



# Optimizing Your Digital Presence and Budget!

Where Should You Focus Your Digital Efforts?

How Much Should You Spend on Digital Efforts?

What are the Goals Of Your Digital Strategy?

# New, Shiny, Cutting Edge ≠ Success



**Beware of  
This Guy!!!**

Every digital campaign you contemplate should have a specific test budget, time-frame, and goal.

Determine the ROI before you implement on a large-scale or include in your overall digital marketing plan.

# Optimizing Your Digital Strategy

## Diversify your digital budget

30-40% on SEO (including Reviews)

30-40% on Paid Search (people looking for you)

## 20-30% on other paid efforts

- Lead-gen, Referral sites
- Facebook (or other social platforms)
- Remarketing
- YouTube (pre-roll)
- Display Advertising (banners and IP targeting)
- Other Digital Strategies

tempe charter bus

No search volume

All Images Maps Shopping News More Settings Tools

About 163,000 results (0.48 seconds)

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Map data ©2016 Google

**Dunn Transportation**  
3.7 ★★★★ (3) - Bus Charter  
1322 N McClintock Dr - (480) 970-8130

**VIA Trailways**  
No reviews - Bus Charter  
1826 E 3rd St - (888) 842-5463

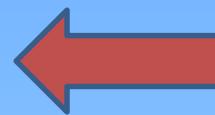
**Paradise Valley Bus Lines**  
5.0 ★★★★★ (1) - Bus Charter  
1711 Julie Dr - (602) 256-0101

**More places**

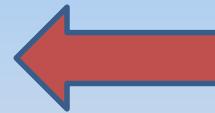
**Tempe Charter Bus - US Coachways**  
https://www.uscoachways.com/city-charter-bus/tempe-charter-bus-services.html ★★★★★ Rating: 9.3/10 - 1,119 reviews  
Tempe is practically in the center of the state smack dab in the middle of The Valley of the Sun; you can get to most any place in Arizona within hours. But who wants to drive for hours? Wouldn't you rather be driven especially in the spacious comfort of a US Coachways charter bus? Get rid of that vision of a grimy city bus the ...  
Block uscoachways.com

**Charter Bus Rental Tempe | Motor Coach Bookings Tempe**  
https://www.viatrailways.com/areas-we-serve/tempe-az-bus-transportation/ VIA Trailways can provide the reliable transportation you need for your special events in Tempe, Arizona. Call us to book your charter bus today!  
Block viatrailways.com

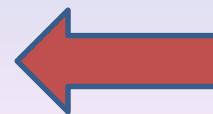
# Be Found When People Are Looking for You!



## Paid Search (PPC)



## Google Maps (Part of SEO)



## Google Organic (SEO)

# National Search Results

Default Channel Grouping	Acquisition			Behavior			Conversions	Goal 2: Charter A Bus Thank You
	Users <span>?</span> <span>↓</span>	New Users <span>?</span>	Sessions <span>?</span>	Bounce Rate <span>?</span>	Pages / Session <span>?</span>	Avg. Session Duration <span>?</span>	Charter A Bus Thank You (Goal 2 Conversion Rate) <span>?</span>	Charter A Bus Thank You (Goal 2 Completions) <span>?</span>
	196,002 % of Total: 66.51% (294,705)	191,429 % of Total: 64.36% (297,448)	245,773 % of Total: 63.91% (384,575)	61.91% Avg for View: 62.83% (-1.47%)	1.87 Avg for View: 1.84 (1.23%)	00:01:44 Avg for View: 00:01:44 (-0.26%)	1.24% Avg for View: 0.87% (42.65%)	3,053 % of Total: 91.16% (3,349)
1. Organic Search	185,363 (94.59%)	180,827 (94.46%)	233,786 (95.12%)	61.68%	1.87	00:01:45	0.62%	1,456 (47.60%)
2. Paid Search	10,596 (5.41%)	10,602 (5.54%)	11,987 (4.88%)	66.38%	1.73	00:01:13	13.32%	1,597 (52.31%)

# Local Company Search Results

Default Channel Grouping	Acquisition			Behavior			Conversions	Goal 1: Thank You
	Sessions <span>?</span> <span>↓</span>	% New Sessions <span>?</span>	New Users <span>?</span>	Bounce Rate <span>?</span>	Pages / Session <span>?</span>	Avg. Session Duration <span>?</span>	Thank You (Goal 1 Conversion Rate) <span>?</span>	Thank You (Goal 1 Completions) <span>?</span>
	10,827 % of Total: 100.00% (10,827)	81.80% Avg for View: 81.78% (0.03%)	8,857 % of Total: 100.03% (8,854)	56.30% Avg for View: 56.30% (0.00%)	2.45 Avg for View: 2.45 (0.00%)	00:01:44 Avg for View: 00:01:44 (0.00%)	7.29% Avg for View: 7.29% (0.00%)	789 % of Total: 100.00% (789)
1. Organic Search	5,744 (53.05%)	79.87%	4,588 (51.80%)	45.58%	2.94	00:02:07	8.27%	475 (60.20%)
2. Paid Search	1,941 (17.93%)	78.98%	1,533 (17.31%)	70.12%	1.91	00:01:07	11.39%	221 (28.01%)

# Large Campaign (National)

Campaign	Clicks	CPC	Cost	Form Leads	Cost per Lead
Trailways - National (Search)	13,478	\$3.05	\$41,091.44	1722	\$23.86

# Medium-Sized Campaign

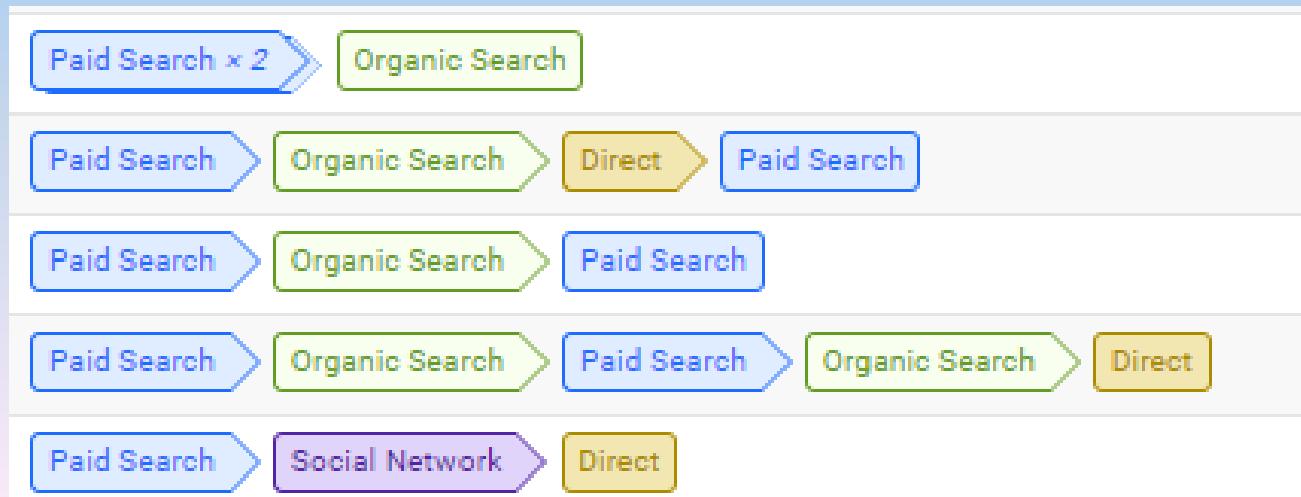
Campaign	Clicks	CPC	Cost	Form Leads	Cost per Lead
Via Trailways	3582	\$4.68	\$16,769.44	547	\$30.66

# Small Campaign

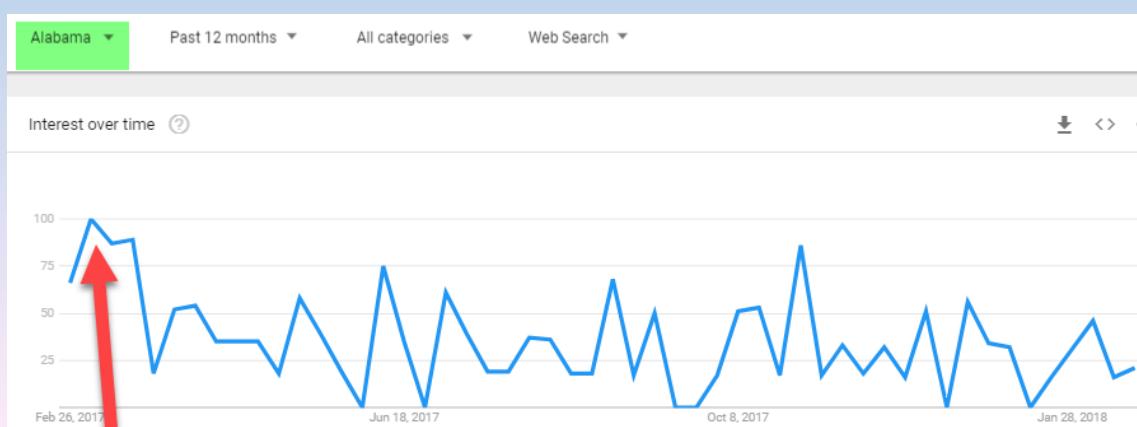
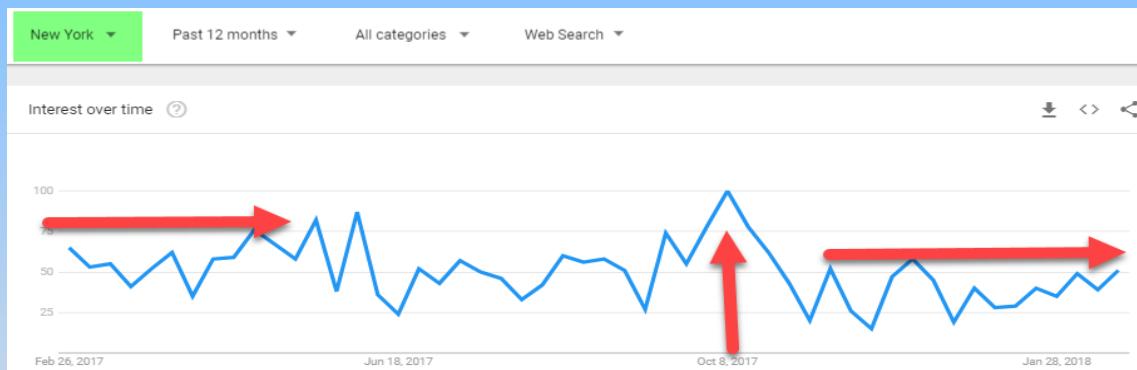
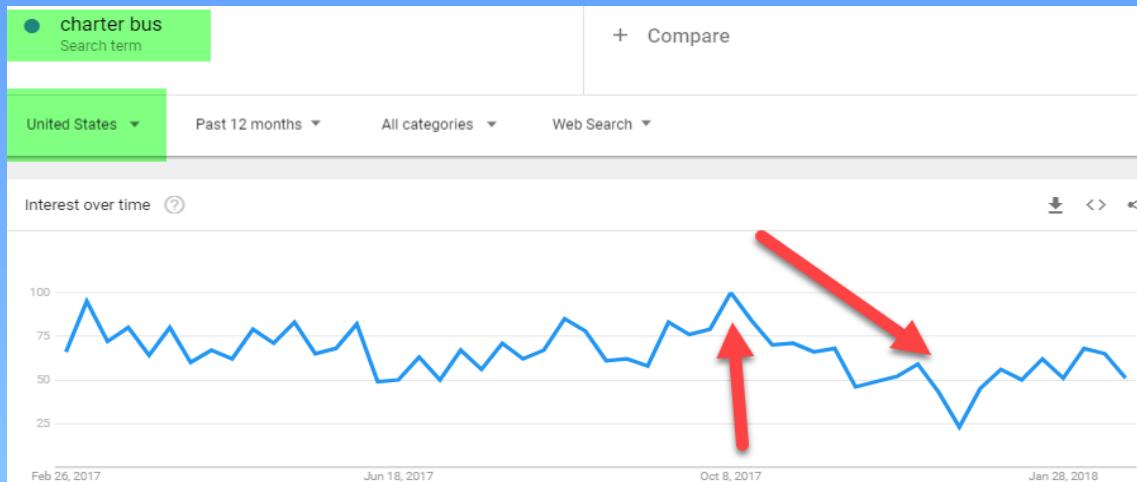
Campaign	Clicks	CPC	Cost	Form Leads	Cost per Lead
Aries Charter (Search)	343	\$3.02	\$1,036.17	35	\$29.60

# Campaign Interactions - Leads

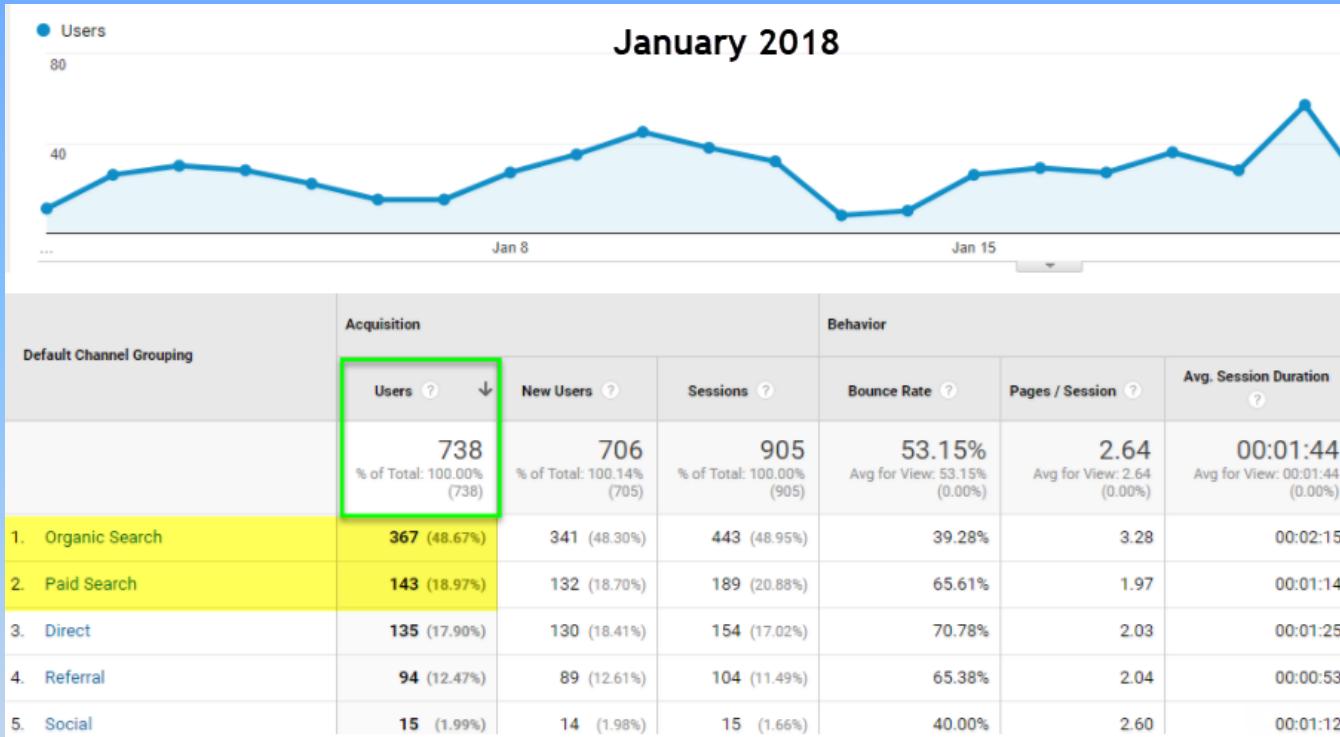
MCF Channel Grouping Path	Conversions
1. Paid Search → Direct	119 (26.27%)
2. Organic Search → Direct	107 (23.62%)
3. Paid Search × 2	72 (15.89%)
4. Paid Search → Direct × 2	23 (5.08%)
5. Direct × 2	23 (5.08%)
6. Organic Search → Direct × 2	14 (3.09%)
7. Paid Search → Organic Search	12 (2.65%)



# Optimizing Your Digital Strategy – *When to Target*



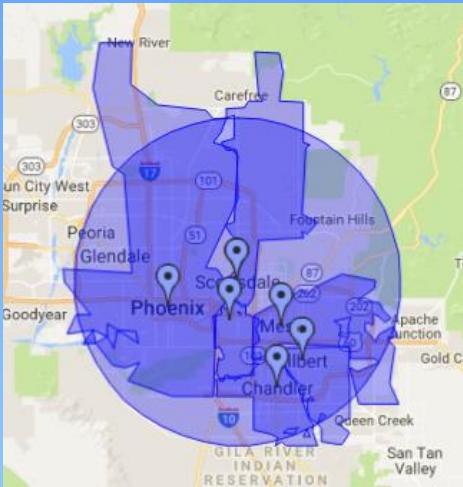
# Maximize the Results of your Digital Strategy



Form Completions



# Optimizing Your Digital Strategy – Where to Target



Google charter bus to disneyland

No search volume

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About 140,000 results (0.69 seconds)

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1

## [Atlantic City Bus Trips & Packages | Resorts Casino Hotel in NJ](https://resortsac.com)

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There is no better way to visit Atlantic City – by yourself or with a group – than by **bus** or motor **coach**. Hop on one with one of our participating **bus** companies ...

2

## [Casino Trip Charter Buses | Day Tour Shuttle Bus Rentals - Trailways](https://www.trailways.com/transportation-services/casinos-day-tours/)

<https://www.trailways.com/transportation-services/casinos-day-tours/> ▾

The Trailways **Charter Bus** Network offers a diverse fleet of vehicles to serve all group sizes. Contact Trailways to book your bus for your **casino** or **day trip**.

3

## [Welcome to Coach USA - Casino Trips](https://coachusa.busbetter.net/coachusa/casino)

<https://coachusa.busbetter.net/coachusa/casino> ▾

Coach USA **Casino Trips**. Bus Better with **Coach USA** – offering a wide selection of **Casino Trips** leaving from your area – getting started is easy! Select the ...

gle are charter buses safe

All Shopping News Images Videos More Settings Tools

About 8,350,000 results (0.25 seconds)

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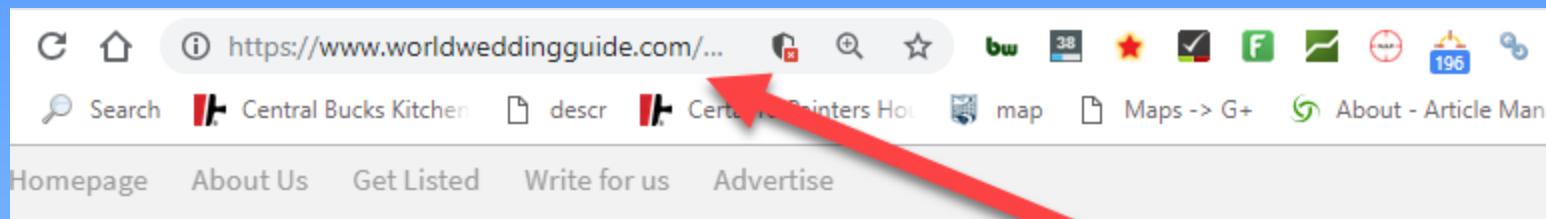
**Safety & Maintenance**  
The Safe Choice. Don't Leave Room  
For Error With Other Companies.

**Group Charters**  
We Can Arrange For Your Group Needs  
From Church Groups To Casino Trips.

Yes! **Charter buses** are an extremely **safe** way of traveling. From school trips to special events, group tours, sporting and corporate events, hiring a **coach bus** to transport your group is a great, **safe** way of getting from one place to the next.

[Are Charter Buses Safe? | Charter Bus Safety & Travel Reliability](#)  
<https://www.viatrailways.com/are-charter-buses-safe/>





The screenshot shows a web browser with the URL [https://www.worldweddingguide.com/...](https://www.worldweddingguide.com/) in the address bar. The page content is about wedding transportation, specifically charter buses for big weddings. A red arrow points from the search bar in the browser to the text 'charter bus for your wedding day.' in the article, which is highlighted with a red dotted box. Another red arrow points from the text 'charter bus for your wedding day.' to a list of bullet points below it.

# Wedding Transportation for Big Weddings

You've asked your closest friends and family to join your wedding party and booked the date, venue, and catering for your big day. One of the last things a bride has on her mind is transportation, as it can be one of the most stressful aspects of your wedding day. While limos are definitely still an option, more couples are choosing bigger, better vehicles to get around on their wedding day. Discover the many benefits of booking a [charter bus for your wedding day.](#)

- **Go big or go home!** For most weddings, limos are a traditional option that you can't go wrong with. If you have a wedding party that totals 10 or less, treat yourself to the VIP treatment and make a lasting impression on your guests with a limo. If your wedding party is larger, the limited sizes limos come in won't work. Instead, consider a school or charter bus to get everyone to and from.
- **Choose convenience.** A charter bus is an out-of-the-box way to travel to your big day, that is also

# Remarketing – Retargeting Ads

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Remarketing	39	12,732	0.31%	\$0.79	\$30.96	1.0

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**Traveling somewhere special?**  
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# Do You Have a Review Strategy?

Thank you.

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