E-mail Subject Lines: The innkeeper may receive up to 3 different types of information about a booking. The type of subject line is based on how the reservation information was received. If the reservation was made through an online booking system, the subject line will say*: "Intell-a-Keeper: Online Booking"*. If the guest clicks the Intell-a-Keeper™ button on the web site then the subject line will say: *"Intell-a-Keeper: Web Site Button".* Finally, if the guest confirms receipt of the confirmation via the confirmation link, the subject line will say: *"Intell-a-Keeper: E-Mail Confirmation".* Each different type of subject line indicates the actual type of recorded booking.

Initial E-mail Content Line: The first line in the e-mail will tell you more about the type of information you are receiving. There are 3 different Initial E-Mail Content Lines, each based on how the reservation information was received. If the reservation was made through an online booking system it will say: *"A visitor has made a reservation request / bookings from your online reservation system."* If the guest clicks the Intell-a-Keeper™ button on the web site it will say: *"A visitor has clicked on the Intell-a-Keeper Button on your Web Site with the following name."* Finally, if the guest confirms receipt of the confirmation via the confirmation link, the content line will say*: "A visitor has clicked on the E-Mail Reservation Confirmation Link with the following name."*   Each of these comments will further support the matching E-mail Subject Line defined above.

Time: Time is always converted and stored as MTN time. This is the time the reservation was made or the Intell-a-Keeper™ button was pressed on the web site, or the time the confirmation link was processed by the guest.

Name: Name is the name on the reservation that the guest types in when they click on the Intell-a-Keeper™ button on the web site, or when they process the confirmation link provided in the booking confirmation. Name: does not appear when the guest makes a reservation through an online booking system. Instead, the Reservation ID is provided for matching purposes.

Reservation ID: The Reservation ID only appears in the generated e-mail to the innkeeper if the booking was made through an online booking system.

Heading: Each referral that brings a guest to your site will be delineated by the words Referral #1, Referral #2, Referral #3 … which will be in order with the oldest referral first, and the newest referral located at the end of the sequence. Each Referral Section includes the following information:

> **Viewed:** The viewed information will include the day and time the referral web site was clicked on by the guest.

> **Entrance Page:** The entrance page information indicates the initial page the guest saw once they clicked on your web site from the referring site, search engine, etc. This information is helpful in determining if organic page SEO is producing bookings.

> **Search Term:** Search Term Phrases are only recorded if a web surfer clicked on the web site utilizing a Search Engine such as Google, Yahoo, MSN, AOLSearch, etc. Note that you will not see any Search Term Phrases recorded for Directory Listings, simple Referral Links or Direct

Hits. A Search Term Phrase can only be recorded if the web surfer uses a Search Engine. In addition, Search Term Phrases can be either Organic referrals (no cost – non sponsored links) or they can be PPC (Pay Per Click - Sponsored Links).

Query String: The Query String is the ONLY way to see if a referral came from a Search Engine Sponsored Listing. Sponsored Listings are PPC (Pay Per Click) accounts set up by the innkeeper to bring in additional business over and above the Organic Listings. If the Referral Host (as defined below) is a search engine such as Google, Yahoo, MSN, AOLSearch, etc., and the Query String is empty, then the referral was an Organic / Natural / Free Listing. But if the Referral Host is a search engine such as Google, Yahoo, MSN, AOLSearch, etc., and the Query String has data in it, then this referral is from a PPC account, and is indicated as such. To be able to identify a PPC listing vs. an Organic Listing with Intell-a-Keeper™, ALL PPC ads must be coded in advance to support Query Strings within Google Adwords and Overture.

Referral Host: Referral Host is the web site the guest was on immediately before loading the inn's web site. Referral Hosts may be either Search Engines, Directory Listings, Simple Referral Links, Direct Hits, an UNKNOWN Referral or a link clicked on from a web based mail system. A Direct Hit is when the guest types in the URL directly into the browser address line or clicks from a bookmark. For percentage purposes in the Intell-a-Keeper™ Reporting System a direct Hit is only counted as part of the percentages if it was THE FIRST TIME A CUSTOMER FOUND THE INN'S WEB SITE. All other direct hits after the initial referral may be the guest clicking the Back / Forward Browser buttons, and ARE NOT included in the direct hit tally percentages. An UNKNOWN visitor is a visitor that has never been to the inn's Web Site or there was no visitor information recorded. If an Inn has a lot of print media and the guest never uses the web to make a booking, when they click on the confirmation e-mail link there will simply be no information recorded about this guest ever being online, and will be logged as Unknown. Finally, some web based mails allow internal links and should a guest receive a link and click on it from their mail, this too is recorded in the Intell-a-Keeper™ Reporting System.

Referral Path: The Referral Path is the page on the Referral Host that the link to your site was found on.

Referral: The Referral is a concatenation of the Referral Host + Referral Path + Search Term (when available). This data is recorded so that we can have complete information about exactly where the guest found your site. It's difficult to read, and is somewhat encrypted. This is why the pieces are all broken out in the three (3) items above; Referral Host, Referral Path and Search Term.