

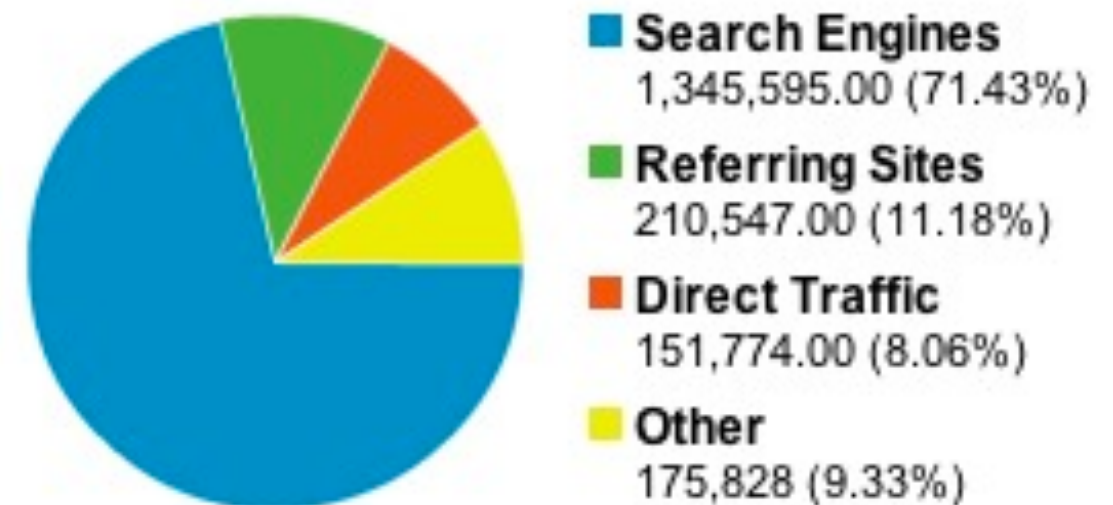
Content and Media Strategy Review

P O R T L A N D  W E B W O R K S

March 2011

Where does traffic come from?

1. How did you first hear about our website www.visitmaine.com?			Create Chart	Download
		Response Percent	Response Count	
Search Engine (Google, Bing, Yahoo, etc.)	<div></div>	75.0%	914	
Web Link	<div></div>	9.9%	121	
Television	<div></div>	3.1%	38	
Word of Mouth	<div></div>	2.2%	27	
Website Ad	<div></div>	2.2%	27	
Facebook, Twitter, Youtube or Flickr.		0.1%	1	
Newspaper	<div></div>	0.7%	8	
Magazine	<div></div>	3.1%	38	
Radio		0.2%	2	
Brochure	<div></div>	1.4%	17	
Email	<div></div>	1.7%	21	
I don't remember	<div></div>	3.5%	43	
Other	<div></div>	2.7%	33	
Other (please specify)			54	Show Responses
answered question			1,219	
skipped question			186	



Google Analytics
VisitMaine.com Traffic

Guidebook Follow Up Survey

Content Strategy Recap 2008 “Content is King”



Attract more visitors



Visit Maine

About 10,400,000 results (0.23 seconds)



Search

[Advanced search](#)

Search Engines #1 in travel research



Increase length of stay

Expanded, higher-quality content



Increase repeat visitors

Robust features promote VisitMaine.com as the “trusted resource” for trip planning



Action Steps



Video - 50 new videos created



Images - over 1,500 new images



Copy - over 300 pages new content

Results - Content

Top Content

Oct 1, 2010 - Jan 6, 2011
Comparing to: Oct 1, 2009 - Jan 6, 2010



1,008 pages were viewed a total of 19,024 times
Filtered for pages containing "/attractions/shopping"

Content Performance							Views:	
Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index			
19,024	15,234	00:01:24	34.59%	30.78%	\$0.50			
Previous: 6,618 (187.46%)	Previous: 5,472 (178.40%)	Previous: 00:01:31 (-7.56%)	Previous: 59.10% (-41.47%)	Previous: 30.42% (1.18%)	Previous: \$0.20 (155.80%)			

Results - Content

Overview »

Top Content

Oct 1, 2010 - Jan 6, 2011
Comparing to: Oct 1, 2009 - Jan 6, 2010



35 pages were viewed a total of 1,829 times

Filtered for pages containing "/attractions/outdoor_recreation_sports_adventure/bike_rentals/"

Content Performance

Views:    

Pageviews 1,829 Previous: 954 (91.72%)	Unique Pageviews 1,520 Previous: 791 (92.16%)	Avg. Time on Page 00:01:31 Previous: 00:01:14 (23.08%)	Bounce Rate 28.57% Previous: 69.54% (-58.91%)	% Exit 19.03% Previous: 23.58% (-19.33%)	\$ Index \$0.59 Previous: \$0.15 (288.56%)
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Results - Content



Shopping

187% increase in Pageviews

Bounce Rate down 24%



Hiking

102% increase in Pageviews

Bounce Rate down 18%



Bicycling

92% increase in Pageviews

Bounce Rate down 41%



Recipes

812% increase in Pageviews

Bounce Rate down 12%

Results - Video



- 125,000 Views to-date
- Over 173 days of viewing time

Media Strategy

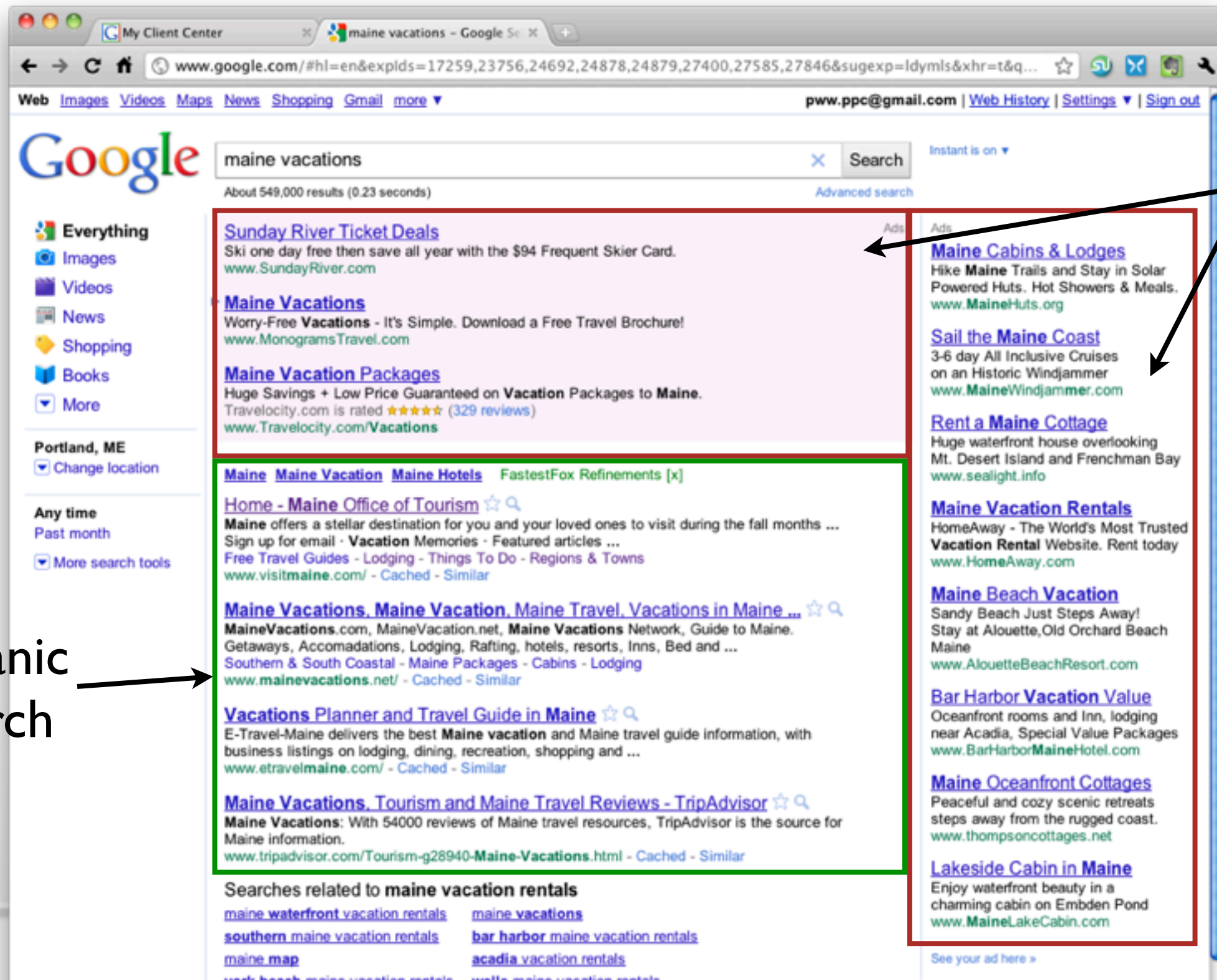


- Explore New Markets
- Find New Visitors
- Target Niche Consumers

Google
AdWords

YouTube

What are Google Text Ads?



The screenshot shows a Google search for "maine vacations" on a desktop browser. The search results are divided into two main sections: Organic Search and Paid Search (Text Ads).

Organic Search Results (Left Column):

- Sunday River Ticket Deals**: Ski one day free then save all year with the \$94 Frequent Skier Card. www.SundayRiver.com
- Maine Vacations**: Worry-Free Vacations - It's Simple. Download a Free Travel Brochure! www.MonogramsTravel.com
- Maine Vacation Packages**: Huge Savings + Low Price Guaranteed on Vacation Packages to Maine. Travelocity.com is rated ★★★★★ (329 reviews) www.Travelocity.com/Vacations
- Home - Maine Office of Tourism**: Maine offers a stellar destination for you and your loved ones to visit during the fall months ... Sign up for email - Vacation Memories - Featured articles ... Free Travel Guides - Lodging - Things To Do - Regions & Towns www.visitmaine.com/ - Cached - Similar
- Maine Vacations, Maine Vacation, Maine Travel, Vacations in Maine ...**: MaineVacations.com, MaineVacation.net, Maine Vacations Network, Guide to Maine. Getaways, Accommodations, Lodging, Rafting, hotels, resorts, Inns, Bed and ... Southern & South Coastal - Maine Packages - Cabins - Lodging www.mainevacations.net/ - Cached - Similar
- Vacations Planner and Travel Guide in Maine**: E-Travel-Maine delivers the best Maine vacation and Maine travel guide information, with business listings on lodging, dining, recreation, shopping and ... www.etravelmaine.com/ - Cached - Similar
- Maine Vacations, Tourism and Maine Travel Reviews - TripAdvisor**: Maine Vacations: With 54000 reviews of Maine travel resources, TripAdvisor is the source for Maine information. www.tripadvisor.com/Tourism-g28940-Maine-Vacations.html - Cached - Similar

Paid Search Results (Right Column):

- Maine Cabins & Lodges**: Hike Maine Trails and Stay in Solar Powered Huts. Hot Showers & Meals. www.MaineHuts.org
- Sail the Maine Coast**: 3-6 day All Inclusive Cruises on an Historic Windjammer www.MaineWindjammer.com
- Rent a Maine Cottage**: Huge waterfront house overlooking Mt. Desert Island and Frenchman Bay www.sealight.info
- Maine Vacation Rentals**: HomeAway - The World's Most Trusted Vacation Rental Website. Rent today www.HomeAway.com
- Maine Beach Vacation**: Sandy Beach Just Steps Away! Stay at Alouette, Old Orchard Beach Maine www.AlouetteBeachResort.com
- Bar Harbor Vacation Value**: Oceanfront rooms and Inn, lodging near Acadia, Special Value Packages www.BarHarborMaineHotel.com
- Maine Oceanfront Cottages**: Peaceful and cozy scenic retreats steps away from the rugged coast. www.thompsoncottages.net
- Lakeside Cabin in Maine**: Enjoy waterfront beauty in a charming cabin on Embden Pond www.MaineLakeCabin.com

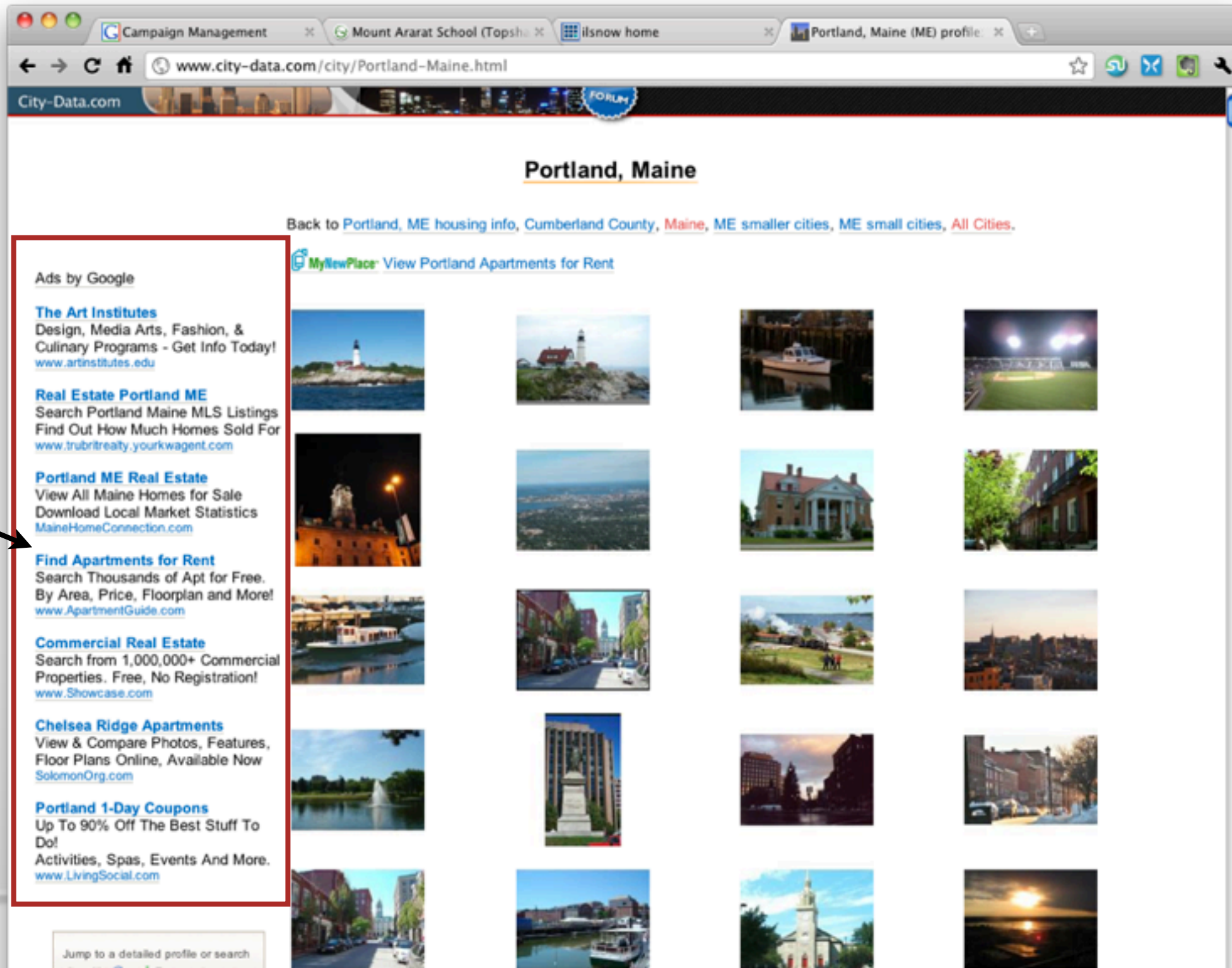
Searches related to maine vacation rentals:

- [maine waterfront vacation rentals](#)
- [southern maine vacation rentals](#)
- [maine map](#)
- [work beach maine vacation rentals](#)
- [maine vacations](#)
- [bar harbor maine vacation rentals](#)
- [acadia vacation rentals](#)
- [wells maine vacation rentals](#)

Paid
Search

Organic
Search

Contextual Ads



The screenshot shows a web browser window with several tabs: "Campaign Management", "Mount Ararat School (Topsh...", "ilsnow home", and "Portland, Maine (ME) profile:". The address bar shows "www.city-data.com/city/Portland-Maine.html". The page title is "Portland, Maine". Below the title, there are links: "Back to Portland, ME housing info, Cumberland County, Maine, ME smaller cities, ME small cities, All Cities." and a "MyNewPlace View Portland Apartments for Rent" link. The main content area is a grid of 20 small images showing various scenes from Portland, Maine, including lighthouses, buildings, and waterfront views. On the left side of the page, there is a sidebar with the heading "Ads by Google". Below this heading, there are several ads: "The Art Institutes" (Design, Media Arts, Fashion, & Culinary Programs - Get Info Today! www.artinstitutes.edu), "Real Estate Portland ME" (Search Portland Maine MLS Listings Find Out How Much Homes Sold For www.trubriterealty.yourkwagent.com), "Portland ME Real Estate" (View All Maine Homes for Sale Download Local Market Statistics MaineHomeConnection.com), "Find Apartments for Rent" (Search Thousands of Apt for Free. By Area, Price, Floorplan and More! www.ApartmentGuide.com), "Commercial Real Estate" (Search from 1,000,000+ Commercial Properties. Free, No Registration! www.Showcase.com), "Chelsea Ridge Apartments" (View & Compare Photos, Features, Floor Plans Online, Available Now SolomonOrg.com), and "Portland 1-Day Coupons" (Up To 90% Off The Best Stuff To Do! Activities, Spas, Events And More. www.LivingSocial.com). An arrow points from the text "Google Ads" to the "Ads by Google" sidebar.

Google
Ads

Key Metrics

- How many visitors?
- Are they the right kind of visitors?
- How long do they stay?
- How much does it cost?

Visitor Profiles*



Organic Visitors

Pages/Visit	Avg. Time on Site	% New	Bounce Rate
6.14	4:57	73.02%	33.75%



Paid Visitors

Pages/Visit	Avg. Time on Site	% New	Bounce Rate	Cost Per
5.79	4:18	83.57%	37.89%	\$0.43


*Sept 26 2010 - March 15 2011

Where do we advertise?



New England

Pages/Visit	Avg. Time on Site	% New	Bounce Rate	Cost Per
5.75	4:01	82.90%	38.71%	\$0.79

 NH, VT, MA, CT, RI

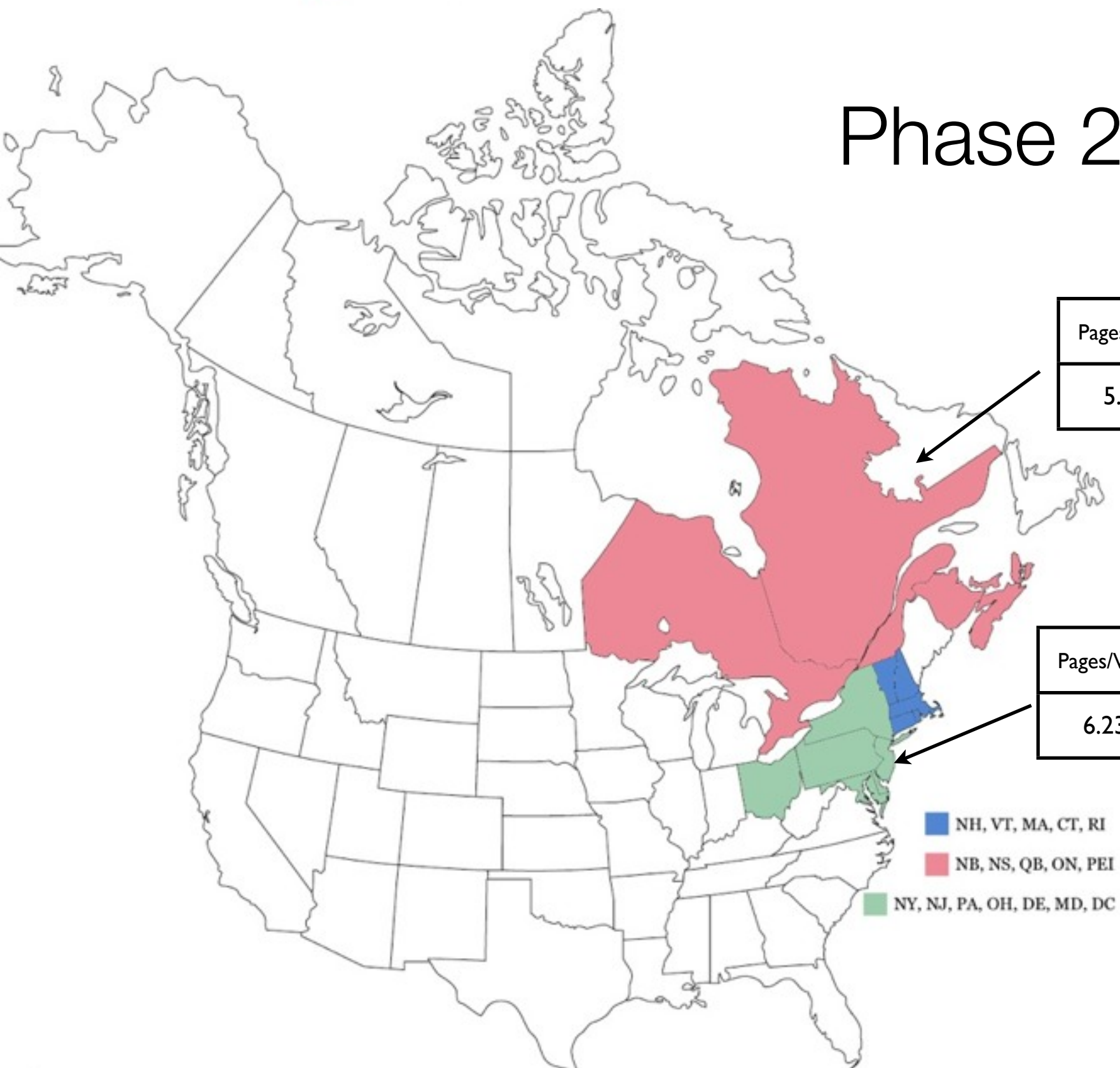
Phase 2 (October 3rd)

Canadian Provinces

Pages/Visit	Avg. Time on Site	% New	Bounce Rate	Cost Per
5.44	4:10	84.58%	35.34%	\$0.52

"Drive Market"

Pages/Visit	Avg. Time on Site	% New	Bounce Rate	Cost Per
6.23	4:42	83.14%	37.96%	\$0.73



Phase 3 (November 3rd)

California

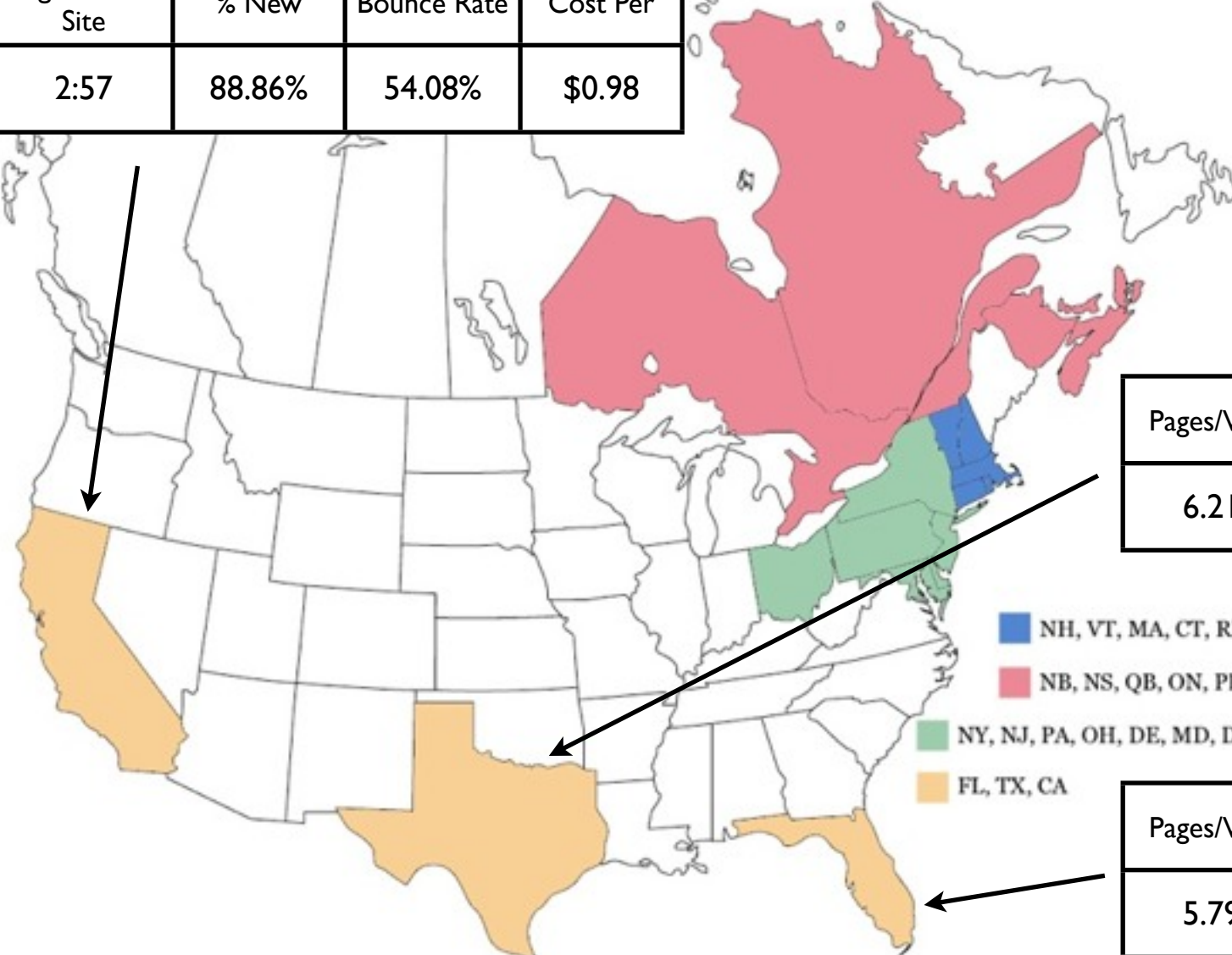
Pages/Visit	Avg. Time on Site	% New	Bounce Rate	Cost Per
3.81	2:57	88.86%	54.08%	\$0.98

Texas

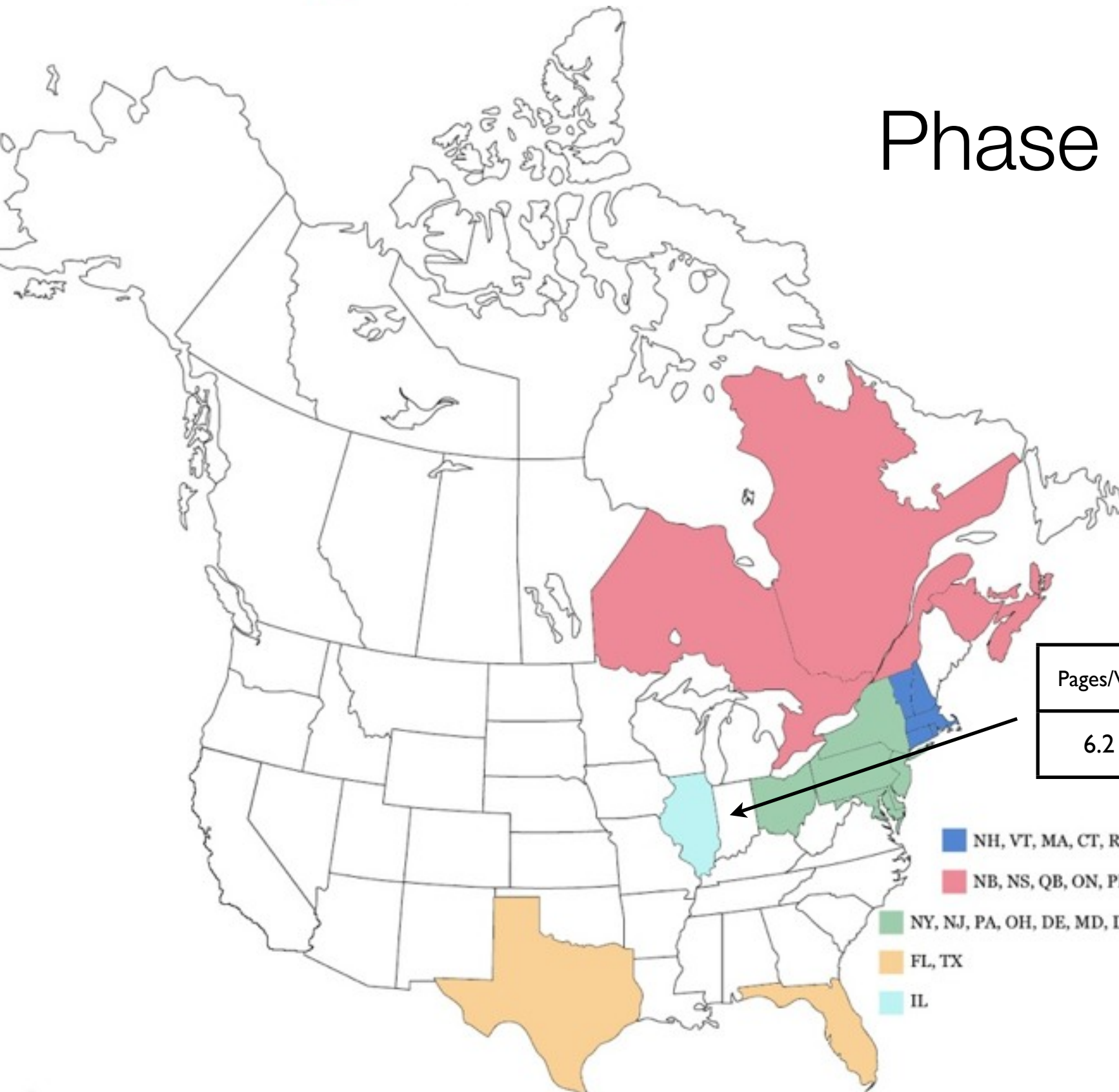
Pages/Visit	Avg. Time on Site	% New	Bounce Rate	Cost Per
6.21	4:56	83.37%	42.89%	\$0.78

Florida

Pages/Visit	Avg. Time on Site	% New	Bounce Rate	Cost Per
5.79	4:22	83.73%	39.95%	\$0.74



Phase 4 (December 28th)



Illinois

Pages/Visit	Avg. Time on Site	% New	Bounce Rate	Cost Per
6.21	5:06	86.59%	43.96%	\$0.74

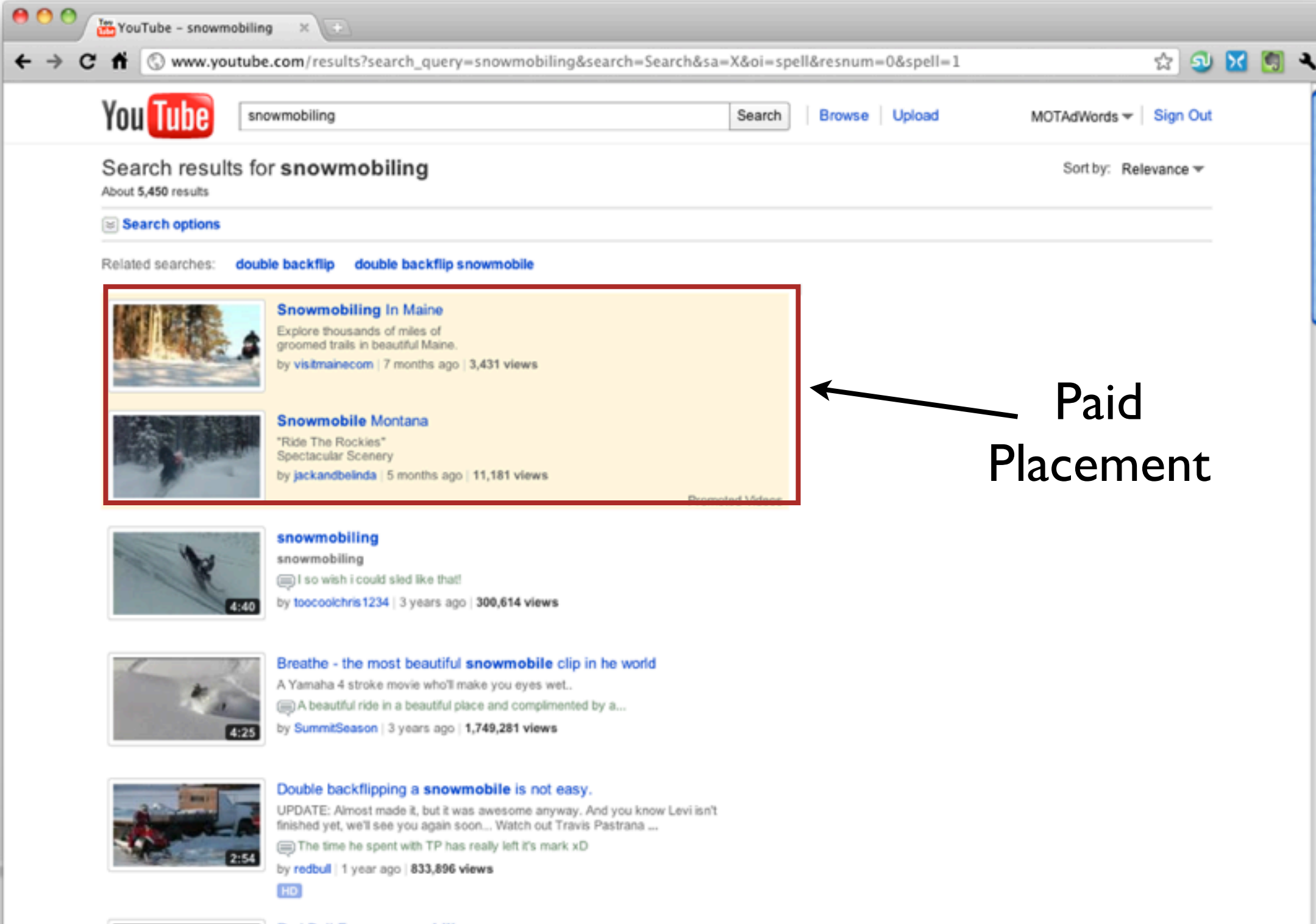
Comparative Results*

- Third largest source of traffic
- Best quality paid leads

	Source/Medium None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	google / organic	304,805	6.54	00:05:10	76.34%	30.14%
2.	(direct) / (none)	54,544	4.95	00:04:23	64.70%	49.05%
3.	google / cpc	51,817	5.79	00:04:18	83.57%	37.89%
4.	Publicaster / email	39,913	4.51	00:04:08	51.01%	32.59%
5.	bing / organic	30,650	7.85	00:06:19	76.84%	24.25%
6.	yahoo / organic	30,207	8.07	00:06:28	77.81%	23.80%
7.	maine.gov / referral	15,965	7.12	00:06:23	70.28%	26.34%
8.	boston.com / banner	7,663	2.97	00:01:46	82.63%	57.58%
9.	search / organic	6,616	7.54	00:06:05	79.20%	25.47%
10.	aol / organic	6,131	7.44	00:06:20	75.63%	21.14%

*Sept 26 2010 - March 15 2011

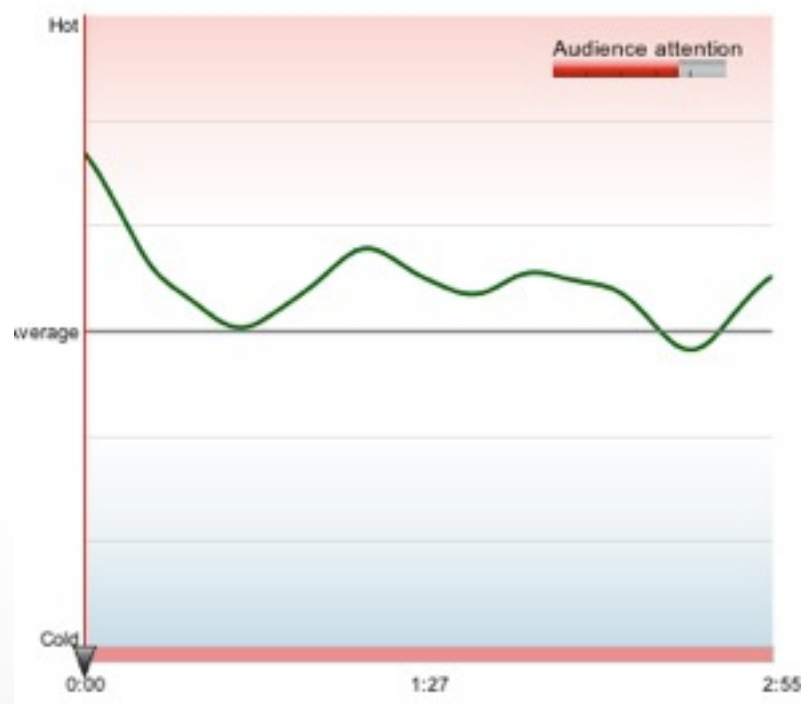
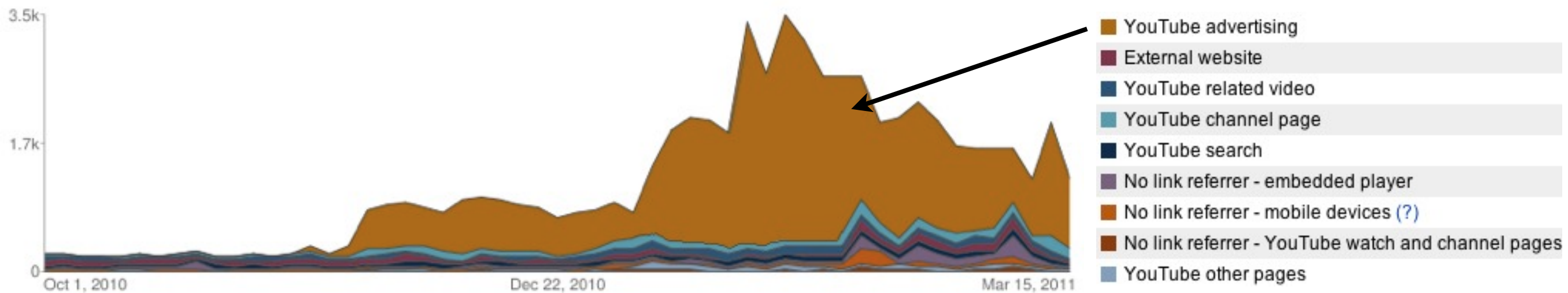
YouTube Advertising



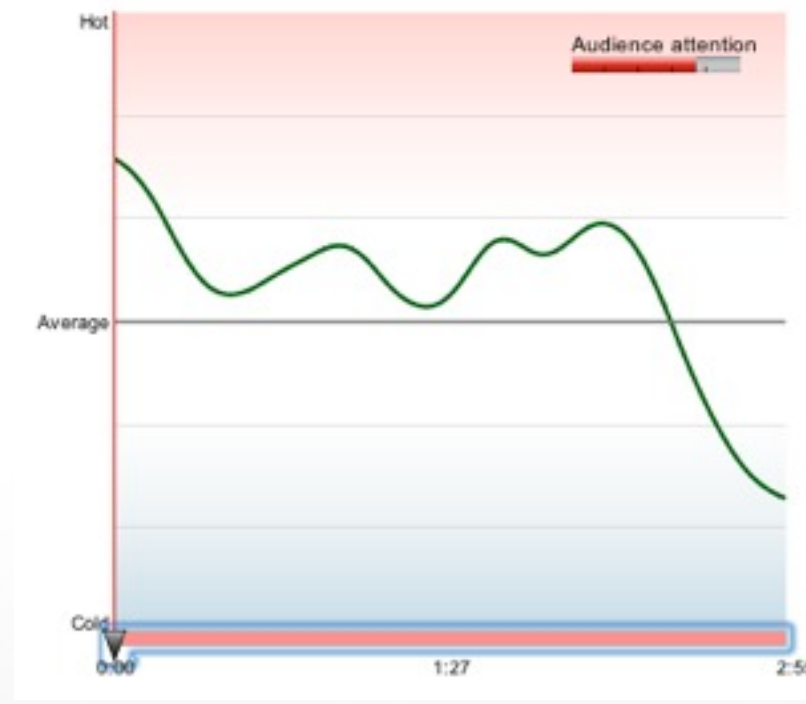
The screenshot shows a web browser window with the YouTube website. The search bar contains the word "snowmobiling". Below the search bar, the text "Search results for snowmobiling" is displayed, along with "About 5,450 results". A "Search options" link is visible. Below this, "Related searches" include "double backflip" and "double backflip snowmobile". A red rectangular box highlights two video results at the top of the list, which are marked as "Promoted Videos". An arrow points from the text "Paid Placement" to this red box.

Video Title	Description	Channel	Views	Age
Snowmobiling In Maine	Explore thousands of miles of groomed trails in beautiful Maine.	visitmainecom	3,431	7 months ago
Snowmobile Montana	"Ride The Rockies" Spectacular Scenery	jackandbelinda	11,181	5 months ago
snowmobiling	I so wish i could sled like that!	toocoolchris1234	300,614	3 years ago
Breathe - the most beautiful snowmobile clip in he world	A Yamaha 4 stroke movie who'll make you eyes wet.. A beautiful ride in a beautiful place and complimented by a...	SummitSeason	1,749,281	3 years ago
Double backflipping a snowmobile is not easy.	UPDATE: Almost made it, but it was awesome anyway. And you know Levi isn't finished yet, we'll see you again soon... Watch out Travis Pastrana ... The time he spent with TP has really left it's mark xD	redbull	833,896	1 year ago
Red Bull Fury snowmobiling				

YouTube Results



Beaches of Maine



Snowmobiling in Maine

Average Cost Per View \$0.13

Over 22 days of viewing time across top 3 videos

Current Focus

- Continued investment in content
- Expanded online media spending
- Analyze, Adjust, Repeat