



# SEO REPORT

February 2023





# SEO EXECUTIVE SUMMARY

Organic Sessions

28,298

↓ -4.2%

Organic Sessions YTD

60,022

↑ 5.0%

## Overall Traffic Performance

In February, the site received 66,100 sessions in total, a 16% increase from last year. Webcams and the homepage again drove the highest number of sessions (11,400 and 10,600, respectively), with engagement metrics declining slightly. Notably, the Events page saw an 89% increase, from 1,800 in 2022 to 3,300 in 2023, and the blog as a whole drove 18,200 sessions, a 130% increase.

## Organic Traffic Performance

Organic sessions numbered 28,300 in January, down 4% year-over-year. This 1,200-session decrease can be narrowed down to a handful of pages, including webcams and Vacation Rentals. Organic engagement metrics experienced slight improvements or remained the same: session duration increased 4%, pages per session increased 4%, and bounce rate remained steady. Organic clicks reached 22,000, down just 2%, and organic impressions reached 1.1 million, up 23%. Most of the top 20 terms returned the site within the first five positions in search, making it far more likely that users will click on VisitFlagler.com over other competitors.

## Recommendations

### FAQ widget on Beaches page

Organic traffic to the Beaches FAQ page increased 23% in February, but the Beaches page decreased 12%. This shows users are interested in the highly informative, relevant content on the FAQ page. The content on both pages is relatively similar and provides users valuable information about Flagler's beaches. Consider streamlining the user experience by condensing the pages and adding FAQs to the Beaches page. Simpleview's FAQ widget (covered under the existing SEO engagement) utilizes Google-friendly schema that encourages search engines to serve pages that contain it when users type questions into search. The FAQ widget is included in Flagler's SEO contract and can be added with approval.

### Improving homepage bounce rate

The Homepage bounce rate increased 8% in February, from 74% to 80%. While this is not a concerning increase, a lower bounce rate on the homepage would be ideal. Elevated bounce rates occur when users leave the site without navigating further into it or completing a conversion, and there are a few changes that could aid in lowering bounce rate:

- Move the Visitor Guide download button, which looks appealing on desktop but is stacked on mobile, further down the page. It could also be removed as it already exists in the footer.
- Prioritize content based on what users are looking for. Because Events drive significant traffic, move the "Upcoming Events" box higher up on the page.
- Consider changing the content within "Play Outside the Box" to more clearly represent the topic, golf, to ease the mobile experience. For example, "Play Outside the Box" could be "Enjoy Golfing Weather All Year Long" (then remove that sentence from the copy).



**OVERALL TRAFFIC**

# Overall Traffic Summary | 6 Months & YTD

Feb 1, 2023 - Feb 28, 2023

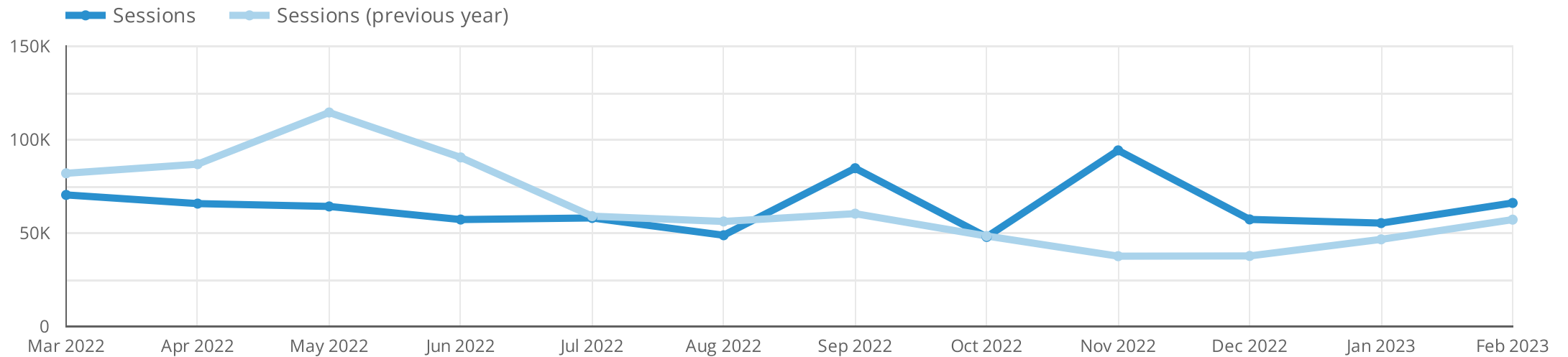
## How is my total traffic performing over time?

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	66,124	15.6% ↑	50,283	64.13%	104,493	1.58	00:01:19
January	55,341	18.7% ↑	41,862	65.17%	86,362	1.56	00:01:20
December	57,316	51.8% ↑	42,901	69.83%	83,653	1.46	00:01:08
November	94,260	150.4% ↑	60,337	54.51%	129,971	1.38	00:01:21
October	47,948	-1.0% ↓	29,935	55.98%	75,437	1.57	00:01:34
September	84,714	40.3% ↑	50,345	57.46%	120,511	1.42	00:01:28

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

by Sessions Year over Year



**Analysis:** In February, the site received 66,100 sessions in total, which represents a 16% increase from last year. Pages per session decreased 1% (1.60 to 1.58), average session duration decreased 10% (1:28 to 1:20) and bounce rate increased 7% (60% to 64%).



# Overall Traffic Summary | Last Month

Feb 1, 2023 - Feb 28, 2023

## 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	28,298	-4.2% ↓	42.8%
Social	14,983	85.5% ↑	22.66%
Direct	11,677	4.4% ↑	17.66%
Display	7,137	-	10.79%
Referral	1,937	-28.8% ↓	2.93%
Paid Search	1,860	-29.8% ↓	2.81%
(Other)	232	-92.3% ↓	0.35%
<b>Grand total</b>	<b>66,124</b>	<b>15.6% ↑</b>	<b>100%</b>

**Analysis:** Organic search brought in 43% of sessions with 28,300, a 4% decrease year-over-year. Social traffic increased 86%, from 8,100 last year to 15,000 in 2023. About 60% of Social traffic came from Facebook and went to the [Bucket List blog post](#).

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	5,065
ACQ_Flagler_Location_Specific	1,808
madden srpc-flvf	921
Florida (DM-FLPCFB) Palm Coast & Flagler Beac...	766
Recovery	376
welcome-home	164
ACQ_Flagler	39
dm-flpcfb	33
Complete	12

## 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	1.93	1.54	-20.16%
Organic Search	2.07	1.67	-19.29%
Paid Search	2.09	1.85	-11.59%

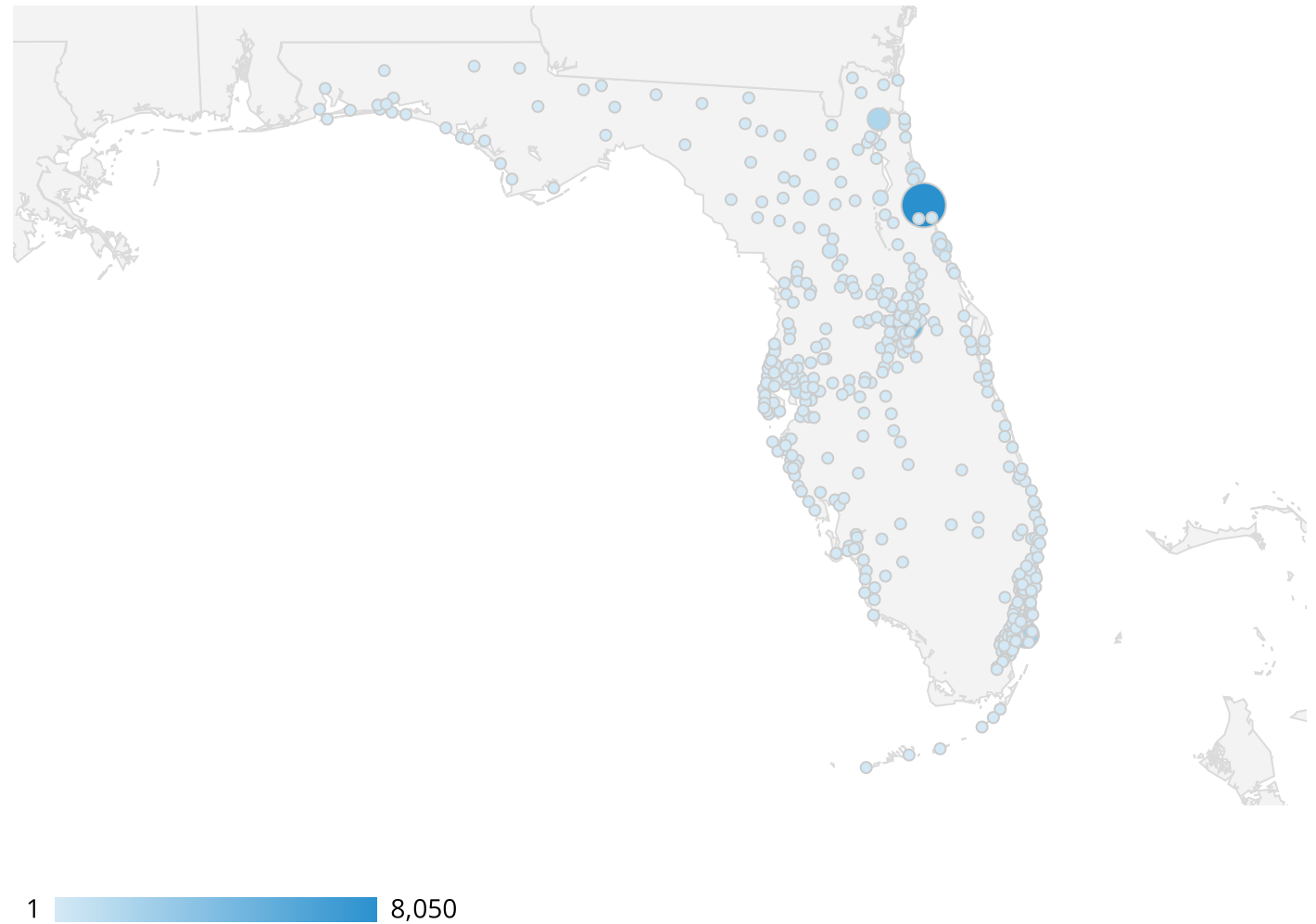
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:48	00:01:16	-29.12%
Organic Search	00:02:10	00:01:41	-22.45%
Paid Search	00:01:41	00:01:10	-30.46%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.53%	60.74%	11.39%
Organic Search	48.74%	50.66%	3.94%
Paid Search	52.09%	65.33%	25.42%

## What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	8,050	-41.0% ↓
Orlando	4,062	-26.9% ↓
Miami	2,350	82.7% ↑
Jacksonville	1,846	-11.0% ↓
Daytona Beach	772	-34.0% ↓
Tampa	572	44.8% ↑
Ormond Beach	466	-33.3% ↓
St. Augustine	465	-36.1% ↓
Ocala	303	10.6% ↑
St. Augustine Beach	238	-28.5% ↓
Palatka	222	30.6% ↑
Gainesville	197	-43.7% ↓
Port Orange	188	-39.4% ↓
Saint Augustine Shor...	163	23.5% ↑
Flagler Beach	155	44.9% ↑
Bunnell	154	-6.7% ↓
Four Corners	152	36.9% ↑



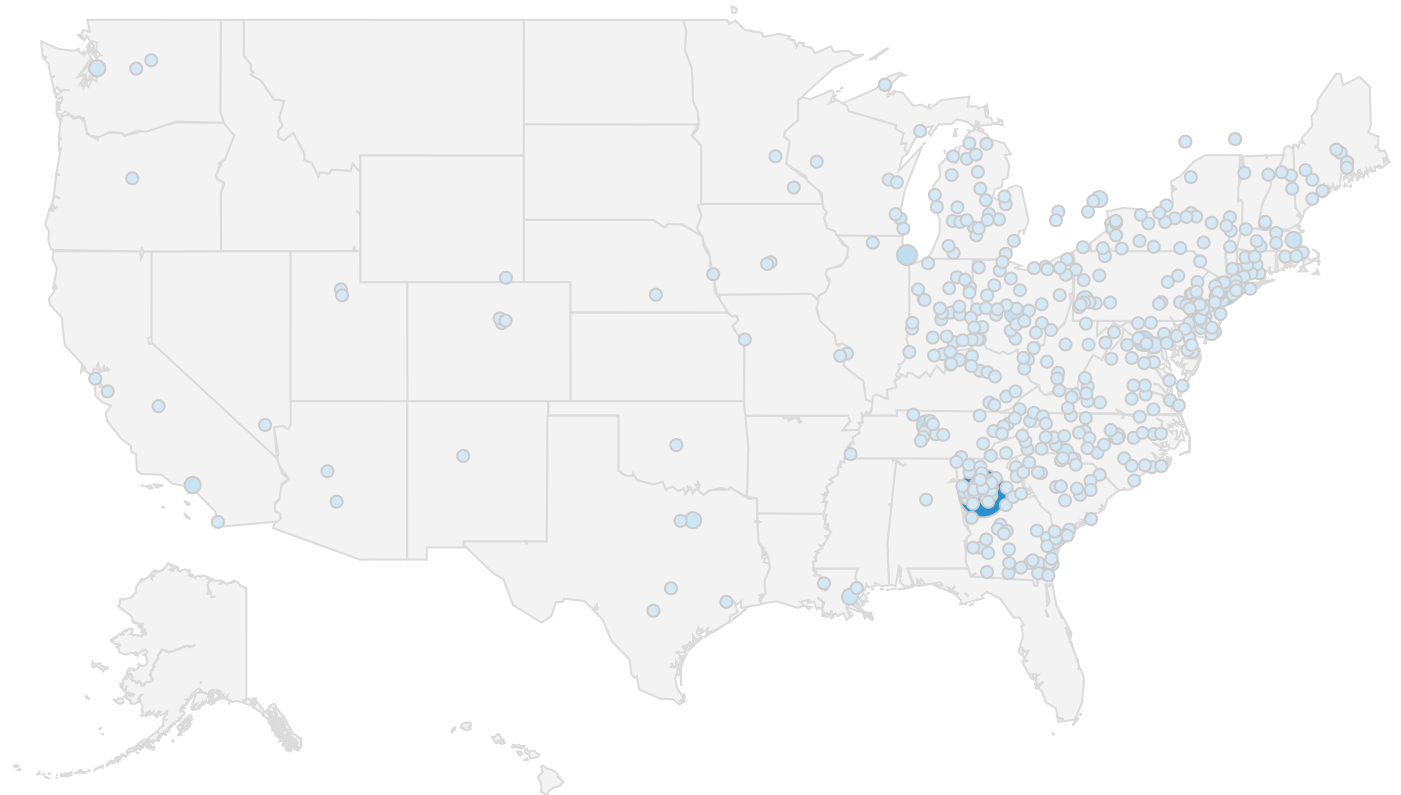
**Analysis:** Overall, Google Analytics shows a 14% decrease for in-state traffic (from 34,300 last year to 29,400 in 2023).



## What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions ▾	% Δ
Atlanta	3,983	295.1% ↑
New York	1,337	8.5% ↑
Ashburn	569	300.7% ↑
Philadelphia	536	111.9% ↑
Chicago	497	118.9% ↑
Nashville	483	37.6% ↑
Columbus	400	163.2% ↑
Los Angeles	282	276.0% ↑
Boston	281	157.8% ↑
Charlotte	215	-33.0% ↓
Dallas	192	24.7% ↑
Washington	160	-53.8% ↓
New Orleans	151	619.0% ↑
Clinton	148	3,600.0% ↑
Raleigh	146	19.7% ↑
Pittsburgh	139	18.8% ↑
Seattle	125	278.8% ↑
Cleveland	109	25.3% ↑



11  3,983

**Analysis:** Out-of-state traffic saw a 61% increase. Atlanta continued to be the top driver of traffic, with sessions concentrated on the webcams page (690) and the homepage (360). The 148 sessions from Clinton were actually made up of cities located in nine different states, including Clinton, NC (46 sessions), Clinton, SC (40 sessions) and Clinton, CT (31 sessions).

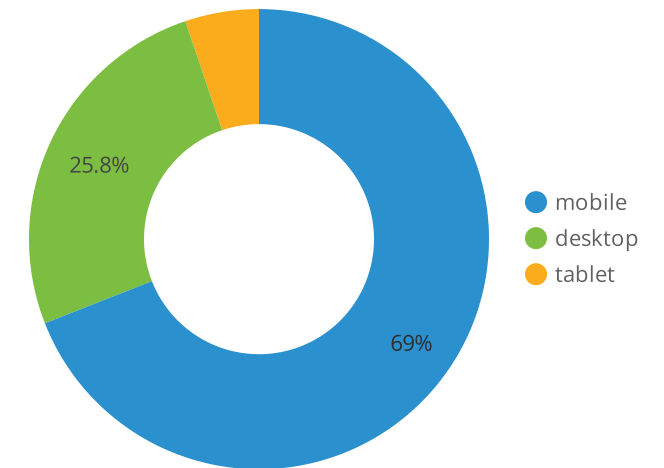
# Overall Traffic Device Breakdown | Last Month

Feb 1, 2023 - Feb 28, 2023

## 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	45,654	19.0% ↑	68.05%	1.46	00:01:03
Desktop	17,038	8.9% ↑	53.77%	1.91	00:02:02
Tablet	3,432	7.3% ↑	63.37%	1.58	00:01:23
<b>Grand total</b>	<b>66,124</b>	<b>15.6% ↑</b>	<b>64.13%</b>	<b>1.58</b>	<b>00:01:19</b>



## What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	9,261	-
/	6,618	-6.8% ↓
/beaches/webcams/	5,659	-12.5% ↓
/events/	2,275	94.4% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,631	-3.5% ↓
/things-to-do/	1,424	161.8% ↑
/blog/post/feast-on-seafood-favorites-at-high-tides-at-snac...	1,366	-
/about/visitors-guide-brochures/	555	41.2% ↑
/lodgings	553	-15.6% ↓
/where-to-stay/luxury-resort/	497	894.0% ↑

## What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	4,947	-0.7% ↓
/	3,490	39.5% ↑
/events/	869	71.4% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	375	-21.5% ↓
/lodgings	321	-13.9% ↓
/things-to-do/restaurants-bars/	189	33.1% ↑
/beaches/pet-friendly-zones/	182	34.8% ↑
/blog/post/5-best-things-to-do-in-palm-coast-and-the-flagler...	170	-
/where-to-stay/vacation-rentals/	167	-6.7% ↓
/blog/post/bikes-burgers-and-brews/	166	1,975.0% ↑



## 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>	11,371	00:01:29	55.93%
<a href="#">/</a>	10,583	00:01:02	79.84%
<a href="#">/blog/post/palm-coast-and-the-flagler-beaches-buck...</a>	9,942	00:00:25	78.48%
<a href="#">/events/</a>	3,342	00:02:26	39.95%
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coa...</a>	2,075	00:02:46	54.31%
<a href="#">/blog/post/feast-on-seafood-favorites-at-high-tides-...</a>	1,707	00:00:24	83.13%
<a href="#">/things-to-do/</a>	1,541	00:01:05	75.86%
<a href="#">/lodgings</a>	926	00:02:29	33.48%
<a href="#">/about/visitors-guide-brochures/</a>	740	00:01:22	59.46%
<a href="#">/beaches/pet-friendly-zones/</a>	649	00:01:50	60.4%
<a href="#">/things-to-do/restaurants-bars/</a>	569	00:02:53	43.06%
<a href="#">/event/flagler-native-american-festival/21212/</a>	566	00:00:55	75.8%
<a href="#">/where-to-stay/luxury-resort/</a>	563	00:00:49	53.11%
<a href="#">/beaches/</a>	561	00:02:09	51.16%
<a href="#">/event/6th-annual-strawberry-festival/21062/</a>	546	00:00:48	71.43%
<a href="#">/things-to-do/outdoor-adventures/horseback-riding-...</a>	545	00:01:26	61.28%
<a href="#">/blog/post/bikes-burgers-and-brews/</a>	518	00:01:25	73.36%
<a href="#">/where-to-stay/campgrounds-rv-parks/</a>	461	00:02:29	40.13%
<a href="#">/blog/post/5-best-things-to-do-in-palm-coast-and-th...</a>	436	00:02:22	55.05%
<a href="#">/where-to-stay/vacation-rentals/</a>	398	00:01:40	50.75%

## Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
<a href="#">/beaches/webcams/</a>	11,244	13,824
<a href="#">/</a>	9,347	11,007
<a href="#">/blog/post/palm-coast-and-the-flagler-beaches-bucket...</a>	8,647	9,875
<a href="#">/events/</a>	2,139	3,808
<a href="#">/blog/post/feast-on-seafood-favorites-at-high-tides-at-...</a>	1,697	2,162
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coast-...</a>	1,438	2,335
<a href="#">/things-to-do/</a>	1,340	1,854
<a href="#">/about/visitors-guide-brochures/</a>	937	2,034
<a href="#">/lodgings</a>	921	1,120
<a href="#">/where-to-stay/luxury-resort/</a>	880	1,660
<a href="#">/event/flagler-native-american-festival/21212/</a>	706	1,080
<a href="#">/where-to-stay/</a>	593	1,311
<a href="#">/beaches/pet-friendly-zones/</a>	582	824
<a href="#">/event/6th-annual-strawberry-festival/21062/</a>	541	670
<a href="#">/beaches/</a>	502	899
<a href="#">/things-to-do/outdoor-adventures/horseback-riding-on...</a>	473	797
<a href="#">/things-to-do/restaurants-bars/</a>	459	970
<a href="#">/blog/post/bikes-burgers-and-brews/</a>	438	571
<a href="#">/blog/post/5-best-things-to-do-in-palm-coast-and-the-...</a>	394	729
<a href="#">/event/flagler-beach-farmers-market/20965/</a>	388	694

**Analysis:** Webcams and the homepage again drove the highest number of sessions (11,400 and 10,600, respectively). Notably, the Events page saw an 89% increase, from 1,800 in 2022 to 3,300 in 2023. Blog posts held five of the top 20 overall landing pages, and the blog as a whole drove 18,200 sessions in February, an impressive 130% increase year-over-year.

## What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	13,760	00:01:28	54.72%
/	12,104	00:01:03	79.64%
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	11,042	00:00:25	78.4%
/events/	5,231	00:02:24	39.96%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,732	00:02:45	54.29%
/things-to-do/	2,369	00:01:00	76.06%
/blog/post/feast-on-seafood-favorites-at-high-tides-at-snack-jack-in-flagler-be...	2,207	00:00:24	83.08%
/about/visitors-guide-brochures/	1,914	00:01:22	59.38%
/where-to-stay/luxury-resort/	1,361	00:00:50	53.39%
/where-to-stay/	1,269	00:02:35	47.45%
/beaches/	1,139	00:02:01	51.43%
/lodgings	1,123	00:02:29	33.51%
/things-to-do/restaurants-bars/	1,096	00:02:48	42.61%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	972	00:01:26	60.95%
/event/flagler-native-american-festival/21212/	943	00:01:00	75.4%
/beaches/pet-friendly-zones/	892	00:01:51	59.94%
/blog/post/5-best-things-to-do-in-palm-coast-and-the-flagler-beaches/	871	00:02:22	55.05%
/where-to-stay/campgrounds-rv-parks/	785	00:02:30	39.96%
/listing/princess-place-preserve/270329/	683	00:01:44	46.99%
/blog/post/bikes-burgers-and-brews/	671	00:01:26	73.08%
/event/6th-annual-strawberry-festival/21062/	668	00:00:48	71.17%
/where-to-stay/vacation-rentals/	654	00:01:44	50.5%
/about/newsletter/	654	00:01:42	57.14%

**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 <b>432</b> ↑ 23.1%	Unique Newsletter Sign Up <b>252</b> ↑ 55.6%
Visitor Guide Req. YTD <b>810</b> ↑ 34.8%	Unique Newsltr Sign Up YTD <b>502</b> ↑ 57.4%

## Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	156
(direct) / (none)	89
m.facebook.com / referral	67
visitflorida.com / referral	45
google / cpc	33
l.facebook.com / referral	32
bing / organic	15
lm.facebook.com / referral	15
yahoo / organic	8
duckduckgo / organic	6

## 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	195	72.76%
Beach	229	85.45%
Camping	67	25.00%
Dining	206	76.87%
Events & Festivals	244	91.04%
Family Fun	127	47.39%
Marine Life & Conserv...	166	61.94%
Outdoor Activities	203	75.75%
Pet Friendly	124	46.27%
Weddings	13	4.85%

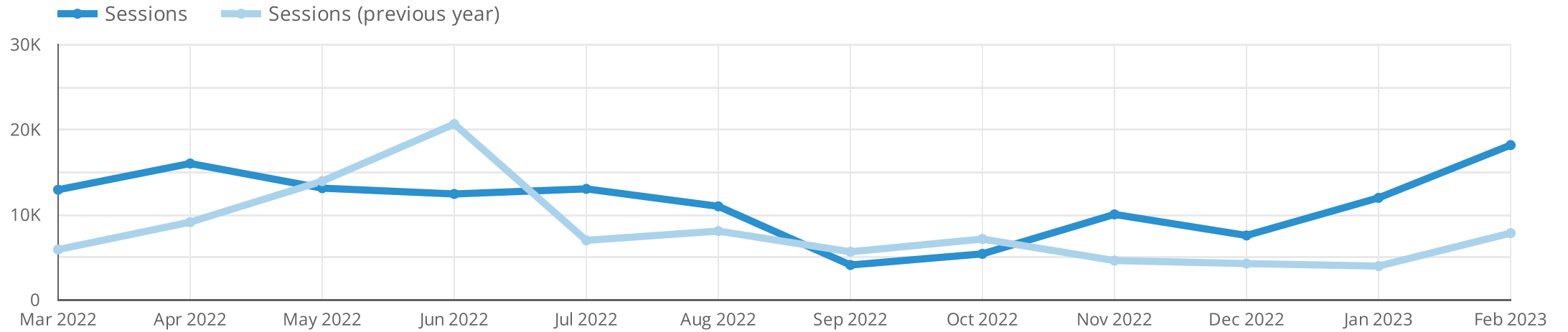
## Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	14
yahoo / organic	3
visitflorida.com / referral	3
l.facebook.com / referral	2
(direct) / (none)	1
google / cpc	1
m.facebook.com / referral	1
lm.facebook.com / referral	1
duckduckgo / organic	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
February	20,096	111.3% ↑	67.01%	00:01:32	1.89
January	13,397	141.0% ↑	64.66%	00:01:48	1.94
December	9,068	68.0% ↑	60.71%	00:02:01	2.16
November	11,690	117.4% ↑	61.6%	00:01:59	2
October	6,603	-17.7% ↓	48.18%	00:03:16	2.77
Septemb...	5,475	-18.3% ↓	49.21%	00:03:16	2.74

## What channels are my blog visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
Social	12,114	351.0% ↑	60.28%
Organic Search	5,193	34.6% ↑	25.84%
Direct	2,320	15.7% ↑	11.54%
Referral	265	-26.2% ↓	1.32%
Paid Search	154	-41.9% ↓	0.77%
Display	32	-	0.16%
<b>Grand total</b>	<b>20,096</b>	<b>111.3% ↑</b>	<b>100%</b>

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

by Page and Pageviews

Page	PVs
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	11,043
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-bea...	2,772
/blog/post/feast-on-seafood-favorites-at-high-tides-at-snack-jack-in-flagl...	2,264
/blog/post/5-best-things-to-do-in-palm-coast-and-the-flagler-beaches/	879
/blog/post/bikes-burgers-and-brewns/	678
/blog/post/spring-events-in-palm-coast-and-the-flagler-beaches/	657
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-be...	532
/blog/post/5-valentines-day-activities-we-love-in-palm-coast-and-the-flagl...	482
/blog/post/the-ultimate-funcation-itinerary-to-palm-coast-and-the-flagler-...	457
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	324

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

by Page and Pageviews

Page	PVs
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	5,936
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,460
/blog/post/meet-a-local-jennifer-blumenfield-from-ohana-food-co/	2,087
/blog/post/5-valentines-day-activities-we-love-in-palm-coast-and-the-flagler-...	578
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beach...	571
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	448
/blog/post/eat-well-at-ohana-food-co-in-palm-coast-and-the-flagler-beaches/	370
/blog/post/our-favorite-wine-bars-in-palm-coast-and-the-flagler-beaches/	255
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches/	253
/blog/post/unique-proposal-spots-in-palm-coast-and-the-flagler-beaches/	235

## 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/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	457
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/where-to-stay/luxury-resort/	370
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/where-to-stay/	306
/blog/post/feast-on-seafood-favorites-at-high-tides-at-snack-jack-in-flagler-beach/	/blog/post/feast-on-seafood-favorites-at-high-tides-at-snack-jack-in-flagler-beach/	127
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/classic-activities-for-a-fun-beach-day-in-palm-coast-and-the-flagler-bea...	118
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	103
/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/	100
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	90
/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/	89
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	89

## 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	44	51	81.82%	00:01:14	1.16
Direct	10	10	100%	00:00:00	1
(Other)	5	5	100%	00:00:00	1
Social	2	2	100%	00:00:00	1
Organic Search	1	1	100%	00:00:00	1
<b>Grand total</b>	<b>62</b>	<b>69</b>	<b>87.1%</b>	<b>00:00:53</b>	<b>1.11</b>

## What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks <b>29</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 soft-focus office setting. Overlaid on the image are several digital graphics: a line graph with data points in the upper left, a network diagram with nodes and connecting lines in the upper right, and a series of horizontal bars of varying lengths on the right side. A semi-transparent white box is positioned in the center-left, containing the text 'ORGANIC TRAFFIC'. The overall color palette is a mix of warm and cool tones, with a prominent blue and white digital aesthetic.

# ORGANIC TRAFFIC

Organic Sessions

28,298

↓ -4.2%

Percent of Total Sessions

42.80%

↓ -17.1%

% New Sessions

66.93%

↑ 4.6%

Avg. Session Duration

00:01:47

↑ 3.6%

Pages / Session

1.75

↑ 4.3%

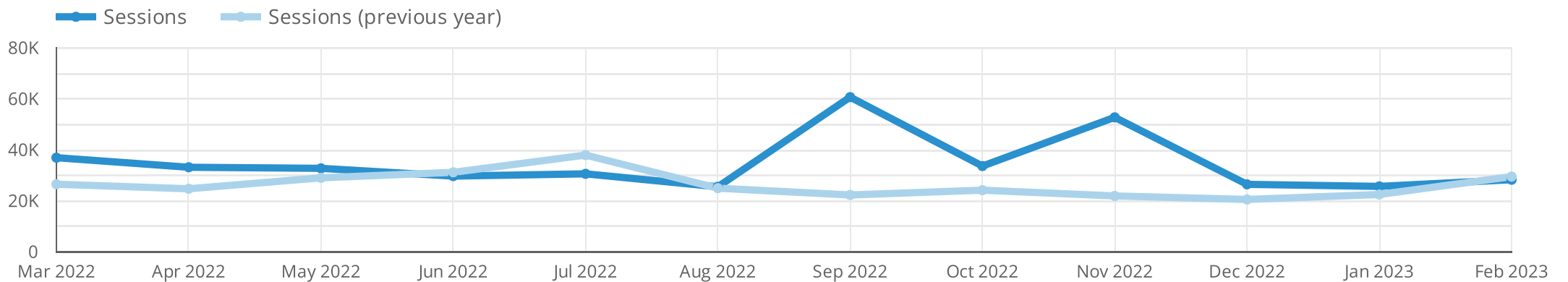
Bounce Rate

53.14%

↑ 0.0%

## 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/	6,343	-4.0% ↓
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-fl...	1,994	-6.7% ↓
/events/	1,894	32.6% ↑
/	1,396	23.3% ↑
/things-to-do/restaurants-bars/	539	12.1% ↑
/event/6th-annual-strawberry-festival/21062/	493	-
/beaches/	427	-11.6% ↓
/where-to-stay/campgrounds-rv-parks/	400	-26.7% ↓
/event/flagler-native-american-festival/21212/	386	-
/beaches/pet-friendly-zones/	369	19.8% ↑

**Analysis:** Organic sessions numbered 28,300 in January, down 4% year-over-year. This 1,200-session decrease can be narrowed down to a handful of pages:

- Webcams: -4%, or 300 sessions
- 25 Things to Do blog post: -7%, 150 sessions
- [Beaches](#): -12%, 60 sessions
- [Campgrounds & RV Parks](#): -27%, 50 sessions\*
- [Vacation Rentals](#): -11%, 40 sessions\*

\*See January 2023 report for recommendations to improve these pages

Organic engagement metrics experienced slight improvements or remained the same: session duration increased 4% (from 1:44 to 1:47), pages/sessions increased 4% (from 1.7 to 1.8) and bounce rate remained the same (53%). Organic sessions to blog posts increased 29%, with the top three being 25 Things to Do (-7%), [Things to Do with Kids](#) (+50%) and [Pet Friendly](#) (+68%).

<p>Organic Clicks</p> <p><b>21,945</b></p> <p>↓ -1.7%</p>	<p>Organic Impressions</p> <p><b>1,121,644</b></p> <p>↑ 23.4%</p>	<p>Organic CTR%</p> <p><b>1.96%</b></p> <p>↓ -20.3%</p>	<p>Average Ranking Position</p> <p><b>18.18</b></p> <p>↓ -6.2%</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	908	1.08	0.05 ↑	68.32%
flagler beach cam	746	1	0	63.06%
flagler beach	323	7.49	1.3 ↑	1.4%
palm coast fl	286	6.56	-2.35 ↓	1.62%
palm coast	272	5.87	-0.95 ↓	1.26%
flagler beach live cam	245	1	0	73.13%
palm coast florida	223	7.1	-1.31 ↓	1.37%
flagler pier cam	178	1	0	61.17%
flagler beach surf cam	125	1.23	-0.62 ↓	39.68%
flagler surf cam	111	2	-0.77 ↓	20.37%
princess place preserve	103	3.67	-0.9 ↓	3.63%
palm coast webcam	98	1	0	70.5%
strawberry festival palm coast	94	1.14	-0.44 ↓	58.39%
things to do in palm coast this weekend	93	1.02	-0.27 ↓	45.15%
things to do in palm coast	92	3.12	0.48 ↑	9.69%
things to do in palm coast fl	90	3.27	1.9 ↑	15.2%
flagler live cam	89	1	0	59.33%
flagler beach pier cam	88	1	0	64.23%
washington oaks state park	87	5.64	-5.06 ↓	2.28%
things to do in palm coast florida	83	2.17	0.93 ↑	23.31%

**Analysis:** Organic clicks reached 22,000, down just 2%, and organic impressions reached 1.1 million, up 23%. The 20% decrease in click-through rate is correlated to the decrease in clicks.

The roughly 400 fewer clicks this month were concentrated among terms related to the Native American Festival. The biggest loss in clicks for all terms was to "pow wow palm coast" (-270) and "native american festival palm coast" (-220).

Webcam queries rose 4% in clicks and 17% in impressions, while non-webcam queries fell 6% in clicks and rose 16% in impressions.

Most of the top 20 terms returned the site within the first five positions in search, making it far more likely that users will click on VisitFlagler.com over other competitors.

## How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Equestrian Adventures of Florida	165
Princess Place Preserve	154
Marineland Dolphin Adventure	147
Bull Creek Campground/Dead Lake	104
Princess Place Cottages	102
Washington Oaks Gardens State Park	83
Bulow Plantation RV Resort	74
Grand Reserve Golf Course and Club	72
Golden Magnolia Resort	69
Beverly Beach RV Camptown Resort	57
Hammock Beach Golf Resort & Spa	54
Social Club of Palm Coast	47
Old Salt Park - Pet Friendly	47
A1A Vacation Rental Pros	46
Gamble Rogers Memorial State Recreational Area	46
River To Sea Preserve	45
Oceanside Beach Bar & Grill	44
Island Cottage Inn	43
<b>Grand total</b>	<b>3,806</b>

Organic Listing Referrals YoY

3,806

↑ 9.2%

## How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Wickliffe Center Park   Flagler Beach Farmers Market	104
Central Park in Town Center   6th Annual Strawberry F...	83
Zerbini Family Circus	81
13th Annual Race of the Runways	61
Arts and Crafts Show	41
First Friday	40
Palm Coast Songwriters Festival	23
Warbirds Over Flagler	20
Trek Ormond Beach Tour de Flagler Ride	18
Flagler Auditorium   Ted Torres Martin as Elvis	16
USTA Pro Circuit Event	15
The Near Disaster of Jasper & Jasper	15
Peps Art Walk	15
Guided Kayak Tour	14
Flagler Surf Series	14
Flagler Surf Fest	13
2nd Annual Tunnel to Towers 5K Run/Walk	11
Rummage Sale	11
<b>Grand total</b>	<b>814</b>

Organic Event Referrals YoY

814

↓ -59.1%





February 2023

# Social Media Channels



# TOP PERFORMING CONTENT

February 2023



**Palm Coast and the Flagle...**

Mon 2/20/2023 3:13 pm EST

Tomorrow's "Shrimp Tuesday" at High Tides - 1lb of peel and eat shrimp for \$12! It's the perfect time to visit this newly...

Feast on Seafood Favorites at Hi...



Reach 90,823

Video Views N/A

Engagement 4,074

Facebook Followers

**24,547** 1.4%  
From JAN



**visitflagler**

Mon 1/9/2023 11:57 am EST

Whale hello there! 🐋🐋 Mama right whales and their babies are making their way along the coast of Flagler Beach as we...



Impressions 3,562

Video Views 3,562

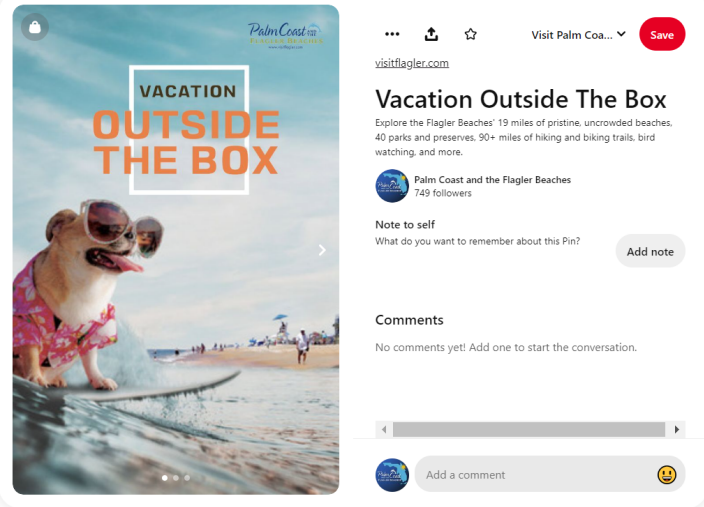
Engagement 532

Instagram Followers

**6,921** 1.1%  
From JAN

# TOP PERFORMING CONTENT

February 2023



Impressions 349,495

Video Views N/A

Engagement 1,478

Pinterest Followers

**749** ↑ 0.5%  
From JAN



Impressions 20,337

Video Views 1,757

New Direct Subscribers 6

YouTube Subscribers

**1,666** ↑ 0.2%  
From JAN