

TravelOK.com Update February 3, 2010

OKLAHOMA
NATIVE AMERICA™



← **REQUEST**
FREE Brochures

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SEARCH

**THINGS
TO DO**

**CITIES &
REGIONS**

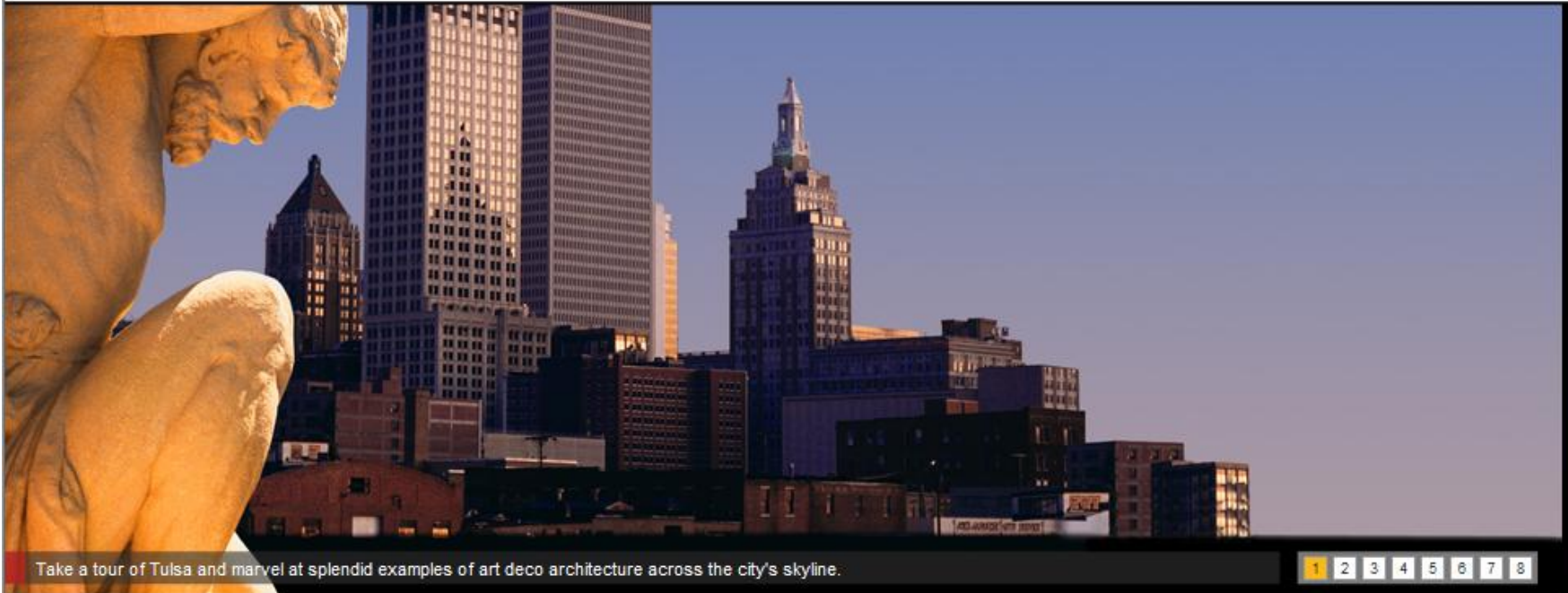
**HOTELS
& LODGING**

DINING

INTERESTS

**FESTIVALS
& EVENTS**

Welcome to Oklahoma!



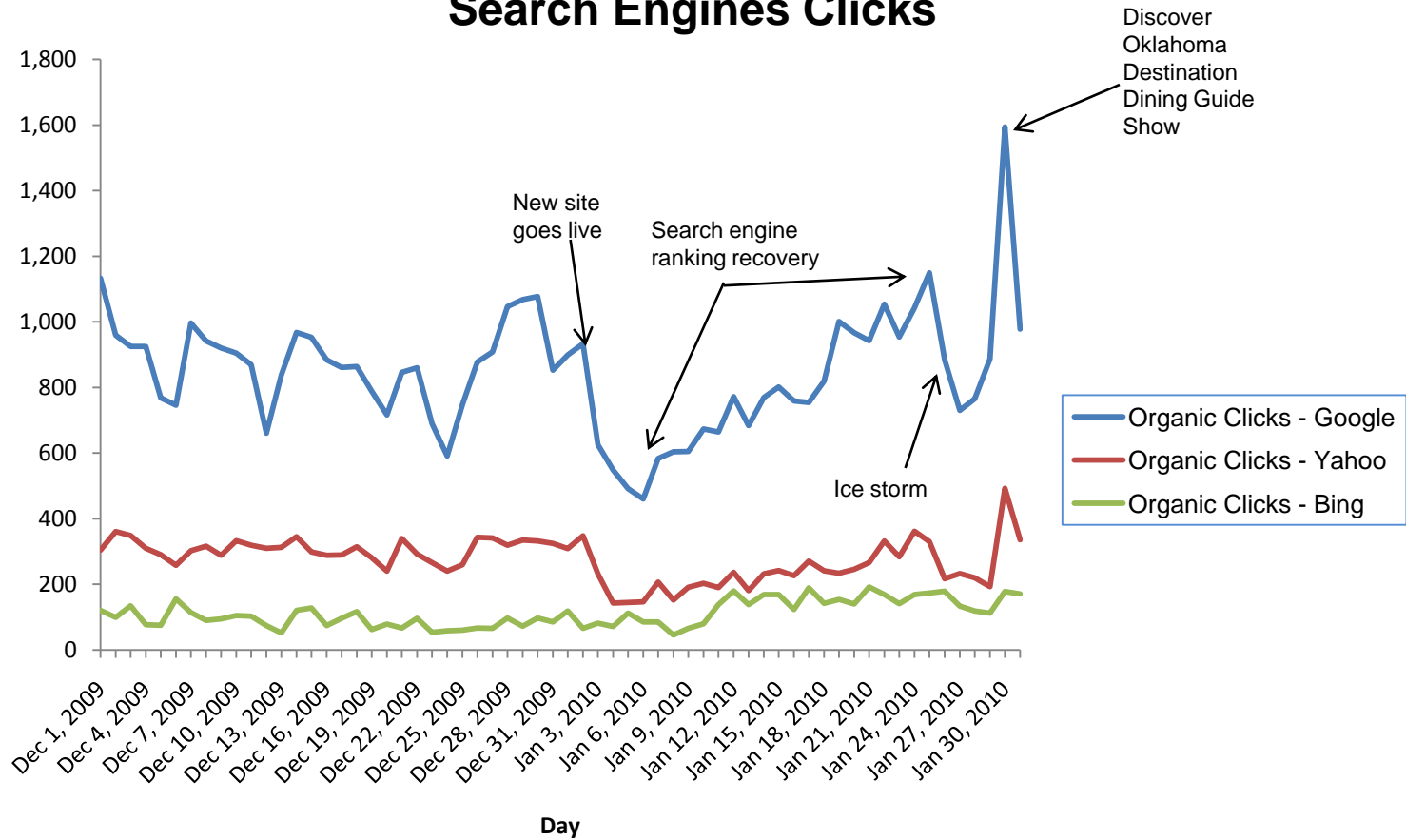
Take a tour of Tulsa and marvel at splendid examples of art deco architecture across the city's skyline.

1 2 3 4 5 6 7 8

Site Metrics for First Month Post Launch

Metric	January 2009	January 2010	Change
Average Time Spent on Site	7:55	10:00	26%
Visitor Sessions	80,557	64,777	(20%)
Page Views	557,568	574,835	3%
Page Views per Visit	6.9214	8.874	28%
Single Page Visits	55.69%	39.75%	(29%)
Brochures Ordered	39,000	59,325	52%

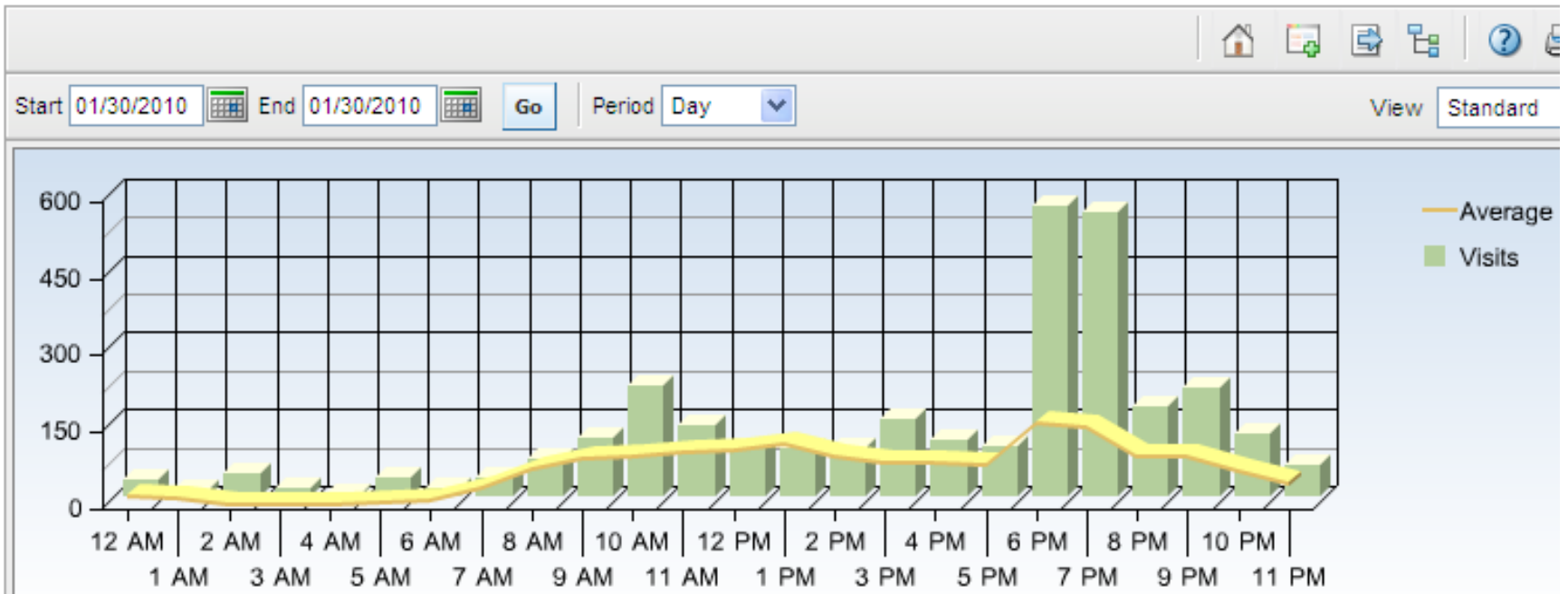
Search Engines Clicks



Discover Oklahoma's Destination Dining Guide Episode Impact on Site Traffic

Visits

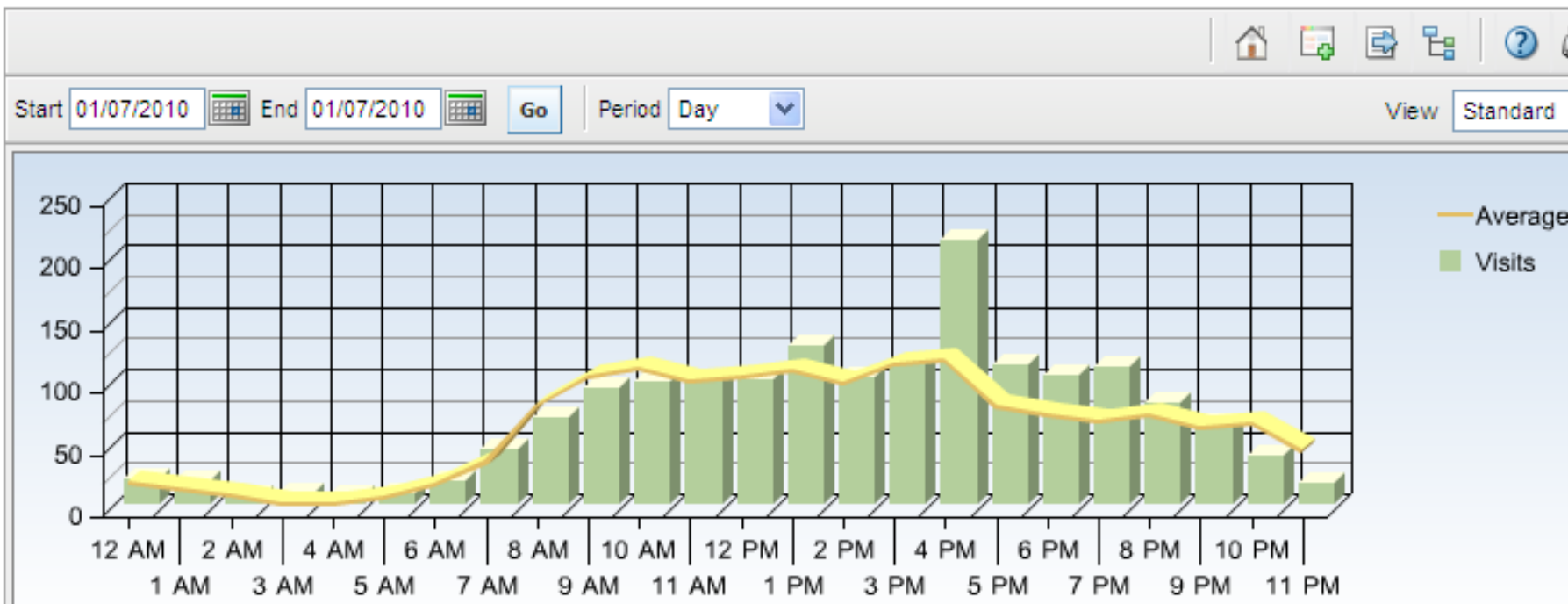
Jan 3



Impact on Site Traffic of Hardy's Appearance on KFOR at 4:45 p.m.

Visits

Jan



**Top 20 search terms
that referred traffic to
TravelOK.com during
January 2010.**

Search Engine Keyword/Phrase	Google Rank as of 2-2-10	Yahoo Rank as of 2-2-10
Oklahoma	3	3
Oklahoma Tourism	1	1
TravelOK.com	1	1
Discover Oklahoma	2	1
Travel Oklahoma	1	1
Oklahoma Travel	1	1
Oklahoma Attractions	1	1
Oklahoma State Parks	1	1
Oklahoma Travel Guide	1	1
Visit Oklahoma	1	1
Discover Oklahoma TV Show	3	2
Things to Do in Oklahoma	3	3
Oklahoma Events	1	1
Oklahoma Visitors Guide	1	2
Oklahoma Tourist Attractions	3	3
Oklahoma Vacation Spots	1	22
OK Travel	1	1
Oklahoma Tourism Information Centers	1	1
Oklahoma Festivals	1	2
Oklahoma Department of Tourism	1	2
Oklahoma Tourism & Recreation Department	1	2

Country	# of January Site Visits
United States	54,506
Canada	498
Great Britain	311
Germany	219
France	124
Republic of Korea	103
Australia	90
Brazil	90
Ireland	75
India	70