Wilsonville
Internet Marketing Analysis:
Internet Inventory & Task Force Considerations Part 1

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"We are all drowning in data and yet starving for knowledge"

2013

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Introduction:

The closing of the bricks and mortar Wilsonville Visitor Center at the end of 2013, is an event we expect will be replicated in some other communities over the next 10 years, as mobile and voice recognition technology become ubiquitous. We feel that Wilsonville can be on the cutting edge of developing a more robust digital tourism presence that will satisfy its visitors' need for information and help the local economy grow.

HPR Internet Marketing usually completes a much more robust analysis for its clients. However, the Wilsonville on-line visitor presence is presently very limited. We have been able to assemble an abbreviated report with enough data to help us develop recommendations when the time comes to create a more robust presence for Wilsonville.

We will produce two reports for the Task Force. This one, which is an inventory and cursory analysis of where Wilsonville stands at this moment in time in being able to respond to visitors on-line information needs. A second report will be presented in late February 2014, which will outline the future on-line needs of Wilsonville.

At the moment, the Wilsonville tourism presence does not have one "authoritative" website dedicated to tourism. It does have a number of pages on the Chamber site that are valuable.

Wilsonville also has affiliations with Clackamas County Tourism, Washington County Tourism, the Willamette Valley Visitor's Association and Travel Oregon. However, Wilsonville itself has no dedicated digital tourism presence upon which to complete a full analysis.

We cannot underestimate the need for an "authoritative" site. Google stated in early 2013, "we (Google) are doing a doing a better job of detecting when someone is an authority in a specific space. It could be medical; it could be travel, whatever. And trying to makes sure that those rank more highly, if you are some sort of authority or a site that according to the algorithms we think might be a little bit more appropriate for users."

In this report we have analyzed the visitor pages of the Wilsonville Chambers' site, Oregon Horse Country, Clackamas County and Washington County Tourism, Willamette Valley Visitors Association and Travel Oregon (State). What story can these metrics tell? Can they help build a persona of the kind of people that are interested in Wilsonville?

With over 5 million overnight visitors pouring into the Willamette Valley annually (Longwoods 2011) spending over $1,535 million, the potential for Wilsonville to grow its tourism base is

substantial. In addition, these visitors will spend $487 million in Washington County and $419 million in Clackamas County (some duplication will be found in these numbers).

With its proximity to I-5 the tourism growth question is obviously not about traffic volume, it is how to stop it, and bring it into Wilsonville to spend money.

<u>How important is Internet Marketing to Destination Marketing Organizations (DMOs)?</u>

The Internet is used by 83 percent of leisure travelers to plan travel. Digital, social and mobile media are constantly evolving as new channels, tools, functionality and consumer behavior patterns emerge.

Tourists visit, on average, 17-22 websites across several search sessions before they're ready to make a travel decision (varying according to length of trip). That number is quite staggering! But it speaks to the importance of having a comprehensive digital marketing strategy that ensures your destination's story is properly represented on all channels a searcher might visit.

A robust Social Media presence is also vital for high search rankings for a DMO. 86% of DMOs are on Facebook averaging 23,352 likes. 79% are on Twitter averaging 4,155 followers. 49% are on YouTube averaging 115,000 views. (Source: DMAI)

Internet Marketing Inventory (limited):

The following could be considered the present official tourism websites for Wilsonville: (Not to be considered inclusive):

www.wilsonvillechamber.com

www.oregonhorsecountry.com

http://www.ci.wilsonville.or.us/

http://www.mthoodterritory.com/

http://www.oregonswashingtoncounty.com/

http://www.oregonwinecountry.org/

http://www.traveloregon.com/

Official Wilsonville Facebook Pages: (Only those directly in the control of Wilsonville)

https://www.facebook.com/pages/WilsonvilleOregon/389223771144050

https://www.facebook.com/CityofWilsonville?ref=mf

https://www.facebook.com/oregonhorsecountry

Other Social Media:

YouTube Channel**:**	http://www.youtube.com/user/CityofWilsonville/videos
Twitter account:	https://twitter.com/ORHorseCountry
	https://twitter.com/wilsonvilleor
Flickr account:	http://www.flickr.com/photos/wilsonville1 (City)
E-Newsletters:	Yes
Pinterest:	ww.pinterest.com/search/pins/?q=Oregon%20Horse%20Country

3: Six Key Sites Analysis (limited): The Wilsonville Chamber's visitor section; Oregon Horse Country; Washington County Tourism; Clackamas County Tourism; Willamette Valley Visitors Association; Travel Oregon.

The story is revealed by viewing the changes in the point of origin of the searches and in the ranking of search terms and mobile usage.

Mobile usage varies also between pages showing possibly whether the person is on the ground in Wilsonville, or is still planning their trip.

The number of searches taken over the past 12 months is very low for each visitor page and therefore any conclusions really must be tempered by that fact.

a:

 Wilsonville Chamber Internet Visitor Analysis

(Visitor Pages Only):

Date range: July 1, 2012 to June 30' 2013

Total Unique Visitors to total Chamber Site: 19,804 (Total Site).

Pages (in order of ranking)	Unique Visitors
1: Where to Stay	233
2: Where to Eat	259
3: What to do	214
4: Visitors	195
5: Shopping & Ent	165
6: Great Outdoors	127
7: Affiliation	122
8: Bicycling	107
9: History & Heritage	91
10: Farm Fresh	87
Total:	1,600 Unique Visitors or 8% of the total Chamber's unique visitors

Mobile usage to whole Chamber site: 3,141 UV or 15% of total visits. (Visitor Section is not on mobile site.) Not included in this list is the Community Calendar, which is held in a separate database. During the same period of time this events calendar had 111,692 users.

Wilsonville Chamber Visitor Section Analysis:

Visitor Pages in order of rank. Including geographical source of search, keywords used, mobile use, Internet source:

Visitor-Where to Stay, (lodging, hotels etc)

Geographical origins of searches during the period from July 1, 2012 to June 30, 2013 were as follows. (Ranked by importance):
1. Portland
2. Port Angeles
3. Seattle
4. Eugene
5. Temecula
6. Bend
7. Salem
8. Elma
9. Sequim
10. West Hollywood

Top keywords: (the majority of keywords are now encrypted (hidden) by Google)
Wilsonville OR
Wilsonville Chamber
Wilsonville OR Chamber

Source for this page:

Mobile 12% (since the Chamber's visitor section is not on the Chamber's mobile site, these numbers reflect people searching the Chamber's regular site on their mobile device, and hence a high bounce rate.)

Google

Chamber main site

Bing

Yahoo

Wilsonville Library site

Comcast

fun-center site

search netzero.net

B:

Visitors-Where to Eat

Geographical origins of searches during the period from July 1, 2012 to June 30, 2013 were as follows. (Ranked by importance):

1. Portland
2. Wilsonville
3. Seattle
4. Salem
5. Tualatin
6. Oregon City
7. Honolulu
8. Eugene
9. Semmes
10. Los Angeles

Top keywords: (Note: The majority of keywords are now encrypted (hidden) by Google)
Wilsonville Chamber
Wilsonville OR
Restaurants in Wilsonville OR
Starbucks Agyle Square
Boones Ferry Wilsonville

Source for this page:
Mobile 16%
Google
Chamber
Direct
Bing
Yahoo
AOL
mywebsearch.com

_____

C:

Visitors-What to Do

Geographical origins of searches during the period from July 1, 2012 to June 30, 2013 were as follows. (Ranked by importance):

1.Portland
2. Wilsonville
3. Seattle
4. Beaverton

5. Tualatin

6. Canby

7. Lake Oswego

8. Salem

9. Vancouver

10. New York

Top keywords: (the majority of keywords are now encrypted (hidden) by Google)

1 Wilsonville

2. Wilsonville Chamber

3.Things to do in Wilsonville OR

4. Things to do near Wilsonville OR

5. What is there to do in Wilsonville

6. Wilsonville visitor center

7. Wilsonville

8. Wilsonville or things to do

9. Fun activities to do in Wilsonville

Source for this page:

Mobile 23%

Google

Chamber

Bing

Yahoo

Visit Washington County

Wikipedia

Fun-center

_____

D:

 Visitors

Geographical origins of searches during the period from July 1, 2012 to June 30, 2013 were as follows. (Ranked by importance):

1 Portland
2. Wilsonville
3. Beaverton
4. Seattle
5. Eugene
6. Florence
7. Sandy
8. Lake Oswego
9. Tualatin
10. Aberdeen

Top keywords: (the majority of keywords are now encrypted (hidden) by Google)
1 Wilsonville Chamber
2. Wilsonville Oregon
3. Wilsonville OR
4. Wilsonville, OR
5. Visit Wilsonville Oregon
6. Wilsonville Oregon Chamber
7. Wilsonville Oregon visitors
8. Wilsonville visitor center
9. Free concerts in Wilsonville
10. Horse shows in Wilsonville

Source for the last page:

Mobile: 11%

Chamber

Google

Bing

Direct

Yahoo

Wikipedia

Oregon Live

Oregon State Parks

_____

E:

Shopping – Entertainment

Geographical origins of searches during the period from July 1, 2012 to June 30, 2013 were as follows. (Ranked by importance):

1 Portland

2. Beaverton

3. Salem

4. Seattle

5. Tualatin

6. Hillsboro

7. Pendleton

8. Vancouver

9. Wilsonville

10. Victoria

Top keywords: (the majority of keywords are now encrypted (hidden) by Google)

1 Wilsonville Oregon

2 Chamber

3 Wilsonville Shopping

4 Wilsonville Visitor Center

5 North Wilsonville shopping

6 Wilsonville

7 Wilsonville Oregon Entertainment

8 Wilsonville attractions

9 Wilsonville new shopping center

Source for this page:

Mobile: 21%

Chamber

Google

Bing

Yahoo

Direct

City

Comcast

Traveltips.usatoday.com

_____

F.

Great Outdoors

Geographical origins of searches during the period from July 1, 2012 to June 30, 2013 were as follows. (Ranked by importance):

1 Portland

2. Salem

3. Beaverton

4. Tualatin

5. Wilsonville

6. Seattle

7. Abbotsford

8. Eugene

9. Grants Pass

10. Mukilteo

Top keywords: (the majority of keywords are now encrypted (hidden) by Google)

 1 Wilsonville Oregon

2. Chamber

3. Wilsonville

4.Things to do in Wilsonville Oregon

5. Wilsonville or

6. Wilsonville visitor center

7. Camping near golf course

8. Charbonneau Wilsonville hiking

9. Langdon farms

10. Picnic area Charbonneau

Source for this page:

Mobile: 20%

Google

Chamber

Bing

Oregon State Parks

City

Search-help.net

_____

G.

Visitor Center Affiliations:

Affiliations on this page are the RDMOs of Washington County Tourism and Clackamas County Tourism into which Wilsonville is divided.

Geographical origins of searches during the period from July 1, 2012 to June 30, 2013 were as follows. (Ranked by importance):

1 Portland

2.Wilsonville

3. Tualatin

4. Salem

5. Las Vegas

6. Beaverton

7. Florence

8. Sherwood

9. Seattle

10. Spokane

Top keywords: (the majority of keywords are now encrypted (hidden) by Google):

1 Wilsonville Oregon

2 Logos travel guide book

3 Chamber

4. Wilsonville Oregon

5. Wilsonville visitor center

6. Oregon Landmark Logo

7. Rafting logo

8. Travel Oregon Logo

9. Washington County Visitors Assoc Logo

10. Wilsonville

11 Wilsonville Chamber

Top Source for this page:

Mobile 5%

Google

Chamber

Direct

Bing

Google.de

Mt.HoodTerritory.com

_____

H.

Farm Fresh

Geographical origins of searches during the period from July 1, 2012 to June 30, 2013 were as follows. (Ranked by importance):

1.Portland

2.Abbotsford

3. Beaverton

4. Mukilteo

5. Seattle

6. Wilsonville

7. Tualatin

8. Lynnwood

9. Grand Prairie

10. Honolulu

Top keywords: (the majority of keywords are now encrypted (hidden) by Google)

1 Wilsonville

2. Wilsonville Oregon

3. Chamber

4. Wilsonville Visitor Center

5. Business in Wilsonville

6. Lavender Farm

7. Pumpkin Farms

8. The farm Wilsonville Oregon

Source for this page:

Mobile: 16%

Google

Chamber

Direct

Oregon State Parks

Bing

Yahoo

City

Mt.HoodTerritory.com

_____

I.

History and Heritage

Geographical origins of searches during the period from July 1, 2012 to June 30, 2013 were as follows. (Ranked by importance):

1 Portland

2. Beaverton

3. Wilsonville

4. Laguna Niguel

5. Lake Oswego

6. Robert Bird Cemetery

7. Sherwood

8. West Linn

9. Woodburn

10. Sacramento

Top keywords: (the majority of keywords are now encrypted (hidden) by Google)

1 Gustav Emil Tauchman

2. Meridian cemetery

3. Chamber

4. Historic Wilsonville

5. History Boones Ferry Road

6. Robert C Bird Cemetery

7. Chamber

8. Wilsonville 1950s

9: 1914 Wilsonville History

10 Barn Boones Ferry Road

Source for this page:

Mobile 24%

Google

Chamber

ASK

Bing

Yahoo

Direct

AOL

Comcast

_____

J:

Bicycling in the Wilsonville Area

Geographical origins of searches during the period from July 1, 2012 to June 30, 2013 were as follows. (Ranked by importance):

1 Portland

2. Wilsonville

3. Beaverton

4. Tualatin

5. Salem

6. Bend

7. Canby

8. Newberg

9. Longview

10 Mukilteo

Top keywords: (the majority of keywords are now encrypted (hidden) by Google)

1 Wilsonville

2. Wilsonville Area Bike Clubs

3. Wilsonville Cycling

4. Bicycling south of Wilsonville

5. Bike paths Wilsonville

6. Business in Wilsonville

7. Family bike loop

8. Parrett Mountain Bike Ride

9. Parrott Mountain and Ladd Hill map

19. Petes Point Wilsonville OR

Source for this page:

Mobile 10%
Google
Chamber
Direct
Bing
City
Wikipedia
Fun-Center

_____

k.

Oregon Horse Country:

Although designed more to be a Chamber for equestrian activities and more statewide than local to Wilsonville, it still represents a strong Wilsonville brand presence on the Internet.

(July1, 2012 to June 30, 2013)

Total Unique Visitors 8,575

Organic Search	3,402 UV	71% Bounce
Referral	1,222	40%
Social Media Feed	306	70%

Mobile   19%

Visitor Point of Origin: (In order of importance)

Portland
Seattle
Beaverton
Salem
Bend
Molalla
Oregon City
Eugene

l. Chamber and Horse Country Social Media Presence:

Chamber Facebook: 871 likes
Oregon Horse Country:
Facebook: 2,329 likes
Twitter: 26 followers
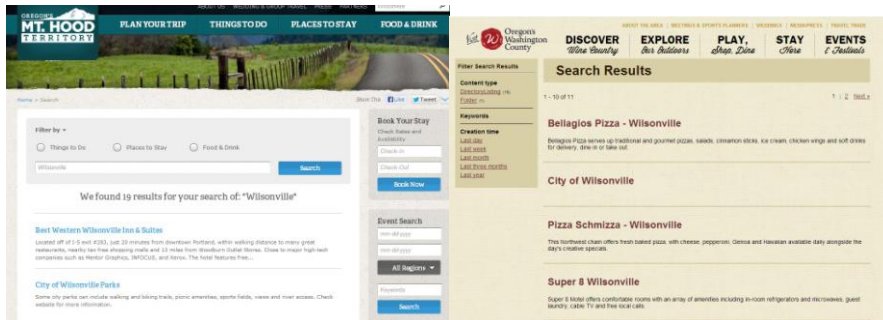
m. Clackamas County Tourism and Washington County Tourism:

Washington County Tourism and Clackamas County Tourism both give excellent service, as regional DMOs for Wilsonville, however, they are not dedicated sites for the City. These two sites contributed 758 visitor sessions towards Wilsonville brand awareness.

Top pages visited on their sites for Wilsonville include:

Wilsonville
Horse Back Riding
Wineries/ Farms
Festival of the Arts
About the Area

Pheasant Ridge RV Resort

Family Fun Center

Lodging/Campgrounds

Floatin' On Air Balloon Adventures

Wilsonville Parks and Recreation

Things to do for Family Fun

Active Outdoors/Wilsonville

Hotels/Lodging

Wilsonville Chamber

Boones Ferry Park

n:

Willamette Valley Visitors Association (WVVA): www.oregonwinecountry.org

WVVA is a regional destination marketing organization dedicated to promoting the whole of the Willamette Valley for tourism. This site contributed 143 pageviews to Wilsonville's brand awareness during the July 1, 2012 to June 30, 2013 time period. Many of the pages seem to be 404 (cannot find), this can be for a variety of reasons, including the time period viewed. WVVA has been notified and we will work on it together to resolve.

o:

Travel Oregon (State Tourism Office): www.traveloregon.com

Travel Oregon's website is designed to represent the entire state. However, Wilsonville's information needs to be updated regularly into a central repository aptly named the Orb and done through either Washington County or Clackamas County tourism through the Willamette Valley Visitors Association.
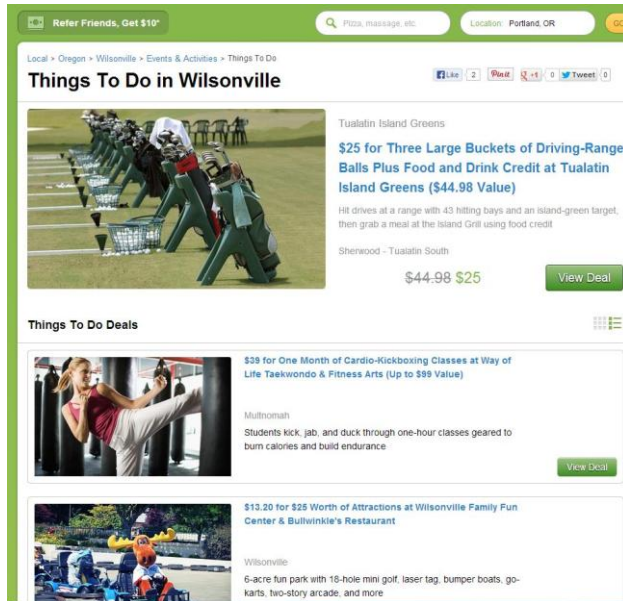
With over 1.2 million unique visitors a year this is the state's most powerful referral tool if used properly.

Travel Oregon launched a new and even more powerful site nearly two years ago and has received over 400 unique pageviews for Wilsonville during the time period July 1, 2012 to June 30, 2013.

3: Who Presently Represents the Wilsonville Tourism Brand on-line?

Using the key search phrase used often by tourists, "What is there to do in Wilsonville", the following appear on the first page of the search results page (SRP). (In order:)

1: Groupon:

2: Brad Hanson (Facebook):

3: Wilsonville Chamber of Commerce:

4: USA Today:

5-6: Oregon Live: Two responses on the SRP

7: Trip Advisor:

8: Hotel Planner:

9: Virtual Tourist:

10: Family Days Out

Conclusions for this section:

The above are presently Wilsonville's digital message as taken from the first page of the search results page (SRP). We are not suggesting that the above sites don't properly do the job intended for their own particular purpose. However, there is no consistent theme, brand message or authority that brings together the visitor message for Wilsonville.

Basically, Wilsonville is leaving its brand image to whatever top ten sites or social media pop up on the first search results page.

4: Considerations and Discussion Points for Task Force:

When considering a Wilsonville digital tourism information footprint rather than a bricks and mortar visitor center, here are some of the key considerations: (Note: This analysis makes no recommendations to the Task Force as to who should operate any new digital footprint.)

a: **A dedicated visitor website:** A dedicated, well researched and maintained visitor site with a good social media and blog presence will receive considerably more searches than being a part of another site. This is due to the fact that a search engine algorithm sees such a site as a dedicated "authority" of information and resources for the Wilsonville area.

b: The new site will already have **excellent partnerships** established that can provide supplemental resources, such as event databases and other tourism-based information through the Wilsonville Chamber, Clackamas County Tourism Development (Mt. Hood Territory), Washington County Visitors' Association, Willamette Valley Visitors Association and Travel Oregon partners.

c: It must collaborate with **Travel Oregon's** massive site receiving over 1, 250,000 unique visitors each year and keep that site posted of Wilsonville events.

d: **A major social media presence** and blog supporting of the dedicated visitor website can add 55% more hits to that site's volume.

e: **Of highest value is a robust mobile site (not app)**. For many travel destinations a mobile site is often a secondary consideration. However, because of the nature of the Wilsonville visitor (traveling by car or possibly already in town and needing to gather information quickly) a robust mobile site is of vital necessity. For example nearly 30% or Mt. Hood Territory's website comes through a mobile device. This can be accomplished by either a separate mobile site or developing the main site with "responsive design," both have their advantages.

f: **Digital Kiosks:** A robust mobile site can be complemented by a few strategically placed digital touch screen kiosks. We recommend that the value of such digital devices is only maximized when attached to the one thing the smart phone is missing (usually)… a printer. A separate operating system is not a requirement in today's world — just a Wi-Fi connection to either the mobile or main site. A digital kiosk in today's world can actually be a simple touch screen wide monitor in a secure location. Our recommendation is that this is often best located in areas of high density and secure areas, such as hotel lobbies.

g: A word of caution. John Naisbitt wrote in his 1980s best seller Megatrends about hi-tech vs. hi-touch. John stated that the more hi-tech we become the more hi-touch we need to provide as well. Somewhere in this digital enterprise there should be a **human element**. A "talk to a local" is always popular. This can be accomplished through "Live Chat" connected to both the main site, the mobile and the kiosk.

h: Geo-fencing: Programs that incorporate geo-fencing allow an administrator to set up triggers so when a device enters (or exits) the boundaries defined by the administrator, a text message or email alert is sent. The technology has many practical uses. For example, a marketer can geo-fence a retail store in a mall and send a coupon to a customer who has downloaded a particular mobile app when the customer crosses the geo-fence boundary.

The location and management of these positions is not the purpose of this draft document but for the consideration of the Task Force.

I: Staffing: (The following is only a rule of thumb and not etched in stone. A full recommendation will come within the second report).

> **Staff Hours:** How many hours will it take to create a good social media and Internet presence? (Not including Webmaster, paid search, or SEO experts.)

> i.   **3 to 4 man-hours per workweek:** If you have three to four hours each week then you have enough hours to look, listen and learn. To open up a Twitter account and facebook and any others that you may find interesting and get involved by dipping your toes in the water. Mainly reading at this stage and seeing what is being said, and which platforms work best for you.
>
> ii. **5 to 6 man-hours per workweek:** If you have five to six hours each week then your organization can start becoming involved. By "becoming involved" I mean begin to build followers and friends and possibly add a short weekly blog or v-log. Now you are becoming a minimal content provider.
>
> iii. **7 to 10 man-hours per workweek:** With two hours per workday, your organization is becoming more engaged in social media and someone most likely needs to be appointed as a "Community Manager". You are becoming involved in providing more effective social media content.
>
> iv. **11 to 20 man hours per workweek:** With roughly two to three hours per workday your organization is becoming a driving force in social media and is providing a significant social media presence, and you may need to assign a "Community Director' to help your Community Manager and brand angels.

The above are discussion points for the task force. Additional elements will be proposed in the second document.

5: Summary and Conclusions:

a. Benchmarking:

Utilizing the key words presently being used for Wilsonville and recognizing that many of them are being encrypted by Google, and filtering them through Google's keyword analyzer, we can estimate that the potential search for Wilsonville area per month is around 17,640 searches (Google) or 211,680 annual global searches.

At present, using the fiscal year July1, 2012 to June 30' 2013, **Wilsonville was able to capture 11,476 searches or 5.42%** of the potential market from only keywords that we presently know and using all the partner sites.

Our objective within the new digital information footprint is to develop a robust Internet presence that captures a minimum of 50% of the searches being used for Wilsonville or 106,000 annual unique visits.

b. Mobile conclusions:

Averaging mobile use for all pages (where available), we discover that even without a satisfactory mobile presence over 16% of all searches were initiated on either tablets or smart phones.

- **Business travelers are more likely to actually book their travel on mobile** (32%) and consumers who use their mobile devices for travel-related services tend to have higher-than-average incomes.

- **Online travel is increasingly going mobile:** Not surprisingly, given the increased adoption of smart phones as travel tools, some of the largest online travel companies already report a significant percentage of their bookings via mobile.

- **Mobile is also particularly strong for last-minute hotel bookings:** "Hotel Tonight" (OTA) leverages the last-minute and spontaneous nature of many mobile-mediated travel bookings. Orbitz noted that "over 70% of reservations coming through smartphones are being done within a day of check-in," and Expedia reported that 68% of its mobile hotel reservations are done within 24 hours of the planned stay. Mobile has clearly created a new business opportunity in hotel booking, creating a channel through which to sell rooms that otherwise would remain unoccupied and unsold. (Source: Business Insider.)

c. **Leveraging Partnerships:**

The resources available through the many tourism partnership opportunities such as Clackamas Tourism and Washington County Tourism, Chamber, Willamette Valley Visitor's Association and Travel Oregon are boundless. However, this requires staff time dedicated to keeping these partner sites up-to-date on tourism-worthy events and promotions.

d. **Wilsonville Online Demographics:** (High margin of error due to low numbers.)

Interest Category   100% of total visits

5.49%	Sports/ Individual Sports/ Running & Walking
3.94%	Computers & Electronics/ Consumer Electronics/ Electronic Accessories
3.05%	Sports/ Individual Sports/ Cycling
2.96%	Food & Drinks/ Cooking & Recipe/ Soups & Stews
2.45%	Travel/ Tourist Destinations/ Historical Sites & Buildings

Gender   100% of total visits

45.85% Female   54.15% Male
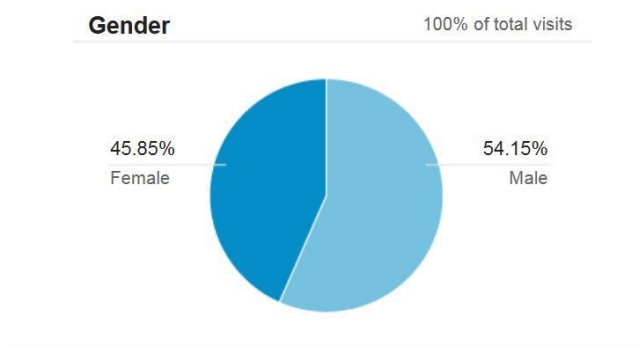
e. **Geographical Origin:** The majority of present unique visitor searches are from within a 200-mile radius of Wilsonville. As the mobile usage is high we can extrapolate that at least 16% are already in the area when they complete the search.

Thank you for this opportunity to be of service.

6: Glossary of Commonly Used Internet Marketing Terms

301 Redirect – A 301 redirect automatically causes one url to redirect to another and tells the Web (and search engines) that this redirect is permanent, as opposed to a temporary (302) redirect. 301 redirects are generally preferable for Search Engine Optimization purposes and are therefore often referred to as search engine friendly redirects.

404 error means "not found". This is usually the page you get when you make a mistake spelling page name in a site, or if the page is deleted or moved. The problem is that the standard 404 page is ugly and unhelpful.

AdWords – AdWords is Google's paid search marketing program, the largest such program in the world and in most countries with notable exceptions such as China (**Baidu**) and Russia (Yandex). Introduced in 2001, AdWords was the first pay per click provider offering the concept of Quality Score, factoring search relevancy (via click-through rate) in along with bid to determine ad position.

Algorithm – The term search engines use for the formulae they use to determine the rankings of your **Natural Listings**. Search engines will periodically send a Spider through your Web site to view all its information. Their programs analyze then analyze this and other data to value your site and fix whether or not, and how high or low pages on your site will appears on various searches. These algorithms can be very complicated (Google alone currently uses 106 different variables) and search engines closely guard their algorithms as trade secrets.

Analytics– Also known as Web Metrics. Analytics refers to collection of data about a Web site and its users. Analytics programs typically give performance data on clicks, time, pages viewed, Web site paths, and a variety of other information. The proper use of Web analytics allows Web site owners to improve their visitor experience, which often leads to higher ROI for profit-based sites.

Backlinks– Links from other Web sites pointing to any particular page on your site. Search engines use backlinks to judge a site's credibility; if a site links to you, the reasoning goes, it is in effect vouching for your authority on a particular subject. Therefore, **Link Building** is an incredibly important part of **Search Engine Optimization**. How many links, the quality of the sites linking to you, and how they link to you all are important factors. Also called Inbound Links.

Banners – Picture advertisements placed on Web sites. Such advertising is often a staple of internet marketing branding campaigns. Depending upon their size and shape, banner ads may also be referred to as buttons, inlines, leaderboards, skyscrapers, or other terms. When using specifics, banner ads refer to a 468×60 pixel size. Banner ads can be static pictures, animated, or interactive. Banner ads appear anywhere on a site – top, middle, bottom, or side. Banner costs vary by Web site and advertiser; two of the most popular pay structures are **Cost per 1,000 Impressions (CPM)** and flat costs for a specified period of time.

Blog – Short for Web log, blogs are part journal, part Web site. Typically the newest entry (blog post) appears at the top of the page with older entries coming after in reverse chronological order. Several blogging platforms exist; our favorite is WordPress.

Click through Rate (CTR) – # of clicks / # of impressions. Click through rate is a common internet marketing measurement tool for ad effectiveness. This rate tells you how many times people are actually clicking on your ad out of the number of times your ad is shown. Low click through rates can be caused by a number of factors, including copy, placement, and relevance.

Content Tags – HTML tags which define the essence of the content contained within them and readable by search spiders. These include **Header** and **Alt Tags**.

Contextual Advertising – A feature offered by major search engine advertisers allowing your advertisement to be placed next to related news articles and on other Web pages. Contextual advertising seeks to match Web content from the display page with your advertised search term(s). Contextual advertising isn't perfect (what in life is?), but it's come a long way from its inception to the point where it can provide great value to advertisers when used correctly.

Conversion Rate – This statistic, or metric, tells you what percentage of people is converting (really!). The definition of "conversion" depends upon your goals and measurements. It could mean a sign up for free information, a completed survey, a purchase made, or other.

Cookie – Think of cookies like Batman's Bat Tracer. When you visit a Web site, Batman sticks a cookie on your browser to follow you around. Batman can then go back to his Bat Cave and watch where you're going and where you've been. A little Big Brother-ish to be sure, but cookies also provide direct benefits to surfers, including remembering passwords and bringing you offers in which you are genuinely interested (see **Behavioral Targeting** above).

Cost per Acquisition (CPA) – An online advertising cost structure where you pay per an agreed upon actionable event, such as a lead, registration, or sale.

Cost per Click (CPC) – A common way to pay for search engine and other types of online advertising, CPC means you pay a pre-determined amount each time someone clicks on your advertisement to visit your site. You usually set a top amount you are willing to pay per click for each search term, and the amount you pay will be equal or less to that amount, depending on the particular search engine and your competitors' bids. Also referred to as **Pay Per Click (PPC)** or **Paid Search Marketing**.

Cost per Impression (CPM) – A common internet marketing cost structure, especially for banner advertising. You agree to pay a set cost for every 1,000 **Impressions** your ad receives. Search engine marketing may involve CPM costs for **Contextual Advertising**. This internet advertising pay structure should really be called Cost per 1,000 Impressions.

Customer Relationship Management (CRM) – Software solutions that help enterprise businesses manage customer relationships in an organized way. An example of a CRM would be a database containing detailed customer information that management and salespeople can reference in order to match customer needs with products, inform customers of service requirements, etc.

Day Parting – Day parting refers to serving ads at different times of the day and days of the week, or even changing bids or copy / creative at different times. For example, you may not want your ads to show from 11AM-2PM on Tuesdays. This can be done manually in most online platforms, or automatically in some such as Google AdWords. Automated day parting is not currently available directly through many social media advertising platforms such as facebook ads and LinkedIn direct ads.

Description Tags – HTML tags which provide a brief description of your site that search engines can understand. Description tags should contain the main keywords of the page it is describing in a short summary – don't go crazy here with **Keyword Stuffing**.

Domain Name – A Web site's main address. Direct Online Marketing™'s domain is **directom.com**.

eCommerce – The ability to purchase online. eCommerce also goes by other super-snazzy names like etail. Web site features that allow ecommerce are commonly called shopping carts.

EdgeRank – The **algorithm** facebook uses to rank a page's or profile's posts to determine which of those posts will appear in the newsfeeds of users connected to those pages and profiles (or pages and profiles tagged in the posts). The higher an EdgeRank, the more likely you will appear in the newsfeeds. Facebook does not release this data publicly, neither for the pages, nor individual posts.

Email Campaign System – Email is perhaps the most overlooked and underutilized (based on cost and effectiveness) form of internet marketing today. Email campaign systems allow organizations to send out emails to their email lists with a standard look and feel. Features often include the ability to segment lists.

Forum – A place on the internet where people with common interests or backgrounds come together to find information and discuss topics.

Geo-Targeting – The ability to reach potential clients by their physical location. The major search engines now all offer the ability to geo-target searches in their Pay-Per-Click campaigns by viewing their ip addresses. Geo-targeting allows advertisers to specify which markets they do and don't want to reach.

Google AdWords Certified Partner – Google AdWords offers the most extensive certification process of any of the paid search marketing providers. The **Google AdWords Certified Partner** program replaces the earlier Qualified Google Advertising Company / Individual program.

HTML– HyperText Markup Language, the programming language used in Web sites. Developers use other languages that can be read and understood by HTML to expand what they can do on the Web.

Hyperlink – Often blue and underlined, hyperlinks, commonly called "links" for short, allow you to navigate to other pages on the Web with a simple click of your mouse. **This hyperlink takes you to a page with more information about Direct Online Marketing™'s free consultations**.

Internet Marketing – Any of a number of ways to reach internet users, including **Search Engine Marketing**, **Search Engine Optimization**, and **Banner** advertising. Direct Online Marketing™ specializes in these internet marketing services.

Internal Linking – Placing hyperlinks on a page to other pages within the same site. This helps users find more information, improve site interaction, and enhances your SEO efforts.

Keyword – Almost interchangeable with **Search Term**, keywords are words or a group of words that a person may search for in a **Search Engine**. Keywords also refer to the terms you bid on through search engine marketing in trying to attract visitors to your Web site or **Landing Page**. Part of successful **Search Engine Optimization** is including keywords in your Web site copy and **Meta Tags**.

Landing Page – The first page a person sees when coming to your Web site from an advertisement. This page can be any page on your Web site including your home page. Almost anytime you direct someone to your Web site from an advertisement, you should send them to a specialized landing page with tailored information to **increase your landing page conversion rate**.

Link Building – The process of obtaining hyperlinks (links) from Web sites back to yours. Link building is a crucial part of **Search Engine Optimization**.

Link Popularity – How many Web sites link to yours, how popular those linking sites are, and how much their content relates to yours. Link popularity is an important part of **Search Engine Optimization**, which also values the sites that you link out to.

Local Search – A huge and growing portion of the **search engine marketing** industry. Local search allows users to find businesses and Web sites within a specific (local) geographic range. This includes local search features on search engines and online yellow page sites. Optimizing for local search requires different practices than for traditional **Search Engine Optimization**.

Local Business Listings – Each of the major search engines offer local business listings that appear next to maps at the top of the page on many locally targeted searches. Business may either submit new requests or claim existing local business listings if the search engines have already added the company to the results. Having a Web site is not required for having a local business listing.

Long Tail Keywords – Rather than targeting the most common keywords in your industry, you can focus on more niche terms that are usually longer phrases but are also easier and quicker to rank for in the search engines. Long tail keywords can amount for up to 60% or so of a site's search traffic.

Microblogging – Microblogging refers to platforms allowing you to post information in snippets of 140 characters at a time via phone or Web.

Twitter quickly became the dominant global player to the point where its name is synonymous with microblogging. In China, however, there are other popular microblogging services, generically called weibo.

Mobile Marketing– As cell phone technology advances, advertisers can not reach their target audience virtually anywhere. While mobile marketing is really just an extension of online marketing, it provides businesses many new opportunities and challenges. How does your Web site look on your Blackberry or Treo?

Opt-in – This type of registration requires a person submitting information to specifically request he or she be contacted or added to a list. Opt-ins typically lower lead flow rates and raise **Costs per Acquisition** from internet marketing campaigns, but may produce higher percentages of interested leads.

Opt-out – Here people are automatically signed up to receive contact, but can opt out of receiving newsletters, calls, etc. at any time.

Organic Listings –See **Natural Listings**.
Outbound Links – Links on any Web page leading to another Web page, whether they are within the same site or another Web site.

PageRank – PageRank is a value that Google assigns for pages and Web sites that it indexes, based on all the factors in its **algorithm**. Google does release an external PageRank scoring pages from 1-10 that you can check for any Web site, but this external number is not the same as the internal PageRank Google uses to determine search engine results. All independent search engines have their own version of

PageRank. Potentially interesting fact: PageRank was named for Google's Larry Page and it is calculated at the page level – pun fun!

Paid Listings – Listings that search engines sell to advertisers, usually through paid placement or paid inclusion programs. In contrast, organic (natural) listings are not sold.

Paid Search –Also referred to as Paid Placement, **Pay Per Click**, and sometimes **Search Engine Marketing**, paid search marketing allows advertisers to pay to be listed within the **Search Engine Results Pages** for specific keywords or phrases. Paid placement listings can be purchased from a portal or a search network. Search networks are often set up in an auction environment where keywords and phrases are often associated with a cost-per-click (CPC) fee. Google AdWords and Yahoo! Search Marketing are the largest networks, but Microsoft adCenter (live.com) and other sites also sell paid placement listings directly as well.
A good search engine marketing company offering Paid Search will select an exhaustive set of industry-related **Search Terms**, set up your accounts, write advertising copy, create **Landing Pages**, control your bidding (how much you're willing to pay per Search Term click) and budgeting, and test and refine your advertising for effectiveness.

Pay per Click (PPC) – See **Cost per Click (CPC)**, above. The most common type of search engine advertising cost structure is PPC search engine marketing. Google, Yahoo, MSN, and many more search engines all use PPC.

Online Marketing™ does not include pop-ups or pop-unders as part of its internet marketing services.
Press Optimization – The optimizing of press releases for search engines. This process has many similarities to **Search Engine Optimization**, although it focuses much more on **Keyword** use in content creation in regards to how press releases are often picked up by **Blogs** and other forms of new media.

Rank – How well a particular Web page or Web site is listed in the **Search Engine's Results**. For example, a Web page about apples may be listed in response to a query for "apples." However, "rank" indicates where exactly it was listed – be it on the first page of results, the second page or perhaps the 200th page. Alternatively, it might also be said to be ranked first among all the results, or 12th, or 111th. Overall, saying a page is "listed" only means that it can be found within a search engine in response to a query, not that it necessarily ranks well for that query. Also known as position.

Reciprocal Link – A link exchange between two sites. Both sites will display a link to the other site somewhere on their pages. This type of link is generally much less desirable than a one-way inbound link.

Remarketing – Remarketing is Google AdWords's term for **retargeting**.

Results Page – Also referred to as a **Search Engine Results Page**.

Search Engines – Search engines are places people go to search for things on the internet, such as Yahoo!, Google, or bing. Most search engines provide Web sites two ways of appearing: Natural (free) and Paid. **Natural Listings**, also referred to as organic listings, appear based on the search engines' own formulae. You can't pay to have your site listed higher (although some search engines require that you pay to be included in the Natural listings), but you can perform **Search Engine Optimization (SEO)**. Paid Listings usually appear above or to the side of Natural listings and are typically identifiable as advertisements. The most common cost for advertising on Paid listings through **Paid Search** is **Pay per Click (PPC)**.

Search Engine Marketing – All forms of marketing involving search engines – chiefly **Search Engine Optimization** and **Paid Search Marketing**. Sometimes this term will also be used to refer to Paid Search exclusively.

Search Engine Optimization (SEO) – A fancy way of saying "making your site search engine friendly". Search engine optimization is typically difficult to do on your own, especially given the increasing complexity and differences among all the search engines. Two important factors that rank highly in all major search engines are **Link Popularity** (how many Web sites – and how highly ranked those sites are – link to you) and relevant content (how pertinent information on your Web site or a particular Web page is to a search).

Search Engine Results Page – Search Engine Results Pages, or SERPs, are the Web pages displayed by any **Search Engine** for any given search. They display both **Natural (organic) Listings** and **Pay-Per-Click** ads. How high you are listed and where your ad is shown depends on **Search Engine Optimization**; and paid **Search Engine Marketing** respectively.

Search Terms – A search term is a word or group of words that a person types into a **Search Engine** to find what they are looking for. Based upon what a company sells, a Web site should incorporate the most popular or most popular specific search terms into the copy as **Keywords**. Figuring out the appropriate search terms to put into a Web site and to advertise on is a huge part of a Search Engine Marketer's job.

SEM – Acronym for search engine marketing and may also be used to refer to a person or company that does **Search Engine Marketing** – either **Paid Search**, **Search Engine Optimization**, or both.

SEO – Acronym for **Search Engine Optimization** and may also be used to refer to a person or company that does search engine optimization.

Social Networking – A type of **Social Media**, Social networking Web sites allow users to interact and create or change content on the site. These sites, of which businesses are now using for marketing purposes, allow users to create their own Web sites / online spheres (e.g. LinkedIn and facebook), share photographs (e.g. flickr), microblog / text small bits of information to their personal community (e.g. twitter) or recommend information for others to find on the Internet (e.g. del.icio.us and Digg). The sites in this last grouping are also referred to as social bookmarking or social news sites. There are also a growing number of sites that are heavily dependent on mobile and geographic locations, such as foursquare.

Spider – A noun and a verb, **Search Engines** have spiders crawl through all the linked pages of a Web site to gather information to include the site in their **Natural Listings** and also use to determine their ranking on various **Search Terms**.

Stickiness – How often people return to a Web site. Constant updates, news feeds, and exclusive content are all ways to make a site stickier.

URL – Uniform Resource Locator. These are the letters and symbols that make up the address of specific Web pages. This page's URL is **http://directom.com/dom/semresources/internetmarketingtermglossary/**.
Unique Value Proposition (UVP) – In essence, what it is that sets your product, service, or company apart from others and why potential clients should care enough to choose you.

Universal Search – The placement of multiple types of results within a general search so that a user receives images, videos, local search results, news articles, and more next to general Web pages. Also called blended search.

Usability – How easy it is for a user to navigate a Web site and find the information he or she is seeking.

Webinar – "Web Seminar". These virtual seminars allow people from anywhere in the world to attend via an internet connection. They offer tremendous opportunities for businesses to reach out to people over large geographic areas at low costs.
Web Metrics – See **Analytics**.

WordPress – **WordPress** is an extremely popular **Content Management System**. Developed originally for **blogs**, WordPress offers a great degree of flexibility and functionality. This site – and the Found **Blog** – are examples of WordPress sites.
XML – Extensible Markup Language. Content developers use this language with a variety of forms of content, including text, audio, and visual in order to allow users to define their own elements and pull the data at their pace. XML has played a huge part in the transformation of the Web towards **Web 2.0**.