

Internet Trends & Marketing

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Session Overview

- Consumer Internet Usage Trends
- Industry Online Marketing Trends
- Search Engine Basics
 - Search Engine Optimization
 - Search Engine Marketing
- Internet Listing Services

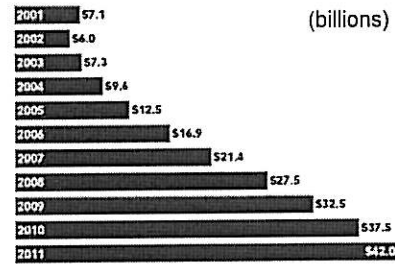
My Family of Centers.com

What is So Special About Online?

- 1) Growth
- 2) Measurement
- 3) Targeting
- 4) CRM
- 5) Reach

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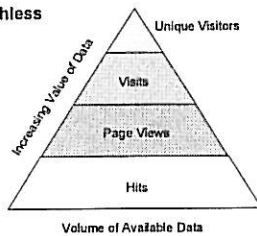
US Online Ad Spending 2001 – 2011



Source: eMarketer, October 2007

Web Metric Terms

- Web traffic that's near worthless
 - Hits
 - Impressions
- Web traffic that's valuable
 - Page views
 - Visits
 - Unique visitors



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CONSUMER INTERNET TRENDS

Internet Usage by Age

Q. Are you an active Internet user - new sites, search engines, or for entertainment?

- A. 78% of all Americans are online
 89% of 18-28 year-olds online
 86% of 29-40 year-olds online
 78% of 41-50 year-olds online
 72% of 51-59 year-olds online
 54% of 60-69 year-olds online
 34% of those over 65, and 28% of those 70+

Source: Pew Internet & American Life
 April 2008

MySurveyData.com
 How it works from the inside

Top Search Engines

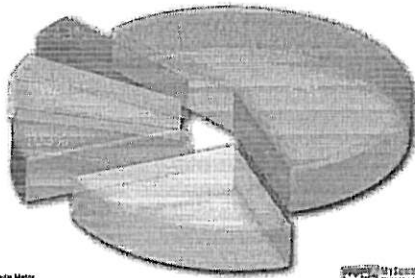
Q. What is your favorite Search Engine:

Google, Yahoo!, MSN, or Ask?

A. Google, Google, Google



MySurveyData.com
 How it works from the inside



Source: Comscore Media Metrix
 September 2007

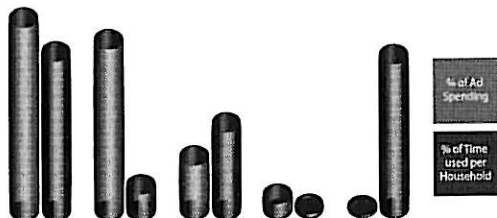
MySurveyData.com
 How it works from the inside

Media Usage vs. Ad Spend

Q. How do you spend your leisure time:
 TV, Newspapers, Radio, Magazines
 or Online?

A. TV wins, Internet is a close second!

MySurveyData.com
 How it works from the inside



Source: InterMediaData.com

MySurveyData.com
 How it works from the inside

The future of Television and Print

"There is a proliferation of channels and only 24 hours in a day and everyone only has two eyeballs. The outlook in the U.S. for newspapers and television is not good."

Warren Buffet speaking at a \$250,000-a-table event in Toronto, October 13th, 2007



MySurveyData.com
 How it works from the inside

Market Opportunity Online

- Q. Have you ever utilized the Internet to help search for a new home or apartment?
- A. - 80% of home seekers search the Internet
- 55% search newspaper or print.
- Q. How many consumers are researching summer camps for their kids?
- A. The top online summer camp directory receives:
- 350,000+ unique visitors a month That is over
- 4.2 million visitors a year

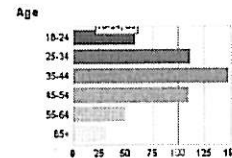
My Summer Camps.com
The #1 Source for Summer Camps

Audience Demographics

Age Comparison:
- Searching for summer camp options online

Chart

100 = Average
18 - 24: 66%
25 - 34: 112%
35 - 44: 148%
45 - 54: 110%
55 - 64: 49%
65+ : 31%



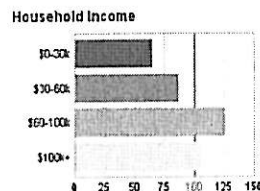
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...Audience Demographics

Household Income Comparison:
- Searching for summer camp options Online

Chart

100=Internet Average
\$0-\$30k: 65%
\$30-\$60k: 87%
\$60-\$100k: 126%
\$100k+: 105%



My Summer Camps.com
The #1 Source for Summer Camps

Industry Online Marketing Trends

Online Marketing Terms

- **Keywords**
- specific words or phrases consumers enter into a search engine
- **Search Engine Marketing (SEM)**
- Prominently is pay for clicks through an auction based system ("CPC" Cost Per Click)
- Advertisers bid on keywords
• eg. "traditional summer camps" - top position goes to the highest bid
- **Search Engine Optimization (SEO)**
- Site design that search engines can easily read, index and query, in relevance to keyword searches
- **Internet Listing Service (ISL)**
- Searchable, detailed Online directories

My Summer Camps.com
The #1 Source for Summer Camps

Industry Survey

The following are the results of an informal survey of some of the nation's leading summer camps and conference centers. The participating organizations represent 100+ Day Camps, Residential Camps, Teen Tours, Academic Camps and Sports Specialty Programs nationwide. 100% of the participants currently utilize an Internet Listing Service.

Source: My Summer Camps.com

My Summer Camps.com
The #1 Source for Summer Camps

Industry Survey Results

- Q. What % of your inquiries are coming from the internet?
- (Website and all Online marketing efforts)
- A. 20% - 50% - Average 28% of total leads, 8% close rate
- Q. Are you utilizing SEO in your online marketing efforts?
- A. 100% - YES!
- Q. Are you utilizing SEM in your online marketing efforts?
- A. 70% - Yes. 80%+ have utilized but discontinued

Source: MySummerCamps.com



Search Engine Optimization & Marketing

Search Engine Basics

Keyword Search

SEM – Paid Search Advertising – Cost Per Click (CPC)

“Organic” or Free Relevant Search Results – (SEO)

Optimization Example

Organic Search Results

Title
The title of your web page is used as the header for the organic search results listing.

Description
The Meta Description from the HTML code within your web page is used as the description for the organic listing.

Arizona AZ Summer Camps for Kids
Arizona summer camps for kids and teens. These AZ summer camps feature computer, science and technology courses. Create video games, digital movies, ...

Summer Camp Locations, Availability &...

Search Engine – Spiders & Robots

Google

Search engines follow the links from one web page to another

Search engines read and index the text on each page.

The search engine sends out what is called a “robot” or “spider” to follow links throughout the Internet.

Search engine spiders cannot follow forms, execute JavaScript or Flash and do not accept Cookies.

Step 1: Identify Keywords

Step one in developing an SEO and SEM strategy for your website is to research relevant keyword terms.

Include general, geo-targeted and niche terms.

www.wordracker.com

www.goodkeywords.com

<http://inventory.overture.com/d/searchinventory/suggestion/>

<https://adwords.google.com/select/KeywordToolExternal>

Goal: Find out all the words and phrases that families type into search engines when they look for your camp.

Top Keyword Terms

Estimated searches per month on Google, Yahoo!, and MSN by Keyword:

Overture Keyword Selector Results
January 2007

- Summer Camps – 185,057
- Traditional Summer Camps – 137,091
- Boys Summer Camps – 131,692
- Girls Summer Camps – 115,359
- California Summer Camp - 12,164
- Christian Summer Camps - 11,473



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There's a better time for you!

SEO Step 2: Content Development

- Optimize existing content
 - update page titles, meta descriptions, keywords and copy
 - Add Keywords to the "alt" tags of images.
 - Focus certain pages on only one or two keywords
 - Eg "Summer Camps"
- Create sites for all geo-targeted keyword terms,
 - Eg. "Christian Summer Camps in California".
- Expand search engine reach by
 - Focus pages on geo-targeted phrases
- Include a hierarchical linking site map

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Content Optimization – Example

Keyword Search:
"California Summer Camps"

High Organic Rank

- Title includes:
 - "California Summer Camps"
- Description includes:
 - "Summer" and "camp"
- URL includes:
 - "summer"
- Copy includes:
 - Repetition of Keywords and Geo-Targeted Terms
- Navigation Links include:
 - Keyword text descriptions



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SEO Step 3: Linking

- Search Engine Spiders find pages through links
- Google gives value to pages with quality inbound links
- Include keyword text links to pages within your site
- Mirror text link with keywords
- Do not use "Click Here" - Make the term the hyperlink
- Find quality websites for a link exchange
- Include site links in your press releases
- Include site links on industry association websites and online directory websites

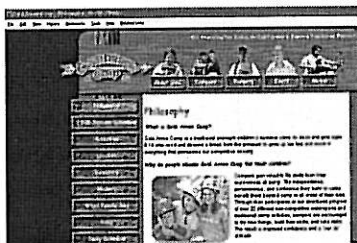
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Linking - Example

Keyword Search: California Summer Camps & California Overnight Camp – Gold Arrow Camp
"Summer Camps California"
Gold Arrow Camp is a traditional summer camp located on Huntington Lake in California. If you are looking for a traditional California summer camp for boys ...
www.goldarrowcamps.com/74.../about-us.html

Google Organic Rank: #4

- Navigation includes tabs across the top along with LINKS down the left side
- Some pages include LINKS to other pages of the site within the text of the page



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SEO Step 4: Submit Site

- Search Engine Crawlers will find some web pages naturally
- Crawlers tend to find pages with multiple significant links pointing to them
- Submitting MAY speed the listing process and MAY increase representation
- Submit: Home Page and Community Pages

Google – <http://www.google.com/addurl.html>

Yahoo! – <http://submit.search.yahoo.com/free/request>

Windows Live Search – <http://search.live.com/docs.submit.aspx>

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SEM Strategies

Variations on top Keywords or niche Keywords can provide more qualified clicks and traffic for less money.

For example:

- Cost Per Click (CPC) for the Keyword "Summer Camps" might be \$4.35
- Cost Per Click (CPC) for the Keyword "Traditional Summer Camps" might be \$3.70
- Cost Per Click (CPC) for the Keyword "California Summer Camps" might be \$2.70

CPC Search Ads

Placing a "Sponsored" search ad on Yahoo! and Google:
<http://searchmarketing.yahoo.com/srch/index.php>
<https://adwords.google.com/select/starter/signup/ForkAuth>

1. Identify & Select Keywords
2. Set your daily budget and max keyword bid amount
3. Create your ad

- Title – 25 - 40 characters
- Description – 60 - 70 characters
- URL – www.yoursite.com

Measurement Tools

How are you doing compared to the competition?

Google PageRank – score of a page's link popularity, just install the Google Toolbar – <http://toolbar.google.com>

Measurement Tools

Compete.com compares the estimated traffic activity of any site to any four other sites for free!

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Internet Listing Services (ILS's) Vertical Search Engines

Internet Listing Services (ILS's)
Vertical Search Engines

ILS Pricing Models

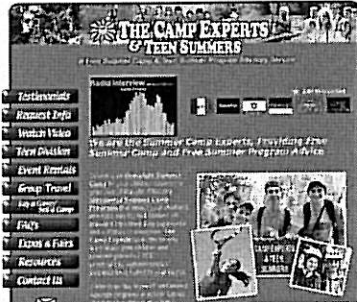
Referral Fee – Example: www.campexperts.com

- How It Works: These sites typically have limited directory content as inquiries are funneled through the referral network
- Cost Structure: Variable – 15% of camp fee

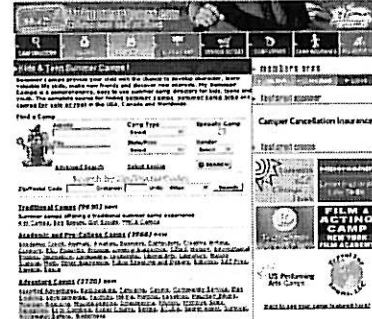
Fixed Price – Example: www.mysummercamps.com

- How It Works: These sites deliver expanded content and consumers are able to contact camps directly via phone or by visiting their website
- Cost Structure: Fixed - \$799 for a year

CampExperts.com



MySummerCamps.com



Why partner with an ILS?

- ILS's typically account for:
 - 80% of 1st page organic search results
 - 60% of paid search results
- Large targeted audience looking for summer camps
- Enhances online advertising & public relations
 - *Can also improve SEO
- Reach more campers
 - National exposure!
- COST-EFFECTIVE & QUANTIFIABLE

