



Intell-a-Keeper™ Reporting System User Guide

Tracking your Bookings without going Nuts!
<http://www.acorn-is.com> 877-ACORN-99

To access the Intell-a-Keeper™ Reporting System

- Step 1:** <http://www.intellakeeper.com>
- Step 2:** Enter in Userid
- Step 3:** Enter your Password
- Step 4:** Set your Date Range
- Step 5:** Choose the Report you wish to view.

Guest web surfers almost always use multiple referral references in order to make just one booking. Intell-a-Keeper™ tracks all these referrals and assigns a percentage to each valid referral once a booking has been completed. Intell-a-Keeper™ tracks each referral where the guest clicks to the Inn's web site from that referrer. These referrers are kept on a 30-day rolling basis. Once the guest completes the booking, all the tracking information about that guest is stored permanently in the Intell-a-Keeper™ Reporting System.

One-to-one match back to the innkeeper's Guest Management system can be difficult. The intent of Intell-a-Keeper™ is to help address where the bookings are coming from. If you are interested in trying to match back your reservations, you may use the History Report for a set time period and then pull the same report from your Guest Management system for the same time period.

The innkeeper may click on Referrals to know how many bookings Intell-a-Keeper™ was able to track vs. how many bookings you actually made. You can then check the total number of Reservations at the top of the report for a particular time frame and then compare it back to your Management system's numbers for that same timeframe.

This will give you an idea of what percentage of all your bookings Intell-a-Keeper™ has been able to track for you during any specified time frame.

If the innkeeper subscribes to any directories or online listings that allow you to include your Online Reservation Link, you will need to provide a jump link page instead of the direct Reservation Link. This is so that Intell-a-Keeper™ can track the visitor should they never load your web-page and book directly from the directory or online listing.

Intell-a-Keeper™ is dependent on the diligence of the innkeeper to have the guest click the Intell-a-Keeper™ button for all phone reservations (when possible). The innkeeper must follow through to the thank-you screen. If the guest doesn't complete this step, Intell-a-Keeper™ will lose this guest's information. Yes – some of these can be recovered during the confirmation e-mail. But there is much more control for the innkeeper to get this information if the guest is still on the phone with you. When information is unavailable to Intell-a-Keeper™ it will fall under UNKNOWN VISITOR.

REPORTS: REFERRALS REPORT

The **Referrals Report** will show the percentages of each type of referral that actually turned into a booking for the time period specified.

At the top of the report you will see the number of reservations actually recorded for the time period specified on this report.

Percent: The Referral Percentage column is the amount of traffic that each Referral contributed to the total number of Reservations indicated at the top of the report.

Bookings: The Bookings column is the total number of Bookings contributed to by each Referrer. (Reservations X Percentage = Bookings)

Terms: To see what search phrases drove the Search Engine Listings click on the Search Term button. Please note that you will only have Search Terms listed on Search Engine Referrals. These can be either Paid or Free Search Engine Referrals. Other Referrals such as Directory Listings, Direct Hits, etc., will not have any Search Terms associated with the referral.

Entry Pages: To see what page the guest FIRST entered into your site on click on the Entry Pages button. This information is useful if you are doing Organic SEO for each sub-page of your site. If so, you will be able to tell if a booking came through to a page other than your home page, validating your SEO efforts.

Detail: Finally, to see a breakdown of each referral, click on the Detail button. The Referral Detail Report will show the percentages of referral detail that actually turned into a booking for the time period specified.

If you use Pay Per Click advertising you will have two categories that are specified by the headings **google PPC fed** or **overture PPC fed**. These are your Pay Per Click referrals that turned into actual bookings. Note: Google and Overture feed a variety of different Search Engines. You will see that on either of the PPC fed systems, a breakdown of exactly what Search Engine brought you the bookings. This information is located in the first column with the heading Referral Host.

If the referral DOES NOT come from a PPC system, then the first column will be the Path to the page on the referral system where the reservation came from. This breakdown is useful if you are paying for multiple listings on any one directory. Example: A banner ad and an individual listing. This will enable you to see what pages and corresponding links from that particular Paid Directory (or any listing) has contributed to your Bookings.

HINT: If you use Pay Per Click advertising, you will have two categories that are specified by the headings **google PPC fed** or **overture PPC fed**. These are your Pay Per Click referrals that turned into actual bookings. All other listings will either be Organic Searches, Directory Listings, simple Referral Links, Web-based E-mail Account Referrals or a Direct Hit (the guest typed in your URL directly).

REPORTS: SEARCH TERMS REPORT

The **Search Terms Report** will show the percentages of reservations that were booked using a Search Term Phrase for the period of time specified. These Search Terms can be tracked because each of these bookings came from a Search Engine and thus had a Search Term recorded.

Notice at the top of the report you will see the number of reservations actually recorded for the time period specified. These reservations are the only reservations that came from a Search Engine with a recorded Search Term for the period of time specified.

Search Term Phrases are only available to be recorded if the guest web surfer is looking for your property using a Search Engine such as Google, Yahoo, MSN, AOLSearch, etc. So, when reviewing this report, note that you will not see any Search Term Phrases recorded for Directory Listings, simple Referral Links, Direct Hits, etc. 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).

Percent: The Search Term Percentage is the amount of traffic that each Search Term phrase contributed to the total number of Reservations indicated.

Bookings: The Bookings column is total number of Bookings contributed to by each Search Term. (Reservations X Percentage = Bookings)

Referrals: To see the exact Referral a Search Term contributed to, click on the Referral button. Once you click to see the Referral, please note that if you use Pay Per Click, your referrals may have two categories specified by the heading **google PPC fed** or **overture PPC fed**. All other references to Yahoo, Google, etc. are recorded as Organic / Natural Listings and are not PPC.

Entry Pages: Click on the Entry Pages button to see what page the guest FIRST entered into your site on with the Search Term Phrase recorded. This information is useful if you are doing Organic SEO for each sub-page of your site. If so, you will be able to tell if a booking came through to a page other than your home page, validating your SEO efforts.

REPORTS: ENTRY PAGE REPORT

The Entry Report will show the Entry Page on each actual booking request recorded. This information is extremely helpful in determining if the Organic SEO for your sub-pages are working. This information will also track your PPC links to subpages to help determine if your PPC programs are attracting business without going through the home page first.

Percent: The Entry Page Percentage is the amount of traffic that each Entry page contributed to the total number of Reservations indicated.

Bookings: The Bookings column is total number of Bookings contributed to by each Entry Page. (Reservations X Percentage = Bookings)

Referrals: To see the exact Referral an Entry Page was associated with, click on the Referral button. Once you click to see the Referral, please note that if you use Pay Per Click advertising may have two categories specified by the heading **google PPC fed** or **overture PPC fed**. All other references to Yahoo, Google, etc. are recorded as Organic / Natural Listings and are not PPC.

Search Terms: Click on the Search Term button to see the Search Term Phrases driving business to the individual pages of your site.

REPORTS: RESERVATION TYPE REPORT

The Reservations Type Report provides a breakdown of the **3 TYPES** of recorded reservations. Note that a guest could submit more than one type of recorded reservation, but only the first type they execute will be recorded in the Database. All the additional types executed will return a message of "Visitor reservation has already been recorded" in the generated E-Mails to the innkeeper, and will not be stored in the Database.

Type 1: (Online Booking) The guest must request a booking via an online booking service installed such as Webervations, Availability Online, etc. to have a recorded booking of this type.

Type 2: (Phone Reservations) A guest must press the Intell-a-Keeper™ Button on your web site, key in the name on the reservation and enter the Innkeeper provided password, in order to have a recorded booking of this type.

Type 3: (Confirmation E-Mail) A guest must click the URL provided in the confirmation E-Mail, enter the name on the reservation and click submit in order to have a recorded booking of this type.

Percent: The Reservation Type Percentage is the amount of traffic that each Reservation Type contributed to the total number of Reservations indicated.

Bookings: The Bookings column is total number of Bookings contributed to by each Reservation Type. (Reservations X Percentage = Bookings)

REPORT: HISTORY REPORT

The History Report will allow the innkeeper to choose a particular reservation based on a set time frame to review the booking in its entirety.

Submitted Date and Time: This is the date and 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. The 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 if the booking was made through an online booking system.

Type: If the reservation was made through an online booking system, the type will read: **Online Booking**. If the guest clicks the Intell-a-Keeper™ button on the web site, then the type will read: **Web Site Button**. Finally, if the guest confirms receipt of the confirmation via the confirmation link, the type will read: **E-Mail Confirmation**.

Detail: The **Reservation Detail Report** will allow the innkeeper to review information contained in the original E-Mail generated by the system when the guest first makes the reservation, either by Online Reservation System, by Phone or by E-Mail Confirmation. This information allows the innkeeper a further look into the behavior patterns of their actual guests. You can study patterns such as: does the guest book the first day they go looking for accommodations on the Internet? Do

they comparison shop? (You can see a comparison shopper by the nature of returning over and over to your site in a short period of time.) Do they go to your reservation system's online availability multiple times? Do they spend your PPC funds multiple times on different PPC phrases, or do they use the Organic Listings? These patterns can help you better determine the type of guests you are attracting, and use that information to cater to this type of guest, or make changes to attract guests with other shopping styles.

REPORTS: RESERVATION DETAIL REPORT (CALLED FROM HISTORY REPORT)

HEADER

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

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. The 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 if the booking was made through an online booking system.

Type: If the reservation was made through an online booking system the type will read: **Online Booking**. If the guest clicks the Intell-a-Keeper™ button on the web site, then the type will read: **Web Site Button**. Finally, if the guest confirms receipt of the confirmation via the confirmation link, the type will read: **E-Mail Confirmation**.

BODY OF REFERRAL

Referral Item: 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.

Percent: The Reservation Detail Percentage is the amount of traffic that each individual Referral contributed to the Reservation being reviewed.

Date Viewed: The viewed information will include the date and time the guest clicked to load the innkeeper's web site.

Referral: The Referral is either the Referral Host, or in the case of a PPC referral it has been adjusted to indicate the PPC account.

Referral Host: Referral Host is the web site the guest was on immediately before loading the inn's web site. Referral Hosts may either be Search Engines, Directory Listings, Simple Referral Links, Direct Hits or a link clicked on from a Web-Based E-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. 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 Detail: 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.

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

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 to bring in additional business over and above the Organic Listings. If the Referral Host 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. Query Strings may also be applied for other reasons, such as tracking Newsletter response or Special Advertising programs.

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).

Entry Page: The Entry 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.

REPORTS: UNKNOWN VISITOR REPORT

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 invests in 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.

Submitted Date and Time: This is the date and 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. The 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 if the booking was made through an online booking system.

Type: If the reservation was made through an online booking system, the type will read: **Online Booking**. If the guest clicks the Intell-a-Keeper™ button on the web site, then the type will read: **Web Site Button**. Finally, if the guest confirms receipt of the confirmation via the confirmation link, the type will read: **E-Mail Confirmation**.

REPORTS: QUERY STRINGS REPORT

The Query Strings Report will show the percentages of reservations that were booked using a Query String for the period of time specified. 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 to bring in additional business over and above the Organic Listings. If the Referral Host 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. Query Strings may also be applied for other reasons, such as tracking Newsletter response or Special Advertising programs.

Percent: The Query String Percentage is the amount of traffic that each Query String contributed to the total number of Reservations indicated.

Bookings: The Bookings column is total number of Bookings contributed to by each Query String. (Reservations X Percentage = Bookings)

USER INFO: UPDATE PROFILE

The Update Profile screen will allow you to update your sign-in information. It also provides you the capability to change the Password you provide to your Phone Reservation Guests for when they click on the Intell-a-Keeper™ Button.

Name: Name is the Company Name that purchased Intell-a-Keeper™

Customer Id: The customer ID is assigned and cannot be changed by the customer. This ID identifies you to Intell-a-Keeper™ for tracking of guest and reservation information.

Access Code: The Access Code is assigned and cannot be changed by the customer. This Access Code is related to the Customer ID for tracking of guest and reservation information.

Username: The Username is the LOGIN Username for <http://www.intellakeeper.com> which may be changed by the customer.

Password: The Password is the LOGIN Password for <http://www.intellakeeper.com> which may be changed by the customer.

Visitor Passcode: The Visitor Passcode is the code you give your guest at the point they make a phone booking and are online. This information is needed to process the click of the Intell-a-Keeper™ button on your web site.

Domain Name: The Domain is the URL of the customer who purchased use of Intell-a-Keeper™. DO NOT CHANGE the domain name unless you have replaced the domain name currently in place. If you do need to update this field, DO NOT Use <http://www>. Simply key in the name and dot and the extension.

EX: intellakeeper.com

Reservation System Domain Name: The Reservation System Domain Company URL. If you have online Reservations, the company name needs to be stored here. DO NOT CHANGE the Reservation System Domain name unless you have replaced the Reservation System Domain name currently in place. If you have changed your

Online Reservation System, you will also need to have your programmer re-install the Intell-a-Keeper™ Tracking Code into the new system, or Intell-a-Keeper™ will not be able to track your online bookings. If you do need to update this field, DO NOT Use http://www. Simply key in the name and dot and the extension.

EX: webervations.com