



The



Essentials of a
Web Site That Works



Web Sites That Work

1. Planning for Success
2. Content is King
3. Social Media Integration
4. Targeted & Engaging
5. Continual Evolution

Let's Build a Web Site

Resources & Links



Planning
for Success

THE MODERN HONOLULU®

STAY

UNWIND



THE MODERN HONOLULU



STAY

THE SPA WEDDINGS MEETINGS+EVENTS PACKAGES



THE MODERN HONOLULU® / CONTEMPORARY WAIKIKI LUXURY



Get a spectacular lifestyle hotel.

Consider

THE MODERN HONOLULU®

STAY UNWIND DINE EXPLORE PLAY

THE SPA WEDDINGS MEETINGS+EVENTS PACKAGES



FOR AVAILABILITY AND RESERVATIONS
CALL (888) 970-4161

THE MODERN HONOLULU® / CONTEMPORARY WAIKIKI LUXURY



Who says vacation isn't a lifestyle?

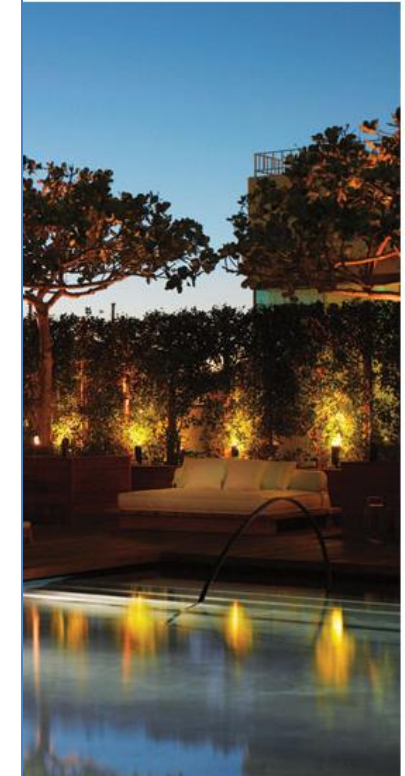
An escape can be sensually powerful to elevate your state of mind and body. Its aesthetic can appreciate and impress your design sensibilities. The experience can prove to be one that exceeds your expectations. It can even create the awareness that you alone are privy to the uncommon.

Consider your standards, and raise them.

This is THE MODERN HONOLULU: redefining the standard for Honolulu luxury hotels.

INGS+EVENTS

PACKAGES



BOOK YOUR STAY



CALL US NOW
(888) 970-4161

> WHY BOOK DIRECT?

OR

RESERVE ONLINE NOW

Check-in date	Nights	Guests
<input type="text"/>	3 <input type="button" value="down"/>	1 <input type="button" value="down"/>

> CHECK AVAILABILITY



Web Site Planning

1. Define Your Target Audience
2. Clear & Measurable Objectives
3. Key Features & Functionality
4. Content Plan
5. Integrate with other media
6. Budget – ROI
7. Find the Right Vendor(s)
8. Timeline & Milestones
9. Testing & Review
10. Continual Evolution

02

Content:
Creating,
organizing and
sharing
content



02

discoverability
audience
engagement



Content is King



HAWKS CAY EXPERIENCE™

HOME FISHING DIVING DOLPHINS WATERSPORTS KITEBOARDING TENNIS



Home Experience Menu Rentals Sundance JetLev Photo Gallery

Sundance JetLev

Your friends probably won't believe what you did on your Florida Keys vacation. But so what? They're just jealous they didn't get to fly!

JetLev Jet pack flying is unlike anything you've ever experienced. It's the sensation of weightlessness and soaring high above the ocean. It's being suspended three stories in the air with nothing above or below you. It's your childhood superhero dreams becoming reality!

Sundance JetLev is the first JetLev school to specialize in:




Let me help you plan your trip! Enjoy a stay at Hawks Cay Resort and Sundance Watersports will be just steps from your door.

(888) 492-1354


HAWKS CAY EXPERIENCE™

HOME FISHING DIVING DOLPHINS WATERSPORTS KITEBOARDING TENNIS



Home Kiteboarding SUP Kiting PkUp Photo Gallery

Kiteboarding



KITEBOARDING

Let me help you plan your trip! Enjoy a stay at Hawks Cay Resort and Florida Keys Kiteboarding will be just steps from your door.

(866) 976-6189

To book kiteboarding only, call Aaron at (305) 942-9635 or email aaronstevens@gmail.com.

Today's Weather

Air 88.0° Humidity 63%

Marathon Florida Keys Kiteboarding on Facebook

facebook

Let me help you plan your trip! Enjoy a stay at Hawks Cay Resort and Florida Keys Kiteboarding will be just steps from your door.

(866) 976-6189

Hawks Cay Resort now offers one of the most popular Florida Keys water sports adventures. Kiteboarding, a truly memorable way to spend the day with your family at Hawks Cay Resort.

Kiteboarding provides thrill-seekers with an unforgettable magic carpet ride across the turquoise waters of the Florida Keys.

The moment your kite fills with air and you're swept across the water you'll understand why kiteboarding is one of the fastest growing water sports in the Florida Keys. We must



FISHING

Offshore, reef and backcountry flats fishing with our expert local guides.

[learn more...](#)



WATER SPORTS

Kayaking, snorkeling, wakeboarding, water skiing, jet skiing, sunset cruises and parasailing.

[learn more...](#)



KITEBOARDING

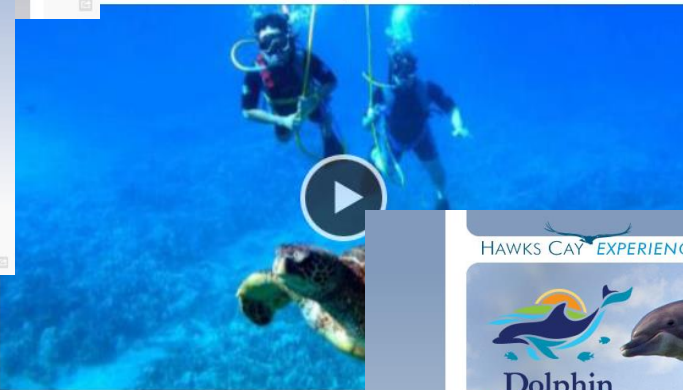
Kiteboarding and kiteboarding lessons for all riders – beginners, intermediates and experts.

[learn more...](#)



Home Dive Trips Scuba Lessons Photo Gallery

Experience Duck Key Diving



Let me help you plan your trip! Enjoy a stay at Hawks Cay Resort and Dive Duck Key will be just steps from your door.

(877) 652-2270

HAWKS CAY EXPERIENCE™

HOME FISHING DIVING DOLPHINS WATERSPORTS KITEBOARDING TENNIS



Home About Programs & Rates Photo Gallery

About Cliff Drysdale



Both on and off the court, Cliff Drysdale is one of the most popular personalities in the international tennis community. Drysdale has devoted over four decades of his life to promoting the advancement of the tennis community.

His leadership and contributions span across an award-winning career as a professional player, his leadership roles in advancing Open Tennis and in the founding and presidency of the Association of Tennis Professionals (ATP), a 30 year+ tenure as an ESPN tennis analyst, and the ownership of a tennis management company, Cliff Drysdale Tennis.

Let me help you plan your trip! Enjoy a stay at Hawks Cay Resort and the courts will be just steps from your door.

(877) 231-8682

Follow Me!

facebook

Find me there.

twitter

Please follow.

Today's Weather

Air 88.0° Humidity 63%

HAWKS CAY EXPERIENCE™



About Programs Photo Gallery

Dolphin Connection



Have sweet dreams at Hawks Cay Resort and a dreamy day at the Dolphin Connection. Book accommodations and a Dolphin Connection program together for savings.

(888) 251-3674 [Book Now!](#)

Today's Weather

Air 88.0° Humidity 63%

Accreditations



Atlantic bottlenose dolphins, that is.

Florida Keys have the unique opportunity to see this marine mammal's natural environment. The Dolphin Connection, an ocean-fed saltwater lagoon, is home to a pod of dolphins that Florida Keys visitors can interact with while protecting Florida's marine ecosystem.

tel or resort in the continental United States that

Conoce

[Home](#)

[Come](#)

[Discover](#)

[Enjoy](#)

[Taste](#)

[Experience](#)



THE ALHAMBRA
IN GRANADA



THE SAN FERMÍN
BULL-RUNNING
FESTIVAL
(PAMPLONA)



GAUDÍ



NIGHTLIFE



SPAIN

Ven



[Home](#) [Come](#) [Discover](#) [Enjoy](#) [Taste](#) [Experience](#)

[Come](#) | [Main cities](#) | [Madrid](#)

[Madrid](#)

Cultural Madrid

[back](#)



An attractive blend of tradition and modernity

Madrid has many artistic attractions, thanks to the different styles that have left their imprint in the city over the centuries.

Current events

From Jun 23, 2011 to
Aug 28, 2011

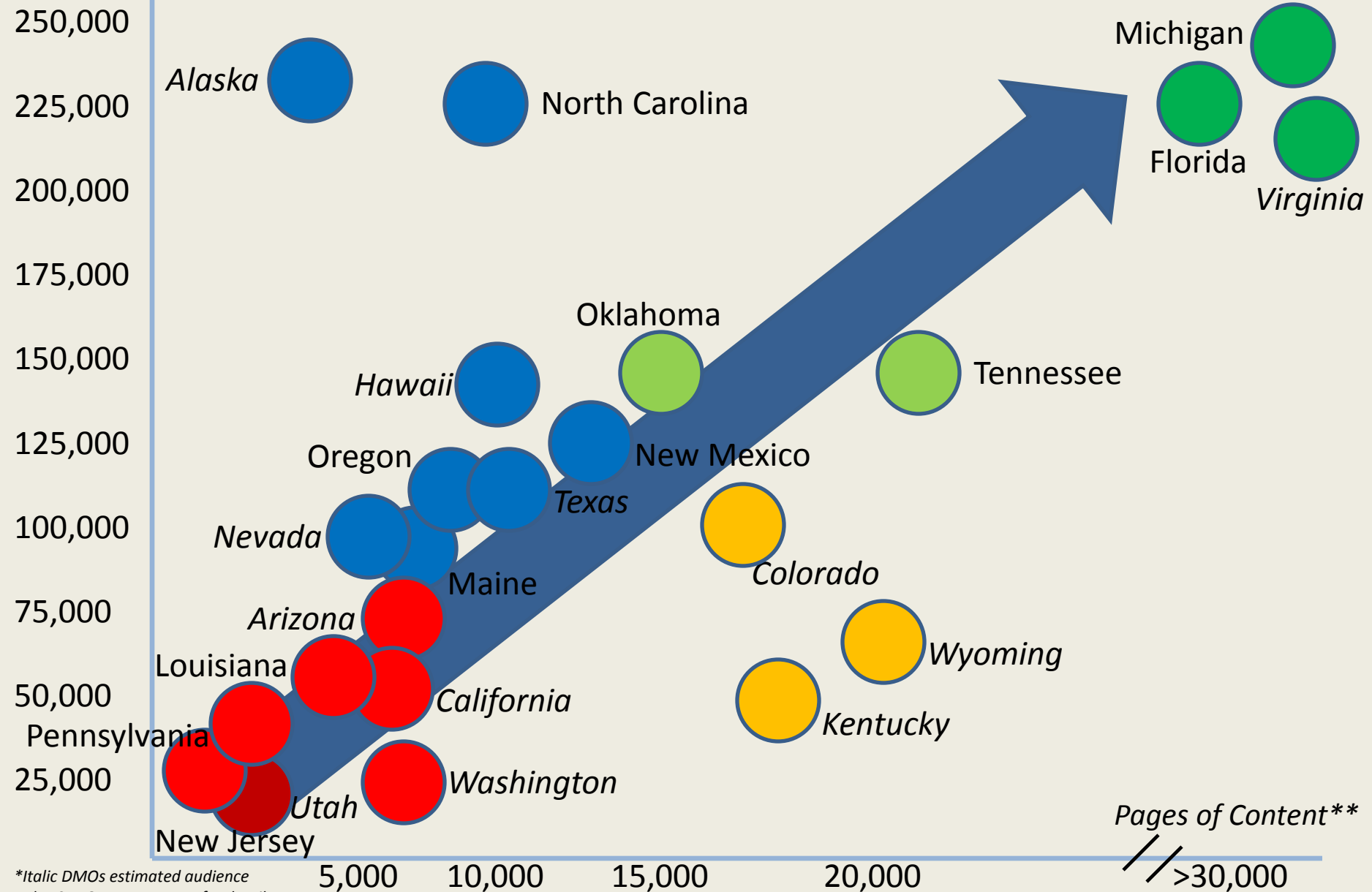
Veranos de la Villa

From the remains of the old **Moorish** wa churches and the first Renaissance works, Mad and varied works of art. Madrid comes from **Magerit** ("mother of waters"), which was the r to the fortress built on the banks of the Manz **Umayyad of Cordoba**, Muhammed (823-881) grew under the Moors for two hundred years, wall and a few towers, which were turned into b from that period. The arrival of **the Austrias**, from the 16th century onwards - reaching its splendour in the 17th century - brought about the monuments that today make up one of the most

538,000 indexed pages

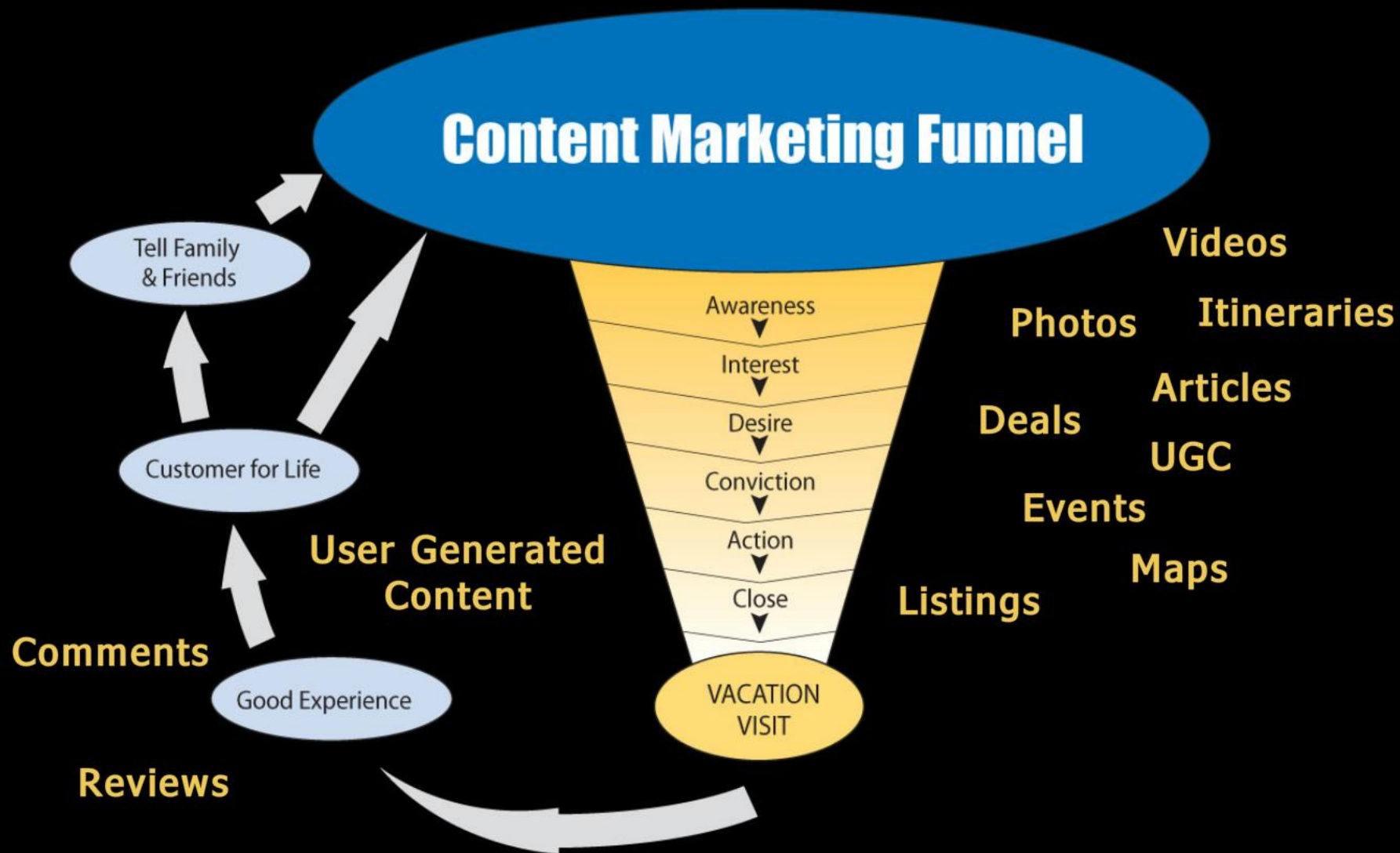
Competitor Matrix: Content vs. Audience

Website Audience – Monthly US People*



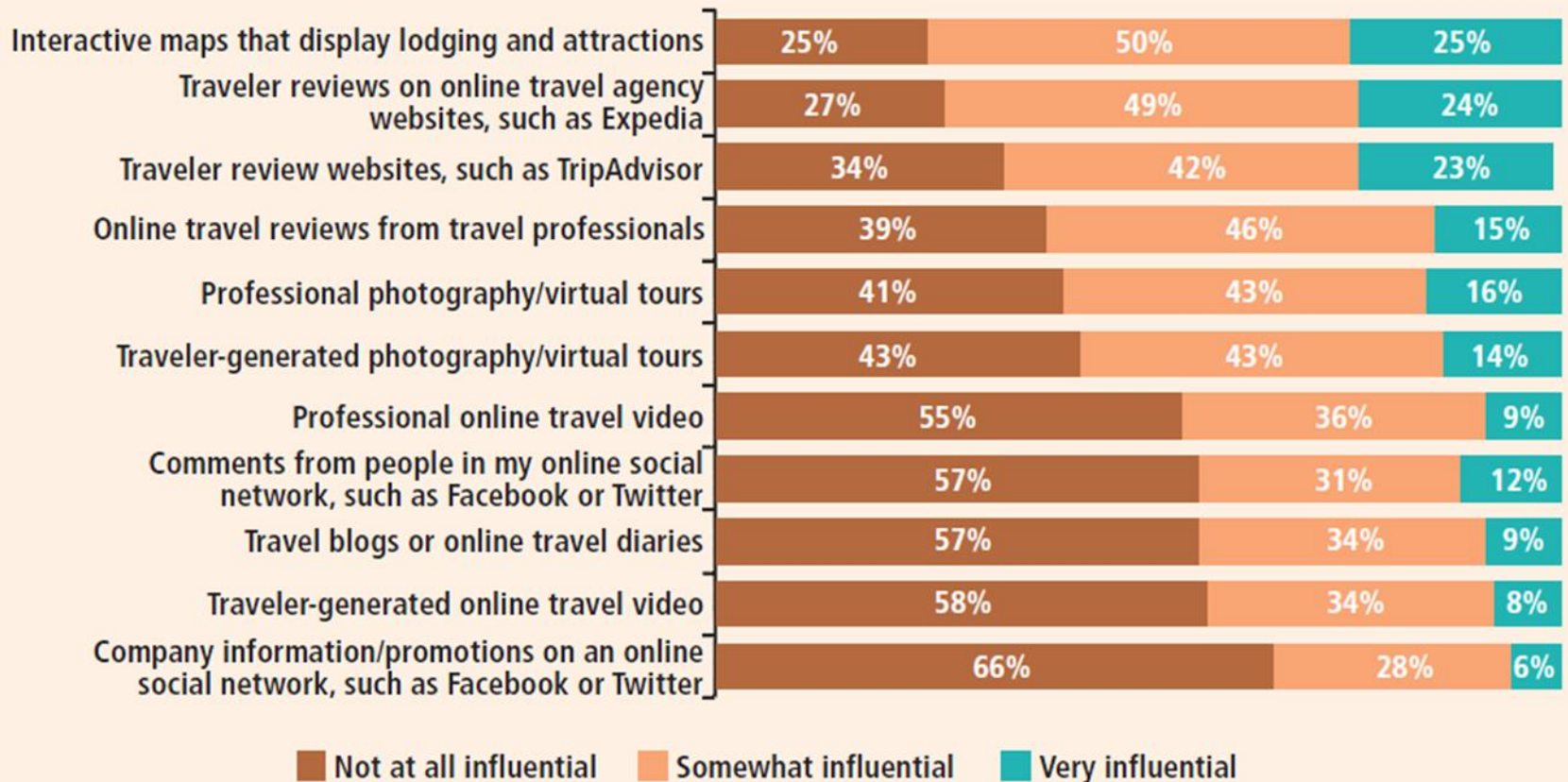
*Italic DMOs estimated audience only. See Quantcast.com for detail.

Content Marketing



3 Most Influential Content Types

Figure 1
Influence of Online Features



Question: Please indicate how influential each online feature is to you when planning leisure travel.

Base: U.S. travelers who typically use websites to plan travel (N=2,346)

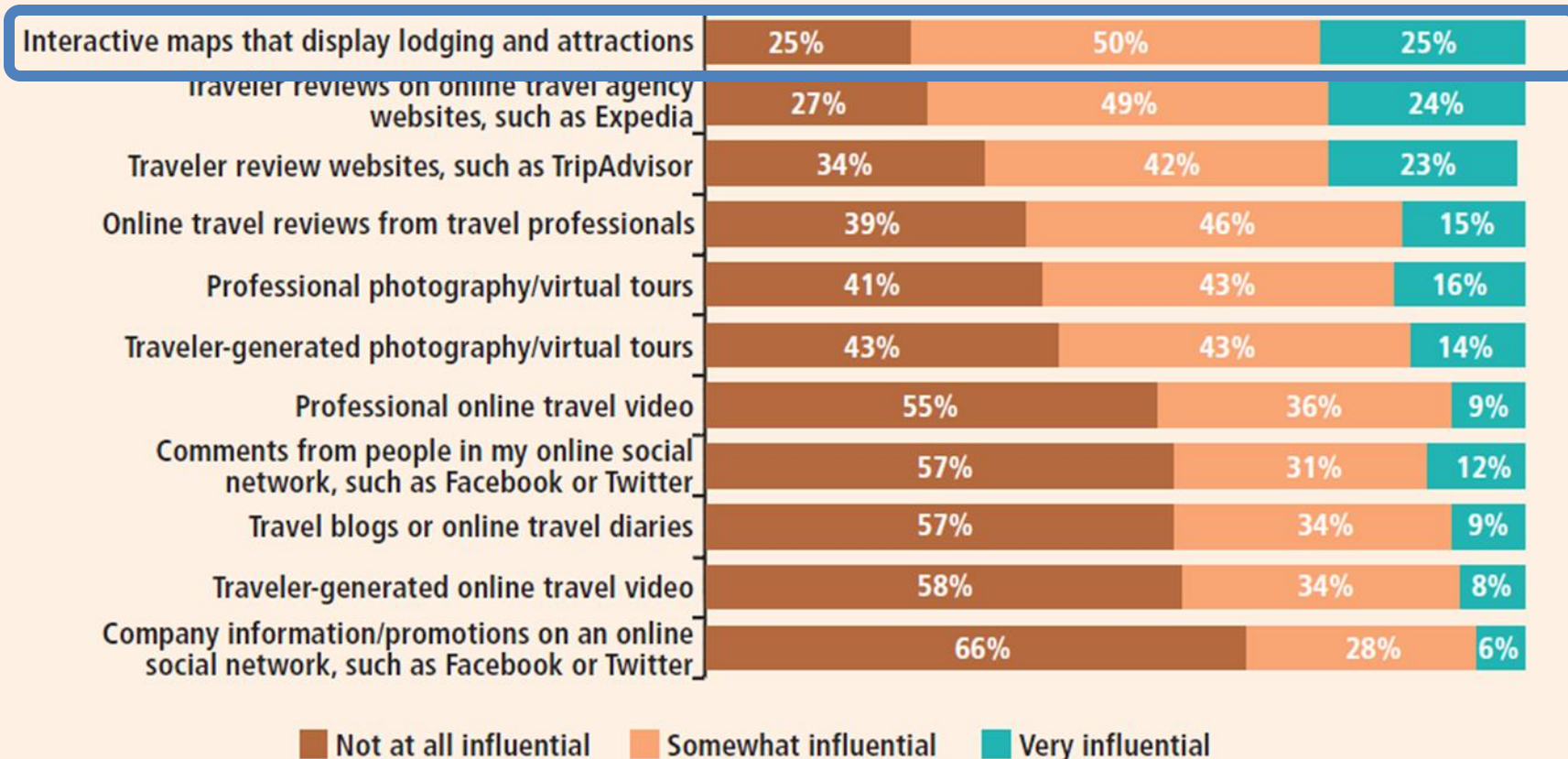
Note: Totals may not add to 100% due to rounding.

Source: *PhoCusWright's Consumer Travel Report Third Edition*

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MAPS

Figure 1
Influence of Online Features



Question: Please indicate how influential each online feature is to you when planning leisure travel.

Base: U.S. travelers who typically use websites to plan travel (N=2,346)

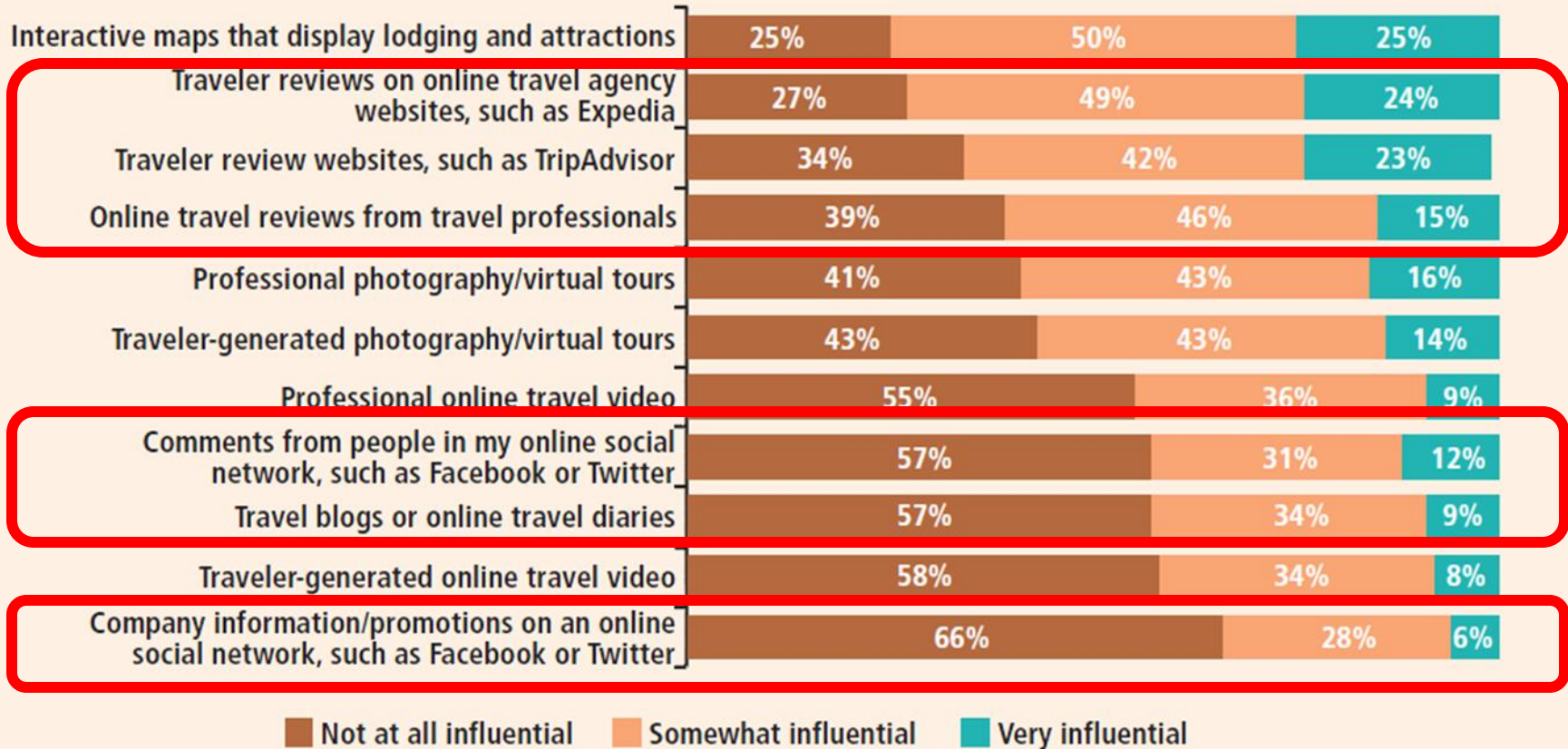
Note: Totals may not add to 100% due to rounding.

Source: *PhoCusWright's Consumer Travel Report Third Edition*

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MAPS – REVIEWS/UGC

Figure 1
Influence of Online Features



Question: Please indicate how influential each online feature is to you when planning leisure travel.

Base: U.S. travelers who typically use websites to plan travel (N=2,346)

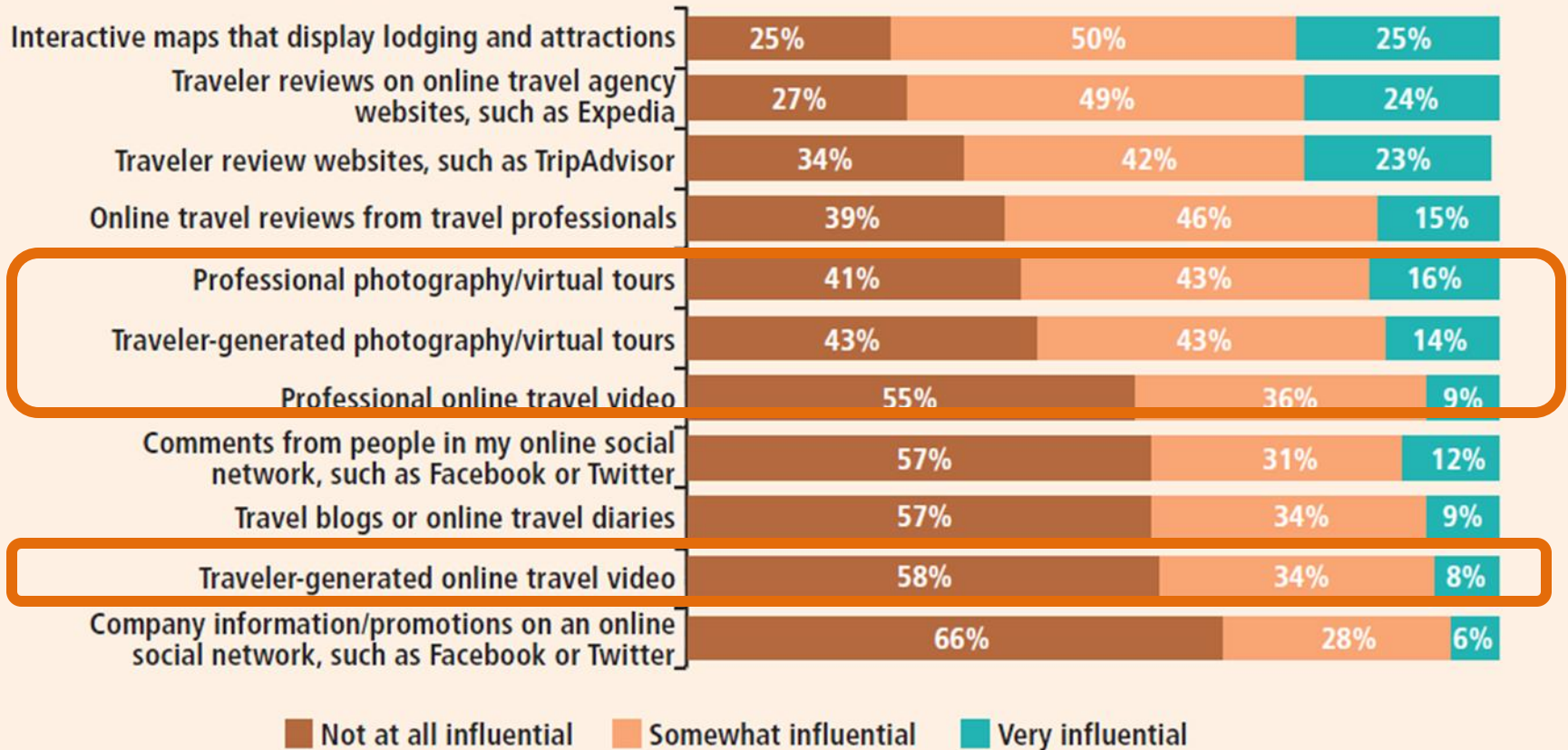
Note: Totals may not add to 100% due to rounding.

Source: PhoCusWright's Consumer Travel Report Third Edition

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MAPS – REVIEWS/UGC- RICH MEDIA

Figure 1
Influence of Online Features



Question: Please indicate how influential each online feature is to you when planning leisure travel.

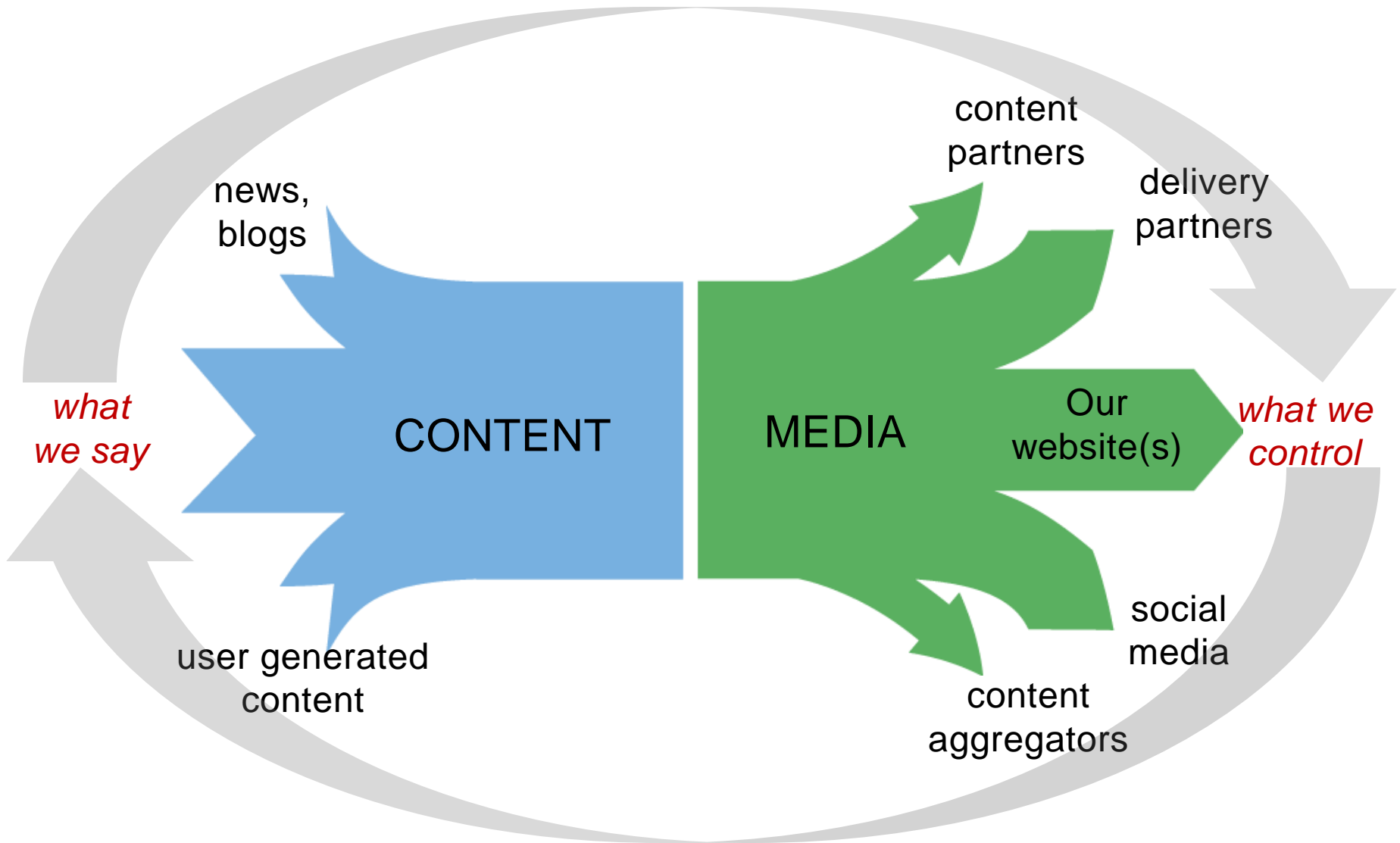
Base: U.S. travelers who typically use websites to plan travel (N=2,346)

Note: Totals may not add to 100% due to rounding.

Source: PhoCusWright's Consumer Travel Report Third Edition

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& VILLAS

RESTAURANTS
& BARS

KIDS
& TEENS

WEDDINGS
& REUNIONS

MARINA

SPA

MEETINGS
& EVENTS

Hawks Cay Island Resort

Midway down the Florida Keys, there's an island called Duck Key. It's small. Secluded. Yet central to Miami and Key West, and easy to reach by car, boat or plane. Duck Key has a few distinguishing features:
Aquamarine water all around.
Glorious sunrises and sunsets.
An island sensibility that lulls you to relax –



Check-in (mm/dd/yyyy) Nights Adults Children

[Check Rates & Availability](#)

(888) 395-5539

Push2Talk Push2Chat

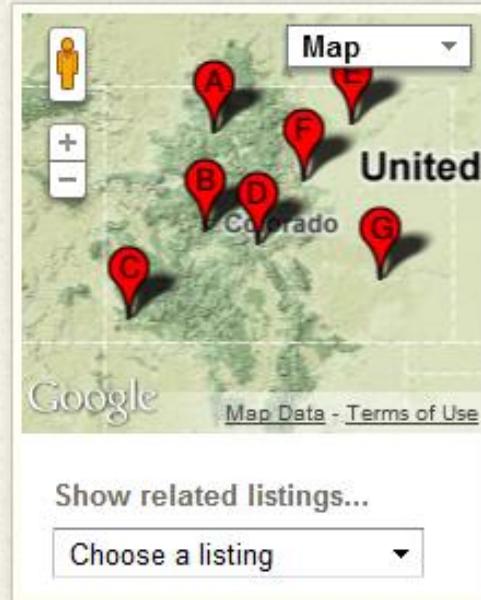
10 AMAZING COLORADO CAMPSITES

f Like 16 g +1 0

Share: f t e



If you're looking to escape city life — or just everyday life — look no further than Colorado's campgrounds. With terrain as varied as Colorado's, it's important to pick your camping destination with both scenery and activities in mind. From the plains to the Western Slope,



Show related listings...

Choose a listing

ains, ski resorts, whitewater-rafting outfitters and other places.

er page to get yours.

cities and highways.



- ☐ Trains
- ☐ Welcome Centers

Explore the Island



Info

Photo

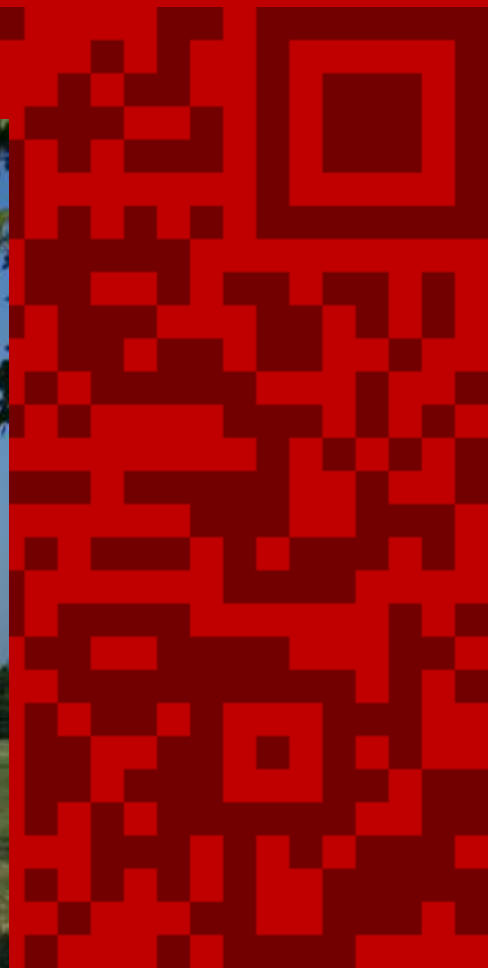


Parasailing: Parasailing in the Florida Keys is a safe and enjoyable way to experience the islands. Take offs and landings are a breeze from the platform of our custom parasail boat. [More information...](#)

POINTS of INTEREST	ACCOMMODATIONS	DINING	ACTIVITIES
<ul style="list-style-type: none"> Calm Waters Spa Dockside Store Fitness Center Indies Club Island Elegance Gift Shop Marina Resort Pool Sunset Pool Tennis Courts Tranquility Pool Wedding Gazebo 	<ul style="list-style-type: none"> RESORT GUEST ROOMS Island View Guest Room Premium King Guest Room Premium Lanai Guest Room Standard Guest Room Water View Guest Room VILLA ACCOMMODATIONS Harbor Village Marina Village Sanctuary Village Sunset Village 	<ul style="list-style-type: none"> Alma Beach Grill Emack & Bolio's Indies Grill Terrace Restaurant Tom's Harbor House 	<ul style="list-style-type: none"> Backcountry Fish Boat Rentals Dive Duck Key Dolphin Connect Experience Desk Florida Keys Kiteboarding Offi Jet Ski Tours Kiteboarding Lagoon Offshore Fishing Paddleboarding Parasailing Pirates Pedals Sundance Waters Sunset Cruise



tagging



The Readability Test Tool

Let's make the unreadable readable

Readability Results

Web Address: <http://www.colorado.com>

This page has an average [grade level](#) of about 6.

It should be easily understood by 11 to 12 year olds.

[Tweet this result!](#)



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253 people like this. Be the first of your friends.



CLICK HERE
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VACATION
GUIDE

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Download Our iPad Visitor
Guide App



VIEW COLORADO
EVENTS



SIGN UP FOR OUR
eNEWSLETTER



VIEW COLORADO
SPECIAL OFFERS

COL



Like

Colorado in
Postcard-w
Discover m

AMA



Readability Indices

Flesch Kincaid Reading Ease	64.5	
Flesch Kincaid Grade Level	4.8	
Gunning Fog Score	4.4	
SMOG Index	4.1	
Coleman Liau Index	13.7	
Automated Readability Index	3.4	

Text Statistics

No. of sentences	71
No. of words	104
No. of complex words	7
Percent of complex words	6.73%



[See and do](#)

[Eat and drink](#)

[Shopping](#)

[Transport](#)

[Book your stay](#)

[Good to know](#)

[Meet the locals](#)

[Share](#)

[Like](#)

2K

VisitCopenhagen

Events

From

15. Jun. 2011

To

22. Jun. 2011

[Search](#)

Start! Festival



16. Jun. 2011 - 18. Jun. 2011

Copenhell 2011



17. Jun. 2011 - 18. Jun. 2011

Esrum Kloster Riddermarked



18. Jun. 2011 - 19. Jun. 2011

Guide to kids' Copenhagen



The Disney Store opens in Copenhagen on Thursday 16 June 2011 at 11:00. However, we were lucky enough to get a sneak preview of the store on Amagertorv 8 (Strøget) this very morning.

At [Facebook](#) you can check out Donald Duck as a Royal Danish Guard and Mickey the Viking.



Good to know

Enter search words

All

Search

Practical stuff

All +

Emergencies



Internet and WiFi



Lost property and theft



Luggage storage



Opening hours



Post offices



Public holidays



Visitor centre



Tipping



BUSCAR



Inglés ★ VEA NUESTRO Folleto Electrónico

español.visit san antonio.com

Visitantes

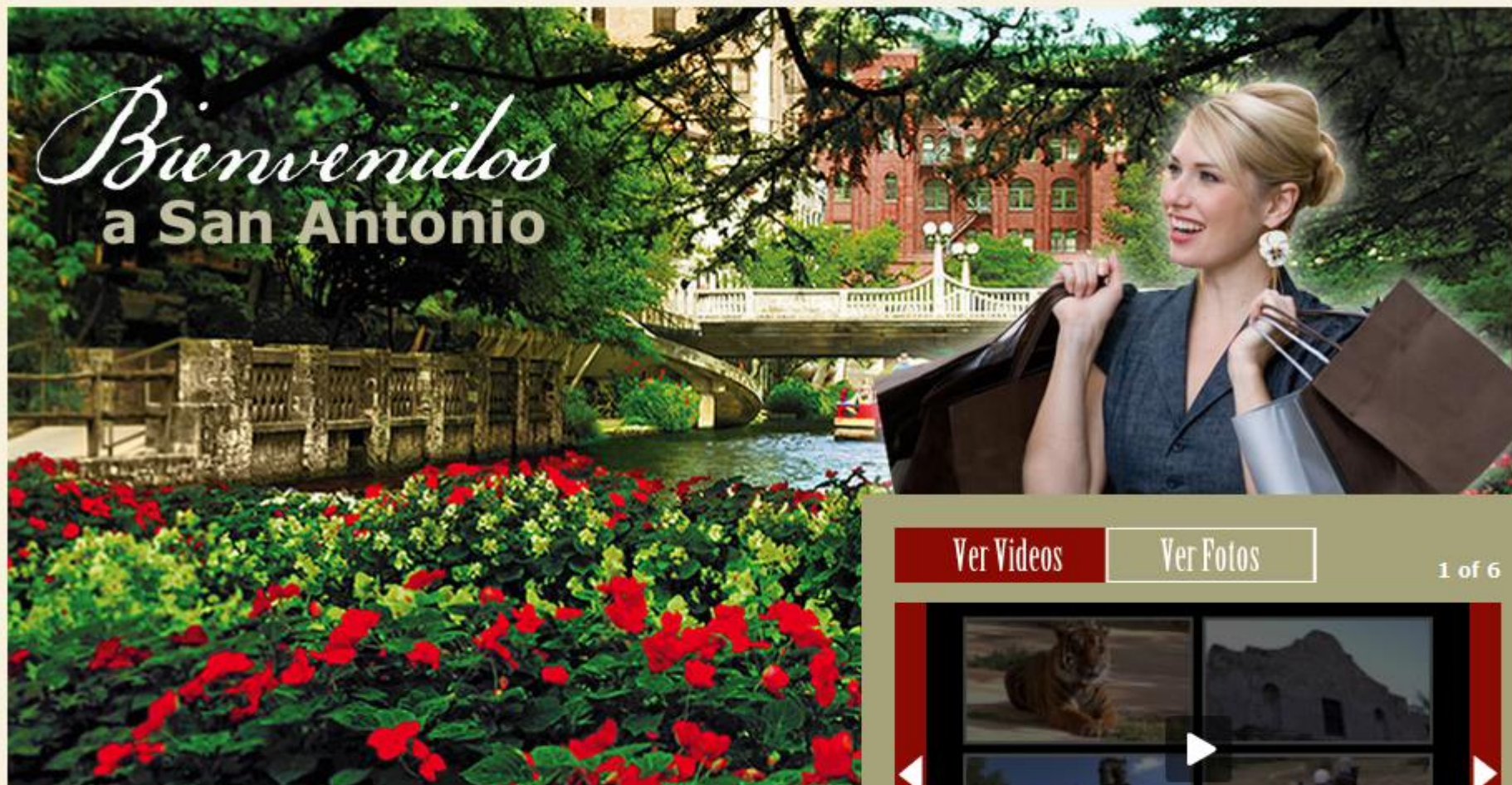
Grupos y Convenciones

Profesionales de Turismo

Medios

Filmaciones

[Inicio](#) >> Experiencia Inolvidable



Experiencia
Inolvidable

Ver Videos

Ver Fotos

1 of 6



Emociones tamaño Texas



ALOHA AND WELCOME

ハレクラニは、130年100年にわたり、ワイキキビーチでお客様をお迎えしてきました。心こもるおもてなしサービス、地元の新鮮素材を使い、超一流のシェフの技が生み出す極上の料理をご提供するオアフ島で、世界にその名を知られています。

THE ROYAL HAWAIIAN
A LUXURY COLLECTION COMPANY
Hawaii

プールサイドのカバナに横たわり、
見あげれば、
青空を音にして舞くピンク・パレス。

ここにカーテンを入れるとパノラマが表示されます。フルスクリーンモードがおすすめです。

June 4, 2012 : ロイヤルハワイアン Facebook ページでホテルの最新情報を発信中 1/2

ここにカーテンを入れるとパノラマが表示されます。フルスクリーンモードがおすすめです。

宿泊 レストラン アクティビティ ウェディング 施設サービス ホテル概要

オンラインでのご予約

2012/9/15 2012/9/19 1 0 1 検索

チェックイン チェックアウト 大人 子供(18歳 未満)

最新情報

- 1 期間限定サンデーランチ・ビュッフェ開催のご案内
- 2 ロイヤル・ハワイアン公式日本語Facebookページのご案内
- 3 海に面したレストランでのウェディングパーティープラン
- 4 ビーチカバナで堪能する、ロイヤル・パラ・アイランド・ディナーコース

Suite Life
in Paradise

スイートライフ・イン・パラダイス

スイートルームが最大52%OFF

南国ハワイの絶妙な風景の中にたたずむロイヤル・ハワイアン ホテルは、1927年の創業以来太平洋のピンク・パレスと呼ばれ、数あるハワイのホテルの中でも特に長い伝統を持っています。優雅でクラシカルな内装のホテル内、贅沢な設備品が配された客室、椰子の木が揺れる清々しい中庭のココナッツ・グロブス、そしてワイキキ・ビーチ側のプライベートエリアをご堪能ください。

ロイヤル・ハワイアン ホテルでのご滞在を最大限にお楽しみいただけるご宿泊プランはこちらから。

MOANA SURFRIDER

A WESTIN RESORT & SPA
WAIKIKI BEACH

[ご宿泊▼](#)
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[アクティビティ▼](#)
[ウェディング▼](#)
[施設&サービス▼](#)
[モアナリクスバ](#)

Search



パーティールーム

オンラインでのご予約

2012/9/11	2012/9/15	
チェックイン	チェックアウト	
1▼ 部屋数	1▼ 大人	0▼ 子供(18歳未満)
検索 >		

公式日本語Facebookページを開読

モアナ サーフライダー ウェスティン リゾート＆スパの日本語版公式Facebook(フェイスブック)ページが開読されました。Facebookをご利用の方は、いろいろ！ボタンを押していただくことで、当ホテルの最新情報をご覧いただけます。

Suite Life in Paradise

スイートルाइフ・イン・パライダイス

タワースイートが最大71%off

詳細はこちら>



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ons

인 예약

2012/9/18

검색 >

최소 1인
객실수
어른
어린이 (18세 미만)



Sheraton Waikiki

하와이에

중심에 위치한 셰라톤 와이키키 호텔은 오션 프론트의 대형 리조트 호텔입니다. 신선되어 하와이의 아름다움을 곳곳에서 느끼실 수 있는 1,636실의 객실은 한 디자인과 차분한 색조의 인테리어로 통일.

키 비치와 장대한 다이아몬드 헤드, 푸르른 코올라우 산맥, 보석을 뿌려놓은 마젤을 즐기실 수 있는 객실은 최고의 위치를 자랑하는 셰라톤 와이키키의 자랑입니다.

Sheraton Waikiki News

특별 스위트룸 패키지

4박 연속 숙박하시면 키오 오션 프론트 스위트가 75% 할인. 다양한 특권이 포함된 패키지 스위트 라이프 패키지를 놓치지 마세요!

와이키키 비치와 눈 앞에 펼쳐지는 만파티터

와이키키 비치와 물이 일체가 된 경관은 느낌의 셰라톤 와이키키의 어른 전용 **인피니티 풀**, 다이아몬드 헤드와 바다가 파노라마처럼 펼쳐지는 절경을 감상



03

Social:
Integrate
community &
conversation
into your site

03

relationship

authenticity

reach



Social Integration

September 4, 2012



On the reef, September offers consistent rod-bending action for a variety of hard-fighting and great tasting species. Book a half-day trip with one of our seasoned pros and bring home a cooler full of delicious mangrove, mutton, and yellowtail snapper filets. You may even land a big black grouper!

No matter what type of fishing you want to do, our deep-sea and backcountry guides will put you on the fish. Take a stroll down to the marina and see what they caught today.

Tight lines and good fishing... Sheldon

Big Boat, Small Boat, all in for Labor Day Weekend! September 1, 2012



If you're still cruising call us about one of the few slips remaining for Sunday night, or spend the week with us and indulge in the only key you need for a perfect vacation!

The image displays five screenshots of the Hawks Cay Experience website, arranged in a grid-like fashion. Each screenshot represents a different activity offered by the resort.

- Top Left:** The homepage for Kiteboarding. It features a large image of a person kiteboarding over the ocean. The navigation bar includes links for Home, Kiteboarding, SUP Kiting, FAQs, and Photo Gallery. A sidebar on the right shows smaller images of people participating in water sports.
- Top Right:** A page titled "KITEBOARDING". It includes a video player showing a person kiteboarding and a text box that says: "Let me help you plan your trip! Enjoy a stay at Hawks Cay Resort and the Florida Keys Kiteboarding will be just steps from your door." Below this is a contact number: (877) 231-8682.
- Middle Left:** A page titled "About Cliff Drysdale". It features a large image of a tennis court with a green ball in the foreground. The navigation bar includes links for Home, About, Programs & Rates, and Photo Gallery. A sidebar on the right shows a person playing tennis.
- Middle Right:** A page titled "DIVE IN!". It features a large image of a yellow boat. The navigation bar includes links for Home, Dive Trips, Scuba Lessons, and Photo Gallery. A sidebar on the right shows a person diving.
- Bottom Left:** A page titled "Experience Dolphin Connection". It features a large image of two dolphins jumping out of the water. The navigation bar includes links for Home, About, Programs, and Photo Gallery. A sidebar on the right shows a person interacting with a dolphin.
- Bottom Right:** A page titled "DOLPHIN DREAM". It features a large image of a dolphin. The navigation bar includes links for Home, About, Programs, and Photo Gallery. A sidebar on the right shows a person interacting with a dolphin. Below the main image is a text box that says: "Have sweet dreams at Hawks Cay Resort and a dreamy day at the Dolphin Connection. Book accommodations and a Dolphin Connection program together for savings. (888) 251-3674 Book Now".

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Brandywine Valley | [Explore trails, wineries and more.](#)
It's Always Sunny Itinerary | [Inspired by the hit TV show.](#)

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Philadelphia on Facebook



57,246

Philadelphia More great news: The PHS : Pennsylvania Horticultural Society has teamed up with our very own Philly Homegrown campaign to launch a giant new Pop-Up Garden in the center of Philadelphia's busy business district!



The Pennsylvania Horticultural Society Launches A Gorgeous New Pop-Up Garden In Downtown Philly

www.uwishunu.com

A vacant lot in the heart of Center City's busy business district has been



Facebook social plugin

[» BECOME A FAN OF VISIT PHILLY ON FACEBOOK](#)



VISITPHILLY.COM IS THE OFFICIAL VISITOR SITE FOR GREATER PHILADELPHIA



Greater Philadelphia
Tourism Marketing Corp
visitphilly.com



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PHILADELPHIA WITH COUNTRYSIDE



1.800.VisitPA

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Enter city or hotel name

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Your friends' activity



Mindy Joyce reviewed Grand Hotel Tritone - **NEW**
1 day ago



Grand Hotel Tritone
Via Campo 5 Praiano (SA) Costiera Amalfitana, 84010 Praiano Italy
Mindy said, "Spectacular location and views"
Mindy's rating



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Visiting Boston, MA



Washington Monument Nov 2006 (DVDAPEX)

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- 1 The Lenox Hotel  480 reviews
- 2 Fairmont Battery Wharf  76 reviews
- 3 Boston Harbor Hotel  141 reviews
- 4 XV Beacon  183 reviews
- 5 Hotel Commonwealth  187 reviews

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Replies **9**


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★ Current city is Boston

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04

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Hawks Cay Island Resort

Midway down the Florida Keys, there's an island called Duck Key. It's small. Secluded. Yet central to Miami and Key West, and easy to reach by car, boat or plane. Duck Key has a few distinguishing features:
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Glorious sunrises and sunsets.
An island sensibility that lulls you to relax –



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WHERE

WHEN

HOW

PLAN YOUR TRIP >

Springtime!

IN TENNESSEE



Explore Nearby Things >

Things to Do +

Places to Eat >

Places to Stay >

Events >

Offers & Deals >

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CONCERT TICKETS

Location: Your Location

Things to
Do ▼



Main > Explore Nearby Things

Explore Nearby Things

In Tennessee, there is something interesting to see or do around every corner. Here's a quick list of nearby places to go.

List Ordered by Proximity



**Chucalissa
Archaeological
Museum**

8,119.98 miles



T.O. Fuller State Park
8,119.98 miles



**T.O. Fuller State Park
Golf Course on the
TN Golf Trail**
8,120.71 miles



Southland Mall
8,123.21 miles

05

Evolution:
learning and
adapting



05

measure

iterative process

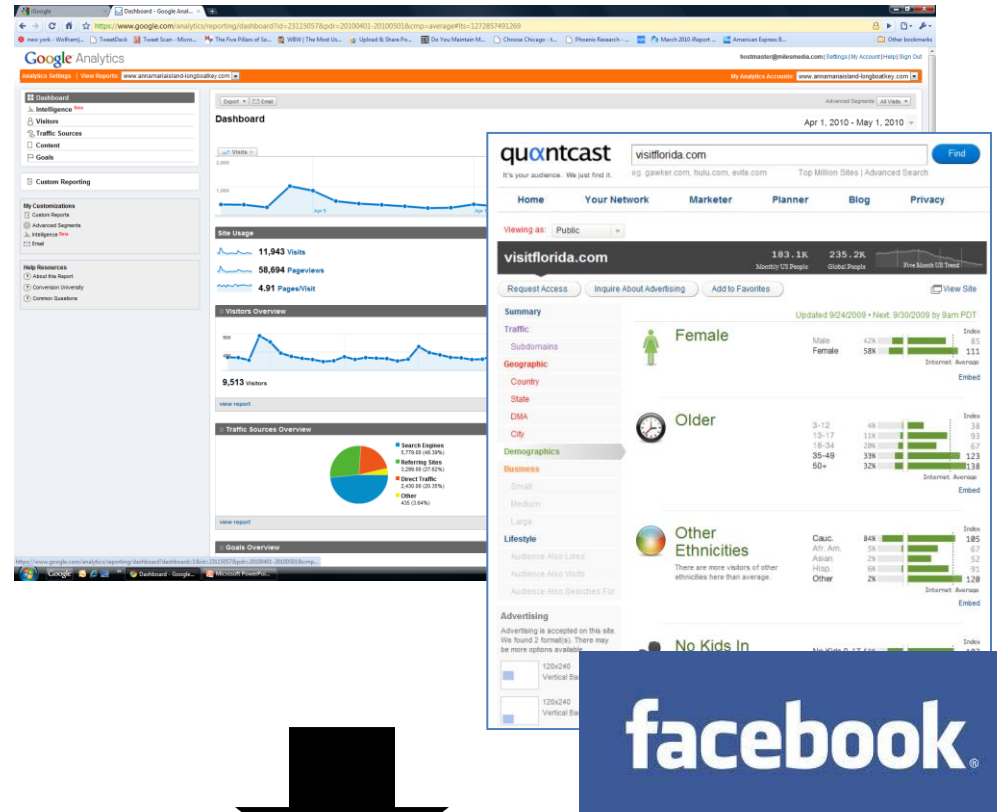
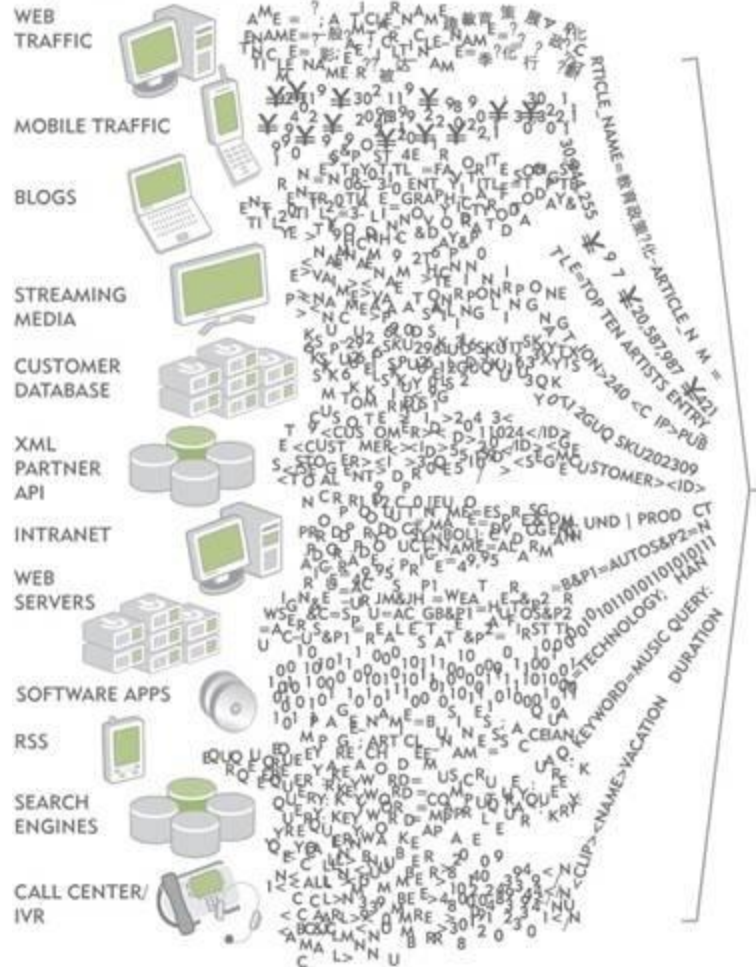
constant change



Adept Adapters

Results (Data) Driven Marketing

Any Information Source



Evolution

Source: Omniture.

Web Site Page Optimization

Targeted landing pages are developed & tested.

Test A

41% Bounce Rate
71% Conversion Rate

Test B

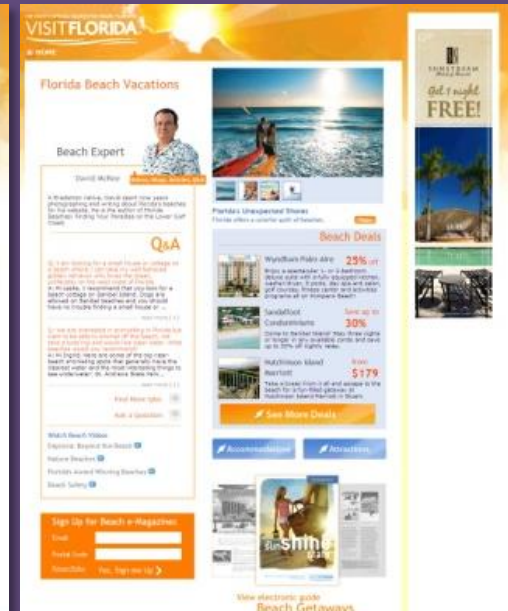
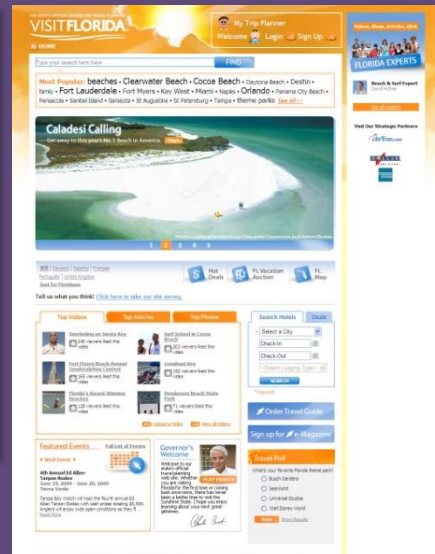
38% Bounce Rate
89% Conversion Rate

Test C

27% Bounce Rate
121% Conversion Rate

Test D

24% Bounce Rate
114% Conversion Rate

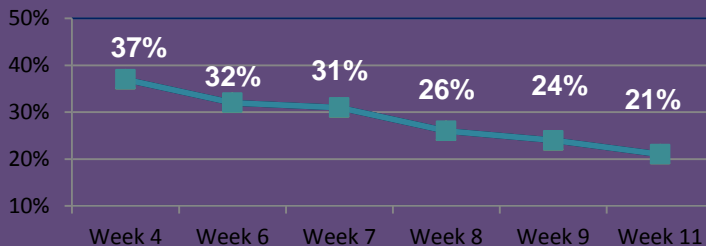


This A-B testing led to a **85%** lift in page performance (conversion rate %).

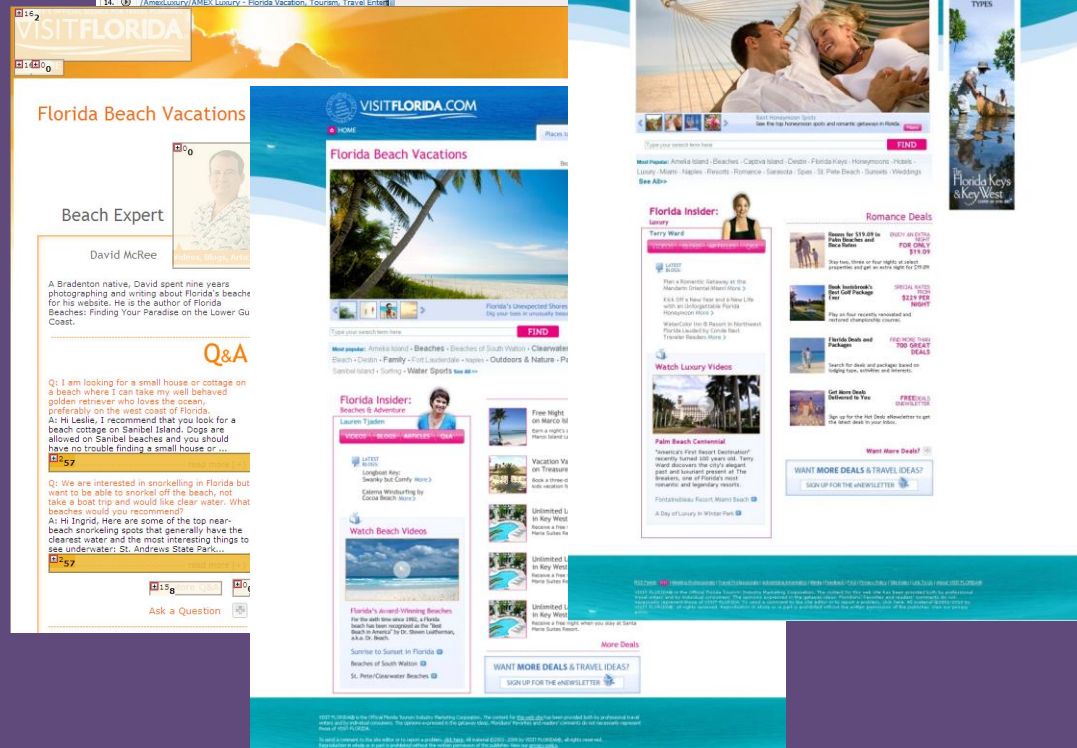
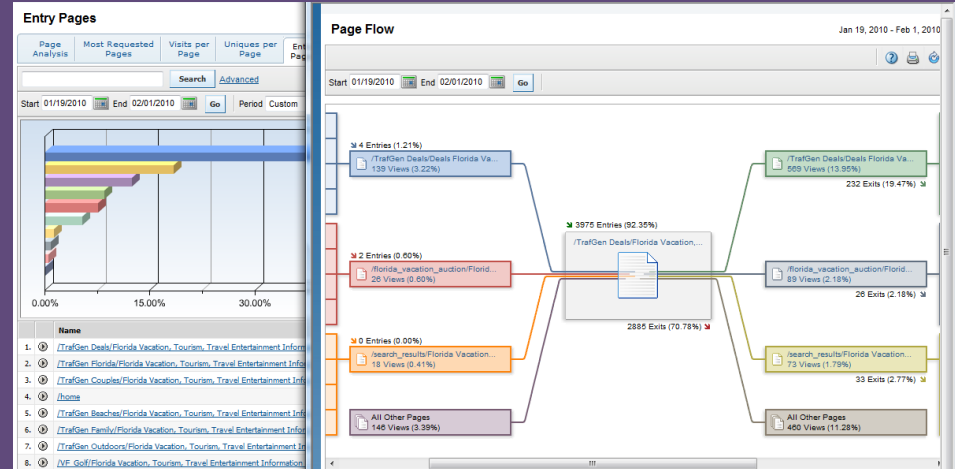
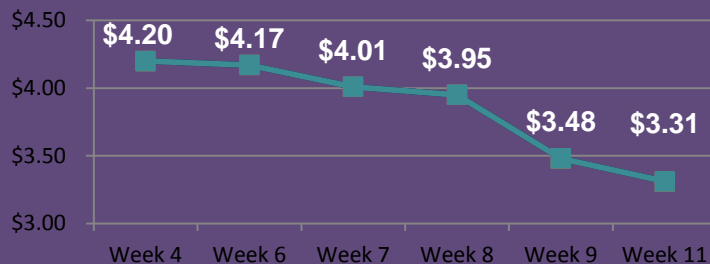
Web Site Evolution

Continually test and refine web site content based on analytics

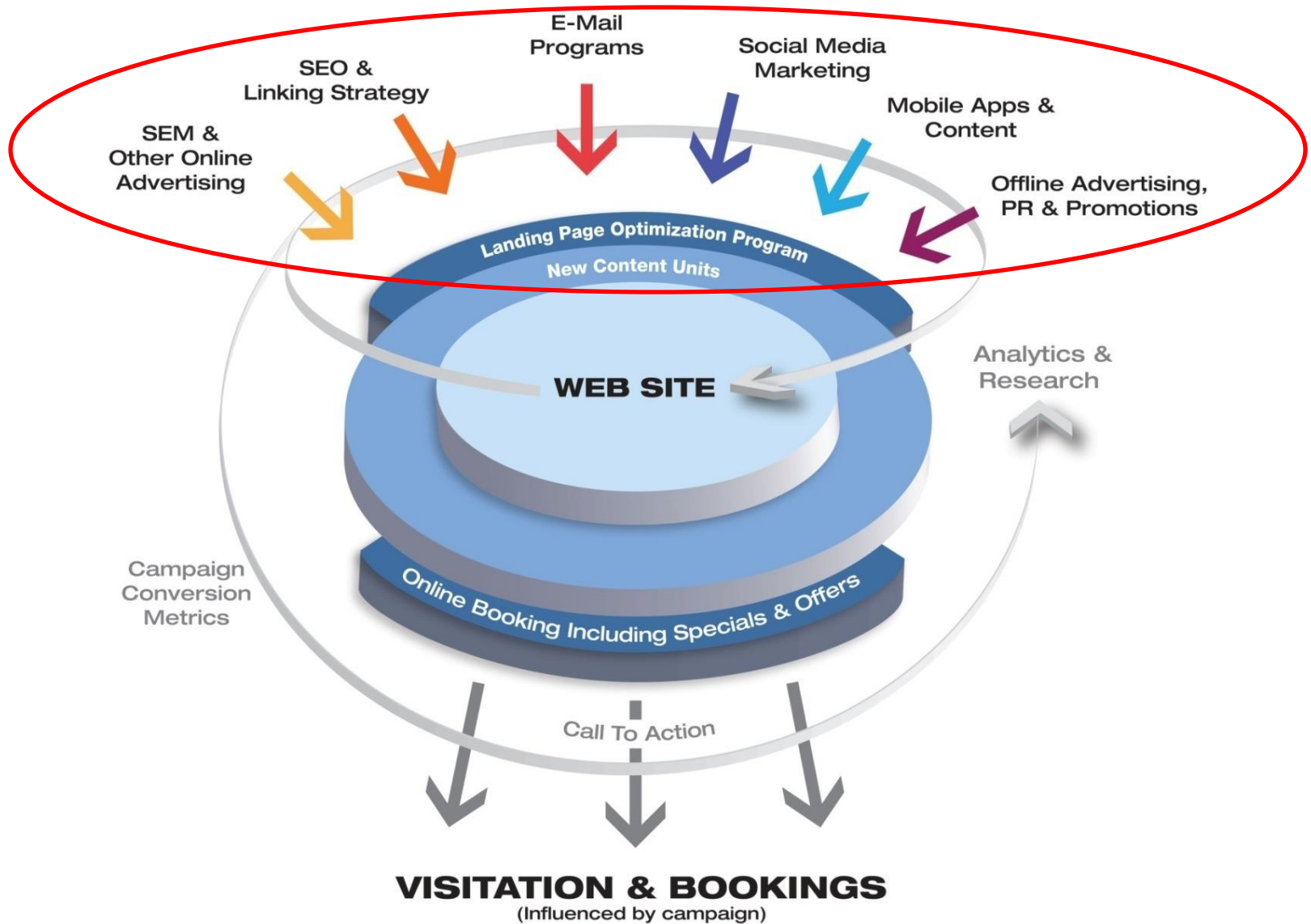
Lowest Landing Page Bounce Rate



Average Cost Per Conversion



INTEGRATED ONLINE MARKETING PROGRAM



Louisiana Made the Most of Every Media Dollar

In today's economic climate, all DMOs need to achieve their goals with smaller budgets.



Louisiana Travel replaced the homepage slideshow and landing page images with Smart Content. When traffic entered the website via the SEM campaign, potential travelers were given messages specifically tailored to their interest. The results speak for themselves.



Home from the
Governor

Pause

Stop





The



Essentials of a
Web Site That Works

Lets Build a

Web Sites That Work

Web Site !



Plan
Design
Build
Adapt
Refine



Web Sites That Work

1. Planning for Success
2. Content is King
3. Social Media Integration
4. Targeted & Engaging
5. Continual Evolution

Resources & Links

Q&A

Web Sites That Work

Jay Salyers