



SEO REPORT

March 2023



SEO EXECUTIVE SUMMARY

Organic Sessions

41,892

↑ 13.4%

Organic Sessions YTD

98,468

↑ 7.8%

Overall Traffic Performance

In March, the site received 81,800 sessions in total, a 16% increase from last year. Overall engagement metrics remained relatively steady: pages per session decreased 3%, session duration decreased 4%, and bounce rate increased 3%. Blog posts held three of the top 20 overall landing pages, and the blog as a whole drove 15,800 sessions in March, a 22% increase year-over-year.

Organic Traffic Performance

Organic sessions numbered 41,900 in March, up 13%. This 5,000-session increase was most visible in the Strawberry Festival and Cracker Day event listings, as well as the Events landing page. Organic clicks reached 33,000, up 15%, and were concentrated among terms related to those same events. Organic engagement metrics saw very slight decreases: session duration decreased 2%, pages/session decreased 2%, and bounce rate increased 3%.

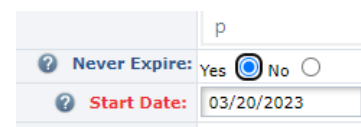
Recommendations

Automating events pages

Following previous conversations, here are a handful of ways to make the Annual Events page more streamlined and automated:

- Instead of relying on the events widget, consider creating pages for the annual events,, like Simpleview client Wichita's [Tallgrass Festival](#). This method involves updating that page in a timely manner annually. *Note: Browse Wichita's [Annual Events page](#) for widget ideas. Their "Popular Festivals" feature would fit Flagler nicely, and your analyst can assist in locating and setting up widgets for a similar experience.*

- If it's better to use listings rather than static pages, consider using the "never expire" setting in the CRM (see image below) and updating the event listing every year. This way, it's a calendar item instead of a static page. Ensure to reuse the same one every year, rather than creating a separate event listing every year.



A screenshot of a CRM interface showing two settings. The first is 'Never Expire' with a question mark icon, 'Yes' radio button, and 'No' radio button selected. The second is 'Start Date' with a question mark icon and a text input field containing '03/20/2023'.

Improving homepage bounce rate

A heat map analysis of the homepage shows that only 30% of users continue scrolling past the "Play Outside the Box" feature (In fact, only 40% of users make it past the intro copy.). This means that meaningful, quality content like the "Experiences" feature and "Dogs Dig Flagler Beach" video embed are not being seen by users. Consider condensing the content on the homepage based on KPIs (such as the e-newsletter), engagement and clicks.



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Mar 1, 2023 - Mar 31, 2023

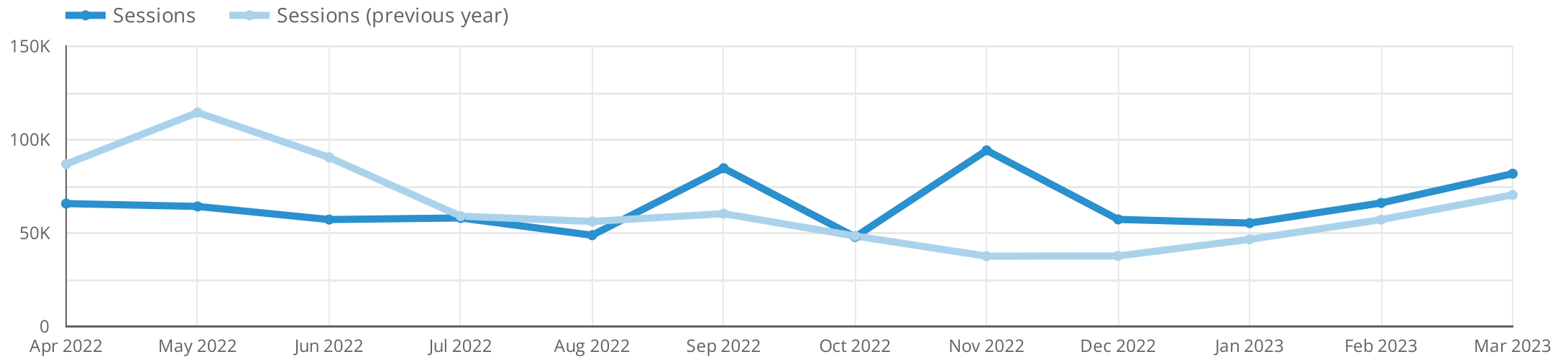
How is my total traffic performing over time?

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...
March	81,794	16.1% ↑	60,894	64.06%	126,803	1.55	00:01:19
February	66,124	15.6% ↑	50,283	64.13%	104,493	1.58	00:01:19
January	55,341	18.7% ↑	41,862	65.17%	86,362	1.56	00:01:20
December	57,316	51.8% ↑	42,901	69.83%	83,653	1.46	00:01:08
November	94,260	150.4% ↑	60,337	54.51%	129,971	1.38	00:01:21
October	47,948	-1.0% ↓	29,935	55.98%	75,437	1.57	00:01:34

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: In March, the site received 81,800 sessions in total, which represents a 16% increase from last year. Pages per session decreased 3% (1.59 to 1.55), average session duration decreased 4% (1:23 to 1:20), and bounce rate increased 3% (62% to 64%).

Overall Traffic Summary | Last Month

Mar 1, 2023 - Mar 31, 2023

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	41,892	13.4% ↑	51.22%
Direct	14,625	28.6% ↑	17.88%
Social	11,271	188.8% ↑	13.78%
Display	6,080	2,727.9% ↑	7.43%
Referral	5,156	108.2% ↑	6.3%
Paid Search	2,468	-26.4% ↓	3.02%
(Other)	302	-97.5% ↓	0.37%
Grand total	81,794	16.1% ↑	100%

Analysis: Organic search brought in 51% of sessions with 41,900, a 13% increase year-over-year. Social traffic increased 190%, from 3,900 sessions last year to 11,300 in 2023. About 42% of Display traffic, which saw an exponential increase in March, went to the homepage.

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	3,711
ACQ_Flagler_Location_Specific	1,743
cox-o-visitflagler	1,527
ACQ_Flagler	710
Florida (DM-FLPCFB) Palm Coast & Flagler Beac...	488
welcome-home	224
madden srpc-flvf	185
Recovery	174
dm-flpcfb	47

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	1.93	1.54	-20.03%
Organic Search	2.07	1.67	-19.25%
Paid Search	2.08	1.86	-10.71%

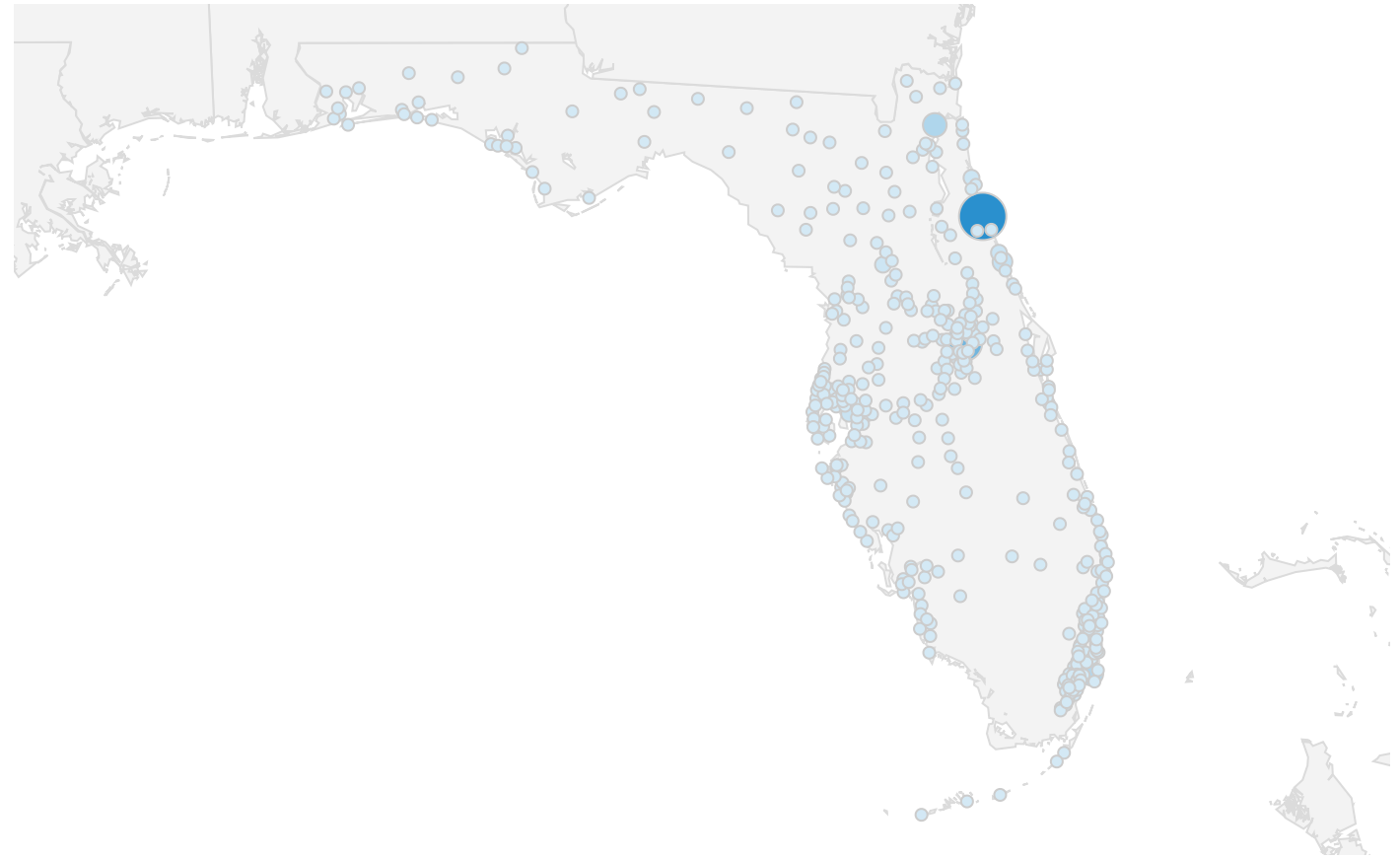
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:48	00:01:17	-28.91%
Organic Search	00:02:10	00:01:41	-22.48%
Paid Search	00:01:41	00:01:11	-29.34%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.58%	60.83%	11.46%
Organic Search	48.73%	50.83%	4.31%
Paid Search	52.23%	65.03%	24.51%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	9,559	-35.4% ↓
Orlando	5,525	-9.7% ↓
Jacksonville	2,092	7.8% ↑
Miami	1,916	-18.5% ↓
Daytona Beach	846	-13.5% ↓
Tampa	622	79.3% ↑
Ormond Beach	496	-48.4% ↓
St. Augustine	473	-20.4% ↓
Ocala	391	3.7% ↑
Port Orange	221	-41.5% ↓
Gainesville	206	-47.6% ↓
Flagler Beach	205	54.1% ↑
St. Augustine Beach	188	-38.6% ↓
Bunnell	187	19.9% ↑
Altamonte Springs	177	11.3% ↑
Palatka	177	22.1% ↑
DeLand	162	-48.2% ↓



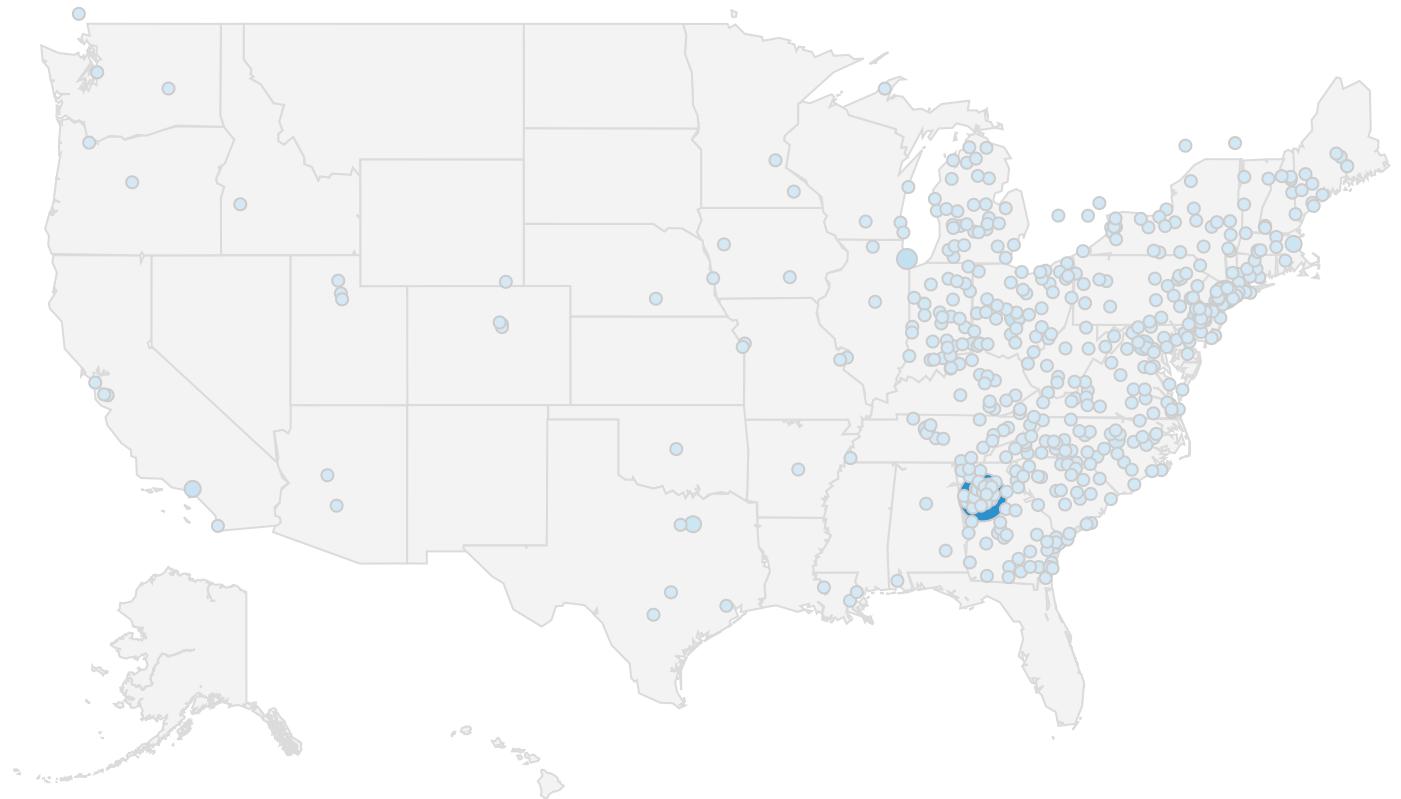
1 9,559

Analysis: Overall, Google Analytics shows a 14% decrease for in-state traffic (from 39,200 last year to 33,700 in 2023).

What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions ▾	% Δ
Atlanta	6,528	273.9% ↑
New York	1,525	44.5% ↑
Chicago	609	29.3% ↑
Ashburn	607	45.2% ↑
Columbus	589	81.2% ↑
Philadelphia	548	163.5% ↑
Nashville	422	0.7% ↑
Los Angeles	400	69.5% ↑
Dallas	279	24.0% ↑
Boston	274	31.1% ↑
Charlotte	247	-58.7% ↓
Clinton	216	800.0% ↑
Washington	191	-39.0% ↓
Raleigh	173	47.9% ↑
Greenville	154	42.6% ↑
Birmingham	151	122.1% ↑
Pittsburgh	146	-3.3% ↓
Indianapolis	138	19.0% ↑



14 5,879

Analysis: Out-of-state traffic saw a 54% increase. Atlanta continued to be the top driver of traffic, with sessions concentrated on the homepage (900) and the [Bucket List blog post](#) (500).

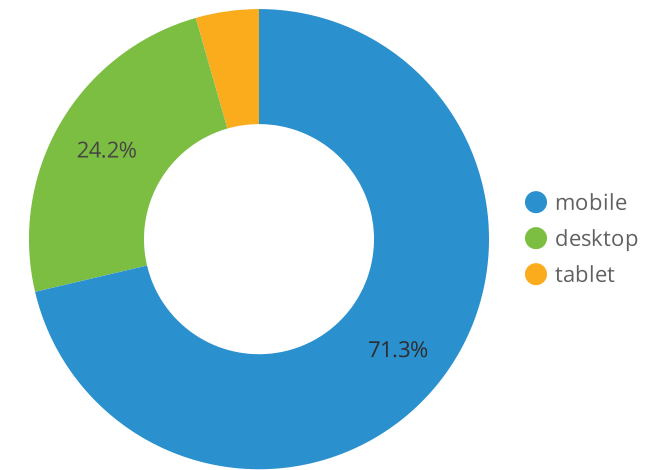
Overall Traffic Device Breakdown | Last Month

Mar 1, 2023 - Mar 31, 2023

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	58,338	28.6% ↑	67.29%	1.46	00:01:08
Desktop	19,828	-9.1% ↓	54.48%	1.84	00:01:52
Tablet	3,628	11.3% ↑	64.44%	1.52	00:01:17
Grand total	81,794	16.1% ↑	64.06%	1.55	00:01:19



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/	9,921	17.1% ↑
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	8,009	-
/beaches/webcams/	7,107	-8.8% ↓
/event/6th-annual-strawberry-festival/21062/	3,747	-
/events/	2,218	43.4% ↑
/event/66th-annual-cracker-day/21246/	2,146	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	2,137	-10.1% ↓
/event/warbirds-over-flagler/21211/	1,618	-
/things-to-do/	1,182	55.5% ↑
/beaches/	715	14.2% ↑

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	5,887	-0.1% ↓
/	3,931	-7.0% ↓
/events/	913	43.3% ↑
/event/6th-annual-strawberry-festival/21062/	512	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	362	-42.3% ↓
/lodgings	351	-24.0% ↓
/event/warbirds-over-flagler/21211/	323	-
/event/66th-annual-cracker-day/21246/	312	-
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-sh...	192	-
/things-to-do/restaurants-bars/	183	13.7% ↑

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
/	14,526	00:00:51	81.57%
/beaches/webcams/	13,866	00:01:25	59.54%
/blog/post/palm-coast-and-the-flagler-beaches-buck...	8,595	00:00:28	77%
/event/6th-annual-strawberry-festival/21062/	4,353	00:00:58	66.09%
/events/	3,282	00:02:53	35.83%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	2,563	00:02:35	58.8%
/event/66th-annual-cracker-day/21246/	2,503	00:01:06	81.46%
/event/warbirds-over-flagler/21211/	1,987	00:01:03	60.19%
/things-to-do/	1,341	00:01:29	60.7%
/lodgings	1,038	00:02:28	29.48%
/beaches/	919	00:01:49	53.32%
/about/visitors-guide-brochures/	883	00:01:16	61.72%
/beaches/pet-friendly-zones/	798	00:01:58	58.9%
/things-to-do/restaurants-bars/	669	00:02:36	46.94%
/where-to-stay/luxury-resort/	653	00:00:53	49%
/things-to-do/outdoor-adventures/horseback-riding-...	646	00:01:52	49.54%
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works...	586	00:01:41	66.89%
/where-to-stay/campgrounds-rv-parks/	554	00:02:15	48.38%
/where-to-stay/vacation-rentals/	433	00:01:57	54.04%
/things-to-do/golf/	406	00:00:23	84.24%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	13,824	16,718
/	12,900	15,064
/blog/post/palm-coast-and-the-flagler-beaches-bucket...	7,280	8,207
/event/6th-annual-strawberry-festival/21062/	4,220	4,928
/event/66th-annual-cracker-day/21246/	2,496	3,072
/event/warbirds-over-flagler/21211/	2,014	2,395
/events/	1,967	3,673
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	1,824	2,890
/about/visitors-guide-brochures/	1,135	2,512
/lodgings	1,029	1,284
/things-to-do/	1,016	1,530
/where-to-stay/luxury-resort/	1,006	1,950
/beaches/	799	1,301
/beaches/pet-friendly-zones/	701	1,022
/where-to-stay/	608	1,400
/things-to-do/restaurants-bars/	569	1,142
/things-to-do/outdoor-adventures/horseback-riding-on...	547	997
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works-t...	505	752
/blog/post/spring-events-in-palm-coast-and-the-flagle...	486	1,262
/listing/marineland-dolphin-adventure/270614/	481	1,126

Analysis: The homepage and webcams page again drove the highest number of sessions (14,500 and 13,900, respectively). About 94% of sessions from the third most popular page, the Bucket List blog post, came from Social traffic. Blog posts held three of the top 20 overall landing pages, and the blog as a whole drove 15,800 sessions in March, a 22% increase year-over-year.

What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	16,508	00:01:24	58.19%
/	16,330	00:00:51	81.46%
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	9,393	00:00:28	76.94%
/events/	5,410	00:02:50	35.71%
/event/6th-annual-strawberry-festival/21062/	5,025	00:00:58	65.71%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	3,289	00:02:37	58.73%
/event/66th-annual-cracker-day/21246/	3,101	00:01:05	81.17%
/event/warbirds-over-flagler/21211/	2,380	00:01:03	59.68%
/things-to-do/	2,287	00:01:30	60.7%
/about/visitors-guide-brochures/	2,281	00:01:16	61.72%
/beaches/	1,635	00:01:48	52.97%
/where-to-stay/luxury-resort/	1,533	00:00:52	48.56%
/where-to-stay/	1,394	00:02:58	46.73%
/lodgings	1,291	00:02:28	29.48%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	1,280	00:01:52	49.38%
/things-to-do/restaurants-bars/	1,273	00:02:40	46.73%
/beaches/pet-friendly-zones/	1,118	00:01:59	58.68%
/blog/post/spring-events-in-palm-coast-and-the-flagler-beaches/	1,081	00:00:44	80.83%
/where-to-stay/campgrounds-rv-parks/	892	00:02:14	47.69%
/listing/marineland-dolphin-adventure/270614/	859	00:02:32	50.31%
/blog/post/enjoy-baja-favorites-at-a-1a-burrito-works-taco-shop-in-palm-coast-...	838	00:01:41	67.01%
/things-to-do/attractions/	767	00:02:24	44.68%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	761	00:01:41	70.16%

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 435 ↑ 26.8%	Unique Newsletter Sign Up 252 ↑ 82.6%
Visitor Guide Req. YTD 810 ↑ 34.8%	Unique Newsltr Sign Up YTD 502 ↑ 57.4%

Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	162
(direct) / (none)	68
l.facebook.com / referral	43
m.facebook.com / referral	41
visitflorida.com / referral	38
google / cpc	23
lm.facebook.com / referral	21
bing / organic	11
yahoo / organic	9
flaglercounty.gov / referral	6

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	167	62.31%
Beach	198	73.88%
Camping	62	23.13%
Dining	194	72.39%
Events & Festivals	217	80.97%
Family Fun	118	44.03%
Marine Life & Conserv...	137	51.12%
Outdoor Activities	181	67.54%
Pet Friendly	117	43.66%
Weddings	12	4.48%

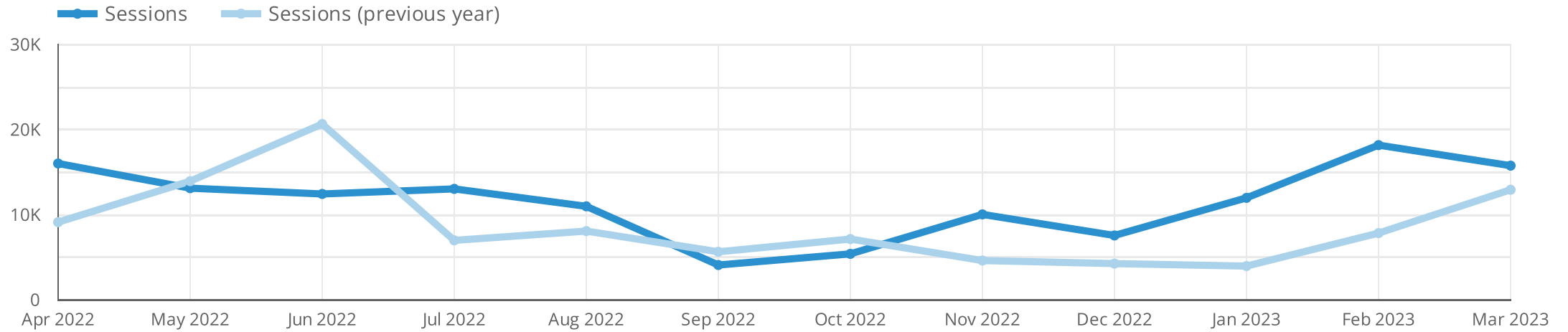
Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	14
(direct) / (none)	7
m.facebook.com / referral	3
visitflorida.com / referral	3
flaglercounty.gov / referral	2
l.facebook.com / referral	2
google / cpc	2
yahoo / organic	2
bing / organic	2
instagram.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
March	18,050	20.7% ↑	62.5%	00:01:50	2.07
February	20,096	111.3% ↑	67.01%	00:01:32	1.89
January	13,397	141.0% ↑	64.66%	00:01:48	1.94
December	9,068	68.0% ↑	60.71%	00:02:01	2.16
November	11,690	117.4% ↑	61.6%	00:01:59	2
October	6,603	-17.7% ↓	48.18%	00:03:16	2.77

What channels are my blog visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
Social	8,705	436.4% ↑	48.23%
Organic Search	6,657	25.1% ↑	36.88%
Direct	1,956	-0.7% ↓	10.84%
Referral	352	31.8% ↑	1.95%
Paid Search	311	-16.4% ↓	1.72%
Display	51	-	0.28%
Grand total	18,050	20.7% ↑	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	PVs...
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	9,399
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-bea...	3,357
/blog/post/spring-events-in-palm-coast-and-the-flagler-beaches/	1,088
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-c...	843
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-be...	804
/blog/post/the-ultimate-funcation-itinerary-to-palm-coast-and-the-flagler-...	726
/blog/post/feast-on-seafood-favorites-at-high-tides-at-snack-jack-in-flagl...	606
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beach...	394
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	318
/blog/post/classic-activities-for-a-fun-beach-day-in-palm-coast-and-the-fl...	307

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

by Page and Pageviews

Page	PVs
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	5,936
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,460
/blog/post/meet-a-local-jennifer-blumenfield-from-ohana-food-co/	2,087
/blog/post/5-valentines-day-activities-we-love-in-palm-coast-and-the-flagler-...	578
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beach...	571
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	448
/blog/post/eat-well-at-ohana-food-co-in-palm-coast-and-the-flagler-beaches/	370
/blog/post/our-favorite-wine-bars-in-palm-coast-and-the-flagler-beaches/	255
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches/	253
/blog/post/unique-proposal-spots-in-palm-coast-and-the-flagler-beaches/	235

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/palm-coast-and-the-flagler-beaches-bucket-list/	/where-to-stay/luxury-resort/	392
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	365
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/where-to-stay/	272
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	135
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/classic-activities-for-a-fun-beach-day-in-palm-coast-and-the-flagler-bea...	134
/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/	103
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	86
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	82
/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/	79
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/sea-turtle-hospital/346562/	57

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	56	60	82.14%	00:00:31	1.07
Direct	7	7	100%	00:00:00	1
Social	2	2	100%	00:00:00	1
(Other)	1	1	100%	00:00:00	1
Grand total	66	70	84.85%	00:00:26	1.06

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks 26	Link Clicks 0
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What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
No data	



ORGANIC TRAFFIC

Organic Sessions

41,892

📈 13.4%

Percent of Total Sessions

51.22%

📉 -2.4%

% New Sessions

65.72%

📈 4.5%

Avg. Session Duration

00:01:38

📉 -2.4%

Pages / Session

1.65

📉 -1.5%

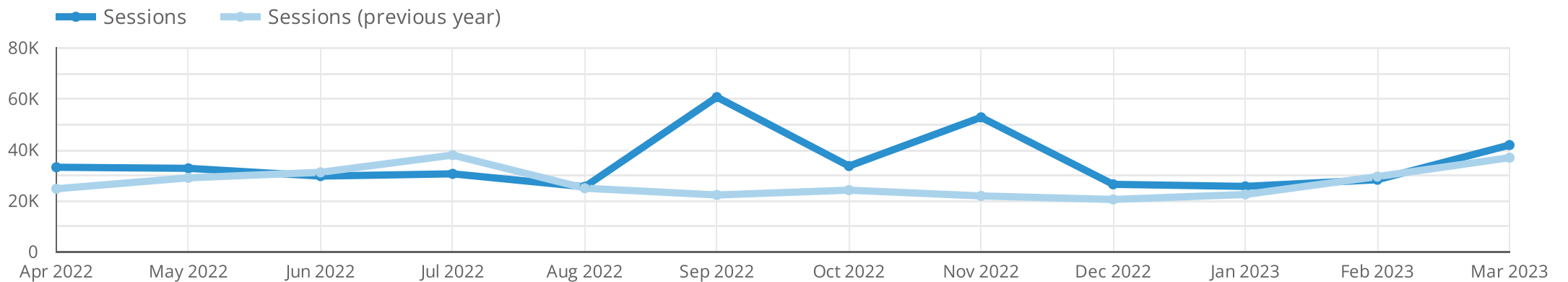
Bounce Rate

55.81%

📈 2.5%

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/	8,264	-11.9% 📉
/event/6th-annual-strawberry-festival/21062/	3,846	-
/events/	2,457	34.6% 📈
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-fl...	2,418	-18.3% 📉
/event/66th-annual-cracker-day/21246/	2,147	-
/event/warbirds-over-flagler/21211/	1,717	-
/	1,563	4.1% 📈
/beaches/	631	12.3% 📈
/things-to-do/restaurants-bars/	625	6.8% 📈
/things-to-do/outdoor-adventures/horseback-riding-on-the-beac...	487	43.2% 📈

Analysis: Organic sessions numbered 41,900 in March, up 13% year-over-year. This 5,000-session increase can be narrowed down to a handful of pages:

- Strawberry Festival listing: +1,100%, or 3,500 sessions
- Cracker Day listing: +62%, or 800 sessions
- Events: +35%, or 600 sessions

Notably, all Events pages (including the Events landing page) increased 55% (+4,700 sessions). Both the Cracker Day and Strawberry Fest listings were under different URLs last year, so percent change is not present on the chart. [Horseback Riding on the Beach](#) increased 43%, and steadily increased throughout Q1 (+29% from January to March).

Organic engagement metrics saw very slight decreases: session duration decreased 2% (from 1:41 to 1:38), pages/sessions decreased 2% (from 1.68 to 1.65), and bounce rate increased 3% (from 54% to 55%).

<p>Organic Clicks</p> <p>33,014</p> <p>📈 15.4%</p>	<p>Organic Impressions</p> <p>1,344,150</p> <p>📈 6.6%</p>	<p>Organic CTR%</p> <p>2.46%</p> <p>📈 8.3%</p>	<p>Average Ranking Position</p> <p>18.76</p> <p>📉 -1.5%</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	1,072	1	0 📈	64.54%
flagler beach webcam	1,054	1.01	-0.02 📉	65.96%
strawberry festival palm coast	711	1.82	0.48 📈	35.73%
warbirds over flagler	651	1.25	-	51.3%
palm coast strawberry festival 2023	487	1.99	-	33.33%
flagler beach	465	6.58	-0.52 📉	1.65%
palm coast strawberry festival	439	1.46	-0.03 📉	41.1%
palm coast	280	5.8	-0.89 📉	1.18%
flagler beach live cam	274	1	0	69.37%
flagler beach surf cam	260	1.09	-0.2 📉	50.19%
flagler pier cam	224	1.01	0.01 📈	57.44%
cracker day 2023	200	2.59	-	43.86%
palm coast fl	186	7.84	-1.79 📉	0.93%
palm coast florida	168	7.59	-1.12 📉	0.92%
things to do in palm coast	159	3.24	1.42 📈	12.11%
flagler surf cam	144	2	-0.56 📉	19.83%
things to do in palm coast this weekend	143	1	-0.27 📉	49.31%
things to do in palm coast florida	129	2.4	1.25 📈	27.8%
cracker day	128	3.25	-0.59 📉	48.3%
flagler beach pier cam	122	1.06	0.06 📈	57.55%

Analysis: Organic clicks reached 33,000, up 15%, and organic impressions reached 1.3 million, up 7%.

The approximately 4,400-click increase was concentrated among events-related terms:

- "warbirds over flagler": +650 clicks
- "palm coast strawberry festival 2023": +500 clicks
- "cracker day 2023": +200 clicks
- "palm coast strawberry festival": +150 clicks

In fact, all searches containing "event" drove 740 clicks, a 55% increase, with about 500 going to the Events landing page.

Specific event queries increased as follows:

- Strawberry Fest: 56% increase in ranking (from 12.4 to 5.5)
- Warbirds Over Flagler: +100% clicks (from 0 to 750)
- Cracker Day: 12% increase in click-through rate

While webcam-related queries made up a notable portion of the top 20 queries, they continue to comprise smaller segments of traffic. Webcam search terms decreased 2% in March, which did not affect the overall increase in organic clicks. This means users are coming to the website for content beyond the webcam, like blogs and event listings.

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Marineland Dolphin Adventure	233
Equestrian Adventures of Florida	212
Princess Place Preserve	138
Princess Place Cottages	118
Bulow Plantation RV Resort	103
Bull Creek Campground/Dead Lake	87
Washington Oaks Gardens State Park	81
Treasure By the Sea Campgrounds	73
Jungle Hut Road Park - Pet Friendly	65
Beverly Beach RV Camptown Resort	64
Hammock Beach Golf Resort & Spa	59
Mala Compra Road Beachfront Park - Pet Friendly	56
Bay Drive Park	56
Florida Agricultural Museum	53
Island Cottage Inn	52
Old Salt Park - Pet Friendly	52
European Village	51
River To Sea Preserve	50
Grand total	4,369

Organic Listing Referrals YoY

4,369

↑ 5.5%

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Central Park in Town Center 6th Annual Strawberry F...	777
Warbirds Over Flagler	533
Lewis & Clark Circus	120
Wickline Center Park Flagler Beach Farmers Market	107
Strawberry Fest Car Show	90
Flagler Surf Series	79
First Friday	64
Easter Brunch Buffet	51
St. Patrick's Day at the Cork & Pint	50
Palm Coast Songwriters Festival	35
Central Park in Town Center Easter Egg'stravaganza	34
Flagler County Roughriders	31
2nd Annual Hang 8 Dog Surfing Event	31
15th Annual Turtle Fest	30
TNT Art & Craft Show	28
Florida Agricultural Museum Family Farm Festival	27
Arts and Crafts Show	27
10th Annual Spring Festival & Plant Sale	27
Grand total	2,446

Organic Event Referrals YoY

2,446

↑ 20.1%

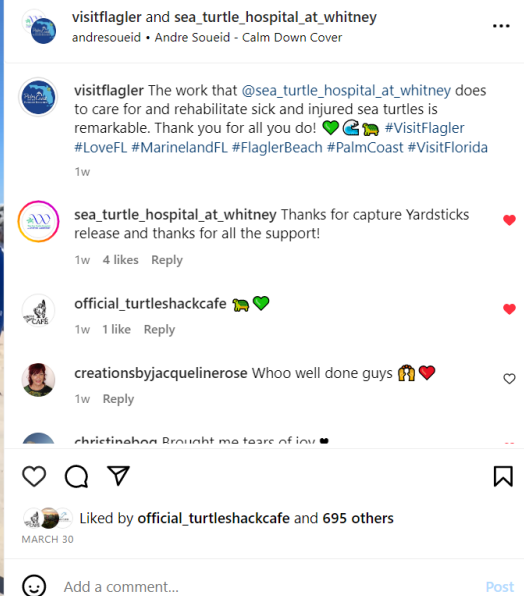


March 2023

Social Media Channels

TOP PERFORMING CONTENT

March 2023



Reach	179,876
Video Views	N/A
Engagement	19,262

Impressions	17,950
Video Views	17,950
Engagement	801

Facebook Followers

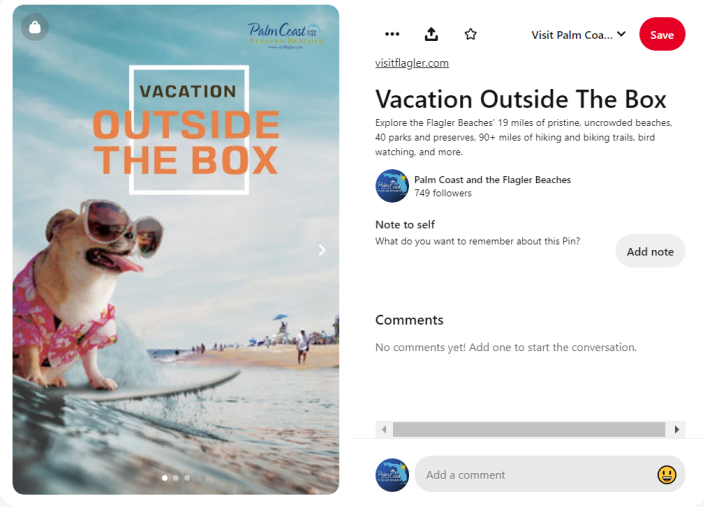
24,925 1.5%
From FEB

Instagram Followers

7,078 2.2%
From FEB

TOP PERFORMING CONTENT

March 2023



Impressions	277,369
Video Views	N/A
Engagement	1,295

Pinterest Followers

750  0.1%
From FEB



Impressions	21,244
Video Views	2,789
New Direct Subscribers	18

YouTube Subscribers

1,678  0.7%
From FEB