



# DIGITAL MARKETING REPORT

Flagler County Board of County Commissioners



# TABLE OF CONTENTS

## **1. SEO**

SEO Executive Summary

Traffic Performance

Industry Comparison

GA4 Vs. UA Comparison

Organic Traffic



# SEO EXECUTIVE SUMMARY

Aug 1, 2023 - Aug 31, 2023

For overall traffic, engaged sessions numbered 28,843 in August, a 13% decrease year-over-year. Overall completed conversions totaled 4,852, and about 66% of active users accessed the website on mobile. After organic, which drove 72% of traffic, the next highest channel was Direct, with 4,341 active users, or about 16% of traffic. Given the notable increases in organic traffic explicated below, the various decreases to overall traffic can be attributed to different channels, including Paid, which decreased 71%, and Display, which decreased 97%.

Organic search drove the majority of traffic with 33,215 sessions, 67% (22,304) of which were engaged sessions. The 20% increase in organic engaged sessions indicates that users are spending more time actively engaging with the site (Engaged sessions include any session that includes a conversion event, a 10-second duration or another pageview.), especially the [Restaurants and Bars page](#), which saw a 63% increase in organic engaged sessions. Organic traffic peaked Aug. 30 with 2,313 active users, compared to an average of 500 users per day for the rest of the month, likely due to Hurricane Idalia.

Top areas of organic search interest included webcams, things to do in Palm Coast and Flagler Beach. All together, organic clicks numbered 24,100, up 28% year-over-year, while impressions increased 19%. Non-webcam related searches saw a slight decrease in clicks (-4%), likely due to the hurricane.

## Blog performance

Simpleview expects to implement a custom page for blog performance on the next report; in the meantime, utilize the "Client Copy" exploration within GA4, and see highlights for August below:

- Blog posts made up three of the top 10 organic landing pages, driving 10,180 organic pageviews (+27% yoy)
- Eight of the top 10 blog posts saw significant growth in organic pageviews year-over-year, including [6 Secret Beaches](#) (+63%) and [Pet Friendly Beach Destinations](#) (+74%)
- Blogs as whole averaged a 78% engagement rate, 16% higher than the rest of the site

## COMPLETED TASKS

- Sent top cities and states report
- Completed on-page optimization on [Seafood Dishes](#), [Beverly Beach](#) and [Meet a Local](#)
- Monthly broken link scan led to two corrections
- Monthly crawl error check led to five corrections

## ROADMAP

- Upcoming content: Scheduled blog posts Thanksgiving and Coquina Coast. Other content (landing pages, etc) to be established by client.
- Upcoming optimizations: [Sweet Tooth](#), [Backwater Cat Adventures](#) and [Unique Places to Shop](#)
- Conversions: Currently, conversions being measured are Visitor Guide requests, Newsletter signups, partner referrals and file downloads.

## Organic Traffic

Sessions

33,215

↑ 25.7%

Engaged Sessions

22,304

↑ 20.0%

Active Users

20,280

↑ N/A

## Top Organic Pages

[/beaches/webcams/](#)

[/events/](#)

[/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/](#)

[/things-to-do/restaurants-bars/](#)

[/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/](#)

[/search/](#)

[/](#)

[/beaches/](#)

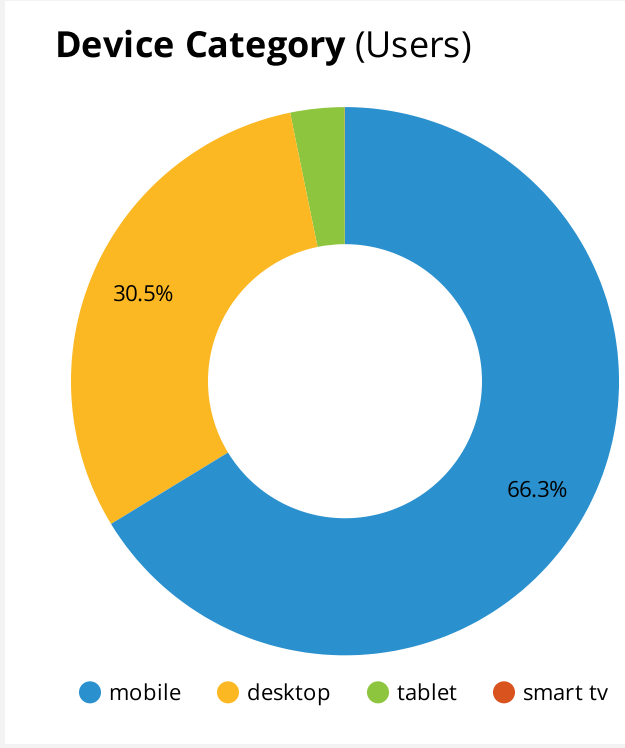
[/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/](#)

[/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches/](#)

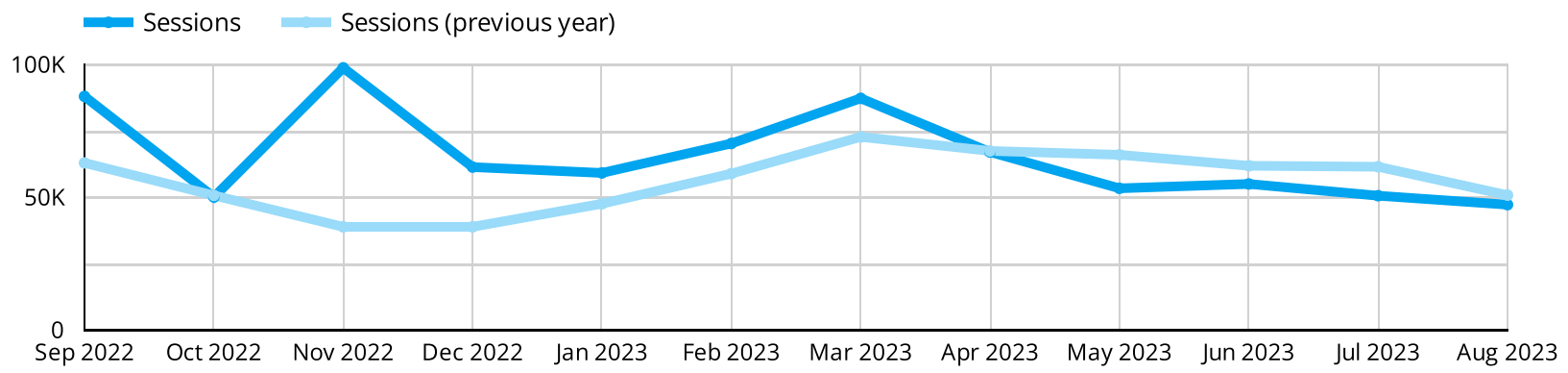
# OVERALL TRAFFIC SUMMARY

Aug 1, 2023 - Aug 31, 2023

Sessions <b>47,241</b> ↓ -7.0%	Engaged Sessions <b>28,843</b> ↓ -12.5%	Active Users <b>27,722</b> ↑ N/A	Engagement Rate <b>61.06%</b> ↓ -5.9%	Avg Engagement Time <b>00:01:18</b> No data	Pageviews <b>82,874</b> ↓ -12.3%
--------------------------------------	---	--	---	---	--



## Overall traffic by sessions, past 12 months



## By Channel

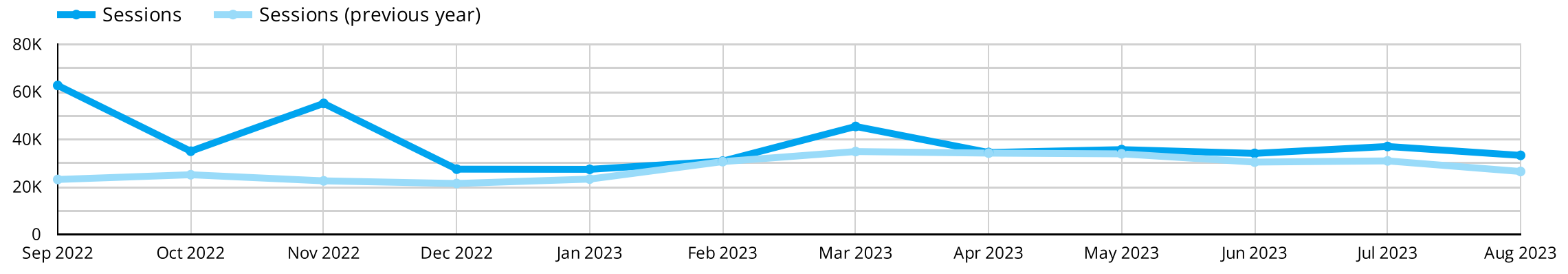
Channel	Sessions	Engaged Sessions	Active Users	Avg Engagement Time
organic search	32,330	21,613	20,280	00:01:24
direct	10,024	4,915	4,341	00:01:07
referral	1,481	1,051	1,140	00:01:44
paid social	883	110	837	00:00:07
display	817	87	799	00:00:04
organic social	504	231	445	00:00:50
other	120	32	40	00:00:53
paid search	30	0	16	00:00:00
email	11	10	10	00:00:45
paid video	10	2	9	00:00:07

# ORGANIC TRAFFIC SUMMARY

Aug 1, 2023 - Aug 31, 2023

<b>Active Users</b> <b>20,280</b> <small>↑ N/A</small>	<b>Conversions</b> <b>4,097</b> <small>↑ N/A</small>	<b>Engaged Sessions</b> <b>22,304</b> <small>↑ 20.0%</small>	<b>Engagement Rate</b> <b>67.15%</b> <small>↓ -4.5%</small>	<b>Avg Engagement Time</b> <b>00:00:54</b> <small>↑ 7.3%</small>	<b>Pageviews</b> <b>60,839</b> <small>↑ 28.1%</small>
--	--	--	---	--	---

## Organic traffic by users, past 12 months



## Top Organic Landing Pages

Landing Page	Active Users	Conversions	Engagement Rate	Engagement Time
/beaches/webcams/	5,924	58	60.26%	00:00:38
/blog/post/25-things-to-do-when-you-visit-palm-coas...	1,563	353	85.19%	00:02:20
/events/	1,330	261	87.31%	00:01:37
/things-to-do/restaurants-bars/	544	256	77.25%	00:01:36
/	541	99	74.01%	00:01:47
/blog/post/6-secret-beaches-to-explore-in-palm-coa...	478	50	80.63%	00:02:02
/things-to-do/outdoor-adventures/horseback-riding-...	297	64	82.18%	00:01:07
/beaches/	248	38	76.36%	00:01:32
/beaches/pet-friendly-zones/	242	20	66.56%	00:01:07
/blog/post/best-fishing-spots-in-palm-coast-and-the-...	228	25	77.32%	00:01:28

## Conversion Events

Event	Conversions
partner_referral	3,826

# ORGANIC SEARCH QUERY PERFORMANCE

Aug 1, 2023 - Aug 31, 2023

Organic Clicks

24,127

↑ 27.6%

Organic Impressions

1,176,290

↑ 18.3%

Organic CTR%

2.05%

↑ 7.8%

Average Ranking Position

21.1

↑ 14.6%

## Organic Search Result Performance

Query	Clicks	Average Position	Δ	Site CTR
flagler beach webcam	1,829	1.03	0.02 ↑	67.39%
flagler beach cam	1,704	1.02	-0.07 ↓	68.74%
flagler beach live cam	535	1.03	0.03 ↑	66.05%
flagler beach surf cam	369	1.09	-0.07 ↓	52.49%
flagler live cam	294	1.02	0.02 ↑	72.59%
flagler pier cam	248	1.03	0.03 ↑	63.59%
flagler surf cam	213	2.05	-0 ↓	18.02%
flagler beach pier cam	199	1.03	0.03 ↑	59.23%
things to do in palm coast	196	2.37	0.47 ↑	21.73%
flagler beach	188	8.24	0.98 ↑	0.88%
palm coast webcam	181	1	0 ↑	72.4%
things to do in palm coast fl	152	2.15	0.39 ↑	25.63%
flagler beach camera	136	1.13	0.13 ↑	71.2%
flagler beach web cam	133	1.1	0.1 ↑	64.88%
flagler pier surf cam	124	1.02	-0.59 ↓	41.2%
flagler webcam	123	1.03	0.03 ↑	62.44%
things to do in palm coast florida	121	2.08	0.63 ↑	27.56%
webcam flagler beach	116	1.01	0 ↑	81.12%
things to do near me	108	20.81	-2.85 ↓	5.26%

