



# SEO REPORT

December 2022

FLAGLER  
BEACH  
FLA

# SEO EXECUTIVE SUMMARY

Organic Sessions

26,485

↑ 28.8%

Organic Sessions YTD

414,400

↑ 34.3%

## Overall Traffic Performance

In December, the site received 57,300 sessions in total, which represents a 52% increase from last year. While session numbers continued to see improvement, engagement metrics experienced slight decreases, partially due to an increase in Display sessions. Pages per session decreased 10%, average session duration decreased 15% and bounce rate increased 19%.

## Organic Traffic Performance

Organic search brought in 46% of sessions with 26,500, a 29% increase year-over-year. About a quarter of organic sessions, or 6,800, went to the webcam. Organic sessions for the whole year totaled 414,000, a 34% increase over 2021. Visit Flagler outperformed DMOs industry-wide, who, in 2022, saw a 2% decrease in organic sessions.

## Recommendations

### Strawberry Fest

In the first three months of 2022, searches related to the Strawberry Festival held top spots, including "palm coast strawberry festival 2022" (1,060 clicks on 1,423 impressions) and "strawberry festival palm coast" (845 clicks on 1,138 impressions). The current [Strawberry Fest listing](#) has already seen traffic at the end of 2022, garnering 50 organic sessions between October and December. Consider creating a blog post around the event (and/or adding it to the [Annual Events page](#)). The top terms driving traffic to the listing in 2022 were "festivals" (6/210), "palm coast town center events" (1/291) and "strawberry festival" (0/76), so include those terms in the copy.

### Winter content

Consider updating the following content to take advantage of winter travel:

- Between January and March 2022, queries containing "winter" drove 5 clicks on 400 impressions, with top terms centering on rentals: "palm coast winter rentals" (4/53), "winter rentals in st augustine florida" (0/81) and "florida winter rentals" (0/54). The blog post [5 Vacation Rentals We Want to Escape to This Winter](#) was last updated November 2021, and traffic to the post peaked in early February 2022. Update to refresh the publish date, letting users and search engines know the content is accurate and up-to-date, and consider changing the H1 to "5 Winter Vacation Rentals in Palm Coast and the Flagler Beaches".
- Over the past year, the [Fly South for the Winter](#) blog post has only seen 15 sessions overall. The content, however, is unique and informative enough that it doesn't need to be disabled. To increase traffic, consider adding the following exact keywords, which do not currently exist on the page and were among the top traffic drivers: "florida beaches", "winter beaches" and "restaurants near bald eagle state park"



**OVERALL TRAFFIC**

# Overall Traffic Summary | 6 Months & YTD

Dec 1, 2022 - Dec 31, 2022

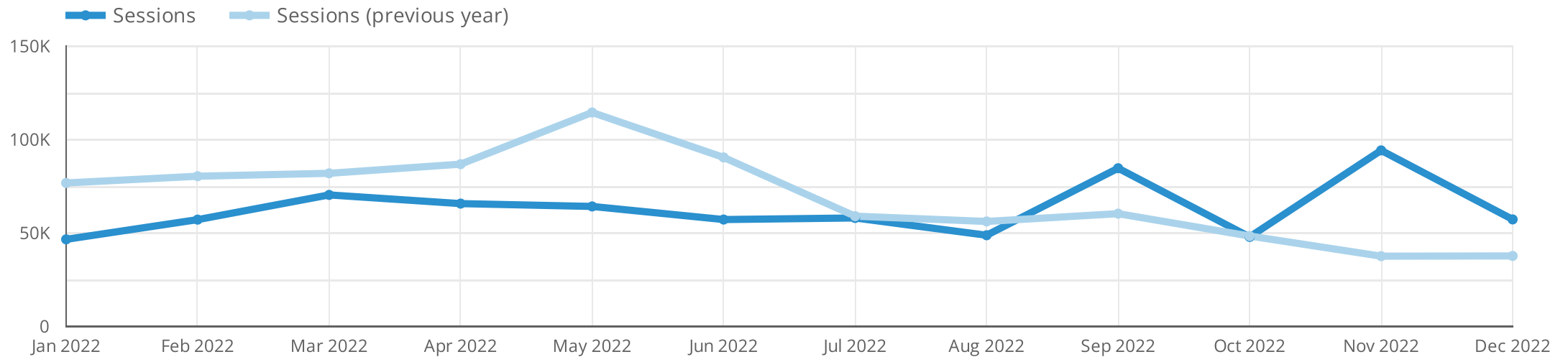
## How is my total traffic performing over time?

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...
December	57,316	51.8% ↑	42,901	69.83%	83,653	1.46	00:01:08
November	94,260	150.4% ↑	60,337	54.51%	129,971	1.38	00:01:21
October	47,948	-1.0% ↓	29,935	55.98%	75,437	1.57	00:01:34
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

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

by Sessions Year over Year



**Analysis:** In December, the site received 57,300 sessions in total, which represents a 52% increase from last year. Pages per session decreased 10% (1.6 to 1.5), average session duration decreased 15% (1:21 to 1:09) and bounce rate increased 19% (59% to 70%).

# Overall Traffic Summary | Last Month

Dec 1, 2022 - Dec 31, 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	26,485	28.8% ↑	46.21%
Direct	10,575	40.5% ↑	18.45%
Display	9,981	-	17.41%
Social	5,628	56.9% ↑	9.82%
Paid Search	3,023	42.7% ↑	5.27%
Referral	1,511	9.7% ↑	2.64%
(Other)	113	-95.6% ↓	0.2%
<b>Grand total</b>	<b>57,316</b>	<b>51.8% ↑</b>	<b>100%</b>

**Analysis:** Organic search brought in 46% of sessions with 26,500, a 29% increase year-over-year. About a quarter of organic sessions, or 6,800, went to the webcam. About 1,200 organic sessions went to blog posts.

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
Evergreen	7,002
ACQ_Flagler_Location_Specific	2,961
cox-o-visitflagler	1,842
madden srpc-flvf	936
Florida (DM-FLPCFB) Palm Coast & Flagler Beac...	209
ACQ_Flagler	58
welcome-home	58
dm-flpcfb	15
Complete	13

## 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	1.94	1.54	-20.53%
Organic Search	2.07	1.67	-19.62%
Paid Search	2.12	1.85	-12.63%

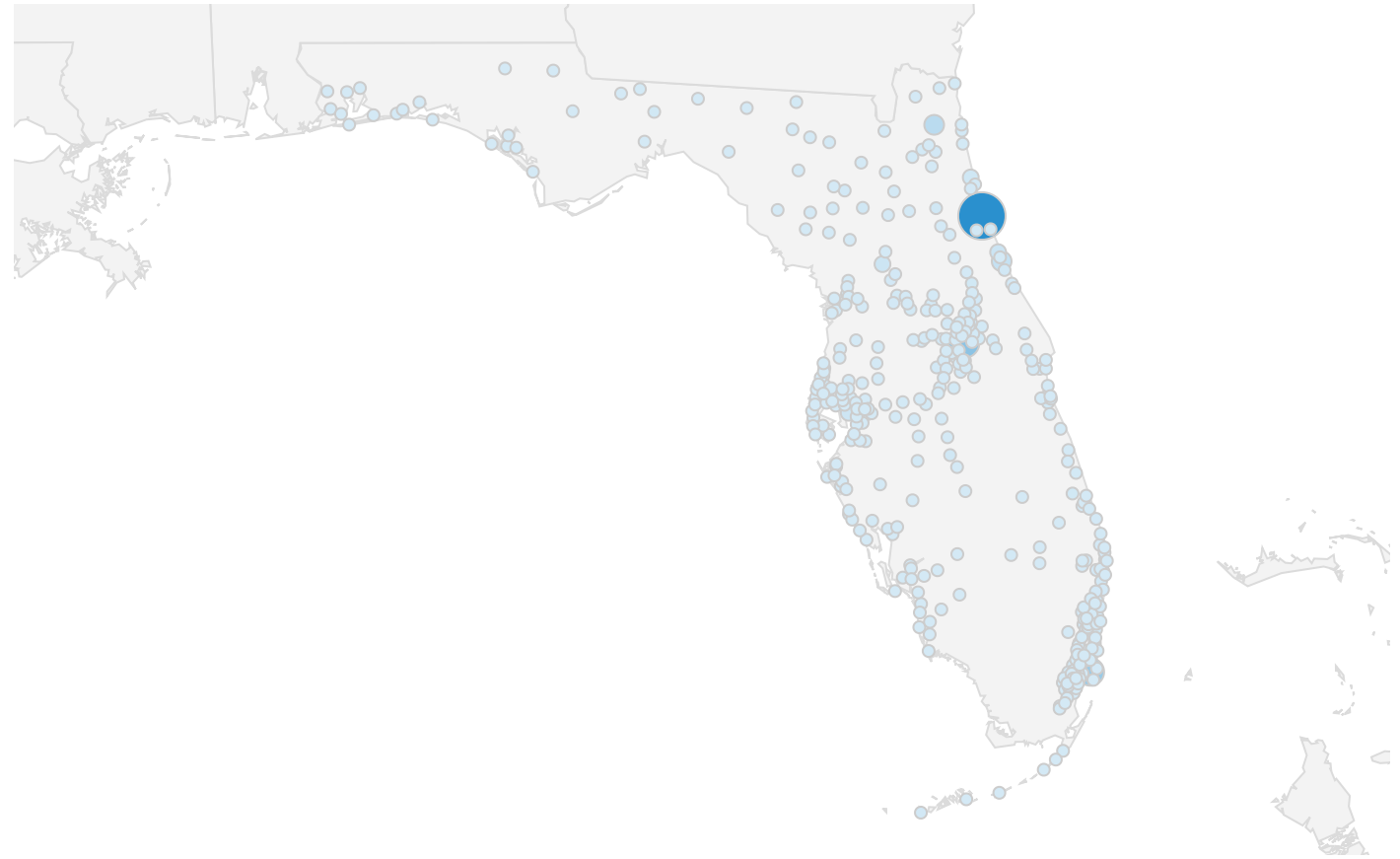
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:49	00:01:16	-29.61%
Organic Search	00:02:10	00:01:41	-22.71%
Paid Search	00:01:43	00:01:11	-31.24%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.32%	60.54%	11.45%
Organic Search	48.66%	50.49%	3.77%
Paid Search	51.41%	65.17%	26.77%

## What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	7,496	-10.3% ↓
Orlando	3,190	-22.3% ↓
Miami	2,621	422.1% ↑
Jacksonville	1,166	6.2% ↑
Daytona Beach	673	-72.6% ↓
Ormond Beach	406	6.3% ↑
Ocala	359	65.4% ↑
Tampa	298	51.3% ↑
St. Augustine	209	-31.9% ↓
Avon Park	167	16,600.0% ↑
Palatka	164	57.7% ↑
Gainesville	158	-44.9% ↓
Bunnell	147	59.8% ↑
Port Orange	147	-22.2% ↓
DeLand	122	56.4% ↑
Port St. Lucie	120	328.6% ↑
Tallahassee	115	-23.3% ↓

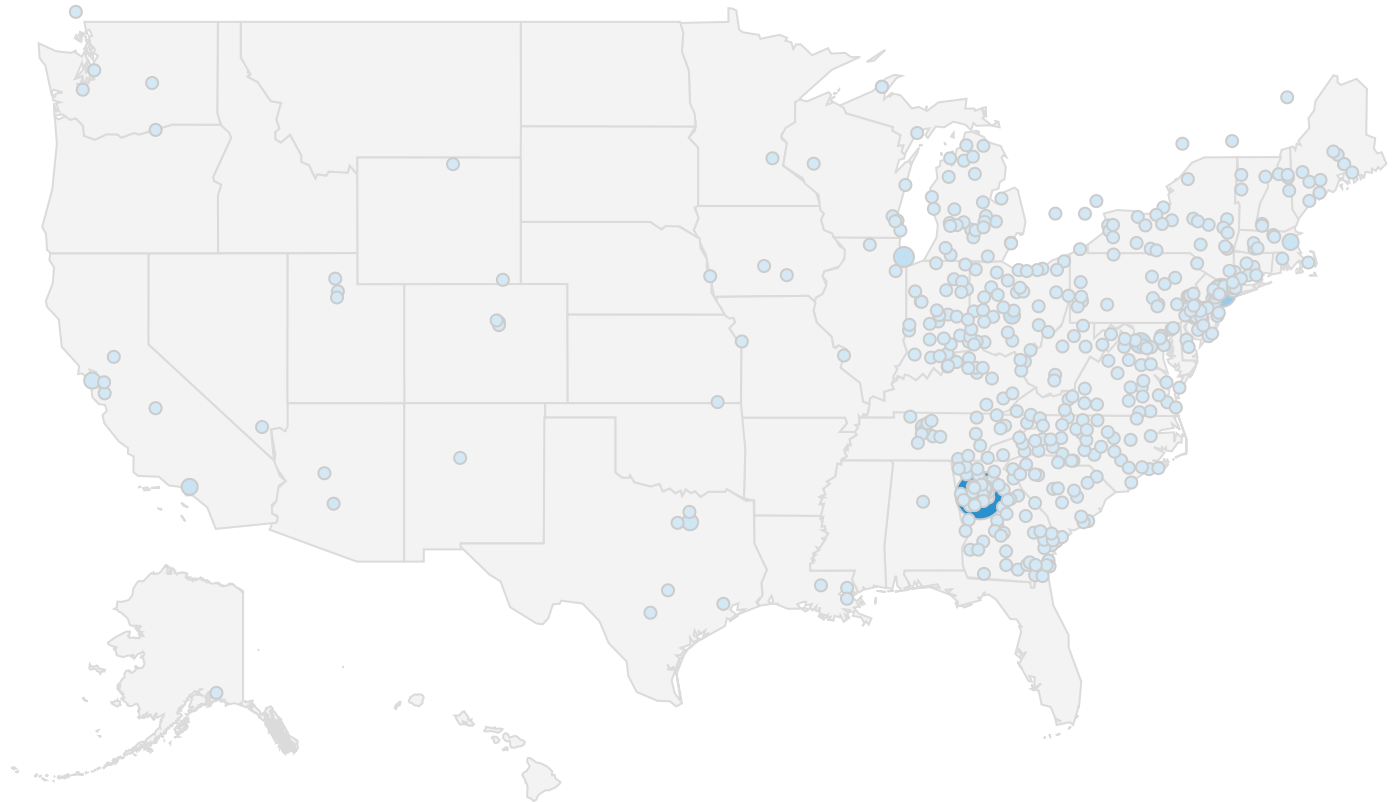


**Analysis:** Overall, Google Analytics shows an 11% increase for in-state traffic, from 22,700 sessions in 2021 to 25,200 in 2022. Sessions from Avon Park increased significantly from 1. Those sessions, however had a 93% rate and 5-second session duration, indicating they are likely bot traffic.

## What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Atlanta	4,260	500.0% ↑
New York	1,470	86.5% ↑
Ashburn	484	328.3% ↑
Chicago	452	94.8% ↑
Columbus	397	415.6% ↑
Philadelphia	356	163.7% ↑
Nashville	332	97.6% ↑
Los Angeles	290	339.4% ↑
Boston	228	150.5% ↑
Washington	148	-58.5% ↓
Dallas	134	88.7% ↑
San Francisco	118	227.8% ↑
Clinton	109	1,716.7% ↑
Charlotte	106	-48.5% ↓
Cleveland	96	-6.8% ↓
Coffeyville	95	-71.1% ↓
Pittsburgh	94	22.1% ↑
Raleigh	89	-19.8% ↓



**Analysis:** Out-of-state traffic experienced a 113% increase, from 15,081 sessions in 2021 to 32,088 sessions in 2022. Out-of-state sessions to the webcam increased 61%, while non-webcam, non-Florida traffic increased 135%.

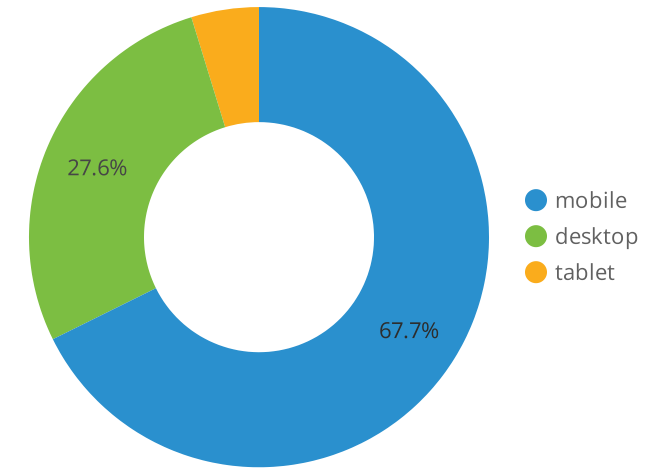
# Overall Traffic Device Breakdown | Last Month

Dec 1, 2022 - Dec 31, 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	38,794	59.2% ↑	72.12%	1.39	00:00:59
Desktop	15,798	38.0% ↑	63.88%	1.64	00:01:31
Tablet	2,724	39.5% ↑	71.66%	1.41	00:01:05
<b>Grand total</b>	<b>57,316</b>	<b>51.8% ↑</b>	<b>69.83%</b>	<b>1.46</b>	<b>00:01:08</b>



## What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/	9,823	121.2% ↑
/beaches/webcams/	5,788	25.6% ↑
/blog/post/festive-christmas-eats-in-palm-coast-and-the-fla...	2,450	-
/things-to-do/	2,392	487.7% ↑
/events/	1,505	-11.7% ↓
/event/palm-coast-holiday-boat-parade/21054/	1,463	-
/event/fantasy-lights/21123/	1,453	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,021	17.8% ↑
/blog/post/christmas-events-in-palm-coast-and-the-flagler-...	984	-
/event/new-years-eve-bash-florida-cracker-ranch/21150/	588	-

## What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	5,287	50.0% ↑
/	4,510	106.9% ↑
/events/	539	-9.0% ↓
/event/palm-coast-holiday-boat-parade/21054/	348	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	233	-2.1% ↓
/blog/post/christmas-events-in-palm-coast-and-the-flagler-b...	166	-
/event/fantasy-lights/21123/	154	-
(not set)	143	45.9% ↑
/lodgings	136	-29.9% ↓
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	123	-



## 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
/	15,262	00:00:35	86.01%
<a href="#">/beaches/webcams/</a>	11,855	00:01:19	66.23%
<a href="#">/blog/post/festive-christmas-eats-in-palm-coast-and-t...</a>	2,604	00:00:14	88.86%
<a href="#">/things-to-do/</a>	2,460	00:00:23	88.54%
<a href="#">/events/</a>	2,126	00:02:25	35.89%
<a href="#">/event/palm-coast-holiday-boat-parade/21054/</a>	1,868	00:01:18	60.44%
<a href="#">/event/fantasy-lights/21123/</a>	1,630	00:00:58	68.1%
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coa...</a>	1,285	00:02:27	56.34%
<a href="#">/blog/post/christmas-events-in-palm-coast-and-the-...</a>	1,189	00:01:18	66.86%
<a href="#">/event/new-years-eve-bash-florida-cracker-ranch/2...</a>	695	00:00:43	75.11%
<a href="#">/about/visitors-guide-brochures/</a>	691	00:00:53	65.99%
<a href="#">/event/3rd-annual-starry-nights-in-flagler-beach/21...</a>	498	00:01:24	62.05%
<a href="#">/event/flagler-beach-holiday-parade/21126/</a>	440	00:00:57	79.55%
<a href="#">/event/european-village-holiday-night-market/21057/</a>	430	00:01:00	65.35%
<a href="#">/lodgings</a>	413	00:03:05	28.57%
<a href="#">/things-to-do/restaurants-bars/</a>	359	00:02:45	47.63%
<a href="#">/blog/post/palm-coast-and-the-flagler-beaches-buck...</a>	344	00:02:15	52.91%
<a href="#">/event/6th-annual-palm-coast-chili-cook-off/21084/</a>	311	00:01:20	58.2%
<a href="#">/beaches/</a>	293	00:01:15	60.07%
<a href="#">/beaches/pet-friendly-zones/</a>	281	00:02:09	54.8%

## Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/	14,139	16,088
<a href="#">/beaches/webcams/</a>	11,702	13,976
<a href="#">/blog/post/festive-christmas-eats-in-palm-coast-and-t...</a>	2,582	2,974
<a href="#">/things-to-do/</a>	2,335	2,643
<a href="#">/event/palm-coast-holiday-boat-parade/21054/</a>	1,787	2,300
<a href="#">/event/fantasy-lights/21123/</a>	1,738	2,326
<a href="#">/blog/post/christmas-events-in-palm-coast-and-the-fla...</a>	1,303	2,217
<a href="#">/events/</a>	1,284	2,411
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coast-...</a>	890	1,379
<a href="#">/about/visitors-guide-brochures/</a>	809	1,779
<a href="#">/event/new-years-eve-bash-florida-cracker-ranch/211...</a>	760	1,069
<a href="#">/event/3rd-annual-starry-nights-in-flagler-beach/21082/</a>	713	1,316
<a href="#">/event/flagler-beach-holiday-parade/21126/</a>	470	636
<a href="#">/event/european-village-holiday-night-market/21057/</a>	442	600
<a href="#">/lodgings</a>	410	531
<a href="#">/event/6th-annual-palm-coast-chili-cook-off/21084/</a>	313	398
<a href="#">/things-to-do/restaurants-bars/</a>	311	668
<a href="#">/blog/post/palm-coast-and-the-flagler-beaches-bucket...</a>	294	533
<a href="#">/beaches/</a>	285	495
<a href="#">/listing/princess-place-preserve/270329/</a>	245	423

**Analysis:** Traffic to the Homepage increased 121%, from 6,900 to 15,300. About 64%, or 9,800, of those sessions came from Display traffic, which partially explains why the homepage saw a relatively high bounce rate and low session duration. Blog posts ranked in four of the top 20 overall landing pages, with the blog as a whole driving 7,600 sessions in December, a 77% increase year-over-year.

## What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/	16,908	00:00:35	85.92%
/beaches/webcams/	13,973	00:01:19	65.26%
/events/	3,535	00:02:21	35.87%
/blog/post/festive-christmas-eats-in-palm-coast-and-the-flagler-beaches/	3,003	00:00:14	88.76%
/things-to-do/	2,977	00:00:23	88.5%
/event/palm-coast-holiday-boat-parade/21054/	2,322	00:01:18	59.93%
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches/	2,191	00:01:17	66.86%
/event/fantasy-lights/21123/	2,191	00:00:57	67.56%
/about/visitors-guide-brochures/	1,865	00:00:53	65.8%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	1,678	00:02:26	56.39%
/event/3rd-annual-starry-nights-in-flagler-beach/21082/	1,348	00:01:24	61.43%
/event/new-years-eve-bash-florida-cracker-ranch/21150/	968	00:00:41	75.11%
/things-to-do/restaurants-bars/	702	00:02:47	46.98%
/event/flagler-beach-holiday-parade/21126/	597	00:00:59	79.19%
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	595	00:02:15	52.75%
/event/european-village-holiday-night-market/21057/	587	00:00:59	64.9%
/beaches/	578	00:01:15	59.06%
/lodgings	534	00:03:05	28.64%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	512	00:01:25	53.82%
/where-to-stay/	414	00:02:01	57.52%
/event/6th-annual-palm-coast-chili-cook-off/21084/	395	00:01:19	57.64%
/about/newsletter/	390	00:02:38	59.09%
/listing/princess-place-preserve/270329/	390	00:01:17	49.78%

**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 <b>190</b> ↑ 77.6%	Unique Newsletter Sign Up <b>149</b> ↑ 58.5%
Visitor Guide Req. YTD <b>3,031</b> ↓ -22.7%	Unique Newsltr Sign Up YTD <b>1,746</b> ↓ -3.1%

## Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	64
(direct) / (none)	46
m.facebook.com / referral	19
l.facebook.com / referral	19
visitflorida.com / referral	18
lm.facebook.com / referral	10
google / cpc	3
flaglercounty.gov / referral	3
palmcoast.gov / referral	3
floridareview.co.uk / referral	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	109	66.06%
Beach	122	73.94%
Camping	36	21.82%
Dining	120	72.73%
Events & Festivals	144	87.27%
Family Fun	76	46.06%
Marine Life & Conserv...	90	54.55%
Outdoor Activities	112	67.88%
Pet Friendly	65	39.39%
Weddings	7	4.24%

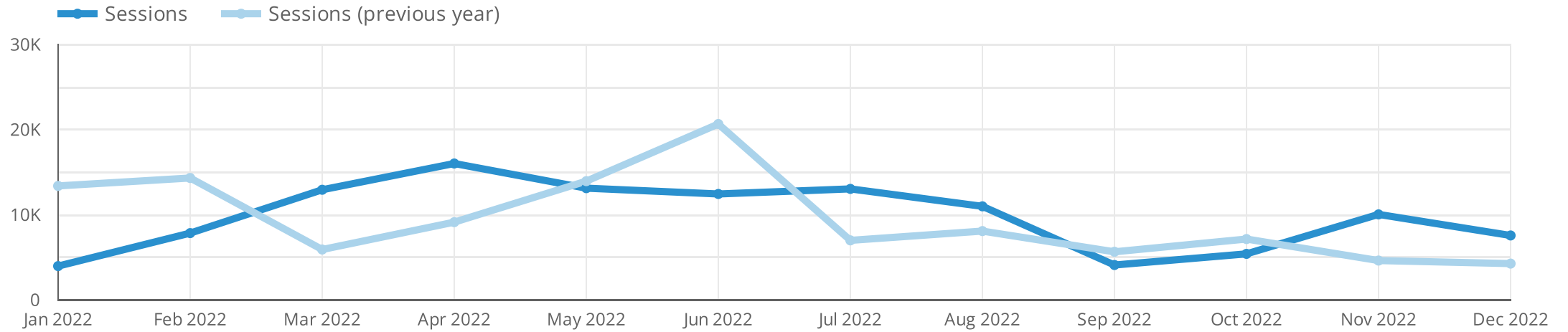
## Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	9
flaglercounty.gov / referral	2
m.facebook.com / referral	1
sprout.link / referral	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
December	9,068	68.0% ↑	60.71%	00:02:01	2.16
November	11,690	117.4% ↑	61.6%	00:01:59	2
October	6,603	-17.7% ↓	48.18%	00:03:16	2.77
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

## 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	4,832	90.0% ↑	53.29%
Social	2,582	105.9% ↑	28.47%
Direct	1,174	7.1% ↑	12.95%
Paid Search	215	1.4% ↑	2.37%
Referral	137	-29.4% ↓	1.51%
Display	114	-	1.26%
<b>Grand total</b>	<b>9,068</b>	<b>68.0% ↑</b>	<b>100%</b>

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

by Page and Pageviews

Page	PVs
/blog/post/festive-christmas-eats-in-palm-coast-and-the-flagler-beaches/	3,009
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches/	2,263
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-bea...	1,702
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	596
/blog/post/theres-no-place-like-palm-coast-and-the-flagler-beaches-for-t...	276
/blog/post/eat-well-at-ohana-food-co-in-palm-coast-and-the-flagler-beac...	256
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	214
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-be...	210
/blog/post/bright-lights-starry-nights/	193
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beach...	189

## What are the top viewed blog posts year-to-date?

by Page and Pageviews

Page	PVs
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	35,367
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	23,963
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coas...	12,065
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beach...	7,677
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-flagler-bea...	6,376
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	4,879
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-beaches/	3,732
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches/	3,715
/blog/post/festive-christmas-eats-in-palm-coast-and-the-flagler-beaches/	3,356
/blog/post/theres-no-place-like-palm-coast-and-the-flagler-beaches-for-the-h...	3,089

## 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/christmas-events-in-palm-coast-and-the-flagler-beaches/	/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches/	156
/blog/post/festive-christmas-eats-in-palm-coast-and-the-flagler-beaches/	/blog/post/festive-christmas-eats-in-palm-coast-and-the-flagler-beaches/	147
/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/	72
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches/	/event/3rd-annual-starry-nights-in-flagler-beach/21082/	65
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	60
/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/	51
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	45
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches/	/events/	38
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/sea-turtle-hospital/346562/	24
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/stay-fit-in-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
Referral	25	35	76%	00:02:22	1.4
Direct	9	9	88.89%	00:00:50	1
(Other)	3	3	100%	00:00:00	1
Social	1	1	100%	00:00:00	1
Organic Search	1	1	100%	00:00:00	1
<b>Grand total</b>	<b>39</b>	<b>49</b>	<b>82.05%</b>	<b>00:01:43</b>	<b>1.26</b>

## What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks  
**17**

Link Clicks  
**0**

## What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
No data	

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 various digital graphics: a colorful horizontal bar at the top (orange, green, blue, red, purple, teal), a line graph with data points on the left, a network diagram with nodes and lines on the right, and several circular and rectangular overlays in the bottom left and bottom right. The text 'ORGANIC TRAFFIC' is centered in a white box.

# ORGANIC TRAFFIC

Organic Sessions

26,485

↑ 28.8%

Percent of Total Sessions

46.21%

↓ -15.1%

% New Sessions

62.82%

↓ -3.7%

Avg. Session Duration

00:01:32

↓ -0.2%

Pages / Session

1.58

↓ -6.4%

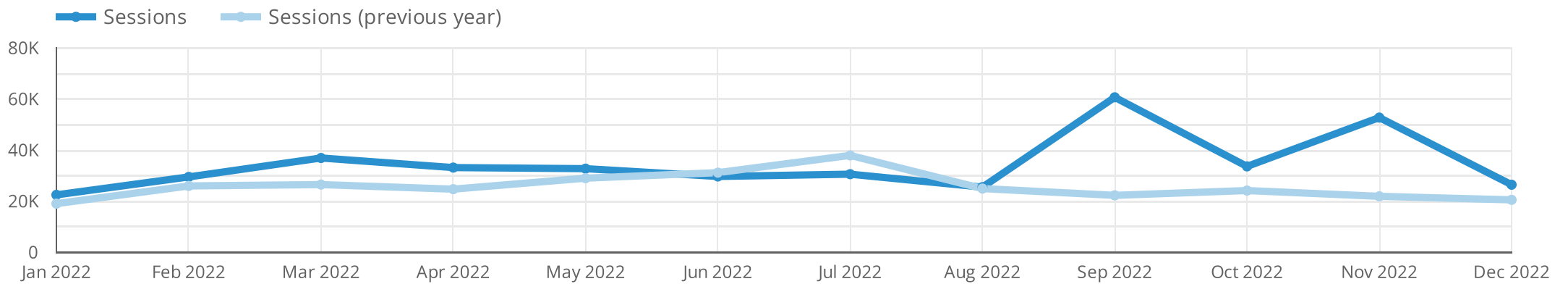
Bounce Rate

58.38%

↑ 12.4%

## 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/	6,800	34.5% ↑
/event/palm-coast-holiday-boat-parade/21054/	1,579	-
/event/fantasy-lights/21123/	1,459	-
/events/	1,450	-13.9% ↓
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-fl...	1,244	18.0% ↑
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beac...	1,093	-
/	757	-9.2% ↓
/event/new-years-eve-bash-florida-cracker-ranch/21150/	594	-
/event/3rd-annual-starry-nights-in-flagler-beach/21082/	437	-
/event/flagler-beach-holiday-parade/21126/	382	-

**Analysis:** Organic sessions numbered 26,500 this year, up 29% year-over-year.

Event listing pages made up the majority of organic traffic, driving 7,700 sessions altogether. The 25 Things to Do and Christmas Events blog posts each drove an average of 40 sessions to the Events landing page, meaning users were enticed to click through the site from the blog. See pages 14 and 15 for full blog post data. Organic sessions to the [Holiday Boat Parade listing](#), under a different URL last year, decreased by 5%. The [Fantasy Lights listing](#), also under a different URL, increased exponentially from 2 to 1,500 sessions.

The change in organic bounce rate can be partially attributed to the webcam page. That page's bounce rate increased from 46% in 2021 to 64% in 2022, indicating users are landing on the page and quickly exiting. See the October 2022 report for ways to improve engagement on the webcam page.

Note: Since the implementation of changes to the Homepage in August 2022, clicks increased 110% and impressions increased 43% (when compared to August-December 2021).



<p>Organic Clicks</p> <p><b>20,695</b></p> <p>📈 32.4%</p>	<p>Organic Impressions</p> <p><b>937,011</b></p> <p>📈 17.0%</p>	<p>Organic CTR%</p> <p><b>2.21%</b></p> <p>📈 13.2%</p>	<p>Average Ranking Position</p> <p><b>20.72</b></p> <p>📉 8.5%</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	798	1	-0.04 ↓	69.27%
flagler beach cam	671	1	0	63%
palm coast boat parade 2022	228	2.1	-	16.32%
flagler beach live cam	211	1.06	0.06 ↑	66.77%
flagler beach	197	7.79	2.24 ↑	1.39%
flagler pier cam	186	1	0	61.79%
things to do in palm coast	135	2.28	-0.23 ↓	17.44%
flagler beach surf cam	124	1.73	0.04 ↑	30.32%
flagler beach christmas parade 2022	115	1.86	-	34.95%
flagler surf cam	113	2.03	-0.51 ↓	20.81%
palm coast	102	6.6	-1.88 ↓	0.61%
flagler webcam	100	1	0	54.64%
webcam flagler beach	96	1	-0.01 ↓	75.59%
palm coast boat parade	94	2.05	-0.51 ↓	17.15%
flagler live cam	87	1	0	63.04%
palm coast christmas lights	87	1.72	-14.72 ↓	22.89%
things to do in palm coast fl	85	2.98	0.49 ↑	20.09%
visit flagler	84	1.08	-0.85 ↓	82.35%
flagler beach web cam	83	1	0	68.03%
palm coast florida	82	8.32	0.11 ↑	0.67%

**Analysis:** Organic clicks reached 20,700, up 32%, and organic impressions reached 937,000, up 17%.

Compared to the hurricane traffic of September and November, webcam searches made up significantly less of the top organic search terms in December. Queries containing "cam" drove 3,500 clicks, while queries not containing "cam" drove 7,200 clicks.

In line with landing page data, terms related to specific events drove notable traffic, the most significant related to the boat parade. "Parade" searches experienced a 16.5% click-through rate — eight times the website average — and a 64% increase in clicks.

Given that clicks and impressions increased as a whole (up 33% and 17%, respectively), the decrease in average ranking position — from 19.1 to 20.7 — can be attributed to Google's introduction of various features to keep users on the search page.

## How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Princess Place Preserve	94
Social Club of Palm Coast	92
Equestrian Adventures of Florida	91
Bull Creek Campground/Dead Lake	80
Marineland Dolphin Adventure	78
Princess Place Cottages	57
Margarita Island	51
Golden Magnolia Resort	42
Washington Oaks Gardens State Park	38
Florida Agricultural Museum	34
Waterfront Park	34
Fitness One	33
Old Salt Park - Pet Friendly	32
River To Sea Preserve	31
Bull Creek Fish Camp at Dead Lake	30
Flagler Auditorium	30
Hammock Beach Golf Resort & Spa	29
811 Salt & Vine	29
<b>Grand total</b>	<b>2,389</b>

Organic Listing Referrals YoY

2,389

↓ -17.2%

## How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Waterfront Park   Palm Coast Holiday Boat Parade	407
Fantasy Lights	398
Flagler Beach Municipal Pier   3rd Annual Starry Night...	132
New Year's Eve Bash Florida Cracker Ranch	121
European Village   European Village Holiday Night Ma...	96
European Village   6th Annual Palm Coast Chili Cook Off	80
Wickliffe Center Park   Flagler Beach Farmers Market	45
Arts and Crafts Show	29
Flagler Auditorium   Sleeping Beauty - The National B...	28
Holiday in the Gardens	23
Navy Band Southeast - Holiday concert	21
Christmas in Bunnell	21
Christmas Eve Candle Light service	20
Motown & Mo' 2022	18
Starlight Festival	14
Ring in the new Year	14
The Sound of Christmas	13
Veteran's Park   First Friday Flagler Beach	12
<b>Grand total</b>	<b>1,600</b>

Organic Event Referrals YoY

1,600

↑ 177.8%



December 2022

# Social Media Channels

# TOP PERFORMING CONTENT

December 2022



**Palm Coast and the Flagle...**  
Fri 12/9/2022 5:45 pm EST

Take a ride along A1A this weekend and enjoy festive light displays at local restaurants and shops! Starry Nights in...



Reach	16,149
Video Views	N/A
Engagement	1,171

Facebook Followers

**24,009** 0.4%  
From NOV



**visitflagler**  
Sat 12/3/2022 11:17 am EST

It's almost go-time for Santa to parachute onto Flagler Beach to kick off the parade! Santa makes his graceful landing at 2p...



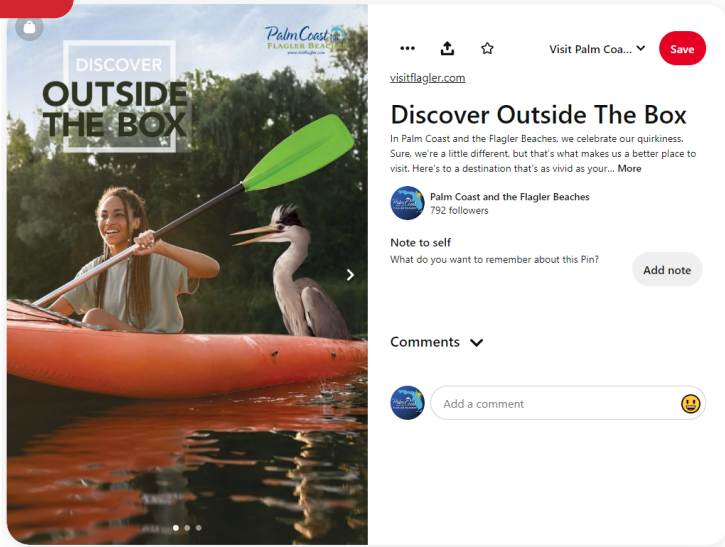
Reach	20,364
Video Views	20,364
Engagement	697

Instagram Followers

**6,759** 1.2%  
From NOV

# TOP PERFORMING CONTENT

December 2022



Impressions	416,520
Video Views	N/A
Engagement	1,832

Pinterest Followers

**792**



0.1%

From NOV



Impressions	12,204
Video Views	1,146
New Direct Subscribers	6

YouTube Subscribers

**1,664**



0.1%

From NOV