



# SEO REPORT

January 2022

FLAGLER  
BEACH  
FLA



# SEO EXECUTIVE SUMMARY

## Organic Traffic Performance

Organic sessions were up 18% YoY (+3,400 sessions). Content that contributed to growth included the Homepage (+128%; +642 sessions), Events (+73%; +498 sessions), and Webcams (+26%; +1,291 sessions). While the 25 Things to Do When You Visit blog post was the 2nd most popular landing page, however it attracted fewer sessions this year. We've reviewed the page and shared thoughts in the recommendations section of the report.

Other YoY organic highlights

- Listing referrals were up 53%
- Event referrals were up 66%
- Newsletter signups up 77%
- Pages/session were up 2%
- Average session duration up 2%
- Bounce rate down 2%

## Overall Site Performance

Overall sessions declined by 39% (-30,200 sessions) compared to last year. The decline could primarily be attributed to Social (-92%; -38,864 sessions). Notably, there was a drop in Display (-100%; -3,343 sessions); however, it appears there were 7,516 display sessions that filtered into the "Other" channel instead.

Organic Sessions

22,511

↑ 18.0%

Organic Sessions YTD

22,511

↑ 18.0%



**OVERALL TRAFFIC**

# Overall Traffic Summary | 6 Months & YTD

Jan 1, 2022 - Jan 31, 2022

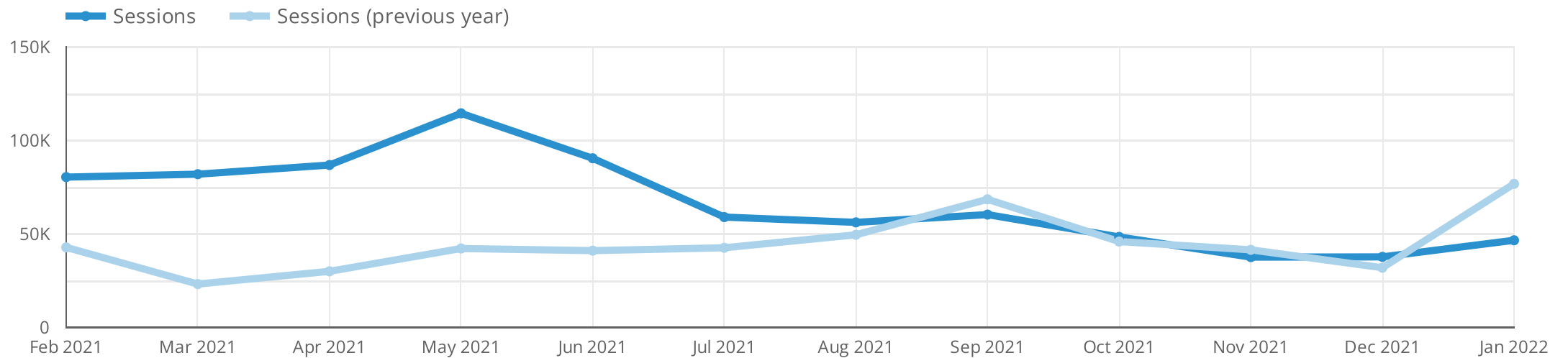
## How is my total traffic performing over time?

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...
January	46,642	-39.3% ↓	34,271	59.56%	75,548	1.62	00:01:22
December	37,764	18.1% ↑	26,876	58.8%	61,179	1.62	00:01:20
November	37,641	-9.4% ↓	25,394	55.45%	61,311	1.63	00:01:27
October	48,428	5.3% ↑	36,804	63.09%	75,595	1.56	00:01:17
September	60,390	-11.9% ↓	45,974	67.27%	90,253	1.49	00:01:08
August	56,224	13.4% ↑	41,286	62.54%	86,965	1.55	00:01:17

## How are users from all sources trending over time?

by Sessions Year over Year





# Overall Traffic Summary | Last Month

Jan 1, 2022 - Jan 31, 2022

## 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	22,511	18.0% ↑	48.26%
Direct	8,471	37.7% ↑	18.16%
(Other)	8,115	133.9% ↑	17.4%
Social	3,329	-92.1% ↓	7.14%
Paid Search	2,313	169.0% ↑	4.96%
Referral	1,826	12.0% ↑	3.91%
Email	77	-18.1% ↓	0.17%
<b>Grand total</b>	<b>46,642</b>	<b>-39.3% ↓</b>	<b>100%</b>

**Analysis:** Overall sessions declined by 39% (-30,200 sessions) compared to last year. The decline could primarily be attributed to Social (-92%; -38,864 sessions). Notably, there was a drop in Display (-100%; -3,343 sessions); however, it appears there were 7,516 display sessions that filtered into the "Other" channel instead.

## What were the top campaigns that sent traffic?

by Campaign and Sessions

Campaign	Sessions
Evergreen	8,017
ACQ_Flagler_Location_Specific	2,293
january2022	45
January2022	32
dm-flpcfb	29
welcome-home	22
Complete	17
ACQ_Flagler	12
ExtendedSummer	9

## 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	1.98	1.54	-22.29%
Organic Search	2.13	1.71	-19.53%
Paid Search	2.26	1.91	-15.42%

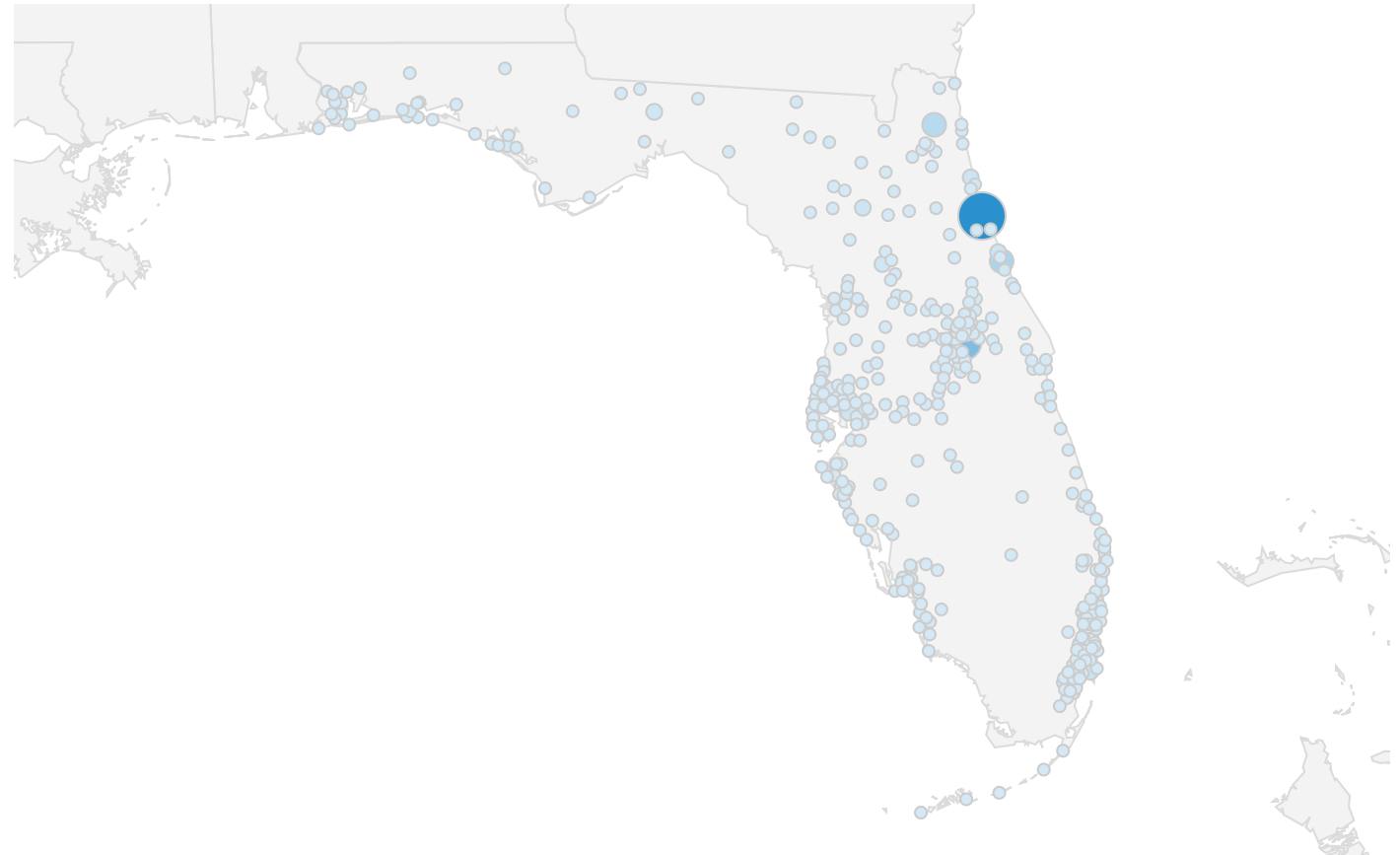
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:50	00:01:13	-33.87%
Organic Search	00:02:13	00:01:42	-23.49%
Paid Search	00:01:52	00:01:16	-31.83%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.17%	60.51%	11.72%
Organic Search	48.9%	48.06%	-1.71%
Paid Search	48.71%	62.96%	29.26%

## What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	8,078	11.0% ↑
Orlando	3,963	-12.3% ↓
Daytona Beach	1,912	490.1% ↑
Jacksonville	1,360	-29.0% ↓
Miami	562	-74.9% ↓
Ormond Beach	417	-35.3% ↓
Tampa	364	-43.7% ↓
St. Augustine	363	-5.7% ↓
Gainesville	336	60.0% ↑
Ocala	233	-4.5% ↓
Tallahassee	222	111.4% ↑
Fort Lauderdale	192	170.4% ↑
Port Orange	181	-54.4% ↓
St. Augustine Beach	166	5.1% ↑
Keystone Heights	143	-
Bunnell	126	600.0% ↑
Palatka	115	-19.6% ↓

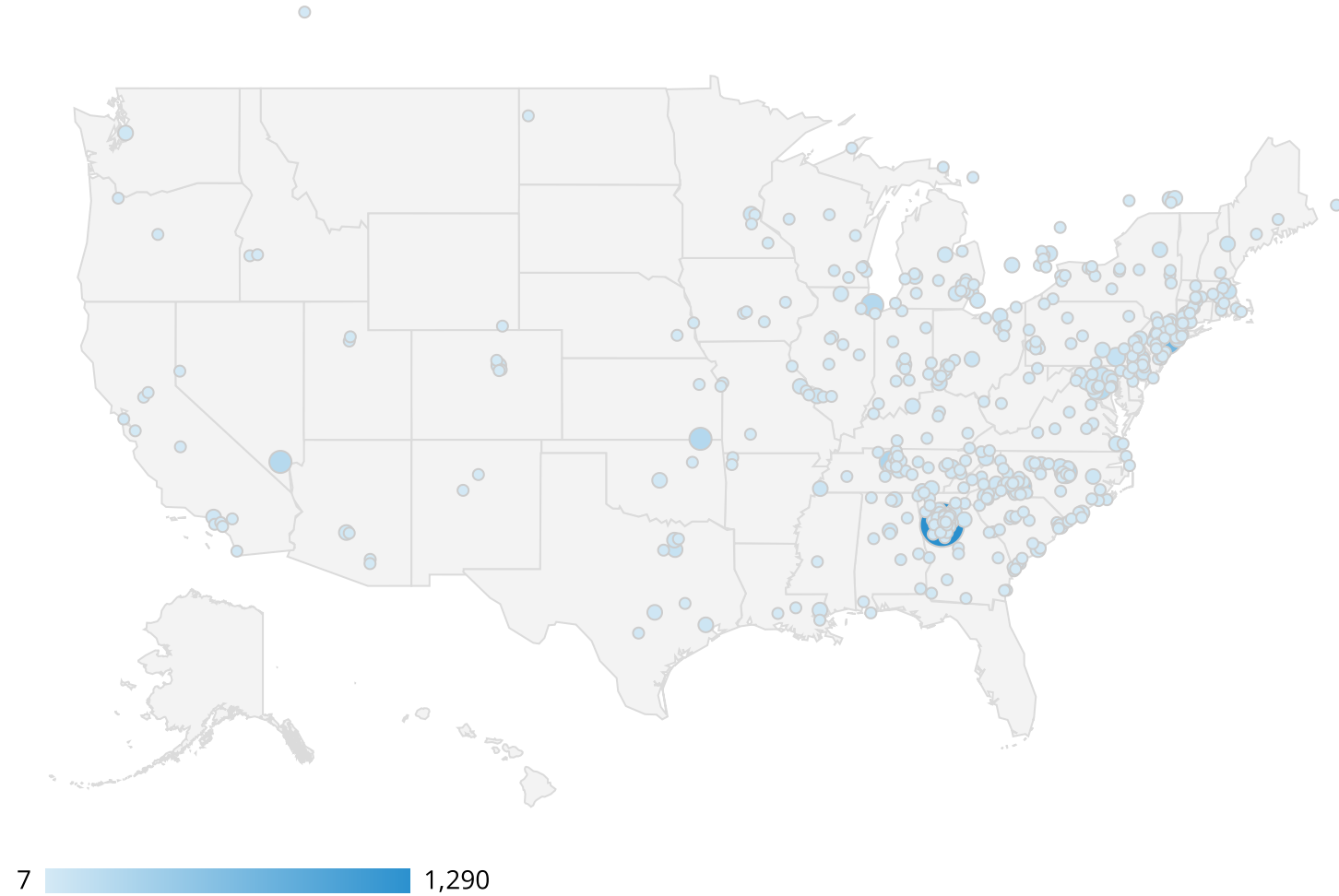




## What cities outside of Florida users from?

by City, Sessions, and % Change Year over Year

City	Sessions
Atlanta	1,290
New York	732
Charlotte	381
Nashville	296
Washington	255
Chicago	249
Coffeyville	248
Raleigh	237
Las Vegas	233
Philadelphia	148
Lancaster	138
Dallas	131
Greenville	114
Columbus	114
Cleveland	110
Ashburn	106
Boston	98
Pittsburgh	88



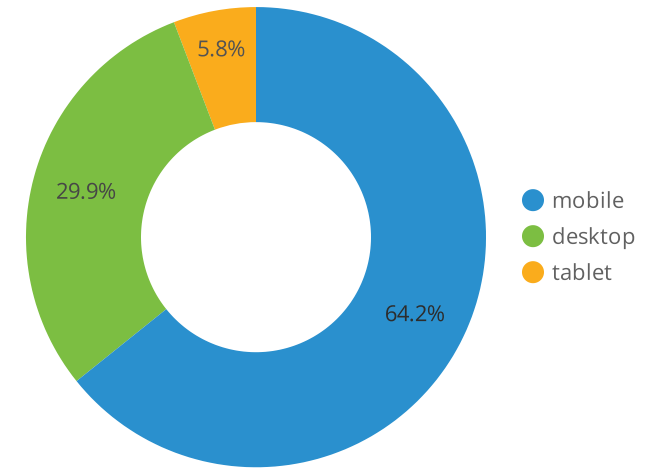
# Overall Traffic Device Breakdown | Last Month

Jan 1, 2022 - Jan 31, 2022

## 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	29,964	-49.1% ↓	65.62%	1.48	00:01:05
Desktop	13,969	7.7% ↑	46.52%	1.92	00:02:00
Tablet	2,709	-45.9% ↓	59.91%	1.65	00:01:24
<b>Grand total</b>	<b>46,642</b>	<b>-39.3% ↓</b>	<b>59.56%</b>	<b>1.62</b>	<b>00:01:22</b>



## What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/	9,234	392.2% ↑
/beaches/webcams/	6,074	54.2% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,187	-48.3% ↓
/events/	943	73.0% ↑
/lodgings	588	-95.1% ↓
/beaches/	511	193.7% ↑
/things-to-do/	498	318.5% ↑
/where-to-stay/campgrounds-rv-parks/	423	57.2% ↑
/event/7th-annual-princess-place-preserve-pow-wow-flagle...	388	424.3% ↑
/things-to-do/restaurants-bars/	326	-10.7% ↓

## What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	4,409	20.4% ↑
/	2,785	217.2% ↑
/events/	503	122.6% ↑
/lodgings	361	26.2% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	316	-55.1% ↓
/where-to-stay/campgrounds-rv-parks/	224	40.0% ↑
/where-to-stay/vacation-rentals/	185	26.7% ↑
/things-to-do/restaurants-bars/	178	25.4% ↑
/listing/princess-place-preserve/270329/	155	203.9% ↑
/listing/flagler-by-the-sea-campgrounds/270602/	154	862.5% ↑



## 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
/	12,710	00:00:47	78.21%
<a href="#">/beaches/webcams/</a>	11,393	00:01:12	50.33%
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coa...</a>	1,554	00:02:38	57.14%
<a href="#">/events/</a>	1,538	00:02:33	38.49%
<a href="#">/lodgings</a>	1,009	00:02:36	29.44%
<a href="#">/where-to-stay/campgrounds-rv-parks/</a>	692	00:02:13	44.51%
<a href="#">/beaches/</a>	671	00:01:46	58.72%
<a href="#">/things-to-do/</a>	611	00:01:44	63.99%
<a href="#">/event/7th-annual-princess-place-preserve-pow-wow...</a>	528	00:01:04	72.92%
<a href="#">/things-to-do/restaurants-bars/</a>	528	00:02:47	42.61%
<a href="#">/beaches/pet-friendly-zones/</a>	468	00:02:03	60.68%
<a href="#">/about/visitors-guide-brochures/</a>	466	00:01:56	53.43%
<a href="#">/where-to-stay/vacation-rentals/</a>	460	00:02:10	57.39%
<a href="#">/things-to-do/outdoor-adventures/horseback-riding-...</a>	377	00:01:26	53.58%
<a href="#">/listing/flagler-by-the-sea-campgrounds/270602/</a>	362	00:01:30	45.58%
<a href="#">/where-to-stay/</a>	343	00:02:17	51.02%
<a href="#">/listing/princess-place-preserve/270329/</a>	335	00:01:17	39.1%
<a href="#">/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-...</a>	334	00:00:23	84.73%
<a href="#">/blog/post/bright-lights-starry-nights/</a>	310	00:01:19	77.1%
<a href="#">/event/cirque-maceo/20802/</a>	307	00:02:01	38.44%

## Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
<a href="#">/beaches/webcams/</a>	11,208	13,803
/	10,922	12,746
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coast-...</a>	1,101	1,766
<a href="#">/events/</a>	1,096	2,047
<a href="#">/lodgings</a>	1,004	1,205
<a href="#">/about/visitors-guide-brochures/</a>	658	1,807
<a href="#">/beaches/</a>	627	1,077
<a href="#">/things-to-do/</a>	605	1,150
<a href="#">/event/7th-annual-princess-place-preserve-pow-wow-...</a>	532	742
<a href="#">/where-to-stay/campgrounds-rv-parks/</a>	494	924
<a href="#">/beaches/pet-friendly-zones/</a>	423	608
<a href="#">/where-to-stay/</a>	408	937
<a href="#">/where-to-stay/vacation-rentals/</a>	403	673
<a href="#">/things-to-do/restaurants-bars/</a>	397	695
<a href="#">/listing/princess-place-preserve/270329/</a>	389	712
<a href="#">/event/cirque-maceo/20802/</a>	359	638
<a href="#">/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-co...</a>	356	481
<a href="#">/listing/flagler-by-the-sea-campgrounds/270602/</a>	348	635
<a href="#">/things-to-do/outdoor-adventures/horseback-riding-on...</a>	330	585
<a href="#">/blog/post/bright-lights-starry-nights/</a>	298	488

## What are my most viewed pages?

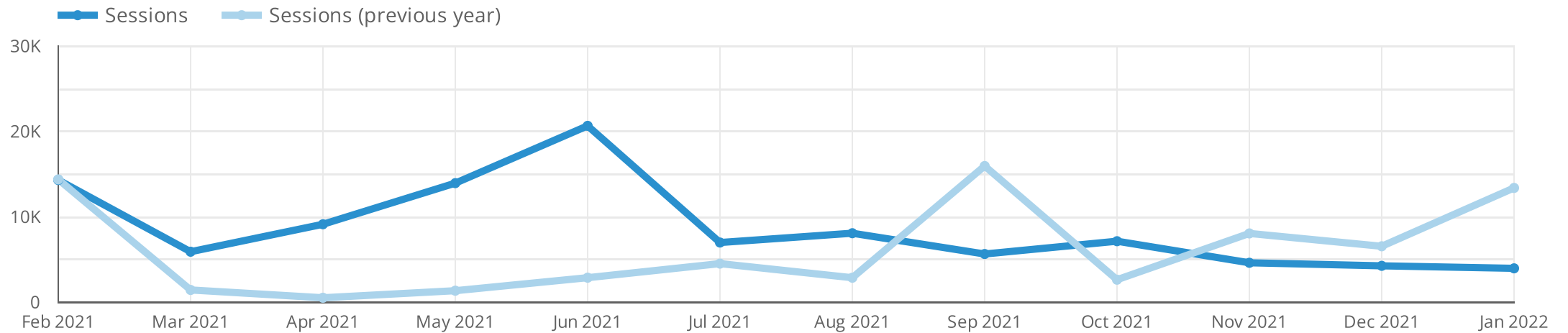
by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/	14,242	00:00:48	78.05%
/beaches/webcams/	13,847	00:01:12	49.8%
/events/	2,739	00:02:29	38.57%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,028	00:02:38	57.11%
/about/visitors-guide-brochures/	1,947	00:01:56	53.78%
/things-to-do/	1,294	00:01:42	64.63%
/beaches/	1,260	00:01:45	58.28%
/lodgings	1,207	00:02:35	29.46%
/where-to-stay/campgrounds-rv-parks/	1,155	00:02:13	44.13%
/where-to-stay/	900	00:02:09	51.02%
/things-to-do/restaurants-bars/	889	00:02:47	42.53%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	799	00:01:26	53.58%
/where-to-stay/vacation-rentals/	763	00:02:11	57.14%
/event/7th-annual-princess-place-preserve-pow-wow-flagler-countys-native-a...	686	00:01:04	72.64%
/listing/princess-place-preserve/270329/	662	00:01:16	38.64%
/beaches/pet-friendly-zones/	656	00:01:53	60.55%
/listing/flagler-by-the-sea-campgrounds/270602/	635	00:01:31	45.71%
/event/cirque-maceo/20802/	558	00:02:01	38.31%
/blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-the-flagler-beac...	534	00:02:49	56.13%
/blog/post/bright-lights-starry-nights/	468	00:01:19	77.85%
/things-to-do/outdoor-adventures/biking-hiking/	460	00:02:16	38.16%
/where-to-stay/pet-friendly/	459	00:02:33	53.14%
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-flagler-beac...	458	00:00:23	84.48%



## 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
January	5,558	-60.3% ↓	47.09%	00:03:01	2.8
December	5,397	-22.6% ↓	52.57%	00:02:22	2.47
November	5,377	-36.9% ↓	56.59%	00:02:19	2.26
October	8,025	159.2% ↑	70.78%	00:01:47	2.04
Septemb...	6,702	-59.2% ↓	60.65%	00:02:19	2.29
August	8,973	177.7% ↑	64.71%	00:02:06	2.14

## 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	2,834	-23.6% ↓	50.99%
Direct	949	134.3% ↑	17.07%
Social	836	-86.6% ↓	15.04%
(Other)	482	-85.6% ↓	8.67%
Referral	254	176.1% ↑	4.57%
Paid Search	189	3,680.0% ↑	3.4%
<b>Grand total</b>	<b>5,558</b>	<b>-60.3% ↓</b>	<b>100%</b>

## What are the top viewed blog posts for last month?

by Page and Pageviews

Page	Pageviews
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	2,051
/blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-t...	541
/blog/post/bright-lights-starry-nights/	486
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-t...	466
/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/	457
/blog/post/sweet-sips-to-share-with-your-sweetheart-in-palm-c...	324
/blog/post/healthy-ish-treats-and-eats-in-palm-coast-and-the-fl...	255
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-b...	240
/blog/post/a-go-to-roadmap-for-the-ultimate-girls-getaway-to-...	227
/blog/post/find-beachside-bliss-with-a-spa-getaway-in-palm-co...	177

## What are the top viewed blog posts year-to-date?

by Page and Pageviews

Page	Pageviews
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagle...	2,051
/blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-the-fla...	541
/blog/post/bright-lights-starry-nights/	486
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl...	466
/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/	457
/blog/post/sweet-sips-to-share-with-your-sweetheart-in-palm-coast-...	324
/blog/post/healthy-ish-treats-and-eats-in-palm-coast-and-the-flagler-...	255
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach...	240
/blog/post/a-go-to-roadmap-for-the-ultimate-girls-getaway-to-palm-...	227
/blog/post/find-beachside-bliss-with-a-spa-getaway-in-palm-coast-a...	177

## 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/	/events/	73
/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/	69
/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/	67
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	60
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/about/visitors-guide-brochures/	33
/blog/post/bright-lights-starry-nights/	/blog/post/bright-lights-starry-nights/	32
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/bulow-plantation-ruins-historic-state-park/270600/	24
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/sea-turtle-hospital/346562/	24
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/washington-oaks-gardens-state-park/270476/	23
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/hammock-beach-golf-resort-&-spa/270440/	22

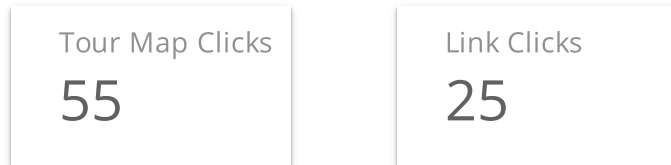
## What channels are my website visitors coming from?

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

Channel	Sessions	Pageviews	Bounce Rate	Avg. Session Duration	Pages / Session
Social	41	44	87.8%	00:00:30	1.07
Referral	35	49	54.29%	00:03:13	1.4
Organic Search	8	10	50%	00:06:01	1.25
Direct	6	6	100%	00:00:00	1
(Other)	2	2	100%	00:00:00	1
<b>Grand total</b>	<b>92</b>	<b>111</b>	<b>72.83%</b>	<b>00:01:58</b>	<b>1.21</b>

## What actions are my website visitors taking?

Tour map and link clicks last month



## What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
The Sea Turtle Hospital	5
River to Sea Preserve	4
Down to Earth Pottery	3
audio tour	2
Equestrian Adventures of Florida	2
Art LaMay Studio	1
Gamble Rogers Memorial State Recreation ...	1
Mala Compra Greenway Trail	1
Varn Park	1
A1A Scenic and Historic Coastal Byway	1
<b>Grand total</b>	<b>25</b>

The image features a close-up of a person's hands using a stylus on a laptop screen. The background is a blurred office setting. Overlaid on the image are various digital graphics: a colorful horizontal bar (orange, green, blue, red, purple, teal) at the top; a line graph with data points on the left; a network diagram with nodes and lines on the right; and several circular and rectangular data visualization elements at the bottom. The text 'ORGANIC TRAFFIC' is centered in a white box.

# ORGANIC TRAFFIC



Organic Sessions

22,511

↑ 18.0%

Percent of Total Sessions

48.26%

↑ 94.3%

% New Sessions

64.46%

↓ -2.5%

Avg. Session Duration

00:01:43

↑ 2.4%

Pages / Session

1.75

↑ 2.1%

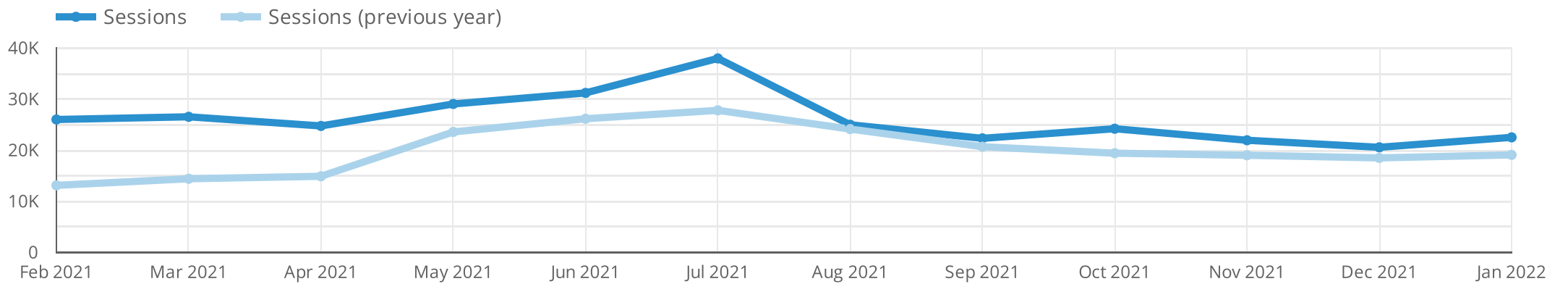
Bounce Rate

50.47%

↓ -1.8%

## 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/	6,330	25.6% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,462	-48.0% ↓
/events/	1,183	72.7% ↑
/	1,143	128.1% ↑
/where-to-stay/campgrounds-rv-parks/	657	58.3% ↑
/things-to-do/restaurants-bars/	505	11.7% ↑
/where-to-stay/vacation-rentals/	430	31.1% ↑
/event/7th-annual-princess-place-preserve-pow-wo...	405	393.9% ↑
/beaches/	355	23.3% ↑
/listing/flagler-by-the-sea-campgrounds/270602/	350	1,029.0% ↑

**Analysis:** Organic sessions were up 18% YoY (+3,400 sessions). Content that contributed to growth included the Homepage (+128%; +642 sessions), Events (+73%; +498 sessions), and Webcams (+26%; +1,291 sessions). While the 25 Things to Do When You Visit blog post was the 2nd most popular landing page, however it attracted fewer sessions this year. We've reviewed the page and shared thoughts in the recommendations section of the report.

### Other YoY organic highlights

- Listing referrals were up 53%
- Event referrals were up 66%
- Newsletter signups up 77%
- Pages/session were up 2%
- Average session duration up 2%
- Bounce rate down 2%

<p>Organic Clicks</p> <p><b>16,528</b></p> <p>↑ 11.2%</p>	<p>Organic Impressions</p> <p><b>831,697</b></p> <p>↑ 17.8%</p>	<p>Organic CTR%</p> <p><b>1.99%</b></p> <p>↓ -5.6%</p>	<p>Average Ranking Position</p> <p><b>19.53</b></p> <p>↑ 10.9%</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 webcam	868	1.03	0.01 ↑	64.3%
flagler beach cam	836	1	0	70.85%
flagler beach	475	5.02	0.21 ↑	2.41%
flagler beach live cam	169	1	0	66.8%
flagler beach surf cam	138	1.95	-0.64 ↓	35.84%
things to do in palm coast fl	128	2.32	0.7 ↑	18.05%
things to do in palm coast	108	2.23	1.06 ↑	13.64%
webcam flagler beach	103	1.03	-0.11 ↓	83.74%
palm coast florida	96	8.11	3.28 ↑	0.66%
flagler webcam	92	1	0	48.94%
flagler live cam	91	1	0	51.41%
flagler by the sea campground	90	2.39	-7.25 ↓	36.44%
flagler pier cam	84	1	-0.04 ↓	50.6%
flagler by the sea	78	1.84	-7.65 ↓	26.09%
flagler beach pier webcam	73	1.01	-0.08 ↓	50.69%
flagler beach campground	68	2.02	-0.34 ↓	10.85%
palm coast fl	67	8.45	3.56 ↑	0.54%
what to do in palm coast florida	61	1.66	0.54 ↑	40.94%
flagler beach florida	61	5.37	0.67 ↑	1.68%
things to do palm coast	60	1.7	0.62 ↑	23.72%

**Analysis:** Last month, organic impressions were up 18% and clicks were up 11%. The site remained steadily in the top spot for several Beach Cam keywords. Aside from those queries, things to do and campground searches were the top drivers of traffic to the site. The site's rankings for general "Palm Coast, FL" terms have dipped compared to last year. Since the queries are general, it's difficult to ascertain the intent of the search. Strategically including the keyword in popular content may help recapture your rankings.

## How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Princess Place Preserve	183
Princess Place Cottages	174
Bull Creek Campground/Dead Lake	152
Equestrian Adventures of Florida	135
Marineland Dolphin Adventure	109
Beverly Beach RV Camptown Resort	98
Gamble Rogers Memorial State Recreational Area	85
River To Sea Preserve	73
Golden Magnolia Resort	70
Island Cottage Oceanfront Inn	48
Hammock Beach Golf Resort & Spa	45
Grand Reserve Golf Course and Club	41
Bulow Plantation RV Resort	41
Blue Moon Beach Rental	40
Tomahawk Tavern	39
Suites on the Beach	38
Si Como No Inn	38
Canopy Walk Vacation Rentals	36
Flagler Beach Motel & Vacation Rentals	35
Flagler County Recreation Area and Fairgrounds	34
<b>Grand total</b>	<b>3,397</b>

## How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Flagler County Recreation Area and Fairgrounds   CIR...	226
PALM COAST STRAWBERRY FESTIVAL 2022	46
FIRST FRIDAY	44
Creative Bazaar Arts & Crafts Flea Market	26
Veteran's Park   Starry Nights in Flagler Beach	21
Flagler Playhouse   MASS APPEAL	8
ROCKY AND THE ROLLERS	8
ZERBINNI FAMILY CIRCUS 2022	7
TNT ART & CRAFT SHOW	6
"LOUIS" TO THE TURTLE TRAIL	5
Flagler Auditorium   Melissa Manchester	5
Flagler Auditorium   EARTH TO MARS / BRUNO MARS ...	3
Inaugural Smithsonian Exhibition "The National Museu...	2
ADBACADABRA	2
Flagler Auditorium   MOTONES AND JERSEYS	2
NMAAHC A PLACE FOR ALL PEOPLE	2
Inaugural Smithsonian Exhibition	1
<b>Grand total</b>	<b>414</b>

January 2022

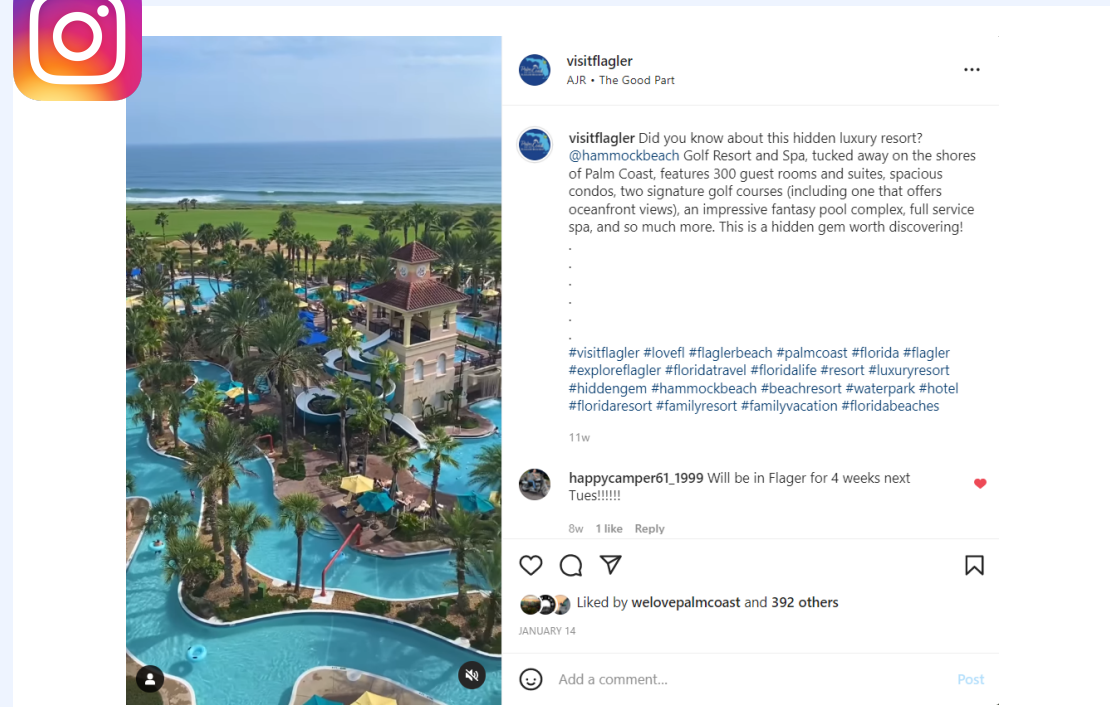
# Social Media Channels





# TOP PERFORMING CONTENT

January 2022



Reach	83,499
Video Views	N/A
Engagement	6,242

Reach	9,862
Video Views	10,300
Engagement	619

Facebook Followers

20,764

↑ 2.47%  
From DEC

Instagram Followers

5,948

↑ 1.55%  
From DEC

# TOP PERFORMING CONTENT

January 2022

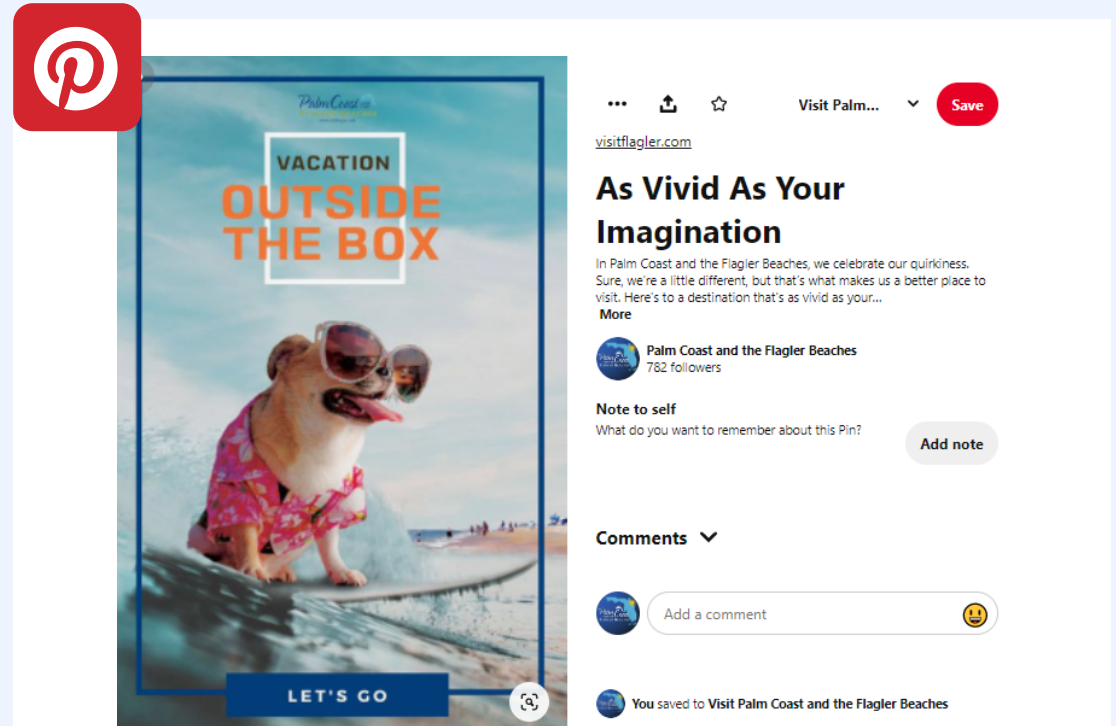


Impressions	393
Video Views	N/A
Engagement	12

Twitter Followers

3,720

↑ 0.0%  
From DEC



Impressions	268,932
Video Views	N/A
Engagement	1,464

Pinterest Followers

777

↑ 0.39%  
From DEC

# TOP PERFORMING CONTENT

January 2022



Video Views

5,000

YouTube Subscribers

1,570  0.64%

From DEC