Understanding the Web
and
How to Seize Its Latest Opportunities

Deb Kohls, Friend Communications
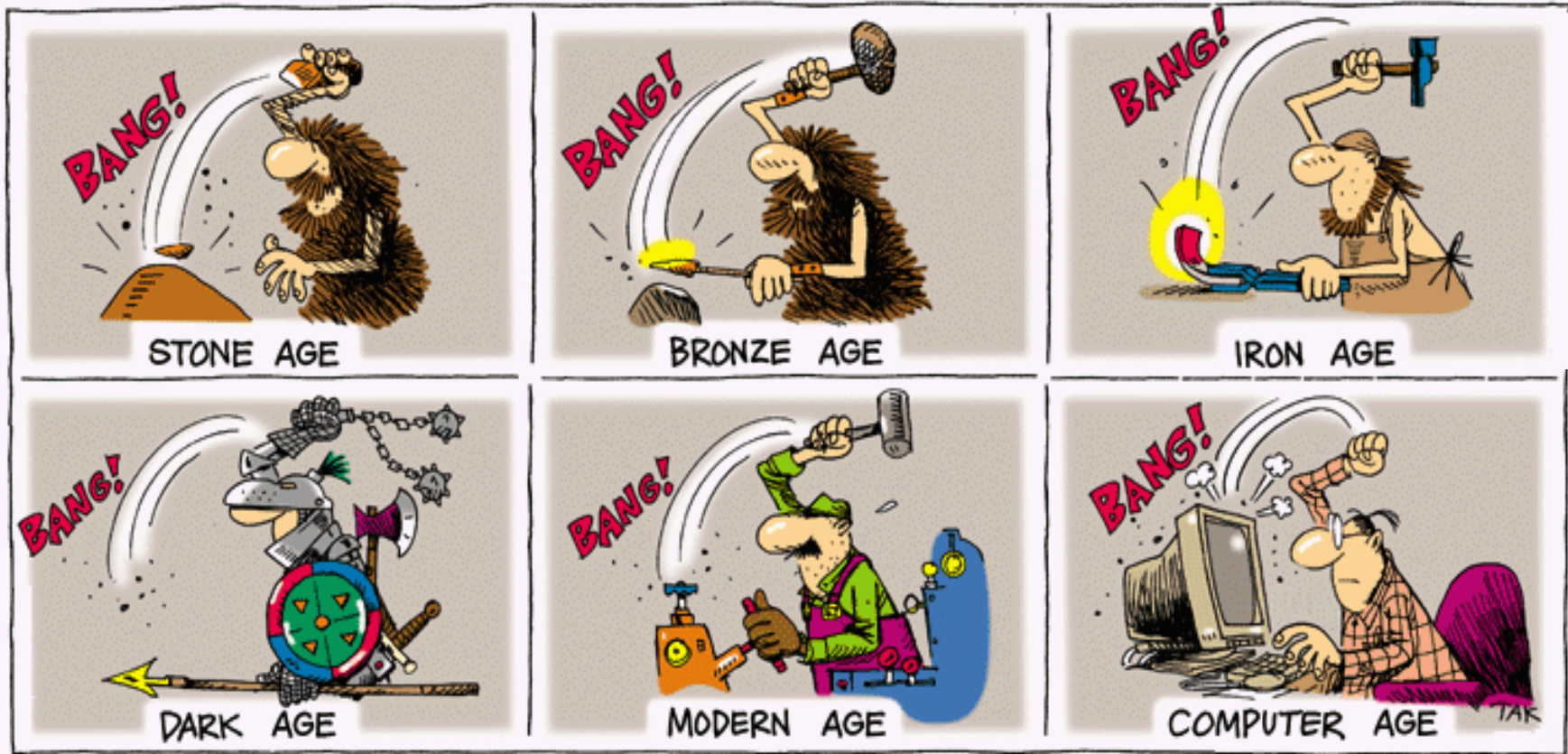
Peter Pelland, Pelland Advertising

March 14, 2008

friend communications

Pelland Advertising
A fresh perspective in web site development.
www.pelland.com

Nothing can stop automation

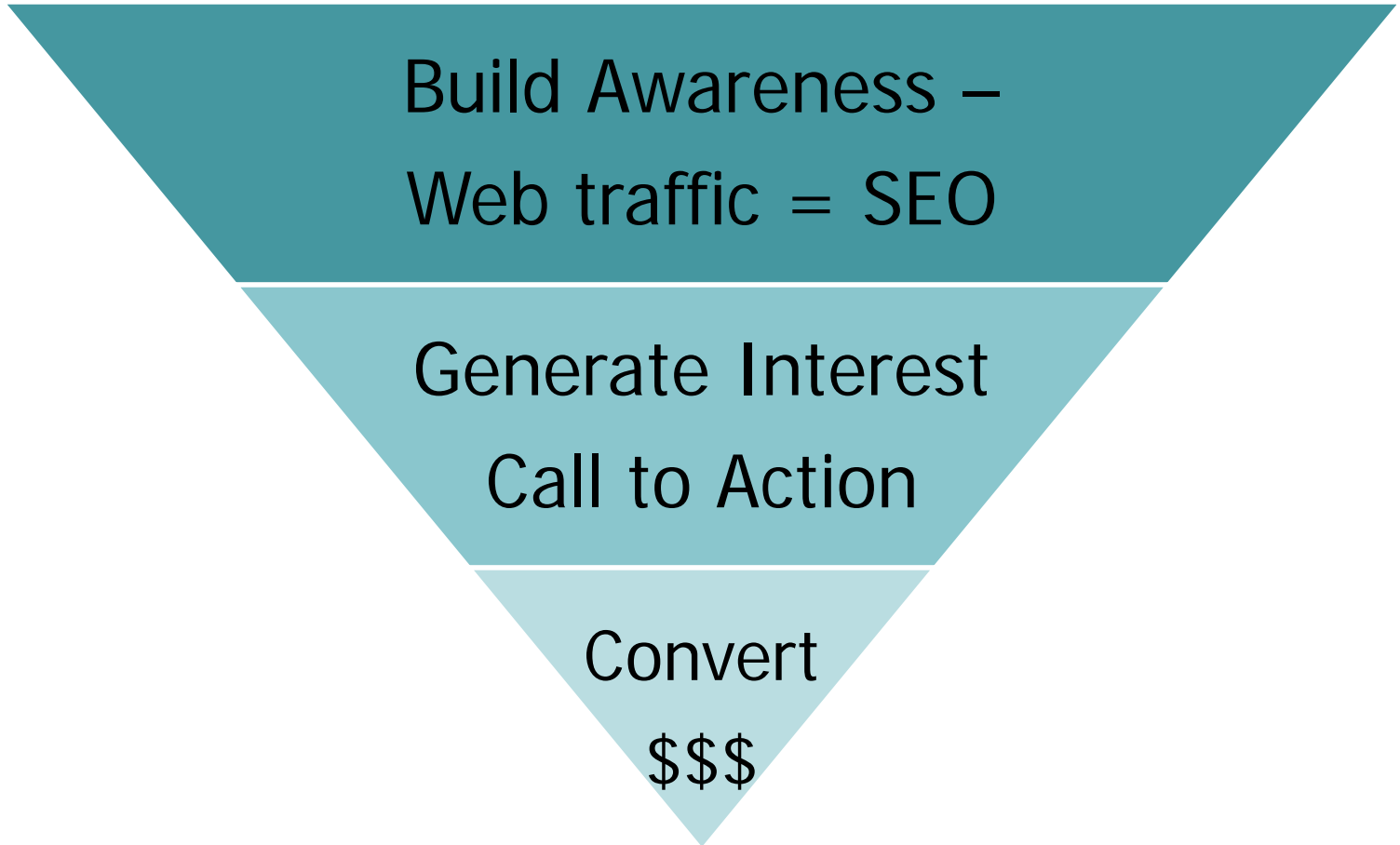# Current Trends and Strategies Direct and Indirect Channels

Review of the Basics

Designing Your Website With SEO in Mind (Direct Channel)

Managing the Message When You're Out of Control! (Indirect Channel)

Analyzing Results of All Channels

Measuring Results of Direct and Indirect Channels

Review of the Marketing Basics

Build Awareness –
Web traffic = SEO

Generate Interest
Call to Action

Convert
$$$

The Goal

Traffic + Action (Conversions) = Revenue

Managing the Direct Channel

Designing Your Website With SEO in Mind

Direct Channel Benefits

- You control the message
- Lower cost of multiple channel advertising
- Increased conversions

SEO Basics:

Web design and SEO go hand in hand.

Influencing Organic Search Results

Two Most Important Meta Tags: **Keywords List | Site Description**

List your **keywords** in order of importance, all on a single line, including appropriate words and phrases from the following categories:

Industry-specific: Examples might include campground, camping, RV park, RV resort, camping resort, family campground, family camping, tenting, travel trailer, motorhome, fifth wheel, pop-up camper.

Geographical: Examples should include your city or town, nearby cities and towns, your county, your region, your state, adjoining states or regions (if you are close to a line), topography (such as mountain, farm, lakefront, rural).

Nearby Destinations: These should include all major attractions within a reasonable driving distance of your business.

Your Amenities: This should include all features and amenities which your business offers which may be decision-making factors. Examples are swimming pool, cabins, cabin rentals, pull-thru sites, 50-amp, miniature golf, mini golf, entertainment, horseshoes, bocce, bocci, bingo, etc.

The **Site Description** should describe your business in two or three sentences, using proper third-person grammatical structure, incorporating as many of your important keywords as is practical.

The Site Description may be, in fact, an abbreviated version of your site's first paragraph of text.

Additional Tags of Importance:

Title Tag | Robots Tag | **Alt Tags** | Header TagsOther Key Factors:

First paragraph or text | Embedded (Anchor) Links | Keyword Density | Inbound Links

Limited Flash content

Submit site to Google, Yahoo!, and DMOZ

Create and update sitemaps for Google and Yahoo!

Build a network of incoming links to your site, particularly anchor text links

Submit your site to approximately 25 niche directories that specialize in serving the interests of the campground community.

Submit your site to local and regional directories, chambers of commerce websites, and business association websites.

Submit your site to upstart directories. One of these may become tomorrow's Yahoo!.SEO is only half the battle. The site's **content must retain the visitors** that the search engines deliver. Things to avoid:

Outdated content

Dead links

Poor design (including frames and excessive Flash)

Pop-ups

http://www.google.com/addurl/

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del.icio.us

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Google

Add your URL to Google

Home

About Google

Advertising Programs

Business Solutions

Webmaster Info

▸ Submit Your Site

Find on this site:

[Search]

Share your place on the net with us.

We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.

Please enter your full URL, including the http:// prefix. For example: http://www.google.com/. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update our entire index.

URL: [   ]

Comments: [   ]

Optional: To help us distinguish between sites submitted by individuals and those automatically entered by software robots, please type the squiggly letters shown here into the box below.

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[   ]

[Add URL]

Need to remove a site from Google? For more information, click here.

Other Options

Instant Ads on Google
Create your own targeted ads using AdWords. With credit card payment, you can see your ad on Google today.

Google AdSense for Web Publishers
Publish ads that match your content, help visitors find related products and services – and maximize your ad revenue. Learn more.

Google-Quality Site Search
Reduce support costs, keep users on your site longer, and turn browsers into buyers with the Google Search Appliance or Google Mini.

©2006 Google - Home - About Google - We're Hiring - Site Map

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https://siteexplorer.search.yahoo.com/submit

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YAHOO! SEARCH   [http://]   [Explore URL]   **Web Services API**

Site Explorer

Site Explorer Home - Feedback - Blog - Badge - Preferences

Submit Your Site

➤ **Submit a Website or Webpage**

Enter the URL for your website or webpage you would like to submit.
For any URL (directly submitted or obtained from a feed) our crawler will extract links and find pages we have
not discovered already. We will automatically detect updates on pages and remove dead links on an ongoing
basis.

[http://]   [Submit URL]

Please include the **http://** prefix (for example, http://www.yahoo.com).

➤ **Submit Site Feed**

Enter the full URL of the site feed you would like to submit:

[http://]   [Submit Feed]

Please include the **http://** prefix (for example, http://www.yahoo.com).

You can provide us a feed in the following supported formats. We do recognize files with a **.gz** extension as
compressed files and will decompress them before parsing.

- RSS 0.9, RSS 1.0 or RSS 2.0, for example, CNN Top Stories
- Sitemaps, as documented on www.sitemaps.org
- Atom 0.3, Atom 1.0, for example, Yahoo! Search Blog
- A text file containing a list of URLs, each URL at the start of a new line. The filename of the URL list file
  must be urllist.txt; for a compressed file the name must be urllist.txt.gz.

➤ **Submit to Other Yahoo! Services** (such as Sponsored Search, Product Submit, Travel Submit)

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Google Accounts

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Google Accounts
Accounts

Google Accounts

Sign in to personalize your Google experience.

Google has more to offer when you sign in to your Google Account. You can customize pages, view recommendations, and get more relevant search results.

Sign in on the right or create one for free using just an email address and password you choose.

M Gmail
Get a fresh start with email that has less spam

🔍 Web History
Access and manage your web activity from any computer

🏠 iGoogle
Add news, games and more to the Google homepage

🛒 Google Checkout
A faster, safer and more convenient way to shop online

Sign in with your
Google Account

Email: [   ]

Password: [   ]

☐ Remember me on this computer.

[Sign in]

I cannot access my account

Don't have a Google Account?
Create an account now

©2008 Google - Google Home - Terms of Service - Privacy Policy - Help

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del.icio.us▾   🏷 TAG

G My Account

plpelland@pelland.com | **Google Home** | **Help** | **My Account** | **Sign Out**

Google Accounts

plpelland's Google Account

Personal information - Edit

plpelland (nickname)
plpelland@pelland.com
Country: United States
Change email
Change password

My products - Edit

AdWords

Analytics

Blogger

Groups - Manage subscriptions

Reader - Settings

Webmaster Tools

Try something new

Gmail - Get a fresh start with email that has less spam

AdSense - Earn money by displaying ads on your site

Alerts - Receive news and search results via email

Web History - Access and manage your web activity from any computer

iGoogle - Add news, games and more to the Google homepage

More »

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Pelland.com - Inbox (2) | 25 Ways to Increase Your ... | Flat Rock Bridge Family Res... | Google Webmaster Tools | Pelland Advertising News R...

Google

Webmaster Tools

About webmaster tools and Sitemaps

News articles

Success stories

User and reference documentation

Webmaster central

Webmaster help center

Using the Sitemap protocol

Using the Sitemap generator

Sitemaps tools

Sitemap Generator

Download the package from Sourceforge.

Third-party Sitemap tools

Tools for creating Sitemaps.

Webmaster Community

Google webmaster discussion group

Talk with your fellow webmasters and share your feedback with us.

Google's blog for webmasters

The latest news and info on how Google crawls and indexes websites.

Our suite of webmaster tools provides you with a free and easy way to make your site more Google-friendly. They can show you Google's view of your site, help you diagnose problems, and let you share info with us to help improve your site's visibility.

Getting Google's view of your site, and diagnosing potential problems

The first step to increasing your site's visibility on Google is learning how our robots crawl and index your site.

- **Crawl info**: You can make sure we have access to your site, and see when Googlebot last visited. You can also view URLs that we've had trouble crawling and why we couldn't crawl them. This way, you can fix any problems preventing us from indexing all of your pages.
- **Robots.txt file validation**: See if we're having trouble with your file, and test out changes to that file before you change it on your server.
- **Website content**: View top content from your site and see the words that other sites use to link to it.

Seeing how your site performs

A second step is learning what drives traffic to your site.

- **Top queries**: Find the top queries that drive traffic to your site and where your site is included in the top search results. This will let you learn how users are finding your site.
- **Indexing information**: See how your site is indexed and which of your pages are included in the index. If we find violations in your site, we'll give you the opportunity to fix the problems and request reinclusion of your site.

Go to Google webmaster tools

"It makes total sense to push new links to users quickly. We don't want to wait on the engine to deliver results - we want to get content into the engine faster. Whenever it's possible, we opt to push content rather than have it pulled. That gives us a more interactive experience with Google."

— Marshall Simmonds
Vice President Enterprise Search Marketing of The New York Times Company

"The practical benefit to our clients is that we are now providing every opportunity for their sites to be indexed further by Google... This move increases opportunities for our hard to index content such as dynamic applications within the CMS. We're committed to ensuring our clients are able to benefit from changes in the ever more important search landscape."

— Michael L. Waltman
President & CEO of Interactive Sites

dmoz open directory project

In partnership with
AOL Search

about dmoz | **dmoz blog** | **suggest URL** | **help** | **link** | **editor login**

[Search box] Search *advanced*

Arts
Movies, Television, Music...

Business
Jobs, Real Estate, Investing...

Computers
Internet, Software, Hardware...

Games
Video Games, RPGs, Gambling...

Health
Fitness, Medicine, Alternative...

Home
Family, Consumers, Cooking...

Kids and Teens
Arts, School Time, Teen Life...

News
Media, Newspapers, Weather...

Recreation
Travel, Food, Outdoors, Humor...

Reference
Maps, Education, Libraries...

Regional
US, Canada, UK, Europe...

Science
Biology, Psychology, Physics...

Shopping
Clothing, Food, Gifts...

Society
People, Religion, Issues...

Sports
Baseball, Soccer, Basketball...

World
Català, Dansk, Deutsch, Español, Français, Italiano, 日本語, Nederlands, Polski, Русский, Svenska...

Become an Editor Help build the largest human-edited directory of the web

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4,593,821 sites - 79,154 editors - over 590,000 categories

eCampsite.com
http://www.ecampsite.com/register/campground.php

Camping-USA
http://www.camping-usa.com/cgi-bin/listing-form

RVCare
http://www.rvcare.com/info/suggest.cfm

RV-Clubs.us
http://www.rv-clubs.us/rvcampgroundlisting.html

RV-Coach Online
http://www.rv-coach.com/company_register.html

rvNetLinx
http://www.rvnetlinx.com/htaddalink.php3

RVZone
http://www.rvzone.com/AddNewURL1.cfm

RV Family Fun
http://www.rvfamilyfun.com/
If your park is not listed, click on the "Add Campground" link in the upper right.

RV Park Hunter
(Features campgrounds which have websites with photos.)
http://www.rvparkhunter.com
If your park is not listed, get a free 12-month listing by sending an e-mail to:
submit@rvparkhunter.com *using reference # 0127*

Roaming Times
http://www.roamingtimes.com/controlpanel/index.htm
(Follow the simple procedure to see if you are listed. If not, follow the links to submit the form.)

Recreational Vehicle and Campground Directory
http://rv-directory.com/
(Scroll down and click on your state to add URL.)

USAtourism.ca
(A Canadian directory of US vacation travel destinations)
http://www.usatourism.ca/
(Click your state on map to add URL.)

Camping Connection
http://www.campingconnection.com/usa/
(Choose your state to add URL)

All Campgrounds
http://www.allcampgrounds.com/state.html
(Choose your state to add URL)

RV Resources
http://www.rvresources.com/addsitenew.php

RV Mechanic
http://www.rvmechanic.com/current_category.2104/links_list.html
(Choose your state to add URL)

Find a RV Park
(Don't blame me for the bad grammar!)
https://host355.ipowerweb.com/~findarvp/join.php
(Offering free listings to this new site for 2006.)

WorldWeb Lodging & Accommodations Listings
http://www.usa.worldweb.com/WheretoStay/index.html
(Select your state and follow the links to see if you are listed or if you need to add your site or correct your listing.)

Recreation USA
(Claims that they are compiling a new directory and now accepting free listings.)
http://www.recreationusa.com/rusaquote.html

Re-QUEST.net
http://www.re-quest.net/add-url.htm

Travel & Tourism Guides by WorldWeb.com
http://services.worldweb.com/tourism-edit.html?mode=pickcategory

RV Park Reviews
http://rvparkreviews.com/

When I checked recently, this site had 25,464 user-submitted reviews posted online and in an RSS feed. It is currently posting approximately 500 new reviews each month. Do the math: There is a good chance that your campground is listed. When I checked the site, the most recent reviews (posted on the site's Home page) included everything from 5 star reviews to 1 and a half star reviews for campgrounds which I will politely allow to remain anonymous. Not surprisingly, in the winter months, most of the latest reviews are for campgrounds located in Southern states. You can also click on a map to view reviews for campgrounds in individual states.

Campground Reviews
http://www.campgroundreviews.org/
(Not as well organized as the RV Park Reviews, and only 431 reviews posted.)

CampgroundReport.com
http://www.campgroundreport.com/
This site claims to present "unbiased campground and RV park reviews." Reviews cover the entire United States and Canada.

RV Buddy
http://www.rvbuddy.com/
This site also covers campgrounds throughout the United States, with reviews that are read by hundreds of your prospective campers.

CampRate.com
http://camprate.com/
Offers a more campground-friendly, proactive approach to campground reviews.
Follow the links to confirm your listing, submit a listing (if necessary),
and to check for consumer reviews.

iRV2.com
http://www.irv2.com/

That's Camping
http://www.thatscamping.com/index.php/camping/links
(This site reviews campgrounds in the Northeastern states only.)

NewEnglandCamper.com
http://www.newenglandcamper.com/
(This site reviews campgrounds in the New England states only.)

Sodom Mountain Campground: Online Survey & Camper Comments - Windows Internet Explorer

http://www.sodommountain.com/survey.htm

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* Your Name:	
Your Address:	
City:	
State/Province:	MA ▾
Zip/Postal Code:	
Your Phone:	
Your * E-mail Address:	
* When did you stay with us?	
Overall, how would you characterize your camping experience?	○ Positive ○ Neutral ○ Negative

Please rate the following on a scale from 1-4 (where 1 is the best and 4 is the worst).

General Facilities	○ 1 ○ 2 ○ 3 ○ 4 ○ NA
Overall Cleanliness	○ 1 ○ 2 ○ 3 ○ 4 ○ NA
Bathhouses	○ 1 ○ 2 ○ 3 ○ 4 ○ NA
Swimming Pool	○ 1 ○ 2 ○ 3 ○ 4 ○ NA
Playground	○ 1 ○ 2 ○ 3 ○ 4 ○ NA
Site Size	○ 1 ○ 2 ○ 3 ○ 4 ○ NA
Site Upkeep	○ 1 ○ 2 ○ 3 ○ 4 ○ NA
Activities	○ 1 ○ 2 ○ 3 ○ 4 ○ NA
Friendliness of Staff	○ 1 ○ 2 ○ 3 ○ 4 ○ NA
What did you particularly like about your experience?	
How might we best resolve any issues to your satisfaction?	

Done   🌐 Internet   🔍 100%

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http://www.sodommountain.com/survey.htm

File   Edit   View   Favorites   Tools   Help

issues to your satisfaction?

Is there a staff member whose outstanding service should be acknowledged?

Should you return to the area, would you consider staying with us again?

○ Yes   ○ No   ○ Maybe

Check this box if we may post your comments, including your name and city:

☐ (We'll keep e-mail, full address, & phone private.)

VIGOUR

Please type the letters shown above into the box below.

[Submit]   [Clear]

The campsites are well kept. The amenities are great, there is so much for the kids to do. Staff members are friendly and go out of their way to be helpful. Overall it was a great experience. We have camped at the campground for the past two summers and plan to continue to make it a part of our yearly summer plans. All staff members are friendly and polite and go out of their way to assist you.
Tracy Gates, Cambridge, NY – August 2007

The weather was perfect. The kids had a great time at candy Bingo and in the pool. The entire staff was very nice.
Robin Desruisseaux, Southwick, MA – July 2007

I love the whole camping experience. Everything is close by and so much to do right on the campground.
Kim Lavigne, Brockton, MA – July 2007

Everyone was friendly and helpful. The pool was wonderful and the whole area was beautiful. We will return!
Gail Beaudet, Glens Falls, NY – July 2007

This is a smaller campground than where I've stayed in the past; however, it was well maintained and quiet. The park has a friendly clientele and is kid friendly. All of the staff here were very friendly and pleasant to deal with.
Susan, Colchester, VT – July 2007

The Indirect Channel

Managing the Message When You're Out of Control!

Indirect Channel Benefits

- Increased traffic and brand awareness
- Leverages others' marketing dollars
- Improved operational efficiencies
- Improved customer satisfaction

Indirect Channels

- Consumer generated content sites (CGC)
- Directory listing/outdoor recreation sites:
  - CampNCA.com
  - GoCampingAmerica.com
  - Camping.com
  - Other outdoor recreation websites
  - Travel industry websites:
    - Travelocity, Orbitz, Expedia

Consumer Generated Content (CGC)

- ## What is it?

  Sites that attract consumers of special interests and invite comments, discussions and advice

Blogs

Discussions boards

Review Sites

Social networks

Blogs

- What are they?

   Online journals on specific subject matter written by author to establish credibility and encourage discussion on the internet

golf97231

THURSDAY, NOVEMBER 8, 2007

RV's - The Best Kept Travel Secret in America

What would you say if I told you I knew the best kept secret for traveling in America? A safe, cost effective, hassle-free way to see more of this beautiful country we live in. A way to travel at your own pace, on your own schedule, while building lasting memories with your family and friends. It sound too good to be true doesnt it? Wait, it gets even better. What if I told you its not by plane, train, bus or your family automobile? Are you curious? Would you like to be let in on the secret that over 7 million households in America already discovered? If so, let me introduce you to the wonderful world of Recreation Vehicles (RVs) and camping.

I'm not talking about roughing it in the backwoods with tents and sleeping bags, not that theres anything wrong with camping like that. What I'm talking about is your home away from home. An RV is your living room, dining room, kitchen, bedroom and bathroom on wheels. not to mention air conditioning, satellite TV, and being able to take a hot shower. An RV offers you the freedom to roam Americas back roads and the flexibility to go whenever and wherever you want. Imagine this, you wake up one weekend on a beautiful crisp fall morning and just outside your front door is a 20-acre lake full of hungry rainbow trout. How about a two-week summer vacation 50 yards away from the tranquil sound of waves breaking on the beach, or just a Saturday afternoon tailgate party at your favorite college football game. Your RV is a private guesthouse for relatives when they come to visit and a weekend getaway to your favorite campground.

ABOUT ME

★ I'm 84108
★ From
★
My profile

PREVIOUS POSTS

★ The Best of Universal Orlando
★ Stand Alone Keyless How Does It Work
★ Basement Waterproofing Solutions
How To Choose Your Motorcycle GPS
★ Calories Burned On Elliptical Trainer
★ Notebook As A Tool for Management

RV Education 101®

Learning RVs — The Easy Way
Founded in 1999

Learning RVs the Easy Way by Video and DVD
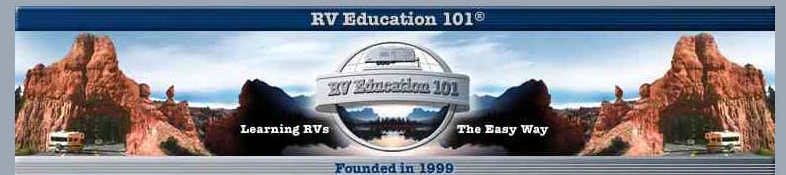
RV Training Videos/DVDs
- Travel Trailer Videos
- Class A Videos
- Class C Videos
- Pop-up Videos
RV Video Downloads
RV Buyers' Resources
RV Video Tips
RV Travel Videos/DVDs
RV E-Books
RV Books
RV Products/Services
Bargain Room
Fishing Videos/DVDs
Testimonials
Free RV Newsletter
Current RV News
RV Tips/Advice by Mark
RV Dealers
About Us
Press Room
Contact Us

Producer Mark Polk

AS SEEN ON TV

RV Education 101 produces professional RV how-to instruction training videos and DVD's, books and e-books on using and maintaining your Recreation Vehicle (RV). Owners Mark and Dawn Polk, felt there is not enough emphasis placed on properly educating the RV consumer on the complexities of owning and operating an RV.

Their goal is to provide you with as much RV information, tips and safety advice as possible. Topics covered include: RV walk through training and walk-thru orientation videos, RV winterizing and storing, trailer towing, towing behind your motorhome, and RV essential items you will need.

RV expert Mark Polk, (producer & host of America's most highly regarded series of DVD's, videos, books

Welcome to our site
RV Education 101
View Video Clip

RV Newsletter Subscription Request

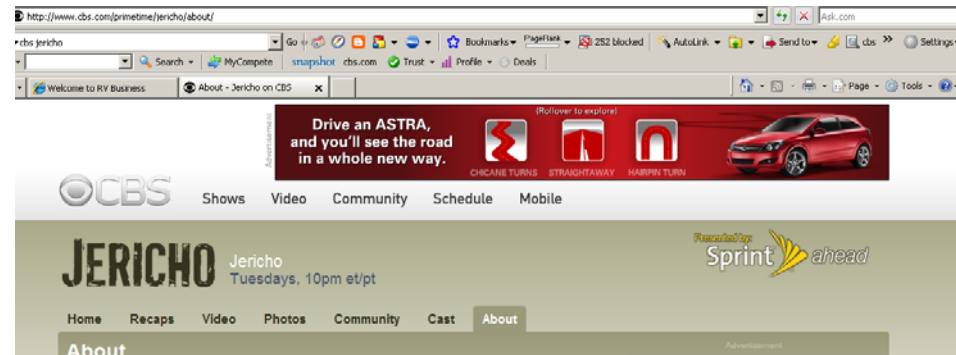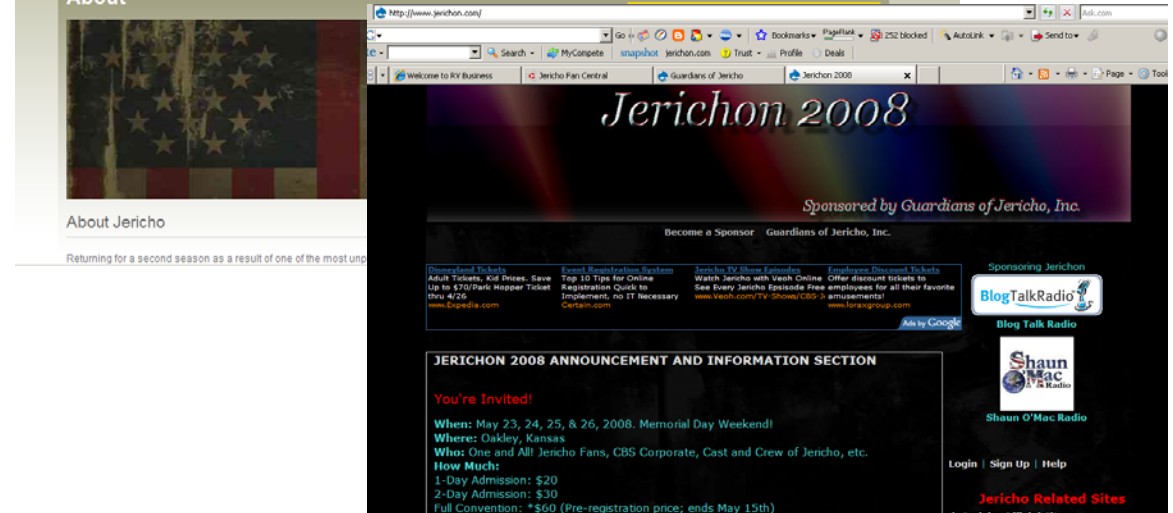
Blog

Provides subject matter expert information

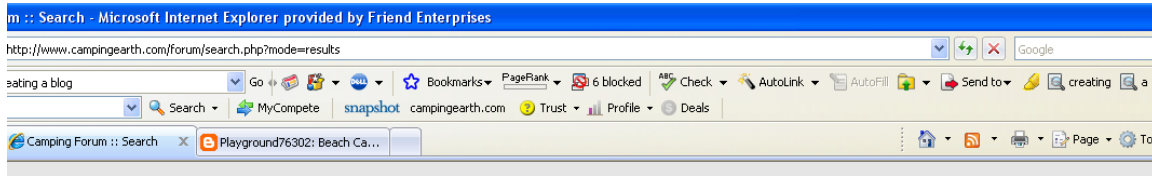Links to website

Oakley, KS
Population, 2030

Blogs

- Travel community blogs for travel clubs or hotel reward programs
- Affinity blogs for people with common interests or strong opinions about subject
- Expert blogs written by the business' subject matter

- Ideas:

    Create an experience sharing blog (who did what)

    Create a photo sharing blog with monthly "Best Photo Award"

    Create a peer voted Top Ten List, Top Ten things to see, best restaurants, family activities

Discussion Boards/Forums/Review Sites

- ## What are they?

    Created by community members in a specific interest area to share information and provide feedback.

Discussion Boards/Forums

Specific subject matter/interest

Share and get information from other community members

Review Sites

Provide specific information about specific properties/locations

Discussion/Forums/Review Sites

- Travel related
- Camping related

- Ideas:
  - Monitor for feedback
  - Get involved in discussion as a traveler
  - Get involved as a business owner

  BE AUTHENTIC!

Social Networks

General and specific in content

Designed to include all forms of information: reviews, information, photos

Content generated by consumers

Managing CGC

- Defensive strategy
- Sponsored strategy
- Advertising/Marketing strategy

THREAT OR OPPORTUNITY?

FACT: Recent study of hotels indicate:
43% CGM is an opportunity
57% CGM is both threat and opportunity

CGM Goals

- Defensive/reactive strategy

Protect your brand!

Goal: Monitor and protect web chatter

CGM Goals

How?

Identify CGM sites that cover your industry

TripAdvisor.com, IGOUGO.com, TravelBlogs.com, CampRate.com, RVParkReviews.com
http://www.rvparkreviews.com/regions/New_York/Verona.html#CGID2000

Monitor internet for postings about your company

Google alerts, staff assignments

Google News Alert for: campgrounds

Letter: Seniors affected by campground closings
Siftings Herald - Arkadelphia,AR,USA
The only campgrounds open this winter are Shouse Ford on DeGray, Tompkins Bend on Ouachita and Narrows Dam on Greeson. We are seniors and only camp at ...
See all stories on this topic

• Northern Lights and Heights
MotorHome Magazine - USA
But with the proper vehicle; excellent road maps; the Trailer Life RV Parks, Campgrounds & Services Directory; and a copy of The Milepost (the bible of ...
See all stories on this topic

Google Blogs Alert for: campgrounds

Campgrounds - North Rim
By Daily Planet(Daily Planet)
The National Park Service operates the North Rim campground which is open from mid-May through mid-October. There are no hookups except for a dumpstation at the campground. Pets are allowed, must be leashed at all times, and may not be ...
US National Parks - http://nationalparksofus.blogspot.com/

New to businesss - New Page 2Database of campgrounds in this state
New side 2Database von Campgroundsindiesem condition and new to businesss list closegelegenenattractions.Source:www.newjerseycampgrounds.comOfficialWebsite new England of thePatriotsOfficialMannschaftaufstellungsortes with theaudio and ...
new to businesss - http://www.uni-page.com/new-to-businesss/

Camping With Beautiful Views of the Desert, Lake and Mountains in ...
By admin

CGM Goals

How?

Identify CGM sites that cover your industry

TripAdvisor.com, IGOUGO.com, TravelBlogs.com, CampRate.com, RVParkReviews.com
http://www.rvparkreviews.com/regions/New_York/Verona.html#CGID2000

Monitor internet for postings about your company

Google alerts, staff assignments

Encourage satisfied customers to express themselves via popular CGM sites

Implement suggestions made, address criticism, and contact critical users to discuss improvements and results

Communicate changes made as a result of the discussion!

CGM Goals

- Proactive Corporate sponsored strategy

  Goal: Leverage expert knowledge that currently exists about your property on the web.

  Identify the type of CGM that suits your organization:

  - Corporate/Campground sponsored blog
  - Customer trip planning
  - Advice and experience sharing
  - Delegate responsibility and ownership of creating and monitoring

CGM Goals

- ## Advertising and Marketing Channel

    Goal: Communicate with readers on high traffic CGM sites

    Identify all possible sites that accept display ads and sponsorships that cover our industry

    - Golf, spas, destinations sites, RV travel sites

    Discover if ads can be placed geographically (target pages)

    Measure return (impressions/click-thrus)

tripadvisor®
get the truth. then go.™

Barryville Base and Kittatinny Campgrounds

17,079,098 Travelers Planned Trips This Week! Sign in ▾ Register! My Trips

Barryville tourism: | Overview | Hotels | Flights | Getaways | Maps, etc.

Barryville Base and Kittatinny Campgrounds

3854 Route 97, Barryville, NY 12719

[+] Save this hotel

⇒ TripAdvisor traveler rating: ʘʘ 1|2|3|4|5 **3.5**

⇒ **Candid traveler photos**

tripadvisor®
Popularity Index

#**1** of 1 **specialty lodging in Barryville**

Search

[   ] [GO]

(e.g., Boston hotels, Las Vegas, Paris art museum)

Barryville

Barryville Overview

Barryville Hotels

▸ Barryville Base And Kittatinny Campgrounds

▸ All Barryville Hotels

Flights to Barryville

Barryville Maps

👥 **Ask your friends about trips they've taken to *Barryville*.**

GET STARTED NOW! ➡

ʘʘ **TripAdvisor Traveler Reviews** 🔲

Stayed Here? Rate This!
○○○○○

WRITE A REVIEW
POST PHOTOS **UPLOAD VIDEO**

Language: [English first ▾]   Sort by: [Date: Newest first ▾]

Reviews in English (1-3 of 3)
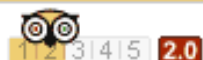
ʘʘ 1|2|3|4|5 **2.0** **"Not a camping experience"**
Aug 19, 2007 *wizeazzgurl*, Union, NJ

[+] Save

We were looking for a camping experience but what we got was a campsite right next to the road, where at all times of the day people drive ridiculously fast off Highway 97. Walking around the campsite, Kittatinny piles people almost on top of each other.

ʘʘ **Review Summary**

Based on 3 reviews worldwide

Traveler Rating

ʘʘ 1|2|3|4|5 **3.5** Overall

What to expect

1|2|3|4|5 **2.5** Rooms
1|2|3|4|5 **3.5** Service
1|2|3|4|5 **3.5** Value
1|2|3|4|5 **3.5** Cleanliness

Recommendations

[▭▭▭▭] Families with young children

Why is Managing the Channel Important

- 2008 Projections (Merrill Lynch/HeBSS):

  60% of online bookings will be direct to consumer

  40% via third-party online agents

- 3rd Qtr E-commerce facts: (ComScore)

  $143B YTD in e-commerce revenue

  Travel = $60B

  Travel = 13% increase in 12 months

Managing the Indirect/Direct Internet Channel

- Goals: utilize the least cost channel

    Manage the channel

    Reduce # of channels being used

    Prohibit 3rd party agents from utilizing your name to optimize for search engine marketing campaigns

Analyzing Results of All Channels

Web analytics is a necessity, not a luxury

- Goal: Measure ROI on online marketing costs

https://www.google.com/accounts/ManageAccount

Google

File   Edit   View   Favorites   Tools   Help

Google   Go   Bookmarks ▾   PageRank ▾   440 blocked   AutoFill   Send to ▾   Settings ▾

del.icio.us ▾   TAG

My Account

plpelland@pelland.com | Google Home | Help | My Account | Sign Out

Google
Accounts

plpelland's Google Account

Personal information - Edit

plpelland (nickname)

plpelland@pelland.com

Country: United States

Change email

Change password

My products - Edit

▪ **AdWords**

▪ **Analytics**

▪ **Blogger**

▪ **Groups** - Manage subscriptions

▪ **Reader** - Settings

▪ **Webmaster Tools**

Try something new

M **Gmail** - Get a fresh start with email that has less spam

🔍 **AdSense** - Earn money by displaying ads on your site

Alerts - Receive news and search results via email

🔍 **Web History** - Access and manage your web activity from any computer

iGoogle - Add news, games and more to the Google homepage

More »

Internet   100%

start   Inbox - Outloo...   Yahoo! Site Ex...   My Account - ...   Microsoft Front...   Adobe Photosh...   QuarkXPress (t...   Adobe Acrobat...   index[1] - Note...   11:14 AM

https://www.google.com/analytics/reporting/dashboard?id=4063816

Google

File   Edit   View   Favorites   Tools   Help

Google   G ▾   Go   ⌂ M ▾   ⭐ Bookmarks ▾   PageRank ▾   440 blocked   AutoFill   Send to ▾   ⚙ Settings ▾

del.icio.us   TAG

Dashboard - Google Analytics   ⌂ ▾   📰 ▾   🖨 ▾   Page ▾   Tools ▾

? Common Questions
? Report Finder

2,670 Visits
10,684 Pageviews
4.00 Pages/Visit

24.53% Bounce Rate
00:04:20 Avg. Time on Site
67.30% % New Visits

Visitors Overview   ✕

200   200
100   100

2,023 Visitors

view report

Map Overlay   ✕

view report

Traffic Sources Overview   ✕

■ Search Engines
   961 (35.99%)
■ Referring Sites
   915 (34.27%)
■ Direct Traffic
   793 (29.70%)
■ Other
   1 (0.04%)
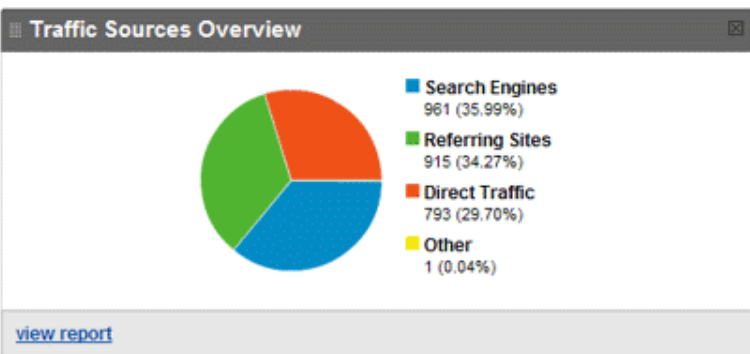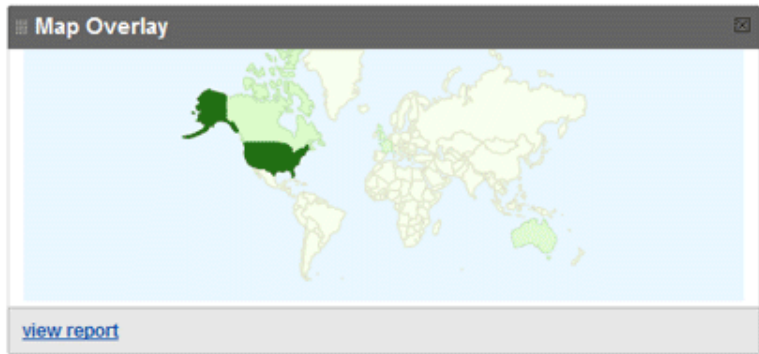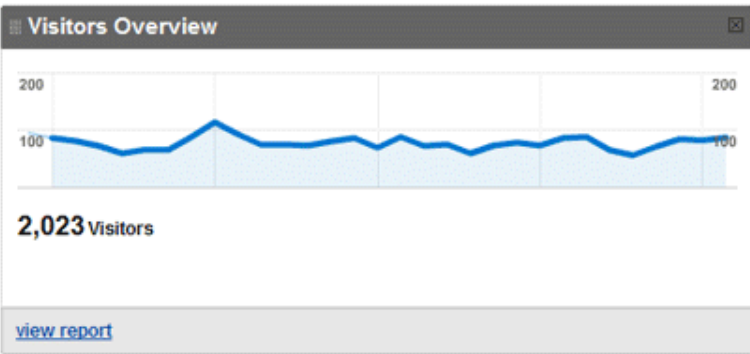
view report

Content Overview   ✕

Pages	Pageviews	% Pageviews
/	3,225	30.19%
/campsites.htm	1,671	15.64%
/activities.htm	1,547	14.48%
/sitemap.htm	1,306	12.22%
/rentals.htm	1,146	10.73%

view report

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Done   Internet   100%

start   Inbox - Outlook Express   Google Webmaster T...   Dashboard - Google ...   Microsoft FrontPage ...   Adobe Photoshop - [...]   9:50 AM

https://www.google.com/analytics/reporting/visits?id=4063816&pdr=20080211-20080312&cmp=average

File Edit View Favorites Tools Help

Google G▾ Go 🔍 M▾ 📧▾ ⭐ Bookmarks▾ PageRank▾ 🛡 440 blocked AutoFill Send to▾ ⚙ Settings▾

del.icio.us ▾ TAG

Visits for all visitors - Google Analytics | 🏠▾ 📡▾ 🖨▾ 📄 Page ▾ 🔧 Tools ▾

New vs. Returning
Languages
▾Visitor Trending
   Visits
   Absolute Unique Visitors
   Pageviews
   Average Pageviews
   Time On Site
   Bounce Rate
▸Visitor Loyalty
▸Browser Capabilities
▸Network Properties
   User Defined

Traffic Sources
Content
Goals

Settings
✉ Email

Help Resources
? About this Report
? Conversion University
? Common Questions
? Report Finder

	200					200

February 11, 2008   February 18, 2008   February 25, 2008   March 3, 2008
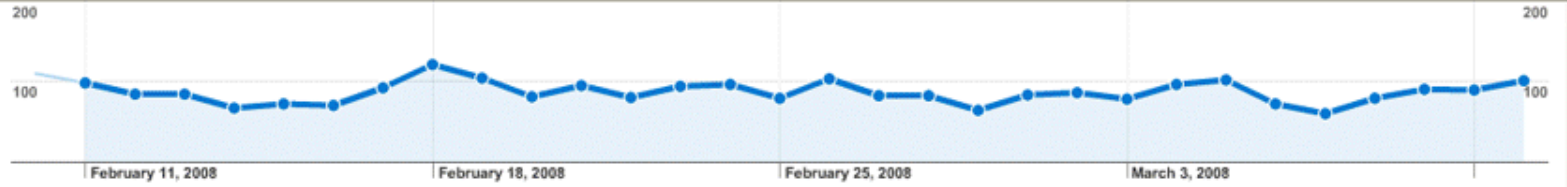
2,670 Visits   **89.00** Visits / Day

View By: Daily | Hourly

Hour	Percent (Visits)
00:00:00	0.86% (23)
01:00:00	0.64% (17)
02:00:00	0.26% (7)
03:00:00	0.37% (10)
04:00:00	0.11% (3)
05:00:00	0.52% (14)
06:00:00	0.86% (23)
07:00:00	2.40% (64)
08:00:00	3.71% (99)
09:00:00	5.96% (159)
10:00:00	7.42% (198)
11:00:00	6.97% (186)
12:00:00	8.16% (218)
13:00:00	7.19% (192)
14:00:00	7.57% (202)
15:00:00	7.19% (192)

🌐 Internet   🔍 100%

start 🖂 Inbox - Outlook Express 🌐 Google Webmaster T... 🌐 Visits for all visitors -... 🖹 Microsoft FrontPage... 🎨 Adobe Photoshop - [... 9:54 AM

https://www.google.com/analytics/reporting/all_sources?id=4063816&pdr=20080211-20080312&cmp=average&trows=10

Google

File   Edit   View   Favorites   Tools   Help

Google G▾   Go ⊹ ⊗ M▾ ⊠▾   ⊠▾   ⬭ Bookmarks▾ PageRank ▾   440 blocked   ⬭ AutoFill ⬭ Send to▾ ⬭   ● Settings▾

⬭ del.icio.us ▾ TAG

⭐ ⬭   G All Traffic Sources - Google Analytics   ⬭ ▾ ⬭ ▾ ⬭ ▾ ⬭ Page ▾ ⬭ Tools ▾

Visitors
Traffic Sources
   Overview
   Direct Traffic
   Referring Sites
   Search Engines
   All Traffic Sources
   Keywords
 ▸ AdWords
   Campaigns
   Ad Versions

☐ **Content**
⬭ **Goals**

Settings
✉ Email

Help Resources
⬭ About this Report
⬭ Conversion University
⬭ Common Questions
⬭ Report Finder

All Traffic Sources

Feb 11, 2008 - Mar 12, 2008
Comparing to: Site ⓘ

Export ▾   ✉ Email   ⬭ Add to Dashboard

●━ Visits ▾

All traffic sources sent 2,670 visits via 120 sources and mediums

Show: Source Medium ▾

Site Usage   Goal Conversion   Views: ⬭ ⬭ ⬭ ⬭

Visits		Pages/Visit		Avg. Time on Site		% New Visits		Bounce Rate	
2,670	ⓘ	**4.00**	ⓘ	**00:04:20**	ⓘ	**67.30%**	ⓘ	**24.53%**	ⓘ
% of Site Total: 100.00%		Site Avg: 4.00 (0.00%)		Site Avg: 00:04:20 (0.00%)		Site Avg: 67.30% (0.00%)		Site Avg: 24.53% (0.00%)	

	Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	(direct) / (none)	793	3.63	00:04:15	64.94%	24.34%
2.	google / organic	609	4.08	00:04:09	66.50%	25.29%
3.	campmaine.com / referral	206	4.37	00:04:52	66.02%	17.96%
4.	yahoo / organic	125	4.71	00:06:15	62.40%	21.60%
5.	pagead2.googlesyndication.com / referral	117	3.41	00:02:59	88.03%	41.88%
6.	aol / organic	80	4.19	00:04:07	62.50%	17.50%
7.	thatscamping.com / referral	60	4.85	00:05:18	68.33%	11.67%
8.	visitmaine.net / referral	56	4.66	00:05:21	76.79%	12.50%
9.	rv-clubs.us / referral	55	3.45	00:03:13	74.55%	25.45%
10.	mainecamping.addr.com / referral	54	4.19	00:04:05	61.11%	22.22%

Find Source/Medium: containing ▾ [   ] Go   Go to: 1   Show rows: 10 ▾ 1 - 10 of 120 ◂ ▸

● Internet   ⬭ 100% ▾

⬭ start   ⬭ Inbox - Outlook Express   ⬭ Google Webmaster T...   ⬭ All Traffic Sources - G...   ⬭ Microsoft FrontPage ...   ⬭ Adobe Photoshop - [...   ⬭ QuarkXPress (tm) - [s...   10:04 AM

https://www.google.com/analytics/reporting/search_engines?id=4063816&pdr=20080211-20080312&cmp=average&trows=10

Google

File   Edit   View   Favorites   Tools   Help

Google G▾   Go ⊕ ✉ M▾ ⊕ ▾ ⭐ Bookmarks▾ PageRank▾ ⊗ 440 blocked AutoFill Send to▾   ● Settings▾

del.icio.us ▾   TAG

⭐ ⭐ G Search Engines - Google Analytics   🏠▾ ▾ 🖨▾ 📄 Page▾ ⚙ Tools▾

Visitors

Traffic Sources

Overview

Direct Traffic

Referring Sites

Search Engines

All Traffic Sources

Keywords

▸ AdWords

Campaigns

Ad Versions

Content

Goals

Settings
✉ Email

Help Resources
(?) About this Report
(?) Conversion University
(?) Common Questions
(?) Report Finder

Search Engines

Feb 11, 2008 - Mar 12, 2008
Comparing to: Site (?)

Export ▾ | ✉ Email | 🔲 Add to Dashboard

━●━ Visits

60 | | 60

30 | | 30

February 11, 2008   February 18, 2008   February 25, 2008   March 3, 2008

Search sent 961 total visits via 10 sources

Show: total | paid | non-paid   Segment: Source ⌄

Site Usage | Goal Conversion

Views: ▦ ◉ ☰ ⬚ 〰

	Visits 961 % of Site Total: 35.99%	Pages/Visit 4.31 Site Avg: 4.00 (7.61%)	Avg. Time on Site 00:04:40 Site Avg: 00:04:20 (7.56%)	% New Visits 64.41% Site Avg: 67.30% (-4.30%)	Bounce Rate 23.20% Site Avg: 24.53% (-5.41%)

	Source	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	google	609	4.08	00:04:09	66.50%	25.29%
2.	yahoo	125	4.71	00:06:15	62.40%	21.60%
3.	aol	80	4.19	00:04:07	62.50%	17.50%
4.	search	45	4.80	00:05:52	60.00%	20.00%
5.	live	35	5.49	00:06:13	48.57%	17.14%
6.	msn	34	4.68	00:04:50	61.76%	26.47%
7.	ask	28	5.46	00:06:57	64.29%	10.71%
8.	about	2	1.50	00:00:06	100.00%	50.00%
9.	netscape	2	3.00	00:04:38	0.00%	0.00%
10.	cnn	1	2.00	00:00:44	100.00%	0.00%

Find Source: containing ⌄ [   ] Go   Go to: 1   Show rows: 10 ⌄   1 - 10 of 10 ◀ ▶

Internet   100%

🏁 start   📧 Inbox - Outlook Express   Ⓖ Google Webmaster T...   Ⓒ Search Engines - Goo...   🅞 Microsoft FrontPage ...   Ⓐ Adobe Photoshop - [...   ⬛ QuarkXPress (tm) - [s...   10:06 AM

https://www.google.com/analytics/reporting/os_browsers?id=4063816&pdr=20080211-20080312&cmp=average&trows=10&view=1

File   Edit   View   Favorites   Tools   Help

Google G▼ Go ⊹ 🗗 M ▼ 💬 ▼ ⭐ Bookmarks▼ PageRank 🔍 440 blocked AutoFill ▣ Send to▼ ✎   ● Settings▼

del.icio.us ▼   TAG

⭐ ⭐ G Browsers and OS - Google Analytics   🏠 ▼ 🔊 ▼ 🖨 ▼ 📄 Page ▼ ⚙ Tools ▼ »

Visitors
- Overview
- Benchmarking (Beta)
- Map Overlay
- New vs. Returning
- Languages
- ▸ Visitor Trending
- ▸ Visitor Loyalty
- ▾ Browser Capabilities
  - Browsers
  - Operating Systems
  - **Browsers and OS**
  - Screen Colors
  - Screen Resolutions
  - Flash Versions
  - Java Support
- ▸ Network Properties
- User Defined

Traffic Sources
Content
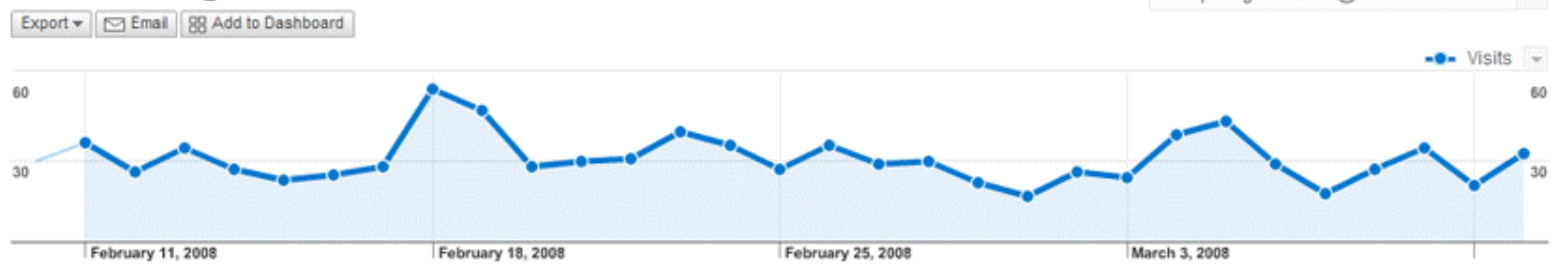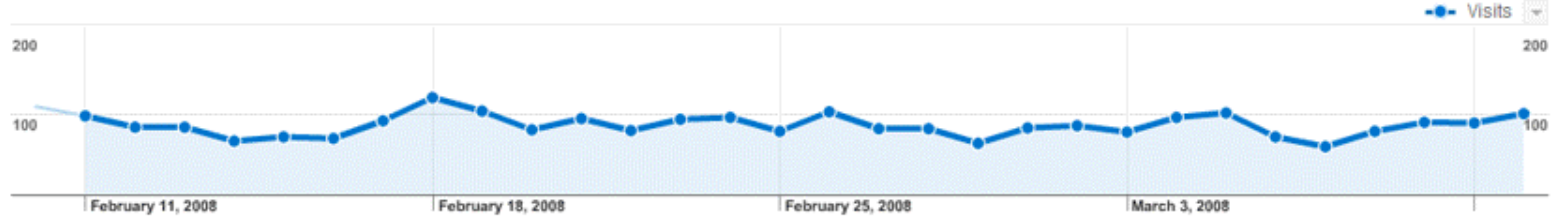**Goals**

Settings
✉ Email

Help Resources
? About this Report
? Conversion University
? Common Questions
? Report Finder

Browsers and OS

Feb 11, 2008 - Mar 12, 2008
Comparing to: Site ?

Export ▼   ✉ Email   ▦ Add to Dashboard

▪ Visits ▼

2,670 visits used 10 browser and OS combinations

| Site Usage | Goal Conversion |

Views: ▦ ⬚ ▤ ⬓

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
2,670	**4.00**	**00:04:20**	**67.30%**	**24.53%**
% of Site Total: 100.00%	Site Avg: 4.00 (0.00%)	Site Avg: 00:04:20 (0.00%)	Site Avg: 67.30% (0.00%)	Site Avg: 24.53% (0.00%)

Browser and OS	Visits ▼		Visits

Browser and OS contribution to total: Visits ▼

#	Browser and OS	Visits	%
1.	▪ Internet Explorer / Windows	2,367	88.65%
2.	▪ Firefox / Windows	198	7.42%
3.	▪ Safari / Macintosh	57	2.13%
4.	▪ Firefox / Macintosh	36	1.35%
5.	▪ AvantGo / Danger Hiptop	4	0.15%
6.	▪ Netscape / Windows	3	0.11%
7.	▪ Mozilla / Windows	2	0.07%
8.	▪ Mozilla Compatible Agent / Macintosh	1	0.04%
9.	▪ Opera / Nintendo Wii	1	0.04%
10.	▪ Playstation Portable / Playstation Portable	1	0.04%

7.42%
88.65%

Find Browser and OS: containing ▼ [   ] Go   Go to: [1]   Show rows: [10] ▼   1 - 10 of 10 ◀ ▶

🌐 Internet   🔍 100% ▼

🏁 start   📧 Inbox - Outlook Express   📄 Google Webmaster T...   📄 Browsers and OS - G...   📄 Microsoft FrontPage ...   📄 Adobe Photoshop - [...]   9:57 AM

https://www.google.com/analytics/reporting/languages?id=4063816&pdr=20080211-20080312&cmp=average&trows=10

File   Edit   View   Favorites   Tools   Help

Google   G▾   Go ⬦ 🔗 M ▾   🔧 ▾   ⭐ Bookmarks▾   PageRank   🚫 440 blocked   AutoFill   Send to▾   🖉   ● Settings▾

del.icio.us ▾   TAG

⭐ 🔖   G Languages - Google Analytics   🏠 ▾   📰 ▾   🖨 ▾   📄 Page ▾   ⚙ Tools ▾

🔲 Dashboard

👤 **Visitors**
    Overview
    Benchmarking (Beta)
    Map Overlay
    New vs. Returning
    Languages
    ▸ Visitor Trending
    ▸ Visitor Loyalty
    ▸ Browser Capabilities
    ▸ Network Properties
    User Defined

📊 Traffic Sources
🔲 Content
🏁 Goals

Settings
✉ Email

Help Resources
⊙ About this Report
⊙ Conversion University
⊙ Common Questions
⊙ Report Finder

Overview »

Languages

[Export ▾]   [✉ Email]   [🔲 Add to Dashboard]

Feb 11, 2008 - Mar 12, 2008
Comparing to: Site ⊙

●━ Visits ▾

200 ─────────────────────────────────────── 200

100 ─────────────────────────────────────── 100

| February 11, 2008 | February 18, 2008 | February 25, 2008 | March 3, 2008 |
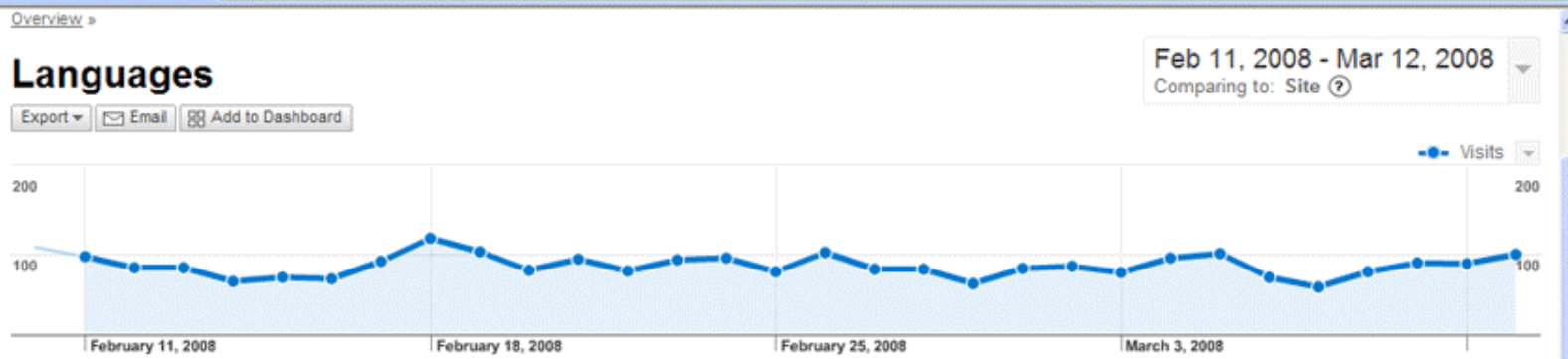
2,670 visits used 9 languages

[**Site Usage**]   [Goal Conversion]

Views: 🔲 📊 ≡ ⬆

Visits ⊙	Pages/Visit ⊙	Avg. Time on Site ⊙	% New Visits ⊙	Bounce Rate ⊙
2,670	**4.00**	**00:04:20**	**67.30%**	**24.53%**
% of Site Total: 100.00%	Site Avg: 4.00 (0.00%)	Site Avg: 00:04:20 (0.00%)	Site Avg: 67.30% (0.00%)	Site Avg: 24.53% (0.00%)

Language	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. en-us	2,569	4.00	00:04:23	66.64%	24.33%
2. fr	52	3.83	00:02:42	88.46%	34.62%
3. en	42	4.50	00:03:43	76.19%	23.81%
4. fr-ca	2	6.00	00:03:23	100.00%	0.00%
5. de	1	2.00	00:00:29	100.00%	0.00%
6. es	1	3.00	00:01:25	100.00%	0.00%
7. pt-br	1	3.00	00:02:33	100.00%	0.00%
8. ru	1	1.00	00:00:00	100.00%	100.00%
9. sk	1	1.00	00:00:00	100.00%	100.00%

Find Language: [containing ▾] [   ] [Go]   Go to: [1]   Show rows: [10 ▾]   1 - 9 of 9   ◀ ▶

🌐 Internet   🔍 100% ▾

🏁 start   📧 Inbox - Outlook Express   🌐 Google Webmaster T...   🌐 Languages - Google ...   📄 Microsoft FrontPage ...   🎨 Adobe Photoshop - [...   🔊 🗕🗖 10:01 AM

Benefits of Analytics

Tells you what consumers are interested in

SEO

Keywords

Tells how interested they are

Goal pages

Measures effectiveness of the indirect channel

Measures the effectiveness of your marketing message

Your Website
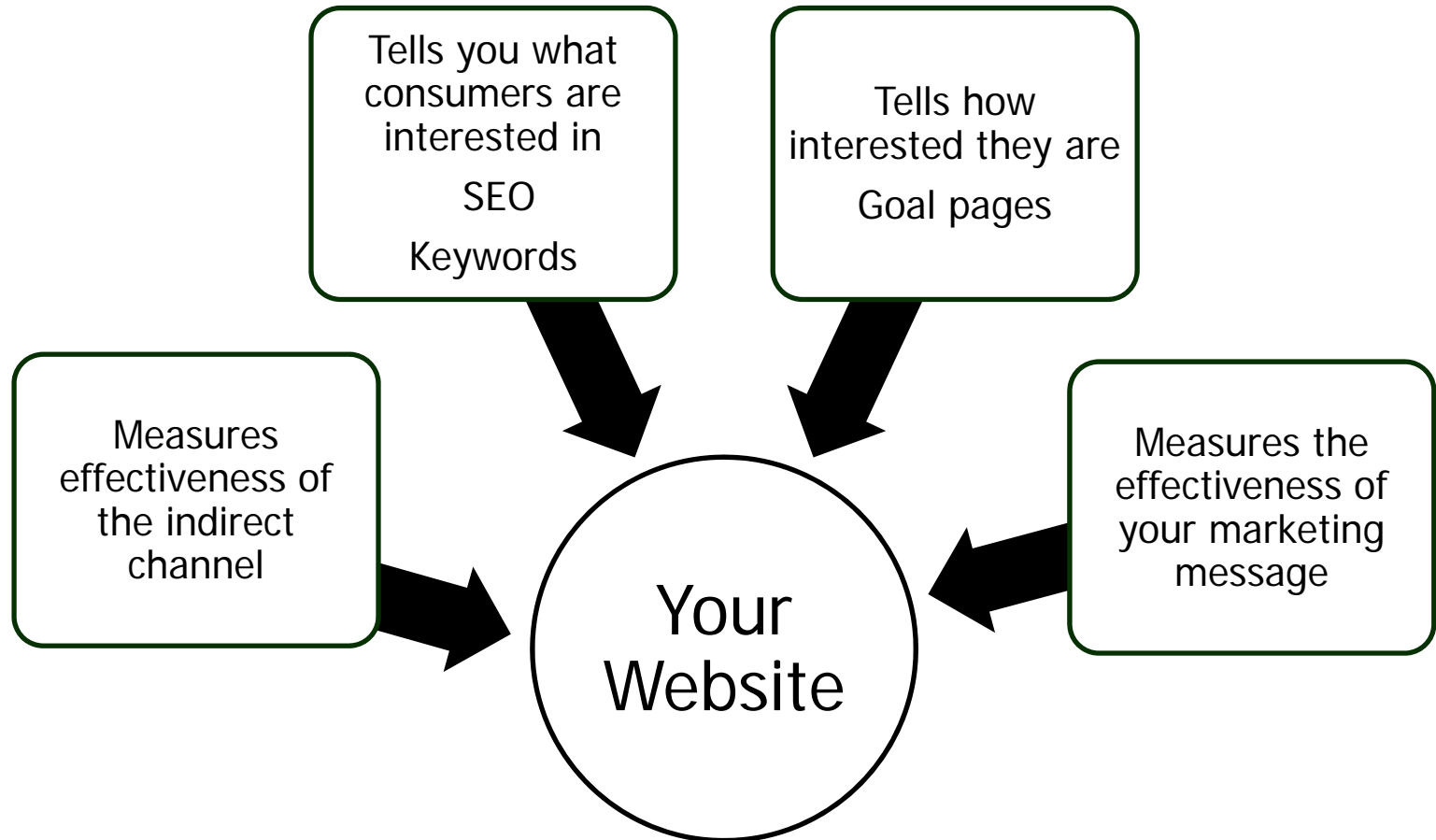
visitors/# calls to action = conversion rate

Balancing the Marketing Budget for 2008

- Facts:

    37-38% of all travel bookings will be transacted over the web

    Traditional marketing budgets are shifting to the web.

Balancing the Marketing Budget for 2008

- Target areas to devote budget:
    - Search engine (organic, paid search, local search, meta search)/website redesign
    - Banner advertising
    - Newsletter sponsorships
    - Email Marketing
    - Strategic Linking (utilize blogs/UGC)
    - Install and monitor Website Analytics and Conversion Tracking
    - Measure effectiveness of:
        - Billboards/road signs
        - Print brochures
        - Other traditional means of advertising

Online Resources

- www.google.com/alerts

- www.hotelmarketing.com

- www.bizreport.com

- www.pelland.com/SiteSubmissionLinks2008.htm

Contacts:

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