



# SEO REPORT

May 2022



# SEO EXECUTIVE SUMMARY

## Organic Traffic Performance

Organic sessions were up 13% year-over-year, from 29,000 in 2021 to 32,800 in 2022, and accounted for half of all sessions. 31% of organic sessions (about 10,000) went to the beach cam, and queries related to the beach cam averaged within the No. 1 ranked result. "Things to do" queries also delivered an average ranking in the No. 1 spot in May, and the site received 25,000 clicks and 1.3 million impressions.

Notably, non-beach cam organic traffic increased 9%, garnering 22,600 sessions in May, and three events pages, including Hang 8 Dog Surfing with 900 sessions, were among the top 10 organic landing pages. This indicates users are actively looking for and finding events unique to the destination.

## Overall Traffic Performance

Overall traffic experienced a 44% decrease year-over-year, with a 96% decrease in Social contributing to that. Sessions from (Other) contained mis-categorized Display traffic, however, this has been rectified and will present correctly moving forward. In addition to being a top landing page, the Events page was also a most-viewed page, with a relatively low bounce rate and a 2-minute session duration. Blog posts continued to perform well in May, and four events pages broke into the top 20.

Organic Sessions

32,764

↑ 12.8%

Organic Sessions YTD

154,941

↑ 23.5%

# SEO Task Highlights & Recommendations

## SEO Task Highlights

- \* Updated monthly report and held monthly call
- \* Broken links and crawl error checks
- \* Google Analytics monitoring
- \* Google Search Console monitoring
- \* Monthly site review & recommendations
- \* Sent Partner Referral report
- \* Sent bi-weekly update of top cities and states
- \* Completed on-page optimization on three pages
- \* Completed keyword research

## Recommendations

### Pet-friendly zones

The popularity of the Hang 8 dog surfing competition page indicates users are looking for pet-friendly activities and beaches. Because Flagler is known for being a dog-friendly beach, consider making the [Pet Friendly Beaches page](#) more robust. Take advantage of user interest in Flagler's uniquely dog-friendly beaches by adding more keywords to the existing intro copy, including the following:

dog beach flagler (10)	dog beach (50)
dog swimming (10)	dog friendly beaches (10)
Pet friendly beach (10)	

### Events

The Events page experienced 40% organic growth year-over-year and was second only to the 25 Things to Do blog post in terms of number of sessions. The popularity of these two pages indicates visitors are looking for unique happenings within Flagler and Palm Coast. Consider creating a blog post that highlights popular events throughout the year.

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

- 7/1 American Zoo 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/>)
- 7/1 National Ice Cream Month - Cool Off at These Top Ice Cream Shops in Palm Coast and the Flagler Beaches (<https://www.visitflagler.com/blog/post/cool-off-at-these-top-ice-cream-shops-in-palm-coast-and-the-flagler-beaches/>)
- 7/10 National Doughnut Week - We've Got the Buzz on Swillerbees Craft Donuts in Flagler Beach (<https://www.visitflagler.com/blog/post/the-buzz-on-swillerbees-craft-donuts-in-flagler-beach/>)
- 7/31 International Lifeguard Appreciation Day - Why Flagler Beaches Are the Best in Florida (<https://www.visitflagler.com/blog/post/why-flagler-beaches-are-the-best-in-florida/>)



**OVERALL TRAFFIC**

# Overall Traffic Summary | 6 Months & YTD

May 1, 2022 - May 31, 2022

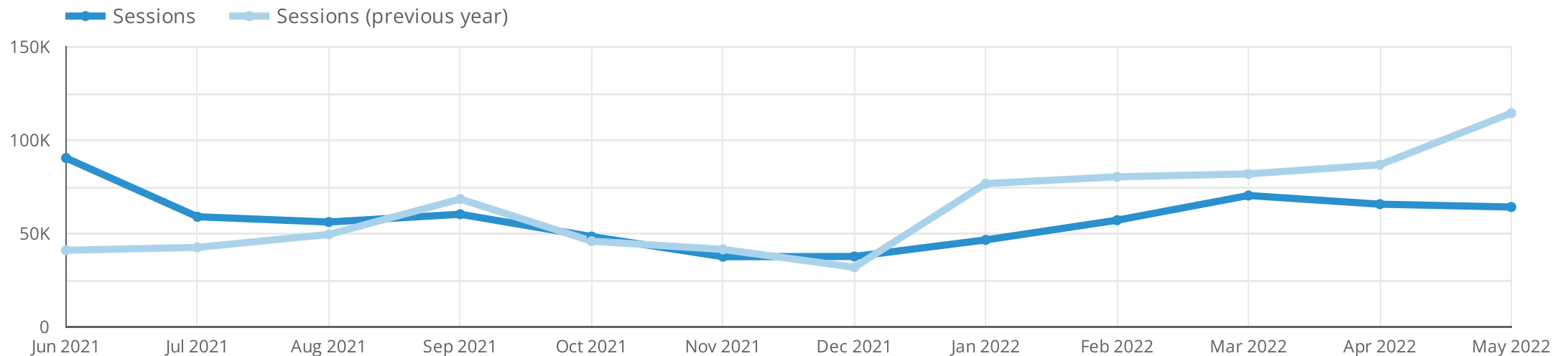
## How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month	Sessions	% Δ	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session D...
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
December	37,764	18.1% ↑	26,876	58.8%	61,179	1.62	00:01:20

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

by Sessions Year over Year



Overall traffic experienced a 44% decrease year-over-year, with a 96% decrease in Social and a 100% decrease in Display contributing to that. Average session duration, however, has remained steady at about 1:20, and sessions have continued to gradually increase in the first part of the year.

# Overall Traffic Summary | Last Month

May 1, 2022 - May 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	32,764	12.8% ↑	50.99%
Direct	11,763	6.8% ↑	18.31%
(Other)	10,969	71.8% ↑	17.07%
Paid Search	3,454	-48.9% ↓	5.38%
Referral	2,802	-16.7% ↓	4.36%
Social	2,507	-95.5% ↓	3.9%
<b>Grand total</b>	<b>64,259</b>	<b>-43.9% ↓</b>	<b>100%</b>

**Analysis:** Organic search experienced a 13% increase, about 3,700 more sessions, year-over-year. The decrease in Paid Search and Social made up less than 10% of all traffic. Organic search brought in half of all sessions.

Sessions from (Other) contained mis-categorized Display traffic. There were 3,558 sessions from Display that fell into the (Other) category due to an input error. The error has been fixed in Google Analytics and will present correctly moving forward.

## What were the top campaigns that sent traffic?

by Campaign and Sessions

Campaign	Sessions
Evergreen	10,849
ACQ_Flagler_Location_Specific	3,429
dm-flpcfb	58
welcome-home	36
ACQ_Flagler	22
ExtendedSummer	7
Top-of-Funnel-Florida-Beach-Focused	5
Complete	5
Welcome-Home	2

## 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	1.97	1.55	-21.37%
Organic Search	2.11	1.7	-19.11%
Paid Search	2.24	1.9	-15.25%

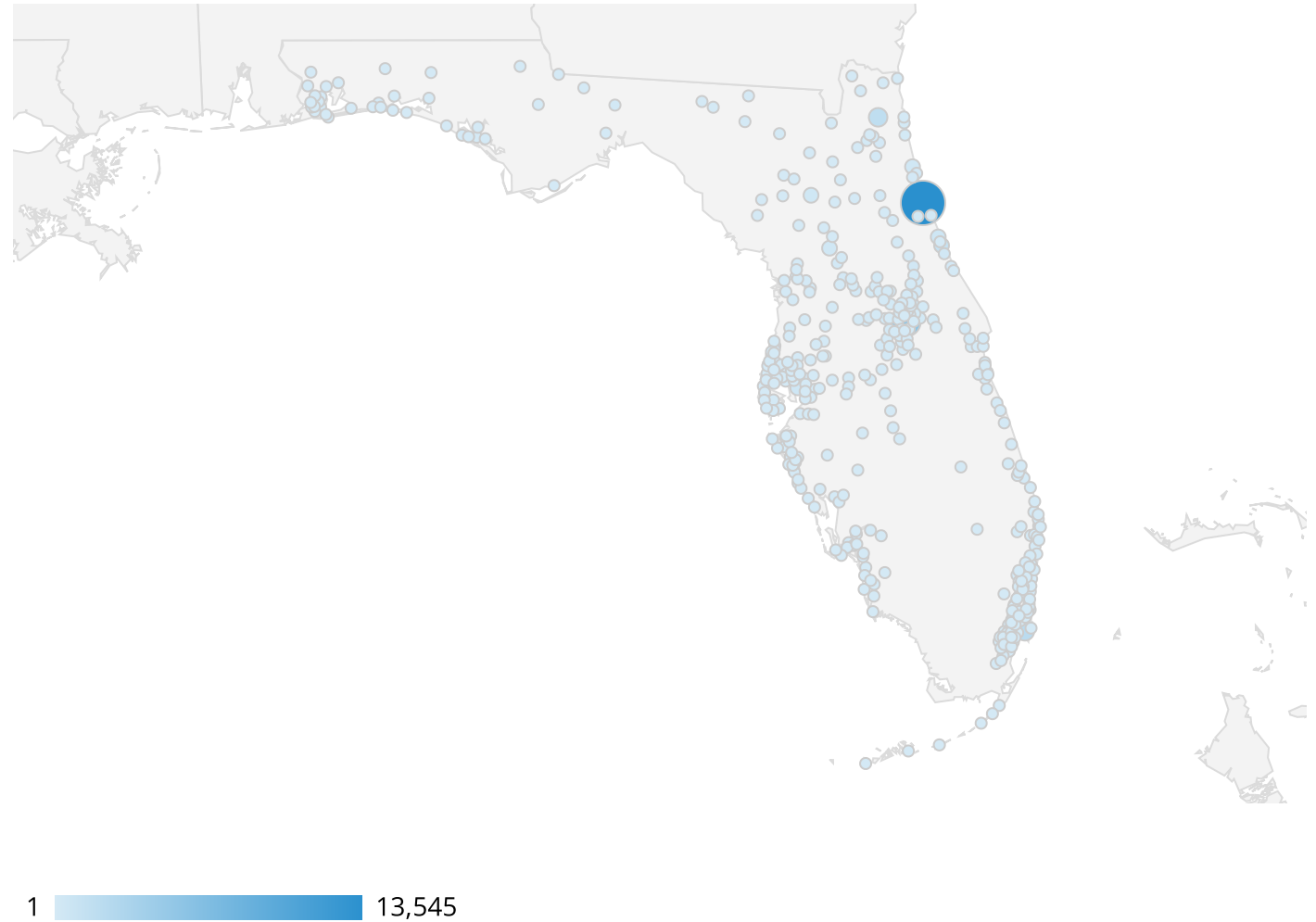
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:49	00:01:14	-31.94%
Organic Search	00:02:12	00:01:42	-22.67%
Paid Search	00:01:51	00:01:14	-32.8%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.57%	60.67%	11.19%
Organic Search	49.31%	49.23%	-0.17%
Paid Search	48.97%	63.65%	29.97%

## What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	13,545	5.2% ↑
Orlando	5,468	-30.2% ↓
Miami	2,061	-61.5% ↓
Jacksonville	1,688	-33.3% ↓
Daytona Beach	1,079	140.8% ↑
Ormond Beach	475	-45.9% ↓
Tampa	441	-69.1% ↓
Gainesville	379	-29.0% ↓
St. Augustine	350	-28.7% ↓
Ocala	348	-45.8% ↓
DeLand	272	21.4% ↑
Port Orange	255	-43.2% ↓
Bunnell	195	68.1% ↑
Flagler Beach	193	93.0% ↑
Altamonte Springs	167	-31.6% ↓
St. Augustine Beach	163	-4.1% ↓
Tallahassee	126	-54.0% ↓

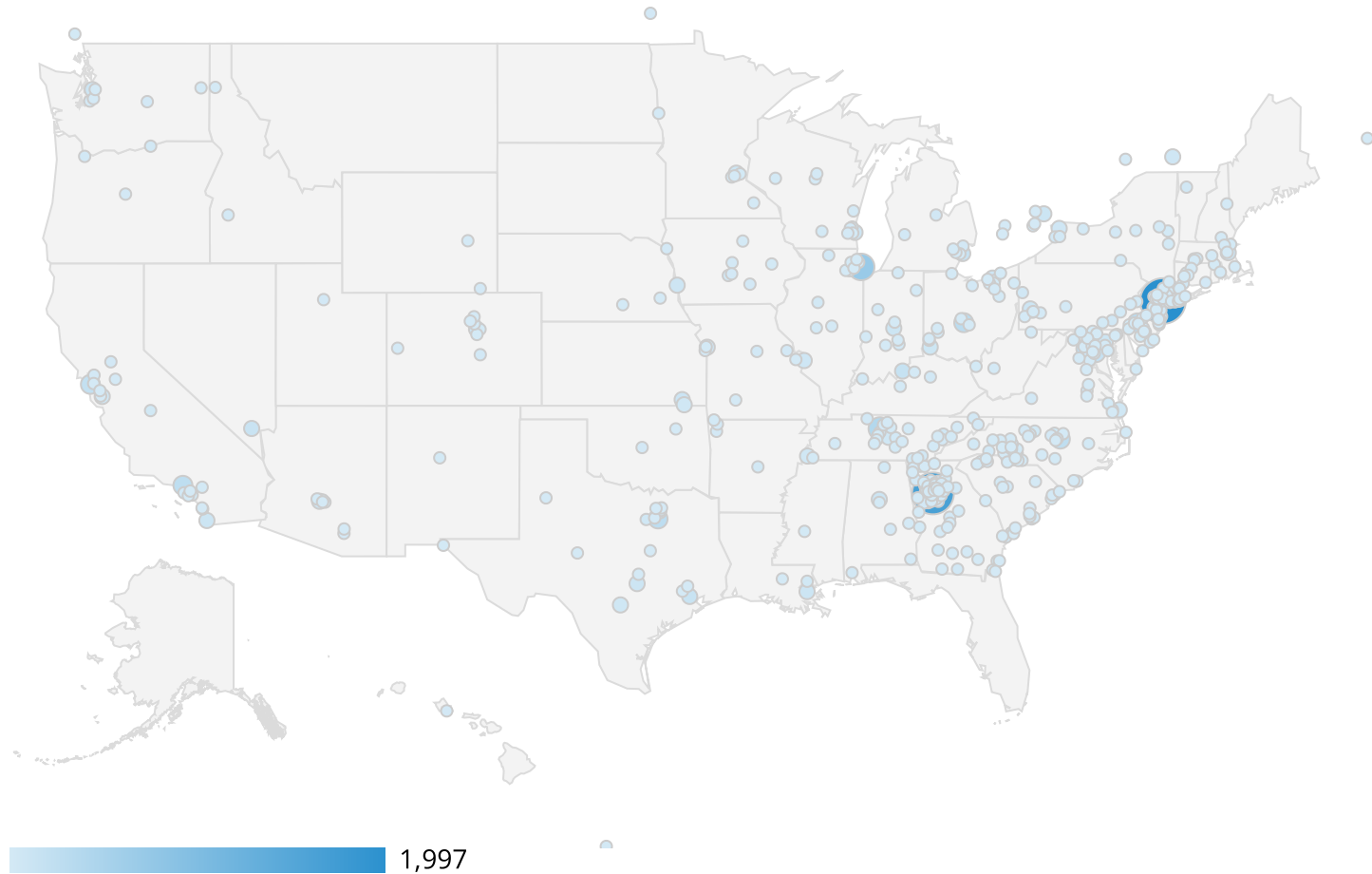


**Analysis:** The notable decreases in sessions from Orlando and Tampa were most prominent in visits to the visitors guide page. Daytona Beach again experienced significant growth, along with nearby Bunnell, Deland and Flagler Beach, which were the only in-state cities that experienced increased traffic year-over-year.

## What cities outside of Florida users from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
New York	1,997	78.0% ↑
Atlanta	1,629	-54.1% ↓
Chicago	695	16.4% ↑
Charlotte	452	-64.7% ↓
Nashville	398	-27.1% ↓
Columbus	348	-16.1% ↓
Philadelphia	318	-74.8% ↓
Dallas	281	-83.9% ↓
Ashburn	277	225.9% ↑
Los Angeles	261	-9.7% ↓
Raleigh	258	-3.0% ↓
Washington	204	-46.3% ↓
San Francisco	203	136.0% ↑
Louisville	174	33.8% ↑
Detroit	163	49.5% ↑
Houston	150	-65.9% ↓
Las Vegas	138	-27.4% ↓
Cleveland	137	-37.7% ↓



**Analysis:** Out-of-state sessions were concentrated on the East Coast, indicating an interest based on proximity. Sessions from New York, San Francisco and Detroit experienced notable growth and were concentrated on the webcam page (50/203 in San Francisco; 440/1,997 in New York; 81/163 in Detroit).



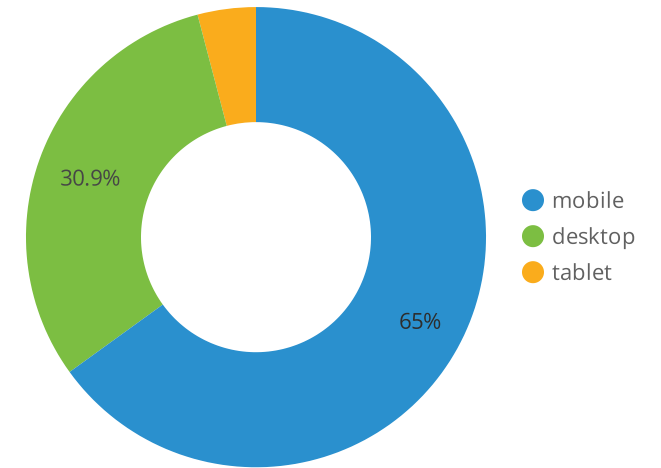
# Overall Traffic Device Breakdown | Last Month

May 1, 2022 - May 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	41,791	-54.9% ↓	65.78%	1.48	00:01:14
Desktop	19,838	24.2% ↑	61.86%	1.75	00:01:31
Tablet	2,630	-55.2% ↓	63.46%	1.85	00:02:05
<b>Grand total</b>	<b>64,259</b>	<b>-43.9% ↓</b>	<b>64.48%</b>	<b>1.58</b>	<b>00:01:22</b>



## What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	9,043	24.9% ↑
/	6,681	78.6% ↑
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-...	2,857	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	2,056	-18.6% ↓
/events/	1,597	17.1% ↑
/event/hang-8-dog-surfing-competition/20914/	881	-
/blog/post/book-a-fairy-tale-cottage-at-princess-place-pres...	849	-
/beaches/	785	24.6% ↑
/things-to-do/	720	102.8% ↑
/blog/post/reasons-mom-love-hammock-beach-golf-resort-...	639	-

## What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	5,779	34.1% ↑
/	3,977	238.5% ↑
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-b...	2,010	-
/events/	687	18.9% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	510	-15.7% ↓
/blog/post/book-a-fairy-tale-cottage-at-princess-place-pres...	408	-
/blog/post/reasons-mom-love-hammock-beach-golf-resort-a...	381	-
/lodgings	344	-43.8% ↓
/event/hang-8-dog-surfing-competition/20914/	250	-
/beaches/	176	-10.2% ↓

**Analysis:** Webcams held the top spot for both mobile and desktop users, and the top three landing pages for both mobile and desktop users experienced increases. The Free Things to Do blog post was one of the top landing pages for out-of-state users, and the Events page experienced increases on both mobile and desktop.

## 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>	15,572	00:01:14	67.09%
<a href="#">/</a>	11,157	00:01:04	72.7%
<a href="#">/blog/post/free-things-to-do-in-palm-coast-and-the-...</a>	5,015	00:00:33	81.81%
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coa...</a>	2,607	00:02:37	57.04%
<a href="#">/events/</a>	2,394	00:02:18	43.73%
<a href="#">/blog/post/book-a-fairy-tale-cottage-at-princess-pla...</a>	1,321	00:01:31	68.05%
<a href="#">/event/hang-8-dog-surfing-competition/20914/</a>	1,156	00:00:56	66.61%
<a href="#">/blog/post/reasons-mom-love-hammock-beach-golf-...</a>	1,069	00:00:49	78.2%
<a href="#">/beaches/</a>	990	00:01:34	53.84%
<a href="#">/lodgings</a>	984	00:02:52	26.93%
<a href="#">/things-to-do/</a>	846	00:01:21	61.35%
<a href="#">/blog/post/meet-a-local-captain-chris-herrera-from-...</a>	702	00:00:44	85.47%
<a href="#">/event/blueberry-fest/20945/</a>	674	00:01:19	64.39%
<a href="#">/event/memorial-day-ceremony-2022/20908/</a>	602	00:00:46	73.75%
<a href="#">/beaches/pet-friendly-zones/</a>	595	00:01:43	58.82%
<a href="#">/where-to-stay/campgrounds-rv-parks/</a>	507	00:02:17	47.14%
<a href="#">/things-to-do/restaurants-bars/</a>	469	00:02:36	44.14%
<a href="#">/things-to-do/outdoor-adventures/horseback-riding-...</a>	436	00:01:56	54.82%
<a href="#">/where-to-stay/vacation-rentals/</a>	418	00:01:52	57.42%
<a href="#">/where-to-stay/</a>	405	00:02:56	51.6%

## Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
<a href="#">/beaches/webcams/</a>	15,521	18,692
<a href="#">/</a>	9,530	12,674
<a href="#">/blog/post/free-things-to-do-in-palm-coast-and-the-fla...</a>	4,706	5,637
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coast-...</a>	1,866	3,155
<a href="#">/events/</a>	1,711	3,127
<a href="#">/blog/post/book-a-fairy-tale-cottage-at-princess-place-...</a>	1,214	1,529
<a href="#">/event/hang-8-dog-surfing-competition/20914/</a>	1,166	1,412
<a href="#">/lodgings</a>	975	1,218
<a href="#">/blog/post/reasons-mom-love-hammock-beach-golf-r...</a>	903	1,011
<a href="#">/beaches/</a>	888	1,612
<a href="#">/things-to-do/</a>	772	1,406
<a href="#">/blog/post/meet-a-local-captain-chris-herrera-from-pa...</a>	700	933
<a href="#">/event/blueberry-fest/20945/</a>	676	804
<a href="#">/about/visitors-guide-brochures/</a>	652	1,881
<a href="#">/event/memorial-day-ceremony-2022/20908/</a>	620	898
<a href="#">/beaches/pet-friendly-zones/</a>	527	803
<a href="#">/things-to-do/outdoor-adventures/horseback-riding-on...</a>	421	818
<a href="#">/listing/marineland-dolphin-adventure/270614/</a>	418	805
<a href="#">/where-to-stay/</a>	413	835
<a href="#">/where-to-stay/campgrounds-rv-parks/</a>	407	743

**Analysis:** Blog posts continued to perform well in May, including Free Things to Do, 25 things to Do, Fairy Tale at Princess Place, and Moms Love Hammock Beach. Four events pages broke into the top 20, including the Events page itself, Hang 8 Dog Surfing, Blueberry Fest and Memorial Day Ceremony. This indicates users are actively looking for and finding events unique to the destination.

## What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	18,583	00:01:14	66.48%
/	13,950	00:01:04	72.5%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	5,897	00:00:33	81.78%
/events/	4,063	00:02:16	43.61%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	3,523	00:02:37	57.06%
/about/visitors-guide-brochures/	1,916	00:01:16	60.43%
/beaches/	1,718	00:01:35	53.68%
/things-to-do/	1,700	00:01:18	61.64%
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-...	1,661	00:01:31	68%
/event/hang-8-dog-surfing-competition/20914/	1,408	00:00:58	66.44%
/lodgings	1,229	00:02:52	26.96%
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	1,158	00:00:49	78.06%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	1,004	00:01:56	54.57%
/where-to-stay/	958	00:02:58	51.1%
/blog/post/meet-a-local-captain-chris-herrera-from-palm-coast-fishing/	875	00:00:44	85.47%
/beaches/pet-friendly-zones/	835	00:01:42	58.24%
/where-to-stay/campgrounds-rv-parks/	835	00:02:17	46.59%
/event/memorial-day-ceremony-2022/20908/	833	00:00:46	73.39%
/things-to-do/restaurants-bars/	823	00:02:35	44.14%
/event/blueberry-fest/20945/	795	00:01:18	63.92%
/listing/marineland-dolphin-adventure/270614/	719	00:01:43	49.28%
/where-to-stay/vacation-rentals/	661	00:01:56	57.01%
/listing/princess-place-preserve/270329/	609	00:01:48	50.33%

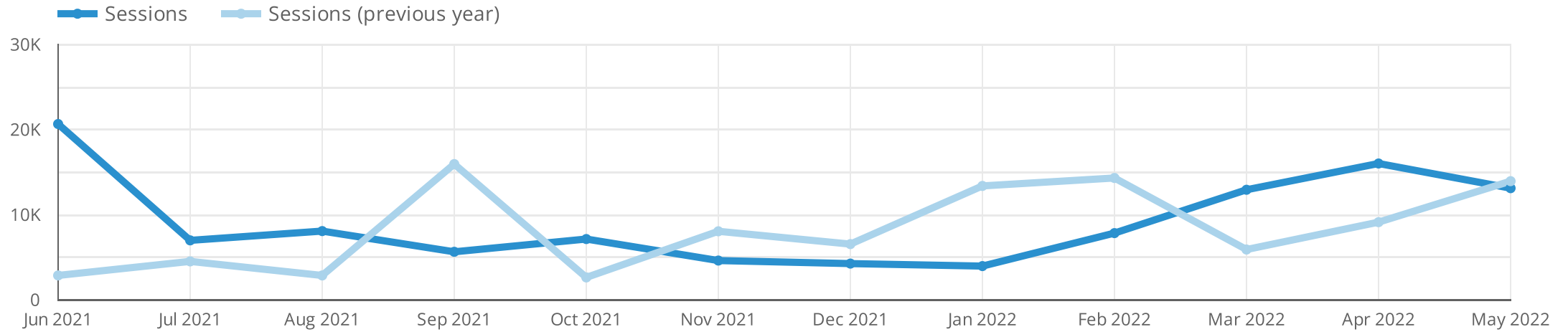
**Analysis:** The most viewed pages align closely to the top landing pages.

The Lodgings page experienced the lowest bounce rate and had a nearly 3-minute session duration, meaning users are searching for accommodations and finding what they need.

In addition to being a top landing page, the Events page was also a most-viewed page, with a relatively low bounce rate and more than 2-minute session duration.

## 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
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
December	5,397	-22.6% ↓	52.57%	00:02:22	2.47

## What channels are my blog visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
(Other)	7,269	106.0% ↑	49.6%
Organic Search	4,918	14.1% ↑	33.56%
Direct	1,483	-4.5% ↓	10.12%
Social	487	-92.9% ↓	3.32%
Paid Search	315	-42.7% ↓	2.15%
Referral	184	13.6% ↑	1.26%
<b>Grand total</b>	<b>14,656</b>	<b>-13.9% ↓</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...	5,951
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	3,576
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserv...	1,739
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and...	1,158
/blog/post/meet-a-local-captain-chris-herrera-from-palm-coast...	878
/blog/post/the-buzz-on-swillerbees-craft-donuts-in-flagler-beac...	461
/blog/post/celebrate-mom-with-a-memorable-meal/	319
/blog/post/the-best-ways-to-bond-with-dad-in-palm-coast-and-t...	302
/blog/post/the-ultimate-yes-day-in-palm-coast-and-the-flagler-...	286
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-fla...	237

## 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...	16,558
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	15,578
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-p...	9,268
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl...	6,229
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	4,041
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach...	2,510
/blog/post/the-ultimate-yes-day-in-palm-coast-and-the-flagler-beach...	1,532
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-be...	1,265
/blog/post/celebrate-mom-with-a-memorable-meal/	1,234
/blog/post/swoon-worthy-date-night-ideas-in-palm-coast-and-the-fla...	1,169

## 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/	500
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	119
/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/	117
/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/	110
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	104
/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/	99
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	56
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/washington-oaks-gardens-state-park/270476/	52
/blog/post/meet-a-local-captain-chris-herrera-from-palm-coast-fishing/	/blog/post/meet-a-local-captain-chris-herrera-from-palm-coast-fishing/	46
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/sea-turtle-hospital/346562/	44

## 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	95	112	73.68%	00:01:04	1.18
Direct	20	24	75%	00:01:48	1.2
(Other)	4	4	100%	00:00:00	1
Organic Search	1	1	100%	00:00:00	1
Social	1	1	100%	00:00:00	1
<b>Grand total</b>	<b>121</b>	<b>142</b>	<b>75.21%</b>	<b>00:01:08</b>	<b>1.17</b>

## What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks <b>104</b>	Link Clicks <b>0</b>
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## 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 at the top (orange, green, blue, red, purple, teal), a line graph with data points on the left, a network diagram with nodes and lines on the right, and several circular and rectangular overlays in the bottom left and bottom right. The text 'ORGANIC TRAFFIC' is centered in a white box.

# ORGANIC TRAFFIC

Organic Sessions

32,764

↑ 12.8%

Percent of Total Sessions

50.99%

↑ 101.1%

% New Sessions

60.93%

↓ -3.9%

Avg. Session Duration

00:01:40

↓ -6.0%

Pages / Session

1.65

↓ -4.9%

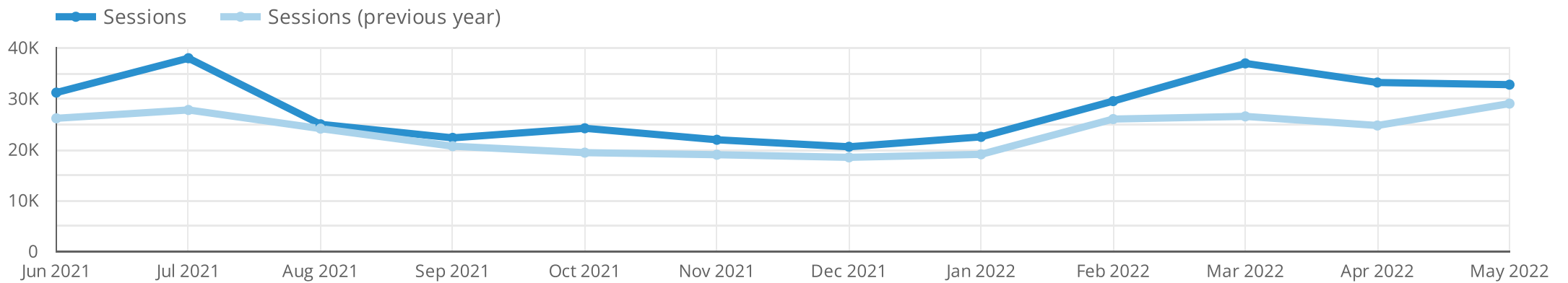
Bounce Rate

58.29%

↑ 11.7%

## 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/	10,129	22.7% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-an...	2,487	-18.2% ↓
/events/	1,879	39.5% ↑
/	1,204	7.1% ↑
/event/hang-8-dog-surfing-competition/20914/	929	-
/event/blueberry-fest/20945/	637	-
/beaches/	582	-13.0% ↓
/event/memorial-day-ceremony-2022/20908/	528	-
/where-to-stay/campgrounds-rv-parks/	464	-18.6% ↓
/things-to-do/restaurants-bars/	442	-44.8% ↓

**Analysis:** Organic sessions were up 13% year-over-year, from 29,000 in 2021 to 32,800 in 2022, and accounted for half of all sessions. Most organic sessions (about 10,000) went to the beach cam. Non-webcam organic traffic increased 9% year-over-year to 22,600 sessions.

Three events listings made it into the top 10 landing pages:

- Hang 8 Dog Surfing, 900 sessions
- Blueberry fest, 600 sessions
- Memorial Day Ceremony, 500 sessions



<p>Organic Clicks</p> <p><b>24,605</b></p> <p>📈 8.4%</p>	<p>Organic Impressions</p> <p><b>1,277,524</b></p> <p>📈 16.2%</p>	<p>Organic CTR%</p> <p><b>1.93%</b></p> <p>📉 -6.7%</p>	<p>Average Ranking Position</p> <p><b>19.78</b></p> <p>📈 2.6%</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	1,190	1	0	64.6%
flagler beach webcam	927	1.02	-0.01 ↓	64.2%
flagler beach surf cam	368	1.13	-0.42 ↓	56.88%
flagler beach	346	7.27	1.43 ↑	1.36%
flagler beach live cam	294	1	0	69.67%
flagler surf cam	283	2.08	-0.68 ↓	16.33%
things to do in palm coast fl	276	1.15	0.04 ↑	38.12%
things to do in palm coast	267	1.45	0.34 ↑	32.21%
flagler pier cam	238	1	0	68.59%
flagler live cam	217	1	0	75.87%
palm coast	196	5.46	-0.74 ↓	1.02%
palm coast fl	196	7.03	-2.29 ↓	1.12%
flagler beach pier cam	152	1	-0.01 ↓	65.52%
blueberry festival palm coast	147	2.31	-	38.79%
palm coast florida	137	7.67	-0.48 ↓	0.91%
flagler webcam	134	1	0	51.15%
flagler infinite	122	1.05	-	14.77%
webcam flagler beach	115	1.01	-0.02 ↓	83.94%
palm coast things to do	115	1.03	-0.11 ↓	42.59%
dog surfing flagler beach	105	1.06	-	58.33%

**Analysis:** Last month, the site received 25,000 clicks and 1.3 million impressions.

Queries related to the beach cam occupied the top three spots and averaged within the No. 1 ranked result. "Things to do" queries also delivered an average ranking in the No. 1 spot in May.

Palm Coast-related queries also saw a large increase year-over-year. Over the past three months, those queries have led users to the 25 Things to Do blog post (895 clicks and 2,400 impressions) and the Events page (10 clicks and 1,589 impressions).

## How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Marineland Dolphin Adventure	201
Equestrian Adventures of Florida	151
Princess Place Preserve	145
Princess Place Cottages	104
Bull Creek Campground/Dead Lake	82
Bay Drive Park	74
Beverly Beach RV Camptown Resort	74
Grand Reserve Golf Course and Club	73
Golden Magnolia Resort	68
Gamble Rogers Memorial State Recreational Area	56
Si Como No Inn	54
Hammock Beach Golf Resort & Spa	50
River To Sea Preserve	50
Mala Compra Road Beachfront Park - Pet Friendly	49
Island Cottage Inn	49
Washington Oaks Gardens State Park	45
Bulow Creek Paddling Trail	44
Sea Turtle Patrol	41
<b>Grand total</b>	<b>3,544</b>

Organic Listing Referrals YoY

3,544

↓ -15.5%

## How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
HANG 8 DOG SURFING COMPETITION	247
BLUEBERRY FEST	169
FOOD TRUCK TUESDAY / PALM COAST	89
2022 TOUCH-A-TRUCK	64
MEMORIAL DAY CEREMONY 2022	62
Creative Bazaar Arts & Crafts Flea Market	43
CINCO DE MAYO BLOCK PARTY	41
COMEDY NIGHT	40
2022 TUNNEL TO TOWERS 5K / PALM COAST	40
FLAGLER BEACH FARMERS MARKET	35
MAY DAY FLAGLER BEACH 2022	34
Plant Sale at Washington Oaks	24
CREEKSIDE FESTIVAL	17
6TH ANNUAL FREEDOM FEST	15
MOTHERS DAY DINNER COMEDY SHOW	14
Palm Coast Community Center & Park   Weeki Wache...	13
10TH ANNUAL POOL SAFETY DAY 2022	11
Wickliffe Center Park   Flagler Beach Farmers Market	8
<b>Grand total</b>	<b>1,028</b>

Organic Event Referrals YoY

1,028

↑ 613.9%

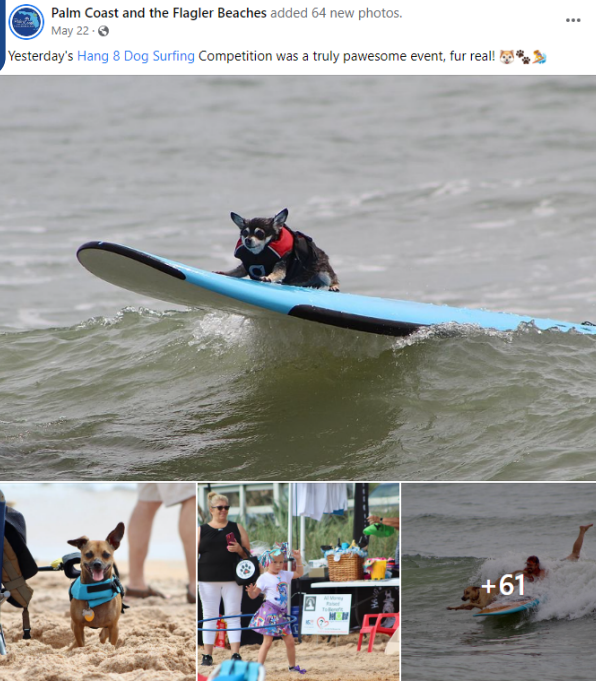


May 2022

# Social Media Channels

# TOP PERFORMING CONTENT

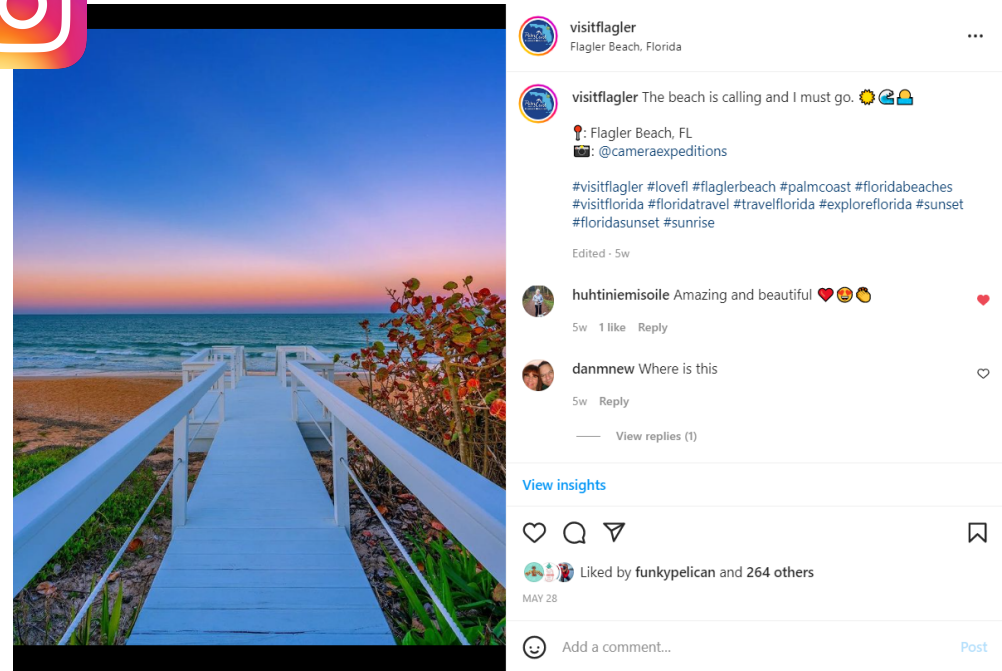
May 2022



Reach	14,253
Video Views	N/A
Engagement	2,416

Facebook Followers

**22,714**  0.50%  
From APR



Reach	2,888
Video Views	N/A
Engagement	303

Instagram Followers

**6,216**  0.80%  
From APR


# TOP PERFORMING CONTENT

May 2022



You Retweeted  
Marineland Dolphin Adventure  
@MarinelandFL

Today is #WorldTurtleDay and we're celebrating with sea turtles, land tortoises, and brackish water terrapins. It's a multi-species celebration and you're invited!




0:00 | 49 views

Impressions	N/A
Video Views	49
Engagement	7

Twitter Followers

3,751

↑ 0.16%  
From APR



VACATION  
OUTSIDE  
THE BOX

LET'S GO

visitflagler.com

### As Vivid As Your Imagination

In Palm Coast and the Flagler Beaches, we celebrate our quirkiness. 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

Add a comment

Impressions	195,397
Video Views	N/A
Engagement	1,081

Pinterest Followers

781

↑ 0.00%  
From APR

# TOP PERFORMING CONTENT

May 2022



**Video Views** **11,042**

**YouTube Subscribers**

**1,640**  **1.23%**  
From APR