



Client Report - Inn of the Turquoise Bear

October 2019

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Work Completed

- September 2019 Fall Email – In Progress
 - Searched US Patent & Trademark Database for “iconic santa fe” – [basecamp thread](#)
 - [Created Google Maps API Key](#) for Website Map
 - Crafted Solo Traveler Promotion – [basecamp thread](#)
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Online Performance

Google Analytics Sources

Source / Medium	Users	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
	2.84% ▼ 6,571 vs 6,763	0.23% ▼ 8,113 vs 8,132	44.33% ▲ \$33,266.00 vs \$23,048.78	47.37% ▲ 56 vs 38	2.06% ▼ \$594.04 vs \$606.55	47.71% ▲ 0.69% vs 0.47%	44.67% ▲ \$4.10 vs \$2.83
1. google / organic							
Sep 1, 2019 - Sep 30, 2019	4,228 (63.31%)	4,967 (61.22%)	\$21,725.00 (65.31%)	28 (50.00%)	\$775.89	0.56%	\$4.37
Sep 1, 2018 - Sep 30, 2018	4,302 (61.25%)	5,002 (61.51%)	\$8,612.10 (37.36%)	16 (42.11%)	\$538.26	0.32%	\$1.72
% Change	-1.72%	-0.70%	152.26%	75.00%	44.15%	76.23%	154.04%
2. (direct) / (none)							
Sep 1, 2019 - Sep 30, 2019	850 (12.73%)	1,114 (13.73%)	\$2,085.00 (6.27%)	7 (12.50%)	\$297.86	0.63%	\$1.87
Sep 1, 2018 - Sep 30, 2018	973 (13.85%)	1,127 (13.86%)	\$3,325.34 (14.43%)	5 (13.16%)	\$665.07	0.44%	\$2.95
% Change	-12.64%	-1.15%	-37.30%	40.00%	-55.21%	41.63%	-36.57%
3. google / cpc							
Sep 1, 2019 - Sep 30, 2019	489 (7.32%)	675 (8.32%)	\$2,956.00 (8.89%)	7 (12.50%)	\$422.29	1.04%	\$4.38
Sep 1, 2018 - Sep 30, 2018	84 (1.20%)	99 (1.22%)	\$1,195.00 (5.18%)	1 (2.63%)	\$1,195.00	1.01%	\$12.07
% Change	482.14%	581.82%	147.36%	600.00%	-64.66%	2.67%	-63.72%
4. bing / organic							
Sep 1, 2019 - Sep 30, 2019	128 (1.92%)	165 (2.03%)	\$274.00 (0.82%)	1 (1.79%)	\$274.00	0.61%	\$1.66
Sep 1, 2018 - Sep 30, 2018	161 (2.29%)	177 (2.18%)	\$540.50 (2.35%)	1 (2.63%)	\$540.50	0.56%	\$3.05
% Change	-20.50%	-6.78%	-49.31%	0.00%	-49.31%	7.27%	-45.62%
5. yahoo / organic							
Sep 1, 2019 - Sep 30, 2019	126 (1.89%)	152 (1.87%)	\$573.00 (1.72%)	1 (1.79%)	\$573.00	0.66%	\$3.77
Sep 1, 2018 - Sep 30, 2018	165 (2.35%)	190 (2.34%)	\$540.00 (2.34%)	1 (2.63%)	\$540.00	0.53%	\$2.84
% Change	-23.64%	-20.00%	6.11%	0.00%	6.11%	25.00%	32.64%
6. Marketing List / email							
Sep 1, 2019 - Sep 30, 2019	122 (1.83%)	156 (1.92%)	\$1,768.00 (5.31%)	3 (5.36%)	\$589.33	1.92%	\$11.33
Sep 1, 2018 - Sep 30, 2018	239 (3.40%)	265 (3.26%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
% Change	-48.95%	-41.13%	∞%	∞%	∞%	∞%	∞%
7. skisantafe.com / referral							
Sep 1, 2019 - Sep 30, 2019	119 (1.78%)	124 (1.53%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
Sep 1, 2018 - Sep 30, 2018	120 (1.71%)	130 (1.60%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
% Change	-0.83%	-4.62%	0.00%	0.00%	0.00%	0.00%	0.00%
8. tripadvisor.com / referral							
Sep 1, 2019 - Sep 30, 2019	93 (1.39%)	144 (1.77%)	\$648.00 (1.95%)	1 (1.79%)	\$648.00	0.69%	\$4.50
Sep 1, 2018 - Sep 30, 2018	113 (1.61%)	128 (1.57%)	\$971.50 (4.21%)	1 (2.63%)	\$971.50	0.78%	\$7.59
% Change	-17.70%	12.50%	-33.30%	0.00%	-33.30%	-11.11%	-40.71%
9. santafe.org / referral							
Sep 1, 2019 - Sep 30, 2019	85 (1.27%)	90 (1.11%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
Sep 1, 2018 - Sep 30, 2018	77 (1.10%)	82 (1.01%)	\$535.00 (2.32%)	1 (2.63%)	\$535.00	1.22%	\$6.52
% Change	10.39%	9.76%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%
10. bing / cpc							
Sep 1, 2019 - Sep 30, 2019	74 (1.11%)	96 (1.18%)	\$618.00 (1.86%)	1 (1.79%)	\$618.00	1.04%	\$6.44
Sep 1, 2018 - Sep 30, 2018	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)	0 (0.00%)	\$0.00	0.00%	\$0.00
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%

Google PPC

Campaign / Campaign ID	Users	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
	482.14% ▲ 489 vs 84	581.82% ▲ 675 vs 99	147.36% ▲ \$2,956.00 vs \$1,195.00	600.00% ▲ 7 vs 1	64.66% ▼ \$422.29 vs \$1,195.00	2.67% ▲ 1.04% vs 1.01%	63.72% ▼ \$4.38 vs \$12.07
1. Inn at Turquoise Bear B&B 299735603							
Sep 1, 2019 - Sep 30, 2019	489 (100.00%)	675 (100.00%)	\$2,956.00 (100.00%)	7 (100.00%)	\$422.29	1.04%	\$4.38
Sep 1, 2018 - Sep 30, 2018	84 (100.00%)	99 (100.00%)	\$1,195.00 (100.00%)	1 (100.00%)	\$1,195.00	1.01%	\$12.07
% Change	482.14%	581.82%	147.36%	600.00%	-64.66%	2.67%	-63.72%

- You spent \$1,003.13 on PPC ads.
- 360 people clicked to call.
- Total Known Revenue: \$7,141
- 7x ROI or 14% Cost of Acquisition

TripAdvisor

Source / Medium	Users	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
	15.42% ▼ 170 vs 201	10.05% ▲ 241 vs 219	15.05% ▼ \$1,424.00 vs \$1,676.25	0.00% 4 vs 4	15.05% ▼ \$356.00 vs \$419.06	9.13% ▼ 1.66% vs 1.83%	22.80% ▼ \$5.91 vs \$7.65
1. tripadvisor.com / referral							
Sep 1, 2019 - Sep 30, 2019	93 (54.71%)	144 (59.75%)	\$648.00 (45.51%)	1 (25.00%)	\$648.00	0.69%	\$4.50
Sep 1, 2018 - Sep 30, 2018	113 (55.94%)	128 (58.45%)	\$971.50 (57.96%)	1 (25.00%)	\$971.50	0.78%	\$7.59
% Change	-17.70%	12.50%	-33.30%	0.00%	-33.30%	-11.11%	-40.71%
2. tripadvisor.com / cpc							
Sep 1, 2019 - Sep 30, 2019	74 (43.53%)	94 (39.00%)	\$776.00 (54.49%)	3 (75.00%)	\$258.67	3.19%	\$8.26
Sep 1, 2018 - Sep 30, 2018	88 (43.56%)	90 (41.10%)	\$704.75 (42.04%)	3 (75.00%)	\$234.92	3.33%	\$7.83
% Change	-15.91%	4.44%	10.11%	0.00%	10.11%	-4.26%	5.42%

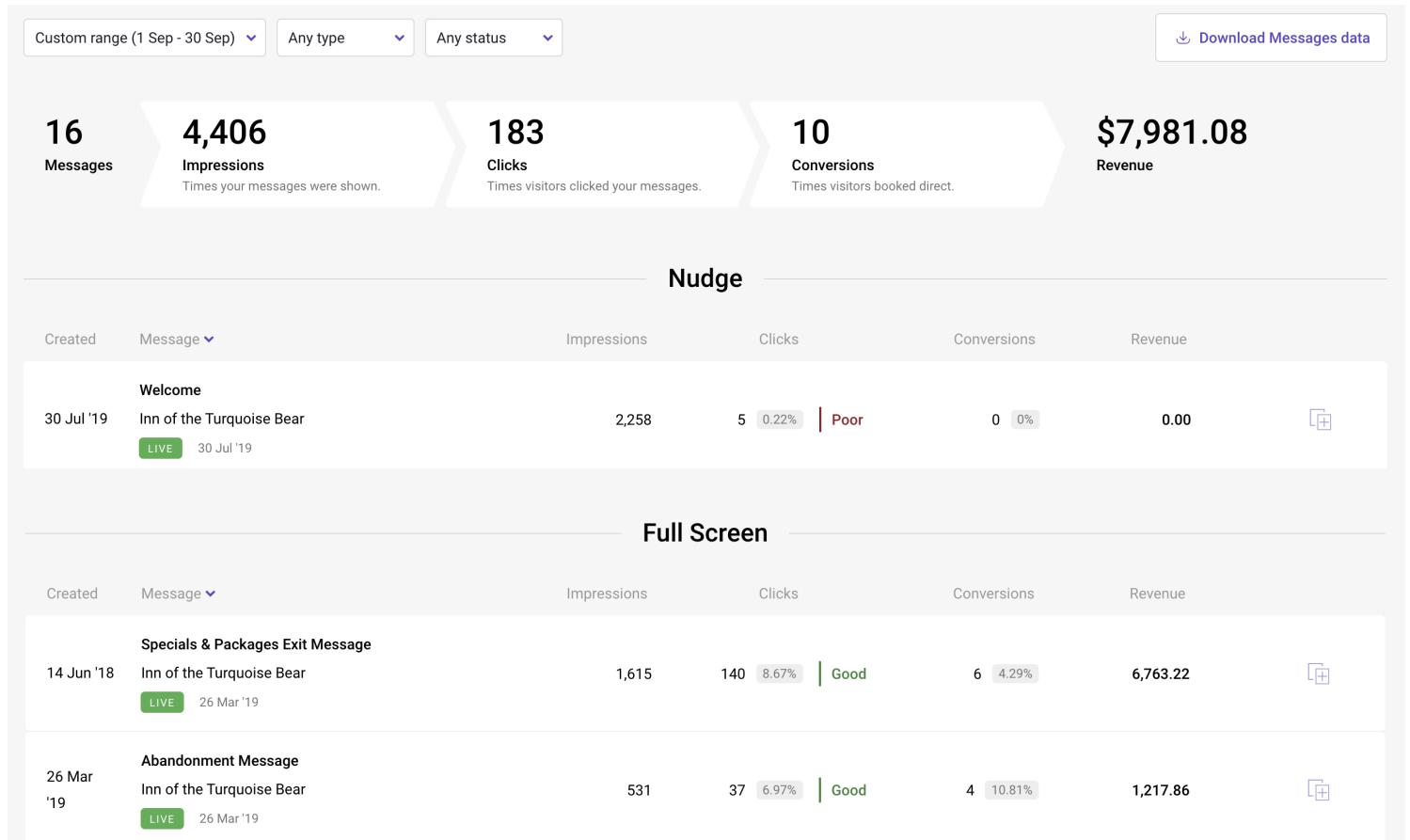
- You made an additional \$767.00 in assisted conversions from TripConnect.

Assisted Conversions

Source / Medium	Assisted Conversions	Assisted Conversion Value
1. google / organic	220	\$8,372.00
2. (direct) / (none)	208	\$6,449.00
3. google / cpc	92	\$4,185.00
4. bing / cpc	30	\$2,262.00
5. tripadvisor.com / cpc	28	\$767.00
6. bing / organic	19	—
7. Marketing List / email	15	—
8. tripadvisor.com / referral	14	—
9. skisantafe.com / referral	7	—
10. santafe.org / referral	5	—

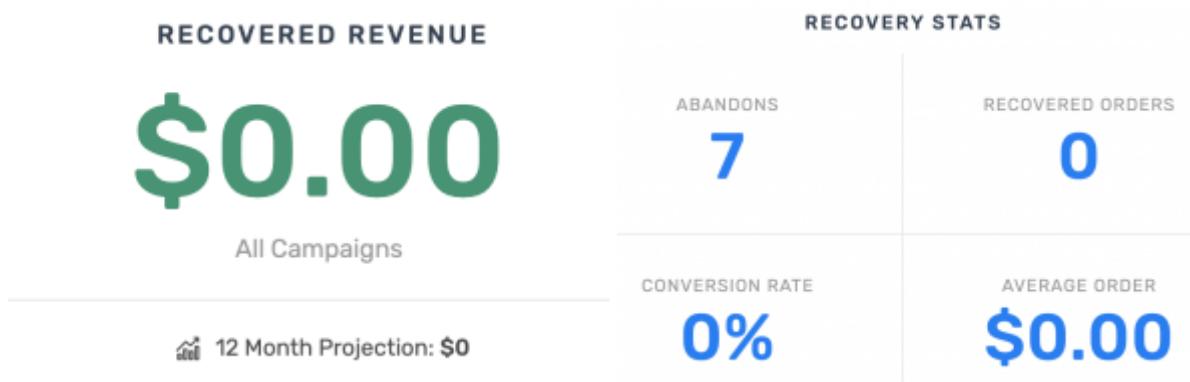
TripTease

- YTD: \$25,633.72



Reservation Recovery – CartStack

- YTD: \$4,002.12

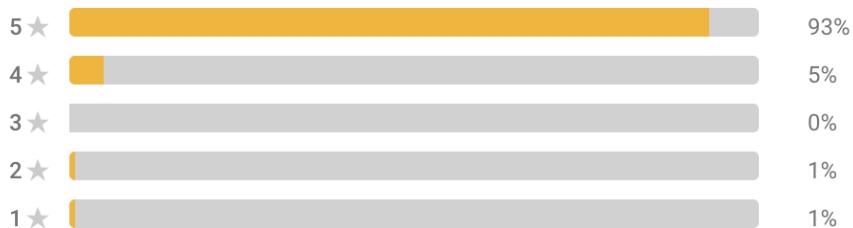


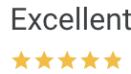
Reputation Management

- Nice job responding to the 1 star TripAdvisor review. The rest of the reviews coming in are great!

Review summary

[+ Write a review](#)



4.8 
153 reviews

Rooms

4.7

Location

4.8

Service

4.9

Campaigns

Email Performance

- September 2019 Fall Email – In Progress

Social Media

Facebook

- Followers: 2,573 (↑9)

No Promoted Posts

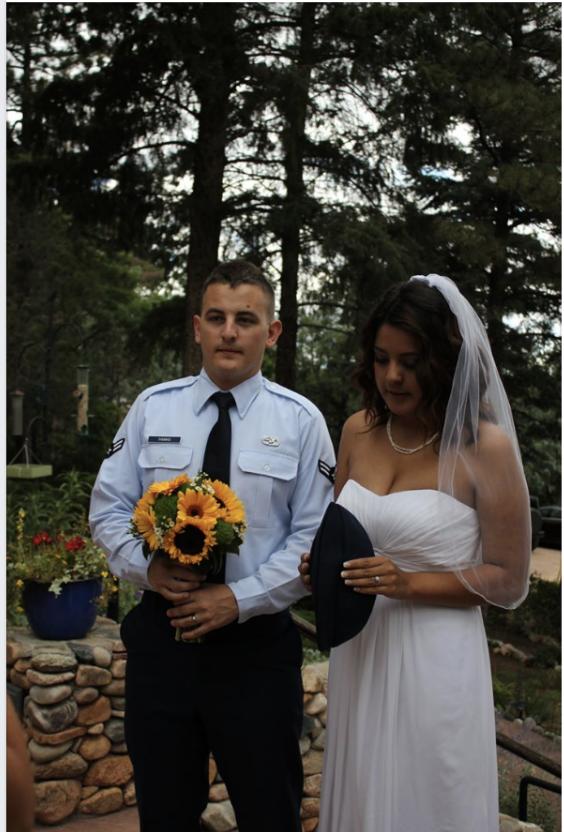
Top Organic Post (24%)



Inn of the Turquoise Bear

Published by Dan Clark [?] · September 29 at 2:27 PM · [Edit Post](#)

Wonderful to have Joshuah & Estrella back at the Inn to celebrate getting married here four years ago. Then & now. All the best to you both!



599
People Reached

230
Engagements

[Boost Post](#)

Theresa Kroeger, Kevin Welch and 55 others

2 Comments

Performance for Your Post

599 People Reached

59 Reactions, Comments & Shares [i](#)

50 Like	50 On Post	0 On Shares
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7 Love	7 On Post	0 On Shares
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2 Comments	2 On Post	0 On Shares
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0 Shares	0 On Post	0 On Shares
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171 Post Clicks

119 Photo Views	0 Link Clicks i	52 Other Clicks i
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NEGATIVE FEEDBACK

4 Hide Post **1** Hide All Posts

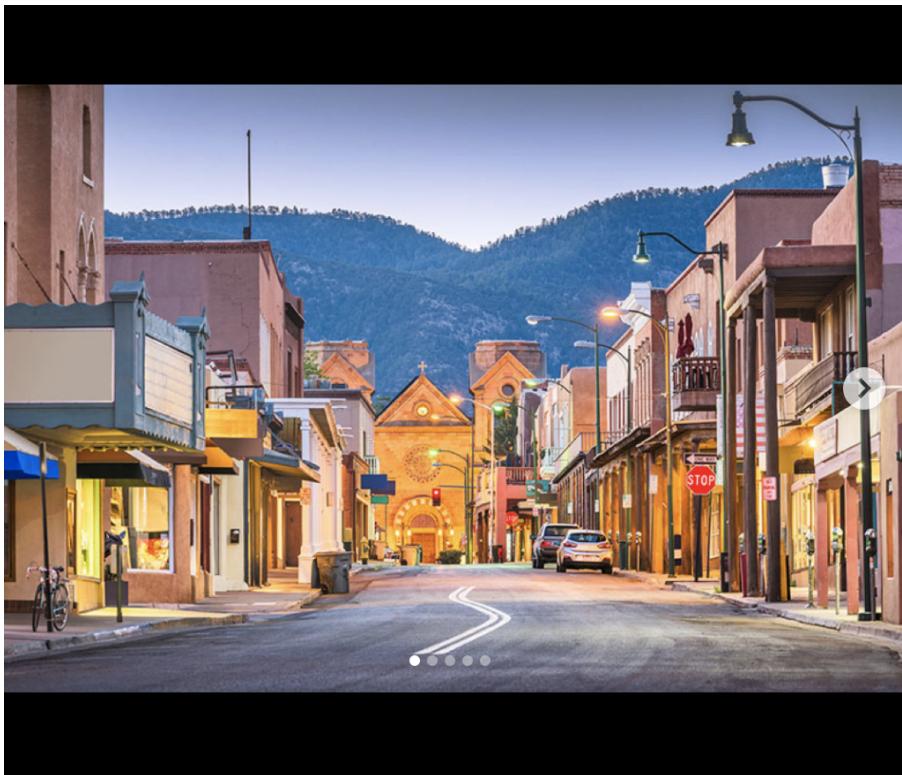
0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Instagram

- Followers: 506 ($\uparrow 13$)

Top Post (12% Engagement Rate)



innofteturquoisbear • Follow

...



innofteturquoisbear The Top 5 Iconic Activities for the Ultimate #SantaFe Getaway ➡ Link in bio. #hiking #history #painteddesert #art #food #stay #turquoisbear #getaway

3w



goldinnhospitality Beautiful! Hope... ❤️ we can make it there soon!

3w Reply



58 likes

SEPTEMBER 6

Add a comment...

Post