

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

**To:** Jack Wert,  
**From:** [Todd Mittleman](#)  
**Date:** October 4, 2005

**Comments:**

There was a problem accessing the stats this month. An email has been sent to Miles Media to get the new login/pw info.

After seeing the new redesign, the backend structure has become more complex for a simple ModRewrite to weave in keywords. Without careful review of the different tiers of the site and subcategories, it would be easy to create conflicts with the ReWrite rules and break the site. We are scheduled to have a conference call with Miles Media on Friday to discuss it. Unless they completely understand how to create the ModRewrite, it may not be worth the time or risk.

The new site has new challenges that should be addressed first such as the Title tags, Metas, and possibly adding more keyword-rich content. The first issue to address is fixing the Titles which no longer have keyword focus. I sent an email to Miles Media on how to update and fix the Titles so they become more optimized again. We'll need to discuss with them how to best work on the Meta Tags going forward.

Since the thrust of your dollars come from the hotel taxes, showcasing the hotels as simple quick links may be helpful. I recommend placing 3 links in the footer to "Naples Hotels", "Everglades hotels", and "Marco Island hotels". Each link could go to the "Accommodations Listings" section of the site filtered by that respective area.

<b>Marketing Services Performed</b>
* 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

<b>Search Engine Submissions</b>		
Amfibi	Kaspie	Subjex
BigFinder	Mix Cat	Wal Hello
ExactSeek	Search It	WebSquash
FyberSearch	SearchSight	WhatUSeek
Homerweb	SplatSearch	

<b>Google Pay Per Click Review</b>					
	<b>Spending</b>	<b>Clicks</b>	<b>CP Click</b>	<b>CP Lead</b>	<b>Convs</b>
<b>September</b>	\$154.96	1,145	\$0.14	\$0.00	0
<b>August</b>	\$152.95	1,129	\$0.14	\$0.00	0
<b>July</b>	\$149.41	1,278	\$0.12	\$0.00	0

<b>Yahoo! Search Marketing Pay Per Click Review</b>					
	<b>Spending</b>	<b>Clicks</b>	<b>CP Click</b>	<b>CP Lead</b>	<b>Convs</b>
<b>September</b>	\$71.83	375	\$0.19	\$0.00	0
<b>August</b>	\$88.15	475	\$0.19	\$0.00	0
<b>July</b>	\$92.50	514	\$0.18	\$0.00	0