PORTLAND WEBWORKS

Maine Office of Tourism
Regional Meeting
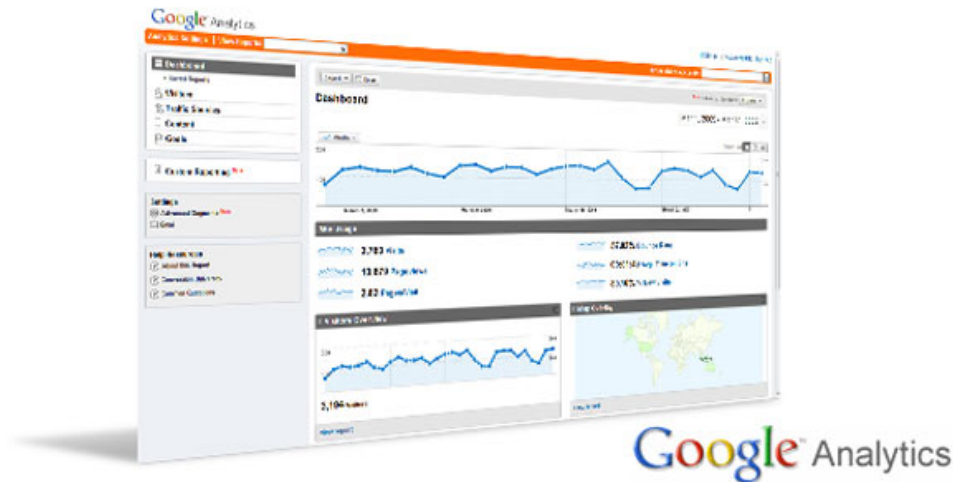## MC3

November 1, 2011

Google Analytics Overview

Google Analytics is a free, web analytics tool that is hosted by Google. Google Analytics shows you how visitors actually find and use your site, so you'll be able to:

- Make informed site and content decisions
- Increase conversions
- Measure keyword and ad performance
- Track a wide variety of metrics

Providing Answers to Difficult Questions

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★ **Google Analytics**

★ Online Surveys

★ Email Marketing

★ Online Advertising

How are visitors using my site?

How can I make my marketing campaigns more effective & accountable?

Am I creating effective content?

Where and why are visitors abandoning my site?

How do I improve site interaction?

Defining Site Goals & Tracking Conversions

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★ Online Surveys
★ Email Marketing
★ Online Advertising

A goal represent a website objective, such as:

- Ordering a guidebook

- Signing up for an email

- A specified amount of time spent on the site

Every website should have a Goal

- What are my Business Objectives?

- Why do I have a website?

Funnels

A funnel is the set of steps visitors take to complete the conversion. A guidebook order process is a good example of a funnel.

Track and Analyze Marketing Campaigns

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Google Analytics allows you to track and analyze all of your marketing campaigns -- including paid search campaigns, banner ads, emails and other programs.

Best Practices for Tagging Links

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The following are a few tips to help you tag your campaigns:

- Don't manually tag AdWords URLs. Enable auto-tagging instead.

- Create your links using the URL Builder
  - http://tiny.cc/urlbuilder

- Use consistent names for all campaign values

- Use only the campaign variables you need

Event Tracking

Event Tracking can be used to record user interaction with website elements, such as:

- Exit clicks

- Photo and video gallery interactions

- Interactive map interactions
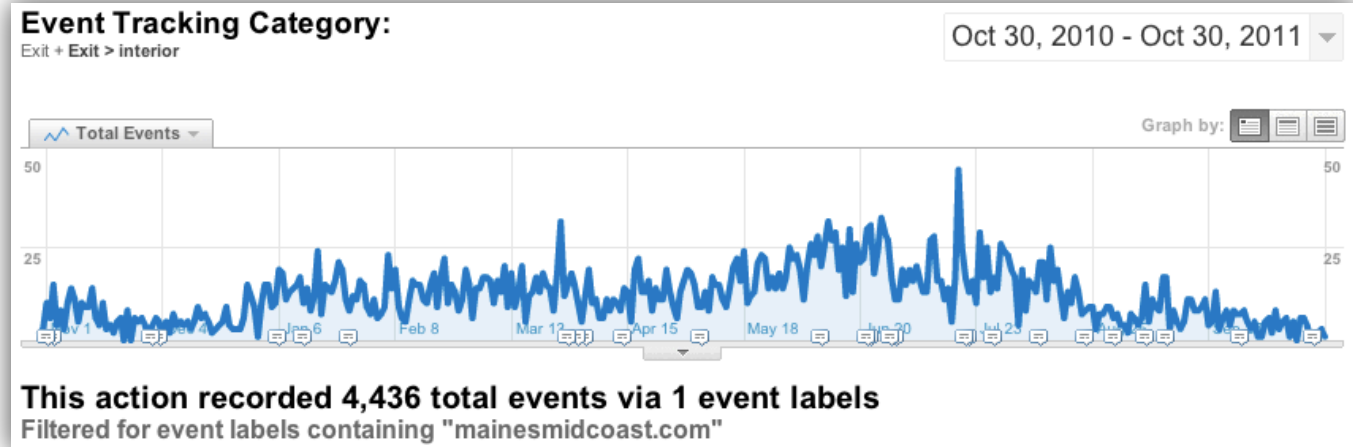
Event Tracking Category:
Exit + **Exit** > interior

Oct 30, 2010 - Oct 30, 2011

Total Events

Graph by:

This action recorded 4,436 total events via 1 event labels
Filtered for event labels containing "mainesmidcoast.com"

Event Tracking Reports

Useful Event Tracking reports require collaboration with your report users and good report planning.

- Determine in advance all elements for which you want to track data.

- Plan your Event Tracking reports.

- Adopt a consistent and clear naming convention.
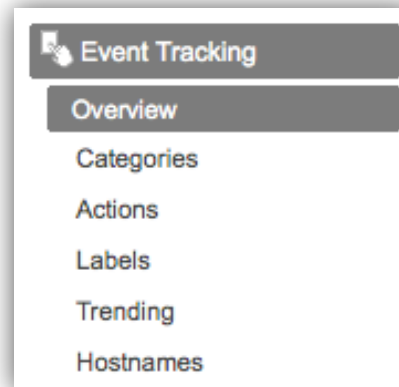
Internal Site Search

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★ Online Advertising

Google Analytics provides internal site search reports that allow you to see how people search once they've arrived at your site.

Why analyze how people search your site?

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Visitors frequently use site search as a form of navigation

Analyzing internal search can help you identify:

- Missing or hidden content
- Ineffective search results
- Keywords not previously identified for search campaigns

	Search Term	None	Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
1.	bar harbor		2,773	2.23	13.09%	8.42%	00:08:15	6.51
2.	portland		2,721	2.05	16.94%	10.72%	00:06:56	6.08
3.	Seafood		1,818	2.08	19.03%	4.98%	00:07:21	6.64
4.	ogunquit		1,443	2.22	9.98%	9.93%	00:07:36	6.40
5.	bangor		1,277	1.91	13.94%	11.70%	00:05:44	5.16

Online Surveys

There are many ways to gather feedback and information to make your business or organization more successful. Perhaps the easiest, yet most powerful way, is using online surveys.

Your Feedback is Important to Us

Thank you for your recent request for a Maine Guidebook.

We want to ensure that you received the book in a timely manner and that you found the information useful for your travel research and planning. As a follow-up, we would greatly appreciate a few minutes of your time to participate in a brief survey.

Your feedback is valuable in our efforts to provide the most relevant, interesting and helpful information to those considering a visit to Maine.

Thank you in advance.

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Begin the 5 minute survey

Why is Online Feedback Important?

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★ **Online Surveys**
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★ Online Marketing

Find out what interests your prospects, what your customers really want, and get the intelligence you need to run your business smarter and more successfully.

- Using online surveys to gather feedback lets you learn—and react to—what they want, quickly.

- You'll spot potential issues earlier

- You'll create stronger relationships with your audience

Online Surveys

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When are you planning to visit Maine?

- In the next year — 34.5 %
- In the next 3 months — 26.1 %
- In the next month — 12.2 %
- In the next couple of weeks — 11.2 %
- Not sure — 9.4 %
- I hope to visit Maine in the future, but not in the next year — 5.9 %
- I am not planning a trip to Maine — 0.8 %
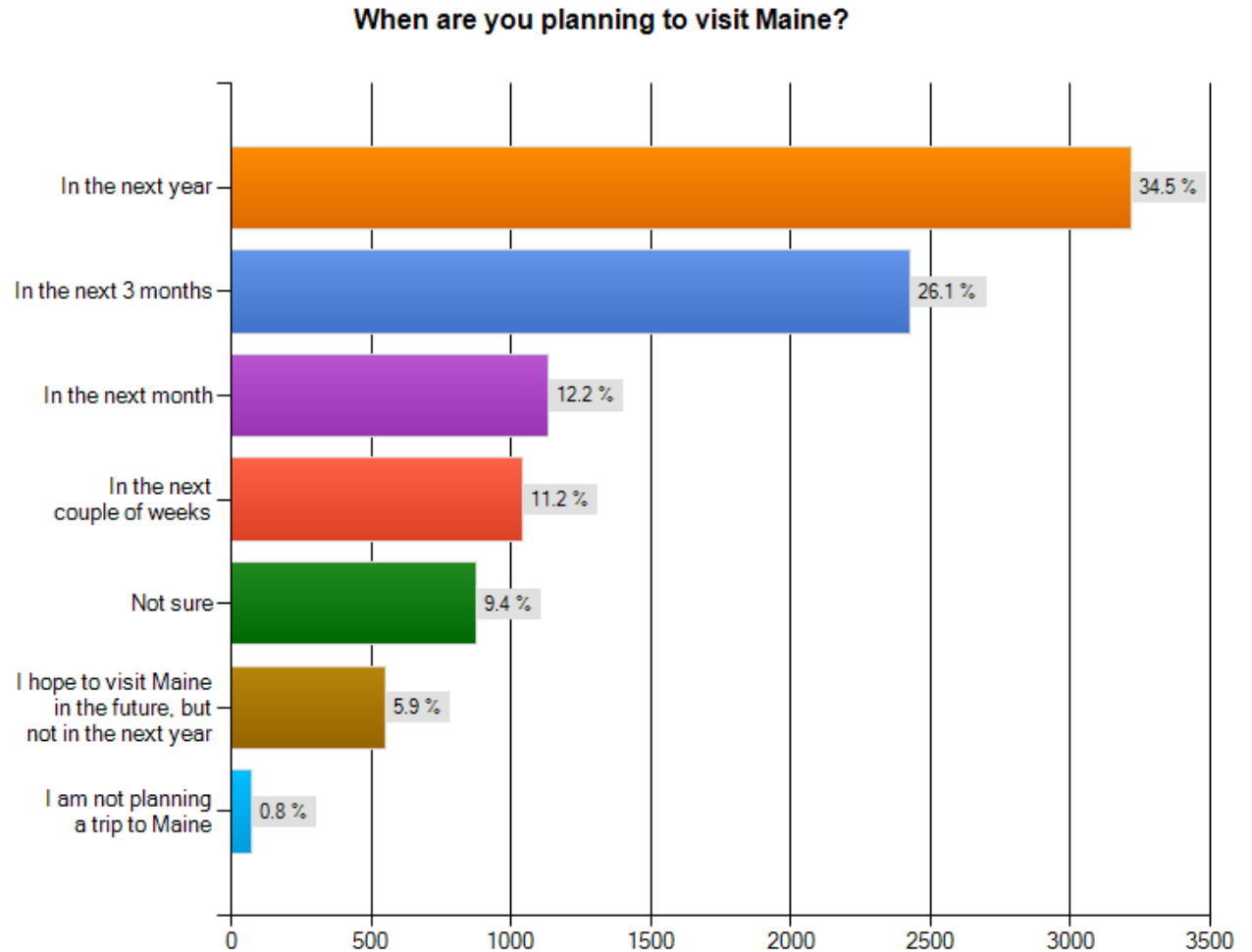
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How would you rate your overall experience with visitmaine.com?
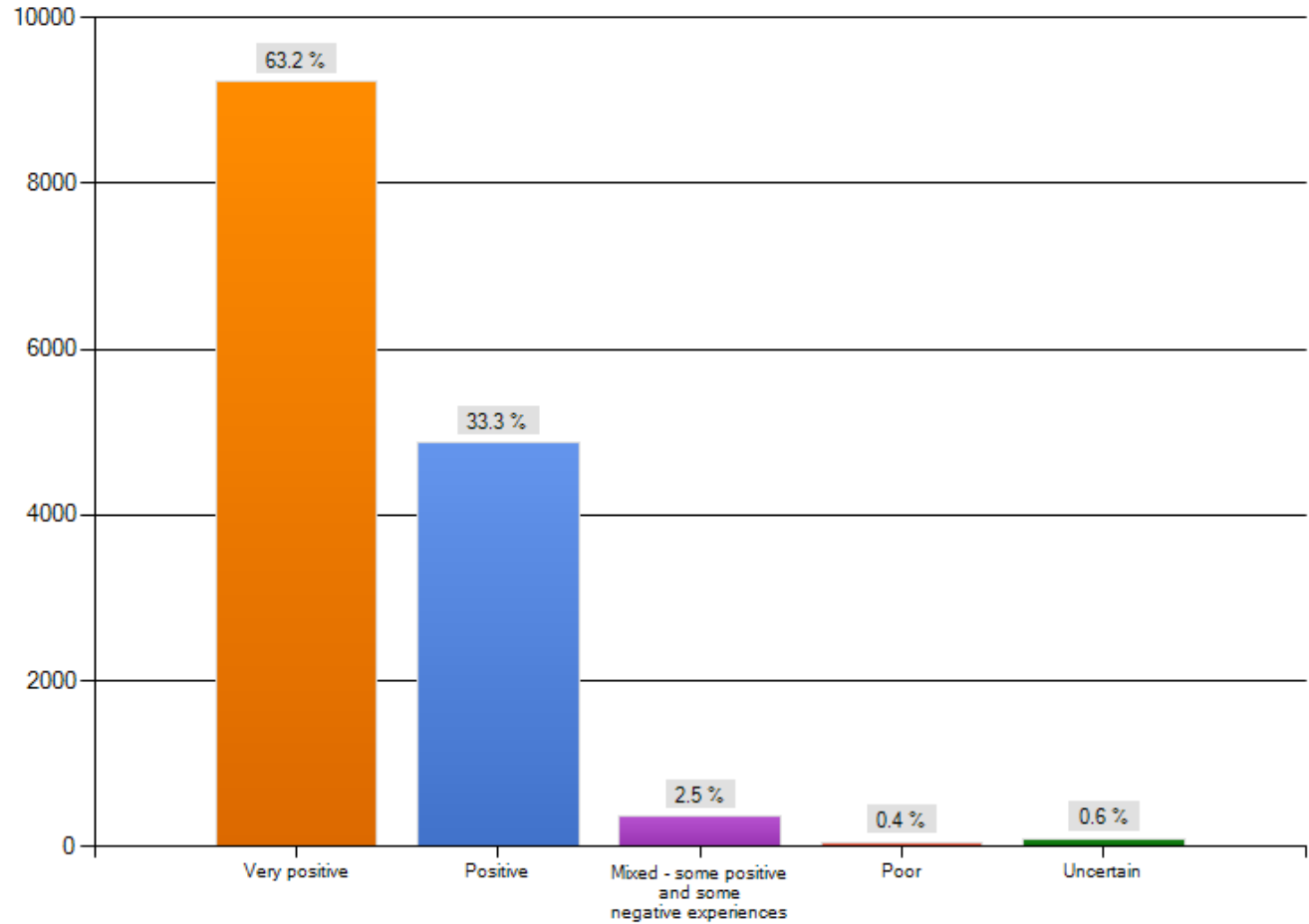
Online Surveys

When visiting a destination sponsored travel website, what information would you hope to find?
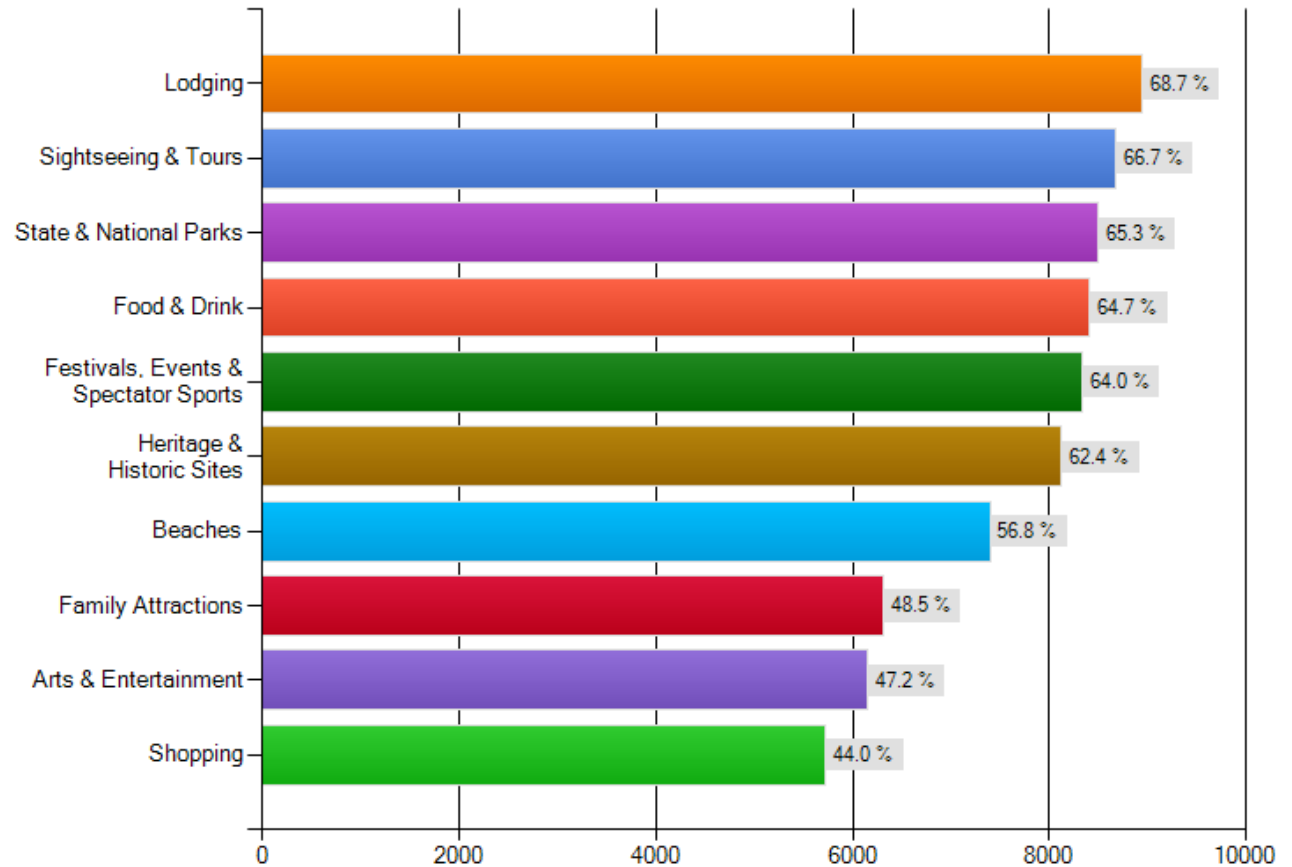
Category	Value
Lodging	68.7 %
Sightseeing & Tours	66.7 %
State & National Parks	65.3 %
Food & Drink	64.7 %
Festivals, Events & Spectator Sports	64.0 %
Heritage & Historic Sites	62.4 %
Beaches	56.8 %
Family Attractions	48.5 %
Arts & Entertainment	47.2 %
Shopping	44.0 %

Email Marketing

Email marketing works for a variety of reasons…

- It allows targeting
- It is data driven
- It drives direct sales
- It builds relationships, loyalty and trust
- It supports sales through other channels
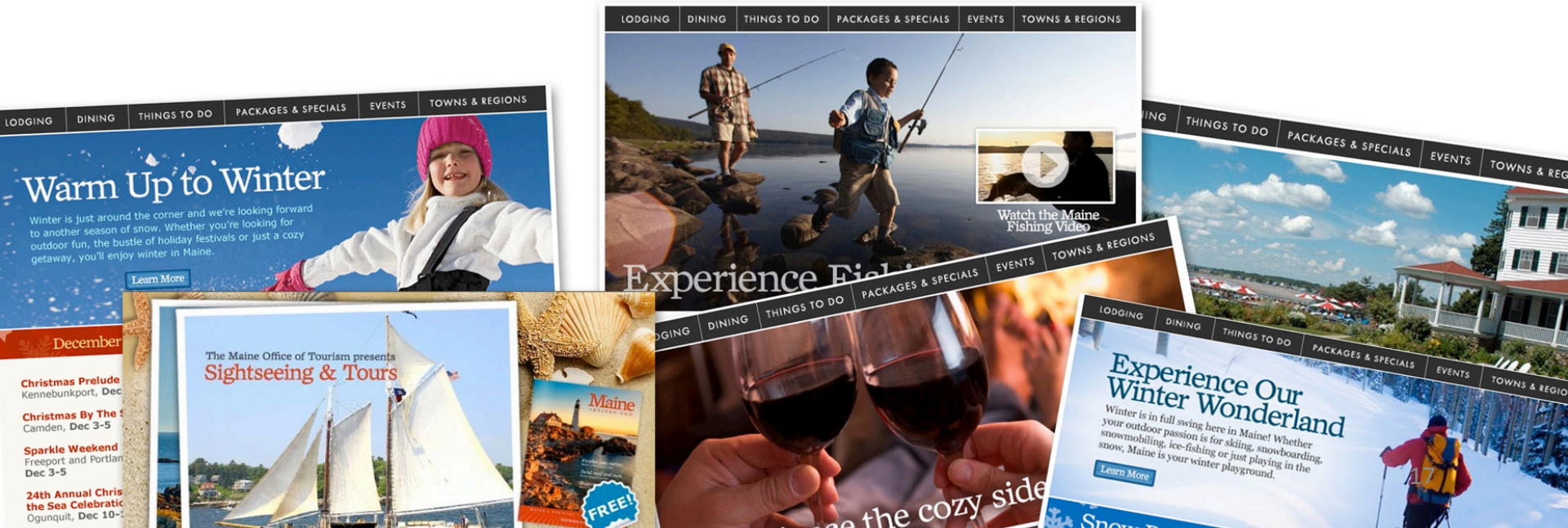
Email Marketing Works

Businesses engage in email marketing because it works. And works well. Here are the numbers…

- 72% of respondents to an Econsultancy survey in early 2011 described email's ROI as excellent or good. Only organic SEO scored better.

- According to research conducted by the Direct Marketing Association, email marketing was expected to generate an ROI of $42.08 for every dollar spent on it in 2010. As such, it outperforms all the other direct marketing channels examined, such as print catalogs.

- The Ad Effectiveness Survey commissioned by Forbes Media in Feb/March 2009 revealed that email and e-newsletter marketing are considered the second-most effective tool for generating conversions, just behind SEO.

Email Marketing Tips

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★ Google Analytics
★ Online Surveys
★ **Email Marketing**
★ Online Marketing

- Always get permission

- Personalize your emails

- Make your emails engaging and focused

- Test your email messages on different email clients

- Send emails to smaller, more targeted groups in your list

- Solicit feedback

- Integrate your email marketing with your social media

- Track email campaign performance to determine what's working and what's not

What are Google Text Ads?

Contextual Ads

Google Ads

YouTube Advertising

Why Use Pay-Per-Click Advertising?

Pay-per-click allows you to compete for the top positions on keyword searches instantly and in a controlled way.

- **It's immediate** – It can place you in the top search positions instantly.

- **It's targeted** – You can be very specific with your audience through keyword selection and geographic targeting.

- **It's accountable** – You can monitor performance as you go tracking conversion through the website.

- **It's cost effective** – you only pay for visitors to your site.

- **It's a great market research tool** – You can find out exactly what terms people are using to find your product or service, what they are looking for and what converts.

Analysis is key

Analyze.

Adjust.

Repeat.