



T86 Internet Boot Camp Part 1 Worksheet

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

1 - Protecting your Domain Name

List your Domain Registration Company _____

User Id _____ Login _____

Owned By _____ Expiration Date _____

Notes: _____

Hint: You can look up your **WHOIS** information by going to <http://www.networksolutions.com>
Click on **WHOIS** and put in your **URL**.

2 - Why Content Editors are Important

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.

Notes: _____

Hint: You can use any search engine and type in *website content editor* to see all the different products available. You can also 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**

3 - Pros of Online Availability

- You WILL increase your bookings.
- Many of today's products are very flexible. You can have requests vs. real-time bookings.
- You allow your availability to be seen at hours a potential guest cannot pick up the phone and call you.
- You DO NOT HAVE TO PAY COMMISSIONS with many of the products available.
- These products on average cost approximately 1 room night for a year's worth of service.

Notes: _____

Hint: You may view a list of all the different companies that provide both Online Availability and Reservations by going to <http://www.acorn-is.com> Click on **Services** and then **Affiliates**.

4 - Mailing Lists and Newsletters

- 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 gives you control to put your Newsletter online and publish a link to it via Your Mailing List Provider.

Notes: _____

Hint: To learn more, go to <http://www.acorn-is.com> Click on **Services** and then **Newsletter Maintenance**.

5 - Statistics Tracking - Why Bother?

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.

Your Web Site Tracker ...

- A - Should track all pages of the site
- B - Should allow you to sort by Day, Week, Month, Year (Not Cumulative)
- C - Should differentiate between a Unique Human Visitor and a Spider/Crawler Visitor

What to Track Monthly and Why ...

- A - **Total Visitors** - Human vs. Spider and Repeat.
- B - **Referrals** - The referring URLs (external web pages) that brought traffic to your site. (Paid Listings, Free Listings, etc)
- C - **Search Terms** - The actual keywords/phrases people typed into search engines to find your site.
- D - **Bounce Rates** - The pages on which visitors entered and then exited without viewing any other pages on the site.
- E - **Entrance Pages** - The first Page viewed by each Visitor. This is where Visitors entered your web site.
- F - **Average Pages Viewed / Time Spent Per Human Visitor**

Notes: _____

Hint: 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**

6 - Conversion Tracking for PPC

Know for sure which of your PPC phrases are turning into online bookings!

- 1 - You must have an established PPC account with either GOOGLE and/or Yahoo
- 2 - You must have an Online Booking Engine that supports the Conversion Tracking Modules (Currently: Webervations or Availability Online).

Notes: _____

Hint: To print out the installation guide for both Google and Yahoo, go to <http://www.acorn-is.com> Click on **Online Learning** and then **Training Guides**

7 - Reservation Tracking - KNOW where you Bookings are coming from!

Intell-a-Keeper™ will track where your guests found your web-site for the following types of Reservations. It will generate an E-mail with the referral information to the Innkeeper and also permanently log the data in the Intell-a-Keeper™ Reporting System for future review and decision making.

Online Reservations

(Is automated – guest simply completes Reservation form. This has been successfully tested with Webervations and Availability Online.)

Probability of recording reservation information: ALMOST ALWAYS

Reason: *An Online Reservation is almost always completed on the same PC that the guest was surfing on to find you. When they make the reservation from the same PC the data **CAN** be matched.*

Phone Reservations when guest is at the PC

(Guest must assist by clicking Intell-a-Keeper™ button on the web site)

Probability of recording reservation information: HIGH

Reason: *A guest usually phones to make a reservation while sitting at the same PC they did their surfing on. When they click the button from this PC the reservation data **CAN** be matched.*

Phone Reservations when guest IS NOT ONLINE or Sends an E-mail Request

(Guest must assist by clicking the Confirmation Link in the Confirmation E-mail)

Probability of recording reservation information: LOW

Reason: *Many times the guest will receive the reservation e-mail at a different PC than where they did their surfing. Thus, no data is available to match back and record.*

Notes: _____

Hint: To learn more about Intell-a-Keeper™ go to <http://www.acorn-is.com> Click on **Services** and then **Intell-a-Keeper™ Reservation Tracking** -or- you can see an Online Demo at <http://www.intellakeeper.com> click on the **Demo Icon**.