



# DIGITAL MARKETING REPORT

Visit Flagler, FL

April 2024



# SEO EXECUTIVE SUMMARY

Apr 1, 2024 - Apr 30, 2024

For **overall traffic**, sessions numbered 43,995 in April, a 34% decrease year-over-year. Part of this 23,000-session decrease was driven by a decrease to the Organic Social channel, which includes any social traffic that isn't paid. The homepage again experienced a decrease in overall sessions (-73%), as well as the /webcams/ page (-33%).

**Organic traffic** decreased 4%, with a total of 31,776 sessions. Organic sessions peaked April 6 with 1,367, and the most popular searches that day were related to Family Fest and Turtle Fest. The Shopping page performed well, with a 45% increase in organic sessions and an 85% engagement rate. Impressions for this page went up 325%, meaning search engines served the site at an exponentially higher rate than last year.

Organic sessions to the webcams page went down 37% (-3,600 sessions), which can be partially attributed to a decrease in user interest. Despite the 33% decrease in clicks to this page, impressions were up 19%, and ranking improved 37% to reach position 21.1. Further, average engagement time for this page increased 17% to reach 33 seconds, and about 100 users clicked onto the blog post feed at the bottom of the page.

Organic clicks to the website went up by 600 to reach 24,900, while impressions stayed steady at 1.1 million. Clicks to non-webcam related keywords increased 13%, with the largest gains going to "family farm fest" (+200 clicks), "turtle fest" (+115 clicks) and "spring festival" (+90 clicks). In fact, all queries containing "fest" increased exponentially, with clicks up 370% and impressions up 97%. Users who searched these terms most frequently landed on the [Turtle Fest event listing](#).

Organic blog sessions increased 50% to reach 6,357, which could be due to these pages' impressive performance on SERP: clicks went up 52%, impressions also went up 52%, and ranking improved 19% to reach position 17.9.

## Organic Summary

Sessions

31,776

↓ -3.6%

Engaged sessions

23,708

↓ -2.9%

Listing Referrals

3,944

↑ N/A

Event Referrals

977

↑ N/A

Visitors Guide Requests

141

No data

Newsletter Signups

115

No data

### TOP CITIES (SESSIONS)

Palm Coast: 6,605  
Atlanta: 3,602  
Miami: 3,077  
Orlando: 2,940  
Jacksonville: 849  
New York: 821  
Ashburn: 607  
Daytona Beach: 596  
Bunnell: 525  
Flagler Beach: 478

### TOP STATES (SESSIONS)

Florida: 22,718  
Georgia: 4,979  
New York: 1,792  
Virginia: 1,339  
Ohio: 1,106  
North Carolina: 1,040  
Pennsylvania: 1,017  
Michigan: 933  
Indiana: 656  
Illinois: 632

### COMPLETED ACTIVITIES

- Completed on-page optimizations on [Watch Rover Ride the Waves](#), [Explore These Trails](#) and [Protecting and Protecting](#) blog posts
- Installed new meta tags on five pages
- Monthly crawl error check led to five corrections
- Completed and sent report/partner referrals
- Quarterly duplicate content check found no issues



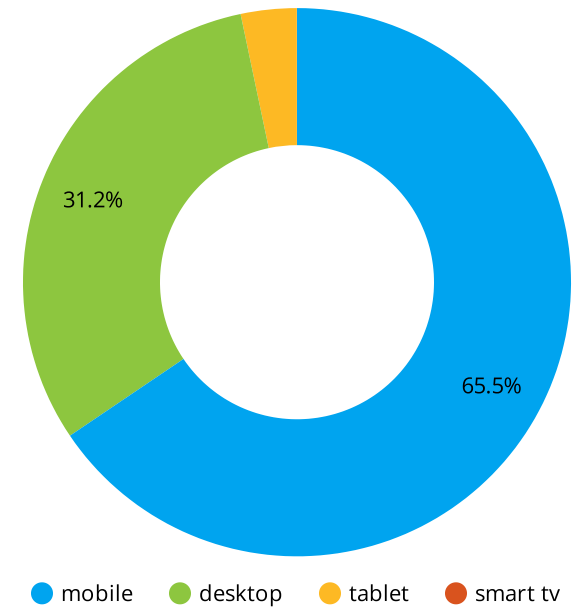
# SEO REPORT

# OVERALL TRAFFIC SUMMARY

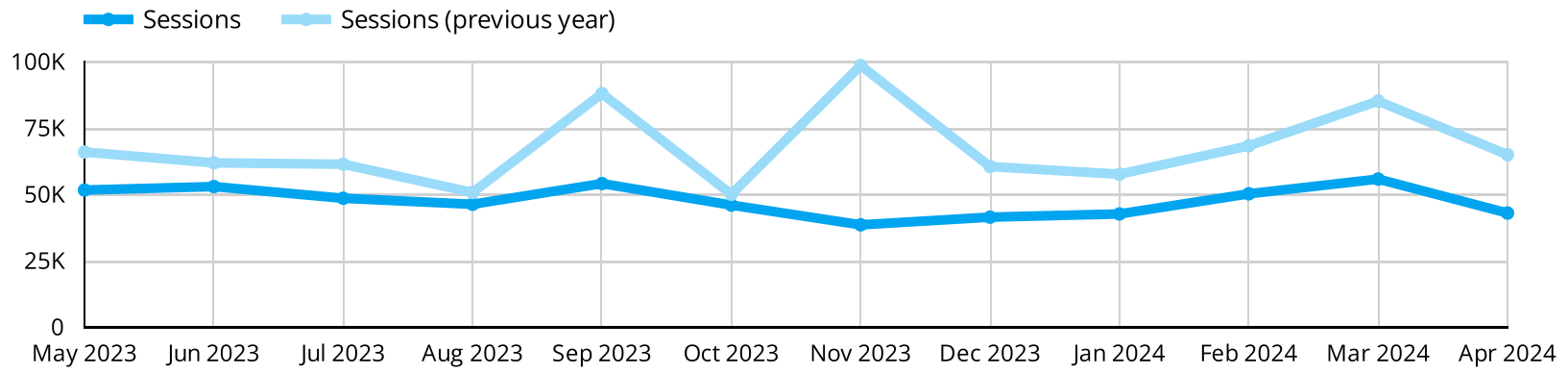
Apr 1, 2024 - Apr 30, 2024

Active Users <b>28,896</b> ↓ -36.3%	Sessions <b>43,995</b> ↓ -33.8%	Engaged Sessions <b>31,874</b> ↓ -25.0%	Engagement Rate <b>72.45%</b> ↑ 13.4%	Avg. Engagement Time <b>00:01:19</b> ↑ 39.1%	Conversions <b>6,865</b> ↑ N/A
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## Device Category (Users)



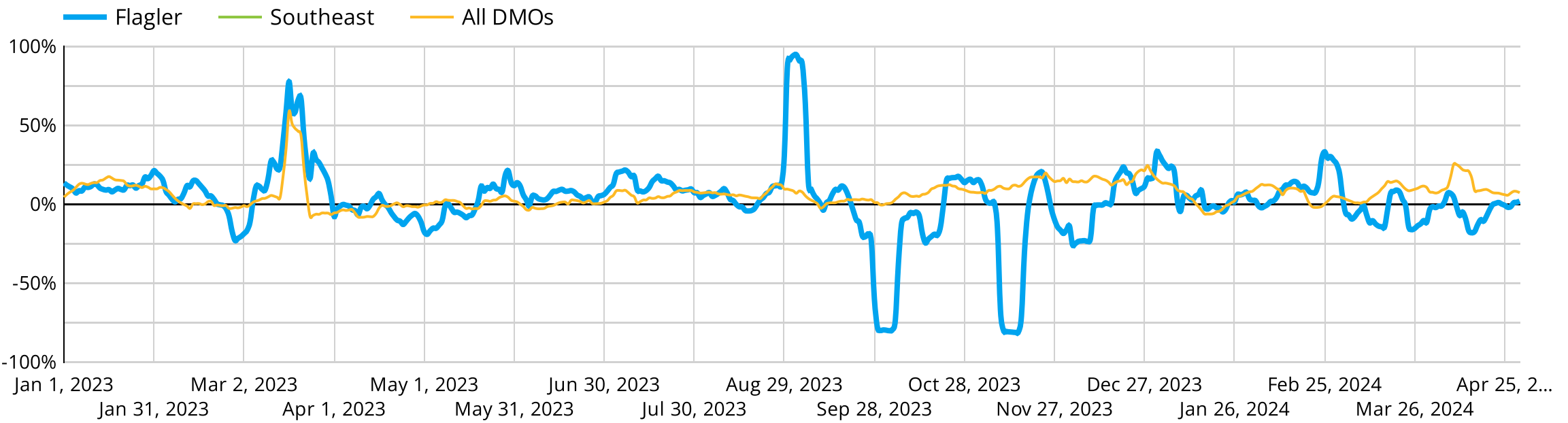
## Engaged Sessions over time (Last 12 months YoY)



## By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	21,722	23,708	00:01:20
Direct	4,508	5,019	00:01:04
Referral	2,312	2,255	00:01:33
Organic Social	519	444	00:00:46
Unassigned	132	49	00:01:32
Email	16	8	00:00:21
Paid Search	8	8	00:00:58
Display	6	0	00:00:00
Organic Video	3	4	00:00:06
Paid Other	1	2	00:01:38

## Organic Search Sessions (Self, Region, All DMOs)



## Website performances versus DMO averages?

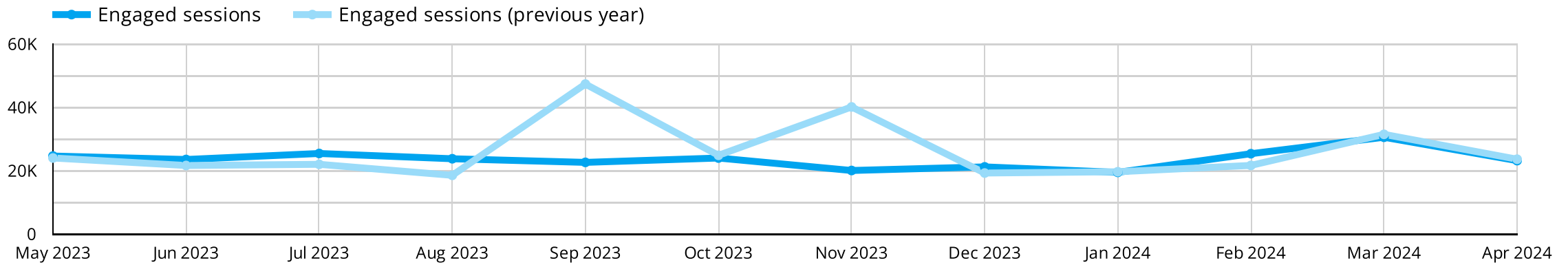
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.38	2.03	-14.52%	organic search	00:01:05	00:00:59	-9.33%	organic search	71.62%	70.52%	-1.54%
paid search	2.47	2.86	15.6%	paid search	00:00:51	00:01:21	56.15%	paid search	64.6%	87.5%	35.44%
<b>Grand total</b>	<b>1.98</b>	<b>1.99</b>	<b>0.04%</b>	<b>Grand total</b>	<b>00:00:40</b>	<b>00:00:55</b>	<b>35.96%</b>	<b>Grand total</b>	<b>59.88%</b>	<b>66.65%</b>	<b>11.29%</b>

# ORGANIC TRAFFIC SUMMARY

Apr 1, 2024 - Apr 30, 2024

<b>Active users</b> <b>21,722</b> <span style="color: green;">↑ 1.8%</span>	<b>Sessions</b> <b>31,776</b> <span style="color: red;">↓ -3.6%</span>	<b>Engaged sessions</b> <b>23,708</b> <span style="color: red;">↓ -2.9%</span>	<b>Engagement rate</b> <b>74.61%</b> <span style="color: green;">↑ 0.7%</span>	<b>Engagement Time</b> <b>00:01:20</b> <span style="color: green;">↑ 5.8%</span>	<b>Conversions</b> <b>5,409</b> <span style="color: green;">↑ N/A</span>
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## Organic Engaged Sessions over time (Last 12 months YoY)



## Landing Page (Users)

Landing page	Active users	Conversions
/beaches/webcams	2,403	41
/events	2,270	406
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	1,535	417
/	686	216
/things-to-do/restaurants-bars	583	220
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	442	35
/event/turtle-fest/21660	404	16
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	385	45
/event/brian-earl-foster-invitational-bull-riding/21682	357	279
/things-to-do/shopping	339	83

## Conversion Events

Event name	Conversions
partner_referral	4,921
file_download	232
visitorguide_request	141
newsletter_signup	115

# ORGANIC SEARCH QUERY PERFORMANCE

Apr 1, 2024 - Apr 30, 2024

Organic Clicks

24,932

↑ 2.6%

Organic Impressions

1,181,620

↓ -1.0%

Organic CTR%

2.11%

↑ 3.6%

Average Ranking Position

18.28

↓ -4.5%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	839	1.04	-0 ↓	67.34%
flagler beach webcam	640	1.01	-0 ↓	58.08%
flagler beach	232	7.4	0.33 ↑	1.17%
things to do in palm coast	230	2.31	-0.84 ↓	17.53%
flagler beach live cam	219	1.11	0.08 ↑	64.22%
family farm festival, 6 apr	194	1.07	-	66.9%
things to do in palm coast fl	156	2.63	-0.61 ↓	19.4%
things to do in palm coast florida	152	2.03	-0.66 ↓	26.95%
flagler live cam	144	1.01	0.01 ↑	56.03%
flagler beach surf cam	130	1.25	0.21 ↑	37.46%
flagler webcam	120	1.09	0.08 ↑	71.01%
turtle fest, veterans park, 6 apr	115	1	-	67.25%
palm coast	110	8.84	2.14 ↑	0.54%
european village farmers market	102	1.25	-2.24 ↓	50.75%
webcam flagler beach	93	1	-0.09 ↓	85.32%
palm coast events	90	1.64	-0.1 ↓	41.28%
princess place preserve	86	5.87	2.11 ↑	4.11%
flagler pier surf cam	86	1.48	-0.14 ↓	30.07%
flagler beach pier cam	86	1.04	-0.13 ↓	62.77%
spring festival, flagler palm coast hig...	84	1.55	-	19.4%



## Organic Search Result Performance

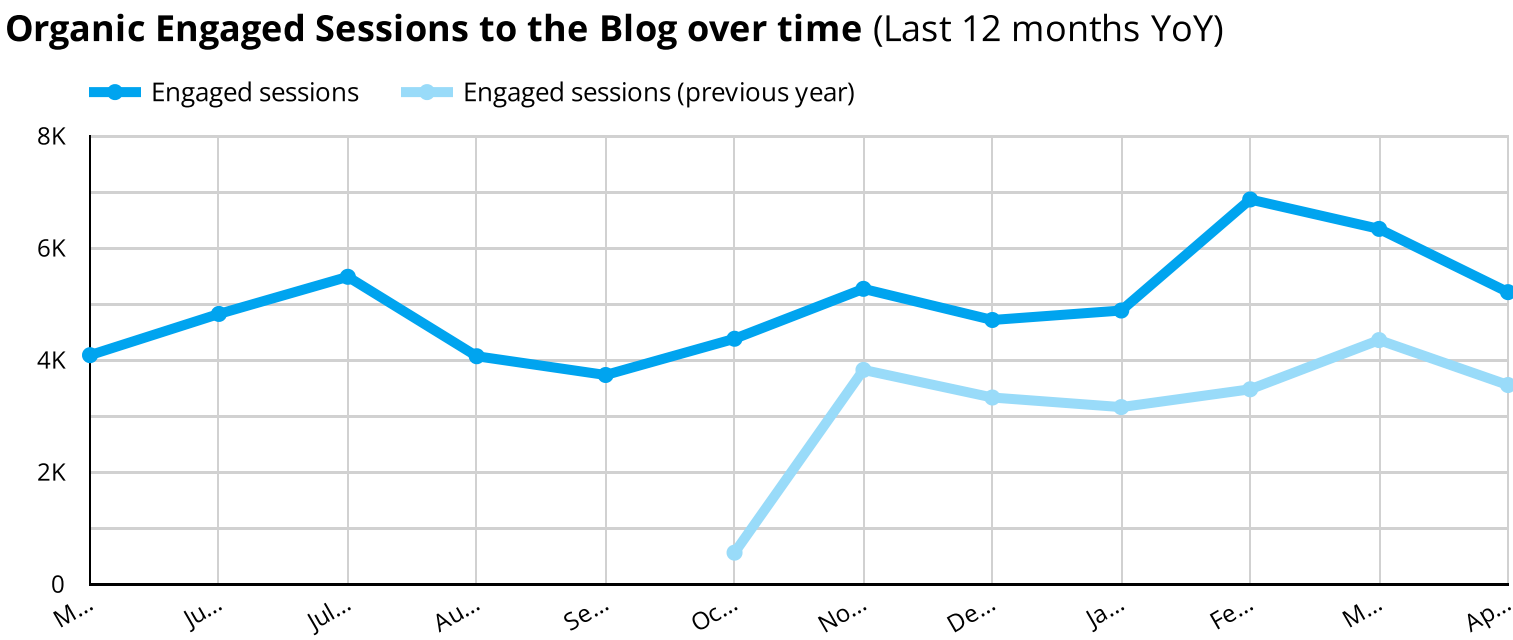
Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	839	1,246	-804 ↓	67.34%
flagler beach webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	640	1,102	-683 ↓	58.08%
flagler beach live cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	219	341	-225 ↓	64.22%
things to do in palm coast	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	217	1,312	252 ↑	16.54%
family farm festival, 6 apr	<a href="https://www.visitflagler.com/event/family-farm-festival/21689/">https://www.visitflagler.com/event/family-farm-festival/21689/</a>	192	290	-	66.21%
things to do in palm coast fl	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	146	804	64 ↑	18.16%
things to do in palm coast flori...	<a href="https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...">https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...</a>	145	564	155 ↑	25.71%
flagler live cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	144	257	32 ↑	56.03%
flagler beach surf cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	130	347	-139 ↓	37.46%
flagler beach	<a href="https://www.visitflagler.com/">https://www.visitflagler.com/</a>	126	19,852	-3,982 ↓	0.63%
flagler webcam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	120	169	-56 ↓	71.01%
turtle fest, veterans park, 6 apr	<a href="https://www.visitflagler.com/event/turtle-fest/21660/">https://www.visitflagler.com/event/turtle-fest/21660/</a>	115	171	-	67.25%
european village farmers mar...	<a href="https://www.visitflagler.com/event/european-village-farmers-market/18545/">https://www.visitflagler.com/event/european-village-farmers-market/18545/</a>	102	201	-79 ↓	50.75%
webcam flagler beach	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	93	109	0	85.32%
flagler pier surf cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	86	286	147 ↑	30.07%
flagler beach pier cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	86	137	-122 ↓	62.77%
spring festival, flagler palm co...	<a href="https://www.visitflagler.com/event/11th-annual-spring-festival-%26-plant-sale/21498/">https://www.visitflagler.com/event/11th-annual-spring-festival-%26-plant-sale/21498/</a>	84	433	-	19.4%
palm coast	<a href="https://www.visitflagler.com/">https://www.visitflagler.com/</a>	83	19,831	-1,093 ↓	0.42%
palm coast events	<a href="https://www.visitflagler.com/events/">https://www.visitflagler.com/events/</a>	83	218	-83 ↓	38.07%
princess place preserve	<a href="https://www.visitflagler.com/listing/princess-place-preserve/270329/">https://www.visitflagler.com/listing/princess-place-preserve/270329/</a>	78	2,087	229 ↑	3.74%
flagler beach restaurants	<a href="https://www.visitflagler.com/things-to-do/restaurants-bars/">https://www.visitflagler.com/things-to-do/restaurants-bars/</a>	73	2,250	-366 ↓	3.24%
brian earl foster invitational, fl...	<a href="https://www.visitflagler.com/event/brian-earl-foster-invitational-bull-riding/21682/">https://www.visitflagler.com/event/brian-earl-foster-invitational-bull-riding/21682/</a>	67	88	-	76.14%
flagler surf cam	<a href="https://www.visitflagler.com/beaches/webcams/">https://www.visitflagler.com/beaches/webcams/</a>	67	560	104 ↑	11.78%



# ORGANIC BLOG TRAFFIC

Apr 1, 2024 - Apr 30, 2024

Sessions <b>6,357</b> ↑ 49.7%	Engaged Sessions <b>5,272</b> ↑ 48.3%
Active Users <b>5,482</b> ↑ 45.3%	Conversions <b>925</b> N/A
Engagement Time <b>00:01:38</b> ↓ -6.1%	Engagement Rate <b>82.93%</b> ↓ -1.0%



## 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	1,535	1,472	86.33%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	442	401	84.6%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	385	373	83.45%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	265	258	90.53%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	243	235	84.84%
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler-beaches	189	153	69.86%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches	152	148	87.57%
/blog/post/shop-local-eat-local-at-european-village	134	116	79.45%
/blog/post/why-flagler-beaches-are-the-best-in-florida	111	100	84.75%
/blog/post/new-in-the-new-year-in-palm-coast-and-the-flagler-beaches	94	92	92%