Mason County Campaign Platform

Blue Collar Agency | March 20, 2015

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• SEO/Analytics
• Social Channels
• Social Training
• Website Redesign

Progress Update / Process
### SEO

**Blue Collar Agency**

**March 20, 2015**

<table>
<thead>
<tr>
<th>Page</th>
<th>Sessions</th>
<th>% of Total</th>
<th>Avg for View</th>
<th>Avg for View:</th>
<th>Avg for View:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. /</td>
<td>20,099 (28.53%)</td>
<td>10,227 (20.37%)</td>
<td>00:00:23</td>
<td>8.16%</td>
<td>30.54%</td>
</tr>
<tr>
<td>2. /lodging.html</td>
<td>5,115 (7.26%)</td>
<td>3,211 (6.40%)</td>
<td>00:00:38</td>
<td>31.98%</td>
<td>20.08%</td>
</tr>
<tr>
<td>3. /news558.html</td>
<td>2,875 (4.05%)</td>
<td>2,573 (5.12%)</td>
<td>00:03:27</td>
<td>81.44%</td>
<td>73.25%</td>
</tr>
<tr>
<td>4. /lodging_3.html</td>
<td>2,588 (3.63%)</td>
<td>1,941 (3.87%)</td>
<td>00:02:53</td>
<td>72.44%</td>
<td>46.68%</td>
</tr>
<tr>
<td>5. /hiking.html</td>
<td>2,309 (3.28%)</td>
<td>1,722 (3.43%)</td>
<td>00:00:59</td>
<td>37.31%</td>
<td>32.31%</td>
</tr>
<tr>
<td>6. /boating.html</td>
<td>1,836 (2.61%)</td>
<td>1,611 (3.21%)</td>
<td>00:02:10</td>
<td>70.78%</td>
<td>63.56%</td>
</tr>
<tr>
<td>7. /dining.html</td>
<td>1,783 (2.53%)</td>
<td>1,117 (2.22%)</td>
<td>00:00:35</td>
<td>27.76%</td>
<td>15.37%</td>
</tr>
<tr>
<td>8. /do.html</td>
<td>1,497 (2.12%)</td>
<td>1,291 (2.59%)</td>
<td>00:00:49</td>
<td>50.00%</td>
<td>24.32%</td>
</tr>
<tr>
<td>9. /events2.html</td>
<td>1,489 (2.11%)</td>
<td>1,185 (2.36%)</td>
<td>00:01:55</td>
<td>61.61%</td>
<td>52.12%</td>
</tr>
<tr>
<td>10. /lodging_1.html</td>
<td>1,394 (1.99%)</td>
<td>996 (1.98%)</td>
<td>00:01:38</td>
<td>63.64%</td>
<td>27.68%</td>
</tr>
</tbody>
</table>

**Exeter**

**Summary**

- Site Usage
- Ecommerce

**Sessions**

- Date: August 2014 to February 2015
- Sessions: 400

**Overall Session Data**

- Total Sessions: 70,458 (100.00%)
- Total Page Views: 50,206 (100.00%)
- Avg Session Duration: 00:01:06
- Avg Page View Duration: 00:01:05
- Avg Time on Page: 45.46% (0.00%)
**Currently Performing Search Terms**

<table>
<thead>
<tr>
<th>Query</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Avg. position</th>
</tr>
</thead>
<tbody>
<tr>
<td>hood canal</td>
<td>8,485</td>
<td>319</td>
<td>4%</td>
<td>15</td>
</tr>
<tr>
<td>hood canal we</td>
<td>4,329</td>
<td>110</td>
<td>2%</td>
<td>16</td>
</tr>
<tr>
<td>hood canal washington</td>
<td>1,382</td>
<td>47</td>
<td>4%</td>
<td>19</td>
</tr>
<tr>
<td>hood sport</td>
<td>1,247</td>
<td>46</td>
<td>4%</td>
<td>24</td>
</tr>
<tr>
<td>hood canal restaurants</td>
<td>115</td>
<td>29</td>
<td>19%</td>
<td>17</td>
</tr>
<tr>
<td>hood canal lodging</td>
<td>210</td>
<td>26</td>
<td>10%</td>
<td>2.1</td>
</tr>
<tr>
<td>hood canal hikes</td>
<td>66</td>
<td>25</td>
<td>28%</td>
<td>1.0</td>
</tr>
<tr>
<td>hood canal wa</td>
<td>608</td>
<td>21</td>
<td>3%</td>
<td>26</td>
</tr>
<tr>
<td>hood sport washington</td>
<td>762</td>
<td>20</td>
<td>3%</td>
<td>47</td>
</tr>
<tr>
<td>hood canal oysters</td>
<td>419</td>
<td>17</td>
<td>3%</td>
<td>13</td>
</tr>
<tr>
<td>hood canal diving</td>
<td>90</td>
<td>17</td>
<td>19%</td>
<td>28</td>
</tr>
<tr>
<td>hoods canal</td>
<td>325</td>
<td>14</td>
<td>4%</td>
<td>8.1</td>
</tr>
<tr>
<td>hood canal hotels</td>
<td>217</td>
<td>14</td>
<td>6%</td>
<td>2.3</td>
</tr>
<tr>
<td>hood canal fishing</td>
<td>165</td>
<td>14</td>
<td>8%</td>
<td>17</td>
</tr>
<tr>
<td>hastings island</td>
<td>713</td>
<td>13</td>
<td>2%</td>
<td>86</td>
</tr>
<tr>
<td>shelton wa</td>
<td>1,053</td>
<td>12</td>
<td>1%</td>
<td>39</td>
</tr>
<tr>
<td>hood sport winery</td>
<td>1,050</td>
<td>12</td>
<td>1%</td>
<td>11</td>
</tr>
<tr>
<td>hood canal accommodations</td>
<td>41</td>
<td>12</td>
<td>25%</td>
<td>1.9</td>
</tr>
<tr>
<td>hood canal resorts</td>
<td>236</td>
<td>11</td>
<td>5%</td>
<td>8.5</td>
</tr>
<tr>
<td>hood canal vacation rentals</td>
<td>415</td>
<td>10</td>
<td>2%</td>
<td>8.7</td>
</tr>
<tr>
<td>things to do in shelton wa</td>
<td>214</td>
<td>10</td>
<td>4%</td>
<td>7.0</td>
</tr>
</tbody>
</table>

**High Volume Search Terms**

- Seattle-Tacoma WA, Washington, United States: 61.5% (68,148)
- Portland OR, United States: 26.3% (28,082)
- Vancouver, British Columbia, Canada: 7.6% (8,112)
- Olympia, Washington, United States: 2.2% (2,448)
- Victoria, British Columbia, Canada: 2.0% (2,100)

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**SEO**

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## Link Metrics

<table>
<thead>
<tr>
<th></th>
<th>explore...</th>
<th>experience...</th>
<th>scenicsites...</th>
<th>olympicparks...</th>
<th>visitation...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Domain Authority</strong></td>
<td>47</td>
<td>75</td>
<td>34</td>
<td>52</td>
<td>29</td>
</tr>
<tr>
<td><strong>Domain MozRank</strong></td>
<td>4.41</td>
<td>5.53</td>
<td>4.03</td>
<td>5.08</td>
<td>4.12</td>
</tr>
<tr>
<td><strong>Domain MozTrust</strong></td>
<td>5.31</td>
<td>6.29</td>
<td>4.63</td>
<td>5.90</td>
<td>4.23</td>
</tr>
<tr>
<td><strong>Internal Equity-Passing Links</strong></td>
<td>4,842</td>
<td>1,225,917</td>
<td>27,326</td>
<td>1,234,001</td>
<td>651</td>
</tr>
<tr>
<td><strong>External Equity-Passing Links</strong></td>
<td>12,972</td>
<td>48,765</td>
<td>231</td>
<td>6,175</td>
<td>172</td>
</tr>
<tr>
<td><strong>Total Equity-Passing Links</strong></td>
<td>17,614</td>
<td>1,272,682</td>
<td>27,557</td>
<td>1,240,176</td>
<td>823</td>
</tr>
<tr>
<td><strong>Total Internal Links</strong></td>
<td>4,842</td>
<td>1,225,963</td>
<td>29,966</td>
<td>1,250,164</td>
<td>720</td>
</tr>
<tr>
<td><strong>Total External Links</strong></td>
<td>13,050</td>
<td>47,463</td>
<td>267</td>
<td>6,283</td>
<td>179</td>
</tr>
<tr>
<td><strong>Total Links</strong></td>
<td>17,692</td>
<td>1,273,426</td>
<td>30,256</td>
<td>1,256,447</td>
<td>899</td>
</tr>
<tr>
<td><strong>Followed Linking Root Domains</strong></td>
<td>199</td>
<td>2,286</td>
<td>81</td>
<td>550</td>
<td>52</td>
</tr>
<tr>
<td><strong>Total Linking Root Domains</strong></td>
<td>228</td>
<td>2,436</td>
<td>99</td>
<td>579</td>
<td>57</td>
</tr>
<tr>
<td><strong>Linking C Blocks</strong></td>
<td>36</td>
<td>430</td>
<td>20</td>
<td>58</td>
<td>9</td>
</tr>
</tbody>
</table>

**SEO**

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• Millennials
• Washington/Oregon
• College Students
• Military Personnel

Audience Segments
A solid campaign platform supports all other efforts and creates a common thread for Hood Canal.

- Differentiate Mason County from neighboring counties.
- Build identifiable brand persona and identity.
- Create excitement among targeted audiences.
- Become the choice for overnight stays within the Olympic Peninsula region.

Campaign Purpose
Campaign Logic
• Mountains
• Lakes
• Rivers
• Ocean
• Bays (inlets, Bays, etc.)
• Wildlife

Campaign Logic
WILD SIDE
OF WASHINGTON
EXPLORE HOOD CANAL.COM
Wild Side of Washington

And then one day it dawns on you: “I'm becoming...tame.” And you know right then, that you need to get to a better place...quick. A place where boldly exploring the wild doesn't really seem like that wild of an idea at all.

Situated between the Puget Sound and Olympic Mountains in Mason County, Washington, Hood Canal is filled with world-class activities like SCUBA and sky diving, a thriving culinary scene sampling heavily from locally-sourced and wild-caught fare, an active social calendar packed with live music and community events, and plenty of places to hide away from it all when you just want the world to yourself.

Everyday, people come to Hood Canal to disconnect from their day-to-day, and reconnect with themselves, with their families, and with nature. Most will leave wishing they had just a little more time to stay.

Washington has a wild side. And it's here for you, when you're ready to discover yours.

Campaign Narrative
Situated between the Puget Sound and Olympic Mountains in Mason County, Washington, Hood Canal is filled with world-class activities like SCUBA and sky diving, a thriving culinary scene sampling heavily from locally-sourced and wild-caught fare, an active social calendar packed with live music and community events, and plenty of places to hide away from it all when you just want the world to yourself.

Everyday, people come to Hood Canal to disconnect from their day-to-day, and reconnect with themselves, with their families, and with nature. Most will leave wishing they had just a little more time to stay.

Washington has a wild side. And it’s here for you, when you’re ready to discover yours.

Long Description
Situated between the Puget Sound and Olympic Mountains in Mason County, Washington is Hood Canal. A place filled with world-class activities like SCUBA and sky diving, locally-sourced and wild-caught fare, lively events, and plenty of places to hide away from it all when you just want the world to yourself.

Washington has a wild side. And it’s here for you, when you’re ready to discover yours.

Hood Canal is Washington’s wild side. And it’s here for you, when you’re ready to discover yours.

Short Description
Campaign Branding
Campaign Sub-Branding / CTA

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NEXA RUST SANS

ABCDFGHJKLMNOPQRSTUVWXYZ
1234567890\$%^&*()_+@?><#

REGULAR
BLACK

Regular
Italic
Bold

Gotham

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%^&*()_+@?><#

NEXA RUST SANS should be used for headlines and may be used for subheads.

Gotham should be used primarily for body copy.

Campaign Branding / Typography
Campaign Branding / Iconography
Campaign Branding / Colors
Photography Samples
Instagram
Facebook
Twitter
T-shirts

Blue Collar Agency  March 20, 2015
Event Souvenirs
#WildSideWA

#ExploreHoodCanal

Hashtags
Website
IMMERSE YOURSELF

Situated between the Puget Sound and Olympic Mountains in Mason County, Washington, Hood Canal is a place filled with activities like world-class watersports, local restaurants and wineries, and plenty of places to hide away from it all when you just want the world to yourself.

Washington has a wild side. And it's here for you, when you're ready to discover your.

EXPLORE HOOD CANAL.COM
WAY TO GET WILD #142
HIKE UPPER LENA LAKE TRAIL
LENGTH: 7.3 MI • DIFFICULTY: 4/5

TRAVEL HIGHWAY 101 TO FS ROAD #25 (HAMMA HAMMA RECREATION AREA) 14 MILES NORTH OF HOODSPORT. TURN WEST ON FS ROAD #25 AND GO 8 MILES TO THE LENA LAKE TRAILHEAD. ROAD IS PAVED TO THE LENA LAKE TRAILHEAD.

MORE INFO • EXPLOREHOODCANAL.COM

EXPLORE HOOD CANAL.COM

Adventure Guide

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