



October 2021

Social Media Channels

TOP PERFORMING CONTENT

October 2021



Palm Coast and the Flagler Beaches

★ Favorites · October 14, 2021 · 🌐

The secret of life? Just enjoy the ride. 🏍️🤘👓 #VisitFlagler #LoveFL #Biketoberfest

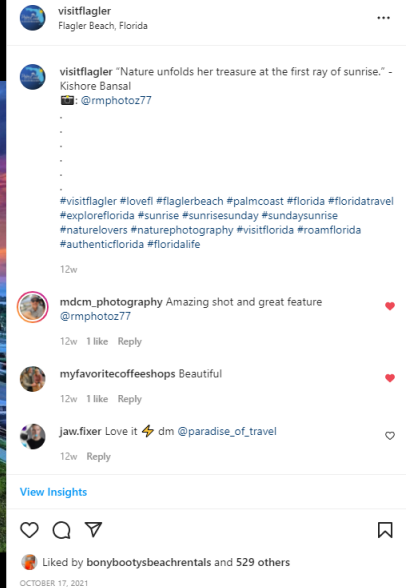
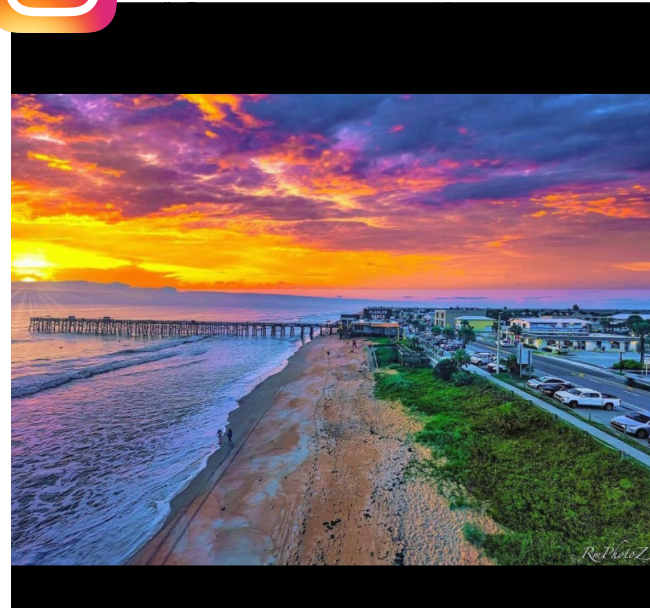


Reach	22,224
Video Views	22,0
Engagement	1,471

Facebook Followers

20,053

↑ 0.57%
From SEPT



Reach	5,026
Video Views	N/A
Engagement	558

Instagram Followers

5,701

↑ 0.87%
From SEPT

TOP PERFORMING CONTENT

October 2021



Visit Flagler
@VisitFlagler

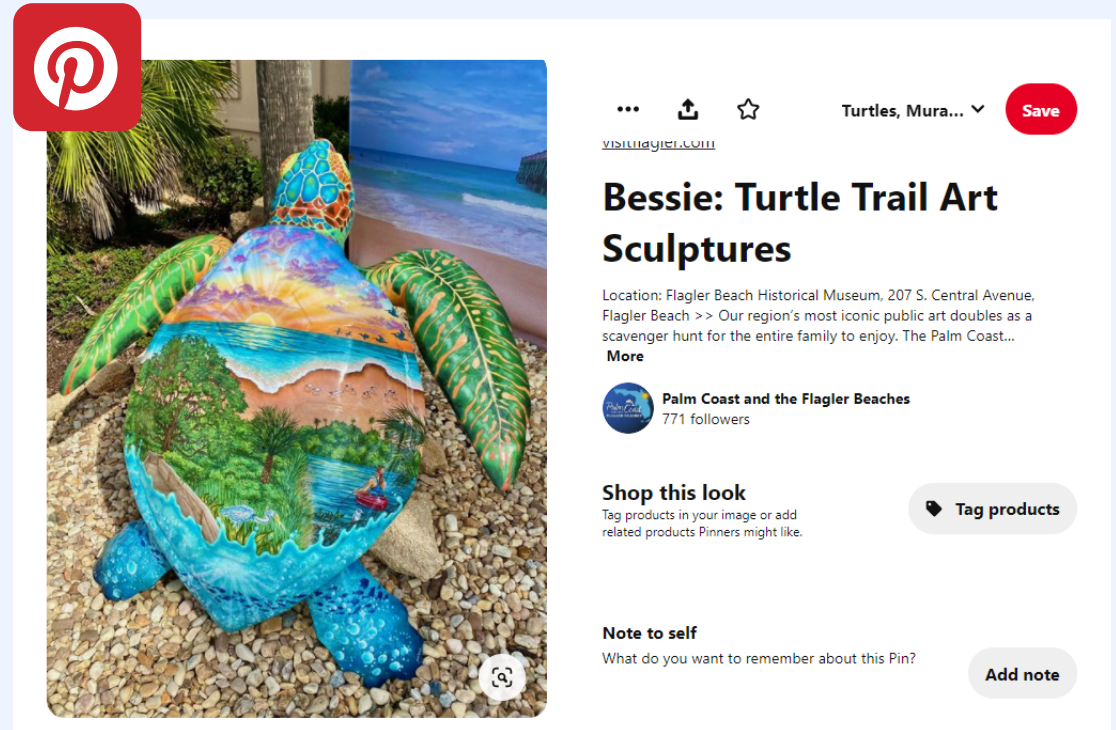
Us, waiting for Facebook and Instagram to start working again. 🤖 #facebookdown #instagramdown #visitflagler

12:40 PM · Oct 4, 2021 · Twitter Web App

Impressions	636
Video Views	N/A
Engagement	36

Twitter Followers

3,717 ↓ 0.03%
From SEPT




visitflagler.com

Turtles, Mura... Save

Bessie: Turtle Trail Art Sculptures

Location: Flagler Beach Historical Museum, 207 S. Central Avenue, Flagler Beach >> Our region's most iconic public art doubles as a scavenger hunt for the entire family to enjoy. The Palm Coast... [More](#)

 **Palm Coast and the Flagler Beaches**
771 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

Impressions	10,127
Video Views	N/A
Engagement	161

Pinterest Followers

766 ↑ 0.00%
From SEPT

TOP PERFORMING CONTENT

October 2021



Video Views

5,385

YouTube Subscribers

5,324  0.00%

From SEPT



SEO REPORT

October 2021

SEO EXECUTIVE SUMMARY

Organic Traffic Performance

Organic sessions were up 25% YoY (+4,800 sessions). Events drove a lot of the growth. Sessions that entered on Event pages + details were up 121% (+3,300 sessions). Camping was also a hot topic last month; the Campgrounds & RV Parks page was up 16% (+67 sessions), the Camping Guide was up 143% (+40 sessions) and the Flagler by the Sea Campgrounds was up 1,091% (+251 sessions).

Other YoY organic highlights included: Referrals were up from listings +47% and from events +113%, newsletter signups up 35%, avg. session duration was up 7%, and the avg. pages per session up 5%.

Compared to 2019, organic sessions were up 62% (+9,300 sessions). A lot of your content performed well and added new sessions. That included Events (+74%; + 815 sessions), 25 Things to Do post (+1,188%; +1,140 sessions), and Restaurants & Bars (+63%).

2019 YoY organic highlights included: Partner Referrals from listings were up 154%, VG requests up 67%, newsletter signups up 23%, and avg. pages per session up 5%.

Overall Site Performance

Last month, overall sessions were up 5% (+2,500 sessions) compared to last year. The "Other" channel was down about 3,800 sessions. There was a Madded campaign with the campaign identifier of "dmflpcfb" that drew over 9,000 sessions last year which did not appear to run again this year. All other channels were up YoY and more than made up for that decrease.

Compared to 2019, the site was up 43% (+14,600 sessions). Paid sources were down - Display (-100%; -659 sessions), Paid Search (-98%; -1,529 sessions), and "Other" (-43%; -4,636 sessions). All other channels were up with Social seeing a particularly large increase (+1,123%; +7,774 sessions).

Organic Sessions

24,199

↑ 24.7%

Organic Sessions YTD

266,070

↑ 36.2%



OVERALL TRAFFIC

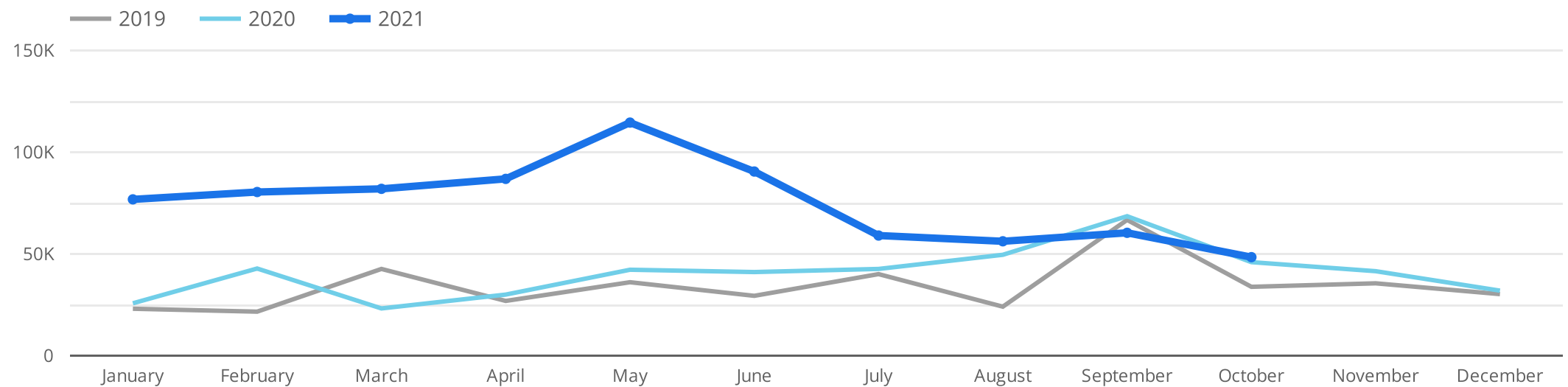
How is my total traffic performing over time?

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...
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
May	114,544	171.1% ↑	91,206	70.67%	168,284	1.47	00:00:53

How are users from all sources trending over time?

by Sessions Year over Year



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	24,199	24.7% ↑	49.97%
Social	8,466	119.2% ↑	17.48%
Direct	8,007	35.6% ↑	16.53%
(Other)	6,044	-38.8% ↓	12.48%
Referral	1,648	17.0% ↑	3.4%
Paid Search	33	-64.5% ↓	0.07%
Email	31	-	0.06%
Grand total	48,428	5.3% ↑	100%

Analysis: Last month, overall sessions were up 5% (+2,500 sessions) compared to last year. The "Other" channel was down about 3,800 sessions. There was a Madded campaign with the campaign identifier of "dmflpcfb" that drew over 9,000 sessions last year which did not appear to run again this year. All other channels were up YoY and more than made up for that decrease.

Compared to 2019, the site was up 43% (+14,600 sessions). Paid sources were down - Display (-100%; -659 sessions), Paid Search (-98%; -1,529 sessions), and "Other" (-43%; -4,636 sessions). All other channels were up with Social seeing a particularly large increase (+1,123%; +7,774 sessions).

How does my website perform compared to the industry averages?

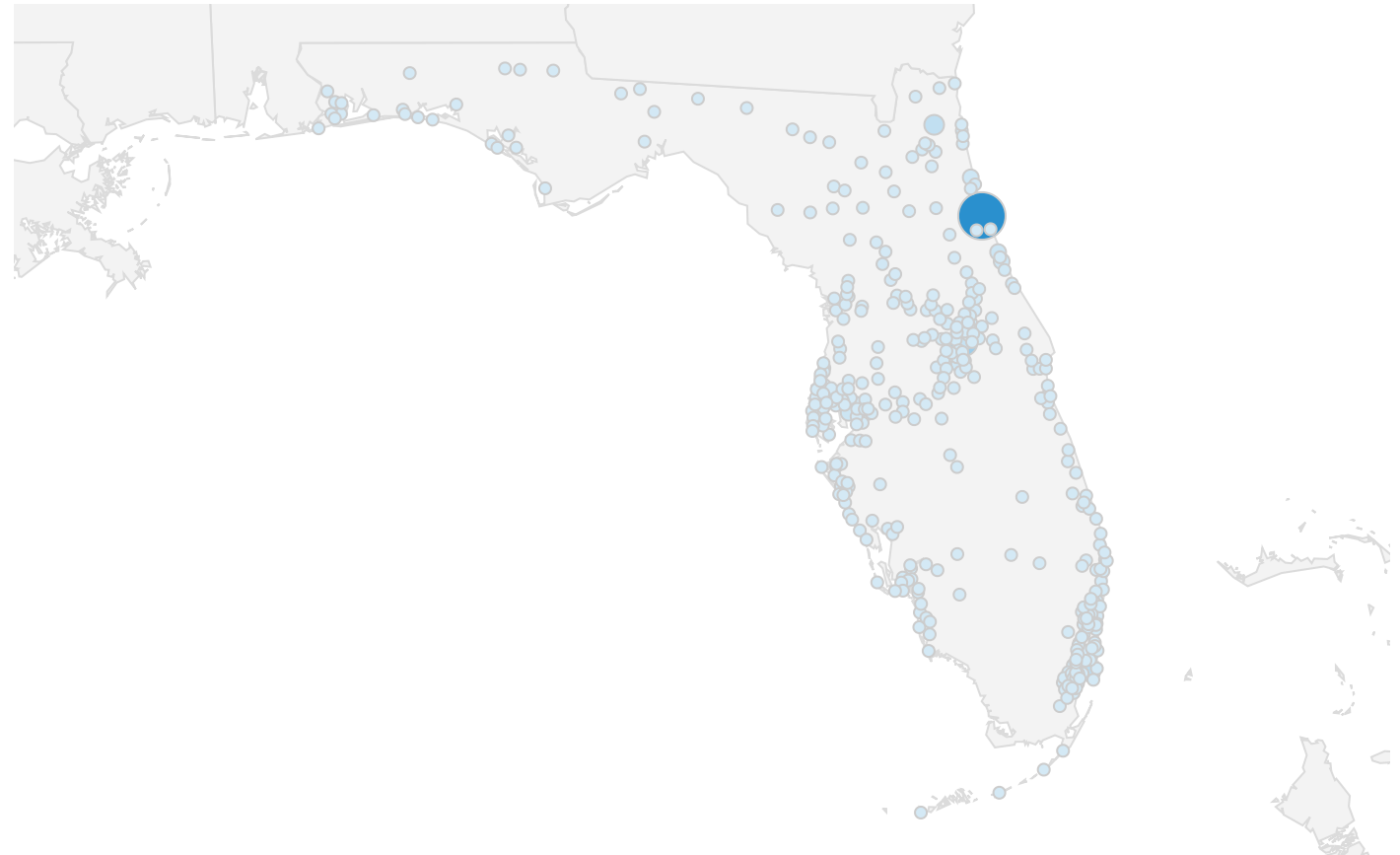
by Pages per Session, Avg. Session Duration, and Bounce Rate for All and Organic Traffic

Metric	Industry Average	VisitFlagler.com	% Difference
Total Pages Per Session	1.85	1.56	-15.57%
Total Avg Session Duration	00:01:50	00:01:17	-29.17%
Total Bounce Rate	54.16%	63.09%	16.50%
Organic Pages Per Session	1.94	1.73	-10.78%
Organic Avg Session Duration	00:02:07	00:01:39	-22.17%
Organic Bounce Rate	48.85%	52.05%	6.55%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

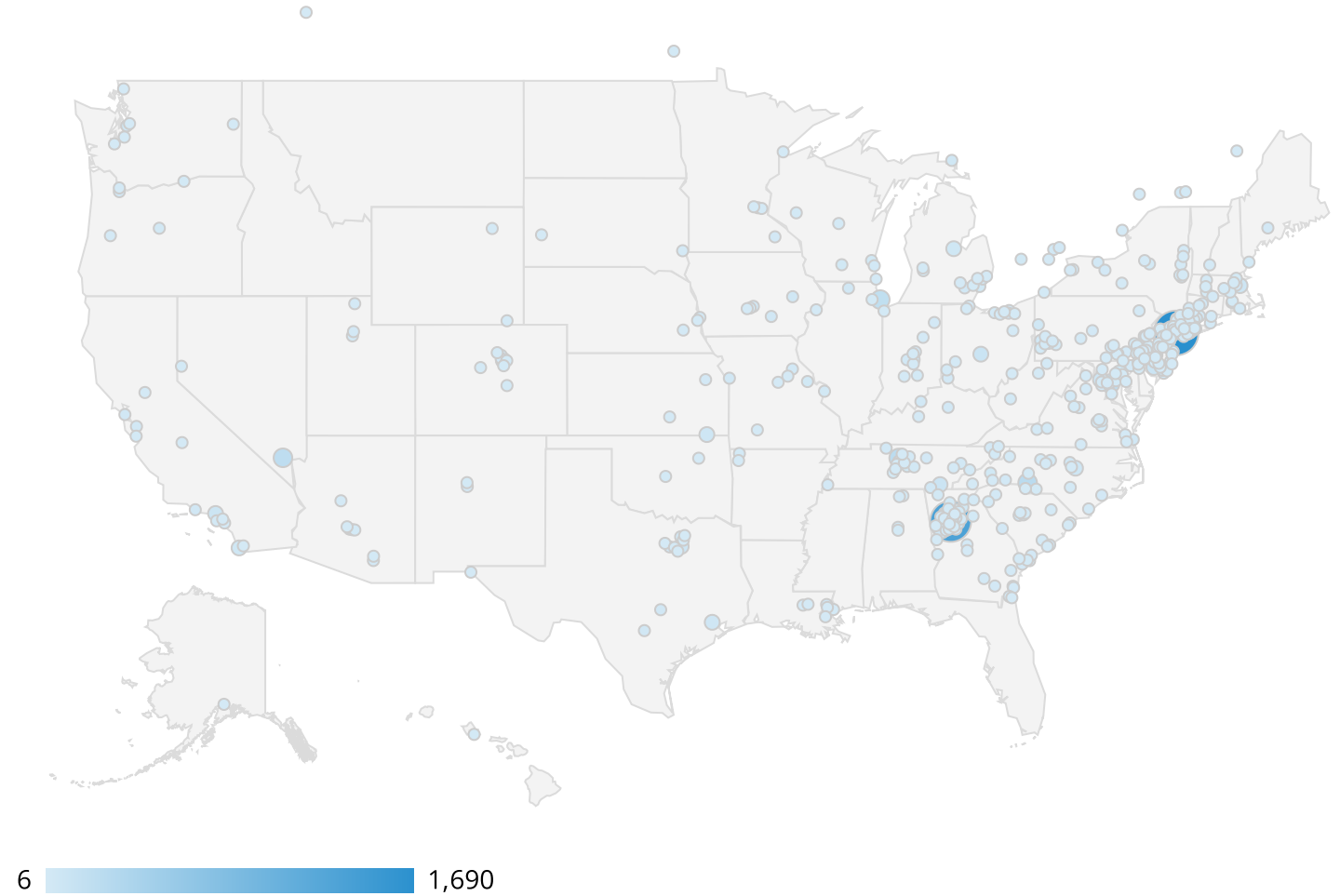
City	Sessions	% Δ
Palm Coast	12,258	54.4% ↑
Orlando	4,838	61.6% ↑
Miami	1,702	16.1% ↑
Jacksonville	1,338	34.2% ↑
Tampa	594	17.4% ↑
Ormond Beach	548	79.7% ↑
Hunters Creek	409	539.1% ↑
St. Augustine	399	32.1% ↑
Daytona Beach	384	33.8% ↑
Ocala	247	38.8% ↑
St. Augustine Beach	225	158.6% ↑
Gainesville	194	-30.2% ↓
Port Orange	189	9.9% ↑
Bunnell	141	354.8% ↑
Palatka	138	68.3% ↑
New Smyrna Beach	113	36.1% ↑
Tallahassee	109	-6.8% ↓



What cities outside of Florida users from?

by City, Sessions, and % Change Year over Year

City	Sessions
New York	1,690
Atlanta	1,343
Philadelphia	332
Charlotte	264
Washington	257
Nashville	247
Las Vegas	225
Chicago	203
Marietta	140
Cleveland	127
Columbus	125
Pittsburgh	111
Reston	105
Vineland	93
Los Angeles	85
Dallas	85
Ashburn	76
Clifton	73



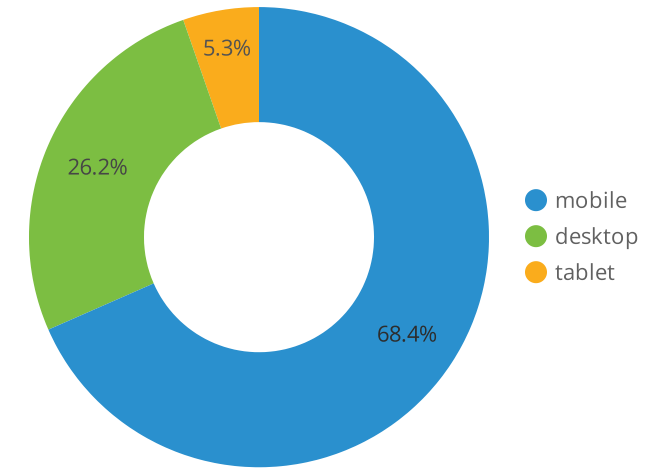
Overall Traffic Device Breakdown | Last Month

Oct 1, 2021 - Oct 31, 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	33,133	13.2% ↑	68.53%	1.46	00:01:03
Desktop	12,707	3.8% ↑	48.41%	1.84	00:01:54
Tablet	2,588	-41.9% ↓	65.49%	1.51	00:01:30
Grand total	48,428	5.3% ↑	63.09%	1.56	00:01:17



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/	5,964	816.1% ↑
/beaches/webcams/	5,103	0.7% ↑
/beaches/pet-friendly-zones/	3,606	951.3% ↑
/events/	1,891	109.6% ↑
/event/16-annual-creekside-music-&-arts-festival/18616/	1,516	-
/event/european-village-halloween-bash/19670/	1,211	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,017	-22.9% ↓
/blog/post/8-surprising-fun-facts-about-palm-coast-and-the...	972	-
/blog/post/turtles-murals-and-more-your-guide-to-public-a...	918	-
/things-to-do/restaurants-bars/	373	2.2% ↑

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	3,627	-21.2% ↓
/blog/post/turtles-murals-and-more-your-guide-to-public-art...	1,438	-
/	1,190	23.8% ↑
/events/	651	93.8% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	267	-13.0% ↓
/lodgings	251	17.3% ↑
/listing/princess-place-preserve/270329/	188	487.5% ↑
/where-to-stay/campgrounds-rv-parks/	180	17.6% ↑
/event/16-annual-creekside-music-&-arts-festival/18616/	174	-
/event/european-village-halloween-bash/19670/	167	-

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
/beaches/webcams/	9,575	00:01:17	49.59%
/	7,347	00:00:54	79.15%
/beaches/pet-friendly-zones/	3,877	00:00:28	86.23%
/events/	2,689	00:02:29	34.1%
/blog/post/turtles-murals-and-more-your-guide-to-p...	2,544	00:00:19	94.1%
/event/16-annual-creekside-music-&-arts-festival/1...	1,764	00:01:08	64.51%
/event/european-village-halloween-bash/19670/	1,418	00:00:46	79.06%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,329	00:02:37	54.25%
/blog/post/8-surprising-fun-facts-about-palm-coast-...	1,309	00:00:19	93.58%
/lodgings	626	00:02:48	30.19%
/things-to-do/restaurants-bars/	548	00:02:32	45.07%
/where-to-stay/campgrounds-rv-parks/	524	00:02:39	44.85%
/listing/princess-place-preserve/270329/	478	00:01:27	48.33%
/beaches/	389	00:01:39	54.76%
/blog/post/gobble-up-your-thanksgiving-favorites-in-...	347	00:02:00	55.04%
/where-to-stay/vacation-rentals/	344	00:01:55	57.27%
/things-to-do/outdoor-adventures/horseback-riding-...	315	00:01:20	58.73%
/listing/flagler-by-the-sea-campgrounds/270602/	286	00:02:01	43.71%
/things-to-do/outdoor-adventures/biking-hiking/	260	00:02:17	40%
/blog/post/bikes-burgers-and-brews/	246	00:00:48	83.33%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	9,426	11,298
/	6,516	7,923
/beaches/pet-friendly-zones/	3,673	4,163
/blog/post/turtles-murals-and-more-your-guide-to-pub...	2,539	2,817
/event/16-annual-creekside-music-&-arts-festival/186...	1,736	2,199
/events/	1,671	3,358
/event/european-village-halloween-bash/19670/	1,450	2,018
/blog/post/8-surprising-fun-facts-about-palm-coast-an...	1,272	1,345
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	903	1,567
/lodgings	626	753
/listing/princess-place-preserve/270329/	570	1,020
/things-to-do/restaurants-bars/	410	707
/where-to-stay/campgrounds-rv-parks/	395	800
/beaches/	381	710
/blog/post/bikes-burgers-and-brews/	321	591
/about/visitors-guide-brochures/	310	984
/blog/post/gobble-up-your-thanksgiving-favorites-in-p...	309	516
/where-to-stay/vacation-rentals/	301	594
/things-to-do/outdoor-adventures/horseback-riding-on...	279	455
/listing/flagler-by-the-sea-campgrounds/270602/	274	502

What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	11,285	00:01:16	48.74%
/	8,579	00:00:55	79.02%
/events/	4,757	00:02:28	34.11%
/beaches/pet-friendly-zones/	4,323	00:00:28	85.98%
/blog/post/turtles-murals-and-more-your-guide-to-public-art-in-palm-coast-an...	2,808	00:00:19	94.07%
/event/16-annual-creekside-music-&-arts-festival/18616/	2,276	00:01:08	64.33%
/event/european-village-halloween-bash/19670/	1,939	00:00:46	78.94%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	1,801	00:02:37	54.33%
/blog/post/8-surprising-fun-facts-about-palm-coast-and-the-flagler-beaches/	1,388	00:00:19	93.58%
/about/visitors-guide-brochures/	1,131	00:02:09	43.45%
/where-to-stay/campgrounds-rv-parks/	889	00:02:37	44.51%
/listing/princess-place-preserve/270329/	854	00:01:25	48.33%
/things-to-do/restaurants-bars/	837	00:02:37	44.91%
/lodgings	751	00:02:45	30.29%
/beaches/	742	00:01:38	54.48%
/things-to-do/	684	00:01:22	62.91%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	590	00:01:20	58.73%
/where-to-stay/vacation-rentals/	549	00:01:56	57.27%
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagle...	530	00:02:00	55.04%
/listing/flagler-by-the-sea-campgrounds/270602/	504	00:02:00	43.4%
/blog/post/bikes-burgers-and-brewns/	488	00:00:48	83.33%
/where-to-stay/pet-friendly/	421	00:03:05	56.28%
/things-to-do/outdoor-adventures/biking-hiking/	408	00:02:17	40%

How many goal completions were there last month?

by Unique Visitor Guide Requests and Newsletter Sign Ups

Visitor Guide Requests 178	Unique Newsletter Sign Up 116
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Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	78
(direct) / (none)	51
visitflorida.com / referral	19
Facebook / Social	9
m.facebook.com / referral	8
bing / organic	7
l.facebook.com / referral	3
duckduckgo / organic	2
search.aol.com / referral	2
yahoo / organic	2

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	83	64.34%
Beach	100	77.52%
Camping	42	32.56%
Dining	89	68.99%
Events & Festivals	99	76.74%
Family Fun	60	46.51%
Marine Life & Conserv...	67	51.94%
Outdoor Activities	89	68.99%
Pet Friendly	63	48.84%
Weddings	8	6.20%

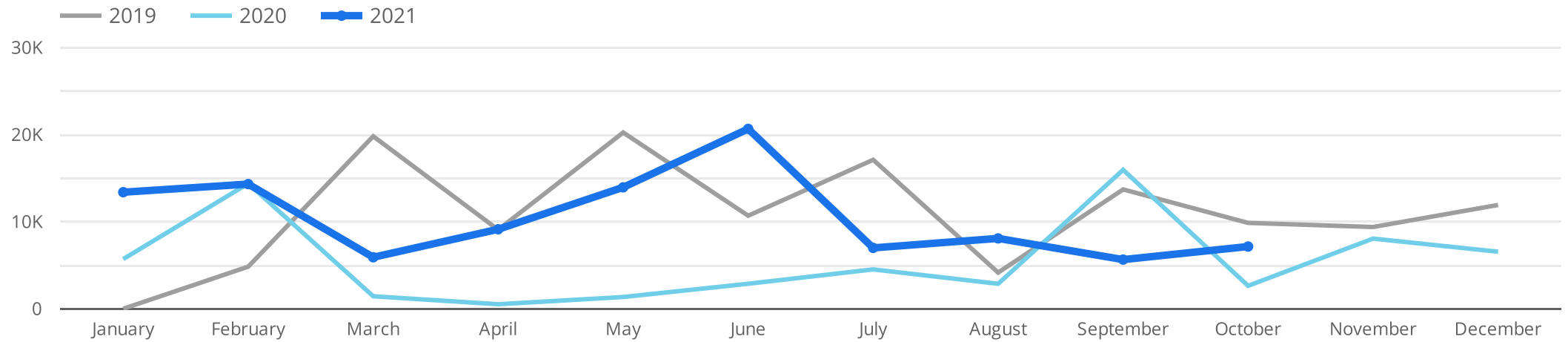
Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	9
bing / organic	1
yahoo / organic	1
(direct) / (none)	1
Facebook / Social	1
duckduckgo / organic	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
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
May	17,029	911.2% ↑	64.99%	00:01:31	1.98

What channels are my blog visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
(Other)	2,585	2,228.8% ↑	32.21%
Organic Search	2,286	-2.7% ↓	28.49%
Social	1,780	878.0% ↑	22.18%
Direct	1,102	251.0% ↑	13.73%
Referral	239	117.3% ↑	2.98%
Email	29	-	0.36%
Grand total	8,025	159.2% ↑	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	Pageviews
/blog/post/turtles-murals-and-more-your-guide-to-public-art-in...	2,843
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	1,839
/blog/post/8-surprising-fun-facts-about-palm-coast-and-the-fla...	1,388
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coas...	530
/blog/post/bikes-burgers-and-brews/	490
/blog/post/5-best-spots-for-sandwiches-in-palm-coast-and-the-...	324
/blog/post/fall-events-roundup-festivals-halloween-fun-and-mo...	321
/blog/post/5-great-places-to-grab-coffee-in-flagler-beach/	284
/blog/post/wickedly-weird-and-fabulously-funky-in-palm-coast-...	229
/blog/post/handcrafted-and-homegrown-shop-local-this-holida...	217

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...	35,835
/blog/post/turtles-murals-and-more-your-guide-to-public-art-in-palm...	16,898
/blog/post/park-it-at-palm-coast-and-the-flagler-beaches/	11,338
/blog/post/5-oceanfront-spots-for-breakfast-after-the-sunrise/	8,053
/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...	6,984
/blog/post/eat-like-a-local-at-these-off-the-beaten-path-restaurants/	5,537
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-fl...	5,362
/blog/post/witness-a-florida-phenomenon-turtle-nesting-season/	4,884
/blog/post/visit-palm-coast-and-the-flagler-beaches-during-stone-cr...	4,222

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/turtles-murals-and-more-your-guide-to-public-art-in-palm-coast-and-th...	/blog/post/turtles-murals-and-more-your-guide-to-public-art-in-palm-coast-and-th...	111
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	54
/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/	54
/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/	52
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	43
/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...	34
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/things-to-do/outdoor-adventures/canoeing-kayaking/	27
/blog/post/8-surprising-fun-facts-about-palm-coast-and-the-flagler-beaches/	/listing/palm-coast-villas/270610/	27
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/washington-oaks-gardens-state-park/270476/	23
/blog/post/8-surprising-fun-facts-about-palm-coast-and-the-flagler-beaches/	/blog/post/8-surprising-fun-facts-about-palm-coast-and-the-flagler-beaches/	23

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	69	83	76.81%	00:01:23	1.2
Social	62	63	82.26%	00:00:21	1.02
Referral	30	33	73.33%	00:01:00	1.1
Organic Search	5	5	100%	00:00:00	1
(Other)	3	3	100%	00:00:00	1
Grand total	169	187	79.29%	00:00:52	1.11

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks 81	Link Clicks 17
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What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
Equestrian Adventures of Florida	2
Florida Workshop	2
audio tour	2
Gamble Rogers Memorial State Recreation ...	2
Flagler Surf Art and Stuff	1
Mala Compra Greenway Trail	1
River to Sea Preserve	1
Baliker Gallery	1
Flagler Beachfront Winery	1
The Sea Turtle Hospital	1
Grand total	17



ORGANIC TRAFFIC

Organic Sessions

24,199

↑ 24.7%

Percent of Total Sessions

49.97%

↑ 18.3%

% New Sessions

63.95%

↑ 4.9%

Avg. Session Duration

00:01:39

↑ 6.6%

Pages / Session

1.73

↑ 4.8%

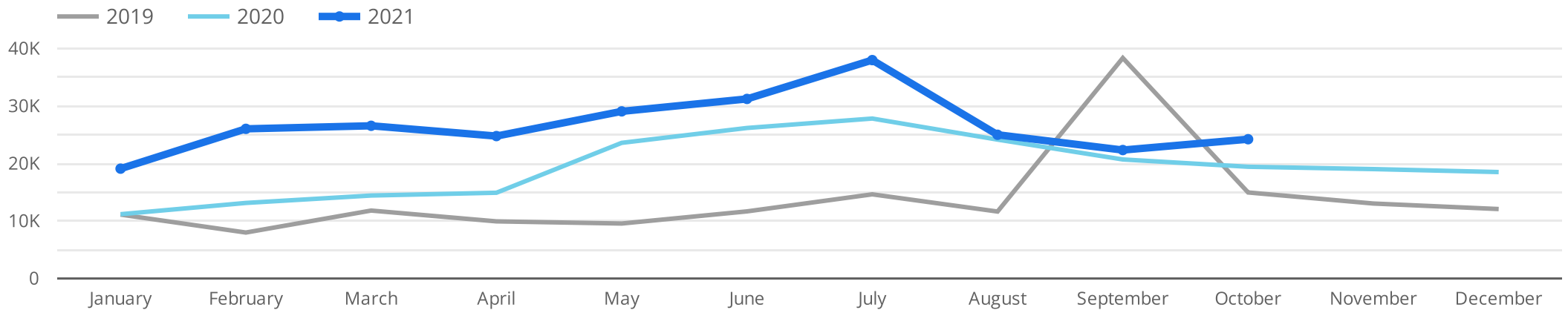
Bounce Rate

52.05%

↑ 1.7%

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/	5,795	-8.2% ↓
/events/	1,910	57.7% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,236	-21.2% ↓
/event/european-village-halloween-bash/19670/	1,217	-
/event/16-annual-creekside-music-&-arts-festival/1...	1,168	-
/	895	100.7% ↑
/things-to-do/restaurants-bars/	526	7.6% ↑
/where-to-stay/campgrounds-rv-parks/	475	16.4% ↑
/listing/princess-place-preserve/270329/	404	445.9% ↑
/beaches/	337	16.2% ↑

Analysis: Organic sessions were up 25% YoY (+4,800 sessions). Events drove a lot of the growth. Sessions that entered on Event pages + details were up 121% (+3,300 sessions). Camping was also a hot topic last month; the Campgrounds & RV Parks page was up 16% (+67 sessions), the Camping Guide was up 143% (+40 sessions) and the Flagler by the Sea Campgrounds was up 1,091% (+251 sessions).

Other YoY organic highlights included: Referrals were up from listings +47% and from events +113%, newsletter signups up 35%, avg. session duration was up 7%, and the avg. pages per session up 5%.

Compared to 2019, organic sessions were up 62% (+9,300 sessions). A lot of your content performed well and added new sessions. That included Events (+74%; + 815 sessions), 25 Things to Do post (+1,188%; +1,140 sessions), and Restaurants & Bars (+63%).

2019 YoY organic highlights included: Partner Referrals from listings were up 154%, VG requests up 67%, newsletter signups up 23%, and avg. pages per session up 5%.

<p>Organic Clicks</p> <p>18,343</p> <p>📈 20.8%</p>	<p>Organic Impressions</p> <p>835,435</p> <p>📈 13.0%</p>	<p>Organic CTR%</p> <p>2.20%</p> <p>📈 6.9%</p>	<p>Average Ranking Position</p> <p>19.01</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	816	1	-0.01 📉	68.51%
flagler beach webcam	578	1.02	-0 📉	49.87%
flagler beach	335	5.09	-0.66 📉	1.98%
creekside festival palm coast	246	1.94	-	39.42%
flagler beach surf cam	203	1.38	-0.34 📉	43.56%
flagler webcam	174	1	0	65.66%
flagler beach live cam	166	1	0	57.84%
creekside festival 2021	161	3	-	27.95%
things to do in palm coast	124	3.16	1.95 📈	16.92%
flagler live cam	105	1.01	0.01 📈	44.87%
flagler surf cam	104	2.57	0.21 📈	10.55%
european village halloween 2021	102	1	-	66.23%
palm coast fl	100	11.09	5.78 📈	0.76%
princess place preserve	88	3.69	-5.75 📉	2.84%
creekside music and arts festival	88	4.3	-	16.36%
things to do in palm coast this weekend	87	1.76	0.72 📈	48.33%
flagler pier cam	79	1	0	51.97%
palm coast florida	79	10.29	5.44 📈	0.66%
creekside festival princess place	78	2.25	-	41.71%
creekside festival	75	3.12	-	26.6%

Analysis: Last month, organic impressions were up 13%, clicks were up 21%, and the site's avg. ranking position improved by 12%. The site remained steadily in the top spot for several Beach Cam keywords. The site was appearing high in results for new terms related to the Creekside Festival. Notably there was significant improvement in the site's ranking for "Princess Place Preserve." It was up 6 spots to average the 4th place.

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Princess Place Preserve	170
Bull Creek Campground/Dead Lake	116
Equestrian Adventures of Florida	104
Princess Place Cottages	86
Marineland Dolphin Adventure	79
Beverly Beach RV Camptown Resort	67
Golden Magnolia Resort	51
Tomahawk Tavern	49
River To Sea Preserve	45
Gamble Rogers Memorial State Recreational Area	43
Essential Elements Spa	39
Blue Moon Beach Rental	36
European Village Vacation Rental	35
Bay Drive Park	34
Grand Reserve Golf Course and Club	34
Hammock Beach Golf Resort & Spa	33
Break Awayz at the Beach	32
Bings Landing County Park	32
Flagler Auditorium	29
Mala Compra Road Beachfront Park - Pet Friendly	29
Grand total	2,809

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Princess Place Preserve 16 Annual Creekside Music ...	382
THE UNDEAD CEMETEREY	118
Hammock Beach Golf Resort & Spa Taste of Fun Coast	57
Creative Bazaar Arts & Crafts Flea Market	54
Island festival PC 4 Kanaval	51
FALL FESTIVAL AND FIREHOUSE CHILI CHALLENGE	43
FALL FESTIVAL	43
Princess Place Preserve Creekside Music & Arts Fest...	41
FLAGLER BEACH BOO DRIVE THRU	28
WACKY WEDNESDAYS 2021	26
Urine Town The Musical	26
Comedy Night with Michael Winslow	25
GRAND SPOOKY JEEP PARADE AND CANDY SWAG	24
Palm Coast Holiday Boat Parade	15
Hall of Terror	13
Pineapple Gallery Cyanotype: Using the Sun to Creat...	9
THE WORLD GOES ROUND	8
Movies in the Park - Hocus Pocus	7
LET'S HANG ON, FRANKI VALLI TRIBUTE	6
PINK ON PARADE 5K	6
Grand total	1,018