

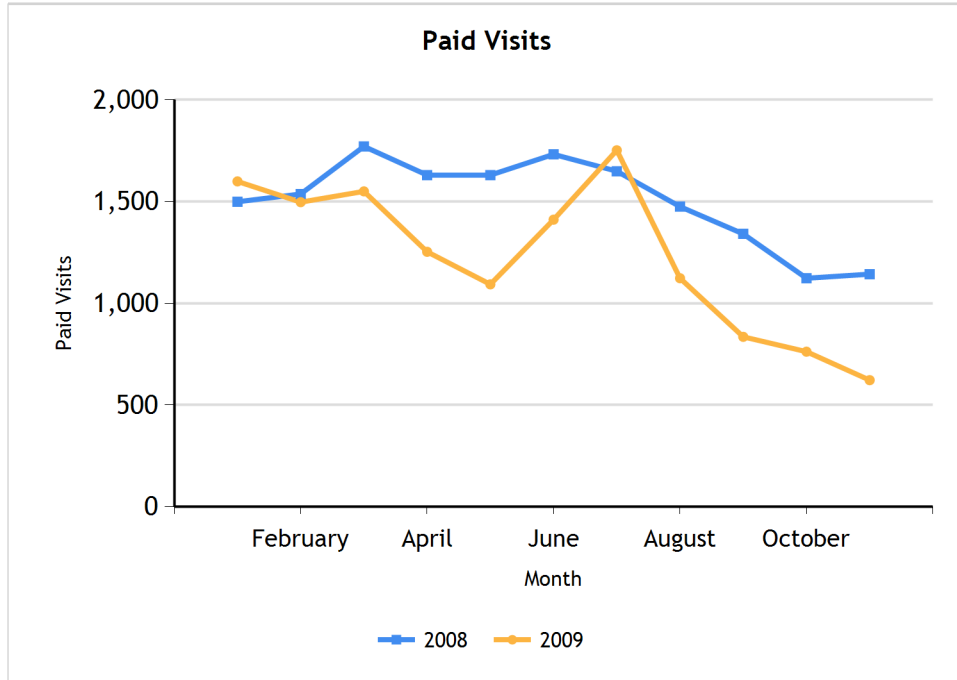
Paid Search

Jacksonville Sea Lodge > All

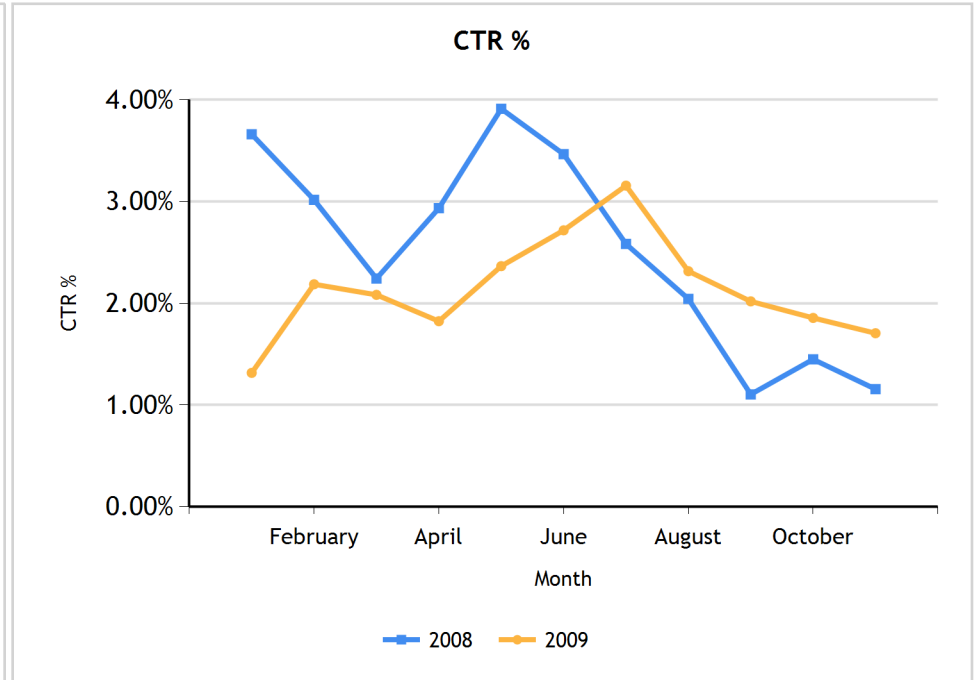
	YTD			November		
	2009	2008	% Chg	2009	2008	% Chg
Impressions	686,156	723,005	-5.10%	36,646	97,195	-62.30%
Clicks	14,167	15,700	-9.76%	625	1,123	-44.35%
CTR	2.06%	2.17%	-4.92%	1.71%	1.16%	47.61%
CPC	\$0.94	\$0.73	27.47%	\$1.94	\$0.88	119.69%
Direct Paid Revenue	\$123,988.90	\$198,629.75	-37.58%	\$4,729.00	\$7,675.20	-38.39%
Paid Assisted Revenue	\$75,619.80	\$80,556.90	-6.13%	\$3,698.55	\$4,865.60	-23.99%
Total Paid Revenue	\$199,608.70	\$279,186.65	-28.50%	\$8,427.55	\$12,540.80	-32.80%
Media Spend	\$13,252.71	\$11,521.88	15.02%	\$1,210.65	\$990.17	22.27%
ROAS	15.06	24.23	-37.84%	6.96	12.67	-45.04%
Top 30 Keywords						
Direct & Assisted CDBE	11,486	13,228	-13.17%	444	797	-44.29%
% of CDBE to Clicks	81.08%	84.25%		71.04%	70.97%	
Direct & Assisted Reservations	364	405	-10.12%	22	29	-24.14%
% of Reservations to Clicks	2.57%	2.58%		3.52%	2.58%	
Direct & Assisted Room Nights	1,097	1,269	-13.55%	64	74	-13.51%
ADR for Direct & Assisted PPC Resv.	\$181.96	\$220.01	-17.29%	\$131.68	\$169.47	-22.30%

Paid Search

Jacksonville Lodge > All



Graph shows the number of visitors driven to your website through Paid Search traffic broken down by calendar month for the calendar year selected.



Graph shows the average Click-Through-Rate for your Paid Search marketing campaign broken down by calendar month for the calendar year selected.

[Glossary](#)

Paid Search Keyword Detail

Jacksonville Sea Lodge > All

Keyword Name	CDBE	Reservations	Clicks
jacksonville sea lodge	1,985	73	2,658
jacksonville beach hotels	1,563	8	2,258
jacksonville beach hotel	957	4	1,952
jacksonville lodge	864	43	1,267
jacksonville hotels	635	35	921
jacksonville beach sea lodge	308	13	434
best western jax beach	231	9	313
hotel on the beach in jacksonville	224	2	349
jacksonville beach vacation	174	0	262
jacksonville florida beach hotels	152	2	227
oceanfront jacksonville hotel	133	0	170
jacksonville beach front hotel	127	1	219
jacksonville beachfront hotels	117	3	167
jax beachfront hotels	112	0	170
jacksonville fl sea lodge	106	3	148
hotel on jacksonville beach	96	0	136
hotels jacksonville beach	94	2	105
jax beach hotel	88	1	139
beachfront jacksonville hotel	84	1	122
beachfront hotels in jacksonville	78	0	128
jacksonville oceanfront hotels	75	4	139
hotels oceanfront jacksonville	67	6	98
jacksonville florida beach hotel	63	1	106
neptune beach hotel	62	0	141
neptune beach florida hotel	58	0	81
atlantice beach hotels	55	6	74
hotels atlantice beach fl	51	0	61
jacksonville beach	50	0	200
jacksonville beach florida hotels	46	0	59

Paid Search Keyword Detail

Jacksonville Sea Lodge > All

jacksonville sea lodge	37	1	51
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