

**Greater Naples CVB
www.paradisecoast.com
Marketing Report**

To: Jack Wert,
From: Todd Mittleman
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Last month we had a record high user sessions. Search engine referrals were up with good gains in Google, Yahoo and MSN (the big 3 engines).

Google adwords improved as we increased the click thoughts and decreased the cost with a lower cost per click average.

One idea that may help build some traffic is to build out a couple doorway pages for Naples, Marco Island, and the Everglades. The information is already there as dynamic pages linked off of <http://visit-naples.com/about.php?id=2>. But if we created 3 static html pages and linked from the footer, we may get those pages to "stick" better in the search engines. Who would I direct the instructions to... jay.salyers@milesmedia.com?

Web Site Trends			
	March	April	May
Page Views	182,876	224,139	215,068
S.E. Referrals	3,708	3,052	3,390
Sessions	26,344	28,222	32,172

Last Month's Top Search Engine Referrals		
1) Google (1856)	2) Yahoo (593)	3) MSN (479)
4) AOL (163)	5) Ask Jeeves (153)	

Promotion Services Performed
* Tracked and analyzed site traffic statistics to determine course of action
* Tracked and adjusted Overture and Google Adwords PPC accounts
* Resubmitted site to search engines and directories listed below
* Generated report to summarize action taken

Search Engine Submissions		
Aeiwi	Google	Please Retrieve
Alexa	HomerWeb	Quango
All The Web	Infignos	RO List
AltaVista	Infoseek	Scrub The Web
Complete Results	Infosniff	The Orange Pages
Entire Web	MixCat	Uquick
Evisum	National Directory	Yahoo Site Match
Exact Seek	Net Search	Yellowstone Net
Find Info	Noago	

Google Pay Per Click Review				
Spending	Clicks	CP Click	CP Lead	Convs

May	\$110.26	1,306	\$0.08	\$0.00	0
April	\$182.62	1,298	\$0.14	\$0.00	0
March	\$155.79	1,334	\$0.12	\$0.00	0

Yahoo! Search Marketing Pay Per Click Review					
	Spending	Clicks	CP Click	CP Lead	Convs
May	\$126.96	684	\$0.19	\$0.00	0
April	\$73.58	393	\$0.19	\$0.00	0
March	\$150.52	735	\$0.20	\$0.00	0