

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

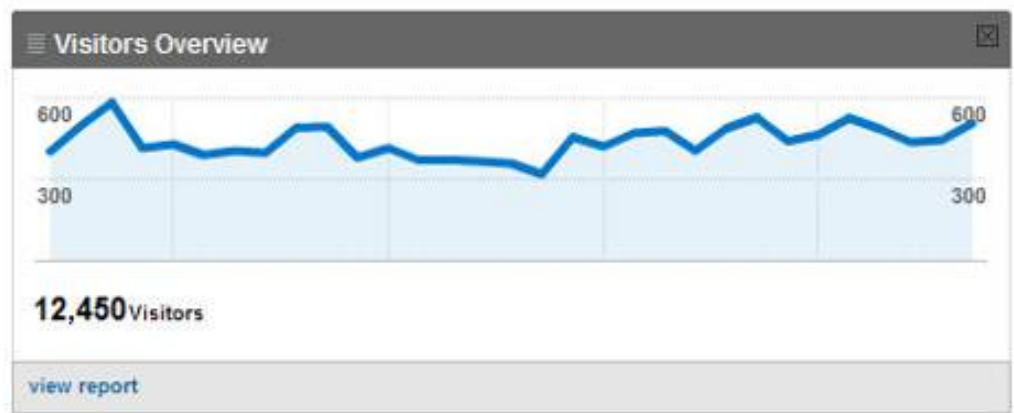
Traffic Analysis

- 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

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



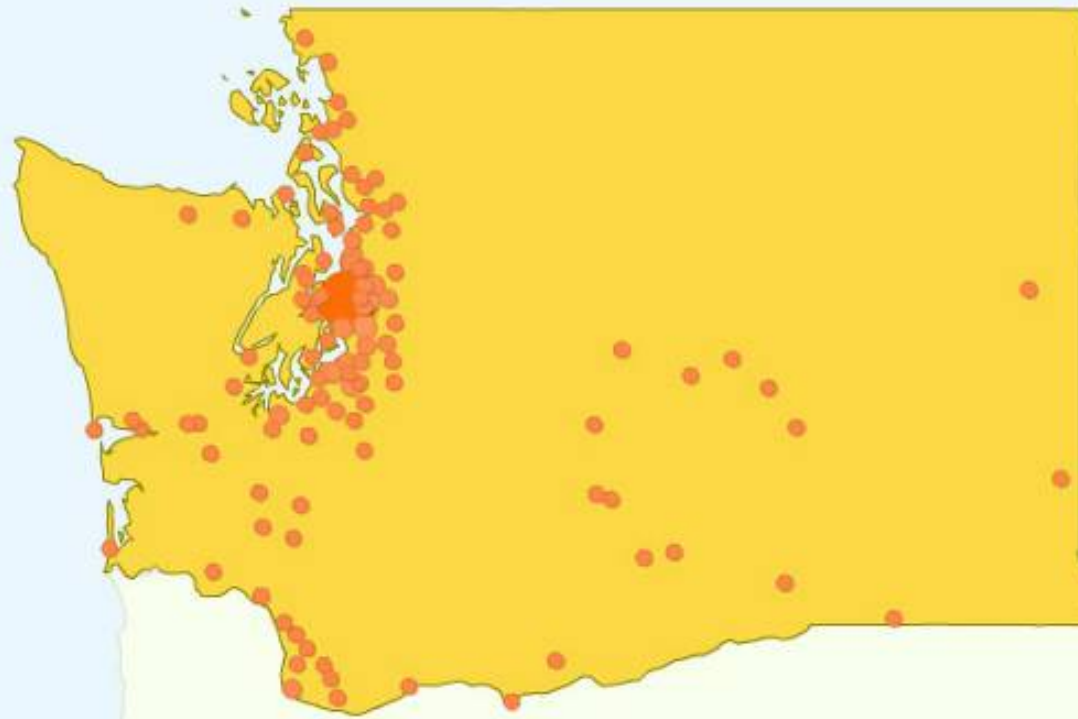
Referring sites sent 1,975 visits via 333 sources

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

Visits 1,975 <small>% of Site Total: 13.31%</small>	Pages/Visit 3.69 <small>Site Avg: 4.59 (-19.49%)</small>	Avg. Time on Site 00:02:28 <small>Site Avg: 00:03:11 (-22.57%)</small>	% New Visits 81.72% <small>Site Avg: 77.81% (5.03%)</small>	Bounce Rate 38.23% <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	97.28%	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



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 6,338 <small>% of Site Total: 42.71%</small>	Pages/Visit 5.26 <small>Site Avg: 4.59 (14.63%)</small>	Avg. Time on Site 00:03:36 <small>Site Avg: 00:03:11 (12.86%)</small>	% New Visits 78.51% <small>Site Avg: 77.81% (0.90%)</small>	Bounce Rate 16.42% <small>Site Avg: 24.25% (-32.27%)</small>
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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%