

September 2020 PIR | Burr White Realty

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To: diane@burrwhite.com <diane@burrwhite.com>; cbatley@burrwhite.com <cbatley@burrwhite.com>

Hi Diane and Craig,

I wanted to share your September 2020 PIR. The notes prepared by your Marketing Manager, Ben, and link are included below.

You may view [your PIR here](#).

Monthly Notes:

- SEO Performance Growth:** Upon reviewing the site's overall ranking performance, I'd like to draw attention to the top "moved up"/improved keywords throughout September. You may find those in the screenshot below along with the number of the positions improved by. The keywords were only a handful of search terms that were implemented and may be found on many of the top-trafficked landing pages on the website, which you may find attached. Additionally, these improvements speak to the longevity and long-term approach to SEO growth over time.

Top 5 Moved up Keywords		
Keyword	Search engine	Position
Newport Beach beachfront rentals	Google.com Mobile	2 ▲ 3
Newport Beach rentals	Google.com Desktop	1 ▲ 2
Newport Beach rentals	Google.com Mobile	1 ▲ 2
newport beach rentals	Google.com Desktop	1 ▲ 2
newport beach rentals	Google.com Mobile	1 ▲ 2

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- Ecommerce Revenue:** Seeing a 214% increase in total online bookings when comparing year-over-year tells us those site visitors are still actively searching and booking vacations to Newport Beach. This also reinforces the user-friendliness of the site with the consolidated menu, straightforward booking process, and of course, the gorgeous properties. Additionally, the average order value is 30% up year-over-year at \$3.2k/online reservation, which still indicates longer stays or more expensive homes being booked.

Opportunities for Improvement, Noted by Your Digital Marketing Manager:

- Navis Form Tracking:** When researching potential issues with Vacation Guide tracking, the goals and Analytics settings are set up and functioning correctly. The Digital Team believes the root issue is related to the Navis forms themselves which will need further investigation. We'll work with Navis on this directly.
- Google Ads:** Our team would recommend investing in Google Ads to further drive direct bookings through the website, be in front of those searching for a Newport Beach getaway, and drive traffic where people are naturally searching. We can share more details on pricing and even have the PPC Specialist determine a seasonally adjusted budget, based on your Analytics.
- Revenue Pacing:** When reviewing the Reservation Grid in Escapia, the remainder of 2020 looks strong with a lot of stays closing out the year. Additional areas of opportunity would be advertising E Ocean Front properties, 5403 Seashore, 3509 Seashore A and AB, 3112 W Ocean Front A and B, as well as 303 and 303.5 35th St. We can advertise these properties in the following ways:
 - Update Featured Properties on the homepage
 - Feature in upcoming emails
 - Post on social media to drive awareness.

Let me know if you have any questions!

All the best,
Kelly



[Leave us a review!](#)

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