



DIGITAL MARKETING REPORT

Visit Flagler, FL

January 2024



SEO EXECUTIVE SUMMARY

Jan 1, 2024 - Jan 31, 2024

For **overall traffic**, sessions numbered 42,123 in January, a 27% decrease year-over-year. This 15,600-session decrease can be mostly attributed to losses in the Display and Paid Search channels, which decreased by 5,800 and 3,800 sessions, respectively.

Organic traffic decreased 4%, with a total of 25,545 sessions. Engaged sessions again comprised 75% of organic traffic, meaning three-quarters of users either completed a conversion or clicked further into the site. The top organic landing pages by active users were webcams (2,343), the 25 Things to Do blog post (1,755) and Events (1,416). Organic conversions numbered 4,685 and accounted for 74% of all conversions completed on the website.

The 1,000-session decrease in organic was most evident in the **homepage**. Organic sessions to the homepage numbered 1,318 in 2023 and 703 in 2024, a 47% difference. The page's performance on SERP could have led to the decrease in sessions: clicks to this page numbered 461, a 55% decrease from last year's 1,000. Impressions totaled 107,000, down 26%, and ranking position moved from 9.3 to 12.4. This indicates that both user interest and search engine strength went down, disrupting a months-long trend that saw traffic to the homepage either surpass or equal the previous year. See SEO Recommendations for more information and ways to improve.

On the positive side, SERP performance overall either improved or remained steady: clicks numbered 20,500 (+3%), impressions numbered 1.1 million (+2%), and click-through rate remained at 1.8%. The most successful search terms in January were related to **webcams** and **things to do**.

Blog posts as a whole drove 5,834 organic sessions, up 55% year-over-year. This growth can be partially attributed to these pages' success on SERP: All blog post pages drove 5,500 clicks (+59%) on 230,000 impressions (+50%). This indicates that specific content that is unique to the DMO is strong competitor on SERP.

Organic Summary

Sessions

25,545

↓ -3.8%

Engaged sessions

19,287

↓ -4.8%

Listing Referrals

3,790

↑ N/A

Event Referrals

484

↑ N/A

Visitors Guide Requests

177

No data

Newsletter Signups

98

No data

COMPLETED TASKS

- Quarterly duplicate content check found no problems
- Created and sent partner referral report
- Monthly crawl error check led to 25 corrections

ROADMAP

- Upcoming content: To be established by client
- Upcoming optimizations: To be established by client. As new blog posts or landing pages are published, your analyst will submit them for optimization. These can also be requested by the client. The current contract allows for 10 pages per month.

HOMEPAGE IMPROVEMENTS

- Add target keywords to the <body> tag so search engines rank the page better. The easiest way to do this is to use the phrase "Florida beaches", which gets 41,000 average monthly searches (AMS), instead of simply "beaches".
- The homepage saw a 26% decrease in impressions in January, meaning search engines returned the site at a lower rate than last year. The keyword driving the largest decrease in impressions (-13,000) was "flagler county", which does not appear anywhere on the homepage. Given branding constraints, consider adding this term to the second paragraph of copy (under Experiences) to add SEO value without interfering with the brand.
- One of the website's biggest competitors is visitflorida.com. Of course, Visit Florida covers the whole state, meaning Flagler cannot necessarily compete; however, the biggest keyword gap between the two sites is "pirate ship". If possible, consider incorporating something related to this topic onto the homepage.

SONGWRITERS FESTIVAL

Update content as soon as possible in order to gain SEO strength and provide users the most up-to-date information. Additionally, consider making the following changes:

- The event landing page (/events/annual-events/palm-coast-songwriters-festival/) does not currently have an H1. H1s help users and search engines understand exactly what is on the page. Add an H1 that says "Palm Coast Songwriters Festival 2024". This search term garners 90 average monthly searches.
- Update the blog post [Meet a Local: Garry Lubi from Palm Coast Songwriters Festival](#) so the publish date is more recent, and the post moves to the top of the feed. Ensure the event information is updated for 2024. Lastly, add an anchor text: Change the sentence "Tickets can be purchased online via the festival website.", to a more enticing call-to-action, "Buy tickets on the festival website.", where the underlined text is linked.



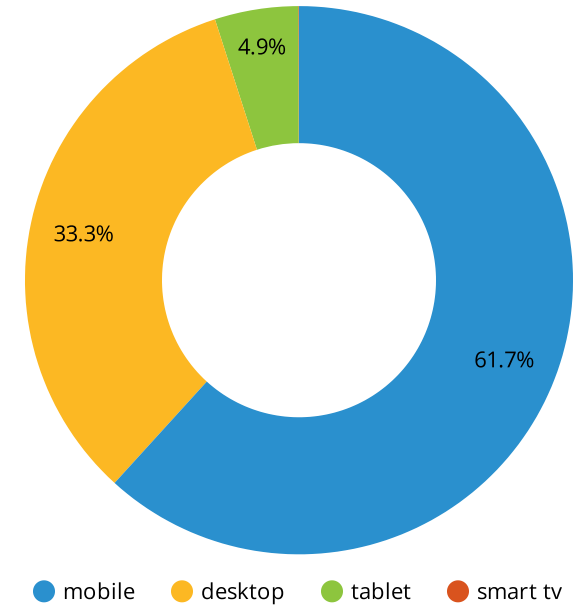
SEO REPORT

OVERALL TRAFFIC SUMMARY

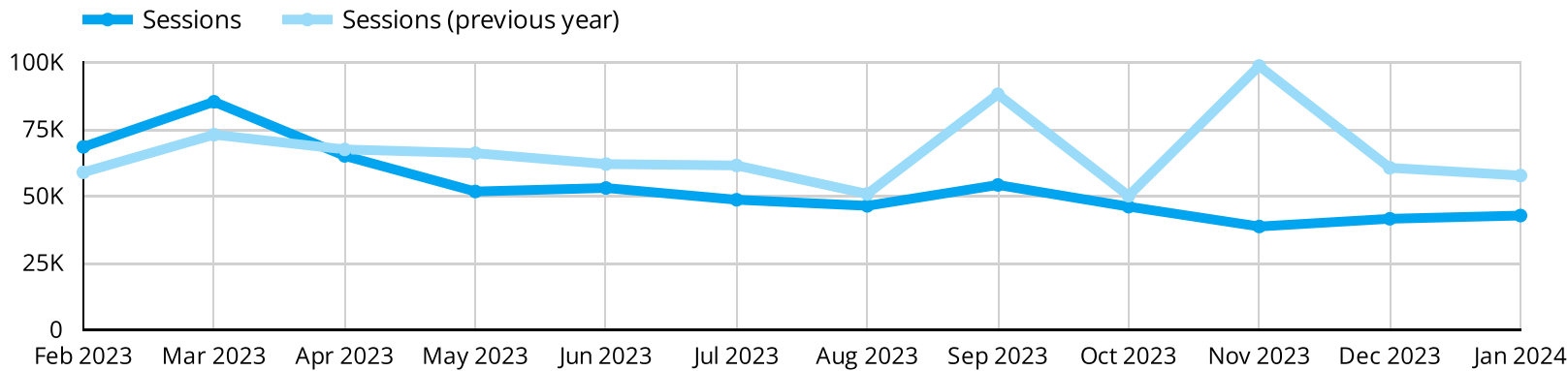
Jan 1, 2024 - Jan 31, 2024

Active Users 29,441 ↓ -31.5%	Sessions 42,123 ↓ -27.0%	Engaged Sessions 30,403 ↓ -15.4%	Engagement Rate 72.18% ↑ 16.0%	Avg. Engagement Time 00:01:17 ↑ 37.2%	Conversions 6,321 ↑ N/A
---	---------------------------------------	---	---	--	--------------------------------------

Device Category (Users)



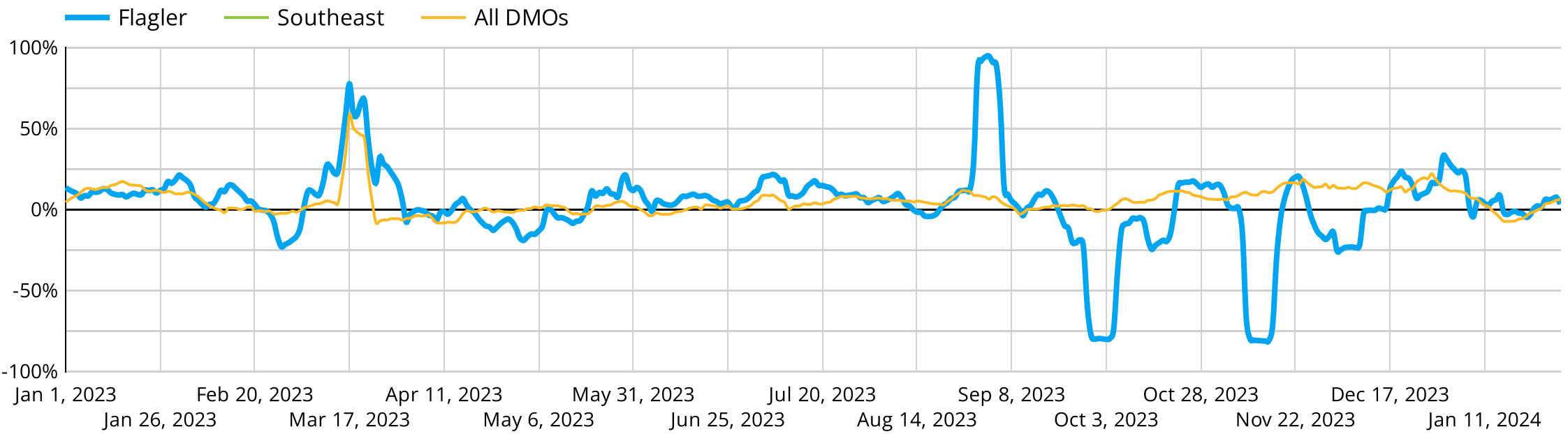
Engaged Sessions over time (Last 12 months YoY)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	18,006	19,287	00:01:25
Direct	4,517	5,323	00:01:18
Organic Social	3,534	2,861	00:00:36
Referral	1,951	1,887	00:01:39
Display	1,030	270	00:00:08
Unassigned	266	42	00:03:36
Paid Search	185	133	00:00:38
Paid Other	1	2	00:02:44

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

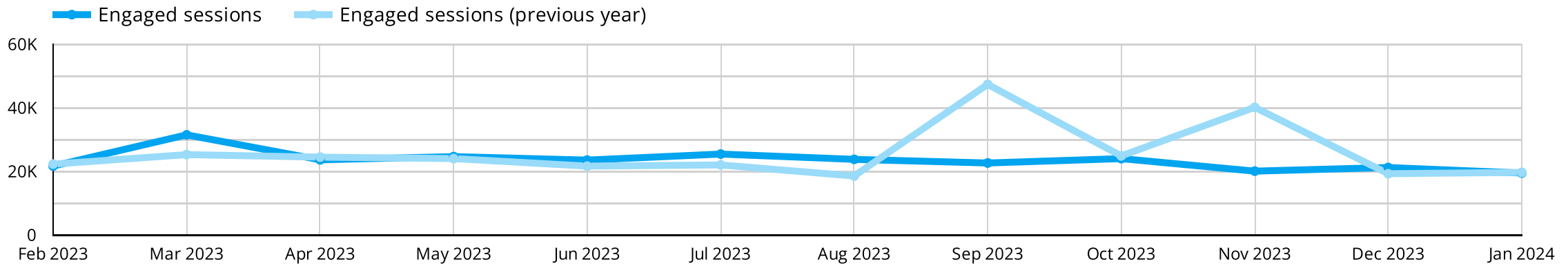
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.48	2.01	-18.8%	organic search	00:01:13	00:00:59	-18.24%	organic search	70.75%	70.76%	0.02%
paid search	2.64	1.67	-36.92%	paid search	00:01:01	00:00:38	-37.35%	paid search	65.96%	66.67%	1.07%
Grand total	2.07	1.91	-7.88%	Grand total	00:00:50	00:00:54	7.52%	Grand total	57.57%	63.77%	10.78%

ORGANIC TRAFFIC SUMMARY

Jan 1, 2024 - Jan 31, 2024

Active users 18,006 ↓ -3.4%	Sessions 25,545 ↓ -3.8%	Engaged sessions 19,287 ↓ -4.8%	Engagement rate 75.50% ↓ -1.0%	Engagement Time 00:01:25 ↑ 6.3%	Conversions 4,685 ↑ N/A
---	---	---	--	---	---

Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Conversions
/beaches/webcams	2,343	44
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,755	519
/events	1,416	262
/things-to-do/restaurants-bars	567	259
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	521	42
/	520	144
/where-to-stay/campgrounds-rv-parks	340	147
/listing/princess-place-preserve/270329	268	97
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	249	24
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-	248	26

Conversion Events

Event name	Conversions
partner_referral	4,274
visitorguide_request	177
file_download	136
newsletter_signup	98

ORGANIC SEARCH QUERY PERFORMANCE

Jan 1, 2024 - Jan 31, 2024

Organic Clicks

20,463

↑ 2.2%

Organic Impressions

1,130,457

↑ 1.6%

Organic CTR%

1.81%

↑ 0.5%

Average Ranking Position

20.13

↑ 8.0%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach webcam	876	1.01	0.01 ↑	68.28%
flagler beach cam	865	1.12	0.02 ↑	70.1%
things to do in palm coast florida	190	2.09	-0 ↓	28.66%
flagler webcam	186	1.19	0.19 ↑	63.92%
flagler beach	186	8.12	1.08 ↑	1.03%
things to do in palm coast	168	2.2	-0.48 ↓	19.76%
things to do in palm coast fl	152	2.22	-0.77 ↓	21.59%
flagler beach live cam	146	1.07	0.07 ↑	59.59%
flagler pier cam	116	1.93	0.93 ↑	53.95%
palm coast webcam	100	1	0	69.44%
flagler beach surf cam	99	1.3	0.03 ↑	34.14%
flagler live cam	93	1	0	56.36%
princess place preserve	89	4.79	0.96 ↑	3.96%
palm coast florida	89	10.38	2.72 ↑	0.57%
flagler beach restaurants	81	2.42	-1.21 ↓	4.04%
flagler beach pier webcam	79	1	0	86.81%
palm coast fl	75	12.33	4.92 ↑	0.44%
things to do palm coast	73	1.99	0.58 ↑	15.73%
flagler beach pier cam	66	2.12	1.12 ↑	40.24%
palm coast	64	9.76	3.21 ↑	0.31%



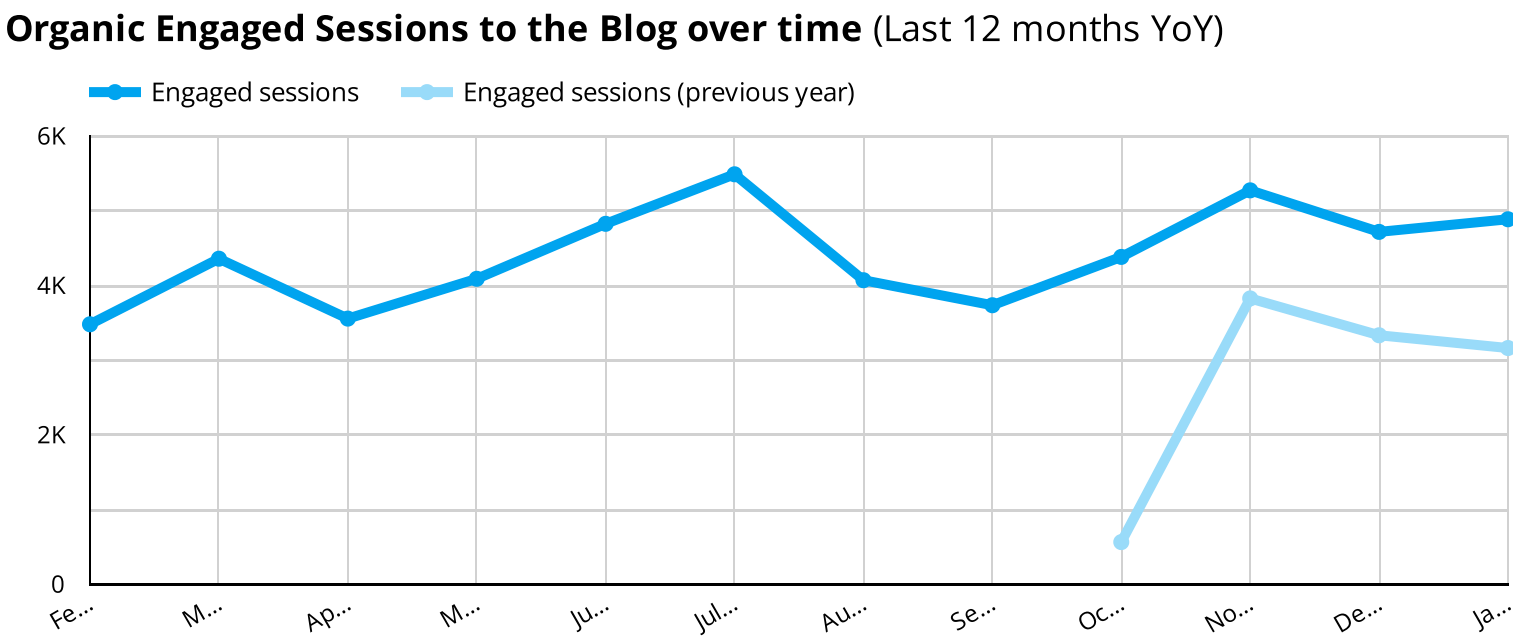
Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach webcam	https://www.visitflagler.com/beaches/webcams/	876	1,283	-3 ↓	68.28%
flagler beach cam	https://www.visitflagler.com/beaches/webcams/	865	1,234	190 ↑	70.1%
things to do in palm coast flori...	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	187	663	328 ↑	28.21%
flagler webcam	https://www.visitflagler.com/beaches/webcams/	186	291	91 ↑	63.92%
things to do in palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	163	850	-164 ↓	19.18%
flagler beach live cam	https://www.visitflagler.com/beaches/webcams/	146	245	-112 ↓	59.59%
things to do in palm coast fl	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	144	704	93 ↑	20.45%
flagler pier cam	https://www.visitflagler.com/beaches/webcams/	116	215	-35 ↓	53.95%
palm coast webcam	https://www.visitflagler.com/beaches/webcams/	100	144	5 ↑	69.44%
flagler beach surf cam	https://www.visitflagler.com/beaches/webcams/	99	290	9 ↑	34.14%
flagler beach	https://www.visitflagler.com/	97	18,037	-5,987 ↓	0.54%
flagler live cam	https://www.visitflagler.com/beaches/webcams/	93	165	25 ↑	56.36%
princess place preserve	https://www.visitflagler.com/listing/princess-place-preserve/270329/	83	2,249	-215 ↓	3.69%
flagler beach restaurants	https://www.visitflagler.com/things-to-do/restaurants-bars/	80	2,004	-127 ↓	3.99%
flagler beach pier webcam	https://www.visitflagler.com/beaches/webcams/	79	91	19 ↑	86.81%
things to do palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	69	464	230 ↑	14.87%
flagler beach pier cam	https://www.visitflagler.com/beaches/webcams/	66	164	54 ↑	40.24%
european village farmers mar...	https://www.visitflagler.com/event/european-village-farmers-market/18545/	62	249	56 ↑	24.9%
palm coast things to do	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	60	221	-16 ↓	27.15%
what to do in palm coast florida	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	60	159	7 ↑	37.74%
flagler cam	https://www.visitflagler.com/beaches/webcams/	60	98	38 ↑	61.22%
things to do near palm coast fl	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	55	142	-34 ↓	38.73%
palm coast	https://www.visitflagler.com/	52	20,252	2,267 ↓	0.26%

ORGANIC BLOG TRAFFIC

Jan 1, 2024 - Jan 31, 2024

Sessions 5,834 ↑ 54.6%	Engaged Sessions 4,976 ↑ 56.2%
Active Users 5,137 ↑ 53.4%	Conversions 956 ↑ N/A
Engagement Time 00:01:43 ↓ -7.6%	Engagement Rate 85.29% ↑ 1.0%



Top Organic Landing Pages (Blog)

Landing page	Active users	Engaged sessions	Engagement rate
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,755	1,689	86.93%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	521	471	83.66%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	249	241	87.32%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	248	238	84.1%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	191	186	93.47%
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler-beaches	158	148	86.05%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches	125	114	80.28%
/blog/post/new-in-the-new-year-in-palm-coast-and-the-flagler-beaches	101	94	87.85%
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-beaches	96	90	84.91%
/blog/post/shop-local-eat-local-at-european-village	85	79	89.77%