



SEO REPORT

January 2023

FLAGLER
BEACH
FLA

SEO EXECUTIVE SUMMARY

Organic Sessions

25,684

↑ 14.1%

Organic Sessions YTD

30,435

↑ 12.5%

Overall Traffic Performance

In January, the site received 55,300 sessions in total, an 18% increase from last year. Pages per session decreased 4%, average session duration decreased 2% and bounce rate increased 9%. The webcam page again drove the majority of sessions, but blog posts also drove an impressive amount of overall traffic with 12,000 sessions, a 200% increase year-over-year.

Organic Traffic Performance

Organic sessions numbered 25,700 in January, up 14% year-over-year. Organic clicks reached 20,000, up 17%, and organic impressions reached 1.1 million, up 30%. Most organic landing pages saw notable growth, including the Things to Do and Events pages.

Recommendations

Where to Stay

Two /where-to-stay/ pages experienced decreases in January: [Campgrounds/RVs](#) (-41%) and [Vacation Rentals](#) (-20%). All /where-to-stay/ pages decreased in sessions by 24% in sessions for all of 2022. Fortunately, engagement metrics did not decrease as steeply for that same period — bounce rate remained the same (51%), pages per session decreased just 4% and average session duration decreased just 6% — so improving the pages only requires attracting users. Consider the following:

- Add links to the /where-to-stay/ landing pages to blog posts that focus on places to stay, including [Plan Your Honeymoon](#), [Plan Your Romantic Getaway](#) and [Everything You Need to Know about Beachfront Camping](#). Adding links between landing pages and blog posts will increase visibility and encourage users to click.
- If possible, shorten the copy on the [Where to Stay](#) landing page. Currently, there are three paragraphs (beginning with "We've got room for you ... " before the listings, which could affect the user experience.

Memorial Day blog post

Visit Flagler has seen a proven user interest in and demonstrated connection between events and blog posts. For example, the 25 Things to Do blog post drove a combined 260 sessions to Events, Things to Do and listings (See the "Blog Content Performance" page), meaning users are weaving through blogs and events pages to find what they're looking for. Take advantage of this unique pattern by creating a blog post for Memorial Day weekend. Because Flagler/Palm Coast is a smaller destination and may not have a large celebration, incorporate other popular annual events, like the Blueberry Festival (the listing for which drove 1,100 organic sessions Q2 2022). Link to the [Beaches](#) page and the [Where to Stay page](#) so users can get as much information as possible.



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Jan 1, 2023 - Jan 31, 2023

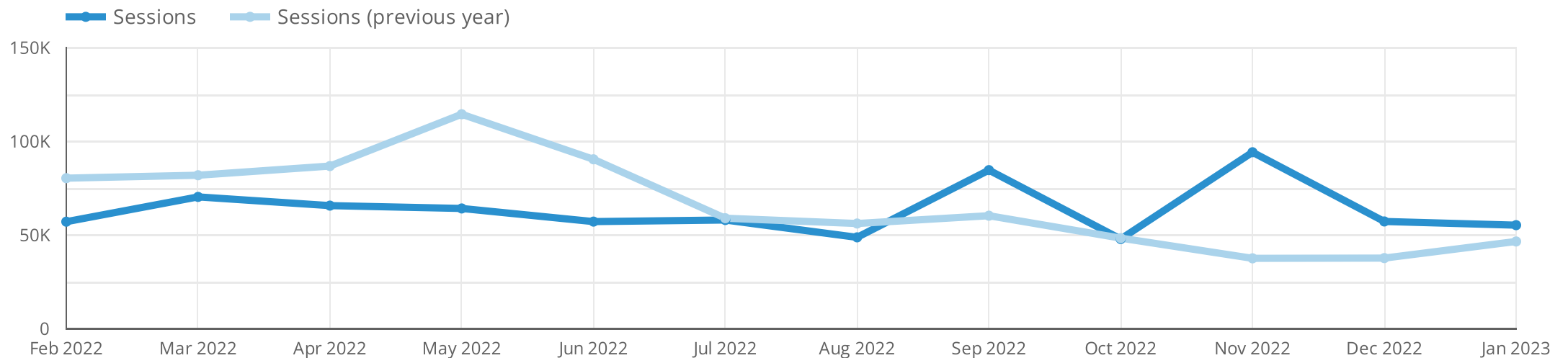
How is my total traffic performing over time?

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...
January	55,341	18.7% ↑	41,862	65.17%	86,362	1.56	00:01:20
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

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: In January, the site received 55,300 sessions in total, which represents an 18% increase from last year. Pages per session decreased 4% (1.6 to 1.5), average session duration decreased 2% (1:23 to 1:21) and bounce rate increased 9% (60% to 65%).

Overall Traffic Summary | Last Month

Jan 1, 2023 - Jan 31, 2023

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	25,684	14.1% ↑	46.41%
Direct	9,619	13.6% ↑	17.38%
Social	9,362	181.2% ↑	16.92%
Display	6,949	-	12.56%
Paid Search	1,825	-21.1% ↓	3.3%
Referral	1,653	-9.5% ↓	2.99%
(Other)	249	-96.9% ↓	0.45%
Grand total	55,341	18.7% ↑	100%

Analysis: Organic search brought in 46% of sessions with 26,700, a 14% increase year-over-year. About 6,200 sessions, or 24%, went to the webcam. About 3,800 organic sessions went to blog posts, a 67% increase year-over-year.

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	4,664
ACQ_Flagler_Location_Specific	1,717
madden srpc-flvf	1,134
Florida (DM-FLPCFB) Palm Coast & Flagler Beac...	856
cox-o-visitflagler	296
welcome-home	138
ACQ_Flagler	92
dm-flpcfb	29
FFCGCanadaGoldPlacement	20

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	-20.38%
Organic Search	2.07	1.67	-19.51%
Paid Search	2.1	1.85	-12.14%

Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:48	00:01:16	-29.38%
Organic Search	00:02:10	00:01:41	-22.68%
Paid Search	00:01:42	00:01:10	-30.9%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.47%	60.64%	11.34%
Organic Search	48.73%	50.6%	3.83%
Paid Search	51.82%	65.32%	26.05%

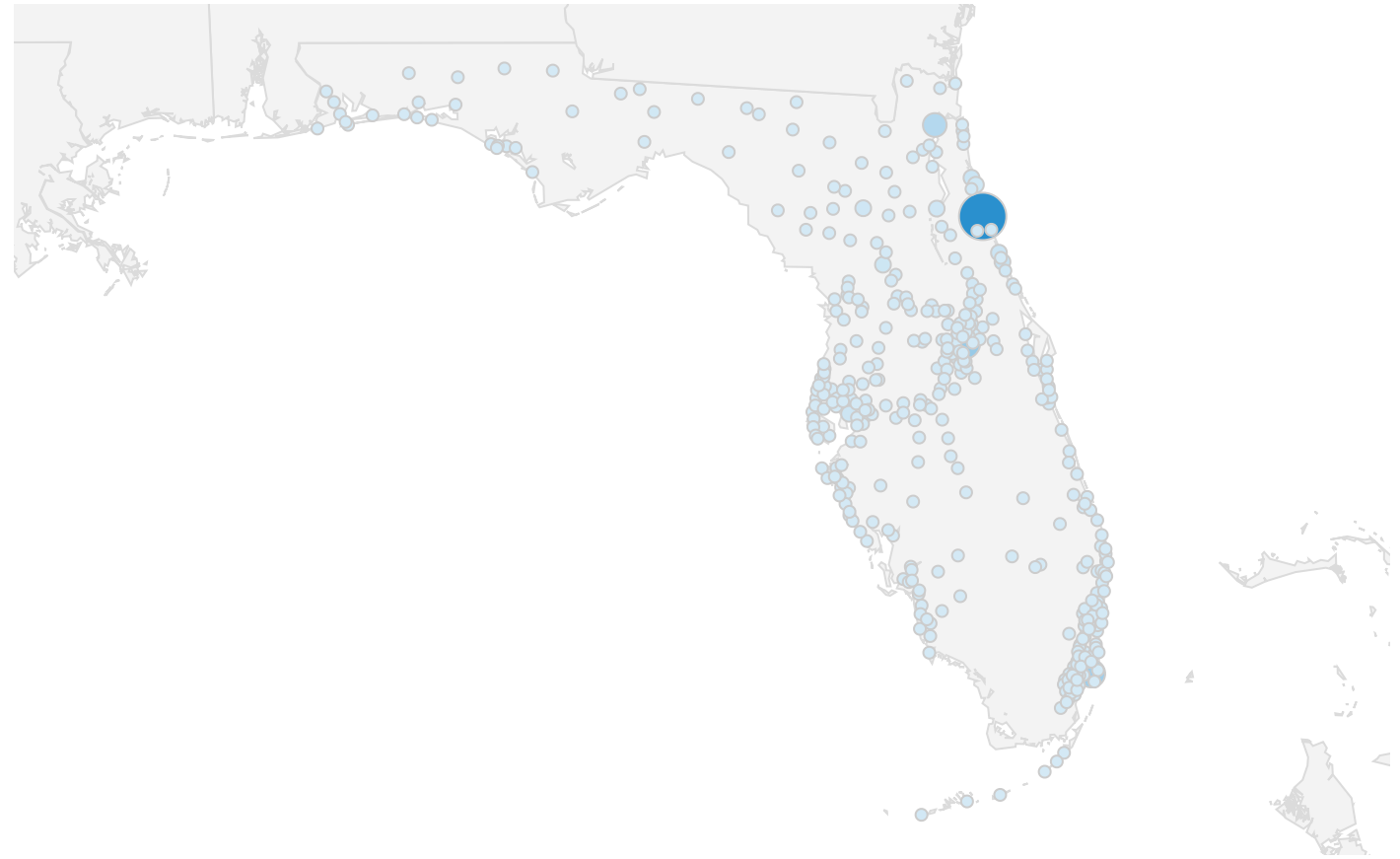
Overall Traffic In-State Summary | Last Month

Jan 1, 2023 - Jan 31, 2023

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	7,577	-6.2% ↓
Orlando	2,671	-32.6% ↓
Miami	2,268	303.6% ↑
Jacksonville	1,434	5.4% ↑
Daytona Beach	598	-68.7% ↓
St. Augustine	448	23.4% ↑
Ormond Beach	414	-0.7% ↓
Tampa	331	-9.1% ↓
Ocala	293	25.8% ↑
Gainesville	224	-33.3% ↓
Palatka	223	93.9% ↑
St. Augustine Beach	213	28.3% ↑
Port Orange	182	0.6% ↑
Flagler Beach	167	307.3% ↑
Saint Augustine Shor...	153	155.0% ↑
DeLand	136	29.5% ↑
Bunnell	132	4.8% ↑

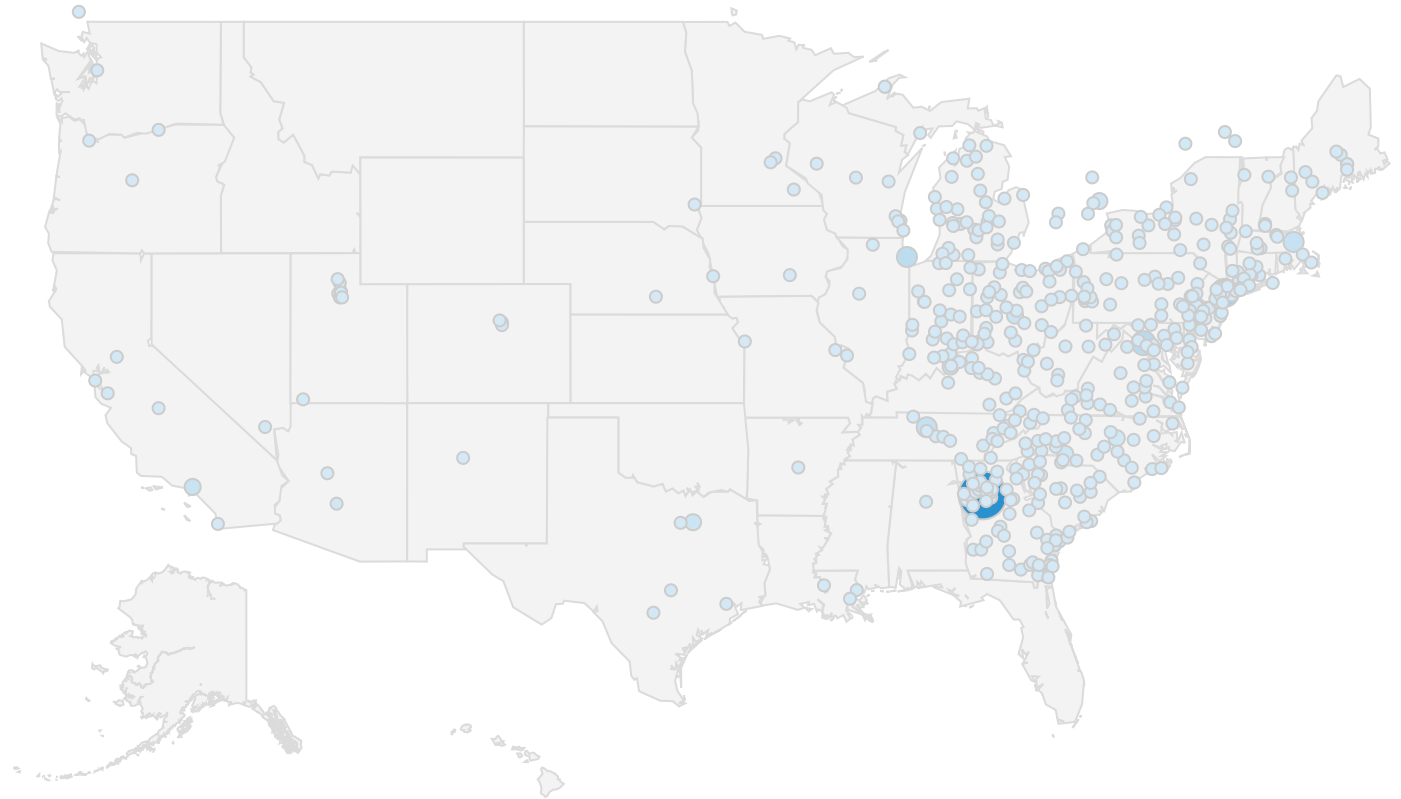


Analysis: Overall, Google Analytics shows no change for in-state traffic (24,893 sessions last year and 24,930 in 2023).

What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Atlanta	3,656	183.4% ↑
New York	1,067	45.8% ↑
Ashburn	590	456.6% ↑
Chicago	520	108.8% ↑
Nashville	369	24.7% ↑
Boston	326	232.7% ↑
Columbus	292	156.1% ↑
Los Angeles	273	506.7% ↑
Philadelphia	268	81.1% ↑
Dallas	201	53.4% ↑
Louisville	167	234.0% ↑
Charlotte	155	-59.3% ↓
Clinton	130	664.7% ↑
Washington	114	-55.3% ↓
Raleigh	103	-56.5% ↓
Pittsburgh	79	-10.2% ↓
Indianapolis	78	16.4% ↑
Phoenix	77	87.8% ↑



9 3,656

Analysis: Out-of-state traffic experienced a 40% increase, from 21,700 sessions in 2022 to 30,400 sessions in 2023. Sessions from Atlanta, which experienced the largest growth, were concentrated on the homepage (436 sessions), webcams (677 sessions) and events (222 sessions).

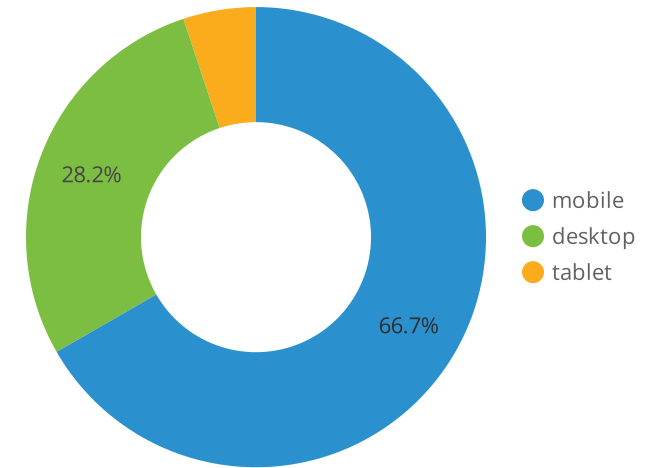
Overall Traffic Device Breakdown | Last Month

Jan 1, 2023 - Jan 31, 2023

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	36,907	23.2% ↑	68.26%	1.45	00:01:05
Desktop	15,605	11.7% ↑	57.42%	1.83	00:01:56
Tablet	2,829	4.4% ↑	67.59%	1.5	00:01:21
Grand total	55,341	18.7% ↑	65.17%	1.56	00:01:20



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/	6,831	-26.0% ↓
/beaches/webcams/	5,236	-13.8% ↓
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	4,667	-
/events/	1,628	72.6% ↑
/blog/post/meet-a-local-jennifer-blumenfield-from-ohana-f...	1,530	-
/things-to-do/	1,455	192.2% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,409	18.7% ↑
/about/visitors-guide-brochures/	628	100.6% ↑
/lodgings	483	-17.9% ↓
/beaches/	410	-19.8% ↓

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	5,081	15.2% ↑
/	3,139	12.7% ↑
/events/	666	32.4% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	376	19.0% ↑
/lodgings	291	-19.4% ↓
(not set)	167	44.0% ↑
/things-to-do/restaurants-bars/	164	-7.9% ↓
/about/visitors-guide-brochures/	158	39.8% ↑
/beaches/pet-friendly-zones/	145	11.5% ↑
/where-to-stay/vacation-rentals/	145	-21.6% ↓

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/	11,004	00:01:17	64.87%
/	10,540	00:00:57	80.32%
/blog/post/palm-coast-and-the-flagler-beaches-buck...	5,044	00:00:34	75.77%
/events/	2,408	00:02:30	41.94%
/blog/post/meet-a-local-jennifer-blumenfield-from-o...	1,883	00:00:22	85.24%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,840	00:02:50	54.89%
/things-to-do/	1,517	00:00:35	82.6%
/about/visitors-guide-brochures/	852	00:01:07	63.03%
/lodgings	825	00:02:32	32.24%
/beaches/	547	00:01:27	56.86%
/things-to-do/restaurants-bars/	504	00:02:44	41.87%
/beaches/pet-friendly-zones/	487	00:02:08	55.85%
/where-to-stay/campgrounds-rv-parks/	449	00:02:07	47.88%
/listing/princess-place-preserve/270329/	376	00:01:19	51.6%
/where-to-stay/vacation-rentals/	368	00:02:27	50.54%
/things-to-do/outdoor-adventures/horseback-riding-...	362	00:01:56	48.34%
/blog/post/5-valentines-day-activities-we-love-in-pal...	357	00:00:55	71.15%
/event/flagler-beach-farmers-market/20965/	311	00:01:28	59.16%
/listing/washington-oaks-gardens-state-park/270476/	273	00:01:45	54.21%
/things-to-do/outdoor-adventures/biking-hiking/	272	00:02:26	41.54%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	10,875	13,086
/	9,327	10,939
/blog/post/palm-coast-and-the-flagler-beaches-bucket...	4,510	5,482
/blog/post/meet-a-local-jennifer-blumenfield-from-oh...	1,817	2,037
/events/	1,627	2,662
/things-to-do/	1,410	1,887
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	1,261	2,048
/about/visitors-guide-brochures/	1,004	2,118
/lodgings	820	982
/beaches/	520	931
/beaches/pet-friendly-zones/	426	656
/listing/princess-place-preserve/270329/	420	730
/things-to-do/restaurants-bars/	398	799
/event/flagler-beach-farmers-market/20965/	356	572
/where-to-stay/campgrounds-rv-parks/	349	596
/blog/post/5-valentines-day-activities-we-love-in-palm-...	339	513
/things-to-do/outdoor-adventures/horseback-riding-on...	326	620
/listing/washington-oaks-gardens-state-park/270476/	325	619
/listing/marineland-dolphin-adventure/270614/	325	798
/where-to-stay/vacation-rentals/	311	552

Analysis: While overall traffic to the webcam page stayed even and the homepage decreased 7%, [the Bucket List blog post](#) drove about 5,000 sessions. About 93%, or 4,700, of those sessions came from the Social channel. Blog posts held four of the top 20 overall landing pages, and the blog as a whole drove 12,000 sessions in January, an impressive 200% increase year-over-year.

What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	13,041	00:01:16	63.78%
/	11,969	00:00:57	80.16%
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	5,936	00:00:34	75.71%
/events/	3,678	00:02:28	41.79%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,405	00:02:51	54.86%
/things-to-do/	2,206	00:00:35	82.65%
/about/visitors-guide-brochures/	2,127	00:01:07	62.95%
/blog/post/meet-a-local-jennifer-blumenfield-from-ohana-food-co/	2,080	00:00:22	85.19%
/beaches/	1,002	00:01:35	56.55%
/lodgings	987	00:02:31	32.28%
/things-to-do/restaurants-bars/	920	00:02:40	41.78%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	736	00:01:56	48.21%
/where-to-stay/campgrounds-rv-parks/	701	00:02:06	47.78%
/where-to-stay/	678	00:02:19	51.61%
/beaches/pet-friendly-zones/	675	00:02:07	55.28%
/listing/princess-place-preserve/270329/	641	00:01:19	51.19%
/where-to-stay/vacation-rentals/	618	00:02:22	50.27%
/event/flagler-beach-farmers-market/20965/	602	00:01:23	59.55%
/blog/post/5-valentines-day-activities-we-love-in-palm-coast-and-the-flagler-be...	569	00:00:55	71.15%
/listing/marineland-dolphin-adventure/270614/	568	00:03:24	47.14%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	558	00:01:49	73.2%
/about/newsletter/	536	00:02:37	60%
/listing/washington-oaks-gardens-state-park/270476/	524	00:01:44	53.62%

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 378 ↑ 51.2%	Unique Newsletter Sign Up 250 ↑ 59.2%
Visitor Guide Req. YTD 378 ↑ 51.2%	Unique Newsltr Sign Up YTD 250 ↑ 59.2%

Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	153
(direct) / (none)	66
m.facebook.com / referral	60
l.facebook.com / referral	36
visitflorida.com / referral	33
lm.facebook.com / referral	11
bing / organic	6
google / cpc	4
VF-Google / Display	3
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	169	64.02%
Beach	191	72.35%
Camping	67	25.38%
Dining	186	70.45%
Events & Festivals	216	81.82%
Family Fun	115	43.56%
Marine Life & Conserv...	151	57.20%
Outdoor Activities	183	69.32%
Pet Friendly	196	74.24%
Weddings	17	6.44%

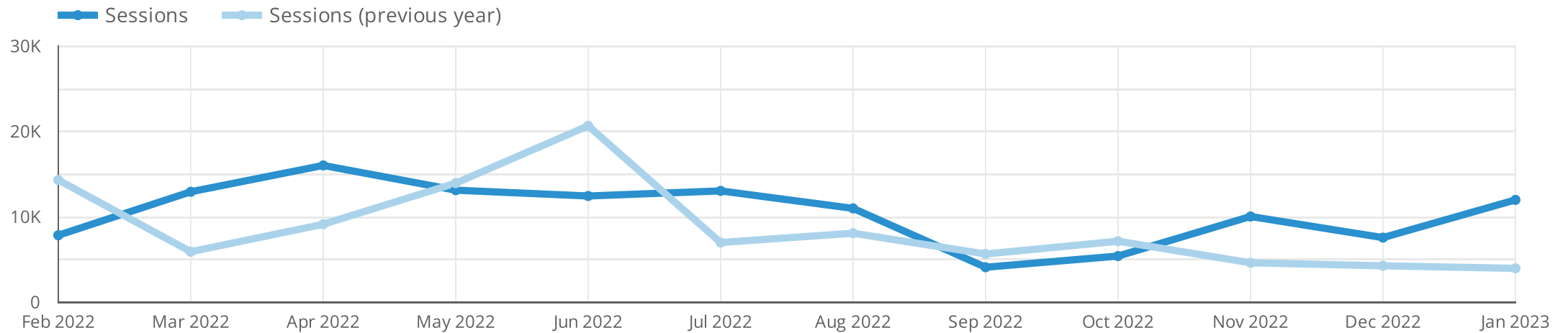
Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	12
(direct) / (none)	2
m.facebook.com / referral	2
l.facebook.com / referral	1
lm.facebook.com / referral	1
bing / organic	1
pinterest.com / referral	1
flaglercounty.gov / 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
January	13,397	141.0% ↑	64.66%	00:01:48	1.94
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

What channels are my blog visitors coming from?

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

Channel	Sessions	% Δ	% of Sessions
Social	7,124	752.2% ↑	53.18%
Organic Search	4,568	61.2% ↑	34.1%
Direct	1,241	30.8% ↑	9.26%
Referral	237	-6.7% ↓	1.77%
Paid Search	126	-33.3% ↓	0.94%
Display	79	-	0.59%
Grand total	13,397	141.0% ↑	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	PVs
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	5,936
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-bea...	2,460
/blog/post/meet-a-local-jennifer-blumenfield-from-ohana-food-co/	2,087
/blog/post/5-valentines-day-activities-we-love-in-palm-coast-and-the-flagl...	578
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-be...	571
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	448
/blog/post/eat-well-at-ohana-food-co-in-palm-coast-and-the-flagler-beac...	370
/blog/post/our-favorite-wine-bars-in-palm-coast-and-the-flagler-beaches/	255
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beach...	253
/blog/post/unique-proposal-spots-in-palm-coast-and-the-flagler-beaches/	235

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

by Page and Pageviews

Page	PVs
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	5,936
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,460
/blog/post/meet-a-local-jennifer-blumenfield-from-ohana-food-co/	2,087
/blog/post/5-valentines-day-activities-we-love-in-palm-coast-and-the-flagler-...	578
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beach...	571
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	448
/blog/post/eat-well-at-ohana-food-co-in-palm-coast-and-the-flagler-beaches/	370
/blog/post/our-favorite-wine-bars-in-palm-coast-and-the-flagler-beaches/	255
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches/	253
/blog/post/unique-proposal-spots-in-palm-coast-and-the-flagler-beaches/	235

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/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	194
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	159
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/stay-fit-in-palm-coast-and-the-flagler-beaches/	130
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/listing/marineland-dolphin-adventure/270614/	117
/blog/post/meet-a-local-jennifer-blumenfield-from-ohana-food-co/	/blog/post/meet-a-local-jennifer-blumenfield-from-ohana-food-co/	107
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	101
/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/	89
/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/	82
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	70
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/classic-activities-for-a-fun-beach-day-in-palm-coast-and-the-flagler-bea...	67

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	54	67	77.78%	00:01:07	1.24
Direct	10	10	100%	00:00:00	1
(Other)	1	1	100%	00:00:00	1
Social	1	2	0%	00:01:26	2
Grand total	66	80	80.3%	00:00:56	1.21

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks 42	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 (orange, green, blue, red, purple, teal) at the top; a line graph with data points on the left; a network of interconnected nodes and lines on the right; and several circular and rectangular data visualization elements at the bottom. The text 'ORGANIC TRAFFIC' is centered in a white box.

ORGANIC TRAFFIC

Organic Sessions

25,684

↑ 14.1%

Percent of Total Sessions

46.41%

↓ -3.8%

% New Sessions

67.48%

↑ 4.7%

Avg. Session Duration

00:01:44

↑ 0.5%

Pages / Session

1.72

↓ -1.8%

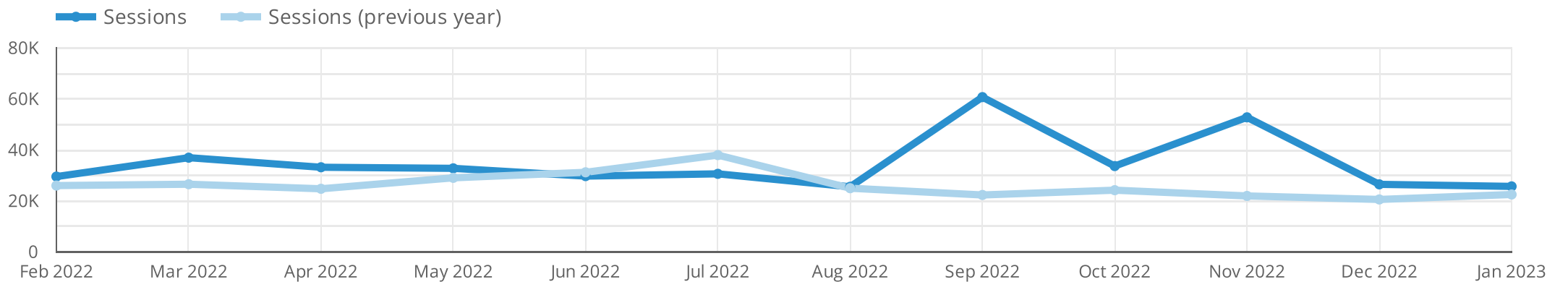
Bounce Rate

55.03%

↑ 9.0%

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/	6,170	-2.5% ↓
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-fl...	1,744	19.3% ↑
/events/	1,730	46.2% ↑
/	1,301	13.8% ↑
/things-to-do/restaurants-bars/	481	-4.8% ↓
/beaches/	403	13.5% ↑
/where-to-stay/campgrounds-rv-parks/	391	-40.5% ↓
/where-to-stay/vacation-rentals/	346	-19.5% ↓
/listing/princess-place-preserve/270329/	333	17.7% ↑
/things-to-do/outdoor-adventures/horseback-riding-on-the-beac...	277	5.3% ↑

Analysis: Organic sessions numbered 25,700 in January, up 14% year-over-year. Most organic landing pages saw notable growth, including the Events page and the 25 Things to Do blog post. Both of these pages have seen growth that can be narrowed down to the website's success with similar search terms:

- The Events page saw a 48% increase in clicks and a 181% increase in impressions. Terms with the highest growth in clicks were related to "things to do", and terms with the highest growth in impressions were related to the destination name (for example, of the 112,000 impressions for this page, 18,700 were for "palm coast fl" and 18,500 were for "palm coast").

- The 25 Things to Do blog post saw an 18% increase in clicks and a 29% increase in impressions. The top terms driving clicks were "things to do in palm coast" (159 clicks) and "things to do in palm coast fl" (108 clicks).

<p>Organic Clicks</p> <p>20,030</p> <p>↑ 17.3%</p>	<p>Organic Impressions</p> <p>1,112,467</p> <p>↑ 29.6%</p>	<p>Organic CTR%</p> <p>1.80%</p> <p>↓ -9.5%</p>	<p>Average Ranking Position</p> <p>18.65</p> <p>↓ -4.4%</p>
---	---	--	--

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	861	1	-0.03 ↓	66.95%
flagler beach cam	639	1.1	0.1 ↑	61.21%
flagler beach	386	7.04	1.99 ↑	1.6%
flagler beach live cam	233	1	0	65.27%
palm coast fl	196	7.41	-1.05 ↓	1.01%
palm coast	190	6.55	-0.7 ↓	0.84%
things to do in palm coast	159	2.69	0.44 ↑	15.68%
palm coast florida	142	7.67	-0.44 ↓	0.85%
flagler pier cam	142	1	0	56.8%
flagler beach surf cam	124	1.28	-0.68 ↓	44.13%
things to do in palm coast fl	109	2.99	0.67 ↑	17.84%
princess place preserve	103	3.83	-0.29 ↓	4.18%
palm coast webcam	99	1	0	71.22%
things to do in palm coast florida	95	2.09	-0.09 ↓	28.36%
things to do in palm coast this weekend	93	1.04	-0.55 ↓	42.86%
flagler live cam	88	1	0	62.86%
flagler surf cam	88	2	-0.99 ↓	20.32%
river to sea preserve	77	1.76	-1.17 ↓	20.98%
things to do near me	74	23.47	0.11 ↑	3.62%
washington oaks state park	69	5.92	-5.31 ↓	2.15%

Analysis: Organic clicks reached 20,000, up 17%, and organic impressions reached 1.1 million, up 30%.

Webcam searches held nine of the top 20 organic terms, driving 3,350 clicks, 30,300 impressions and maintaining an 11% click-through rate.

Searches not related to the webcam also saw notable growth, with a 25% increase in clicks and a 21% increase in impressions. This means users are finding the website more often and for more varied content.

Note: With the introduction of Google's continuous scroll feature — which loads more results without the user having to click to the next page — the weight of ranking position will change. Visit Flagler, however, continues to rank within the first five results, rendering continuous scroll less meaningful.

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Princess Place Preserve	164
Equestrian Adventures of Florida	140
Marineland Dolphin Adventure	120
Princess Place Cottages	93
Bull Creek Campground/Dead Lake	90
Social Club of Palm Coast	83
Washington Oaks Gardens State Park	73
Bartletts Gatherings & Gourmet	61
River To Sea Preserve	55
Golden Magnolia Resort	54
Beverly Beach RV Camptown Resort	43
Jungle Hut Road Park - Pet Friendly	43
Bulow Plantation RV Resort	43
Gamble Rogers Memorial State Recreational Area	42
Oceanside Beach Bar & Grill	42
Fitness One	41
A1A Vacation Rental Pros	40
Si Como No Inn	40
Grand total	3,567

Organic Listing Referrals YoY

3,567

↑ 5.0%

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Wickline Center Park Flagler Beach Farmers Market	95
Best Western Plus Flagler Beach Area Inn & Suites 2...	61
Honky Tonk Angels	59
Arts and Crafts Show	39
Veteran's Park First Friday Flagler Beach	37
Flagler Playhouse RENT	30
Flagler Auditorium Sleeping Beauty - The National B...	26
Central Park in Town Center 6th Annual Strawberry F...	20
Flagler Auditorium Rumours - A Fleetwood Mac Tribu...	17
Palm Coast Songwriters Festival	15
Peps Art Walk	14
Pickleball Tournament	14
Flagler Auditorium The World of Musicals	13
Flagler Auditorium The Sounds of Soul	8
FOOD TRUCK TUESDAY / PALM COAST	8
Gamble Jam	8
The Colored Museum	7
Break Awayz at the Beach Tuesday Trivia Night @ Br...	7
Grand total	591

Organic Event Referrals YoY

591

↑ 42.8%



January 2023

Social Media Channels

TOP PERFORMING CONTENT

January 2023



Palm Coast and the Flagle...
Fri 1/13/2023 11:12 am EST

Ohana means family—and this Flagler Beach eatery is a family affair. Find out what Jennifer Blumenfield, owner of Oha...

Meet a Local: Jennifer Blumenfiel...



Reach	81,494
Video Views	N/A
Engagement	4,281

Facebook Followers

24,202 0.8%
From DEC



visitflagler
Mon 1/9/2023 11:57 am EST

Whale hello there! 🐋🐋 Mama right whales and their babies are making their way along the coast of Flagler Beach as we...



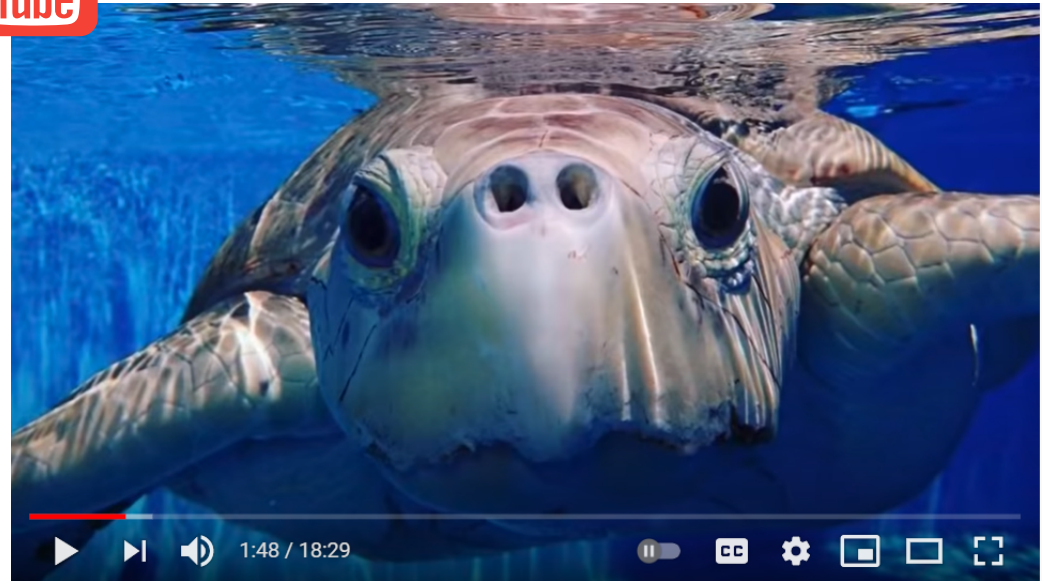
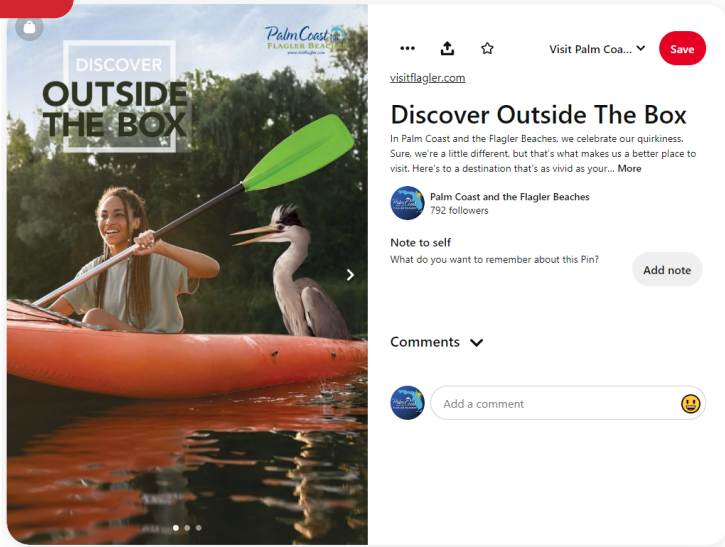
Reach	16,126
Video Views	16,126
Engagement	1,589

Instagram Followers

6,842 1.2%
From DEC

TOP PERFORMING CONTENT

January 2023



Impressions 437,142

Video Views N/A

Engagement 1,914

Pinterest Followers

745 ↓ -5.9%*
From DEC

*Decrease due to cleanup of inactive boards and followers.

Impressions 17,636

Video Views 1,875

New Direct Subscribers 3

YouTube Subscribers

1,662 ↓ -0.1%
From DEC