



SEO REPORT

February 2022



SEO EXECUTIVE SUMMARY

Organic Traffic Performance

Organic sessions were up 14% YoY (+3,500 sessions). The Webcams landing page continues its year-over-year upward trend, with a 20% increase (+1,094 sessions) in February 2022, and it was the No. 1 landing page. The Events landing page saw a 92% increase (+684 sessions). The second-highest landing page was the [Princess Place Preserve Native American Festival listing](#). After being canceled last year due to COVID-19, the page saw a 3,000% increase in sessions from 2021.

Overall Site Performance

Overall sessions were down 29% from last year (-23,236 sessions), with a 71% decrease (-19,710 sessions) in social contributing to that. Additionally, last year there were 13,000 sessions from display advertising, while this year there were none. Organic searches saw a 14% increase, comprising 52% of all sessions.

Organic Sessions

29,532

↑ 13.6%

Organic Sessions YTD

52,043

↑ 15.4%



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Feb 1, 2022 - Feb 28, 2022

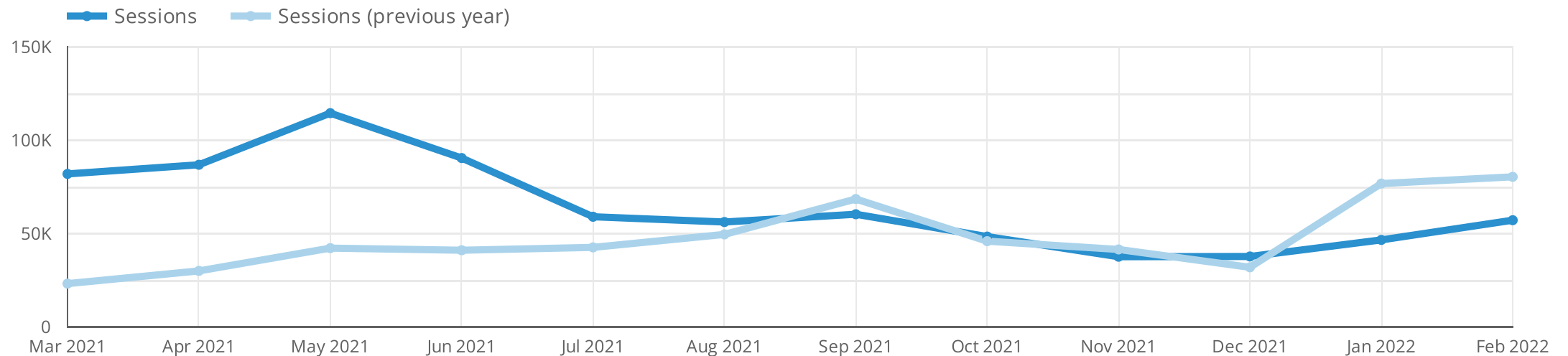
How is my total traffic performing over time?

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... |
|-----------|----------|----------|--------|-------------|-----------|-----------------|-------------------|
| 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 |
| 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 |

How are users from all sources trending over time?

by Sessions Year over Year



Overall Traffic Summary | Last Month

Feb 1, 2022 - Feb 28, 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 | 29,532 | 13.6% ↑ | 51.63% |
| Direct | 11,190 | 39.7% ↑ | 19.56% |
| Social | 8,078 | -70.9% ↓ | 14.12% |
| (Other) | 3,024 | 0.5% ↑ | 5.29% |
| Referral | 2,722 | 31.4% ↑ | 4.76% |
| Paid Search | 2,651 | 2,499.0% ↑ | 4.63% |
| Grand total | 57,197 | -28.9% ↓ | 100% |

Analysis: Overall sessions were down 29% from last year (-23,236 sessions), with a 71% decrease (-19,710 sessions) in social contributing to that. Additionally, last year there were 13,000 sessions from display advertising, while this year there were none. Organic searches saw a 14% increase, comprising 52% of all sessions.

What were the top campaigns that sent traffic?

by Campaign and Sessions

| Campaign | Sessions ▾ |
|-------------------------------|------------|
| Evergreen | 2,919 |
| ACQ_Flagler_Location_Specific | 2,600 |
| dm-flpcfb | 36 |
| ACQ_Flagler | 35 |
| Connect 360 | 23 |
| welcome-home | 13 |
| Complete | 11 |
| ExtendedSummer | 7 |
| Welcome-Home | 6 |

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 | -22.14% |
| Organic Search | 2.13 | 1.71 | -19.51% |
| Paid Search | 2.27 | 1.91 | -15.79% |

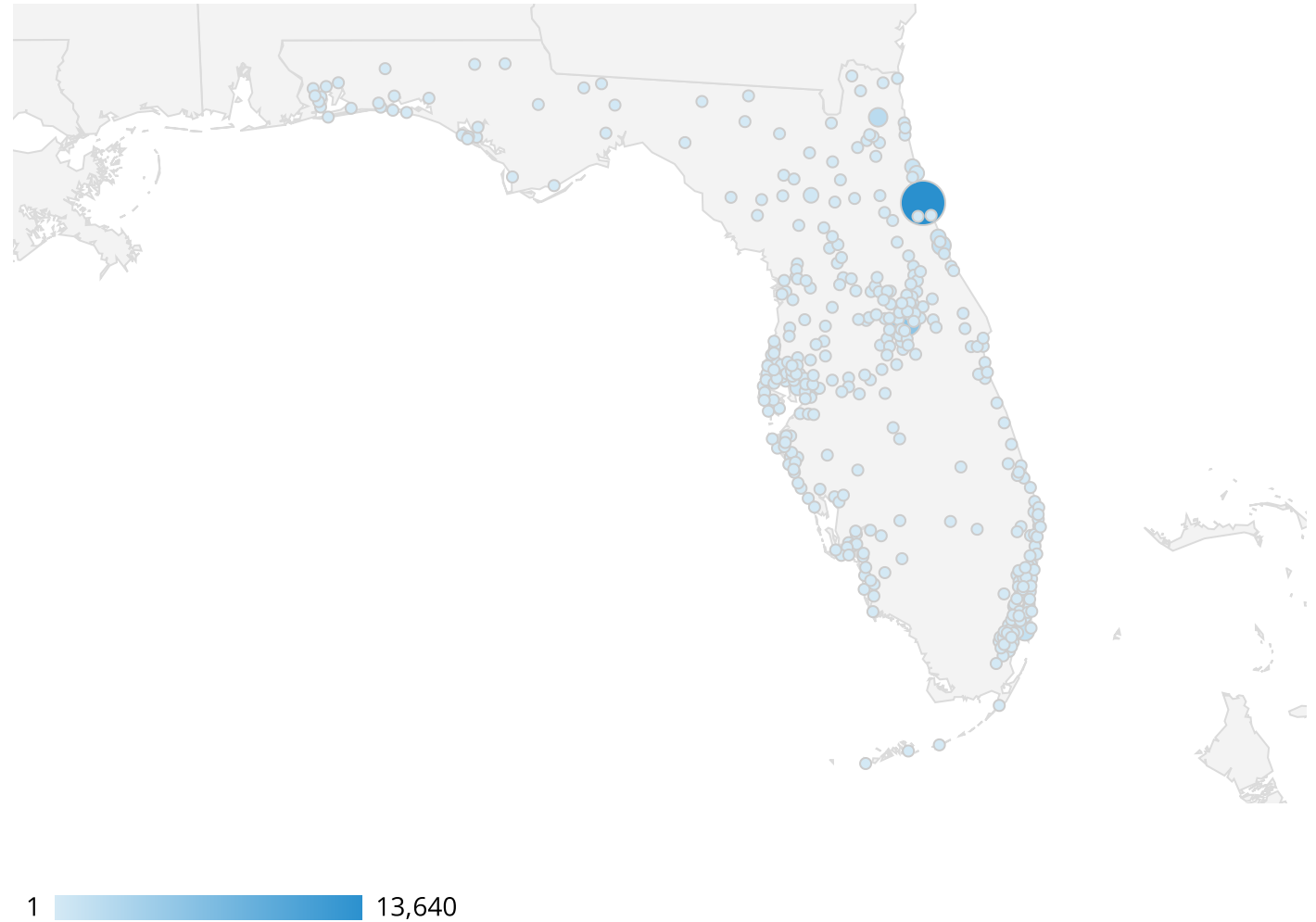
| Session Duration | | | |
|------------------|----------|---------------|---------|
| Channel ▲ | Industry | Visit Flagler | % dif |
| All Channels | 00:01:50 | 00:01:13 | -33.25% |
| Organic Search | 00:02:13 | 00:01:42 | -23.31% |
| Paid Search | 00:01:52 | 00:01:16 | -32.32% |

| Bounce Rate | | | |
|----------------|----------|---------------|--------|
| Channel ▲ | Industry | Visit Flagler | % dif |
| All Channels | 54.24% | 60.47% | 11.49% |
| Organic Search | 48.93% | 48.28% | -1.34% |
| Paid Search | 48.64% | 63.15% | 29.82% |

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

| City | Sessions | % Δ |
|-------------------------|----------|----------|
| Palm Coast | 13,640 | 66.9% ↑ |
| Orlando | 5,557 | 16.4% ↑ |
| Jacksonville | 2,075 | 22.6% ↑ |
| Miami | 1,286 | -34.3% ↓ |
| Daytona Beach | 1,169 | 154.1% ↑ |
| St. Augustine | 728 | 67.0% ↑ |
| Ormond Beach | 699 | -12.5% ↓ |
| Tampa | 395 | -57.2% ↓ |
| Gainesville | 350 | 58.4% ↑ |
| St. Augustine Beach | 333 | 62.4% ↑ |
| Port Orange | 310 | -34.7% ↓ |
| Ocala | 274 | 2.2% ↑ |
| DeLand | 221 | 30.8% ↑ |
| Palatka | 170 | 8.3% ↑ |
| Bunnell | 165 | 450.0% ↑ |
| Fruit Cove | 146 | 44.6% ↑ |
| Saint Augustine Shor... | 132 | 80.8% ↑ |

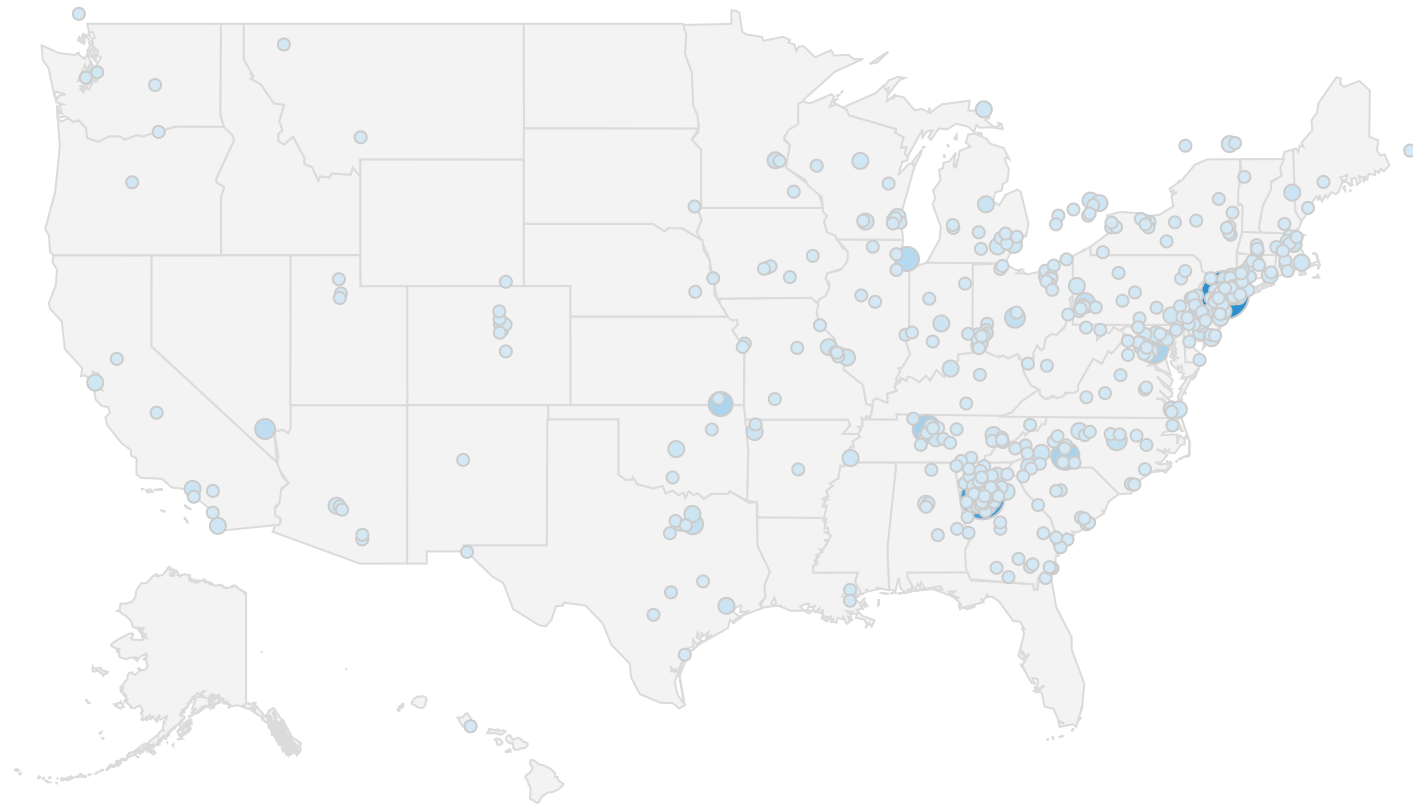


Analysis: Neighboring Bunnell saw a 450% increase, but has a small population and is part of Flagler. Daytona Beach saw a 154% increase and sits in the top five for number of sessions. Because Daytona is an hour drive and has similar attractions, highlight what is different about Flagler -- more parking, more accessible beaches, fewer crowds. Optimize blog posts to emphasize the quiet, local nature of Flagler, including [date night](#), [girls trip](#) and [spa day](#).

What cities outside of Florida users from?

by City, Sessions, and % Change Year over Year

| City | Sessions |
|--------------|----------|
| New York | 1,232 |
| Atlanta | 1,008 |
| Nashville | 351 |
| Washington | 346 |
| Charlotte | 321 |
| Coffeyville | 293 |
| Philadelphia | 253 |
| Chicago | 227 |
| Las Vegas | 166 |
| Dallas | 154 |
| Columbus | 152 |
| Ashburn | 142 |
| Raleigh | 122 |
| Pittsburgh | 117 |
| Boston | 109 |
| Fayetteville | 89 |
| Cleveland | 87 |
| Marietta | 87 |



Analysis: Sessions from New York increased 53% (+428 session). While sessions from Atlanta decreased 71% (-2,444 sessions), session duration from Atlanta was up 170%, from :27 to 1:13.

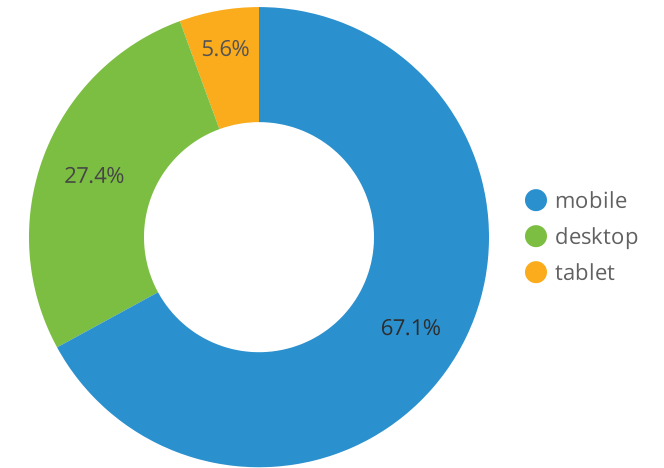
Overall Traffic Device Breakdown | Last Month

Feb 1, 2022 - Feb 28, 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 | 38,351 | -33.5% ↓ | 63.54% | 1.48 | 00:01:12 |
| Desktop | 15,647 | 6.7% ↑ | 50.19% | 1.9 | 00:02:05 |
| Tablet | 3,199 | -47.7% ↓ | 59.64% | 1.63 | 00:01:32 |
| Grand total | 57,197 | -27.1% ↓ | 59.67% | 1.6 | 00:01:27 |



What are the top pages for mobile users?

by Page and Sessions Year over Year

| Landing Page | Sessio... | % Δ |
|--|-----------|------------|
| / | 7,104 | 395.1% ↑ |
| /beaches/webcams/ | 6,464 | 39.4% ↑ |
| /event/7th-annual-princess-place-preserve-pow-wow-flagle... | 4,908 | 4,402.8% ↑ |
| /blog/post/free-things-to-do-in-palm-coast-and-the-flagler-... | 1,790 | - |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-t... | 1,690 | -24.5% ↓ |
| /events/ | 1,170 | 25.1% ↑ |
| /blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagl... | 1,020 | - |
| /lodgings | 655 | -91.7% ↓ |
| /event/palm-coast-strawberry-festival-2022/20689/ | 593 | - |
| /things-to-do/ | 544 | 45.1% ↑ |

What are the top pages for desktop users?

by Page and Sessions Year over Year

| Landing Page | Sessio... | % Δ |
|---|-----------|------------|
| /beaches/webcams/ | 4,981 | 30.8% ↑ |
| / | 2,502 | 141.7% ↑ |
| /event/7th-annual-princess-place-preserve-pow-wow-flagle... | 653 | 1,878.8% ↑ |
| /events/ | 507 | 95.8% ↑ |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-th... | 478 | -40.1% ↓ |
| /lodgings | 373 | -1.3% ↓ |
| /blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagle... | 292 | - |
| /blog/post/free-things-to-do-in-palm-coast-and-the-flagler-b... | 276 | - |
| /listing/princess-place-preserve/270329/ | 194 | 438.9% ↑ |
| /where-to-stay/vacation-rentals/ | 179 | -29.2% ↓ |

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/ | 12,370 | 00:01:21 | 57.15% |
| / | 10,161 | 00:01:02 | 73.67% |
| /event/7th-annual-princess-place-preserve-pow-wow-... | 5,705 | 00:01:13 | 62% |
| /blog/post/free-things-to-do-in-palm-coast-and-the-... | 2,352 | 00:01:10 | 76.19% |
| /blog/post/25-things-to-do-when-you-visit-palm-coa... | 2,226 | 00:02:38 | 54.18% |
| /events/ | 1,765 | 00:02:40 | 37.68% |
| /blog/post/pizza-joints-we-love-in-palm-coast-and-th... | 1,412 | 00:01:05 | 75.64% |
| /lodgings | 1,097 | 00:02:54 | 25.71% |
| /event/palm-coast-strawberry-festival-2022/20689/ | 756 | 00:00:52 | 56.22% |
| /things-to-do/ | 688 | 00:01:34 | 59.74% |
| /beaches/ | 673 | 00:01:41 | 57.21% |
| /where-to-stay/campgrounds-rv-parks/ | 584 | 00:02:24 | 49.83% |
| /about/visitors-guide-brochures/ | 548 | 00:01:34 | 59.49% |
| /things-to-do/restaurants-bars/ | 514 | 00:02:43 | 45.14% |
| /beaches/pet-friendly-zones/ | 512 | 00:02:01 | 57.23% |
| /event/cirque-maceo/20802/ | 465 | 00:02:04 | 40.86% |
| /where-to-stay/vacation-rentals/ | 452 | 00:01:46 | 55.97% |
| /listing/princess-place-preserve/270329/ | 450 | 00:02:10 | 41.56% |
| /things-to-do/outdoor-adventures/horseback-riding-... | 403 | 00:01:48 | 54.34% |
| /where-to-stay/ | 395 | 00:02:31 | 54.94% |

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

| Exit Page | Exits | Views |
|---|--------|--------|
| /beaches/webcams/ | 12,245 | 15,542 |
| / | 8,467 | 10,585 |
| /event/7th-annual-princess-place-preserve-pow-wow-... | 5,631 | 7,078 |
| /blog/post/free-things-to-do-in-palm-coast-and-the-fla... | 2,291 | 3,249 |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-... | 1,532 | 2,641 |
| /blog/post/pizza-joints-we-love-in-palm-coast-and-the-... | 1,312 | 1,751 |
| /events/ | 1,195 | 2,404 |
| /lodgings | 1,092 | 1,380 |
| /event/palm-coast-strawberry-festival-2022/20689/ | 754 | 957 |
| /about/visitors-guide-brochures/ | 743 | 1,872 |
| /beaches/ | 631 | 1,126 |
| /things-to-do/ | 630 | 1,129 |
| /listing/princess-place-preserve/270329/ | 588 | 1,118 |
| /event/cirque-maceo/20802/ | 492 | 756 |
| /where-to-stay/ | 458 | 930 |
| /where-to-stay/campgrounds-rv-parks/ | 456 | 816 |
| /beaches/pet-friendly-zones/ | 425 | 563 |
| /where-to-stay/vacation-rentals/ | 396 | 676 |
| /listing/marineland-dolphin-adventure/270614/ | 386 | 677 |
| /things-to-do/outdoor-adventures/horseback-riding-on... | 371 | 700 |

Analysis: Visitors spent at least one minute on 19 of the top 20 landing pages. Combined, the [Strawberry Festival](#) and [Princess Place Native American Festival](#) pages delivered 6,461 sessions and average session duration of one minute. Consider making the [annual events page](#) more robust with information about the events and internal links to the calendar.

What are my most viewed pages?

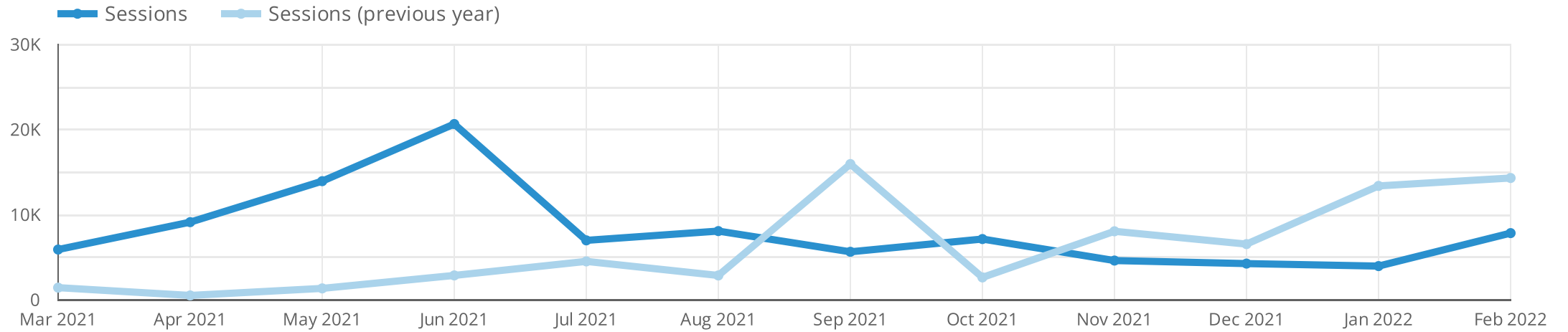
by Page and Pageview

| Page | Pageviews | Avg. Session Dur... | Bounce Rate |
|---|-----------|---------------------|-------------|
| /beaches/webcams/ | 15,365 | 00:01:21 | 56.52% |
| / | 11,893 | 00:01:02 | 73.46% |
| /event/7th-annual-princess-place-preserve-pow-wow-flagler-countys-native-a... | 6,965 | 00:01:13 | 61.61% |
| /blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/ | 3,392 | 00:01:10 | 76.06% |
| /events/ | 3,249 | 00:02:38 | 37.63% |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/ | 2,967 | 00:02:38 | 54.18% |
| /about/visitors-guide-brochures/ | 2,199 | 00:01:28 | 59.71% |
| /blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beaches/ | 1,829 | 00:01:05 | 75.58% |
| /lodgings | 1,385 | 00:02:52 | 25.78% |
| /things-to-do/ | 1,349 | 00:01:34 | 60.09% |
| /beaches/ | 1,277 | 00:01:43 | 56.87% |
| /where-to-stay/ | 1,018 | 00:02:31 | 55.22% |
| /listing/princess-place-preserve/270329/ | 995 | 00:02:14 | 41.83% |
| /where-to-stay/campgrounds-rv-parks/ | 962 | 00:02:28 | 49.49% |
| /event/palm-coast-strawberry-festival-2022/20689/ | 923 | 00:00:54 | 55.92% |
| /things-to-do/outdoor-adventures/horseback-riding-on-the-beach/ | 895 | 00:01:48 | 54.21% |
| /things-to-do/restaurants-bars/ | 846 | 00:02:42 | 45.22% |
| /where-to-stay/vacation-rentals/ | 725 | 00:01:48 | 55.36% |
| /event/cirque-maceo/20802/ | 719 | 00:02:01 | 39.75% |
| /beaches/pet-friendly-zones/ | 700 | 00:02:00 | 56.56% |
| /listing/marineland-dolphin-adventure/270614/ | 641 | 00:01:30 | 46.13% |
| /listing/flagler-by-the-sea-campgrounds/270602/ | 508 | 00:01:37 | 43.51% |
| /listing/washington-oaks-gardens-state-park/270476/ | 477 | 00:01:56 | 53.3% |

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

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 |
|------------|----------|----------|-------------|-----------------------|-----------------|
| 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 |
| October | 8,025 | 159.2% ↑ | 70.78% | 00:01:47 | 2.04 |
| Septemb... | 6,702 | -59.2% ↓ | 60.65% | 00:02:19 | 2.29 |

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 | 3,858 | -6.7% ↓ | 40.57% |
| Social | 2,686 | -61.1% ↓ | 28.25% |
| Direct | 2,005 | 140.1% ↑ | 21.09% |
| Referral | 359 | 131.6% ↑ | 3.78% |
| (Other) | 336 | -88.4% ↓ | 3.53% |
| Paid Search | 265 | 26,400.0% ↑ | 2.79% |
| Grand total | 9,509 | -38.8% ↓ | 100% |

What are the top viewed blog posts for last month?

by Page and Pageviews

| Page | Pageviews |
|--|-----------|
| /blog/post/free-things-to-do-in-palm-coast-and-the-flagler-bea... | 3,444 |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-... | 3,005 |
| /blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-b... | 1,829 |
| /blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-t... | 452 |
| /blog/post/rep-flagler-beach-with-these-fun-local-tees/ | 364 |
| /blog/post/reasons-mom-love-hammock-beach-golf-resort-and... | 327 |
| /blog/post/sweet-sips-to-share-with-your-sweetheart-in-palm-c... | 188 |
| /blog/post/a-go-to-roadmap-for-the-ultimate-girls-getaway-to-... | 188 |
| /blog/post/turtles-murals-and-more-your-guide-to-public-art-in... | 163 |
| /blog/post/best-places-to-watch-the-big-game-in-palm-coast-a... | 156 |

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... | 5,056 |
| /blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/ | 3,444 |
| /blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach... | 2,069 |
| /blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-the-fla... | 993 |
| /blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl... | 614 |
| /blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/ | 599 |
| /blog/post/bright-lights-starry-nights/ | 565 |
| /blog/post/sweet-sips-to-share-with-your-sweetheart-in-palm-coast-... | 512 |
| /blog/post/a-go-to-roadmap-for-the-ultimate-girls-getaway-to-palm-... | 415 |
| /blog/post/rep-flagler-beach-with-these-fun-local-tees/ | 364 |

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/free-things-to-do-in-palm-coast-and-the-flagler-beaches/ | /blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/ | 144 |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/ | /events/ | 112 |
| /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/ | 104 |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/ | /listing/marineland-dolphin-adventure/270614/ | 96 |
| /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/ | 77 |
| /blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beaches/ | /blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beaches/ | 62 |
| /blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beaches/ | /blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/ | 46 |
| /blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/ | /events/ | 45 |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/ | /about/visitors-guide-brochures/ | 42 |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/ | /listing/washington-oaks-gardens-state-park/270476/ | 39 |

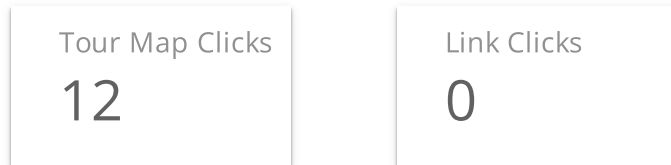
What channels are my website visitors coming from?

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

| Channel | Sessions | Pageviews | Bounce Rate | Avg. Session Duration | Pages / Session |
|--------------------|-----------|-----------|---------------|-----------------------|-----------------|
| Referral | 59 | 65 | 88.14% | 00:00:10 | 1.1 |
| Direct | 12 | 12 | 100% | 00:00:00 | 1 |
| (Other) | 5 | 5 | 100% | 00:00:00 | 1 |
| Social | 4 | 4 | 100% | 00:00:00 | 1 |
| Organic Search | 2 | 2 | 100% | 00:00:00 | 1 |
| Grand total | 82 | 88 | 91.46% | 00:00:07 | 1.07 |

What actions are my website visitors taking?

Tour map and link clicks last month



What were the most-clicked links?

Top 10 links and their total clicks

| Link Titles | Clicks |
|-------------|--------|
| No data | |



ORGANIC TRAFFIC

Organic Sessions

29,532

↑ 21.5%

Percent of Total Sessions

51.63%

↑ 59.7%

% New Sessions

63.99%

↓ -3.4%

Avg. Session Duration

00:01:43

↓ -8.4%

Pages / Session

1.67

↓ -3.6%

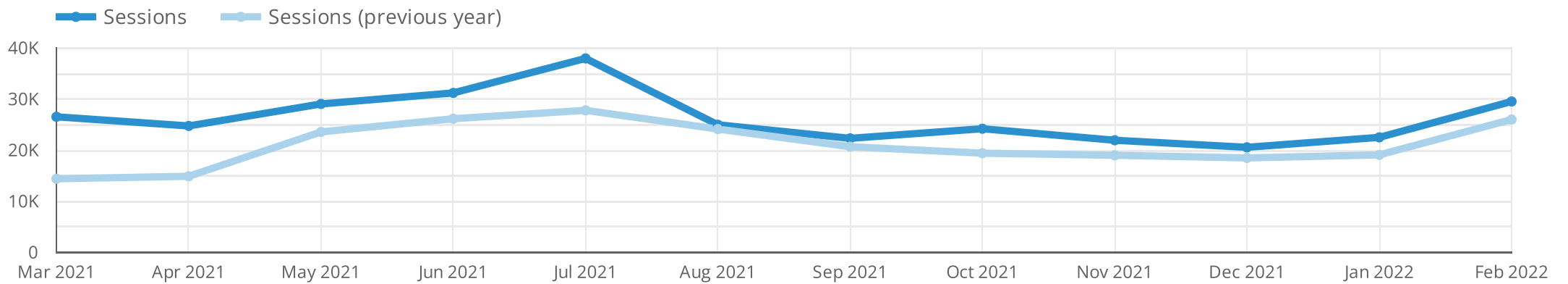
Bounce Rate

53.14%

↑ 4.0%

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/ | 6,605 | 19.9% ↑ |
| /event/7th-annual-princess-place-preserve-pow-wo... | 4,437 | 3,138.7% ↑ |
| /blog/post/25-things-to-do-when-you-visit-palm-coa... | 2,138 | -27.3% ↓ |
| /events/ | 1,428 | 91.9% ↑ |
| / | 1,132 | 82.6% ↑ |
| /event/palm-coast-strawberry-festival-2022/20689/ | 711 | - |
| /where-to-stay/campgrounds-rv-parks/ | 546 | 9.9% ↑ |
| /beaches/ | 483 | 22.0% ↑ |
| /things-to-do/restaurants-bars/ | 481 | -14.1% ↓ |
| /event/cirque-maceo/20802/ | 415 | - |

Analysis: Organic sessions were up 14% YoY (+3,500 sessions). The Events landing page saw a 92% increase (+684 sessions). The second-highest landing page was the Princess Place Preserve Native American Festival listing. After being canceled last year due to COVID-19, the page saw a 3,000% increase in sessions from 2021. As COVID restrictions lift, there is potential to capture increased interest in events.

| | | | |
|---|---|--|--|
| <p>Organic Clicks</p> <p>22,334</p> <p>📈 16.9%</p> | <p>Organic Impressions</p> <p>909,248</p> <p>📈 20.5%</p> | <p>Organic CTR%</p> <p>2.46%</p> <p>📉 -3.0%</p> | <p>Average Ranking Position</p> <p>19.39</p> <p>📈 10.7%</p> |
|---|---|--|--|

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 | 817 | 1 | 0 | 71.86% |
| flagler beach webcam | 756 | 1.03 | -0 | 68.17% |
| flagler beach | 458 | 6.19 | 0.58 | 1.72% |
| pow wow palm coast | 276 | 2.03 | - | 63.59% |
| things to do in palm coast fl | 252 | 1.37 | -0.04 | 33.92% |
| native american festival palm coast | 223 | 1 | - | 69.69% |
| flagler beach surf cam | 191 | 1.85 | -0.42 | 40.21% |
| palm coast strawberry festival 2022 | 191 | 1 | - | 70.48% |
| flagler beach live cam | 160 | 1 | 0 | 67.23% |
| flagler webcam | 128 | 1 | 0 | 59.81% |
| native american festival florida 2022 | 123 | 2.15 | - | 27.58% |
| flagler pier cam | 120 | 1 | -0.02 | 54.3% |
| things to do in palm coast florida | 109 | 1.25 | 0.14 | 35.5% |
| things to do in palm coast | 109 | 2.64 | 1.44 | 14.21% |
| webcam flagler beach | 107 | 1.02 | -0.02 | 84.92% |
| palm coast florida | 105 | 8.4 | 2.72 | 0.74% |
| flagler live cam | 104 | 1 | 0 | 63.03% |
| palm coast fl | 102 | 8.91 | 3 | 0.83% |
| princess place pow wow | 99 | 1.03 | - | 73.33% |
| princess place preserve events | 96 | 1.13 | -4.61 | 61.94% |

Analysis: Last month, organic impressions were up 21% and clicks were up 17%. Seven webcam results ranked first.

Again, queries related to events drove traffic comparable to that driven by webcam searches.

How many referrals are my partners receiving?

by Listing and Clicks

| Listing Name | Clicks to Website |
|---|-------------------|
| Princess Place Preserve | 229 |
| Marineland Dolphin Adventure | 176 |
| Equestrian Adventures of Florida | 153 |
| Princess Place Cottages | 148 |
| Bull Creek Campground/Dead Lake | 105 |
| Golden Magnolia Resort | 76 |
| River To Sea Preserve | 70 |
| Beverly Beach RV Camptown Resort | 68 |
| Grand Reserve Golf Course and Club | 55 |
| Gamble Rogers Memorial State Recreational Area | 54 |
| Tomahawk Tavern | 53 |
| Washington Oaks Gardens State Park | 47 |
| Bulow Plantation RV Resort | 45 |
| Flagler County Recreation Area and Fairgrounds | 44 |
| Island Cottage Oceanfront Inn | 43 |
| Hammock Beach Golf Resort & Spa | 40 |
| Si Como No Inn | 39 |
| Bings Landing County Park | 36 |
| Mala Compra Road Beachfront Park - Pet Friendly | 36 |
| Flagler Playhouse | 34 |
| Grand total | 3,486 |

How many referrals are my events receiving?

by Event and Clicks

| Event Name | Clicks to Website |
|---|-------------------|
| Princess Place Preserve 7th Annual Princess Place P... | 1,005 |
| Flagler County Recreation Area and Fairgrounds CIR... | 316 |
| PALM COAST STRAWBERRY FESTIVAL 2022 | 309 |
| ZERBINNI FAMILY CIRCUS 2022 | 136 |
| Creative Bazaar Arts & Crafts Flea Market | 57 |
| Winter Jam - Valentine's Weekend Special | 31 |
| Flagler Auditorium EARTH TO MARS / BRUNO MARS ... | 24 |
| Flagler County Recreation Area and Fairgrounds Cirq... | 18 |
| CHEER AT THE PIER | 15 |
| RACE THE RUNWAYS | 13 |
| ADBACADABRA | 9 |
| Flagler Auditorium MOTONES AND JERSEYS | 9 |
| CREEKSIDE FESTIVAL | 7 |
| Flagler Area Cycling Enthusiasts Trail Day on the A1... | 6 |
| COMPANY | 6 |
| PALM COAST SONGWRITERS FESTIVAL | 5 |
| Flagler Auditorium SIX APPEAL | 5 |
| Flagler Auditorium Melissa Manchester | 4 |
| Bird Walk: Washington Oaks Gardens State Park | 2 |
| PROOF | 2 |
| Grand total | 1,990 |



February 2022

Social Media Channels

TOP PERFORMING CONTENT

February 2022



Palm Coast and the Flagler Beaches
February 7 · 🌐
Follow your ❤️



| | |
|-------------|--------|
| Reach | 17,135 |
| Video Views | N/A |
| Engagement | 795 |

Facebook Followers

21,614 4.09%
From JAN



visitflagler
Louis Armstrong · What A Wonderful World

visitflagler We've got the ultimate date idea to help you win some brownie points from your valentine: a day trip to Washington Oaks Gardens State Park. With its rose gardens, majestic oaks, reflection ponds, and coquina rock beach, this @fl.stateparks is truly enchanting.

Click the link in our bio for more romantic date ideas.

#visitflagler #lovefl #flaglerbeach #palmcoast #flagler #florida #washingtonoaks #statepark #flstatepark #botanicalgarden #rosegarden #oaktrees #naturesbeauty #valentine #datenight #dateideas #exploreflorida

renasutton @forrest137
7w Reply

Liked by cycleheremedia and 313 others

FEBRUARY 1

Add a comment... Post

| | |
|-------------|-------|
| Reach | 5,887 |
| Video Views | 5,920 |
| Engagement | 371 |

Instagram Followers

6,043 1.60%
From JAN

TOP PERFORMING CONTENT

February 2022



Visit Flagler
@VisitFlagler

Let's ride. 🌞🌴🏍️ #VisitFlagler #BikeWeek



| | |
|-------------|-----|
| Impressions | 541 |
| Video Views | N/A |
| Engagement | 20 |

Twitter Followers

3,722

↑ 0.05%
From JAN



visitflagler.com

As Vivid As Your Imagination

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
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 | 571,604 |
| Video Views | N/A |
| Engagement | 3,287 |

Pinterest Followers

781

↑ 0.51%
From JAN

TOP PERFORMING CONTENT

February 2022



Video Views

4,520

YouTube Subscribers

1,590  1.30%

From JAN