



SEO REPORT

April 2023

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SEO EXECUTIVE SUMMARY

Organic Sessions

31,653

↓ -4.6%

Organic Sessions YTD

129,177

↑ 3.5%

Overall Traffic Performance

In April, the site received 63,200 sessions in total, a 4% decrease from last year. Overall engagement metrics also saw slight decreases: Pages per session decreased 3%, average session duration decreased 8%, and bounce rate increased 2%. Despite decreases, both newsletter signups and Visitor Guide requests notably increased in the first part of the year (See goal performance page for details.).

Organic Traffic Performance

Organic sessions numbered 31,700 in April, down 5% year-over-year. This 1,500-session decrease was most prominent in the 25 Things to Do blog post and the Blueberry Fest listing, which did not have a listing for 2023 and therefore registered a 100% decrease. The topic of the Boat Show drove notable increases, with terms like "palm coast boat show" and "palm coast boat show 2023" driving a total of 200 clicks, up 1,400% year-over-year.

Recommendations

July 4

July 4 is by far the most popular day for DMOs across the country. Visitors use the website to find parades, fireworks and things to do the day and weekend of the holiday. For Visit Flagler, July 4-centric searches started peaking last year around mid-June, but the website currently does not have any July 4 content other than listings. Consider creating an annual event landing page that highlights various events, celebrations and deals in the area. The H1 can be "July 4 in Palm Coast and the Flagler Beaches" or "Celebrate July 4 in Palm Coast and the Flagler Beaches". Organize content using H2s that are based on last year's top terms, putting the most popular first:

1. Parades: "flagler beach 4th of july parade" (80 clicks on 120 impressions), "flagler 4th of july parade" (7 clicks on 30 impressions)
2. Fireworks: "palm coast fireworks july 4" (1 click on 22 impressions); link to and from Fireworks in the Park listing.
3. Events + Activities: "july 4th events" (2 clicks on 11 impressions) and "july 4th activities" (2 clicks on 5 impressions); link to and from the Fabulous Fourth Festival listing.

Pro Rodeo

In Q3 2022, the [Pro Rodeo listing](#) was among the top 10 organic landing pages, with 1,400 sessions from July to September. Furthermore, the search term "flagler rodeo" drove 270 clicks on 391 impressions during the same time period and was also among the top 10 organic search terms outside of webcam-related queries. The only mention of "rodeo" on the Visit Flagler site is on the [Things to Do](#) page, meaning users are not likely to go to the website for this highly searched content. To take advantage of this demonstrated user interest, consider creating a landing page or blog post that can be linked to and from the [Annual Events](#) page.



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Apr 1, 2023 - Apr 30, 2023

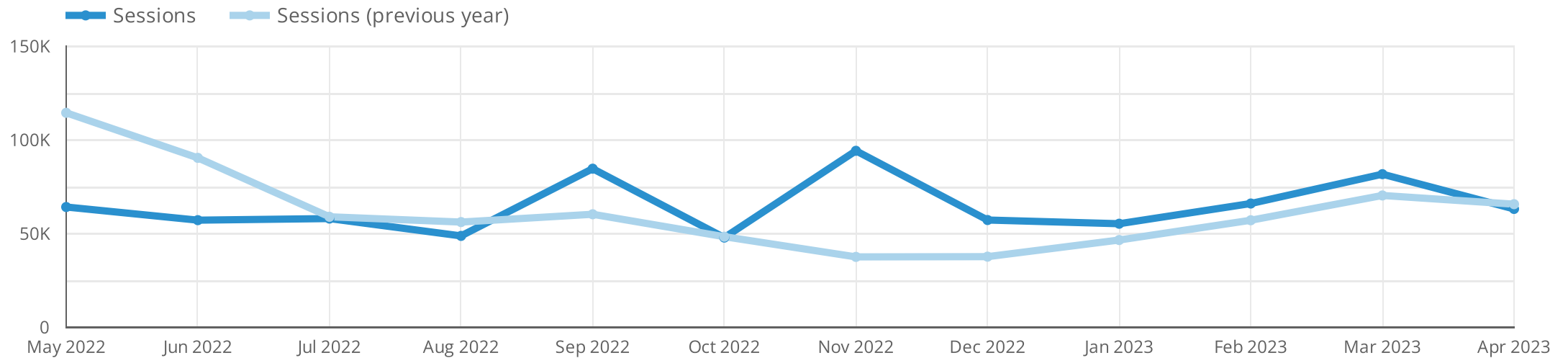
How is my total traffic performing over time?

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...
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
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

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: In April, the site received 63,200 sessions in total, which represents a 4% decrease from last year. Overall engagement metrics also saw slight decreases year-over-year: Pages per session decreased 3% (1.59 to 1.55), average session duration decreased 8% (1:25 to 1:19), and bounce rate increased 2% (61% to 62%). Those same metrics, however, have either improved or remained steady over the past six months.

Overall Traffic Summary | Last Month

Apr 1, 2023 - Apr 30, 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	31,653	-4.6% ↓	50.06%
Social	12,114	139.5% ↑	19.16%
Direct	12,008	4.2% ↑	18.99%
Paid Search	2,898	-11.2% ↓	4.58%
Display	2,277	32,428.6% ↑	3.6%
Referral	2,023	-10.3% ↓	3.2%
(Other)	253	-97.6% ↓	0.4%
Grand total	63,234	-3.9% ↓	100%

Analysis: Organic search brought in 50% of sessions with 31,700, a 5% decrease year-over-year. For the second consecutive month, Social traffic increased, this month by 140%. The exponential increase in Display traffic mostly comprised an Evergreen campaign.

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	2,274
ACQ_Flagler_Location_Specific	1,657
ACQ_Flagler	1,226
welcome-home	158
dm-flpcfb	55
Complete	13
dmflflag	12
melt_prevention	8
dmflpcfb	5

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	-19.69%
Organic Search	2.05	1.67	-18.93%
Paid Search	2.07	1.87	-9.93%

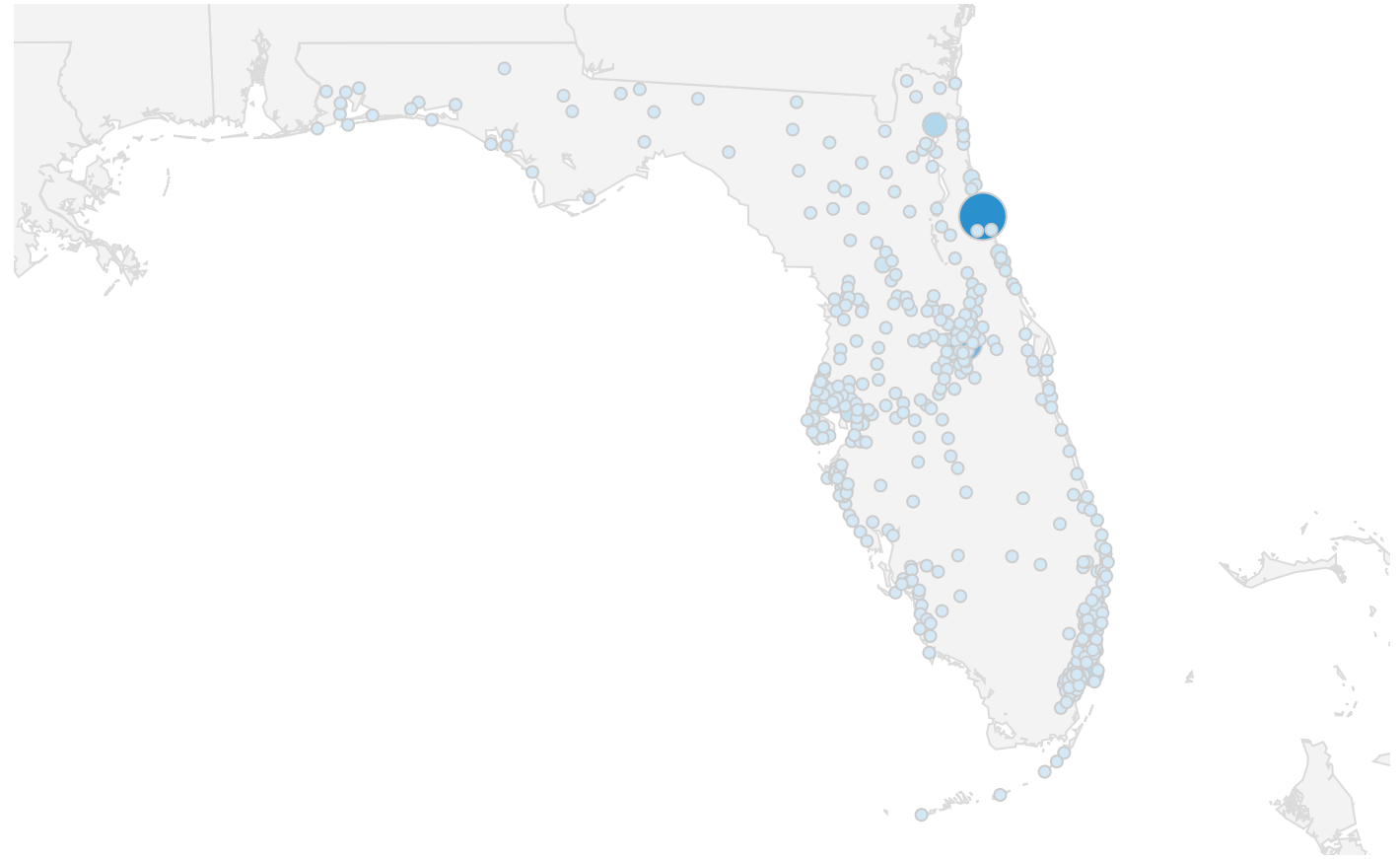
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:47	00:01:17	-28.34%
Organic Search	00:02:09	00:01:41	-22.16%
Paid Search	00:01:40	00:01:12	-28.14%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.69%	60.86%	11.28%
Organic Search	48.93%	50.95%	4.14%
Paid Search	52.18%	64.74%	24.07%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	8,388	-42.4% ↓
Orlando	4,668	-22.7% ↓
Jacksonville	1,730	5.7% ↑
Miami	1,567	-24.5% ↓
Tampa	699	55.3% ↑
Daytona Beach	620	-41.8% ↓
Ormond Beach	397	-45.0% ↓
Ocala	360	0.3% ↑
St. Augustine	298	-33.3% ↓
DeLand	193	-37.1% ↓
Gainesville	188	-39.5% ↓
Palatka	160	17.6% ↑
Flagler Beach	156	-20.4% ↓
Bunnell	135	-36.6% ↓
Port Orange	133	-44.6% ↓
Altamonte Springs	132	-25.0% ↓
Four Corners	132	20.0% ↑

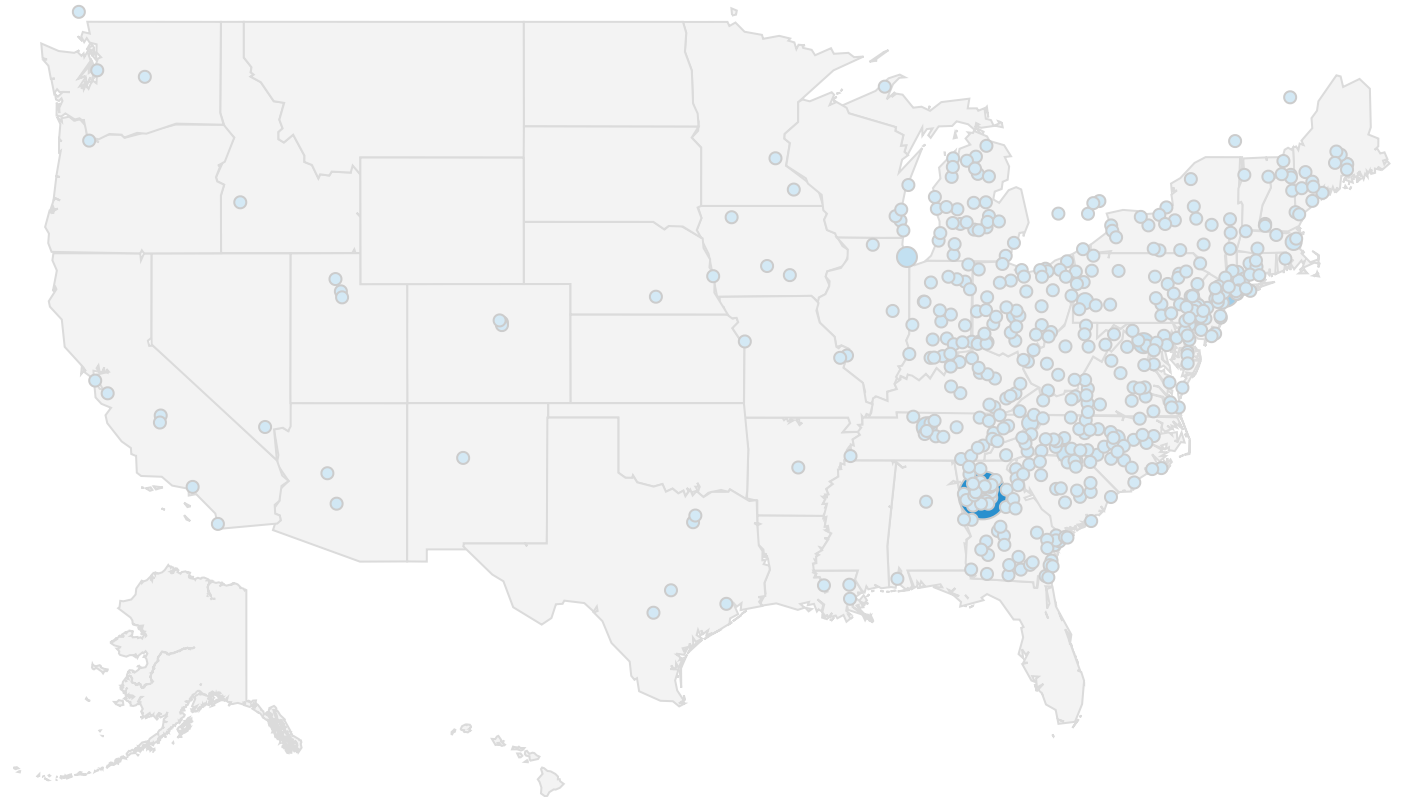


Analysis: Overall, Google Analytics shows a 23% decrease for in-state traffic (from 37,100 last year to 28,500 in 2023).

What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions ▾	% Δ
Atlanta	3,877	239.2% ↑
New York	1,178	20.4% ↑
Chicago	412	12.3% ↑
Ashburn	407	142.3% ↑
Nashville	361	-17.2% ↓
Columbus	309	-2.8% ↓
Philadelphia	265	12.8% ↑
Charlotte	189	-65.6% ↓
Clinton	163	757.9% ↑
Boston	154	18.5% ↑
Raleigh	152	-41.1% ↓
Dallas	146	-7.6% ↓
Washington	126	-30.8% ↓
Greenville	119	170.5% ↑
Pittsburgh	117	-19.9% ↓
Johnson City	113	564.7% ↑
Bloomington	110	478.9% ↑
Lexington	104	108.0% ↑



12 3,877

Analysis: Out-of-state traffic saw a 21% increase. Atlanta continued to be the top driver of traffic, with sessions concentrated on the webcams page (800 sessions) and the [Bucket List blog post](#) (300 sessions).

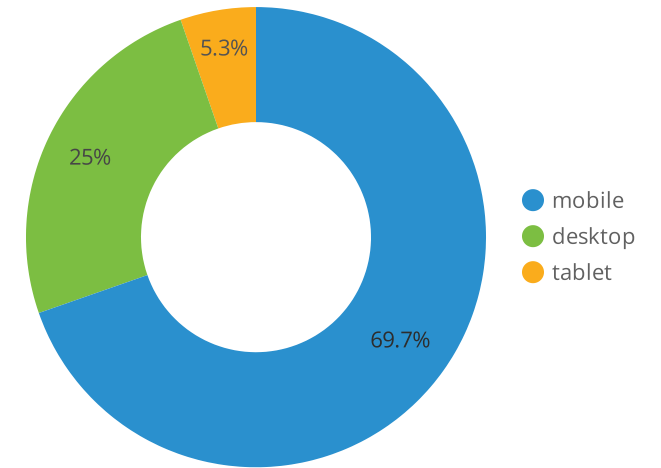
Overall Traffic Device Breakdown | Last Month

Apr 1, 2023 - Apr 30, 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	44,044	1.8% ↑	64.34%	1.49	00:01:11
Desktop	15,828	-18.5% ↓	55.37%	1.74	00:01:42
Tablet	3,362	8.3% ↑	68.23%	1.41	00:01:03
Grand total	63,234	-3.9% ↓	62.31%	1.55	00:01:19



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	8,478	3.1% ↑
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	6,323	-
/	4,615	-28.3% ↓
/events/	1,929	20.8% ↑
/things-to-do/	1,623	142.6% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,480	-37.1% ↓
/where-to-stay/luxury-resort/	1,187	842.1% ↑
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-s...	826	-
/things-to-do/golf/	783	3,815.0% ↑
/beaches/	546	-13.3% ↓

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	6,245	6.1% ↑
/	1,733	-46.2% ↓
/events/	756	14.9% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	272	-48.3% ↓
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	247	-
/lodgings	247	-27.4% ↓
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-su...	176	-
/things-to-do/restaurants-bars/	174	17.6% ↑
/beaches/pet-friendly-zones/	147	-9.8% ↓
/where-to-stay/vacation-rentals/	132	-40.8% ↓

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/	15,726	00:01:18	62.13%
/blog/post/palm-coast-and-the-flagler-beaches-buck...	6,994	00:00:32	74.01%
/	6,543	00:01:13	69.88%
/events/	2,803	00:02:24	41.74%
/things-to-do/	1,790	00:00:58	70.22%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,790	00:02:27	54.8%
/things-to-do/golf/	1,532	00:00:06	92.36%
/where-to-stay/luxury-resort/	1,259	00:00:46	53.38%
/blog/post/watch-rover-ride-the-waves-at-the-hang-...	1,078	00:01:05	77.27%
/lodgings	773	00:02:25	32.99%
/beaches/	694	00:01:24	57.06%
/things-to-do/restaurants-bars/	638	00:02:43	46.08%
/beaches/pet-friendly-zones/	584	00:01:55	58.05%
/about/visitors-guide-brochures/	516	00:01:20	61.24%
/things-to-do/outdoor-adventures/horseback-riding-...	500	00:01:39	53.6%
/blog/post/6-secret-beaches-to-explore-in-palm-coa...	399	00:01:50	64.41%
/where-to-stay/campgrounds-rv-parks/	382	00:02:04	47.12%
/where-to-stay/vacation-rentals/	341	00:02:32	51.61%
/event/easter-brunch-buffet/21267/	316	00:00:35	68.04%
/event/easter-helicopter-candy-drop/21294/	313	00:01:21	73.16%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	15,723	18,819
/blog/post/palm-coast-and-the-flagler-beaches-bucket...	5,741	6,555
/	5,272	6,602
/events/	1,870	3,184
/where-to-stay/luxury-resort/	1,676	3,009
/things-to-do/golf/	1,497	1,663
/things-to-do/	1,480	2,135
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	1,238	2,065
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-...	989	1,245
/lodgings	767	958
/about/visitors-guide-brochures/	753	1,734
/beaches/	663	1,114
/where-to-stay/	536	1,215
/things-to-do/restaurants-bars/	528	962
/beaches/pet-friendly-zones/	490	697
/things-to-do/outdoor-adventures/horseback-riding-on...	461	897
/blog/post/6-secret-beaches-to-explore-in-palm-coast-...	393	686
/event/3rd-annual-spring-fling/21266/	372	657
/listing/marineland-dolphin-adventure/270614/	362	809
/event/15th-annual-turtle-fest/21232/	351	579

Analysis: Webcams and the Bucket List blog post drove the highest number of sessions (15,700 and 7,000, respectively). Blog posts held four of the top 20 overall landing pages, and the blog as a whole drove 13,500 sessions in April. See the Blog Traffic & Sources and Blog Content Performance pages for a further insight into how visitors use the blog.

What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	18,686	00:01:17	61.04%
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	7,756	00:00:32	73.95%
/	7,737	00:01:13	69.68%
/events/	4,413	00:02:24	41.65%
/things-to-do/	2,674	00:00:57	70.5%
/where-to-stay/luxury-resort/	2,481	00:00:46	53.21%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,371	00:02:27	54.8%
/things-to-do/golf/	1,689	00:00:06	92.36%
/about/visitors-guide-brochures/	1,589	00:01:19	61%
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-...	1,334	00:01:05	77.2%
/where-to-stay/	1,259	00:02:00	49.32%
/beaches/	1,241	00:01:24	56.81%
/things-to-do/restaurants-bars/	1,103	00:02:43	46.01%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	1,037	00:01:39	53.6%
/lodgings	964	00:02:25	32.99%
/beaches/pet-friendly-zones/	805	00:01:55	57.95%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	670	00:01:50	64.41%
/listing/marineland-dolphin-adventure/270614/	650	00:02:38	45.28%
/things-to-do/attractions/	617	00:03:12	45.54%
/where-to-stay/campgrounds-rv-parks/	605	00:02:01	46.88%
/event/3rd-annual-spring-fling/21266/	594	00:01:53	50%
/things-to-do/outdoor-adventures/swim-with-dolphins/	556	00:01:33	56.87%
/where-to-stay/vacation-rentals/	534	00:02:33	51.92%

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 297 ↑ 2.1%	Unique Newsletter Sign Up 171 ↑ 30.5%
Visitor Guide Req. YTD 1,542 ↑ 24.9%	Unique Newsltr Sign Up YTD 925 ↑ 57.3%

Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	130
(direct) / (none)	41
google / cpc	27
m.facebook.com / referral	26
visitflorida.com / referral	25
l.facebook.com / referral	20
lm.facebook.com / referral	18
bing / organic	8
yahoo / organic	4
duckduckgo / organic	3

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	167	62.31%
Beach	198	73.88%
Camping	62	23.13%
Dining	194	72.39%
Events & Festivals	217	80.97%
Family Fun	118	44.03%
Marine Life & Conserv...	137	51.12%
Outdoor Activities	181	67.54%
Pet Friendly	117	43.66%
Weddings	12	4.48%

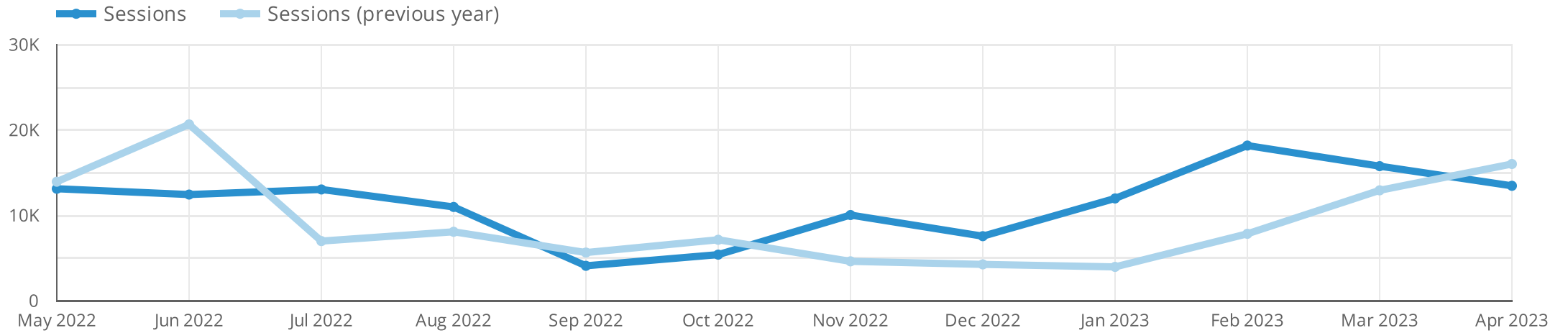
Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	12
visitflorida.com / referral	3
(direct) / (none)	3
m.facebook.com / referral	2
google / cpc	2
sprout.link / referral	1
yahoo / organic	1
visitflagler.com / referral	1
bing / organic	1
lm.facebook.com / referral	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
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
December	9,068	68.0% ↑	60.71%	00:02:01	2.16
November	11,690	117.4% ↑	61.6%	00:01:59	2

What channels are my blog visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
Social	7,593	120.3% ↑	51.01%
Organic Search	4,993	-9.4% ↓	33.54%
Direct	1,732	-23.1% ↓	11.64%
Paid Search	340	16.0% ↑	2.28%
Referral	194	-18.8% ↓	1.3%
Display	18	-	0.12%
Grand total	14,886	-16.4% ↓	100%

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/	7,756
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-bea...	2,399
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-compe...	1,363
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-be...	685
/blog/post/feast-on-seafood-favorites-at-high-tides-at-snack-jack-in-flagl...	365
/blog/post/moms-perfect-day-in-palm-coast-and-the-flagler-beaches/	348
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-c...	317
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beach...	307
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	288
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler...	233

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/	/where-to-stay/luxury-resort/	521
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	356
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/where-to-stay/	287
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-in-fl...	/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-in-fl...	105
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	86
/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/	78
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/beaches/	64
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	64
/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/	61
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	55

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	42	47	76.19%	00:01:27	1.12
Direct	7	7	85.71%	00:00:06	1
Organic Search	5	5	80%	00:00:12	1

Grand total **54** **59** **77.78%** **00:01:10** **1.09**

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks

28

Link Clicks

0

What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
No data	

A person is shown from the chest down, sitting at a desk and using a laptop. Their hands are visible, with one hand holding a pen and the other typing on the keyboard. The image is overlaid with various digital graphics: a line graph with data points on the left, a network of nodes and lines on the right, and several circular and rectangular patterns in the bottom left and bottom right. A horizontal bar with orange, green, and blue segments is positioned above the text. The overall aesthetic is modern and tech-oriented.

ORGANIC TRAFFIC

Organic Sessions

31,653

↓ -4.6%

Percent of Total Sessions

50.06%

↓ -0.8%

% New Sessions

62.46%

↑ 3.4%

Avg. Session Duration

00:01:33

↓ -10.4%

Pages / Session

1.6

↓ -4.1%

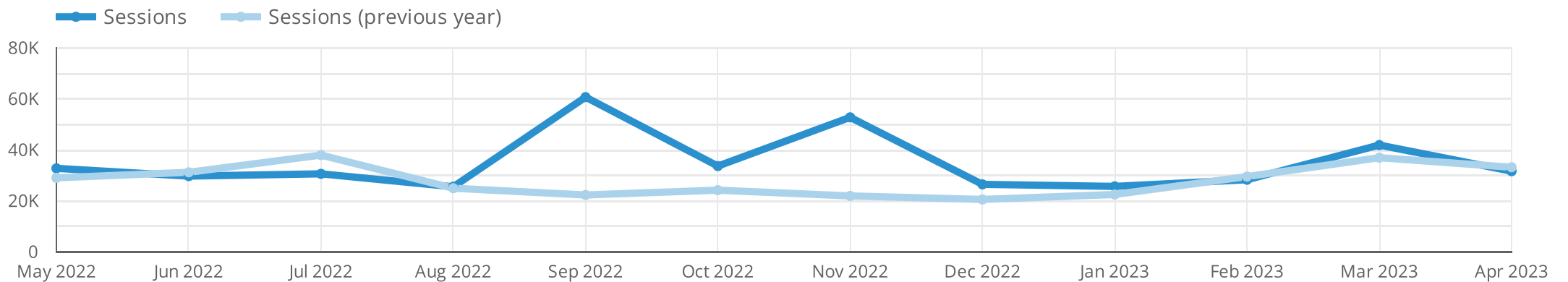
Bounce Rate

55.54%

↑ 1.2%

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/	9,660	0.0%
/events/	2,124	12.6% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-fl...	1,701	-39.3% ↓
/	1,136	-15.1% ↓
/things-to-do/restaurants-bars/	581	10.5% ↑
/things-to-do/outdoor-adventures/horseback-riding-on-the-beac...	387	8.4% ↑
/beaches/	358	-33.2% ↓
/beaches/pet-friendly-zones/	329	-25.1% ↓
/where-to-stay/vacation-rentals/	309	-34.4% ↓
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-...	307	-

Analysis: Organic sessions numbered 31,700 in April, down 5% year-over-year. This 1,500-session decrease was most prominent in the [25 Things to Do blog post](#), which saw a decrease of 1,100 sessions, and the [Blueberry Fest listing](#), which decreased 435 sessions. Because there wasn't a Blueberry Fest listing for 2023, that event listing registered a 100% decrease. For the blog post, the decrease can be partially attributed to a 15% decrease in impressions, meaning user interest was generally lower.

Things to Do pages held top organic spots in April and drove, in total, 2,500 organic sessions to the website. Organic engagement metrics saw slight decreases but remained overall healthy, particularly bounce rate, which registered an impressive 56%.

Webcams experienced no change year-over-year, while the Beaches landing page decreased 33%. See the February 2023 report for ways to improve the Beaches page, including implementing the FAQ widget to capture search interest via Google's structured data.

<p>Organic Clicks</p> <p>24,296</p> <p>↓ -1.6%</p>	<p>Organic Impressions</p> <p>1,193,371</p> <p>↓ -8.4%</p>	<p>Organic CTR%</p> <p>2.04%</p> <p>↑ 7.4%</p>	<p>Average Ranking Position</p> <p>19.15</p> <p>↓ -2.3%</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	1,246	1.04	0.04 ↑	60.78%
flagler beach webcam	1,209	1.02	0.01 ↑	67.73%
flagler beach	351	7.07	0.19 ↑	1.47%
flagler beach live cam	339	1.03	0.03 ↑	59.89%
flagler beach surf cam	251	1.04	-0.5 ↓	51.65%
flagler pier cam	229	1.02	0.02 ↑	60.74%
palm coast	192	6.69	0.92 ↑	0.92%
flagler surf cam	161	2.01	-0.27 ↓	21.1%
flagler live cam	137	1	0	60.89%
flagler beach pier cam	137	1.17	0.17 ↑	52.9%
things to do near me	129	22.17	0.1 ↑	6.97%
palm coast florida	114	8.36	0.53 ↑	0.69%
flagler beach web cam	113	1.05	0.05 ↑	61.08%
things to do in palm coast	111	3.15	1.76 ↑	10.46%
flagler webcam	104	1.01	0.01 ↑	46.22%
flagler beach camera	104	1.02	0.02 ↑	70.75%
palm coast boat show	101	1.83	-	63.92%
things to do in palm coast fl	100	3.24	2.06 ↑	13.51%
palm coast fl	97	9.12	1.27 ↑	0.53%
flagler beach pier webcam	93	1.03	0.03 ↑	46.73%

Analysis: Organic clicks reached 23,400, down 5%, and organic impressions reached 1.2 million, down 11%.

Clicks only decreased by 300 and were concentrated between terms related to things-to-do queries:

- "things to do in palm coast fl": -200 clicks
 - "things to do in palm coast": -175 clicks
- As expected, queries related to the Blueberry Fest fell to 0 and impressions decreased 97%.

The topic of the Boat Show drove notable increases, with terms like "palm coast boat show" and "palm coast boat show 2023" driving a total of 200 clicks, up 1,400%, and 2,500 impressions, up 35%. Most clicks led to the [event listing](#).

Webcam-related queries dominated the top organic search terms, and click-through rate for those terms increased about 40%. Webcam searches returned the site, on average, in position 26, a 13% upward movement from last year's 31.

Terms that drove clicks to blog posts were all related to things to do, including "things to do near me" (125 clicks), "things to do in palm coast" (110 clicks) and "things to do in palm coast fl" (99 clicks).

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Equestrian Adventures of Florida	160
Marineland Dolphin Adventure	152
Princess Place Preserve	123
Princess Place Cottages	78
Hammock Beach Golf Resort & Spa	68
Oceanside Beach Bar & Grill	62
Washington Oaks Gardens State Park	56
Treasure By the Sea Campgrounds	52
Bulow Plantation RV Resort	49
River To Sea Preserve	49
Bull Creek Campground/Dead Lake	46
Jungle Hut Road Park - Pet Friendly	46
The Turtle Shack Cafe	45
Swillerbee's Craft Donuts and Coffee Bar	45
Old Salt Park - Pet Friendly	44
Bay Drive Park	44
Beverly Beach RV Camptown Resort	40
Golden Magnolia Resort	39
Grand total	3,269

Organic Listing Referrals YoY

3,269

↓ -13.5%

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
3rd Annual Spring Fling	136
Boat Show	117
10th Annual Spring Festival & Plant Sale	94
Palm Coast Spring Arts Festival	80
15th Annual Turtle Fest	80
First Friday	74
Easter Brunch Buffet	63
Palm Coast Songwriters Festival	55
2nd Annual Hang 8 Dog Surfing Event	54
Easter Helicopter Candy Drop	54
Wicklinc Center Park Flagler Beach Farmers Market	45
FOOD TRUCK TUESDAY / PALM COAST	28
Hispanic Cultural Festival of Palm Coast 2013	26
Barnum	22
Earth Day	19
Central Park in Town Center Easter Egg'stravaganza	18
Touch A Truck 2023	17
Flagler Playhouse Barnum	16
Grand total	1,201

Organic Event Referrals YoY

1,201

↑ 16.3%