

Hi Chet,

You keep hearing BUZZ about Search Engine Optimization, Social Media and Online Advertising, BUT... how does it really work and is it right for you?

If so... how do you get started?

This custom report will help with all of your marketing and advertising efforts. You can increase traffic and visibility to your business using targeted data-driven online marketing. Plus, at the end we will analyze these results for some overall recommendations.

Together we can:

- ✓ Increase Web Traffic
- ✓ Improve Your Website
- ✓ Resonate with Your Audience
- ✓ Spot New Trends
- ✓ Spy on the Competition



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Important Terminology:

Keywords	The words or phrases used as search terms on a website or in a search engine (Queries).
Impressions	The number of times an ad is shown in search results or on a page (Views).
Pay Per Click	Advertising campaigns that only cost money when someone clicks on the ad (PPC).
Click Through Rate	The number of clicks divided by the number of times an ad has been shown (CTR).
Social Reach	The number of people that see an ad as a result of their friends' interest in that ad.
Conversion	Action that the traffic resulted in like a phone call or sale - good for tracking success.
Affinity / Index	The likelihood you reach a target audience versus internet traffic overall (Relevancy).

We can go more in-depth or research more keywords in detail if needed.

Any questions please let me know,

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How do customers find businesses online?

SEO

Search Engine Optimization (SEO) or "Organic Traffic"

Search Ranking ~ **SEO** is work performed on a website that will ensure that it shows up when people look for it in on the web. There are many things that improve a website's rank like keywords, links to the site, content and coding.

SEM

Search Engine Marketing (SEM) or "Paid Advertising"

Instant Traffic ~ **SEM** is a very fast and measurable way to generate traffic to a website using online ads. When someone searches on Google, Yahoo, or Bing, advertisements show up for a product or service highly relevant to that search term.

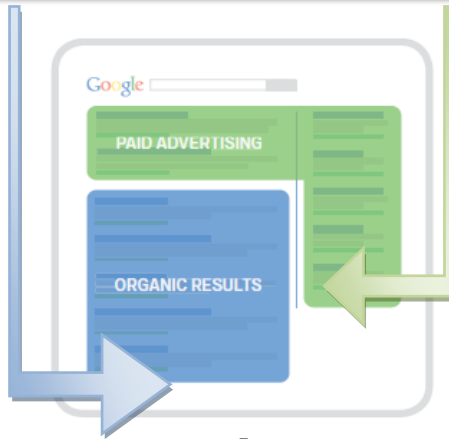
Social

Social Media (Web 2.0) or "User-Generated Communication"

Share a Story ~ **Social Media** is a way to promote content and engage with customers. This is a communication channel that builds trust and loyalty around your brand. It includes blogging, forum posts, and the websites listed below.

People want to hear your story!

89% of people in the US search online for products and services before they make a purchase.



20% of the total search engine traffic is from completely unique terms that have never been searched before!

Top US Websites	Visit Share
Google	9%
Facebook	9%
YouTube	3%
Yahoo	3%
Bing	1.50%
Wikipedia	<1%
Amazon	<1%
LinkedIn	<1%
Twitter	<1%

Invest 🕒 & 💰

- ✓ Long Term Results
- ✓ Improve Website Usability
- ✓ Steal Competitors' Traffic
- ✓ Cost Effective

Invest 💰

- ✓ Fast Results
- ✓ Spot New Trends
- ✓ Measurable Traffic
- ✓ High Commercial Intent

Invest 🕒

- ✓ Customer Feedback
- ✓ Builds the Brand
- ✓ Networking
- ✓ Customer Service

Want to learn more?

SEO

seomoz.org/beginners-guide-to-seo

SEM

support.google.com/adwords

SOCIAL

facebook.com/business/overview

Is your website helping you reach your goals?

*Stats from Google, eConsultancy & Alexa 2012

Keyword Research:

Keyword	Competition	Monthly Searches	Cost/Click
bike tour	Medium	550000	\$ 2.17
bicycle trips	Medium	246000	\$ 2.26
bicycle trip	Medium	246000	\$ 2.24
bicycle touring	High	135000	\$ 1.98
bicycle adventures	Medium	27100	\$ 1.25
trail bike tours	Low	14800	\$ 0.97
road bike trips	Medium	5400	\$ 0.93
bike adventures tours	High	4400	\$ 1.31
bicycle vacations	High	3600	\$ 3.15
bicycle vacation	High	3600	\$ 2.93
bicycle tour company	High	1300	\$ 3.03
family bike tours	High	1000	\$ 3.03
wisconsin bicycle tours	Medium	720	\$ 1.53
cross country bicycle trips	High	720	\$ 1.87
weekend bike trips	High	210	\$ 3.19

Most people are typing something like this into search engines. It is good to select keywords with higher volume but lower competition.

SEO

Getting more specific here are much more targeted keywords that have a higher chance of converting visitors.

SEM

Trending keywords in your industry:

Bike Trip Map
Bike Trip Planner
Bike Trip Computer

These are search terms that are used more frequently than they have been in previous years.

Social

Keywords to avoid when advertising online:

Bike Games
Motor Bike
Bike Shop

Here are high traffic keywords that also show up in search results but are unrelated to your field/industry.

Competitors you might want to spy on:

Adventure Cycling
adventurecycling.org/tours
Vacation Bike Tours
vbt.com
Back Roads
backroads.com

Carolina Tailwinds
carolinatailwinds.com
Bicycle Adventures
bicycleadventures.com

It's good to see how competitive websites direct their traffic and position their value - think strategically.

Influential businesses/person online in your industry:



11,726
TWEETS

5,865
FOLLOWING

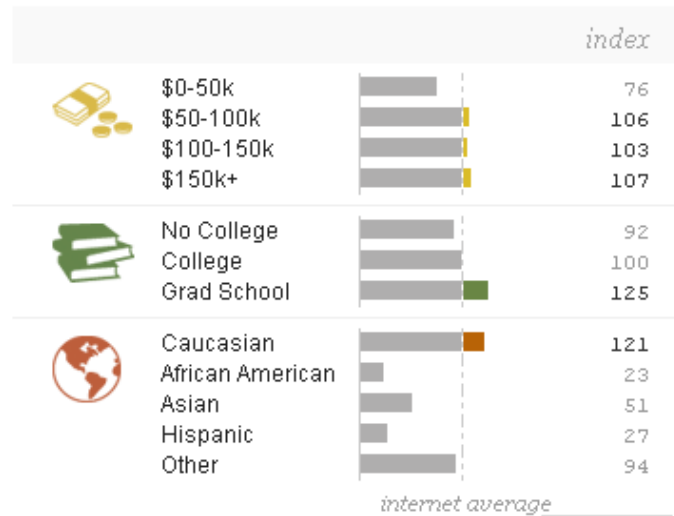
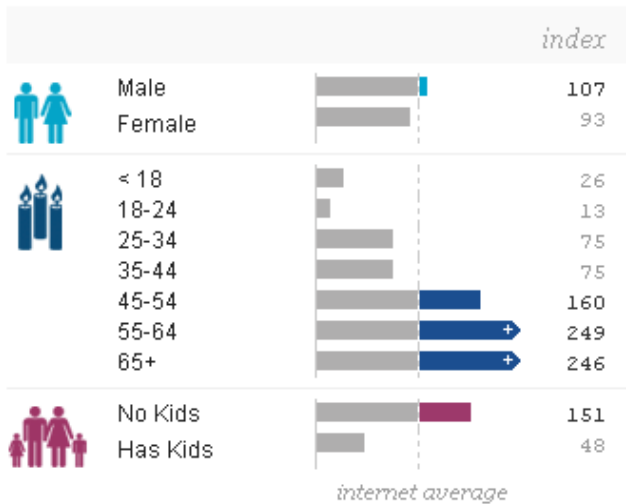
47,569
FOLLOWERS



Follow

Market Demographics:

(Approximations based on competitors' web traffic)



More Details Gender || Age || Children || Income || Education || Ethnicity

See More

Statistics Summary for doorcountybiketours.com

Ranked # 22,889,269 in the world according to the three-month Alexa traffic rankings.

bicycleadventures.com Ranked # 2,164,646 in the world.

**Represents overall Search Engine Optimization (SEO) ranking performance
A lower score will show up more often in search engines

Domain: Doorcountybiketours.com

Domain Title: Doorcountybiketours

WRScore: 1.21
out of 10

Stats Hits: 0

DMOZ Listing: No

Website IP: 66.147.244.111

Hosting Country: United States

Whois: [Click Here](#)

Sociometer NEW

Facebook Likes: 42

Google Plus: 0

Stumbleupon: 0

Tweets: 1

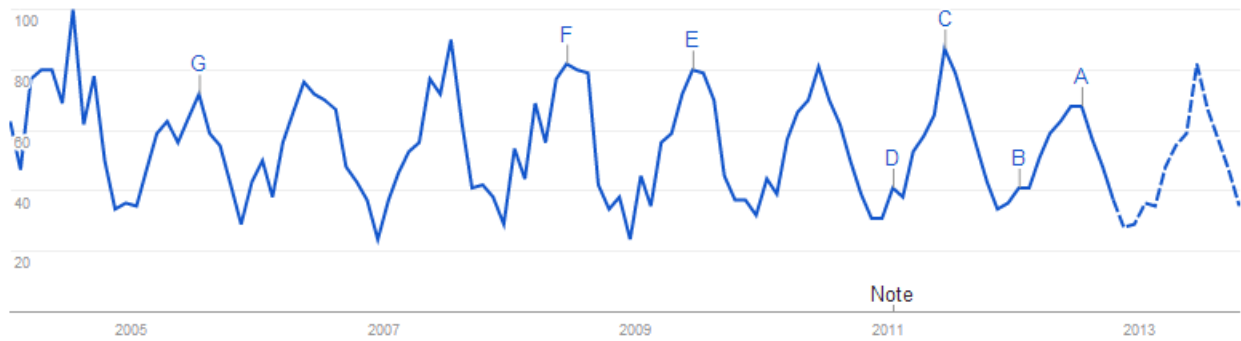
Delicious: 0

Web Search Interest: "bike trip"

Interest over time ?

The number 100 represents the peak search volume

News headlines Forecast ?

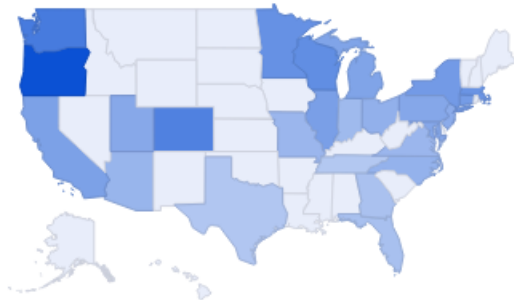


Note

Embed

Regional interest ?

Worldwide > United States



0 100

View change over time ? Subregion | Metro | City

Related terms ?

Top Rising

Term	Interest Score	Visual Bar
the bike trip	100	
bicycle trip	85	
bike trip planner	75	
mountain bike trip	65	
bike tours	60	
bike trip map	55	
bike trips	50	
cross country bike	35	
bike trip computer	25	

- There is a steady trend for the search term with heavy seasonality and interest May - July.

Side ad
[Wisconsin Bicycle Tours](#)
 Journey with Expert Tour Guides
 Book Your Bike Tour With Us Today!
doorcountybiketours.com

Top ad
[Wisconsin Bicycle Tours](#)
 Journey with Expert Tour Guides Book Your Bike Tour With Us Today!
doorcountybiketours.com



Dave Schwallier likes Door County Bike Tours.

Door County Bike Tours
 Like

Audience

2,840 people

- who live in the United States
- who live in Wisconsin
- age exactly 40 and older
- who are male
- who like #Bicycle
- who speak English (US)
- who are in the category Health & Wellbeing

Suggested Bid

\$0.72–\$1.72 USD

Example Headline:
Need a Local Adventure?
See Beautiful Attractions Right in Door County!
Get Rates & Dates or Make a Reservation



Overall Recommendations & Implementations:

1. Get listed on the <http://www.vbt.com/Categories/United-States> or <http://www.ppulse.com/> websites.
2. All five competitors found offer 'online registration' so this would be something to consider - streamlining your sales process.
3. See if you can drive most of your traffic in Feb-April so that your tours are pre-booked for the peak season. (Offer an early bird/biker discount?)
4. Sell trip maps directly on your website for the market of self-guided tours.
5. Conduct a market survey to ask your target market direct questions.

Ways We Can Help:

5 question market survey for 20 targeted individuals	\$199
Create & Manage Google AdWords Campaign	\$149/month
Create & Manage Facebook Ads Campaign	\$99/month

*Click Ad Spend paid separately

Ways You Can Measure Success:

- Ask customers how they have heard about you, surveys
- Create a separate phone number or e-mail or landing page for your website so you can measure the traffic that come in from very specific web advertising
- Track Conversions then Estimate ROI (Return on Investment)

Easy ways to get more web traffic today:

1. Create a local page or submit listing

- a. <https://plus.google.com/local>
- b. <http://getlisted.org/>
- c. <http://www.yext.com/>
- d. <http://www.dmoz.org/docs/en/add.html>

2. Find Work

- a. <http://www.guru.com/>
- b. <http://www.crowdspring.com/>
- c. <https://www.elance.com/>
- d. <https://www.odesk.com/>

3. Run an Online Promotion

- a. <http://www.groupon.com/>
- b. <http://www.livingsocial.com/>
- c. <https://foursquare.com/>
- d. <http://www.merchantcircle.com/>

We understand that you might not have time for all of this yourself, give us a shout if you would like some help.

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*This example is owned and copy written by Chet @ Door County Bike Tours and shown with permission.