



SEO REPORT

August 2022



SEO EXECUTIVE SUMMARY

Organic Sessions

25,530

↑ 2.2%

Organic Sessions YTD

240,799

↑ 9.7%

Overall Traffic Performance

In August, the site received 48,800 sessions, a 13% decrease from last year. Notable drops in Social, Other and Referral contributed to the overall decrease. Webcams was again the top landing page overall, delivering 15,123 sessions, up 15% from last year.

Organic Traffic Performance

Organic sessions numbered 25,500, a 2% increase from 2021, and made up a larger segment of overall traffic than last year. The 12% increase to the top organic page, Webcams, can be attributed to a slight improvement in the number of clicks, a 33% increase in impressions and a click-through rate that improved from 8% to 11%. Organic traffic to the Events page again dramatically increased in August.

Recommendations

Homepage copy

Add copy to the homepage under the following sections utilizing associated keyword research. Also consider removing or consolidating the What's New and On the Blog sections, as they currently display the same content.

Experiences

swim with dolphins (70) fishing palm coast (170) family friendly trails (10)
camping palm coast (10) palm coast golf courses (720) Rent surfboards (480)
fishing flagler beach (70) flagler beach surfing (70)

Dogs Dig Flagler Beach

dog beach (50) dog swimming (10)
dog friendly beaches Pet friendly beach (10)
(10)
dog beach flagler (10)

25 Things to Do blog post

The 25 things to do blog post experienced a decrease in traffic this month. According to Google Search Console, the queries driving a high number of impressions and low number of clicks — indicating the greatest potential — were "palm coast fl" (100 on 13,600) and "palm coast florida (80 on 5,500)". Because neither of these phrases currently appears on the page, consider adding in these exact phrases to the copy.

SEO Task Highlights & Recommendations

SEO Task Highlights

- * Found and corrected four broken links
- * Collated and remitted twice monthly city/states report
- * Completed on-page optimization on [secret beaches](#), [dog bar](#) and [oysters](#)
- * Scanned, sorted and corrected four crawl errors
- * Google Analytics, Google Search Console monitoring
- * Sent Partner Referral report
- * Ongoing GA4 implementation
- * Collated channel breakdown and attached to report
- * Site health check revealed no causes for concern

National days that can be used in social media along with content to link to when available:

- 10/3 National Boyfriend Day - Rekindle the Romance with a Romantic Getaway
(<https://www.visitflagler.com/blog/post/rekindle-the-romance-with-a-romantic-getaway-to-palm-coast-and-the-flagler-beaches/>)
- 10/4 National Golf Day - Top Places to Golf in Palm Coast and the Flagler Beaches
(<https://www.visitflagler.com/blog/post/top-places-to-golf-in-palm-coast-and-the-flagler-beaches/>)
- National Adopt-a-Shelter Dog Month - Enjoy Brews and Barks at Good Times Dog Bar
(<https://www.visitflagler.com/blog/post/enjoy-brews-and-barks-at-good-times-dog-bar/>)
- October/Halloween Season - Wickedly Weird and Fabulously Funky in Palm Coast and the Flagler Beaches
(<https://www.visitflagler.com/blog/post/wickedly-weird-and-fabulously-funky-in-palm-coast-and-the-flagler-beaches/>)



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Aug 1, 2022 - Aug 31, 2022

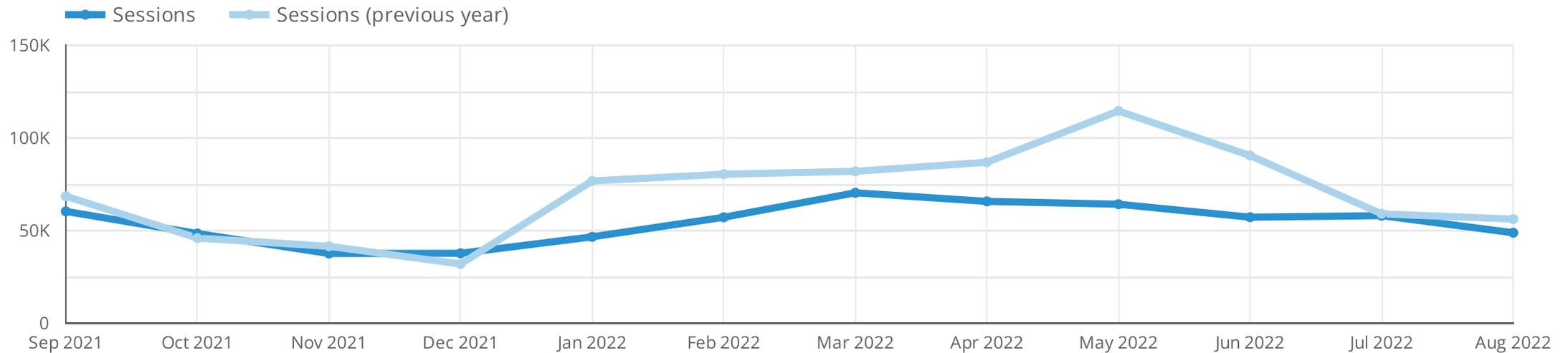
How is my total traffic performing over time?

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...
August	48,843	-13.1% ↓	32,243	64.05%	76,775	1.57	00:01:30
July	58,092	-1.6% ↓	39,702	62.22%	93,885	1.62	00:01:32
June	57,244	-36.7% ↓	39,361	59.82%	100,108	1.75	00:01:36
May	64,259	-43.9% ↓	45,528	64.48%	101,285	1.58	00:01:22
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

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: In August, the site received 48,800 sessions. That represents a 13% decrease from last year and a 100% increase from 2019. Overall average session duration remained steady over the past six months.

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	25,530	2.2% ↑	52.27%
Direct	10,070	-1.6% ↓	20.62%
Social	6,546	-45.6% ↓	13.4%
Paid Search	2,457	5.3% ↑	5.03%
(Other)	1,748	-56.9% ↓	3.58%
Referral	1,691	-34.3% ↓	3.46%
Display	801	2,866.7% ↑	1.64%
Grand total	48,843	-13.1% ↓	100%

Analysis: Organic search brought in the majority of sessions with 25,500, which was a 2% increase year-over-year. Major decreases from the Social channel were concentrated on a 50% drop in Facebook sessions, while the decreases from Other can be attributed to a campaign. Decreases from Referral mostly came from visitflorida.com.

A full breakdown of the Other, Display and Social channels follows this report.

What were the top campaigns that sent traffic?

by Campaign and Sessions

Campaign	Sessions
Evergreen	2,419
ACQ_Flagler_Location_Specific	2,409
dm-flpcfb	63
ACQ_Flagler	47
welcome-home	34
Complete	9
ExtendedSummer	5
Top-of-Funnel-Florida-Beach-Focused	4
Ultimate Girls Getaway	1

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	1.95	1.55	-20.37%
Organic Search	2.09	1.7	-18.59%
Paid Search	2.16	1.89	-12.55%

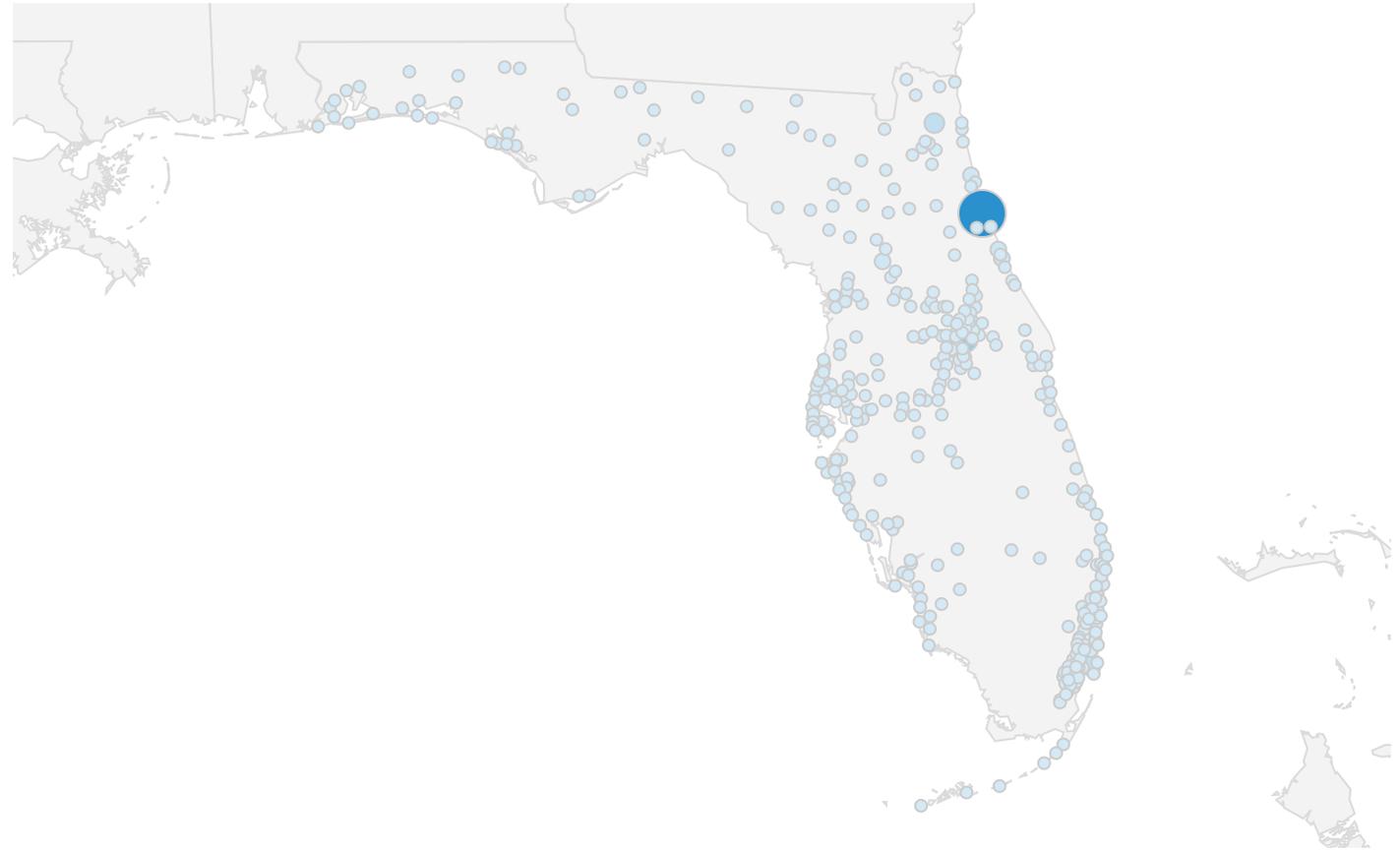
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:49	00:01:15	-30.57%
Organic Search	00:02:11	00:01:42	-22.22%
Paid Search	00:01:44	00:01:13	-29.47%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.7%	60.78%	11.12%
Organic Search	49.23%	49.87%	1.29%
Paid Search	51.23%	64.01%	24.94%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	9,065	-17.2% ↓
Orlando	3,102	-48.6% ↓
Jacksonville	1,049	-31.9% ↓
Miami	900	57.9% ↑
Daytona Beach	555	158.1% ↑
Ormond Beach	404	-9.4% ↓
Ocala	277	-11.5% ↓
St. Augustine	261	-30.6% ↓
Tampa	218	-50.5% ↓
Gainesville	179	-39.7% ↓
Bunnell	162	45.9% ↑
Flagler Beach	149	104.1% ↑
DeLand	108	-7.7% ↓
Melbourne	100	72.4% ↑
The Villages	95	-5.9% ↓
Port Orange	92	-45.9% ↓
St. Augustine Beach	90	-49.7% ↓

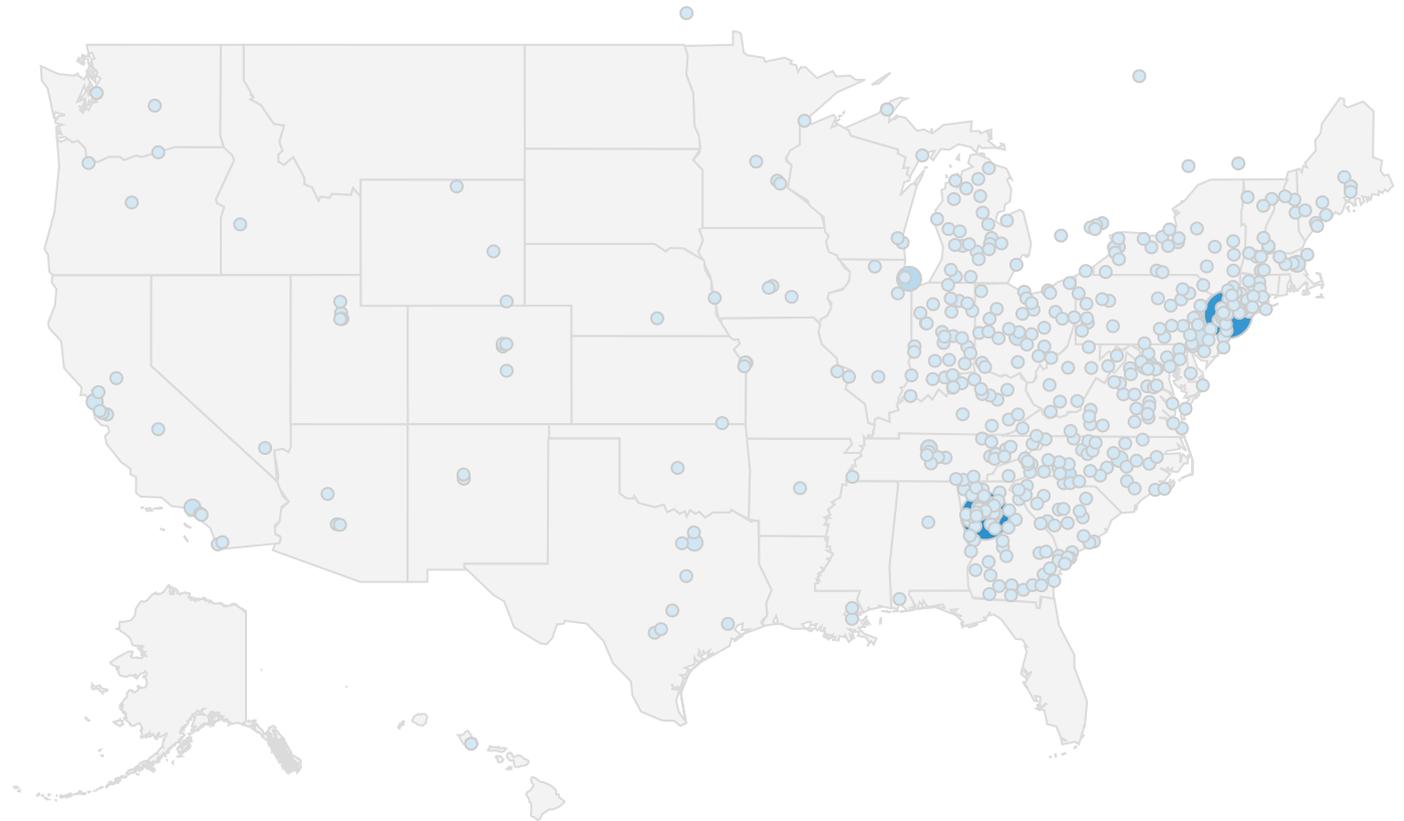


Analysis: Geolocation data normalized in the first week of August, leaving the data still slightly skewed for the rest of the month. Overall, Google Analytics shows a 27% decrease for in-state traffic.

What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Atlanta	3,436	216.4% ↑
New York	3,175	36.3% ↑
Chicago	585	122.4% ↑
Ashburn	345	279.1% ↑
Charlotte	216	-39.7% ↓
Columbus	216	39.4% ↑
Philadelphia	213	-61.3% ↓
Los Angeles	198	40.4% ↑
Nashville	190	-39.9% ↓
Boston	140	0.7% ↑
Washington	118	-64.5% ↓
Dallas	118	-3.3% ↓
San Francisco	114	52.0% ↑
Raleigh	104	8.3% ↑
Phoenix	87	64.2% ↑
Las Vegas	85	-63.2% ↓
Clifton	80	-5.9% ↓
Omaha	80	95.1% ↑



7 3,436

Analysis: The exponential increase in traffic from Atlanta was mostly from organic sessions (2,000 in 2022 versus 500 in 2021). Organic sessions from Atlanta were primarily concentrated on the [Webcams](#) page, the [25 Things to Do](#) blog post and the [Events](#) page.

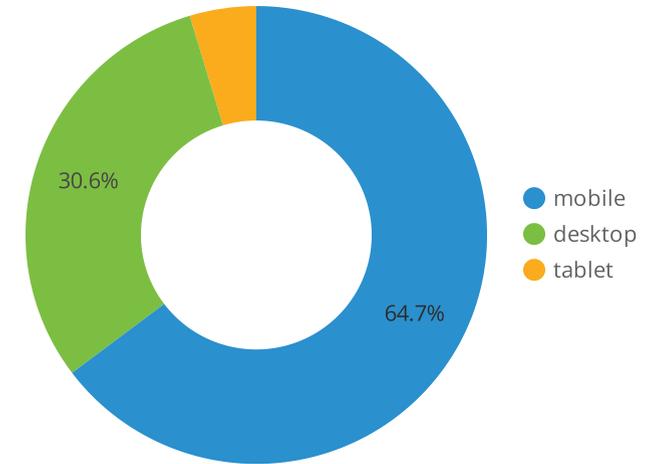
Overall Traffic Device Breakdown | Last Month

Aug 1, 2022 - Aug 31, 2022

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	31,608	-19.8% ↓	66.07%	1.48	00:01:19
Desktop	14,959	6.8% ↑	59.76%	1.77	00:01:54
Tablet	2,276	-19.6% ↓	64.19%	1.54	00:01:26
Grand total	48,843	-13.1% ↓	64.05%	1.57	00:01:30



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	7,922	2.7% ↑
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-...	2,998	-
/	2,948	-34.6% ↓
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,787	-16.1% ↓
/events/	1,413	64.3% ↑
/things-to-do/	1,132	212.7% ↑
/beaches/	535	14.8% ↑
/lodgings	380	-35.9% ↓
/blog/post/chow-down-on-this-mouthwatering-bbq-in-palm-...	360	-
/beaches/pet-friendly-zones/	340	-96.0% ↓

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	6,363	41.7% ↑
/	1,664	-40.7% ↓
/events/	594	66.9% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	419	-16.9% ↓
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-t...	260	-
/blog/post/chow-down-on-this-mouthwatering-bbq-in-palm-c...	220	-
/lodgings	207	-40.3% ↓
/blog/post/best-places-for-pancakes-in-palm-coast-and-the-...	136	-
(not set)	125	-32.1% ↓
/beaches/	122	-27.4% ↓

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
/beaches/webcams/	15,123	00:01:24	68.29%
/	4,804	00:01:23	69.25%
/blog/post/6-secret-beaches-to-explore-in-palm-coa...	3,562	00:00:49	79.48%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	2,262	00:02:36	56.19%
/events/	2,115	00:02:15	46.38%
/things-to-do/	1,267	00:00:36	82.16%
/beaches/	674	00:01:41	53.12%
/lodgings	607	00:03:29	29.49%
/blog/post/chow-down-on-this-mouthwatering-bbq-i...	606	00:00:45	78.88%
/beaches/pet-friendly-zones/	464	00:01:49	56.68%
/blog/post/best-places-for-pancakes-in-palm-coast-...	420	00:02:23	62.14%
/things-to-do/restaurants-bars/	413	00:02:51	44.79%
/blog/post/the-7-best-undiscovered-burgers-you-did...	358	00:00:44	82.68%
/where-to-stay/campgrounds-rv-parks/	337	00:02:17	43.92%
/blog/post/free-things-to-do-in-palm-coast-and-the-...	328	00:00:38	84.45%
/things-to-do/outdoor-adventures/horseback-riding-...	326	00:01:34	55.83%
/blog/post/an-animal-lovers-guide-to-palm-coast-an...	324	00:00:45	76.23%
/blog/post/breweries-and-bars-we-love-in-palm-coa...	300	00:00:35	70.67%
/event/creekside-festival/20849/	272	00:01:25	56.25%
/where-to-stay/	268	00:02:53	54.48%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	15,076	18,072
/	3,821	4,894
/blog/post/6-secret-beaches-to-explore-in-palm-coast-...	3,391	4,528
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	1,573	2,597
/events/	1,538	2,742
/things-to-do/	1,244	1,757
/lodgings	604	791
/beaches/	578	881
/blog/post/chow-down-on-this-mouthwatering-bbq-in-...	527	595
/blog/post/best-places-for-pancakes-in-palm-coast-an...	393	684
/about/visitors-guide-brochures/	393	1,207
/beaches/pet-friendly-zones/	389	590
/blog/post/the-7-best-undiscovered-burgers-you-didnt...	327	352
/blog/post/free-things-to-do-in-palm-coast-and-the-fla...	324	415
/things-to-do/outdoor-adventures/horseback-riding-on...	323	624
/things-to-do/restaurants-bars/	310	519
/listing/marineland-dolphin-adventure/270614/	305	584
/blog/post/an-animal-lovers-guide-to-palm-coast-and-...	304	419
/where-to-stay/	288	596
/event/creekside-festival/20849/	263	364

Analysis: Webcams was again the top landing page overall, delivering 15,123 sessions, up 15% from last year. The [Secret Beaches blog post](#), another top page, received 3,600 sessions, about 3,100 of which came from a Social campaign. Similarly, about 1,000 of the 1,300 sessions to the Things to Do page came from Social and Paid Search. About 60% of Webcam sessions came from organic search.

What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	17,993	00:01:24	67.56%
/	5,749	00:01:25	68.9%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	4,726	00:00:49	79.43%
/events/	3,397	00:02:14	46.32%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,992	00:02:35	56.24%
/things-to-do/	1,835	00:00:35	82.36%
/about/visitors-guide-brochures/	1,423	00:02:47	39.46%
/beaches/	1,132	00:01:41	53.04%
/lodgings	795	00:03:29	29.59%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	747	00:01:33	55.32%
/blog/post/best-places-for-pancakes-in-palm-coast-and-the-flagler-beaches/	743	00:02:23	62%
/things-to-do/restaurants-bars/	691	00:02:52	44.69%
/blog/post/chow-down-on-this-mouthwatering-bbq-in-palm-coast/	678	00:00:45	78.88%
/where-to-stay/	671	00:02:52	54.68%
/beaches/pet-friendly-zones/	650	00:01:50	56.08%
/where-to-stay/campgrounds-rv-parks/	533	00:02:17	43.27%
/blog/post/rekindle-the-romance-with-a-romantic-getaway-to-palm-coast-and-...	517	00:01:52	56.92%
/listing/marineland-dolphin-adventure/270614/	502	00:01:31	50.2%
/listing/princess-place-preserve/270329/	451	00:02:07	41.85%
/where-to-stay/vacation-rentals/	440	00:02:08	52.34%
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-beaches/	427	00:00:45	76.23%
/event/first-friday-flagler-beach/20855/	416	00:01:36	61.96%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	413	00:00:38	84.45%

Analysis: The most viewed pages align closely to the top landing pages and are an indication of the most popular topics on the website.

Note: As of the July report, this page has been re-added and includes year-to-date information.

How many goal completions were there last month?

by Unique Visitor Guide Requests and Newsletter Sign Ups

Visitor Guide Requests 260 ↓ -11.6%	Unique Newsletter Sign Up 129 ↓ -15.1%
Visitor Guide Req. YTD 2,040 ↓ -31.6%	Unique Newsltr Sign Up YTD 937 ↓ -21.0%

Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	98
(direct) / (none)	64
google / cpc	19
visitflorida.com / referral	19
m.facebook.com / referral	14
bing / organic	8
TravelSpike / Native	6
yahoo / organic	5
canva.com / referral	5
lm.facebook.com / referral	5

What interests did those who signed up for email have?

by Interest, Clicks and Percent of Total

Email Signup Inte...	Clicks	% of Total
Arts & Culture	88	63.31%
Beach	117	84.17%
Camping	41	29.50%
Dining	113	81.29%
Events & Festivals	114	82.01%
Family Fun	55	39.57%
Marine Life & Conserv...	80	57.55%
Outdoor Activities	91	65.47%
Pet Friendly	62	44.60%
Weddings	9	6.47%

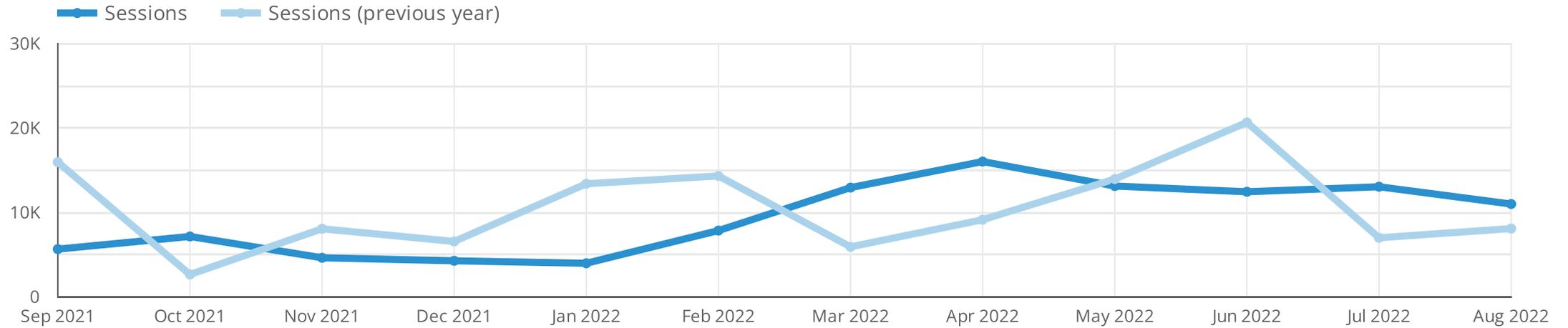
Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	6
google / cpc	5
bing / organic	3
visitflorida.com / referral	1
canva.com / referral	1
m.facebook.com / referral	1
palmcoast.gov / referral	1
en.m.wikipedia.org / referral	1
flaglercounty.gov / referral	1
(direct) / (none)	1

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
August	12,329	37.4% ↑	63.97%	00:01:59	2.04
July	14,663	74.1% ↑	59.35%	00:02:10	2.21
June	14,738	-37.2% ↓	57.26%	00:02:14	2.49
May	14,656	-13.9% ↓	66.01%	00:01:46	1.99
April	17,816	59.0% ↑	60.77%	00:01:47	1.97
March	14,960	87.2% ↑	61.5%	00:02:00	2.13

What channels are my blog visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
Social	4,417	472.2% ↑	35.83%
Organic Search	4,281	19.8% ↑	34.72%
(Other)	1,600	-44.6% ↓	12.98%
Direct	1,592	9.6% ↑	12.91%
Paid Search	243	129.2% ↑	1.97%
Referral	187	2.7% ↑	1.52%
Grand total	12,329	37.4% ↑	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	Pageviews
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-...	4,863
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	3,044
/blog/post/best-places-for-pancakes-in-palm-coast-and-the-fla...	743
/blog/post/chow-down-on-this-mouthwatering-bbq-in-palm-coa...	678
/blog/post/rekindle-the-romance-with-a-romantic-getaway-to-p...	526
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagl...	428
/blog/post/the-7-best-undiscovered-burgers-you-didnt-know-yo...	420
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-bea...	418
/blog/post/enjoy-brews-and-barks-at-good-times-dog-bar/	414
/blog/post/where-to-slurp-down-oysters-in-palm-coast-and-the-...	410

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...	27,997
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	23,514
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-p...	11,501
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagle...	6,522
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl...	6,319
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	4,686
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-be...	3,379
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach...	2,655
/blog/post/breweries-and-bars-we-love-in-palm-coast-and-the-flagle...	2,344
/blog/post/cool-off-at-these-top-ice-cream-shops-in-palm-coast-and-...	2,337

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/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	257
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	/beaches/webcams/	100
/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/	94
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	89
/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/	87
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	87
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-beaches/	/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-beaches/	43
/blog/post/chow-down-on-this-mouthwatering-bbq-in-palm-coast/	/blog/post/chow-down-on-this-mouthwatering-bbq-in-palm-coast/	42
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/about/visitors-guide-brochures/	41
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	/listing/jungle-hut-road-park-pet-friendly/270211/	41

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	75	87	78.67%	00:02:20	1.16
Direct	12	12	91.67%	00:00:16	1
(Other)	5	5	100%	00:00:00	1
Social	1	1	100%	00:00:00	1
Grand total	93	105	81.72%	00:01:55	1.13

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks 31	Link Clicks 0
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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 data visualization elements at the bottom. The text 'ORGANIC TRAFFIC' is centered in a white box.

ORGANIC TRAFFIC

Organic Sessions

25,530

↑ 2.2%

Percent of Total Sessions

52.27%

↑ 17.7%

% New Sessions

57.50%

↓ -4.3%

Avg. Session Duration

00:01:46

↑ 4.3%

Pages / Session

1.63

↓ -1.6%

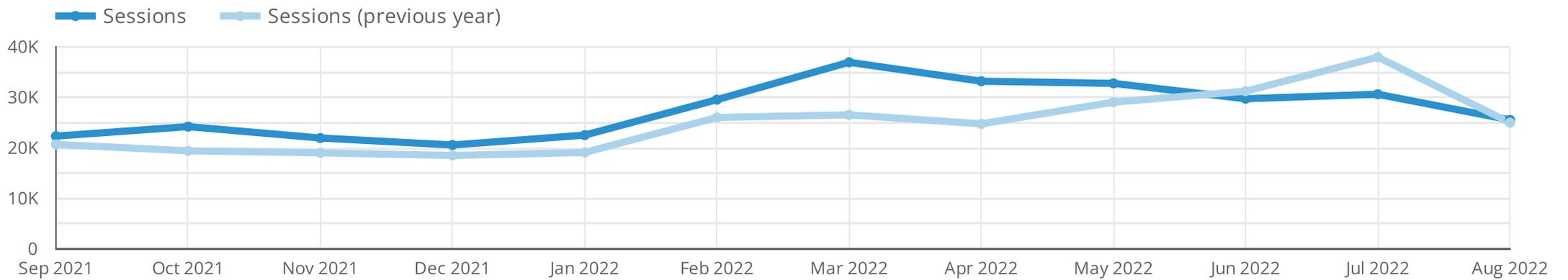
Bounce Rate

57.93%

↑ 10.9%

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/	9,424	12.3% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-an...	2,164	-14.1% ↓
/events/	1,249	62.2% ↑
/	929	-17.9% ↓
/beaches/	414	7.5% ↑
/things-to-do/restaurants-bars/	372	-37.4% ↓
/where-to-stay/campgrounds-rv-parks/	310	-44.6% ↓
/beaches/pet-friendly-zones/	284	-18.9% ↓
/event/creekside-festival/20849/	244	-
/things-to-do/shopping/	228	0.4% ↑

Analysis: Organic sessions numbered 25,500 this year, a 2% increase from 2021, and made up a larger segment of overall traffic.

The 12% increase in organic traffic to the top organic page, Webcams, can be attributed to a slight improvement in the number of clicks, a 33% increase in impressions and a click-through rate that improved from 8% to 11%.

Organic traffic to the Events page again dramatically increased in August. Despite moving from position nine to the second page of results, Events experienced a 62% increase in organic traffic, with clicks increasing 68%, impressions increasing 7% and CTR increasing by one percentage point.

<p>Organic Clicks</p> <p>18,912</p> <p>↑ 1.6%</p>	<p>Organic Impressions</p> <p>994,407</p> <p>↑ 7.3%</p>	<p>Organic CTR%</p> <p>1.90%</p> <p>↓ -5.3%</p>	<p>Average Ranking Position</p> <p>18.42</p> <p>↓ -5.2%</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 webcam	945	1.01	-0.02 ↓	68.38%
flagler beach cam	937	1.09	0.09 ↑	60.49%
flagler beach surf cam	327	1.16	-0.03 ↓	50.86%
flagler beach	304	7.26	-0.55 ↓	1.26%
flagler beach live cam	281	1	0	50.63%
flagler surf cam	265	2.05	-0.19 ↓	28.99%
things to do in palm coast	220	1.9	0.89 ↑	25.29%
flagler webcam	202	1	0	68.47%
flagler pier cam	196	1	0	56.32%
things to do in palm coast fl	191	1.75	0.72 ↑	22.21%
palm coast fl	153	9.87	1.57 ↑	0.87%
flagler beach web cam	153	1	0	59.77%
palm coast florida	134	8.83	0 ↑	0.85%
palm coast	114	8.54	1.84 ↑	0.49%
visit flagler	108	1.03	-0.78 ↓	83.72%
things to do in palm coast florida	107	1.44	0.41 ↑	34.63%
flagler live cam	101	1	0	70.14%
palm coast webcam	99	1	0	82.5%
flagler beach pier cam	91	1	-0.02 ↓	39.57%
flagler pier surf cam	90	1.61	-1.21 ↓	35.86%

Analysis: Organic clicks reached 18,900, up 2%, and organic impressions reached 994,000, up 7%.

Queries related to the beach cam continued to see high click-through rates and were the top session drivers in August.

The Events page and the 25 Things to Do blog post — the latter of which saw a 13% decrease in clicks and a 23% decrease in impressions — shared the same top query both this year and in 2021, ("things to do in palm coast this weekend" and "things to do in palm coast"), suggesting that decreased traffic to the blog post could be due to that same traffic landing on the Events page instead.

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Marineland Dolphin Adventure	126
Princess Place Preserve	123
Equestrian Adventures of Florida	117
Princess Place Cottages	66
Bay Drive Park	58
Hammock Beach Golf Resort & Spa	54
Golden Magnolia Resort	50
Mala Compra Road Beachfront Park - Pet Friendly	49
Bull Creek Campground/Dead Lake	49
Beverly Beach RV Camptown Resort	47
Island Cottage Inn	46
Washington Oaks Gardens State Park	45
Jungle Hut Road Park - Pet Friendly	44
Bulow Creek Paddling Trail	43
Gamble Rogers Memorial State Recreational Area	42
Sea Turtle Patrol	38
Flagler Fish Company	36
Grand Reserve Golf Course and Club	35
Grand total	2,978

Organic Listing Referrals YoY

2,978

↓ -11.3%

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
CREEKSIDE FESTIVAL	99
Creative Bazaar Arts & Crafts Flea Market	77
Wickline Center Park Flagler Beach Farmers Market	62
FOOD TRUCK TUESDAY / PALM COAST	38
Palm Coast Tennis Center PALM COAST AND THE FL...	31
Rob's Jazz Express	28
Flagler Beach Municipal Pier 11th Annual Surfers for...	26
Central Park in Town Center Island Festival	24
6TH ANNUAL FREEDOM FEST	19
TASTE OF THE "FUN COAST"	12
Central Park in Town Center Palm Coast Fall Arts Fes...	12
Plant Sale at Washington Oaks	10
Flagler Auditorium One Night of Queen	7
Flagler Playhouse Oliver!	6
Flagler Auditorium The Celtic Angels Christmas	5
TINA TURNER TRIBUTE	5
Gamble Jam	5
Flagler Auditorium The Bronx Wanderers	3
Grand total	495

Organic Event Referrals YoY

495

↑ 316.0%



August 2022

Social Media Channels

TOP PERFORMING CONTENT

August 2022



Palm Coast and the Flagler Beaches
Published by Sprout Social [?] · ★ Favorites · August 2 · 🌐

Shh. 🤫 We're spilling the beans on the best secret beaches in Palm Coast and the Flagler Beaches.



VISITFLAGLER.COM
6 Secret Beaches to Explore in Palm Coast and the Flagler Beaches

Reach	51,964
Video Views	N/A
Engagement	4,895

Facebook Followers

23,139

↑ 0.6%
From JULY



visitflagler
sickkickmusic · running up that hill sickmix

visitflagler This place is vacation rental paradise! 🌞🌊🏡
@bomborasuites is conveniently located on A1A in Flagler Beach, right next to @break_awayz, and is in walking distance of the pier, restaurants, shops and attractions. This family-owned property features modern suites, each complete with full kitchen accommodations, stunning ocean views, an outdoor patio for all guests to enjoy, on-site fish cleaning station and more. Some lucky guests are even treated to a boat ride in the intracoastal!

The best part: their rates are super reasonable! Visit our website at the link in our bio for more details.

#wheretostaywednesday #visitflagler #lovefl #flaglerbeach #palmcoast #vacationrental #airbnb #vrbo #floridavacation #exploreflorida #beachrentals #floridabeaches #floridatravel #travelflorida #beachtrip

Edited · 5w

ginnydeff 🤔🤔
5w · 1 like · Reply

ianbaxson 🤔🤔🤔

Liked by good.times.dog.bar and 291 others

AUGUST 24

Add a comment... Post

Reach	7,896
Video Views	8,588
Engagement	411

Instagram Followers

6,483

↑ 0.98%
From JULY

TOP PERFORMING CONTENT

August 2022



Visit Flagler
@VisitFlagler

There's nowhere else in the world I'd rather be. 🍷🍹

@gofishth



Impressions	161
Video Views	N/A
Engagement	9

Twitter Followers

3,745



0%

From JULY



Visit Palm Coa... Save

visitflagler.com

Discover Outside The Box

In Palm Coast and the Flagler Beaches, we celebrate our quirkiness. Sure, we're a little different, but that's what makes us a better place to visit. Here's to a destination that's as vivid as your... More

Palm Coast and the Flagler Beaches
788 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	399,464
Video Views	N/A
Engagement	1,896

Pinterest Followers

786



0.4%

From JULY

TOP PERFORMING CONTENT

August 2022



Video Views

2,463

YouTube Subscribers

1,660  0.0%

From JULY