

Life-Saving Checklist

Revive Your Web Presence

Before It's Too Late!



Please be respectful of your colleagues by silencing your phone. If you need to answer a call, please go to the hallway.

The Only Thing We
Can Be Sure
of When it Comes
to the Internet
is

Constant Change

Housekeeping 101

- ADA
- GDPR
- Https
- Mobile First
- Responsive Design
- OTAs
- Trip Advisor
- Revenue Management
- E-Commerce
- Pay-Per-Click

**ADA does not
mean your
property is
ADA compliant**

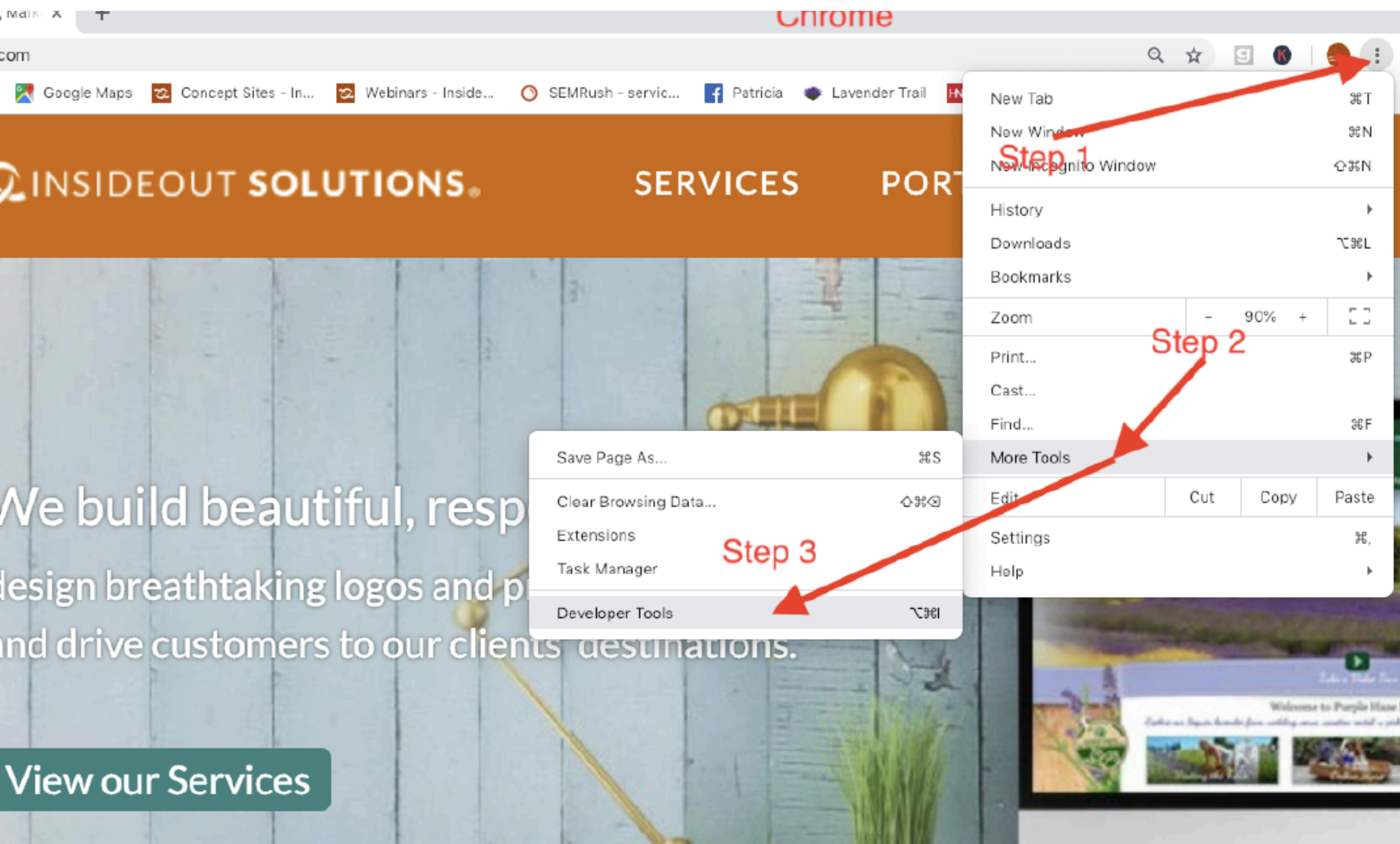
**Accessibility means
everyone should be able
to read and enjoy your
WEBSITE equally**



**Not suitable
for wheelchair
access**

Test Your Site

Google Chrome - Lighthouse



OUT
ONS

SERVICES PORTFOLIO

diverse experience,
vice, and superior creative,
ness grow.

Marketing and
Solutions for

At InsideOut Solu
marketing can gro
hed & breakfast v

Elements Console Sources Netw

(new audit)

Identity and fix common performance, accessibility, and SEO issues

Device

☒ Mobile

☐ Desktop

Audits

☒ Performance

☒ Progressive Web App

☒ Best practices

☒ Accessibility

☒ SEO

Throttling

☒ Simulated Fast 3G

☐ Applied Fast 3G, 4G

☐ No throttling

☐ Clear storage

Run audits

Console What's New

top Filter

Follow Directions After You Scroll Down to Accessibility

coveredwagonranch.com

Wikipedia Google Maps Concept Sites - In... Webinars - Inside... SEMRush - servic... Patricia Lavender Trail http://www.hospit... InsideOut Solution

Authentic Montana Dude Ranch Phone: 406-995-4237

WELCOME | THE RANCH | LODGING | ACTIVITIES | RESERVATIONS |

**COVERED
WAGON
RANCH**
ESTABLISHED 1925

We welcome you to
Covered Wagon Ranch!

Elements Console Sources Network Audits >>

+ 10:28:00 AM - coveredwagonr

✓ Passed audits

⊖ Not applicable

Accessibility

Fix based on recommendation

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected. Manual testing is also encouraged.

Additional items to manually check

✓ Passed audits

⊖ Not applicable

Use Similar text but Not Exact

chrome File Edit View History Bookmarks People Window Help 81% Sun 10:37 AM

Accessibility Covered Wagon R x +

https://coveredwagonranch.com/accessibility/

YouTube Wikipedia Google Maps Concept Sites - In... Webinars - Inside... SEMRush - servic... Patricia Lavender Trail http://www.hospit... InsideOut Solution...

WELCOME | THE RANCH | LODGING

**COVERED
WAGON
RANCH**
ESTABLISHED 1925

ACTIVITIES | RESERVATIONS | BLOG

ACCESSIBILITY

Accessibility statement for Covered Wagon Ranch

We want everyone who visits the Covered Wagon Ranch website to feel welcome and find the experience rewarding.

WHAT ARE WE DOING?

To help us make the Covered Wagon Ranch website a positive place for everyone, we've been using the [Web Content Accessibility Guidelines \(WCAG\) 2.1](#). These guidelines explain how to make web content more accessible for people with disabilities, and user friendly for everyone.

The guidelines have three levels of accessibility (A, AA and AAA). We've chosen Level A as the target for the Covered Wagon Ranch website.

HOW ARE WE DOING?

We've worked hard on the Covered Wagon Ranch website and believe we've achieved our goal of Level A accessibility. We monitor the website regularly to maintain this, but if you do find any problems, please get in touch.

LET US KNOW WHAT YOU THINK

If you enjoyed using the Covered Wagon Ranch website, or if you had trouble with any part of it, please get in touch. We'd like to hear from you in any of the following ways:


- email us at info@coveredwagonranch.com

Add Accessibility page to Site Map

https://coveredwagonranch.com

YouTube W Wikipedia G Google Maps C Concept Sites - In... W Webinars - Inside... SEMRush - servic... f Patricia L Lavender Trail H http://www.hospit... G InsideOut

WELCOME d | THE RANCH | LODGING | ACTIVITIES | RESERVATIONS | BLOG



COVERED WAGON RANCH ESTABLISHED 1925

Add me to site map

COVERED WAGON RANCH ESTABLISHED 1925

34035 Gallatin Road | Gallatin Gateway, Montana 59730 | Phone: 406-995-4237 | info@coveredwagonranch.com

News, Events and Specials from our blog.

FALL NEWS: HELLO CWR FAMILY! We had a wonderful season at the ranch this summer. Actually we extended our season this year into October and had a great success, so we will continue to do in the future. It was nice to wrap up the season with fall weather, a little bit of snow and a great group of guests. We will reopen the gates June 10th. The reserva

So Long, Dudes!: Here at the CWR, things are winding down. Moving horses to winter pasture, shutting down cabins, filing end-of-year paperwork, and a million other chores fill our days, while we try to stay warm. The few guests willing to brave Montana's first snows are a welcome distraction from the closing "to-do" list. If you are one of those brave souls,

Sitemap

Back to Top

Accessibility

Log in

Website by:
InsideOut Solutions

gonranch.com

Montana Dude Ranch

Phone: 406-995-4237

COVERED
WAGON
RANCH

ESTABLISHED 1925

THE RANCH | LODGING | ACTIVITIES | RESERVATIONS |

ay riding, fishing, or just
tryside...

TO THE WEST

Wagon Ranch, a Montana Dude Ranch.

as ago, each guest arrived here at Covered Wagon Ranch by way of
Model-T. Today, descendants of some of those families still come to
ude ranch to experience the mythic beauty of the Old West, in a region
ly the same as it was in 1925 when the guest ranch first opened.

ne oldest continuously operating ranches in this scenic canyon where
Taylors Fork rivers meet. Our guest ranch is just three miles from the
er of Yellowstone National Park.

Share

Pin it

f

p

Elements

Console

Sources

Network

Audits

9:35:46 AM - coveredwagonra

Ignore

90

58

100

73

100

Performance

Progressive Web App

Accessibility

Best Practices

SEO

Score scale: 0-49 50-89 90-100

Performance

90

Metrics

First Contentful Paint

1.6 s

First Meaningful Paint

1.6 s

Index

4.0 s

First CPU Idle

2.8 s

Time to Interactive

4.1 s

Estimated Input Latency

60 ms

Values are estimated and may vary.

Scroll down to find out fix suggestions.

Console

What's New

top

Filter

Default levels

4 hidden

JQMIGRATE: Migrate is installed, version jquery-migrate.min.js?ver=1.4.1:2
1.4.1

GDPR init.js?ver=4.9.9:16

[cycle] terminating; too few jquery.cycle.all.min-2.86.js?ver=2.86:11
slides: 1

What is GDPR?

General Data Protection Regulation

- European Regulation for doing business or collecting information on individuals in the European Union
- Data Collection -IP address, etc.
- Protect Privacy
- Google Gathers Information on Where Your Traffic Comes From to Your Website
- How do You Gather Data?

What To Do

Add Privacy Page with Your Policy

Add Opt In Bar


Coming Soon to the USA



FIND A RANCH
begin the journey

EXPERIENCE
dude ranches

THE DRA
membership & info

Home |  | Contact

0 ranches in your favorites
[view favorites](#) | [what's this?](#)

Privacy Policy

The Dude Ranchers' Association understands that the protection and security of your account information, and any other information that is personally identifiable, is of utmost importance. We collect personal information you choose to share with us and our partners so we can provide you with a more customized experience. Your information is kept secure through industry norms. When you complete one of the forms such as the contact us or brochure request forms on our website that information is given to the ranches located in the state you indicated you wanted more information from.

Cookies

A cookie is a piece of data stored on the website user's hard drive containing information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our site. We use cookies to store visitors' preferences, record session information, record user-specific information on what pages users access or visit, record past activity at a site in order to provide better service when visitors return to our site and to customize website content based on visitors' browser type or other information that the visitor sends. Once the user closes their browser, the cookie simply terminates. If a user rejects the cookie, they may still use our site. Some of our business partners use cookies on our site (for example, advertisers). However, we have no access to or control over these cookies.

Sharing

We will share aggregated demographic information with our ranchers when appropriate.

Links

This website contains links to other sites. Please be aware that the Dude Ranchers' Association is not responsible for the privacy practices of such other sites. We encourage our users to be aware of this when they leave our site and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies solely to information collected by this website.

Opt in



Https?

SSL: Secure Socket Layer

Not Secure 1890williamshouse.com

Your connection to this site is not secure

You should not enter any sensitive information on this site (for example, passwords or credit cards), because it could be stolen by attackers. [Learn more](#)

Cookies (51 in use)

Site settings

Spring into Action Special

ights and save 20%. Must include a Tuesday. Call us directly or book through our websi

501-624-4275 Availability & Rates

1890 Williams House Inn

Discover the 1890 Williams House Inn

View our [Virtual Tour](#) for 360 degree views of our rooms, common areas, and outdoor spaces. Pictures don't do the Inn justice, but this comes pretty close!

Experience comfortable elegance...

Experience our unforgettable Hot Springs, Arkansas bed and breakfast

The 1890 Williams House Inn celebrates a long history of hospitality, and we look forward to sharing our joyous home with you. Dr. A.U. Williams, a prominent physician and businessman built this exquisite Arkansas estate, where four generations of his family lived. In fact, 1890 Williams House Inn was the first bed and breakfast in the state of Arkansas, established in 1980. The home continues to welcome travelers today; we invite you to come into our parlor for refreshments and good conversation, sharing in the history and hospitality.

Our Hot Springs, Arkansas bed and breakfast is the historic district's jewel,

Welcome

About

Rooms

Breakfast

Weddings

Packages

Gift Certificates

Directions

Mobile Rules the Internet

- Google now indexes and ranks your property based on your mobile site. **FIRST**
- If you don't have a mobile site you will rank below other properties that do
- Page speed is one of the top 10 factors for ranking



The Commander's BEACH HOUSE

The only Bed & Breakfast Inn *on the beach*
at Point Hudson Marina in Port Townsend
360-385-1778

◆◆Voted **BEST B&B** in Jefferson County, 2012◆◆
finalist 2013, 2014 and 2015

It's an easy walk from the Commander's Beach House to all the shops and restaurants in Port Townsend, as well as to the new Northwest Maritime Center and Fort Worden's Marine Science Center. Stroll to the Victorian gardens at Chetzemoka Park or launch your kayak from our beach! Pamper yourself in our cozy home where storm watching is a favorite activity, or just sit in front of the fireplace with a good book. Listen to the waves from our three beach-side rooms, or enjoy a view of the gardens and boatyard from our fourth room. In the morning, delight in a romantic gourmet breakfast served at individual tables with views of Whidbey Island, the Point Wilson lighthouse and Mount Baker. Our house provides an incredible setting for outdoor weddings or family gatherings. Come escape to oucomfortable beach side retreat.

As we say: "Come, relax and solve nothing!"

[Gift Certificates Available 360-385-1778](#)

To navigate this site, simply click on the images to the left.

[Click Here](#) to view our House Policies.

[Washington State Ferry Schedule](#) Ferry schedule

Navigation icons on the left:
About the House (star icon)
Beach Blog (book icon)
Activities & Links (sailboat icon)
How to Contact Us (phone icon)
View Rooms and Rates (key icon)
Check Availability Make Reservation (red button)
Reserve your Stay (button)
Read reviews of The Commander's Beach House (TripAdvisor logo)



Step into paradise...



Breakfast on the Veranda, 1st Course



Relax in the living room



→ ↻ 🔒 https://search.google.com/test/mobile-friendly

Apps YouTube Wikipedia Google Maps Concept Sites - In... Webinars - Inside... SEMRush - servic... Patricia Lavender Trail http://www.hospit... InsideOut Solution...

Mobile-Friendly Test

Is your web page mobile-friendly?

🌐 https://captainsmanorinn.com/ ✕

RUN TEST

→ ↻ 🔒 https://search.google.com/test/mobile-friendly?id=9AOa4gJI-pfkfAUeXeK-7g

Apps YouTube Wikipedia Google Maps Concept Sites - In... Webinars - Inside... SEMRush - servic... Patricia Lavender Trail http://www.hospit... InsideOut Solution...

← Mobile-Friendly Test

🌐 https://captainsmanorinn.com/


Test results

✔ No loading issues [VIEW DETAILS](#)


Tested on: Mar 2, 2019 at 2:12 PM


Page is mobile friendly

This page is easy to use on a mobile device



Additional resources

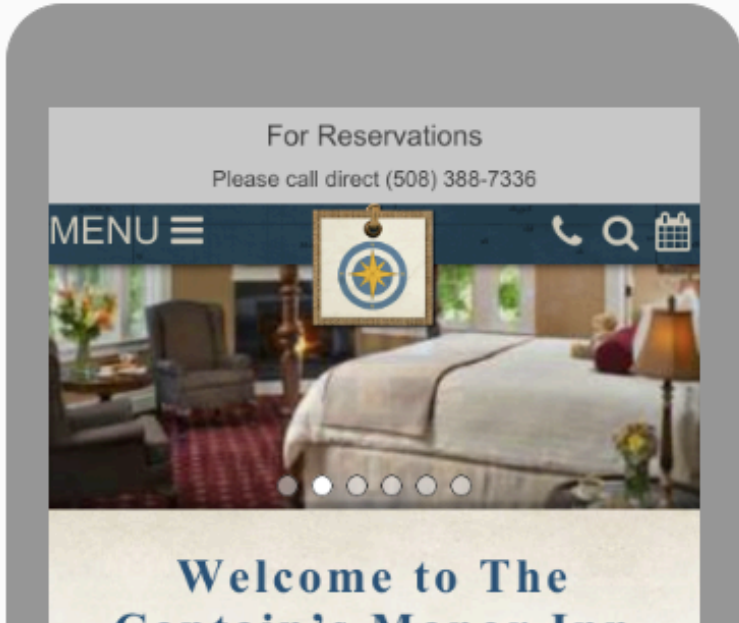
 Open site-wide mobile usability report

 Learn more about mobile-friendly pages

Rendered page

HTML

SCREEN



IS RESPONSIVE DESIGN MOBILE FRIENDLY?



Resizes Automatically to Fit All Platforms

OTAs?



CarRentals.com
CheapTickets
Expedia.com
HomeAway
Hotels.com
hotwire.com
Orbitz
Travelocity
Trivago
Venere.com



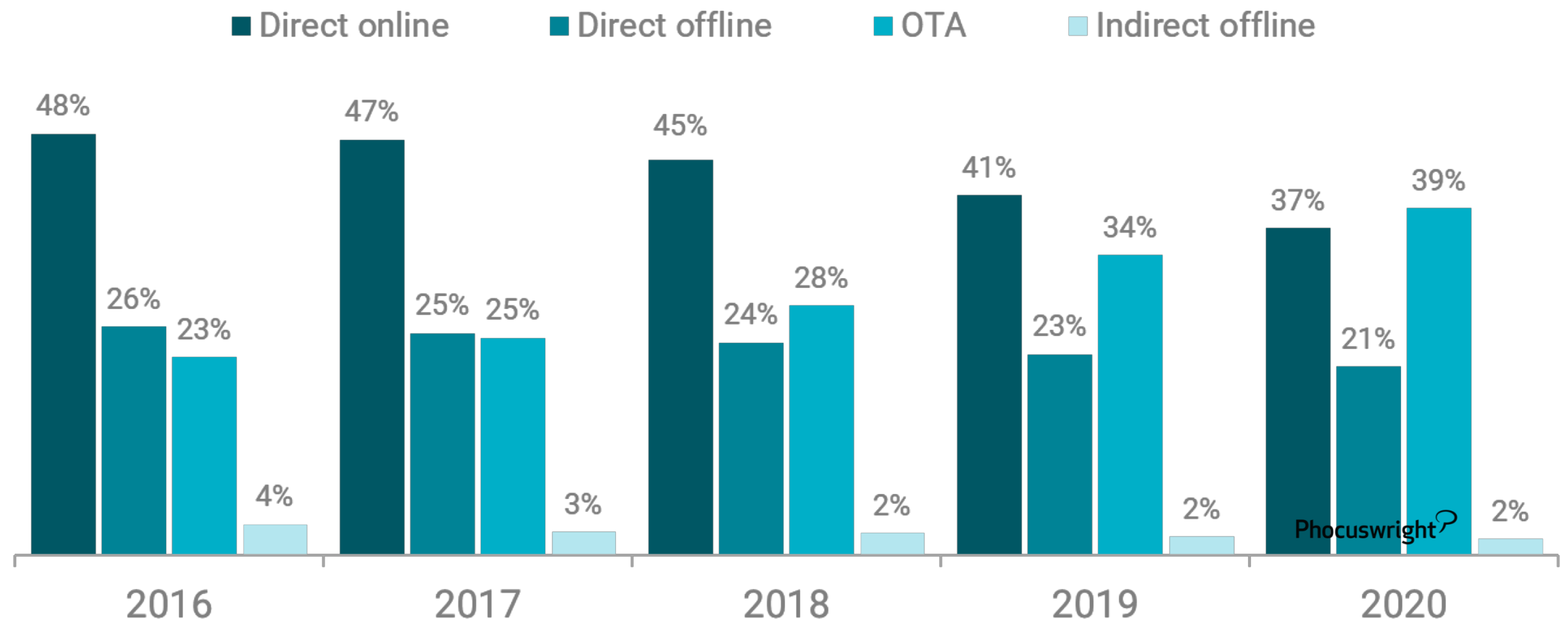
Booking.com
Priceline.com
Agoda.com
Kayak.com
Cheapflights
Rentalcars.com
Momondo
OpenTable

89% of Booking Groups Bookings Come from Outside USA.

Largest Travel Advertiser on Google

Direct channels dominate the industry for now, but OTAs quickly gain ground, surpassing direct online and offline bookings by 2020.

U.S. B&B Channel Share, 2016 to 2020

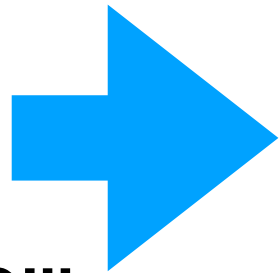


Note: 2017-2020 projected.

Source: Phocuswright's *B&Bs Unbound – The State of B&Bs in the U.S.*

Google is Competing with Us

Does this
link take
you to your
website?



NO!!!

**This *Book A Room*
Line Takes Visitors
to Google's Version
of Your Website
They Want People to
Book on OTAs
and Not Directly
With You!**

The screenshot shows a Google search result for 'The Captain Jefferds Inn'. At the top, there are three images: a large photo of the inn, a map showing its location on Pearl St near Federal Jack's and The Clam Shack, and a smaller photo of the inn's exterior. Below the images are buttons for 'See photos' and 'See outside'. The title 'The Captain Jefferds Inn' is prominently displayed, followed by buttons for 'Website', 'Directions', and 'Save'. Below these are the ratings '4.7 ★★★★★ 30 Google reviews' and '4-star hotel'. A large blue button labeled 'BOOK A ROOM' is centered. The address '5 Pearl St, Kennebunkport, ME 04046' and phone number '(207) 967-2311' are listed. An 'Ads' section includes a 'Check availability' link. Below this are date and guest selection boxes for 'Sun, Mar 10', 'Mon, Mar 11', and '2' guests. A 'DEAL' banner indicates '15% less than usual'. At the bottom, the Booking.com logo is shown with a price of '\$219' and a right arrow. Additional details include '2 guests · Free Wi-Fi · Free breakfast'.

**70%+
people
asked, think
they are
booking
with the
property**



OVERVIEW

PRICES

REVIEWS

LOCATION

ABOUT

PHOTOS



← See all results

The Captain Jefferds Inn

4-star hotel

5 Pearl St, Kennebunkport, ME 04046 • (207) 967-2311

Website

Directions

DEAL \$219
15% less than usual

Book a room

4.7 ★★★★★
Excellent | 30 reviews

Elegant rooms & suites in a Federal-style B&B with free WiFi, a 3-course breakfast & afternoon tea.

Ads Check availability

Check in Sun, Mar 10

Check out Mon, Mar 11

2

Location summary

3.4
Good
for visitors

Comprised of a former sea captain's house dating back to 1804 and an attached carriage house, this elegant Federal-style B&B is a 6-minute walk from Dock Square's boutique shops, galleries and restaurants and less than a mile from the beach.



Revenue Management

- **Revenue Management System**
- **Use Data and Predictive Analytics**
- **Work with Digital Marketers**
- **Take a Customer Centric Approach**



E-Commerce Tracking

Where You Get Your Income

- Website Tracking
- Reservation System should use google Universal Tracking
- <https://google.com/analytics/web>
- Results Show Where You Get Your Web Visitor
- DOES NOT Show OTA business



Google Analytics



Revenue & Conversion Rate

Revenue
\$400,711.86

Ecommerce Conversion Rate
0.81%

Transactions

Transactions
486

Avg. Order Value
\$824.51

Marketing

Campaigns	Internal Promotion	Order Coupon Code	Affiliation
2 Transactions	0 Impressions	0 Transactions	486 Transactions
\$3,158.00 Revenue		\$0.00 Revenue	\$400,711.86 Revenue
\$1,579.00 Avg. Order Value		\$0.00 Avg. Order Value	\$824.51 Avg. Order Value

Top Sellers

Product

Product Category (Enhanced Ecommerce)

Product Brand

Product		Product Revenue	% Product Revenue
1.	Room 1	\$41,468.99	10.35%
2.		\$36,380.02	9.08%
3.		\$29,929.01	7.47%
4.		\$26,550.00	6.63%
5.		\$24,843.99	6.20%
6.		\$24,826.01	6.20%
7.		\$24,332.98	6.07%
8.		\$24,116.00	6.02%
9.		\$23,887.00	5.96%
10.	Room 10	\$22,716.99	5.67%

What Channel Brings Most Business and Conversions

Model Comparison Tool

Jan 1, 2018 - Dec 31, 2018

Conversion Segments

Export

Save

Conversion:

All

Type:

All

Google Ads

Lookback Window:

Set 30 days prior to conversion

% of conversions: 100.00%

Last Interaction

vs

Select model

Primary Dimension:

MCF Channel Grouping

Default Channel Grouping

Source / Medium

Source

Medium

Other

Channel Groupings

Secondary dimension

advanced

MCF Channel Grouping	Spend (for selected time range)	Last Interaction Conversions	Last Interaction CPA	Last Interaction Conversion Value	Last Interaction ROAS
1. Direct	—	334.00 (68.72%)	—	\$274,412.86 (68.48%)	—
2. Organic Search	—	112.00 (23.05%)	—	\$92,753.00 (23.15%)	—
3. (Other)	—	21.00 (4.32%)	—	\$19,058.00 (4.76%)	—
4. Referral	—	17.00 (3.50%)	—	\$13,352.00 (3.33%)	—
5. Email	—	1.00 (0.21%)	—	\$598.00 (0.15%)	—
6. Social Network	—	1.00 (0.21%)	—	\$538.00 (0.13%)	—

Show rows: 10

Go to: 1

1 - 6 of 6

<

>

Here You Can See Where Your Traffic Comes From

Home

Customization

RTS

Real-Time

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search Console

Social

Campaigns

Behavior

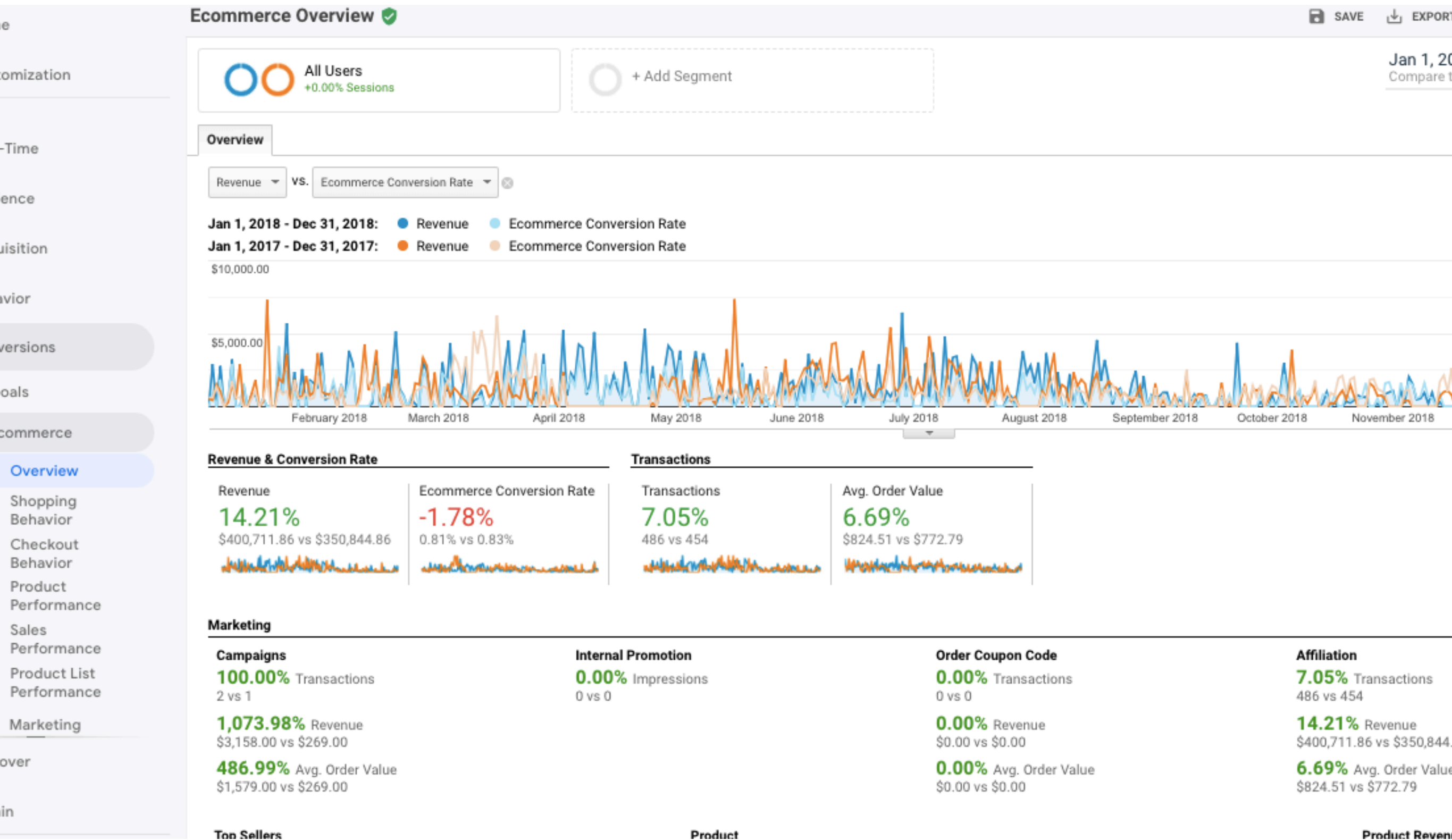
Conversions

Discover

Admin

<input type="checkbox"/>	1. Direct										
	Jan 1, 2018 - Dec 31, 2018	22,752 (38.06%)	80.81%	18,386 (40.77%)	59.05%	2.50	00:02:12	1.14%	259 (53.29%)	\$204,268.86 (50.98%)	
	Jan 1, 2017 - Dec 31, 2017	17,195 (31.35%)	77.98%	13,409 (33.04%)	33.63%	3.17	00:02:36	1.22%	209 (46.04%)	\$173,212.00 (49.37%)	
	% Change	32.32%	3.63%	37.12%	75.59%	-21.09%	-15.30%	-6.34%	23.92%	17.93%	
<input type="checkbox"/>	2. Organic Search										
	Jan 1, 2018 - Dec 31, 2018	19,894 (33.28%)	68.16%	13,560 (30.07%)	44.42%	3.15	00:02:50	0.84%	167 (34.36%)	\$145,044.00 (36.20%)	
	Jan 1, 2017 - Dec 31, 2017	22,702 (41.39%)	74.35%	16,879 (41.59%)	42.57%	3.68	00:02:51	0.74%	167 (36.78%)	\$120,053.93 (34.22%)	
	% Change	-12.37%	-8.32%	-19.66%	4.34%	-14.45%	-1.09%	14.11%	0.00%	20.82%	
<input type="checkbox"/>	3. Referral										
	Jan 1, 2018 - Dec 31, 2018	11,893 (19.89%)	82.62%	9,826 (21.79%)	50.45%	2.58	00:01:51	0.21%	25 (5.14%)	\$21,224.00 (5.30%)	
	Jan 1, 2017 - Dec 31, 2017	10,357 (18.88%)	72.79%	7,539 (18.58%)	40.80%	3.32	00:02:13	0.44%	46 (10.13%)	\$34,668.93 (9.88%)	
	% Change	14.83%	13.50%	30.34%	23.64%	-22.45%	-16.96%	-52.67%	-45.65%	-38.78%	
<input type="checkbox"/>	4. (Other)										
	Jan 1, 2018 - Dec 31, 2018	4,054 (6.78%)	61.10%	2,477 (5.49%)	37.03%	3.42	00:02:53	0.79%	32 (6.58%)	\$26,479.00 (6.61%)	
	Jan 1, 2017 - Dec 31, 2017	3,011 (5.49%)	54.87%	1,652 (4.07%)	23.02%	4.37	00:03:03	0.96%	29 (6.39%)	\$21,333.00 (6.08%)	
	% Change	34.64%	11.36%	49.94%	60.87%	-21.71%	-5.68%	-18.04%	10.34%	24.12%	
<input type="checkbox"/>	5. Social										
	Jan 1, 2018 - Dec 31, 2018	805 (1.35%)	75.53%	608 (1.35%)	65.09%	2.07	00:01:19	0.12%	1 (0.21%)	\$538.00 (0.13%)	
	Jan 1, 2017 - Dec 31, 2017	792 (1.44%)	55.56%	440 (1.08%)	53.66%	2.97	00:04:01	0.25%	2 (0.44%)	\$1,308.00 (0.37%)	
	% Change	1.64%	35.95%	38.18%	21.30%	-30.30%	-67.35%	-50.81%	-50.00%	-58.87%	
<input type="checkbox"/>	6. Email										
	Jan 1, 2018 - Dec 31, 2018	374 (0.63%)	60.70%	227 (0.50%)	34.22%	3.04	00:02:22	0.53%	2 (0.41%)	\$3,158.00 (0.79%)	
	Jan 1, 2017 - Dec 31, 2017	796 (1.45%)	83.29%	663 (1.63%)	42.21%	3.19	00:02:25	0.13%	1 (0.22%)	☆ Add All Keywords	

2017 VS 2018



Referral Traffic

Where You Buy Refers vs ROI

Home											
Customization			13.89% ▲ 12,698 vs 11,149	14.82% ▲ 82.17% vs 71.57%	30.77% ▲ 10,434 vs 7,979	23.16% ▲ 51.38% vs 41.72%	22.84% ▲ 2.55 vs 3.30	22.91% ▲ 00:01:48 vs 00:02:21	52.44% ▲ 0.20% vs 0.43%	45.83% ▲ 26 vs 48	39.51% ▲ \$21,762.00 vs \$35,976.93
Real-Time	<input type="checkbox"/>	1. bedandbreakfast.com									
Audience		Jan 1, 2018 - Dec 31, 2018	3,373 (26.56%)	81.29%	2,742 (26.28%)	72.67%	1.55	00:00:54	0.06%	2 (7.69%)	\$1,096.00 (5.04%)
		Jan 1, 2017 - Dec 31, 2017	2,727 (24.46%)	74.95%	2,044 (25.62%)	60.58%	1.79	00:01:07	0.15%	4 (8.33%)	\$2,761.00 (7.67%)
Acquisition		% Change	23.69%	8.46%	34.15%	19.95%	-13.71%	-19.91%	-59.58%	-50.00%	-60.30%
Overview	<input type="checkbox"/>	2. innsalongthecoast.com									
All Traffic		Jan 1, 2018 - Dec 31, 2018	1,334 (10.51%)	88.76%	1,184 (11.35%)	13.27%	3.24	00:02:06	0.45%	6 (23.08%)	\$6,058.00 (27.84%)
Channels		Jan 1, 2017 - Dec 31, 2017	648 (5.81%)	84.57%	548 (6.87%)	30.09%	3.61	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
Treemaps		% Change	105.86%	4.95%	116.06%	-55.91%	-10.12%	-3.81%	∞%	∞%	∞%
Source/Medium	<input type="checkbox"/>	3. visitnewengland.com									
Referrals		Jan 1, 2018 - Dec 31, 2018	941 (7.41%)	89.69%	844 (8.09%)	44.10%	2.96	00:02:06	0.11%	1 (3.85%)	\$1,486.00 (6.83%)
Google Ads		Jan 1, 2017 - Dec 31, 2017	891 (7.99%)	89.45%	797 (9.99%)	28.28%	3.87	00:02:18	0.11%	1 (2.08%)	\$957.00 (2.66%)
Search Console		% Change	5.61%	0.27%	5.90%	55.93%	-23.44%	-8.39%	-5.31%	0.00%	55.28%
Social	<input type="checkbox"/>	4. newengland.com									
Campaigns		Jan 1, 2018 - Dec 31, 2018	719 (5.66%)	89.85%	646 (6.19%)	38.80%	3.27	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
Behavior		Jan 1, 2017 - Dec 31, 2017	32 (0.29%)	96.88%	31 (0.39%)	28.12%	4.56	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
Conversions		% Change	2,146.88%	-7.25%	1,983.87%	37.97%	-28.24%	-23.81%	0.00%	0.00%	0.00%
Discover	<input type="checkbox"/>	5. distinctiveinns.com									
Admin		Jan 1, 2018 - Dec 31, 2018	669 (5.27%)	80.87%	541 (5.18%)	37.82%	3.48	00:02:50	0.30%	2 (7.69%)	\$1,488.00 (6.84%)
		Jan 1, 2017 - Dec 31, 2017	709 (6.36%)	86.88%	616 (7.72%)	31.59%	4.01	00:02:53	0.28%	2 (4.17%)	\$2,670.93 (7.42%)
		% Change	-5.64%	-6.92%	-12.18%	19.70%	-13.19%	-1.72%	5.98%	0.00%	-44.29%

PPC
Pay-Per-Click
Marketing



PPC Campaign

- Do Not Recommend You Do this on Your Own
- Use Your Digital Marketing Consultant to Buy and Place Your Adwords Campaign.
- Minimum Recommendation \$300 per month or \$10 per day
- Easy Way To Waste Money if Not Schooled on Adwords
- Free Tool For DIY



Keywords Everywhere - Keyword Tool

Offered by: <https://keywordseverywhere.com>



Thank You, Thank You!
For Coming to My Session



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Thank you for learning with us! Please complete your evaluation and hand it to the room host before leaving the room!