



SEO REPORT

May 2023



TABLE OF CONTENTS

1

Executive Summary

SEO Task Highlights

Next Steps

2

Overall Traffic

Traffic Summary

Source Summary

City Summary

Device Breakdown

Landing Page Performance

Top Viewed Pages

Goal Completions

3

Organic Traffic

Ranking Performance

Onsite Performance

SEO EXECUTIVE SUMMARY

Organic Sessions

32,731

↓ -0.1%

Organic Sessions YTD

160,258

↑ 3.4%

Overall Traffic Performance

In May, the site received 49,900 sessions in total, down 22% from last year. Most of the 15,000-session decrease can be attributed to losses from the Other channel (see following page). Webcams and the homepage drove the highest number of sessions (15,800 and 3,100, respectively), while blog posts held five of the top 20 overall landing pages. Overall engagement metrics saw varied changes year-over-year, with pages per session decreasing 2%, average session duration increasing 7% and bounce rate decreasing 6%.

Organic Traffic Performance

Organic sessions numbered 32,700 in May, down just .1%, or about 30 sessions. Clicks increased by 4% to 27,500, mostly driven by terms related to webcams and Hang 8. Things to do-related queries also appeared in the top 20 terms, driving, in total, 1,240 clicks to the website. Click-through rate rose by 14% and average ranking position improved 1%.

Recommendations

Family-Friendly landing page

Flagler's [family-friendly landing page](#) saw a 90% increase in organic sessions in May. Keyword research shows that related terms see significant monthly volume, including "family friendly" (3,600 AMS), "family friendly travel" (1,900 AMS) and "family travel" (49,500 AMS). Consider implementing the following changes to meet user interest:

- Change the H1 from "Family Friendly" to "Family-Friendly Things to Do", which will give search engines a clearer, more specific idea of what's on the page
- Currently, the content reads more like a blog, presenting in a listicle format reasons to visit the destination. In order to encourage users to scroll through to the listings, consider condensing the copy down to one introductory paragraph. The existing copy does a great job of using internal links, so include those in the same manner in the new, shorter intro paragraph.
- This relevant, useful information could be repurposed as a blog post. Consider expanding the copy within each of the top five reasons, adding a jump list and using an H1 that incorporates the keywords above (for example, "Family-Friendly Things to Do this Summer in Palm Coast and Flagler Beaches").

Duplicate content

The following two pages contain duplicate content. Change the content on one page to differentiate them: [Groups](#) and [Services](#).

Trip ideas

The [trip ideas landing page](#) saw the highest number of sessions during summer 2022. While the page already contains valuable information, consider making the following changes to help with user experience:

- Add more copy to the intro paragraph. This also allows for internal linking opportunities. Incorporate keywords below:
trip ideas (880) | vacation ideas (12,100) | winter vacation ideas (2,900) | weekend getaway ideas (1,600)
- The widgets at the top of the page link to blog posts, so including blog posts under the "Articles" section could be seen as redundant.
- See examples from other DMOs:
 - Visit Cedar Park, TX: [Weekend Getaway](#)
 - Experience Columbus, OH: [Columbus Itineraries](#)
 - Outer Banks, NC: [Outer Banks Trip Ideas](#)



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

May 1, 2023 - May 31, 2023

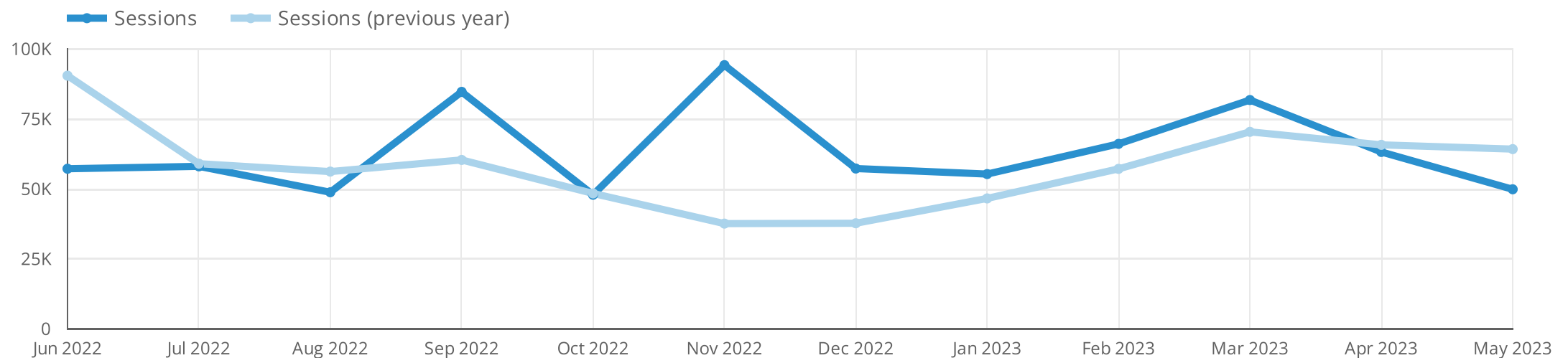
How is my total traffic performing over time?

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... |
|----------|----------|----------|--------|-------------|-----------|-----------------|-------------------|
| 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 |
| December | 57,316 | 51.8% ↑ | 42,901 | 69.83% | 83,653 | 1.46 | 00:01:08 |

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: In May, the site received 49,900 sessions in total, which represents a 22% decrease from last year. Overall engagement metrics also saw varied changes year-over-year: Pages per session decreased 2% (1.58 to 1.55), average session duration increased 7% (1:22 to 1:28), and bounce rate decreased 6% (64% to 61%). Most of the approximately 15,000-session decrease can be attributed to losses from the Other channel (see following page).

Overall Traffic Summary | Last Month

May 1, 2023 - May 31, 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 | 32,731 | -0.1% ↓ | 65.59% |
| Direct | 10,072 | -14.4% ↓ | 20.18% |
| Social | 4,009 | 59.9% ↑ | 8.03% |
| Referral | 1,738 | -38.0% ↓ | 3.48% |
| Display | 1,084 | - | 2.17% |
| (Other) | 219 | -98.0% ↓ | 0.44% |
| Paid Search | 50 | -98.6% ↓ | 0.1% |
| Grand total | 49,903 | -22.3% ↓ | 100% |

Analysis: Organic search brought in 66% of sessions with 32,700, a .1% decrease year-over-year. A 10,750-session decrease to the Other channel (10,969 in 2022 versus 219 in 2023) caused overall sessions to fall. Although Referral traffic notably decreased (-38%), the number of sessions lost was much smaller (approximately 1,000)

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 | 1,084 |
| welcome-home | 158 |
| ACQ_Flagler_Location_Specific | 43 |
| dm-flpcfb | 40 |
| Complete | 10 |
| ACQ_Flagler | 4 |
| dmflpcfb | 3 |
| Top-of-Funnel-Florida-Beach-Focused | 2 |
| cox-o-visitflagler | 1 |

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 | -19.49% |
| Organic Search | 2.05 | 1.66 | -18.9% |
| Paid Search | 2.06 | 1.87 | -9.37% |

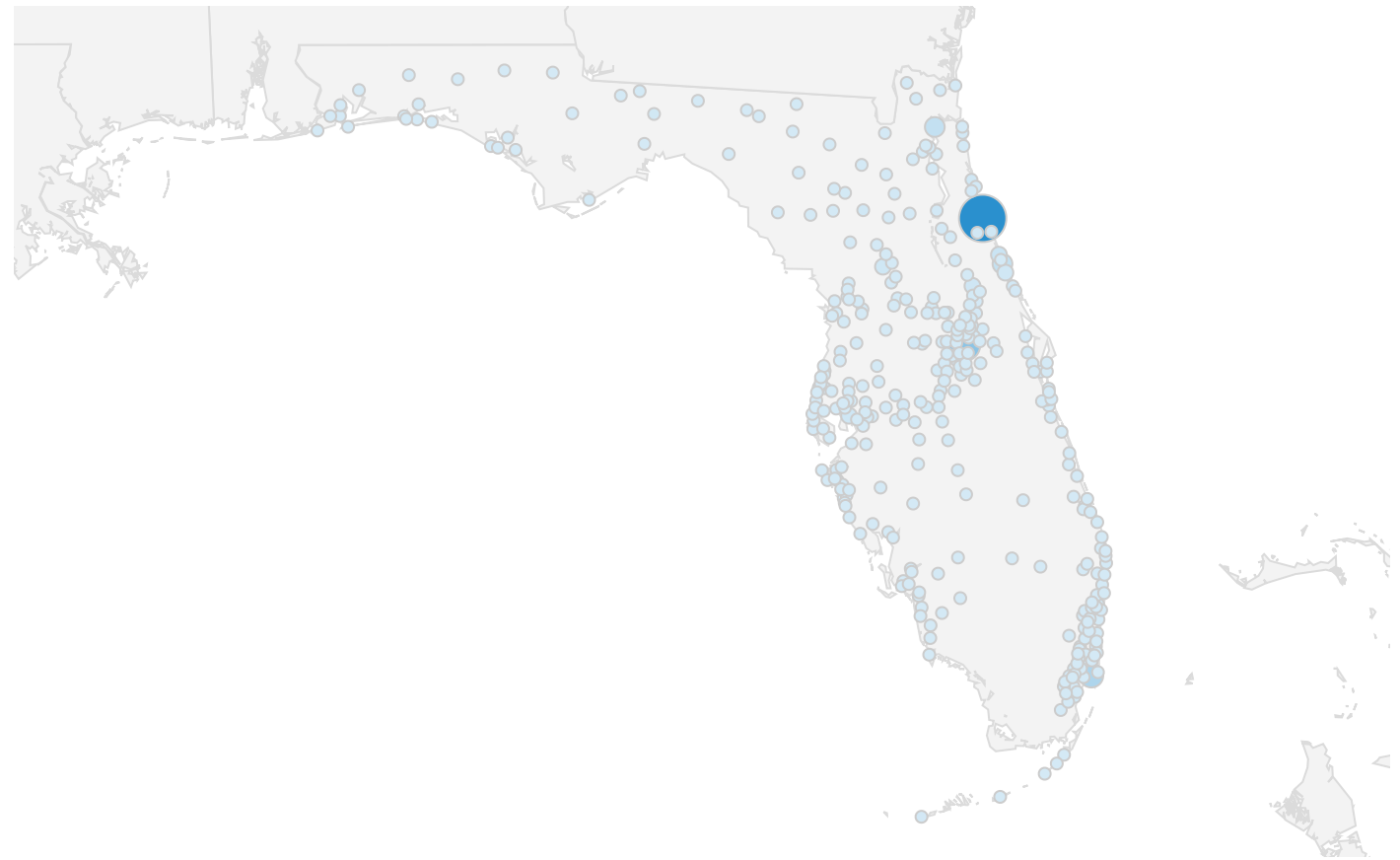
| Session Duration | | | |
|------------------|----------|---------------|---------|
| Channel | Industry | Visit Flagler | % dif |
| All Channels | 00:01:47 | 00:01:17 | -28% |
| Organic Search | 00:02:10 | 00:01:40 | -22.42% |
| Paid Search | 00:01:40 | 00:01:12 | -27.67% |

| Bounce Rate | | | |
|----------------|----------|---------------|--------|
| Channel | Industry | Visit Flagler | % dif |
| All Channels | 54.77% | 60.87% | 11.13% |
| Organic Search | 48.87% | 51.09% | 4.56% |
| Paid Search | 52.34% | 64.73% | 23.67% |

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

| City | Sessions | % Δ |
|-------------------|----------|----------|
| Palm Coast | 8,205 | -39.4% ↓ |
| Orlando | 3,457 | -36.8% ↓ |
| Miami | 1,855 | -10.0% ↓ |
| Jacksonville | 820 | -51.4% ↓ |
| Daytona Beach | 771 | -28.5% ↓ |
| Ormond Beach | 497 | 4.6% ↑ |
| Tampa | 283 | -35.8% ↓ |
| DeLand | 253 | -7.0% ↓ |
| Ocala | 230 | -33.9% ↓ |
| Port Orange | 207 | -18.8% ↓ |
| Gainesville | 184 | -51.5% ↓ |
| St. Augustine | 182 | -48.0% ↓ |
| Flagler Beach | 178 | -7.8% ↓ |
| Bunnell | 155 | -20.5% ↓ |
| Tallahassee | 126 | 0.0% |
| Palatka | 100 | -17.4% ↓ |
| Altamonte Springs | 84 | -49.7% ↓ |

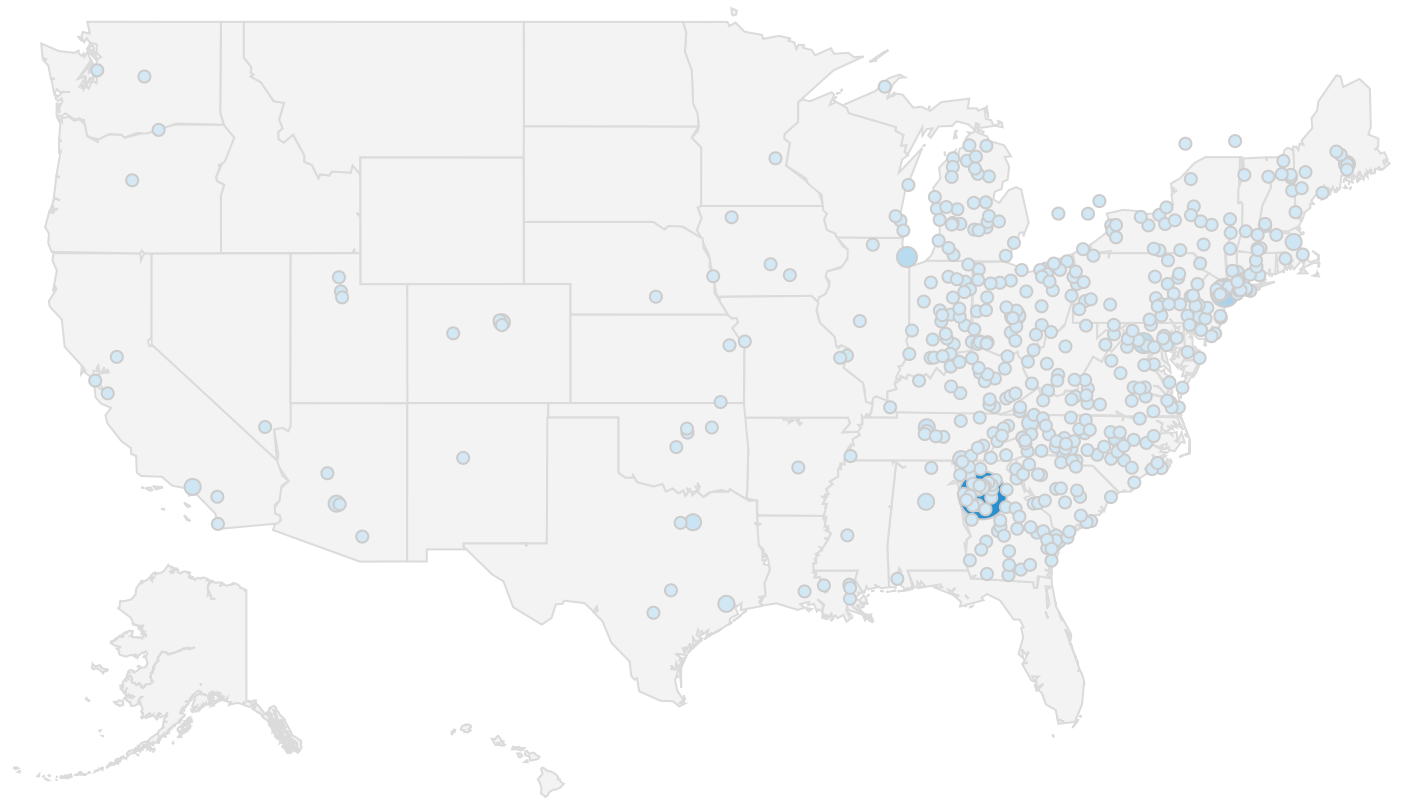


Analysis: Overall, Google Analytics shows a 35% decrease for in-state traffic (from 34,600 last year to 22,500 in 2023).

What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

| City | Sessions | % Δ |
|--------------|----------|------------|
| Atlanta | 2,668 | 63.8% ↑ |
| New York | 667 | -66.6% ↓ |
| Chicago | 427 | -38.6% ↓ |
| Columbus | 417 | 19.8% ↑ |
| Ashburn | 365 | 31.8% ↑ |
| Philadelphia | 210 | -34.0% ↓ |
| Dallas | 189 | -32.7% ↓ |
| Nashville | 187 | -53.0% ↓ |
| Clinton | 145 | 1,712.5% ↑ |
| Charlotte | 129 | -71.5% ↓ |
| Greenville | 119 | 240.0% ↑ |
| Raleigh | 114 | -55.8% ↓ |
| Phoenix | 112 | 9.8% ↑ |
| Boston | 106 | -4.5% ↓ |
| Los Angeles | 105 | -59.8% ↓ |
| Lexington | 93 | 106.7% ↑ |
| Perry | 88 | 780.0% ↑ |
| Denver | 87 | -26.3% ↓ |



10 2,668

Analysis: Out-of-state traffic saw a 7% decrease. Atlanta continued to be the top driver of traffic, with sessions concentrated on the webcams page (770 sessions) and the Events landing page (140 sessions).

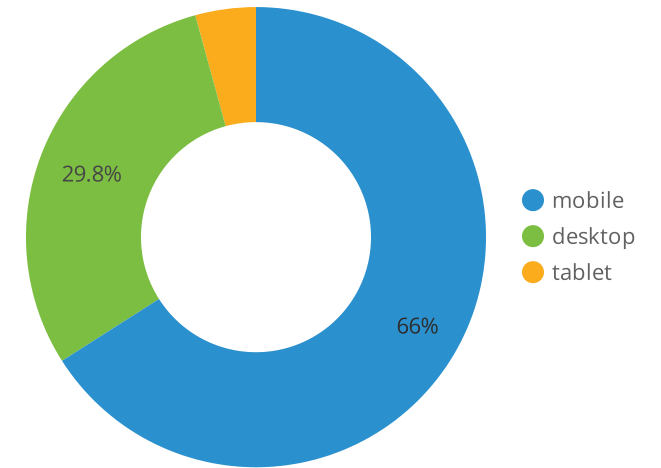
Overall Traffic Device Breakdown | Last Month

May 1, 2023 - May 31, 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 | 32,921 | -21.2% ↓ | 62.15% | 1.48 | 00:01:21 |
| Desktop | 14,860 | -25.1% ↓ | 56.86% | 1.71 | 00:01:42 |
| Tablet | 2,122 | -19.3% ↓ | 65.98% | 1.44 | 00:01:19 |
| Grand total | 49,903 | -22.3% ↓ | 60.74% | 1.55 | 00:01:27 |



What are the top pages for mobile users?

by Page and Sessions Year over Year

| Landing Page | Sessio... | % Δ |
|--|-----------|------------|
| /beaches/webcams/ | 8,617 | -4.7% ↓ |
| /events/ | 2,057 | 28.8% ↑ |
| /event/2nd-annual-hang-8-dog-surfing-event/21240/ | 1,836 | - |
| / | 1,592 | -76.2% ↓ |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-t... | 1,526 | -25.8% ↓ |
| /blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-s... | 1,384 | - |
| /things-to-do/golf/ | 678 | 3,290.0% ↑ |
| /beaches/pet-friendly-zones/ | 453 | 1.1% ↑ |
| /blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-s... | 427 | - |
| /things-to-do/outdoor-adventures/horseback-riding-on-the-... | 344 | 0.9% ↑ |

What are the top pages for desktop users?

by Page and Sessions Year over Year

| Landing Page | Sessio... | % Δ |
|--|-----------|----------|
| /beaches/webcams/ | 6,306 | 9.1% ↑ |
| / | 1,477 | -62.9% ↓ |
| /events/ | 722 | 5.1% ↑ |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-th... | 317 | -37.8% ↓ |
| /event/2nd-annual-hang-8-dog-surfing-event/21240/ | 284 | - |
| /lodgings | 199 | -42.2% ↓ |
| /beaches/pet-friendly-zones/ | 161 | 34.2% ↑ |
| /things-to-do/restaurants-bars/ | 157 | 21.7% ↑ |
| /beaches/ | 119 | -32.4% ↓ |
| /where-to-stay/campgrounds-rv-parks/ | 118 | -28.5% ↓ |

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/ | 15,815 | 00:01:15 | 65.46% |
| / | 3,148 | 00:01:37 | 66.74% |
| /events/ | 2,864 | 00:02:31 | 38.16% |
| /event/2nd-annual-hang-8-dog-surfing-event/21240/ | 2,160 | 00:01:10 | 60.74% |
| /blog/post/25-things-to-do-when-you-visit-palm-coa... | 1,871 | 00:02:32 | 56.92% |
| /blog/post/enjoy-baja-favorites-at-a1a-burrito-works... | 1,627 | 00:00:20 | 81.93% |
| /things-to-do/golf/ | 859 | 00:00:09 | 91.15% |
| /beaches/pet-friendly-zones/ | 632 | 00:02:13 | 52.37% |
| /blog/post/watch-rover-ride-the-waves-at-the-hang-... | 558 | 00:00:55 | 70.61% |
| /things-to-do/restaurants-bars/ | 516 | 00:02:17 | 46.9% |
| /lodgings | 480 | 00:02:51 | 32.5% |
| /things-to-do/outdoor-adventures/horseback-riding-... | 456 | 00:01:31 | 52.85% |
| /beaches/ | 451 | 00:01:54 | 54.55% |
| /beaches/free-beach-parking-map/ | 429 | 00:00:59 | 55.71% |
| /blog/post/6-secret-beaches-to-explore-in-palm-coa... | 379 | 00:02:07 | 67.55% |
| /event/touch-a-truck-2023/21236/ | 363 | 00:00:50 | 60.61% |
| /blog/post/moms-perfect-day-in-palm-coast-and-the... | 355 | 00:00:34 | 79.15% |
| /where-to-stay/campgrounds-rv-parks/ | 344 | 00:02:10 | 50% |
| /beaches/faqs/ | 301 | 00:01:21 | 72.43% |
| /listing/marineland-dolphin-adventure/270614/ | 274 | 00:02:04 | 45.99% |

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

| Exit Page | Exits | Views |
|---|--------|--------|
| /beaches/webcams/ | 15,804 | 18,894 |
| / | 2,442 | 3,193 |
| /event/2nd-annual-hang-8-dog-surfing-event/21240/ | 2,138 | 2,688 |
| /events/ | 1,808 | 3,309 |
| /blog/post/enjoy-baja-favorites-at-a1a-burrito-works-t... | 1,517 | 1,755 |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-... | 1,309 | 2,027 |
| /things-to-do/golf/ | 832 | 929 |
| /blog/post/watch-rover-ride-the-waves-at-the-hang-8-... | 596 | 911 |
| /beaches/pet-friendly-zones/ | 513 | 770 |
| /lodgings | 473 | 594 |
| /beaches/free-beach-parking-map/ | 440 | 670 |
| /things-to-do/restaurants-bars/ | 422 | 716 |
| /beaches/ | 410 | 722 |
| /event/touch-a-truck-2023/21236/ | 388 | 544 |
| /things-to-do/outdoor-adventures/horseback-riding-on... | 384 | 669 |
| /event/memorial-day-celebration/21286/ | 382 | 706 |
| /event/memorial-day-bash-at-the-florida-cracker-ranc... | 355 | 643 |
| /about/visitors-guide-brochures/ | 340 | 1,069 |
| /blog/post/moms-perfect-day-in-palm-coast-and-the-fl... | 334 | 436 |
| /blog/post/6-secret-beaches-to-explore-in-palm-coast-... | 331 | 467 |

Analysis: Webcams and the homepage drove the highest number of sessions (15,800 and 3,100, respectively). Blog posts held five of the top 20 overall landing pages, and the blog as a whole drove 8,000 sessions in May. 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/ | 18,709 | 00:01:14 | 64.62% |
| /events/ | 4,417 | 00:02:30 | 38.15% |
| / | 3,829 | 00:01:38 | 66.15% |
| /event/2nd-annual-hang-8-dog-surfing-event/21240/ | 2,663 | 00:01:09 | 60.21% |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/ | 2,397 | 00:02:33 | 56.86% |
| /blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-coast-... | 1,873 | 00:00:20 | 81.93% |
| /things-to-do/golf/ | 948 | 00:00:09 | 91.15% |
| /about/visitors-guide-brochures/ | 908 | 00:01:47 | 49.03% |
| /beaches/ | 888 | 00:01:52 | 54.79% |
| /beaches/pet-friendly-zones/ | 887 | 00:02:13 | 51.88% |
| /blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-... | 867 | 00:00:55 | 70.74% |
| /things-to-do/restaurants-bars/ | 852 | 00:02:16 | 46.54% |
| /things-to-do/outdoor-adventures/horseback-riding-on-the-beach/ | 850 | 00:01:31 | 52.85% |
| /things-to-do/ | 789 | 00:02:13 | 47.44% |
| /lodgings | 603 | 00:02:48 | 32.64% |
| /beaches/free-beach-parking-map/ | 582 | 00:00:59 | 55.58% |
| /event/memorial-day-bash-at-the-florida-cracker-ranch/21330/ | 581 | 00:01:06 | 69.41% |
| /listing/marineland-dolphin-adventure/270614/ | 578 | 00:02:05 | 45.49% |
| /event/memorial-day-celebration/21286/ | 556 | 00:00:47 | 62.21% |
| /blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/ | 545 | 00:02:07 | 67.55% |
| /where-to-stay/campgrounds-rv-parks/ | 516 | 00:02:10 | 49.86% |
| /event/touch-a-truck-2023/21236/ | 505 | 00:00:49 | 59.62% |
| /blog/post/moms-perfect-day-in-palm-coast-and-the-flagler-beaches/ | 461 | 00:00:34 | 79.15% |

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 213 ↓ -22.5% | Unique Newsletter Sign Up 154 ↑ 11.6% |
| Visitor Guide Req. YTD 1,755 ↑ 16.2% | Unique Newsltr Sign Up YTD 1,079 ↑ 48.6% |

Where are my visitor guide requests coming from?

by Source/Medium and Pageview

| Source / Medium | Pageviews |
|--------------------------------|-----------|
| google / organic | 135 |
| (direct) / (none) | 29 |
| visitflorida.com / referral | 28 |
| m.facebook.com / referral | 9 |
| bing / organic | 5 |
| duckduckgo / organic | 4 |
| flaglercounty.gov / referral | 4 |
| yahoo / organic | 3 |
| floridareview.co.uk / referral | 3 |
| l.facebook.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% |

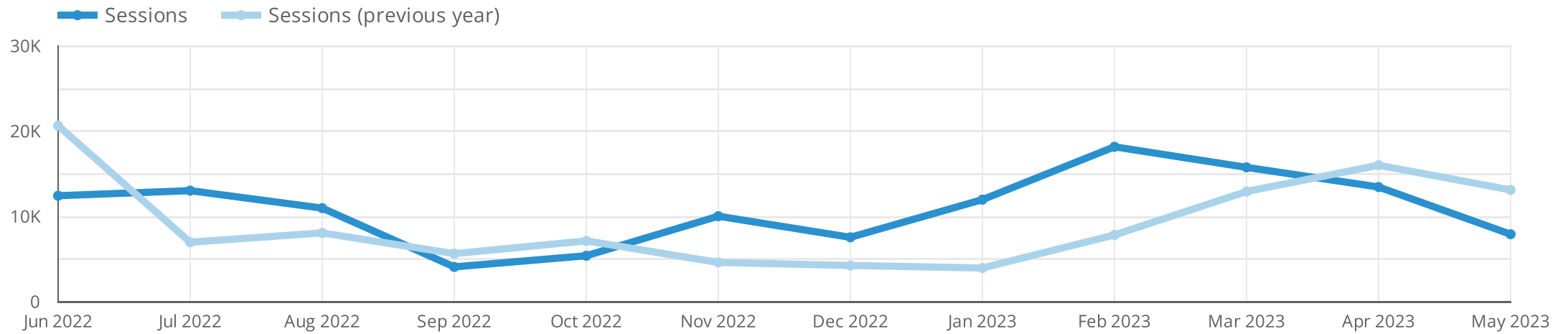
Where are my digital visitor guide views coming from?

by Source/Medium and Views

| Source / Medium | Views |
|-----------------------------|-------|
| google / organic | 9 |
| (direct) / (none) | 2 |
| yahoo / organic | 2 |
| m.facebook.com / referral | 2 |
| visitflorida.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 |
|----------|----------|----------|-------------|-----------------------|-----------------|
| 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 |
| December | 9,068 | 68.0% ↑ | 60.71% | 00:02:01 | 2.16 |

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 | 5,728 | 16.5% ↑ | 63.01% |
| Social | 2,304 | 373.1% ↑ | 25.34% |
| Direct | 847 | -42.9% ↓ | 9.32% |
| Referral | 189 | 2.7% ↑ | 2.08% |
| Paid Search | 12 | -96.2% ↓ | 0.13% |
| (Other) | 7 | -99.9% ↓ | 0.08% |
| Grand total | 9,091 | -38.0% ↓ | 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... | 2,419 |
| /blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-c... | 1,891 |
| /blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-compe... | 903 |
| /blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-be... | 562 |
| /blog/post/moms-perfect-day-in-palm-coast-and-the-flagler-beaches/ | 464 |
| /blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches/ | 425 |
| /blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beach... | 272 |
| /blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/ | 265 |
| /blog/post/celebrate-mom-with-a-memorable-meal/ | 239 |
| /blog/post/breathtaking-photos-of-palm-coast-and-the-flagler-beaches/ | 215 |

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/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-coast-and-... | /blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-coast-and-... | 132 |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/ | /listing/marineland-dolphin-adventure/270614/ | 98 |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/ | /events/ | 84 |
| /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/ | 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/ | 64 |
| /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... | 60 |
| /blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-in-fl... | /event/2nd-annual-hang-8-dog-surfing-event/21240/ | 46 |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/ | /listing/sea-turtle-hospital/346562/ | 40 |
| /blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-coast-and-... | /listing/a1a-burrito-works-taco-shop/270411/ | 39 |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/ | /event/european-village-farmers-market/18545/ | 27 |

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 | 24 | 45 | 8.33% | 00:00:54 | 1.88 |
| Direct | 1 | 1 | 100% | 00:00:00 | 1 |
| Social | 1 | 2 | 0% | 00:00:00 | 2 |
| Organic Search | 1 | 2 | 0% | 00:01:15 | 2 |
| Grand total | 27 | 50 | 11.11% | 00:00:51 | 1.85 |

What actions are my website visitors taking?

Tour map and link clicks last month

| | |
|------------------------------|--------------------------|
| Tour Map Clicks 73 | Link Clicks 14 |
|------------------------------|--------------------------|

What were the most-clicked links?

Top 10 links and their total clicks

| Link Titles | Clicks |
|---|--------|
| https://www.visitflagler.com/listing/marinel... | 4 |
| https://www.visitflagler.com/listing/bings-la... | 2 |
| https://www.visitflagler.com/blog/post/turtl... | 2 |
| https://www.visitflagler.com/listing/equestri... | 2 |
| https://www.visitflagler.com/listing/sea-turtl... | 1 |
| https://www.visitflagler.com/listing/down-to... | 1 |
| https://www.visitflagler.com/listing/washing... | 1 |
| https://www.visitflagler.com/listing/flagler-b... | 1 |

Grand total

14

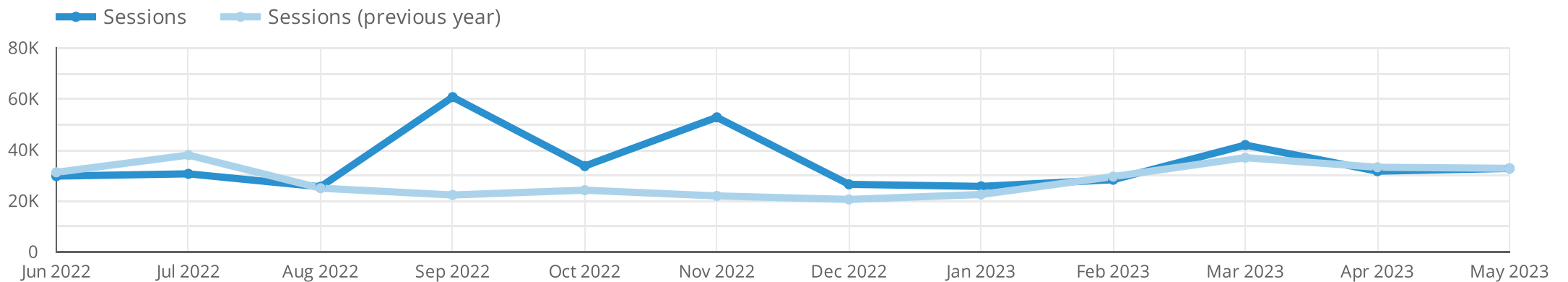


ORGANIC TRAFFIC

| | | | | | |
|---|--|--|--|--|--|
| Organic Sessions 32,731 ↓ -0.1% | Percent of Total Sessions 65.59% ↑ 28.6% | % New Sessions 63.01% ↑ 3.4% | Avg. Session Duration 00:01:34 ↓ -6.6% | Pages / Session 1.62 ↓ -2.0% | Bounce Rate 56.24% ↓ -3.5% |
|---|--|--|--|--|--|

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/ | 9,669 | -4.5% ↓ |
| /events/ | 2,358 | 25.5% ↑ |
| /blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beach... | 1,818 | -26.9% ↓ |
| /event/2nd-annual-hang-8-dog-surfing-event/21240/ | 1,760 | - |
| / | 1,103 | -8.4% ↓ |
| /things-to-do/restaurants-bars/ | 484 | 9.5% ↑ |
| /beaches/ | 387 | -33.5% ↓ |
| /beaches/pet-friendly-zones/ | 358 | -5.0% ↓ |
| /things-to-do/outdoor-adventures/horseback-riding-on-the-beach/ | 331 | 6.8% ↑ |
| /event/touch-a-truck-2023/21236/ | 324 | - |

Analysis: Organic sessions numbered 32,700 in May, down just .1%, or about 30 sessions. The top organic landing pages saw a mix of increases and decreases, with the Events page seeing the most growth (+26%) and the Beaches page seeing the least (-34%).

The Hang 8 Dog Surfing Competition was under a different URL last year. When taking the change into account, the event saw an 89% increase in sessions (from 929 to 1,760). Although not in the top 10, the [Hang 8 blog post](#) was the third most popular blog post with 270 organic sessions, meaning this event is popular with users.

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>25,678</p> <p>📈 4.4%</p> | <p>Organic Impressions</p> <p>1,172,397</p> <p>📉 -8.2%</p> | <p>Organic CTR%</p> <p>2.19%</p> <p>📈 13.7%</p> | <p>Average Ranking Position</p> <p>19.5</p> <p>📉 -1.4%</p> |
|--|---|--|---|

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 | 1,291 | 1 | -0.02 📉 | 69.97% |
| flagler beach cam | 1,212 | 1 | 0 | 60.21% |
| flagler beach surf cam | 300 | 1.05 | -0.08 📉 | 56.71% |
| dog surfing flagler beach | 299 | 1.58 | 0.52 📈 | 57.5% |
| hang 8 dog surfing | 280 | 2.43 | 0.38 📈 | 45.9% |
| flagler beach live cam | 279 | 1 | 0 | 54.6% |
| flagler beach | 270 | 8.26 | 0.98 📈 | 1.21% |
| flagler beach dog surfing contest | 216 | 2.21 | - | 50.47% |
| flagler pier cam | 211 | 1 | 0 📈 | 55.82% |
| flagler live cam | 185 | 1 | 0 | 71.43% |
| flagler surf cam | 167 | 2 | -0.08 📉 | 17.13% |
| flagler beach pier cam | 154 | 1 | 0 | 53.29% |
| things to do in palm coast | 135 | 3.47 | 2.02 📈 | 13.34% |
| flagler webcam | 133 | 1 | 0 | 63.03% |
| palm coast | 122 | 7.3 | 1.84 📈 | 0.58% |
| things to do in palm coast fl | 116 | 3.37 | 2.22 📈 | 8.86% |
| touch a truck 2023 | 116 | 5.98 | - | 37.42% |
| flagler beach pier webcam | 112 | 1 | 0 | 52.58% |
| things to do in palm coast florida | 107 | 2.65 | 1.46 📈 | 24.94% |
| flagler beach web cam | 107 | 1 | 0 | 66.88% |

Analysis: Organic clicks reached 25,700, up 4%, and organic impressions reached 1.2 million, down 8%. Click-through rate rose by 14% and average ranking position improved 1%.

Clicks increased by 1,100, mostly driven by terms related to webcams and Hang 8. In fact, interest in the dog surfing event drove, 1,900 clicks on 7,800 impressions and included the following terms:

- "dog surfing flagler beach": 331 clicks
- "hang 8 dog surfing": 290 clicks
- "flagler beach dog surfing contest": 233 clicks

Things to do-related queries made a notable appearance in the top 20 terms, driving, in total, 1,240 clicks to the website. About 69% of those clicks went to the [25 Things to Do](#) blog post.

The term "flagler beach" returned a lower than average click-through rate of 1.2%, and the CTR for "palm coast" was .58. Both can be attributed to a slight loss in clicks; however, neither metric changed significantly year-over-year and did not hurt the website.

Terms that drove clicks to blog posts were again related to things to do, including "things to do in palm coast", which drove 130 clicks. Blogs as a whole saw a 23% increase in clicks and a 45% increase in impressions, indicating they are a vital component of the site's success.

How many referrals are my partners receiving?

by Listing and Clicks

| Listing Name | Clicks to Website |
|--|-------------------|
| Marineland Dolphin Adventure | 155 |
| Equestrian Adventures of Florida | 121 |
| Princess Place Preserve | 111 |
| Princess Place Cottages | 76 |
| Bulow Plantation RV Resort | 61 |
| Golden Magnolia Resort | 55 |
| Old Salt Park - Pet Friendly | 54 |
| Oceanside Beach Bar & Grill | 51 |
| Treasure By the Sea Campgrounds | 46 |
| Swillerbee's Craft Donuts and Coffee Bar | 45 |
| Bay Drive Park | 45 |
| Washington Oaks Gardens State Park | 43 |
| Gamble Rogers Memorial State Recreational Area | 42 |
| Jungle Hut Road Park - Pet Friendly | 40 |
| Hammock Beach Golf Resort & Spa | 40 |
| 811 Salt & Vine | 38 |
| Flagler County Recreation Area and Fairgrounds | 37 |
| Suites on the Beach | 37 |
| Grand total | 3,209 |

Organic Listing Referrals YoY

3,209

↓ -9.5%

How many referrals are my events receiving?

by Event and Clicks

| Event Name | Clicks to Website |
|---|-------------------|
| 2nd Annual Hang 8 Dog Surfing Event | 633 |
| Touch A Truck 2023 | 118 |
| Palm Coast Songwriters Festival | 110 |
| Memorial Day Bash at the Florida Cracker Ranch | 93 |
| First Friday | 90 |
| Memorial Day Celebration | 66 |
| Wickline Center Park Flagler Beach Farmers Market | 65 |
| 13th Annual MayDay Memorial Surf Classic | 48 |
| Madcaps | 47 |
| Flagler Beach Municipal Pier Her Turn Surf Fest | 34 |
| Job Fair | 31 |
| FOOD TRUCK TUESDAY / PALM COAST | 30 |
| Peps Art Walk | 29 |
| Arbor Day | 27 |
| Beach Front Grille Mother's Day Brunch | 26 |
| Red, White & Boom | 18 |
| Fall into The Holidays | 14 |
| Horses & Hats Kentucky Derby | 12 |
| Grand total | 1,575 |

Organic Event Referrals YoY

1,575

↑ 53.2%