



2006 Bed and Breakfast Cruise Internet Training Class Worksheet

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

Part 1

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's 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 - 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**

4 - 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**.

5 - 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**.

6 - Web Site Do's and Don'ts

Notes: _____

Hint: To get a full list of Do's an Don'ts go to <http://www.acorn-is.com> Click on **Online Learning** and then **SE105 – Web Site Do's an Don'ts**.

1 - Review of the Top Search Engines

From HotelMarketing.com "Web users conducted more than 5.1 billion search queries in October--marking a 15 percent increase from June, according to a Nielsen - Net Ratings report released December 13, 2005. **Google** maintained its leadership position, garnering 2.4 billion search requests, or almost half--48 percent--of all searches. **Yahoo!** accounted for 21.8 percent of all searches, followed by Microsoft's **MSN**, which was responsible for 11.3 percent of search activity."

Notes: _____

Hint: To learn more, go to <http://www.acorn-is.com> Click on **Online Learning** and then **SE101 – Search Engine Overview**.

2 - Organic / Natural Placement

An organic listing is a listing chosen for placement by the search engine's pre-defined algorithms. This type of listing can be Free or PPI. Many factors determine where a search engine places your web site in their organic listings.

The Top 2 Factors

A – Is your web site written to be search engine friendly with correct meta tags and text wording?

B – Is your web site popular? (Do you have many other related sites linking to your site? These can be free or paid listings.)

Notes: _____

Hint: To learn more, go to <http://www.acorn-is.com> Click on **Online Learning** and then **SE102 – Organic Listings vs. PPC**

3 - Pay Per Inclusion (PPI)

Where GOOGLE and those other few remaining Search Engines out there who will still index your site for free, there are many other search engines that will offer the same service of indexing your site - but at a price.

Benefits

- 1 - Fixed Pricing (flat fee per visitor)
- 2 - Indexes your site regularly on a variety of search engines that won't index you for free.

Note: Your site needs to be search engine friendly before you submit to this service. If you don't have search engine friendly text and meta title, description, etc. and have some amount of popularity, your site won't place well in these indexed listings.

Sample Companies who provide PPI Services

<http://www.positiontech.com>
<http://www.overture.com> (Site Submit)

Notes: _____

4 - Pay Per Click (PPC)

There are a variety of Pay Per Click Services available.

- Overture.com (feeds Yahoo)
- Google Ad Words Select (feeds Google)
- Look Smart (feeds Look Smart)

To join, you set up an account with these companies and they charge your account every time one of the search term phrases you have chosen is clicked on by a potential guest. Each company has their own set of rules, minimum charges, CPC (Cost Per Click) allowances and so on.

Notes: _____

Hint: To learn more, go to <http://www.acorn-is.com> Click on **Online Learning** and then **SE102 – Organic Listings vs. PPC**

5 - Meta Tags - What and Why?

Every page of your Web Site is an opportunity for you to advertise your property. But to make use of this opportunity you have to tell the Search Engines about each page. This is accomplished with 3 main Meta Tags (Wording and phrases that are coded into each page of your Web Site in the <HEAD> section) that your webmaster should be able to assist you with.

- 1- Meta Title
- 2- Meta Description
- 3- Meta Keywords (not used by all search engines)

Notes: _____

Hint: To learn more, go to <http://www.acorn-is.com> Click on **Online Learning** and then **SE103 – Search Engine Friendliness**

6 - Tools to KNOW your BEST Search Phrases

First you need to know what the general public is typing.

- Step 1:** <http://www.overture.com>
Step 2: Click on **VISIT THE RESOURCE CENTER.**
Step 3: Click on **KEYWORD SELECTOR TOOL.**
Step 4: Put in a minimum phrase and click the the Blue Arrow to see if any one is typing it.

Example: If you want to find *Colorado Springs Bed and Breakfast*, then only put in *Colorado Bed*, and it will find all phrases that have Colorado and Bed in it, including Colorado Springs Bed and Breakfast.

Notes: _____

7 - Link Popularity - What is it?

Link Popularity comes from how many other web sites link **TO** your site - - not how many sites you link to **FROM** your site. The more quality links you have directing people to your site, the more popular your site becomes.

There are online tools such as <http://www.MarketLeap.com> that will give you the number of links TO YOUR WEB SITE. You can also do this by hand by typing the link: command directly into the search engines search box.

Note: You may have 500 combined links directing traffic to your web site, but Google may only count 20 of them, where MSN might count 125 of them. Each Search Engine has its own algorithm to weigh the value of each link.

Notes: _____

Hint: To learn more, go to <http://www.acorn-is.com> Click on **Online Learning** and then **SE104 – Search Engine Popularity**

8 - 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**