

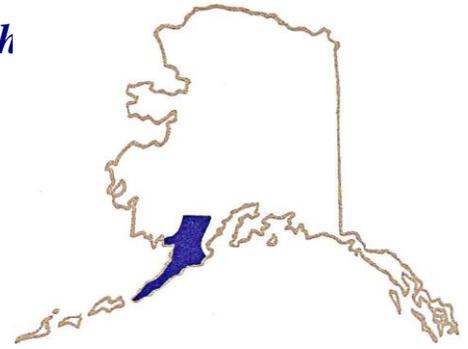


Lake and Peninsula Borough

*P.O. Box 495
King Salmon, Alaska 99613*

Telephone: (907) 246-3421

Fax: (907) 246-6602



“What have you done for us lately?”

One of the consistent questions that we get from guides and lodge operators is “What am I getting for the taxes I pay?”. Our stock answer is that the taxes they collect for the borough goes to fund the schools, build infrastructure. However, we are not unsympathetic to their frustration. Our small borough is a long way from having a visitors and convention bureau, but what we do have is a web site. When we revamped the web site two years ago, we intended to do what we could with the site to promote visitors to the borough. We created two pages, one for guides and one for lodges, hotels and B&B’s, and we listed every business that registered as doing business in the borough, and if that business had a web site, we created a link from our web site to theirs. Our next effort was to get ourselves noticed on the World Wide Web. If someone Googled for “Alaska fishing” or “Alaska National Parks” or “Bear Hunting”, we wanted Lake and Peninsula to be one of the top search results. To help us we have been working with a company, Webcreactions, to bring more traffic to the borough’s web site using Search Engine Optimization (SEO) and analytics.

Search Engine Optimization (SEO) is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers. SEO differs from local search engine optimization in that the latter is focused on optimizing a business' online presence so that its web pages will be displayed by search engines when a user enters a local search for its products or services. The former instead is more focused on national or international searches.

Analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage. However, Web analytics is not just a process for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a website. Web analytics provides information about the number of visitors to a website and the number of page views. It helps gauge traffic and popularity trends which is useful for market research. We can track the progress and effectiveness of the SEO through our analytics dashboard that shows how our we rate on our website with search engines. Our dashboard is populating nicely. It is a slow and steady process but our website is showing positive growth across the board. For example, one of the elements of SEO is organic key word.

Organic Keywords are keyword used to attract free traffic through search engine optimization (SEO). Organic keywords contrast with pay-per-click (PPC) keywords, which are bid on through



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paid search **marketing** campaign. As you can see in this screenshot of our organic keyword traffic. As you can see, since we started two months ago, you have been on a steady incline of organic traffic to your website.



We have been reviewing our progress on Keyword Rankings, metric measures your search engine rankings for targeted keywords and analyzes changes in that ranking over time. Our rankings have improved a great deal in just the short

time we been working on this. Here is a quick screen shot showing our progress.

If no keywords are showing its because Webcreactions have not yet carried out research and submitted them to our account.

Keyword	Current Google Rank	Rank Improvement	Daily Change
alaska photography tour	59	-9	N/A
alaska photo tours	17	+3	N/A
small game hunting alaska	32	-2	N/A
alaska hunting	Not yet ranked	0	N/A
alaska bear hunting	Not yet ranked	0	N/A
alaska backpacking	33	+12	N/A
goose hunting alaska	33	+20	N/A
alaska walking tours	26	+1	N/A
alaska bear viewing	Not yet ranked	0	N/A
alaska adventurous tours	Not yet ranked	0	N/A
alaska birding	Not yet ranked	0	N/A
alaska migratory bird hunts	Not yet ranked	0	N/A
alaska float trips	67	+5	+4
alaska kayaking	Not yet ranked	0	N/A
alaska rafting	87	+113	N/A
alaska sportfishing	96	+101	N/A
alaska skiing	Not yet ranked	0	N/A
alaska snowmobiling tours	92	+108	N/A
alaska berry picking tours	21	0	N/A
alaska hiking tours	50	+14	N/A
alaska moose hunting	Not yet ranked	0	N/A

On our website you will find a list of the many guided activities that the borough has to offer.



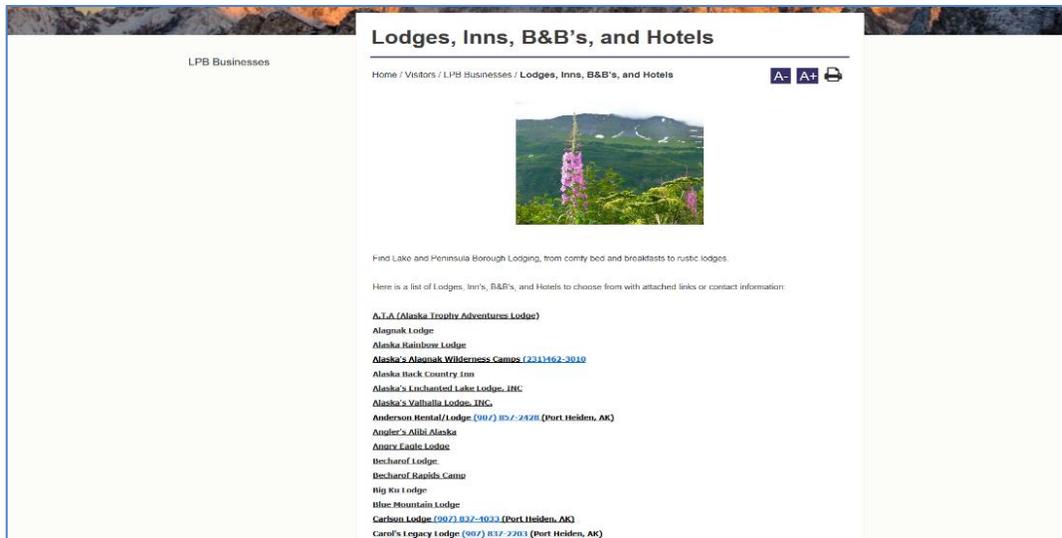
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For example, click on [Alaska Photography Tours](#) and it will take you to a page that has a list of borough businesses that offer to guide those activities, with links to those businesses websites. Visitors to our site may then browse through the vendors and pick one that suits



their needs and budget for guiding and or lodging. Webcreactions is helping with indexing search criteria as explained above, that drives traffic to this page on our website that adds another gateway to the web sites of guides and lodges registered in the borough.



Lodges, Inn's, and B&B's also has a list with links to website. If there is no Website for the Business we provided phone numbers. We are

working with Webcreactions to direct traffic to this area of our website just as we are with guiding activities. Most lodges in the borough are on both lists since they provide guiding as well as lodging.

Our plan is to try to measure a correlation between increased web traffic and any increase in tax revenue. If we can show a positive correlation, we'll continue the program. The cost to the borough for the current year is just 2% of projected visitor revenue.