



DIVI ARUBA SEO CAMPAIGN REVIEW

OCTOBER 1, 2008

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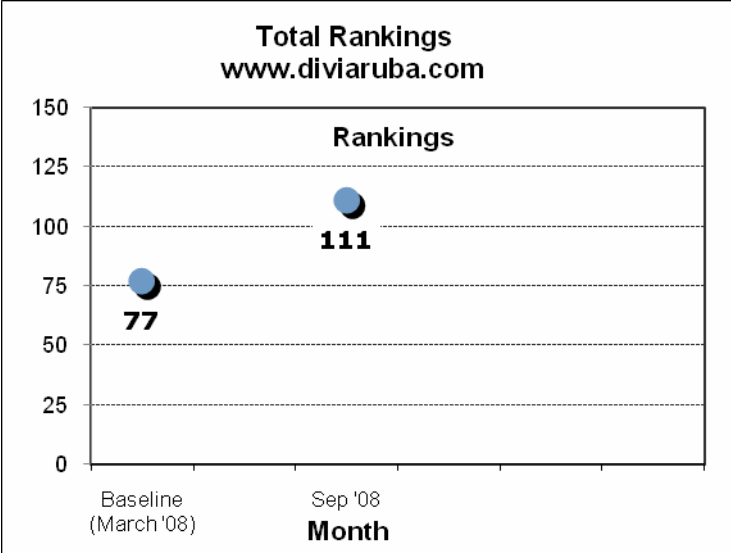
INTRODUCTION

The following document details the search engine optimization (SEO) campaign results for DiviAruba.com from recommendations provided by Human Service Solutions (HSS). This analysis provides data demonstrating significant increases in search engine rankings and website traffic compared to the pre-optimization baseline period (prior to the site’s re-launch in April of 2008). This report also highlights examples of improved visibility across top search engines for strategic industry terms relevant to Divi Aruba’s target audiences.

RANKINGS

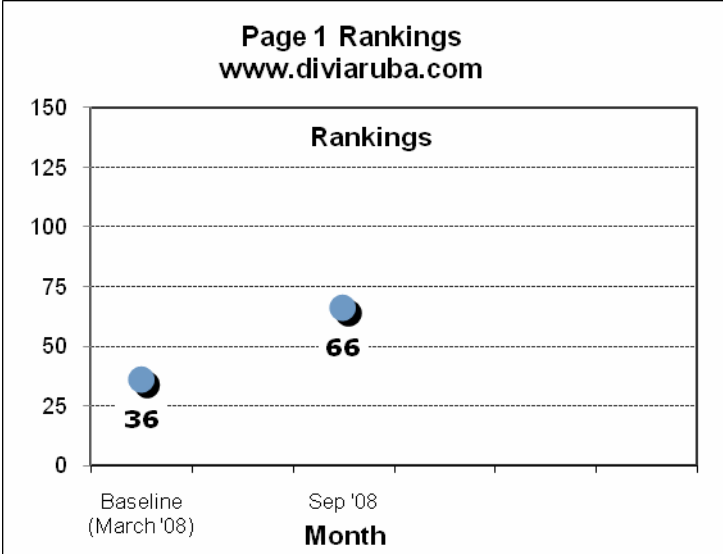
Total Rankings

Since the Baseline period, March of 2008, total rankings within the top 3 search engines (Google, Yahoo!, and MSN) for Diviaruba.com have increased by 61%. SEO implementation of HSS’ recommendations saw a significant increase in visibility:



Page 1/Top 10 Rankings

Page 1 rankings (a presence within top 10 search results) also saw a large increase within the 3 major search engines with an 83% improvement from Baseline (March '08):



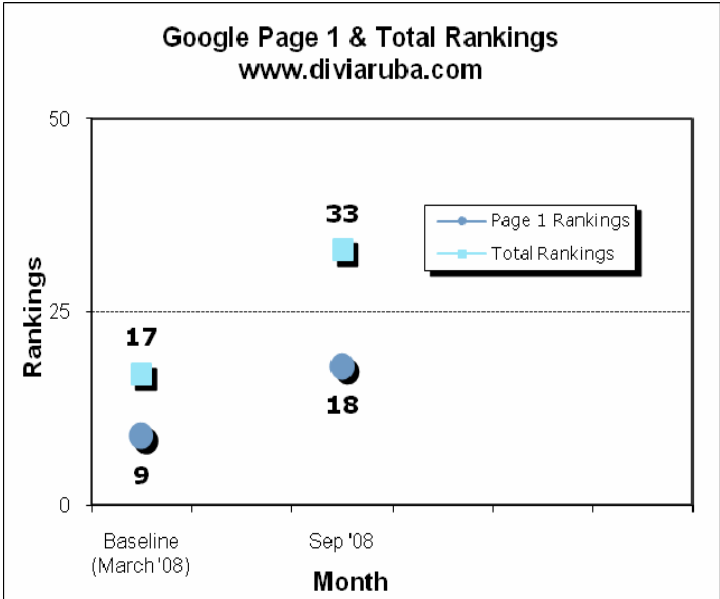
Keyphrase Rankings

During Baseline (March '08), 16 unique keyphrases were enjoying Page 1 rankings. Since then, the number of unique keyphrases has doubled to 32. Below is a list of terms that were ranking in Page 1 of the 3 major search engines from Baseline compared to September of 2008:

Baseline (March, 2008) Keyphrases Ranking	September Keyphrases Ranking
aruba resort	aruba resort
aruba all inclusive vacation	aruba all inclusive vacation
aruba all inclusive resort	aruba all inclusive resort
all inclusive resort in aruba	all inclusive resort in aruba
aruba inclusive vacation package	aruba all inclusive vacation package
aruba package	aruba inclusive vacation package
aruba all inclusive package	all inclusive trip to aruba
aruba all inclusive	aruba resort spa
aruba all inclusive hotel	aruba all inclusive
aruba honeymoon package	aruba all inclusive hotel
de palm tour	aruba all inclusive package
de palm tour aruba	divi dutch village aruba
dutch village aruba	aruba accommodations
aruba brochure	aruba accommodation
aruba golf	aruba bar
aruba golf course	aruba brochure
	aruba excursion
	aruba entertainment
	aruba package
	aruba family vacation
	aruba golf course
	aruba golf
	aruba honeymoon
	honeymoon in aruba
	aruba honeymoon package
	aruba wedding package
	aruba vacation package
	aruba restaurant
	restaurant in aruba
	aruba activities
	dutch village aruba
	aruba weddings

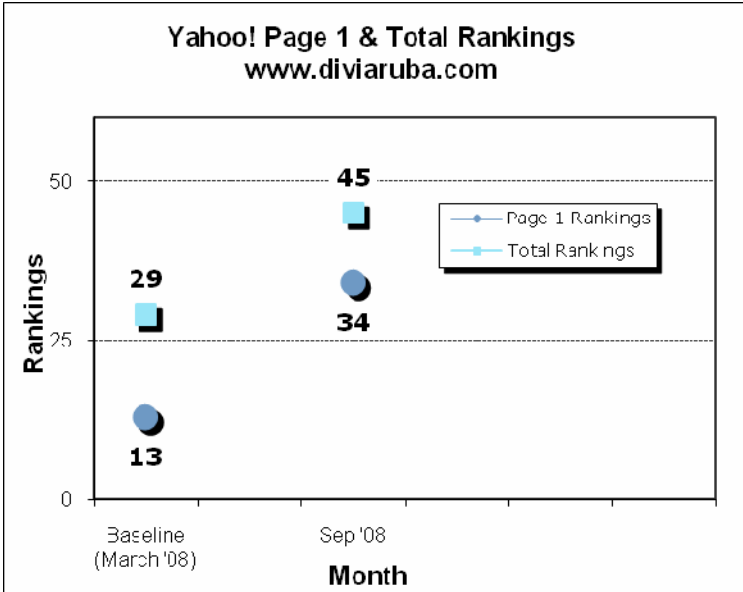
Google Rankings

Within Google, the largest search engine which owns almost 60% of the search engine landscape (58%), rankings from Baseline (March '08) nearly doubled. In fact, the number of Page 1 rankings in September 2008, was larger than the total rankings in Baseline (see below):



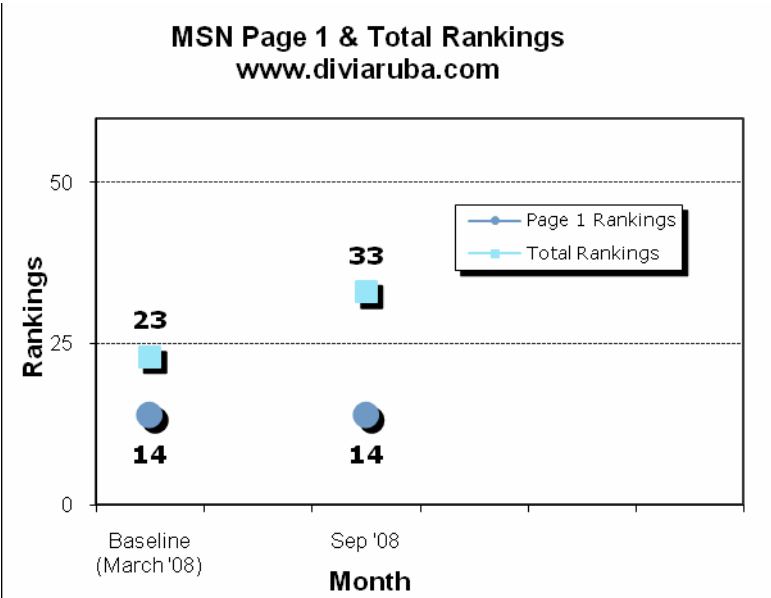
Yahoo Rankings

Within Yahoo!, the second largest search engine (28% search engine landscape), Diviaruba.com enjoyed over a 100% increase in Page 1 rankings and a 32% improvement in total rankings (see below):



MSN Rankings

Within MSN, the third largest search engine (9.8% search engine landscape), Diviaruba.com Page 1 rankings remained at 14 but the total rankings witnessed an increase of 44% (see below):



Increased Search Terms & Query Volume

The terms enjoying the most significant improvement from Baseline (March '08) are listed below and include their estimated monthly search query volume (QV). These terms were either not ranking prior to the Diviaruba.com re-launch or have improved to a Page 1 ranking within the 3 major search engines.

Keyphrases Ranking in Google	QV	Baseline Ranking	Sept. 2008 Rankings
aruba resort spa	457	N/A	2
aruba all inclusive	8,632	8, 13	3, 14
aruba all inclusive resort	4,618	12	3, 20
aruba family vacation	621	N/A	4, 11
aruba honeymoon	3,361	N/A	5
aruba honeymoon package	368	N/A	5
dutch village aruba	179	N/A	7
honeymoon in aruba	575	N/A	8
aruba all inclusive vacation package	468	24	8, 16

Total Estimated Google Monthly QV = 19,279

Keyphrases Ranking in Yahoo!	QV	Baseline Ranking	Sept. 2008 Ranking
aruba accommodations	665	N/A	1
aruba honeymoon package	368	8	1, 29
aruba golf course	329	11	1
aruba entertainment	139	24	1
all inclusive resort in aruba	1,168	N/A	2, 3
aruba weddings	2,471	N/A	3
restaurant in aruba	725	N/A	4
aruba restaurant	4,704	N/A	5
aruba honeymoon	3,361	22	5
aruba inclusive vacation package	729	22	5, 6
aruba family vacation	621	26	5
aruba accommodation	582	N/A	9

Total Estimated Yahoo Monthly QV = 15,862

Keyphrases Ranking in MSN	QV	Baseline Ranking	Sept. 2008 Ranking
aruba all inclusive resort	4,618	1	1, 19, 29
aruba golf course	329	N/A	3
aruba bar	214	N/A	5
aruba entertainment	139	N/A	5
aruba accommodations	665	N/A	7
aruba family vacation	621	N/A	7
aruba accommodation	582	N/A	7
aruba inclusive vacation package	729	28	9

Total Estimated MSN Monthly QV = 8,626

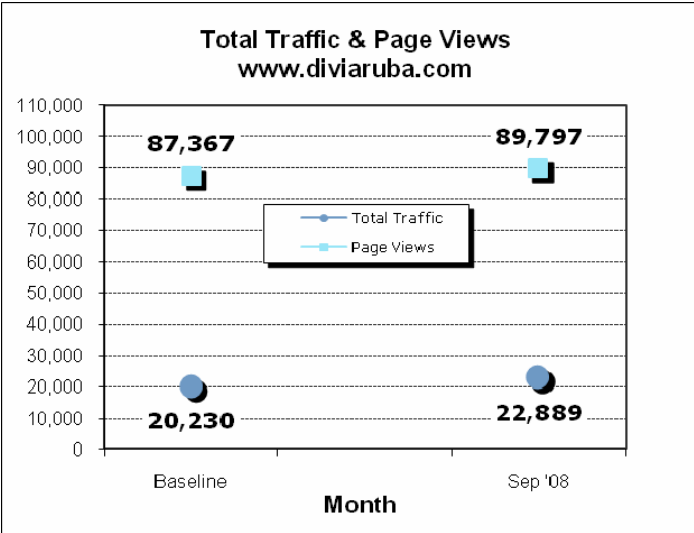
Total Estimated Monthly QV Across All Engines = 43,767

That's an increase of 43,767 potential qualified visitors to DiviAruba.com, for free, every month!

TRAFFIC DATA

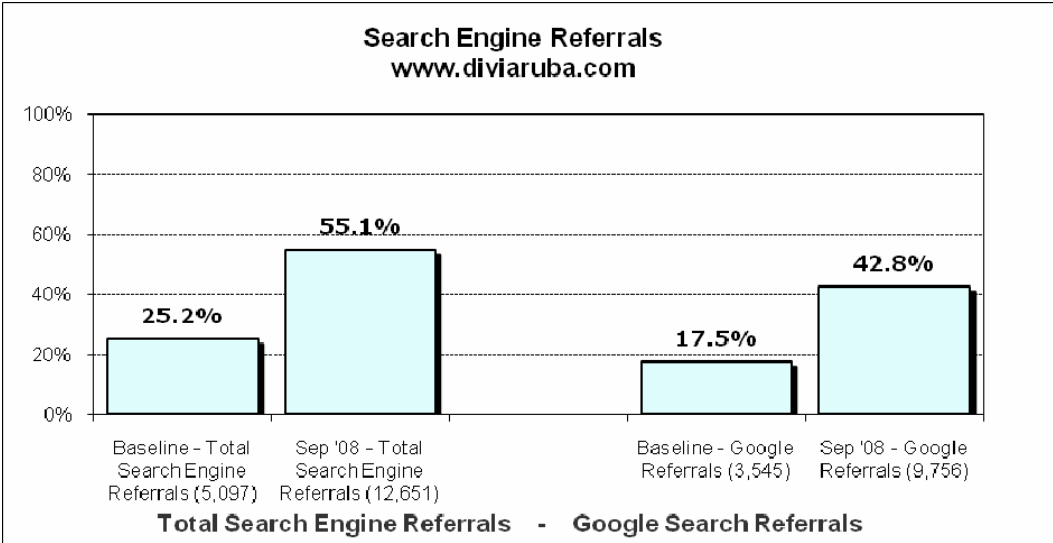
Total Traffic & Page Views

Through Google Analytics, HSS was able to monitor traffic statistics for DiviArub.com, and also determine how users found the website. Prior to the re-launch in March 2008, DiviAruba.com had 20,230 visits, with 25% of those visits coming from Search Engine referrals. Current traffic from August 25th to September 25th of 2008 reached almost 23,000 visits (22,889), an increase of 13% from Baseline. Page views also increased from baseline by 2,430 to 89,797, up 10%. April 2008 saw the largest increase in traffic as the following month after re-launch, when Diviaruba.com enjoyed a staggering 27,514 visits and over 110,100 page views.



Search Engine Referrals

Of the 89,797 visits to Diviaruba.com from August 25th to September 25th, 12,651 came from search engine referrals – a 148% increase from Baseline (5,097). Of the 12,651 search engine referral visits, 9,756 came from Google, an incredible 77%.



Top Pages Viewed

Of the pages viewed by users, the Diviaruba.com home page was the highest viewed page on the site 31,368, an increase of 42% from Baseline (22,097). Of particular significance is the new Diviaruba.com “Rates” page, which has increased by 19,267% in page views from Baseline (6,972 to 36). Also of note is that the “Suites” page increased by 4,521 from Baseline (27), suggesting that users are finding potential conversion pages (such as the “Rates” page and the “Suites” pages) much faster and easier via Search Engine referrals and directly on the site itself.

Top Pages Viewed	March – 2008	September – 2008	Difference
/divihome.html	22,097	31,368	+9,271
/rates/index.php	36	6,935	+6,899
/suites/index.php	27	4,548	+4,521
/restaurants/index.php	74	4,509	+4,435
/packages/family/index.php	33	3,631	+3,598
/packages/honeymoon/index.php	37	3,252	+3,215

Top Referring Terms for Site Traffic

Google Analytics shows the keyphrase bringing Diviaruba.com the most visits is the branded term “divi aruba” (3,889), an increase of 326% from Baseline (912). The most significant impact for Diviaruba.com is the non-branded keyphrases leading users to the site. At Baseline, the highest non-branded term initiating visits was “aruba all inclusive” with 145, but in September, the term improved 204% to 443.

Top Terms Referring Site Traffic	March – 2008	September – 2008	Difference
divi aruba	912	3,889	+2,977
aruba all inclusive	145	443	+298
aruba all inclusive vacations	19	219	+200
aruba resorts	3	191	+188
all inclusive aruba	114	185	+71

CONCLUSION

By all measures the data indicates that SEO campaign conducted for DiviAruba.com has been a success. Through the careful implementation of SEO recommendations and best practices provided by HSS, DiviAruba.com has achieved a significant increase in page 1 rankings, total rankings, traffic visits, page views, search engine referrals, and pages indexed. These gains will provide increased visibility for Divi Aruba among target audiences and ultimately translate into improved brand awareness and increased sales.