

# Web Analytics Report

Longboatrentals.com

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# Executive Summary

Google Analytics (GA) data for [www.longboatrentals.com](http://www.longboatrentals.com) was compared for Year 1 (March 30, 2009–March 29, 2010) and Year 2 (March 30, 2010–March 29, 2011) to identify trends and to determine areas for improvement.

Favorable trends include increased number of visits, page views, and average time spent on site and a reduction in bounce rate. A decrease in new visits was also noted.

Closer examination of the website and analytics data details was conducted to determine:

- Possible causes for the reduction in new visits.
- What strategies can be implemented to further reduce the bounce rate and increase conversion rates.

This report also addresses each of the website’s primary goals that were identified:

1. Increase unique visitor traffic
2. Increase returning visitor traffic
3. Keep visitors on the site longer (with more page views)
4. Increase the number of prospective renters; through online form completion and phone calls.

Overall recommendations include:

## Content

- Expand site content to include travel planning tools and tourist information to increase time users spend on site.
- Add global navigation to provide a snapshot of content scope for new visitors.
- Optimize landing pages by including user search phrases to reduce bounce rate.
- Tighten layouts to allow more relevant content to appear above the fold (see *Testing Options* for redesigned pages).

## User Experience

- Add “create an account” functionality so users can save favorites and travel planning information for retrieval on return visits.
- Reconfigure search results and property detail pages to better organize content sections on these pages.
- Optimize tasks for mobile users.

## Web Marketing

- Build strategic partnerships with complementary travel industry sites.
- For paid online marketing, target specific geographic areas and time the efforts for each location’s specific seasonal peaks.
- Expand keywords beyond the long-tail phrase “longboat key” to include more generic short-tail phrases.
- Create distinctly separate content areas pertaining to each destination on the blog and on FaceBook.
- Facilitate social media sharing throughout the site.

# Findings

## Visit/Visitor Metrics

### Total Visitors

- Year 2 shows a 19.10% increase of total visits from Year 1.

### Visitor Trends

- There is some seasonal fluctuation in traffic to the site. Traffic spikes predictably in the winter months around the first week of December, then tapers off at the end of March (trends vary by state; details are provided in the “User Metrics > Geographic Location” section).
- For year 2009–2010, there was a dramatic reduction in traffic during the summer months. For 2010–2011, although traffic was notably reduced in the summer months, it appears that there was steady traffic throughout the year.
- Time of day based on the internal clock of the user’s computer indicates a gradual increase from around 9:00 am peaking at mid-afternoon (3:00 pm) dropping slightly around 6:00 pm before peaking again at 9:00 pm.

## Repeat Visitors/Unique Visitors

### *New vs. Returning Visitors*

- The number of new visitors is reduced while returning visitors have increased.
- New visitors show an increased number of pages per visit while also showing a higher bounce rate than the previous year. Whereas most users view only one page, then leave, a small number of visitors view multiple pages (up to 20 in some cases) boosting the overall average.
- New and returning visitors are viewing more pages per visit.
- Both groups are spending more time on site.
- Bounce rates are up for new visitors whereas for returning visitors, a reduction is shown.

### *Absolute Unique Visitors*

- Page views, average page views, and time spent on site all show increased numbers.
- Since this website is primarily devoted to featuring available vacation rental properties, a high percentage of page views per visit indicates that users are engaged in the task of searching/browsing rental property listings.

### *Visitor Loyalty*

*Loyalty.* There were no dramatic differences between Year 1 and Year 2.

*Recency.* When return visits occur, it tends to happen on the same day that users first visited the website. A small number return the following day, and numbers predictably continue to drop off for longer elapsed time periods.

## Time on Site

### *Length of Visit*

This metric is a little better at quantifying visit quality than “average time on site” since average time includes the time (up to 30 minutes) that users may have left their browser windows open.

- Most visits lasted under 10 seconds. Another increase is around 1–3 minutes and tapers off around 10 minutes.

### *Depth of Visit*

- Most users view one page. From there, the numbers taper off until around 20+ pages. This data suggests that most users do not engage with the website for very long, but users who are more motivated in finding a vacation rental may spend more time searching and browsing the available properties.

## Bounce Rate

Although Year 2 shows a reduced bounce rate, the following recommendations should be implemented to reduce the rate even further:

## Path Analysis/Funnel Reports

### *Goal 1: Generic Inquire Sent*

Data indicates that:

- This conversion occurs on search results pages. Generic search results pages, as well as those for 2- and 3-bedrooms, are all equally successful in goal completion. 1-bedroom searches are less popular.
- Many users click the “Send to Agent” button but do not complete the form. It may be that the button label is not clear enough, so users may just click it to find out what it does without any intention to complete the form.
- Most users do not navigate beyond the ‘Home’ page. Other than search, there is no direct conversion path from this page.

### *Goal 2: Property to Favorites to Contact*

- Available data for Year 1 and 2 (though incomplete) indicates an extremely high abandonment rate (90%+) for this goal.

### *Goal 3: Home to Search*

- Data shows that users navigate to and from the ‘Home’ page during their search/browse sessions on the site. Almost half proceed to search. Approximately one-third of the remaining users exit the site, while the rest view other search results pages.
- All users who enter the home page directly succeed in making the conversion by conducting a search.
- The call to action for search is the most prominent feature on the ‘Home’ page and data suggests it is very successful in supporting this goal.

*Goal 6: Home to Email All*

- There is a high abandonment rate for the goal of “Email All” for goals 6–8.
- The link label is misleading. “Email All Available Rentals” suggests that clicking it enables users to email listings to others, rather than what it really is: user sign-up for receiving an email of listings.
- The form includes a required field for entering phone number so that in addition to email contact, a sales agent will follow up with a phone call.
- Due to the lack of any other global navigation on the ‘Home’ page, many users may click it just thinking it will lead to site content. Users arriving on the site for the first time are most likely reluctant to provide personal information by filling out a form until they have a chance to view more site content.

*Goal 7: Property to Email All*

- Regarding abandonment and conversion rates, Goal 7 data closely matches that for Goal 6.
- Currently, the user must save the property to favorites, then send the favorites to the agent.

*Goal 8: Search to Email All*

- This “Email All” goal fares better than goals 6–7.
- Search content is more generic and inclusive, and suggests users may be more interested in examining multiple options, so the wider range of listings provided with “Email All” may be more appealing.
- The form allows users to specify additional preferences to help ensure that match results that are emailed will be tailored to their needs.

## Page Metrics

### Page Views

- Overall, the number of page views (+46.47%) and pages viewed per visit (+22.98%) has increased from Year 1 to Year 2.
- There is still a relatively high bounce rate indicating that most visitors do not navigate beyond the landing page.
- A small number of the more motivated users stay on the site to search and browse a larger number of property listing pages, thereby boosting the pages/visit numbers.

### Most Viewed Pages

#### *Top Content*

- The top content page is the home page (/index.html) and users typically arrive there from search engines (i.e., Google, Bing, and Yahoo), followed by direct access (i.e., direct entry of URL into browser, via bookmark, or from an embedded link in an email).

- 2- and 3-bedroom rental pages are next in popularity. Top entrance sources were Google or direct links (bookmarks, or emailed URLs).
- “/” is the next popular, and data for entering this page is the same as for /index.html, so entrance sources cannot be differentiated.
- Once users navigate past the ‘Home’ page to a subpage (e.g., /2-bedroom-longboat-key-rentals.html ) they are more likely to navigate to other subpages in the site rather than exit. Since the content of subpages is primarily focused on available property rental search, this data suggests that users with a transactional intent are most likely to reach these pages, and are adequately engaged in the process of finding a suitable rental.

#### *Content by Title*

- Most page titles contain the key phrase “longboat rental,” so predictably these search terms were used to find these pages.

#### *Content Drilldown*

- A high bounce rate is indicated for the directory path: “/property.” Since this directory path leads to subpages for specific properties, this result is consistent with a user’s searching/browsing intent resulting in a higher number of cycling page views.
- Users do not spend more than a minute or so on any given subpage for a specific property.

#### *Site Search*

- No data is available regarding site search until May 4, 2010, suggesting that this functionality is a new feature that was added on this date. Findings for site search data from May 4, 2010–March 29, 2011 appears below.
  - A significant number (over 70%) of users do not use site search. This may indicate that users do not engage well with site content, since searching for rental properties is the primary focus offering little else to engage users.
  - Some returning visitors may bypass search functionality by accessing previously bookmarked pages.
  - User’s search terms in site search are an effective way of determining what visitors to the site are looking for. This can help inform future site keyword optimization and search engine marketing campaigns.
  - Top key phrases include: “longboat key,” and “rental.”

#### **Top Entry Pages**

- The top landing page is the ‘Home’ page, indicated either by “/index.html,” or “/”. The combined bounce rate for both URLs is well over the acceptable 40–60%. This suggests that this top landing page needs optimization.
- Most searches begin on the ‘Home’ page.
- Users also conduct new searches from property detail pages as well as other subpages.

- Very few users initiated the site search available when they fill out the “Florida Vacation Rental Finder” ([www.longboatrentals.com/florida-vacation-rental-finder.html](http://www.longboatrentals.com/florida-vacation-rental-finder.html)), or the “Contact a Booking Agent” ([www.longboatrentals.com/longboat-key-rentals-inquiry.html](http://www.longboatrentals.com/longboat-key-rentals-inquiry.html)) forms.
- On first glance, content appears to be limited to property search functionality. This is acceptable for returning visitors that may revisit the website to book their next vacation rentals. However, first-time users are most likely seeking information before they are ready to convert.
- The higher bounce rate for first-time users suggests that:
  - These users need to be better engaged on the site before they are ready to pursue site search.
  - Since there is no clear path on this page indicating how to access other site content users may be deterred from investigating the site any further.

### Top Exit Pages

- The top two exit page URLs are both versions of the “Home” page (i.e., “/index” and “/”). This suggests that users are not engaged in the content enough when they first arrive on the website to drill down to more content, or that when they complete their search task, they may return to the home page to see what other content (if any) can be accessed on the site. Beyond the property search, there is not much in the way of other content available.

## Inbound/Outbound Metrics

### Referrers

- Search engine traffic has increased dramatically whereas there is a significant drop in traffic for both referring sites and direct traffic.
- Partner sites such as [www.vailskivacationrentals.com](http://www.vailskivacationrentals.com) have been successful in driving increased traffic to the website. Inbound links from sites such as [vamoose.com](http://vamoose.com), a directory site for vacation rentals are also doing well.
- The URL, [us1.admin.mailchimp.com](mailto:us1.admin@mailchimp.com), indicates traffic from email campaigns or email referrals from other users who forwarded marketing emails to friends.
- Comparing Year 1 and Year 2 data indicates that traffic from direct and referring sources is dramatically decreased whereas traffic from search has increased.

### Traffic Sources

#### Direct Traffic

- There is a decrease in direct traffic to the site, indicating a decline in the number of users returning who have bookmarked the site, or who entered the URL directly into their browser.

#### Search Engines

- Overall, search engine traffic continues to outperform other modes of bringing people to the site.
- There is a significant increase in traffic to the site from both Google and Bing.

- There is a sharp increase in traffic from Google maps (U.S.) whereas traffic from Yahoo Local remains stable.

*Social Media* (see *Offsite Recommendations* section for recommendations)

- An increased number of users are also coming from Facebook and Linked In. The increase in the number of referrals from Twitter is not as dramatic.
- Some traffic arrives from emails, suggesting users are sending referrals to friends. Particularly traffic from Mail Chimp indicates some click through traffic as a result of email campaigns.

### **Popular Search Terms**

- The data for traffic from paid sources decreased for Year 2, and the overall numbers for either year were insignificant.
- For traffic from unpaid sources, phrases that included both “longboat key” and “rental” performed the best. The numbers also suggest that optimizing for the alternate spelling “long boat” should be incorporated into search engine marketing efforts.
- Additional keywords for geographically related areas such as “anna maria island” and “siesta key” also brought in increased traffic. Other geographically related search terms such as “destin beach,” “sarasota,” or “bradenton” bring in some traffic, but not as much.

### *Campaigns*

- Ad campaigns are not performing well. Data suggests that the ad campaigns may have been scaled back for Year 2, perhaps due to poor performance in Year 1.

### *AdWords Destination URLs*

- The ‘Home’ page (www.longboatrentals.com) appears to be the primary destination page for this website.
- In one case, it appears that a transactional “inquiry” page was the landing page, but this page no longer exists. This suggests the missing page may have been a specially designed landing page that was removed when the campaign was discontinued.
- Destination pages from partner sites make up the balance of destination pages. Perhaps more generic travel ads were created for these.

## User Metrics

### Geographic Location

The site's traffic comes from all over the globe, with higher concentrations in the U.S., particularly for the following states listed in descending order below:

- Florida. Seasonal increases occur from December through April.
- New York. Steady year-round traffic originates from New York.
- Ohio. Traffic increases from December through March.
- Michigan. More traffic occurs from December through March, with a marked slump around the holidays (Thanksgiving through Christmas). June and September/October also show increased traffic.
- Illinois. December through March is clearly the peak season.
- Georgia. A fairly steady traffic stream originates in Georgia, slumping slightly during the hotter summer months around July, then up again in December. Most users are from the Atlanta area.
- Canada. Specific areas registering the most traffic include the mid- to eastern provinces near the U.S. border. Higher traffic densities occur in the Midwest, tapering off gradually further east. Toronto and Ottawa show particularly increased traffic. Other concentrations worth considering occur in the Pacific Northwest around Whistler and Victoria.

### Languages

- The majority of visitors are English speakers, with German-speakers being the next largest group.
- The traffic sources section indicates referral traffic from a German-language surfing website, that may explain the increase in German-speaking visitors.
- Since Spanish is a widely-spoken language in the U.S., particularly in Florida, it seemed particularly important to evaluate data for this language group. Surprisingly, the data showed insignificant figures for this language group.

### Browser

#### *Browser Support*

- IE is still by far the primary browser for users with FireFox second, although a significant drop in IE use is shown for Year 2.
- Use of other browsers such as Safari and Chrome has increased.

### Mobile Devices

- These devices are particularly appropriate for the goal of increasing phone inquiries.
- Access to site from mobile devices has spiked dramatically in the past 3-4 months. Figures from Year 1 are flat, with a fairly steady climb for Year 2 since December 2010.

# Recommendations

## Visit/Visitor Metrics

- Consider day parting when setting up AdWords campaigns.
- Expand paid advertising efforts during peak season.

## Repeat Visitors/Unique Visitors

### *New vs. Returning Visitors*

- Examine what search terms bring user traffic to the website and optimize landing pages so these new users can immediately find content relevant to their needs.

### *Absolute Unique Visitors*

- Optimize search functionality by incorporating filtering options into the search flow.
- A competitive analysis of similar websites is recommended for assessing the range of filtering options that can be added to the current functionality.
- Optimize pages for SEO. The following recommendations address the goal of increasing unique visitor traffic.

- Include more generic keywords in the keyword <meta /> tags; e.g., “Florida vacation rentals” for top landing pages from external sources.
- Use specific location keywords on property detail pages (e.g., for Sanibel Island properties, include “Sanibel Island vacation rentals” in the keywords).
- Track the traffic generated by these keywords to inform future AdWords campaigns.
- Rewrite meta descriptions that toload “Longboat Key rentals” at the beginning:

*Home Page.* Longboat Key rentals offers hundreds of vacation homes and condos to choose from in the West Florida area. These Longboat Key rental properties include beachfront access or just a short walk to the beach. Many other amenities to meet your specific vacation needs are available.

*From the “View all Longboat Key Rentals” page* ([www.longboatrentals.com/longboat-key-rentals.html](http://www.longboatrentals.com/longboat-key-rentals.html)).

Longboat Key Vacation Rentals lists hundreds of vacation condos and vacation homes in the West Florida area ranging from 1 bedroom to 5 or more bedrooms. Our Longboat Key rental properties offer numerous options and amenities to meet your specific vacation needs and budget.

### *Visitor Loyalty*

#### *Recency.*

- Provide views of properties recently viewed on search results pages for current and returning visitors.

## Bounce Rate

- Further analyze keyword queries of users arriving to the site from SERPs and optimize landing pages to better address those user quests (see *Testing Options* for proposed landing pages).
- Expand relevant content to engage users beyond just search functionality by providing travel planner tools and tourist information about the local area.

## Path Analysis/Funnel Reports

### *Goal 1: Generic Inquire Sent*

- Expand breadth of site content to encourage users to explore beyond just the 'Home' page. Once users gather enough vacation planning information, they may be more ready to convert.
- Optimize the 'Home' page with relevant content and clear paths to content on subpages to enable users to navigate to subpage content where conversion is more likely to occur.
- Change "Send to Agent" button label to "Contact Agent."
- Also include the "Contact Agent" button on all property detail pages. Users may be more likely to make this conversion on this page after they view property details to determine whether the property meets their needs.

### *Goal 2: Property to Favorites to Contact*

- Provide a means for users to create an account so favorites can be saved for return visits. This may result not only in a decrease in the abandonment rate for this goal, but may also encourage repeat visits.

### *Goal 6: Home to Email All*

- This call to action may be more appropriate on search results pages. Redefining the goal to measure conversion rates from search results pages may be more appropriate.
- Relocate this link and replace with global navigation to content areas where users can learn more about the travel destination as well as the company.
- Allow users to opt-in to email, and to opt-in for the phone call from an agent.

### *Goal 7: Property to Email All*

- Allow users to contact an agent directly concerning a specific property from the property detail page.

## Page Metrics

### Page Views

- Optimize pages for usability. All recommendations listed below are critical for meeting the goals of increasing visitor traffic and keeping visitors on the site longer.
  - Overall, tighten layouts to minimize scrolling (see *Testing Options* for specific page examples).
  - Allow users to set up an account and create a dashboard where information about properties as well as activities, local resources of interest, and transportation can be stored for access on return visits. A dashboard also provides an additional opportunity for internal messaging about property updates and new site features.
  - Continue to allow users to save favorites. When non-registered users initiate this task, launch an optional “create an account” process as part of the flow.
  - Provide keywords and phrases above the fold on key landing pages, such as the ‘Home’ page to reduce bounce rate. Currently, critical content appears well below the fold on many of the pages. Also, most pages are graphically heavy, providing little opportunity for reinforcing keywords.
  - Expand content on site by providing a ‘Vacation Planner’ section. Currently, the content on the website appears shallow and underdeveloped. Users in the early phases of vacation planning may need more information about vacation destinations before they are ready to convert.
  - Provide expanded content about the company. Users will want to determine the legitimacy of the site before committing to a financial transaction.
  - Add global navigation to provide clear paths to subpages. This will be critical, particularly as site content is expanded.
  - Consolidate supplementary travel information containing outbound links in one place. Currently outbound links are scattered throughout the written content on the ‘Home’ page. Each link routes the user to a separate page. This information would be much more accessible to users if all outbound links are displayed in categorical listings.

### Page-specific Recommendations

In addition to the recommendations listed below, multivariate wireframes that reconfigure multiple page elements on a single page are provided in the *Testing Options*. An example of an A/B testing (i.e., the changing of one element on a single page) wireframe is also provided.

#### *Home Page*

- Move travel information below video interface to subpages.
- Consolidate all local resource information into one section and make navigation to this section more visible.
- Eliminate video that adds no value to the layout.

- Instead, replace the current display of properties with a carousel interface. Allow users to control the cycling of property views and select viewing options such as specific location and number of bedrooms.
- Provide clear navigation to subpages.
- Move quick search by property # near login console.
- Consolidate blog and social media links in one location.
- Include account login so users have a means to save favorites for retrieval on return visits.
- Move quick search by property # near login console.

### *Search Results Pages*

- Expand filtering capability beyond the current offerings (i.e., location, # of bedrooms, proximity to beach, quality ratings, price range, duration of stay [e.g., weekly, monthly, etc.]) to include the following:
  - Activities such as: Casinos, beaches, family vacation, golf, etc.
  - Showing only properties that have reviews
  - Onsite amenities, such as laundry facilities, tennis courts, pool
  - View from unit: Ocean, garden, pool.
  - Change button label to: “Contact Agent.” When users have JavaScript enabled in their browser, make the resulting form a JavaScript popup that returns user to the SRP.

### *Property Detail Page*

- Consolidate task console for property detail pages to minimize scrolling.
- Provide key property details above the fold.
- Clarify seasonal rates on all listings and specify length of stay options that are available for each property (e.g., monthly, weekly, daily).
- Change button label to “Contact Agent.” When users have JavaScript enabled in their browser, make the resulting form a JavaScript popup that returns users to the last property detail page viewed.
- Allow users to control cycling of photos. The current deployment results in a visual “flashing” effect that is distracting and could induce seizures for some users.
- Provide “Reviews” and “Testimonials” for properties, where available.

### **Most Viewed Pages**

#### *Site Search*

- Include filtering functionality on search results pages.

### Top Entry Pages

- Provide a clear indication of the content scope on the home page.
- Expand content on website to include travel planning tools and tourist information about the destination so that users spend more time exploring the site. This will encourage conversion once users have gathered enough travel planning information to make the decision.
- Include more information about the company to establish credibility.

### Top Exit Pages

- Develop travel content of interest to tourists about the areas where properties are located. This will aid users in vacation planning, resulting in longer time spent on the website, and may also serve as an added enticement for eventual conversion.
- Include information about transportation options such as airlines and car rentals along with this expanded travel content.
- Partner with complementary travel industries to establish a denser network of inbound and outbound links that will benefit both this site and its partner sites.

## Inbound/Outbound Metrics

### Referrers

- Expand AdWords campaigns to specially targeted groups based on geographic location (e.g., Canada) or activities (e.g., snorkeling).
- Identify additional keywords/key phrases that will be effective in driving traffic to the site, then ensure that the corresponding landing pages contain content relevant to those search terms. Most traffic originates from users typing the URL directly into their browser. It appears that many of the marketing efforts have been focused on targeting the long-tail “longboat key” phrase. This limits traffic to users already familiar with the vacation destination and company name, whereas including shorter tail phrases may be effective in increasing new visitors to the site.
- Identify key landing pages and optimize content and calls to action accordingly. Conversion funnel data shows a large bounce rate from key landing pages such as the ‘Home’ page.
- Sample landing pages are provided in the *Testing Options* for multivariate and A/B testing. Track the response to test pages to determine which approaches are most successful. The data that is collected will be useful in guiding further optimizations.
- Analyze keywords from search to integrate into future AdWords campaigns.

### Campaigns

- Don’t rule out paid advertising entirely. It may be that the keywords for unpaid campaigns are more effective than the ones that were used for the paid campaigns. Recommendations include:
  - Create ad groups from keyword terms that are performing well in the unpaid campaigns.
  - Implement a trial AdWords campaign during peak months, beginning in December and continuing through March or April.

- Target the key northern states listed in the “User Metrics > Geographical Location” section and designate optimal times of day/week to show the ads.
- Evaluate the performance of the chosen keywords to determine if continuing, expanding, and/or adjusting the campaign should be considered.
- Optimize landing pages for all AdWords ads to engage users who come to the site looking for content pertaining to their search queries. Gauge content according to whether search terms indicate a transactional or informational intent.
- Provide clear paths so that users can access content pertaining to either transactional or informational queries.

### Outbound/Inbound Links

- Increase keyword density in visible content on pages that reinforce phrases in the <meta /> tags. This will improve page ranking on SERPs (search engine results pages).
  - Create a ‘Vacation Planner’ section. Providing relevant travel information will encourage users to spend more time on the site.
  - This content area can provide partnership-building opportunities with complementary tourist industries such as car rentals, airlines, local activities, chambers of commerce, galleries, museums, and shopping.
  - In turn, these partnerships will also provide opportunities for increasing inbound and outbound link density.
  - Choose quality outbound link sites that have an obvious context for users visiting the site. (e.g., user relevance is difficult to discern for this outbound link: [www.sierraleonanship.com/cms](http://www.sierraleonanship.com/cms)). If context is not obvious, include supplemental text explaining how this information is useful.

### Social Media

- Include a “share” widget to facilitate sending listings to friends or adding content to other social media sites such as delicious, or FaceBook.
- Provide links to social media in all email marketing campaigns.
  - Particularly provide these links for post-vacation follow-up emails, and encourage users to post vacation photos to their FaceBook page.
- Allow users to write a review or submit testimonials and include these for specific properties. Provide external links to review sites.
- Send a post-rental follow-up email that includes an embedded link that enables users to write a review or testimonial.

*Blogs*

- Provide a clearer visual separation of the destination-specific content areas (e.g., Florida, Colorado, Italy).
- Inter-link the Coast-to-Coast blog with established partner blog sites for each destination.
- The blog is an excellent opportunity to expand on what types of activities vacationers can expect to find when they come to Longboat Key while also increasing inbound and outbound links.

*FaceBook*

- Include a “Like” link on all property detail pages.
- Provide separate content pages for each location (e.g., Florida, Colorado, Italy, etc.).
- Organize photos into separate location-specific sections. Provide enlarged views of each photo.
- Videos should provide more than background music. Include meaningful dialogue as described below for “YouTube” and that provides context to the scenes being shown.
- When users complete a transaction for rental, provide a means that they can post their vacation plans to their FaceBook page.
  - For added security, caution users not to publish the dates they will be gone on these public sites.

*YouTube*

- Provide links to YouTube content showing 360° videos of properties or locations surrounding the properties with accompanying dialogue describing the property’s amenities and fun things to do.

*Linked In*

- As the “Vacation Planner” section is expanded, link to partner businesses and/or individual realtors that handle the rental transactions for users.

*Twitter*

- Set up separate Twitter accounts for each destination (e.g., Florida, Colorado, Italy, etc.).
- Provide a means for users to tap-dial the contact phone number appearing in the masthead of each page from their mobile phone.
- Allow users to sign up for Twitter and email alerts of rental listings.

## User Metrics

### Geographic Location

- Target paid advertising efforts toward regions that show a higher density of visitors.
- Time marketing efforts for each targeted location's specific peak periods.
- Develop a marketing campaign targeted to Canadians. Begin on a smaller scale and measure results before allocating resources on a larger scale. Data already shows a small number of Canadian visitors to the website (indicated by entrance URLs ending in “.ca”). Other sources on the Internet indicate that Canadian tourism to Florida is trending upward:
  - [www.canadainternational.gc.ca/](http://www.canadainternational.gc.ca/)
  - [www.thestar.com/travel/northamerica/article/943621](http://www.thestar.com/travel/northamerica/article/943621)
  - [www.thespec.com/living/travel/article/492931](http://www.thespec.com/living/travel/article/492931)
- Since northern U.S. states exhibiting higher concentrations of site visitors are in the Midwestern states of Ohio, Michigan, and Illinois, limit the targeted areas of Canada for points due north of these states (e.g., Windsor and Toronto).
- The greater the distance from Florida, the more effective short-tail (and more general) phrases such as “Florida vacation rentals” may be. Generic shorter tail phrases (e.g., “Florida vacation rentals”) may be more useful for users unaware of specific destinations within the state of Florida. This is most likely to be true for Canadians and U.S. visitors from more distant states. Since these phrases are often more competitive and more costly, use only for advertising targeted for these geographic locations.

### Languages

- Although the figures shown for German-speaking visitors is insignificant to warrant specific targeting, the interest generated by surfing on the German site indicates that it may be useful to develop activity-based content areas that would include surfing, as well as other activities popular in Florida, such as snorkeling, beachcombing and shell collecting, deep sea fishing, natural area exploration, etc.
- It is determined that the number of Spanish-speaking visitors is currently not large enough to warrant specific targeting, but given the large numbers of Spanish speakers in the U.S., monitoring this data to see if trends change in the future is recommended.

### Mobile Devices

- Optimize visual display for mobile devices and test on various carriers, since current trends indicate increased mobile use.
- Conduct user testing of searching/browsing and property viewing flows to determine areas of improvement for users on mobile devices.
- Provide a means for users to browse properties, and tap-dial the phone number to talk to a sales representative.
- Incorporate the “Save to Favorites” capability into this flow so that these favorites can be forwarded via email to the sales agent (or to friends) during the phone call.

## Additional Recommendations

- Include a “Contact Us” section, and display the phone number more prominently to support the goal of increasing the number of prospective renters via the preferred phone call method.
- Insert special tracking codes to determine where users go after leaving the site.
  - Do they go back to search results pages?
    - If so, it may indicate they are motivated to find a vacation rental, but did not engage with the site.
  - Do they visit competitor sites?
    - If so, examine content/functionality on those sites to determine what features to add to support user needs.
- Overall, tighten layouts to minimize scrolling.
- Consolidate task console for property detail pages to minimize scrolling, and make
- Clarify seasonal adjustments for price ranges, and specify the available options for duration of visit (e.g., monthly, weekly, daily) since this varies per listing.
- Optimize website for return visitors by allowing them to set up an account and create a dashboard to store information about properties as well as activities, local resources of interest, and transportation.

# Testing Options

Sample pages are provided below for multivariate testing (i.e., multiple elements of a web page are changed). Recommendations from this report have been incorporated into the redesigned layouts.

## Home Page

The following changes were implemented in the 'Home' page redesign.

- Travel information below video interface is now located in an expanded "Travel Planner" section.
- All local resource information is consolidated into one area and navigation to this section is more visible.
- Both the video and display of properties by number of bedrooms are replaced with a revolving carousel displaying properties. Users choose which images to view by specifying location and number of bedrooms, and control the timing for cycling through the images. Users can click an image of interest to access the property detail page directly.
- Global navigation has been added leading to expanded site content.
- Blog and social media links are consolidated into one location.
- A login has been added so that users can save favorite properties as well as travel information for retrieval on return visits.
- Quick search by property # is relocated near login console.

In addition, two versions of the 'Home' page are shown for A/B testing for the email signup task to determine which approach is more effective in conversion rates for this goal.



## Longboat Key Vacation Rentals

Live 24-hour Travel Coordinators

**800-657-8966**

Outside U.S. +001.734.205.5870

LOGIN    
[Create Account](#) [Forgot Password?](#)

[VIEW PROPERTIES](#) | [TRAVEL PLANNER](#) | [ABOUT US](#) | [CONTACT US](#)

Select Photos by... Destination  # of Bedrooms

--	--	--

### Search Rentals

[Email signup](#) for property updates

QUICKFIND

**Select Type**  Vacation Condos  
 Vacation Homes & Villas

**Destination**

**Bedrooms**

**Rating**

### Specializing in Longboat Key Vacation Rentals

[Coast 2 Coast Vacation Rentals](#) specializes in providing privately owned vacation rental homes and condos on the gulf coast of Florida. Spectacular Gulf of Mexico views make our vacation rentals the most sought after by guests from all over the world.

Our [beach vacation rentals](#) have one- to 5-bedrooms, heated pools, and first-class amenities. We have the perfect beach vacation condo or house for your Florida vacation needs.

[Browse our rental properties](#) for Longboat Key.

[f](#) [t](#) [e](#) ...

#### Latest News

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[Read more >](#)

#### Vacation Travel Blog

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oiqu ejcoiajc ueccir  
[Read more >](#)

[Other Destinations](#)

[Longboat Key Links](#)

Logo

Email Sign up for Property Updates

## Longboat Key Vacation Rentals

Live 24-hour Travel Coordinators  
**800-657-8966**  
 Outside U.S. +001.734.205.5870

LOGIN

[Create Account](#) [Forgot Password?](#)

[VIEW PROPERTIES](#) | [TRAVEL PLANNER](#) | [ABOUT US](#) | [CONTACT US](#)

Select Photos by... Destination  # of Bedrooms

--	--	--

QUICKFIND

**Select Type**  Vacation Condos  
 Vacation Homes & Villas

**Destination**

**Bedrooms**

**Rating**

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Coast 2 Coast Vacation Rentals specializes in providing privately owned vacation rental homes and condos on the gulf coast of Florida. Spectacular Gulf of Mexico views make our vacation rentals the most sought after by guests from all over the world.

Our beach vacation rentals have one- to 5-bedrooms, heated pools, and first-class amenities. We have the perfect beach vacation condo or house for your Florida vacation needs.

[Browse our rental properties](#) for Longboat Key.

[f](#) [t](#) [e](#) ...

#### Latest News

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[Read more >](#)

#### Vacation Travel Blog

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[Other Destinations](#)

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# Search Results Page

Logo

## Longboat Key Vacation Rentals

Live 24-hour Travel Coordinators  
**800-657-8966**  
 Outside U.S. +001.734.205.5870

LOGIN    
[Create Account](#)   [Forgot Password?](#)

---

HOME | **VIEW PROPERTIES** | TRAVEL PLANNER | ABOUT US | CONTACT US

**520 Rentals Found**
[3 saved listings](#)
View Page < Previous **1 2 3 4 5** ... Next >

---

Interior View

Outdoor View

Click image to enlarge view

**Bayfront Longboat Key Condo** #1324

Bedrooms	2	Rating	
Sleeps	6		★★★★★
Price Range	\$4645-7995/mo*		
Professionally Managed	Yes.		

This spacious 2 bedroom and den has beautiful bay views. Enjoy luxurious relaxation around the pool, spa, waterfalls and meticulous landscaping. [View details...>](#)

\* Price seasonally adjusted.

**Gulf View on Longboat Key** #7983

Bedrooms	2	Rating	
Sleeps	6		★★★★★
Price Range	\$2695-5495/mo*		
Professionally Managed	Yes.		

Exceptional residence located on the south end of the Island. Private beach access and boat dock. [View details...>](#)

\* Price seasonally adjusted.

**Luxury Villa with Pool** #5268

Bedrooms	5	Rating	
Sleeps	12		★★★★★
Price Range	\$8000-10000/mo*		
Professionally Managed	Yes.		

This spacious 2 bedroom and den has beautiful bay direct bay views. Enjoy luxurious relaxation around the pool, spa, waterfalls and meticulous landscaping. [View details...>](#)

\* Price seasonally adjusted.

**▼ Refine Search**

QUICKFIND

Select Type  Vacation Condos  
 Vacation Homes & Villas

Destination

Bedrooms

Rating

New Search

**▼ Recently Viewed Properties**

Rating  
 ★★★★★  
 2 Bedrooms  
 \$1500-2500

# 4625 Longboat Key

Rating  
 ★★★★★  
 2 Bedrooms  
 \$1500-2500

# 9867 Sanibel Island Villa

# Property Detail Page

Logo

## Longboat Key Vacation Rentals

Live 24-hour Travel Coordinators  
**800-657-8966**  
 Outside U.S. +001.734.205.5870

LOGIN

[Create Account](#) [Forgot Password?](#)

QUICKFIND

[New Search](#)

---

HOME | **VIEW PROPERTIES** | TRAVEL PLANNER | ABOUT US | CONTACT US

[< Return to Search Results](#)

3 saved listings

Photo Gallery

Click image to enlarge view

### Bayfront Longboat Key Condo #1324

Bedrooms	2	Rating	★★★★★
Sleeps	6		<a href="#">Read Reviews &gt;</a>
Beds	2		
Bathrooms	2		
Price Range	\$4645-7995/mo		
	seasonally adjusted (1 month minimum)		
Professionally Managed	Yes		

---

**► Amenities**

**▼ Description**

Located on the bay at the south end of Longboat Key, minutes away from St. Armands and Lido Key. Spacious 2 bedroom and den tastefully decorated with a comfortable contemporary flair.\*

Expansive windows fill the unit with natural light and beautiful bay views.

Personal entry and two-car garage.

\* Please note that vacation property furnishings may change from time to time. Please view our [terms and conditions](#).

---

**► Points of Interest/Things to Do**

▼ Recently Viewed Properties

# 4625 Longboat Key

Rating  
★★★★★

2 Bedrooms  
\$1500-2500

---

# 9867 Sanibel Island Villa

Rating  
★★★★★

2 Bedrooms  
\$1500-2500

▼ Refine Search

QUICKFIND

**Select Type**  Vacation Condos  
 Vacation Homes & Villas

**Destination**

**Bedrooms**

**Rating**

[► More Filtering Options](#)

APPLY TO SEARCH

[New Search](#)

CONTACT AGENT

SAVE LISTING