



ROI Guidelines for Paid Online Directories  
*Market your business without going Nuts!*

1-877-ACORN-99 [www.acorn-is.com](http://www.acorn-is.com)

## THE FORMULA

**A = Total number of guest views to Individual Listing page on the paid listing web site for a 12 month period.**

**B = Amount you paid for the 12 months of listing service.**

**B / A = PPC Pay Per Click (or View)** How much you paid for that one guest to see your Inn's information.

You may ask, "Why can't I just use the number of hits from my Bed and Breakfast Web site Counter?" This is helpful information, but with the number of Paid Directories out there that provide almost as much information as your web site may, a guest can make a decision to book with you without ever coming directly to your Bed and Breakfast web site, and thus won't be included on your web site statistics.

### **Bed and Breakfast Inns Online**

PO Box 829, Madison, TN 37116-0829 [www.bbonline.com](http://www.bbonline.com) (615) 868-1946

BBOOnline will provide the number of people that visited your page on their web site for the year. This data comes from the counter at the bottom of your individual listing page. Our suggestion is to keep track of the cumulative number of hits per year. If you do call – they can give you an approximate number of hits for a couple years back. You'll need to do the math to get the last year's total visitors' count.

### **BedandBreakfast.com**

1855 Blake Street, Suite 201, Denver CO 80202 (303) 274-2800

- This site offers a feature that allows you to go online and check your statistics.
- You will need your Property ID# and Password.
- If you don't have either of these, to obtain them: Call (800) 462-2632 and ask for your Property ID# and Password.

**Step 1:** Go to [www.bedandbreakfast.com](http://www.bedandbreakfast.com)

**Step 2:** Click on the link that says "Innkeeper." It is located on the top right corner in a blue square.

**Step 3:** Under "Member Login" in the upper left-hand corner of the screen type in your Property ID and Password. *Note: There is a link that says "forgot your password." This is what you click on if you have forgotten your password. You must have your Property ID to use this feature. If you do not have either one you will have to call them and get it. After clicking on the "Forgot your password link," you will be taken to a screen that asks for your property ID and E-Mail address. Enter both of these items and click "continue." Your password will be sent to your e-mail address. You may retrieve it and continue with the login process.*

**Step 4:** Once you have logged in you will be taken to the account information screen for your property. At the top of the screen there is a green bar. Hover over the second bar over says "Membership," click on the fifth item down, "View Statistics." This will take you to the page that gives you a breakdown and explanation of the statistics for your account.

### **Pam Lanier Guide and Website**

PO Box D, Petaluma, CA 94953 [www.lanierBB.com](http://www.lanierBB.com) (707) 763-0271

This is another site that offers a feature that will allow you to go online and check your statistics.

You will need your Username, Password and Property Type.

If you do not have these then you can call (888) 410-2244. They will E-Mail you your codes.

**Step 1:** Go to [www.lanierbb.com](http://www.lanierbb.com)

**Step 2:** At the top of the screen you will see a blue and white bar. Click on the fifth link across that says "Innkeepers."

**Step 3:** At the right of the screen you will see "Member Login" you will need your Username, Password and Property Type. If you do not have these then you can call (888) 410-2244. They will E-Mail you your codes. Once you have received your codes proceed with this step. Key in the your Username, Password, and Property type.

**Step 4:** Click the "Login" button. This will bring you to a screen that has all your information on it. If you look at the top of the screen you will see a bottom that says "Check Traffic." Click on "Check Traffic" and it will bring you to a selection screen – select the year you are testing for, and hit GO!

### **Bnbinns.com and Iloveinns.com**

C/o Guidebooks on Online Guides  
PO Box 669 Dana Point, CA 92629 (949) 497-2232

Call this company and ask for your statistical information. Be as specific as possible and be prepared to give them a fax number and E-Mail address. They will probably have to locate the data and E-Mail it to you. It could take a couple days.

### **1<sup>st</sup> Traveler's Choice**

PO Box 797527, Dallas, TX 75379 [www.virtualcities.com](http://www.virtualcities.com) (800) 809-7111

### **The Innkeeper.com**

PO Box 1505 Venice, FL 34284 [www.theinnkeeper.com](http://www.theinnkeeper.com) (941) 412-9575

This is another site that offers a feature that will allow you to go online and check your statistics.

**Step 1:** Go to [www.theinnkeeper.com](http://www.theinnkeeper.com)

**Step 2:** Click on the tab that says "Log In." It is the sixth gray tab to your right at the top of the screen. This takes you to a screen called "Login Center." Underneath is a place for you to enter your E-Mail Address and Password. Note: *There is a link that says "forgot your password." This is what you click on if you have forgotten your password. After clicking on the "forgot your password" link, you will be taken to a screen that asks for your E-Mail address. Enter your E-Mail address and click "get password." Your password has been sent to your E-Mail address. You may retrieve it and continue with the login process.*

**Step 3:** Once you have logged in you will be taken to a screen that says, "Welcome to member accounts!" Click on the second gray tab to your right at the top of the screen labeled "Traffic." This is where you will find your statistical information. The Listing Information is how many times your name showed up in a listing. The Home Page Information is the number you want.

### **Overture Access**

You may use Overture to see what the public is typing and then look to see how much the vendor is paying for the public to see them in first position. (*Note: New to Overture? Reference their Terms and Conditions for first time users.*)

**Step 1:** Go to [www.overture.com](http://www.overture.com)

**Step 2:** Click on Advertiser Center Button

**Step 3:** Under Tools – Click on Search Term Suggestion Tool

**Step 4:** Enter the words you are searching that describe your inn (Ex: Your-City-Name Bed Breakfast) and click the Blue Go Circle

**Step 5:** Make a note of the phrase that gets the most visitors and is the closest to describing your property

**Step 6:** Click on the X in the upper right hand corner to close this window

**Step 7:** Again, Under Tools – Click on View Bids Tool

**Step 8:** Type in the phrase you made a note of in step 5 then enter the security code provided and click Search. The highest bid is listed first – you can use this as a benchmark to see what it would cost to advertise with Pay Per Click (PPC) on your own.