



SEO REPORT

July 2022



SEO EXECUTIVE SUMMARY

Organic Sessions

30,609

↓ -19.4%

Organic Sessions YTD

215,269

↑ 10.6%

Overall Traffic Performance

Overall traffic decreased just 2% in June, and sessions increased by about 1,000 over last month. A 130% increase to the homepage and a 400% increase to the Things to Do page contributed to this year's comparatively small decrease. Sessions finally evened out in July after year-over-year decreases fluctuated between 25% and 45% since the beginning of 2022.

Organic Traffic Performance

Organic search accounted for 53% of traffic, a 20% decrease compared to July 2021. This is due in part to an industry-wide wane in interest in Southeast U.S. beaches and concordant decreases in search volume. Other factors specific to VisitFlagler.com included rescheduling of events and a drop in organic traffic to the homepage.

Recommendations

Homepage

With organic traffic to the homepage down and the page's relatively low ranking in search engine results for destination-related queries, consider adding an H1 to clearly denote the destination name. Searches related to both Palm Coast and Flagler did not return VisitFlagler.com as one of the top results last month, indicating that search engines are not seeing the site as the authoritative source for these terms. Because the website design is not conducive to H1 placement, consider changing the existing phrase "Naturally charming" to a phrase that includes "Palm Coast and the Flagler Beaches" and assigning it an H1 tag.

Fall content

Fall-related queries have historically peaked in mid-September. Consider removing the [Fall Events Roundup page](#), as there is not sufficient content and there is a signature events page forthcoming. Update the [13 Fall Foodie Favorites in Florida's Flagler blog post](#) to ensure featured businesses are open, and change the title to "Fall Foodie Favorites in Flagler & Palm Coast".

SEO Task Highlights & Recommendations

SEO Task Highlights

- * Updated monthly report and held monthly call
- * Completed on-page optimization for three pages
- * Quarterly duplicate content check returned no issues
- * Scanned, sorted and corrected crawl errors
- * Google Analytics, Google Search Console monitoring
- * Sent Partner Referral report
- * Sent bi-weekly update of top cities and states
- * Ongoing GA4 implementation
- * Collated channel breakdown and attached to report

National days that can be used in social media along with content to link to when available:

- 9/22 Autumnal Equinox - 13 Fall Foodie Favorites in Florida's Flagler
(<https://www.visitflagler.com/blog/post/13-fall-foodie-favorites-in-floridas-flagler/>)
- 9/26 National Pancake Day - Best Places for Pancakes in Palm Coast and the Flagler Beaches
(<https://www.visitflagler.com/blog/post/best-places-for-pancakes-in-palm-coast-and-the-flagler-beaches/>)
- 9/27 World Tourism Day - Meet the Talented Tourism Workers Who Make Palm Coast and the Flagler Beaches So Special
(<https://www.visitflagler.com/blog/post/meet-some-of-the-talented-tourism-workers-who-make-palm-coast-and-the-flagler-beaches-so-special/>)
- National Self-Care Awareness Month - A Nature Lovers Guide to Health and Wellness in Palm Coast and the Flagler Beaches
(<https://www.visitflagler.com/blog/post/a-nature-lovers-guide-to-health-and-wellness-in-palm-coast-and-the-flagler-beaches/>)



OVERALL TRAFFIC

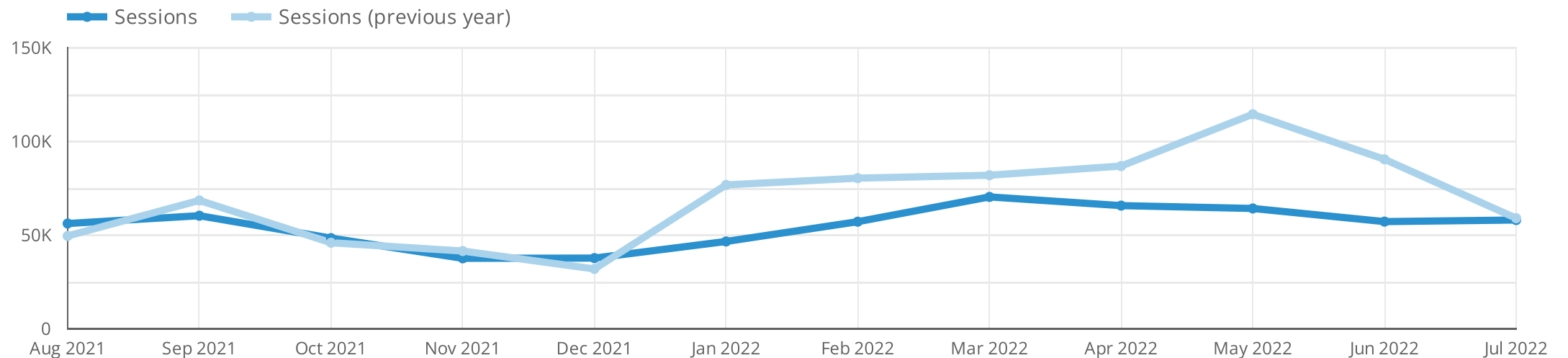
How is my total traffic performing over time?

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...
July	58,092	-1.6% ↓	39,702	62.22%	93,885	1.62	00:01:32
June	57,244	-36.7% ↓	39,361	59.82%	100,108	1.75	00:01:36
May	64,259	-43.9% ↓	45,528	64.48%	101,285	1.58	00:01:22
April	65,775	-24.3% ↓	47,625	60.89%	104,743	1.59	00:01:25
March	70,428	-14.1% ↓	50,758	62.06%	112,067	1.59	00:01:23
February	57,197	-27.1% ↓	41,308	59.67%	91,648	1.6	00:01:27

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: Overall traffic decreased just 2% in July, and sessions increased by about 1,000 over last month. A 130% increase to the homepage and a 400% increase to the Things to Do page contributed to this year's comparatively small decrease. Sessions finally evened out in July after year-over-year decreases fluctuated between 25% and 45% since the beginning of 2022.

Overall Traffic Summary | Last Month

Jul 1, 2022 - Jul 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	30,609	-19.4% ↓	52.69%
Direct	12,388	6.7% ↑	21.32%
(Other)	5,164	382.6% ↑	8.89%
Social	3,723	197.1% ↑	6.41%
Paid Search	3,316	2.9% ↑	5.71%
Referral	2,148	-25.0% ↓	3.7%
Display	708	-33.3% ↓	1.22%
Grand total	58,092	-1.6% ↓	100%

Analysis: Organic search accounted for 53% of traffic, a 20% decrease compared to July 2021. The homepage, Restaurants page and a handful of Where to Stay pages experienced notable decreases. The [Fireworks in the Park listing](#) decreased 80%, down to 220 sessions from 1,100 last year, partly due to 760 sessions shifting to the Starts and Stripes listing.

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	5,746
ACQ_Flagler_Location_Specific	3,262
welcome-home	60
ACQ_Flagler	45
dm-flpcfb	39
July2022	35
Top-of-Funnel-Florida-Beach-Focused	10
Complete	5
dmflpcfb	3

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	1.96	1.55	-20.55%
Organic Search	2.09	1.7	-18.63%
Paid Search	2.18	1.89	-13.05%

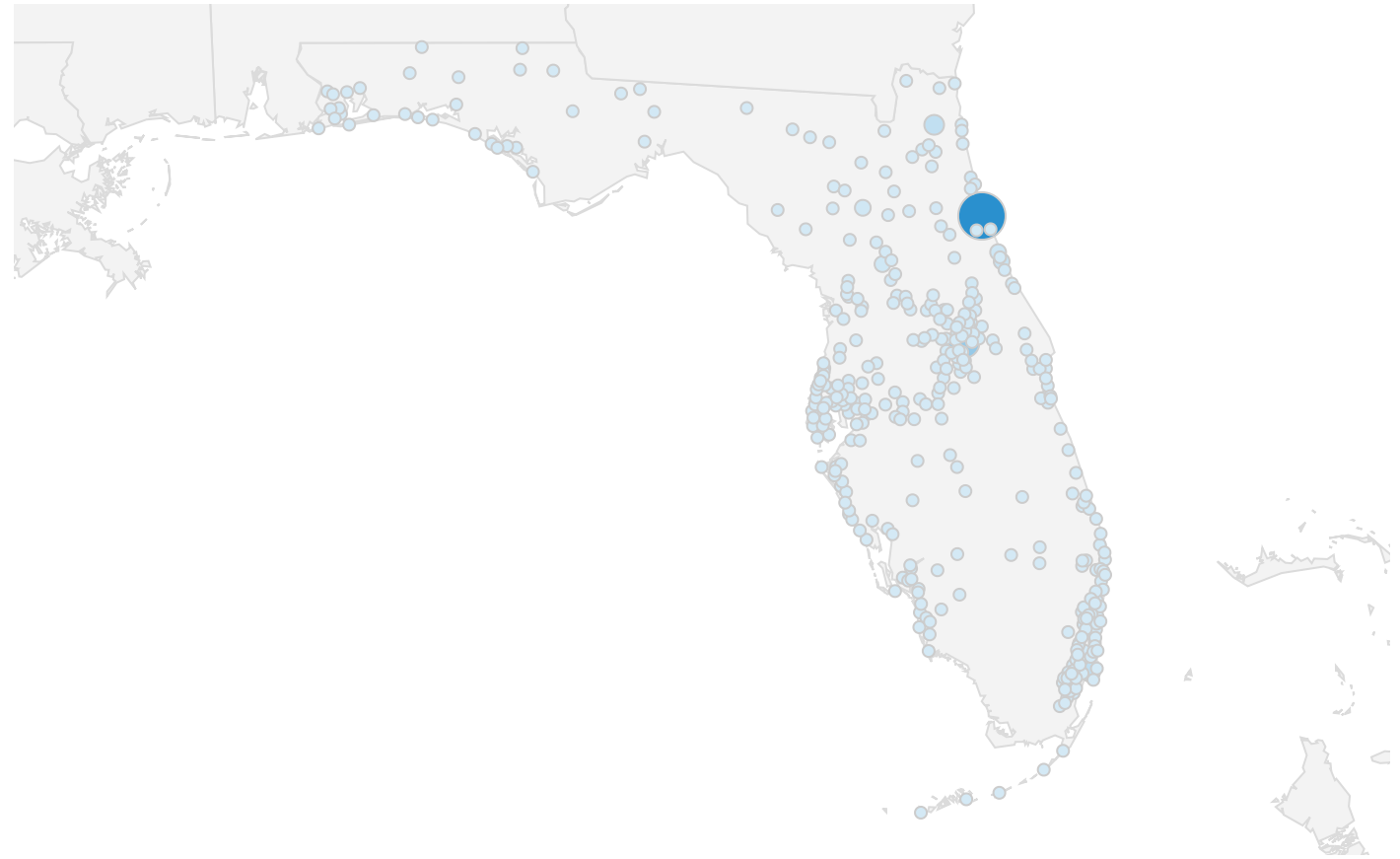
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:49	00:01:15	-31.01%
Organic Search	00:02:11	00:01:42	-22.39%
Paid Search	00:01:46	00:01:14	-30.1%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.53%	60.74%	11.39%
Organic Search	49.13%	49.68%	1.11%
Paid Search	50.53%	63.78%	26.23%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	9,544	-39.2% ↓
Orlando	3,419	-56.9% ↓
Miami	1,077	205.1% ↑
Jacksonville	1,066	-20.1% ↓
Daytona Beach	623	53.8% ↑
Ormond Beach	362	-50.2% ↓
Ocala	262	8.3% ↑
Gainesville	240	-34.6% ↓
St. Augustine	217	-51.3% ↓
Tampa	189	-45.7% ↓
DeLand	161	8.1% ↑
Flagler Beach	160	0.0%
Bunnell	151	52.5% ↑
Port Orange	119	-55.6% ↓
Tallahassee	96	-20.0% ↓
St. Augustine Beach	91	-57.3% ↓
Altamonte Springs	87	-13.0% ↓

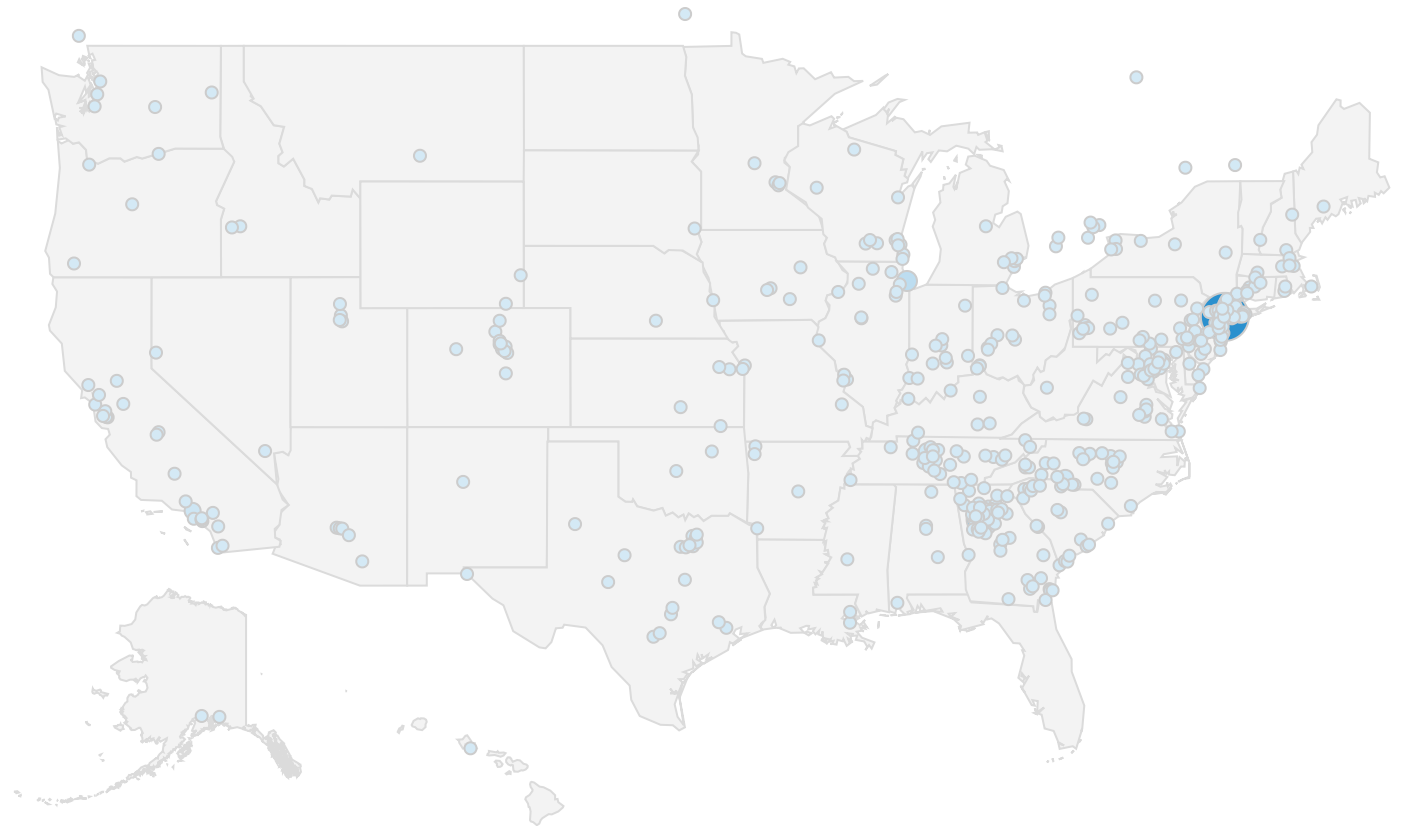


Analysis: Total in-state sessions reached 22,900, down from 35,800 last year. Of the 25 landing pages with the highest number of sessions, the biggest decreases from users in Palm Coast were to [Beaches](#) (down 70%), [Fireworks in the Park listing](#) (down 88%) and [Restaurants & Bars](#) (down 71%). The biggest decreases from Orlando were to the [Fireworks in the Park listing](#) (down 91%), [Restaurants & Bars](#) (down 84%) and [Horseback Riding on the Beach](#) (down 77%).

What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
New York	11,682	1,427.1% ↑
Atlanta	4,623	212.2% ↑
Chicago	1,582	475.3% ↑
Los Angeles	476	180.0% ↑
Ashburn	464	350.5% ↑
Charlotte	345	-31.3% ↓
Nashville	332	-11.0% ↓
Philadelphia	259	5.3% ↑
Dallas	237	-39.1% ↓
Phoenix	230	461.0% ↑
Boston	194	61.7% ↑
Columbus	174	-29.0% ↓
Houston	142	-34.3% ↓
Washington	133	-36.4% ↓
Totowa	105	-
Detroit	99	153.8% ↑
Raleigh	96	-28.9% ↓
Las Vegas	84	-70.3% ↓



5  11,682

Analysis: Traffic from major cities like New York and Chicago again increased exponentially in July. While the traffic is legitimate, geolocation reporting seems to be skewed, and sessions are likely spread more evenly throughout cities in those regions (this also applies to in-state traffic). Simpleview has attributed this to a bundling of traffic from certain Apple devices.

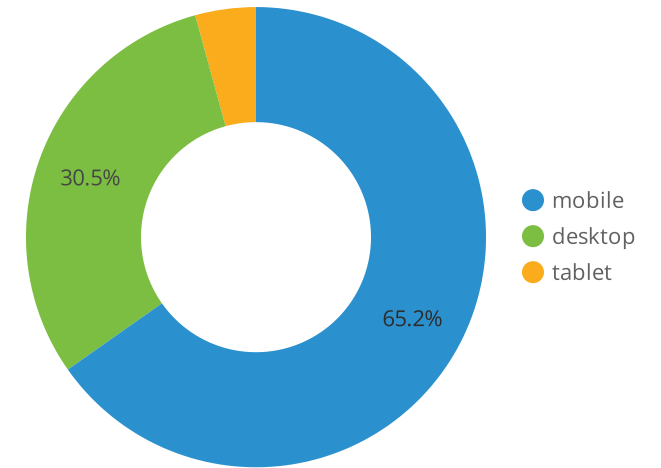
Overall Traffic Device Breakdown | Last Month

Jul 1, 2022 - Jul 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	37,901	-6.3% ↓	62.76%	1.53	00:01:25
Desktop	17,716	10.2% ↑	61.42%	1.79	00:01:45
Tablet	2,475	-1.5% ↓	59.64%	1.63	00:01:38
Grand total	58,092	-1.6% ↓	62.22%	1.62	00:01:32



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	9,306	-2.9% ↓
/	3,551	173.2% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	2,582	-23.7% ↓
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-...	1,494	-
/things-to-do/	1,447	448.1% ↑
/events/	1,245	-3.7% ↓
/beaches/	830	34.3% ↑
/event/flagler-beach-annual-starts-and-stripes-parade/209...	683	-
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-fl...	577	-
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-...	558	-

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	6,136	21.4% ↑
/	2,818	104.9% ↑
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-b...	1,001	-
/events/	559	23.1% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	489	-32.9% ↓
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-fla...	349	-
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-t...	329	-
/blog/post/chow-down-on-this-mouthwatering-bbq-in-palm-c...	292	-
/lodgings	256	-50.9% ↓
/blog/post/breweries-and-bars-we-love-in-palm-coast-and-t...	237	-

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/	16,366	00:01:35	64.43%
/	6,557	00:01:16	71.27%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	3,127	00:02:52	54.72%
/blog/post/free-things-to-do-in-palm-coast-and-the-...	2,606	00:00:38	76.02%
/events/	1,867	00:01:55	47.13%
/things-to-do/	1,672	00:00:50	74.82%
/beaches/	1,050	00:01:37	52%
/blog/post/an-animal-lovers-guide-to-palm-coast-an...	955	00:00:43	81.36%
/blog/post/6-secret-beaches-to-explore-in-palm-coa...	940	00:02:10	62.66%
/blog/post/breweries-and-bars-we-love-in-palm-coa...	768	00:01:40	54.43%
/event/flagler-beach-annual-starts-and-stripes-para...	764	00:00:53	65.71%
/blog/post/chow-down-on-this-mouthwatering-bbq-i...	702	00:01:21	60.68%
/lodgings	684	00:03:05	28.36%
/beaches/pet-friendly-zones/	601	00:02:03	57.74%
/things-to-do/outdoor-adventures/horseback-riding-...	502	00:01:47	47.41%
/about/visitors-guide-brochures/	462	00:01:19	62.55%
/things-to-do/restaurants-bars/	434	00:02:29	45.85%
/blog/post/cool-off-at-these-top-ice-cream-shops-in-...	433	00:00:55	74.36%
/beaches/faqs/	415	00:01:12	68.92%
/blog/post/kick-back-in-the-hammock/	409	00:01:16	79.95%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	16,259	20,071
/	5,371	6,967
/blog/post/free-things-to-do-in-palm-coast-and-the-fla...	2,359	2,970
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	2,119	3,419
/things-to-do/	1,573	2,262
/events/	1,442	2,659
/beaches/	902	1,539
/blog/post/an-animal-lovers-guide-to-palm-coast-and-...	872	1,052
/blog/post/6-secret-beaches-to-explore-in-palm-coast-...	862	1,435
/event/flagler-beach-annual-starts-and-stripes-parade-...	802	1,041
/lodgings	677	858
/about/visitors-guide-brochures/	655	1,655
/listing/marineland-dolphin-adventure/270614/	535	1,025
/beaches/pet-friendly-zones/	515	778
/blog/post/chow-down-on-this-mouthwatering-bbq-in-...	489	583
/blog/post/kick-back-in-the-hammock/	473	843
/blog/post/breweries-and-bars-we-love-in-palm-coast-...	456	518
/things-to-do/outdoor-adventures/horseback-riding-on-...	452	972
/blog/post/cool-off-at-these-top-ice-cream-shops-in-p...	438	730
/blog/post/book-a-fairy-tale-cottage-at-princess-place-...	402	487

Analysis: The [25 Things to Do blog post](#) continues to have the highest session duration, close to 3 minutes, indicating the post is performing very well organically and driving highly engaged users further into the website.

What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	19,980	00:01:35	63.59%
/	7,894	00:01:16	71.03%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	4,141	00:02:52	54.68%
/events/	3,280	00:01:54	46.98%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	3,211	00:00:38	75.99%
/things-to-do/	2,510	00:00:50	75.04%
/about/visitors-guide-brochures/	1,829	00:01:19	62.96%
/beaches/	1,701	00:01:37	51.61%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	1,624	00:02:10	62.66%
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-beaches/	1,166	00:00:43	81.28%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	1,159	00:01:47	47.32%
/event/flagler-beach-annual-starts-and-stripes-parade/20972/	979	00:00:53	65.11%
/listing/marineland-dolphin-adventure/270614/	870	00:01:43	50.74%
/beaches/pet-friendly-zones/	863	00:02:04	57.36%
/lodgings	861	00:03:05	28.36%
/blog/post/breweries-and-bars-we-love-in-palm-coast-and-the-flagler-beaches/	832	00:01:39	54.36%
/blog/post/cool-off-at-these-top-ice-cream-shops-in-palm-coast-and-the-flagle...	806	00:00:53	74.54%
/blog/post/chow-down-on-this-mouthwatering-bbq-in-palm-coast/	804	00:01:21	60.68%
/things-to-do/restaurants-bars/	802	00:02:27	46.17%
/where-to-stay/	771	00:02:05	56.8%
/blog/post/kick-back-in-the-hammock/	730	00:01:16	79.95%
/listing/washington-oaks-gardens-state-park/270476/	615	00:02:05	59.73%
/where-to-stay/campgrounds-rv-parks/	594	00:02:19	46.05%

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 247 ↓ -34.7%	Unique Newsletter Sign Up 118 ↓ -27.6%
Visitor Guide Req. YTD 2,040 ↓ -31.6%	Unique Newsltr Sign Up YTD 937 ↓ -21.0%

Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	89
(direct) / (none)	63
visitflorida.com / referral	31
google / cpc	26
TravelSpike / Native	16
amostrasgratis.shop / referral	11
m.facebook.com / referral	9
bing / organic	5
l.facebook.com / referral	5
visitflagler.bookdirect.net / 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	83	83.00%
Beach	100	100.00%
Camping	42	42.00%
Dining	89	89.00%
Events & Festivals	99	99.00%
Family Fun	60	60.00%
Marine Life & Conserv...	67	67.00%
Outdoor Activities	89	89.00%
Pet Friendly	63	63.00%
Weddings	8	8.00%

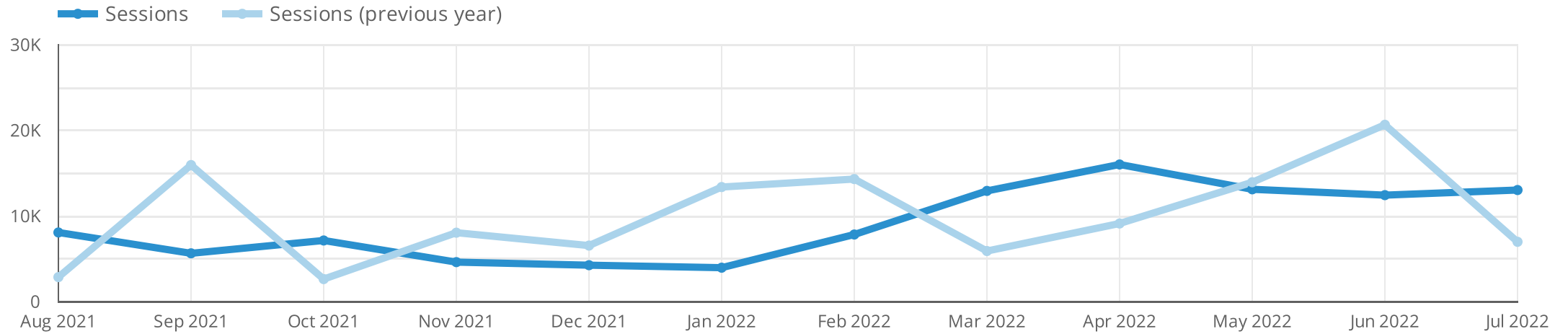
Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	11
google / cpc	5
(direct) / (none)	4
visitflorida.com / referral	2
flaglercounty.gov / referral	1
turtlepatrol.com / referral	1
sprout.link / referral	1
TravelSpike / Native	1
seacasas.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
July	14,663	74.1% ↑	59.35%	00:02:10	2.21
June	14,738	-37.2% ↓	57.26%	00:02:14	2.49
May	14,656	-13.9% ↓	66.01%	00:01:46	1.99
April	17,816	59.0% ↑	60.77%	00:01:47	1.97
March	14,960	87.2% ↑	61.5%	00:02:00	2.13
February	9,509	-38.8% ↓	56.56%	00:02:25	2.36

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	5,475	0.1% ↑	37.34%
(Other)	4,923	4,037.0% ↑	33.57%
Direct	2,047	0.8% ↑	13.96%
Social	1,625	704.5% ↑	11.08%
Paid Search	342	14.0% ↑	2.33%
Referral	225	6.1% ↑	1.53%
Grand total	14,663	74.1% ↑	100%

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-...	4,184
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-bea...	3,230
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-...	1,659
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagl...	1,175
/blog/post/breweries-and-bars-we-love-in-palm-coast-and-the-...	832
/blog/post/cool-off-at-these-top-ice-cream-shops-in-palm-coas...	812
/blog/post/chow-down-on-this-mouthwatering-bbq-in-palm-coa...	804
/blog/post/kick-back-in-the-hammock/	742
/blog/post/enjoy-brews-and-barks-at-good-times-dog-bar/	539
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserv...	491

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...	24,953
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	23,096
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-p...	11,242
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl...	6,303
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	4,542
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-be...	2,951
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach...	2,614
/blog/post/cool-off-at-these-top-ice-cream-shops-in-palm-coast-and-...	2,242
/blog/post/meet-a-local-captain-chris-herrera-from-palm-coast-fishi...	2,192
/blog/post/breweries-and-bars-we-love-in-palm-coast-and-the-flagle...	2,001

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/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	326
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	169
/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/	146
/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/	121
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	118
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	/beaches/webcams/	68
/blog/post/chow-down-on-this-mouthwatering-bbq-in-palm-coast/	/blog/post/chow-down-on-this-mouthwatering-bbq-in-palm-coast/	62
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/sea-turtle-hospital/346562/	61
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	60
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/things-to-do/outdoor-adventures/canoeing-kayaking/	60

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	54	63	64.81%	00:02:06	1.17
Direct	14	15	78.57%	00:01:10	1.07
Social	2	6	0%	00:02:04	3
Organic Search	2	2	100%	00:00:00	1
Grand total	72	86	66.67%	00:01:52	1.19

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks 101	Link Clicks 0
-------------------------------	-------------------------

What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
No data	

The image features a close-up of a person's hands using a stylus on a laptop screen. The background is a soft-focus office setting. Overlaid on the image are several 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 a large, semi-transparent white box in the center containing the text 'ORGANIC TRAFFIC'. The overall aesthetic is modern and tech-oriented.

ORGANIC TRAFFIC

Organic Sessions

30,609

↓ -19.4%

Percent of Total Sessions

52.69%

↓ -18.0%

% New Sessions

58.07%

↓ -5.1%

Avg. Session Duration

00:01:44

↑ 0.4%

Pages / Session

1.63

↓ -2.1%

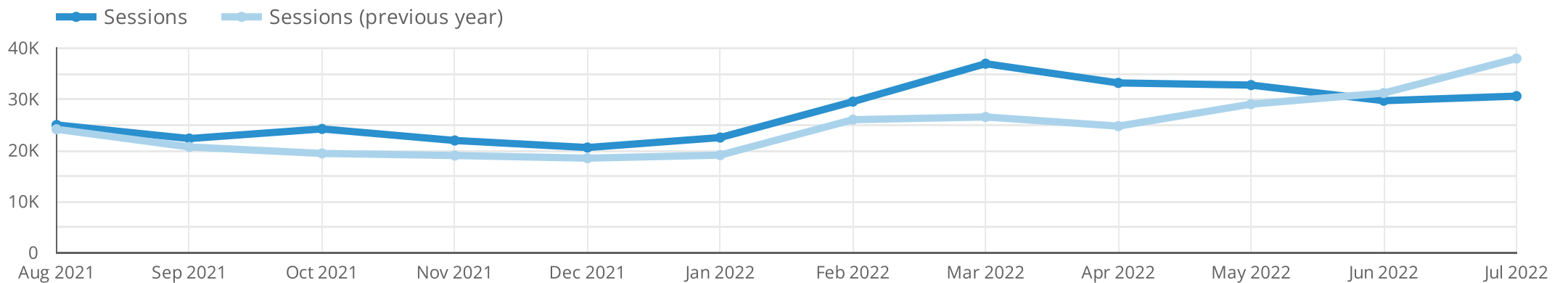
Bounce Rate

56.93%

↑ 3.8%

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/	10,789	0.1% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-an...	3,003	-21.2% ↓
/events/	1,387	15.7% ↑
/	842	-28.5% ↓
/event/flagler-beach-annual-starts-and-stripes-parade/2...	715	-
/beaches/	626	-16.2% ↓
/beaches/faqs/	400	-11.9% ↓
/things-to-do/restaurants-bars/	398	-54.9% ↓
/things-to-do/outdoor-adventures/horseback-riding-on-t...	364	-20.2% ↓
/beaches/pet-friendly-zones/	363	-24.1% ↓

Analysis: Organic sessions were down 19%, due in part to an industry-wide decrease to Southeast U.S. beaches. These beach destinations, including those in Florida, saw some of the strongest travel numbers in the summer of 2021 thanks to restrictions on indoor activities. Now that restrictions are lifted and international travel and domestic travel to urban destinations is up, beaches-centric destinations in the Southeast are experiencing lower numbers.

As traveler interest in Southeast beaches waned, search volume decreased accordingly. Organic traffic to the homepage decreased by 29% in July, despite an improvement in ranking from No. 10 to No. 9. Google Search Console shows that queries related to Palm Coast — such as "palm coast fl" and "palm coast beach" — experienced the highest loss in clicks to the homepage year-over-year and returned an average of 15% fewer impressions than last year.

Organic traffic to the Events page increased 16%, with queries "things to do in palm coast today" and "things to do in palm coast this weekend" driving the largest increases in clicks.

<p>Organic Clicks</p> <p>22,819</p> <p>↓ -23.6%</p>	<p>Organic Impressions</p> <p>1,127,937</p> <p>↓ -10.2%</p>	<p>Organic CTR%</p> <p>2.02%</p> <p>↓ -14.9%</p>	<p>Average Ranking Position</p> <p>17.62</p> <p>↓ -6.4%</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	1,341	1	0	64.47%
flagler beach webcam	938	1.08	0.06 ↑	64.42%
flagler beach live cam	340	1	0	63.08%
flagler beach	331	7.66	0.86 ↑	1.27%
flagler surf cam	329	2.29	0.19 ↑	24.92%
things to do in palm coast	324	1.63	0.6 ↑	28.2%
things to do in palm coast fl	286	1.59	0.56 ↑	25.11%
flagler beach surf cam	238	1.71	0.53 ↑	37.9%
flagler pier cam	219	1.01	0.01 ↑	62.22%
palm coast florida	170	9.59	3.04 ↑	1.16%
palm coast fl	164	10.29	3.72 ↑	1.01%
flagler live cam	161	1	0	78.92%
flagler beach pier cam	136	1	-0.01 ↓	54.4%
flagler webcam	130	1	0	60.75%
things to do in palm coast florida	129	1.16	0.12 ↑	37.61%
flagler beach web cam	127	1	0	64.47%
palm coast	123	7	0.76 ↑	0.76%
things to do palm coast	107	1.73	0.72 ↑	28.38%
visit flagler	105	1	-1 ↓	90.52%
palm coast things to do	104	1.48	0.42 ↑	35.02%

Analysis: Organic clicks decreased by 24%, or 7,000. This correlates with the decrease in traffic to the homepage, particularly for phrases related to Palm Coast, three of which experienced click-through rates of about 1%. When users searched for Palm Coast in July, search engines returned Visit Flagler in the seventh, ninth and 10th spots, decreasing the likelihood that users would click through to the website. See the executive summary for ways to improve CTR for the homepage.

The rescheduling of Freedom Fest from July to November also contributed to a decrease in clicks. "Freedom fest palm coast", "freedom fest" and "freedom fest flagler" saw a combined 850 decrease in clicks.

Queries related to fireworks also saw a significant decrease, including "fireworks flagler beach" and "town center fireworks", which experienced a combined loss of 150 clicks.

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Marineland Dolphin Adventure	244
Equestrian Adventures of Florida	197
Princess Place Preserve	139
Princess Place Cottages	76
Bay Drive Park	74
Mala Compra Road Beachfront Park - Pet Friendly	64
Sea Turtle Patrol	63
Bulow Creek Paddling Trail	62
Washington Oaks Gardens State Park	60
Beverly Beach RV Camptown Resort	60
Hammock Beach Golf Resort & Spa	59
River To Sea Preserve	53
Florida Agricultural Museum	53
Tropical Kayaks of Palm Coast	51
Jungle Hut Road Park - Pet Friendly	51
Golden Magnolia Resort	51
Bull Creek Campground/Dead Lake	47
Gamble Rogers Memorial State Recreational Area	43
Grand total	3,600

Organic Listing Referrals YoY

3,600

↓ -23.2%

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
FLAGLER BEACH ANNUAL STARTS AND STRIPES PARA...	197
Wickliffe Center Park Flagler Beach Farmers Market	72
FOOD TRUCK TUESDAY / PALM COAST	60
CREEKSIDE FESTIVAL	40
Fire in the Sky	39
6TH ANNUAL FREEDOM FEST	33
Creative Bazaar Arts & Crafts Flea Market	25
Water/Ways Exhibition: The Power of Water	14
Central Park in Town Center Fireworks in the Park	8
Plant Sale at Washington Oaks	7
Celebrate America!	6
Water/Ways Exhibition: Our Relationship With Water	5
Central Park in Town Center Island Festival	5
Flagler Beach Municipal Pier 11th Annual Surfers for...	5
TASTE OF THE "FUN COAST"	4
Opening Day Water/Ways Exhibition Ribbon Cutting	4
Palm Coast Tennis Center PALM COAST AND THE FL...	4
A1A Scenic & Historic Coastal Byway A1A Scenic By...	4
Grand total	560

Organic Event Referrals YoY

560

↑ 194.7%



July 2022

Social Media Channels

TOP PERFORMING CONTENT

July 2022



Palm Coast and the Flagler Beaches

Published by Candi Breckenridge · July 27 at 12:25 PM · 🌐

We're spilling the tea on 6 Secret Beaches to Explore in Palm Coast and the Flagler Beaches: <https://bit.ly/3S3iA9H>. Do you know where this beautiful hidden gem is located?



Reach	2,507
Video Views	N/A
Engagement	557

Facebook Followers

23,000

↑ 0.7%
From JUNE



visitflagler

mayadelliah · MAYA DELILAH ON SPOTIFY / APPLE MUSIC

visitflagler Do you know where this "secret" beach is located in Flagler? Take a guess, and we'll give you the details later today. 🌞🌊🌺

#visitflagler #lovefi #flaglerbeach #palmcoast #flaglercounty #exploreflorida #travelflorida #floridatravel #floridabeaches #beautifulbeaches #beachlife #floridalife #hiddenbeaches #secretbeaches #travelinspo

3w

janabouttown 🤔

3w 1 like Reply

redwhiteanddrew Malacompra! I walked my dog there, off leash, every weekday with no issue... until we had to move 🤔



Liked by cycleheredia and 509 others

JULY 21

Add a comment...

Post

Reach	7,435
Video Views	8,342
Engagement	691

Instagram Followers

6,420

↑ 0.94%
From JUNE

TOP PERFORMING CONTENT

July 2022



Visit Flagler @VisitFlagler · Jul 29

We're not sure who has more fun at this place, humans or dogs. 🐕🐾🍷
At Good Times Dog Bar, you get the best of both worlds.



visitflagler.com

Enjoy Brews and Barks at Good Times Dog Bar in Palm Coast and the ...
At Good Times Dog Bar in Flagler Beach, pets and their pals can spend an afternoon letting loose at this private dog park and bar combo. ...

Impressions 99

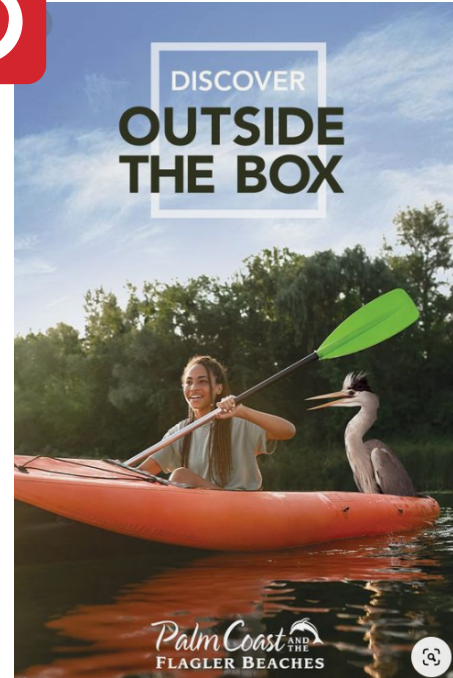
Video Views N/A

Engagement 12

Twitter Followers

3,745

↓ 0.11%
From JUNE



...



Visit Palm Coa...



visitflagler.com

A vacation as vivid as your imagination.

In Palm Coast and the Flagler Beaches, we love to explore the great outdoors. With no telling where the adventure will lead, here's to a destination that's as vivid as your imagination.



Palm Coast and the Flagler Beaches
783 followers

Note to self

What do you want to remember about this Pin?

Add note

Comments



Add a comment



You saved to Visit Palm Coast and the Flagler Beaches

Impressions 161,630

Video Views N/A

Engagement 806

Pinterest Followers

783

↑ 0.0%
From JUNE

TOP PERFORMING CONTENT

July 2022



Video Views

3,412

YouTube Subscribers

1,660  0.0%

From JUNE