



# SEO REPORT

November 2022

FLAGLER  
BEACH  
FLA

# SEO EXECUTIVE SUMMARY

Organic Sessions

52,767

↑ 140.5%

Organic Sessions YTD

387,915

↑ 34.7%

## Overall Traffic Performance

In November, the site received 94,300 sessions in total, a 150% increase from last year. Sessions peaked Nov. 9 and Nov. 10, and nearly all channels experienced significant growth. Eight blogs posts entered the top 20 landing pages, with traffic equally driven by organic search and social.

## Organic Traffic Performance

Organic search brought in 52,800 sessions, an impressive 141% increase year-over-year. About two-thirds, or 34,900, went to the webcam, while non-webcam traffic came from holiday-related searches. The strong presence of holiday content in the top 20 organic landing pages indicates users found authoritative and timely content on the website.

## Recommendations

### More copy in posts

The team does a great job creating content and posting it in a timely manner, which results in the strong search performance seen this month. To maintain that strength, consider adding copy to a handful of shorter blog posts. It is recommended that posts have about 350 words, and the following could benefit from an extra paragraph or two:

- [10 Fall Date Ideas in Palm Coast and the Flagler Beaches](#)
- [Stuff the Stockings with These Cute Souvenirs from Palm Coast and the Flagler Beaches](#)
- [Breweries and Bars We Love in Palm Coast and the Flagler Beaches](#)

### Flagler Pier content research

Searches related to "flagler beach pier" delivered 2,700 impressions this month, but only 50 clicks, meaning search engines are serving the website but users aren't enticed to click. A quick Google search shows Visit Flagler's biggest competitor is the City of Flagler's information page, indicating that a historical/informational focus would work best for a potential content piece. See below for further research.

#### Keywords (Average Monthly Searches)

flagler beach pier (1,600)  
flagler beach fishing pier (1,600)  
flagler beach pier fishing report (70)  
flagler beach fishing (90)  
flagler beach municipal pier (30)

#### Google's People Also Search For

flagler beach pier webcam  
flagler beach pier destroyed  
flagler beach boardwalk  
flagler beach pier history  
flagler beach pier fishing report  
flagler beach restaurants

#### Keyword phrases per GSC (clicks/impressions)

flagler beach pier (442/18,447)  
flagler pier (174/13,316)  
flagler beach fishing pier (90/2,461)  
flagler beach (3/1,092)  
fishing piers in florida (0/264)  
flagler beach boardwalk (0/247)



**OVERALL TRAFFIC**

# Overall Traffic Summary | 6 Months & YTD

Nov 1, 2022 - Nov 30, 2022

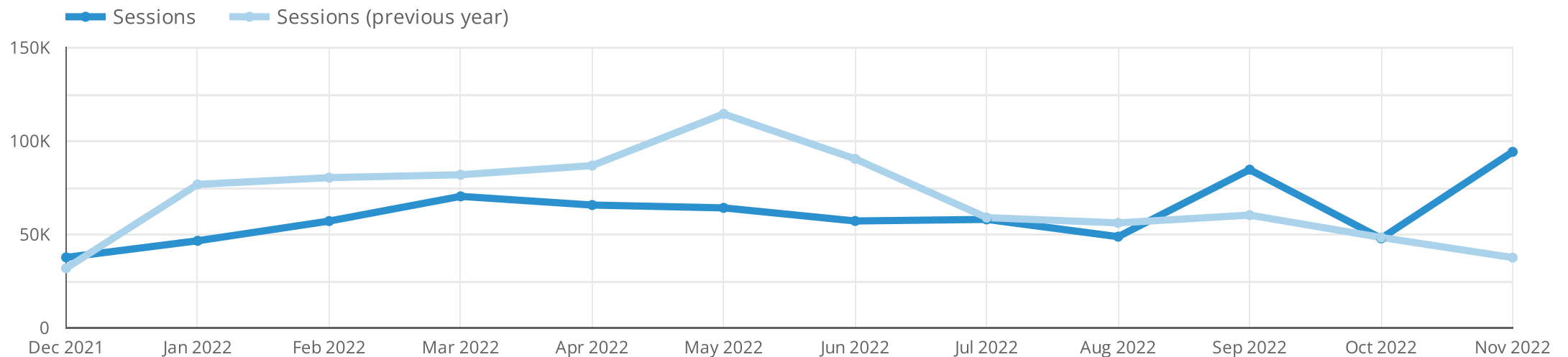
## How is my total traffic performing over time?

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...
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
June	57,244	-36.7% ↓	39,361	59.82%	100,108	1.75	00:01:36

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

by Sessions Year over Year



**Analysis:** In November, the site received 94,300 sessions in total, which represents a 150% increase from last year and a 165% increase from 2019. Sessions peaked Nov. 9 and Nov. 10, reaching 22,600 and 20,600, respectively.

## 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	52,767	140.5% ↑	55.98%
Social	20,004	394.8% ↑	21.22%
Direct	16,685	95.5% ↑	17.7%
Paid Search	2,620	126.3% ↑	2.78%
Referral	1,642	10.6% ↑	1.74%
Display	377	18,750.0% ↑	0.4%
(Other)	165	-65.5% ↓	0.18%
<b>Grand total</b>	<b>94,260</b>	<b>150.4% ↑</b>	<b>100%</b>

**Analysis:** Organic search brought in 56% of sessions with 52,800, an impressive 141% increase year-over-year. About two-thirds of organic sessions, or 34,900, went to the webcam. Nearly all other channels experienced significant growth, in line with overall session increases.

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
ACQ_Flagler_Location_Specific	2,574
Evergreen	419
welcome-home	61
ACQ_Flagler	40
Complete	28
FFCGCanadaGoldPlacement	14
dm-flpcfb	8
dmflpcfb	3
ExtendedSummer	3

## 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	-20.62%
Organic Search	2.08	1.67	-19.73%
Paid Search	2.13	1.86	-12.7%

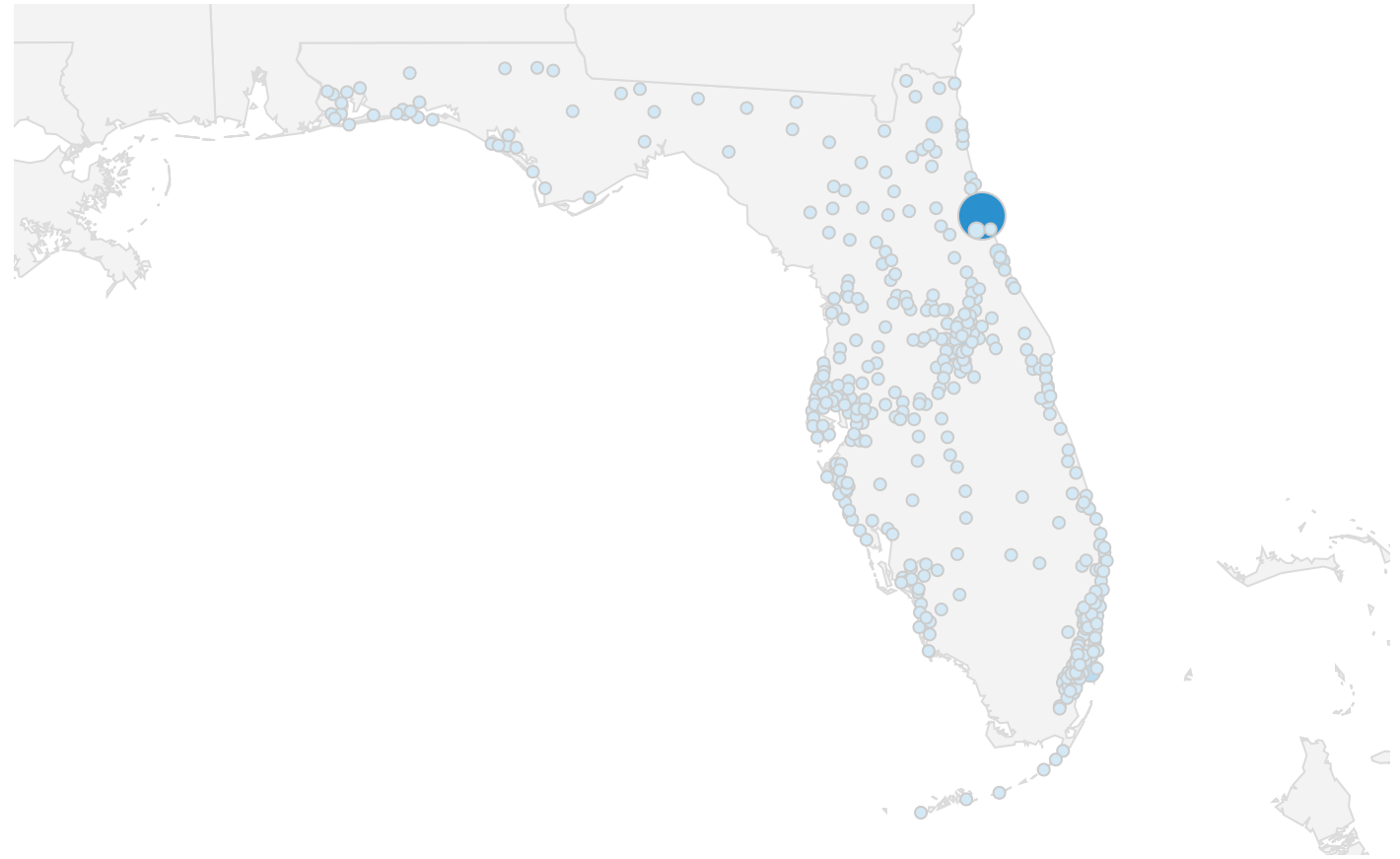
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:49	00:01:16	-29.55%
Organic Search	00:02:11	00:01:41	-22.67%
Paid Search	00:01:44	00:01:12	-30.68%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.36%	60.33%	10.97%
Organic Search	48.71%	50.33%	3.33%
Paid Search	51.2%	64.71%	26.39%

## What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	18,994	64.5% ↑
Orlando	4,676	12.6% ↑
Miami	2,759	401.6% ↑
Daytona Beach	1,518	160.4% ↑
Jacksonville	1,243	46.8% ↑
Ormond Beach	1,126	160.0% ↑
Bunnell	461	94.5% ↑
Ocala	410	115.8% ↑
St. Augustine	393	-11.3% ↓
Port Orange	369	139.6% ↑
Gainesville	369	94.2% ↑
Tampa	366	89.6% ↑
Flagler Beach	269	268.5% ↑
Palatka	250	194.1% ↑
Tallahassee	248	217.9% ↑
DeLand	246	207.5% ↑
Sanford	141	95.8% ↑



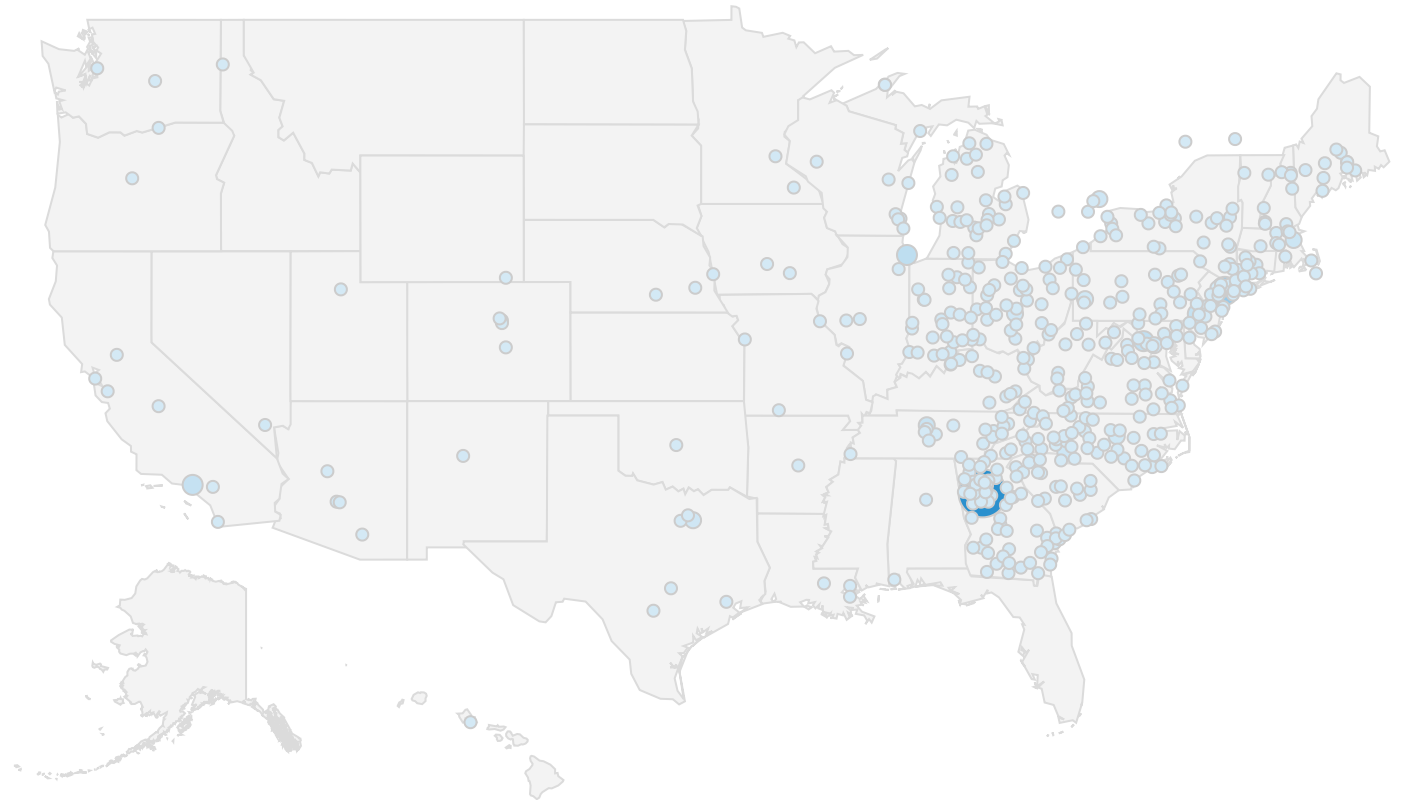
1 18,994

**Analysis:** Overall, Google Analytics shows a 76% increase for in-state traffic. All of the top cities except St. Augustine saw notable growth. Of note, in-state organic sessions increased 45%.

## What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Atlanta	6,600	1,091.3% ↑
New York	2,286	173.1% ↑
Chicago	861	346.1% ↑
Ashburn	745	645.0% ↑
Philadelphia	625	380.8% ↑
Los Angeles	601	1,178.7% ↑
Nashville	479	183.4% ↑
Boston	339	670.5% ↑
Washington	328	92.9% ↑
Columbus	283	164.5% ↑
Charlotte	260	48.6% ↑
Dallas	232	112.8% ↑
Clinton	226	5,550.0% ↑
Raleigh	193	83.8% ↑
Pittsburgh	179	163.2% ↑
Cleveland	172	-9.9% ↓
Indianapolis	150	294.7% ↑
Greenville	142	1,477.8% ↑



**Analysis:** Out-of-state traffic experienced a 280% increase. Organic out-of-state traffic increased 350%.

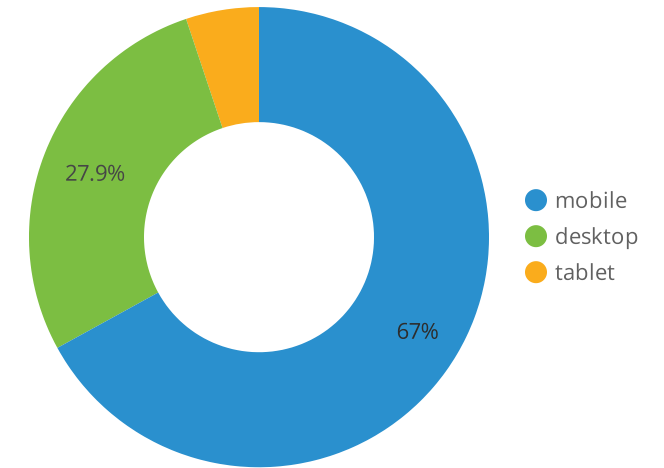
# Overall Traffic Device Breakdown | Last Month

Nov 1, 2022 - Nov 30, 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	63,162	160.9% ↑	54.39%	1.34	00:01:13
Desktop	26,257	133.5% ↑	54.39%	1.48	00:01:42
Tablet	4,841	121.7% ↑	56.66%	1.37	00:01:17
<b>Grand total</b>	<b>94,260</b>	<b>150.4% ↑</b>	<b>54.51%</b>	<b>1.38</b>	<b>00:01:21</b>



## What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	37,795	497.5% ↑
/	2,702	3.2% ↑
/things-to-do/	2,423	582.5% ↑
/blog/post/theres-no-place-like-palm-coast-and-the-flagler-...	2,291	-
/events/	1,530	-6.4% ↓
/event/palm-coast-holiday-boat-parade/21054/	1,389	-
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-an...	1,143	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,014	31.2% ↑
/blog/post/fall-date-ideas-in-palm-coast-and-the-flagler-be...	791	-
/blog/post/5-best-spots-for-sandwiches-in-palm-coast-and-...	587	607.2% ↑

## What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	17,902	339.3% ↑
/	1,690	55.0% ↑
/events/	648	0.8% ↑
(not set)	538	205.7% ↑
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-...	352	-
/event/palm-coast-holiday-boat-parade/21054/	314	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	258	35.1% ↑
/lodgings	140	-38.3% ↓
/things-to-do/restaurants-bars/	112	-25.3% ↓
/listing/princess-place-preserve/270329/	96	-15.0% ↓



## 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
<a href="#">/beaches/webcams/</a>	59,163	00:01:23	49.77%
<a href="#">/</a>	4,528	00:01:19	66.61%
<a href="#">/things-to-do/</a>	2,498	00:00:14	90.63%
<a href="#">/blog/post/theres-no-place-like-palm-coast-and-the-...</a>	2,434	00:00:16	89.56%
<a href="#">/events/</a>	2,264	00:02:20	41.17%
<a href="#">/event/palm-coast-holiday-boat-parade/21054/</a>	1,796	00:01:02	68.76%
<a href="#">/blog/post/where-to-eat-for-thanksgiving-in-palm-co...</a>	1,575	00:02:17	57.9%
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coa...</a>	1,306	00:02:44	54.67%
<a href="#">/blog/post/fall-date-ideas-in-palm-coast-and-the-fla...</a>	955	00:00:30	78.74%
<a href="#">/blog/post/5-best-spots-for-sandwiches-in-palm-coa...</a>	784	00:00:36	85.2%
<a href="#">/blog/post/christmas-events-in-palm-coast-and-the-...</a>	458	00:01:27	65.5%
<a href="#">/about/visitors-guide-brochures/</a>	405	00:01:14	62.96%
<a href="#">/beaches/</a>	390	00:01:17	53.33%
<a href="#">/things-to-do/restaurants-bars/</a>	362	00:02:04	50.28%
<a href="#">/blog/post/gobble-up-your-thanksgiving-favorites-in-...</a>	358	00:03:21	40.5%
<a href="#">/lodgings</a>	349	00:02:45	23.21%
<a href="#">/event/celebrate-america!/20854/</a>	332	00:01:15	53.31%
<a href="#">/blog/post/stuff-the-socks-with-these-cute-souveni...</a>	314	00:00:38	76.43%
<a href="#">/event/flagler-beach-holiday-parade/21126/</a>	252	00:01:14	84.52%
<a href="#">/where-to-stay/campgrounds-rv-parks/</a>	245	00:01:54	47.35%

## Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
<a href="#">/beaches/webcams/</a>	58,082	71,222
<a href="#">/</a>	3,539	4,513
<a href="#">/things-to-do/</a>	2,396	2,672
<a href="#">/blog/post/theres-no-place-like-palm-coast-and-the-fla...</a>	2,371	2,732
<a href="#">/event/palm-coast-holiday-boat-parade/21054/</a>	1,732	2,187
<a href="#">/events/</a>	1,488	2,609
<a href="#">/blog/post/where-to-eat-for-thanksgiving-in-palm-coas...</a>	1,407	2,226
<a href="#">/travel-advisory-information/</a>	947	2,156
<a href="#">/blog/post/fall-date-ideas-in-palm-coast-and-the-flagle...</a>	903	1,223
<a href="#">/blog/post/25-things-to-do-when-you-visit-palm-coast-...</a>	882	1,394
<a href="#">/blog/post/christmas-events-in-palm-coast-and-the-fla...</a>	774	1,519
<a href="#">/blog/post/5-best-spots-for-sandwiches-in-palm-coast-...</a>	716	796
<a href="#">/about/visitors-guide-brochures/</a>	508	1,126
<a href="#">/beaches/</a>	387	713
<a href="#">/event/celebrate-america!/20854/</a>	365	494
<a href="#">/lodgings</a>	348	423
<a href="#">/blog/post/gobble-up-your-thanksgiving-favorites-in-p...</a>	340	700
<a href="#">/blog/post/stuff-the-socks-with-these-cute-souveni...</a>	338	582
<a href="#">/event/2nd-annual-holiday-market/21117/</a>	332	588
<a href="#">/things-to-do/restaurants-bars/</a>	316	556

**Analysis:** The webcam again delivered the highest number of sessions overall with 59,100, a 430% increase year-over-year. Like overall traffic, webcam sessions also peaked Nov. 9 and Nov. 10. Eight blogs posts entered the top 20 landing pages, with traffic equally driven by organic search and social.

## What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	71,218	00:01:22	48.96%
/	5,402	00:01:19	66.45%
/events/	3,666	00:02:18	41.04%
/things-to-do/	2,888	00:00:13	90.74%
/blog/post/theres-no-place-like-palm-coast-and-the-flagler-beaches-for-the-ho...	2,746	00:00:16	89.56%
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beach...	2,466	00:02:17	57.58%
/event/palm-coast-holiday-boat-parade/21054/	2,199	00:01:03	68.42%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	1,691	00:02:44	54.63%
/travel-advisory-information/	1,670	00:01:04	66.15%
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches/	1,398	00:01:25	65.79%
/blog/post/fall-date-ideas-in-palm-coast-and-the-flagler-beaches/	1,338	00:00:30	78.74%
/about/visitors-guide-brochures/	1,184	00:01:16	62.5%
/blog/post/5-best-spots-for-sandwiches-in-palm-coast-and-the-flagler-beaches/	858	00:00:36	85.2%
/beaches/	833	00:01:08	52.79%
/things-to-do/restaurants-bars/	680	00:02:01	50%
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagle...	656	00:03:20	40.06%
/blog/post/stuff-the-stockings-with-these-cute-souvenirs-from-palm-coast-and-...	630	00:00:37	76.19%
/beaches/weather/	599	00:01:52	29.29%
/about/newsletter/	536	00:01:50	46.15%
/event/2nd-annual-holiday-market/21117/	485	00:01:37	61.99%
/event/celebrate-america!/20854/	472	00:01:14	52.52%
/lodgings	424	00:02:45	23.21%
/event/fantasy-lights/21123/	417	00:01:32	61.07%

**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>130</b> ↑ 4.8%	Unique Newsletter Sign Up <b>215</b> ↑ 121.6%
Visitor Guide Req. YTD <b>2,040</b> ↓ -31.6%	Unique Newsltr Sign Up YTD <b>937</b> ↓ -21.0%

## Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	57
(direct) / (none)	30
visitflorida.com / referral	14
l.facebook.com / referral	9
m.facebook.com / referral	7
lm.facebook.com / referral	7
google / cpc	4
yahoo / organic	3
pinterest.com / referral	3
bing / organic	3

## 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	88	63.31%
Beach	117	84.17%
Camping	41	29.50%
Dining	113	81.29%
Events & Festivals	114	82.01%
Family Fun	55	39.57%
Marine Life & Conserv...	80	57.55%
Outdoor Activities	91	65.47%
Pet Friendly	62	44.60%
Weddings	9	6.47%

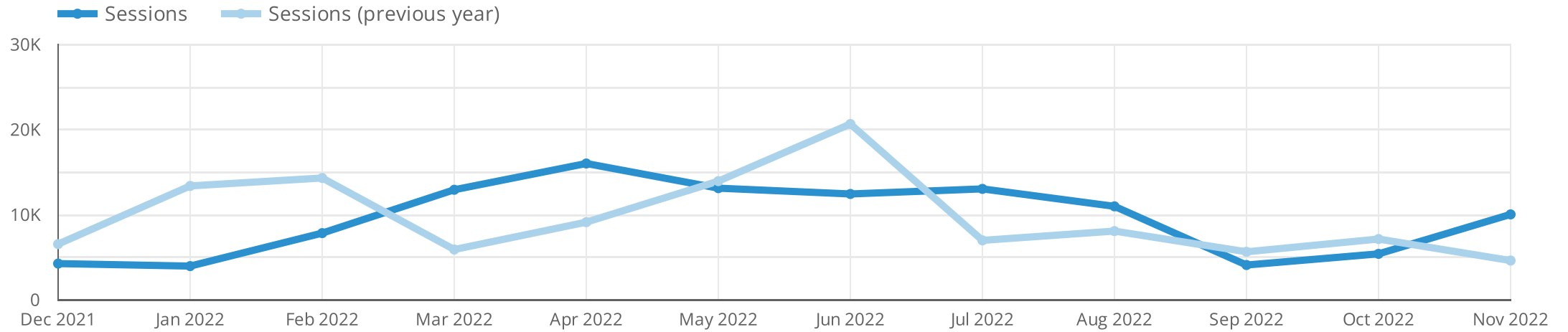
## Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	4
(direct) / (none)	1
visitflorida.com / referral	1
palmcoast.gov / referral	1
starrynightsflagler.com / referral	1
l.facebook.com / referral	1
lm.facebook.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
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
June	14,738	-37.2% ↓	57.26%	00:02:14	2.49

## 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	5,426	123.8% ↑	46.42%
Social	4,843	213.9% ↑	41.43%
Direct	1,128	-0.7% ↓	9.65%
Referral	182	7.1% ↑	1.56%
Paid Search	95	11.8% ↑	0.81%
(Other)	15	-16.7% ↓	0.13%
<b>Grand total</b>	<b>11,690</b>	<b>117.4% ↑</b>	<b>100%</b>

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

by Page and Pageviews

Page	Pageviews
/blog/post/theres-no-place-like-palm-coast-and-the-flagler-bea...	2,785
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-th...	2,467
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	1,712
/blog/post/christmas-events-in-palm-coast-and-the-flagler-bea...	1,452
/blog/post/fall-date-ideas-in-palm-coast-and-the-flagler-beach...	1,338
/blog/post/5-best-spots-for-sandwiches-in-palm-coast-and-the-...	861
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coas...	656
/blog/post/stuff-the-stockings-with-these-cute-souvenirs-from-...	632
/blog/post/festive-christmas-eats-in-palm-coast-and-the-flagle...	339
/blog/post/dine-local-on-small-business-saturday-in-palm-coas...	337

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

by Page and Pageviews

Page	Pageviews
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagle...	33,665
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	23,873
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-p...	11,955
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagle...	7,467
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl...	6,357
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	4,868
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-be...	3,632
/blog/post/theres-no-place-like-palm-coast-and-the-flagler-beaches-...	2,813
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach...	2,797
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flag...	2,467

## 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/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches/	/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches/	311
/blog/post/theres-no-place-like-palm-coast-and-the-flagler-beaches-for-the-holida...	/blog/post/theres-no-place-like-palm-coast-and-the-flagler-beaches-for-the-holida...	115
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches/	/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-be...	86
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	64
/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/	57
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches/	/blog/post/christmas-events-in-palm-coast-and-the-flagler-beaches/	57
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches/	/listing/beach-front-grille/332318/	54
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-be...	/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches/	50
/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/	48
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the-flagler-beaches/	/listing/hammock-beach-golf-resort-&-spa/270440/	45

## 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	66	79	77.27%	00:01:29	1.2
Direct	14	15	92.86%	00:00:26	1.07
(Other)	3	3	100%	00:00:00	1
<b>Grand total</b>	<b>83</b>	<b>97</b>	<b>80.72%</b>	<b>00:01:15</b>	<b>1.17</b>

## What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks	Link Clicks
31	0

## What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
No data	

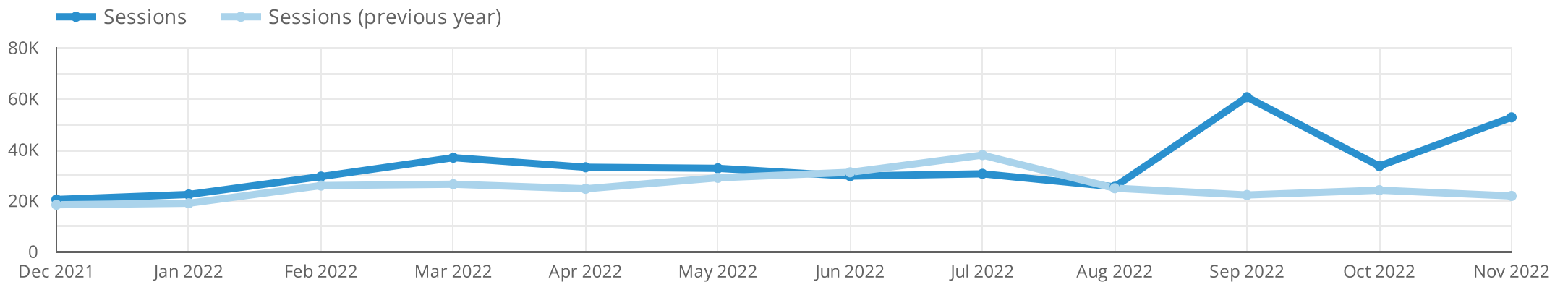
The image features a close-up of a person's hands using a stylus on a laptop screen. The background is a soft-focus office setting. Overlaid on the image are several digital graphics: a colorful horizontal bar (orange, green, blue, red, purple, teal) at the top; a line graph with data points on the left; a network diagram with nodes and lines on the right; and a large, semi-transparent white box in the center containing the text 'ORGANIC TRAFFIC'. The overall aesthetic is modern and tech-oriented.

# ORGANIC TRAFFIC

<b>Organic Sessions</b> <b>52,767</b> ↑ 140.5%	<b>Percent of Total Sessions</b> <b>55.98%</b> ↓ -4.0%	<b>% New Sessions</b> <b>54.61%</b> ↓ -11.4%	<b>Avg. Session Duration</b> <b>00:01:38</b> ↑ 0.2%	<b>Pages / Session</b> <b>1.42</b> ↓ -16.1%	<b>Bounce Rate</b> <b>51.41%</b> ↑ 3.1%
--	--	--	---	---	---

## 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/	34,854	416.7% ↑
/events/	1,643	8.1% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-fl...	1,241	35.6% ↑
/blog/post/where-to-eat-for-thanksgiving-in-palm-coast-and-the...	1,199	-
/event/palm-coast-holiday-boat-parade/21054/	1,022	-
/	944	33.3% ↑
/blog/post/christmas-events-in-palm-coast-and-the-flagler-beac...	390	-
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast...	329	-31.6% ↓
/things-to-do/restaurants-bars/	326	-22.6% ↓
/event/celebrate-america!/20854/	284	-

**Analysis:** Organic sessions numbered 52,800 this year, 22,000 in 2021 and 13,000 in 2019.

Holiday content had a strong presence in the top 20 organic landing pages, indicating users are finding authoritative *and* timely content. The [Holiday Boat Parade listing](#), under a different URL last year, saw a 140% increase (+600 sessions). [Where to Eat for Thanksgiving](#) and [Gobble Up Your Favorites](#) shared the exact same top queries ("thanksgiving dinner" and "thanksgiving dinner palm coast fl") and saw similar clicks, but Where to Eat delivered more sessions due to a stronger presence in search (6,200 impressions versus Gobble Up's 5,200 impressions).

Note: Since the implementation of changes to the Homepage in August 2022, clicks increased 25% and impressions increased 65% for that page have improved (when compared to August-November 2021).



<p>Organic Clicks</p> <p><b>41,268</b></p> <p>📈 148.2%</p>	<p>Organic Impressions</p> <p><b>980,978</b></p> <p>📈 32.2%</p>	<p>Organic CTR%</p> <p><b>4.21%</b></p> <p>📈 87.7%</p>	<p>Average Ranking Position</p> <p><b>20.76</b></p> <p>📉 7.8%</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	6,428	1	-0.03 ↓	76.7%
flagler beach cam	3,842	1	0	73.67%
flagler beach live cam	1,340	1	0	73.34%
flagler pier cam	1,246	1	0	70.48%
flagler beach pier cam	996	1	0	71.97%
flagler surf cam	592	1.68	-0.59 ↓	47.28%
flagler live cam	507	1	0	70.51%
flagler beach	491	7.25	1.7 ↑	1.36%
flagler beach pier webcam	479	1	-0.02 ↓	60.94%
flagler beach camera	404	1	0 ↑	75.23%
flagler beach web cam	400	1	-0.01 ↓	72.6%
flagler beach surf cam	388	1.12	-0.16 ↓	52.65%
flagler webcam	381	1	0	66.38%
palm coast webcam	256	1	0	65.31%
flagler pier surf cam	227	1.26	-1.31 ↓	58.66%
palm coast boat parade 2022	217	1.29	-	31.4%
webcam flagler beach	207	1	-0.01 ↓	70.89%
flagler pier webcam	206	1	0	63.38%
flagler cam	176	1	0	61.75%
golden lion webcam flagler beach	158	2.17	-0.52 ↓	24.5%

**Analysis:** Organic clicks reached 41,300, up 150%, and organic impressions reached 981,000, up 32%.

Non-webcam searches drove 6,900 clicks, up 32%, and 586,000 impressions, up 16%. Holiday-related searches also increased, with Thanksgiving content delivering the strongest performance:

- Queries containing "thanksgiving": clicks up 500%, impressions up 200% and led to the two Thanksgiving blog posts mentioned on the previous page

- Queries containing "christmas": clicks up 300%, impressions up 270% and equally led to the Boat Parade listing and the [Christmas Events blog post](#)

- Queries containing "holiday": clicks up 88%, impressions up 13% and led primarily to the Boat Parade listing.

## How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Princess Place Preserve	87
Beach Front Grille	73
Bull Creek Campground/Dead Lake	60
Marineland Dolphin Adventure	54
Princess Place Cottages	51
Equestrian Adventures of Florida	51
Funky Pelican at The Flagler Beach Pier	47
Social Club of Palm Coast	43
Flagler County Recreation Area and Fairgrounds	41
Hammock Beach Golf Resort & Spa	40
Grand Reserve Golf Course and Club	40
Flagler Auditorium	34
Fitness One	34
European Village	31
Washington Oaks Gardens State Park	29
Golden Magnolia Resort	28
Florida Agricultural Museum	28
Oceanside Beach Bar & Grill	28
<b>Grand total</b>	<b>2,257</b>

Organic Listing Referrals YoY

2,257

↓ -7.2%

## How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Waterfront Park   Palm Coast Holiday Boat Parade	244
2nd Annual Holiday Market	101
Celebrate America!	100
Fantasy Lights	61
Super Scenic 150 Mile Garage Sale	58
Central Park in Town Center   Hispanic Heritage Fiest...	51
Wickline Center Park   Flagler Beach Farmers Market	50
Tree Lighting Ceremony	49
Flagler Auditorium   One Night of Queen	42
Flagler Auditorium   The Celtic Angels Christmas	37
Motown & Mo' 2022	37
European Village   European Village Holiday Night Ma...	36
Flagler Beach Municipal Pier   3rd Annual Starry Night...	33
TINA TURNER TRIBUTE	32
European Village   6th Annual Palm Coast Chili Cook Off	32
Graham Swamp Preserve Trail   Trail Fest at Graham ...	27
Creative Bazaar Arts & Crafts Flea Market	26
FOOD TRUCK TUESDAY / PALM COAST	23
<b>Grand total</b>	<b>1,142</b>

Organic Event Referrals YoY

1,142

↑ 48.1%



November 2022

# Social Media Channels

# TOP PERFORMING CONTENT

November 2022



**Palm Coast and the Flagler...**

Tue 11/15/2022 4:39 pm EST

A1A in Flagler Beach is OPEN!  Go out and support your favorite local businesses, or maybe even try some new ones! The...



Reach	30,966
Video Views	7,345
Engagement	2,342

Facebook Followers

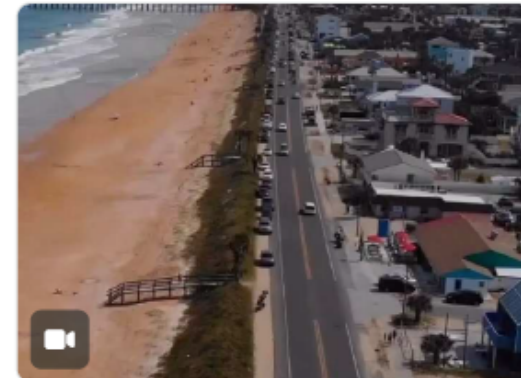
**23,923**  0.3%  
From OCT



**visitflagler**

Tue 11/15/2022 4:19 pm EST

A1A in Flagler Beach is OPEN!  Go out and support your favorite local businesses, or maybe even try some new ones! The...



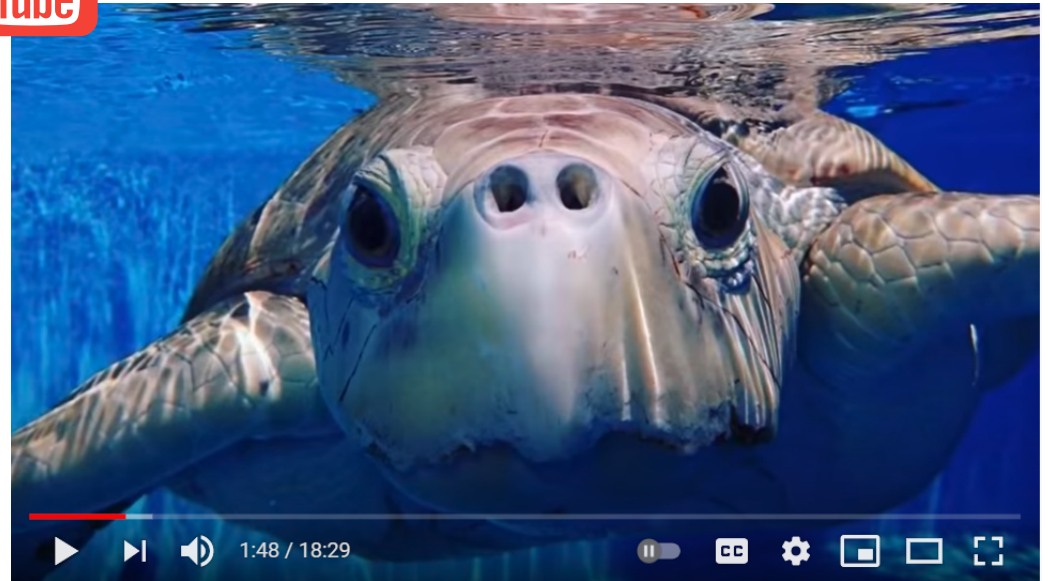
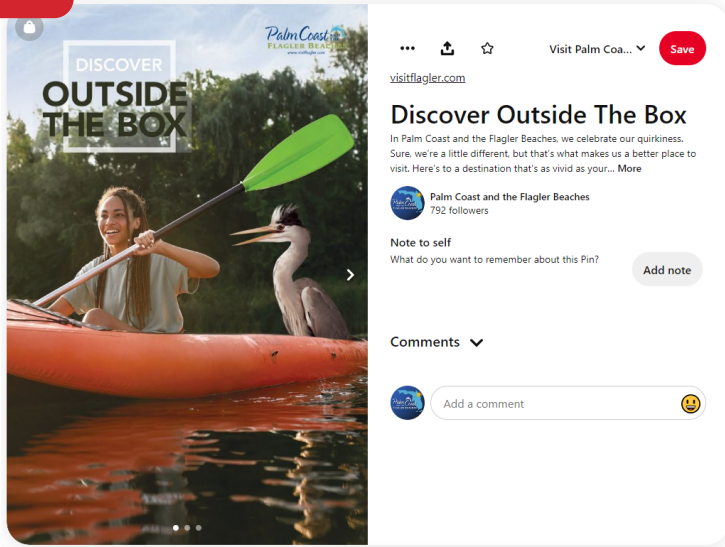
Reach	7,563
Video Views	7,563
Engagement	705

Instagram Followers

**6,679**  1.1%  
From OCT

# TOP PERFORMING CONTENT

November 2022



Impressions 287,558

Video Views N/A

Engagement 1,448

Pinterest Followers

**791** 0.1%  
From OCT

Impressions 16,987

Video Views 1,617

New Direct Subscribers 3

YouTube Subscribers

**1,666** 0.1%  
From OCT