



Shaun Johnston design & marketing

for lodgings in the
Catskills, Berkshires and
Mid Hudson Valley

B&B Showcase

Close to half a million inquiries will pass through our directory nycgetaways.com in 2005, bound for web sites of lodgings in the Berkshires, Catskills and mid Hudson Valley.

This high volume of traffic, combined with our price of only 10 cents per visitor, makes us one of the best sources of online visitors in your region.

Highly qualified visitors. Three quarters of our visitors live in the boros of NYC. Most of the rest live in the NYC-Tristate area.

New on nycgetaways.com this year is our *B&B Showcase* featuring B&Bs with 5 or fewer rooms. Already it's delivering an average of 30 visitors a month, sure to rise by summer to 50 visitors or more.

To secure your share of visits email or phone us.

Online marketing TIPS & NEWS

April 2005

We make online marketing work

We can tell you which directories and search engines are making you money, and which aren't.

ROI report we prepared for one of our clients

Source	Annual \$	PPC	Visits	Prospects	\$/Prosp	ROI%
nycgetaways.com		0.10	256	17	1.51	442
local activity directory	375		576	96	2.60	257
regional travel directory	100		378	24	2.78	240
local tourism directory	100		133	14	4.76	140
local directory	240		373	31	5.16	129
national travel directory	299		653	32	6.23	107
local directory	100		152	9	7.41	90
local chamber	100		128	5	13.33	50
national activity directory	400		104	12	22.22	30

The right-hand column shows which directories are paying their way. The bottom three are not, they're returning less value than their cost.

These figures tell you what each booking is costing you, giving you control over your online marketing costs.

The key ingredient is a formula we apply to your website log files. This formula identifies "Good Prospects" and tells us how many of these Prospects each online source is sending you—see "Prospects" in the table above. If you then tell us how many bookings you get from your web site each month, and what each online source is costing you, we can tell you your ROI for each source of visitors you're paying for.

Want more visitors? From our database of how local and national directories perform in our region, we can suggest other directories that should work well for you. And every quarter we can rerun our analysis to make sure you're still getting good value for money.

Marketing services

Online marketing consulting

Our consulting is:

- specific to your region
- specific to lodgings

We give you only information you need, customized to your needs. Generic online marketing reports give you very little information you can use. See overleaf for a full list of our marketing services.

Web site design and hosting

See www.thehotelvienna.com for a sample of our outstanding lodging-specific design. Our web sites are built around efficient online marketing needs.

nycgetaways.com

The top performing directory in the chart above is our regional online travel guide, nycgetaways.com. Lodgings can be featured in the main "quickway" lodgings' listing, or in the new B&B Showcase, see article at left.

BookingCenter

We represent BookingCenter's line of excellent property management software, including booking engines.

Email shaun@nycgetaways.com or phone Shaun at 845-658-8270

Online marketing à la carte

What's involved in marketing your rooms online? That depends on you—how many rooms you have, for example. Lodging associations could use our services to attract visitors to distribute to their members' web sites. From our range of services you can select just those you need. We charge by the hour, \$60.

Initial data assessment

WEBSITE EVALUATION

Efficiency of site,

- 1: Good prospects per 100 visitors.
- 2: Number of good prospects needed to get one booking (*from your own records*).

Drop-off in website pages seen per visit—how well your site holds visitors' attention.

Page-visit counts, visitors, keyword frequency, visits per online source, 404 errors. By month and totals, from available months' log files.

My subjective opinion on your website's efficiency at creating prospects and bookings.

SOURCE-PROFITABILITY

Efficiency of each online source—how efficient at generating good prospects. *Calculated from log files alone using our exclusive procedure.*

Profitability of each online source.
ROI from entering your annual-fee and cost-per-click data.

SEARCH-ENGINE MANAGEMENT

Positions in search engines by major keywords, eg lodging name, town name.

Your link popularity in the Internet. Incoming links help you be found by search engines.

How efficiently you exploit available online sources of visits (percentages).

KEYWORD ANALYSIS

Existing implementation on your site, a report plus general suggestions.

List of suitable keywords—location, lodging type, niche, season (eg workshop subjects).

Keyword evaluation by cost and volume of traffic.

Other services

Compile list of directories and search engines worth submitting to.

Collect archive of submission materials—blurbs, photos, map etc.

Submit to online sources.

Search engine optimization.

MAINTENANCE

Quarterly or Monthly.

Traffic report: overall traffic, per-page visits, 404 errors, page-view drop off.

Check links.

Source report: visits/prospect ratios (efficiency).

Profitability by source.

Search engine positioning report.

Propose new sources.

Submit to new sources.

Suggestions for freshening content—helps elevate your site in search engine listings.

OTHER SERVICES

Custom programming to answer client-specific questions.

Presentations to Chambers and Lodging Associations.

BOOKING CENTER

Computerised reservation entry, room availability on your web site, online booking engines, selling rooms on GDS and alternative booking networks, and modules for such functions such as conferences, multiple terminals, call accounting.

Email shaun@nycgetaways.com or phone Shaun at 845-658-8270