

# Website Performance

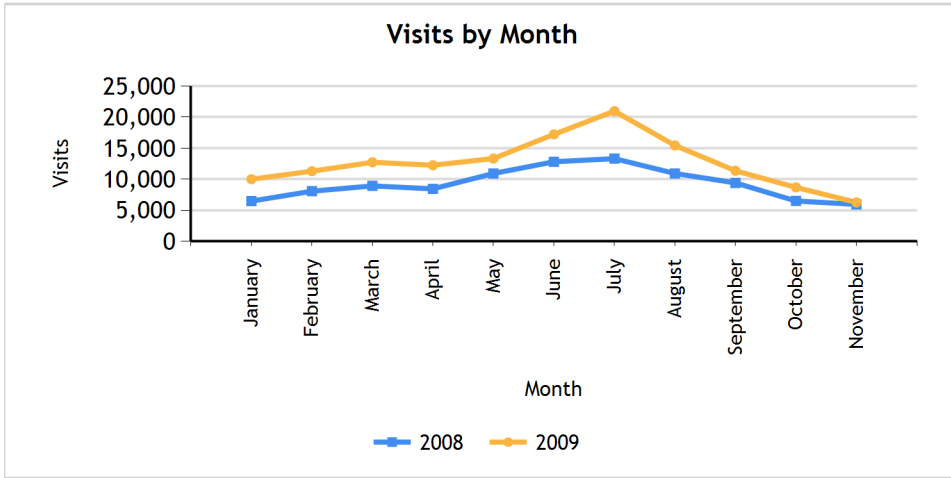
Jacksonville Sea Lodge > All

YTD 2009								
	Traffic		E-Commerce Goals				Revenue	
	Visits	% of Visits	Resv.	CDBE	RFP's	Phone Calls	Amount	Revenue per Visit
Website	139,480		2,087	100,197	5	0	\$1,122,325	\$8.05
Previous Year	101,627		1,551	70,566	1	0	\$1,021,721	\$10.05
Difference to PY	37,853		536	29,631	4	0	\$100,604	(\$2.01)
Change %	37.2%		34.6%	42.0%	400.0%	0.0%	9.8%	-20.0%
<b>Channels</b>								
Ad Campaign	14,270	10.23%	257	13,513	0		\$124,449	\$8.72
Direct	11,555	8.28%	152	5,984	0		\$88,218	\$7.63
<a href="#">Natural Search</a>	74,922	53.72%	945	53,361	1		\$515,781	\$6.88
<a href="#">Paid Search</a>	13,497	9.68%	234	9,310	1		\$123,989	\$9.19
Referrer	25,236	18.09%	499	18,029	3		\$269,888	\$10.69

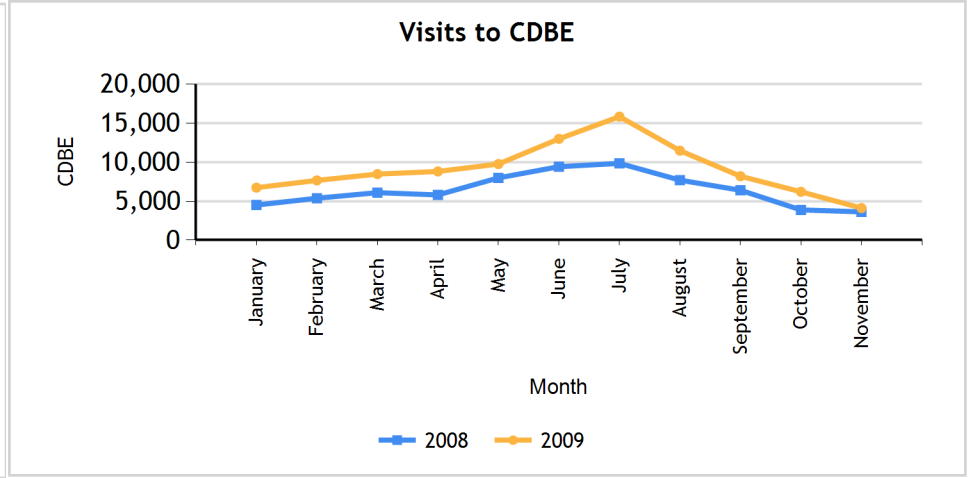
November								
	Traffic		E-Commerce Goals				Revenue	
	Visits	% of Visits	Resv.	CDBE	RFP's	Phone Calls	Amount	Revenue per Visit
Website	6,253		107	4,110	0	0	\$43,353	\$6.93
Previous Year	5,930		92	3,624	1	0	\$43,152	\$7.28
Difference to PY	323		15	486	-1	0	\$202	(\$0.34)
Change %	5.4%		16.3%	13.4%	-100.0%	0.0%	0.5%	-4.7%
<b>Channels</b>								
Ad Campaign	1,045	16.71%	17	967	0		\$8,617	\$8.25
Direct	578	9.24%	7	265	0		\$4,161	\$7.20
<a href="#">Natural Search</a>	2,941	47.03%	47	1,778	0		\$16,781	\$5.71
<a href="#">Paid Search</a>	622	9.95%	13	374	0		\$4,729	\$7.60
Referrer	1,067	17.06%	23	726	0		\$9,066	\$8.50

# Website Performance

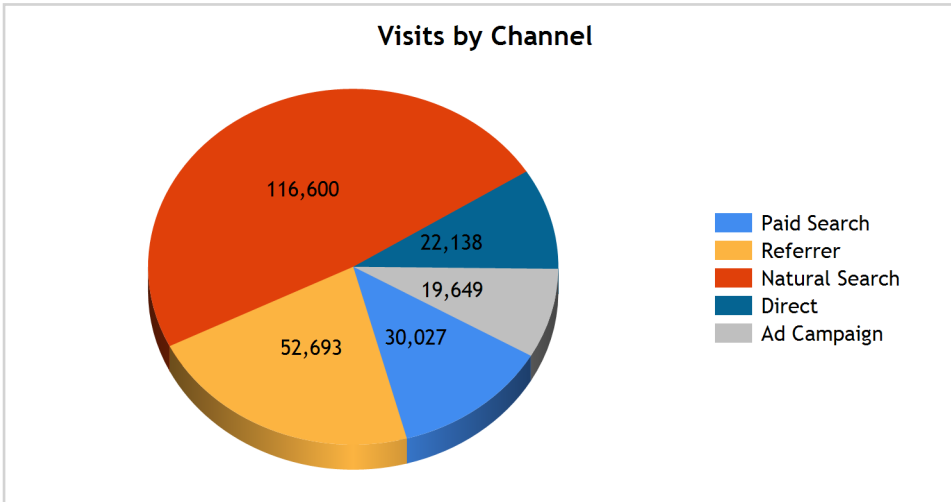
Jacksonville Sea Lodge > All



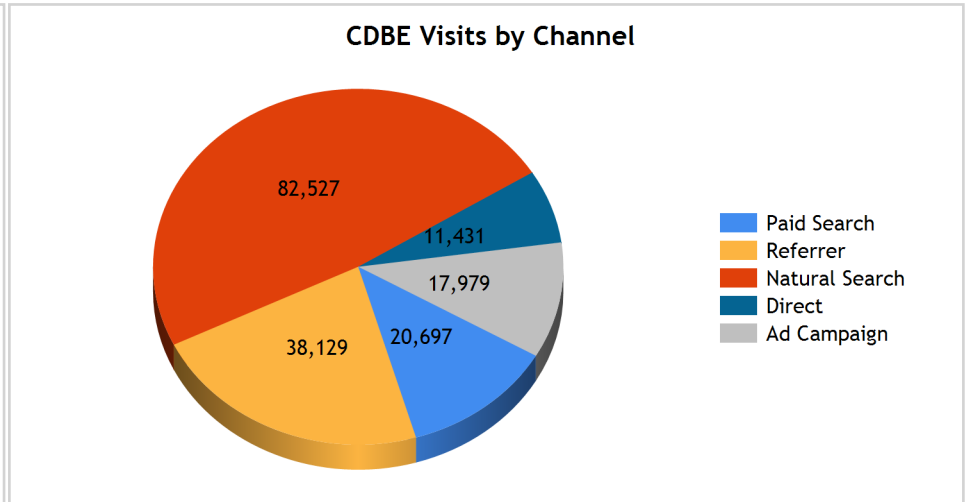
Graph breaks down the visits to your website by the months selected and compares the current YTD value to the previous year.



Graph breaks down the visits to your booking engine by the months selected and compares the current YTD value to the previous year.



Graph breaks down the visits to your website by channel.

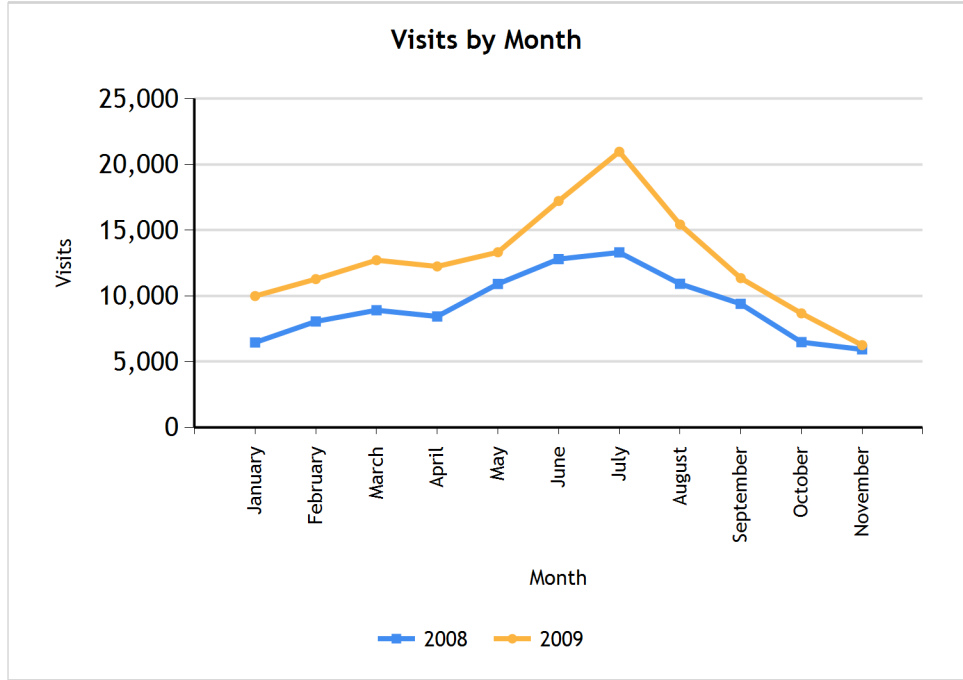


Graph breaks down the visits to your booking engine by channel.

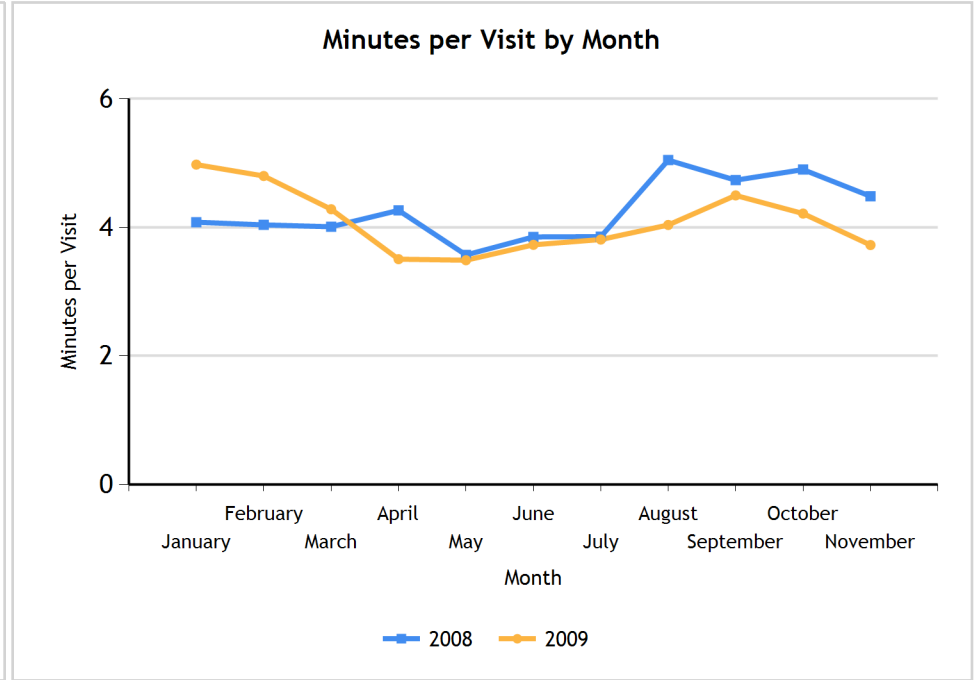
# Traffic

Jacksonville Sea Lodge > All

	YTD			November		
	2009	2008	% Chg	2009	2008	% Chg
Visits	139,480	101,627	37.25%	6,253	5,930	5.45%
Page Views per Visit	5.11	5.43	-5.80%	4.86	4.96	-2.07%
Minutes per Visit	4.05	4.21	-3.83%	3.72	4.48	-16.93%



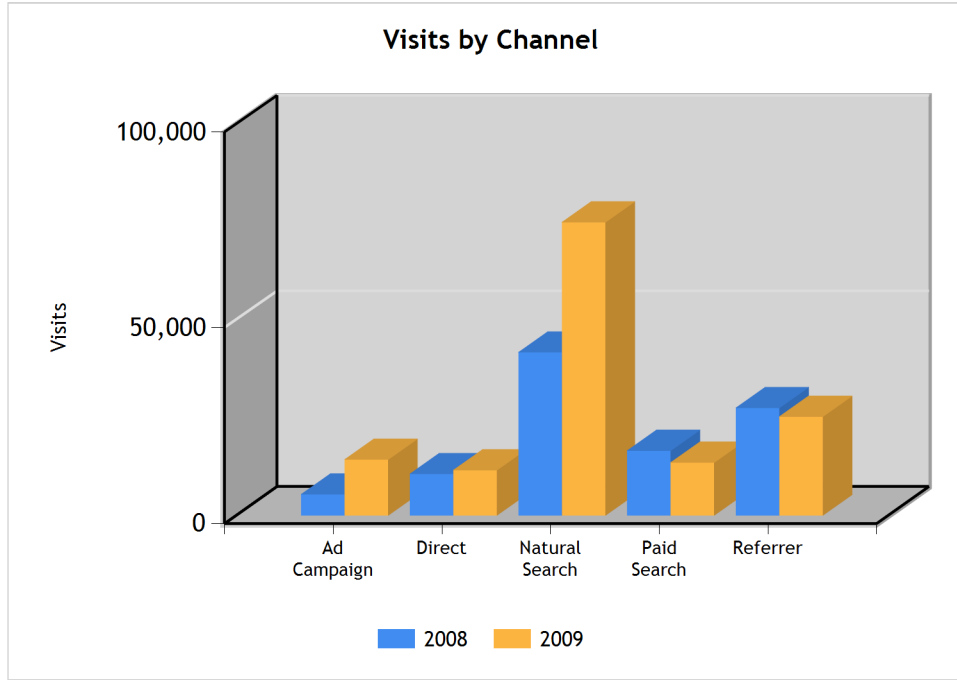
Graph shows the visits to your website broken down by month for the selected calendar year.



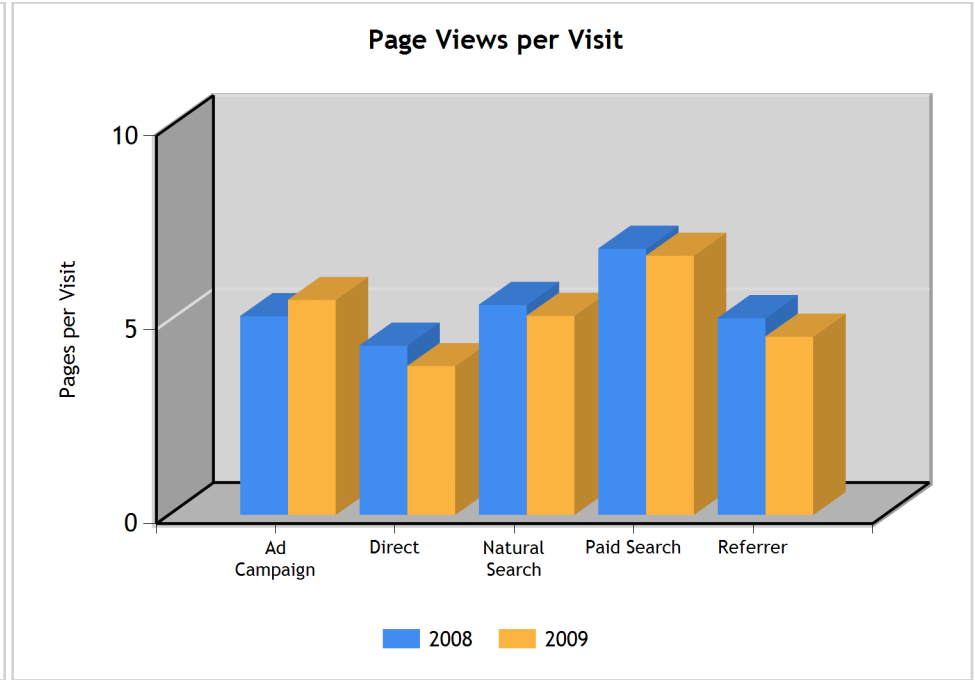
Graph shows the average time spent per visit to your website in minutes broken down by month for the selected calendar year.

# Traffic

Jacksonville Sea Lodge > All



Graph shows the visits to your website by marketing channel broken down by the selected calendar year.



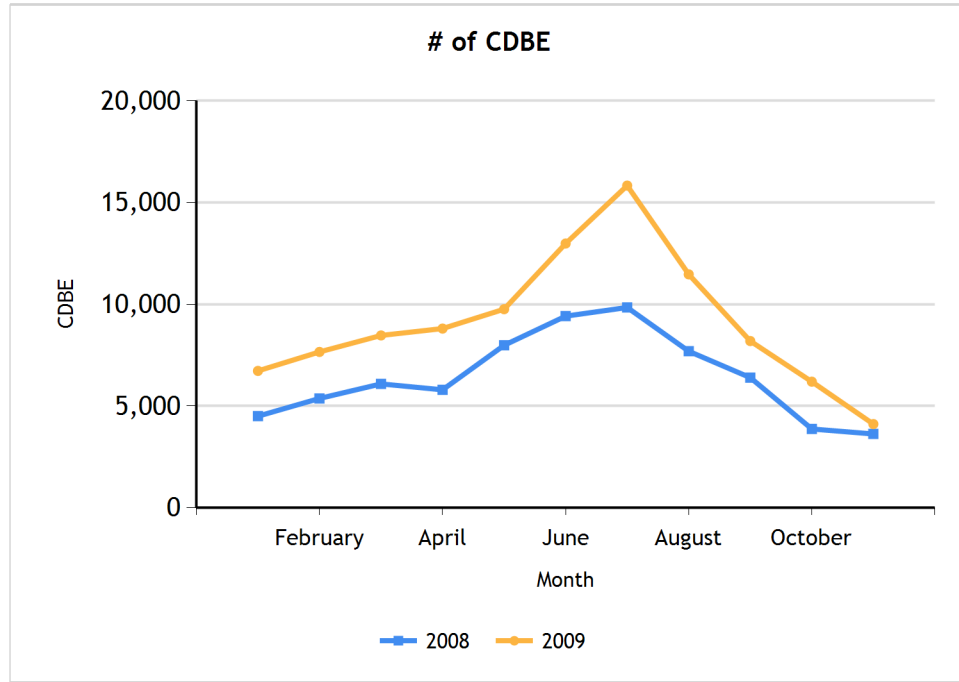
Graph shows the page views per visit to your website by marketing channel broken down by the selected calendar year.

## [Glossary](#)

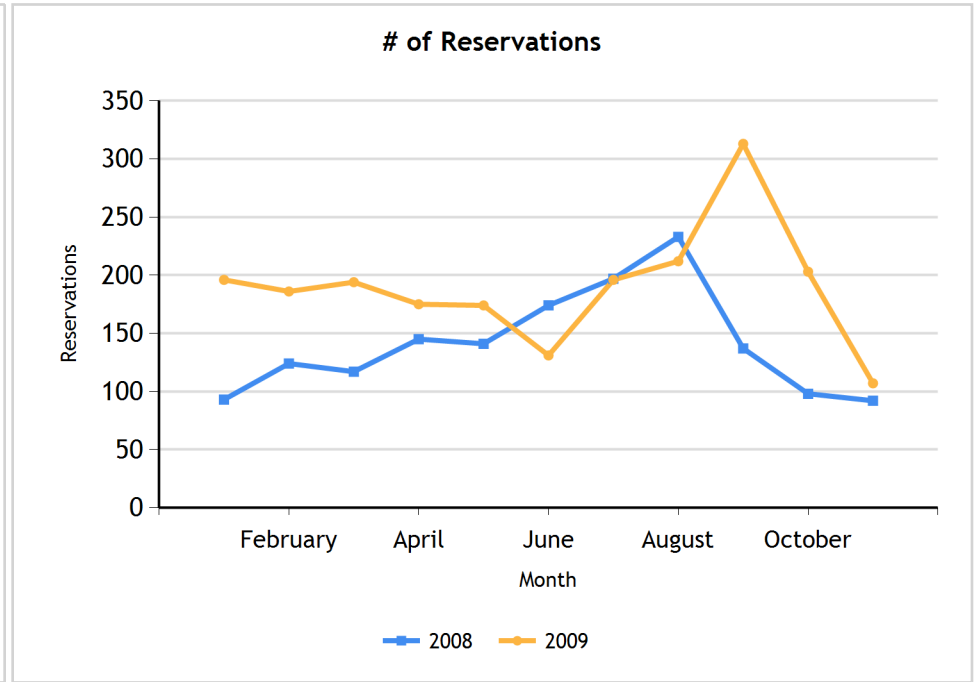
# E-Commerce Goals

Jacksonville Sea Lodge > All

	YTD			November		
	2009	2008	% Chg	2009	2008	% Chg
CDBE	100,197	70,566	41.99%	4,110	3,624	13.41%
Reservations	2,087	1,551	34.56%	107	92	16.30%
RFP	5	1	400.00%	0	1	-100.00%



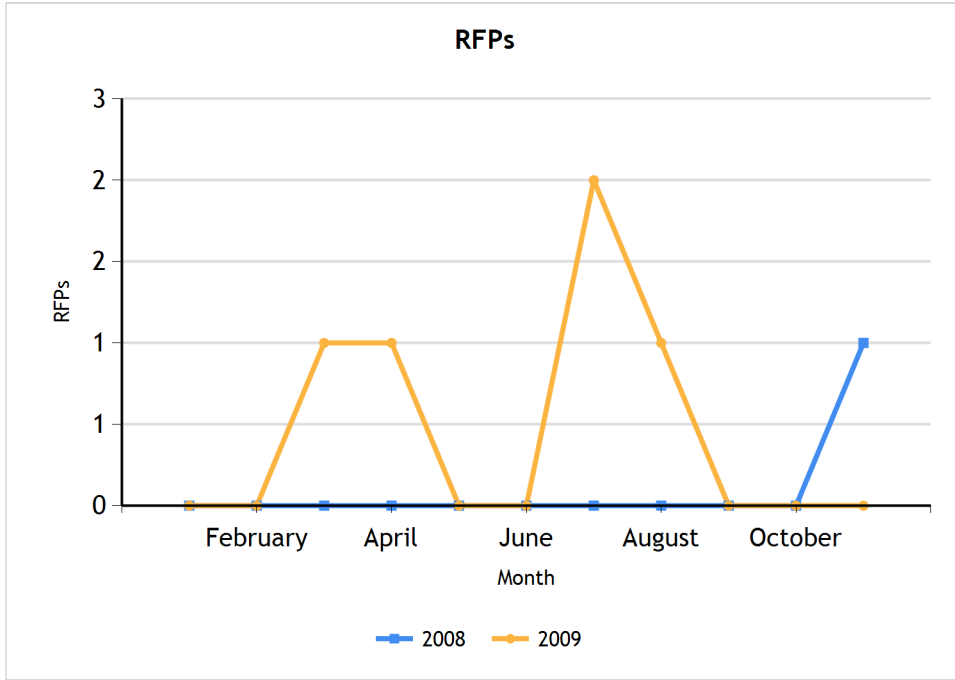
Graph shows the number of customers delivered to your booking engine broken down by month for the calendar year selected.



Graph shows the number of reservations made on your website broken down by month for the calendar year selected.

# E-Commerce Goals

Jacksonville Sea Lodge > All



Graph shows the number of RFPs completed on your website broken down by month for the calendar year selected.

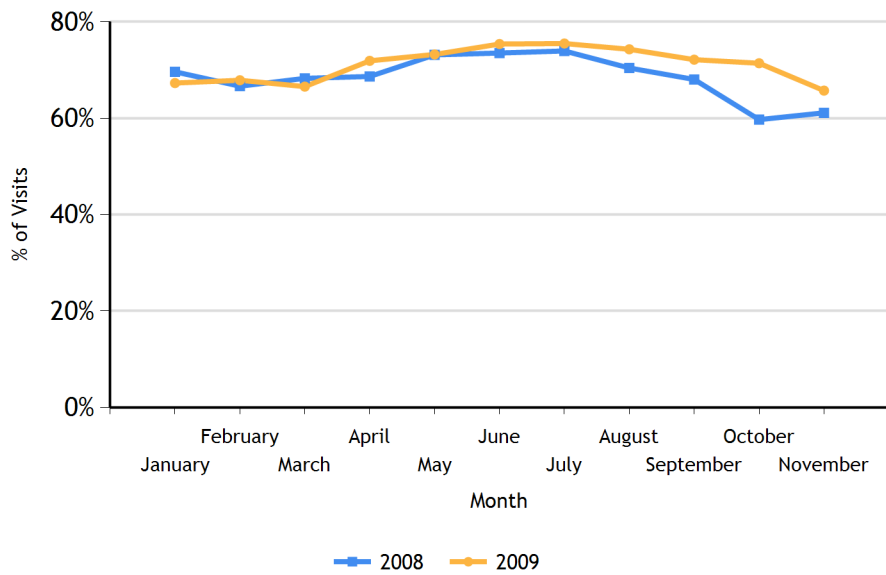
## [Glossary](#)

# Revenue

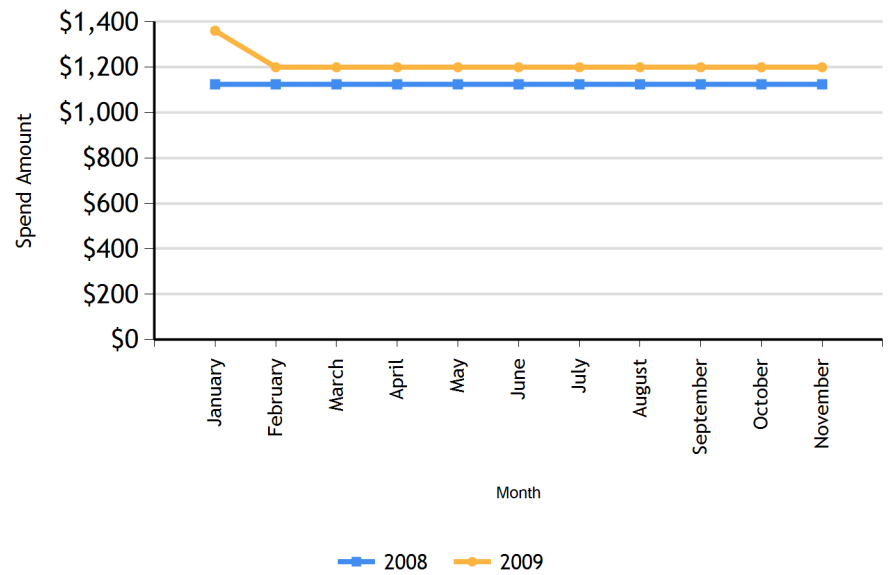
Jacksonville Sea Lodge > All

	YTD			November		
	2009	2008	% Chg	2009	2008	% Chg
Website Revenue	\$1,122,324.90	\$1,021,721.06	9.85%	\$43,353.35	\$43,151.82	0.47%
Reservations	2,087	1,551	34.56%	107	92	16.30%
Room Nights	6,245	4,734	31.92%	304	281	8.19%
ADR	\$179.72	\$215.83	-16.73%	\$142.61	\$153.57	-7.13%
Avg Room Nights	2.99	3.05	-1.96%	2.84	3.05	-6.98%
Website Visits	139,480	101,627	37.25%	6,253	5,930	5.45%
% of CDBE	71.84%	69.44%		65.73%	61.11%	
% of CDBE Converted to a Res.	2.08%	2.20%		2.60%	2.54%	

**% of Visits Delivered to Booking Engine**



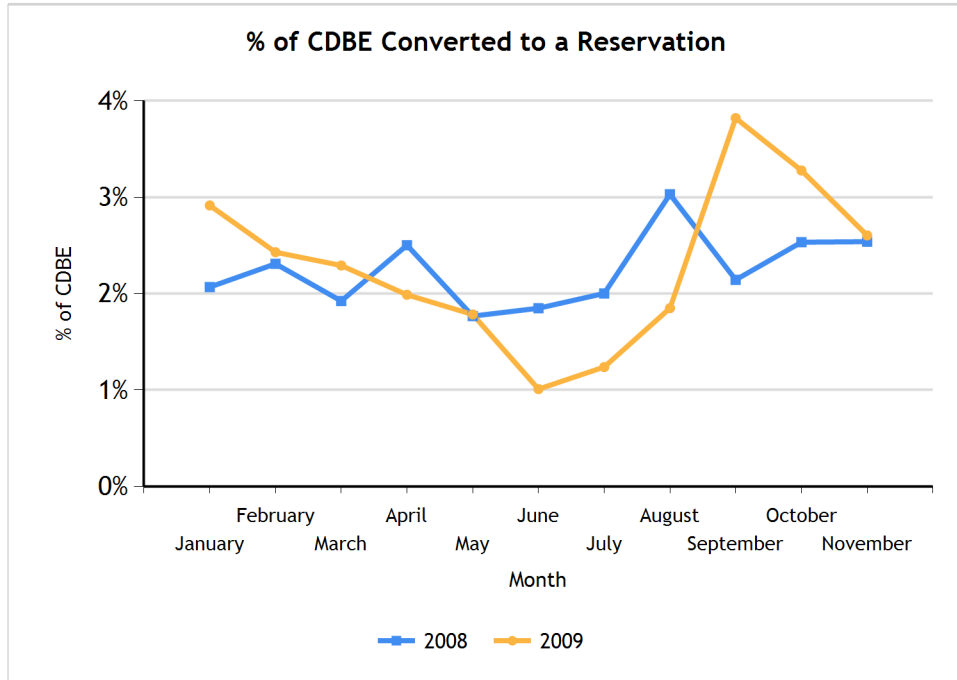
**Media Spend**



# Revenue

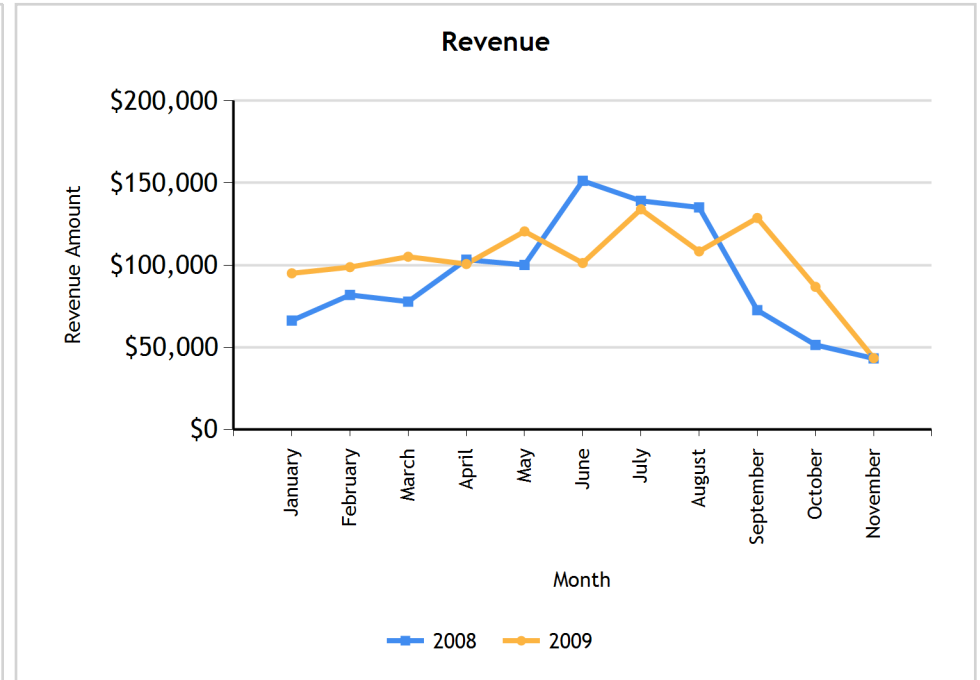
Jacksonville Sea Lodge > All

Graph shows the percent of your overall visits that were delivered to your booking engine.



Graph shows the percent of your overall visits that were delivered to your booking engine and converted to a reservation.

Graph shows your overall media spend being used for your marketing efforts.



Graph shows the overall revenue generated through your website.

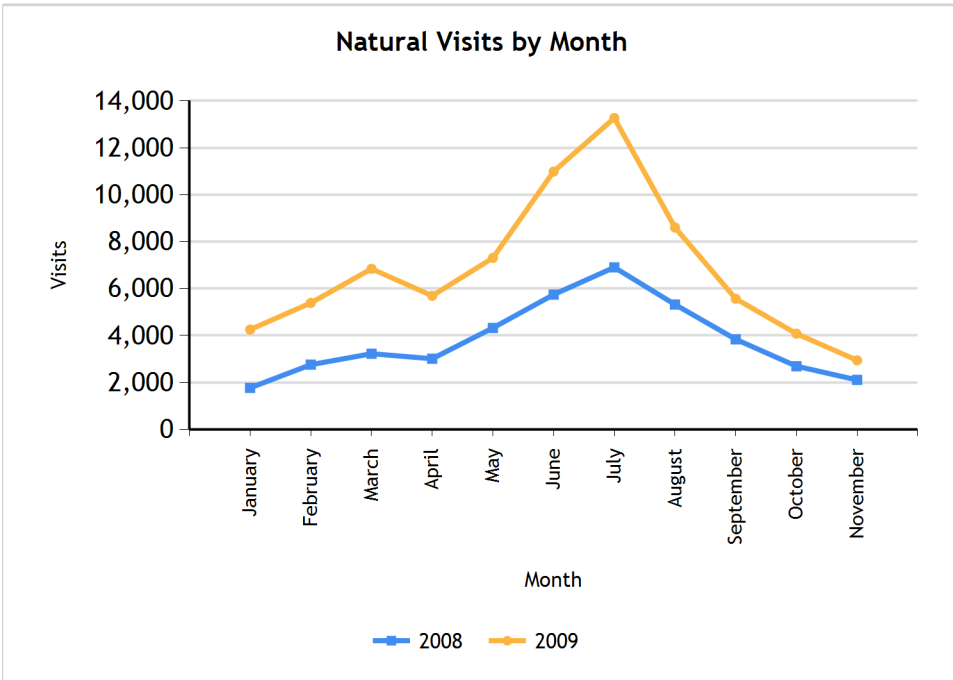
## [Glossary](#)

# Natural Search

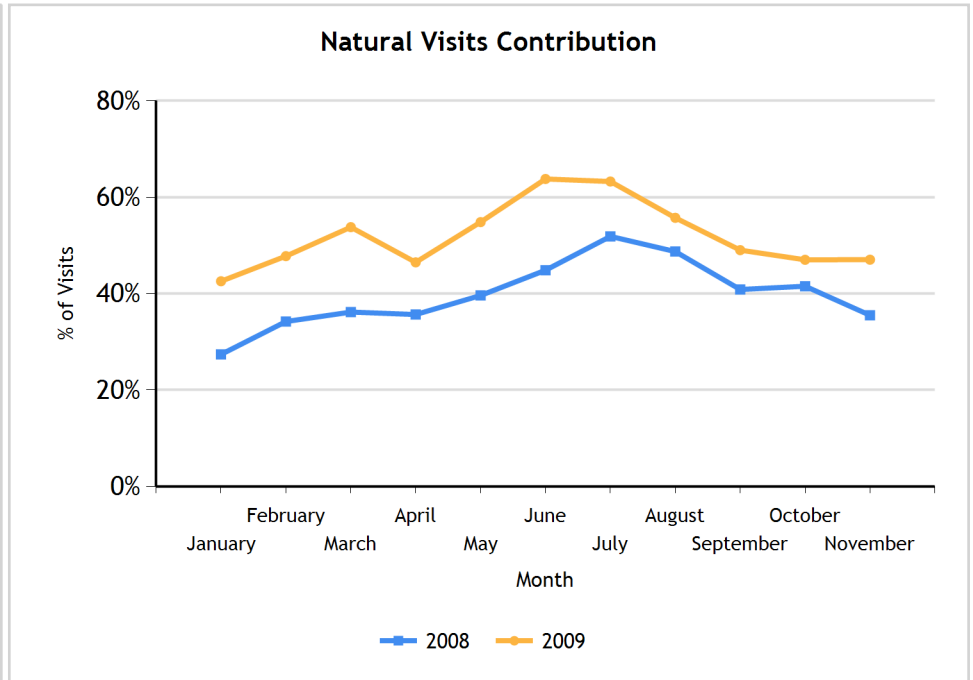
Jacksonville Sea Lodge > All

	YTD			November		
	2009	2008	% Chg	2009	2008	% Chg
Visits	139,480	101,627	37.25%	6,253	5,930	5.45%
Natural Visits	74,922	41,678	79.76%	2,941	2,105	39.71%
Natural Visits Contribution	53.72%	41.01%		47.03%	35.50%	

[Top 30 Keywords](#)



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



Graph shows the contribution your website received through Natural Search traffic broken down by calendar month for the calendar year selected.

## [Glossary](#)

## Natural Search Keyword Detail

Jacksonville Sea Lodge > All

Keyword Name	CDBE	Reservations	Visits
jacksonville sea lodge	9,012	251	12,874
sea lodge jacksonville	3,794	81	5,719
jacksonville hotels on the beach	2,134	13	2,578
sea lodge jacksonville	2,076	72	2,975
jacksonville beach lodge	1,591	59	2,331
jacksonville florida beachfront hotels	1,529	44	2,242
jacksonville beach hotel	1,251	33	1,686
jacksonville beach hotels	993	4	1,225
jacksonville beachfront hotels	932	5	1,191
beachfront hotels in jacksonville	536	3	684
jax beach hotels	488	8	632
hotels in jax beach	464	13	718
hotels on the beach in jacksonville	391	1	454
atlantic beach hotels	377	4	437
atlantic beach jacksonville hotels	326	2	377
hotels in jacksonville beach fl	324	3	368
jacksonville florida oceanfront hotels	302	6	392
beachfront hotels jacksonville	289	0	339
neptune beach hotels	275	2	319
jacksonville hotels	268	2	303
lodge jacksonville	258	3	392
jax beach hotel	250	7	350
hotels neptune beach fl	233	5	283
jacksonville hotel	223	1	354
jacksonville oceanfront hotels	222	2	275
beach hotels jacksonville	216	0	264
atlantic beach hotel	195	10	233
hotels neptune beach fl	191	1	227

## Natural Search Keyword Detail

Jacksonville Sea Lodge > All

hotels in atlantic beach fl	187	2	214
atlantic beach florida oceanfront hotels	170	7	232

### [Glossary](#)

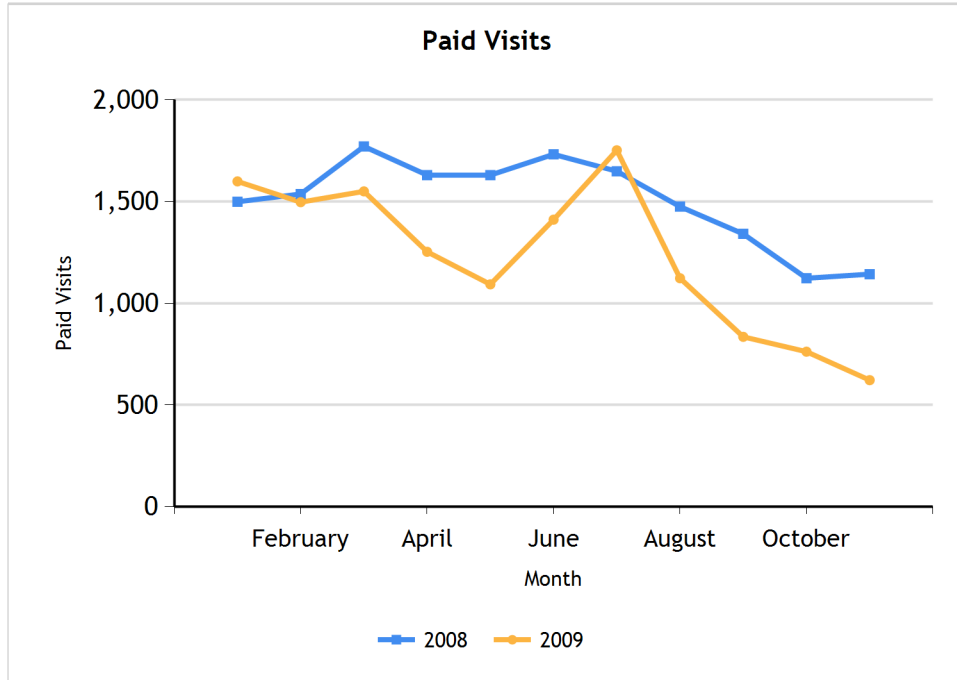
## Paid Search

Jacksonville Sea Lodge > All

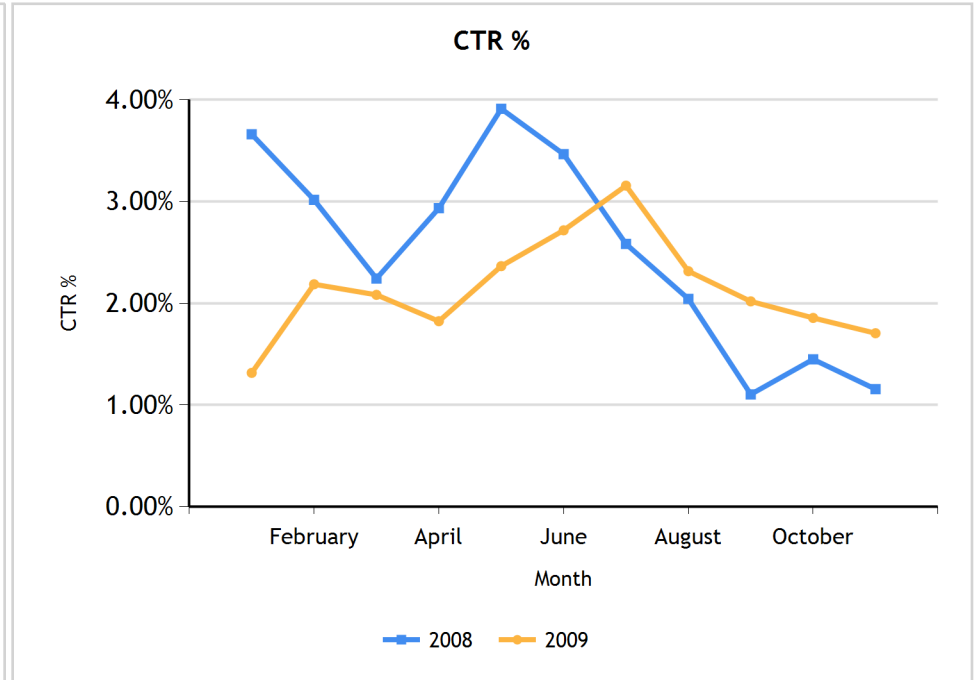
	YTD			November		
	2009	2008	% Chg	2009	2008	% Chg
Impressions	686,156	723,005	-5.10%	36,646	97,195	-62.30%
Clicks	14,167	15,700	-9.76%	625	1,123	-44.35%
CTR	2.06%	2.17%	-4.92%	1.71%	1.16%	47.61%
CPC	\$0.94	\$0.73	27.47%	\$1.94	\$0.88	119.69%
Direct Paid Revenue	\$123,988.90	\$198,629.75	-37.58%	\$4,729.00	\$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	<b>\$199,608.70</b>	<b>\$279,186.65</b>	-28.50%	<b>\$8,427.55</b>	<b>\$12,540.80</b>	-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%
<a href="#">Top 30 Keywords</a>						
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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[Glossary](#)