



SEO REPORT

October 2022



SEO EXECUTIVE SUMMARY

Organic Sessions

33,655

⬆️ 39.1%

Organic Sessions YTD

335,148

⬆️ 26.0%

Overall Traffic Performance

Overall sessions decreased just 1% year-over-year, with average session duration increasing 21% and bounce rate decreasing 11%. The overall decrease can be partially attributed to an 83% decrease from Social and a 97% decrease from Other, while both Direct and Organic saw an approximate 40% increase each.

Organic Traffic Performance

Organic traffic increased 39%, from 24,200 sessions last October to 33,700 in 2022. Organic clicks reached 25,400, up 39%, and organic impressions reached 997,800, up 19%. As usual, webcam-related searches dominated the top terms. Non-webcam searches, however, did increase again year-over-year, with clicks increasing 34% and impressions increasing 10%.

Recommendations

Capitalizing on webcam traffic

Traffic to the webcam pages is consistently high, but capitalizing on that traffic could prove challenging due to the nature of how people use it. It's likely that the consistent, daily traffic is coming from locals checking out the surf that day, rather than from visitors using it to plan their trip. If that's the case, consider the following:

- Move existing copy above the webcam for contextualization and internal linking opportunities. Add links to the Events this Weekend page and add links to places to eat near the beach. See [Pismo Beach example](#), which experiences similar webcam traffic to Flagler.
- Create a surf report, also [seen in Pismo Beach](#).
- With the end goal being many webcams, ensure copy is used to contextualize locations. See [Park City example](#).

Holiday content

- The [Bright Lights, Starry Nights](#) blog post was popular last year. Consider adding the exact phrase "beach lights" either into the copy or the H1, as it has the highest number of impressions and lowest number of clicks. The word "lights", present in all Google Search Console data for the post, appears on the page only once. Consider adding in more instances of that word to let search engines know exactly what the content is.
- Another popular post, [Holiday Events in Palm Coast and Flagler Beaches](#), was last updated in November 2021. Consider adding the exact phrases "christmas events" and "christmas activities", which were the most popular per GSC. In an effort to be inclusive, use these phrases not in the title but in the copy when talking specifically about Christmas (otherwise, continue to use "holiday/s").
- Update and republish [5 Things We're Thankful for This Thanksgiving](#) and [Gobble Up Your Thanksgiving Favorites in Palm Coast and the Flagler Beaches](#). For the latter, incorporate the exact phrase "Thanksgiving dinner", which was the top term driving traffic since publication.



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Oct 1, 2022 - Oct 31, 2022

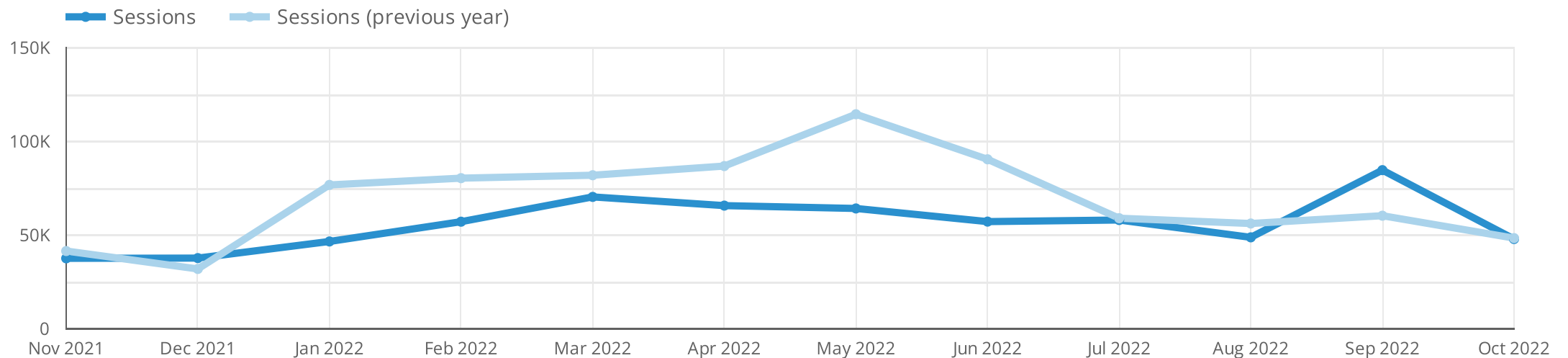
How is my total traffic performing over time?

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...
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
May	64,259	-43.9% ↓	45,528	64.48%	101,285	1.58	00:01:22

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: In October, the site received 48,000 sessions in total, which represents a 1% decrease from last year and a 42% increase from 2019. At 56%, bounce rate was the lowest it has been all year (January, February and September were just slightly higher). Average session duration improved from 1:18 to 1:34.

Overall Traffic Summary | Last Month

Oct 1, 2022 - Oct 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	33,655	39.1% ↑	70.19%
Direct	11,379	42.1% ↑	23.73%
Social	1,405	-83.4% ↓	2.93%
Referral	1,197	-27.4% ↓	2.5%
(Other)	197	-96.7% ↓	0.41%
Display	87	-	0.18%
Paid Search	28	-15.2% ↓	0.06%
Grand total	47,948	-1.0% ↓	100%

Analysis: Organic search brought in the majority of sessions with 33,700, a 39% increase year-over-year. About a third of organic sessions, or 12,000, went to the webcam, while about 10,000 sessions went to events-related pages. About half of Direct sessions went to the webcam.

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	127
welcome-home	58
dm-flpcfb	30
EVOLVEFCROct17EzineHNW	26
ACQ_Flagler_Location_Specific	24
Complete	16
EVOLVEFCROct17EzineBus	13
Top-of-Funnel-Florida-Beach-Focused	4
20221018_ClientEN_FloridaGolf_IO824432	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	1.95	1.55	-20.45%
Organic Search	2.08	1.68	-19.28%
Paid Search	2.14	1.88	-12.39%

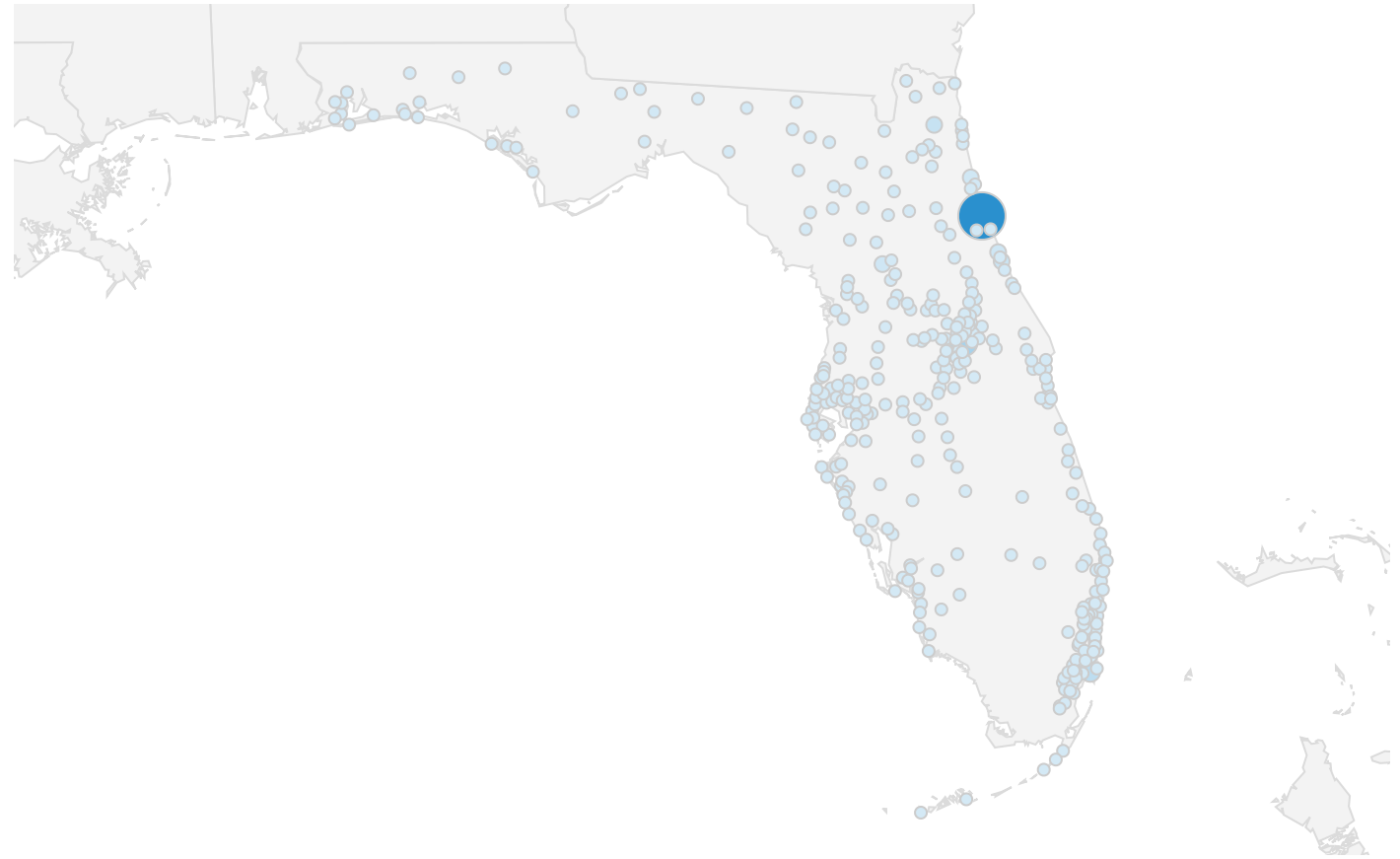
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:49	00:01:16	-29.9%
Organic Search	00:02:11	00:01:41	-22.69%
Paid Search	00:01:44	00:01:13	-30.01%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.29%	60.56%	11.56%
Organic Search	48.68%	50.26%	3.24%
Paid Search	51.1%	64.26%	25.76%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	9,495	-22.5% ↓
Orlando	2,506	-48.2% ↓
Miami	1,259	-26.0% ↓
Jacksonville	782	-41.6% ↓
Daytona Beach	548	42.7% ↑
Ormond Beach	344	-37.2% ↓
Ocala	285	15.4% ↑
St. Augustine	243	-39.1% ↓
Bunnell	217	53.9% ↑
Flagler Beach	137	140.4% ↑
Gainesville	134	-30.9% ↓
Palatka	123	-10.9% ↓
Tampa	119	-80.0% ↓
Melbourne	116	136.7% ↑
DeLand	110	42.9% ↑
Port Orange	107	-43.4% ↓
Tallahassee	106	-2.8% ↓

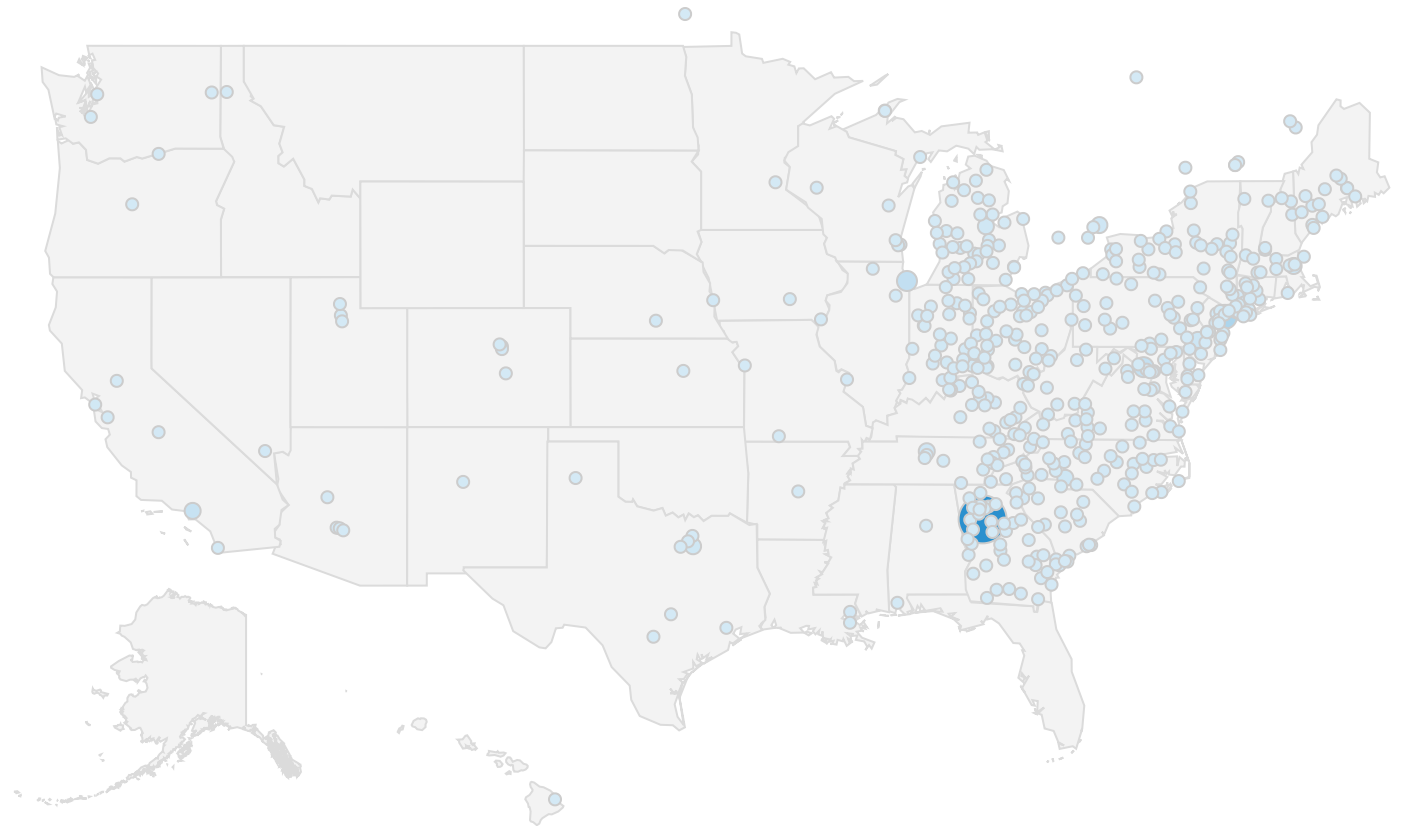


Analysis: Overall, Google Analytics shows a 30% decrease for in-state traffic. Sessions from Palm Coast decreased by 14% for both Direct and Organic. The 140% increase from Flagler Beach was concentrated on the webcam, with four sessions last year and 37 sessions this year. Users from Melbourne, however, spent more time on the Homepage, which saw four sessions last year and 47 this year.

What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Atlanta	4,001	197.9% ↑
New York	924	-45.3% ↓
Chicago	440	116.7% ↑
Ashburn	392	415.8% ↑
Los Angeles	308	262.4% ↑
Philadelphia	170	-48.8% ↓
Charlotte	160	-39.4% ↓
Boston	155	112.3% ↑
Columbus	149	19.2% ↑
Nashville	141	-42.9% ↓
Dallas	127	49.4% ↑
Midland	114	111.1% ↑
Greenville	109	1,111.1% ↑
Clinton	107	1,088.9% ↑
Raleigh	100	49.3% ↑
Washington	91	-64.6% ↓
Louisville	77	250.0% ↑
Warner Robins	76	985.7% ↑



9  4,000

Analysis: Out-of-state traffic experienced a 43% increase.

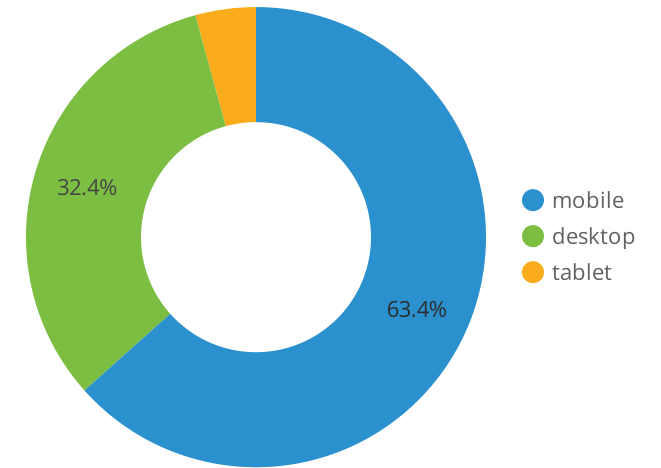
Overall Traffic Device Breakdown | Last Month

Oct 1, 2022 - Oct 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	30,397	-8.3% ↓	58.23%	1.48	00:01:27
Desktop	15,515	22.1% ↑	51.35%	1.76	00:01:48
Tablet	2,036	-21.3% ↓	57.56%	1.55	00:01:25
Grand total	47,948	-1.0% ↓	55.98%	1.57	00:01:34



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	9,864	93.3% ↑
/event/island-fest-5/21041/	1,980	-
/events/	1,910	1.0% ↑
/event/creekside-festival/20849/	1,785	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,197	17.7% ↑
/	998	-83.3% ↓
/event/maze-dayz-at-cowart-ranch/21063/	648	-
/event/taste-of-the-fun-coast/20850/	445	-
/event/lifecoast-trunk-or-treat-2022/21097/	380	-
/blog/post/dine-local-on-small-business-saturday-in-palm-c...	317	-

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	7,665	111.3% ↑
/	943	-20.8% ↓
/events/	713	9.5% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	332	24.3% ↑
/event/creekside-festival/20849/	296	-
(not set)	241	54.5% ↑
/blog/post/dine-local-on-small-business-saturday-in-palm-co...	223	-
/event/island-fest-5/21041/	200	-
/lodgings	153	-39.0% ↓
/event/taste-of-the-fun-coast/20850/	151	-

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/	18,543	00:01:15	59.71%
/events/	2,731	00:02:33	38.78%
/event/island-fest-5/21041/	2,211	00:01:19	51.92%
/event/creekside-festival/20849/	2,133	00:01:10	58.74%
/	2,010	00:02:11	54.88%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,571	00:02:41	53.15%
/event/maze-dayz-at-cowart-ranch/21063/	742	00:01:42	65.36%
/event/taste-of-the-fun-coast/20850/	622	00:01:28	47.75%
/blog/post/dine-local-on-small-business-saturday-in-...	562	00:02:28	56.94%
/event/lifecoast-trunk-or-treat-2022/21097/	428	00:01:03	69.63%
/beaches/free-beach-parking-map/	374	00:01:08	63.9%
/things-to-do/restaurants-bars/	353	00:02:52	43.06%
/blog/post/wickedly-weird-and-fabulously-funky-in-p...	353	00:02:38	57.22%
/lodgings	350	00:02:08	25.14%
/beaches/	299	00:01:33	58.86%
/listing/princess-place-preserve/270329/	293	00:01:15	51.88%
/beaches/pet-friendly-zones/	262	00:01:22	67.94%
/where-to-stay/campgrounds-rv-parks/	261	00:02:28	43.3%
/blog/post/gobble-up-your-thanksgiving-favorites-in-...	252	00:02:15	47.22%
/event/palm-coast-fall-arts-festival/21006/	243	00:01:04	63.79%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	18,309	22,108
/event/island-fest-5/21041/	2,200	2,822
/event/creekside-festival/20849/	2,041	2,604
/events/	1,772	3,440
/	1,404	2,100
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	1,035	1,734
/event/maze-dayz-at-cowart-ranch/21063/	961	1,582
/event/taste-of-the-fun-coast/20850/	618	842
/travel-advisory-information/	536	1,249
/event/lifecoast-trunk-or-treat-2022/21097/	436	569
/blog/post/dine-local-on-small-business-saturday-in-p...	426	690
/beaches/free-beach-parking-map/	369	543
/lodgings	348	415
/listing/princess-place-preserve/270329/	304	463
/beaches/	280	497
/things-to-do/restaurants-bars/	274	551
/blog/post/wickedly-weird-and-fabulously-funky-in-pal...	258	381
/event/palm-coast-fall-arts-festival/21006/	248	335
/beaches/pet-friendly-zones/	244	322
/about/visitors-guide-brochures/	228	724

Analysis: Overall traffic to the webcam page increased 94%, from 9,600 sessions last October to 18,600 this year. In addition to being the second-highest landing page, the Events page also enjoyed a long average session duration and one of the list's lowest bounce rates. Half of the top 10 pages were event listings, and the majority of sessions to them were Organic. About 89% of sessions to the Small Business Saturday blog post were from Direct.

What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	22,119	00:01:15	58.75%
/events/	4,514	00:02:32	38.57%
/event/island-fest-5/21041/	2,848	00:01:18	51.36%
/event/creekside-festival/20849/	2,696	00:01:10	58.33%
/	2,605	00:02:10	54.69%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,031	00:02:41	53.15%
/event/maze-dayz-at-cowart-ranch/21063/	1,334	00:01:41	64.58%
/travel-advisory-information/	981	00:01:31	72.73%
/about/visitors-guide-brochures/	922	00:03:53	32.28%
/blog/post/dine-local-on-small-business-saturday-in-palm-coast-and-the-flagle...	858	00:02:27	56.84%
/event/taste-of-the-fun-coast/20850/	833	00:01:29	47.07%
/things-to-do/restaurants-bars/	619	00:02:50	43.06%
/beaches/	546	00:01:33	58.28%
/event/lifecoast-trunk-or-treat-2022/21097/	524	00:01:04	69.63%
/beaches/free-beach-parking-map/	495	00:01:08	63.9%
/things-to-do/	489	00:01:54	57.24%
/listing/princess-place-preserve/270329/	455	00:01:15	51.7%
/blog/post/wickedly-weird-and-fabulously-funky-in-palm-coast-and-the-flagler-...	453	00:02:38	57.22%
/where-to-stay/campgrounds-rv-parks/	437	00:02:35	43.3%
/blog/post/delish-spots-for-pasta-in-palm-coast-and-the-flagler-beaches/	431	00:01:33	71.01%
/about/newsletter/	429	00:01:27	50%
/lodgings	417	00:02:08	25.14%
/blog/post/fall-date-ideas-in-palm-coast-and-the-flagler-beaches/	386	00:03:07	49.08%

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 142 ↓ -20.2%	Unique Newsletter Sign Up 174 ↑ 50.0%
Visitor Guide Req. YTD 2,040 ↓ -31.6%	Unique Newsltr Sign Up YTD 937 ↓ -21.0%

Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
(direct) / (none)	64
google / organic	62
visitflorida.com / referral	11
yahoo / organic	2
floridareview.co.uk / referral	2
flaglercounty.gov / referral	2
search.xfinity.com / referral	1
palmcoastsongwritersfestival.com / ref...	1
sprout.link / referral	1
visitflagler.bookdirect.net / referral	1

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%

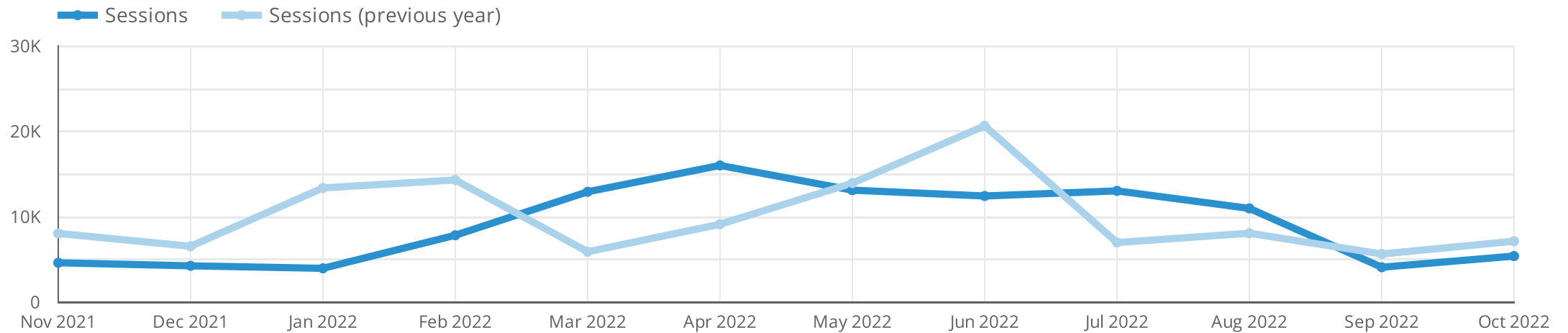
Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
(direct) / (none)	5
google / organic	2

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
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
May	14,656	-13.9% ↓	66.01%	00:01:46	1.99

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	4,151	81.6% ↑	62.87%
Direct	1,825	65.6% ↑	27.64%
Social	412	-76.9% ↓	6.24%
Referral	151	-36.8% ↓	2.29%
(Other)	61	-97.6% ↓	0.92%
Display	3	-	0.05%
Grand total	6,603	-17.7% ↓	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	Pageviews
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-...	2,052
/blog/post/dine-local-on-small-business-saturday-in-palm-coas...	871
/blog/post/wickedly-weird-and-fabulously-funky-in-palm-coast-...	462
/blog/post/delish-spots-for-pasta-in-palm-coast-and-the-flagler...	445
/blog/post/fall-date-ideas-in-palm-coast-and-the-flagler-beach...	386
/blog/post/explore-this-eerie-ghost-town-in-palm-coast-and-th...	386
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-...	379
/blog/post/dont-miss-these-fun-fall-events-in-palm-coast-and-t...	348
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coas...	319
/blog/post/best-places-for-pancakes-in-palm-coast-and-the-fla...	317

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...	31,953
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches/	23,827
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-p...	11,859
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagle...	7,353
/blog/post/an-epic-itinerary-for-a-guys-trip-to-palm-coast-and-the-fl...	6,348
/blog/post/reasons-mom-love-hammock-beach-golf-resort-and-spa/	4,858
/blog/post/an-animal-lovers-guide-to-palm-coast-and-the-flagler-be...	3,541
/blog/post/pizza-joints-we-love-in-palm-coast-and-the-flagler-beach...	2,744
/blog/post/breweries-and-bars-we-love-in-palm-coast-and-the-flagle...	2,393
/blog/post/cool-off-at-these-top-ice-cream-shops-in-palm-coast-and-...	2,385

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/fall-events-roundup-festivals-halloween-fun-and-more/	/events/	111
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	68
/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/	67
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	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/	54
/blog/post/dine-local-on-small-business-saturday-in-palm-coast-and-the-flagler-be...	/blog/post/dine-local-on-small-business-saturday-in-palm-coast-and-the-flagler-be...	41
/blog/post/wickedly-weird-and-fabulously-funky-in-palm-coast-and-the-flagler-bea...	/blog/post/explore-this-eerie-ghost-town-in-palm-coast-and-the-flagler-beaches/	35
/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-be...	/blog/post/gobble-up-your-thanksgiving-favorites-in-palm-coast-and-the-flagler-be...	29
/blog/post/dine-local-on-small-business-saturday-in-palm-coast-and-the-flagler-be...	/blog/post/delish-spots-for-pasta-in-palm-coast-and-the-flagler-beaches/	29
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/washington-oaks-gardens-state-park/270476/	24

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	30	33	80%	00:01:06	1.1
Direct	15	17	86.67%	00:00:20	1.13
Grand total	45	50	82.22%	00:00:51	1.11

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks 15	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

33,655

↑ 39.1%

Percent of Total Sessions

70.19%

↑ 40.5%

% New Sessions

55.72%

↓ -12.9%

Avg. Session Duration

00:01:34

↓ -4.7%

Pages / Session

1.56

↓ -9.6%

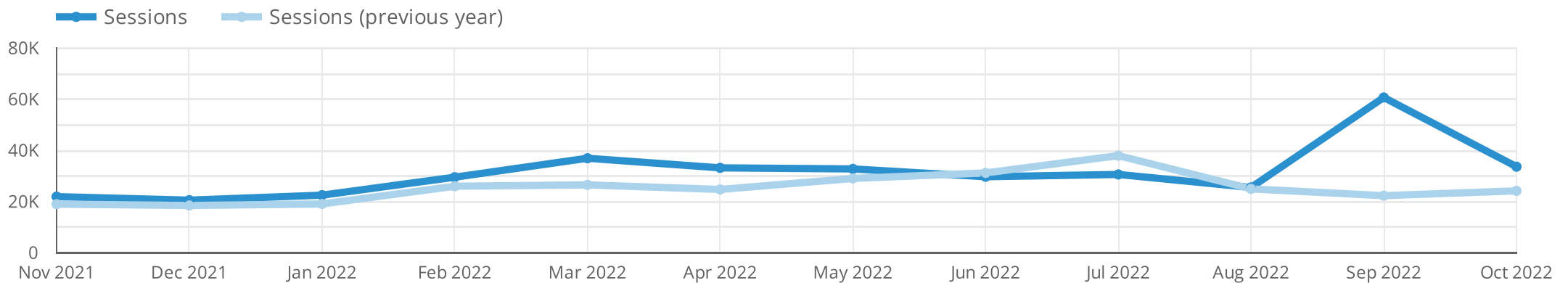
Bounce Rate

54.32%

↑ 4.4%

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/	12,064	108.2% ↑
/event/island-fest-5/21041/	2,061	-
/events/	1,909	-0.1% ↓
/event/creekside-festival/20849/	1,824	-
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-fl...	1,482	19.9% ↑
/	851	-4.9% ↓
/event/maze-dayz-at-cowart-ranch/21063/	597	-
/event/taste-of-the-fun-coast/20850/	505	-
/event/lifecoast-trunk-or-treat-2022/21097/	406	-
/things-to-do/restaurants-bars/	322	-38.8% ↓

Analysis: Organic sessions numbered 33,700 this year, 24,200 in 2021 and 15,000 in 2019.

The [Island Fest 5](#) and [Creekside Festival](#) event listings broke into the top 10, along with the main Events page, which, despite experiencing a very slight decrease in October, steadily improved throughout 2022. Traffic to Events spiked October 11 (240 sessions), around the time of those two popular events.

Notably, last year's Island Fest 4, under a different listing and therefore not compared in Google Analytics, saw about 10 times fewer (156) organic sessions than Island Fest 5. Similarly, when comparing last year's Creekside Festival listing to this year's, organic sessions increased 56%.

Note: Since the implementation of changes to the Homepage in August 2022, clicks, impressions and average ranking position for that page have improved (when compared to August-October 2021): Clicks increased 25%, impressions increased 61% and ranking moved from position 10 to position 9.7.

Organic Clicks

25,437

📈 38.7%

Organic Impressions

997,780

📈 19.4%

Organic CTR%

2.55%

📈 16.1%

Average Ranking Position

19.94

📉 4.9%

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	1,680	1.01	-0.01 ↓	71.07%
flagler beach cam	1,061	1.01	0.01 ↑	63.69%
island festival palm coast	499	1.17	-2.27 ↓	69.5%
creekside festival	459	2.18	-0.94 ↓	45.22%
flagler beach live cam	427	1	0	69.43%
flagler pier cam	265	1	0	65.92%
flagler beach	263	7.51	2.42 ↑	1.18%
flagler beach surf cam	244	1.05	-0.33 ↓	53.74%
things to do in palm coast	212	1.09	-2.07 ↓	31.13%
flagler live cam	205	1	-0.01 ↓	69.73%
flagler webcam	163	1	0	66.26%
flagler beach pier cam	162	1.02	0.02 ↑	53.47%
flagler beach pier webcam	157	1	-0.04 ↓	61.33%
flagler beach web cam	154	1	0	67.25%
things to do in palm coast fl	149	1.72	-1.27 ↓	23.61%
flagler surf cam	149	2.14	-0.43 ↓	21.85%
flagler pier surf cam	137	1.38	-1.32 ↓	48.93%
creekside festival 2022	136	2.36	-	44.44%
island fest 5 palm coast	129	1.28	-	62.62%
island fest 5	122	1.08	-	57.82%

Analysis: Organic clicks reached 25,400, up 39%, and organic impressions reached 997,800, up 19%.

In line with the growth to the event listing, "island festival palm coast" brought in 2,500% more clicks than last year, and "creekside festival" clicks increased 500%. Clicks to both of those listing pages combined totaled 4,450.

As usual, webcam-related searches dominated the top terms. Non-webcam searches, however, did increase again year-over-year: Clicks went up 34%, impressions 10%.

Despite a decrease in clicks, "flagler beach" saw a 33% increase in impressions, and all queries containing "flagler beach" saw a 78% increase in clicks and a 15% increase in impressions. Simpleview will continue to monitor ways to improve metrics for this search term.

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Princess Place Preserve	120
Equestrian Adventures of Florida	83
Marineland Dolphin Adventure	53
Florida Agricultural Museum	45
Grand Reserve Golf Course and Club	43
River To Sea Preserve	42
Princess Place Cottages	41
Hammock Beach Golf Resort & Spa	39
Bull Creek Campground/Dead Lake	39
Flagler Auditorium	37
Bay Drive Park	35
Mala Compra Road Beachfront Park - Pet Friendly	34
Beverly Beach RV Camptown Resort	34
Flagler Playhouse	33
Washington Oaks Gardens State Park	32
Fitness One	32
Gamble Rogers Memorial State Recreational Area	29
Golden Magnolia Resort	29
Grand total	2,368

Organic Listing Referrals YoY

2,368

↓ -15.7%

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
Central Park in Town Center Island Fest 5	689
Florida Agricultural Museum Creekside Festival	498
Hammock Beach Golf Resort & Spa Taste of the Fun ...	270
Maze Dayz at Cowart Ranch	215
Central Park in Town Center Island Festival	91
Central Park in Town Center Palm Coast Fall Arts Fes...	82
Lifecoast Trunk or Treat 2022	80
FOOD TRUCK TUESDAY / PALM COAST	67
Wickline Center Park Flagler Beach Farmers Market	66
6TH ANNUAL FREEDOM FEST	58
CREEKSIDE FESTIVAL	49
Flagler Beach Municipal Pier Tommy Tant	48
Waterfront Park Palm Coast Holiday Boat Parade	41
Central Park in Town Center Hispanic Heritage Fiest...	41
Celebrate America!	40
3rd Annual Halloween Scavenger Hunt	35
Creative Bazaar Arts & Crafts Flea Market	30
TINA TURNER TRIBUTE	29
Grand total	2,725

Organic Event Referrals YoY

2,725

↑ 167.7%



October 2022

Social Media Channels

TOP PERFORMING CONTENT

October 2022



Palm Coast and the Flagle...
Mon 10/31/2022 8:34 am EDT

Happy Halloween from Palm Coast and the Flagler Beaches! 🕸️🎃🍹 #VisitFlagler #LoveFL



Reach	30,833
Video Views	N/A
Engagement	1,607

Facebook Followers

23,842  1.3%
From SEPT



visitflagler
Mon 10/31/2022 8:33 am EDT

Happy Halloween from Palm Coast and the Flagler Beaches! 🕸️🎃🍹 #VisitFlagler #LoveFL #Halloween



Reach	2,678
Video Views	N/A
Engagement	408

Instagram Followers

6,609  1.1%
From SEPT

TOP PERFORMING CONTENT

October 2022



Live Like You... Save

visitflagler.com

Outdoor Adventures in the Flagler Beaches & Palm Coast

Palm Coast and the Flagler Beaches have a ton of things to do outdoors, from bird watching and fishing to hiking, biking, and horseback riding. Plan outside fun.

Palm Coast and the Flagler Beaches
792 followers

Note to self
What do you want to remember about this Pin?

Add note

Impressions 2,240

Video Views N/A

Engagement 133

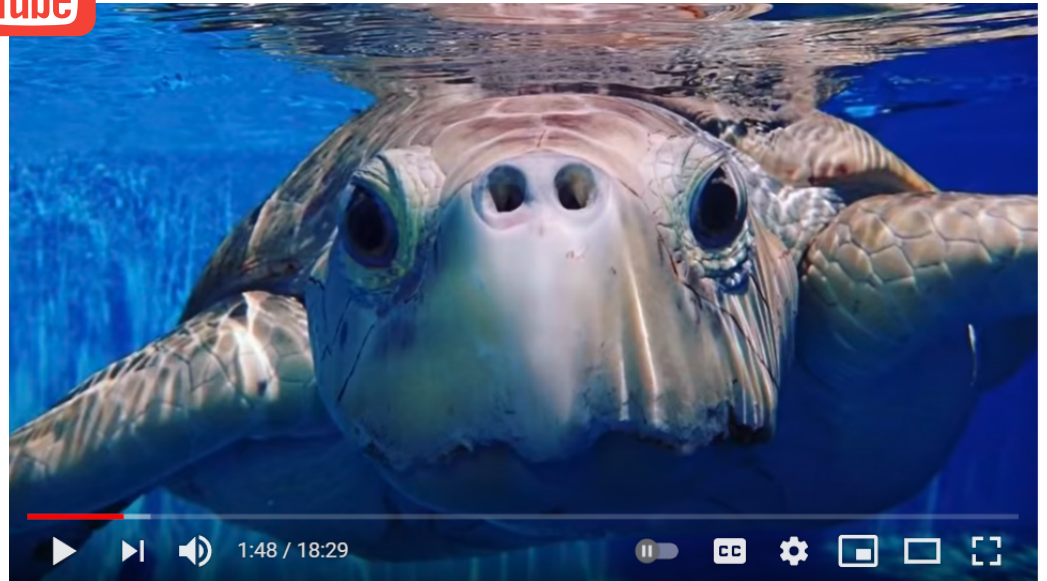
Pinterest Followers

790



0.1%

From SEPT



Impressions 19,653

Video Views 1,676

New Direct Subscribers 5

YouTube Subscribers

1,667



0.1%

From SEPT