



DIGITAL MARKETING REPORT

Visit Flagler, FL

June 2024



Overall Traffic Summary

For **overall traffic**, sessions numbered 44,644 in June, a **13% decrease** year-over-year mostly driven by a 6,000-session decrease in Display traffic. Last year, an "Evergreen" campaign drove 6,344 sessions within the Display channel, which fell to 0 in 2024.

Organic Traffic and Landing Pages

Organic traffic increased 2%, with a total of 32,350 sessions. The most popular landing pages by active users were **webcams** (3,231 users), the [25 Things to Do blog post](#) (1,855 users) and **Events** (1,473 users).

- The **25 Things to Do** blog post continued to have the highest number of conversions of the top landing pages with 488, about 90% of which were partner referrals. This page also maintains an 86% engagement rate, meaning users who land here are usually clicking further into the site.
- The success of the **Events** page can also be seen in the **37% increase** in sessions to all event listings.

Organic sessions to blog posts numbered 7,499, a **30% increase**. The [15 Things to Do Along A1A Scenic and Historic Coastal Byway](#) blog post continues to see notable growth, increasing 180% in June. Over the past three months, this blog drove about **1,400 clicks on 44,000 impressions**, ranking in position 9.8. The top search terms driving users to this page were "florida a1a" (95 clicks), "a1a" (61 clicks) and "a1a florida" (47 clicks), indicating users are most interested in the highway itself rather than the individual attractions.

SERP Performance

In terms of **SERP performance**, the site saw varied results: **clicks increased 4%** to reach 77,000, **impressions decreased 2%** to reach 3.5 million, and **ranking improved 11%** to reach position 17.6. The most popular areas of organic search included **webcams** and **dog surfing**. Other topics that were not as popular but saw notable growth included Princess Place Preserve (+26% clicks), Family Farm Festival (194 clicks in 2024, 4 in 2023), and things to do (+24% clicks and +10% impressions).

Organic Summary

Sessions

32,350

↑ 2.3%

Engaged sessions

23,545

↑ 1.7%

Listing Referrals

3,758

↓ -5.9%

Event Referrals

628

↓ -0.2%

Visitors Guide Requests

151

Newsletter Signups

87

TOP CITIES (SESSIONS)

Palm Coast: 7,265
Miami: 5,727
Orlando: 3,225
Atlanta: 1,643
New York: 948
Jacksonville: 730
Ashburn: 632
Daytona Beach: 615
Chicago: 552
Flagler Beach: 429

TOP STATES (SESSIONS)

Florida: 31,546
Georgia: 3,479
New York: 1,945
Virginia: 1,301
Ohio: 1,131
North Carolina: 1,043
Pennsylvania: 950
Michigan: 923
Indiana: 758
Illinois: 747

COMPLETED ACTIVITIES

- Crawl error check found and fixed one error
- Completed and sent report and partner referrals



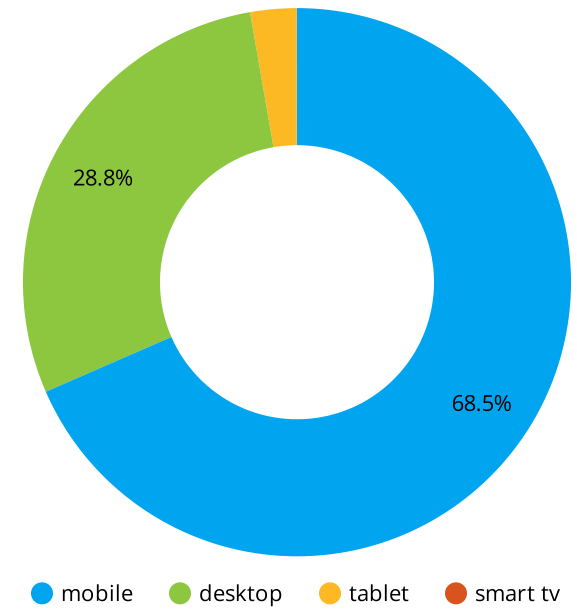
SEO REPORT

OVERALL TRAFFIC SUMMARY

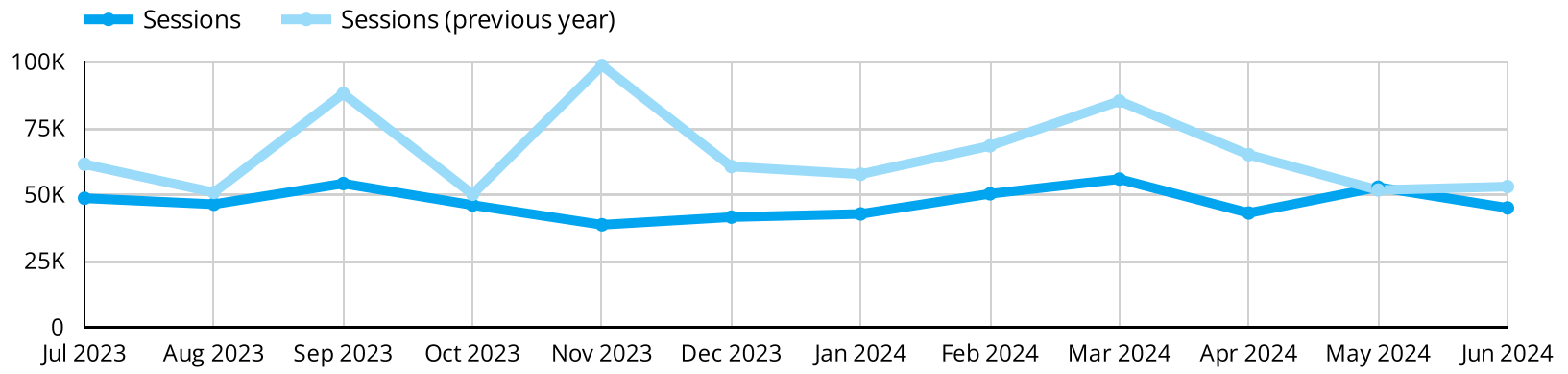
Jun 1, 2024 - Jun 30, 2024

Active Users 29,020 ↓ -13.8%	Sessions 44,644 ↓ -13.4%	Engaged Sessions 31,798 ↓ -4.6%	Engagement Rate 71.23% ↑ 10.2%	Avg. Engagement Time 00:01:22 ↑ 21.0%	Conversions 6,433 ↑ N/A
---	---------------------------------------	--	---	--	--------------------------------------

Device Category (Users)



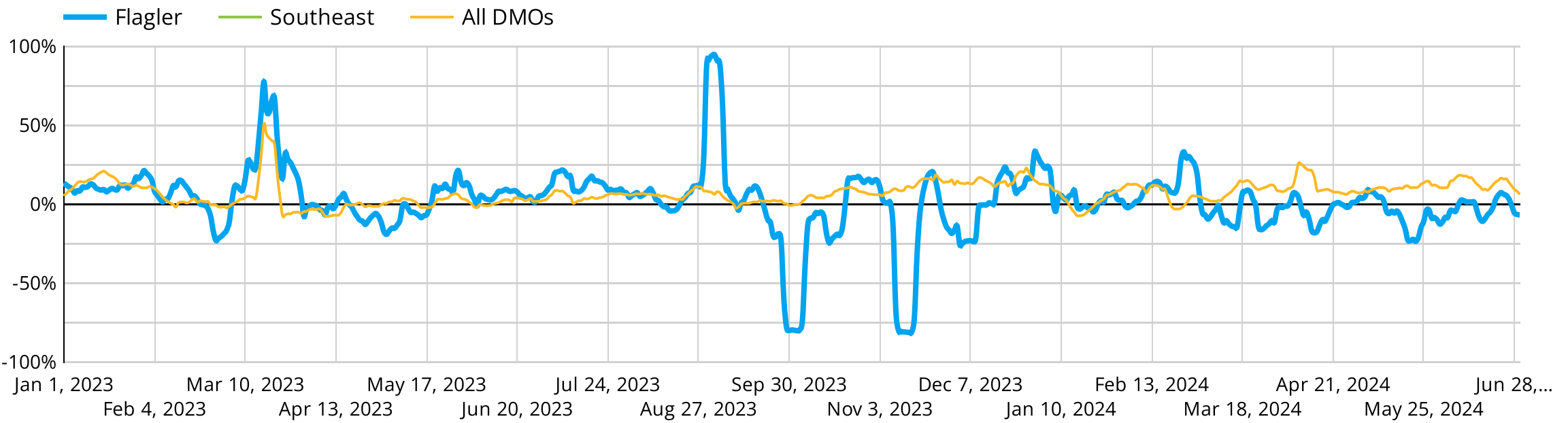
Engaged Sessions over time (Last 12 months YoY)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	21,643	23,545	00:01:16
Direct	4,524	5,131	00:01:07
Referral	2,352	2,304	00:01:35
Organic Social	737	587	00:00:35
Unassigned	448	44	00:06:35
Email	4	2	00:00:20
Display	3	3	00:00:02
Paid Search	3	2	00:00:43
Organic Video	2	2	00:04:14
Paid Other	1	0	00:00:02

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

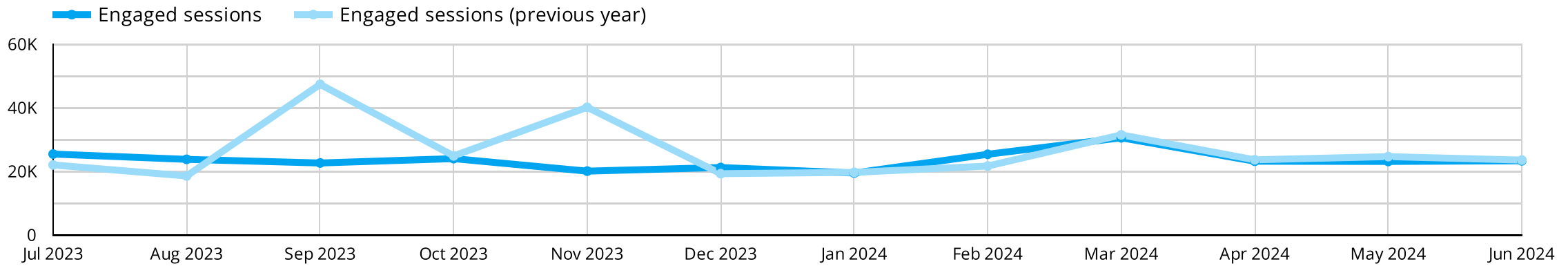
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.53	1.94	-23.35%	organic search	00:01:04	00:00:53	-16.68%	organic search	72.06%	67.27%	-6.64%
paid search	2.25	5.27	134.59%	paid search	00:00:41	00:04:24	537.43%	paid search	64.81%	100%	54.3%
Grand total	2.06	1.91	-7.12%	Grand total	00:00:43	00:00:51	19.03%	Grand total	58.02%	63.46%	9.37%

ORGANIC TRAFFIC SUMMARY

Jun 1, 2024 - Jun 30, 2024

Active users 21,643 ↑ 2.4%	Sessions 32,350 ↑ 2.3%	Engaged sessions 23,545 ↑ 1.7%	Engagement rate 72.78% ↓ -0.6%	Engagement Time 00:01:16 ↓ -2.6%	Conversions 4,827 ↑ N/A
--	--	--	--	--	---

Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Conversions
/beaches/webcams	3,231	50
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,855	488
/events	1,473	291
/	722	153
/event/united-flagler-4th-fireworks-2024/21745	636	95
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	566	72
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	480	29
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-in-flagler-beach	384	21
/beaches/faqs	349	14
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-	349	75

Conversion Events

Event name	Conversions
partner_referral	4,386
file_download	203
visitorguide_request	151
newsletter_signup	87

ORGANIC SEARCH QUERY PERFORMANCE

Jun 1, 2024 - Jun 30, 2024

Organic Clicks

26,317

↑ 9.4%

Organic Impressions

1,154,466

↓ -9.1%

Organic CTR%

2.28%

↑ 20.3%

Average Ranking Position

16.86

↓ -18.6%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	1,198	1.1	0.1 ↑	61.94%
flagler beach webcam	1,114	1.11	0.11 ↑	59.57%
flagler beach live cam	349	1.09	0.09 ↑	63.69%
things to do in palm coast	334	2.14	-1.81 ↓	18.49%
flagler beach	218	7.88	-0.46 ↓	0.95%
things to do in palm coast florida	170	1.96	-0.96 ↓	21.55%
flagler live cam	152	1.03	-0.05 ↓	63.07%
palm coast	149	9.01	1.79 ↑	0.72%
flagler beach pier cam	145	1.06	0.06 ↑	73.6%
flagler beach surf cam	144	1.91	0.9 ↑	25.9%
palm coast fl	144	9.66	-0.68 ↓	0.93%
things to do palm coast	123	1.97	-0.96 ↓	18.84%
dog surfing flagler beach	121	3.07	-0.26 ↓	28.61%
flagler webcam	109	1.1	0.1 ↑	65.66%
things to do near me	108	33.83	13.7 ↑	6.3%
flagler pier cam	104	1.04	0.04 ↑	51.23%
european village farmers market	103	2.39	-1.28 ↓	50.99%
palm coast beach	101	3.61	1.02 ↑	7.23%
things to do in palm coast fl	85	2.46	-1.25 ↓	23.16%
hang 8 dog surfing competition	82	3.15	-2.85 ↓	22.1%



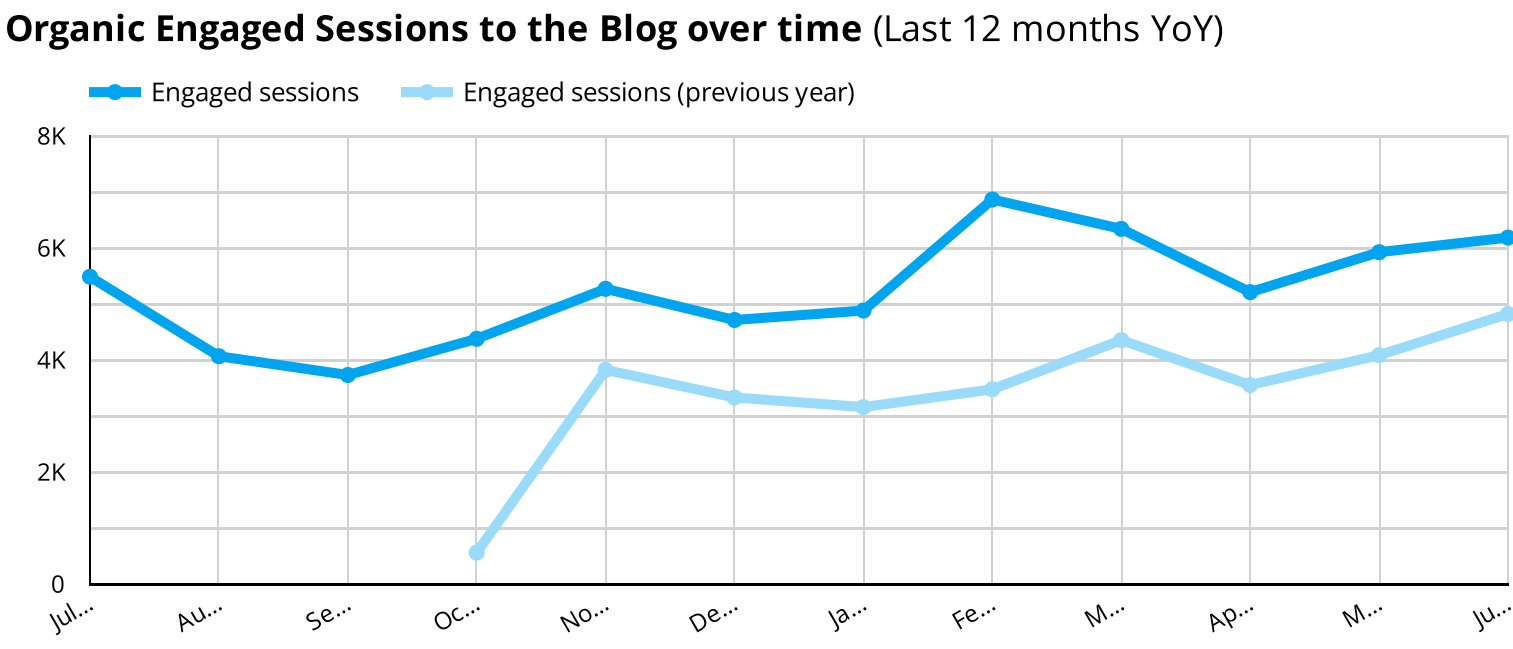
Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach cam	https://www.visitflagler.com/beaches/webcams/	1,198	1,934	-24 ↓	61.94%
flagler beach webcam	https://www.visitflagler.com/beaches/webcams/	1,114	1,870	213 ↑	59.57%
flagler beach live cam	https://www.visitflagler.com/beaches/webcams/	349	548	54 ↑	63.69%
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...	306	1,798	485 ↑	17.02%
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...	164	785	290 ↑	20.89%
flagler live cam	https://www.visitflagler.com/beaches/webcams/	152	241	5 ↑	63.07%
flagler beach pier cam	https://www.visitflagler.com/beaches/webcams/	145	197	-64 ↓	73.6%
flagler beach surf cam	https://www.visitflagler.com/beaches/webcams/	144	556	171 ↑	25.9%
flagler beach	https://www.visitflagler.com/	127	22,824	-858 ↓	0.56%
things to do palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	114	650	254 ↑	17.54%
flagler webcam	https://www.visitflagler.com/beaches/webcams/	109	166	-20 ↓	65.66%
flagler pier cam	https://www.visitflagler.com/beaches/webcams/	104	203	-146 ↓	51.23%
european village farmers mar...	https://www.visitflagler.com/event/european-village-farmers-market/18545/	103	202	8 ↑	50.99%
dog surfing flagler beach	https://www.visitflagler.com/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-com...	96	422	419 ↑	22.75%
things to do near me	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	90	1,594	-463 ↓	5.65%
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...	81	362	-961 ↓	22.38%
flagler beach camera	https://www.visitflagler.com/beaches/webcams/	80	134	-19 ↓	59.7%
flagler beach web cam	https://www.visitflagler.com/beaches/webcams/	78	158	-14 ↓	49.37%
webcam flagler beach	https://www.visitflagler.com/beaches/webcams/	75	110	27 ↑	68.18%
palm coast	https://www.visitflagler.com/	72	19,880	-895 ↓	0.36%
princess place preserve	https://www.visitflagler.com/listing/princess-place-preserve/270329/	68	1,562	-80 ↓	4.35%
first friday flagler beach	https://www.visitflagler.com/event/first-friday-flagler-beach/20855/	65	244	-	26.64%
palm coast beach	https://www.visitflagler.com/	62	1,300	1,240 ↑	4.76%

ORGANIC BLOG TRAFFIC

Jun 1, 2024 - Jun 30, 2024

Sessions 7,499 ↑ 30.1%	Engaged Sessions 6,186 ↑ 28.3%
Active Users 6,581 ↑ 32.4%	Conversions 1,105 ↑ N/A
Engagement Time 00:01:38 ↓ -8.7%	Engagement Rate 82.49% ↓ -1.4%



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	1,855	1,770	86.43%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	566	531	79.02%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	480	425	80.04%
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-in-flagler-beach	384	334	68.72%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	349	337	89.15%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	282	270	83.33%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches	219	207	86.25%
/blog/post/fourth-of-july-fun-in-palm-coast-and-the-flagler-beaches	203	187	83.48%
/blog/post/witness-a-florida-phenomenon-turtle-nesting-season	136	128	81.01%
/blog/post/where-to-rent-a-boat-or-jet-ski-in-palm-coast-and-the-flagler-beaches	125	112	84.21%