



DIGITAL MARKETING REPORT

Visit Flagler, FL

September 2023



SEO EXECUTIVE SUMMARY

Sep 1, 2023 - Sep 30, 2023

For **overall traffic**, sessions numbered 54,300 in September, a 39% decrease year-over-year. This 34,350-session decline was concentrated on organic search but also present in the 22% (-3,400 sessions) decrease in Direct and the 92% (-1,000 sessions) decrease in Display.

Organic traffic saw a 49% decrease in sessions that was concentrated on the webcams page. Last year's outsize increase in traffic to the webcams page due to Hurricane Ian, which made landfall Sept. 28-30, led to a comparatively lower number of sessions. Excluding the webcams page, organic sessions actually increased 1% (20,935 in 2022 versus 21,161 in 2023) in September. Engaged sessions comprised 72% of organic traffic, meaning nearly three-quarters of users either completed a conversion or clicked further into the site.

Both Visitor Guide requests and e-newsletter signups reached about 100 each. Along with partner referrals and file downloads, these two metrics make up the conversions currently being measured.

Outside of **webcams**, top areas of organic search included **things to do** and the **rodeo**. Queries related to things to do drove 1,000 clicks on 10,000 impressions, both increasing by about 20% year-over-year. Nearly all of these terms were related to Palm Coast (rather than Flagler) and led users to the [25 Things to Do blog post](#). Rodeo-related queries, such as "flagler county rodeo" and "flagler rodeo", drove 700 clicks on 3,400 impressions (+45%).

Organic clicks numbered 23,000 a 50% decrease in line with the outsized interest in Hurricane Ian last year; however, impressions stayed relatively steady, numbering about 1.1 million. This means that, despite the decrease in user interest, search engines continued to serve the website within the top results in SERP. Furthermore, the terms with the greatest number of impressions were unrelated to webcams, including "palm coast" (17,400 impressions), "hammock beach resort" (16,000 impressions) and "flagler beach" (15,000 impressions).

Organic Summary

Sessions

31,514

↓ -49.1%

Engaged sessions

22,788

↓ -51.0%

Listing Referrals

3,610

↑ N/A

Event Referrals

1,910

↑ N/A

Visitors Guide Requests

109

No data

Newsletter Signups

99

No data

COMPLETED TASKS

- Completed on-page optimization on five pages, including [Satisfy Your Sweet Tooth in Palm Coast and the Flagler Beaches](#) and [Explore Beautiful Blueways with Backwater Cat Adventures](#)
- Monthly broken link scan led to two corrections
- Monthly crawl error check led to one correction
- Quarterly spelling error check led to one correction

ROADMAP

- Upcoming content: To be established by client
- Upcoming optimizations: To be established by client. As new blog posts or landing pages are published, your analyst will submit them for optimization. These can also be requested by the client. The current contract allows for 10 pages per month.



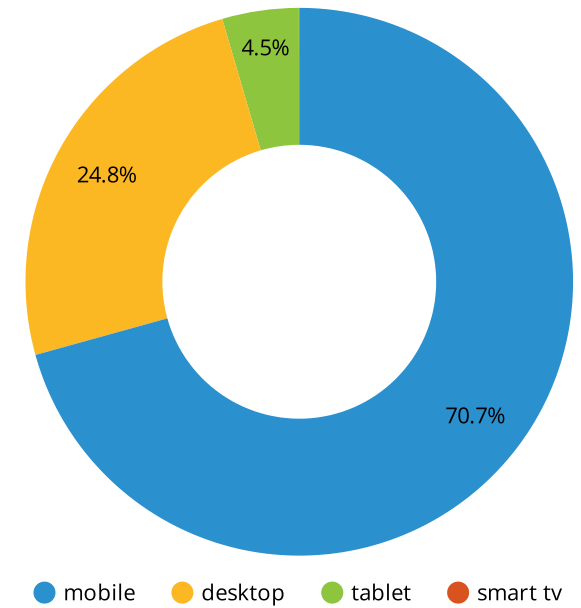
SEO REPORT

OVERALL TRAFFIC SUMMARY

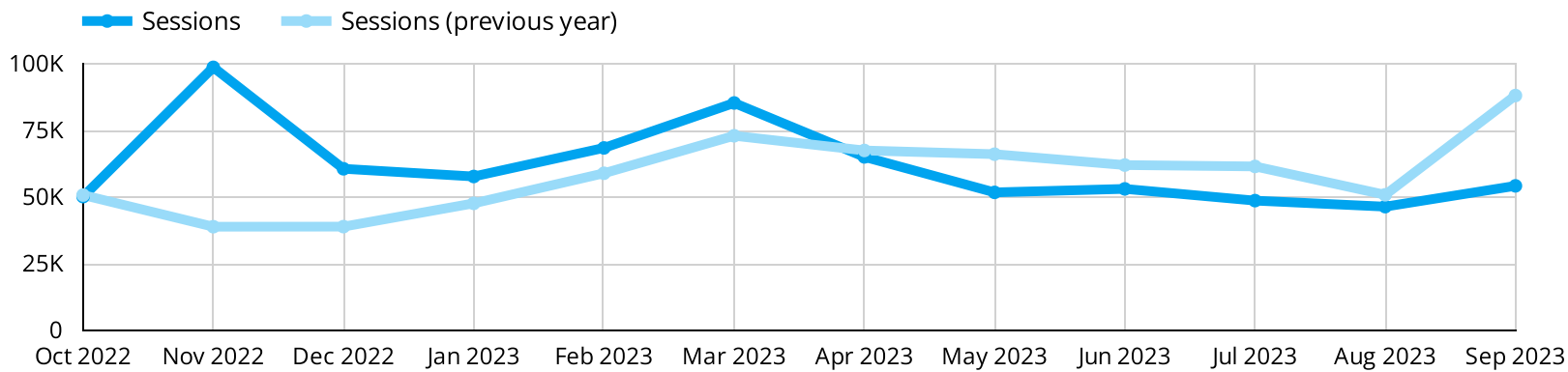
Sep 1, 2023 - Sep 30, 2023

Active Users 35,548 ↓ -29.9%	Sessions 54,309 ↓ -38.7%	Engaged Sessions 34,587 ↓ -42.8%	Engagement Rate 63.69% ↓ -6.6%	Avg. Engagement Time 00:01:10 ↑ 12.2%	Conversions 6,495 ↑ N/A
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Device Category (Users)



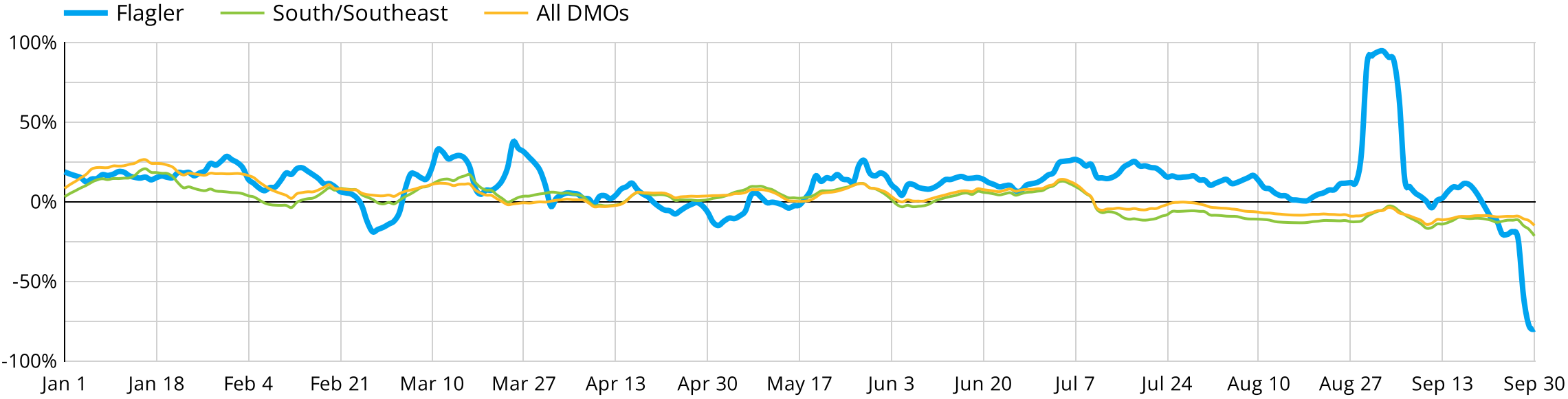
Engaged Sessions over time (Last 12 months YoY)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	19,620	22,788	00:01:24
Paid Social	6,511	2,957	00:00:12
Direct	6,234	7,358	00:01:22
Paid Search	1,297	185	00:00:08
Referral	963	1,036	00:01:51
Organic Social	822	665	00:00:46
Unassigned	288	29	00:04:52
Display	38	19	00:00:06
Paid Video	16	8	00:00:10
Email	1	1	00:02:18

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

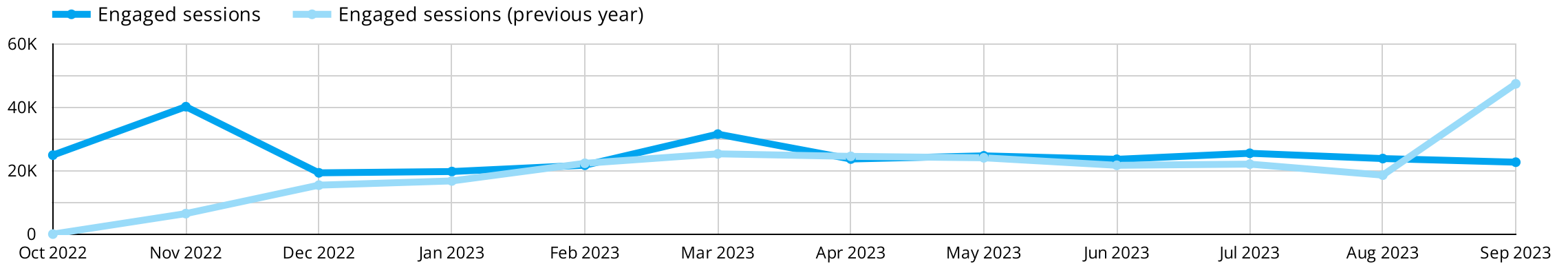
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.17	1.75	-19.48%	organic search	00:01:04	00:00:53	-16.85%	organic search	71.77%	67.48%	-5.97%
paid search	1.74	1.01	-42.13%	paid search	00:00:27	00:00:00	-99.55%	paid search	52.88%	0.34%	-99.35%
Grand total	1.95	1.7	-12.83%	Grand total	00:00:44	00:00:45	1.45%	Grand total	57.35%	57.04%	-0.55%

ORGANIC TRAFFIC SUMMARY

Sep 1, 2023 - Sep 30, 2023

Active users 19,620 ↓ -46.7%	Sessions 31,514 ↓ -49.1%	Engaged sessions 22,788 ↓ -51.0%	Engagement rate 72.31% ↓ -3.7%	Engagement Time 00:01:24 ↑ 27.0%	Conversions 5,089 ↑ N/A
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Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Conversions
/beaches/webcams	3,977	50
/events	1,786	371
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,269	300
/event/flagler-county-pro-rodeo/21408	1,058	681
/	464	153
/things-to-do/restaurants-bars	460	180
/event/fall-into-the-holidays/21320	455	165
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach	373	72
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	308	33
/listing/equestrian-adventures-of-florida/346583	269	74

Conversion Events

Event name	Conversions
partner_referral	4,718
file_download	163
visitorguide_request	109
newsletter_signup	99

ORGANIC SEARCH QUERY PERFORMANCE

Sep 1, 2023 - Sep 30, 2023

Organic Clicks

23,032

↓ -52.3%

Organic Impressions

1,088,219

↓ -1.3%

Organic CTR%

2.12%

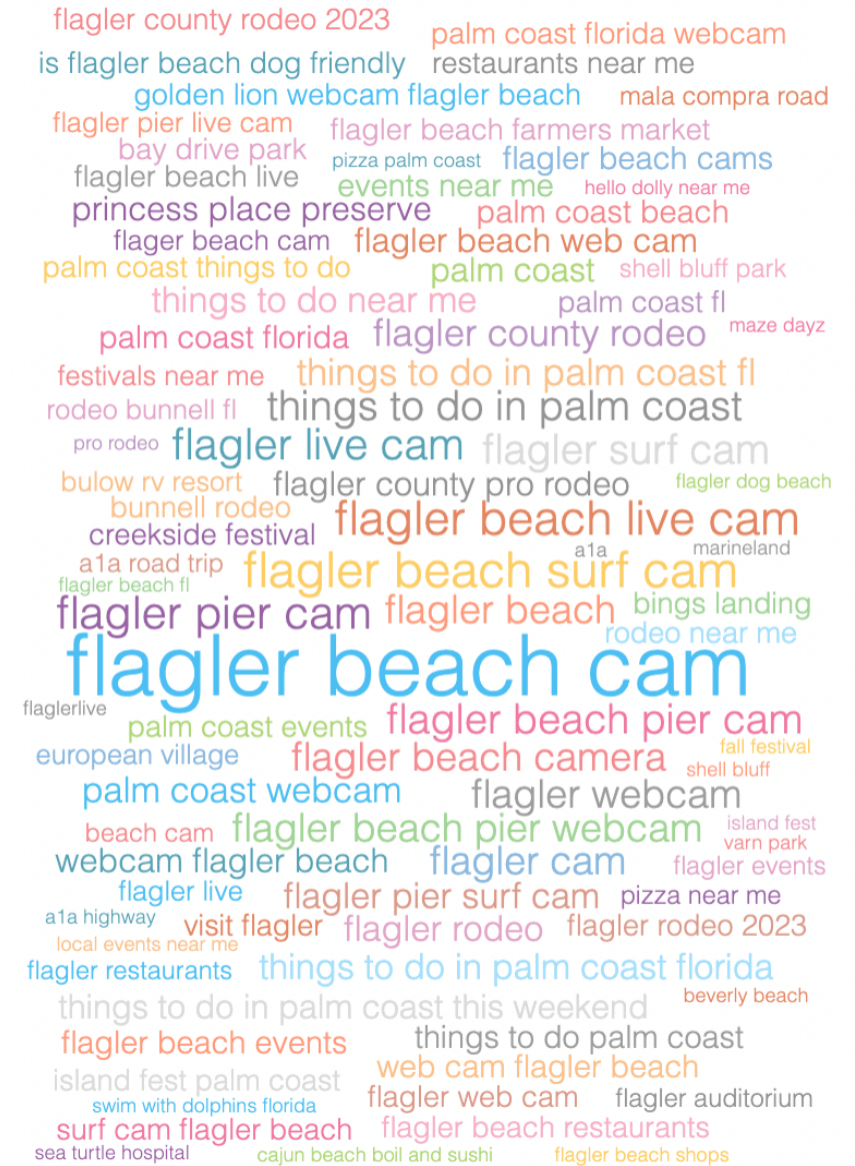
↓ -51.7%

Average Ranking Position

23.03

↑ 27.9%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	1,552	1.02	0.02 ↑	64.77%
flagler beach webcam	1,181	1.01	0.01 ↑	64.71%
flagler beach surf cam	331	1.21	0.09 ↑	44.97%
flagler beach live cam	270	1.03	0.03 ↑	54.33%
flagler pier cam	250	1.03	0.03 ↑	61.27%
flagler live cam	194	1.02	0.02 ↑	65.99%
things to do in palm coast	172	2.27	0.39 ↑	21.29%
flagler surf cam	168	2.05	0.05 ↑	14.2%
flagler beach pier cam	161	1.04	0.04 ↑	60.3%
flagler beach	143	9.22	2.34 ↑	0.95%
flagler webcam	138	1.01	0.01 ↑	57.5%
flagler beach camera	138	1	0	79.77%
flagler beach pier webcam	136	1.01	0.01 ↑	77.71%
flagler cam	129	1.04	0.04 ↑	74.57%
things to do in palm coast fl	111	2.51	0.41 ↑	19.14%
flagler county rodeo	108	5.72	3.19 ↑	18.88%
flagler pier surf cam	100	1.03	-0.68 ↓	35.97%
flagler rodeo	99	4.99	2.16 ↑	19.37%
things to do in palm coast florida	92	2.08	0.34 ↑	24.6%
things to do near me	86	19.69	-6.32 ↓	4.4%



Organic Search Result Performance

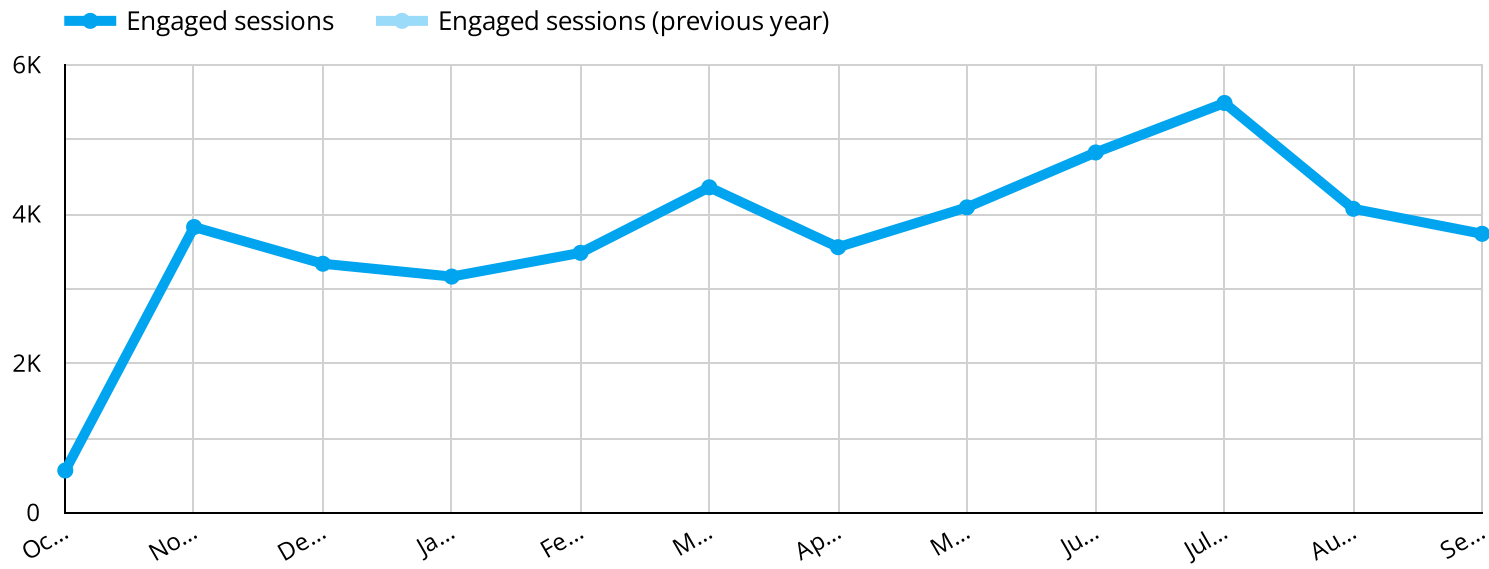
Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach cam	https://www.visitflagler.com/beaches/webcams/	1,552	2,396	-2,702 ↓	64.77%
flagler beach webcam	https://www.visitflagler.com/beaches/webcams/	1,181	1,825	-9,174 ↓	64.71%
flagler beach surf cam	https://www.visitflagler.com/beaches/webcams/	331	736	-419 ↓	44.97%
flagler beach live cam	https://www.visitflagler.com/beaches/webcams/	270	497	-2,151 ↓	54.33%
flagler pier cam	https://www.visitflagler.com/beaches/webcams/	250	408	-1,567 ↓	61.27%
flagler live cam	https://www.visitflagler.com/beaches/webcams/	194	294	-679 ↓	65.99%
flagler surf cam	https://www.visitflagler.com/beaches/webcams/	168	1,183	-423 ↓	14.2%
things to do in palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	166	808	147 ↑	20.54%
flagler beach pier cam	https://www.visitflagler.com/beaches/webcams/	161	267	-1,052 ↓	60.3%
flagler beach camera	https://www.visitflagler.com/beaches/webcams/	138	173	-486 ↓	79.77%
flagler webcam	https://www.visitflagler.com/beaches/webcams/	138	240	-562 ↓	57.5%
flagler beach pier webcam	https://www.visitflagler.com/beaches/webcams/	136	175	-589 ↓	77.71%
flagler cam	https://www.visitflagler.com/beaches/webcams/	129	173	-143 ↓	74.57%
flagler county rodeo	https://www.visitflagler.com/event/flagler-county-pro-rodeo/21408/	107	462	-	23.16%
things to do in palm coast fl	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	106	580	-99 ↓	18.28%
flagler pier surf cam	https://www.visitflagler.com/beaches/webcams/	100	278	-415 ↓	35.97%
flagler rodeo	https://www.visitflagler.com/event/flagler-county-pro-rodeo/21408/	98	480	-	20.42%
things to do in palm coast flori...	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	90	374	144 ↑	24.06%
palm coast webcam	https://www.visitflagler.com/beaches/webcams/	82	130	-1,382 ↓	63.08%
things to do near me	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	81	1,887	387 ↑	4.29%
flagler beach	https://www.visitflagler.com/	71	15,063	-19,646 ↓	0.47%
flagler beach web cam	https://www.visitflagler.com/beaches/webcams/	67	133	-759 ↓	50.38%
princess place preserve	https://www.visitflagler.com/listing/princess-place-preserve/270329/	67	1,701	226 ↑	3.94%

ORGANIC BLOG TRAFFIC

Sep 1, 2023 - Sep 30, 2023

Sessions 4,519 ↑ N/A	Engaged Sessions 3,715 ↑ N/A
Active Users 3,978 ↑ N/A	Conversions 646 No data
Engagement Time 00:01:59 No data	Engagement Rate 82.21% No data

Organic Engaged Sessions to the Blog over time (Last 12 months YoY)



Top Organic Landing Pages (Blog)

Landing page	Active users	Engaged sessions	Engagement rate
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,269	1,217	85.83%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	308	291	83.86%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	214	174	78.03%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	164	158	87.29%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	115	111	93.28%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches	108	98	78.4%
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler-beaches	80	73	76.04%
/blog/post/why-flagler-beaches-are-the-best-in-florida	79	73	84.88%
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches	77	82	91.11%
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl	75	62	70.45%