

## Oak Lodge | December PIR

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To: Kelly Phillips <Kelly.Phillips@q4launch.com>

Cc: Caroline Durand <Caroline.Durand@q4launch.com>

Hi Kelly,

I'm passing along your December 2020 Partnership Impact Report (PIR). You can find the link below for you to review.

### Monthly Notes:

- Ecommerce revenue increased by 258% year-over-year.
  - Overall Booking Revenue increased by more than 43% year-over-year.
- Organic Search traffic increased by more than 55% year-over-year. The top landing pages in terms of organic search traffic were the Homepage, Blog post for the Christmas in Ligonier PA keyword, and Blog post for the Snow Tubing in the Laurel Highlands keyword.
- Average overall ranking position in Google search results improved by more than 4 positions year-over-year.

### 2020 Notes:

- Ecommerce revenue increased by nearly 120% year-over-year.
  - Overall booking revenue increased by more than 49% year-over-year.
- Nights booked as of January 7<sup>th</sup> for stays in January and February have increased year-over-year:
  - January nights booked increased by nearly 59%.
  - February nights booked increased by 184%.
- Email marketing generated nearly \$6,700 in Ecommerce revenue; a more than 163% increase year-over-year.
- 753 new leads were generated for the year through Vacation Guide sign-ups; a more than 77% increase year-over-year. The top landing pages for Vacation Guide sign-ups were:
  - Homepage – 320 leads generated
  - Blog post for the Mount Davis PA keyword – 34 leads generated
  - Blog post for the Christmas in Ligonier PA keyword – 29 leads generated
- Organic Search impressions improved by nearly 272% year-over-year.

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

### A reminder of this report's features:

- This report is interactive - you can change the date range of the report (in the upper right) and hover over the graphs for specific numbers and percentages.
- This report has a few pages (page selection buttons are in the top left).
- You can access it at any time and view your current stats on traffic, blog visits, Facebook referrals, visitor demographics, etc. without having to delve into Google Analytics. The information in this report is pulled directly from your Analytics account.

Thank you,  
Johnnie



[Leave us a review!](#)

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