Grey Goose Graphics

Making Your Website Work for You
John J. Hussar

• Previously certified as NREMT-P, NYS-CIC, Regional faculty ACLS & PALS Instructor.
• Retired Paramedic with 22 Years of experience, including Chief, Director & Senior Management.
• Currently an active interior firefighter with The Endwell Fire Department.
• Opened our doors in February 2006.
• Currently providing services to over 150 active clients.
• Our Clients represent many industries and are located from Orlando, FL to New London, CT.
Anyone a professional web designer/developer?
Anyone responsible for their organizations website?
Anyone complete their web updates themselves?
Who has a website?
Who does not have a website?
BREIFLY discuss the following:

• Components of a website
• The Website Cycle
• Content Development & Delivery
• The Return on Investment of a Website
• Getting Found on the Web
• Features which make a good site great.
• Special Considerations with some features.

Who is holding the keys to your site?

Q & A / Open Discussion
Components of a website

Domain Name: The address people use to find you on the web. www.GreyGooseGraphics.com

Hosting Account: The disc space used to store your website which is connected to the internet.

Design: The code and content which creates the desired user experience.
The domain...

Make it meaningful.

www.NAVAC.org
Size Matters!

www.UnionCenterFire.com
or
www.UCFD.org
Size Matters!

Size Matters!

www.InternationalCollegeOfHealingArts.com
Extensions

• .com, .net, .org
• .biz and everything else
Common Pitfalls

- Punctuation
- Misspellings (intentional or unintentional)
- Creativity
  - Graphics – Graphix – Graffix
- Name interpretation
Interpretation

Santé Women’s Health Care
Johnson City, NY
Interpretation

Santé Women’s Health Care
Johnson City, NY

Owned by Dr. Dhruv Agneshwar
The domain...

Interpretation

www. DoctorAg.com
Interpretation

www. DrAg.com
• How to overcome a domain issue
  – Change your domain name
  – Add a domain name
  – Modify your marketing strategy
  – The best way to overcome an issue is to THINK and prevent an issue.
Disc space is not created equally

- Properly Sized
- Host Reliability
- Service Uptime
- Server Redundancy
- Cost
  - (Evaluate renewal not initial)
• Customer Support
  – English
  – 24x7x365
  – Service Ticket Turn around
  – Access to teleprompter-operators vs. Engineers
• **Top Hosts**
  - Network Solutions
    • Complete package
  - Fat Cow
    • reliable, cost effective, green company, *(tech support)*
  - Go Daddy
    • reliable, cost effective, *(tech support – interface)*
– Holding it all together
Coding: HTML, PHP, JavaScript, ASP, FLASH
- Validation vs. hacks
- Determines SEO success
- WYSIWYG vs. Hand Coding
Cross browser compatibility.
Tech battles

Adobe vs. Apple

HTML 5.0
• Designer Experience
  – Looks good, loads fast
  – Solid code
  – Functional features
  – SEO complaint
  – Cross browser compatibility
  – Cost effective
Welcome to antiqueandirons.com featuring one of America's foremost dealers in 18th and 19th century fireplace equipment. For 25 years, James Gallagher has furnished museums, historic restorations and private homes with all manner of antique fireplace equipment.

We stock antique andirons, fenders, fireplace tools, fireplace tool holders, jam pan holders, coal hoes and hearth stool. Pictured on our website is a small fraction of our large and varied inventory.

Our andirons are professionally polished to a glowing shine while leaving the vestiges of centuries of use intact. The andirons are never lacquered, and will acquire a satn sheen over time.

Over the past ten years gas modified fireplace treatments have become popular and very realistic. Our antique andirons easily blend with these treatments by positioning their ceramic log holders on the tilted bars of the antique andirons. Assorted crushed ceramic chips form a mound around the tilted bars that is both realistic and beautiful when ablaze.

We also offer plating services for clients who desire a Silver like finish as well as expert polishing services. Contact us for more information.

Click here for inquiries or to contact us.

Click here to see our custom made hearth screens.
The website should be an always evolving reflection of an individual or organization.
The website cycle...

- Interview
  - Establishes goals
  - Discuss features
  - Establish budget
The website cycle...

• Design
  – Convey or define identity
  – Site map with content & features
  – Site mock ups to establish Look & feel
• **Build**
  - Coding
  - Assembly of content

The website cycle...
• Proof/testing
  – Page by page review
  – Comprehensive spell check
  – Function & Feature testing
  – Link review
The website cycle...

- Launch
  - Go live
  - Search engine submission
  - Release internally
  - Release externally
The website cycle...

- Monitoring & Maintenance
  - Stats
  - Operation
  - SEO Activities
  - Pay Per Click (PPC)
The website should be an always evolving reflection of an individual or organization.
Good content is a balancing act!
Successful Content Development starts with defined goals

- General information
- Sales & Marketing
- Transact Business

Copyright 2010 - Grey Goose Graphics, LLC
Creation of Content

• Sources:
  – Self
  – Technical Writer
  – Developer
Content Tips

- Clear
- Concise
- Relevant
- Keyword Consistency
- Proof, Proof, Proof!
Delivery Options

- Text
- Photos
- Graphics
- Audio
- Video
- Custom Applications
Delivery Considerations

- User experience
- Bandwidth consumption
- Browser Compatibility
Delivery
Implementation
— “MacGyver” it.
Common Content Pitfalls to avoid

- SEO Compliance
  - Frames
- Custom Scripting
- Text as graphics
Content Development...

Content & Cost

Copyright 2010 - Grey Goose Graphics, LLC
• How much should a website cost?
• You first...
  – How much should a new house cost?
House

- 3 Bedroom
- 2 ½ bath
- Corner Lot
- $145,000
• How much should website cost?
  – Initial cost is dependant on...
    • Size of site (number of pages)
    • Features
    • Turn around time
How much should website cost?

- Labor
  - By the project
  - By the Hour
    - Hourly Minimums
    - Defined Rates

- Make sure you have a WRITTEN CONTRACT
How much should website cost?

• By the numbers
  – Domains <$35/year
  – Hosting <$135/year
  – If you can take advantage of significant savings at the time of signing up for hosting or transferring to a new hosting package.
Special Note about Cost
The website should be an always evolving reflection of an individual or organization.
Do not spend your entire budget on development...

Like a house a good website requires regular maintenance
Your web budget...

Build Year

- Hosting
- Build
- Content
- Maintenance
Your web budget...

Maintenance Year

- Hosting
- Build
- Content
- Maintenance
How do you measure Return on investment (ROI)?
Measuring ROI...

Return on investment is goal driven!
– Short term comfort
  • A comfortable and safe place to live

– Long term equity
  • Savings vs. paying a landlord

– Market appreciation
  • Investing in the future
What about ROI on a website?
• General Information
• Sales & Marketing of services or events
• Transacting business
Inform

• Educate about organizations existence (about us)
• What you do (services)
• Resource for industry (library)
Sales & marketing

• Market a product or service
• Create a demand
• Event marketing / promotion
• Sell items or services
Transact business

- User interaction
- Meaningful to user
- Easy to complete a transaction
- Mutually beneficial
- Demands timely response
How does this apply to you?
How to measure ROI

– Measure the goal against your data
Measurement should start in the design phase of your site or a new feature.

- Define the goal
- Establish base line data
• I’ve evaluated the ROI, I can not measure any, now what?
Case study

The addition of an on-line appointment request
Goal
– The addition of an on-line appointment request
– Goal to obtain 300 appointment requests per month
– Was it defined?
– Was it real?
What about the data?
– What do your stats show?
Web Stats
Should be included
AND
evaluated for every active website!
Visitors / Time on site

<table>
<thead>
<tr>
<th>Month</th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2010</td>
<td>3270</td>
<td>5049</td>
<td>20196</td>
<td>244582</td>
<td>7.58 GB</td>
</tr>
<tr>
<td>Feb 2010</td>
<td>2762</td>
<td>3945</td>
<td>15227</td>
<td>102000</td>
<td>5.46 GB</td>
</tr>
<tr>
<td>Mar 2010</td>
<td>3794</td>
<td>5992</td>
<td>22561</td>
<td>282197</td>
<td>8.36 GB</td>
</tr>
<tr>
<td>Apr 2010</td>
<td>3690</td>
<td>5661</td>
<td>21961</td>
<td>266752</td>
<td>7.48 GB</td>
</tr>
<tr>
<td>May 2010</td>
<td>4163</td>
<td>6427</td>
<td>25562</td>
<td>303406</td>
<td>7.83 GB</td>
</tr>
<tr>
<td>Jun 2010</td>
<td>4205</td>
<td>6670</td>
<td>27192</td>
<td>436724</td>
<td>12.26 GB</td>
</tr>
<tr>
<td>Jul 2010</td>
<td>3932</td>
<td>6113</td>
<td>24882</td>
<td>412635</td>
<td>11.86 GB</td>
</tr>
<tr>
<td>Aug 2010</td>
<td>3895</td>
<td>5860</td>
<td>23338</td>
<td>393540</td>
<td>11.69 GB</td>
</tr>
<tr>
<td>Sep 2010</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Oct 2010</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Nov 2010</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Dec 2010</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>29780</td>
<td>45717</td>
<td>180919</td>
<td>2521844</td>
<td>72.56 GB</td>
</tr>
</tbody>
</table>

Visits duration

Number of visits: 5960 - Average: 304 s

<table>
<thead>
<tr>
<th>Duration</th>
<th>Number of visits</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0s-20s</td>
<td>2773</td>
<td>47.3 %</td>
</tr>
<tr>
<td>30s-2mn</td>
<td>1109</td>
<td>19.9 %</td>
</tr>
<tr>
<td>2mn-5mn</td>
<td>826</td>
<td>14 %</td>
</tr>
<tr>
<td>5mn-15mn</td>
<td>644</td>
<td>11 %</td>
</tr>
<tr>
<td>15mn-30mn</td>
<td>233</td>
<td>3.8 %</td>
</tr>
<tr>
<td>30mn-1h</td>
<td>175</td>
<td>2.9 %</td>
</tr>
<tr>
<td>1h+</td>
<td>86</td>
<td>1.4 %</td>
</tr>
<tr>
<td>Unknown</td>
<td>11</td>
<td>0.1 %</td>
</tr>
</tbody>
</table>

Copyright 2010 - Grey Goose Graphics, LLC
Time of day / Days of week

<table>
<thead>
<tr>
<th>Hours</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>00</td>
<td>381</td>
<td>9947</td>
<td>159.32 MB</td>
</tr>
<tr>
<td>01</td>
<td>255</td>
<td>3591</td>
<td>97.95 MB</td>
</tr>
<tr>
<td>02</td>
<td>208</td>
<td>2799</td>
<td>80.67 MB</td>
</tr>
<tr>
<td>03</td>
<td>110</td>
<td>1568</td>
<td>37.95 MB</td>
</tr>
<tr>
<td>04</td>
<td>94</td>
<td>1280</td>
<td>37.87 MB</td>
</tr>
<tr>
<td>05</td>
<td>85</td>
<td>1326</td>
<td>42.70 MB</td>
</tr>
<tr>
<td>06</td>
<td>331</td>
<td>4640</td>
<td>129.69 MB</td>
</tr>
<tr>
<td>07</td>
<td>542</td>
<td>9363</td>
<td>261.55 MB</td>
</tr>
<tr>
<td>08</td>
<td>1322</td>
<td>19056</td>
<td>574.78 MB</td>
</tr>
<tr>
<td>09</td>
<td>1361</td>
<td>25099</td>
<td>758.86 MB</td>
</tr>
<tr>
<td>10</td>
<td>1684</td>
<td>30102</td>
<td>934.62 MB</td>
</tr>
<tr>
<td>11</td>
<td>1635</td>
<td>29518</td>
<td>860.50 MB</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hours</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>1713</td>
<td>31218</td>
<td>877.67 MB</td>
</tr>
<tr>
<td>13</td>
<td>1534</td>
<td>26444</td>
<td>757.20 MB</td>
</tr>
<tr>
<td>14</td>
<td>1700</td>
<td>27310</td>
<td>873.13 MB</td>
</tr>
<tr>
<td>15</td>
<td>1597</td>
<td>27333</td>
<td>836.91 MB</td>
</tr>
<tr>
<td>16</td>
<td>1597</td>
<td>27006</td>
<td>923.28 MB</td>
</tr>
<tr>
<td>17</td>
<td>1165</td>
<td>19490</td>
<td>602.11 MB</td>
</tr>
<tr>
<td>18</td>
<td>969</td>
<td>15493</td>
<td>470.85 MB</td>
</tr>
<tr>
<td>19</td>
<td>1052</td>
<td>19065</td>
<td>602.04 MB</td>
</tr>
<tr>
<td>20</td>
<td>1081</td>
<td>17976</td>
<td>549.66 MB</td>
</tr>
<tr>
<td>21</td>
<td>1188</td>
<td>19574</td>
<td>605.01 MB</td>
</tr>
<tr>
<td>22</td>
<td>998</td>
<td>16493</td>
<td>505.24 MB</td>
</tr>
<tr>
<td>23</td>
<td>736</td>
<td>11731</td>
<td>382.77 MB</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Day</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon</td>
<td>933</td>
<td>15762</td>
<td>466.55 MB</td>
</tr>
<tr>
<td>Tue</td>
<td>567.20</td>
<td>11656.40</td>
<td>321.37 MB</td>
</tr>
<tr>
<td>Wed</td>
<td>889.25</td>
<td>15547.50</td>
<td>501.96 MB</td>
</tr>
<tr>
<td>Thu</td>
<td>821.25</td>
<td>14170.50</td>
<td>420.52 MB</td>
</tr>
<tr>
<td>Fri</td>
<td>785.75</td>
<td>13451</td>
<td>394.44 MB</td>
</tr>
<tr>
<td>Sat</td>
<td>510</td>
<td>7654.50</td>
<td>245.91 MB</td>
</tr>
<tr>
<td>Sun</td>
<td>656.00</td>
<td>10290.60</td>
<td>325.87 MB</td>
</tr>
</tbody>
</table>
### Pages visited

<table>
<thead>
<tr>
<th>Entity</th>
<th>Pages</th>
<th>Average Size</th>
<th>Entry</th>
<th>Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>6394</td>
<td>28.53 KB</td>
<td>4705</td>
<td>1599</td>
</tr>
<tr>
<td>/rates.html</td>
<td>799</td>
<td>35.43 KB</td>
<td>41</td>
<td>396</td>
</tr>
<tr>
<td>/message.html</td>
<td>698</td>
<td>21.19 KB</td>
<td>35</td>
<td>157</td>
</tr>
<tr>
<td>/spa.html</td>
<td>687</td>
<td>16.96 KB</td>
<td>129</td>
<td>131</td>
</tr>
<tr>
<td>/spaSpecials.html</td>
<td>677</td>
<td>14.97 KB</td>
<td>21</td>
<td>134</td>
</tr>
<tr>
<td>/rooms.html</td>
<td>611</td>
<td>14.57 KB</td>
<td>29</td>
<td>89</td>
</tr>
<tr>
<td>/packages.html</td>
<td>572</td>
<td>30.68 KB</td>
<td>17</td>
<td>150</td>
</tr>
<tr>
<td>/suites.html</td>
<td>486</td>
<td>16.55 KB</td>
<td>4</td>
<td>69</td>
</tr>
<tr>
<td>/reserve.html</td>
<td>420</td>
<td>25.56 KB</td>
<td>29</td>
<td>209</td>
</tr>
<tr>
<td>/course.html</td>
<td>418</td>
<td>15.09 KB</td>
<td>22</td>
<td>87</td>
</tr>
<tr>
<td>Others</td>
<td>11605</td>
<td>70.21 KB</td>
<td>788</td>
<td>2735</td>
</tr>
</tbody>
</table>

Copyright 2010 - Grey Goose Graphics, LLC
Operating system / Browser type

<table>
<thead>
<tr>
<th>Operating Systems (Top 10) - Full list/versions - Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Systems</strong></td>
</tr>
<tr>
<td>Windows</td>
</tr>
<tr>
<td>Macintosh</td>
</tr>
<tr>
<td>Unknown</td>
</tr>
<tr>
<td>Linux</td>
</tr>
<tr>
<td>Unknown Unix system</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Browsers (Top 10) - Full list/versions - Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Browsers</strong></td>
</tr>
<tr>
<td>MS Internet Explorer</td>
</tr>
<tr>
<td>Firefox</td>
</tr>
<tr>
<td>Safari</td>
</tr>
<tr>
<td>Mozilla</td>
</tr>
<tr>
<td>Unknown</td>
</tr>
<tr>
<td>Opera</td>
</tr>
<tr>
<td>Netscape</td>
</tr>
<tr>
<td>O32Proxy</td>
</tr>
<tr>
<td>Samsung (PDA/Phone browser)</td>
</tr>
<tr>
<td>Wget</td>
</tr>
<tr>
<td>Others</td>
</tr>
</tbody>
</table>

Copyright 2010 - Grey Goose Graphics, LLC
## Mode of arrival

<table>
<thead>
<tr>
<th>Connect to site from</th>
<th>Pages</th>
<th>Percent</th>
<th>Hits</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct address / Bookmarks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Links from a NewsGroup</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Links from an Internet Search Engine - Full list</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Google</td>
<td>1661</td>
<td>77.6%</td>
<td>19460</td>
<td>85.3%</td>
</tr>
<tr>
<td>- Yahoo!</td>
<td>190</td>
<td>9.0%</td>
<td>948</td>
<td>9.0%</td>
</tr>
<tr>
<td>- AOL</td>
<td>38</td>
<td>9.0%</td>
<td>190</td>
<td>9.0%</td>
</tr>
<tr>
<td>- Unknown search engines</td>
<td>21</td>
<td>9.0%</td>
<td>34</td>
<td>9.0%</td>
</tr>
<tr>
<td>- Ask</td>
<td>10</td>
<td>4.3%</td>
<td>2006</td>
<td>11.3%</td>
</tr>
<tr>
<td>- Windows Live</td>
<td>8</td>
<td>0.3%</td>
<td>8</td>
<td>0.3%</td>
</tr>
<tr>
<td>- MyWebSearch</td>
<td>7</td>
<td>0.3%</td>
<td>7</td>
<td>0.3%</td>
</tr>
<tr>
<td>- InfoSpace</td>
<td>2</td>
<td>0.3%</td>
<td>2</td>
<td>0.3%</td>
</tr>
<tr>
<td>- Dogpile</td>
<td>2</td>
<td>0.3%</td>
<td>2</td>
<td>0.3%</td>
</tr>
<tr>
<td>- Yandex</td>
<td>2</td>
<td>0.3%</td>
<td>2</td>
<td>0.3%</td>
</tr>
<tr>
<td>- Others</td>
<td>2</td>
<td>0.3%</td>
<td>3</td>
<td>0.3%</td>
</tr>
<tr>
<td>Links from an external page (other web sites except search engines) - Full list</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- <a href="http://www.bing.com/search">http://www.bing.com/search</a></td>
<td>105</td>
<td>4.3%</td>
<td>19460</td>
<td>85.3%</td>
</tr>
<tr>
<td>- <a href="http://www.wizx.com/golf/traditions/index.asp">http://www.wizx.com/golf/traditions/index.asp</a></td>
<td>41</td>
<td>1.8%</td>
<td>41</td>
<td>1.8%</td>
</tr>
<tr>
<td>- <a href="http://eds.varglobal.com/trad/click/">http://eds.varglobal.com/trad/click/</a></td>
<td>30</td>
<td>1.3%</td>
<td>30</td>
<td>1.3%</td>
</tr>
<tr>
<td>- <a href="http://www.yelp.com/biz/traditions-at-the-glen-johnson-city">http://www.yelp.com/biz/traditions-at-the-glen-johnson-city</a></td>
<td>28</td>
<td>1.2%</td>
<td>28</td>
<td>1.2%</td>
</tr>
<tr>
<td>- <a href="http://www.facebook.com/l.php">http://www.facebook.com/l.php</a></td>
<td>14</td>
<td>0.6%</td>
<td>14</td>
<td>0.6%</td>
</tr>
<tr>
<td>- <a href="http://www.golflink.com/golf-courses/course.aspx">http://www.golflink.com/golf-courses/course.aspx</a></td>
<td>14</td>
<td>0.6%</td>
<td>14</td>
<td>0.6%</td>
</tr>
<tr>
<td>- <a href="http://www.theknot.com/vendors/Traditions-at-The-Glen/Profile/CA">http://www.theknot.com/vendors/Traditions-at-The-Glen/Profile/CA</a></td>
<td>12</td>
<td>0.5%</td>
<td>12</td>
<td>0.5%</td>
</tr>
<tr>
<td>- <a href="http://www2.binghamton.edu/about/visiting-campus/hotels-and-mote">http://www2.binghamton.edu/about/visiting-campus/hotels-and-mote</a>...</td>
<td>11</td>
<td>0.5%</td>
<td>11</td>
<td>0.5%</td>
</tr>
<tr>
<td>- <a href="http://laele123.com">http://laele123.com</a></td>
<td>10</td>
<td>0.4%</td>
<td>10</td>
<td>0.4%</td>
</tr>
<tr>
<td>- <a href="http://www.urbanspoon.com/r/91/1517081/restaurant/Binghamton/Trad">http://www.urbanspoon.com/r/91/1517081/restaurant/Binghamton/Trad</a>...</td>
<td>10</td>
<td>0.4%</td>
<td>10</td>
<td>0.4%</td>
</tr>
<tr>
<td>- Others</td>
<td>198</td>
<td>7.9%</td>
<td>371</td>
<td>1.7%</td>
</tr>
<tr>
<td>Unknown Origin</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Keywords/Phrases

### Search Keyphrases (Top 10)

<table>
<thead>
<tr>
<th>Keyphrase</th>
<th>Search</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>traditions at the glen</td>
<td>764</td>
<td>40.5%</td>
</tr>
<tr>
<td>traditions at the glen spa</td>
<td>127</td>
<td>6.7%</td>
</tr>
<tr>
<td>traditions at the glen golf</td>
<td>49</td>
<td>2.5%</td>
</tr>
<tr>
<td>traditions at the glen johnson city ny</td>
<td>49</td>
<td>2.5%</td>
</tr>
<tr>
<td>traditions at the glen resort</td>
<td>41</td>
<td>2.1%</td>
</tr>
<tr>
<td>traditions at the glen wedding</td>
<td>29</td>
<td>1.5%</td>
</tr>
<tr>
<td>traditions at the glen golf course</td>
<td>19</td>
<td>1%</td>
</tr>
<tr>
<td>traditions at the glenn</td>
<td>16</td>
<td>0.8%</td>
</tr>
<tr>
<td>traditions spa johnson city</td>
<td>16</td>
<td>0.8%</td>
</tr>
<tr>
<td>tradition at the glen</td>
<td>15</td>
<td>0.7%</td>
</tr>
<tr>
<td>Other phrases</td>
<td>761</td>
<td>40.3%</td>
</tr>
</tbody>
</table>

### Search Keywords (Top 10)

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>traditions</td>
<td>1550</td>
<td>19%</td>
</tr>
<tr>
<td>the</td>
<td>1382</td>
<td>16.8%</td>
</tr>
<tr>
<td>at</td>
<td>1377</td>
<td>16.8%</td>
</tr>
<tr>
<td>glen</td>
<td>1325</td>
<td>16.1%</td>
</tr>
<tr>
<td>ny</td>
<td>290</td>
<td>3.6%</td>
</tr>
<tr>
<td>spa</td>
<td>284</td>
<td>3.4%</td>
</tr>
<tr>
<td>city</td>
<td>194</td>
<td>2.3%</td>
</tr>
<tr>
<td>johnson</td>
<td>192</td>
<td>2.3%</td>
</tr>
<tr>
<td>golf</td>
<td>184</td>
<td>2.2%</td>
</tr>
<tr>
<td>binghamton</td>
<td>180</td>
<td>2.1%</td>
</tr>
<tr>
<td>Other words</td>
<td>1214</td>
<td>14.8%</td>
</tr>
</tbody>
</table>
What about the data?

- What do your stats show?
- What if you only had 150 requests?
- But only 160 visitors?
- Different than 1000 visitors and 20 requests?
• Modify page support structure?
Finger Lakes Getaways is your source for vacation getaways in the Finger Lakes region of Upstate New York. We have properties on Keuka Lake, Seneca Lake, Canandaigua Lake, Keuka Lake, Seneca Lake, and Cayuga Lake.

Search for your Getaway now!

Please note the more variables you select, the quicker the result of your search will be returned! When selecting availability, be sure to select dates within the same calendar year. The greater the span of dates, the longer it will take to return your search.

Click here to search!

We have an escape destination for everyone...
Let us help you find your perfect vacation and/or permanent rental!
• Interactive Features
  – Video, audio, rollover effects
  – Custom tools, graphics, animations & games
  – Flash components
  – Dynamic content, spry
  – Automation
Interactive components DO NOT need to be complex and/or expensive.
Simple Rollover Effects...
Keeping your site fresh

- Current content
- Timeless photos/video
- Minimal use of dates
- New pages or content
- Not utilizing “last updated”
Components...

Use of multiple access points.
• Organizational Support
  – PayPal – Sell, Donate
Components...

- Organizational Support

Administration / Management Convenience
Libraries

- Reference
- Education
- Entertainment
Components...

Tools & Calculators
Components...

Newsletters /

eMail Marketing
Components...

Survey’s
All of this is great... But folks need to find you...
Organic SEO

- SEO within the construction of your site.
Non-Organic SEO
- Paid Services
  - Optimization
  - PPC
  - Link Building
  - Directory
  - Publishing, etc.
SEO can break the bank
Tips for survival

– Like politics if a campaign promise sounds too good to be true, it usually is.

– There are not guarantees with SEO. If someone is giving you one... run...
Tips for survival

– Use a reputable company and Google them before beginning a campaign.

– Expect to pay at least $250/month for PPC or $500/month for a comprehensive campaign.
Tips for survival

• Get everything in a written contract before your start!
Special considerations

- Bulletin Boards
- Chat Services
- Blogs
- Facebook-MySpace-Twitter
Who has the keys to your Kingdom?
Thank You!

Questions?

Grey Goose Graphics
John J. Hussar
(607) 743-3509