



SEO REPORT

September 2022

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SEO EXECUTIVE SUMMARY

Organic Sessions

60,694

↑ 172.0%

Organic Sessions YTD

301,493

↑ 24.7%

Overall Traffic Performance

In September, the site received 84,700 sessions, a 40% increase from last year and a 27% increase from 2019. Traffic spiked starting Sept. 27 when Hurricane Ian touched down, with most of those sessions going to the webcam. Excluding the final days of the month when the storm hit, webcam traffic still significantly increased: From Sept. 1 through Sept. 25, sessions to the webcam increased 46% year-over-year.

Organic Traffic Performance

Organic search brought in the majority of sessions with 60,700, which was a 172% increase year-over-year. All of the top organic landing pages were related to events and things to do, specifically the Flagler County Pro Rodeo listing pages, which saw a combined 3,000 sessions. Organic search to the webcam, of course, experienced exponential growth due to the storm

Recommendations

Boat parade

The Palm Coast Holiday Boat Parade listing was one of the top landing pages driving traffic in the last quarter of 2021, and a quick Google search delivers Visit Flagler among the top results in SERP. Take advantage of this demonstrated user interest by creating a blog post that infuses aspects of Flagler's personality and people. If written in an evergreen style, this post could be easily updated every year and live on the signature events page. It is also a great opportunity for internal links, eye-catching visual content and partner showcases.

Pickleball

Pickleball is an accessible sport for all ages and is growing in popularity across the country*. Visit Flagler's biggest competitor in this area is the City of Palm Coast's website, but could be easily overtaken with a robust content piece detailing pickleball court locations, hours, teams and internal links to listings for parks with pickleball courts. Incorporate the following keyword research in a blog post or content piece:

pickleball (260)

pickleball paddles (40)

pickleball court (20)

pickleball game (10)

palm coast pickleball (10)

pickleball palm coast (30)

*"[Why Your Next Airbnb May Have a Pickleball Court](#)", "[LeBron James is buying a pickleball team](#)"

SEO Task Highlights & Recommendations

SEO Task Highlights

- * Found and fixed three spelling errors
- * Collated and remitted twice monthly city/states report
- * Completed on-page optimization on [ghost town](#), [pasta](#) and [museums](#)
- * Scanned, sorted and corrected two crawl errors
- * Google Analytics, Google Search Console monitoring
- * Sent Partner Referral report
- * XML sitemap check found no problematic URLs
- * Collated channel breakdown and attached to report
- * Site health check revealed no causes for concern

National days that can be used in social media along with content to link to when available:

- 11/3 National Sandwich Day - 5 Best Spots for Sandwiches in Palm Coast and the Flagler Beaches
(<https://www.visitflagler.com/blog/post/5-best-spots-for-sandwiches-in-palm-coast-and-the-flagler-beaches/>)
- 10/6 National Nachos Day - 13 Fall Foodie Favorites in Florida's Flagler
(<https://www.visitflagler.com/blog/post/13-fall-foodie-favorites-in-floridas-flagler/>)
- 11/11 Veterans Day - Don't Miss These Fun Fall Events in Palm Coast and the Flagler Beaches (Freedom Fest 11/12)
(<https://www.visitflagler.com/blog/post/dont-miss-these-fun-fall-events-in-palm-coast-and-the-flagler-beaches/>)
- November/Thanksgiving Season - Gobble Up Your Thanksgiving Favorites in Palm Coast and the Flagler Beaches
(<https://www.visitflagler.com/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-beaches/>)



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Sep 1, 2022 - Sep 30, 2022

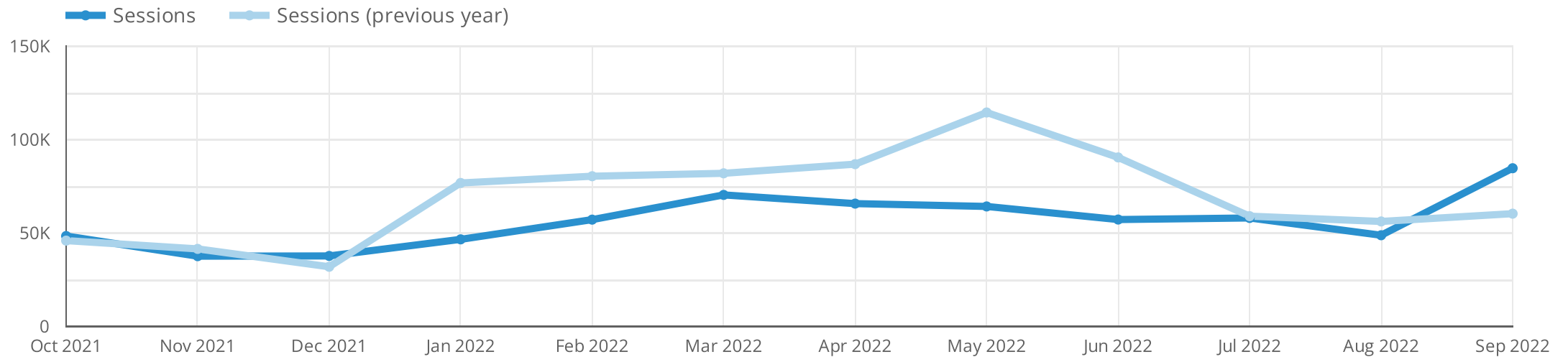
How is my total traffic performing over time?

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...
September	84,714	40.3% ↑	50,345	57.46%	120,511	1.42	00:01:28
August	48,843	-13.1% ↓	32,243	64.05%	76,775	1.57	00:01:30
July	58,092	-1.6% ↓	39,702	62.22%	93,885	1.62	00:01:32
June	57,244	-36.7% ↓	39,361	59.82%	100,108	1.75	00:01:36
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

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: In September, the site received 84,700 sessions. That represents a 40% increase from last year and a 27% increase from 2019. Traffic to the website spiked starting Sept. 27 when Hurricane Ian touched down, with most of those sessions going to the webcam. Sessions hit their highest Sept. 29 with 21,700.

Overall Traffic Summary | Last Month

Sep 1, 2022 - Sep 30, 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	60,694	172.0% ↑	71.65%
Direct	14,030	58.3% ↑	16.56%
Social	4,456	-68.7% ↓	5.26%
Paid Search	2,379	19.9% ↑	2.81%
Referral	1,540	-20.6% ↓	1.82%
Display	1,037	12,862.5% ↑	1.22%
(Other)	578	-94.8% ↓	0.68%
Grand total	84,714	40.3% ↑	100%

Analysis: Organic search brought in the majority of sessions with 60,700, which was a 172% increase year-over-year. The next largest segment of traffic, Direct, saw a 58% increase. Nearly 10,000 of those sessions went to the webcam.

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
ACQ_Flagler_Location_Specific	2,329
Evergreen	1,491
ACQ_Flagler	47
welcome-home	37
dm-flpcfb	36
Complete	15
FFCGCanadaGoldPlacement	14
dmflflag	4
ExtendedSummer	3

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	1.95	1.55	-20.63%
Organic Search	2.09	1.68	-19.27%
Paid Search	2.16	1.88	-12.89%

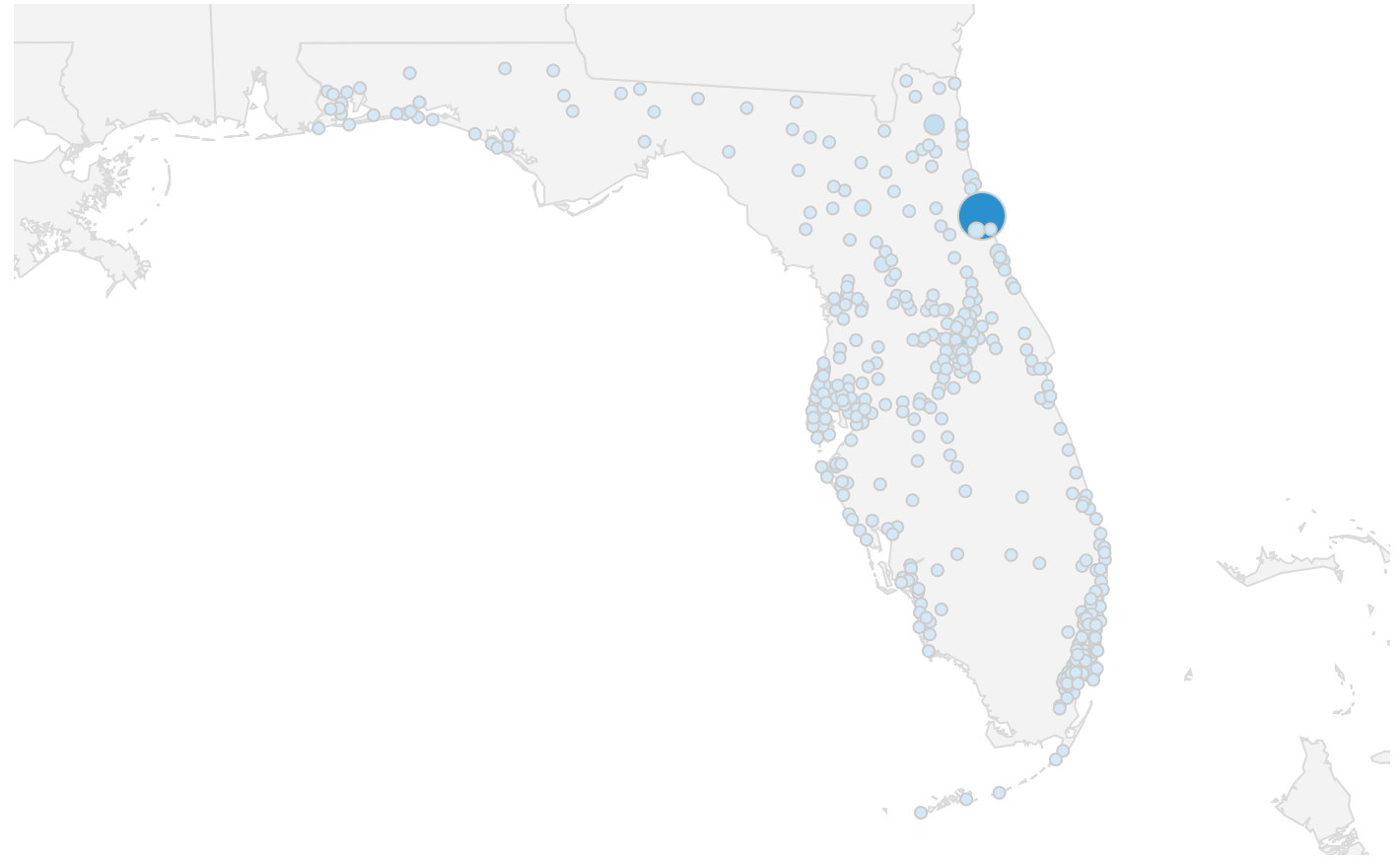
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:49	00:01:16	-30.46%
Organic Search	00:02:11	00:01:41	-22.86%
Paid Search	00:01:45	00:01:13	-30.51%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.22%	60.65%	11.85%
Organic Search	48.65%	50.1%	2.98%
Paid Search	50.96%	64.25%	26.08%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	12,187	16.5% ↑
Orlando	3,938	-44.4% ↓
Miami	1,487	-11.8% ↓
Jacksonville	1,321	-40.0% ↓
Daytona Beach	689	180.1% ↑
Ormond Beach	503	15.4% ↑
Ocala	386	17.3% ↑
St. Augustine	380	-4.8% ↓
Bunnell	347	78.9% ↑
Gainesville	302	18.0% ↑
Tampa	218	-78.4% ↓
Flagler Beach	181	170.1% ↑
Port Orange	164	-4.7% ↓
Palatka	156	77.3% ↑
Tallahassee	143	-5.3% ↓
DeLand	131	26.0% ↑
Melbourne	115	121.2% ↑

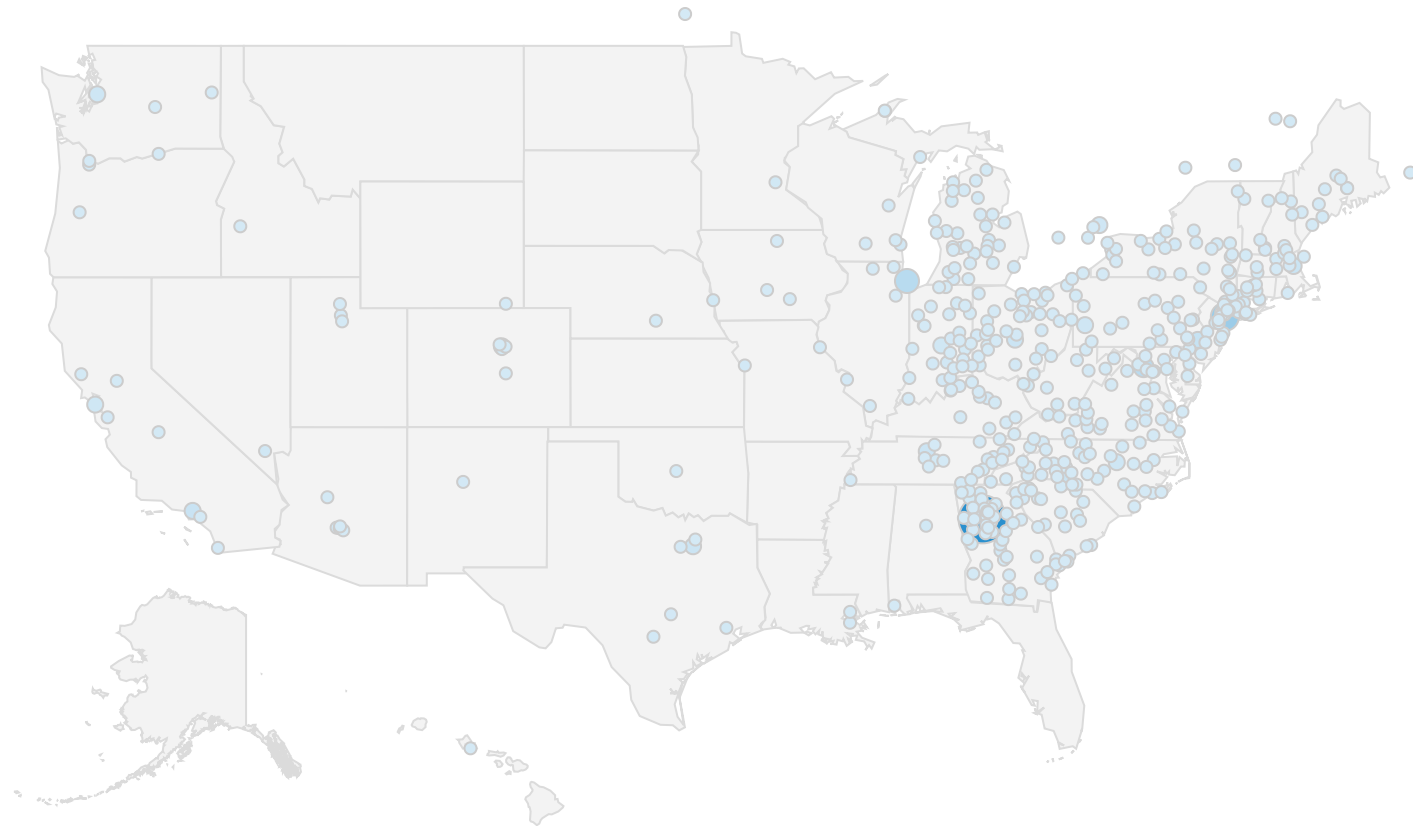


Analysis: Overall, Google Analytics shows a 15% decrease for in-state traffic. The increases from users in Palm Coast, Daytona Beach and Flagler Beach were almost exclusively concentrated on the webcam.

What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Atlanta	5,768	155.2% ↑
New York	1,905	-32.1% ↓
Chicago	951	317.1% ↑
Ashburn	911	1,369.4% ↑
Philadelphia	480	-7.0% ↓
Columbus	451	241.7% ↑
Charlotte	412	45.1% ↑
Los Angeles	386	260.7% ↑
Boston	363	252.4% ↑
Dallas	339	69.5% ↑
Nashville	338	-11.1% ↓
Raleigh	211	167.1% ↑
Washington	209	-31.7% ↓
Seattle	205	583.3% ↑
Pittsburgh	194	30.2% ↑
San Francisco	179	77.2% ↑
Clinton	176	826.3% ↑
Denver	173	140.3% ↑



18  5,766

Analysis: Out-of-state traffic experienced a 117% increase.

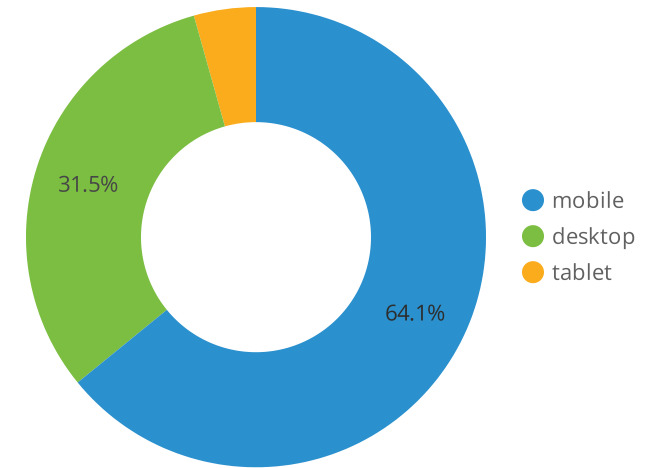
Overall Traffic Device Breakdown | Last Month

Sep 1, 2022 - Sep 30, 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	54,317	22.4% ↑	56.57%	1.37	00:01:23
Desktop	26,706	106.6% ↑	58.79%	1.53	00:01:37
Tablet	3,691	20.3% ↑	60.96%	1.43	00:01:24
Grand total	84,714	40.3% ↑	57.46%	1.42	00:01:28



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	32,378	391.2% ↑
/	2,931	-76.6% ↓
/event/flagler-county-pro-rodeo/21071/	1,350	-
/things-to-do/	1,341	254.8% ↑
/events/	1,300	-18.4% ↓
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,149	-16.1% ↓
/event/flagler-county-pro-rodeo/21081/	814	-
/about/visitors-guide-brochures/	754	579.3% ↑
/event/flagler-county-pro-rodeo/21070/	685	-
(not set)	433	184.9% ↑

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	18,541	368.7% ↑
/	1,971	-31.6% ↓
/events/	507	-18.6% ↓
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	289	-9.7% ↓
(not set)	284	85.6% ↑
/lodgings	176	-42.1% ↓
/event/flagler-county-pro-rodeo/21070/	160	-
/event/flagler-county-pro-rodeo/21071/	149	-
/event/creekside-festival/20849/	135	-
/beaches/pet-friendly-zones/	116	-46.3% ↓

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/	53,483	00:01:28	57.26%
/	5,126	00:01:22	67.38%
/events/	1,887	00:02:04	45.15%
/event/flagler-county-pro-rodeo/21071/	1,522	00:01:03	48.69%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,487	00:02:40	58.24%
/things-to-do/	1,411	00:00:35	83.42%
/event/flagler-county-pro-rodeo/21081/	934	00:01:30	45.82%
/about/visitors-guide-brochures/	933	00:00:59	63.56%
/event/flagler-county-pro-rodeo/21070/	855	00:01:21	43.04%
/event/creekside-festival/20849/	573	00:01:11	60.56%
/beaches/	503	00:01:55	54.08%
/lodgings	462	00:02:47	27.49%
/beaches/pet-friendly-zones/	440	00:01:42	61.14%
/listing/bombora-oceanside-suites/346838/	397	00:00:48	33.75%
/things-to-do/restaurants-bars/	356	00:02:15	52.25%
/where-to-stay/campgrounds-rv-parks/	299	00:02:18	44.15%
/blog/post/rekindle-the-romance-with-a-romantic-g...	296	00:00:58	67.57%
/event/remembering-heroes-fall-festival/21064/	266	00:01:37	62.41%
/where-to-stay/	234	00:01:32	53.85%
/things-to-do/outdoor-adventures/horseback-riding-...	231	00:01:34	53.68%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	52,358	65,431
/	4,121	5,498
/event/flagler-county-pro-rodeo/21071/	1,482	1,772
/events/	1,333	2,256
/things-to-do/	1,325	1,688
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	1,044	1,588
/about/visitors-guide-brochures/	961	1,914
/event/flagler-county-pro-rodeo/21081/	911	1,118
/event/flagler-county-pro-rodeo/21070/	872	1,220
/travel-advisory-information/	686	1,628
/beaches/weather/	567	1,376
/event/creekside-festival/20849/	560	713
/beaches/	475	797
/lodgings	459	583
/listing/bombora-oceanside-suites/346838/	377	478
/beaches/pet-friendly-zones/	375	494
/things-to-do/restaurants-bars/	308	564
/blog/post/rekindle-the-romance-with-a-romantic-geta...	292	541
/event/remembering-heroes-fall-festival/21064/	270	348
/where-to-stay/	255	483

Analysis: The webcams page delivered an overwhelmingly large number of sessions in September. Excluding the final days of the month when the storm hit, webcam traffic still significantly increased: From Sept. 1 through Sept. 25, sessions to the webcam increased 46% year-over-year. Overall traffic to the homepage decreased 86% year-over-year and saw only a slight spike at the end of the month.

What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	66,020	00:01:28	56.64%
/	6,234	00:01:22	67.13%
/events/	3,001	00:02:04	45.01%
/about/visitors-guide-brochures/	2,221	00:01:01	63.29%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	1,883	00:02:40	58.28%
/things-to-do/	1,810	00:00:37	83.53%
/event/flagler-county-pro-rodeo/21071/	1,801	00:01:03	48.4%
/event/flagler-county-pro-rodeo/21081/	1,132	00:01:28	44.96%
/event/flagler-county-pro-rodeo/21070/	1,128	00:01:21	42.69%
/travel-advisory-information/	1,075	00:01:09	72.32%
/beaches/	1,035	00:01:55	53.86%
/beaches/weather/	985	00:01:39	31.31%
/event/creekside-festival/20849/	715	00:01:13	60.35%
/things-to-do/restaurants-bars/	631	00:02:16	52.1%
/lodgings	586	00:02:47	27.49%
/beaches/pet-friendly-zones/	574	00:01:43	60.86%
/where-to-stay/	568	00:01:35	53.16%
/blog/post/rekindle-the-romance-with-a-romantic-getaway-to-palm-coast-and-...	529	00:01:00	67.34%
/listing/bombora-oceanside-suites/346838/	497	00:00:48	33.75%
/where-to-stay/campgrounds-rv-parks/	474	00:02:17	43.71%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	464	00:01:34	53.45%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	447	00:02:33	63.13%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	385	00:02:33	53.33%

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 269 ↑ 15.0%	Unique Newsletter Sign Up 142 ↓ -9.6%
Visitor Guide Req. YTD 2,040 ↓ -31.6%	Unique Newsltr Sign Up YTD 937 ↓ -21.0%

Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	104
m.facebook.com / referral	53
l.facebook.com / referral	36
(direct) / (none)	36
lm.facebook.com / referral	16
google / cpc	12
visitflorida.com / referral	11
Sojern / Display	4
bing / organic	4
sprout.link / referral	3

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	88	63.31%
Beach	117	84.17%
Camping	41	29.50%
Dining	113	81.29%
Events & Festivals	114	82.01%
Family Fun	55	39.57%
Marine Life & Conserv...	80	57.55%
Outdoor Activities	91	65.47%
Pet Friendly	62	44.60%
Weddings	9	6.47%

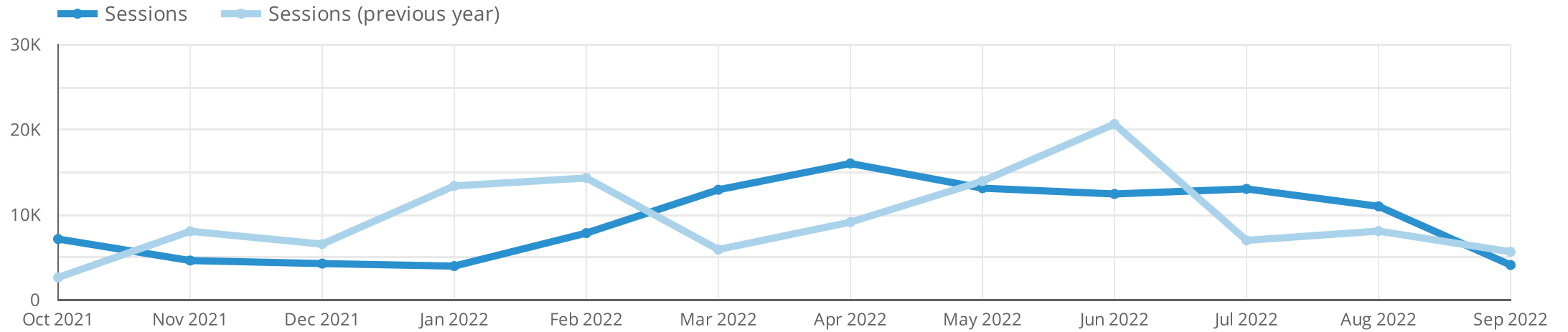
Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	14
lm.facebook.com / referral	4
google / cpc	4
m.facebook.com / referral	2
sprout.link / referral	1
Sojern / Display	1
visitflorida.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
Septemb...	5,475	-18.3% ↓	49.21%	00:03:16	2.74
August	12,329	37.4% ↑	63.97%	00:01:59	2.04
July	14,663	74.1% ↑	59.35%	00:02:10	2.21
June	14,738	-37.2% ↓	57.26%	00:02:14	2.49
May	14,656	-13.9% ↓	66.01%	00:01:46	1.99
April	17,816	59.0% ↑	60.77%	00:01:47	1.97

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	3,597	32.8% ↑	65.7%
Direct	677	-30.2% ↓	12.37%
Social	472	-45.4% ↓	8.62%
(Other)	442	-75.8% ↓	8.07%
Paid Search	148	31.0% ↑	2.7%
Referral	135	-38.1% ↓	2.47%
Grand total	5,475	-18.3% ↓	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	Pageviews
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	1,904
/blog/post/rekindle-the-romance-with-a-romantic-getaway-to-p...	537
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-...	452
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coast...	395
/blog/post/best-places-for-pancakes-in-palm-coast-and-the-fla...	381
/blog/post/find-old-florida-vibes-in-palm-coast-and-the-flagler-...	341
/blog/post/explore-this-eerie-ghost-town-in-palm-coast-and-th...	332
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserv...	273
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-bea...	232
/blog/post/delish-spots-for-pasta-in-palm-coast-and-the-flagler...	218

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...	29,901
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	23,746
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-p...	11,774
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagle...	6,974
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl...	6,335
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	4,850
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-be...	3,464
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach...	2,693
/blog/post/breweries-and-bars-we-love-in-palm-coast-and-the-flagle...	2,375
/blog/post/cool-off-at-these-top-ice-cream-shops-in-palm-coast-and-...	2,358

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/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	78
/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/	59
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	55
/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/	45
/blog/post/rekindle-the-romance-with-a-romantic-getaway-to-palm-coast-and-the-...	/listing/equestrian-adventures-of-florida/346583/	27
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/about/visitors-guide-brochures/	26
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/washington-oaks-gardens-state-park/270476/	25
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/hammock-beach-golf-resort-&-spa/270440/	23
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/event/european-village-farmers-market/18545/	21
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/princess-place-preserve/270329/	19

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	51	52	84.31%	00:00:39	1.02
Direct	9	10	88.89%	00:01:14	1.11
(Other)	3	3	100%	00:00:00	1
Social	2	3	50%	00:01:42	1.5
Organic Search	1	1	100%	00:00:00	1
Grand total	66	69	84.85%	00:00:43	1.05

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks 53	Link Clicks 0
------------------------------	-------------------------

What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
No data	



ORGANIC TRAFFIC

Organic Sessions

60,694

↑ 172.0%

Percent of Total Sessions

71.65%

↑ 93.9%

% New Sessions

57.02%

↓ -6.9%

Avg. Session Duration

00:01:30

↓ -10.4%

Pages / Session

1.42

↓ -16.4%

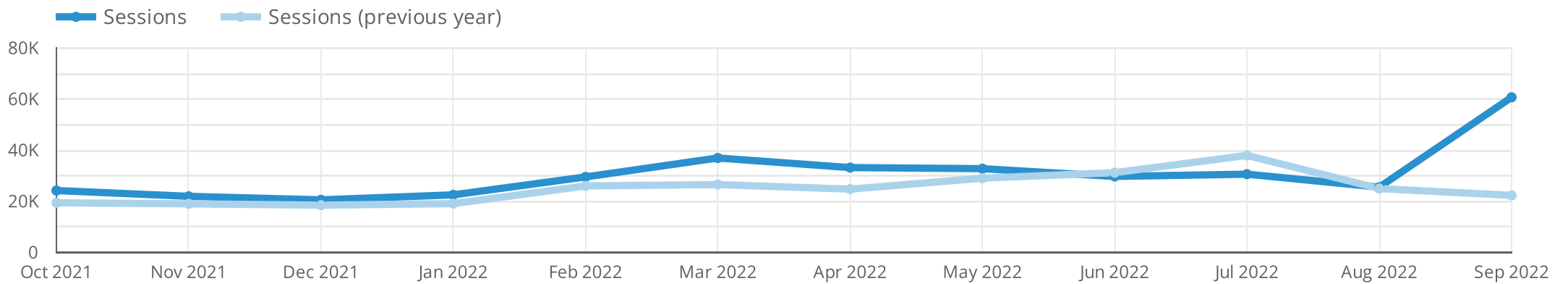
Bounce Rate

54.32%

↑ 6.6%

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/	41,958	496.6% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-fl...	1,423	-12.5% ↓
/event/flagler-county-pro-rodeo/21071/	1,411	-
/events/	1,376	-2.1% ↓
/	1,027	-1.4% ↓
/event/flagler-county-pro-rodeo/21081/	874	-
/event/flagler-county-pro-rodeo/21070/	759	-
/event/creekside-festival/20849/	476	-
/beaches/	343	-10.7% ↓
/things-to-do/restaurants-bars/	317	-32.1% ↓

Analysis: Organic sessions numbered 60,700 this year, 22,300 in 2021 and 38,300 in 2019.

All of the top organic landing pages were related to events and things to do, specifically the Flagler County Pro Rodeo listing pages, which saw a combined 3,000 sessions.

The 25 Things to Do blog post continues to perform well this year, despite a year-over-year decrease in organic traffic.

<p>Organic Clicks</p> <p>48,295</p> <p>📈 187.8%</p>	<p>Organic Impressions</p> <p>1,102,732</p> <p>📈 33.3%</p>	<p>Organic CTR%</p> <p>4.38%</p> <p>📈 115.9%</p>	<p>Average Ranking Position</p> <p>18.01</p> <p>📉 -5.2%</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 webcam	8,298	1	-0.01 ↓	75.44%
flagler beach cam	3,445	1	0	67.58%
flagler beach live cam	1,715	1	0	64.77%
flagler pier cam	1,291	1	-0 ↓	65.37%
palm coast webcam	983	1	0	65.01%
flagler beach pier cam	792	1	-0.01 ↓	60.05%
flagler beach web cam	627	1	-0.02 ↓	70.29%
flagler beach surf cam	623	1.12	-0.52 ↓	53.94%
flagler live cam	553	1	0	56.83%
flagler beach camera	543	1	0	82.4%
flagler webcam	534	1	0	66.58%
flagler beach	516	6.88	1.9 ↑	1.48%
flagler beach pier webcam	440	1	-0.06 ↓	57.59%
flagler surf cam	437	2.01	-0.42 ↓	27.21%
webcam flagler beach	344	1	-0.01 ↓	70.49%
flagler pier surf cam	327	1.7	-1.08 ↓	47.19%
flagler county rodeo	314	2.54	-	65.69%
palm coast live camera	295	1	-	78.88%
live cam flagler beach	270	1	0	73.77%
flagler rodeo	270	2.83	-	69.05%

Analysis: Organic clicks reached 48,300, up 188%, and organic impressions reached 1.1 million, up 33%. Excluding webcam-related searches for both years, both clicks and impressions are up.

Clicks increased 31% and impressions increased 20%. The website's average ranking position improved from No. 18 to No. 16. Average CTR remained steady year-over-year at 1%.

Rodeo-related searches delivered 1,400 clicks on 2,400 impressions, indicating search engines are telling users Visit Flagler contains relevant, targeted information. Rodeo search terms also saw high click-through rates, with "bunnell rodeo", "flagler rodeo" and "flagler county rodeo" all showing at least 65% CTRs.

Queries related to the destination name, including "flagler beach", "palm coast" and "visit flagler" brought a combined 800 clicks.

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Princess Place Preserve	98
Marineland Dolphin Adventure	71
Equestrian Adventures of Florida	70
Princess Place Cottages	52
Golden Magnolia Resort	46
Beverly Beach RV Camptown Resort	42
Bull Creek Campground/Dead Lake	41
Mala Compra Road Beachfront Park - Pet Friendly	36
Flagler County Recreation Area and Fairgrounds	36
Island Cottage Inn	35
River To Sea Preserve	34
Washington Oaks Gardens State Park	32
Bay Drive Park	31
Flagler Beach Municipal Pier	30
Grand Reserve Golf Course and Club	29
Fitness One	29
Hammock Beach Golf Resort & Spa	29
Gamble Rogers Memorial State Recreational Area	27
Grand total	2,187

Organic Listing Referrals YoY

2,187

↓ -23.5%

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Flagler County Recreation Area and Fairgrounds Flag...	1,349
CREEKSIDE FESTIVAL	188
Central Park in Town Center Remembering Heroes F...	61
Wickline Center Park Flagler Beach Farmers Market	50
Central Park in Town Center Island Fest 5	45
6TH ANNUAL FREEDOM FEST	44
Creative Bazaar Arts & Crafts Flea Market	41
Palm Coast Tennis Center PALM COAST AND THE FL...	40
The Brass Tap 6th Annual Taptoberfest	30
FOOD TRUCK TUESDAY / PALM COAST	29
Hammock Beach Golf Resort & Spa Taste of the Fun ...	28
Flagler Playhouse Oliver!	27
Central Park in Town Center Island Festival	24
September Fall Festival	23
Central Park in Town Center Palm Coast Fall Arts Fes...	18
Comedy Night with Michelle Rider	16
J.T.'s Seafood Shack Peppers Art Walk	16
Hammock Beach Golf Resort & Spa 9/11 Tribute Stai...	13
Grand total	2,223

Organic Event Referrals YoY

2,223

↑ 483.5%



September 2022

Social Media Channels

TOP PERFORMING CONTENT

September 2022



Palm Coast and the Flagler Beaches

Published by Candi Breckenridge [?] · ★ Favorites · September 22 · 🌐

When it's the first day of fall, but still feels like summer... 🍎🍉🍌🍷



Reach 228,813

Video Views N/A

Engagement 10,500

Facebook Followers

23,532

↑ 1.68%
From AUG



visitflagler

bynxmusic · Cinema x The Veldt (BYNX Edit)



visitflagler Palm Coast Villas is truly a hidden gem. Even Charles Lindbergh and Ernest Hemingway stayed there!

@pcvillas #visitflagler #lovefl #palmcoast #palmcoastvillas #flaglerbeach #hammock #thehammock #floridahotels #uniqueplaces #historichotels #exploreflorida #wheretostay #floridatravel #travelflorida #cheapohotels #boutiquehotel #boutiquehotels #visitflorida #roadtrip #hiddengem

1w



meganfarrellnelson This place is adorable!! 🥰

1w 1 like Reply

— View replies (2)



staysandgetaways 🥰🥰🥰

1w 1 like Reply



scenica1a We love it! ❤️

1w 1 like Reply



Liked by coquinacoastbrewing and 374 others

SEPTEMBER 7

Reach 8704

Video Views 8,738

Engagement 561

Instagram Followers

6537

↑ 0.83%
From AUG

TOP PERFORMING CONTENT

September 2022



Visit Flagler
@VisitFlagler

When it's the first day of fall, but still feels like summer. 🎃🍉☀️🌊 RT if you can relate. #VisitFlagler #LoveFL



Impressions	196
Video Views	N/A
Engagement	12

Twitter Followers

3,766

↑ 0.56%
From AUG



Visit Palm Coa... Save

visitflagler.com

Discover Outside The Box

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
790 followers

Note to self

What do you want to remember about this Pin?

Add note

Comments



Add a comment



You saved to Visit Palm Coast and the Flagler Beaches

Impressions	333,712
Video Views	N/A
Engagement	1,521

Pinterest Followers

790

↑ 0.51%
From AUG

TOP PERFORMING CONTENT

September 2022



Video Views

2,551

YouTube Subscribers

1,669  0.54%

From AUG