Best Western Centralized Advertising Website Program

Website Performance Report

NOVEMBER, 2003

BEST WESTERN DRY CREEK INN
www.drycreekinn.com/webreports/
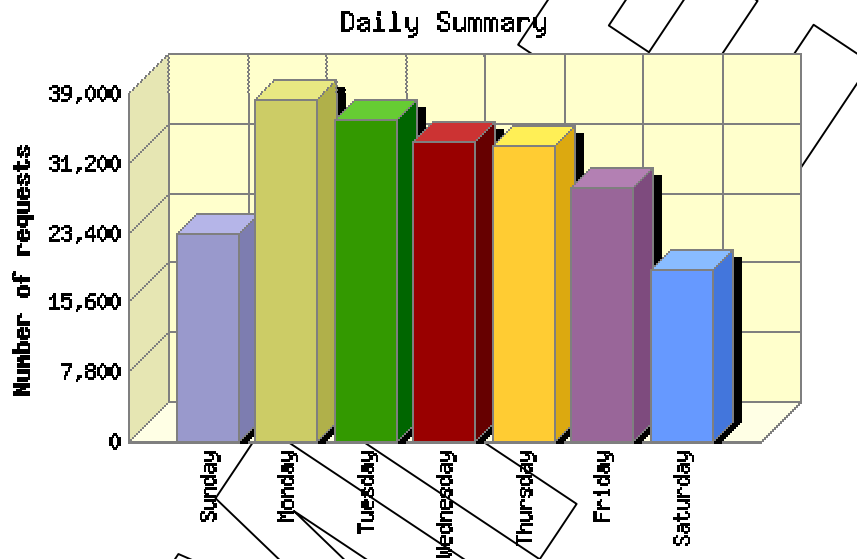
Traffic Data
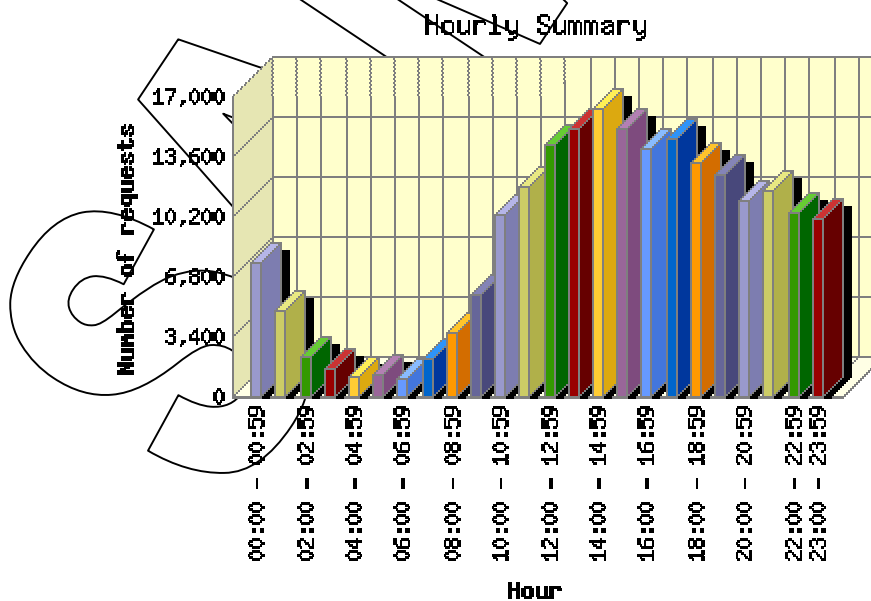
Time Period: 11/01/2003–11/30/2003
Number of visits during this time period: 14,228
Number of total visits: 212,254

Average Daily Visit Summary:

Average Hourly Summary:

Most Viewed Pages:

Page Name	Number of visits
0. www.drycreekinn.com	63,016
1. Accommodations	7,095
2. Special Promotions	4,567
3. Photo Gallery	3,472
4. Special Summer Rates	2,631
5. Amenities	2,535

The table above represents the top five most viewed pages within your site (excluding the home page).

The most viewed pages information can be useful in determining how best to market your services to your customers. For example, if "Area Attractions" are high on the list, then frequent updating of that page's content can be useful in keeping potential customers' interest in your nearby hotel.

Search Word Report:

Search Word	Number of visits
1. creek	2,456
2. dry	2,428
3. inn	2,095
4. best	995
5. western	988

The table above represents the top five performing search words (keywords) that pertain to your site. See the proceeding chart for a brief performance analysis of your keywords and keyword phrases on the top five Internet search engines. Please refer to the *Search Engine Optimization Tips* for helpful information on how to improve the performance of your search words to get more customers to view your site.

Search Engine Optimization Performance Results

Top 5 Keywords & Phrases For BW Dry Creek Inn As They Appear On Search Engines By Page
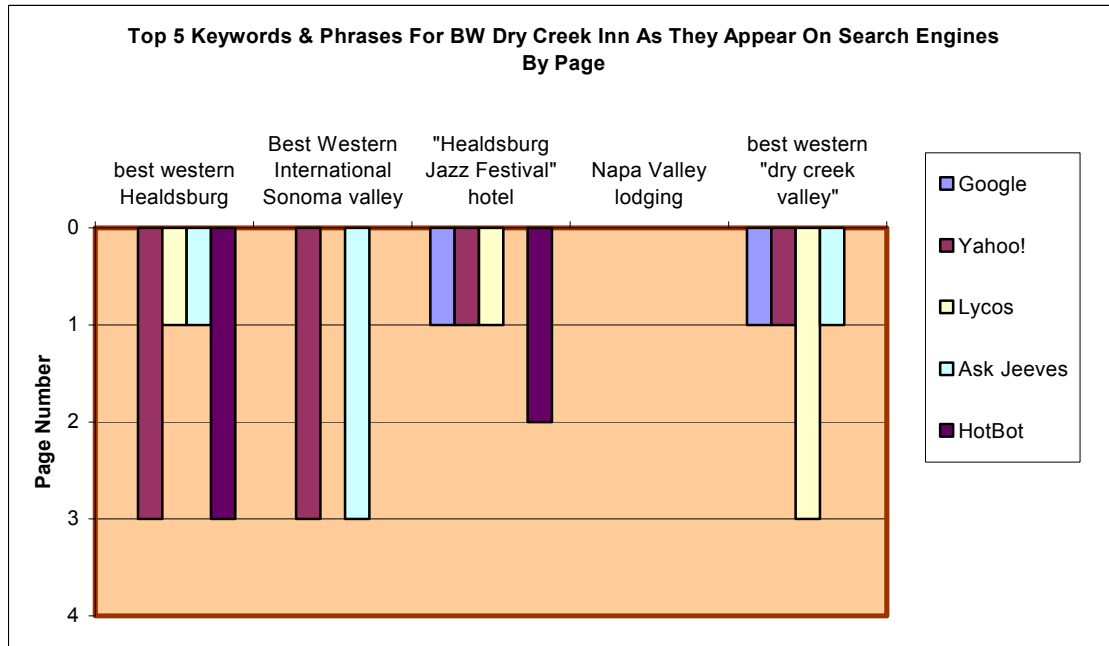
Search Engine Optimization Tips

1. Use regional specific keyword phrases instead of single keywords. For example: "hotels near ...airport" or "located near The Maine Diner"
2. Include keyword phrases in the "content text" of your web pages. Lots and lots of text is very useful when getting search engines to include your website in their listings.
3. Update and rotate your keyword phrases regularly. This in conjunction with these performance reports are the only way to determine whether or not your keyword phrases are working or need to be changed.
4. Using misspellings in your keyword phrases can be helpful as well. For example if people misspell "Los Angeles" by spelling "Los Angles" then include the latter among the keyword phrases.
5. Use keyword phrases in and around hyperlinks to other websites. For example when linking to: www.megamall.com use "Super Local Mega Mall" in the surrounding text, such as [link]"click here to visit the Super Local Mega Mall's website"[link] or some variation.
6. Your images can have associated text as well. It is called "Alternative Image Text" and can also be useful. The Remote Authoring tool provides a means by which add this valuable text to the images that can be viewed by search engines.
7. Using keyword phrases in Headings instead of just text on the page can also be helpful. The Remote Authoring tool provides this functionality.
8. Frequent reviewing of the "WebReports" feature (see the URL on the title page of this report) of your website will provide useful information on how to best market your website.