



DIGITAL MARKETING REPORT

Visit Flagler, FL

March 2024



SEO EXECUTIVE SUMMARY

Mar 1, 2024 - Mar 31, 2024

For **overall traffic**, sessions numbered 54,532 in March, a 36% decrease year-over-year. Notably, about half of this 31,000-session decrease can be seen in the homepage, which saw 16,500 overall sessions in 2023 but only 2,017 this year (see January report for homepage improvement suggestions). In terms of traffic sources, the biggest losses were to the Display channel (-6,300 sessions) and the Organic Social channel (-10,000 sessions).

Organic traffic decreased 8%, with a total of 40,290 sessions. About half of the 3,500-session decrease in organic traffic came from the webcams page, which was not as successful as last year. Despite an impressive 43% improvement in ranking for the page (position 35.5 in 2023 vs position 20.3 in 2024), users showed less interest, indicated by a 12% decrease in clicks.

Altogether, organic clicks to the website decreased by just 200 (.6%) year-over-year, while impressions went down 2%. The top areas of organic search outside of webcams were the Strawberry Festival and Warbirds Over Flagler. Queries related to the Strawberry Festival ranked the website, on average, in position 3.5, a 57% improvement year-over-year, while Warbirds drove a 45% increase in impressions.

The top organic landing pages by active users were Events (2,849), webcams (2,702) and the Strawberry Festival event listing (2,307). Blogs and events-related pages and blogs saw the most organic success in March:

- The /events/ page drove 3,100 organic sessions, up 26%, and maintained a 91% engagement rate
- About 29% of all organic conversions took place on event listing pages, with 1,100 taking place on the Strawberry Festival listing alone.
- Blogs saw a 45% increase in organic sessions, and 15% of all organic conversions took place on blog pages

TOP CITIES (SESSIONS)

Palm Coast: 9,217
Atlanta: 4,923
Orlando: 4,449
Miami: 4,322
New York: 1,054
Jacksonville: 1,016
Daytona Beach: 897
Ashburn: 798
Flagler Beach: 627
Chicago: 496

TOP STATES (SESSIONS)

Florida: 29,758
Georgia: 6,575
New York: 2,287
Virginia: 1,771
North Carolina: 1,460
Ohio: 1,404
Michigan: 1,300
Pennsylvania: 1,060
Indiana: 908
Illinois: 736

COMPLETED ACTIVITIES

- Completed on-page optimizations on three pages (see SEO Recommendations)
- Monitored Google Search Console and GA; no action needed
- Crawl error check led to nine corrections
- Completed and sent report/partner referrals

Organic Summary

Sessions

40,290

↓ -8.0%

Engaged sessions

30,320

↓ -4.6%

Listing Referrals

4,479

↑ N/A

Event Referrals

2,722

↑ N/A

Visitors Guide Requests

162

No data

Newsletter Signups

131

No data



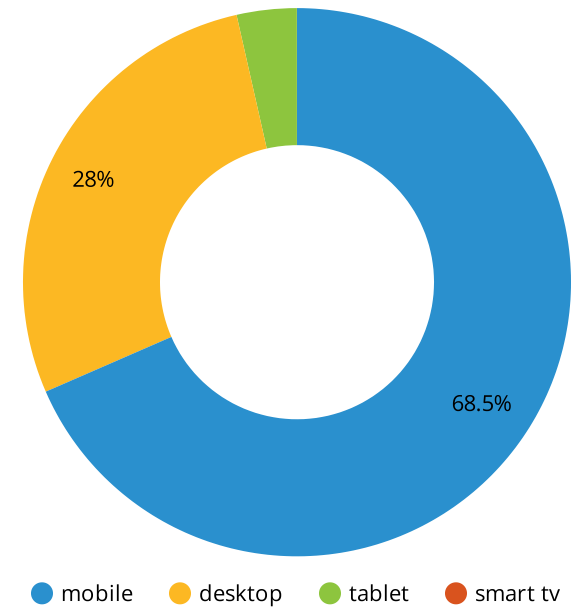
SEO REPORT

OVERALL TRAFFIC SUMMARY

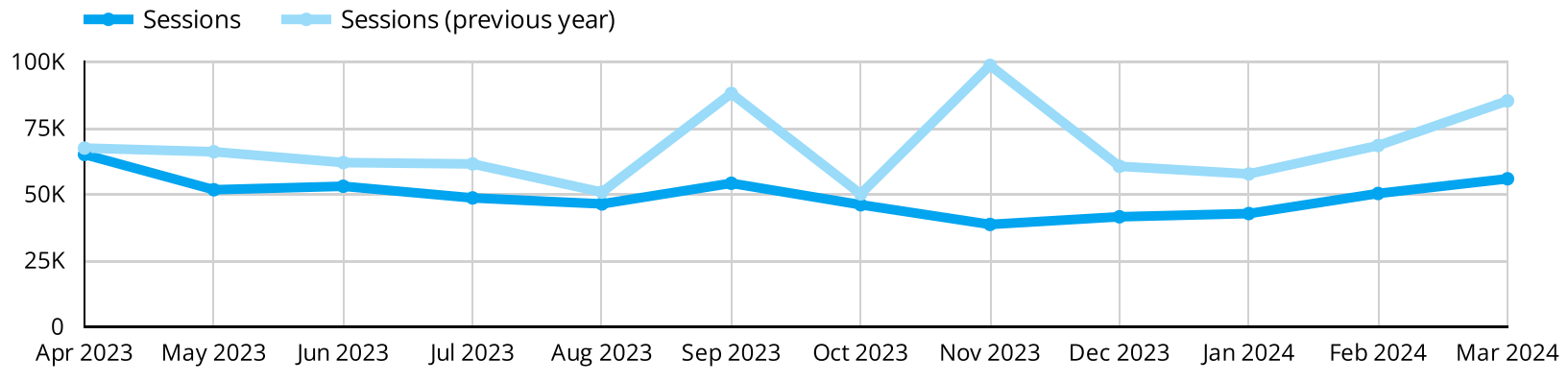
Mar 1, 2024 - Mar 31, 2024

Active Users 36,614 ↓ -40.2%	Sessions 54,532 ↓ -36.1%	Engaged Sessions 39,619 ↓ -25.2%	Engagement Rate 72.65% ↑ 17.1%	Avg. Engagement Time 00:01:19 ↑ 39.1%	Conversions 9,681 ↑ N/A
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Device Category (Users)



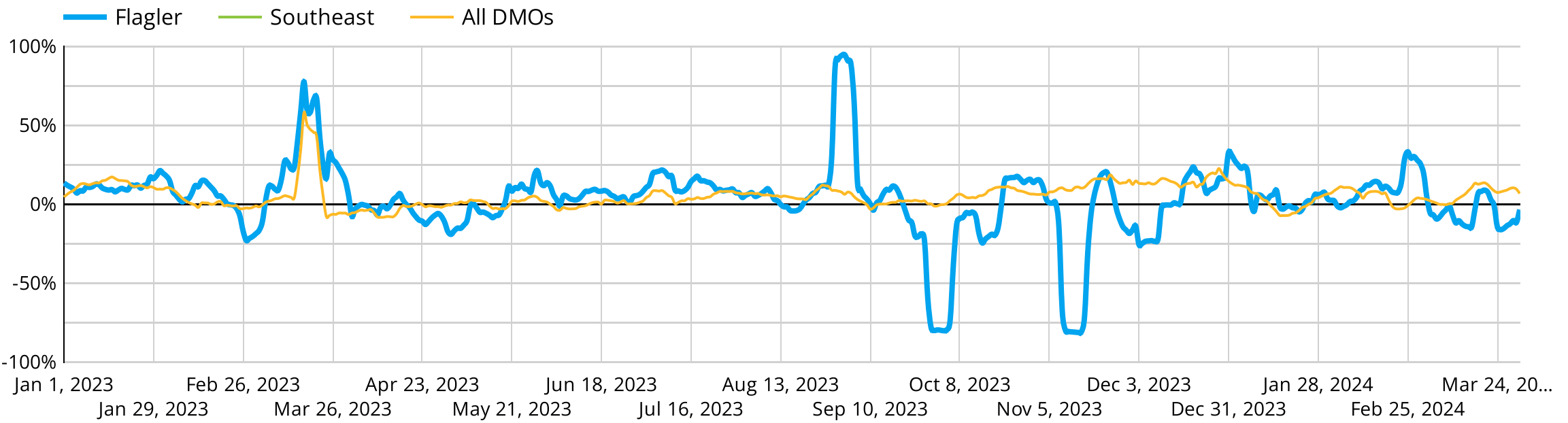
Engaged Sessions over time (Last 12 months YoY)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Organic Search	27,894	30,320	00:01:20
Direct	5,098	5,800	00:01:09
Referral	2,675	2,570	00:01:30
Organic Social	1,307	1,145	00:00:41
Unassigned	233	97	00:01:04
Paid Search	133	89	00:00:52
Display	4	1	00:00:38
Organic Video	3	4	00:01:10

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

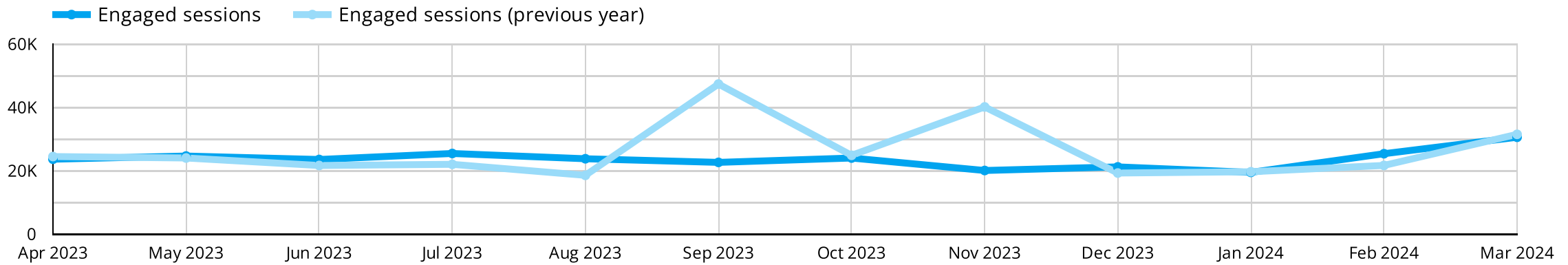
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.5	1.98	-20.72%	organic search	00:01:08	00:00:57	-15.01%	organic search	71.34%	70.37%	-1.36%
paid search	2.53	3.28	29.56%	paid search	00:00:55	00:01:22	49.64%	paid search	66.69%	87.04%	30.52%
Grand total	2.06	1.96	-4.83%	Grand total	00:00:45	00:00:55	20.79%	Grand total	61.16%	66.48%	8.7%

ORGANIC TRAFFIC SUMMARY

Mar 1, 2024 - Mar 31, 2024

Active users 27,894 ↓ -5.6%	Sessions 40,290 ↓ -8.0%	Engaged sessions 30,320 ↓ -4.6%	Engagement rate 75.25% ↑ 3.7%	Engagement Time 00:01:20 ↑ 1.2%	Conversions 7,804 ↑ N/A
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Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Conversions
/events	2,849	630
/beaches/webcams	2,702	65
/event/7th-annual-strawberry-fest/21539	2,307	1,117
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	2,022	561
/event/war-birds-over-flagler/21628	937	264
/	684	180
/things-to-do/restaurants-bars	630	221
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	575	44
/event/st-patricks-day-block-party/21703	432	116
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	430	53

Conversion Events

Event name	Conversions
partner_referral	7,201
file_download	310
visitorguide_request	162
newsletter_signup	131

ORGANIC SEARCH QUERY PERFORMANCE

Mar 1, 2024 - Mar 31, 2024

Organic Clicks
32,762
↓ -0.8%

Organic Impressions
1,310,921
↓ -2.5%

Organic CTR%
2.50%
↑ 1.8%

Average Ranking Position
16.78
↓ -10.6%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	1,012	1.07	0.07 ↑	65.84%
flagler beach webcam	853	1.01	-0 ↓	64.23%
strawberry festival palm coast	497	2.2	0.37 ↑	22.26%
7th annual strawberry fest, central pa...	285	2.18	-	37.65%
flagler beach	271	7.39	0.81 ↑	1.12%
things to do in palm coast	259	2.11	-1.13 ↓	21.42%
strawberry fest, central park, 9 mar	224	2.76	-	28.87%
warbirds over flagler	218	3.01	1.76 ↑	12.77%
flagler beach live cam	214	1.12	0.12 ↑	55.3%
palm coast strawberry festival	213	2.23	0.77 ↑	15.65%
things to do in palm coast florida	199	2.03	-0.37 ↓	26.12%
7th annual strawberry fest, central pa...	177	1.15	-	44.25%
flagler live cam	176	1	-0.06 ↓	52.38%
flagler beach surf cam	161	1.29	0.2 ↑	37.53%
things to do in palm coast fl	158	2.6	-0.86 ↓	17.34%
palm coast strawberry festival 2024	157	1.75	-	15.61%
european village farmers market	129	1.41	-1.88 ↓	47.08%
palm coast events	123	1.7	-0.01 ↓	36.18%
flagler webcam	121	1.07	0.07 ↑	61.42%
strawberry festival 2024 palm coast	120	1.16	-	58.25%



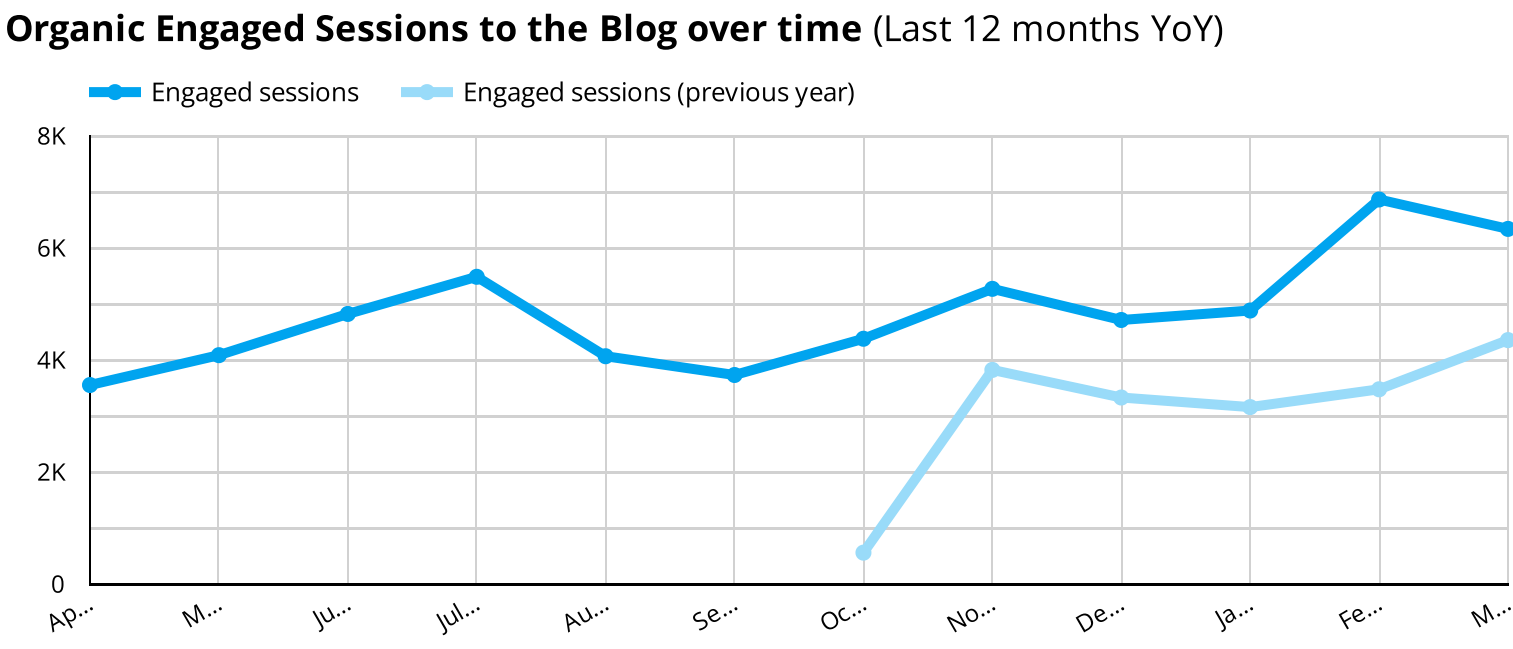
Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach cam	https://www.visitflagler.com/beaches/webcams/	1,012	1,537	-124 ↓	65.84%
flagler beach webcam	https://www.visitflagler.com/beaches/webcams/	853	1,328	-270 ↓	64.23%
strawberry festival palm coast	https://www.visitflagler.com/event/7th-annual-strawberry-fest/21539/	499	2,213	-	22.55%
7th annual strawberry fest, ce...	https://www.visitflagler.com/event/7th-annual-strawberry-fest/21539/	280	700	-	40%
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...	245	1,209	-103 ↓	20.26%
strawberry fest, central park, ...	https://www.visitflagler.com/event/7th-annual-strawberry-fest/21539/	224	776	-	28.87%
palm coast strawberry festival	https://www.visitflagler.com/event/7th-annual-strawberry-fest/21539/	217	1,367	-	15.87%
warbirds over flagler	https://www.visitflagler.com/event/war-birds-over-flagler/21628/	217	1,706	-	12.72%
flagler beach live cam	https://www.visitflagler.com/beaches/webcams/	214	387	-8 ↓	55.3%
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...	194	761	298 ↑	25.49%
7th annual strawberry fest, ce...	https://www.visitflagler.com/event/7th-annual-strawberry-fest/21539/	177	396	-	44.7%
flagler live cam	https://www.visitflagler.com/beaches/webcams/	176	336	177 ↑	52.38%
palm coast strawberry festival...	https://www.visitflagler.com/event/7th-annual-strawberry-fest/21539/	161	1,028	-	15.66%
flagler beach surf cam	https://www.visitflagler.com/beaches/webcams/	161	429	-89 ↓	37.53%
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...	151	910	83 ↑	16.59%
flagler beach	https://www.visitflagler.com/	151	24,092	-3,976 ↓	0.63%
european village farmers mar...	https://www.visitflagler.com/event/european-village-farmers-market/18545/	128	274	37 ↑	46.72%
flagler webcam	https://www.visitflagler.com/beaches/webcams/	121	197	8 ↑	61.42%
strawberry festival 2024 palm...	https://www.visitflagler.com/event/7th-annual-strawberry-fest/21539/	120	206	-	58.25%
flagler beach restaurants	https://www.visitflagler.com/things-to-do/restaurants-bars/	118	2,682	-37 ↓	4.4%
palm coast events	https://www.visitflagler.com/events/	114	340	11 ↑	33.53%
flagler pier cam	https://www.visitflagler.com/beaches/webcams/	110	207	-183 ↓	53.14%
easter eggstravaganza centr	https://www.visitflagler.com/event/easter-eggstravaganza/18184/	106	189	-	56.08%

ORGANIC BLOG TRAFFIC

Mar 1, 2024 - Mar 31, 2024

Sessions 7,721 ↑ 44.9%	Engaged Sessions 6,448 ↑ 48.5%
Active Users 6,692 ↑ 42.1%	Conversions 1,175 ↑ N/A
Engagement Time 00:01:40 ↓ -8.6%	Engagement Rate 83.51% ↑ 2.4%



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	2,022	1,979	87.53%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	575	513	82.88%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	430	409	81.47%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	384	379	92.21%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	336	322	87.26%
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler-beaches	221	191	70.22%
/blog/post/why-flagler-beaches-are-the-best-in-florida	188	160	81.63%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches	163	155	83.33%
/blog/post/new-in-the-new-year-in-palm-coast-and-the-flagler-beaches	128	121	88.97%
/blog/post/shop-local-eat-local-at-european-village	127	112	83.58%