for half of all sessions. Most of the channels within (Other) did not contain a year-over-year comparison.

## What were the top campaigns that sent traffic?

by Campaign and Sessions

Campaign	Sessions
Evergreen	10,341
ACQ_Flagler_Location_Specific	3,222
dm-flpcfb	54
ACQ_Flagler	35
April2022	35
welcome-home	23
ExtendedSummer	10
Complete	8
fb-wedding	7

## How does my website perform compared to the DMO averages?

by Pages per Session, Avg. Session Duration, and Bounce Rate for All Traffic, Organic Search and Paid Search

Pages per Sessions			
Channel	Industry	Visit Flagler	% dif
All Channels	1.98	1.55	-21.78%
Organic Search	2.12	1.71	-19.29%
Paid Search	2.26	1.9	-15.76%

Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:50	00:01:14	-32.51%
Organic Search	00:02:12	00:01:42	-22.89%
Paid Search	00:01:52	00:01:15	-33.09%

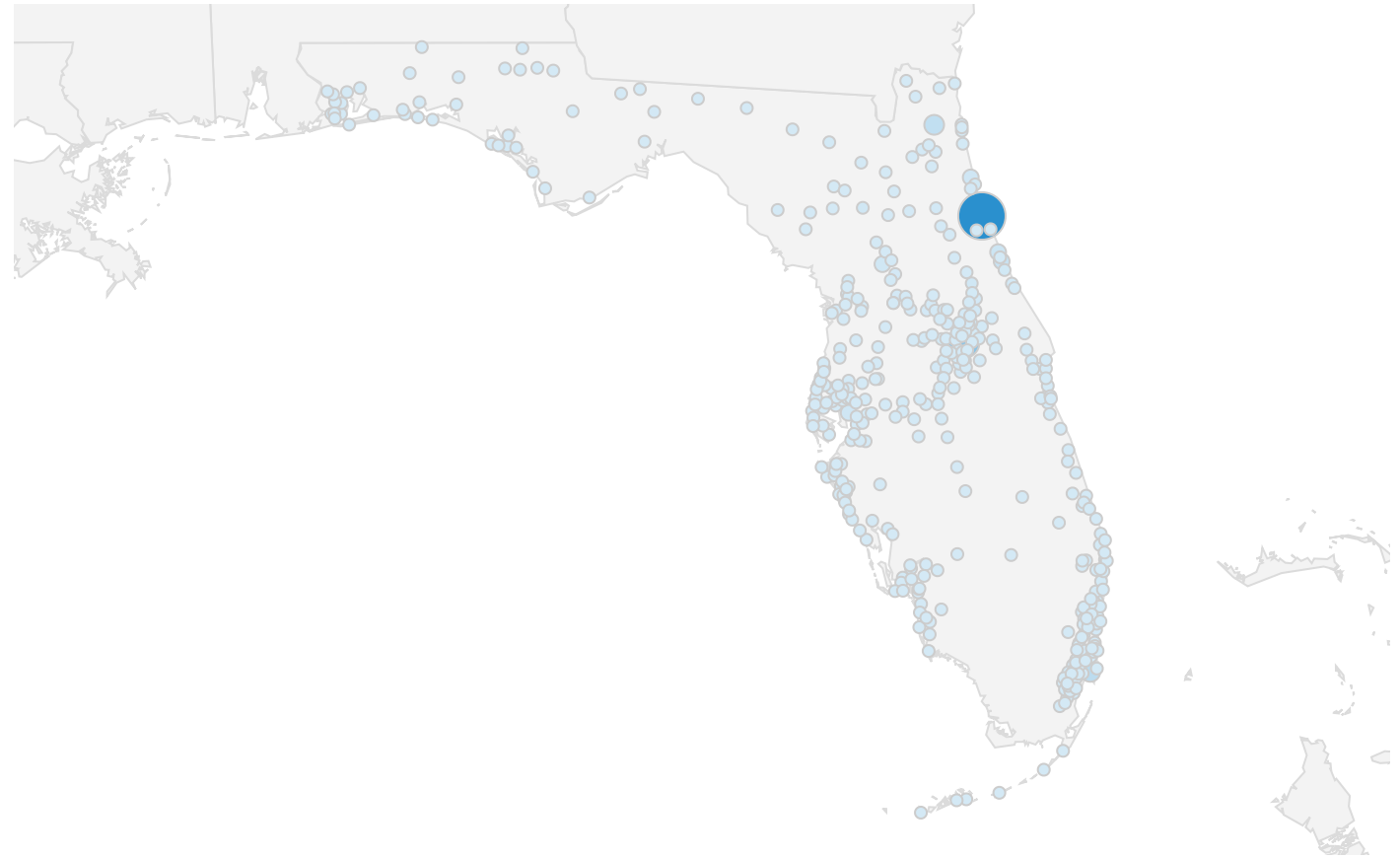
Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.51%	60.55%	11.09%
Organic Search	49.34%	48.81%	-1.07%
Paid Search	48.75%	63.57%	30.38%



## What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions ▾	% Δ
Palm Coast	14,568	41.6% ↑
Orlando	6,036	3.3% ↑
Miami	2,076	-41.0% ↓
Jacksonville	1,637	-14.0% ↓
Daytona Beach	1,065	119.1% ↑
Ormond Beach	722	-0.4% ↓
Tampa	450	-56.4% ↓
St. Augustine	447	-10.1% ↓
Ocala	359	-20.0% ↓
Gainesville	311	-22.1% ↓
DeLand	307	59.1% ↑
Port Orange	240	-36.8% ↓
St. Augustine Beach	235	-5.2% ↓
Bunnell	213	85.2% ↑
Flagler Beach	196	66.1% ↑
Altamonte Springs	176	-57.2% ↓
New Smyrna Beach	158	-39.9% ↓

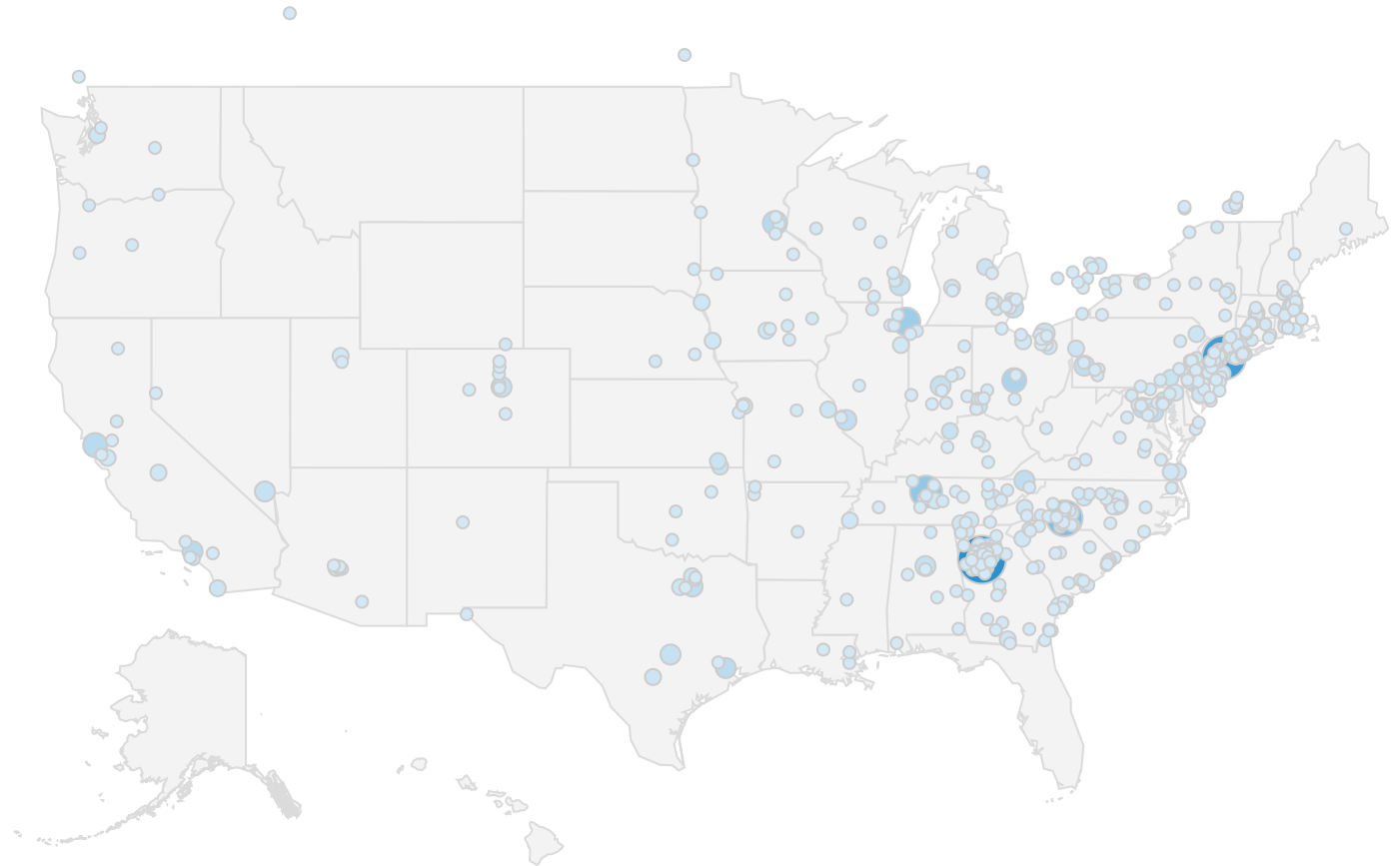


**Analysis:** The number of users from Palm Coast increased 42% year-over-year, and that city provided the highest number of users in April. The top three cities with the largest percentage increases were Daytona Beach (119% increase), Bunnell (85% increase) and Flagler Beach (66%). Altamonte Springs and Tampa both saw decreases of more than 50%, followed by Miami with a 41% decrease.

## What cities outside of Florida users from?

by City, Sessions, and % Change Year over Year

City	Sessions
Atlanta	1,143
New York	978
Charlotte	549
Nashville	436
Chicago	367
Columbus	318
Raleigh	258
Philadelphia	235
Minneapolis	197
San Francisco	187
Cleveland	185
Los Angeles	183
Washington	182
Houston	177
Ashburn	168
Dallas	158
Pittsburgh	146
Kingsport	142



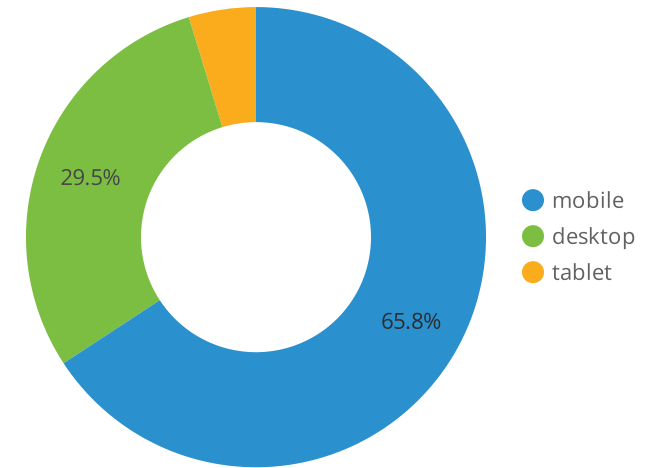
**Analysis:** Overall sessions from out-of-state users decreased 27% from April 2021. Organic out-of-state sessions, however, increased 25% in that same period. Half of the traffic from Atlanta came from organic search (511 out of 1,143 sessions), and a third of the New York traffic came from organic (379 out of 978 sessions).



## What devices are users on my site using?

by Device Category, Sessions, Bounce Rate, Pages per Session, and Avg. Session Duration

Device Category	Sessions	% Δ	Bounce Rate	Pages / Session	Avg. Session D...
Mobile	43,260	-36.5% ↓	63.25%	1.51	00:01:15
Desktop	19,411	37.0% ↑	55.48%	1.78	00:01:48
Tablet	3,104	-33.0% ↓	61.82%	1.59	00:01:22
<b>Grand total</b>	<b>65,775</b>	<b>-24.3% ↓</b>	<b>60.89%</b>	<b>1.59</b>	<b>00:01:25</b>



## What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	8,221	43.2% ↑
/	6,438	253.5% ↑
/blog/post/book-a-fairy-tale-cottage-at-princess-place-pres...	3,454	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	2,353	48.7% ↑
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-...	1,650	-
/events/	1,597	62.0% ↑
/blog/post/reasons-mom-love-hammock-beach-golf-resort-...	1,102	-
/blog/post/the-ultimate-yes-day-in-palm-coast-and-the-flag...	933	-
/things-to-do/	669	352.0% ↑
/beaches/	630	39.1% ↑

## What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	5,885	48.4% ↑
/	3,222	100.6% ↑
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-b...	1,195	-
/blog/post/book-a-fairy-tale-cottage-at-princess-place-prese...	783	-
/events/	658	52.3% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	526	32.5% ↑
/blog/post/reasons-mom-love-hammock-beach-golf-resort-a...	488	-
/lodgings	340	-21.8% ↓
/where-to-stay/vacation-rentals/	223	-20.6% ↓
(not set)	204	56.9% ↑

### Analysis:

All of the top pages among mobile users (with year-over-year comparisons) experienced notable growth, especially the Homepage and the Things to Do page (254% increase and 352%, respectively). This indicates users are in the destination searching for activities and things to do.

## How are users engaging with my landing pages?

by Sessions, Avg. Session Duration, and Bounce Rate

Top Landing Pages	Sessions	Avg. Session Duration	Bounce Rate
<a href="#">/beaches/webcams/</a>	14,848	00:01:26	59.95%
<a href="#">/</a>	10,240	00:00:59	72.11%
<a href="#">/blog/post/book-a-fairy-tale-cottage-at-princess-pla...</a>	4,633	00:01:02	58.19%
<a href="#">/blog/post/free-things-to-do-in-palm-coast-and-the-...</a>	2,953	00:00:38	80.49%
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coa...</a>	2,926	00:02:43	56.02%
<a href="#">/events/</a>	2,371	00:02:28	38.34%
<a href="#">/blog/post/reasons-mom-love-hammock-beach-golf-...</a>	1,647	00:01:04	75.35%
<a href="#">/blog/post/the-ultimate-yes-day-in-palm-coast-and-t...</a>	1,020	00:00:21	88.82%
<a href="#">/lodgings</a>	972	00:02:37	30.86%
<a href="#">/beaches/</a>	819	00:01:49	54.33%
<a href="#">/things-to-do/</a>	798	00:01:27	60.4%
<a href="#">/beaches/pet-friendly-zones/</a>	690	00:01:44	59.13%
<a href="#">/things-to-do/restaurants-bars/</a>	568	00:02:33	48.59%
<a href="#">/where-to-stay/vacation-rentals/</a>	513	00:01:58	54.97%
<a href="#">/things-to-do/outdoor-adventures/horseback-riding-...</a>	499	00:01:38	51.1%
<a href="#">/event/cheer-at-the-pier/20861/</a>	463	00:00:54	55.72%
<a href="#">/event/blueberry-fest/20945/</a>	462	00:00:55	60.61%
<a href="#">/where-to-stay/campgrounds-rv-parks/</a>	458	00:01:58	48.25%
<a href="#">/blog/post/celebrate-mom-with-a-memorable-meal/</a>	440	00:02:02	60.68%
<a href="#">/where-to-stay/</a>	405	00:01:49	54.07%

## Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
<a href="#">/beaches/webcams/</a>	14,806	18,277
<a href="#">/</a>	8,631	10,855
<a href="#">/blog/post/book-a-fairy-tale-cottage-at-princess-place-...</a>	4,138	5,202
<a href="#">/blog/post/free-things-to-do-in-palm-coast-and-the-fla...</a>	2,815	3,531
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coast-...</a>	2,054	3,348
<a href="#">/events/</a>	1,577	2,886
<a href="#">/blog/post/reasons-mom-love-hammock-beach-golf-r...</a>	1,359	1,604
<a href="#">/blog/post/the-ultimate-yes-day-in-palm-coast-and-the-...</a>	1,009	1,208
<a href="#">/lodgings</a>	963	1,203
<a href="#">/beaches/</a>	757	1,378
<a href="#">/things-to-do/</a>	731	1,421
<a href="#">/beaches/pet-friendly-zones/</a>	597	834
<a href="#">/about/visitors-guide-brochures/</a>	563	1,759
<a href="#">/event/cheer-at-the-pier/20861/</a>	538	802
<a href="#">/event/blueberry-fest/20945/</a>	496	666
<a href="#">/blog/post/celebrate-mom-with-a-memorable-meal/</a>	469	920
<a href="#">/where-to-stay/</a>	463	923
<a href="#">/things-to-do/outdoor-adventures/horseback-riding-on...</a>	460	911
<a href="#">/where-to-stay/vacation-rentals/</a>	459	829
<a href="#">/things-to-do/restaurants-bars/</a>	441	761

**Analysis:** The events and lodgings pages both experienced low bounce rates and about 2:30 session duration in April. Blog posts were in half of the top 10 spots, but experienced relatively high bounce rates, which can be countered by adding internal links. The 25 Things to Do post continues to be a strong performer with a 40% growth in sessions.



## What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	18,129	00:01:26	59.07%
/	12,212	00:00:59	71.93%
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-...	5,795	00:01:02	58.08%
/events/	4,040	00:02:28	38.31%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	3,875	00:02:43	56.03%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	3,648	00:00:38	80.47%
/about/visitors-guide-brochures/	1,919	00:02:10	48.19%
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	1,838	00:01:04	75.35%
/things-to-do/	1,611	00:01:27	60.4%
/beaches/	1,559	00:01:48	54.14%
/blog/post/the-ultimate-yes-day-in-palm-coast-and-the-flagler-beaches/	1,239	00:00:21	88.82%
/lodgings	1,211	00:02:36	30.93%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	1,091	00:01:38	51%
/where-to-stay/	988	00:01:51	54.21%
/things-to-do/restaurants-bars/	964	00:02:33	48.51%
/beaches/pet-friendly-zones/	917	00:01:44	59.13%
/blog/post/celebrate-mom-with-a-memorable-meal/	907	00:02:02	60.68%
/where-to-stay/vacation-rentals/	861	00:02:01	54.76%
/where-to-stay/campgrounds-rv-parks/	758	00:01:58	47.84%
/listing/marineland-dolphin-adventure/270614/	730	00:01:48	48.53%
/event/cheer-at-the-pier/20861/	713	00:00:54	54.89%
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-beaches/	705	00:01:00	68.08%
/listing/princess-place-preserve/270329/	686	00:01:24	50.49%

**Analysis:** The most viewed pages align closely to your top landing pages.

Four blog posts sat in the top 10 spots for most viewed pages:

[Book a "Fairy Tale" Cottage at Princess Place Preserve](#) had 5,795 pageviews and an average session duration of 1:02.

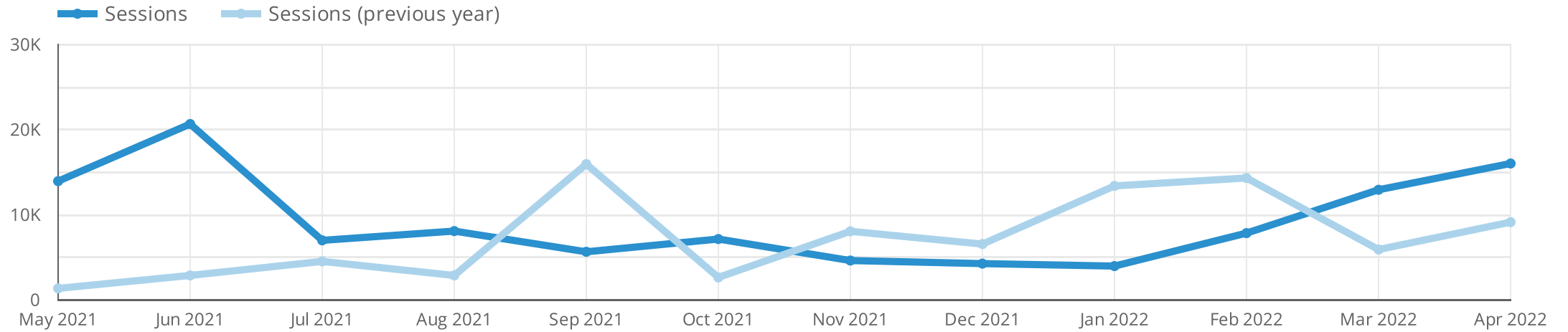
[25 Things to Do When You Visit](#) had 3,875 pageviews and an average session duration of 2:43.

[15 Free or Nearly-Free Things to Do](#) had 3,648 pageviews and an average session duration of :38

[5 Reasons Moms Love Hammock Beach](#) had 1,838 pageviews and an average session duration of 1:04.

## How are blog sessions trending over time?

by Sessions Year over Year



## How is my blog traffic performing over time?

by Sessions, Bounce Rate, Pages per Sessions, and Avg. Session Duration

Month	Sessions	% Δ	Bounce Rate	Avg. Session Duration	Pages / Session
April	17,816	59.0% ↑	60.77%	00:01:47	1.97
March	14,960	87.2% ↑	61.5%	00:02:00	2.13
February	9,509	-38.8% ↓	56.56%	00:02:25	2.36
January	5,558	-60.3% ↓	47.09%	00:03:01	2.8
December	5,397	-22.6% ↓	52.57%	00:02:22	2.47
November	5,377	-36.9% ↓	56.59%	00:02:19	2.26

## What channels are my blog visitors coming from?

by Channel, Sessions, and Percent of Sessions Year over Year

Channel	Sessions	% Δ	% of Sessions
(Other)	6,064	189.5% ↑	34.04%
Organic Search	5,512	97.4% ↑	30.94%
Social	3,446	-23.7% ↓	19.34%
Direct	2,251	80.7% ↑	12.63%
Paid Search	293	-7.0% ↓	1.64%
Referral	239	35.8% ↑	1.34%
<b>Grand total</b>	<b>17,816</b>	<b>59.0% ↑</b>	<b>100%</b>



## What are the top viewed blog posts for last month?

by Page and Pageviews

Page	Pageviews
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserv...	6,053
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	3,913
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-bea...	3,680
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and...	1,838
/blog/post/the-ultimate-yes-day-in-palm-coast-and-the-flagler-...	1,246
/blog/post/celebrate-mom-with-a-memorable-meal/	915
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagl...	708
/blog/post/chow-down-on-this-mouthwatering-bbq-in-palm-coa...	575
/blog/post/breweries-and-bars-we-love-in-palm-coast-and-the-...	535
/blog/post/eat-like-a-local-at-these-off-the-beaten-path-restaur...	295

## What are the top viewed blog posts year-to-date?

by Page and Pageviews

Page	Pageviews
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagle...	12,982
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	9,627
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-p...	7,529
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl...	6,192
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	2,883
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach...	2,479
/blog/post/the-ultimate-yes-day-in-palm-coast-and-the-flagler-beach...	1,246
/blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-the-fla...	1,129
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-be...	1,088
/blog/post/breweries-and-bars-we-love-in-palm-coast-and-the-flagle...	1,058

## What pages are users visiting after landing on a blog post last month?

by Landing Page, Second Page and Sessions

Landing Page	Second Page	Sessions
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl/	/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl/	496
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	318
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	133
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	132
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	130
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	108
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	95
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl/	/blog/category/shopping/5f64e6af3f769c19ec488b1b/	60
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/about/visitors-guide-brochures/	50
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/washington-oaks-gardens-state-park/270476/	50

## What channels are my website visitors coming from?

by Channel, Sessions, and Percent of Sessions Year over Year

Channel	Sessions	Pageviews	Bounce Rate	Avg. Session Duration	Pages / Session
Referral	63	72	71.43%	00:01:17	1.14
Direct	15	16	86.67%	00:00:33	1.07
Organic Search	1	1	100%	00:00:00	1
<b>Grand total</b>	<b>79</b>	<b>89</b>	<b>74.68%</b>	<b>00:01:07</b>	<b>1.13</b>

## What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks <b>99</b>	Link Clicks <b>0</b>
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## What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
No data	

The image features a close-up of a person's hands using a stylus on a laptop screen. The background is a blurred office setting. Overlaid on the image are various digital graphics: a colorful horizontal bar at the top (orange, green, blue, red, purple, teal), a line graph with data points on the left, a network diagram with nodes and lines on the right, and several circular and rectangular overlays in the bottom left and bottom right. The text 'ORGANIC TRAFFIC' is centered in a white box.

# ORGANIC TRAFFIC



Organic Sessions

33,189

↑ 34.1%

Percent of Total Sessions

50.46%

↑ 77.2%

% New Sessions

60.39%

↓ -7.6%

Avg. Session Duration

00:01:44

↓ -0.4%

Pages / Session

1.67

↓ -2.9%

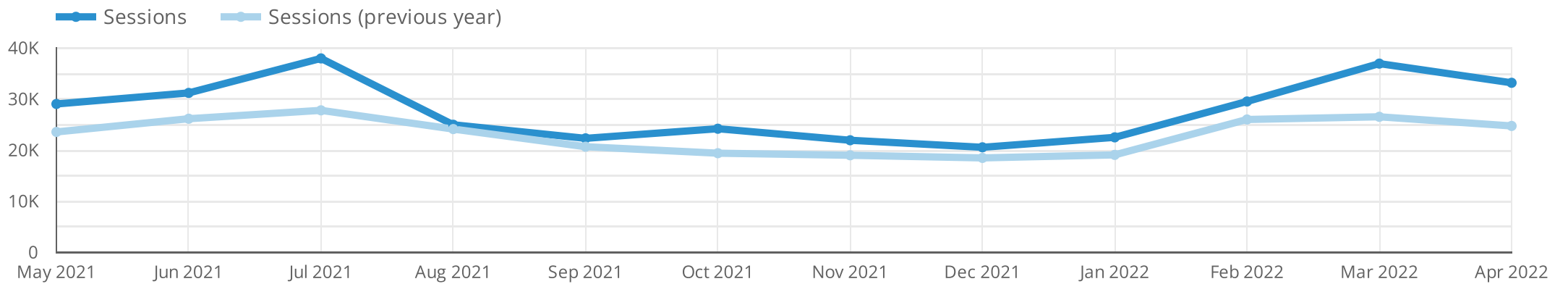
Bounce Rate

54.86%

↑ 4.4%

## How are organic sessions trending?

by Sessions Year over Year



## What pages are organic search visitors landing on?

by Landing Page, Sessions, and Percent of Total Sessions Year over Year

Landing Page	Sessions	% Δ
/beaches/webcams/	9,660	56.9% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coa...	2,802	45.3% ↑
/events/	1,886	68.7% ↑
/	1,338	15.7% ↑
/beaches/	536	13.1% ↑
/things-to-do/restaurants-bars/	526	-33.6% ↓
/where-to-stay/vacation-rentals/	471	-32.0% ↓
/beaches/pet-friendly-zones/	439	3.5% ↑
/event/blueberry-fest/20945/	435	-
/where-to-stay/campgrounds-rv-parks/	420	-17.5% ↓

**Analysis:** Organic sessions were up 34% YoY (+8,443 sessions). The top five organic landing pages were:

- Webcams: 9,660 sessions, 57% increase
- 25 Things to Do blog post: 2,802 sessions, 45% increase
- Events: 1,886 sessions, 69% increase
- Homepage: 1,338 sessions, 16% increase
- Beaches: 536 sessions, 31% increase

The popularity of the Webcams, Events and Beaches pages indicates users are checking back often for daily or weekly updates. The most successful organic landing pages have content relating to activities and things to do.

<p>Organic Clicks</p> <p><b>24,685</b></p> <p>📈 25.2%</p>	<p>Organic Impressions</p> <p><b>1,302,776</b></p> <p>📈 27.7%</p>	<p>Organic CTR%</p> <p><b>1.89%</b></p> <p>📉 -1.9%</p>	<p>Average Ranking Position</p> <p><b>19.6</b></p> <p>📈 3.3%</p>
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## How is my site performing organically on Google search results?

Top 20 Queries by Clicks, Average Position, and Site Clickthrough Rate Year over Year

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	1,111	1	0	71.13%
flagler beach webcam	878	1.01	-0.03 ↓	63.44%
flagler beach	372	6.88	0.94 ↑	1.37%
things to do in palm coast fl	302	1.18	-2.01 ↓	41.66%
flagler beach live cam	296	1	0	74.94%
flagler beach surf cam	289	1.55	0.23 ↑	52.07%
things to do in palm coast	286	1.39	-1.88 ↓	34.21%
flagler live cam	240	1	0	74.53%
flagler pier cam	223	1	-0.01 ↓	63.35%
flagler beach pier cam	201	1	-0.01 ↓	77.61%
palm coast	188	5.77	0.16 ↑	0.96%
palm coast fl	170	7.85	-0.3 ↓	1.06%
flagler webcam	160	1	0	67.51%
flagler surf cam	149	2.27	-0.47 ↓	10.09%
palm coast florida	147	7.84	1.42 ↑	0.95%
things to do in palm coast florida	136	1.18	-2.13 ↓	44.88%
webcam flagler beach	131	1	0	86.75%
things to do palm coast	103	1.05	-2.67 ↓	35.15%
palm coast blueberry festival 2022	100	3.33	-	37.88%
palm coast things to do	96	1.06	-1.86 ↓	41.03%

**Analysis:** Last month, the site received 24,685 organic clicks (up 25%) and 1.3 million organic impressions (up 28%).

Queries related to Webcams held high ranking positions, including "flagler beach cam" (1), "flagler beach live cam" (1), "flagler live cam" (1), "flagler pier cam" (1) and "flagler beach pier cam" (1). "Things to do in palm coast" held a competing ranking, indicating that user interest collects around daily activities and things to do.

## How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Marineland Dolphin Adventure	219
Equestrian Adventures of Florida	205
Princess Place Preserve	167
Princess Place Cottages	128
Bull Creek Campground/Dead Lake	86
Grand Reserve Golf Course and Club	71
Golden Magnolia Resort	62
River To Sea Preserve	55
Beverly Beach RV Camptown Resort	54
Mala Compra Road Beachfront Park - Pet Friendly	53
Washington Oaks Gardens State Park	51
Oceanside Beach Bar & Grill	50
Bay Drive Park	49
Gamble Rogers Memorial State Recreational Area	48
Hammock Beach Golf Resort & Spa	48
Si Como No Inn	46
Bony Booty's Beach Rentals	43
Flagler Playhouse	42
<b>Grand total</b>	<b>3,778</b>

Organic Listing Referrals YoY

3,778

↑ 19.0%

## How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
CHEER AT THE PIER	186
BLUEBERRY FEST	171
ATLANTIC GRILL EASTER BRUNCH	83
FOOD TRUCK TUESDAY / PALM COAST	79
TURTLE FEST	70
EGG'STRAVAGANZA / PALM COAST	61
9TH ANNUAL SPRING FESTIVAL & PLANT SALE	48
Creative Bazaar Arts & Crafts Flea Market	40
FLAGLER BEACH FARMERS MARKET	38
Earth Day 2022	37
FLAGLER COUNTY YOUTH SHOW 4H AND FAA LIVEST...	24
EASTER REGGAE SUNDAY @ THE LION	23
FLAGLER COUNTY ROUGH RIDERS	15
Flagler Area Cycling Enthusiasts   Trail Day on the A1...	14
CINCO DE MAYO BLOCK PARTY	14
PALM COAST SONGWRITERS FESTIVAL	14
CREEKSIDE FESTIVAL	13
Earth Day Event	12
<b>Grand total</b>	<b>1,033</b>

Organic Event Referrals YoY

1,033

↑ 111.2%





April 2022

# Social Media Channels



# TOP PERFORMING CONTENT

April 2022



**Palm Coast and the Flagler Beaches**  
Published by Candi Breckenridge · April 20 · 🌐

Fairy tales come alive at Princess Place Preserve in Palm Coast. Tucked away inside the sprawling 1500 acre park, sit three little cottages—each one so cozy and comfy that even Snow White herself would approve. Each cottage is available to rent, giving you the chance to experience Florida's natural beauty in a unique way. Click below for more details. 📌



VISITFLAGLER.COM  
Book a "Fairy Tale" Cottage at Princess Place Preserve in Palm Coast, FL

Reach 48,118

Video Views N/A

Engagement 5,160


Facebook Followers

22,601

↑ 0.42%  
From MAR



**visitflagler**  
Original Audio



**visitflagler** From May to October, thousands of female loggerheads, leatherbacks and other turtle species, come ashore in Florida to lay their eggs. Months later, the little hatchlings emerge and make their way to the water. A volunteer organization, the Flagler Turtle Patrol, monitors the nesting activity. Follow them on Facebook for opportunities to attend nest evaluations in person, and click the link in our bio for more tips on how to spot Florida wildlife in Palm Coast and the Flagler Beaches. #NationalWildlifeWeek

contributed by: @stephdyork, Gamble Rogers staff, @oceans\_adventure, @flaglerbeachindustries

#visitflagler #lovefl #flaglerbeach #palmcoast #seaturtles

Liked by cycleheremedia and 361 others

APRIL 6

Add a comment... Post

Reach 7,137

Video Views 7,624

Engagement 434

Instagram Followers

6,167

↑ 0.75%  
From MAR

# TOP PERFORMING CONTENT

April 2022



agler @VisitFlagler · Apr 25



visitflagler.com  
Breweries and Bars We Love in Palm Coast and the Flagler Beaches  
From pilsners to porters, craft brews to classic standbys, our bars and taverns are pouring out plenty of delicious beers. Side up to our virtua...

Impressions 221

Video Views N/A

Engagement 10

Twitter Followers

3,745

↑ 0.24%  
From MAR



April 28 - May 1, 2022  
Palm Coast, FL



Visit Palm... Save

palmcoastsongwritersfestival.com

## Palm Coast Songwriters Festival 2022

Tickets are on sale now for the Palm Coast Songwriters Festival ✨  
Secure your 3-day pass or single day ticket for fun in the sun!

Palm Coast and the Flagler Beaches  
782 followers

Note to self  
What do you want to remember about this Pin?

Add note

Comments

Add a comment

You saved to Visit Palm Coast and the Flagler Beaches

Impressions 190,523

Video Views N/A

Engagement 1,354

Pinterest Followers

781

↓ 0.13%  
From MAR

# TOP PERFORMING CONTENT

April 2022



Video Views

5,437

YouTube Subscribers

1,620  1.24%

From MAR