



SEO REPORT

June 2023

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SEO EXECUTIVE SUMMARY

Organic Sessions

31,124

⬆ 4.7%

Organic Sessions YTD

160,258

⬆ 3.4%

Overall Traffic Performance

The site received 51,000 sessions in total, which represents an 11% decrease from last year's 57,200. Most of the approximately 6,200-session decrease can be attributed to losses from the Other and Social channels. Traffic from Social decreased by 75%, or 2,300 sessions, and traffic from the Other channel decreased 97%, or 7,200 sessions. The webcams page and the homepage drove the highest number of sessions (15,900 and 7,900, respectively), while blog posts drove 7,600 sessions.

Organic Traffic Performance

Organic sessions numbered 31,100 in June, up 5%. Impressive growth to the Events page (+31%), Restaurants & Bars (+52%) and various blog posts (+18%) outweighed slight decreases seen in individual organic landing pages. Organic clicks reached 24,000, up 10%, and organic impressions reached 1.3 million, up 14%. Click-through rate rose by 14%, and average ranking position improved 1%. Popular topics included webcams, things to do and fireworks.

Recommendations

Labor Day

Labor Day is Monday, September 4. Last year, Labor Day-related searches to the website started peaking in mid-August, with clicks peaking on September 4. The only existing Labor Day content is a blog post titled [Plan a Golfer's Getaway to Palm Coast and the Flagler Beaches This Labor Day](#), which did not see any organic sessions over the past year. Update the post to refresh the publish date so search engines and users know the content is current, then add keywords into the copy. "Labor Day" only appears in the day, so ensure that phrase is sprinkled throughout the copy. Add the following keywords, which are ranked by average monthly searches, to strengthen SEO:

labor day (1,830,000) | golf resort (12,100) | three day weekend (1,900) | labor day golf (50) | golf labor day (10)

Additionally, the [2023 Palm Coast and the Flagler Beaches Bucket List](#) blog post mentions the holiday, so ensure the content surrounding it is up-to-date.

Extended stays

Many DMOs are using Google flight trend data — [which shows flights are cheaper on Monday, Tuesday and Wednesday](#) — to encourage travelers to stay one more day. Coastal Mississippi's [One More Day of Play page](#) points out the economic reasons to stay past the weekend while showcasing special deals/coupons for the value-minded traveler. Fort Worth's [Extended Stay Ideas blog post](#) highlights the top area attractions for an extended stay. Consider creating a landing page or blog post that highlights what travelers can do when they book an extra day. This would also be a good opportunity to drive users to the [Free Things to Do](#) and [Things to Do With Kids](#) blog posts.



OVERALL TRAFFIC

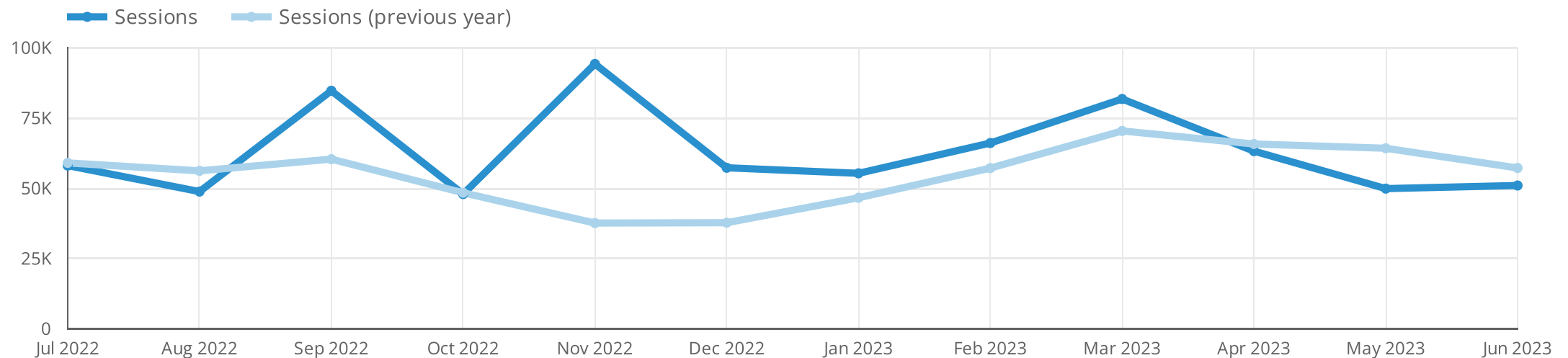
How is my total traffic performing over time?

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...
June	51,005	-10.9% ↓	33,982	63.1%	80,900	1.59	00:01:25
May	49,903	-22.3% ↓	32,975	60.74%	77,301	1.55	00:01:27
April	63,234	-3.9% ↓	45,701	62.31%	97,980	1.55	00:01:19
March	81,794	16.1% ↑	60,894	64.06%	126,803	1.55	00:01:19
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

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: In June, the site received 51,000 sessions in total, which represents an 11% decrease from last year's 57,200. Overall engagement metrics experienced decreases: Pages per session decreased 9% (from 1.8 to 1.6), average session duration decreased 11% (1:36 to 1:25), and bounce rate increased 6% (60% to 63%). Most of the approximately 6,200-session decrease can be attributed to losses from the Other and Social channels (see following page).

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	31,124	4.7% ↑	61.02%
Direct	11,080	-1.6% ↓	21.72%
Display	5,921	1,323.3% ↑	11.61%
Referral	1,843	-10.5% ↓	3.61%
Social	774	-74.5% ↓	1.52%
(Other)	224	-97.0% ↓	0.44%
Email	26	-	0.05%
Grand total	51,005	-10.9% ↓	100%

Analysis: Organic search brought in 61% of sessions with 31,100, a 5% increase year-over-year. Traffic from Social decreased by 75%, or 2,300 sessions, and traffic from the Other channel decreased 97%, or 7,200 sessions.

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	5,921
welcome-home	157
dm-flpcfb	52
ACQ_Flagler_Location_Specific	10
VTrips - June Week 3 1	8
Complete	6
VTrips - June Week 4 1	6
VTrips - June Week 4 2	4
cox-o-visitflagler	3

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	1.92	1.54	-19.48%
Organic Search	2.06	1.66	-19%
Paid Search	2.06	1.87	-9.28%

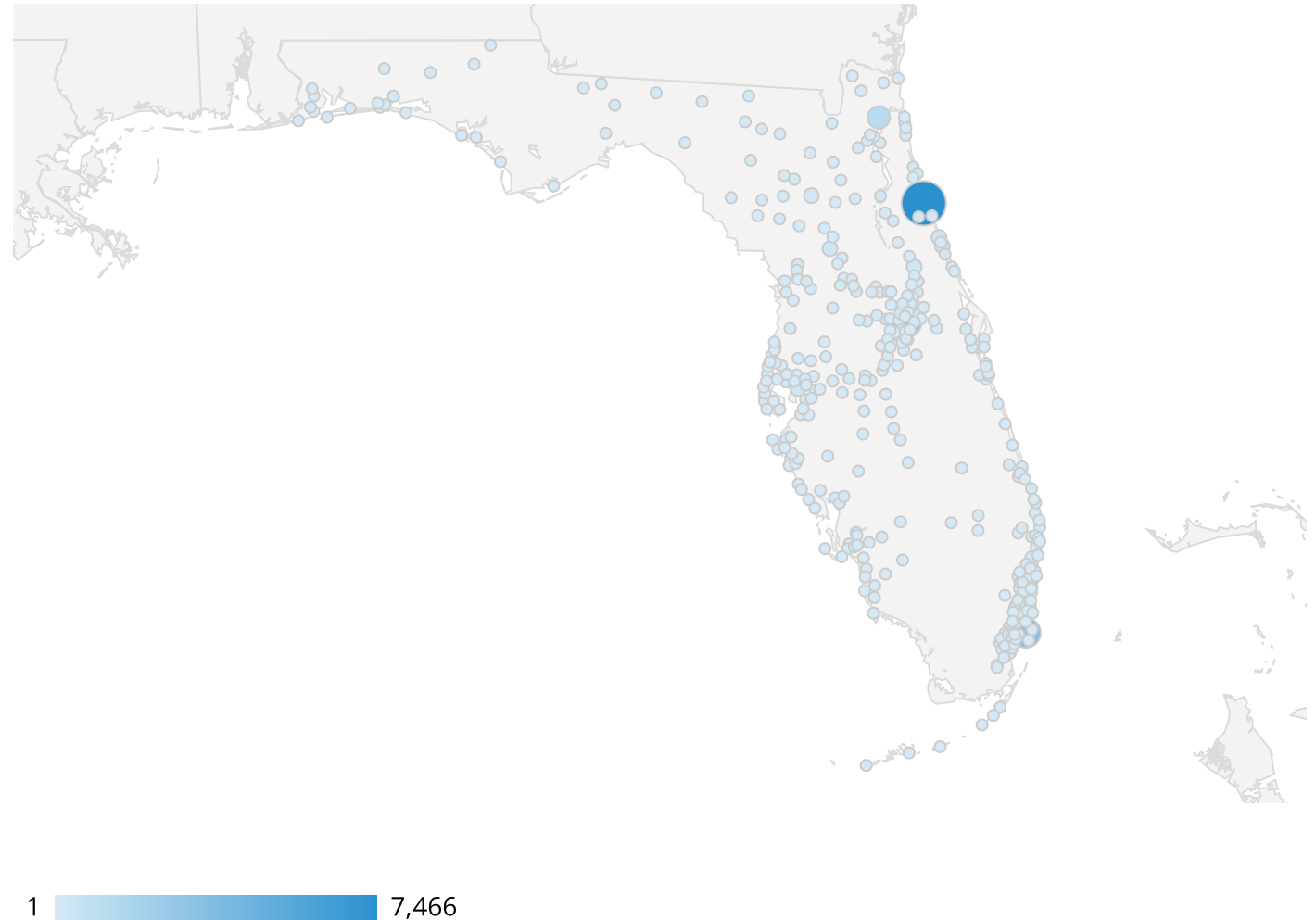
Session Duration			
Channel ▲	Industry	Visit Flagler	% dif
All Channels	00:01:47	00:01:17	-27.85%
Organic Search	00:02:10	00:01:40	-22.68%
Paid Search	00:01:40	00:01:12	-27.74%

Bounce Rate			
Channel ▲	Industry	Visit Flagler	% dif
All Channels	54.82%	60.9%	11.1%
Organic Search	48.88%	51.26%	4.88%
Paid Search	52.32%	64.73%	23.73%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions ▾	% Δ
Palm Coast	7,466	-17.8% ↓
Miami	3,404	191.9% ↑
Orlando	3,211	-11.0% ↓
Jacksonville	1,202	8.9% ↑
Daytona Beach	585	-25.9% ↓
Ormond Beach	290	-14.7% ↓
Ocala	265	-31.3% ↓
Tampa	245	-9.3% ↓
DeLand	224	30.2% ↑
Gainesville	182	-29.5% ↓
Bunnell	174	5.5% ↑
St. Augustine	156	0.0%
Port Orange	127	-16.4% ↓
Palatka	122	74.3% ↑
Flagler Beach	107	-21.3% ↓
Tallahassee	94	9.3% ↑
Jacksonville Beach	91	355.0% ↑

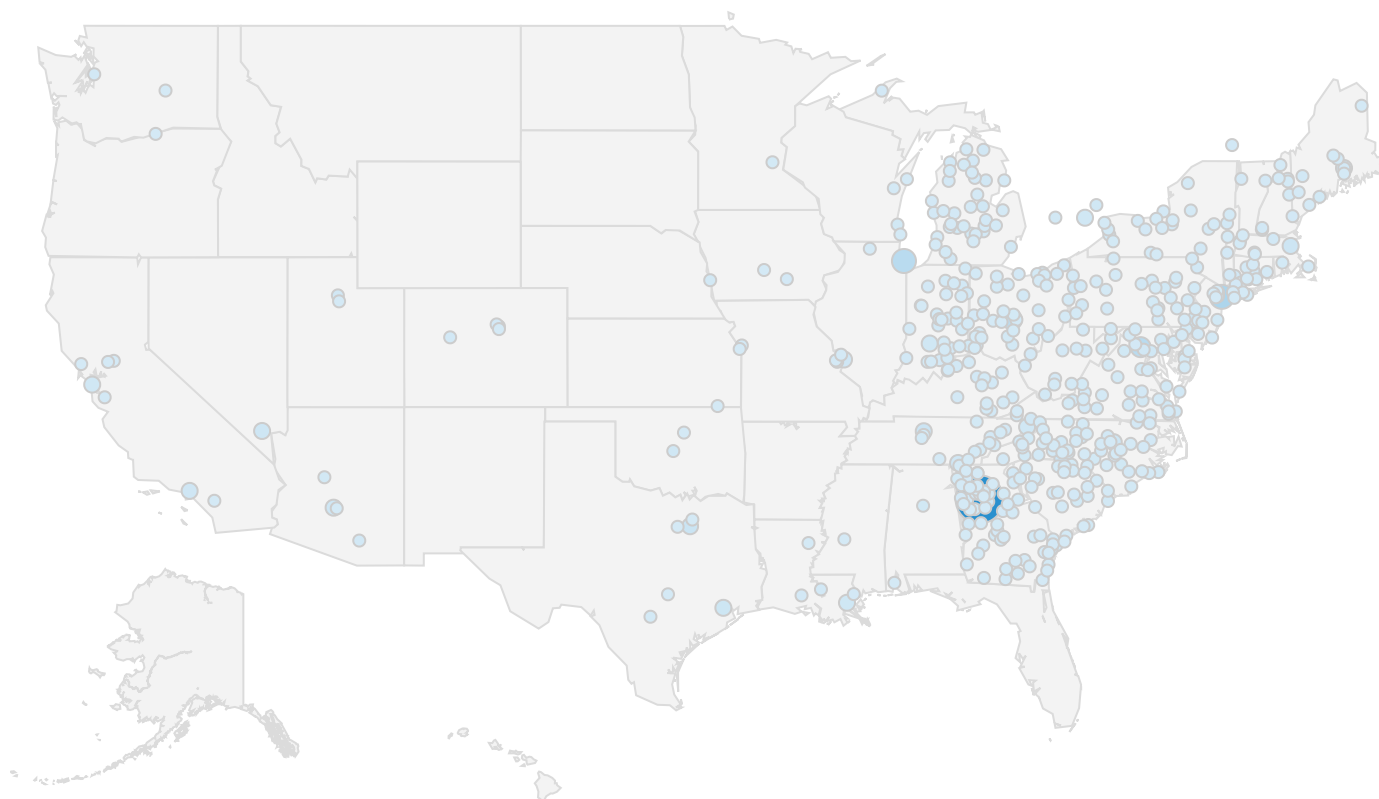


Analysis: Overall, Google Analytics shows a 2% decrease for in-state traffic (from 24,800 last year to 24,200 in 2023).

What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions ▾	% Δ
Atlanta	2,529	-42.6% ↓
New York	584	-93.6% ↓
Chicago	409	-72.4% ↓
Ashburn	406	-33.8% ↓
Columbus	404	92.4% ↑
Dallas	185	-38.3% ↓
Nashville	160	-48.4% ↓
Charlotte	149	-55.0% ↓
Clinton	144	2,780.0% ↑
Boston	112	-1.8% ↓
Raleigh	110	-16.0% ↓
Houston	108	-6.1% ↓
Washington	103	-24.8% ↓
Perry	99	2,375.0% ↑
Philadelphia	99	-68.8% ↓
Phoenix	98	-61.7% ↓
Las Vegas	96	-22.6% ↓
Greenville	92	135.9% ↑



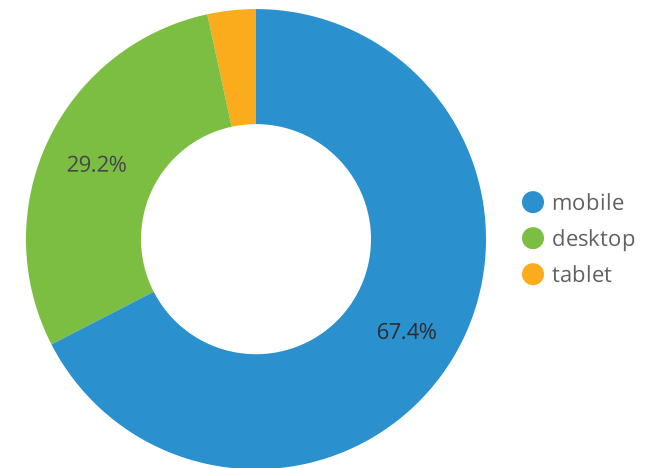
10 2,529

Analysis: Out-of-state traffic saw an 18% decrease. Atlanta continued to be the top driver of traffic, with sessions concentrated on the webcams page (770 sessions) and the 25 Things to Do blog post (200 sessions).

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	34,397	-7.7% ↓	64.63%	1.51	00:01:17
Desktop	14,874	-15.3% ↓	59.17%	1.77	00:01:46
Tablet	1,734	-27.9% ↓	66.61%	1.51	00:01:20
Grand total	51,005	-10.9% ↓	63.1%	1.59	00:01:25



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	8,735	-4.8% ↓
/	6,124	20.9% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,812	-28.6% ↓
/events/	1,759	38.6% ↑
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-...	463	-
/things-to-do/outdoor-adventures/horseback-riding-on-the-...	442	6.3% ↑
/beaches/pet-friendly-zones/	427	3.6% ↑
/things-to-do/restaurants-bars/	389	44.6% ↑
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-...	375	-
/beaches/	348	-55.4% ↓

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	6,301	8.5% ↑
/	1,595	-41.5% ↓
/events/	835	29.7% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	418	-22.3% ↓
/things-to-do/restaurants-bars/	181	61.6% ↑
/lodgings	180	-43.2% ↓
/beaches/pet-friendly-zones/	163	20.7% ↑
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-b...	126	-
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-t...	123	-
/beaches/	109	-52.0% ↓

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
/beaches/webcams/	15,903	00:01:08	68.78%
/	7,889	00:00:53	79.31%
/events/	2,663	00:02:15	42.77%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	2,267	00:02:57	51.92%
/beaches/pet-friendly-zones/	600	00:02:00	55.33%
/blog/post/6-secret-beaches-to-explore-in-palm-coa...	597	00:01:58	64.32%
/things-to-do/restaurants-bars/	595	00:02:37	45.04%
/things-to-do/outdoor-adventures/horseback-riding-...	547	00:01:26	54.84%
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-...	516	00:01:19	71.32%
/beaches/	466	00:02:09	47.85%
/lodgings	460	00:02:35	31.3%
/where-to-stay/campgrounds-rv-parks/	393	00:02:11	49.11%
/beaches/faqs/	362	00:01:21	67.96%
/blog/post/best-fishing-spots-in-palm-coast-and-the-...	350	00:01:48	66.29%
/listing/marineland-dolphin-adventure/270614/	340	00:02:03	47.65%
/things-to-do/shopping/	325	00:02:08	40.92%
/things-to-do/outdoor-adventures/swim-with-dolphi...	314	00:01:11	58.6%
/things-to-do/	298	00:01:40	41.28%
/blog/post/top-things-to-do-with-kids-in-palm-coast-...	295	00:01:43	58.64%
/listing/princess-place-preserve/270329/	292	00:01:33	56.85%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	15,903	19,313
/	7,048	8,325
/events/	1,796	3,025
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	1,498	2,810
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-fla...	526	844
/things-to-do/outdoor-adventures/horseback-riding-on...	511	947
/blog/post/6-secret-beaches-to-explore-in-palm-coast-...	510	764
/beaches/pet-friendly-zones/	502	722
/lodgings	455	561
/things-to-do/restaurants-bars/	442	747
/listing/marineland-dolphin-adventure/270614/	420	854
/about/visitors-guide-brochures/	416	1,213
/beaches/	406	772
/blog/post/best-fishing-spots-in-palm-coast-and-the-fl...	362	653
/beaches/faqs/	336	469
/listing/equestrian-adventures-of-florida/346583/	330	760
/listing/princess-place-preserve/270329/	327	563
/event/red-white-&-boom/21295/	312	581
/listing/washington-oaks-gardens-state-park/270476/	289	545
/where-to-stay/campgrounds-rv-parks/	287	462

Analysis: Webcams and the homepage drove the highest number of sessions (15,900 and 7,900, respectively). Blog posts held four of the top 20 overall landing pages, and the blog as a whole drove 7,600 sessions in June. See the Blog Traffic & Sources and Blog Content Performance pages for a further insight into how visitors get to and use the blog.

What are my most viewed pages?

by Page and Pageview

Page	Pageviews ▾	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	18,951	00:01:07	68.19%
/	9,151	00:00:53	79.2%
/events/	4,100	00:02:15	42.66%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	3,085	00:02:57	51.92%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	1,196	00:01:26	54.64%
/about/visitors-guide-brochures/	1,067	00:01:51	46.51%
/things-to-do/restaurants-bars/	949	00:02:40	45.04%
/things-to-do/	945	00:01:39	41.84%
/beaches/	936	00:02:11	47.65%
/beaches/pet-friendly-zones/	826	00:02:00	55.24%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	822	00:01:56	64.43%
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-beaches/	817	00:01:19	71.32%
/listing/marineland-dolphin-adventure/270614/	765	00:02:03	47.23%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches/	661	00:01:48	66.29%
/where-to-stay/campgrounds-rv-parks/	572	00:02:11	48.86%
/lodgings	565	00:02:35	31.3%
/things-to-do/outdoor-adventures/swim-with-dolphins/	565	00:01:11	58.6%
/event/red-white-&-boom/21295/	552	00:01:05	58.96%
/listing/princess-place-preserve/270329/	529	00:01:33	57.04%
/listing/equestrian-adventures-of-florida/346583/	516	00:01:04	56.84%
/things-to-do/shopping/	505	00:02:08	40.67%
/beaches/faqs/	495	00:01:20	67.77%
/listing/washington-oaks-gardens-state-park/270476/	489	00:01:38	57.92%

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 237 ↓ -16.3%	Unique Newsletter Sign Up 133 ↑ 43.0%
Visitor Guide Req. YTD 1,992 ↑ 11.1%	Unique Newsltr Sign Up YTD 1,212 ↑ 48.0%

Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	120
(direct) / (none)	62
visitflorida.com / referral	33
bing / organic	10
yahoo / organic	4
flaglercounty.gov / referral	3
sprout.link / referral	2
duckduckgo / organic	2
amostrasgratis.shop / referral	2
pinterest.com / referral	2

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	114	68.67%
Beach	143	86.14%
Camping	48	28.92%
Dining	124	74.70%
Events & Festivals	148	89.16%
Family Fun	81	48.80%
Marine Life & Conserv...	95	57.23%
Outdoor Activities	124	74.70%
Pet Friendly	79	47.59%
Weddings	17	10.24%

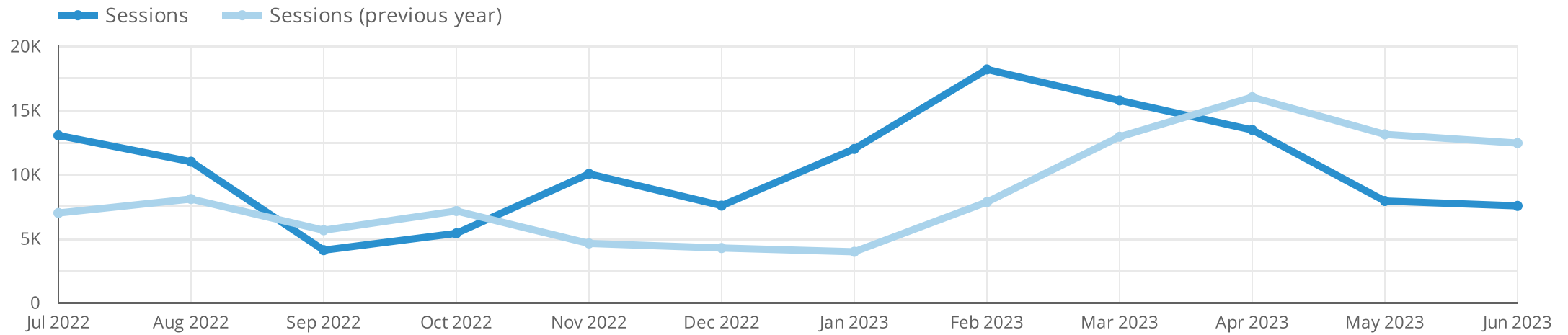
Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	18
(direct) / (none)	5
VF-Google / Display	4
visitflorida.com / referral	2
bing / 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
June	8,931	-39.4% ↓	53.69%	00:02:41	2.43
May	9,091	-38.0% ↓	60.38%	00:02:09	2.1
April	14,886	-16.4% ↓	64.16%	00:01:35	1.91
March	18,050	20.7% ↑	62.5%	00:01:50	2.07
February	20,096	111.3% ↑	67.01%	00:01:32	1.89
January	13,397	141.0% ↑	64.66%	00:01:48	1.94

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	6,607	19.6% ↑	73.98%
Direct	1,548	-26.6% ↓	17.33%
Social	464	-59.9% ↓	5.2%
Referral	224	14.9% ↑	2.51%
Display	63	2,000.0% ↑	0.71%
(Other)	16	-99.7% ↓	0.18%
Grand total	8,931	-39.4% ↓	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	PVs...
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-bea...	3,107
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-be...	857
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-beaches/	818
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches/	664
/blog/post/chow-down-on-an-american-classic-at-hot-diggity-dogs-in-pal...	428
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beach...	371
/blog/post/where-to-rent-a-boat-or-jet-ski-in-palm-coast-and-the-flagler-...	369
/blog/post/breathtaking-photos-of-palm-coast-and-the-flagler-beaches/	361
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	321
/blog/post/dads-perfect-day-in-palm-coast-and-the-flagler-beaches/	266

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/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	128
/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/	122
/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/	94
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	92
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-beaches/	/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-beaches/	63
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/things-to-do/outdoor-adventures/canoeing-kayaking/	52
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/washington-oaks-gardens-state-park/270476/	49
/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/	37
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/sea-turtle-hospital/346562/	36
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	/beaches/webcams/	35

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	26	56	0%	00:01:35	2.15
Direct	5	10	0%	00:00:00	2
Social	1	2	0%	00:00:00	2
Organic Search	1	2	0%	00:00:00	2
Grand total	33	70	0%	00:01:15	2.12

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks

35

Link Clicks

13

What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks ▾
https://www.visitflagler.com/listing/equestri...	3
https://www.visitflagler.com/listing/washing...	3
https://www.visitflagler.com/where-to-stay/	2
https://www.visitflagler.com/listing/sea-turtl...	1
https://www.visitflagler.com/listing/flagler-b...	1
https://www.visitflagler.com/listing/marinel...	1
https://www.visitflagler.com/listing/captains...	1
https://www.visitflagler.com/listing/down-to...	1

Grand total

13

The background image shows a person's hands using a stylus on a laptop screen. The image is overlaid with various digital graphics: a line graph with circular nodes in the top left, a network of interconnected nodes and lines in the top right, a horizontal bar chart on the right side, and a large circular gauge or donut chart in the bottom right. A semi-transparent white rectangle is positioned in the center-left, containing the text 'ORGANIC TRAFFIC'.

ORGANIC TRAFFIC

Organic Sessions

31,124

📈 4.7%

Percent of Total Sessions

61.02%

📈 17.5%

% New Sessions

62.60%

📈 7.4%

Avg. Session Duration

00:01:34

📉 -10.7%

Pages / Session

1.67

📉 -0.4%

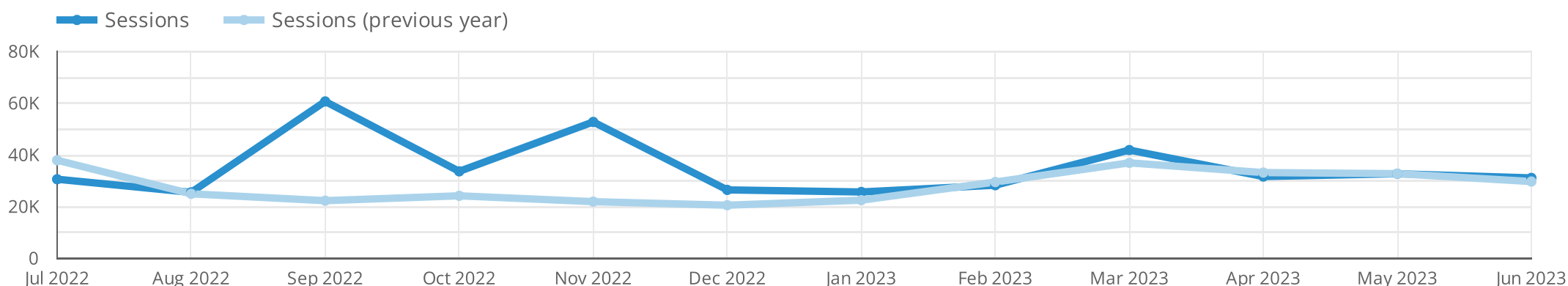
Bounce Rate

58.02%

📈 3.9%

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/	9,668	-7.5% 📉
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beach...	2,185	-26.9% 📉
/events/	1,892	30.8% 📈
/	1,025	-0.7% 📉
/things-to-do/restaurants-bars/	564	51.6% 📈
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beach...	521	-
/beaches/	403	-36.3% 📉
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	375	-4.1% 📉
/where-to-stay/campgrounds-rv-parks/	353	-11.5% 📉
/beaches/faqs/	323	12.5% 📈

Analysis: Organic sessions numbered 31,100 in June, up 5%. Most top organic landing pages saw slight decreases, including webcams (-8%), and Beaches (-36%). These decreases, however, were outweighed by impressive growth to the Events page (+31%), Restaurants & Bars (+52%) and various blog posts (+18%).

Organic engagement metrics saw slight decreases but remained at healthy levels: session duration decreased 11% (from 1:46 to 1:34), pages/session decreased .5% (from 1.68 to 1.67), and bounce rate increased 4% (from 56% to 58%).

Organic engagement on the Events page outperformed that of the rest of the website: bounce rate was 41% (29% lower than site average), and average session duration was 2:14 (43% higher).

Organic Clicks

24,061

📈 9.7%

Organic Impressions

1,269,861

📈 13.8%

Organic CTR%

1.89%

📉 -3.6%

Average Ranking Position

20.71

📈 10.1%

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	1,369	1	0	69.92%
flagler beach webcam	1,190	1	-0.02 📉	71.82%
flagler beach live cam	305	1	0	61.74%
flagler beach	252	8.34	0.84 📈	1.06%
flagler beach surf cam	221	1.01	-0.67 📉	57.4%
flagler pier cam	189	1	0 📈	54.15%
things to do near me	172	20.13	-2.46 📉	7.81%
flagler surf cam	167	1.99	-0.84 📉	26.94%
flagler live cam	167	1.08	0.08 📈	70.76%
things to do in palm coast	151	3.95	2.8 📈	11.5%
things to do in palm coast florida	133	2.93	1.89 📈	26.87%
things to do in palm coast fl	126	3.7	2.5 📈	9.52%
flagler beach web cam	120	1	0	69.77%
flagler webcam	119	1	0	63.98%
flagler beach camera	115	1	0	75.16%
palm coast beach	114	2.58	-0.39 📉	8.81%
flagler beach pier cam	113	1	0	43.3%
palm coast	109	7.22	1.04 📈	0.52%
visit flagler	104	1	-0.01 📉	82.54%
palm coast webcam	100	1	0	77.52%

Analysis: Organic clicks reached 24,000, up 10%, and organic impressions reached 1.3 million, up 14%. Click-through rate rose by 14% and average ranking position improved 1%.

Clicks increased by 2,200, with webcam-related searches seeing the largest increases. Non-webcam searches drove 8,000 clicks (-1%) and 761,000 impressions (+2%). The most popular of those terms were related to things to do:

- "flagler beach": 252 clicks
- "things to do near me": 172 clicks
- "things to do in palm coast": 151 clicks
- "things to do in palm coast florida": 133 clicks
- "things to do in palm coast fl": 126 clicks

Things to do-related queries returned the website, on average, in position 19, a 21% movement from last year's 24. About 72% of clicks to this topic led users to the [25 Things to Do blog post](#), indicating users find relevant, helpful content in the blogs.

Queries related to fireworks made an earlier than usual appearance in top 20. All queries containing "fireworks" drove 600% more clicks and 15% more impressions than last year. CTR also improved exponentially to reach 8%, and average ranking moved up to No. 5. About 80% of clicks went to the [Red, White and Boom listing](#).

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website ▾
Marineland Dolphin Adventure	239
Equestrian Adventures of Florida	181
Princess Place Preserve	111
Swillerbee's Craft Donuts and Coffee Bar	63
Oceanside Beach Bar & Grill	61
Princess Place Cottages	60
Jungle Hut Road Park - Pet Friendly	52
Golden Magnolia Resort	50
Washington Oaks Gardens State Park	49
Bulow Plantation RV Resort	47
Bull Creek Campground/Dead Lake	47
Beverly Beach RV Camptown Resort	46
Mala Compra Road Beachfront Park - Pet Friendly	45
Mystic Knot-Boat Tours	43
Hammock Beach Golf Resort & Spa	42
Treasure By the Sea Campgrounds	41
Tropical Kayaks of Palm Coast	41
Bings Landing County Park	41
Grand total	3,686

Organic Listing Referrals YoY

3,686

⬆ 3.6%

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website ▾
Red, White & Boom	115
Wickline Center Park Flagler Beach Farmers Market	81
First Friday	59
United Flagler 4th 2023	54
Madcaps	47
Flagler Beach Municipal Pier Her Turn Surf Fest	41
Independence Day Celebration	34
FOOD TRUCK TUESDAY / PALM COAST	26
Guided Kayak Tour	15
Fall into The Holidays	15
Gamble Jam	11
Turtle Talk	11
African American Museum and Cultural Center of Flori...	10
Peps Art Walk	10
Flagler Auditorium The Rat Pack and Marilyn Monroe...	10
Crabbing Basics	8
Central Park in Town Center Fireworks in the Park	7
Island Fest 6 Palm Coast	7
Grand total	588

Organic Event Referrals YoY

588

⬆ 47.7%