



SearleCreative
MARKETING & DESIGN GROUP™

**CATALINA ISLAND
CHAMBER &
VISITORS BUREAU
2017
WEBSITE &
CRM/CMS**



**WHO
WE ARE**

AN INNOVATIVE TEAM
OF DEVELOPERS,
DESIGNERS, AND
STRATEGISTS.



**KELLIE
MEEHAN**

CREATIVE
DIRECTOR
& CEO



**NICOLE
BOSMAN**

WEB
DEVELOPMENT
MANAGER

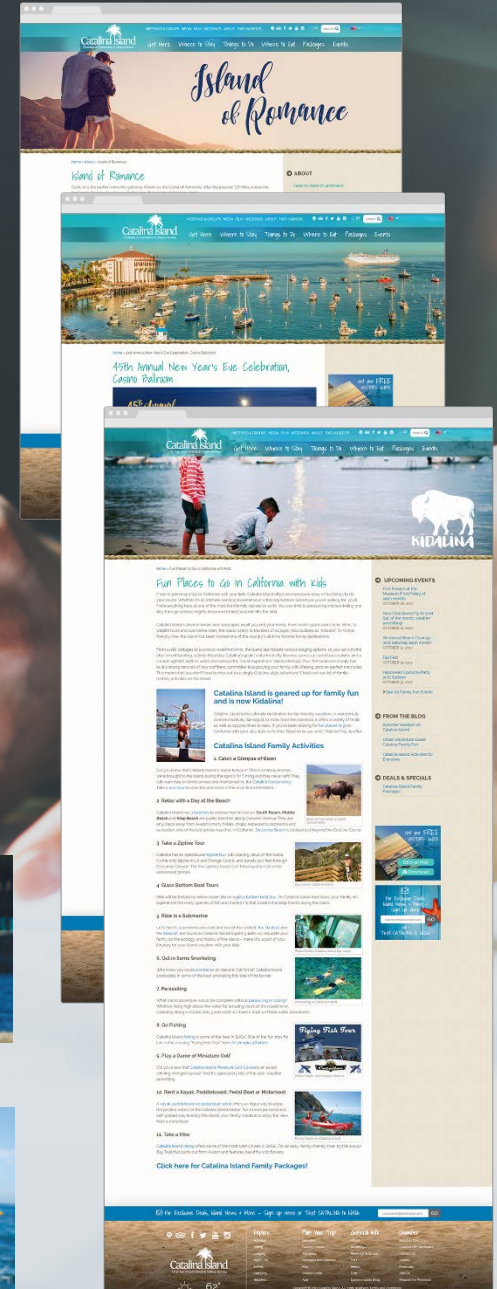
WHAT WE ACHIEVED

COMPLETION OF CRM
ENHANCED LISTINGS
GROUPS/MEETINGS CAMPAIGN
ASK LINA
CONTENT MARKETING
SEO ENHANCEMENTS
FEATURED SNIPPETS
BACKLINKS STRATEGY



GRAPHICS & LANDING PAGES

Island of Romance
Kidalina
New Year's Eve

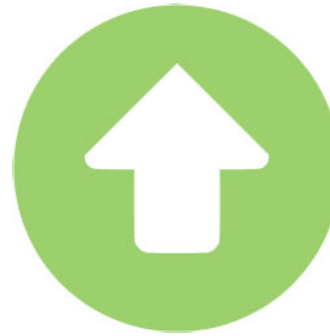




GROUPS/ MEETING VIDEO

YEAR-OVER-YEAR AUDIENCE OVERVIEW

June 2016-2017
compared to
June 2015-2016



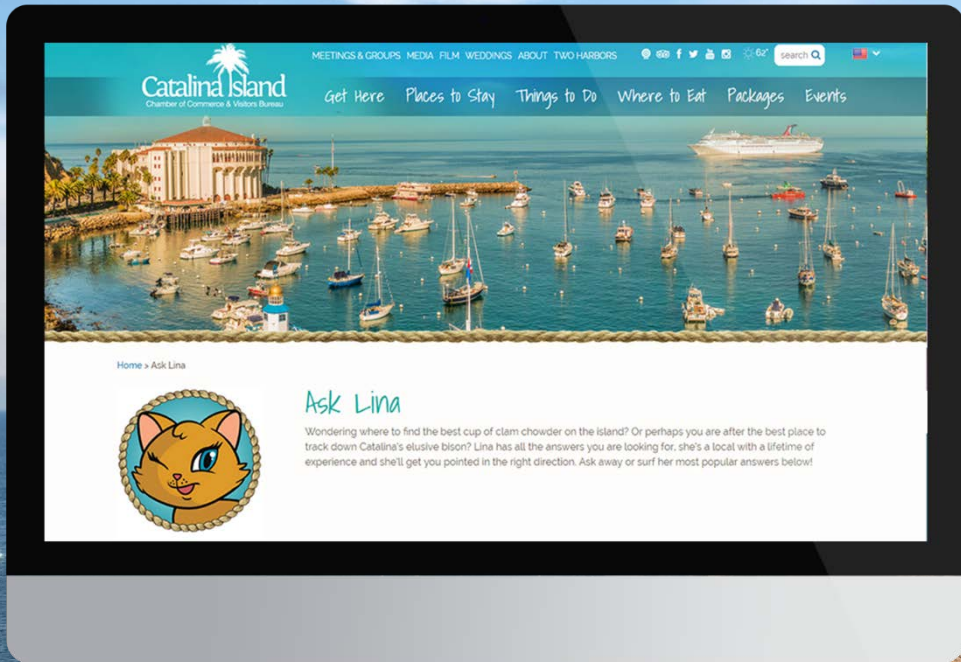
1.5 MILLION
INCREASE IN
PAGEVIEWS



43.7%
INCREASE IN
PAGES/SESSION
6.47 vs 4.5 pages



97.41%
IMPROVEMENT IN
BOUNCE RATE
.87% vs 33.26%



IMPLEMENTED ASK LINA



70%
INCREASE
IN ORGANIC
PAGEVIEWS

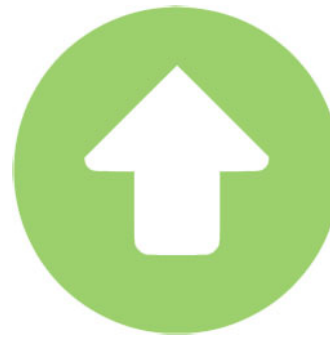


GROUPS/MEETINGS
CAMPAIGN
RESULTS

GROUPS RFP SUBMISSIONS

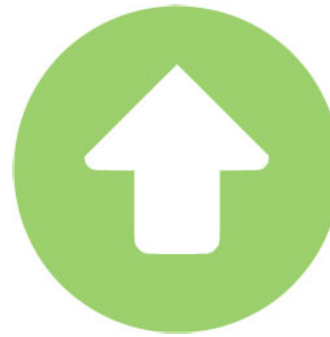
Organic nets THREE
TIMES the number of RFP
submissions than CPC.

August 2016 - August 2017



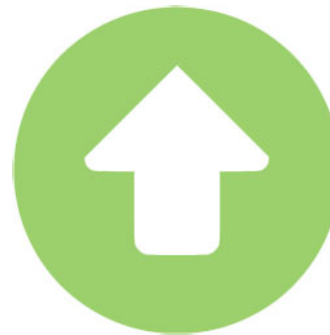
114
ORGANIC
REQUESTS

Google | Bing | Yahoo



35 CPC
REQUESTS

Google | Bing

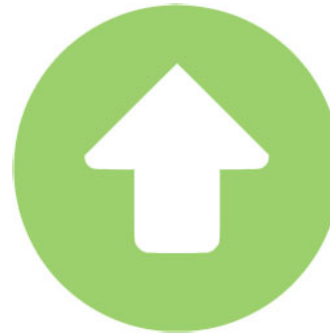


76%
OF ALL RFP SUBMISSIONS
WERE ORGANIC

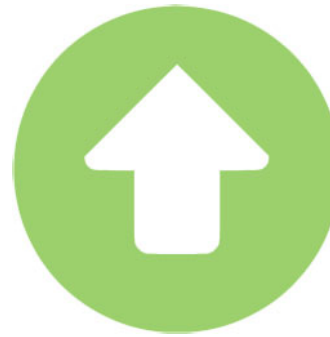
GROUPS ORGANIC SEARCH

Groups traffic from organic sources nearly DOUBLED from 8,268 to 14,051.

June 2015 – June 2016 vs
June 2016 – June 2017



77%
INCREASE IN
GOOGLE TRAFFIC
12.9k vs 7.3k



50%
INCREASE IN
YAHOO TRAFFIC
519 vs 346



21%
INCREASE
BING
576 vs 475

FEATURED SNIPPETS IN GOOGLE

Catalina Island Groups

Host a group or **meeting** in Two Harbors. For a calmer, quieter event location, try Two Harbors. The quaint village offers both relaxing beach settings along with more formal accommodations for your **Catalina Island meetings**. The Banning House Lodge is a great option for corporate and small group **meetings**.



Catalina Island Meetings and Groups | Avalon 
<https://www.catalinachamber.com/meetings-and-groups/>

 About this result  Feedback

How to get to Catalina Island

You can **get to Catalina Island** by ferry from four mainland ports in Southern California – San Pedro, Long Beach, Newport Beach or Dana Point – and the ride is only about an hour by boat or 15 minutes by helicopter. Helicopter services are available from Long Beach, San Pedro, Burbank Airport and John Wayne Airport/SNA.



How to get to Catalina Island - Catalina Chamber & Visitors 
<https://www.catalinachamber.com/get-here/>



 About this result  Feedback

Catalina Island Packages

Catalina Escape Package. The **Catalina Escape Package** in Avalon includes round trip boat transportation, two night's accommodations at either Pavilion Hotel, Hotel Atwater, or Mt. Ada, \$150 spa credit per adult at **Island Spa Catalina** and \$100 credit at Avalon Grille.



Catalina Island Packages and Specials | Catalina Island 
<https://www.catalinachamber.com/packages-specials/>

 About this result  Feedback

A straw hat with a teal band is the central focus, with a laptop visible in the background. The scene is set outdoors with sunlight filtering through the background.

THANK YOU!
QUESTIONS?

SearleCreative
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