



T74 Designers Challenge
Cost Assessment and Supporting Documents

Market your business without going Nuts!
<http://www.acorn-is.com> 877-ACORN-99

Customer: Lookout Point Lakeside Inn, Hot Springs, Arkansas

Current Web Address: <http://www.lookoutpointinn.com>

Proposed Design Address: <http://www.paidesignerschallenge.com>

- Outline:**
- Section 1 – Cost Assessment
 - Section 2 – Marketing Search Phrase Definition
 - Section 3 – YMLP (Your Mailing List Provider)
 - Section 4 – SnippetMaster (Content Editor)
 - Section 5 – Urchin Tracker (Web Site Statistics)
 - Section 6 – Intell-a-Keeper™ (Booking Statistics)

Section 1 – Cost Assessment

	Item	Time / Unit	Unit Cost	Total Cost
Code	Design (23 marketable pages) (Coding of site, photos, layout, navigation, installation of metas, text and anchor tags for the search engines, etc.)	26 hours	\$65	\$1,690.00
Code	Install SnippetMaster (Content Editor allows customer to make text changes)	1 hour	\$65	\$65.00
Code	Install YMLP (To Gather E-Mail addresses for Newsletters)	1 hour	\$65	\$65.00
Code	Install Enhanced Urchin Tracker (To Separate out Spider vs. Human Traffic)	1 hour	\$65	\$65.00
Code	Install Intell-a-Keeper™ (To track online reservation, phone and E-mail BOOKING referrals)	2 hours	\$65	\$130.00

Marketing	Note: Title Definition (23 marketable pages) (Titles Definition for all pages may be found below)	2 hours	\$40	\$80.00
Marketing	Meta Creation (23 marketable pages)	5 hours	\$40	\$200.00
Marketing	Writing for Organic Placement (23 marketable pages) Note: All Marketing work is done to achieve <i>Optimum Organic Placement</i> **	5.25 hours	\$40	\$210.00

Products	YMLP – Your Mailing List Provider	1 year	\$2.50 a month	\$30.00
Products	SnippetMaster (Lite Version – text changes only)	Free	Free	Free
Products	Urchin Tracker (Only Available if Hosting with Acorn)	Free	Free	Free

Services	Hosting	1 year	\$10 a month	\$120.00
Services	Intell-a-Keeper™	1 year	\$10 a month	\$120.00

Total Cost for Coding (Design), Marketing, Products and Services for 1 year: \$2,775.00

** **Optimum Organic Placement** - All marketing work is completed to create a foundation of excellent information for the search engines to read and index your site as high as possible based on your link popularity in the Organic Listings. Organic Listings are the listings on the left-hand side of the Search Engine screen. These are **NOT** Pay Per Click (PPC) listings (ads) located to the right of the screen and at the very top that say *Sponsored Links*. Pay Per Click is purchased, and DOES NOT depend on the design of the site. Organic listings are "free" and completely rely on the design and content of the web site. There are many things we do to help you place well in the Search Engine Organic listings. One is the number of pages on your web site. The more pages you have available on your site, the more Google and other search engines will believe your site is representative of good content. The more the search engines like your site, the higher you can place in the search engines.

	Additional Items that could be added	Time / Unit	Cost Per Unit	Total Cost
Marketing	Gathering Popular Links to help boost Organic Placement (These are other web sites that LINK TO YOUR SITE, not who you link to)	TBD	\$40	TBD
Product	Install SnippetMaster PRO (Enhanced version of the Content Editor to allow customer to load photos and files)	1 time Fee	\$25.00	\$25.00

Section 2 – Marketing Search Phrase Definition

Every page on your web site is a marketing opportunity. Search engines will index unique multiple pages of your site, so to get as much organic traffic as possible, we market each and every page of your site differently. In general, most of our customers experience 20% to 60% more qualified traffic than marketing only the home page. Below you will find the list of phrases we **KNOW** web surfers are typing for lodging in the Hot Springs Arkansas area. These phrases then become unique meta titles for each marketable page of the site, and are interwoven into the visible text with anchor text internal links. We started with general topics such as Hot Springs, Arkansas, AR, Bed and Breakfast, Inn, Lodging, Vacation, Getaway, Honeymoon, Wedding, Lake Hamilton, Romantic. Normally we provide an extensive Search Term Starter Kit to our customers so we don't miss out on any phrases that could bring organic traffic. In addition, should the customer choose to do PPC (Pay Per Click) we again use these phrases as purchased phrases in Overture and Google Adwords.

Note: The number in () is the number of times a web surfer typed this phrase in any given month in a Overture Tracked Search Engine. In this case the month was January 2006. For this exercise we used a free tool to pull these numbers. You can go there yourself and try it. <http://www.overture.com> click on "**Visit the Resource Center**" then click on "**Keyword Selector Tool**". Acorn also uses a paid tool called Word Tracker – and we find the Overture results are very similar when compared to the general Search Engine world (MSN, Google, etc.)

Home

Hot Springs Arkansas Bed and Breakfast (234)
Hot Springs AR Bed and Breakfast (179)

Inn History

Hot Springs Arkansas Lodging (234)
Weekend Getaway in Arkansas (34)

Reservation Policies

Arkansas Weekend Getaway (190)
Arkansas Romantic Weekend Getaway (27)

Directions

Hot Springs Bed and Breakfast in AR (111)
Arkansas Hot Springs Getaway (25)

Amenities

Lake Hamilton Arkansas Lodging 287 (w/Lodging 34)
Lake Hamilton AR Hot Springs 225 (w/Hot Springs 30)

Food & Recipes

Bed and Breakfast Recipe (601)
Bed and Breakfast Inn Recipe (152)

Room Rates

Arkansas Bed Breakfast (1786)
Arkansas Inn (46)
Arkansas B&B (<25)

King View

Hot Springs Arkansas Romantic Getaway (32)
Arkansas Romantic Getaway (255)

Queen View

Honeymoon in Arkansas (68)
Arkansas Honeymoon Getaway (47)

Cozy View

Bed and Breakfast in Hot Springs Arkansas (86)
Hot Springs Arkansas Honeymoon (28)

Fun Packages

Hot Springs Arkansas Vacation Package (244)
Hot Springs AR Vacation Package (64)

Add-On Packages

Romantic Getaway in Arkansas (123)
Arkansas Honeymoon Getaway (47)

Wedding Information

Arkansas Wedding (1377)
Hot Springs Arkansas Wedding (207)
Wedding in Arkansas (203)

Wedding Packages

Arkansas Wedding Location (115)
Arkansas Wedding Site (105)
Arkansas Wedding Reception (44)

Elopement Packages

Hot Springs Arkansas Elopement (29)
Wedding Package for Arkansas (47)

Read Newsletter

Lake Hamilton Bed Breakfast (31)
Hot Springs Arkansas B&B (<25)

Join Newsletter

Hot Springs AR Vacation (71)
Hot Springs AR Vacation Rental (53)

Attractions

Hot Springs Arkansas Vacation (427)
Vacation in Hot Springs Arkansas (32)

101 reasons to visit

Things to do in Hot Springs Arkansas (71)
Lake Hamilton Hot Springs Arkansas (67)

Link Resources

Lookout Point Bed and Breakfast Resource Links and Properties

Gift Certificates

Hot Springs Arkansas Romantic Getaway (32)
Arkansas Getaway (148)

Site Map

Lookout Point Lakeside Inn, www.lookoutpointinn.com,
866-525-6155

Romance PKG

Arkansas Honeymoon Package (240)
Arkansas Honeymoon (180)

Section 3 – YMLP (Your Mailing List Provider)

You will increase your bookings with the use of a mailing list sign-up on your web site and the creation of a monthly newsletter. The process CAN BE Low Cost and High Quality (www.ymlp.com - \$30 a year)
Use of a Content Editor such as SnippetMaster gives you control to put your Newsletter online and publish a link to it via Your Mailing List Provider. You can set up a free, full service YMLP account to "try it out"- as long as you keep it to 5 subscribers or less while you are testing.

Section 4 – SnippetMaster (Content Editor)

Web Based Content Editors are tools that allow you to update the "content" of your Web Site without paying a programmer to make changes. **Why Use a Content Editor?** Programming Cost Savings, Ease of Use – it is truly as simple as E-Mail. It's a must-have to keep your site fresh for High Organic Placement, Immediate Updating and no waiting on a programmer for that last minute special or rate change. It makes Link Popularity easy and puts your Newsletter Archive in your control. You can learn more about Acorn's Content Editor of choice **Snippet Master** by going to <http://www.acorn-is.com> Click on **Services** and then **Web Site Maintenance**. The **Snippet Master User Guide** is also available online at <http://www.acorn-is.com> Click on **Online Learning** and then **Training Guides**.

Section 5 – Urchin Tracker (Web Site Statistics)

If you currently do not have an accurate and reliable statistics tracker for your web site, you are missing out on **INVALUABLE** information you need to make the best marketing decisions for the future. Acorn provides a state-of-the-art product called Urchin Tracker for **FREE** if you host with us. We also recommend each customer upgrade from the free Urchin version to the Enhanced Urchin version that will remove the spiders and crawlers from your tracking numbers. As long as your tracker doesn't separate out the humans from the spiders you **WILL NEVER** have an accurate picture of how many rooms **YOU COULD HAVE BOOKED**. This is because you really don't know how many of your visitors were human buyers. You can learn more about Acorn's Web Site Tracker of choice **URCHIN** by going to <http://www.acorn-is.com> Click on **Services** and then **Web Site Statistics**. The **URCHIN User Guide** is also available online at <http://www.acorn-is.com> Click on **Online Learning** and then **Training Guides**. You may also look at the LIVE PAII Designers Challenge statistics. Please remember this set of data is very limited since this is a mocked up site, though all the sections are available for you to click through and browse.

<http://www.paiidesignerschallenge.com:9999>
userid: paiidc
pw: paiidc

Section 6 – Intell-a-Keeper™ (Booking Statistics)

Yes, you can now **KNOW** where your bookings are coming from on the Internet. Intell-a-Keeper™ tells you, the innkeeper, which of your online directories, PPC (Pay Per Click) Phrases and organic web site marketing is working for you. By comparing your Intell-a-Keeper™ Booking Statistics against your Urchin Tracker Web Site Statistics, you will have a complete and accurate indication of where your marketing dollars are best working for you. With this knowledge you **NOW HAVE THE POWER** to better allocate your Marketing Budget with confidence! You may also look at the LIVE PAII Designers Challenge Booking Statistics. Please remember this set of data is very limited since this is a mocked up site, though all the reports are available for you to click through and browse.

<http://www.intellakeeper.com>
userid: paiidc
pw: acornrocks