

Things You Know but May Have Forgotten

# Internet Marketing

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# Your Domain Name

- Your domain name is a Company Asset, be sure you own it and control it.
  - **Registrar:** Company with whom your domain name is registered with. ([Whols](#))
    - Network Solutions, GoDaddy, Register.com
    - Each Registrar will have their own Whols
  - **Registrant:** Person who owns the domain, should be you!
  - **Administrative Contact:** You or the person who pays the bills.
  - **Technical Contact:** Person who manages the website.

# Email

- Use your domain name for work Email
  - Never have to give people a new email address if you change service providers.
  - Email is included in most hosting packages.
  - Helps build your brand.
  - Is more professional
- Use a different email to sign up for anything online
  - Hotmail, Yahoo! Or GMail Address
  - All are free
  - Reduce Spam to your work Email.
  - You can easily close the account if it becomes too Spam heavy without affecting your work email address.

# Email Marketing

- Why:
  - Maintain customer engagement
  - Drive traffic to your website
  - Improve communication of value
  - Stimulate sales
- Never, never, never send bulk email from your personal account.
  - [Constant Contact](#)
  - [iContact](#)
  - [MailChimp](#)
- Put sign-up form on your website
- Collect Email addresses on-site at your facility
- Collect Email addresses through your Group Sales and POS

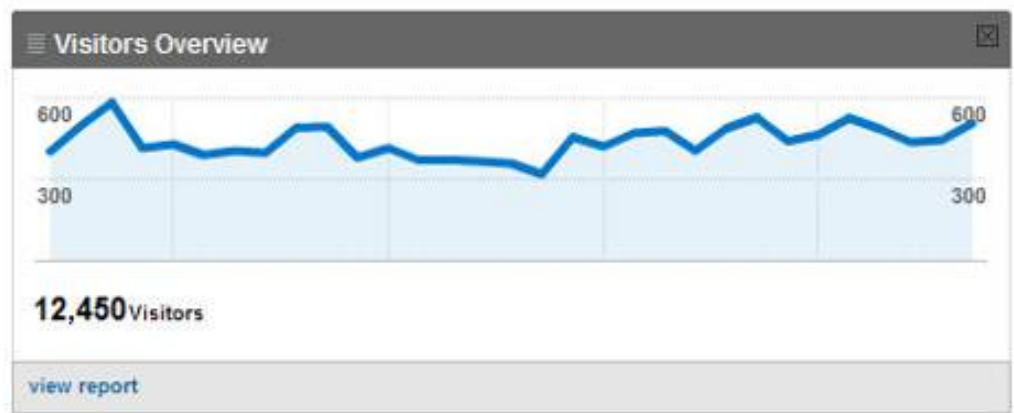
# Traffic Analysis

- Read and Analyze your reports at least once a month
- See what sites are driving traffic to your website
- See what search engines are driving traffic to your site and what keywords people are using
- See where your audience comes from
- Measure the effectiveness of advertising campaigns.
- Helps you make decisions on:
  - Search Engine Optimization
  - Advertising
- Most hosting providers include as part of hosting service
- Google Analytics is free if your host does not provide traffic analysis



Site Usage

<b>14,841</b> Visits	<b>24.25%</b> Bounce Rate
<b>68,078</b> Pageviews	<b>00:03:11</b> Avg. Time on Site
<b>4.59</b> Pages/Visit	<b>77.81%</b> % New Visits



Content Overview

Pages	Pageviews	% Pageviews
/	11,069	16.26%
/public/tukwila/	7,379	10.84%
/public/wilsonville/	6,834	10.04%
/public/tukwila/prices/	3,218	4.73%

# Traffic Sources Overview

Oct 15, 2009 - Nov 14, 2009



**All traffic sources sent a total of 14,841 visits**

- 9.04% Direct Traffic
- 13.31% Referring Sites
- 77.66% Search Engines



## Top Traffic Sources

Sources	Visits	% visits
google (organic)	8,001	53.91%
google (cpc)	1,486	10.01%
(direct) ((none))	1,341	9.04%
bing (organic)	978	6.59%
yahoo (organic)	754	5.08%

Keywords	Visits	% visits
family fun center	1,912	16.59%
bullwinkles	1,073	9.31%
bullwinkles wilsonville	1,008	8.75%
family fun center tukwila	893	7.75%
bullwinkles family fun center	349	3.03%

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# Referring Sites

Oct 15, 2009 - Nov 14, 2009



Referring sites sent 1,975 visits via 333 sources

Site Usage Goal Set 1 Views: [Table] [List] [Bar] [Line]

<b>Visits</b> <b>1,975</b> <small>% of Site Total: 13.31%</small>	<b>Pages/Visit</b> <b>3.69</b> <small>Site Avg: 4.59 (-19.49%)</small>	<b>Avg. Time on Site</b> <b>00:02:28</b> <small>Site Avg: 00:03:11 (-22.57%)</small>	<b>% New Visits</b> <b>81.72%</b> <small>Site Avg: 77.81% (5.03%)</small>	<b>Bounce Rate</b> <b>38.23%</b> <small>Site Avg: 24.25% (57.64%)</small>
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Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. images.google.com	292	1.44	00:00:32	97.26%	68.84%
2. en.wikipedia.org	104	3.92	00:01:33	89.42%	44.23%
3. oregonmom.com	84	4.95	00:03:32	89.29%	10.71%
4. wilsonvillechamber.com	80	4.49	00:05:48	13.75%	45.00%
5. kristensguide.com	78	4.42	00:02:44	83.33%	17.95%
6. google.com	62	2.76	00:01:35	79.03%	37.10%
7. traveloregon.com	62	5.82	00:04:22	67.74%	29.03%
8. associatedcontent.com	48	4.27	00:02:20	93.75%	12.50%
9. parentmap.com	40	4.38	00:04:34	85.00%	10.00%
10. facebook.com	33	2.94	00:03:37	72.73%	51.52%



Zoom Out



Visits  
1 2,197

### This state sent 6,338 visits via 105 cities

Detail Level: City Dimension: None

Site Usage Goal Set 1

Views: [Grid] [Refresh] [List] [Filter] [Full Screen]

Visits <b>6,338</b> % of Site Total: 42.71%	Pages/Visit <b>5.26</b> Site Avg: 4.59 (14.63%)	Avg. Time on Site <b>00:03:36</b> Site Avg: 00:03:11 (12.86%)	% New Visits <b>78.51%</b> Site Avg: 77.81% (0.90%)	Bounce Rate <b>16.42%</b> Site Avg: 24.25% (-32.27%)
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Detail Level: City	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. Seattle	2,197	5.18	00:03:47	76.38%	16.29%
2. Bellevue	456	4.93	00:03:15	78.95%	16.01%
3. Renton	391	5.04	00:02:55	77.49%	11.25%
4. Puyallup	307	5.62	00:03:42	83.39%	20.85%
5. Tacoma	260	5.45	00:04:13	81.54%	16.15%
6. Seahurst	201	5.36	00:04:01	75.12%	10.45%
7. Lynnwood	199	5.32	00:03:01	90.95%	17.09%
8. Federal Way	195	5.64	00:04:12	76.26%	14.14%