



# SEO REPORT

June 2022

FLAGLER  
BEACH  
FLA

# SEO EXECUTIVE SUMMARY

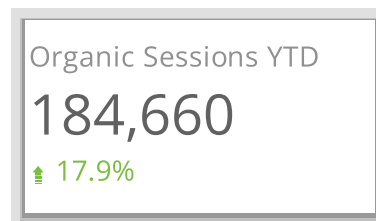
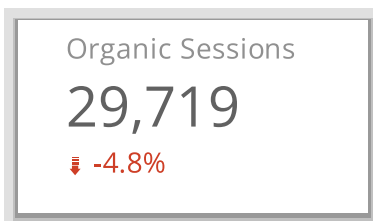
## Organic Traffic Performance

Organic sessions were down 5% year-over-year, from 31,200 in 2021 to 29,700 in 2022, and accounted for half of all sessions. Most organic sessions (about 10,000) went to the beach cam, which experienced a 20% increase in organic sessions. Non-webcam organic traffic experienced a 15% decline.

The site received 22,000 organic clicks and 1.1 million organic impressions, and search queries like "things to do in palm coast" successfully lead users to the 25 Things to Do blog post. Visit Flagler is not alone in seeing overall organic decreases — industry-wide, DMOs are seeing the same downward trend for June.

## Overall Traffic Performance

The significant decreases from Other, Social and Display contributed to the 37% overall decrease. Out-of-state sessions increased within a handful of large cities, including New York City and Chicago, which delivered a combined 10,600 sessions in June; however, Simpleview attributes this to an error in geolocation data reporting dating back to mid-May. Traffic is most likely spread more evenly across other cities.



# SEO Task Highlights & Recommendations

## SEO Task Highlights

- \* Updated monthly report and held monthly call
- \* Completed on-page optimization on five pages
- \* Found and fixed broken footer image
- \* Compiled quarterly breakdown of channel traffic
- \* Google Analytics, Google Search Console monitoring
- \* Sent Partner Referral report
- \* Sent bi-weekly update of top cities and states
- \* Found and fixed two crawl errors

## Recommendations

### PCAF Turtle Trail

Increased traffic to the [PCAF Turtle Trail page](#) indicates user interest in two of the area's most well-known draws — turtles and art. Consider making the page more robust with additional copy that provides internal linking opportunities to pages such as the [Public Art in Palm Coast blog post](#) and the [Turtle Nesting Season blog post](#).

### Wellness tourism

According to recent studies\*, the wellness tourism market expanded in 2021 and will continue to grow in the coming decade. Wellness tourism focuses on the prevention of disease with activities that enhance mental, physical and spiritual well-being. Consider a blog post highlighting Flagler's abundant outdoor, water-centric activities and atmosphere of relaxation and enjoyment that employs the following keyword research:

wellness tourism (210)  
wellness travel (390)  
health and wellness tourism (10)  
wellness tourism examples (10)  
palm coast spa (170)  
flagler beach spa (110)

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

- 8/1 National Girlfriends Day - Ultimate Girls Getaway to Palm Coast and the Flagler Beaches  
(<https://www.visitflagler.com/blog/post/a-go-to-roadmap-for-the-ultimate-girls-getaway-to-palm-coast-and-the-flagler-beaches/>)
- 8/14 World Lizard Day - An Animal Lovers Guide to Palm Coast and the Flagler Beaches  
(<https://www.visitflagler.com/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-beaches/>)
- 8/15 National Relaxation Day - Find Beachside Bliss with a Spa Getaway  
(<https://www.visitflagler.com/blog/post/find-beachside-bliss-with-a-spa-getaway-in-palm-coast-and-the-flagler-beaches/>)
- 8/25 National Banana Split Day - Cool Off at These Top Ice Cream Shops  
(<https://www.visitflagler.com/blog/post/cool-off-at-these-top-ice-cream-shops-in-palm-coast-and-the-flagler-beaches/>)

\*<https://www.grandviewresearch.com/industry-analysis/wellness-tourism-market>



**OVERALL TRAFFIC**

# Overall Traffic Summary | 6 Months & YTD

Jun 1, 2022 - Jun 30, 2022

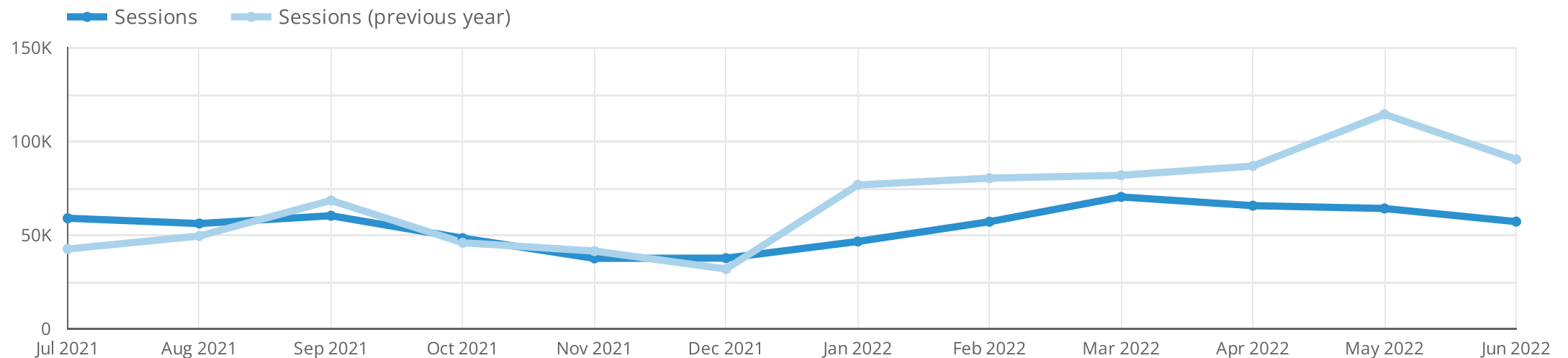
## How is my total traffic performing over time?

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...
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
January	46,642	-39.3% ↓	34,271	59.56%	75,548	1.62	00:01:22

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

by Sessions Year over Year



**Analysis:** Overall traffic decreased 37% in June, while pages per session and average session duration saw slight improvements and reached their highest for the year thus far.

# Overall Traffic Summary | Last Month

Jun 1, 2022 - Jun 30, 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	29,719	-4.8% ↓	51.92%
Direct	11,257	9.3% ↑	19.66%
(Other)	7,409	-31.1% ↓	12.94%
Paid Search	3,349	-35.0% ↓	5.85%
Social	3,035	-89.4% ↓	5.3%
Referral	2,059	-46.4% ↓	3.6%
Display	416	-43.2% ↓	0.73%
<b>Grand total</b>	<b>57,244</b>	<b>-36.7% ↓</b>	<b>100%</b>

**Analysis:** Organic search accounted for 52% of traffic, a slight decrease compared to June 2021.

Traffic from Other contained 6,300 fewer sessions, most of which formerly came from a paid campaign. The biggest decreases within the Social channel were from Facebook (23,300 sessions in 2021 to 2,800 in 2022) and Pinterest (5,200 sessions in 2021 to 120 sessions in 2022). The biggest decrease within the Display channel was a campaign called "Video - In Stream" and resulted in a loss of 730 sessions. A full breakdown of the Other, Display and Social channels follows this report.

## 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	-20.77%
Organic Search	2.1	1.7	-18.76%
Paid Search	2.19	1.9	-13.21%

Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:49	00:01:15	-31.39%
Organic Search	00:02:12	00:01:42	-22.6%
Paid Search	00:01:46	00:01:14	-30.17%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.46%	60.66%	11.4%
Organic Search	49.02%	49.41%	0.81%
Paid Search	50.4%	63.67%	26.33%

## What were the top campaigns that sent traffic?

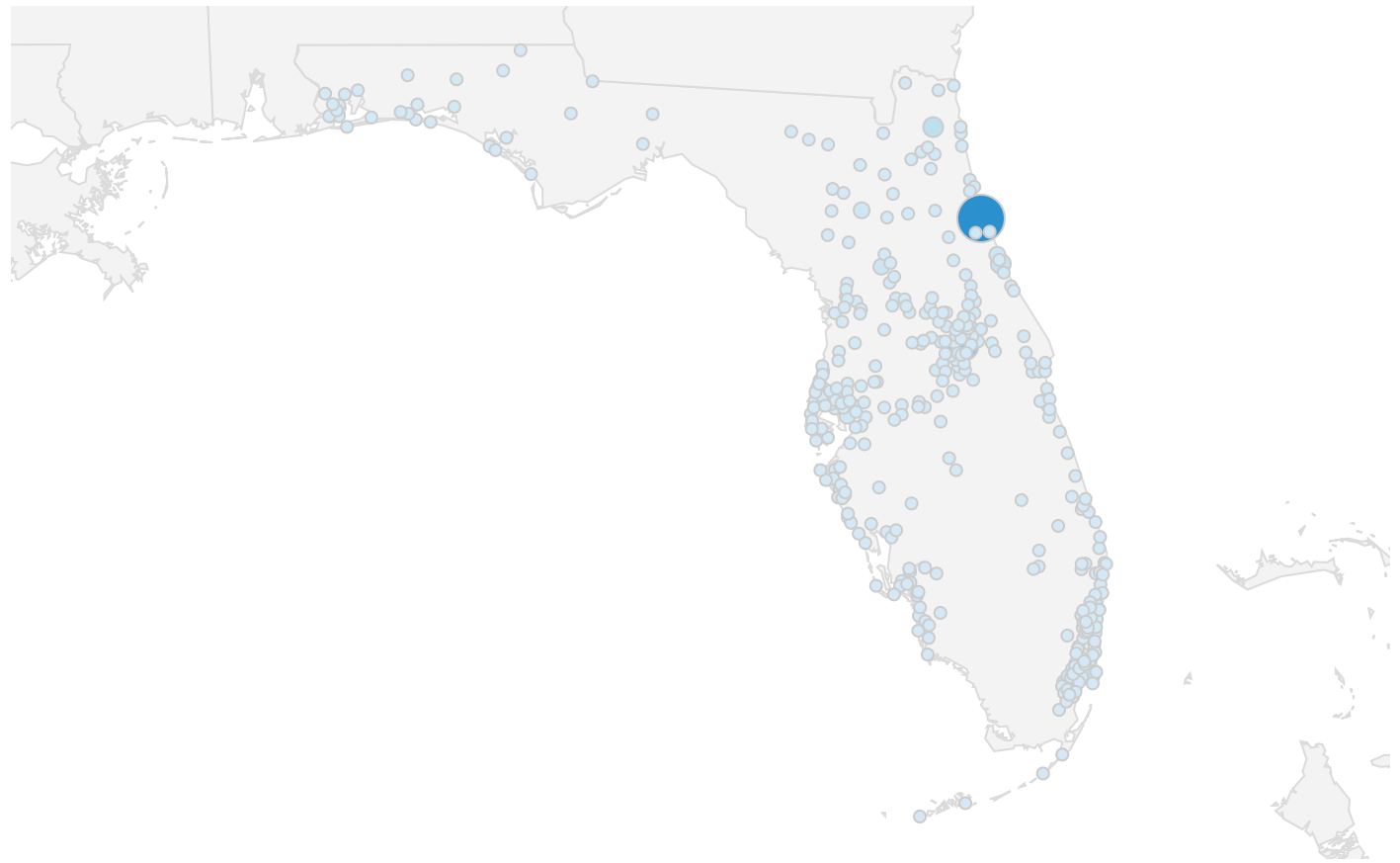
by Campaign and Sessions

Campaign	Sessions
Evergreen	7,674
ACQ_Flagler_Location_Specific	3,298
dm-flpcfb	55
welcome-home	50
ACQ_Flagler	48
Complete	12
ExtendedSummer	9
Top-of-Funnel-Florida-Beach-Focused	8
Family-Video	3

## What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	9,078	-24.8% ↓
Orlando	3,607	-46.9% ↓
Miami	1,166	-65.8% ↓
Jacksonville	1,104	-43.8% ↓
Daytona Beach	789	132.1% ↑
Ocala	386	-0.3% ↓
Ormond Beach	340	-53.0% ↓
Tampa	270	-71.8% ↓
Gainesville	258	-32.3% ↓
DeLand	172	-22.5% ↓
Bunnell	165	83.3% ↑
St. Augustine	156	-64.5% ↓
Altamonte Springs	152	-4.4% ↓
Port Orange	152	-45.1% ↓
Apopka	142	-7.2% ↓
Four Corners	140	-32.7% ↓
Flagler Beach	136	20.4% ↑

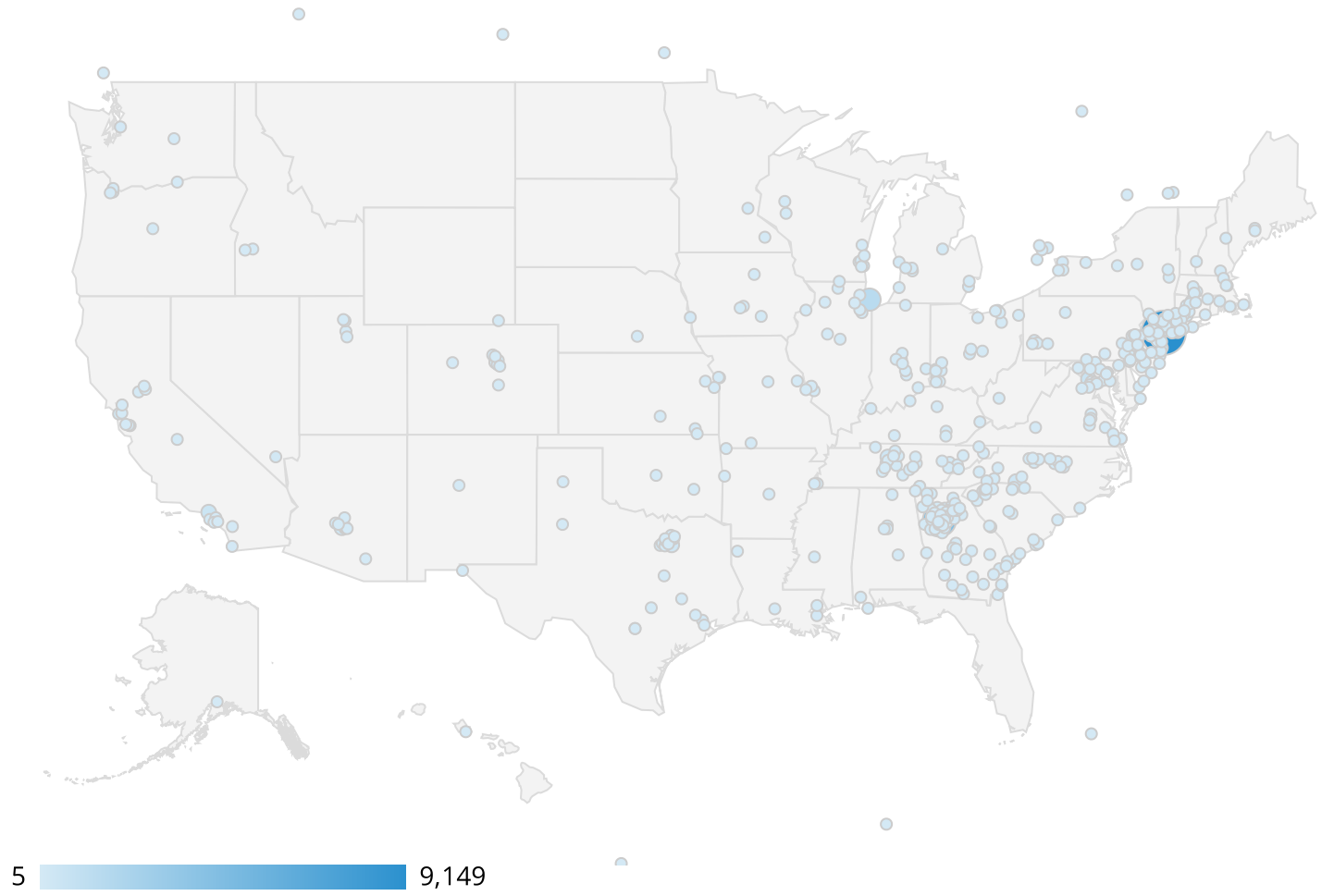


**Analysis:** Nearby Daytona, Bunnell and Flagler were the only cities to experience year-over-year growth. Users from Daytona were concentrated among webcams (300 sessions), Turtle Trail (100 sessions) and events (46 sessions).

## What cities outside of Florida users from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
New York	9,149	666.9% ↑
Atlanta	4,408	23.4% ↑
Chicago	1,481	127.8% ↑
Ashburn	613	367.9% ↑
Los Angeles	466	91.8% ↑
Charlotte	331	-73.2% ↓
Philadelphia	317	-41.0% ↓
Nashville	310	-54.8% ↓
Dallas	300	-61.5% ↓
Phoenix	256	111.6% ↑
Columbus	210	-54.5% ↓
San Francisco	141	76.3% ↑
Washington	137	-61.4% ↓
Raleigh	131	-62.8% ↓
Las Vegas	124	-62.9% ↓
Houston	115	-75.7% ↓
Boston	114	-36.7% ↓
Detroit	99	2.1% ↑





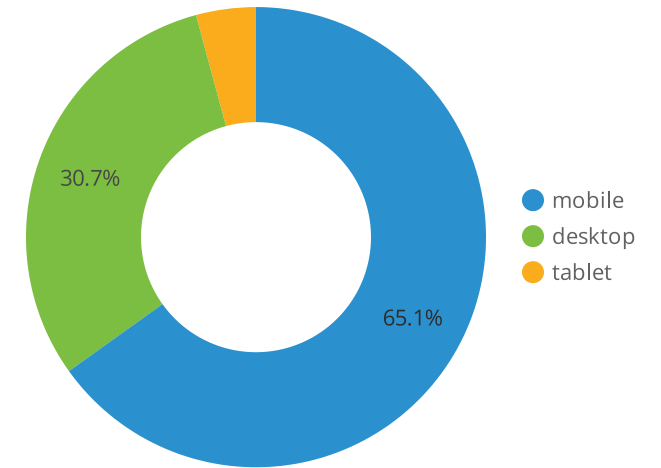
# Overall Traffic Device Breakdown | Last Month

Jun 1, 2022 - Jun 30, 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	37,271	-44.9% ↓	61.86%	1.57	00:01:26
Desktop	17,568	5.5% ↑	56.02%	2.1	00:01:57
Tablet	2,405	-61.2% ↓	56.09%	1.94	00:01:42
<b>Grand total</b>	<b>57,244</b>	<b>-36.7% ↓</b>	<b>59.82%</b>	<b>1.75</b>	<b>00:01:36</b>



## What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	9,175	20.4% ↑
/	5,067	217.3% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	2,538	-10.1% ↓
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-...	1,882	-
/events/	1,269	15.5% ↑
/blog/post/meet-a-local-captain-chris-herrera-from-palm-c...	904	-
/beaches/	780	27.0% ↑
/things-to-do/	682	137.6% ↑
/blog/post/book-a-fairy-tale-cottage-at-princess-place-pres...	664	-
/lodgings	569	-62.1% ↓

## What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	5,809	43.0% ↑
/	2,725	102.5% ↑
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-b...	1,350	-
/events/	644	43.8% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	538	-13.2% ↓
/blog/post/book-a-fairy-tale-cottage-at-princess-place-prese...	498	-
/lodgings	317	-46.4% ↓
/beaches/	227	12.4% ↑
/blog/post/cool-off-at-these-top-ice-cream-shops-in-palm-co...	168	-
/where-to-stay/vacation-rentals/	146	-43.0% ↓

## 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
<a href="#">/beaches/webcams/</a>	15,766	00:01:26	62.51%
<a href="#">/</a>	8,188	00:01:28	65.71%
<a href="#">/blog/post/free-things-to-do-in-palm-coast-and-the-...</a>	3,348	00:00:36	76.37%
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coa...</a>	3,131	00:02:42	54.49%
<a href="#">/events/</a>	1,992	00:02:23	38.35%
<a href="#">/blog/post/book-a-fairy-tale-cottage-at-princess-pla...</a>	1,251	00:01:59	57.31%
<a href="#">/beaches/</a>	1,023	00:01:35	54.35%
<a href="#">/blog/post/meet-a-local-captain-chris-herrera-from-...</a>	1,006	00:00:19	92.35%
<a href="#">/lodgings</a>	913	00:02:56	28.15%
<a href="#">/things-to-do/</a>	802	00:01:35	56.86%
<a href="#">/beaches/pet-friendly-zones/</a>	565	00:02:04	54.51%
<a href="#">/things-to-do/outdoor-adventures/horseback-riding-...</a>	532	00:01:58	46.8%
<a href="#">/blog/post/cool-off-at-these-top-ice-cream-shops-in-...</a>	527	00:01:55	64.14%
<a href="#">/blog/post/kick-back-in-the-hammock/</a>	519	00:01:15	71.68%
<a href="#">/about/visitors-guide-brochures/</a>	516	00:01:54	49.61%
<a href="#">/where-to-stay/campgrounds-rv-parks/</a>	422	00:01:45	54.03%
<a href="#">/where-to-stay/</a>	404	00:01:45	57.92%
<a href="#">/things-to-do/restaurants-bars/</a>	399	00:02:54	41.85%
<a href="#">/blog/post/an-animal-lovers-guide-to-palm-coast-an...</a>	379	00:03:15	40.11%
<a href="#">/where-to-stay/vacation-rentals/</a>	351	00:01:58	56.7%

## Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
<a href="#">/beaches/webcams/</a>	15,691	19,433
<a href="#">/</a>	6,216	8,363
<a href="#">/blog/post/free-things-to-do-in-palm-coast-and-the-fla...</a>	3,113	4,035
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coast-...</a>	2,137	3,468
<a href="#">/events/</a>	1,343	2,747
<a href="#">/blog/post/meet-a-local-captain-chris-herrera-from-pa...</a>	1,036	1,270
<a href="#">/blog/post/book-a-fairy-tale-cottage-at-princess-place-...</a>	991	1,152
<a href="#">/beaches/</a>	944	1,955
<a href="#">/lodgings</a>	904	1,157
<a href="#">/about/visitors-guide-brochures/</a>	732	2,292
<a href="#">/things-to-do/</a>	715	1,365
<a href="#">/blog/post/kick-back-in-the-hammock/</a>	530	979
<a href="#">/blog/post/cool-off-at-these-top-ice-cream-shops-in-p...</a>	497	1,068
<a href="#">/beaches/pet-friendly-zones/</a>	495	771
<a href="#">/things-to-do/outdoor-adventures/horseback-riding-on...</a>	472	899
<a href="#">/where-to-stay/</a>	462	999
<a href="#">/listing/marineland-dolphin-adventure/270614/</a>	447	952
<a href="#">/listing/washington-oaks-gardens-state-park/270476/</a>	407	724
<a href="#">/listing/equestrian-adventures-of-florida/346583/</a>	368	881
<a href="#">/where-to-stay/campgrounds-rv-parks/</a>	358	606

**Analysis:** Blog posts continued to perform well in June, especially Free Things to Do and 25 things to Do. While they delivered a similar number of sessions, Free Things to Do had a significantly lower session duration, likely due to ad traffic. Conversely, all but about 100 sessions to the 25 Things to Do blog post came from organic users.

## What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	19,149	00:01:25	61.86%
/	9,833	00:01:29	65.43%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	4,250	00:00:36	76.35%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	4,138	00:02:42	54.5%
/events/	3,868	00:02:22	38.39%
/about/visitors-guide-brochures/	2,371	00:01:57	49.52%
/beaches/	1,885	00:01:36	54.24%
/things-to-do/	1,740	00:01:32	56.79%
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-...	1,435	00:01:58	56.95%
/blog/post/cool-off-at-these-top-ice-cream-shops-in-palm-coast-and-the-flagle...	1,307	00:01:52	64.14%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	1,296	00:01:55	46.8%
/blog/post/meet-a-local-captain-chris-herrera-from-palm-coast-fishing/	1,246	00:00:19	92.35%
/lodgings	1,164	00:02:54	28.24%
/where-to-stay/	1,097	00:01:32	57.64%
/blog/post/kick-back-in-the-hammock/	981	00:01:16	71.54%
/contact-us/	824	00:02:32	41.1%
/beaches/pet-friendly-zones/	812	00:02:01	54.13%
/listing/marineland-dolphin-adventure/270614/	808	00:02:34	44.31%
/blog/home/	794	00:04:25	20.97%
/things-to-do/restaurants-bars/	724	00:03:13	41.85%
/where-to-stay/campgrounds-rv-parks/	677	00:01:46	53.65%
/about/	665	00:00:51	67.78%
/listing/washington-oaks-gardens-state-park/270476/	654	00:01:57	62.02%

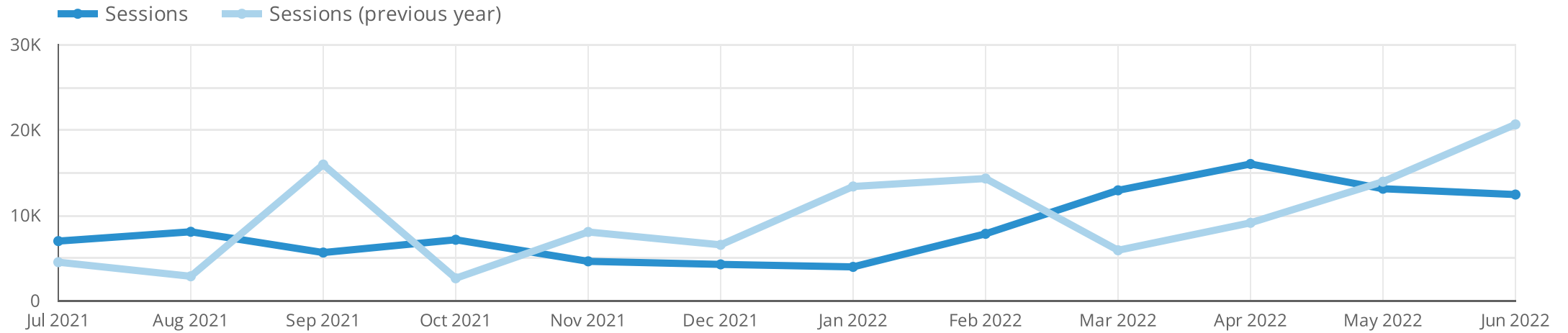
**Analysis:** The most viewed pages align closely to the top landing pages.

Continuing on its upward trend, the Events page again enjoyed a low bounce rate and a more than 2-minute session duration, and 73% of the page's 2,000 sessions were organic.

Similarly, 76% of the 25 Things to Do blog post — another page with low bounce rate and high session duration — came from organic search.

## 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
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
January	5,558	-60.3% ↓	47.09%	00:03:01	2.8

## 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	5,523	19.4% ↑	37.47%
(Other)	5,448	-46.0% ↓	36.97%
Direct	2,110	48.9% ↑	14.32%
Social	1,157	-82.8% ↓	7.85%
Paid Search	302	-30.3% ↓	2.05%
Referral	195	18.9% ↑	1.32%
<b>Grand total</b>	<b>14,738</b>	<b>-37.2% ↓</b>	<b>100%</b>

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

by Page and Pageviews

Page	Pageviews
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-bea...	4,288
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	4,211
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserv...	1,483
/blog/post/cool-off-at-these-top-ice-cream-shops-in-palm-coas...	1,308
/blog/post/meet-a-local-captain-chris-herrera-from-palm-coast...	1,248
/blog/post/kick-back-in-the-hammock/	990
/blog/post/classic-activities-for-a-fun-beach-day-in-palm-coast-...	585
/blog/post/the-buzz-on-swillerbees-craft-donuts-in-flagler-beac...	539
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagl...	511
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-fla...	297

## 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...	20,769
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	19,866
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-p...	10,751
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl...	6,279
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	4,321
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach...	2,561
/blog/post/meet-a-local-captain-chris-herrera-from-palm-coast-fishi...	2,126
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-be...	1,776
/blog/post/the-ultimate-yes-day-in-palm-coast-and-the-flagler-beach...	1,631
/blog/post/cool-off-at-these-top-ice-cream-shops-in-palm-coast-and-...	1,430

## 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/	510
/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/	181
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	167
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	123
/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/	109
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl/	/blog/category/shopping/5f64e6af3f769c19ec488b1b/	64
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/sea-turtle-hospital/346562/	59
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl/	/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl/	56
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/washington-oaks-gardens-state-park/270476/	54
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/things-to-do/outdoor-adventures/canoeing-kayaking/	50

## 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	57	64	78.95%	00:00:29	1.12
Direct	15	17	86.67%	00:01:03	1.13
(Other)	7	7	100%	00:00:00	1
Organic Search	1	1	0%	00:00:41	1
<b>Grand total</b>	<b>80</b>	<b>89</b>	<b>81.25%</b>	<b>00:00:33</b>	<b>1.11</b>

## What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks  
**69**

Link Clicks  
**0**

## What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks ▼
No data	

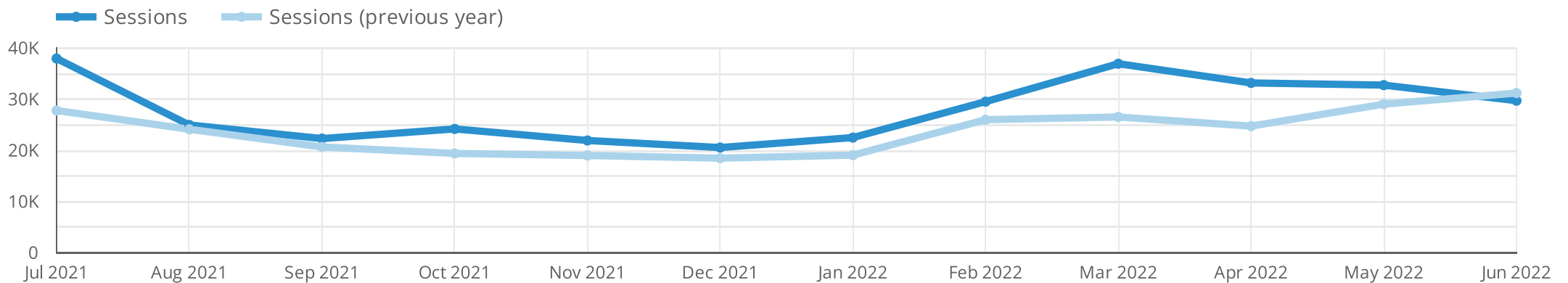
The image features a close-up of a person's hands using a stylus on a laptop screen. The background is a soft-focus office setting. Overlaid on the image are various digital graphics: a colorful horizontal bar (orange, green, blue, red, purple, teal) at the top; a line graph with data points on the left; 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

<b>Organic Sessions</b> <b>29,719</b> ↓ -4.8%	<b>Percent of Total Sessions</b> <b>51.92%</b> ↑ 50.6%	<b>% New Sessions</b> <b>58.29%</b> ↓ -6.0%	<b>Avg. Session Duration</b> <b>00:01:45</b> ↓ -3.7%	<b>Pages / Session</b> <b>1.68</b> ↓ -3.7%	<b>Bounce Rate</b> <b>55.82%</b> ↑ 5.3%
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## 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/	10,455	20.4% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-an...	2,989	-10.7% ↓
/events/	1,447	28.6% ↑
/	1,032	-21.9% ↓
/beaches/	633	-1.2% ↓
/where-to-stay/campgrounds-rv-parks/	399	-29.5% ↓
/things-to-do/outdoor-adventures/horseback-riding-on-t...	391	-17.0% ↓
/things-to-do/restaurants-bars/	372	-56.0% ↓
/beaches/pet-friendly-zones/	332	-20.4% ↓
/where-to-stay/vacation-rentals/	331	-57.2% ↓

**Analysis:** Organic sessions were down 5% year-over-year, from 31,200 in 2021 to 29,700 in 2022, and accounted for half of all sessions. Most organic sessions (about 10,000) went to the beach cam, which experienced a 20% increase in organic sessions. Non-webcam organic traffic experienced a 15% decline.

The remaining top organic landing pages represented a diverse array of content, including things to do and places to stay. As mentioned before, Events performed well organically, with a 30% increase year-over-year.



<p>Organic Clicks</p> <p><b>21,942</b></p> <p>↓ -10.3%</p>	<p>Organic Impressions</p> <p><b>1,115,768</b></p> <p>↑ 2.1%</p>	<p>Organic CTR%</p> <p><b>1.97%</b></p> <p>↓ -12.1%</p>	<p>Average Ranking Position</p> <p><b>18.8</b></p> <p>↓ 0.0%</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	1,152	1	0	62.37%
flagler beach webcam	1,063	1.02	-0 ↓	70.58%
things to do in palm coast	348	1.15	0.1 ↑	37.58%
flagler beach	321	7.51	1.73 ↑	1.29%
flagler beach live cam	305	1	0	56.9%
things to do in palm coast fl	289	1.2	0.12 ↑	37.73%
flagler beach surf cam	277	1.68	0.18 ↑	43.55%
flagler surf cam	256	2.83	0.41 ↑	18.65%
flagler live cam	193	1	0	80.42%
palm coast	188	6.18	0.26 ↑	1.16%
flagler pier cam	180	1	0	60.81%
palm coast florida	175	7.93	1.47 ↑	1.15%
palm coast fl	168	8.81	1.04 ↑	1.04%
flagler beach pier cam	135	1	-0.01 ↓	51.72%
flagler webcam	132	1	0	57.39%
webcam flagler beach	125	1	-0.02 ↓	78.13%
flagler beach web cam	114	1	0	67.06%
things to do palm coast	110	1.06	0.01 ↑	37.54%
things to do in palm coast florida	109	1.03	-0.01 ↓	36.09%
flagler pier surf cam	101	2.02	-0.58 ↓	55.49%

**Analysis:** Last month, the site received 22,000 organic clicks and 1.1 million organic impressions.

The No. 1 average position ranking of beach cam-related search queries supports the steady stream of traffic to that page. Variations on the beach cam queries, including "flagler beach surf cam" and "flagler surf cam" rank, on average, between first and third.

Similarly, "things to do in palm coast" successfully lead users to the 25 Things to Do blog post mentioned on page 13.

## How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website ▾
Marineland Dolphin Adventure	237
Equestrian Adventures of Florida	188
Princess Place Preserve	116
Princess Place Cottages	81
Beverly Beach RV Camptown Resort	74
Bay Drive Park	69
Golden Magnolia Resort	62
Grand Reserve Golf Course and Club	59
Washington Oaks Gardens State Park	58
Tropical Kayaks of Palm Coast	52
Hammock Beach Golf Resort & Spa	51
Sea Turtle Patrol	50
Mala Compra Road Beachfront Park - Pet Friendly	48
Bull Creek Campground/Dead Lake	48
Florida Agricultural Museum	47
Bulow Creek Paddling Trail	45
Oceanside Beach Bar & Grill	43
Si Como No Inn	40
<b>Grand total</b>	<b>3,559</b>

Organic Listing Referrals YoY

3,559

↓ -16.8%

## How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website ▾
FOOD TRUCK TUESDAY / PALM COAST	80
FLAGLER BEACH ANNUAL STARTS AND STRIPES PARA...	75
Wickliffe Center Park   Flagler Beach Farmers Market	51
FIRE IN THE SKY	32
Creative Bazaar Arts & Crafts Flea Market	27
CREEKSIDE FESTIVAL	26
6TH ANNUAL FREEDOM FEST	21
Plant Sale at Washington Oaks	17
Flagler Auditorium   Ticket to the Moon - ELO Tribute	11
TICKET TO THE MOON	10
Gamble Rogers Memorial State Recreational Area   G...	7
Celebrate America!	6
A1A Scenic & Historic Coastal Byway   A1A Scenic By...	6
JUNETEENTH IN PALM COAST	5
Gamble Jam	5
Washington Oaks Gardens State Park   First Friday Ga...	4
TURKEY JAM	4
Fire in the Sky	3
<b>Grand total</b>	<b>398</b>

Organic Event Referrals YoY

398

↑ 67.9%

Social Network	Year	Sessions
Facebook	2022	2,818
	2021	23,322
Pinterest	2022	128
	2021	5,178
Instagram	2022	62
	2021	0
Instagram Stories	2022	20
	2021	6
Twitter	2022	5
	2021	10
Snapchat	2022	1
	2021	2
YouTube	2022	1
	2021	1
Total	2022	3,035
	2021	28,519

Source	Year	Sessions
Sojern	2022	355
	2021	0
VF-Expedia	2022	20
	2021	0
VF-Accuweather	2022	26
	2021	0
OrlandoSentinel	2022	5
	2021	0
GDN	2022	5
	2021	0
FloridaNewspaper	2022	2
	2021	0
GoogleDisplayNetwork	2022	1
	2021	0
MaddenMedia	2022	1
	2021	0
spectrum	2022	1
	2021	0
google	2022	0
	2021	732
Total	2022	416
	2021	732

Source	Year	Sessions
TravelSpike	2022	3,753
	2021	0
OrlandoSentinel	2022	2,535
	2021	0
Sojern	2022	664
	2021	0
MaddenMedia	2022	147
	2021	0
VF-Expedia	2022	89
	2021	0
Google	2022	61
	2021	596
madden	2022	55
	2021	22
VF-Accuweather	2022	60
	2021	0
VF-TravelSpike	2022	6
	2021	0
Connect	2022	8
	2021	7,975
Interfuse	2022	12
	2021	22
AJC	2022	4
	2021	0
GDN	2022	4
	2021	0
Madden	2022	2
	2021	2,107
FloridaNewspaper	2022	5
	2021	0
GoogleDisplayNetwork	2022	1
	2021	0
pocket_mylist	2022	3
	2021	0
GoodSam	2022	0
	2021	2
orlandomagazine	2022	0
	2021	22
Total	2022	7,409
	2021	10,746

Social Network	Year	Sessions
Facebook	2022	10,014
	2021	111,059
Pinterest	2022	393
	2021	14,732
Instagram	2022	133
	2021	12
Instagram Stories	2022	34
	2021	54
Twitter	2022	19
	2021	23
YouTube	2022	3
	2021	8
Naver	2022	1
	2021	0
reddit	2022	1
	2021	1
Snapchat	2022	1
	2021	7
Blogger	2022	0
	2021	1
LinkedIn	2022	0
	2021	1
Meetup	2022	0
	2021	1
Total	2022	10,599
	2021	125,899

	Display		
	Source	Year	Sessions
	Sojern	2022	355
		2021	0
	VF-Expedia	2022	20
		2021	0
	adroll	2022	7
		2021	1
	VF-Accuweather	2022	26
		2021	0
	OrlandoSentinel	2022	5
		2021	0
	GDN	2022	5
		2021	0
	FloridaNewspape	2022	2
		2021	0
	GoogleDisplayNe	2022	1
		2021	0
	MaddenMedia	2022	1
		2021	0
	spectrum	2022	1
		2021	0
	Total	2022	423
		2021	3,684

Source	Year	Sessions
TravelSpike	2022	16,500
	2021	0
GoogleDisplayNetwork	2022	3,906
	2021	0
OrlandoSentinel	2022	2,535
	2021	0
Sojern	2022	2,429
	2021	0
VF-Accuweather	2022	1,643
	2021	0
MaddenMedia	2022	890
	2021	0
VF-Expedia	2022	468
	2021	0
madden	2022	167
	2021	1,999
Google	2022	130
	2021	3,544
VF-TravelSpike	2022	46
	2021	0
AJC	2022	14
	2021	0
GDN	2022	21
	2021	0
Connect	2022	16
	2021	8,895
Madden	2022	7
	2021	4,814
Interfuse	2022	25
	2021	125
FloridaNewspaper	2022	24
	2021	0
pocket_mylist	2022	3
	2021	0
stackadapt	2022	1
	2021	0
GoodSam	2022	0
	2021	3
orlandomagazine	2022	0
	2021	22
Tbbyf	2022	0
	2021	2
Total	2022	28,825
	2021	19,404





June 2022

# Social Media Channels

# TOP PERFORMING CONTENT

June 2022



Reach	16,080
Video Views	N/A
Engagement	2,259

Facebook Followers

**22,839**

**↑ 0.55%**  
From MAY



Reach	30,400
Video Views	31,800
Engagement	2,077

Instagram Followers

**6,360**

**↑ 2.30%**  
From MAY

# TOP PERFORMING CONTENT

June 2022



Visit Flagler  
@VisitFlagler

Seas the day. 🌞🌊👏

📍 Washington Oaks Gardens State Park  
📷 IG user destination\_anywherewithyou  
🔗 [bit.ly/2OscjE7](https://bit.ly/2OscjE7)



Impressions	70
Video Views	N/A
Engagement	13

Twitter Followers

3,749

↓ 0.05%  
From MAY



Visit Palm Coa... Save

[visitflagler.com](https://visitflagler.com)

As Vivid As Your  
Imagination

In Palm Coast and the Flagler Beaches, we celebrate our quirksiness. Sure, we're a little different, but that's what makes us a better place to visit. Here's to a destination that's as vivid as your...More

Palm Coast and the Flagler Beaches  
783 followers

Note to self

What do you want to remember about this Pin?

Add note

1 comment

wyattknupp Crystal I Fry Deaf  
2mo Reply

Helpful

Add a comment

Impressions	137,805
Video Views	N/A
Engagement	837

Pinterest Followers

783

↑ 0.26%  
From MAY

# TOP PERFORMING CONTENT

June 2022



Video Views

7,108

YouTube Subscribers

1,660  1.21%

From MAY