



DIGITAL MARKETING REPORT

Flagler County Board of County Commissioners

Jul 2023



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SEO EXECUTIVE SUMMARY

Jul 1, 2023 - Jul 31, 2023

For overall traffic, engaged sessions numbered 30,073 in July, a 22% decrease year-over-year. The top three pages comprised a variety of content including webcams and blogs. Completed conversions totaled 4,000, and about 71% of active users accessed the website on mobile.

Organic search drove the majority of traffic in July with 23,141 active users. Organic search also saw the highest engagement time of all channels with 1:22. Organic engaged sessions — which are any session that include a conversion event, a 10-second duration or another pageview — increased 5% year-over-year. Organic conversions numbered 3,235 and comprised 81% of all conversions completed on the website. The top organic landing pages by active users were webcams, 25 Things to Do blog post and the Events page. Active users are defined as any user with an engaged session; therefore, active users and engaged sessions will have similar, but not identical, numbers.

Top areas of organic search interest included webcams, things to do in Palm Coast and fireworks. Non-webcam related searches saw a 10% increase in clicks and a 5% increase in impressions. In addition to being one of the month's most popular topics, things to do-related searches ranked the site, on average, in position 17, a 23% improvement over last year. Finally, fireworks searches drove a 370% increase in clicks, which in turn contributed to a 300% increase in click-through rate for those terms. About 40% of clicks went to the [Fireworks Over the Runway listing](#).

Goals

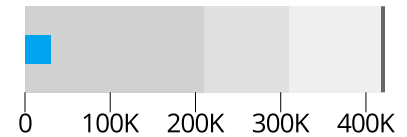
Engaged Sessions

30,073

↓ -22.1%

Active Users

30,081



Top Pages

[/beaches/webcams/](#)

[/events/](#)

[/](#)

[/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/](#)

[/things-to-do/restaurants-bars/](#)

COMPLETED TASKS

- Sent top cities and states report
- Completed monthly crawl error check
- Quarterly duplicate content check found no instances
- Corrected blog title link errors

ROADMAP

- Upcoming content: Scheduled blog posts Sweet Tooth, Blueways and Unique Places to Shop. Other content (landing pages, etc) to be established by client.
- Upcoming optimizations: [Seafood Dishes](#), [Beverly Beach](#) and [Meet a Local](#) blog posts.
- Conversions: Currently, conversions being measured are Visitor Guide requests, Newsletter signups, partner referrals and file downloads. Please let your analyst know if there are other KPIs or website goals you would like to track.
- Proposed CRO tests: To be established by client based on KPIs and/or conversions.



SEO REPORT

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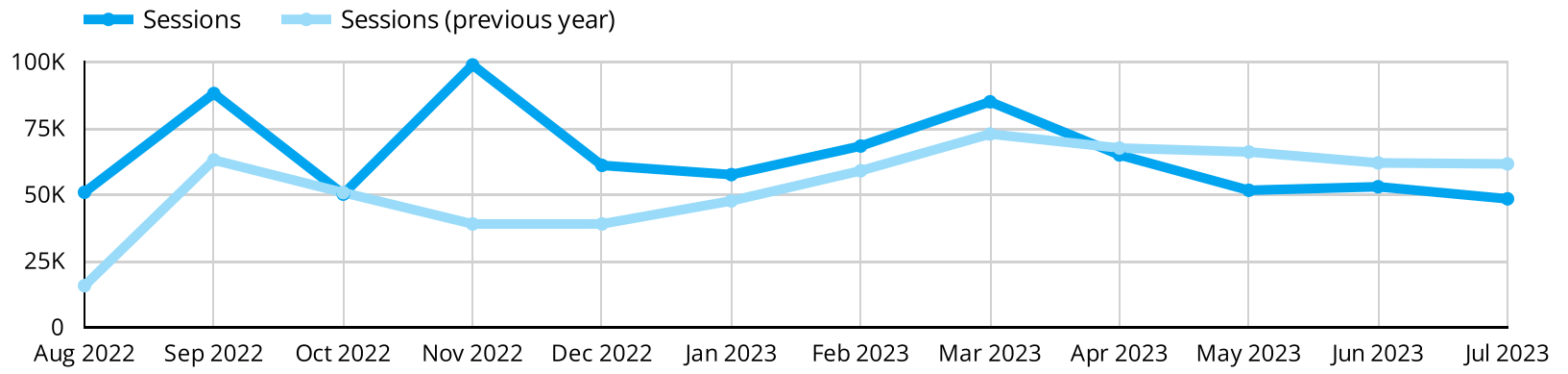


OVERALL TRAFFIC SUMMARY

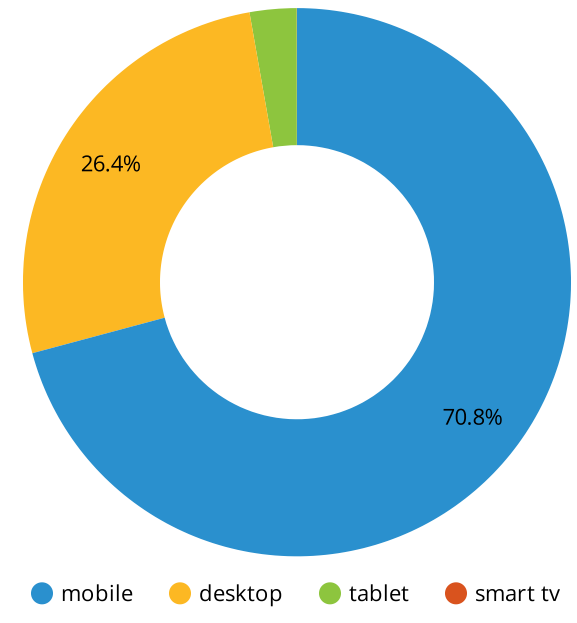
Jul 1, 2023 - Jul 31, 2023

Active Users 30,081 <small>↑ N/A</small>	Conversions 3,992 <small>↑ N/A</small>	Engaged Sessions 30,073 <small>↓ -22.1%</small>	Engagement Rate 62.19% <small>↓ -0.9%</small>	Avg Engagement Time 00:01:20 <small>No data</small>	Pageviews 84,124 <small>↓ -24.1%</small>
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Sessions over time (Last 12 months YoY)



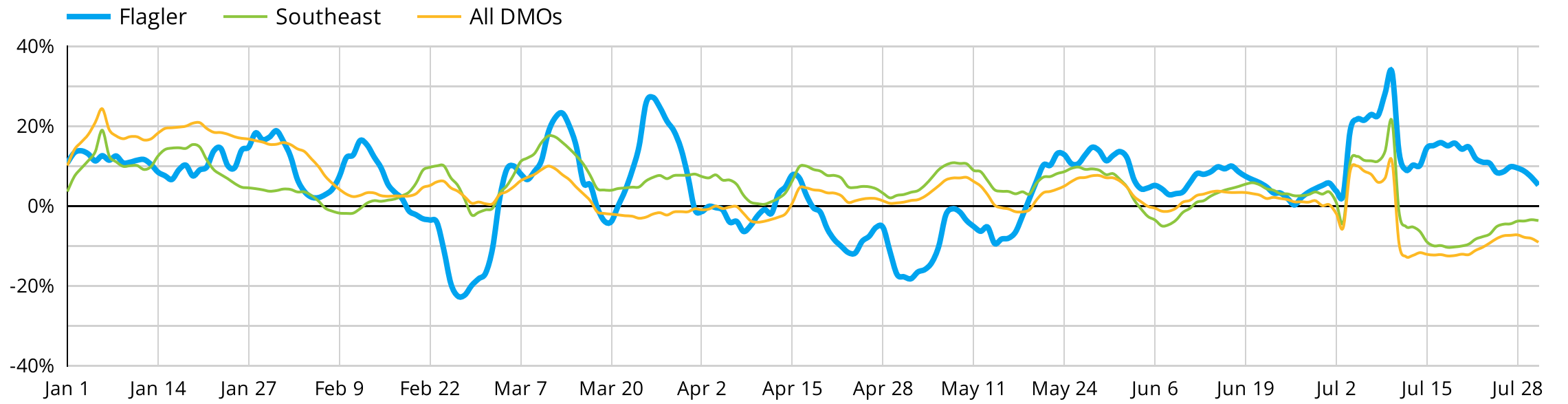
Device Category (Users)



By Channel

Channel	Active Users	Engaged Sessions	Avg Engagement Time
organic search	23,131	23,246	00:01:22
direct	4,774	4,822	00:01:07
referral	2,209	1,848	00:01:18
display	128	88	00:00:44
other	81	63	00:00:46
email	6	3	00:00:24
paid search	3	3	00:00:13
paid other	1	0	-

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

Pages per Sessions			
Channel ^	Industry	Your Site	% Diff
All Sessions	2.25	1.74	-22.65%
organic search	2.28	1.79	-21.46%
paid search	3.07	1.23	-59.9%

Average Session Duration			
Channel ^	Industry	Your Site	% Diff
All Sessions	00:02:50	00:02:42	-4.82%
organic search	00:03:20	00:02:50	-15.01%
paid search	00:03:27	00:00:28	-86.44%

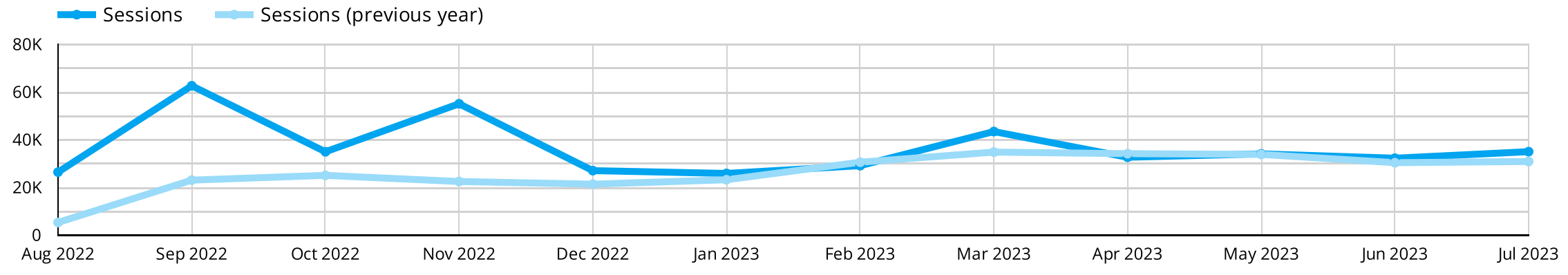
Bounce Rate			
Channel ^	Industry	Your Site	% Diff
All Sessions	64.84%	75.03%	15.72%
organic search	65.14%	73.38%	12.66%
paid search	50.52%	85.95%	70.12%

ORGANIC TRAFFIC SUMMARY

Jul 1, 2023 - Jul 31, 2023

Active Users 23,131 <small>↑ N/A</small>	Conversions 3,235 <small>↑ N/A</small>	Engaged Sessions 23,246 <small>↑ 5.3%</small>	Engagement Rate 66.40% <small>↓ -7.1%</small>	Avg Engagement Time 00:00:55 <small>↑ 7.0%</small>	Pageviews 62,618 <small>↑ 14.0%</small>
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Organic Users over time (Last 12 months YoY)



Top Organic Landing Pages

Landing Page	Active Users	Conversions	Engagement Rate	Engagement Time
/beaches/webcams/	3,731	19	51.25%	00:00:31
/blog/post/25-things-to-do-when-you-visit-palm-coas...	2,146	340	84.43%	00:02:21
/events/	1,696	183	85.46%	00:01:38
/	733	114	75.89%	00:01:52
/things-to-do/restaurants-bars/	726	216	82.73%	00:01:40
/event/fireworks-over-the-runways/21379/	624	4	59.13%	00:00:37
/blog/post/6-secret-beaches-to-explore-in-palm-coa...	541	39	82.74%	00:01:44
/event/fireworks-in-the-park/18627/	483	21	65.57%	00:00:42
/beaches/faqs/	361	7	69.95%	00:01:11
/things-to-do/outdoor-adventures/horseback-riding-...	347	61	81.68%	00:01:04

Conversion Events

Event	Conversions
partner_referral	3,254

ORGANIC SEARCH QUERY PERFORMANCE

Jul 1, 2023 - Jul 31, 2023

Organic Clicks

26,809

↑ 17.5%

Organic Impressions

1,335,502

↑ 18.4%

Organic CTR%

2.01%

↓ -0.8%

Average Ranking Position

19.83

↑ 12.5%

Organic Search Result Performance

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	1,312	1	0 ↑	65.57%
flagler beach webcam	1,150	1.06	-0.02 ↓	69.99%
flagler beach live cam	344	1.01	0.01 ↑	67.45%
flagler beach	281	7.92	0.26 ↑	1.04%
things to do in palm coast	273	2.53	0.9 ↑	21.93%
flagler beach surf cam	263	1	-0.71 ↓	54.56%
palm coast fireworks 2023	188	2.98	-	15.91%
flagler live cam	173	1	0	67.32%
flagler surf cam	167	2.01	-0.28 ↓	20.82%
things to do near me	148	20.56	-3.62 ↓	4.73%
things to do in palm coast florida	146	2.15	0.99 ↑	27.5%
palm coast	135	6.58	-0.42 ↓	0.62%
flagler beach pier cam	135	1.01	0.01 ↑	52.94%
things to do in palm coast fl	126	3.35	1.77 ↑	13.97%
flagler pier cam	123	1	-0.01 ↓	47.13%
flagler beach web cam	116	1	0	67.44%
palm coast webcam	111	1	0	81.62%
fireworks palm coast	106	4.15	-1.4 ↓	11.03%
flagler beach camera	104	1	0	76.47%

