

November 2021

# Social Media Channels



# TOP PERFORMING CONTENT

November 2021



**Palm Coast and the Flagler Beaches**  
★ Favorites · November 5, 2021 · 🌐

We have a lot to be thankful for in Palm Coast and the Flagler Beaches. What are you most thankful for this year?



VISITFLAGLER.COM  
**5 Things We're Thankful for This Thanksgiving** [Learn more](#)  
Beautiful sunrises. Friendly locals. Yummy eats. There's...

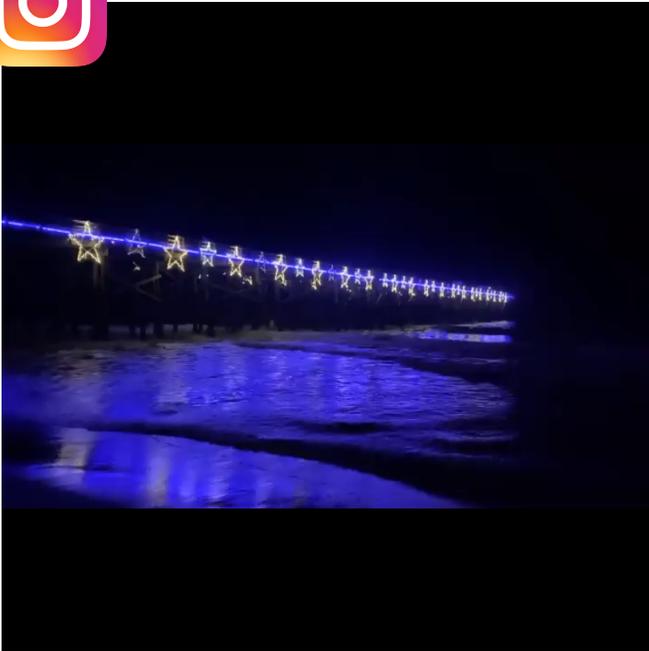
Reach 10,465

Video Views N/A

Engagement 1,208

Facebook Followers

**20,164**  0.55%  
From OCT



**visitflagler**  
Flagler Beach, Florida

**visitflagler** The 2021 Starry Nights in Flagler Beach festivities kick off this Friday, December 3rd in conjunction with the First Friday event in Veterans Park. Get all the details at the link in our bio.

#VisitFlagler #StarryNightsFlagler #LoveFL #ChristmasEvent #HolidayEvent #ChristmasLights #FloridaChristmas

6w  
funkypelican 🙌🙌🙌  
6w 1 like Reply  
lifeenchanted ❤️  
6w 1 like Reply  
janabouttown 😊  
6w 1 like Reply  
giotrelles Yey!!!! Funday at my most beautiful little beach that could 🌊🌊🌊🌊🌊🌊  
6w 2 likes Reply

1,304 views  
NOVEMBER 29, 2021

Add a comment...

Reach 2,484

Video Views 1,304

Engagement 262

Instagram Followers

**5,756**  1.84%  
From OCT

# TOP PERFORMING CONTENT

November 2021



A spectacular sunrise image captured by IG user @gatrmatt at River to Sea Preserve beach in Marineland. #SunriseSunday #VisitFlagler



8:00 AM · Nov 14, 2021 · CrowdRiff

Impressions	515
Video Views	N/A
Engagement	19

Twitter Followers

3,717

↑ 0.00%  
From OCT



visitflagler.com

**Naturally Charming.  
Uniquely Undiscovered.**

Wondering where to go for your next holiday? ✨ Discover the natural beauty and laid-back vibe of Palm Coast and the Flagler Beaches. 🌴 125+ miles of trails to explore 🍌 Independent foodie scene 🍷 ...  
[More](#)

Palm Coast and the Flagler Beaches  
773 followers

Shop this look

Tag products in your image or add related products Pinners might like.

Tag products

Note to self

What do you want to remember about this Pin?

Add note

Comments

Share feedback, ask a question or give a high five

Add a comment

You saved to Visit Palm Coast and the Flagler Beaches

Impressions	551,823
Video Views	N/A
Engagement	2,224

Pinterest Followers

770

↑ 0.52%  
From OCT

# TOP PERFORMING CONTENT

November 2021



Video Views

3,723

YouTube Subscribers

1,540



0.65%

From OCT



# SEO REPORT

November 2021



# SEO EXECUTIVE SUMMARY

## Organic Traffic Performance

Organic sessions were up 15% YoY (+2,900 sessions). Events accounted for 5 of the top 10 landing pages. The events category was also a top driver of growth. Sessions that entered on Event pages + details were up 69% (+2,000 sessions). Additionally, the Thanksgiving post was in the top landing pages and added nearly 500 sessions.

Other YoY organic highlights included: Referrals were up from listings +31% and from events +771%, avg. session duration was up 2%, and the bounce rate was down 2%.

Compared to 2019, organic sessions were up 69% (+8,900 sessions). A lot of your content performed well and added new sessions. That included Blog posts (+511%; +1,700 sessions), Campgrounds (+205%; +280 sessions), and the Homepage (+181%; + 460 sessions).

2019 YoY organic highlights included: Partner Referrals from listings were up 163%, VG requests up 63%, and avg. pages per session up 7%, and average session duration up 5%.

## Overall Site Performance

Last month, overall sessions dipped by 9% (-3,900 sessions) compared to last year. The loss could be primarily attributed to a decline in the Social channel which had about 12,600 fewer sessions from Pinterest. Gains in Organic Search, Referral, and Paid Search helped close the gap.

Compared to 2019, the site was up 6% (+2,100 sessions). Increases in Organic Search (+69%; +9,000 sessions) and Social (+217%; + 2,800 sessions) helped overcome declines in most other channels.

Organic Sessions

21,942

↑ 15.5%

Organic Sessions YTD

288,012

↑ 34.4%



**OVERALL TRAFFIC**

# Overall Traffic Summary | 6 Months & YTD

Nov 1, 2021 - Nov 30, 2021

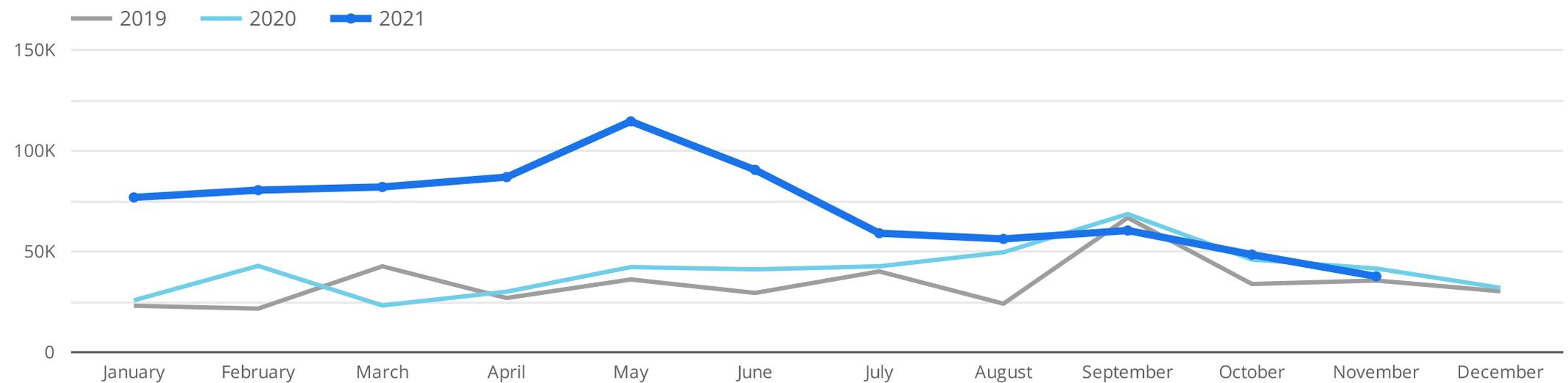
## How is my total traffic performing over time?

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...
November	37,641	-9.4% ↓	25,394	55.45%	61,311	1.63	00:01:27
October	48,428	5.3% ↑	36,804	63.09%	75,595	1.56	00:01:17
September	60,390	-11.9% ↓	45,974	67.27%	90,253	1.49	00:01:08
August	56,224	13.4% ↑	41,286	62.54%	86,965	1.55	00:01:17
July	59,049	38.5% ↑	39,391	54.4%	102,208	1.73	00:01:44
June	90,498	120.2% ↑	71,003	66.2%	141,312	1.56	00:01:11

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

by Sessions Year over Year



# Overall Traffic Summary | Last Month

Nov 1, 2021 - Nov 30, 2021

## 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	21,942	15.5% ↑	58.29%
Direct	8,534	40.8% ↑	22.67%
Social	4,043	-70.6% ↓	10.74%
Referral	1,484	22.6% ↑	3.94%
Paid Search	1,158	4,035.7% ↑	3.08%
(Other)	478	-30.0% ↓	1.27%
Display	2	-99.8% ↓	0.01%
<b>Grand total</b>	<b>37,641</b>	<b>-9.4% ↓</b>	<b>100%</b>

**Analysis:** Last month, overall sessions dipped by 9% (-3,900 sessions) compared to last year. The loss could be primarily attributed to a decline in the Social channel which had about 12,600 fewer sessions from Pinterest. Gains in Organic Search, Referral, and Paid Search helped close the gap.

Compared to 2019, the site was up 6% (+2,100 sessions). Increases in Organic Search (+69%; +9,000 sessions) and Social (+217%; + 2,800 sessions) helped overcome declines in most other channels.

## 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	1.99	1.54	-22.72%
Organic Search	2.14	1.71	-19.95%
Paid Search	2.28	1.93	-15.48%

Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:50	00:01:12	-34.42%
Organic Search	00:02:14	00:01:42	-23.67%
Paid Search	00:01:53	00:01:17	-31.57%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.15%	60.56%	11.83%
Organic Search	48.91%	47.88%	-2.1%
Paid Search	48.47%	62.37%	28.68%

## What were the top campaigns that sent traffic?

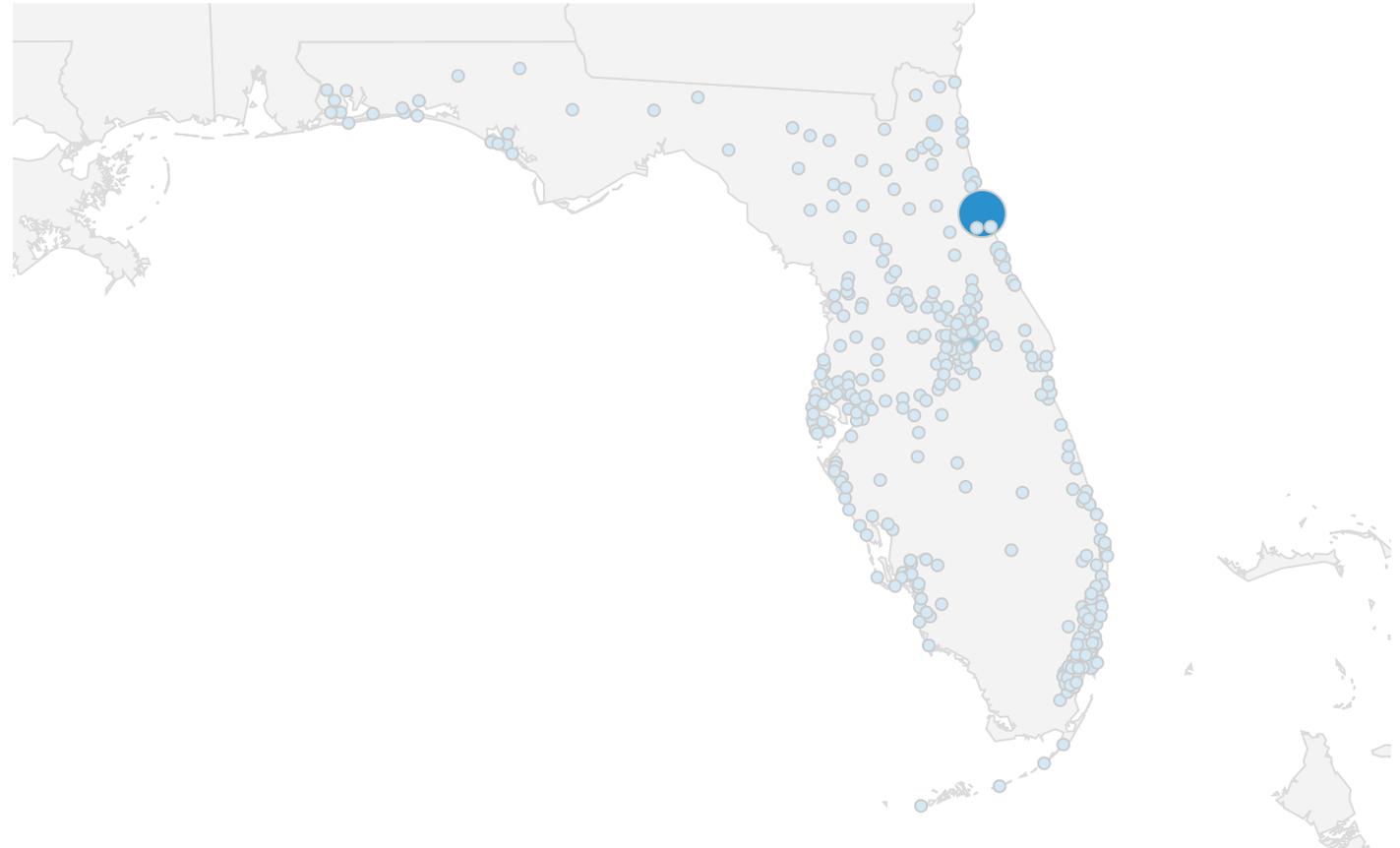
by Campaign and Sessions

Campaign	Sessions
ACQ_Flagler_Location_Specific	1,131
ExtendedSummer	414
dm-flpcfb	19
Complete	16
Welcome Home - Search Campaign	14
dogfriendlyaugsept	9
welcome-home	6
Welcome-Home	6
ACQ_Flagler	6

## What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	11,543	48.9% ↑
Orlando	4,151	46.2% ↑
Jacksonville	847	26.4% ↑
Daytona Beach	583	132.3% ↑
Miami	550	-36.8% ↓
St. Augustine	443	40.6% ↑
Ormond Beach	433	16.7% ↑
Bunnell	237	811.5% ↑
Tampa	193	-11.9% ↓
Gainesville	190	5.6% ↑
Ocala	190	61.0% ↑
St. Augustine Beach	181	56.0% ↑
Port Orange	154	-11.0% ↓
Palatka	85	14.9% ↑
DeLand	80	17.6% ↑
Tallahassee	78	13.0% ↑
Lake City	78	387.5% ↑



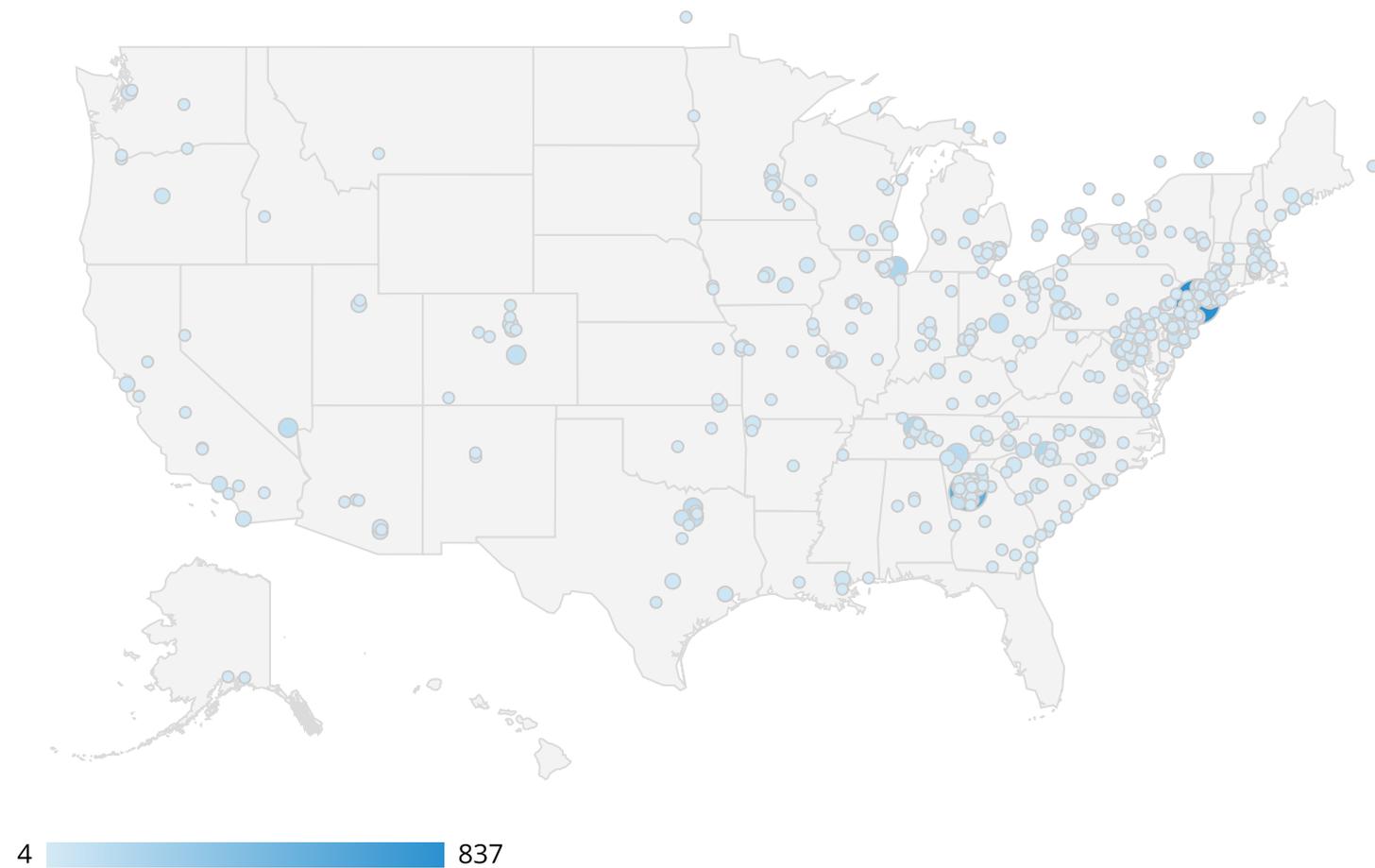
1 11,543

**Analysis:** Two cities saw particularly large percentage increases in sessions - Bunnell (+812%; +211 sessions) and Lake City (+388%; +62 sessions). The increase for both was in organic sessions.

## What cities outside of Florida users from?

by City, Sessions, and % Change Year over Year

City	Sessions
New York	837
Atlanta	554
Chicago	193
Cleveland	191
Charlotte	175
Washington	170
Nashville	169
Philadelphia	130
Las Vegas	118
Dallas	109
Columbus	107
Raleigh	105
Frisco	104
Ashburn	100
Colorado Springs	88
Newnan	68
Pittsburgh	68
Elizabeth	65



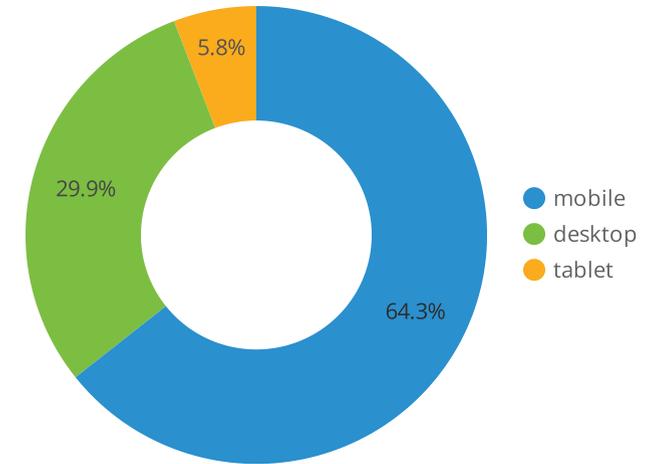
# Overall Traffic Device Breakdown | Last Month

Nov 1, 2021 - Nov 30, 2021

## 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	24,212	-18.5% ↓	60.96%	1.5	00:01:10
Desktop	11,245	14.4% ↑	42.87%	1.91	00:02:03
Tablet	2,184	8.5% ↑	59.07%	1.63	00:01:34
<b>Grand total</b>	<b>37,641</b>	<b>-9.4% ↓</b>	<b>55.45%</b>	<b>1.63</b>	<b>00:01:27</b>



## What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	6,325	22.8% ↑
/	2,617	283.2% ↑
/events/	1,635	123.1% ↑
/event/fall-festival/20770/	874	-
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-c...	781	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	773	-41.4% ↓
/event/fall-festival-and-firehouse-chili-challenge/20685/	624	-
/event/20th-annual-tommy-tant-memorial-surf-classic/207...	377	-
/blog/post/bright-lights-starry-nights/	362	-
/things-to-do/	355	533.9% ↑

## What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	4,075	-0.9% ↓
/	1,090	-0.3% ↓
/events/	643	152.2% ↑
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-co...	242	-
/lodgings	227	38.4% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	191	-46.5% ↓
/blog/post/bright-lights-starry-nights/	191	-
(not set)	176	87.2% ↑
/where-to-stay/campgrounds-rv-parks/	159	30.3% ↑
/event/palm-coast-holiday-boat-parade/18647/	152	-

## 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/">/beaches/webcams/</a>	11,199	00:01:11	50.39%
<a href="/">/</a>	3,852	00:01:12	70.87%
<a href="/events/">/events/</a>	2,444	00:02:25	34.94%
<a href="/blog/post/gobble-up-your-thanksgiving-favorites-in-...">/blog/post/gobble-up-your-thanksgiving-favorites-in-...</a>	1,139	00:01:26	62.69%
<a href="/event/fall-festival/20770/">/event/fall-festival/20770/</a>	1,051	00:01:17	73.93%
<a href="/blog/post/25-things-to-do-when-you-visit-palm-coa...">/blog/post/25-things-to-do-when-you-visit-palm-coa...</a>	988	00:02:22	57.89%
<a href="/event/fall-festival-and-firehouse-chili-challenge/20...">/event/fall-festival-and-firehouse-chili-challenge/20...</a>	766	00:01:29	54.96%
<a href="/blog/post/bright-lights-starry-nights/">/blog/post/bright-lights-starry-nights/</a>	591	00:01:47	64.97%
<a href="/lodgings">/lodgings</a>	569	00:02:15	30.23%
<a href="/event/palm-coast-holiday-boat-parade/18647/">/event/palm-coast-holiday-boat-parade/18647/</a>	483	00:01:05	65.22%
<a href="/event/20th-annual-tommy-tant-memorial-surf-clas...">/event/20th-annual-tommy-tant-memorial-surf-clas...</a>	450	00:00:56	45.78%
<a href="/where-to-stay/campgrounds-rv-parks/">/where-to-stay/campgrounds-rv-parks/</a>	446	00:02:05	43.72%
<a href="/things-to-do/restaurants-bars/">/things-to-do/restaurants-bars/</a>	445	00:02:32	47.87%
<a href="/things-to-do/">/things-to-do/</a>	430	00:01:03	66.51%
<a href="/about/visitorsguide-brochures/">/about/visitorsguide-brochures/</a>	364	00:00:32	72.53%
<a href="/beaches/pet-friendly-zones/">/beaches/pet-friendly-zones/</a>	341	00:01:48	62.17%
<a href="/blog/post/5-things-were-thankful-for-this-thanksgivi...">/blog/post/5-things-were-thankful-for-this-thanksgivi...</a>	295	00:00:15	83.05%
<a href="/beaches/">/beaches/</a>	293	00:01:20	57%
<a href="/where-to-stay/vacation-rentals/">/where-to-stay/vacation-rentals/</a>	283	00:02:06	52.3%
<a href="/things-to-do/outdoor-adventures/horseback-riding-...">/things-to-do/outdoor-adventures/horseback-riding-...</a>	271	00:01:47	57.2%

## Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
<a href="/beaches/webcams/">/beaches/webcams/</a>	11,075	13,414
<a href="/">/</a>	3,129	3,890
<a href="/events/">/events/</a>	1,512	3,071
<a href="/event/fall-festival/20770/">/event/fall-festival/20770/</a>	1,230	1,904
<a href="/blog/post/gobble-up-your-thanksgiving-favorites-in-p...">/blog/post/gobble-up-your-thanksgiving-favorites-in-p...</a>	1,041	1,435
<a href="/event/fall-festival-and-firehouse-chili-challenge/20685/">/event/fall-festival-and-firehouse-chili-challenge/20685/</a>	794	1,043
<a href="/blog/post/25-things-to-do-when-you-visit-palm-coast-...">/blog/post/25-things-to-do-when-you-visit-palm-coast-...</a>	702	1,187
<a href="/lodgings">/lodgings</a>	564	700
<a href="/blog/post/bright-lights-starry-nights/">/blog/post/bright-lights-starry-nights/</a>	508	735
<a href="/event/palm-coast-holiday-boat-parade/18647/">/event/palm-coast-holiday-boat-parade/18647/</a>	497	752
<a href="/things-to-do/">/things-to-do/</a>	433	794
<a href="/things-to-do/restaurants-bars/">/things-to-do/restaurants-bars/</a>	348	559
<a href="/where-to-stay/campgrounds-rv-parks/">/where-to-stay/campgrounds-rv-parks/</a>	328	687
<a href="/about/visitors-guide-brochures/">/about/visitors-guide-brochures/</a>	300	877
<a href="/about/visitorsguide-brochures/">/about/visitorsguide-brochures/</a>	300	379
<a href="/event/20th-annual-tommy-tant-memorial-surf-classic...">/event/20th-annual-tommy-tant-memorial-surf-classic...</a>	293	456
<a href="/beaches/pet-friendly-zones/">/beaches/pet-friendly-zones/</a>	293	386
<a href="/beaches/">/beaches/</a>	293	542
<a href="/blog/post/5-things-were-thankful-for-this-thanksgiving/">/blog/post/5-things-were-thankful-for-this-thanksgiving/</a>	289	355
<a href="/listing/princess-place-preserve/270329/">/listing/princess-place-preserve/270329/</a>	275	472

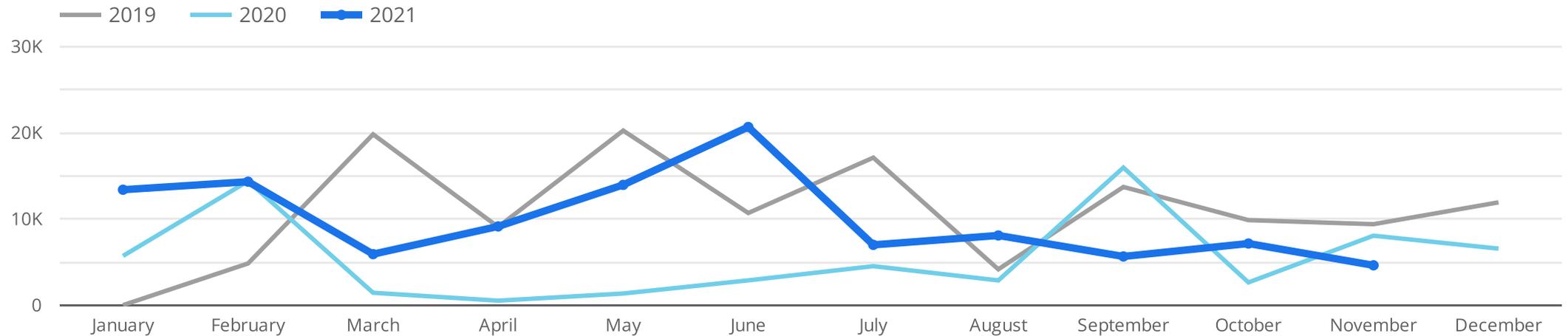
## What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	13,256	00:01:10	49.51%
/	4,522	00:01:13	70.65%
/events/	4,155	00:02:24	35.03%
/event/fall-festival/20770/	1,731	00:01:18	73.44%
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagle...	1,472	00:01:28	62.41%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	1,291	00:02:22	57.84%
/event/fall-festival-and-firehouse-chili-challenge/20685/	1,043	00:01:28	54.32%
/about/visitors-guide-brochures/	986	00:01:40	48.63%
/things-to-do/	856	00:01:03	66.67%
/blog/post/bright-lights-starry-nights/	790	00:01:48	64.86%
/where-to-stay/campgrounds-rv-parks/	751	00:02:07	43.24%
/lodgings	704	00:02:12	30.28%
/things-to-do/restaurants-bars/	694	00:02:25	47.97%
/event/palm-coast-holiday-boat-parade/18647/	646	00:01:04	64.95%
/beaches/	603	00:01:22	57.19%
/event/20th-annual-tommy-tant-memorial-surf-classic/20731/	600	00:00:56	45.78%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	491	00:01:47	57.2%
/beaches/pet-friendly-zones/	457	00:01:48	62.17%
/where-to-stay/	445	00:01:48	59.89%
/where-to-stay/vacation-rentals/	443	00:02:06	52.11%
/listing/flagler-by-the-sea-campgrounds/270602/	431	00:01:39	42.31%
/listing/princess-place-preserve/270329/	421	00:01:40	42.08%
/about/visitorsguide-brochures/	420	00:00:32	72.53%

## 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
November	5,377	-36.9% ↓	56.59%	00:02:19	2.26
October	8,025	159.2% ↑	70.78%	00:01:47	2.04
Septemb...	6,702	-59.2% ↓	60.65%	00:02:19	2.29
August	8,973	177.7% ↑	64.71%	00:02:06	2.14
July	8,421	73.4% ↑	47.76%	00:03:19	2.87
June	23,476	605.0% ↑	73.71%	00:01:14	1.75

## 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	2,425	1.2% ↑	45.1%
Social	1,543	-71.2% ↓	28.7%
Direct	1,136	73.7% ↑	21.13%
Referral	170	75.3% ↑	3.16%
Paid Search	85	-	1.58%
(Other)	18	20.0% ↑	0.33%
<b>Grand total</b>	<b>5,377</b>	<b>-36.9% ↓</b>	<b>100%</b>

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

by Page and Pageviews

Page	Pageviews
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coas...	1,473
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	1,315
/blog/post/bright-lights-starry-nights/	827
/blog/post/5-vacation-rentals-we-want-to-escape-to-this-winter...	445
/blog/post/5-things-were-thankful-for-this-thanksgiving/	365
/blog/post/shop-the-2021-holiday-gift-guide/	293
/blog/post/5-best-spots-for-sandwiches-in-palm-coast-and-the-...	256
/blog/post/deck-the-halls-with-these-flagler-beach-christmas-o...	255
/blog/post/8-surprising-fun-facts-about-palm-coast-and-the-fla...	225
/blog/post/handcrafted-and-homegrown-shop-local-this-holida...	216

## 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...	37,150
/blog/post/turtles-murals-and-more-your-guide-to-public-art-in-palm...	16,981
/blog/post/park-it-at-palm-coast-and-the-flagler-beaches/	11,409
/blog/post/5-oceanfront-spots-for-breakfast-after-the-sunrise/	8,069
/blog/post/top-5-ways-to-stay-true-to-your-nature/	7,419
/blog/post/plan-your-romantic-getaway-to-palm-coast-and-the-flagl...	7,000
/blog/post/eat-like-a-local-at-these-off-the-beaten-path-restaurants/	5,624
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-fl...	5,438
/blog/post/witness-a-florida-phenomenon-turtle-nesting-season/	4,890
/blog/post/visit-palm-coast-and-the-flagler-beaches-during-stone-cr...	4,240

## 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/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-be...	/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-be...	109
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-be...	/listing/beach-front-grille/332318/	48
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	47
/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/	37
/blog/post/bright-lights-starry-nights/	/blog/post/bright-lights-starry-nights/	33
/blog/post/5-things-were-thankful-for-this-thanksgiving/	/blog/post/5-things-were-thankful-for-this-thanksgiving/	30
/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/	30
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	29
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-be...	/listing/funky-pelican-at-the-flagler-beach-pier/346536/	26
/blog/post/bright-lights-starry-nights/	/blog/post/5-vacation-rentals-we-want-to-escape-to-this-winter-in-palm-coast-and-...	20

## 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
Direct	43	54	79.07%	00:01:26	1.26
Referral	18	20	72.22%	00:02:20	1.11
Social	11	12	81.82%	00:01:03	1.09
Organic Search	4	4	100%	00:00:00	1
(Other)	3	3	100%	00:00:00	1
<b>Grand total</b>	<b>79</b>	<b>93</b>	<b>79.75%</b>	<b>00:01:27</b>	<b>1.18</b>

## What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks  
**36**

Link Clicks  
**6**

## What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
Florida Workshop	1
Down to Earth Pottery	1
audio tour	1
The Sea Turtle Hospital	1
restaurants	1
Flagler Beachfront Winery	1
<b>Grand total</b>	<b>6</b>

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

21,942

↑ 15.5%

Percent of Total Sessions

58.29%

↑ 27.4%

% New Sessions

61.63%

↑ 0.2%

Avg. Session Duration

00:01:38

↑ 0.4%

Pages / Session

1.69

↑ 2.2%

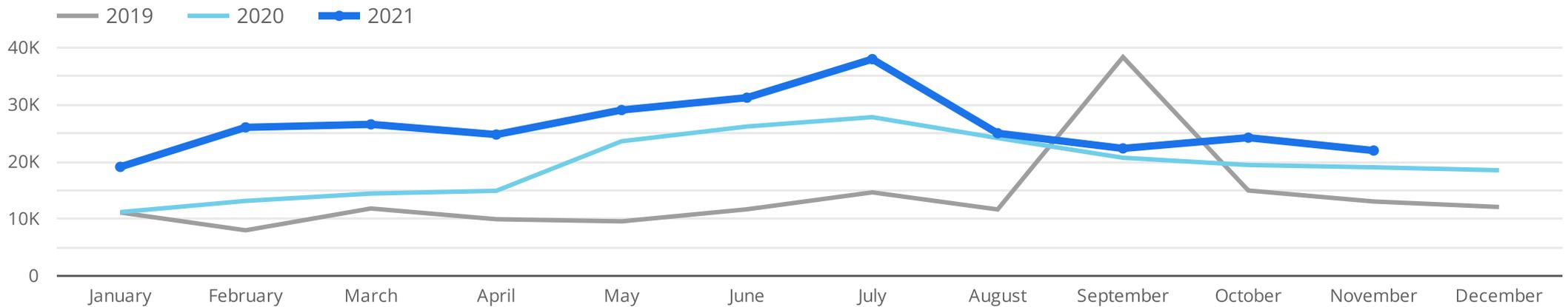
Bounce Rate

49.88%

↓ -2.0%

## 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/	6,745	9.4% ↑
/events/	1,520	55.4% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coa...	915	-44.0% ↓
/event/fall-festival/20770/	786	-
/	708	43.6% ↑
/event/fall-festival-and-firehouse-chili-challenge/20...	639	-
/blog/post/gobble-up-your-thanksgiving-favorites-in...	481	-
/event/20th-annual-tommy-tant-memorial-surf-clas...	431	-
/event/palm-coast-holiday-boat-parade/18647/	423	-
/things-to-do/restaurants-bars/	421	9.9% ↑

**Analysis:** Organic sessions were up 15% YoY (+2,900 sessions). Events accounted for 5 of the top 10 landing pages. The events category was also a top driver of growth. Sessions that entered on Event pages + details were up 69% (+2,000 sessions). Additionally, the Thanksgiving post was in the top landing pages and added nearly 500 sessions.

Other YoY organic highlights included: Referrals were up from listings +31% and from events +771%, avg. session duration was up 2%, and the bounce rate was down 2%.

Compared to 2019, organic sessions were up 69% (+8,900 sessions). A lot of your content performed well and added new sessions. That included Blog posts (+511%; +1,700 sessions), Campgrounds (+205%; +280 sessions), and the Homepage (+181%; + 460 sessions).

2019 YoY organic highlights included: Partner Referrals from listings were up 163%, VG requests up 63%, and avg. pages per session up 7%, and average session duration up 5%.

<p>Organic Clicks</p> <p><b>16,630</b></p> <p>↑ 10.5%</p>	<p>Organic Impressions</p> <p><b>741,861</b></p> <p>↑ 7.4%</p>	<p>Organic CTR%</p> <p><b>2.24%</b></p> <p>↑ 2.9%</p>	<p>Average Ranking Position</p> <p><b>19.25</b></p> <p>↓ -11.9%</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	919	1	0	67.03%
flagler beach webcam	709	1.03	0.01 ↑	51.15%
flagler beach	238	5.55	0.54 ↑	1.83%
flagler beach surf cam	235	1.28	-0.19 ↓	53.53%
flagler beach live cam	226	1	0	65.7%
flagler webcam	200	1	0	72.99%
webcam flagler beach	143	1.01	-0.02 ↓	84.62%
flagler live cam	122	1	0	50.21%
flagler county fall festival	118	1.95	-	55.4%
flagler surf cam	100	2.27	0.85 ↑	13.68%
things to do in palm coast	95	3.65	2.44 ↑	14.14%
flagler fall festival	93	1.5	-	59.62%
flagler pier cam	88	1	0	52.38%
palm coast boat parade 2021	85	1.57	-	25.84%
flagler beach pier cam	80	1	-0.24 ↓	56.34%
things to do in palm coast fl	66	3.38	2.05 ↑	13.52%
flagler beach web cam	59	1.01	0.01 ↑	65.56%
flagler beach surf competition	58	2.76	-	48.74%
things to do in palm coast this weekend	58	1.76	0.74 ↑	38.16%
palm coast	55	8.33	3.57 ↑	0.45%

**Analysis:** Last month, organic impressions were up 7%, clicks were up 11%, and the site's avg. ranking position improved by 12%. The site remained steadily in the top spot for several Beach Cam keywords. Aside from those queries, things to do and events searches were the top drivers of traffic to the site.

## How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Princess Place Preserve	129
Equestrian Adventures of Florida	80
Bull Creek Campground/Dead Lake	78
Marineland Dolphin Adventure	72
Tomahawk Tavern	60
Princess Place Cottages	56
Beverly Beach RV Camptown Resort	53
Gamble Rogers Memorial State Recreational Area	44
River To Sea Preserve	42
Beach Front Grille	42
Flagler County Recreation Area and Fairgrounds	40
Funky Pelican at The Flagler Beach Pier	38
Blue Moon Beach Rental	35
Grand Reserve Golf Course and Club	35
Golden Magnolia Resort	31
Lehigh Trail	30
Bulow Plantation RV Resort	29
Washington Oaks Gardens State Park	29
Hammock Beach Golf Resort & Spa	28
European Village Vacation Rental	28
<b>Grand total</b>	<b>2,432</b>

## How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
FALL FESTIVAL AND FIREHOUSE CHILI CHALLENGE	175
TOMMY TANT FLAGLER BEACH, FL	105
Palm Coast Holiday Boat Parade	100
FANTASY LIGHTS	71
LAST CHILD, AEROSMITH EXPERIENCE	40
Flagler County Recreation Area and Fairgrounds   Holi...	38
Creative Bazaar Arts & Crafts Flea Market	32
FIRST FRIDAY	28
FALL FESTIVAL	26
A1A SCENIC 150 MILE GARAGE SALE	25
20th ANNUAL TOMMY TANT MEMORIAL SURF CLASSIC	25
THE WORLD GOES ROUND	22
STARLIGHT FESTIVAL	21
Veteran's Park   Starry Nights in Flagler Beach	20
LET'S HANG ON, FRANKI VALLI TRIBUTE	15
PALM COAST STRAWBERRY FESTIVAL 2022	9
MOONRISE AT THE BEACH	3
MOTOWN & MO	2
THE AMERICAN SIRENS	2
Pineapple Gallery   Painted Glass Globes with Trish Ve...	2
<b>Grand total</b>	<b>771</b>