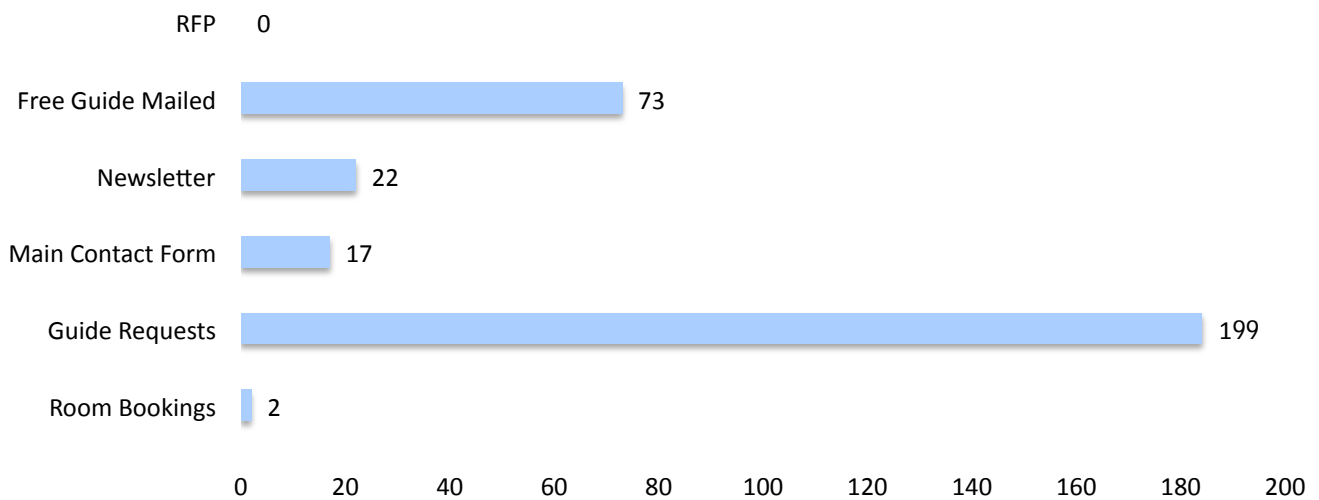




SCVB Metrics Trend Data

Metrics	March	April	May	June	July
Total Leads	168	288	225	268	313
Main Contact Form	9	6	7	12	17
Free Guide Download	93	95	119	173	199
Newsletter	7	131	43	18	22
Free Guide Mailed	58	56	54	63	73
RFP	1	0	0	1	0
Room Bookings	1	0	2	1	2
Phone Calls from Site	n/a	n/a	n/a	n/a	n/a
Total Visitors	3489	4483	4622	5425	7468
Visitors to Travelocity	101	83	168	129	186
Calendar Pageviews	146	300	776	880	992
PPC Visits	220	1531	1220	1999	2825
PPC Cost Per Click	\$0.18	\$0.38	\$0.35	\$0.37	\$0.27
PPC Cost per contact form	\$6.44	\$15.85	\$20.46	\$8.85	\$8.02
PPC Contact form leads	6	37	21	83	94
Incoming Links	5530	6440	7040	8000	8290



Ranking Analysis

Current Rankings

Keyword	Google.com position	Yahoo position	Live position
spartanburg sc	3	3	3
spartanburg south carolina	5	6	9
spartanburg tourism	1	1	1
spartanburg vacation	3	12	1
places to visit in sc	6	-	65
spartanburg sc shopping	3	1	11
restaurants spartanburg	7	1	30
hotels in spartanburg	18	40	31
spartanburg bed and breakfasts	3	1	1
spartanburg travel	8	134	6

Original Rankings

Keyword	Google.com position	Yahoo position	Live position
spartanburg sc	5	5	3
spartanburg south carolina	23	105	-
spartanburg tourism	1	1	1
spartanburg vacation	24	51	17
places to visit in sc	-	167	128
spartanburg sc shopping	14	1	6
restaurants spartanburg	-	27	68
hotels in spartanburg	-	35	24
spartanburg bed and breakfasts	32	34	56
spartanburg travel	-	190	-

PPC Performance by keyword groups

Ad group	Campaign	Impressions	Clicks	Conv.	Conv. Rate
spartanburg generic	national	133778	476	30	6.30%
red white and boom	national	1199	491	9	1.84%
red white and boom	local search	5027	256	8	3.15%
spartanburg bulk	national	29190	116	7	6.03%
things to do in spartanburg sc	national	590	92	6	6.52%
peach festival	local search	1546	133	5	3.79%
music on main	national	604	141	4	2.84%
events in spartanburg	national	212	33	4	12.12%
Hollywild	national	2439	114	3	2.63%
branded	national	1284	34	3	8.82%
spartanburg attractions	national	68	12	3	25.00%
things to do in spartanburg	national	485	50	2	4.00%
music	national content	55048	166	1	0.60%
peach festival	national	883	49	1	2.04%
hotels	national	4495	34	1	2.94%
spartanburg events	national	111	20	1	5.00%
map	national	612	16	1	6.25%
spartanburg sc events	national	87	11	1	9.09%
tourism	national	52	5	1	20.00%
local ron	myrtle-florence	8895	2	1	50.00%
spartanburg things to do	national	28	2	1	50.00%
attractions spartanburg	national	12	2	1	50.00%
restaurants	national	3100	143	0	0.00%
music	local content	33733	77	0	0.00%
music on main	local search	526	57	0	0.00%
local ron	asheville	179110	34	0	0.00%
golf	atlanta-augusta	48483	28	0	0.00%
day trip	local search	1676	23	0	0.00%
local ron	charleston	153403	20	0	0.00%
south carolina vacation packages	national	643	14	0	0.00%
shows in spartanburg	national	146	11	0	0.00%
airport	national	918	9	0	0.00%
attractions in spartanburg	national	72	9	0	0.00%
south carolina resort	national	369	8	0	0.00%
motels spartanburg sc	national	114	8	0	0.00%
resort south carolina	national	637	7	0	0.00%
parks	national	281	7	0	0.00%
spartanburg events calendar	national	28	7	0	0.00%
spartanburg activities	national	39	6	0	0.00%
activities	national	18	6	0	0.00%
spartanburg sc attractions	national	63	5	0	0.00%

things to do spartanburg	national	41	5	0	0.00%
spartanburg sc concerts	national	35	5	0	0.00%
art	national	239	4	0	0.00%
piedmont interstate fair	national	102	4	0	0.00%
concerts in spartanburg sc	national	32	4	0	0.00%
spartanburg south carolina events	national	6	4	0	0.00%
weather	national	487	3	0	0.00%
south carolina lodging	national	304	3	0	0.00%
music	national	135	3	0	0.00%
taxi	national	73	3	0	0.00%
jazz on the square	local search	25	3	0	0.00%
events spartanburg sc	national	24	3	0	0.00%
spartanburg sc events calendar	national	9	3	0	0.00%
spartanburg festival	national	3	3	0	0.00%
local ron	atlanta-augusta	11339	2	0	0.00%
camping	national	129	2	0	0.00%
motels	national	123	2	0	0.00%
freedom weekend aloft	local search	114	2	0	0.00%
international festival	local search	75	2	0	0.00%
international festival	national	45	2	0	0.00%
spa resort south carolina	national	44	2	0	0.00%
train	national	42	2	0	0.00%
dining	national	38	2	0	0.00%
museums	national	36	2	0	0.00%
stone soup festival	national	19	2	0	0.00%
events spartanburg	national	16	2	0	0.00%
spartanburg calendar of events	national	15	2	0	0.00%
spartanburg south carolina things	national	3	2	0	0.00%
sports	national	149	1	0	0.00%
population	national	105	1	0	0.00%
mighty moo festival	national	74	1	0	0.00%
tours	national	59	1	0	0.00%
romantic getaways south carolina	national	58	1	0	0.00%
hub city	national	55	1	0	0.00%
lodging south carolina	national	50	1	0	0.00%
shows spartanburg	national	40	1	0	0.00%
festival spartanburg	national	38	1	0	0.00%
spring fling	national	22	1	0	0.00%
spartanburg festivals	national	14	1	0	0.00%
spartanburg sc event	national	8	1	0	0.00%
jazz on the square	national	4	1	0	0.00%
local ron	charlotte	6108	0	0	0.00%
local ron	columbia	4439	0	0	0.00%
day trip	national content	1745	0	0	0.00%
bulk	local content	1511	0	0	0.00%