



December 2021

Social Media Channels

TOP PERFORMING CONTENT

December 2021



Palm Coast and the Flagler Beaches...
Look who just flew in! Santa made a safe, beautiful landing onto Flagler Beach to kick off the Holiday at the Beach Parade. Yeah, we ring in the holidays a little different here in Florida, and we wouldn't have it any other way. Surf's up, Santa! 🎅🌊🇺🇸 #VisitFlagler...

1:23 · Uploaded on 12/04/2021 · Owned · Appears Once · View Permalink · Copy Video ID

Reach 56,000

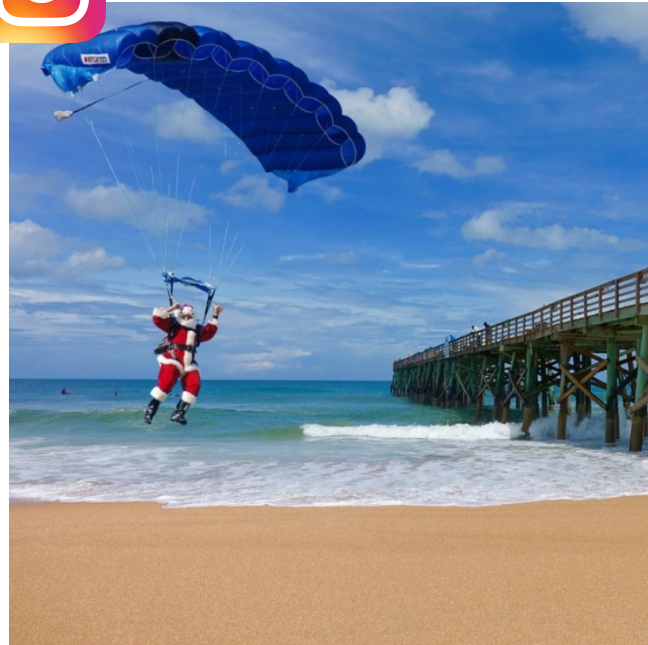
Video Views 22,000

Engagement 1,885

Facebook Followers

20,263

↑ 0.49%
From NOV



visitflagler
Flagler Beach Municipal Pier

visitflagler It's official! 🎅🌊 True to Flagler Beach tradition, Santa will be parachuting into town to kick off the Holiday at the Beach Parade! It all goes down tomorrow at 1pm on A1A in Flagler Beach. See you there! #VisitFlagler #LoveFL

#flaglerbeach #palmcoast #flaglercounty #florida #flagler #holidayevent #holidayatthebeach #christmasparade #holidayparade #holidayfun #christmasfun #visitflorida #exploreflorida #authenticflorida #onlyinflorida #howtodoflorida

flagler_boardriders
5w 1 like Reply

jill.rupp @rupp83
5w 1 like Reply

rochellelynnstone Can't wait!
5w 1 like Reply

View Insights

Liked by sallysicecream and 408 others
DECEMBER 3, 2021

Add a comment...

Reach 3,397

Video Views N/A

Engagement 519

Instagram Followers

5,857

↑ 1.75%
From NOV

TOP PERFORMING CONTENT

December 2021



Visit Flagler
@VisitFlagler

It's official! 🇺🇸👉 True to Flagler Beach tradition, Santa will be parachuting into town to kick off the Holiday at the Beach Parade! It all goes down tomorrow at 1pm on A1A in Flagler Beach. See you there! #VisitFlagler #LoveFL



10:50 AM · Dec 3, 2021 · Twitter Web App

Impressions	224
Video Views	N/A
Engagement	19

Twitter Followers

3,720

↑ 0.08%
From NOV



Visit Palm... Save

visitflagler.com

**Naturally Charming.
Uniquely Undiscovered.**

Wondering where to go for your next holiday? ✨ Discover the natural beauty and laid-back vibe of Palm Coast and the Flagler Beaches. 🌴 125+ miles of trails to explore 🍌 Independent foodie scene 🍷...
More

Palm Coast and the Flagler Beaches
773 followers

Shop this look

Tag products in your image or add related products Pinners might like.

Tag products

Note to self

What do you want to remember about this Pin?

Add note

Comments

Share feedback, ask a question or give a high five

Add a comment

You saved to Visit Palm Coast and the Flagler Beaches

Impressions	187,250
Video Views	N/A
Engagement	771

Pinterest Followers

774

↑ 0.52%
From NOV

TOP PERFORMING CONTENT

December 2021



Video Views

2,369

YouTube Subscribers

1,560  1.30%

From NOV



SEO REPORT

December 2021

FLAGLER
BEACH
FLA

SEO EXECUTIVE SUMMARY

Organic Traffic Performance

Organic sessions were up 11% YoY (+2,100 sessions). Content that performed well included the Palm Coast Holiday Boat Parade event (+1,666 sessions), Flagler by the Sea Campground listing (+187 sessions), and the Bright Lights Starry Nights blog post (+436 sessions).

Other YoY organic highlights included: Referrals were up from listings +58% and from events +4%, and pages/session were up 2%.

Compared to 2019, organic sessions were up 71% (+8,500 sessions). Several content categories were up in sessions, including Blog posts (+186%; +1,400 sessions), Event (/events/) content pages (+88%; +879 sessions), and Things to Do pages (+82%; +875 sessions).

2019 YoY organic highlights included: Partner Referrals from listings were up 198%, VG requests up 25%, and avg. pages per session up 2%.

Overall Site Performance

Last month, overall sessions were up 18% (+5,800 sessions) compared to last year. Social sessions dipped by 42% (-2,630 sessions); however, all other channels were up YoY.

Compared to 2019, the site was up 25% (+7,500 sessions). The "Other" channel decreased 73% (-6,900 sessions) due primarily to a decrease in Connect campaigns, which last year added over 9,000 sessions. All other channels added more sessions compared to 2019

Organic Sessions

20,562

↑ 11.2%

Organic Sessions YTD

308,574

↑ 32.5%



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Dec 1, 2021 - Dec 31, 2021

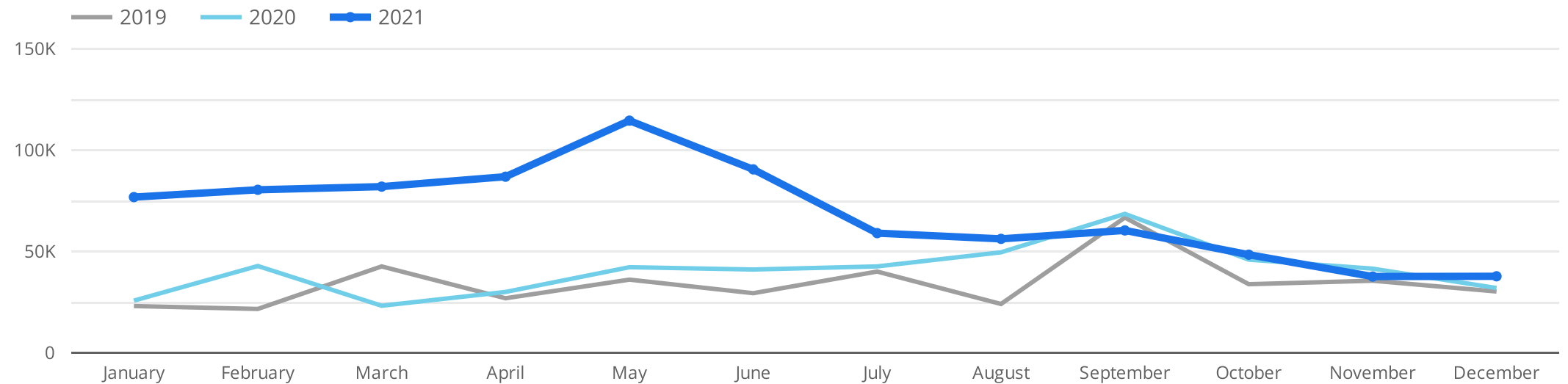
How is my total traffic performing over time?

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...
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
October	48,428	5.3% ↑	36,804	63.09%	75,595	1.56	00:01:17
September	60,390	-11.9% ↓	45,974	67.27%	90,253	1.49	00:01:08
August	56,224	13.4% ↑	41,286	62.54%	86,965	1.55	00:01:17
July	59,049	38.5% ↑	39,391	54.4%	102,208	1.73	00:01:44

How are users from all sources trending over time?

by Sessions Year over Year



Overall Traffic Summary | Last Month

Dec 1, 2021 - Dec 31, 2021

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	20,562	11.2% ↑	54.45%
Direct	7,526	29.5% ↑	19.93%
Social	3,588	-42.3% ↓	9.5%
(Other)	2,591	1,724.6% ↑	6.86%
Paid Search	2,119	9,990.5% ↑	5.61%
Referral	1,378	14.8% ↑	3.65%
Grand total	37,764	18.1% ↑	100%

Analysis: Last month, overall sessions were up 18% (+5,800 sessions) compared to last year. Social sessions dipped by 42% (-2,630 sessions); however, all other channels were up YoY.

Compared to 2019, the site was up 25% (+7,500 sessions). The "Other" channel decreased 73% (-6,900 sessions) due primarily to a decrease in Connect campaigns, which last year added over 9,000 sessions. All other channels added more sessions compared to 2019

What were the top campaigns that sent traffic?

by Campaign and Sessions

Campaign	Sessions
Evergreen	2,472
ACQ_Flagler_Location_Specific	2,088
ExtendedSummer	26
ACQ_Flagler	22
dm-flpcfb	21
Complete	14
welcome-home	13
Ultimate Girls Getaway	8
Welcome-Home	8

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	1.54	-22.38%
Organic Search	2.13	1.71	-19.62%
Paid Search	2.27	1.92	-15.34%

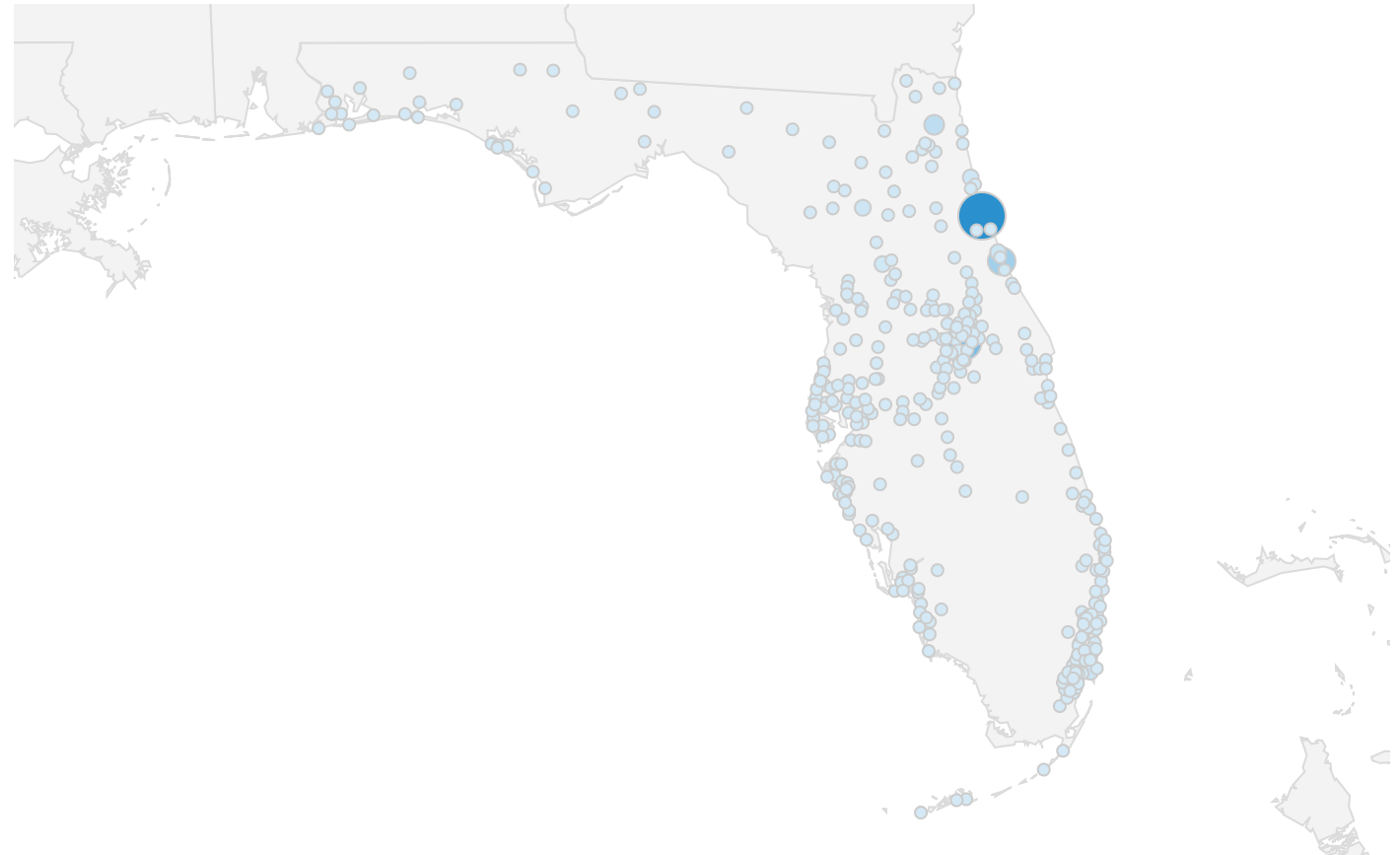
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:50	00:01:12	-34.06%
Organic Search	00:02:13	00:01:42	-23.56%
Paid Search	00:01:52	00:01:17	-31.38%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.16%	60.54%	11.78%
Organic Search	48.91%	48.02%	-1.82%
Paid Search	48.67%	62.69%	28.81%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	8,357	12.4% ↑
Orlando	4,105	64.3% ↑
Daytona Beach	2,457	1,336.8% ↑
Jacksonville	1,098	64.9% ↑
Miami	502	-57.6% ↓
Ormond Beach	382	5.2% ↑
St. Augustine	307	60.7% ↑
Gainesville	287	106.5% ↑
Ocala	217	126.0% ↑
Tampa	197	44.9% ↑
Port Orange	189	36.0% ↑
Keystone Heights	177	-
Tallahassee	150	194.1% ↑
St. Augustine Beach	110	-5.2% ↓
Palatka	104	100.0% ↑
Fort Lauderdale	104	82.5% ↑
Lake City	100	1,328.6% ↑



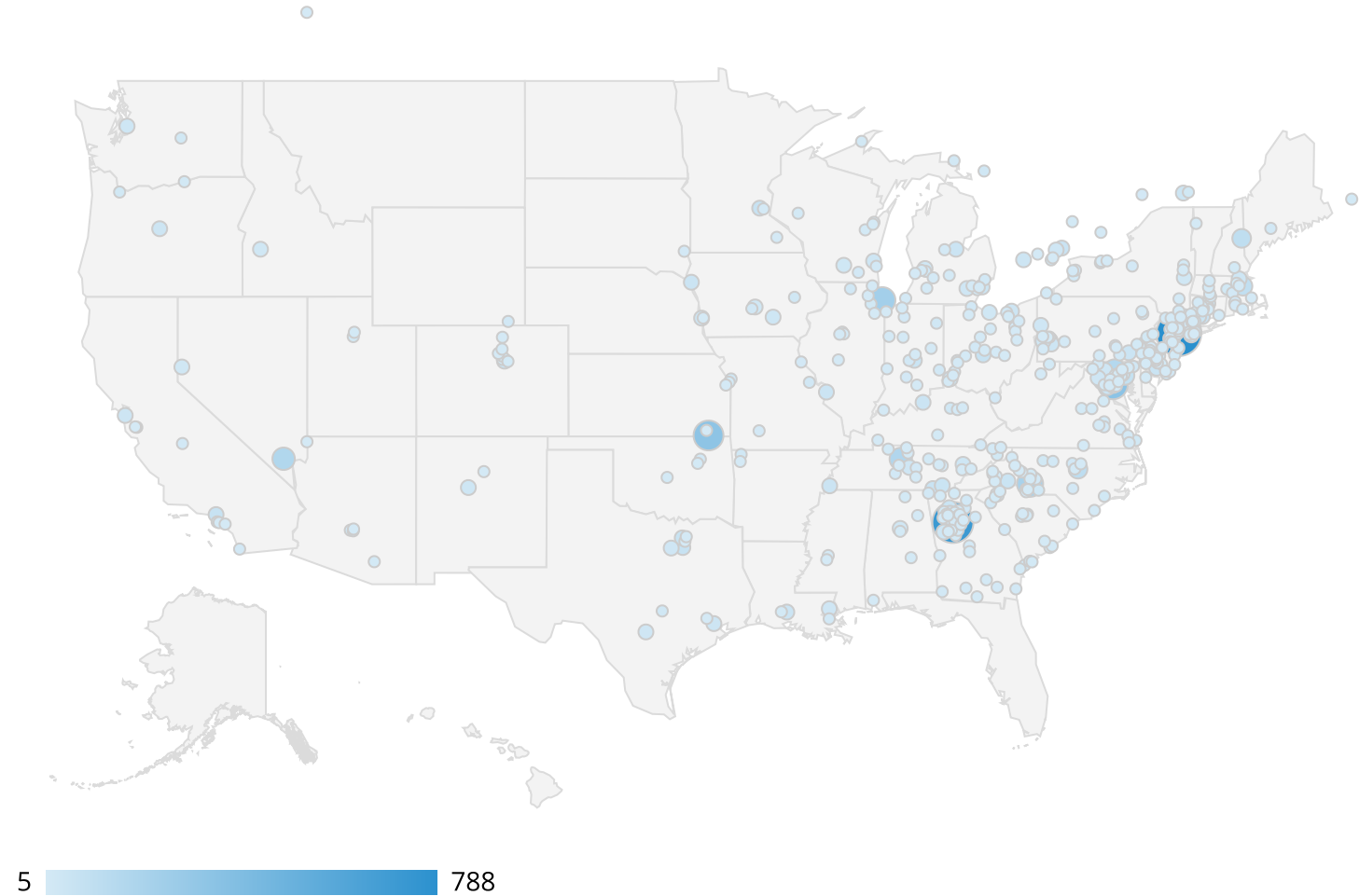
1 8,357

Analysis: Daytona Beach and Lake City each saw significant increases in sessions last month. We reviewed traffic for both and found that these were real organic increases.

What cities outside of Florida users from?

by City, Sessions, and % Change Year over Year

City	Sessions
New York	788
Atlanta	710
Washington	357
Coffeyville	329
Chicago	232
Charlotte	206
Nashville	168
Las Vegas	167
Eldersburg	153
Philadelphia	135
Ashburn	113
Raleigh	111
Conway	104
Cleveland	103
Boston	91
Sparrows Point	78
Columbus	77
Pittsburgh	77



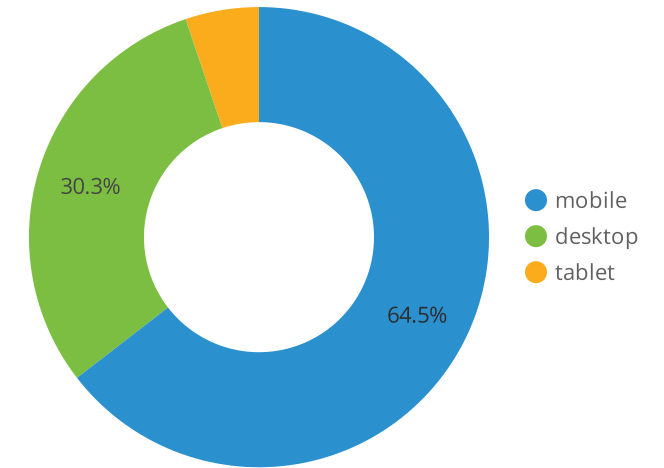
Overall Traffic Device Breakdown | Last Month

Dec 1, 2021 - Dec 31, 2021

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	24,368	16.0% ↑	63.88%	1.53	00:01:07
Desktop	11,444	23.5% ↑	47.78%	1.82	00:01:47
Tablet	1,952	14.6% ↑	59.94%	1.59	00:01:21
Grand total	37,764	18.1% ↑	58.8%	1.62	00:01:20



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	4,608	25.8% ↑
/	4,440	927.8% ↑
/events/	1,704	116.2% ↑
/event/palm-coast-holiday-boat-parade/18647/	1,560	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	867	-52.1% ↓
/blog/post/bright-lights-starry-nights/	767	-
/things-to-do/	407	784.8% ↑
/beaches/	386	232.8% ↑
/things-to-do/restaurants-bars/	373	11.7% ↑
/lodgings	356	70.3% ↑

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	3,524	-7.1% ↓
/	2,180	184.2% ↑
/events/	592	104.8% ↑
/event/palm-coast-holiday-boat-parade/18647/	515	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	238	-46.3% ↓
/lodgings	194	7.8% ↑
/things-to-do/restaurants-bars/	149	7.2% ↑
/where-to-stay/campgrounds-rv-parks/	138	1.5% ↑
/blog/post/bright-lights-starry-nights/	130	-
/blog/post/healthy-ish-treats-and-eats-in-palm-coast-and-th...	127	-

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/	8,756	00:01:11	50.8%
/	6,912	00:00:55	75.22%
/events/	2,429	00:01:53	42.73%
/event/palm-coast-holiday-boat-parade/18647/	2,187	00:00:54	72.61%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,132	00:02:23	56.89%
/blog/post/bright-lights-starry-nights/	935	00:00:59	78.18%
/lodgings	580	00:02:54	27.24%
/things-to-do/restaurants-bars/	542	00:02:25	46.68%
/things-to-do/	503	00:01:27	66%
/beaches/	469	00:01:25	62.26%
/where-to-stay/campgrounds-rv-parks/	461	00:02:22	44.69%
/beaches/pet-friendly-zones/	437	00:01:53	59.27%
/things-to-do/outdoor-adventures/horseback-riding-...	414	00:01:08	58.94%
/blog/post/healthy-ish-treats-and-eats-in-palm-coas...	312	00:01:18	63.46%
/blog/post/stay-fit-in-palm-coast-and-the-flagler-bea...	283	00:01:20	60.42%
/where-to-stay/vacation-rentals/	280	00:02:22	48.21%
/listing/princess-place-preserve/270329/	265	00:01:27	43.02%
/blog/post/shop-the-2021-holiday-gift-guide/	261	00:01:11	48.28%
/where-to-stay/	252	00:01:56	55.95%
/about/visitorsguide-brochures/	229	00:01:03	65.07%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	8,626	10,274
/	5,780	7,149
/event/palm-coast-holiday-boat-parade/18647/	2,231	2,721
/events/	1,695	3,116
/blog/post/bright-lights-starry-nights/	936	1,291
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	804	1,309
/lodgings	576	737
/things-to-do/	478	861
/beaches/	444	757
/things-to-do/restaurants-bars/	395	607
/beaches/pet-friendly-zones/	381	576
/things-to-do/outdoor-adventures/horseback-riding-on...	359	607
/about/visitors-guide-brochures/	355	1,086
/event/starry-nights-in-flagler-beach/20782/	354	900
/where-to-stay/campgrounds-rv-parks/	318	613
/listing/princess-place-preserve/270329/	301	510
/where-to-stay/	282	611
/blog/post/stay-fit-in-palm-coast-and-the-flagler-beac...	244	375
/blog/post/healthy-ish-treats-and-eats-in-palm-coast-a...	241	349
/listing/equestrian-adventures-of-florida/346583/	237	523

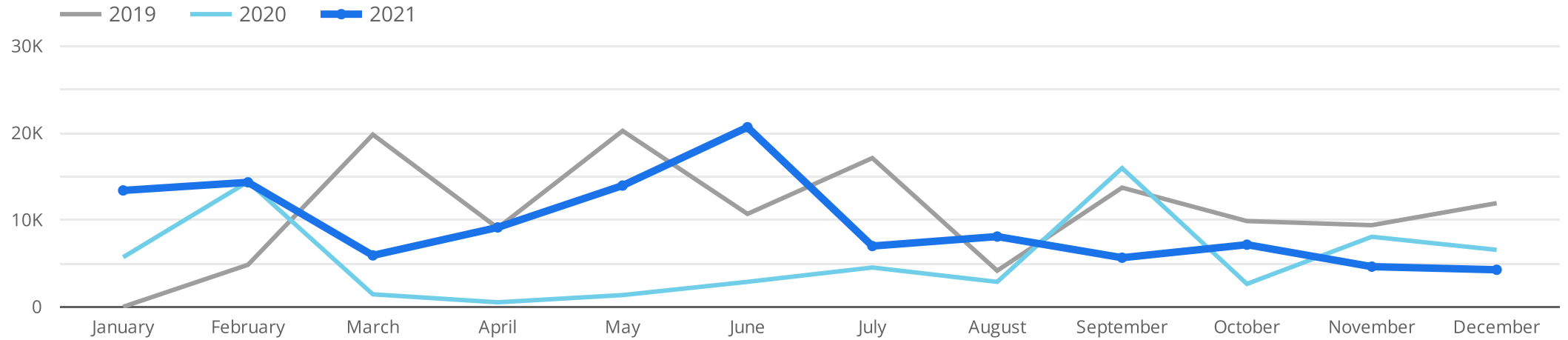
What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	10,291	00:01:10	50.17%
/	7,930	00:00:55	75.12%
/events/	3,835	00:01:52	42.65%
/event/palm-coast-holiday-boat-parade/18647/	2,601	00:00:54	72.45%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	1,494	00:02:23	56.84%
/blog/post/bright-lights-starry-nights/	1,336	00:00:59	78.1%
/about/visitors-guide-brochures/	1,170	00:02:30	44.64%
/things-to-do/	1,010	00:01:26	66.4%
/beaches/	824	00:01:24	61.86%
/where-to-stay/campgrounds-rv-parks/	797	00:02:18	44.78%
/things-to-do/restaurants-bars/	797	00:02:30	46.51%
/event/starry-nights-in-flagler-beach/20782/	788	00:01:31	71.76%
/lodgings	741	00:02:54	27.24%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	739	00:01:08	58.94%
/beaches/pet-friendly-zones/	623	00:01:53	58.6%
/where-to-stay/	604	00:01:56	56.4%
/listing/princess-place-preserve/270329/	503	00:01:24	43.02%
/blog/post/shop-the-2021-holiday-gift-guide/	486	00:01:11	48.09%
/where-to-stay/vacation-rentals/	473	00:02:20	48.04%
/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/	457	00:01:20	60.42%
/blog/post/healthy-ish-treats-and-eats-in-palm-coast-and-the-flagler-beaches/	418	00:01:18	63.46%
/listing/flagler-by-the-sea-campgrounds/270602/	371	00:01:32	41.9%
/listing/marineland-dolphin-adventure/270614/	367	00:01:19	46.97%

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
December	5,397	-22.6% ↓	52.57%	00:02:22	2.47
November	5,377	-36.9% ↓	56.59%	00:02:19	2.26
October	8,025	159.2% ↑	70.78%	00:01:47	2.04
Septemb...	6,702	-59.2% ↓	60.65%	00:02:19	2.29
August	8,973	177.7% ↑	64.71%	00:02:06	2.14
July	8,421	73.4% ↑	47.76%	00:03:19	2.87

What channels are my blog visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
Organic Search	2,543	-11.1% ↓	47.12%
Social	1,254	-59.9% ↓	23.24%
Direct	1,096	24.7% ↑	20.31%
Paid Search	212	-	3.93%
Referral	194	133.7% ↑	3.59%
(Other)	98	476.5% ↑	1.82%
Grand total	5,397	-22.6% ↓	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	Pageviews
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	1,514
/blog/post/bright-lights-starry-nights/	1,385
/blog/post/shop-the-2021-holiday-gift-guide/	531
/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/	464
/blog/post/healthy-ish-treats-and-eats-in-palm-coast-and-the-fl...	420
/blog/post/12-days-of-elfing-awesome-experiences/	343
/blog/post/5-vacation-rentals-we-want-to-escape-to-this-winter...	264
/blog/post/deck-the-halls-with-these-flagler-beach-christmas-o...	247
/blog/post/5-picture-perfect-spots-for-your-holiday-card/	202
/blog/post/find-beachside-bliss-with-a-spa-getaway-in-palm-co...	173

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...	38,664
/blog/post/turtles-murals-and-more-your-guide-to-public-art-in-palm...	17,093
/blog/post/park-it-at-palm-coast-and-the-flagler-beaches/	11,490
/blog/post/5-oceanfront-spots-for-breakfast-after-the-sunrise/	8,086
/blog/post/top-5-ways-to-stay-true-to-your-nature/	7,420
/blog/post/plan-your-romantic-getaway-to-palm-coast-and-the-flagl...	7,017
/blog/post/eat-like-a-local-at-these-off-the-beaten-path-restaurants/	5,736
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-fl...	5,512
/blog/post/witness-a-florida-phenomenon-turtle-nesting-season/	4,893
/blog/post/visit-palm-coast-and-the-flagler-beaches-during-stone-cr...	4,261

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/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	58
/blog/post/bright-lights-starry-nights/	/blog/post/bright-lights-starry-nights/	57
/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/	55
/blog/post/shop-the-2021-holiday-gift-guide/	/listing/florida-workshop/346580/	48
/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/	41
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	36
/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/	/listing/betty-steflik-memorial-preserve/270242/	29
/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/	/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/	22
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/florida-agricultural-museum/270580/	19
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/washington-oaks-gardens-state-park/270476/	17

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	28	31	71.43%	00:01:22	1.11
Direct	27	30	85.19%	00:00:55	1.11
(Other)	7	7	100%	00:00:00	1
Social	5	6	80%	00:01:04	1.2
Organic Search	2	2	50%	00:00:42	1
Grand total	69	76	79.71%	00:01:01	1.1

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks 51	Link Clicks 9
------------------------------	-------------------------

What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
Down to Earth Pottery	4
Florida's famous coastal route	1
Ripple Effect Ecotour	1
Captain's BBQ	1
River to Sea Preserve	1
A1A Scenic and Historic Coastal Byway	1
Grand total	9

The image features a close-up of a person's hands using a stylus on a laptop screen. The background is a soft-focus office setting. Overlaid on the image are several digital graphics: a colorful horizontal bar (orange, green, blue, red, purple, teal) at the top; a line graph with data points on the left; a network diagram with nodes and lines on the right; and a large, semi-transparent white box in the center containing the text 'ORGANIC TRAFFIC'. The overall aesthetic is modern and tech-oriented.

ORGANIC TRAFFIC

Organic Sessions

20,562

↑ 11.2%

Percent of Total Sessions

54.45%

↓ -5.8%

% New Sessions

65.24%

↑ 3.4%

Avg. Session Duration

00:01:32

↓ -12.3%

Pages / Session

1.69

↑ 0.2%

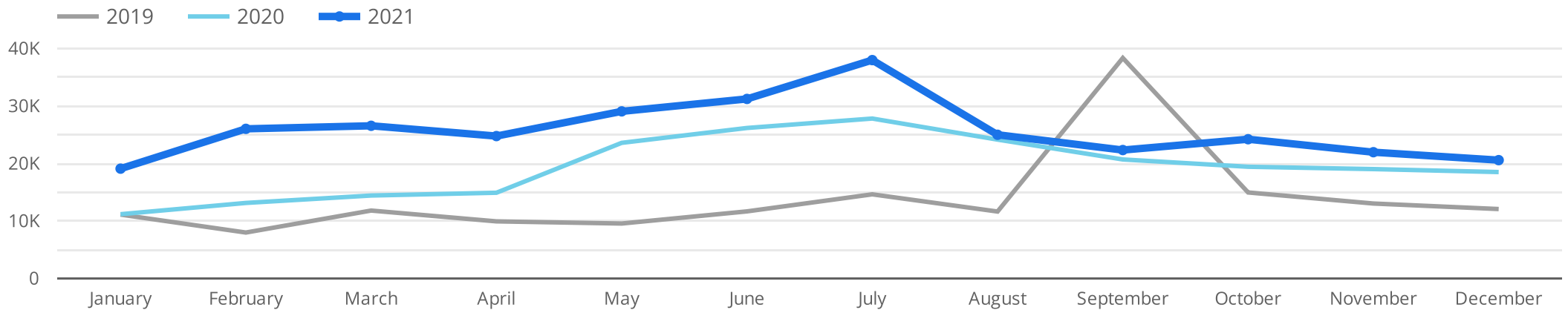
Bounce Rate

51.94%

↑ 1.8%

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/	5,055	2.3% ↑
/events/	1,684	65.7% ↑
/event/palm-coast-holiday-boat-parade/18647/	1,666	-
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,054	-45.8% ↓
/	834	87.4% ↑
/things-to-do/restaurants-bars/	528	13.8% ↑
/blog/post/bright-lights-starry-nights/	436	-
/where-to-stay/campgrounds-rv-parks/	428	26.6% ↑
/beaches/	288	56.5% ↑
/beaches/pet-friendly-zones/	286	49.0% ↑

Analysis: Organic sessions were up 11% YoY (+2,100 sessions). Content that performed well included the Palm Coast Holiday Boat Parade event (+1,666 sessions), Flagler by the Sea Campground listing (+187 sessions), and the Bright Lights Starry Nights blog post (+436 sessions).

Other YoY organic highlights included: Referrals were up from listings +58% and from events +4%, and pages/session were up 2%.

Compared to 2019, organic sessions were up 71% (+8,500 sessions). Several content categories were up in sessions, including Blog posts (+186%; +1,400 sessions), Event (/events/) content pages (+88%; +879 sessions), and Things to Do pages (+82%; +875 sessions).

2019 YoY organic highlights included: Partner Referrals from listings were up 198%, VG requests up 25%, and avg. pages per session up 2%.

<p>Organic Clicks</p> <p>15,630</p> <p>📈 4.9%</p>	<p>Organic Impressions</p> <p>801,106</p> <p>📈 24.5%</p>	<p>Organic CTR%</p> <p>1.95%</p> <p>📉 -15.7%</p>	<p>Average Ranking Position</p> <p>19.1</p> <p>📉 -1.6%</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	627	1	0	66.77%
flagler beach webcam	509	1.04	0.03 📈	51.57%
flagler beach	331	5.55	0.57 📈	1.77%
palm coast boat parade 2021	168	3.16	-	9.93%
flagler beach surf cam	134	1.69	-0.7 📉	43.09%
flagler beach live cam	133	1	0	61.01%
palm coast boat parade	108	2.56	-5.88 📉	11.55%
things to do in palm coast fl	106	2.49	1.14 📈	20.5%
flagler webcam	105	1	0	55.85%
flagler live cam	92	1	0	44.66%
things to do in palm coast	88	2.51	1.39 📈	13.6%
webcam flagler beach	79	1.01	-0.01 📉	91.86%
palm coast florida	75	8.2	3.25 📈	0.68%
things to do in palm coast this weekend	66	1.55	0.52 📈	43.14%
palm coast events	63	2.12	0.2 📈	20.19%
flagler beach campground	57	2.01	-0.25 📉	12%
boat parade palm coast	55	2.03	-7.32 📉	9.7%
flagler by the sea	54	1.82	-7.45 📉	31.21%
flagler by the sea campground	53	2.37	-7.46 📉	35.33%
flagler beach florida	53	5.74	0.02 📈	1.43%

Analysis: Last month, organic impressions were up 25%, clicks were up 5%, and the site's avg. ranking position improved by 2%. The site remained steadily in the top spot for several Beach Cam keywords. Aside from those queries, things to do and campground searches were the top drivers of traffic to the site.

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Princess Place Preserve	147
Equestrian Adventures of Florida	118
Marineland Dolphin Adventure	111
Bull Creek Campground/Dead Lake	97
Princess Place Cottages	86
Tomahawk Tavern	80
Gamble Rogers Memorial State Recreational Area	72
Beverly Beach RV Camptown Resort	71
Golden Magnolia Resort	54
Lehigh Trail	40
River To Sea Preserve	39
Essential Elements Spa	38
Mala Compra Road Beachfront Park - Pet Friendly	37
Oceanside Beach Bar & Grill	36
Flagler Auditorium	35
Grand Reserve Golf Course and Club	35
Flagler Beach Municipal Pier	33
Bulow Plantation RV Resort	33
Si Como No Inn	32
Washington Oaks Gardens State Park	29
Grand total	2,887

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Palm Coast Holiday Boat Parade	320
Veteran's Park Starry Nights in Flagler Beach	65
STARLIGHT FESTIVAL	49
FIRST FRIDAY	40
Creative Bazaar Arts & Crafts Flea Market	33
DARLENE LOVE	14
TNT ART & CRAFT SHOW	13
PALM COAST STRAWBERRY FESTIVAL 2022	11
Choral Arts Society Presents "The Sound of Christmas"	8
Flagler Auditorium City Lites Presents, Motown and ...	6
ROCKY AND THE ROLLERS	3
THE AMERICAN SIRENS	3
Flagler County Recreation Area and Fairgrounds CIR...	3
Pineapple Gallery Painted Glass Globes with Trish Ve...	2
Central Park in Town Center Fireworks in the Park	2
ZERBINNI FAMILY CIRCUS 2022	2
Pineapple Gallery Paint Wine Glasses with Trish Vev...	1
FANTASY LIGHTS	1
Grand total	576