

T73- Using Website Statistics to Maximize Revenue with Bill Bullard

Inn at Occidental of Sonoma Wine Country
CABBI Marketing Director
Bullard Partners



Slides available at
www.bullardpartners.com

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Web Statistics

Providers

- Extreme Tracker
- Web Trends
- InnStats/SuperStatz
- Google Analytics (previously Urchin)
- Hosting Company or Marketing Provider

Each will produce different numbers

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Web Statistics

What do they contain?

- Visitors
- Referring directories
- Search engine results
- Direct clicks
- Page views
- Visit lengths
- Bounce rates

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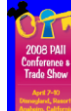


Web Statistics

Who is sending visitors?

- Direct
- Search Engines - organic
- Search Engines – CPC (paid)
- Referral

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Internet Visitors

Google Web Images Maps News People Local more »

The "BMP" operator is unnecessary - we include all search terms by default. [Details](#) [Feedback](#) [Help](#)

Results 1 - 10 of about 1,485,000 for **Santa Rosa Bed and Breakfast** (0.31 seconds)

Web	Sponsored Links	Sponsored Links
Luxury Wine Country Inn www.winecountryinn.com	Palatino Sonoma B&B near wineries, ocean, redwoods and more www.winecountryinn.com	Bed and Breakfast.com Find the Perfect B&B or Inn, Van, Phone, Guest Rooms, & More! www.bedandbreakfast.com
Sonoma Lodging Guide www.winecountryinn.com	Recommended Wine Country B&Bs Best small hotels, inns, cottages	Santa Rosa, California Plan a Sonoma County vacation. Good wine, good food, good scenery www.sonomacounty.com
Local results for bed and breakfast near Santa Rosa, CA		Santa Rosa Luxury B&B Inn Luxury lodging, gourmet dining, spa, Sonoma, CA wine country, Indulge! www.santarosaluxury.com
Santa Rosa, California Bed and Breakfast Inn . Find the perfect Santa Rosa... Santa Rosa, California Bed and Breakfast Inn. Find the perfect Santa Rosa and Book here online. View Photos, Descriptions, Guest Reviews and more. www.bedandbreakfast.com/santa-rosa-california		Find a Bed and Breakfast Phone, Descriptions, Links & More! Explore the thousands of B&B Inns www.B&B.com
Meeting Stations for bed and breakfast - Santa Rosa, California Meeting Stations for bed and breakfast - Santa Rosa, California www.meetingstations.com		Sonoma Wine Country Inn Grand Marston & Cottage, Vineyards, Gourmet Breakfast, Santa Rosa www.winecountryinn.com
Santa Rosa, California Bed and Breakfast - Santa Rosa B&B Inn ... Click here to find Santa Rosa California bed and breakfast information including descriptions, rates, pictures, amenities, related specials and deals. www.bedandbreakfast.com/santa-rosa-california-bed-and-breakfast		Bed and Breakfast Star New Service B&B and Inn Guide Hotels, Inns, Resorts, Special Offers www.B&B.com
Santa Rosa, California area Bed and Breakfasts and Country Inns ... Click here for descriptions and pictures of Santa Rosa, California area Bed & Breakfasts and Country Inns www.bedandbreakfast.com/santa-rosa		Santa Rosa Hotels Compare prices from the top travel agents to find the lowest rate. www.hotel.com
A Highland House Bed & Breakfast - Santa Rosa Beach (Oceola area) ... Located within seven miles of both Disney and Seaworld Parks, A Highland House Bed & Breakfast is a charming little resort of love and peace long... www.bedandbreakfast.com/highland-house		

60% Google

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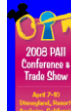


Web Statistics

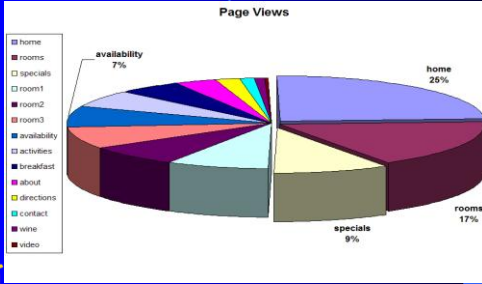
Why do I care?

- Determine the effectiveness of your website
- Effectiveness of changes
- Watch for trends
- Renew/cancel directory advertising

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Page Popularity



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Evaluating your Marketing Return on Investment (ROI)

Vineyard Creek Inn of Northern California
6 Rooms April - September 2007

Total Revenue during Period	\$119,497
Revenue related to Internet	\$ 54,515
Unique Internet Visitors during Period	14,646
Revenue/Unique Visitor	\$ 3.72

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Return on Investment (ROI)

50 room Disney Wine Country Inn (alias)

Apr-07 to Mar-08 ROI

Value					
Internet Revenue	\$ 2,228,363				
Visitors	\$ 217,194				
Revenue/Visit	\$ 10.26				
Websites	<chamber site>	Napavalley.com	Google.com	Yahoo.com	
Referrals	4,881	55,081	60,769	11,497	
Estimated Revenue	\$ 50,078	\$ 565,119	\$ 623,477	\$ 117,957	
Annual Expense	\$ 504	\$ 33,000	\$ 43,158	\$ 11,686	
ROI	99	17	14	10	

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Quality vs. Quantity

- Historically, we have treated all Internet visitors as equal in value
- Google Analytics now shows the quality based on direct, referring directory, and search engine (both paid and organic)

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Sample Report

Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. google / cpc	6,583	2.89	00:02:28	86.78%	43.48%
2. google / organic	5,742	3.80	00:05:19	67.80%	14.66%
3. (direct) / (none)	3,637	3.22	00:03:59	71.68%	30.74%
4. yahoo / cpc	3,247	3.15	00:02:50	83.92%	37.57%
5. yahoo / organic	835	3.63	00:03:09	66.95%	27.66%
6. bedandbreakfast.com / referral	473	4.15	00:05:28	76.11%	12.26%
7. adcenter / cpc	422	3.14	00:03:10	85.78%	39.57%
8. bbonline.com / referral	189	3.42	00:03:09	74.60%	14.29%
9. msn / organic	173	3.38	00:03:11	71.10%	36.99%
10. live / organic	157	2.69	00:02:27	77.07%	34.38%

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Courtesy of White Stone Marketing

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Sample Report

11. maps.google.com / referral	122	3.92	00:03:11	83.61%	13.11%
12. cabbi.com / referral	109	3.04	00:03:31	66.06%	18.35%
13. localsearch.live.com / referral	101	3.47	00:03:17	81.19%	27.72%
14. ra6.net / referral	95	2.80	00:02:28	77.89%	21.05%
15. purplepools.com / referral	91	2.87	00:01:47	83.52%	15.38%
16. local.yahoo.com / referral	90	3.98	00:02:58	73.33%	24.44%
17. aol / organic	70	4.79	00:06:21	48.57%	15.71%
18. bbfinder.com / referral	65	2.82	00:02:39	83.08%	15.38%
19. local.com / referral	60	2.62	00:02:18	93.33%	31.67%
20. yelp.com / referral	58	3.34	00:03:24	79.31%	12.07%
21. bbexplorer.com / referral	52	3.69	00:03:18	76.92%	28.85%
22. vbo.com / referral	34	2.06	00:00:52	88.24%	52.94%
23. yellowpages.superpages.com / ref...	32	3.62	00:02:42	75.00%	15.62%
24. gastravel.about.com / referral	31	3.35	00:03:23	96.77%	16.13%
25. spafinder.com / referral	30	1.70	00:02:20	70.00%	76.67%

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Questions???

- Now
- After the Workshop
- After the Conference
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 - 707-823-0350 office



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