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# *An Investigation of Consumer Behavior on Websites for Members of Historic Hotels in Norway, Located in Rural Areas: Website Factors that Could Affect Web-revenue*

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# MASTER'S THESIS

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# Foreword

First I would like to thank my advisor, Professor Dag Osmundsen, for all the help throughout the work of this thesis. He has shown compassion and interest in my thesis all the way, which has helped motivate me. The thesis has been a challenging process with long hours and hard work. It has however been an incredible learning experience, in a field that I find very exciting.

I would also like to thank De Historiske, Engø Gård, Kviknes Hotel and Walaker Hotell, for letting me use their Google Analytics accounts. They have all been positive and helpful throughout the work.

I want to finish by thanking my dear girlfriend Lene, for always helping me out and proofreading the thesis.

# Abstract

Internet has become a significant part of hotels' strategies. The rapid development of the availability and possibilities on the Internet has created a new and important sales channel for hotels. Internet has become one of the main channels for locating and booking hotel rooms, and tourism is considered to be one of the industries that is gaining most transaction volume on the Internet. Due to the increasing power of third-party websites like Expedia, these sites demand more commission from the hotels. Hotels are therefore urging to regain traffic to and reservations through their own websites.

This study investigates how hotels in The Historic Hotels of Norway, located in rural areas, could increase their web-revenue. It is assumed that price is a less effective tool to attract customers to rural areas. It is further assumed that other Internet Marketing strategies could increase web-revenue for such hotels. 'Content', 'design' and 'usability' were assumed to be such factors, and were chosen as basis for the literature review that to a large degree confirmed these assumptions. Based on these assumptions and the literature review, a multi-relationship research model was constructed including these three factors. The data used in this research was gathered from Google Analytics, a web analytic tool that measures website performance. These data showed interesting characteristics of website behavior, but was not ideal to attempt to confirm the articulated model. The data showed that the websites used in the research had somewhat varying performance in the three chosen factors, but it did however not identify any relation to the booking figures for each hotel. In other words, there was found no relationship between the factors and the effectiveness of the websites in regards to online bookings.

Further research should be undertaken, with the inclusion of other qualitative or quantitative data collected from actual visitors. This research could be used as a supplement for such studies.

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# 1 Introduction

## 1.1 Background

Internet has existed since the late 1960s, where it started as a network of computers in the US military used for research. The enormous growth of Internet started after the development of the World Wide Web, which became a commercial proposition in 1993 (Chaffey & Ellis-Chadwick, 2012). According to Internet World Stats (2013), in the second quarter in 2012 there were 2,405,518,376 Internet users world wide, which corresponds to 34,3 percent of the entire population on earth. Asia had most Internet users covering 44,8 percent of Internet users world wide, followed by Europe with 21,5 percent, and North America with 11,4 percent (Internet World Stats, 2013).

Internet and online reservations have become a significant part of strategies for the travel and tourism industry (Law & Bai, 2007; Duman & Tanrisevdi, 2011; Toh, DeKay & Raven, 2011a; Gazzoli, Kim, & Palakurthi, 2007). Tang and Zong (2008) stated that "Hospitality industry is among the most successful to benefit from online services" (p. 303). Research has shown that Internet technology is in a large degree used in travel planning and decision making (Money & Crotts, 2003; D.J. Kim, Kim, & Han, 2007; Frias, Rodriguez, & Castaneda, 2008; Hyde, 2008, as cited in Duman & Tanrisevdi, 2011). Travellers have embraced Internet as their chief mechanism for locating and booking hotel rooms and other travel arrangements (Toh, DeKay, & Raven, 2011a). Ricci (2005) indicated that tourism was the number one industry in terms of online transaction volume (as cited in Toh et al., 2011a). Online travel sales had a 10 percent growth in 2010, 2011 and 2012, and it is expected to continue to grow with 9 percent in 2013 (European Travel Commission, 2013). Statistics from Travelclick also

show that the amount of rooms sold in online channels is growing (DeVoren & McGrann, 2013).

New trends show that mobile devices' popularity in hotel online bookings is rapidly growing (European Travel Commission, 2013). From 2009, the number of leisure travellers using their mobile devices for seeking travel information has increased by over 450 percent, according to the "2012 Traveler Study by Google and Ipsos MediaCT" (as cited in European Travel Commission, 2013). The statistics further show that in 2012, 38 percent of leisure travellers and 57 percent of business travellers used their mobile device to look for travel information (European Travel Commission, 2013).

Internet has contributed to lower prices for customers (Chaffey & Ellis-Chadwick, 2012). For example in Low-faire flying which base their sales service on the Internet, the web has contributed lower costs and therefore lower prices online for these companies (Chaffey & Ellis-Chadwick, 2012; Phelan, Christodoulidou, Countryman & Kistner, 2011). In Norway, and other countries, hotels use price as a tool to attract customers from their competitors. In the same way as low-faire flying, low-fares are found on the Internet for hotels. Increased sales from the Internet have in the same way as for low-faire flying, contributed to lower costs for hotels (Phelan et al., 2011).

In Norway, many hotels are located in rural areas around the country. Some of them are joined in an organization called The Historic Hotels and Restaurants of Norway (from now on referred to as De Historiske) (De Historiske, 2013a). Three of their members, located in rural areas, are used as cases in this research. Through De Historiske, the hotels are provided with their own Internet booking engine, Synxis (Sabre Hospitality, 2013a), which they include on their home pages.

In this thesis it will be examined how the chosen hotels could improve their website effectiveness, in regards to online bookings. It is assumed that price strategies

are not as relevant for hotels in rural areas as for hotels located in cities, and it is further assumed that Internet marketing tools could affect the web-revenue. The findings from the data will be discussed in relation to a research model and the presented hypotheses, to see if it is applicable for hotel members of De Historiske located in rural areas. The main data is collected from Google Analytics (Google, 2013a), to investigate behavior and characteristics of website visitors. Revenue figures are collected from Synxis to investigate the relationships between the model and achieved revenue.

## 1.2 Research approach

Price is a common tool to attract customers on the Internet, and several studies have been conducted to investigate different ways to improve revenue based on pricing (Anderson, 2008; Guadix, Cortés, Onieva & Muñuzuri, 2010; Zong, Tang, Huang & Ma, 2008). This research concerns hotels located in rural areas, and it is assumed by the researcher that price strategies are not as effective for hotels in rural areas as for hotels located in cities. Earlier research has shown how effective websites could affect the customers purchase intentions (e.g. Phelan et al., 2011; McKinney, Yoon & Zahedi, 2002; Luarn & Lin, 2003; Wolfinbarger & Gilly, 2003). It is believed by the researcher that more effective websites are of higher importance than price for hotels in rural areas, to attract customers. It is assumed that hotels in rural areas have customers who travel with the main reason to stay at those specific hotels, not as in the cities where the city is the destination and accommodation is maybe of less importance to the customer. Price is therefore a helpful tool for them, to attract customers from other hotels in the same city.

To investigate the effectiveness of websites, it is believed by the researcher that web analytic systems are the best tools. These systems provide website owners with a wide range-, and a large amount, of data regarding their website visitors. Google Analytics is such a tool, which is free of use and probably the most used analytic tool

(Roberts & Zahay, 2013).

For the researcher it was of great importance to learn and understand the system thoroughly before applying it. One book has mainly been used to improve the understanding of the system: “Advanced Web Metrics with Google Analytics” by Brian Clifton (2012).

The researcher has an assumption that content, design and usability affects the effectiveness of websites, and therefore the literature review is based on these assumptions. The assumptions mainly concern Internet Marketing activities and online consumer behavior. Based on the literature review, a model is constructed. The research will attempt to confirm or reject the model with its accompanying hypotheses, with the use of the gathered data. Google Analytics did not provide sufficient data to investigate design, and therefore the researcher conducted a simple visual design analysis of the websites. In this design analysis, three websites that have been awarded for their achievements have been included for comparison. In the next section the assumptions, research question and hypotheses are presented.

## 1.3 Research question and hypotheses

The main goal of this thesis is to investigate how hotels in De Historiske, located in rural areas, can improve their websites to increase their revenue from the Internet (From now on referred to as web-revenue).

The main research question is:

*“What are the most important factors, or system of factors, that influence web-revenue for hotels in De Historiske, located in rural areas?”*

As mentioned, it is assumed by the researcher that price strategies online is not that effective for historic hotels in Norway located in rural areas, compared to hotels located in cities. It is further believed that Internet marketing strategies can be used to

increase web-revenue for historic hotels in Norway located in rural areas. Finally it is assumed that that the website's design, its usability and its content are some of these factors. Based on the mentioned assumptions, the following hypotheses are articulated:

- Website design, usability and website content affects website satisfaction.
- Increased website satisfaction increases website effectiveness, which leads to increased web-revenue.

## 1.4 Structure

To give the reader a better understanding of the structure of the paper, a graphical view of the steps in the process is presented.

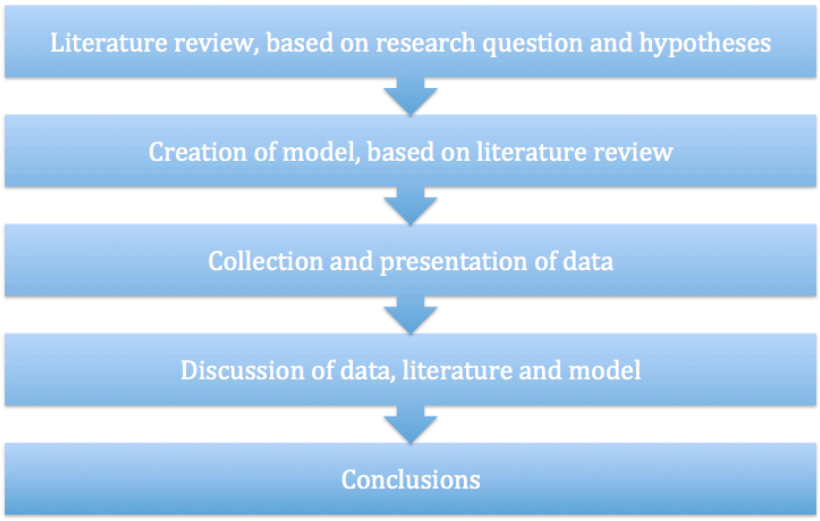



Figure 1: The Research Process

The thesis consists of seven chapters. A literature review is first presented, including theory from on the chosen topics and previous research. Information regarding the study cases used in the thesis is presented in chapter 3. Methodology and design is presented in chapter 4, before the results are described in chapter 5. Chapter 6 consists of a discussion of the results, before a conclusion and recommendations are presented in the last chapter.

# 2 Literature review

This thesis mainly concerns Internet marketing and online consumer behavior on hotels' websites. One could consider most of the theory in the literature review to belong to these topics. To identify which content that are important for hotel websites, previous theory on important hotel factors are included, together with more recent research and theory. To give the reader an insight in Google Analytics, the tool used to gather data in this thesis, facts and theory on Internet analytic tools is included.

## 2.1 Strategic Paradigm

Normann (2001) discusses a shift into a new era, leading to a new strategic paradigm. Similar to the Industrial Revolution, the new paradigm named by Normann as 'Reconfiguration of Value-creating Systems', is driven by new technology. Information technology has created a change in the opportunities to create value. Out of these opportunities emerges a new model for organizations: The business as an organizer of value creation. Normann states that competence to organize value creation is of significant importance in the paradigm. In some cases in this paradigm, some of the businesses have become literally 'virtual', and has resulted in a change in how customers are viewed. They are no longer just a receiver, but now also a co-producer and co-designer for value creation (Normann, 2001).

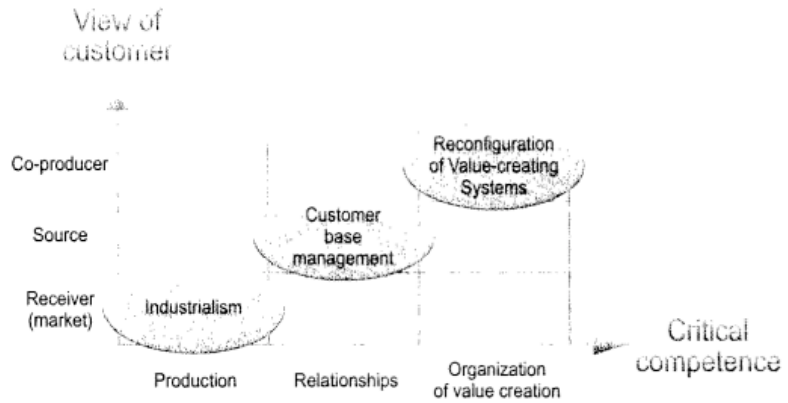



Figure 2: "The evaluation of strategic paradigms" (Normann, 2001, p. 24)

## 2.2 Consumer behavior

Kotler and Keller (2005) state that it is never easy to understand the consumers' behavior and "to know the customer". A customer can say something, and then do something else. Customers are not always aware of their deeper motivations, and they may be exposed to influences that change their mind the last minute (Kotler & Keller, 2005). Kotler and Keller (2005) state that consumers' behavior is affected by cultural, social, personal and psychological factors. They further state that the cultural factors have the most significant influence on the purchase behavior. The buyers' culture, sub culture and social class play an important role. Culture is the basic factor that decides a persons wishes and behavior (Kotler & Keller, 2005). Social factors that may affect consumer behavior are factors like reference groups, family and social rolls and status. Age, life stage, profession, economy, life style, personality and self-image are personal factors that may affect behavior (Kotler & Keller, 2005). How consumers choose to purchase is influenced by four psychological factors: motivation, perceptions, beliefs and meanings (Kotler & Keller, 2005). Kotler and Keller (2005) states that complicated and costly purchases demand more thorough planning, and that sometimes several people are included in the decision.

Kotler and Keller (2005) present five steps in the consumers buying process. The first step is 'Problem recognition', where the buyers recognize a problem or a need. The next step is 'Information seeking', where a consumer has started to become interested, and would like to try to get more information. In this step the consumer is more receptive for information about a product. Sources for information are divided into four categories: personal sources as family and friends, commercial sources as sales personnel and commercials, public sources as mass media, and experience which means investigating and using the product (Kotler & Keller, 2005). The third step is

'Evaluation of alternatives' where the consumer processes the competing brand information and decides what to purchase. This is mainly explained as a cognitive process, where the customer forms their perceptions of the products on a conscious and rational basis (Kotler & Keller, 2005). The next step is the 'Buying decision' where the consumers choose a brand among the alternatives. In the final step the customer evaluate the product which is purchased, whether they are satisfied or not (Kotler & Keller, 2005).

### 2.2.1 Online consumer behavior

There are significant differences between offline and online consumer behavior (Cheung & Chan, 2005). Websites have previously been known for being a marketing tool to supplement the work of sales and retail outlets, now they fulfill a vital function in the consumer's buying behavior (Geissler, Zinkhan, & Watson, 2006; Schlosser, White, & Lloyd, 2006, as cited in Phelan et al., 2011). Cheung and Chan (2005) present five determinants of online consumer behavior. The first is 'Individual/consumer characteristics', referring to individual factors and behavioral characteristics as motivation, trust, attitude and satisfaction. The second is 'Environmental Influences' that refers to the structural influences as market-related issues (competition, uncertainty and concentration), and national and international issues (trade restrictions, legal structure and culture). 'Product/Service Characteristics' includes knowledge about the product (price, product type, frequency of purchase, tangibility and product quality). 'Medium Characteristics' are traditional information systems attributes as ease of use, quality, security, and reliability. It also includes web-specific factors as navigation, interface and network speed. The final determinant is 'Merchants and Intermediate Characteristics' which refers to the key attributes of the online store (Service Quality, Control, Privacy and Security, Brand) (Cheung & Chan, 2005).

More and more consumers worldwide turn to the Internet for research, purchase and service support (Epstein & Yuthas, 2007). Research has shown that the Internet is frequently used as an information source for tourists (Hyde, 2008, as cited in Duman & Tanrisevdi, 2011), and it has become one of the most popular information sources for tourism (Money & Crotts, 2003, as cited in Duman & Tanrisevdi, 2011). It is used to gather information about vacation and destination characteristics, comparing alternative destinations and accommodation facilities, making reservations, and purchasing vacations (Duman & Tanrisevdi, 2011). The technology allows the industry to use written, pictorial, and sound messages in various dimensions. It also provides travellers with a number of benefits including low information search costs, retrieval of timely information, fast and easy comparison of alternatives, contacting service providers directly, and exchanging information with others (Duman & Tanrisevdi, 2011).

In Duman and Tanrisevdi's (2011) study of English tourists in Turkey, 92,5 percent of the respondents were Internet users, compared to 7,5 percent of the respondents who had never used the internet before. 81,4 percent had online vacation purchase experience. It was also found that 76 percent of the respondents had visited the website of the hotel they stayed in, showing the notion that the use of Internet amongst travellers is popular. The study confirms previous studies that have found that the Internet is used in all three stages of decision making: information search, comparison of alternatives, and vacation bookings (Hyde, 2008; D.J. Kim & W.G. Kim, 2004; Weber & Roehl, 1999, as cited in Duman & Tanrisevdi, 2011). A study by Scheuler (2005) showed that 65 percent of visits to a website are informational, where customers are browsing to gather information (as cited in Phelan et al., 2011). Clifton (2012) states that high and low valued products have different consideration time before a customer/visitor commits to becoming a customer. Higher-value usually have longer consideration time,

and for e.g. the travel and finance industries, the time between the initial visit and the purchase can be as long as 90 days (Clifton, 2012).

A study conducted by Toh, DeKay and Raven (2011a), investigated travellers' preferred methods in searching for, and booking, their hotel stays. The researchers also wanted to find out specifically what percentages of searches on the Internet that converted to online bookings and where the searchers go if they switch to another method. The study was conducted in the United States, and according to Toh et al. (2011a) the United States leads Europe and Asia in adoption of the Internet for hotel sales, and that this study may provide insight into where Europe and Asia may be heading. The results of the study showed that 67 percent of those who used Internet to search followed up by actually booking on the Internet. 26 percent switched to telephones for booking. It is believed by Toh et al. (2011a) that telephone is used to negotiate better prices. The results also showed that very few respondents (12 of 249 respondents) used travel agents to book hotels. This is a contrast to Europe based on results in other studies (Toh et al., 2011a). The results showed that pleasure travellers placed more importance on the quality of the hotel website, compared to business travellers, because they have more control when choosing where to stay (Toh et al., 2011a). Looking at the customers who made the reservations online, the channel distribution showed that hotel websites had 37 percent, third party websites had 30 percent and auction sites had 24 percent, showing that hotel websites were the preferred channel. It is noted that the popularity of hotel websites in the United States may be due to the popularity of loyalty programs, where points are given only to bookings directly from the hotel website (not from third party sites) (Toh et al., 2011a). Toh et al. (2011a) stated that travellers rely on the Internet for a convenient price comparison between hotels. The travellers check several sites for the lowest rates, and they consider the

Internet to be the best source for low rates. Data from comScore (2008) show that only one third of all consumers visit more than one store while shopping online (as cited in Koulayev, 2009), while data from PhoCusWright (2009) found that leisure travellers usually visit two or three sites when purchasing leisure travel (average 2.6 sites) (as cited in Aggarwal & Carroll, 2010). Clifton (2012) states that usually, only 1 to 3 percent of the total visitors on a website becomes a customer directly.

## 2.3 Internet development and power of third party distributors

Distribution and pricing of products has been greatly affected by the development of the Internet. In the mid 90s online travel agencies such as Expedia and Travelocity, partnered with hotels and airlines to offer travel products including airline tickets and hotel rooms from multiple suppliers directly to the customers (Gazzoli, Kim, & Palakurthi, 2008). The hotel industry has been considered to be slow to adapt to online distribution. Third party websites as Expedia and Travelocity primarily dominated the beginning of online reservation. The growth of these sites resulted in increased power and loss off revenue due to commissions and fees. It also decreases the control of information presented for the customers. Hotels have attempted to regain control over their distribution from third-party entities (Phelan et al., 2011; Anderson, 2008).

Third-party websites are more commonly known as online travel agents or OTAs (Toh, Raven, & DeKay, 2011b). Third-party websites have access to hotels' room inventory, and charge the hotels for their commissions when rooms are booked through them (the OTAs). The power of these sites has increased, as many hotels are dependent on them to sell distressed inventory of perishable rooms. Small hotels are especially affected by this power, as they are not able to negotiate good commission compared to

the commission given to the larger chains (Toh et al., 2011b). This has become a challenge and the hotels therefore want to lure travellers to their own website (Toh et al., 2011b). Enz (2003) suggests that hoteliers should retain the control of distribution from third-party mediators by establishing their own websites (as cited in Tang & Zong, 2008). More importantly is probably advertising on Google and keyword optimization so that their website appear high on searches (further described in section 2.4 'Internet Marketing'). As one of the respondents (a hotel executive) in Toh et al.'s (2011b) research stated: "showing up on page four of a search does us no good" (p. 185). It is also suggested that hotel staff in booking and reception are trained to promote their own website, and also offer free upgrades to returning customers who use the hotel's website (Toh et al., 2011b). Other recommendations are not offering their best rooms to OTAs, and not give loyalty points to guests who book through third-party websites. It is also suggested that hotels embellish their own website with pictures, maps, and videos, to provide travellers with the greatest and richest amount of information possible, more than the OTAs can provide. Consumers who shop online, generally go back to the hotel's website to make reservations, so it is up to the hotel to close the deal (Toh et al., 2011b).

## 2.4 Internet Marketing

Due to the later development on the Internet, as reviewed in the introduction of this paper, it is important for hotel managers to evaluate their current Internet marketing techniques in an effort to realize the full value of their websites (Phelan et al., 2011). According to Epstein and Yuthas (2007), the most common Internet marketing activities include preparing an organization's website, placing advertisements on the web, sending email messages, and engaging in search engine marketing efforts to appear high on searches for a particular product or service. Conversions are often the main goal with a

website, and Ash, Page and Ginty (2012) describe it as: "A conversion happens when a visitor to your landing page takes a desired conversion action that has a measurable value to your business" (p. 15). A study by Forrester Consulting found that 79 percent of visitors to travel and retail websites, who experience a dissatisfying visit, are less likely to buy from that site again. The same study found that when shoppers are distracted on a website, 14 percent will begin shopping at another site, and 23 percent will stop shopping or walk away from their computer (as cited in Clifton, 2012, p. 156).

How people get to websites is an own area within Internet marketing. The page your visitors arrive at when they click through from a search engine is called a 'Landing page' (Clifton, 2012). Landing pages has to be focused on the keywords your visitors have used and therefore also relevant to what they are looking for. That is the best way to give a possible chance of converting visitors into customers (Clifton, 2012). You also want the landing page to be as effective as possible and optimized for conversion. By optimizing the content to used keywords, businesses also improve their organic search engine rankings. Keywords are the words used by visitors in search engines (Clifton, 2012; Chaffey & Ellis-Chadwick, 2012). The keywords can be broad (e.g. 'model cars for purchase') that brings low-qualified visitors in the hope that they will remember your brand and website for later use, or they can be specific (e.g. 'classic alpha romeo model car'), which are highly targeted to one of the products and could lead to immediate conversions on the first visit (Clifton, 2012). When Internet users search a term, the keywords define for the search engine what the user is looking for. Search engines use a complicated algorithm to identify if websites containing those terms should appear on the screen, and in what order (Chaffey & Ellis Chadwick, 2012). These algorithms include e.g. where the search terms are located on the site, how many other sites link to the site, and how frequently users with similar search terms enter it. Ranking high on

searches is important for directing potential customers and other stakeholders toward the organizational site (Epstein & Yuthas, 2007; Chaffey & Ellis-Chadwick, 2012).

Keywords enables businesses to discover what people are searching for on the Internet, that may relate to their products or services, and in what numbers. They may also identify new relevant keywords to emphasize on websites (Clifton, 2012). These keywords can also be very useful when investigating sources of traffic. If a website is shown as a result for a specific use of keywords, and the content doesn't meet the expectations of the searcher, it may result in the visitor leaving the site without any further actions (Clifton, 2012; Roberts & Zahay, 2013). Aggarwal and Carroll (2010) states in their paper on measuring the performance of search engine marketing that: "According to industry researcher PhoCusWright, when consumers are comparing and choosing travel services, they use search engine websites more than travel suppliers" (p. 4). Google is currently the most used search engine, with nearly two-thirds market share of views (Aggarwal & Carroll, 2010). Reports have shown that within the travel industry, Google has more views than hotel suppliers and online travel agencies put together. Google also account for roughly 30 percent of "downstream" traffic for both travel agencies and hotel suppliers (Aggarwal & Carroll, 2010). Aggarwal and Carroll (2010) state that hotel management should be at least minimally active in managing this type of marketing.

## 2.5 Content in Hotel Websites

If customers cannot find the information they are looking for on a website, possibilities for a potential booking is severely diminished (Phelan et al., 2011). Chaffey and Ellis-Chadwick (2012) define content as "the combination of static content forming web pages, but also dynamic rich media content which encourages interaction" (p. 406).

Some studies from the 80's and 90's investigated which factors that were

important for customers when booking hotels. Knutson's (1988) investigated which factors that were important to frequent travellers when they choose hotels. The study segmented the frequent travellers into economy, midprice and luxury. In all three segments, more then two-thirds of the respondents were looking for the following factors: 'Clean, comfortable, well-maintained rooms', 'Convenient location', 'Prompt and courteous service', 'Safe and secure environment' and 'Friendly and courteous employees' (Knutson, 1988). Knutson (1988) made a particular note of the importance respondents placed on safety and security. Another interesting finding in the study was that half of the travellers had stayed at a hotel to which they would never return, and the reasons mentioned most were poor maintenance, repairs and cleanliness.

Wind, Green, Shifflet & Scarbrough (1989) conducted a study for the "Courtyard by Marriott" concept to articulate specific guidelines for selecting market segments, positioning services and designing an improved facility in terms of physical layout and services. Marriott had in advance of the study hired outside consultants to conduct a large-scale consumer study among travellers to identify features important to them that could be used in the guideline study. The features found were 'External factors' (e.g. shape of building), 'Rooms' (e.g. size and decor), 'Food-related services' (e.g. type and room service), 'Lounge facilities' (e.g. location and atmosphere), 'Services' (e.g. reservations and maintenance), 'Facilities for leisure time activities' (e.g. sauna and exercise room) and 'Security factors' (e.g. security guards and smoke detectors). These features provided specific guidelines for selecting target market segments, positioning the hotel within the market, designing an improved facility in terms of physical layout and services, and to develop the Courtyard by Marriott concept. The concept was test marketed successfully and was introduced nationally (Wind et al., 1989).

A study by Ananth, DeMicco, Moreo and Howey (1992), was conducted to investigate any differences between the required and preferred amenities between younger and mature travellers. It was found both similarities and differences between the age groups. More than seventeen attributes were considered as "important" for both age categories (young and mature travellers). The most important ones were, listed from most important to less important: 'Well-lit public areas, restaurants, garages', 'Large-size beds', 'Express check-out', '24-hour coffee shop', 'Swimming pool', 'Legible, visible signs in public areas, hallways, restaurants' and '24-hour video security' (Ananth at el., 1992).

According to Lewis (1985), location is frequently given as the answer to why customers chose hotels as they do. In his study he states that location really is not the prime factor in hotel choice. The results from Lewis' (1985) study examined the relationship of the attributes cited as most important when choosing or staying at a hotel. Lewis (1985) stated that customers may recognize which attributes that are important to them, but they may not necessarily be conscious of which ones are significant in choosing between brands. He therefore separated the findings in attributes *determining* choice and attributes that were *important* for travellers. The study was conducted to both leisure and business travellers, and the results showed that security and quiet were the most *determinant* attributes for pleasure travellers. Room and bath condition, service quality, price-value relationship, and upscale services were also mentioned as *determinant* attributes. For business travellers, service quality, security and quiet were the most *determinant* attributes. The most *important* attributes that were identified for pleasure travellers were service quality, restaurant quality and price options. The most *important* for business travellers were security, service quality and room and bath furnishing condition.

In “A Critical Analysis of Hotel-Impact Issues” by Rachel Roginsky (1995), she discusses impact issues when a franchise chain develops a new property near an existing franchisee. In the analysis she presents existing property characteristics that may be used to gather information about competing hotels, future lodging supply, and current and future demand. By understanding these characteristics, Roginsky (1995) claim that analysts’ can assess the market’s ability to absorb new supply that competes with the existing property and to evaluate the new property’s ability to compete in the market. The characteristics consist of, amongst others, ‘Physical Attributes’ as number of rooms and food and beverage facilities, ‘Signs’ about location attributes, ‘Hotel Amenities’ including exercise room and parking and ‘Reservation Information’ with number and room rates.

The mentioned studies above were conducted ahead of the rapid development of the Internet. More recent research has been conducted to identify which dimensions and attributes that are necessary for website success in the service industry. Aggarwal and Venkatesh (2002) investigated online bookstores, automobile manufacturers, car rental agencies and airlines, where the results stated that content was the most important dimension in all four industries, together with ease of use (as cited in Phelan et al., 2011). Francis (2007) found similar results where website design and content, customer service and security were considered as most important in online purchase (as cited in Phelan et al., 2011).

Kotler and Keller (2005) stated that location, cleanliness, atmosphere and price are factors that are of interest for customers considering hotels. A study by Law and Hsu (2005) found that the most desired hotel website features were room rates, reservation and facility information. Other features that were highly requested in the same study were hotel location maps, site amenities, and pictures of hotel and guest room features

(as cited in Phelan et al., 2011). In their study on hotel booking on the Internet, Toh et al. (2011a) found that the most important factors for affecting hotel selection were convenient location, service quality, room readiness and past experience with the hotel, together with low room rates.

Cutting prices is a common strategy to maintain desired room occupancy rates (Chan & Wong, 2006). As this affects a hotel's profits and may also affect the hotels' status, Chan and Wong (2006) suggest that hoteliers get a better understanding of factors beyond price. In a survey conducted by the two, it was found that 'convenient hotel location' and 'good service' were the key factors influencing frequent individual travellers, in this case travellers to Hong Kong. Other factors were also identified when comparing preferences of factors between genders. Some of the factors had high mean values for both genders. In addition to the earlier mentioned factors, in this comparison 'Hotel has a good reputation', 'Hotel has many facilities such as swimming pool, non-smoking floor, and restaurants with different cuisines' were identified as important factors (Chan & Wong, 2006).

Koulayev (2009) concluded in his research on online hotel bookings in United States that consumers are quite price sensitive when booking online. Koulayev (2009) also stated that one naturally have to take into account the actual availability of the hotels as an important factor.

Jones and Chen (2011) stated, in their study on factors determining hotel selection online, that previous studies have had a number of methodological limitations, naming amongst others Lewis (1985). One of the limitations they mention is ignoring the difference between pre-purchase and post-purchase decision-making. Customers could not know about e.g. comfort of bed prior to purchase. By including such factors, one only evaluates what Jones and Chen (2011) describe as post-purchase 'choice

decisions'. Due to this, the researchers claim that these studies do not concern actual decision-making in any realistic sense. Even though it may be difficult to generalize the findings in their study due to the experimental design, it reveals an issue not discussed in the earlier studies, which is the role that websites themselves may play in the hotel selection process. Functions on the website used in Jones and Chen's (2011) study, a search engine for travel (www.sidestep.com, now Kayak.com), revealed attributes that were used to narrowing the search. The most popular of these attributes were, listed from most popular to less popular: 'comparison', 'picture', 'reviews', 'star-ratings' and 'sort by price'. Prior to the search on the site twenty four different attributes were used to form consideration sets, and the most popular listed from most popular to less popular, were: 'non-smoking', 'swimming pool', 'high-speed internet', 'hot tub', 'fitness center', 'room service' and 'set price range' (Jones & Chen, 2011). This is only a small proportion of those previously identified, showing that in the online booking process, the earlier discovered attributes may not be as relevant (Jones & Chen, 2011). The same study also found that subjects used 92 seconds to investigate each alternative. It is claimed by Jones and Chen (2011) that this study provides evidence that the typical hotel selection process is a two-stage process, made up of forming a consideration set, followed by a smaller choice set, from which selection is made.

Trust has shown to be an important aspect in online shopping (Chaffey & Ellis-Chadwick, 2012; Roberts & Zahay, 2013; Flavián, Guinalíu, & Gurrea, 2006; Luarn & Lin, 2003; Cyr, 2008). Safety has long been important to travellers (Knutson, 1988; Ananth et al., 1992; Wind et al., 1989). Knutson (1988) believed that safety was of concern for travellers as trips often involved a family. Ananth et al. (1992) found in their study on lodging needs of mature travellers, that security and price appeared to be important to all travellers regardless of age. Security factors were also considered an

important hotel feature in Wind et al.'s (1989) study done for Marriott's Courtyard concept. Safety in these studies is related to concerns of health and crime (e.g. burglary and theft). These factors are naturally still important to travellers, but with the development of Internet reservations new aspects of safety have become important. In the e-commerce, safety and trust is more related to sharing of personal information and the increasing problem of fraud, both economically and of personal details (Chaffey & Ellis-Chadwick, 2012). When shopping online, purchasers lack the physical reassurance they have when purchasing from a store. Stories of fraud and security problems have increased this uncertainty, and consumers are looking for signs of trust when they shop online. These signs could be brand familiarity, site design, type of content, accreditation and recommendations by other customers (Chaffey & Ellis-Chadwick, 2012; Luarn & Lin, 2003). The degree of trust consumers have in the Internet in general and in specific brands is proven to influence their behavior (Roberts & Zahay, 2013). Corritore, Kracher and Wiedenbeck (2003) defines online trust as "an attitude of confident expectation in an online situation or risk that one's vulnerabilities will not be exploited" (p. 740, as cited in Cyr, 2008). Trust in a website is important to e-loyalty, including online purchase intentions (Flavián et al., 2006; Gefen, 2000, as cited in Cyr, 2008) and willingness by consumers to buy from a website (Flavián et al., 2006; Gefen, Karahanna, & Straub, 2003, Pavlou, 2002, as cited in Cyr, 2008). Milne and Culnan (2004) found in their study of who read privacy policies that 87 percent refused to give information to a website because it was too personal or unnecessary, and 66 percent decided not to use a website or to purchase because they were unsure of how personal information would be used (as cited in Roberts & Zahay, 2013).

Rong, Li, and Law (2009) reported that reservation information, facilities information, and contact information are crucial to a successful hotel website (as cited in

Toh et al., 2011a). In travel, cases could occur where some visitors may not be familiar with the destination and local attractions, and it is therefore important to make links available to provide information to assist guests in their purchase decision (Phelan et al., 2011).

## 2.6 Designing Websites

Website design is defined by Chaffey and Ellis-Chadwick (2012) as: "creating an appropriate layout of page elements to meet the goals of findability and usability" (p. 405).

Statistics mentioned in the introduction of this study show that the use of Internet has grown significantly, and effective websites have shown to be important to lure guests away from third-party websites to gain more revenue. Health care, banking, cloth stores and others have created websites for purposes such as providing information, marketing new products and allowing customers to make purchases, pay bills online and communicate with customer service online (Phelan et al., 2011). Even though the hotel industry was initially slow to adopt online distribution, research has shown that the service industry has benefitted remarkably from the widespread implementation of websites (Phelan et al., 2011). It has given the industry improved ability to "sell the experience". Companies marketing intangible services attempt to appeal to consumers' emotion (Lai, Chen, & Lin, 2007, as cited in Phelan et al., 2011). W.G. Kim, Ma and D.J. Kim (2006) states that hotels can effectively use the Internet as a distribution channel to differentiate themselves, which could result in an overall competitive advantage (as cited in Phelan et al., 2011).

Online formats provide a rich and broad range of information that may be "pulled" by customers as needed, compared to traditional formats which are "pushed" to

interested customers and interested stakeholders (Epstein & Yuthas, 2007; D. Ruzic, Andrlic, & I. Ruzic, 2011). According to Epstein and Yuthas (2007), the most important and resource-intensive component of Internet marketing is organizational websites. They serve many purposes such as providing information for customers and stakeholders, providing information on products and services, and information that support a variety of pre- and post sales activity. They also provide information on pricing and features, comparison to competitors offerings, support and contact information and direct purchase functions (Epstein & Yuthas, 2007). Websites are largely self-serviced, meaning that one does not have to significantly increase the size of the support staff to implement them. The information on the web is also often more accurate and consistent than telephone sales. It can also be updated faster than training employees. Shifting to e-commerce can reduce costs, it allows hotels to interact directly with customers, and it can also increase reservation and sales. It is also available 24 hours a day, seven days a week (Phelan et al., 2011). Some organizations use their website with the purpose of simply promoting sales by providing value to customers. Other organizations use the websites to increase brand equity by providing public relation information that affect public attitudes and intentions towards the organization (Epstein & Yuthas, 2007).

Creating an effective online experience is a challenge since there are many practical issues to consider such as visual design, content and speed (Chaffey & Ellis-Chadwick, 2012). Head of marketing and catalogues at John Lews Direct and marketing director at Charles Tyrrwhit (www.ctshirts.com) states that (as cited in Chaffey & Ellis-Chadwick, 2012):

> A good site should always begin with the user. Understand who the customer is, how they use the channel to shop, and understand how the marketplace works in that category. . . . Customers want convenience and ease of ordering. They want a site that is quick to download, well structured and easy to navigate (p. 370).

The site appeal is important in Internet marketing. According to Danaher, Mullarkey, and Essegaier (2006) it directly impacts the amount of time a visitor spends visiting the site, and it influences the purchase decision (as cited in Phelan et al., 2011).

Toh et al. (2011a) suggest that besides from functional information regarding the hotel location and rate, the hotels should provide their sites with more visual aids in full color to highlight hotel architectural structures, amenities and maps of surrounding attractions. Products of tourism and hospitality should be made virtual and brought closer to the potential guest as much as possible (D. Ruzic, Andrlic, & I. Ruzic, 2011). Tourists have become visually and more technologically knowledgeable, and they expect the same from the tourism industry. Consumers now take part in the communication, and if they do not find the information they need they will quickly turn to competitors (other websites) (D. Ruzic, Andrlic, & I. Ruzic, 2011). Failure to meet the expectation of visually appealing sites may result in reduced consumer traffic and subsequently lower online bookings (Danaher, Mullarkey, & Essagaier, 2006, as cited in Phelan et al., 2011).

Design of websites needs to be carefully planned and designed or one could risk costly rework, as first versions of a site could not achieve the needs of the end-users or the business (Chaffey & Ellis-Chadwick, 2012). When planning a website, Chaffey and Ellis-Chadwick (2012) state that we are seeking to answer questions such as: “Who are the key audiences for the site?”, “Why should they use the site?”, “What should the content be?”, “Which services will be provided?”, and “How will the navigation around the site occur?” (p. 383). Phelan et al. (2011) state that many hoteliers have too little knowledge regarding how to best design their websites, and “the preferences of their e-consumers with regard to the overall quality of their web sites” (Law and Cheung, 2006, p. 526; Chung and Law, 2003; Milligan, 2004, as cited in Phelan et al., 2011).

Maintaining control over this channel (website) is crucial for hotels as room inventory is "highly perishable, and sold in a market characterized by high capital costs, increasing competition and shrinking margins" (O'Connor & Frew, 2004, p. 179-180, as cited in Phelan et al., 2011). The design phase is critical for a website's success. The design determines the quality of the experience visitors has. If it is good they return, if not they will leave and not come back (Chaffey & Ellis-Chadwick, 2012). The experience is affected by several factors, such as how easy it is to find information, the structure of the site, menu choices, graphical design and layout. Chaffey and Ellis-Chadwick (2012) recommend that website design is tested with customers to ensure it is appropriate.

Marketing of intangible services attempt to appeal to consumers' emotions. The hotel sector strives to provide their customers with an attractive view of the property's offerings (Phelan et al., 2011). This is especially important for vacations, as they often are expensive and are highly emotional experiences for the customer. It is an event outside the realm of everyday life, and it is challenging, if not impossible, to copy (Barsky and Nash, 2002, as cited in Phelan et al, 2011). A research conducted by Liu and Arnett (2000) suggests that information quality, the user's operation experience on the site, playfulness of the site, and system design robustness are important success factors in determining site appeal to customers (as cited in in Phelan et al., 2011).

When designing websites, one has to take account of the user reading the content on the screen. To deal with the limitations imposed by the customer using a monitor, Chaffey and Ellis-Chadwick (2012) include amongst other suggestions to write more concisely than in brochures, and that text are broken into units of five to six lines at most. It is suggested that linking to additional sections or to another page, is used to decrease page sizes and to help achieve flow. Ash et al. (2012) state that it is important to impact the visitor's awareness. If the visitors do not recognize quickly that the website has

something in which they might be interested, they will leave almost immediately. To improve the website's ability to get visitor's awareness, Ash et al. (2012) recommends what they call "Less is More". This includes fewer and smaller graphics, shorter bulleted text and reduced number of choices and links.

Roberts and Zahay (2013) state that Internet marketers believe that most visitors skim the text instead of reading word by word. This means that the text needs to be laid out in short blocks, preferably in a columnar fashion. This allows users to scan rather than reading the information on the website (Phelan et al., 2011).

Ash et. al. (2012) describes "The Rules of Web Interest". Interest is often tied to awareness, and the attention of visitors on a web page moves across a web page. This could, as already indicated, be described as an on-going scanning process. If the attention is strong enough, visitors will express their interest with taking the action of clicking. If the attention is not strong enough, they will not click and will continue scanning. If the needs are not being met, the frustration may grow enough to make them leave the page. A large number of other websites are just a mouse click away. The three "Rules of Web Interest" includes 'Understand who the visitor is', 'Understand what the visitor is trying to accomplish', and 'Clearly present the choices for visitor consideration'. The visitors have to be given a specific role and an appropriate path to follow. The interest may increase if the visitors identify a specific need that they currently have and/or a task that they are trying to complete in their visit (Ash et. al., 2012).

In Phelan et al.'s (2011) study, the results showed that web users visiting hotel sites, found well-organized sites more appealing than those considered "cluttered". This could also be related to graphic design principles, which suggests that commercial documents incorporate sufficient white space to give "breathing room" and add impact

(Boulton, 2007, as cited in Phelan et al., 2011). In the same study, Phelan et al. (2011) found that inclusion of pictures, ease of use, a neat and uncluttered design, and a site which incorporated interesting features were significant on site appeal and site influence. It was further found that site appeal and site influence affected purchase decisions (Phelan et al., 2011).

Mood relevant cues, together with task-relevant cues, are stated by Parboteeah, Valacich, and Wells (2009) to be highly influential on the browsers purchase decision (as cited in Phelan et al, 2011). Mood-relevant cues are attributes that affect the level of enjoyment the customer experiences when visiting the site, and are often conveyed through visual and auditory features (Parboteeah et al., 2009, as cited in Phelan et al., 2011). In Phelan et al.'s (2011) study, it was also found that the importance of photos was the most frequently cited factor in users assessment of hotel websites, mentioned as important by almost 70 percent of the respondents in the study. The results also showed dissatisfaction when websites lacked pictures, and it was identified as a potential deterrent towards purchase intentions. Qualitative results in the same study also indicated preferences for more pictures, with comments as ". . . . I like to really see what I will be paying for" and "there were no pictures of the hotel or anything in the hotel to make me want to stay there" (p. 139). Schmidt, Cantallops, and Santos (2008) also suggested that more pictures are used (as cited in Toh et al., 2011a).

These findings show contrary results to prior research, as some earlier studies have discouraged the use of graphics due to load times, but the development in broadband access may be an explanation to why this might have changed (Phelan et al, 2011; Chaffey & Ellis-Chadwick, 2012). The use of pictures is also supported in Pan, Zhang and Law's (2013) findings, where it was found that pictures encouraged customers to consider a hotel that was not considered in the first place. Phelan et al.'s

(2011) study established the relationship between site appeal and influence of the booking decision, finding a significant, positive relationship between them. It is also stated that site appeal directly affects site influence, ultimately impacting the purchase decision (Phelan et al., 2011). The study indicates that website visitors are not only looking for informational content, but they are also expecting a visually interesting experience. Chaffey and Ellis-Chadwick (2012) state that an effective website design has a style that is communicated through use of color, images, typography and layout.

Ash et al. (2012) presents common problems with website design, and they call them "The Seven Deadly Sins of Landing Page Design". The first problem explained is 'Unclear Call-to-Action' which concerns the question "What am I supposed to do on this page?". The question should be answered easily. The following elements are suggested to help answer this question: 'Clear Page Headline' on each page on the website. The page must also have a clear purpose and it must be spelled in the headline. 'Well-Defined Action Block' is a single place for the visitor to interact with the page. It should be visually called out and should draw the customers' eye toward the desired activity. 'Subheadline in Your Action Block' with clear statement of the purpose of the action block. 'Clear Call-to-Action' with the action block, which means that the action block should also describe what happens next and what visitors can expect when they interact with it.

'Too Many Choices' is the second mentioned "death sin", which concerns the question "What am I supposed to do first?". Many visitors to websites are in a hurry and do not have time. Under these circumstances, too many choices can cause paralysis and inaction. If the customers cannot find an easy way to their goal, they will simply leave. To handle this issue it is suggested that details are not presented too early in the process, related choices are grouped into a smaller number of categories, and that visual shortcuts

are used to reduce reading (Ash et al, 2012).

Another concern, included in Ash et al.'s (2012) "Seven Deadly Sins", is 'Visual Distractions', or "What am I supposed to look at?". Design can definitely influence conversion according to Ash et al. (2012). This requires putting aside the corporate and personal needs and consider everything from the customers' perspective. The purpose must be clear, and the visitor should be focused on taking a simple path that leads to the desired conversion action. Some common mistakes made regarding this issue are wild background colors, garish text, visual embellishments and flourishes, and use of untested rich media as animation and video. To minimize the risk of this problem it is recommended that all graphical elements that do not directly support the conversion action should be removed. Also colorful page elements and untested animation should be removed, and generic stock photos should be replaced with relevant images.

'Not Keeping Your Promises' is a "sin" that concerns the question "Does your landing page deliver what I expected?". Visitors come from somewhere, another page, a search engine, an e-mail newsletter or a link in a blog post. Does the landing page keep the promise that the upstream traffic source makes? Due to this issue, it is important to understand the upstream traffic sources and their context. It is further important that the landing page content is matched to the traffic source message.

'Too Much Text' is another problem, and visitors may ask when visiting a web page "Do you really expect me to read all this?". Visitors do not read the text, they scan it. To keep the text at a minimum, but satisfactory level, one could use e.g. bullet lists. One could also use clear page titles and headings, putting the important text first. It is suggested that writing in complete sentences is avoided, and that long text is moved to supporting pages or informational popovers.

'Asking for Too Much Information' is another typical issue. Due to the

anonymity of the web, marketers often become greedy. Information may be asked because it might be useful to them in the future. Actions on websites should only ask for information that is absolutely required. Additional information could be collected later as trust is established.

'Lack of Trust and Credibility' is the last of the "seven sins". Today, almost anyone can quickly create a website or landing page. Many of them are untrustworthy, and reports of online scams are appearing more and more frequent (Ash et al., 2012). To handle this problem, it is recommended by Ash et al. (2012) that website design is perceived as "professional", and that transactional assurances are given (guarantees, policies, trials, alternative transaction mechanisms, safe shopping symbols). It is also suggested that trust is borrowed from better-known brands if possible (Ash et al., 2012).

The answer to why a specific person did or did not respond to a landing page may never be answered, but there are ways to determine what more of the website visitors would respond to. Landing page testing can be viewed as a giant online marketing laboratory, where the test subjects are the visitors who voluntarily participate without being asked (Ash et al., 2012).

## 2.7 Mobile Marketing

The development of smart phones has made Internet available in the customers' pockets, and there is every reason to believe that they will become the dominant force on the Internet going forward (Roberts & Zahay, 2013). Mobile devices is expected to be the dominant way to access the Internet by 2015 (Roberts & Zahay, 2013), and the statistics mentioned in the introduction of this study could indicate that. The mobile devices give the customers Internet access anytime and anywhere. In 2011 77 percent of the world's population were mobile subscribers (Roberts & Zahay, 2013). According to numbers from the European Travel Commission (2013) fewer tourists will use

computers to access travel information, and more users will use their mobile devices to access the Internet. Since 2009 the number of leisure travellers using their mobile devices for seeking travel information has increased by over 450 percent (European Travel Commission, 2013).

Roberts and Zahay (2013) state that mobile devices are other channels that marketers need to understand and integrate into their view of customer activity. It is stated by Clifton (2012) that creating a user experience on the mobile device, that is very similar to the desktop usage, is a key driver for Internet success for mobile visitors.

Toh et al. (2011a) believed that the era of hand-held smart phones, that can be used to make last-minute inquiries about room availability, makes traditional walk-ins more rare. In a study conducted by GiestCentric with over 300 hotels, 60 percent of smartphone bookings were for the same night or the next (TravelDailyNews, January 2013, as cited in European Travel Commission, 2013). With the continued rise in popularity of mobile smartphones and tablets, a rapidly growing proportion of visitors will look at websites in a nondesktop or laptop web browser format. Most traditional websites do not display well on smaller screens and result in horrible user experience (Ash et al., 2012). Ash et al. (2012) recommends that a dedicated mobile version of the website is created. It is important that this site loads quickly, as many mobile users are on much slower Internet connection than computer users. The site should neither try to re-create all of the functionalities of the traditional site. The European Travel Commission commented on the results from GiestCentric (as cited in European Travel Commission, 2013) mentioned above:

> Of the seven reasons that led potential customers not to make a booking from their mobile devices, four of them were due to the website's lack of quality, another due to a lack of trust in the security on mobile devices, and the remaining two due to factors outside of hoteliers' control. (para 3)

## 2.8 Website quality, satisfaction and loyalty

Several studies regarding design of Internet pages have been conducted (Law & Bai, 2007; Wolfinbarger & Gilly, 2003; Cyr, 2008; Flavián et. al., 2006). These studies have shown the connection between the experienced design and satisfaction with websites. The design of the page is important to perceived quality of the page, which also affects satisfaction (Wolfinbarger & Gilly, 2003; Law & Bai, 2007).

E-satisfaction is an important concern due to low conversion rates on websites, the percentage of visitors who actually make a purchase. It is also important for site stickiness, or loyalty, to the site (Polites, Williams, Karahanna, & Seligman, 2012). Polites et al. (2012) however claim that satisfaction is not enough to gain loyalty. They state that e-satisfaction and loyalty consist of several perspectives. A consumer may be dissatisfied with characteristics of the website itself, the product, the service associated with the site or a single transaction conducted through the site. Customers may also be loyal to the vendor or to a specific product that the vendor sells (Polites et al., 2012). Law and Bai (2007) stated that availability of needed information and ease of navigation were the necessary conditions for satisfaction from a website purchase. In their study of online buyers, they found that buyers considered quality information, purchase information, and services/products information important. In the same study it was found that layout and graphics were important for both buyers and website users. They also found that factors of functionality and usability were found positively associated with each other, and these two were also positively correlated to customer satisfaction (Law & Bai, 2007).

In a study conducted by Luarn & Lin (2003) it was found that customer satisfaction and perceived value were each directly related to loyalty in an e-service context. Loyalty and commitment should develop if the formation of customer

satisfaction, trust, and perceived value is appropriately managed. Luarn and Lin (2003) states: ". . . in order to increase the loyalty and commitment, it is important for customer loyalty managers to make their e-service a "satisfying" brand towards which consumers have an overall favorable disposition" (p. 162). It is suggested by Luarn and Lin (2003) that consumer perceived value is improved through increasing their product/service and website quality, and pricing their products/services reasonably to obtain higher loyalty and commitment. They further suggest that attention is placed in developing satisfying, trustworthy and highly valued e-service to ensure that customers will have repeat Internet purchase behavior and show loyalty to a specific e-service brand (Luarn & Lin, 2003).

McKinney, Yoon and Zahedi (2002) have in their model "The Model for Expecation-Disconfirmation Effects on Web-Customer Satisfaction (EDEWS)" included two types of web page qualities that effects web customer satisfaction, separating the information content from the content delivery mechanism: 'Information Quality' (IQ) and 'System Quality' (SQ). Internet information quality is defined as: "the customer's perception of the quality of information presented on a Web site", and Internet system quality is defined as: "the customers' perception of a Web site's performance in information retrieval and delivery" (McKinney et al. 2002, p. 299). A customer may for example not be satisfied with the layout and navigational features, but may to some degree be satisfied with the reservation process, and thus, intend to continue using it (McKinney et al., 2002). The quality of the information, and the ease of which the customer can navigate the site to find that information, the effectiveness of how it is presented will have an impact on whether the customer is able to achieve his/her goal (Polites et al., 2012). In Polites et al.'s (2012) study, it is stated that information quality and system quality are the most important predictors of e-satisfaction, followed by

perceived usefulness of the site. Overall satisfaction was found statistically significant to site stickiness, but weak. More important to site stickiness was (together with satisfaction) the collective impact of information quality, system quality, perceived usefulness, trust, and value (Polites et al., 2012).

Cyr (2008) investigated the relationship between website design and trust, satisfaction and loyalty across cultures. Respondents from Canada, Germany and China were used in the study. Cyr (2008) defines e-loyalty as ". . . . creation of positive shopping experiences that encourage shoppers to return to the Web site or to purchase from it in the future" (p. 47). Reichheld and Schefter (2000) states that an increase in customer retention rates by only 5 percent can increase profits by 25 to 95 percent (as cited in Cyr, 2008). Several studies have found that effective website design, including navigation capability or visual appeal of the website, may result in online trust (Gefen & Straub, 2003; Koufaris, 2002, as cited in Cyr, 2008) or satisfaction (Aggarwal & Venkatesh, 2002; Anderson & Srinivasan, 2003; Yoon, 2002, as cited in Cyr, 2008). In her study, Cyr (2008) used three elements of design in her model: 'Navigation Design', 'Visual Design' and 'Information Design'. Information design was described as: "Web site elements that convey accurate or inaccurate information about products or services to a user" (p. 52). Visual design was defined as elements that "deal with balance, emotional appeal, aesthetics, and uniformity of the Web Site overall graphical look. This includes colors, photographs, shapes, or font (Garrett, 2003 as cited in Cyr, 2008)" (p. 53). Cyr (2008) defined navigation design as "refers to the navigational scheme used to help or hinder users as they access different sections of a Web site (DeWulf, Schillewaert, Muylle & Rangarajan, 2006; Garrett, 2003, as cited in Cyr, 2008)" (p. 54). Overall it was found that a relationship to satisfaction existed for all three designs for all countries (Cyr, 2008).

Wolfinbarger and Gilly (2003) developed a measure that incorporates attributes that contribute to consumers having a satisfying, high quality online shopping experience, called “eTailQ”. Researchers have had a tendency to develop a list of attributes and then showing that those attributes are related to some outcome measure such as satisfaction (Wolfinbarger & Gilly, 2003). Wolfinbarger and Gilly (2003) have made attributes into defined constructs in their measure. The four factors they extracted were: ‘Fulfillment/reliability’, an accurate display and description of the product, so customers receive what they expected. ‘Website design’, including the elements of the consumer’s experience; navigation, information search, order processing, appropriate personalization and product selection. ‘Customer service’, being responsive, helpful and willing service that responds to customers inquiries quickly. ‘Security/privacy’, of credit card payments and privacy of shared information. In their study they found that website design was the most important factor in predicting quality for customers who are frequent purchasers at a particular website (Wolfinbarger & Gilly, 2003). Website design was also found as the strongest factor predicting loyalty intentions. Even though a purchase was satisfying, the customer was less likely to use the website again if it was difficult to use (Wolfinbarger & Gilly, 2003). The eTailQ factors demonstrate a pattern of relationship with quality, satisfaction, loyalty intentions and attitudes towards the site. The analysis suggested that judgments concerning the quality of a website were strongly related to website design factors and fulfillment/reliability. It also suggested that customer service was mildly related to quality and attitudes towards the website. The analysis also found that security/privacy was not significant in predicting quality, except among the most frequent buyers on the website. It was found that negative performance attributes had a greater impact on overall satisfaction and repurchase intentions then positive performance did (Wolfinbarger & Gilly, 2003).

## 2.9 Usability

Jakob Nielsen defines usability in his book Designing Web Usability (Nielsen, 2000, as cited in Chaffey & Ellis-Chadwick, 2012) as:

> An engineering approach to website design to ensure the user interface of the site is learnable, memorable, error free, efficient and gives user satisfaction. It incorporates testing and evaluation to ensure the best use of navigation and links to access information in the shortest possible time. A companion process to information architecture. (p. 386)

Visitors of websites control the length and scope of their interaction with web pages. It is therefore necessary that the experience is positive and enjoyable (Phelan et al., 2011). Visitors who have difficulties navigating or is unable to find the desired information, gets confused and may be uninterested and refuse to consider the company represented on that site (Phelan et al., 2011). Jakob Nielsen (2012) states in his 'Usability 101':

> On the web, usability is a necessary condition for survival. If a website is difficult to use, people leave. If the homepage fails to clearly state what a company offers and what users can do on the site, people leave. If users get lost on a website, they leave. If a website's information is hard to read or doesn't answer users' key questions, they leave. Note a pattern here? (para 2)

Research has shown that websites that were easy to navigate were appealing, or provided anticipated information such as facility features, room rates, or availability were appealing and influenced booking decisions (Phelan et al., 2011).

If the consumers cannot find the desired information, the likelihood of a reservation is severely diminished. Information satisfaction has been determined to be the most powerful determinant of "intent to purchase" (Jeong et al., 2003, as cited in Phelan et al., 2011). These results were confirmed in a study conducted by Scheuler (2005) where it was found that 88 percent of first time web visitors returned if the first encounter was successful. Only 40 percent of the dissatisfied visitors would return (as cited in Phelan et al., 2011).

Usability is acquiring particular relevance due to the especially important part it plays in the provision of services through the Internet (Flavián, Guinalíu & Gurrea, 2006). A study was conducted by Flavián, Guinalíu and Gurrea (2006) to analyze the influence 'perceived website usability' had on user trust and satisfaction, and the incidence of these three variables on loyalty shown by website visitors. Usability has shown to be a key factor when the services of an organization use the Internet (Flavián et al., 2006). On a website it reflects "the perceived ease of navigating the site or making purchases through the Internet" (Flavián et al., 2006, p. 2). Flaviàn et al. (2006) further describe usability with five factors:

> 1. The ease of understanding the structure of a system, its functions, interface, and contents observed by the user.
> 2. Simplicity of use of the website in its initial stages.
> 3. The speed with which the users can find the item they are looking for.
> 4. The perceived ease of site navigation in terms of the time required and action necessary to obtain the desired results.
> 5. The ability of the user to control what they are doing, and where they are, at any given moment. (p. 2)

Trust is a factor in their model, and Flavián et al. (2006) state that insecurity when shopping online has become one of the most important obstacles to the growth of e –commerce (Korgaonkar & Wolin 1999; H. Wang, Lee & C. Wang, 1998, as cited in Flavián et al. 2006). They further state that website attributes, especially usability, may influence the perceptions of the consumer about the website and so of the expected degree of trust (Kim & Moon, 1998; Cheskin Research, 2000; Nielsen & Norman, 2000, as cited in Flavián et al., 2006). Flavián et al. (2006) presents several arguments about the influence usability have on trust. One is that greater usability favors a better comprehension of the contents and tasks, so that likelihood of error is minimized and trust improves (Muir & Moray, 1996, as cited in Flavián et al., 2006). Another argument is that a suitable design favors feelings of pleasure in use of the website, and therefore greater usability offers a comfortable atmosphere that might favor a more positive

consumer disposition. Errors in order processing, such as ordering undesired products or problems with the payment, may be a result of low levels of usability. These types of errors increase feelings of distrust and discourage future transactions (Flavián et al., 2006).

Flavián et al. (2006) assume that website design may not be a guarantee for consumer satisfaction, but it does have a direct influence. Even if the cost of searching the Internet is low and often searches could yield cheaper products, individuals limit their options and stick with websites that they are familiar with (De Figueiredo, 2000; Lewis, 1997, as cited in Flavián et al., 2006). In their study, Flavián et al. (2006) found that consumer trust and satisfaction positively and directly depended on perceived usability. They also observed that as levels of consumer satisfaction improved as did website trust, and that higher levels of trust and satisfaction had a significant effect on website loyalty.

A study presented by Clifton (2012) found site performance to be a key factor in a consumer's loyalty to a site. The study showed that 52 percent of online shoppers stated that quick page loading is important to their site loyalty. The speed threshold was expected to be only 2 seconds (Clifton, 2012).

## 2.10 Evaluation of digital channel performance: Google Analytics

Managing and integrating customer information about behavior and characteristics collected online is a challenge in digital marketing strategies (Chaffey & Ellis-Chadwick, 2012). Low performing websites will minimize hotels' return on investment and may damage the brand. It is therefore important for hotels and other businesses operating online, to measure what is performing poorly: poor reviews of products or services on the Internet, or the website's ability to convert a visitor. Web

analytics provide the tool for gathering this information (Clifton, 2012). It measures the visitor's onsite journey, its drivers, and the website's performance. Clifton (2012) states that these measures are directly related to a website's existence. Google Analytics is described by Clifton (2012) as an onsite web measurement tool, which measures the actual visitor traffic arriving on a site. To measure the potential website audience offsite web analytics tools are used. The purpose of these data is to give the knowledge from which businesses can make informed decisions about changing the online strategy for the better (Clifton, 2012).

The Web Analytics Association (2008) has defined web analytics as "the measurement, collection, analysis and reporting of Internet data for the purpose of understanding and optimizing web usage" (p. 3). Content and transactional sites rely heavily on traffic and audience measurement, and relevant measures are defined by Roberts and Zahay (2012) as:

- Traffic data that describes activity on the site. This includes metrics such as number visitors, sessions, and pageviews.
- Audience data that describes both the behavior of people on the site, where they come from, what paths they take through the site, and whether they take desired actions.

Bounce rate is a good way to investigate how well webpages perform. This rate show how many that enters a page, and then leaves the site viewing only that page with no other action or event triggered (Clifton, 2012). Clifton (2012) describes this as poor engagement, and if this rate is high it means that the content of the page did not meet the visitor's expectations. It may also be a result of poor targeting or a misaligned message. Clifton (2012) defines a bounce rate as high for nonpublisher websites, if it is 50 percent or higher. The longer the visitors stay, the more pageviews will generate, the more

opportunities for revenue will occur (Chaffey & Ellis-Chadwick, 2012).

Google Analytics, probably the best known analytic tool, was launched on November 11, 2005 (Clifton, 2012). Clifton (2012) states that this launch changed the entire business model overnight by giving away an advanced web analytics tool for free, while everyone else were based on volume of traffic and was charged. Google Analytics is a straightforward tool, is easy to set up and it is free (Aggarwal & Carroll, 2010). Google analytics is maybe the best known and most used web analytics system. In early 2011 it was estimated that over 12 million sites used it (Roberts & Zahay, 2013). A ranking by Alexa, a web information company, reported that almost 50 percent of the top 1 million sites reported the use of this platform (as cited in Roberts & Zahay, 2013, p. 391). Clifton (2012) states that web analytic tools are in a unique position to provide a unified measurement platform that all siders of a business can use as a common currency for measurement. Marketers are missing a major benefit conferred by the Internet if they are not using appropriate traffic, audience, and campaign metric. The number of metrics is enormous and choosing the right ones and applying them can be challenging (Roberts & Zahay, 2013; Chaffey & Ellis-Chadwick, 2012). These metrics are amongst the most powerful tools available to successful online marketers. These can be used to help implement plans, link actions to outcomes, and compare the effectiveness of different marketing choices (Epstein & Yuthas, 2007). As it is not possible to meet every visitor to a website, one is limited to use aggregates. Some of the key features of Google Analytics are in-page analytics report, data export, flow visualization that group together the most likely visitor paths, page load times and site speed reports and mobile reporting (Clifton, 2012). The reports are further described in section 4.6 ‘Reports used’.

## 2.11 What are good websites?

Several awards are founded to honor the best websites on the Internet. The Webby Awards select the best websites in the world from which they choose a winner each year (The Webby Awards, 2013a). The New York Times describe this award as "The Internet's highest honor" (The Webby Awards, 2013b). The criteria the jury use when choosing the winners are 'Content', 'Structure and Navigation', 'Visual Design', 'Functionality', 'Interactivity' and 'Overall Experience'.

Another award, WebAward by the Web Marketing Association, is awarded to help set a high standard for Internet marketing and development of the best websites on the Internet. The Web Marketing Association was founded in 1997, and their award is the longest running annual website award (The Web Marketing Association, 2013a). The criterias that are considered in this award are very similar to the already mentioned Webby Awards: 'Design', 'Ease of use', 'Copywriting', 'Interactivity', 'Use of technology', 'Innovation' and 'Content'.

A third website award, called Awwwards (2013a), is given to recognize and promote the talent and the effort of website developers, designers and agencies in the world. Their evaluation system is, according to themselves; strict, transparent and simple. The system is based on four criteria's, very similar to the factors in the two earlier mentioned awards; 'Content', 'Design', 'Creativity' and 'Usability' (Awwwards, 2013b). These factors are included in an algorithm, where design counts most with a 50 percent share of the algorithm. Second most important is creativity (25 %), followed by Usability (15 %) and Content (10 %).

# 3 Study cases

## 3.1 De Historiske – The historic Hotels and Restaurants in Norway

De Historiske is a membership organization containing hotels and restaurants in Norway. In the beginning of 2013 there were 63 members in the organization, 47 hotels and 16 restaurants. In order to receive membership, the hotels and restaurants need to have a clear understanding of the role as a host, where storytelling shapes experiences within accommodation and gastronomy (De Historiske, 2013b). Although the members of De Historiske each have their own distinctive characters, they have certain features in common: a warm welcome, good service, a friendly atmosphere and high quality in every respect. A definite perception of the responsibilities of the proprietor is also required to be a member of this organization, with the relating of history forming the setting for the guests' own overnight stay and gastronomic experience. The quality standards that the group has in common ensure a generally high standard in the group, and their values of "hospitable", "personal" and "quality conscious" are used to achieve their shared vision: "we want visitors to find us a good place to be" (De Historiske, 2013b).

De Historiske has in the recent years experienced a tremendous development in web-revenue. From 2011 to 2012, the total web-revenue increased from NOK 44,495,849.06 to NOK 63,053,177.31. Resulting in a 42 percent increase in web-revenue (Appendix 1).

## 3.2 The hotels

Three hotels in De Historiske are used as research cases in this study, all located in rural areas: Kviknes Hotel, Walaker Hotell and Engø Gård. Kviknes Hotel has 190 rooms and is located in Balestrand, in the Sognefjord Region in Western Norway

(Kviknes Hotel, 2013; De Historiske Hotel & Spisesteder, 2013). The hotel had NOK 1,074,552 in revenue from their website in 2012, divided on 398 reservations (Appendix 2). Walaker Hotell is a smaller hotel with 22 rooms, located in Solvorn also in the Sognefjord Region (Walaker Hotell, 2013; De Historiske Hotel & Spisesteder, 2013). Walaker Hotell had NOK 808,240 in revenue from their website in 2012, divided on 241 reservations (Appendix 2). Engø Gård has 44 rooms and is located in Tjøme outside Oslo in Eastern Norway (Engø Gård, 2012; De Historiske Hotel & Spisesteder, 2013). Engø Gård had NOK 1,139,589 in revenue from their website in 2012, divided on 290 reservations (Appendix 2). Their websites can be found at www.kviknes.no (Kviknes Hotel), www.walaker.com (Walaker Hotell) and www.engo.no (Engø Gård)

Walaker Hotell is the only hotel that still has the website that was used in this study. Kviknes Hotel and Engø Gård launched their new websites during the work of this research. Screen shots of the websites are included in the text where it is needed.

# 4 Methodology and Research Design

## 4.1 Design

In research one strive to collect empirical data systematically and to examine data patterns to better understand and explain social life (Neuman, 2011). The strategy for designing and conducting studies varies depending on the orientation chosen for the research. Neuman (2011) describes two different orientations towards research, *qualitative* and *quantitative* design. Qualitative data are what Neuman (2011) describe as *soft data*, as words, sentences, photos and symbols. Quantitative data are described as *hard data* in the form of numbers. This study is mainly based on collection and analysis of quantitative data provided mainly from Google Analytics, and some data from the Synxis booking engine. It is however important to keep in mind the advantages of

qualitative research methods, the in-depth data where respondents can express themselves verbally (Neuman, 2011). Neuman (2011) also states that the combination of both orientations can provide a richer and more comprehensive study. There are, to some degree, qualitative data provided from Google Analytics. Some of the data include words and phrases used by website visitors coming from different search engines prior to their visit (Clifton, 2012), and this data will also be investigated.

The decision to use quantitative data from Google Analytics in this study was mainly because it possibly is the best tool to investigate online consumer behavior. It grasps a sample and an amount of data that might be impossible to get other ways. Except for some inaccuracies (further discussed in section 4.5.1 'Accuracy of Web Analytics Data'), this tool registers all visitors to a website and provides data in a transparent and orderly way. All the data is collected, analyzed and presented in numbers, graphs and statistics in seconds, only a "click away". It was also chosen due to interest, and because it is a relatively new and exciting way to collect data. Also included in the data is a simple design analysis of the three chosen websites, performed by the researcher. The data collected from the design analysis is qualitative.

The topics of this research are not unknown and as the literature review indicates, several studies have been conducted to investigate the factors and topics that are included in this research. The researcher has however not succeeded in finding similar studies in the hotel industry, that have evaluated website performance and design on the basis of this type of data. The use of data from Google Analytics has however been found in other industries to investigate website effectiveness (Turner, 2010). In the hotel industry others have mentioned it as a useful tool to measure performance (Aggarwal & Carroll, 2010). This type of data is also what producers of websites use when evaluating

their products. As the goal of this study is to describe a relationship between different factors, a descriptive design is chosen (Neuman, 2011).

## 4.2 Data Collection

There are two types of data sources, primary and secondary. Primary sources can be qualitative or quantitative data from the past that have survived until this day, such as letters, novels, articles of clothing, photographs and newspaper (Neuman, 2011). It can also be data collected to research, and the primary source in this research are the data collected from Google Analytics on the different websites of the chosen hotels, and the revenue numbers taken from the Synxis booking engine. Secondary sources are works and research by other researchers and authors who have studied primary sources (Neuman, 2011).

In this thesis secondary sources are used for the literature review, which the articulated model is based on. Clifton (2012) has to a large degree been used, as it has been used by the researcher to learn and get a better understanding of Google Analytics. Chaffey and Ellis-Chadwick (2012) and Roberts & Zahay (2013) have been especially important to identify theory from Internet marketing. Several articles and previous research have also been used to investigate previous findings, which were used as foundation for the constructed model. Neuman (2011) is the main contributor to the methodology section of this thesis.

In the research, it has also been used tertiary sources, meaning that sources from secondary sources are used in some instances. The researcher has identified different opinions of the use of these types of sources. The researcher has been told that if the tertiary sources still exist, the originals should be collected and used as a secondary source. The researcher has however followed the advice of APA literature, where it is

recommended that the source that is used is included, even though you might be able to secure full documentation from the secondary source's reference list (Perrin, 2012).

## 4.3 Research Model

The literature review, to a large degree, confirmed the initial assumptions made for this research. As the literature review have indicated, relationships between website design and customer satisfaction is present. They also indicate that website design, including information quality (content), positively affects usability, and that usability again affects satisfaction of a website. As indicated in the literature review, increased website satisfaction increases the possibility for online sales, which is the main goal of this research: investigating other tools than price that could increase web-revenue for historic hotels located in rural areas in Norway. Based on the relationships identified in the literature review, the following research model have been articulated:

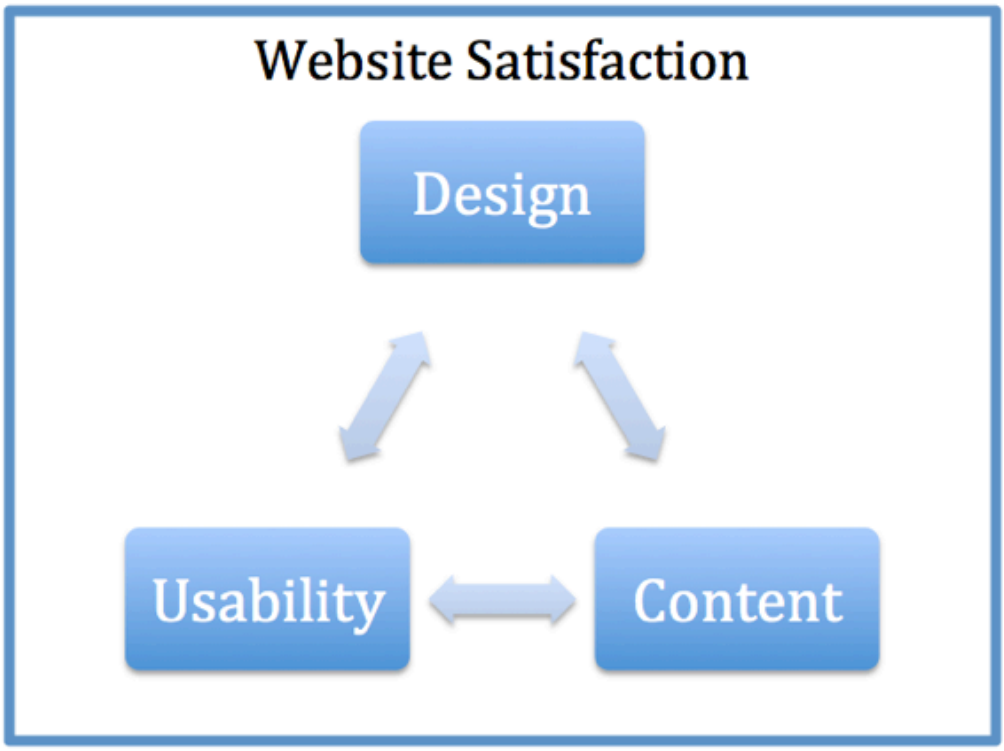



Figure 3: The Research Model

One could say that all the factors that are included in the model are parts of the overall design of a website. The design included as one of the three factors in the model, is the *visual* design of the site. The visual design affects the satisfaction of the site and the time a visitor spends on the website, which again influences the purchase decision. Failure to meet the expectation of visually appealing sites may result in reduced traffic and subsequently lower online bookings. As hospitality products attempt to appeal to consumers emotions, the design is of especially importance to site appeal. The analysis of the design is mainly an analytical approach, and comprehensive artistic analysis is omitted.

The literature review show that the information itself is an important part of the overall website design, showing a relationship between design and content. The information regarded as important for hotel websites have been identified in the section 2.4 'Content in Hotel Websites', and is named 'Content' in the model. In regards to Internet purchase, one should keep in mind the criticism of Jones and Chen (2011), which states that online customers could only evaluate the pre-purchase factors in advance. These are the attributes that could be best presented online to the customers. They are assumed to be of importance in advance of the purchase, and information regarding these factors should therefore be present on hotel websites. As indicated in the literature review, content has shown to be important for website success.

User-friendliness and ease of use are examples of how usability can affect the overall experience with a website. The usability is the structure of a site, and according to the earlier theory, important for user satisfaction. As the presented definition of usability stated, the term usability is an engineering approach to the website design. Usability exists if desired information is present (content) and if the design is error free, showing how this factor is connected to 'Design' and 'Content'.

In the model, all factors are considered as equally weighted, and that all have individual relationships to customer satisfaction of websites. It is however clear that visual design is of importance for both 'Content' and 'Usability', and content is important to usability.

'Trust' and 'Security' have been mentioned through out the theory chapter as important for Internet purchases. It is however not chosen to be included in the model as it was assumed by the researcher that the data from Google Analytics was not able to grasp aspects of these factors. As the theory indicated, the design of websites could affect the trust of a site, and improving website design and quality could be a helpful tool in creating online trust. It is however not specifically included in the model, and will not be further discussed in this research.

The same applies to service quality, which several findings in the literature review have indicated the importance of. It is believed by the researcher that this factor would be difficult to investigate through quantitative data from Google Analytics.

The literature review supports the articulated model and the factors relationships. The factors that are chosen in the research model is very similar to factors used for evaluating websites in the presented awards in section 2.11 'What are good websites?', which further to some degree supports the model.

### 4.3.1 Investigation of Model Elements

In this section it will be described how the different factors of the model will be investigated.

The visual design of the website will be investigated mainly through a simple design analysis performed by the researcher, and data from Google Analytics. As design affects the amount of time a visitor stay at a website, the report 'Audience Engagement'

in Google Analytics will be analyzed. It is assumed that the websites with more appealing design will have longer visits. The findings from this report will be used in comparison to the results from the visual design analysis, to see if there are any patterns. The visual design analysis is based on attributes identified in the literature review. In this analysis, performed by the researcher, the amount and style of text, use of pictures and overall design will be evaluated.

To attempt to improve the quality of the design analysis, comparisons are made to winners of the website awards mentioned in the literature review. This is done to see whether the chosen criteria's for the analysis are present on these sites, and also to compare the overall design with the chosen historic hotels. The websites that are chosen for comparison are:

- Hotel Puente Romano, Marbella (Hotel Puente Romano, 2013). This site won The WebAward (The Web Marketing Association, 2013b) for best hotel and lodging website.
- Gramercy Park Hotel, New York (Gramercy Park Hotel, 2013). This site won the Awwward's "The Site of the Day" May 1st 2013 (Awwwards, 2013c).
- The Bryant Park Hotel, New York (The Bryant Park Hotel, 2013). This website gained a 'honoree' from the Webby Awards for best visual design in 2013 (The Webby Awards, 2013c).

The content will be evaluated through analysis of several reports in Google Analytics. The attributes that are considered to be important for hotel websites, and included as attributes for the 'Content' factor are: location, price and information on different facilities and rooms. These attributes were chosen as they were consistently

mentioned through out the literature review. The reports chosen in Google Analytics to investigate this factor is ‘Flow analysis’, ‘Content analysis’ and ‘Traffic sources’.

Several reports will also be used to evaluate the usability of the websites. ‘Flow analysis’ will be investigated to identify the main path visitors take through the websites, and to identify which pages have the highest amount of drop offs. This gives an indication of where visitors leave. The ‘Pageviews’ will also be investigated to see what pages have the highest amount of visitors leaving within a brief amount of time, without any further actions (bounce rates). As indicated in earlier sections, the use of mobile phones in travel is increasing. Due to this, the ‘Device’ report will be investigated to identify how many visits that are from mobile phones and to what degree the pages performs on these devices. As loading time is important for the usability, the ‘Site speed’ report is included and analyzed.

## 4.4 Sampling

To generalize the results to the population, a proper sample is needed. In quantitative research a genuine representative sample that has the characteristics of the population is of importance (Neuman, 2012). The population that is chosen for this research is visitors to websites, which belong to historic hotels located in rural areas in Norway.

There are two different types of sampling in this study. The first sample was made when case hotels from De Historiske was chosen. As the study concerns hotel located in rural areas, the population was limited. The researcher originally wanted to include all hotels located in rural areas that were a member in the organization. Several hotels had however not implemented Google Analytics on their website, and could therefore not be used. Of the remaining hotels, three of them gave the researcher

permission to access their data. All the hotels were added on the researchers Google Analytics account. This sampling could be described as a convenience sample as they were chosen because they were convenient and readily available (Neuman, 2011).

The second sampling made is the sampling Google Analytics does. Google Analytics will perform a report sampling if the number of visitors is so high that the analytics tool will consider it too time-consuming to generate the data. The rule of thumb is that if a site receives fewer than 100,000 visits per month, it is highly unlikely that Google Analytics will perform a report sampling (Clifton, 2012). Report sampling is made when Google Analytics only examines a portion of the data for calculating results (Clifton, 2012). The websites used in this research had fewer than 100,000 visits a year (Appendix 3), and therefore report sampling will not occur. If this type of sampling occurs, the tool will give the user a notification. There has not been given any notifications during the data gathering process, which further substantiate the assumption that report sampling has not occurred. One could characterize this sampling as a probability sample with a very high sample ratio (Number of cases in sample / number of cases in population) (Neuman, 2011).

### 4.4.1 Response

The population from which the data is gathered is the Internet visitors for each of these hotels. The number of visitors that are included, were registered on Google Analytics, at the three chosen hotels in the time period 01/01-2012 – 31/12-2012: Engø Gård 45,466 visitors; Kviknes Hotel: 35,656 visitors; Walaker Hotell: 18,303 visitors. Giving a total of 99,425 unique visitors (Appendix 3). This is the number of visitors, not the total amount of visits. One visitor can make several visits, and it is only the first visit that is counted as unique, which makes this number the actual amount of people who have entered the website.

In Google Analytics the level of demographics available are limited. It is however possible to track the location of the visitors. The following locations are the three most represented of the visitors on each hotel website (counted in unique visitors). Kviknes Hotel had 16,750 visitors located in Norway, 4,892 in the United States and 1,958 in the United Kingdom. At Walaker Hotell 12,652 of the visitors were located in Norway, 1,873 in the United States and 565 in Germany. At Engø Gård 39,034 visitors were located in Norway, 748 in Denmark and 567 in Sweden. The top 10 locations on each hotel can be found in Appendix 4.

## 4.5 The instruments: Google Analytics and Synxis Online Booking Engine

Google Analytics is, as described in earlier sections, a free onsite visitor-reporting tool, which provides metrics with data on the actual visitor traffic arriving on a website (Roberts & Zahay, 2013; Clifton, 2012). It shows the visitor's onsite journey, its drivers, and the web page's performance. It also shows where the visitors come from and how long they stay on a site. All this data is meant to give knowledge from which one can make decisions about changing an Internet Strategy (Clifton, 2012).

The Synxis booking engine is a completely web based system, which includes a booking engine for both traditional websites and mobile websites. The booking engine is integrated with a central reservation system, which makes managing of rates and inventory simple for the hotels (Sabre Hospitality, 2013a; Sabre Hospitality, 2013b).

### 4.5.1 Accuracy of Web Analytics Data

In Analytic tools there are two ways to collect data. The earlier method is called logfile analysis software, and the recent more popular method is called Page Tags. The three hotels in this study use the page tags method. Clifton (2012) mentions disadvantages with both methods, and for page tags he states that setup errors may lead

to data loss. The tags are set up by employees in the company that creates the site, and it is assumed that errors may occur as 100 percent correct deployment of tags is rarely achieved (Clifton, 2012). It is not possible to go back correcting the errors and reanalyze. Firewalls can restrict tags, preventing the tool to collect data (Clifton, 2012). Cookie information is vital for web analytics as it identifies visitors and their referring source that provides pageview data. Many antispyware programs and firewalls block third-party cookies automatically (Clifton, 2012).

Search engines (e.g. Google) uses something called "search engine spiders" to update their search indexes, which are registered as visitors. These spiders cannot be tracked by web analytics tools, and therefore inaccurate numbers may occur (Clifton, 2012; Chaffey & Ellis-Chadwick, 2012).

Client-side cached pages is another accuracy issue, and means that a page is stored on a visitor's computer, and revisits will be served locally from the visitor's computer, and the visit will not be recorded on the web server. Another issue when it comes to the accuracy of these data is same users using multiple computers and different users using the same computer. Google analytics is not able to detect whether the same person enters the website from work, from home, from his/her mobile etc., and will be counted as several visitors. The tool is neither able to detect whether different people use the same computer to visit a website which could be typical in Internet Cafes and in peoples private homes (Clifton, 2012). As earlier indicated in this research, the travel industry usually has longer consideration time before the visitor commits to purchasing (as long as 90 days) (Clifton, 2012). During this time, Clifton (2012) states that there's an increased risk of the user deleting cookies, reinstalling the browser, upgrading the operating system or buying a new computer. Any of these occurrences will result in

users being seen as new visitors when they perform a purchase, even though they are repeat visitors.

Depending on the content, some pages have longer loading times then others and visitors may leave before pages are fully loaded and before the tracking code is executed. Therefore, in some cases, some visitors that briefly examines a page before clicking into another may not be detected by the analytic tool (Clifton, 2012).

Chaffey and Ellis-Chadwick (2012) present inaccuracies in analytic tools, and state that there are sources for both under- and over counting. When a user access a previously visited page, it might be loaded from the user's cache on their PC and result in undercounting. Firewalls and certain types of pages (dynamically generated pages) that are difficult to assess also result in undercounting.

Clifton (2012) states that web analytics tools can never be 100 percent accurate, and that it could be difficult to even measure the errors. He further states that despite the pitfalls, errors remain relatively constant and therefore comparing year-by-year behavior can be safe as long as there are no dramatic changes in technology or end-user behavior. Clifton (2012) concludes that one can get comfortable with the implementation and focus on measuring trends rather than precise numbers. Google has also made significant advances in improving the accuracy of the page-tagging data-collection technique since 2010 (Clifton, 2012).

Google's stance on privacy is that visitors are not tracked, and all data is reported at the aggregate level (Clifton, 2012).

## 4.6 Reports used

To give the reader a better understanding of the reports and a more in-depth understanding of Google Analytics, the different reports used in the research is shortly

described in this section.

In the reports there are two types of data represented, dimensions and metrics. Dimensions are text strings that describe an item (names). The metrics are the actual numbers associated with a dimension. The entire data is presented in tables and is the core information for the analysis. In most reports the listed dimensions are links. As the research covers 2012, all reports are date ranged from 01.01.2012 – 31.12.2012, supported by Clifton's (2012) recommendation comparing year-by-year behavior as errors remain relatively constant. All reports are found in appendixes 2 – 12.

### 4.6.1 Audience

The audience reports include a total overview of the visitors. This report gives an overall picture of the audience, such as the total number of visitors (unique) and visits. It also shows the total number of pageviews on the website, average pages visited per visitor, average visit duration and the earlier described bounce rates (Clifton, 2012). The audience reports also include 'Engagement', which shows how many visitors are located in different duration of visit intervals (e.g. 0-10 seconds and 11-30 seconds). The 'Devices' report is included, which shows the number of visits that are made from mobile and tablet devices.

Included is also the 'Visitors Flow' visualization report, which presents a graphical view of the paths visitors take through a website. It includes the referral source, through the various pages, and where visitors exit along the path. This report has some powerful controls to aid an analysis. First, any dimension can be selected as the starting node. A node represents a metric of a dimension, and can be a single page or a collection of pages. The main power of this report lies in understanding how traffic flows through a website (Clifton, 2012). Clifton (2012) has found that understanding a visitor's journey within a website, followed by subsequent changes to improve the process, may lead to

significant improvements in conversion rates. This report is important to help recognize barriers to conversion on a website, including the checkout process (Clifton, 2012).

### 4.6.2 Traffic Sources

Most of the reports in Google Analytics generate data from visitors actually viewing the content on the website (On-site reports). The 'Search Overview' report is one way to combine the on-site data with off-site data. This report captures data prior to a website visit (Clifton, 2012). The data in this report are keywords used by the visitors on Google prior to their website visit (Clifton, 2012). In this report one can investigate how much the different combination of keywords capture the market (Clifton, 2012). E.g. one could see how much traffic searches for the company name and enters the website.

### 4.6.3 Content: All Pages

Clifton (2012) suggests that an obvious first step when assessing a website's performance is knowing which pages and landing pages that are popular. In the 'Pages' report one may investigate per-page metrics of pageviews, time on site, bounce rate and percentage of visits that leave from a page. One can also see the number of visits that left the site completely from that certain URL and the number of visits that went on to view another page within the website (bounce rates) (Clifton, 2012). As for the content, the 'Site Speed' report is also investigated. In this report, Google have dedicated the focus on the speed of the pages, or how fast they load (Clifton, 2012).

## 4.7 Validity and reliability

In this study there was a relatively big sample, as about all visitors to the websites are registered. Larger samples gain more accuracy (Neuman, 2011). A good sample has little sampling error. The larger the sample size, the smaller the sampling

error (Neuman, 2011). One could therefore conclude that the web visitor sample contributes with validity and reliability. The sampling made for the hotels could however question this validity. Convenience samples can produce nonrepresentative samples, and is not recommended to use (Neuman, 2011). This makes the generalization of the results questionable (Neuman, 2011). The inaccuracies in the Google Analytics data may also include the sample, which further questions the possibility to generalize the results.

De Historiske has, as mentioned in earlier sections, 47 hotels. The goal of the research is to investigate how hotels in the organization can increase their web-revenue. As also mentioned, all of the hotels in the organization have their own characteristics, and they vary in size. Due to this, it was important for the researcher to find different types of hotels to improve the ability to generalize the results within De Historiske. The researcher succeeded in including three hotels in the study, which all are different in size and are located in different parts of Norway. It should be mentioned that Kviknes Hotel and Walaker Hotell are both located in the Sognefjord. It should also be mentioned that Engø Gård is located near Sandefjord, a relatively large city in Norway, and that the rural location of the hotel is questionable. Due to these mentioned possible errors in the selection of hotels, the validity may be questioned.

Google Analytics provides data based on actual behavior of visitors on websites, and is not affected by ambiguous answers from respondents (Neuman, 2011). Even though there are some inaccuracies of the data, as discussed in ‘Accuracy of Web Analytics Data’, it grasps almost all visitors and provides large amounts of data. This data does not vary due to characteristics of the measurement process, and it is almost not affected by the measurement instrument, and has therefore a large degree of measurement reliability (Neuman, 2011).

One of the weakest parts of the research is regarded by the researcher to be the conceptualization of the constructs in the study. Even though the different factors in the model are defined, it is difficult to connect the chosen data to the factors. As the researcher has not succeeded in finding similar research of the same factors, it is challenging to identify the connection between the data and the theory. Due to this the validity of the research is weakened. Unclear concepts weaken the reliability and the content validity of the research (Neuman, 2011). Due to the same issue, the construct validity of the research is also questionable, as it is not substantially found that the measures operate in a consistent manner (Neuman, 2011).

As the introduction of this study indicated, the hotel industry and consumer behavior is rapidly changing due to the development within Internet and technology. Thus the theme chosen for this study is in a dynamic area which is changing rapidly. One can therefore assume that the theory presented is not as strong as in a more stabile environment, and that the theory as well is changing rapidly. It is possible that this rapid development affects the model, and therefore any validity of the research has limited duration in time. Further it is assumed that the measure will not give the same answer when applied in different time periods, and therefore the stability reliability is considered to be weak (Neuman, 2011).

Even though there are large samples included in the study, the missing information on demographics and other information of the visitors make it impossible to investigate whether the sample is biased (Ash et al. 2012; Neuman, 2011). The sample may be oversampled (Ash et al. 2012). This further questions the validity of this research.

When the model was articulated, some factors that were found as important to website satisfaction was excluded (e.g. trust and service quality), as it was believed by the researcher that these factors were difficult to investigate through Google Analytics data. Of the same reason, attributes for the included factors were chosen accordingly. Due to this, the articulation of the model and attributes could be considered as biased (Neuman, 2011).

## 4.8 Limitations of the study

Limitations of this research must be acknowledged. As Google Analytics registers all visitors, it is impossible for the researcher to identify whom of the visitors that are actual customers. It is believed that a certain amount of the visits come from employees and other stakeholders, who do not enter the website with the intention of looking for desired information in a buying process, or to book hotel rooms. Google Analytics is neither able to detect much demographics (except country) from the visitors, which limits the ability to model heterogeneous preferences as e.g. income. A study conducted by Sousa, Yeung, and Cheng has however found that there were no significant relationships between demographic characteristics and the importance of website attributes (as cited in Phelan et al., 2011).

Chaffey and Ellis-Chadwick (2012) stress that research into customers should not be restricted to quantitative analysis, and they further refer to Vaturi (2000, as cited in Chaffey & Ellis-Chadwick, 2012), who points out that qualitative research about existing customers provides insight that can be used to inform strategy, and suggests involving more than demographics to capture the core characteristics of target customers. Customers' needs, attitudes, experiences and abilities of using digital technologies and the Internet should also be included (Doherty and Ellis-Chadwick, 2010, as cited in

Chaffey & Ellis-Chadwick).

This research includes no offline data as questionnaires directed to the visitors. This excludes the opportunity to identify for example visitors who use the website for purchase intentions, but prefers to do the actual purchase by e.g. telephone or e-mail. Roberts and Zahay (2013) state that the ultimate challenge in using online metrics is to understand all buying influences and processes, whether they occur online or offline. They further state that "Today's multichannel consumer is neither offline or online, but all-line" (p. 404). Clifton (2011) states that connecting offline purchases with online visitor behavior is a paradox that web analytic tools cannot prevent.

Another limitation is that the model is based on secondary sources, and the researcher has to rely on the previous research and theories' judgments, which can be biased (Neuman, 2011).

One of the factors included in the model is 'Usability'. This is considered by Roberts and Zahay (2013) to be best tested through qualitative studies. In this research the analysis of this factor is based solely on quantitative data from Google Analytics, which is considered a limitation. This limitation is also considered to be present in the investigation of 'design' and 'content'. Web Analytics are tools, not ends. They cannot tell why visitors behave the way they do or which improvements you should make (Clifton, 2012).

What is considered to be one of the main limitations of the study, is the missing connection between the booking engine Synxis and Google Analytics. This limits the opportunities to track buying visitors directly, and it reduces the opportunities within Google Analytics. Due to this, several interesting reports in Google Analytics are not

functional. Even if the linkage between the systems is made at later stages, Google Analytics is unable to gather data from the past that is not already collected.

Cultural differences have been found to be a challenge in Internet marketing. It has, for example, long been observed that search terms and phrases used by brands selling in multiple languages and markets often do not work in translation. Many other elements of web design can be subject to cultural distinctions. Cultural preferences are not considered in this research. By understanding them one can provide better experiences for the customers in each market, leading to better engagement and more conversions (Ash et al. 2012; Chaffey & Ellis-Chadwick, 2012). Culture is also considered by Kotler and Keller (2005) to be one of the strongest influences in purchase decisions.

Another limitation is what Ash et al. (2012) describe as 'overgeneralization'. They state that this is common in landing page testing, where it is often assumed that traffic sources that were not a part of an original test will behave in the same way as the tested population. Therefore, the data from 2012, may not be applicable for the visitors in 2013. This is also reflected by the earlier mentioned lack of stability reliability.

As for the sample of hotels chosen for the research, one may criticize the selection made. First, the sampling was considered as a convenience sample and criticized accordingly. Second, as these three hotels were chosen to ideally make conclusions for all hotels in De Historiske located in rural areas, the location of the hotels are questionable. Walaker Hotell and Kviknes Hotel are located close to each other, and Engø Gård is located near a relatively large city in Norway. Therefore the selection of case hotels is debatable.

In the initial process of data gathering, several reports were exported from Google Analytics with limited amount of data. These limited reports were used to create figures for presentation of results in the paper. In a later phase, new versions with more data were extracted to use as appendixes for full presentation of data. What is believed to be due to errors in the implementing of Google Analytics to the websites, some of the numbers in the data have had tiny changes between the first and the second extraction. The reader may therefore experience some very small inaccuracies between the numbers in the appendixes and the numbers presented in the text. This was discovered at a late stage, and it was impossible for the researcher to change the initial numbers used in the text presentation. The changes that occurred are however of such a small scope that it does not affect the discussion or conclusions in the thesis.

# 5 Results

This chapter presents the results from the data gathering process. Also included is a calculation of conversion rates for each hotel and a simple design analysis. The first section describes the audience, its characteristics and its behavior. The second section includes characteristics of the content on the websites. The third section presents data on the websites traffic sources. The fourth section includes results from the design analysis performed by the researcher. Calculation of the conversion rates, or the performance of the websites, is presented in the last section.

## 5.1 Audience

The audience is the visitors to the websites. First the characteristics of the visitors are presented. Further the results from engagement analysis and behavioral flow analysis are described. A short section regarding the devices used by the audience is included.

### 5.1.1 Audience overview

The audience overview gives an overall picture of the visitors to a website (Clifton, 2012). Some of the information gathered from this report is presented in the sampling section. Other data from the same report is presented here. The entire reports can be found in Appendix 3.

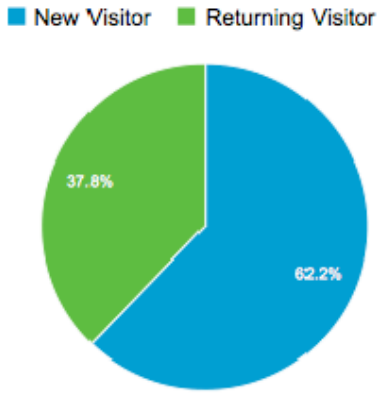



Figure 4: Audience Overview, Engø Gård

At Engø Gård, the total number of visits were 69,760, with 45,446 of them being unique/new (62,2 %), showing that 37,8 percent of the visitors made several visits to the website. Of all visits, there were a total of 359,119 pageviews, which made the average pageview per visitor 5,15. The visitors spent an average of 2 minutes and 59 seconds on the site. The bounce rate (a single visit with no events or interaction being tracked) was 33,36 percent (Appendix 3).

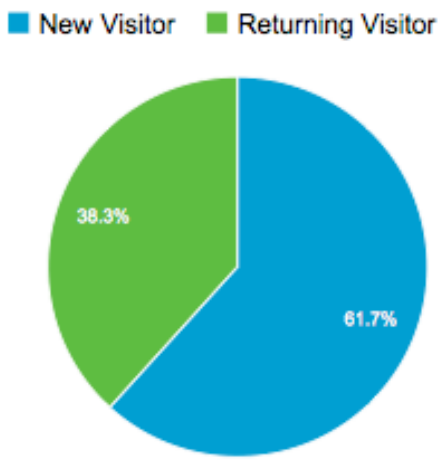



Figure 5: Audience Overview, Kviknes Hotel

The total number of visitors at Kviknes Hotel was 56,814. 35,656 of these were unique/new. 61,66 percent were new visitors and 38,3 percent were repeat visitors. These visitors made a total of 173,136 pageviews, which made the average pageview per visitor 3,05. Average duration of visit is 2 minutes and 16 seconds. The bounce rate at Kviknes Hotel is 58,75 % (Appendix 3).

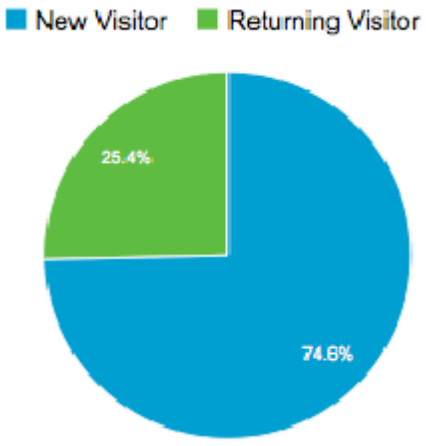



Figure 6: Audience Overview, Walaker Hotell

At Walaker Hotell, the total number of visits was 23,996. 18,303 of these were new/unique, which accounts for 74,6 percent of the total amount of visits. 25,4 percent were thus repeat visitors. The visitors made 91,237 pageviews, resulting in an average

pageview per visitor of 3,8. Average time spent on the website was 2 minutes and 45 seconds, and the bounce rate was 37,14 percent (Appendix 3).

### 5.1.2 Audience Engagement

By investigating visitor engagement in Google Analytics, one can see the time used on the website. The complete reports can be found in Appendix 4.

| Visit Duration | Visits | Pageviews |
|---|---|---|
| 0-10 seconds | 26,348 | 30,233 |
| 11-30 seconds | 6,265 | 17,793 |
| 31-60 seconds | 6,669 | 26,224 |
| 61-180 seconds | 13,303 | 83,247 |
| 181-600 seconds | 11,762 | 121,009 |
| 601-1800 seconds | 4,648 | 61,746 |
| 1801+ seconds | 765 | 18,867 |

Figure 7: Audience Engagement, Engø Gård

26,348 of the visitors (38 %) at Engø Gård spent 10 seconds or less on the website. 13,303 visitors (19 %) stayed for 61-180 seconds, and 11,762 visitors (17 %) stayed for 181-600 seconds. 765 visits (1 %) lasted for 1801+ seconds (Figure 7).

| Visit Duration | Visits | Pageviews |
|---|---|---|
| 0-10 seconds | 35,050 | 36,881 |
| 11-30 seconds | 3,178 | 8,243 |
| 31-60 seconds | 3,322 | 12,153 |
| 61-180 seconds | 6,252 | 35,945 |
| 181-600 seconds | 5,386 | 44,603 |
| 601-1800 seconds | 2,988 | 25,795 |
| 1801+ seconds | 638 | 9,516 |

Figure 8: Audience Engagement, Kviknes Hotel

At Kviknes Hotel, 35,050 visits (62 %) lasted for 10 seconds or less. The second and third largest intervals were 6,252 visits (11 %) that lasted for 61-180 seconds and 5,386 visits (9 %) that lasted for 181-600 seconds. 638 visits (1 %) lasted for 1801+ seconds (Figure 8).

| Visit Duration | Visits | Pageviews |
|---|---|---|
| 0-10 seconds | 10,011 | 11,222 |
| 11-30 seconds | 1,981 | 4,960 |
| 31-60 seconds | 2,184 | 7,160 |
| 61-180 seconds | 4,359 | 20,608 |
| 181-600 seconds | 3,747 | 27,427 |
| 601-1800 seconds | 1,481 | 14,322 |
| 1801+ seconds | 233 | 5,538 |

Figure 9: Audience Engagement, Walaker Hotell

The main share of visitors at Walaker Hotell was located in the lowest engagement interval, 0-10 seconds. 10,011 of the visits lasted 10 seconds or less (42 %). The second largest interval consisted of 4,359 visits (18 %) that lasted for 61-180 seconds, and the third largest interval consisted of 3,747 (16 %) visitors that lasted for 181-600 seconds. The longest interval, 1801+ seconds, consisted of 233 visits (1 %). (Figure 9).

### 5.1.3 Audience Flow

To try to identify where visitors move from the starting page, the flow chart from Google Analytics is investigated. The starting page could be any page on the hotel website. This chart presents the main flow of visitors, the paths that are taken, and how many that "drop off". The default dimension that makes the basis of the analysis in Google Analytics is 'Country/Territory'. This dimension is also the one used in this research, meaning that the flow paths will be based on the country where the visitors are located. The main reason country was chosen was because of an assumption that the main flow consisted of Norwegians, due to the sample characteristics.

The flow chart consists of nodes and connections (Clifton, 2012). The nodes will from now on be called 'groups'. These groups could either be a single page or most likely an auto generated group of pages. Google Analytics automatically groups pages that the tool considers as similar pages (Clifton, 2012). The most visited pages within

the groups will be presented in tables along with the presentation of the results from the analysis. The data presented in the tables are gathered from the Flow chart. This data is presented in Google Analytics as links, and in some of the links it is impossible to identify what page it belongs to, due to illogical names of the links. Because of this, the links have been tested to identify which page it concerns, and the name of these pages are used in the tables rather then the links, to make the presentation more understandable. The data with these specific links are found in Appendix 6.

In each flow analysis, the starting pages and the next five interactions are investigated. The number of visits in the flow analysis is rounded, and thousand is presented with a 'K'. The results are presented in the same manner in the text. The complete flow analysis for all the websites can be found in Appendix 5. All the different steps in the flow analysis are first presented, before the main flow is summarized in a model for each hotel. In the flow analysis, the languages of the page included are identified by using 'NOR' for Norwegian sites, and 'ENG' for English sites. In the table presentation of the different groups, the "% of traffic" column represents the percent of traffic within the group.

#### *5.1.3.1 Walaker Hotell*

At Walaker Hotell, the total amount of visits to the website in 2012 was 23,996 (not unique) (Appendix 3). There are two groups of start pages that cover most of the total traffic (Appendix 5). The rest of the groups were of such a small size that they were not further investigated. The total visits are counted to be 20,1 K in the flow analysis. This number differs from the total number found in the 'Audience overview', having almost 4000 less visitors registered, which was indicated in section 4.7 'Limitations of the study'.

**Starting pages – Walaker Hotell**

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Start page (NOR) | 14,9 K | 100 % | 36,8 % |

Table 1: Starting Pages, Group 1, Walaker Hotell: 14,9 K visitors.

The largest group, with 14,9 K of the total visitors consisted of the Norwegian start page (Table 1). There were 5,49 K drop offs from this group (Appendix 6).

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Start page (ENG) | 1,13 K | 21,9 % | 95,9 % |
| History page (ENG) | 419 | 8,08 % | 95,2 % |
| Start page (NOR) | 417 | 8,04 % | 99,5 % |

Table 2: Starting Pages, Group 2, Walaker Hotell: 5,19 K visitors

The second largest starting page group, with 5,1 K of the total visitors, consisted of over 100 pages (Appendix 6). Those presented in table 2, are the three pages with most visits within that group. The page with most visits within this group is the English start page with 1,13 K visits. As the reader may have noticed, the Norwegian start page is also included in the second group. The reason for this is a “Back to start page” link located on other pages within the website, and therefore the Norwegian start page is represented twice in the flow chart. The total amount of drop offs from the second group is 4,97 K, having only 222 visits going further to the first interaction (Appendix 5 and 6).

**First interaction – Walaker Hotell**

Moving from the starting pages to another page is considered an interaction. In this stage of the flow at Walaker Hotell, there were two groups of significant size which are chosen for further investigation. From the start pages to the first interaction, 10,5 K dropped off, leaving a total of 9,62 K visits for the first interaction (Appendix 5).

| **Page** | **Visits** | **% of traffic** | **Drop off rate** |
|---|---|---|---|
| Start page (ENG) | 1,29 K | 13,8 % | 83,8 % |
| Rooms (NOR) | 1,07 K | 11,3 % | 79,7 % |
| About Walaker Hotell (NOR) | 628 | 6,68 % | 70,4 % |
| Restaurant and food (NOR) | 467 | 4,97 % | 75,2 % |

Table 3: First Interaction, Group 1, Walaker Hotell: 9,4 K visits

In the largest first interaction group, there were over 100 pages, and the ones with significant numbers of visits are presented in Table 3. The group consisted of 9,4 K visits, and had a total of 7,1 K drop offs. The page with most visits in this group is the English start page with 1,29 K visits, followed by the 'rooms' page on the Norwegian site with 1,07 K visits.

Online booking page on the Norwegian site was identified in this group ('/Default.aspx?tabid=966&language=nb-NO', Appendix 6), with 283 visits, with a drop off rate of 78,8 percent.

The second largest group in the first interaction consisted of 222 visits, and included only the Norwegian start page, and no table is therefore presented. This group had 72 drop offs (Appendix 5 and 6).

**Second interaction – Walaker Hotell**

From the first to the second interaction there was a total of 7,18 K drop offs, leaving a total of 2,45 K visits for the second interaction (Appendix 5).

In the largest group in the second interaction, with 2,3 K visits, it was found that all had gone back to the Norwegian start page. This group had a drop off rate of 1,45 K visits (Appendix 6).

| **Page** | **Visits** | **% of traffic** | **Drop off rate** |
|---|---|---|---|
| Start page (ENG) | 16 | 10,7 % | 81,3 % |
| Rooms (NOR) | 16 | 10,7 % | 68,8 % |
| Rooms (NOR) | 10 | 6,67 % | 60 % |

Table 4: Second Interaction, Group 2, Walaker Hotell: 150 visits

In table 4, one can see the three pages with most visits within the smaller group in the second interaction, consisting of 150 visits divided on 50 pages. As table 4 show, there are two different links to 'rooms' on the Norwegian site. The reason for the two different links is unknown to the researcher. Due to this, the Norwegian 'rooms' page had the most traffic. The Online booking on the Norwegian site was found in this group, with 5 visits and had a 100 percent drop off rate ('/Default.aspx?tabid=966&language=nb-NO', Appendix 6).

**Third interaction – Walaker Hotell**

From the second to the third interaction, there were 1,54 K drop offs, leaving 903 visits in the third interaction. The pages with a significant amount of visits in the largest group, with a total of 851 visits in the third interaction, is presented in Table 5 (Appendix 5). This group had a total of 544 drop offs (Appendix 6).

| **Page** | **Visits** | **% of traffic** | **Drop off rate** |
|---|---|---|---|
| Rooms (NOR) | 91 | 10,7 % | 75,8 % |
| Start page (ENG) | 60 | 7,05 % | 68,3 % |
| Rooms (NOR) | 50 | 5,88 % | 58 % |
| About Walaker Hotell (NOR) | 42 | 4,94 % | 59,5 % |

Table 5: Third Interaction, Group 1, Walaker Hotell: 851 visits

The page with most visits in this group was the Norwegian rooms page with 91 visits. The page with online booking (‘/Default.aspx?tabid=966&language=nb-NO’, Appendix 6) was also found in the largest third interaction group, with 34 visits, and had a drop off rate of 55,9 percent (Appendix 6).

The second, and smaller group in the third interaction consisted of only 52 visits and were all to the Norwegian start page. This group had 18 drop offs (Appendix 6).

**Fourth and fifth interaction**

The fourth and fifth interaction consisted of respectively 341 and 175 visits. The fourth interaction consisted of two small groups, where the Norwegian start page was the most visited (307 visits) (Appendix 5 and 6). The fifth interaction was in two main groups, were one had 164 visits spread over 54 pages, and one group with 11 visits to

the Norwegian start page. In the group with 54 pages, the page with most visits was the room page on the Norwegian site (18 visits). In the same group it was also found that 8 visits went to the Norwegian online booking page, and had a drop off rate of 37,5 percent. The fifth interaction had 79 drop offs, leaving 96 visits in the remaining interactions (Appendix 5).

Figure 10 summarizes the main flow at Walaker Hotell, based on the analysis above. Where it is identified significant numbers of people visiting the booking engine, booking is included in the step as '(Booking)'.


Figure 10: Main Flow Summarized, Walaker Hotell

### *5.1.3.2 Engø Gård*

Engø Gård had a total of 69,760 visits in 2012 (not unique) (Appendix 3). As for Walaker Hotell, the flow analysis did not capture the total amount of visits. 50,6 K of the total visits was registered in the flow chart. There were three starting page groups of significant size, which were chosen for further investigation (Appendix 5). It must be mentioned that the link to the online booking at Engø Gård, takes the visitors directly to Synxis, on a URL outside the website, and it is therefore impossible to measure how many visits there were to the online booking link.

**Starting pages – Engø Gård**

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Start Page (NOR) | 23,3 K | 98,1 % | 26,3 % |
| Start Page (ENG) | 207 | 0,871 % | 43 % |

Table 6: Starting pages, Group 1, Engø Gård: 23,8 K visitors

The largest group of starting pages consisted of 23,8 K visits divided on over one hundred pages. The two presented in table 6, are the two with most visits, with the Norwegian start page as the far largest with 23,3 K visits. The group had a total of 6,38 K drop offs (Appendix 5 and 6).

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Restaurant (NOR) | 1 K | 8,46 % | 28,4 % |
| Parties/weddings (NOR) | 786 | 6,62 % | 38,9 % |
| Offers, Norwegian site | 680 | 5,72 % | 30 % |

Table 7: Starting Pages, Group 2, Engø Gård: 11,9 K visits.

The second largest group consisted of 11,9 K visitors divided on over one hundred pages (Appendix 6). The three presented in table 7 are the three pages with most visits within this group, with the Norwegian restaurant page as the one with most visits (1 K). The group had a total of 6,68 K drop offs (Appendix 6).

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Start Page (NOR) | 9,89 K | 100% | 23 % |

Table 8: Starting pages, Group 3, Engø Gård: 9,9 K visits

The third largest group consisted of only the Norwegian start page, and had 9,89 K visits, and 2,28 K drop offs (Appendix 6).

**First interaction – Engø Gård**

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Weddings (NOR) | 1,65 K | 9,37 % | 24 % |
| Offers (NOR) | 1,47 K | 8,34 % | 6,52 % |
| Contact (NOR) | 1,46 K | 8,29 % | 29,9 % |

Table 9: First Interaction, Group 1, Engø Gård: 17,7 K visits

The largest group in the first interaction consisted of 27,7 K visits divided on over 100 pages, and the three pages with most visits are presented in table 9. 'Weddings' on the Norwegian site was the page with most visits. The group had a total of 3,64 K drop offs (Appendix 5 and 6).

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Restaurant (NOR) | 4,6 K | 100 % | 12,5 % |

Table 10: First Interaction, Group 2, Engø Gård: 4,6 K visits.

The second largest group in the first interaction consisted of 4,6 K visits, all going to the restaurant page on the Norwegian site (Table 10). This group had a total of 574 drop offs (Appendix 5 and 6).

**Second interaction – Engø Gård**

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Rooms (NOR) | 1,32 K | 7,06 % | 11,8 % |
| Photo Gallery (NOR) | 1,03 K | 5,52 % | 25,2 % |
| Start page (NOR) | 824 | 4,42 % | 35,2 % |

Table 11: Second Interaction, Group 1, Engø Gård: 18,6 K visits

The largest group in the second interaction consisted of 18,6 K visits divided on over 100 pages. The three with most visits within that group is presented in Table 11. The group had a total of 4,66 K drop offs (Appendix 5 and 6).

The second largest group in the second interaction was significantly smaller then the largest group. This group consisted of only 1,83 K visits divided on 16 pages. The two most visited pages in this group were two different menus from the restaurant, with 343 and 325 visits (Appendix 6). This group had a total of 833 drop offs (Appendix 5 and 6).

**Third interaction – Engø Gård**

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Offer (NOR) | 842 | 6,27 % | 12,2 % |
| Big Engø Rooms (NOR) | 685 | 5,1 % | 2,63 % |
| Conferences (NOR) | 603 | 4,49 % | 8,13 % |

Table 12: Third Interaction, Group 1, Engø Gård: 13,4 K visits

The largest group in the third interaction consisted of 13,4 K visits divided on over 100 pages. The most visited page in this group was the offers page on the Norwegian site (Table 12). The group had a total of 2,39 K drop offs (Appendix 5 and 6).

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Restaurant (NOR) | 1,67 K | 100 % | 12,1 % |

Table 13: Third Interaction, Group 2, Engø Gård: 1,67 K visits.

The second largest group in the third interaction consisted of 1,67 K visits, and they were all to the restaurant page on the Norwegian site (Table 13). The group had totally 201 drop offs (Appendix 5 and 6).

**Fourth and fifth interaction – Engø Gård**

The fourth and fifth interaction consisted of 16 K and 12,6 K visits. There was a large spread of the traffic in the fourth interaction, with no pages with significantly many visits. The largest group in the fourth interaction consisted of 11,8 K visits divided on over 100 pages. The page with most visits in that group was the page regarding the

history of the hotel on the Norwegian site, with 687 visits. The second most visited page was the "Deluxe Room", also on the Norwegian site. In the fifth interaction there was also a large spread in traffic, and the largest group with 8,97 K visits also had its visits divided on over 100 pages. The page with most visits was the "Deluxe Room" on Norwegian site, with 501 visits (Appendix 5 and 6).

Figure 11 show what the analysis indicate as the main flow at Engø Gård.

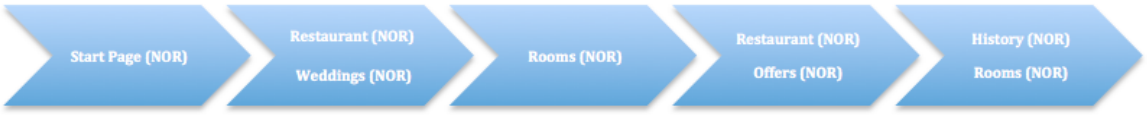



Figure 11: Main Flow Summarized, Engø Gård

#### *5.1.3.3 Kviknes Hotel*

Kviknes Hotel had a total of 56,814 visits in 2012 (not unique) (Appendix 3). The same problem is occurring at Kviknes Hotel, where not all visits are registered in the Flow analysis. The total amount of visits registered in the flow analysis, was 45,5 K (Appendix 5).

**Starting pages – Kviknes Hotel**

At this hotel there was one group of starting page visits that was of significant size (Appendix 5). This group consisted of 41,5 K visits, and the visits were divided on over 100 pages (Appendix 6).

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Start page (NOR) | 40,1 K | 96,6 % | 69,3 % |
| Weddings (NOR) | 111 | 0,267 % | 87,4 % |

Table 14: Starting pages, Group 1, Kviknes Hotel: 41,5 K visits

In the starting page group, the page with, by far, the highest number of visits was the Norwegian start page (Table 14). The group had a total of 28,9 K drop offs (Appendix 6).

**First interactions – Kviknes Hotel**

From the starting pages to the first interactions, there was a total drop off of 39,8 K visits. The first interactions consisted of totally 13,9 K visits (Appendix 5).

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Image gallery (ENG) | 637 | 7,56 % | 3,14 % |
| Contact (NOR) | 632 | 7,5 % | 62,5 % |
| Attractions and activities (ENG) | 394 | 4,67 % | 16,0 % |

Table 15: First Interaction, Group 1, Kviknes Hotel: 8,43 K visits

In the first interaction there was also only one group that was considered of significant size. This group consisted of 8,43 K visitors that were divided on over 100 pages, and had 2,7 K drop offs. The three pages with most visits are presented in Table 15. Booking was located in this group (‘/Booking.aspx’, appendix 6) with 334 visits, and had a 53,9 percent drop off rate (Appendix 5 and 6).

**Second interactions – Kviknes Hotel**

From the first- to the second interaction there were 4,38 K drop offs. The second interactions consisted of totally 10,2 K visits, and had 3,23 K drop offs (Appendix 5).

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Image gallery (ENG) | 486 | 11,8 % | 13,2 % |
| Image gallery (NOR) | 236 | 5,75 % | 8,05 % |

Table 16: Second Interaction, Group 1, Kviknes Hotel: 4,1 K visits

Table 16 shows the two pages with most visits in the largest group in the second

interaction. The group had a total of 4,1 K visits and had 936 drop offs Booking was also found in this group (‘/Booking.aspx’, appendix 5), having 174 visits, and had 51,7 percent drop offs (Appendix 5 and 6).

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Start page, Norwegian site | 1,7 K | 48,3 % | 52,1 % |
| Offers, Norwegian site | 103 | 2,94 % | 16,5 % |
| Attractions and activities (NOR) | 89 | 2,54 % | 33,7 % |

Table 17: Second Interaction, Group 2, Kviknes Hotel: 3,51 K visits.

The second largest group in the second interaction consisted of 3,51 K visits and had 1,48 K drop offs. The visits in this group were divided on over 100 pages and the three with most visits are presented in table 17 (Appendix 5 and 6).

**Third interactions – Kviknes Hotel**

| Page | Visits | % of traffic | Drop off rate |
|---|---|---|---|
| Image gallery (ENG) | 351 | 8,13 % | 5,13 % |
| Rooms (NOR) | 243 | 5,63 % | 11,1 % |
| Booking (NOR) | 215 | 4,98 % | 53,5 % |

Table 18: Third Interaction, Group 1, Kviknes Hotel: 4,32 K visits.

From the second to the third interactions, there were 3,28 K drop offs. The third interactions consisted of totally 6,97 K visits. One group was of significant size, with 4,32 K visits, and had 1,01 K drop offs (Appendix 5 and 6). The three pages with most visits are presented in Table 18.

**Fourth and fifth interactions – Kviknes Hotel**

The third interaction had 1,54 K drop offs, leaving the fourth and fifth interaction with respectively 5,43 K and 3,96 K visits. From the fifth interaction there were

additional 867 drop offs (Appendix 5). The fourth interaction consisted of mainly the Norwegian start page (1,64 K visits) and the 'Image gallery' page on the Norwegian site (432 visits). Booking on the Norwegian site was also present with 124 visits. The fifth interaction consisted of mainly of rooms on the English site (265 visits), the 'image gallery' page on the Norwegian site (255 visits) and 'image gallery' page on the English site (159 visits). Booking on the Norwegian site ('/Booking.aspx', appendix 5) had 125 visits in the fifth interaction, with a 48 percent drop off rate (Appendix 5 and 6).

Figure 12 shows what the analysis indicate as the main flow at Kviknes Hotel. Where it is identified significant numbers of people visiting the booking engine, booking is included in the step as '(Booking)'.


Figure 12: Main Flow Summarized, Kviknes Hotel

### 5.1.4 Devices

To investigate which devices the visitors use when visiting the websites, Google Analytics provides reports on how many visits that are done by mobile- and/or tablet devices (e.g. Ipad). The complete reports can be found in Appendix 7.

| Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|
| **69,760** | **5.15** | **00:02:59** | **62.14%** | **33.36%** |
| % of Total: 100.00% (69,760) | Site Avg: 5.15 (0.00%) | Site Avg: 00:02:59 (0.00%) | Site Avg: 62.14% (0.00%) | Site Avg: 33.36% (0.00%) |

| Mobile (Including Tablet) | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| 1. No | **52,507** | 5.33 | 00:03:09 | 61.97% | 31.89% |
| 2. Yes | **17,253** | 4.60 | 00:02:28 | 63.02% | 37.83% |

Rows 1 - 2 of 2

Figure 13: Mobile Visits (including tablet), Engø Gård

At Engø Gård, 17,253 of 69,760 visits (not unique) were with mobile or tablet devices (24,7 %). The visits with mobile or tablet devices were 41 seconds shorter, and had about 6 percent points higher bounce rates than visits from computers.

| Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|
| **56,814** | **3.05** | **00:02:16** | **61.66%** | **58.75%** |
| % of Total: 100.00% (56,814) | Site Avg: 3.05 (0.00%) | Site Avg: 00:02:16 (0.00%) | Site Avg: 61.66% (0.00%) | Site Avg: 58.75% (0.00%) |

| Mobile (Including Tablet) | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| 1. No | **43,291** | 3.35 | 00:02:35 | 63.58% | 54.07% |
| 2. Yes | **13,523** | 2.08 | 00:01:13 | 55.85% | 73.74% |

Rows 1 - 2 of 2

Figure 14: Mobile Visits (including tablet), Kviknes Hotel

From a total of 56,814 visits, 13,523 of them were with mobile or tablet devices at Kviknes Hotel (23,8 %). The mobile users had almost 20 percent points higher bounce rate, and the visits lasted less then half of the time that visits with computers lasted. One can also see that the visits from mobile and tablet devices visited one page in average less than computer users.

| Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|
| **23,996** | **3.80** | **00:02:45** | **74.56%** | **37.14%** |
| % of Total: 100.22% (23,943) | Site Avg: 3.80 (0.04%) | Site Avg: 00:02:45 (-0.02%) | Site Avg: 74.52% (0.05%) | Site Avg: 37.15% (-0.05%) |

| Mobile (Including Tablet) | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| 1. No | **19,068** | 3.88 | 00:02:50 | 74.73% | 36.97% |
| 2. Yes | **4,875** | 3.49 | 00:02:28 | 74.05% | 37.87% |

Rows 1 - 2 of 2

Figure 15: Mobile Visits (including tablet), Walaker Hotell

The difference between visits from mobile/tablet devices visits and visits done from computers were most absent at Walaker Hotell, showing very similar behavior between the two types of visits. Walaker Hotell had the lowest proportion of mobile/tablet visits of the three hotels, with 20,3 percent mobile/tablet visits (4,875 visits).

## 5.2 Traffic sources

Traffic sources reports in Google Analytics generate what could be considered as off-site data. This is data that Google captures prior to a visit to a website (Clifton, 2012).

### 5.2.1 Keywords

The data gathered in the keywords report are the keywords that have been described earlier in the paper: phrases that are used to find desired information on the Internet. The results from the report consist of some specific Norwegian words. These are translated by the researcher and included in text where needed. The Norwegian word is presented in parentheses after the translated word. The complete reports can be found in Appendix 8.

The ten most used keywords that generated traffic for Engø Gård in 2012 is presented in Figure 16.

| Keyword | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| 1. engø gård | 23,976 | 6.00 | 00:03:31 | 58.68% | 23.10% |
| 2. (not provided) | 2,683 | 5.86 | 00:03:37 | 65.82% | 25.08% |
| 3. engø | 1,672 | 5.99 | 00:03:33 | 48.80% | 26.61% |
| 4. engø gård priser | 998 | 5.53 | 00:04:12 | 42.89% | 30.36% |
| 5. overnatting | 551 | 2.81 | 00:00:57 | 86.93% | 56.08% |
| 6. engø gård tjøme | 487 | 6.06 | 00:03:42 | 62.42% | 25.05% |
| 7. engo.no | 426 | 5.67 | 00:03:49 | 33.80% | 30.28% |
| 8. engø gård hotel | 409 | 5.56 | 00:03:05 | 55.01% | 25.18% |
| 9. selskapslokaler | 393 | 4.59 | 00:01:41 | 83.72% | 35.62% |
| 10. engø vin på glass | 355 | 1.59 | 00:03:05 | 0.00% | 72.39% |

Figure 16: Keywords, Engø Gård

The most used keyword in search engines that generated traffic for Engø Gård was “engø gård”. As the figure shows, the second most used keyword was set to “(not provided)”. This may be due to what Google describe as SSL search (Google, 2013b), or ‘Secure Sockets Layer’ search (Google, 2013c). This type of search prevents others to observe the searches, and it prevents the computer from sending data to analytic tools

(Google, 2013c). The third most used keyword was "engø", followed by "engø gård prices" ('engø gård priser') and "accommodation" ('overnatting') (Figure 16).

| Keyword | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| 1. kviknes hotel | 4,593 | 3.84 | 00:02:19 | 69.61% | 47.16% |
| 2. (not provided) | 2,472 | 3.60 | 00:02:09 | 72.86% | 54.37% |
| 3. kviknes hotell | 852 | 5.47 | 00:03:28 | 69.84% | 28.87% |
| 4. kviknes hotel balestrand | 629 | 3.31 | 00:02:14 | 70.59% | 52.31% |
| 5. kvikne hotell | 571 | 5.51 | 00:02:53 | 74.96% | 33.80% |
| 6. kvikne hotel | 533 | 4.31 | 00:02:25 | 75.61% | 43.34% |
| 7. kviknes | 488 | 3.20 | 00:01:38 | 53.69% | 50.20% |
| 8. balestrand hotell | 339 | 5.47 | 00:02:45 | 86.73% | 35.69% |
| 9. kviknes hotel balestrand sognefjord | 321 | 3.47 | 00:02:31 | 56.07% | 53.58% |
| 10. hotel kviknes | 239 | 2.50 | 00:00:56 | 72.80% | 59.41% |

Figure 17: Keywords, Kviknes Hotel

The most used keyword in search engines that generated traffic for Kviknes Hotel was 'kviknes hotel'. Similar to Engø Gård, the second most used keyword was set to '(not provided)'. The third most used keyword was 'kviknes hotell', followed by 'kviknes hotel balestrand' (Figure 17).

| Keyword | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| 1. walaker hotell | 3,774 | 3.83 | 00:03:01 | 70.08% | 35.88% |
| 2. walaker hotel | 2,259 | 4.19 | 00:03:20 | 66.89% | 29.08% |
| 3. (not provided) | 1,674 | 4.04 | 00:03:12 | 66.25% | 31.60% |
| 4. walaker | 866 | 4.56 | 00:03:46 | 64.43% | 32.22% |
| 5. walaker hotel norway | 829 | 4.12 | 00:03:05 | 63.09% | 28.95% |
| 6. solvorn | 578 | 3.44 | 00:02:41 | 76.82% | 39.27% |
| 7. wallaker hotell | 230 | 3.66 | 00:02:36 | 56.09% | 42.17% |
| 8. walaker hotell solvorn norway | 224 | 3.83 | 00:02:59 | 58.93% | 30.80% |
| 9. wallaker hotel | 188 | 3.85 | 00:03:19 | 62.23% | 30.32% |
| 10. hotel walaker | 173 | 4.34 | 00:02:29 | 65.32% | 24.28% |

Figure 18: Keywords, Walaker Hotell

Similar to Kviknes Hotel and Engø Gård, the name of the hotel was represented in the most used keywords in search engines that generated traffic to Walaker Hotell. 'walaker hotell' and 'walaker hotel' were the two most used keywords by the visitors. The third most used was set as '(not provided)', while the fourth most used keyword was 'walaker' (Figure 18).

### 5.2.2 Sources of traffic

To see where the visitors come from, the sources of the visitors are investigated. The complete source reports can be found in Appendix 9.

| Source | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| | **69,566**<br>% of Total: 100.00% (69,566) | **5.15**<br>Site Avg: 5.15 (0.00%) | **00:02:59**<br>Site Avg: 00:02:59 (0.00%) | **62.22%**<br>Site Avg: 62.13% (0.15%) | **33.37%**<br>Site Avg: 33.37% (0.00%) |
| 1. google | **38,225** | 5.58 | 00:03:13 | 60.30% | 28.20% |
| 2. (direct) | **14,025** | 4.50 | 00:02:48 | 62.62% | 41.03% |
| 3. facebook.com | **3,492** | 3.38 | 00:02:00 | 57.73% | 52.75% |
| 4. bing | **1,677** | 6.14 | 00:03:53 | 53.25% | 18.78% |
| 5. m.facebook.com | **1,156** | 1.90 | 00:00:51 | 77.60% | 70.76% |
| 6. startsiden | **863** | 7.25 | 00:04:04 | 65.82% | 22.36% |
| 7. kvasir | **809** | 7.61 | 00:04:31 | 63.78% | 17.43% |
| 8. edityourface.no | **760** | 5.35 | 00:02:24 | 73.82% | 30.13% |
| 9. messe.no | **592** | 3.56 | 00:01:22 | 73.48% | 48.14% |
| 10. Facebook | **554** | 3.10 | 00:01:32 | 79.24% | 56.32% |

Figure 19: Sources, Engø Gård

At Engø Gård, 38,225 of the visits came from Google, which accounts for 55 percent of the total visits. 14,025 of the visits typed the address directly in their browser (20,2 % of total visits). The third largest source was Facebook, with 3,492 visits from their traditional computer website version, and 1,156 visits from their mobile version (totally 6,7 % including both versions).

| Source | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| | **56,675**<br>% of Total: 100.00% (56,675) | **3.05**<br>Site Avg: 3.05 (0.00%) | **00:02:16**<br>Site Avg: 00:02:16 (0.00%) | **61.68%**<br>Site Avg: 61.61% (0.12%) | **58.77%**<br>Site Avg: 58.77% (0.00%) |
| 1. google | **14,738** | 3.69 | 00:02:14 | 71.14% | 49.11% |
| 2. login.kvikne | **13,288** | 1.15 | 00:00:32 | 37.87% | 91.63% |
| 3. (direct) | **9,991** | 2.94 | 00:04:21 | 53.11% | 56.51% |
| 4. kviknes.no | **8,512** | 4.49 | 00:02:50 | 73.88% | 34.57% |
| 5. facebook.com | **1,089** | 2.78 | 00:01:22 | 62.35% | 62.63% |
| 6. noruega.viajerum.com | **841** | 1.91 | 00:01:26 | 84.30% | 68.25% |
| 7. bing | **726** | 4.65 | 00:02:52 | 74.24% | 38.57% |
| 8. startsiden | **670** | 5.24 | 00:03:01 | 68.36% | 41.49% |
| 9. sognefjord.no | **489** | 3.78 | 00:02:36 | 77.71% | 51.53% |
| 10. kvasir | **410** | 6.09 | 00:03:19 | 79.76% | 33.17% |

Figure 20: Sources, Kviknes Hotel

Google was the source that brought most visits to Kviknes Hotel as well, with 14,738 visits (26 %). The second largest source was a page presented as ‘login.kvikne’, with 13,288 visits (23,5 %). There was no link attached to the sources in the report, so it was not possible to further investigate. Direct traffic, visitors typing the address directly in their browser, was the third largest source, generating 9,991 visits (17,6 %). The fourth largest source was a link presented as ‘kviknes.no’, with 8,512 visits (15 %). It may seem as the home page itself is its own source, which is considered unlikely. It is therefore assumed by the researcher that this page occurs due to errors in the setup of Google Analytics. A more legit finding is that Facebook is the fifth largest source, with 1,089 visits (2 %).

| Source | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| | **23,943**<br>% of Total: 100.00% (23,943) | **3.80**<br>Site Avg: 3.80 (0.00%) | **00:02:45**<br>Site Avg: 00:02:45 (0.00%) | **74.59%**<br>Site Avg: 74.52% (0.10%) | **37.15%**<br>Site Avg: 37.15% (0.00%) |
| 1. google | **12,496** | 3.86 | 00:02:58 | 68.96% | 34.68% |
| 2. (direct) | **3,047** | 3.76 | 00:02:42 | 77.91% | 43.68% |
| 3. startsiden | **651** | 4.51 | 00:03:46 | 74.81% | 25.96% |
| 4. bing | **626** | 4.25 | 00:03:27 | 73.64% | 27.96% |
| 5. dagbladet.no | **624** | 4.84 | 00:02:37 | 92.31% | 43.43% |
| 6. facebook.com | **591** | 2.33 | 00:01:24 | 84.26% | 58.21% |
| 7. kvasir | **507** | 4.56 | 00:03:28 | 67.26% | 28.60% |
| 8. messe.no | **488** | 2.52 | 00:01:12 | 91.80% | 52.66% |
| 9. vg.no | **416** | 3.74 | 00:02:08 | 85.34% | 37.50% |
| 10. dehistoriske.no | **368** | 4.87 | 00:03:41 | 71.47% | 18.48% |

Figure 21: Sources, Walaker Hotell

At Walaker Hotell as well, Google was the largest source with 12,496 visits, accounting for 52 percent of the total visits. The second largest source was direct traffic, generating 3,047 visits (12,7 %). The third largest source was the Norwegian website "Startsiden.no", with 651 visits, being 2,7 percent of the total visits.

## 5.3 Content

The report "Pages" gives an overview of the most visited pages. The reports from the different hotels can be found in Appendix 10. The list of pages does not include the page name, but it presents the link to the specific page. These links had to be tested to identify what the page names are. The links are presented in parenthesis together with the page names. For Engø Gård and Kviknes Hotel, these links are not possible to test any more, as their websites have been replaced. The ten most visited pages are the ones investigated on each website. In the following pages' reports, pageviews are the indication of popularity. Pageviews are different to visits, as one visit could consist of several pageviews (Clifton, 2012).

| Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|
| 1. / | **41,312** | 33,904 | 00:00:55 | 32,808 | 25.45% | 28.78% | NOK0.00 |
| 2. /Kategori/Restaurant/20.php | **20,378** | 15,808 | 00:00:37 | 1,336 | 25.67% | 12.16% | NOK0.00 |
| 3. /Kategori/Forside/856.php | **17,583** | 14,492 | 00:00:43 | 13,344 | 21.85% | 25.01% | NOK0.00 |
| 4. /Kategori/Rom/18.php | **15,248** | 11,814 | 00:00:29 | 433 | 30.48% | 10.36% | NOK0.00 |
| 5. /Kategori/Galleri/22.php | **13,757** | 10,912 | 00:01:01 | 320 | 49.06% | 23.52% | NOK0.00 |
| 6. /Kategori/Om-oss/17.php | **12,399** | 9,699 | 00:00:33 | 332 | 53.01% | 13.53% | NOK0.00 |
| 7. /Kategori/Tilbud/1314.php | **10,651** | 8,396 | 00:00:27 | 407 | 41.52% | 13.29% | NOK0.00 |
| 8. /Kategori/Aktuelt/1317.php | **8,276** | 6,358 | 00:00:23 | 319 | 35.74% | 9.29% | NOK0.00 |
| 9. /Kategori/Hjem/856.php | **7,346** | 5,458 | 00:00:48 | 556 | 51.26% | 25.48% | NOK0.00 |
| 10. /Kategori/Bryllup/1318.php | **7,248** | 5,353 | 00:00:43 | 166 | 46.99% | 18.23% | NOK0.00 |

Rows 1 - 10 of 788

Figure 22: Pageviews, Engø Gård

For Engø Gård, the most viewed page was the Norwegian start page (‘/’) with a total of 41,312 pageviews. The second most popular page was the restaurant page on the Norwegian site (‘/Kategori/Restaurant/20.php’), with 20,378 pageviews. The third most viewed page was a second link to the Norwegian start page (‘/Kategori/Forside/856.php’) with 17,583 pageviews. This second link has been identified as the link that is connected to the “Home” button on the website, which is used to coordinate back to the start page from another page. The next seven most popular sites are now presented, from most to fewest pageviews: ‘Rooms’ on the Norwegian site with 15,248 pageviews, ‘photo gallery’ on the Norwegian site with 13,757 pageviews, ‘about us’ on the Norwegian site with 12,399 pageviews, ‘offers’ on the Norwegian site with 10,651 pageviews, ‘news’ on the Norwegian site with 8,276 pageviews, second link to the Norwegian start page with 7,346 pageviews and ‘weddings’ on the Norwegian site with 7,248 pageviews.

| | Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|---|
| 1. | / | **63,658** | 51,050 | 00:02:21 | 50,330 | 58.46% | 56.42% | $0.00 |
| 2. | /Default.aspx?alias=www.kviknes.no/kvikneseng | **4,766** | 3,564 | 00:01:05 | 1,643 | 60.68% | 34.24% | $0.00 |
| 3. | /Rooms.aspx | **3,922** | 2,396 | 00:00:29 | 98 | 59.18% | 12.21% | $0.00 |
| 4. | /Bildegalleri.aspx | **3,878** | 2,222 | 00:00:16 | 74 | 55.41% | 8.20% | $0.00 |
| 5. | /Imagegallery.aspx | **2,686** | 1,578 | 00:00:10 | 42 | 80.95% | 5.70% | $0.00 |
| 6. | /Rom.aspx | **2,684** | 1,931 | 00:00:33 | 44 | 31.82% | 12.93% | $0.00 |
| 7. | /Booking.aspx | **2,320** | 1,865 | 00:02:58 | 291 | 74.91% | 50.39% | $0.00 |
| 8. | /Bildegalleri/Info.aspx?i=cfe6ee79-3852-4162-b915-e9cbe8aed7f5 | **1,728** | 1,371 | 00:00:26 | 19 | 63.16% | 10.01% | $0.00 |
| 9. | /Kontakt.aspx | **1,666** | 1,389 | 00:01:58 | 102 | 66.67% | 50.06% | $0.00 |
| 10. | /AttraksjonarogAktivitetar.aspx | **1,609** | 1,155 | 00:00:24 | 28 | 39.29% | 10.38% | $0.00 |

Rows 1 - 10 of 1787

Figure 23: Pageviews, Kviknes Hotel

Similar to Engø Gård, the Norwegian start page (‘/’) was the most viewed at Kviknes Hotel, with 63,658 pageviews. The English start page was the second most viewed page (‘/Default.aspx?alias=www.kviknes.no/kvikneseng’), with 4,766 pageviews, followed by rooms on the English site (‘/Rooms.aspx’) with 3,922 pageviews. The seven following pages, presented from most viewed to fewest views, were: ‘image gallery’ on the Norwegian site with 3,878 pageviews, ‘image gallery’ on the English site with 2,686 pageviews, ‘rooms’ on the Norwegian site with 2,684 pageviews, ‘online booking’ on the Norwegian site with 2,320 pageviews, ‘photo album of the hotel’ in the image gallery with 1,728 pageviews, ‘contact information’ page on the Norwegian site with 1,666 pageviews and ‘attractions and activities’ on the Norwegian site with 1,609 pageviews (Figure 23).

| Page | | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|---|
| 1. | / | **23,753** | 17,911 | 00:01:04 | 17,664 | 33.15% | 36.17% | $69.92 |
| 2. | /Default.aspx?tabid=964&language=nb-NO | **4,832** | 2,841 | 00:00:31 | 140 | 42.14% | 10.99% | $63.72 |
| 3. | /Default.aspx?tabid=5258 | **4,692** | 3,443 | 00:00:47 | 1,387 | 38.07% | 24.02% | $9.00 |
| 4. | /Default.aspx?tabid=3383&language=nb-NO | **2,427** | 1,949 | 00:01:11 | 88 | 54.55% | 22.91% | $72.53 |
| 5. | /Default.aspx?tabid=8732&language=nb-NO | **2,038** | 1,623 | 00:01:26 | 68 | 66.18% | 29.39% | $49.66 |
| 6. | /Default.aspx?tabid=961&language=nb-NO | **2,016** | 1,438 | 00:00:44 | 133 | 45.86% | 21.13% | $95.72 |
| 7. | /Default.aspx?tabid=961 | **1,543** | 1,136 | 00:00:47 | 303 | 24.09% | 19.90% | $45.85 |
| 8. | /Default.aspx?tabid=3847&language=nb-NO | **1,475** | 1,193 | 00:00:54 | 20 | 65.00% | 17.63% | $56.13 |
| 9. | /Default.aspx?tabid=970&language=nb-NO | **1,403** | 1,175 | 00:02:33 | 70 | 65.71% | 49.75% | $717.62 |
| 10. | /Default.aspx?tabid=963&language=nb-NO | **1,361** | 1,135 | 00:01:34 | 69 | 46.38% | 27.77% | $45.89 |

Rows 1 - 10 of 704

Figure 24: Pageviews, Walaker Hotell

The Norwegian start page (‘/’) was also the most viewed page on Walaker Hotell with 23,753 pageviews. The second most viewed page was ‘rooms’ on the Norwegian site with 4,832 pageviews, and the third most viewed page was the English start page with 4,692 pageviews. The seven next most viewed sites were: ‘Restaurant and food’ on Norwegian site with 2,427 pageviews, ‘image gallery’ on Norwegian site with 2,038 pageviews, ‘about Walaker Hotell’ on Norwegian site with 2,016 pageviews, a second link to ‘about Walaker Hotell’ on Norwegian site with 1,543 pageviews, ‘rooms’ on Norwegian site with 1,475 pageviews, ‘contact’ on Norwegian site with 1,403 pageviews and ‘the history of Walaker Hotell’ on the Norwegian site with 1,361 pageviews (Figure 24).

### 5.3.1 Site Speed

In this report, Google have dedicated the focus on the speed the pages use to load (Clifton, 2012). As indicated in the literature review, research has shown that the visitors expect the pages to load quickly. All the complete reports can be found in Appendix 11.

| Page | Avg. Page Load Time (sec) | Pageviews | Page Load Sample | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|
| 1. / | 2.58 | **41,312** | 212 | 25.45% | 28.78% | NOK0.00 |
| 2. /Kategori/Restaurant/20.php | 1.72 | **20,378** | 107 | 25.67% | 12.16% | NOK0.00 |
| 3. /Kategori/Forside/856.php | 2.13 | **17,583** | 77 | 21.85% | 25.01% | NOK0.00 |
| 4. /Kategori/Rom/18.php | 1.30 | **15,248** | 79 | 30.48% | 10.36% | NOK0.00 |
| 5. /Kategori/Galleri/22.php | 1.32 | **13,757** | 58 | 49.06% | 23.52% | NOK0.00 |
| 6. /Kategori/Om-oss/17.php | 2.06 | **12,399** | 70 | 53.01% | 13.53% | NOK0.00 |
| 7. /Kategori/Tilbud/1314.php | 1.40 | **10,651** | 55 | 41.52% | 13.29% | NOK0.00 |
| 8. /Kategori/Aktuelt/1317.php | 1.19 | **8,276** | 40 | 35.74% | 9.29% | NOK0.00 |
| 9. /Kategori/Hjem/856.php | 0.55 | **7,346** | 30 | 51.26% | 25.48% | NOK0.00 |
| 10. /Kategori/Bryllup/1318.php | 1.15 | **7,248** | 45 | 46.99% | 18.23% | NOK0.00 |

Figure 25: Site Speed, Engø Gård

At Engø Gård one can see that the average page load time was 1,35 seconds (Appendix 11). Of the top ten most popular pages on their site, the page with most pageviews, the Norwegian start page (‘/’) was the one with the slowest average load time with 2,58 seconds. A second link to the Norwegian Start page (‘/Kategori/Forside/856.php’) was the second slowest to load, with an average of 2,13 seconds.

| Page | Avg. Page Load Time (sec) | Pageviews | Page Load Sample | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|
| 1. / | 7.31 | **63,658** | 255 | 58.46% | 56.42% | $0.00 |
| 2. /Default.aspx?alias=www.kviknes.no/kvikneseng | 3.56 | **4,766** | 11 | 60.68% | 34.24% | $0.00 |
| 3. /Rooms.aspx | 1.59 | **3,922** | 9 | 59.18% | 12.21% | $0.00 |
| 4. /Bildegalleri.aspx | 1.36 | **3,878** | 7 | 55.41% | 8.20% | $0.00 |
| 5. /Imagegallery.aspx | 1.27 | **2,686** | 15 | 80.95% | 5.70% | $0.00 |
| 6. /Rom.aspx | 0.83 | **2,684** | 9 | 31.82% | 12.93% | $0.00 |
| 7. /Booking.aspx | 6.91 | **2,320** | 10 | 74.91% | 50.39% | $0.00 |
| 8. /Bildegalleri/Info.aspx?i=cfe6ee79-3852-4162-b915-e9cbe8aed7f5 | 1.56 | **1,728** | 3 | 63.16% | 10.01% | $0.00 |
| 9. /Kontakt.aspx | 1.61 | **1,666** | 10 | 66.67% | 50.06% | $0.00 |
| 10. /AttraksjonarogAktivitetar.aspx | 4.01 | **1,609** | 9 | 39.29% | 10.38% | $0.00 |

Figure 26: Site Speed, Kviknes Hotel

At Kviknes Hotel the most popular page, the Norwegian start page (‘/’), was also the slowest to load with an average load time of 7,31 seconds. The English start page (‘/Default.aspx?alias=www.kviknes.no/kvikneseng’), the second most popular page, had an average load time of 3,56 seconds. Of other pages on the top ten most popular pages, the booking page on the Norwegian site had an average load time of 6,91 seconds, and the activities and attractions page on the Norwegian page had an average load time of 4,01 seconds.

| Page | Avg. Page Load Time (sec) | Pageviews | Page Load Sample | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|
| 1. / | 6.95 | **23,753** | 101 | 33.15% | 36.17% | $69.92 |
| 2. /Default.aspx?tabid=964&language=nb-NO | 2.49 | **4,832** | 16 | 42.14% | 10.99% | $63.72 |
| 3. /Default.aspx?tabid=5258 | 3.69 | **4,692** | 34 | 38.07% | 24.02% | $9.00 |
| 4. /Default.aspx?tabid=3383&language=nb-NO | 3.03 | **2,427** | 6 | 54.55% | 22.91% | $72.53 |
| 5. /Default.aspx?tabid=8732&language=nb-NO | 3.16 | **2,038** | 8 | 66.18% | 29.39% | $49.66 |
| 6. /Default.aspx?tabid=961&language=nb-NO | 2.45 | **2,016** | 9 | 45.86% | 21.13% | $95.72 |
| 7. /Default.aspx?tabid=961 | 2.72 | **1,543** | 4 | 24.09% | 19.90% | $45.85 |
| 8. /Default.aspx?tabid=3847&language=nb-NO | 2.35 | **1,475** | 7 | 65.00% | 17.63% | $56.13 |
| 9. /Default.aspx?tabid=970&language=nb-NO | 2.90 | **1,403** | 2 | 65.71% | 49.75% | $717.62 |
| 10. /Default.aspx?tabid=963&language=nb-NO | 7.29 | **1,361** | 4 | 46.38% | 27.77% | $45.89 |

Figure 27: Site Speed, Walaker Hotell

Of the ten most visited pages on Walaker Hotell’s website, the page with the hotel’s history on the Norwegian site (‘/Default.aspx?tabid=963&language=nb-NO’) had the longest average load time with 7,29 seconds. The page that had the second longest average load time was the Norwegian start page (‘/’) with 6,95 seconds.

## 5.4 Analysis of website design

To evaluate the design of the websites, elements from the earlier presented theory was used in a simple analysis of the website design. Included in the analysis are three award winning websites within the industry, that are used for comparison in the discussion chapter of the research. The websites that are chosen are winners of the awards mentioned in section 2.11, ‘What are good websites?’:

- Hotel Puente Romano, Marbella (Hotel Puente Romano, 2013). Winner of WebAward for best hotel and lodging site in 2012 (The Web Marketing Association, 2013b).
- Gramercy Park Hotel, New York (Gramercy Park Hotel, 2013). Winner of Awwward's "The Site of the Day" May 1st 2013 (Awwwards, 2013c).
- The Bryant Park Hotel, New York (The Bryant Park Hotel, 2013). This website gained a 'honoree' from The Webby Awards for best visual design in 2013 (The Webby Awards, 2013c).

The design of the different websites was evaluated on the following criteria's, which are based on the website design theory:

- Use and amount of text: Keep the text to a minimum. Use bulletin lists. The size and fonts should also be easy to read. Five to six lines are recommended. Use of clear page headlines to explain the purpose of the page.
- Pictures: The use of pictures is it important to make the website a more visual experience, it is also important for the customers to see what they are buying. Relevant pictures of good quality are therefore important.
- The overall design: Use of colors, booking visibility, logo locations and overall impressions.

The results for each criteria is a short comment, which is an evaluation done solely by the researcher.

### 5.4.1 Engø Gård

**Use and amount of Text**

The amount of text present on the start page was short and easy to read, giving the visitors the opportunity to scan it rather then reading it, linking to other sections if further reading is desired (Screen Shot 1).

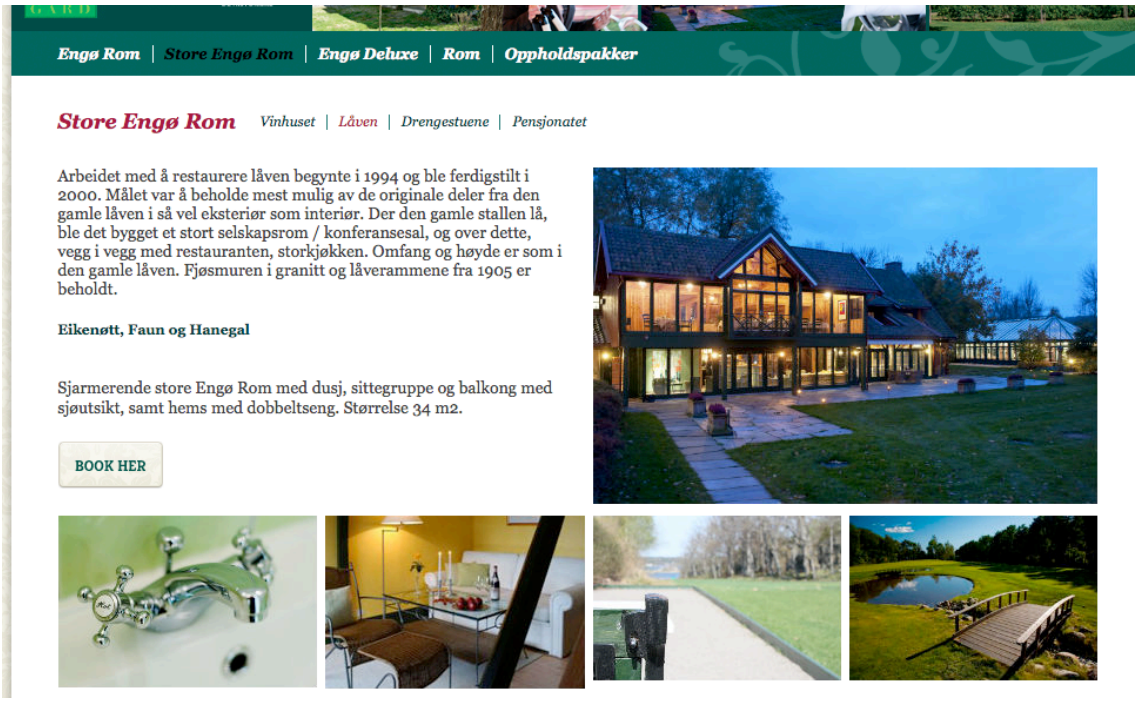
Screen Shot 1: Engø Gård, Start Page

As to some of the pages, they consisted of sections with more then five to six lines of text, for example as in “Weddings” (Screen Shot 2). It is however considered as satisfactory amounts of text, as it was gathered in relatively short sections. Clear headlines were also used to present which area one is currently in.


Screen Shot 2: 'Weddings', Engø Gård

## Use of pictures

On the start page, there was a large picture of the hotel that draws the main attention of the researcher. Further investigation of the different pages within the website showed that the use of relevant pictures was satisfactory, having relevant pictures in each sub page (Screen Shot 1 and 2). They had also included photo galleries with several albums from the hotel.




Screen Shot 3: "Large Engø Rooms", Engø Gård

Looking at the different room types, all of the pages had several pictures presented, as shown in "Large Engø Rooms" (Screen Shot 3). The largest picture was of a satisfactory size, but it was difficult to make substantial impressions of the smaller ones, as it was not possible to enlarge them.

**Overall design**

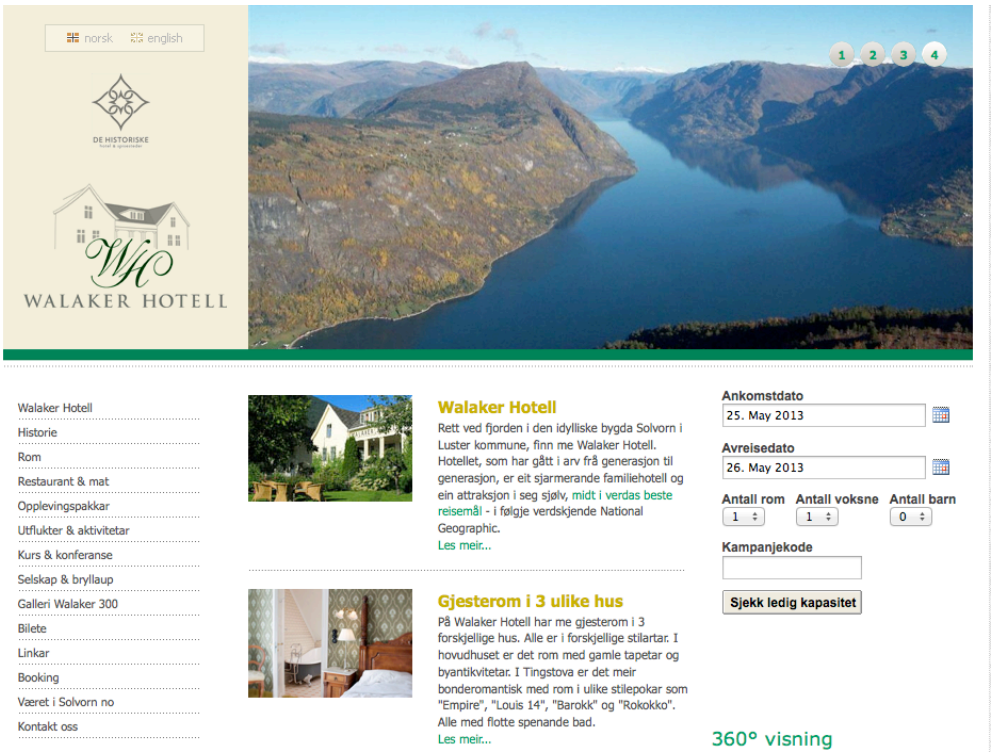
The first page on Engø Gård seemed clear and concise with a visible and easy to use menu (Screen Shot 1). Engø Gård's and De Historiske's logo was clearly presented in the top left corner. The page consisted of thorough information, presented in a satisfactory way. The booking link was visible through 'Booking' in the top menu, and a booking button was present in most pages (Screen Shot 3). The use of colors on text and background, together with the font size and type, made the text easy to read and the content easy to grasp.

### 5.4.2 Walaker Hotel

First noticed by the researcher regarding Walaker Hotell's website, was that the design was remarkably similar to Engø Gård. These two websites had been produced by two different suppliers, which were totally independent from each other. The similarity was due to coincidence.

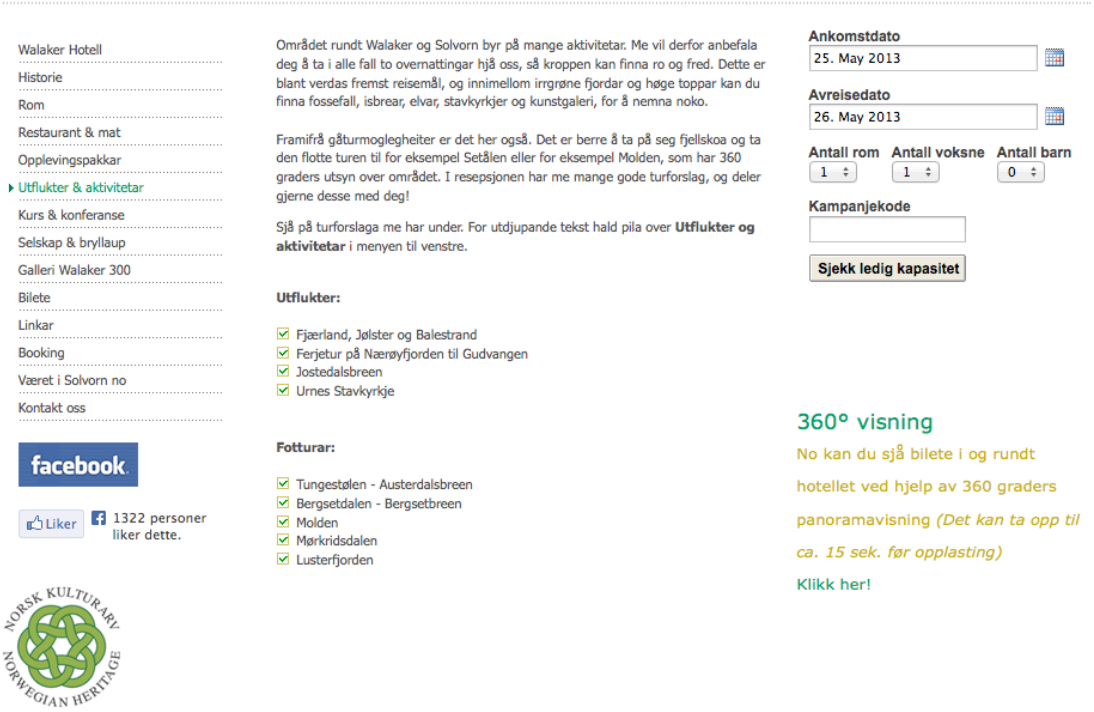
#### Use and amount of text

On Walaker Hotell's start page, there were a few sections of text with 5 to 6 lines and links for further reading (Screen Shot 4).




Screen Shot 4: Start Page , Walaker Hotell

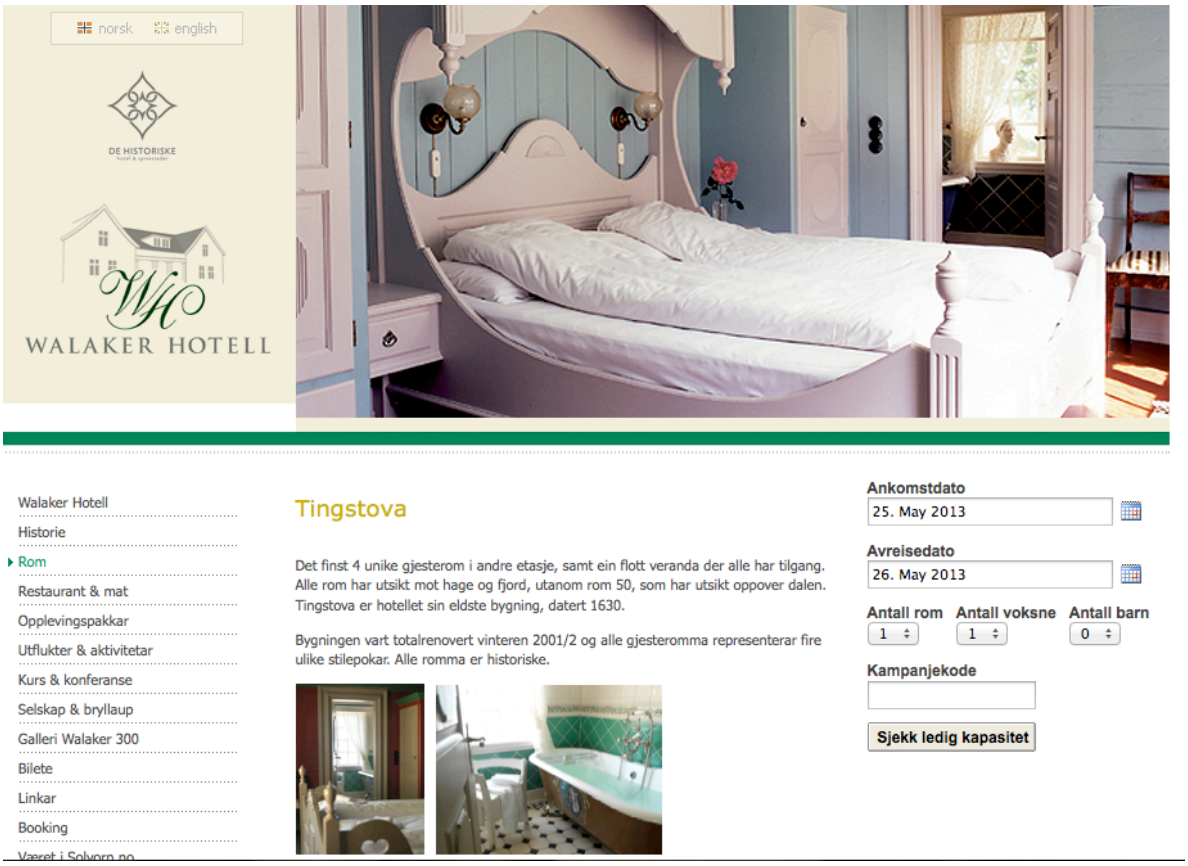
Further investigation of the different pages, showed that small sections with ‘breathing room’ between them was present. In the ‘Tours’ page, they had also included bulletin lists (Screen Shot 5).




Screen Shot 5: ‘Tours’, Walaker Hotell

**Use of pictures**

In the same way as Engø Gård, the main focus of the start page was large pictures (Screen Shot 4). The main picture at Walaker Hotell was a slide show, showing several pictures in a fixed time interval. They had also included a 360 degree visualization of the hotel, as well as photo galleries with different themes. Throughout the pages on the website, relevant pictures were used. In the pages with information on the different rooms, some of the pictures were small and it was not possible to enlarge them (Screen Shot 6).




Screen Shot 6: Room "Tingstova", Walaker Hotell

**Overall design**

The hotel's and De Historiske's logo were presented in the top left corner. The main menu on the start page was visible and clear on the left side of all pages. The booking engine is very visible as it is placed directly on the start page, and is present on most pages (Screen Shot 4, 5 and 6). The use of color on the website (background, menus etc.) and on the text, makes information clear and easy to read.

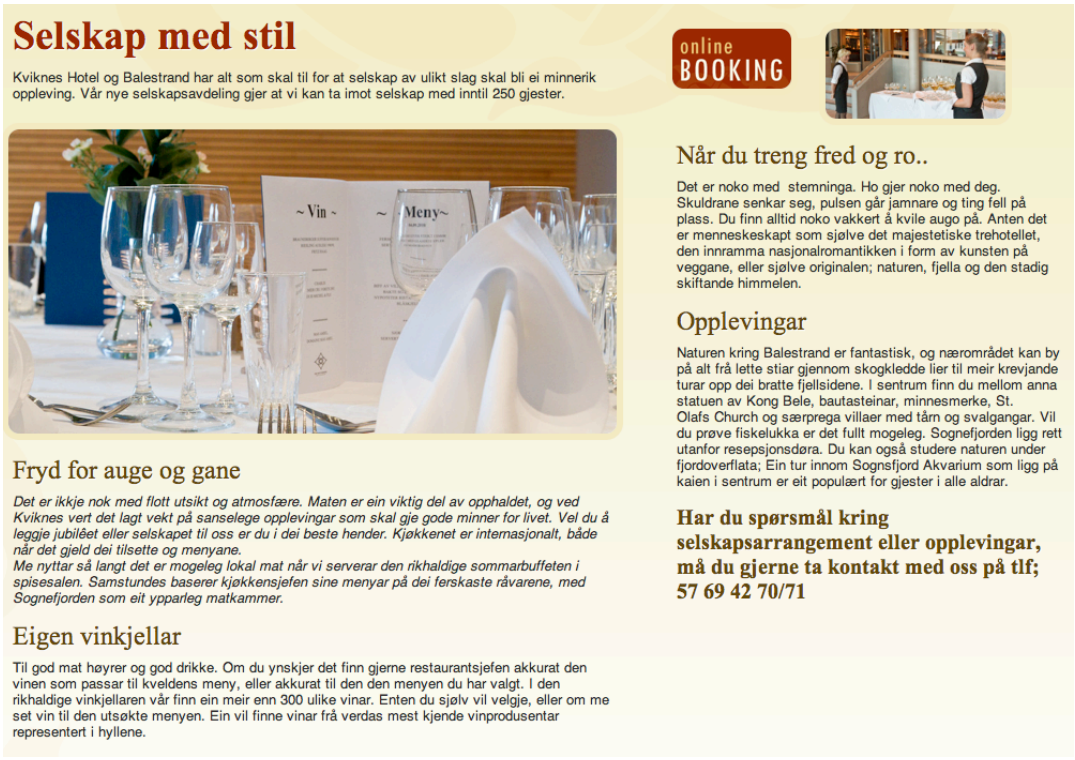
### 5.4.3 Kviknes Hotel

**Use and amount of text**

On Kviknes Hotel's start page, there was very little text. Where there was text, it was gathered in short sections with links for further reading (Screen Shot 7).


Screen Shot 7: Start Page, Kviknes Hotel

In most of the pages, there was small amount of text gathered in small sections. There were however pages like for example ‘Banquets’, where there was more text presented with small fonts (Screen Shot 8). The different pages had clear headlines (Screen Shot 8).




Screen Shot 8: Banquets, Kviknes Hotel

**Use of pictures**

Kviknes Hotel used large pictures on their start page, as well as on their different pages. All pictures were relevant for the page they were presented on (Screen Shot 8). The smaller pictures presented on the different pages were not possible to enlarge (Screen Shot 8). The hotel had also included a photo gallery with several albums.

**Overall design**

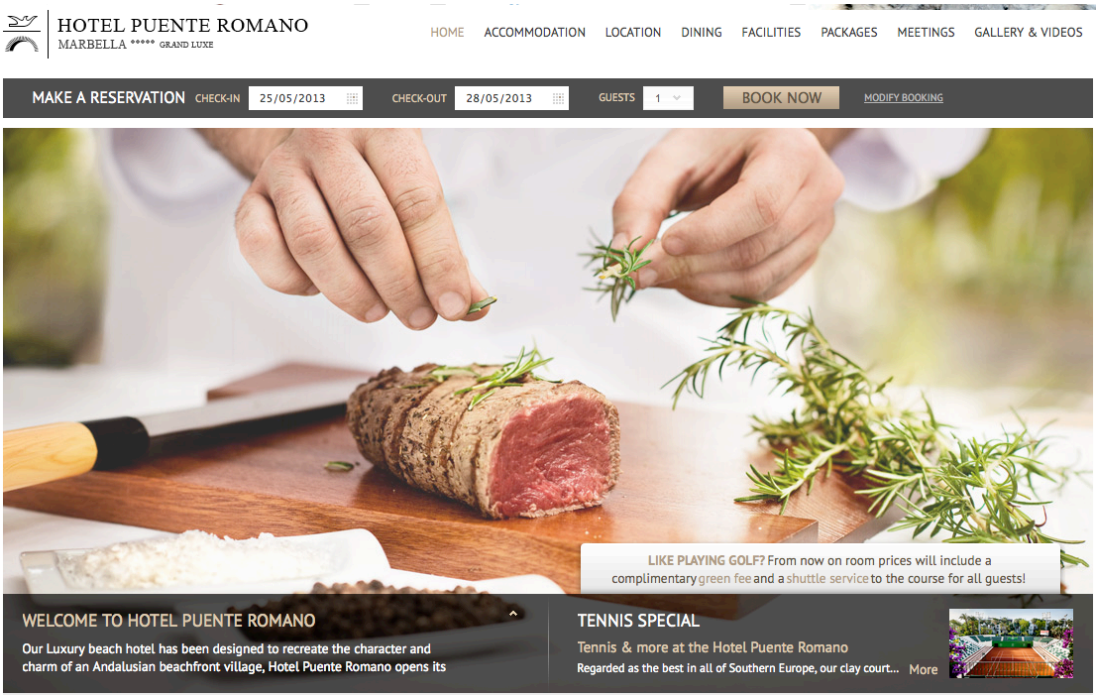
The logo of Kviknes Hotel was located in the top left corner. De Historiske's logo was presented on the bottom of the page. The main menu was visible at the top of the page, and the booking engine was present and to a large degree visible on the start page (Screen Shot 7). A button to the booking engine was also present on most of the

pages (Screen Shot 8). The use of colors on the website made choices clear and easily visible.

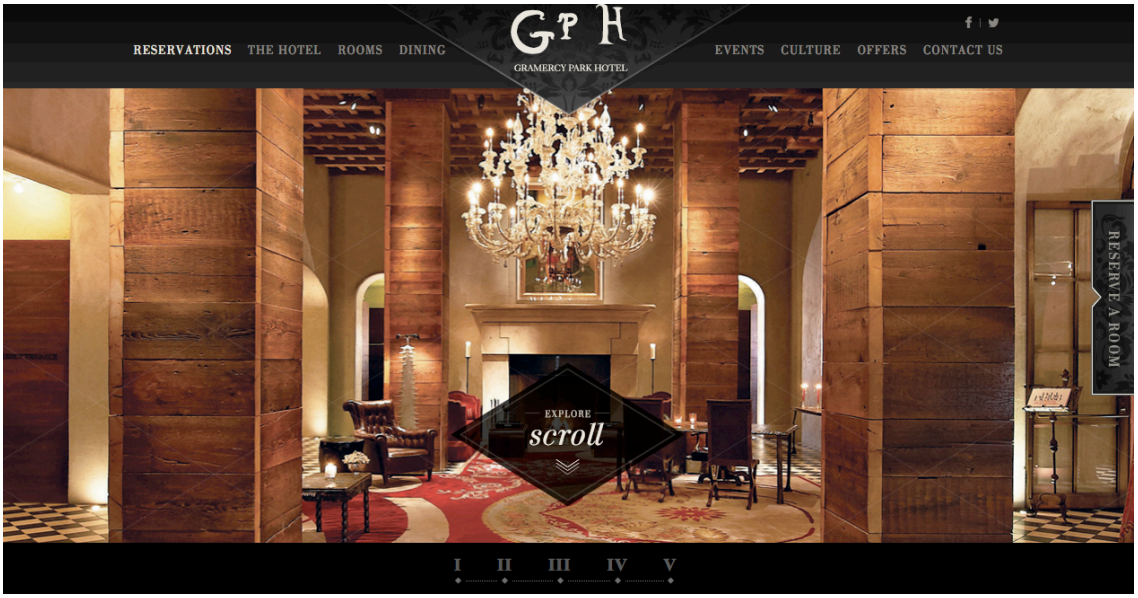
### 5.4.4 The Award Winning Sites

**Use and amount of text**

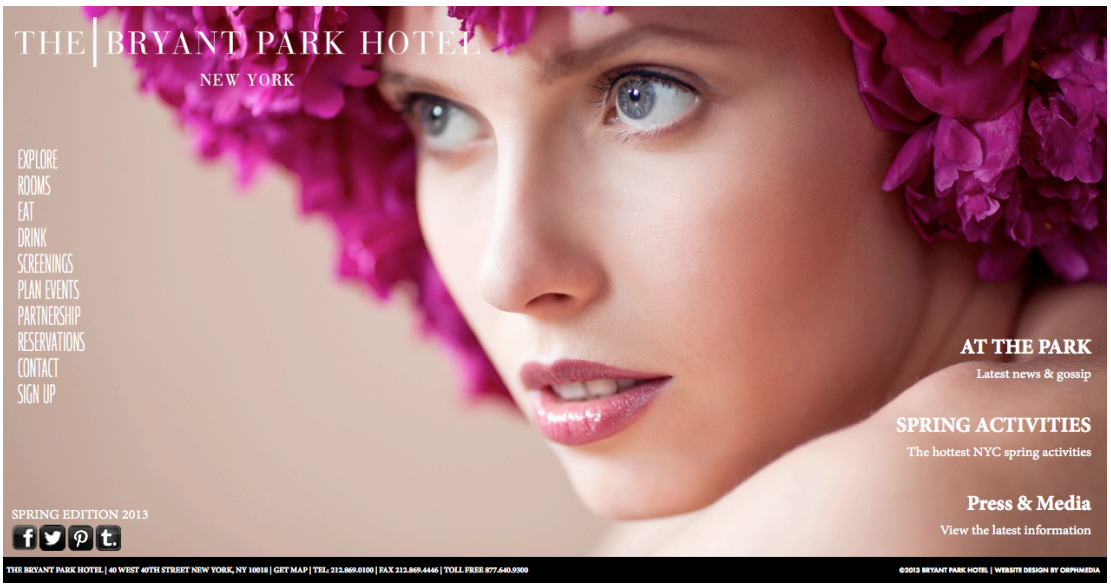
On the start pages of the three award winning sites, there were very small amounts of text. The text was mainly the menus, except a couple of sentences that were present (Screen Shot 9, 10 and 11).




Screen Shot 9: Start Page, Hotel Puente Romano

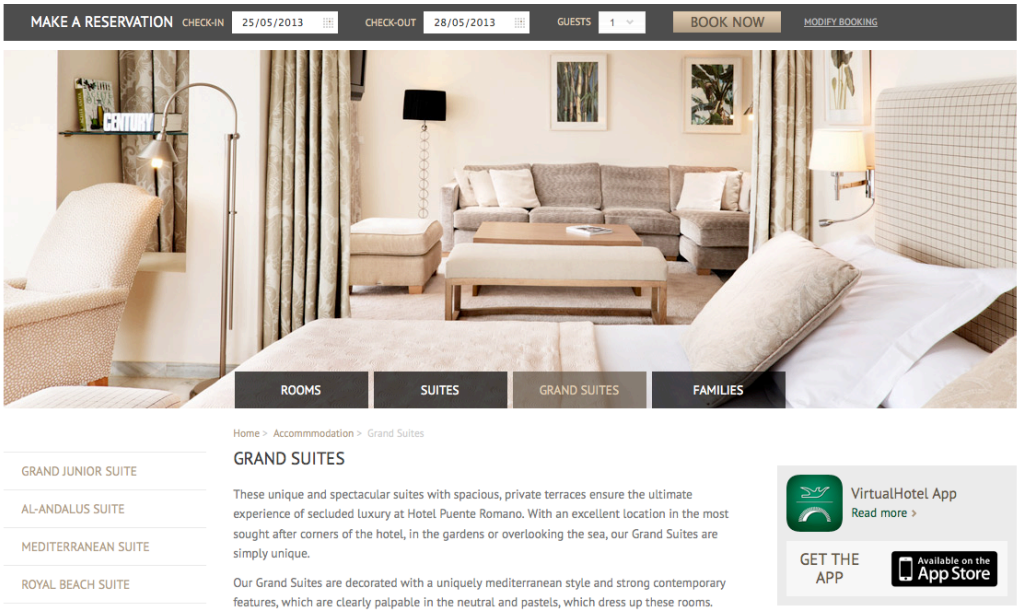



Screen Shot 10: Start Page, Gramercy Park Hotel




Screen Shot 11: Start Page, The Bryant Park Hotel

On the different pages on the sites there was information gathered in small sections, with breathing room in between (Screen Shot 12 and 13).




Screen Shot 12: "Grand Suites", Hotel Puente Romano


Screen Shot 13: 'Eat', The Bryant Park Hotel

At Gramercy Park Hotel there was however discovered pages with more text compared to the others, and sections consisting of more than 5 to 6 lines (Screen Shot 14)

Screen Shot 14: 'Dining', Gramercy Park Hotel

**Use of pictures**

Large pictures were of great focus on all of the award winning sites. All the start pages consisted of mainly large pictures (Screen Shot 9, 10 and 11). Throughout the pages large pictures were present. On Gramercy Park Hotel, the pictures on e.g. 'Dining' were smaller compared to the two other sites (Screen Shot 14), but it was possible to click on them to enlarge them. Bryant Park Hotel and Hotel Puente Romano had photo galleries included on their sites. At Gramercy Park Hotel, the photo galleries were located on the different pages. The main pictures consisted of several pictures, and the visitor could change the pictures as he/she desires.

**Overall design**

All the hotels had clear logos on the top of their start pages. As for the online booking, it was most visible at Hotel Puente Romano, where it was present directly on the start page. For the other two there were links in the main menu that took the visitor to their booking engine. The overall design was more modern compared to the chosen hotels from De Historiske. The choice of colors, design, fonts and pictures made the websites easy to use and the information easy to grasp.

## 5.5 Conversion rate

To measure the effectiveness of the websites, visitor numbers are compared to online booking figures from Synxis (Appendix 2). To find the visitor number, the report 'Audience overview' was used in Google Analytics. The complete findings from the report can be found in Appendix 3.

The report shows two different visitor numbers. As mentioned in earlier sections, 'unique visitors' is the actual amount of people who have entered the website, and is therefore used in the conversion rate calculation. The conversion rate in this research is calculated as online bookings/reservations divided by unique visitors.

In 2012, Engø Gård had 45,446 unique visitors and their website generated revenues of NOK 1,139,589, divided on 290 reservations. The conversion rate for this website was 0,64 percent. Kviknes Hotel had 35,656 unique visitors and a total of 398 reservations on their website, giving a total of NOK 1,074,552 in revenue. The conversion rate for this website was 1,12 percent. At Walaker Hotell there was a total of 18,303 unique visitors, giving NOK 808,249 in revenue divided on 241 reservations. This gave a conversion rate of 1,32 percent.

A factor that needs to be considered when looking at the conversion rates, are the size of the hotels and the amount of room each hotel has. Kviknes Hotel, which is the largest room in the research, has more rooms to sell then e.g. Walaker Hotell. Kviknes

Hotel has 190 rooms to sell each day, compared to Walaker Hotell that has 22 rooms to sell each day. Another factor that plays in, and which is not considered, is the seasonality of the hotels, which is not considered in the calculation. Walaker Hotell and Kviknes Hotel are open from April to September, while Engø Gård is open all year. As the hotels vary in size and season, one should also consider the maximum capacity for the different hotels. Occupancy also affects the conversion rate, as some hotels may have experienced more bookings through telephone, e-mail, group bookings etc. It is therefor difficult to evaluate the total availability of rooms on the Internet for each hotel in 2012.

# 6 Discussion

In this chapter, the three different factors in the model (Content, Design and Usability) will be discussed in relation to the results from the data analysis.

## 6.1 Usability

The ease of use on a website is clearly of importance for the customers, and is therefore a concern for hotels. The flow analysis of the three hotels shows, as an overall result, that all three websites experience high drop off rates already from the starting page to the first interaction. Kviknes Hotel had the largest drop off with losing as many as 31,700 visitors (about 69,5 percent) from the starting page to the first interaction. Walaker Hotell had the second highest percentage of drop off from the starting page to the first interaction with 52,1 percent. Engø Gård lost 36 percent of their visitors between the starting page and the first interaction, which may be considered as a satisfactory number, based on the literature review (Appendix 5). These numbers are also reflected in the bounce rate presented in the ‘Audience Overview’ report, where Kviknes Hotell had a total of 58,75 percent bounce rate, Walaker Hotell had 37,14

percent and Engø Gård had 33,36 percent (Appendix 3).

Kviknes Hotel's and Walaker Hotell's large amount of drop off may be due to lack of usability. This may be because of customers not finding what they are looking for. Looking at the different keywords that generate traffic from the search engines to the different websites, one can see that all the hotels had their business name as the keyword that generate most traffic. This indicates that the problem does not include having non-satisfactory information for their search engine visitors. Looking at the keywords report, one can also see that Kviknes Hotel and Walaker Hotell had the highest bounce rates for visitors entering the site through searching for the business name, with hence 47,16 percent and 35,88 percent of the visitors 'bouncing off'. Engø Gård had a significant lower bounce rate (23,1 %) for their visitors using the business name in search engines. Unfortunately one is not able to investigate the keywords that are 'Not provided'. These visitors had high bounce rates on Kviknes Hotel (54.37 %) and to some degree at Walaker Hotell (31,6 %). There was not found any other keywords where the websites did not have satisfactory information, which could have explained some of the bounce rates (Appendix 8).

As the time a website uses to load affects the usability of a website, the 'Site speed' report was investigated to try to identify any problems causing the high drop off and bounce rates. Engø Gård's start page loaded in an average of 2,58 seconds, which is a satisfactory amount of time, according to the literature review (Clifton, 2012). Looking at Kviknes Hotel one can see that their start page loaded in 7,31 seconds, a significant higher amount of time, and outside the "accepted" time of 2-3 seconds mentioned in the literature review. Walaker Hotell also had a high loading time on their start page, with 6,95 seconds. These numbers may to some degree explain the high bounce rates.

None of the websites included in the research had mobile versions of the

websites. In the ‘Mobile Device’ report one could see that Kviknes Hotell had 13,523 visitors using a mobile device. Of these visitors, as much as 73,74 percent were bouncing off. Engø Gård and Walaker Hotell had about the same drop off rate from mobile visitors with about 38 percent. A quick test done by the researcher found that the three websites were possible to open on a mobile device. As they were the traditional websites opened on a mobile, it was difficult to navigate and read the pages, but none of them had any significant difference in usability that could explain the large difference in bounce rates on mobile devices. It may however be believed that websites are loaded slower on mobile phones, and that the long load times on Kviknes Hotel and Walaker Hotell may be even slower on mobile phones. It does however not give a good indication, as Walaker Hotell with almost the same load time, have significantly lower drop off rates from mobile visitors then Kviknes Hotel.

The different sources of traffic gives an indication of how the visitors get to the websites. In the ‘Traffic Sources’ results, one could see the different sources of traffic, and the bounce rate for each of them. ‘Direct’ are visitors who type the URL directly in the browser, and one can see that Kviknes Hotel had the website with the highest bounce rates on the direct traffic with more than half of the visitors dropping off (56, 51 %). Engø Gård and Walaker Hotell had 41,03 and 43,68 percent. All the numbers are considered as high, which can indicate some issues with the websites. Whether it is the usability or not, is difficult to know without any other data from actual visitors, as the only data indicating such issues were the missing mobile versions and long load times. The long load time at Kviknes Hotel may explain some of the high bounce rate. It does not however give any clear picture as Walaker Hotell and Engø Gård had similar bounce rates, but significant difference in the load times as discussed earlier. Google is an important source of traffic for all the hotels, as it is the prime source for all three.

Looking at the bounce rates for Google, there are more significant differences compared to the direct sources. Kviknes Hotel had a bounce rate of 49,11 percent from visitors from Google, while Engø Gård had 28,2 percent and Walaker Hotell had 34,68 percent. This was also reflected in the keywords discussion mentioned above, where Kviknes Hotel had significant higher bounce rates on the company name. It should be noted that 'login-kvikne' contributed with a high bounce rate, and this is believed to somehow be connected with employees using the website. A test in Google Analytics shows that the total bounce rate drops from 58,77 to 48,71 percent when removing this source from the data (Appendix 12, not included in the 5.0 'Data' chapter), but it is still significantly higher than the two other hotels.

Looking at the three summarizations of the flow analysis, they do indicate some movement back and forwards. This is however supported by the literature as natural movement on the website, and one can also see that visitors found their way to the booking engine in the process. This was, unfortunately, not possible to identify at Engø Gård due to the direct linking to Synxis from the menu as also indicated earlier.

The drop off rates and bounce rates are most likely explained by a number of reasons. Related to usability, it has in the results been found that some of the explanation may be due the long load times and the non-existing mobile versions of the websites. Kviknes Hotell and Walaker Hotell who experienced the highest bounce rates and drop off rates, were the websites with longest load times. Kviknes Hotel had by far, the highest bounce rates and drop offs. The high bounce rates were partly explained by the 'login.kviknes' source.

As there is no tracking between Synxis and Google Analytics, the researcher is unable to detect how many customers who have clicked the booking, and then left the page in the booking process. This type of data would have been interesting to investigate,

to see whether there are any obstacles in the booking process which could reduce the effectiveness of the website.

## 6.2 Content

Based on the literature review, it was assumed that information on location, price, different facilities and rooms, were important content for hotel website visitors.

Looking at the 'Pageviews' report, one can get an impression of what were the most popular pages on the websites. Naturally, the start page on each website were the ones with most pageviews. As price was not presented on any of the websites, before actually entering the booking engine, it is difficult to identify whether or not price is of importance through the Google Analytics data. The keywords report does however show that at Engø Gård the fourth most used keyword to generate traffic to the website was 'engø gård prices'. Another finding that may indicate the importance of information on price, was the popularity of the 'Offers' page at Engø Gård, which was the seventh most popular page in the 'Pageviews' report. Kviknes Hotel's 'Packages' page, a page with offers, is found as the twenty first most popular page at their website.

These findings are too weak to conclude on importance of price information. If the hotels had pages on price, it would be easier to identify the importance of price information. It is believed by the researcher that price information is of interest for some visitors, which is also supported by the theory.

As for the information on different facilities, one can see that Engø Gård's restaurant page is the second most popular page on their website. The fourth most popular page on Walaker Hotell was their 'food and restaurant' page. The 'Food and wine' page at Kviknes Hotel was not included in the top 10 popular pages, but was found as number 11 with a significant amount of pageviews (1,599 pageviews) compared to the other pages except the start page (Appendix 10). Banquet facilities

('Selskapslokaler', Appendix 8) was also found as one of the most used keywords to Engø Gård's website, to some degree further supporting the importance of facilities information.

The room pages were popular pages on all the websites. At Engø Gård it was the fourth most popular page, at Kviknes Hotel it was the third most popular page and at Walaker Hotell it was the second most popular page. The room pages were also represented in more than one interaction at each hotel in the flow analysis, which further support the importance of room information as content.

Another trend discovered among the three hotels was regarding basic information of the hotel. 'About us' was the sixth most popular page on Engø Gård, 'Contact' was the ninth most popular page at Kviknes Hotel, and 'About Walaker' was the sixth most popular page on Walaker Hotell. This may be the case for several reasons. First, it may indicate that the visitors are not familiar with the hotel and they are interested in learning more. It may also indicate that the website is used by visitors for other reasons than booking hotel rooms, such as finding the contact information to the hotel, maybe to book hotel rooms in other ways than through the Internet. These are just some of the reasons assumed by the researcher, and the numbers are most certainly affected by several other aspects as well.

As for the importance of location, the popularity of the 'About us' pages may to some degree indicate that visitors are looking for information of the location. This is however only assumptions, and to further investigate the importance of the location, the 'Keywords' are again investigated. At Engø Gård, the sixth most used keyword was 'engø gård tjøme'. Tjøme is the location of the hotel, but the keyword does however not clearly indicate the importance of the location, as the hotel name was included in the search. This could mean that the searcher/visitor already knew the hotel name, and was

therefore interested in discovering the website, rather then finding accommodation in that area. At Kviknes Hotel, the eighth most used keyword was ‘balestrand hotell’. This shows more clearly that the hotel website was visited due to the location of the hotel. At Walaker Hotell, the keyword ‘solvorn’ was the sixth most traffic generating keyword, also to some degree showing the importance of the location of the hotel. It does not however support ‘location’ information as *content* on the websites, as these data are from prior to the visit.

The findings on location information are weak. The investigation of location in the keywords report does not indicate the importance of location information as content on the page, it does to a small degree indicate the importance of location in advance of entering these websites. As no dedicated pages on the chosen websites concerned the places the hotels are located in, it is difficult to investigate the importance of the location as content with Google Analytics data. As the theory indicates, the information of location is of importance, and it is believed by the researcher that a dedicated page with information of the location on the websites could have been of interest for some visitors. It would have been interesting to see whether such pages would have gained popularity on the websites. The data discussed is not sufficient to conclude the importance of ‘Location’ as content.

As the hotels do not have specific pages on price and location, and the theory support the importance of these attributes as content, this absence could explain some of the drop off- and bounce rates. Some visitors might call the hotel to get more information on e.g. prices. The data has however, to some degree, supported the importance of information on different facilities and rooms as content.

As the tracking between Synxis and Google Analytics is not present, it is impossible to investigate the specific flow of buying customers. This would have given

useful data, to see a more specific route of the actual buying visitors. The summary of the flow analysis does however show the path of visitors who enter the booking engine, but it is not identified who actually make a purchase.

## 6.3 Design

To evaluate the design of the different websites, a simple analysis of the different websites was performed. To further substantiate the conclusions made in this analysis, three award winning websites was included in it. These awards are subjectively evaluated by juries (Awwwards, 2013b; The Web Marketing Association, 2013a; The Webby Awards, 2013b), and there is all reason to believe that there are variations between the evaluations of these rewards. They did however give a decent reference to what good and bad websites are.

Regarding the use and amount of text, all the hotels had websites that met the recommendation from the theory of keeping the text short and in small sections. There were some pages with much text, as for example the 'Banquet' page on Kviknes Hotel. It is however believed by the researcher that information on banquets may need to be more thorough than other information, as it is related to larger events. One can assume that customers delegate more time to this type of planning, and that they desire more information on banquets than for example on booking a room. Compared to the award winning websites, one can see that the amount of text used on the case hotels' website is satisfactory.

As to the use of pictures, all three hotels mostly used large pictures of good quality. There was however discovered some small pictures that were not possible to enlarge. These pictures may be important for the site appeal, and should therefore have been presented in a dynamic way. At Engø Gård these small pictures were located at the

rooms pages. Looking at the discussion of the content in the previous discussion, the results show that the room pages are of high importance, and therefore it is considered even more important to have good pictures on these pages. Looking at the award winning hotels, they all had good pictures on their room page. The Gramercy Park Hotel is considered by the researcher to have the best rooms presentation, with a picture "carousel" at the top, where the visitor can click through large pictures of high quality. The pageview reports and flow analysis also supported the importance of pictures, as the photo galleries on all three websites were present in both.

The use of pictures on the websites included in the research is satisfactory with some room for improvements. Comparing the use of pictures with the award winning websites, the room of improvement gets even clearer. The award winning websites are much more appealing to the researcher than the three websites used in this research, much due to the large and high quality of the pictures.

The overall design of the three historic websites is considered satisfactory. As the sections above indicate, the use of text and pictures is done so that the website to a large degree seems professional and appealing. The choosing of colors on text and backgrounds is done in a way that makes text and information clear, and together with the satisfactory use of text, it seems as the websites are designed in a user friendly matter. All websites also include clear headlines which tells the visitors where on the website they are. They are however, compared to the award winning websites, considered as much less modern in their design. The researcher has a much more appealing and satisfactory experience with the award winning websites, due to the total design and the quality of every detail. The use of pictures is, as mentioned, considered as of much higher quality on the award winning websites.

The visibility of the online booking was considered to be satisfactory on all

websites, but the researcher however believes that the booking link on Engø Gård could have been made more visible. This could have been done by making the link larger, and placing it more central on the website. It could also have been named for example 'Online booking' instead of just 'booking' to prevent any confusion. The term 'booking' can represent many different ways to make reservations, and it may be believed by some visitors that it e.g. is a list of telephone numbers and e-mail addresses.

As the design is related to the time visitors' use on websites, the audience engagement was investigated to see whether there were any significant differences. As the design of the three historic websites have been concluded to be of about the same quality, it was assumed that the audience engagement would not have any significant differences between the three websites. Looking at the engagement at the different websites one can see that the pattern is very similar for Engø Gård and Walaker Hotell. Engø Gård had more visits in each interval, but this was a natural consequence of Engø Gård having a much higher number of total visits. One may however see clear similarities in the patterns in the engagement of the two hotels (Figure 7 and 9). Kviknes Hotel had a much larger share of visits in the shortest time interval (0-10 seconds), and had notably fewer visitors in the longer intervals (61-180, 181-600 and 601-1800 seconds) compared to Walaker Hotell and Engø Gård. As the theory indicated, site appeal affects the amount of time visitors spend on a website, and these data may indicate that the design of Walaker Hotell and Engø Gård are more appealing than the website of Kviknes Hotel. The design analysis performed by the researcher did however not identify such differences.

Regarding the performance of the websites, Kviknes Hotel's website was much less effective in some areas. This website had significantly higher shares of drop offs and bounce rates. It is difficult based on this quantitative research to find the reasons for

these numbers. It has been found that high numbers of bounce rates were from mobile visitors, but Kviknes Hotel had significantly higher drop off rates, even though none of the websites had mobile versions of their pages. The surprising is, that even though Kviknes Hotel to some degree has been concluded as less effective based on the data from Google Analytics, their website had a relatively high conversion rate (1,12 %) on the online booking compared to the two other websites (Engø Gård 0,64 % and Walaker Hotell 1,32 %). It is difficult to identify what the reasons are, but based on the results from Google Analytics, there are other factors affecting the booking numbers at the hotels. Kviknes Hotel is the largest hotel, with the largest maximum capacity to sell each day. This may be some of the explanation why they sell more rooms through their booking engine. Even though Kviknes Hotel sells rooms in only 6 months, compared to Engø Gård that sells all the year, the total capacity through a whole year is larger at Kviknes Hotel. Other factors that may influence the conversion rate on the websites is the availability. Pre-bookings and group bookings may affect the availability on the websites. Characteristics of the customers could also affect them, as some of the hotels may have customers who prefer calling the hotel directly. This is supported by the literature review, as it was found in Toh et al.'s (2011a) study, that 26 percent of the website visitors switched to telephone.

The conversion rate for Engø Gård (0,64 %) is considered as low, while the conversion rate for Kviknes Hotel (1,12 %) and Walaker Hotell (1,32 %) is considered as satisfactory. This is supported by the literature review, where it is stated that only 1 to 3 percent of website visitors become direct customers (Clifton, 2012).

Looking at the audience overview again, one can see that Kviknes Hotel and Engø Gård had the most loyal website visitors. The percentage of returning visitors was almost identical for the two hotels with 37,8 percent at Engø Gård and 38,3 percent at

Kviknes Hotel. Walaker Hotell had 25,4 percent returning visits. Kviknes Hotel was found to include more issues, but with a relatively high conversion rate, and Engø Gård with the least issues had the lowest conversion rates. This is contrary to the literature review as it was indicated that improved satisfaction made visitors more loyal to websites.

It is easy to see clear similarities between the factors chosen in the research model in this paper and the factors used by the juries in the mentioned website awards. Website design was a subjective evaluation by the researcher, based on the theory on website design presented and comparison of websites to winners of the mentioned awards. For the other factors, usability and content, data from Google Analytics was used to evaluate the importance of them. It was assumed that the websites, which had the greatest performance on each factor in the model, were the websites that generated most online bookings. It was not succeeded in identifying such patterns.

# 7 Conclusion and recommendations

## 7.1 Conclusion

This research focused on three factors affecting website effectiveness, based on the visitors behavior and a simple design analysis. More specifically how websites could affect their web-revenue. Based on assumptions of the researcher, content, design and usability were chosen as factors that would affect website effectiveness in regards to online bookings. The assumptions were confirmed by the literature review, and were therefore included in the research model. The literature review also identified relationships between the factors, and the chosen research model was therefore a multi-relationship model.

Usability, content and design were in this research assumed to affect website effectiveness in regards to online bookings. In the results, some issues to the usability of the websites were discovered. What was considered as high bounce- and drop off rates were identified at all hotels, indicating room for improvement. Specific findings related to usability issues were long loading times on Kviknes Hotel and Walaker Hotell, and the lack of mobile versions of the websites for all of the hotels. These findings were concluded to be possible explanations for the poor drop off- and bounce rates. Google was found to be the most important source of traffic at all websites, and this source had relatively high bounce rates, especially at Kviknes Hotel. High bounce rates in search engines could indicate that the websites do not have sufficient information on the keywords that are used by the visitors who end up at the websites. This type of problem affects the usability of the websites. The use of the term 'price' at Engø Gård was the only indication of this problem, as there was no information regarding prices at Engø Gård. This could explain some of the bounce rate from Google at Engø Gård. At the two other hotels, the keywords used did not identify any themes where the websites had insufficient information. The flow analysis showed a natural movement on all websites, and the usability seems to be satisfactory at the websites viewed through computers. Even without any thorough analysis on mobile users, it is concluded that the usability for mobile devices is highly questionable. This is also reflected in the high bounce rates from mobile devices on all websites.

It was stated in the literature review, that dissatisfying website visits resulted in a large percentage of visitors who stopped buying from that website again (Forrester Consulting, as cited in Clifton, 2012, p. 156). It was also found that negative performance attributes had greater impact on overall satisfaction and purchase intentions

than positive performance did (Wolfinbarger & Gilly, 2003). The three hotels should therefor take the high drop off- and bounce rates seriously.

The content important for websites was in advance assumed to be information on price, location, different facilities and rooms. Even though the reasons for choosing the topic of the research was that other factors than price was of importance for historic hotels in rural areas, it is still believed that customers have interest in price information. One can assume that very few customers buy a service without showing interest in the price. The only data that could indicate this was the use of 'price' in keywords used on Google by visitors to Engø Gård, and the vague popularity of visiting 'Offers' pages. The findings did however not show any significant importance of 'Price'. The only way to find actual prices is to enter the booking engine, make selections, and see the prices that occur. With a link between Synxis and Google Analytics, one could have investigated how many that exited the booking after having seen the price. This would have been an interesting investigation for this matter. Even though the data is vague, it is believed by the researcher that pages concerning prices would have been of interest. This is also supported by the theory.

Very little of the data indicated the importance of information on 'location', and it is therefore difficult to make any conclusion in regards to whether it is important as content on websites. Location is probably of greater importance in advance of entering hotel's websites. As no pages on the websites were dedicated to the place they were located in, it was difficult to investigate the importance of this factor through data from Google Analytics. It is however believed by the researcher that this may be of interest to several visitors, and more importantly it could have been a good supplement to the websites, as it is believed that it could affect the customers in the selection process. This is partly supported by the literature review, as it was stated that links to destination were

important to assist visitors that were unfamiliar with the destination. This could also affect the purchase decision (Phelan et al., 2011). It is believed that this type of information could affect the desire to travel and book hotels. The importance of this attribute is questioned by Jones and Chen (2011). They stated, as mentioned in the literature review, that previously identified attributes in hotel selection, may not be as relevant in online booking of hotels. The researcher was well aware of the criticism, but did however believe that the attribute could be of some importance, and was therefore included.

Information on facilities and rooms were selected as attributes for the content factor, and these attributes were to a large degree confirmed by the data. The pages on restaurants and rooms were of high popularity on all three websites. “Facilities” could include more than restaurants, as e.g. Spa and swimming pool. At the chosen hotels there were however limited selection of facilities. None of the hotels had Spa, and only Engø Gård had a swimming pool. Even though Engø Gård has a page related to their swimming pool, the data did not indicate any interest to this page. Other facilities present at the hotels were their conference facilities, which are considered as not relevant for this research. The data did however not find anything regarded to conferences.

As the data from Google Analytics could tell little about the importance of design, the researcher conducted a simple analysis of the websites. The analysis was based on attributes discovered through the literature review, and short conclusions were made on each of them. Even though the analysis was mainly based on a subjective evaluation of the researcher, the attributes that were chosen were possible to objectively evaluate to some degree. Websites that had won well reputed awards where included in the analysis to increase the validity of the analysis.

As for the amount of text, the theory suggests established rules for the amount and lay out. With some exceptions, all pages had satisfactory use and amount of text. The use of pictures was evaluated in a non-artistic way, and was solely based on the technical quality. The use of pictures was evaluated as present/not present and relevant/not relevant. Based on this analysis it was concluded that all websites had satisfactory quality and use of pictures. There was however discovered some room for improvement as some of the pictures were too small (quality).

Compared to the award winning websites, the use of text was considered satisfactory on the historic hotels' websites, which substantiates the conclusions made by the researcher in the visual design analysis. As for the use of pictures, one could see that the pictures used on the award winning websites were of better quality (resolution) and much larger. None of these websites had too small pictures, which substantiates the conclusion that there is room for improvement on the research websites.

As for the overall design of the three websites included in the research, it was concluded that no large issues were present at the websites. They were, however, compared to the award winning websites, much less appealing to the researcher. This is only a subjective opinion by the researcher, but it is however believed that these award winning websites had a much more modern design which appeared as much more professional. It was also noted that Engø Gård had a less visible link to the booking than the other two hotels. This data is not enough to show any connection to the lower conversion rate, but it is however believed by the researcher that a more visible booking link is more effective. As it was indicated in the literature review, attention is important to get the visitors interest (Ash et al., 2012).

Content and design was concluded to be satisfactory on all websites, with some discrepancies. Usability was mainly satisfactory at all hotels, but it was identified that

Kviknes Hotel and Walaker Hotell had greater bounce- and drop off rates. This type of quantitative analysis cannot identify the reasons for these issues. Further qualitative and other quantitative research is needed. Engø Gård, which based on the data had the fewest complications with their website, had the lowest conversion rate of online bookings. Walaker Hotell and Kviknes Hotel, which had most complications, had the highest conversion rates. This is opposite of what the model was meant to explain, and it is therefore not supported by the results. The results do however not give clear enough indications to reject the model. If the conversion rates where different, in favor of the model, it is believed by the researcher that the discrepancies found between the hotels was of such a small scale that it could not have been used to confirm the model either. It is also believed that the conversion rate for the different hotels is highly questionable, as several factors could affect the availability of rooms on the website. The total capacity available could be affected by e.g. season, pre-booked rooms, pre-booked events and more. It is therefore difficult for the researcher to calculate the total rooms available on the websites in 2012. The conversion rates could also be affected by the characteristics of the customers. For example, it could be that the customers of one hotel prefer calling the hotel. As there is insufficient information on availability included in the research, the conversion rates are considered to not be a very good measure for effectiveness.

All visitors to websites do not become customers, as indicated in the literature review and as shown in the results of this research. It is however of importance for the hotels to increase their amount of visitors, to increase the chances of more online customers. It has to be mentioned that not “everyone” should be attracted to the websites, it is important that the *right* customers get to the website. Even though some hotels are smaller then others, the max capacity on the Internet is unlimited. One could however

assume that the size of the hotels could affect the available financial resources for Internet marketing activities.

Even though the data chosen for this research is considered to be highly reliable, it has shown to be not as suitable as desired for investigating the model. Supplementing this research with other data gathered directly from the visitors, in the form of questionnaires or interviews, would have given a better understanding of the different factors. It is also believed that this could have improved the validity of the research significantly. Chaffey and Ellis-Chadwick (2012) recommends for example that website design is tested with customers to ensure it is appropriate. It is further believed that the link between Synxis and Google Analytics would have provided the research with data that could have made the relationship between the factors in the model clearer. With this link, it would have been possible to separate actual buying customers from those who for example are in the information seeking process. It is believed that this separation could have given a more concise view of the effectiveness of the websites in regards to actual bookings.

The sample in the research is considered to be of a significant size, but as only three hotels from De Historiske in rural areas are included, the generalization of the results to all hotels in De Historiske located in rural areas, is doubtful. The validity of the sample is further limited as little demographic data is discovered through Google Analytics. Characteristics of the sample are believed to affect the online behavior, referring to Kotler and Keller (2005) who state that consumer behavior is affected by cultural, social, personal and psychological factors.

It was stated in the validity and reliability section that reliability was to some degree present. Reliability is easier to achieve then validity, and is necessary to gain validity. The validity of the research has however shown to be highly questionable,

especially the external validity as several issues concerning the generalization of the results are found. Due to this, the findings should therefore be evaluated accordingly. This research should be considered as a supplement for future research.

As the literature review indicated, all factors in the model are linked to design. The design included in the model was related to the *visual* design. According to the literature, usability and content contribute to the quality of overall design. Trust is not included or discussed in this research, but the literature review however indicated that design, content and usability could affect trust. As trust has shown to be of importance in online purchase, this shows another aspect of the importance of the factors included in the model.

Even though the model and hypotheses are not supported, and it has not succeeded in identifying any clear relationship between the factors and web-revenue, this research could be a helpful tool for the Internet strategies for hotels in De Historiske. The research has provided a summary of their online performance, and could provide the hotels with a better understanding of their online customers. It is recommended that the issues discovered are taken seriously and is further investigated by the marketing teams and the website producers. It has been shown, as mentioned in the literature review, that websites are of importance not only in regards to online purchase, but also as a tool for the customer in the information seeking process and in the evaluation of alternatives. Switching to another website is done with no costs, in matter of seconds. Websites are also important in regaining customers from third-party websites. The power of websites should not be underestimated.

## 7.2 Further research

The importance of websites in the hotel industry is growing. As this research included data only from Internet analytic tools (online channels), it is believed that the quality of the results could have been improved with the inclusion of offline data. Further research on different factors affecting website satisfaction needs to be undertaken with the use of both quantitative data form Google Analytics, and either qualitative data from e.g. interviews or substantial quantitative data in the form of e.g. questionnaires, with actual website visitors. This in order to identify differences in the sample that Google Analytics is unable to collect, as e.g. cultural and age differences and to collect more substantial data. Further such studies could reveal the *reasons* behind customers' behavior on websites. The research included in this paper could in these studies be used as a supplement, as this study did not confirm the research model and it's hypotheses.

As the link between Synxis and Google Analytics was missing in the chosen websites for this research, further research should be undertaken on the booking process itself. It is believed that the same factors included in the research model in this paper, could be applicable to measure the effectiveness of the booking engine as well. In these researches, the link between Synxis and Google Analytics has to be present. This linkage provides more useful reports in Google Analytics, and one is able to identify the actual buying customers.

Safety and trust are clearly important to hotel bookers. With the development of the Internet, new trust- and safety issues are emerging. Additional research should therefore investigate whether trust- and safety issues are present in online hotel bookings

and online information searches. Further research should also include which attributes of trust and safety that are actual obstacles in hotel bookings on the Internet.

Service quality was identified through out the literature review as important for customers who book hotels. This factor was not in any way included in the research. Further research should concern how service quality could be determined through websites, and the importance of it. Hotel reviews on different review websites on the Internet could be an indicator of service, and could be an interesting asset of such studies.

## 7.3 Practical implications

Information on how visitors behave on websites can be valuable in the further development of the websites for the three chosen hotels and other hotels in De Historiske. Knowing which sites that contribute to high drop off rates is of especially high importance, and further investigations of these pages may help the hotels in increasing the effectiveness of the websites. Seeing the relatively high number of mobile visitors at the websites and the poor performance on these platforms, and the rapid development within mobile bookings, should be good reasons to convince the management at the hotels to provide needed investments for mobile versions.

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**Appendix 1: Total web-revenue De Historiske 2011-2012**



Currency: NOK

04 Jan 2013 14:02 UTC

## Rate Production By Confirmation Date: 01 Jan 2011 - 31 Dec 2011

Historic Hotels of Norway (9083) Totals

| | | | Gross | | | | | Cancelled | | | | | Net | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Rank | Rate Type | LOS | Res | Rooms | Room Nights | Revenue | ADR | Res | Rooms | Room Nights | Revenue | ADR | Res | Rooms | Room Nights | Revenue | ADR |
| | Weddingsuite (WEDDINGSUITE) | | 1 | 1 | 1 | 2,890.00 | 2,890.00 | 1 | 1 | 1 | 2,890.00 | 2,890.00 | 0 | 0 | 0 | 0.00 | 0.00 |
| | Weekend golf (GOL) | | 1 | 1 | 1 | 2,880.00 | 2,880.00 | | | | | | 1 | 1 | 1 | 2,880.00 | 2,880.00 |
| | Weekend Offer (Weekend Offer) | | 9 | 10 | 11 | 11,350.00 | 1,031.82 | 1 | 1 | 2 | 3,160.00 | 1,580.00 | 8 | 9 | 9 | 8,190.00 | 910.00 |
| | Weekend rate (WEEKEND) | | 108 | 108 | 129 | 137,630.00 | 1,066.90 | 15 | 15 | 20 | 20,530.00 | 1,026.50 | 93 | 93 | 109 | 117,100.00 | 1,074.31 |
| | Winter campaign (VINTER) | | 702 | 702 | 1052 | 901,775.00 | 857.20 | 29 | 29 | 46 | 39,700.00 | 863.04 | 673 | 673 | 1006 | 862,075.00 | 856.93 |
| | Winter experience (VIT) | | 2 | 2 | 2 | 8,780.00 | 4,390.00 | | | | | | 2 | 2 | 2 | 8,780.00 | 4,390.00 |
| | Winter holiday in beautiful surroundings! (WINTER) | | 11 | 12 | 15 | 15,760.00 | 1,050.67 | 1 | 1 | 1 | 1,190.00 | 1,190.00 | 10 | 11 | 14 | 14,570.00 | 1,040.71 |
| | Winter Offer (Winter) | | 2 | 2 | 2 | 2,590.00 | 1,295.00 | | | | | | 2 | 2 | 2 | 2,590.00 | 1,295.00 |
| | Winter offer january (winter offer january) | | 1 | 1 | 1 | 1,025.00 | 1,025.00 | | | | | | 1 | 1 | 1 | 1,025.00 | 1,025.00 |
| | Wolters Reisen (WOL) | | 70 | 70 | 122 | 126,260.00 | 1,034.92 | 7 | 7 | 16 | 16,640.00 | 1,040.00 | 63 | 63 | 106 | 109,620.00 | 1,034.15 |
| | Wolters Reisen (WOL02) | | 2 | 2 | 2 | 2,080.00 | 1,040.00 | | | | | | 2 | 2 | 2 | 2,080.00 | 1,040.00 |
| | XMas & New Year 2011 (JUL) | | 1 | 1 | 5 | 7,475.00 | 1,495.00 | 1 | 1 | 5 | 7,475.00 | 1,495.00 | 0 | 0 | 0 | 0.00 | 0.00 |
| | | Total | 22910 | 23374 | 34982 | 50,433,266.16 | 1,441.69 | 2319 | 2378 | 3840 | 5,937,417.10 | 1,546.20 | 20591 | 20996 | 31142 | 44,495,849.06 | 1,428.81 |

Currency: NOK

04 Jan 2013 13:05 UTC

## Rate Production By Confirmation Date: 01 Jan 2012 - 31 Dec 2012

Historic Hotels of Norway (9083) Totals

| | | | Gross | | | | | Cancelled | | | | | Net | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Rank | Rate Type | LOS | Res | Rooms | Room Nights | Revenue | ADR | Res | Rooms | Room Nights | Revenue | ADR | Res | Rooms | Room Nights | Revenue | ADR |
| | Wolters Reisen - Webbooking (WOL) | | 5 | 5 | 8 | 11,540.00 | 1,442.50 | | | | | | 5 | 5 | 8 | 11,540.00 | 1,442.50 |
| | Total | | 31591 | 32255 | 48151 | 74,022,439.50 | 1,537.30 | 4133 | 4193 | 6834 | 10,969,262.19 | 1,605.10 | 27458 | 28062 | 41317 | 63,053,177.31 | 1,526.08 |

## Rate Production By Confirmation Date: 01 Jan 2012 - 31 Dec 2012

Currency: NOK

29 Apr 2013 12:41 UTC

**Chain:** Historic Hotels of Norway (9083)

**Hotel:** Engø Gård (25322)

| | | | Gross | | | | | Cancelled | | | | | Net | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Rank | Rate Type | LOS | Res | Rooms | Room Nights | Revenue | ADR | Res | Rooms | Room Nights | Revenue | ADR | Res | Rooms | Room Nights | Revenue | ADR |
| 14 | Rom/frokost NAF (NAF) | 1 to 4 | 7 | 7 | 10 | 16,065.00 | 1,606.50 | 2 | 2 | 2 | 3,366.00 | 1,683.00 | 5 | 5 | 8 | 12,699.00 | 1,587.38 |
| 15 | Rom/frokost NAF- 20% (NAF vår 2012) | 1 to 4 | 1 | 1 | 1 | 1,280.00 | 1,280.00 | 1 | 1 | 1 | 1,280.00 | 1,280.00 | 0 | 0 | 0 | 0.00 | 0.00 |
| | Total | | 308 | 313 | 355 | 1,199,551.00 | 3,379.02 | 18 | 18 | 20 | 59,962.00 | 2,998.10 | 290 | 295 | 335 | 1,139,589.00 | 3,401.76 |

## Rate Production By Confirmation Date: 01 Jan 2012 - 31 Dec 2012

Currency: NOK

29 Apr 2013 12:38 UTC

**Chain:** Historic Hotels of Norway (9083)
**Hotel:** Kviknes Hotel (23522)

| | | | Gross | | | | | Cancelled | | | | | Net | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Rank | Rate Type | LOS | Res | Rooms | Room Nights | Revenue | ADR | Res | Rooms | Room Nights | Revenue | ADR | Res | Rooms | Room Nights | Revenue | ADR |
| 17 | Net FIT rates (RFNET) | 1 to 4 | 10 | 10 | 10 | 16,940.00 | 1,694.00 | 1 | 1 | 1 | 1,750.00 | 1,750.00 | 9 | 9 | 9 | 15,190.00 | 1,687.78 |
| 18 | Net FIT rates - Halfboard (HPNET1) | 1 to 4 | 2 | 2 | 3 | 5,370.00 | 1,790.00 | 1 | 1 | 1 | 1,790.00 | 1,790.00 | 1 | 1 | 2 | 3,580.00 | 1,790.00 |
| 19 | PCs Ski Circus (RFSKI) | 1 to 4 | 1 | 1 | 1 | 1,020.00 | 1,020.00 | 1 | 1 | 1 | 1,020.00 | 1,020.00 | 0 | 0 | 0 | 0.00 | 0.00 |
| 20 | Rack Rates (RFRR) | 1 to 4 | 196 | 211 | 293 | 594,490.00 | 2,028.98 | 31 | 34 | 46 | 92,895.00 | 2,019.46 | 165 | 177 | 247 | 501,595.00 | 2,030.75 |
| | | 5 to 11 | | | | | | 1 | 1 | 5 | 6,400.00 | 1,280.00 | -1 | -1 | -5 | -6,400.00 | 1,280.00 |
| | | **Total** | **196** | **211** | **293** | **594,490.00** | **2,028.98** | **32** | **35** | **51** | **99,295.00** | **1,946.96** | **164** | **176** | **242** | **495,195.00** | **2,046.26** |
| 21 | Stay including 4 course dinner and buffet (HPSOMMER) | 1 to 4 | 11 | 13 | 26 | 69,300.00 | 2,665.38 | 1 | 1 | 2 | 6,100.00 | 3,050.00 | 10 | 12 | 24 | 63,200.00 | 2,633.33 |
| 22 | Summer 2013 Special offer. (RFSOMMAR TLBOD) | 1 to 4 | 162 | 162 | 213 | 336,090.00 | 1,577.89 | 8 | 8 | 10 | 16,640.00 | 1,664.00 | 154 | 154 | 203 | 319,450.00 | 1,573.65 |
| | | 5 to 11 | 1 | 1 | 5 | 5,600.00 | 1,120.00 | | | | | | 1 | 1 | 5 | 5,600.00 | 1,120.00 |
| | | **Total** | **163** | **163** | **218** | **341,690.00** | **1,567.39** | **8** | **8** | **10** | **16,640.00** | **1,664.00** | **155** | **155** | **208** | **325,050.00** | **1,562.74** |
| 23 | Wolters Reisen (RFWOL) | 1 to 4 | 3 | 4 | 5 | 6,200.00 | 1,240.00 | | | | | | 3 | 4 | 5 | 6,200.00 | 1,240.00 |
| | **Total** | | **449** | **468** | **650** | **1,235,527.00** | **1,900.81** | **51** | **54** | **79** | **160,975.00** | **2,037.66** | **398** | **414** | **571** | **1,074,552.00** | **1,881.88** |

Currency: NOK

29 Apr 2013 12:39 UTC

## Rate Production By Confirmation Date: 01 Jan 2012 - 31 Dec 2012

**Chain:** Historic Hotels of Norway (9083)
**Hotel:** Walaker Hotell (23539)

| | | | Gross | | | | | Cancelled | | | | | Net | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Rank | Rate Type | LOS | Res | Rooms | Room Nights | Revenue | ADR | Res | Rooms | Room Nights | Revenue | ADR | Res | Rooms | Room Nights | Revenue | ADR |
| 16 | Vi over 60 - 10% (VO60) | 1 to 4 | 1 | 1 | 1 | 1,530.00 | 1,530.00 | | | | | | 1 | 1 | 1 | 1,530.00 | 1,530.00 |
| 17 | Wittgenstein seminar 2013 (Wittgenstein) | 1 to 4 | 7 | 7 | 14 | 39,450.00 | 2,817.86 | 2 | 2 | 4 | 9,700.00 | 2,425.00 | 5 | 5 | 10 | 29,750.00 | 2,975.00 |
| | Total | | 298 | 298 | 397 | 1,019,480.00 | 2,567.96 | 57 | 57 | 86 | 211,240.00 | 2,456.28 | 241 | 241 | 311 | 808,240.00 | 2,598.84 |

Google Analytics

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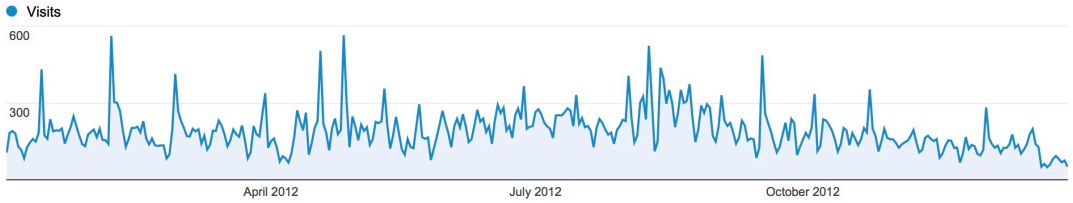
Engø gård - http://www.engo.no
Engø gård [DEFAULT]

## Audience Overview

Jan 1, 2012 - Dec 31, 2012

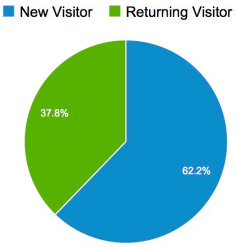
% of visits: 100.00%

Overview




### 45,446 people visited this site

| | |
|---|---|
| Visits | 69,760 |
| Unique Visitors | 45,446 |
| Pageviews | 359,119 |
| Pages / Visit | 5.15 |
| Avg. Visit Duration | 00:02:59 |
| Bounce Rate | 33.36% |
| % New Visits | 62.14% |




| | Language | Visits | % Visits |
|---|---|---|---|
| 1. | nb-no | 24,265 | 34.78% |
| 2. | no | 22,210 | 31.84% |
| 3. | en-us | 12,389 | 17.76% |
| 4. | nb | 5,502 | 7.89% |
| 5. | en | 1,608 | 2.31% |
| 6. | da | 601 | 0.86% |
| 7. | en-gb | 492 | 0.71% |
| 8. | da-dk | 422 | 0.60% |
| 9. | sv | 334 | 0.48% |
| 10. | sv-se | 307 | 0.44% |

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Google Analytics

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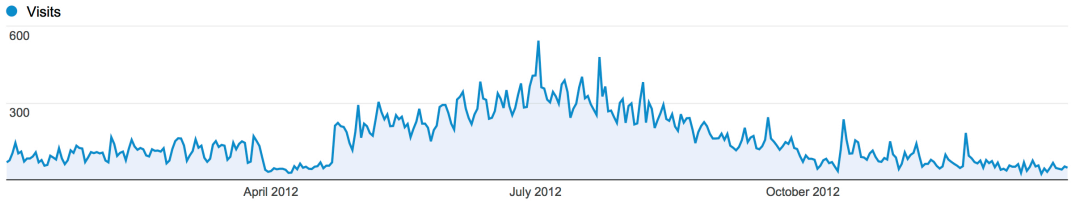
http://www.kviknes.no - http://www.kviknes.no
www.kviknes.no [DEFAULT]

## Audience Overview

Jan 1, 2012 - Dec 31, 2012

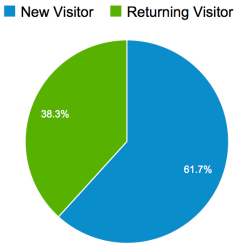
% of visits: 100.00%

Overview




### 35,656 people visited this site

| | |
|---|---|
| Visits | 56,814 |
| Unique Visitors | 35,656 |
| Pageviews | 173,136 |
| Pages / Visit | 3.05 |
| Avg. Visit Duration | 00:02:16 |
| Bounce Rate | 58.75% |
| % New Visits | 61.66% |




| | Language | Visits | % Visits |
|---|---|---|---|
| 1. | en-us | 20,559 | 36.19% |
| 2. | no | 9,453 | 16.64% |
| 3. | nb-no | 6,469 | 11.39% |
| 4. | nb | 2,034 | 3.58% |
| 5. | en | 2,006 | 3.53% |
| 6. | en-gb | 1,495 | 2.63% |
| 7. | de-de | 1,477 | 2.60% |
| 8. | zh-tw | 1,393 | 2.45% |
| 9. | es | 1,321 | 2.33% |
| 10. | pt-br | 1,151 | 2.03% |

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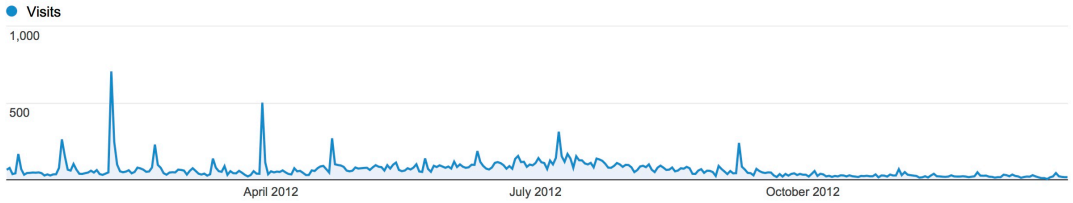
www.walaker.com [DEFAULT]

## Audience Overview

Jan 1, 2012 - Dec 31, 2012

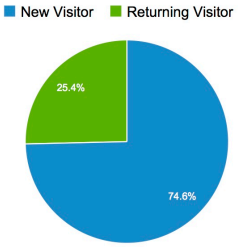
% of visits: 100.00%

Overview




### 18,303 people visited this site

| | |
|---|---|
| Visits | 23,996 |
| Unique Visitors | 18,303 |
| Pageviews | 91,237 |
| Pages / Visit | 3.80 |
| Avg. Visit Duration | 00:02:45 |
| Bounce Rate | 37.14% |
| % New Visits | 74.56% |




| | Language | Visits | % Visits |
|---|---|---|---|
| 1. | nb-no | 6,190 | 25.80% |
| 2. | en-us | 5,940 | 24.75% |
| 3. | no | 5,422 | 22.60% |
| 4. | nb | 2,484 | 10.35% |
| 5. | en | 545 | 2.27% |
| 6. | de-de | 533 | 2.22% |
| 7. | de | 386 | 1.61% |
| 8. | en-gb | 306 | 1.28% |
| 9. | nl | 255 | 1.06% |
| 10. | fr | 204 | 0.85% |

view full report

Google Analytics

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Engø gård - http://www.engo.no
Engø gård [DEFAULT]

## Engagement

Jan 1, 2012 - Dec 31, 2012

% of visits: 100.00%

**Distribution**

Visit Duration

| Visits | Pageviews |
|---|---|
| **69,760** | **359,119** |
| % of Total: 100.00% (69,760) | % of Total: 100.00% (359,119) |

| Visit Duration | Visits | Pageviews |
|---|---|---|
| **0-10 seconds** | **26,348** | **30,233** |
| **11-30 seconds** | **6,265** | **17,793** |
| **31-60 seconds** | **6,669** | **26,224** |
| **61-180 seconds** | **13,303** | **83,247** |
| **181-600 seconds** | **11,762** | **121,009** |
| **601-1800 seconds** | **4,648** | **61,746** |
| **1801+ seconds** | **765** | **18,867** |



Google Analytics

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http://www.kviknes.no - http://www.kviknes.no
www.kviknes.no [DEFAULT]

## Engagement

Jan 1, 2012 - Dec 31, 2012

% of visits: 100.00%

**Distribution**

Visit Duration

| Visits | Pageviews |
|---|---|
| **56,814** | **173,136** |
| % of Total: 100.00% (56,814) | % of Total: 100.00% (173,136) |

| Visit Duration | Visits | Pageviews |
|---|---|---|
| **0-10 seconds** | **35,050** | **36,881** |
| **11-30 seconds** | **3,178** | **8,243** |
| **31-60 seconds** | **3,322** | **12,153** |
| **61-180 seconds** | **6,252** | **35,945** |
| **181-600 seconds** | **5,386** | **44,603** |
| **601-1800 seconds** | **2,988** | **25,795** |
| **1801+ seconds** | **638** | **9,516** |

Google Analytics

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http://www.walaker.com - http://www.walaker.com
www.walaker.com [DEFAULT]

## Engagement

Jan 1, 2012 - Dec 31, 2012

% of visits: 100.00%

**Distribution**

Visit Duration

| Visits | Pageviews |
|---|---|
| **23,996** | **91,237** |
| % of Total: 100.00% (23,996) | % of Total: 100.00% (91,237) |

| Visit Duration | Visits | Pageviews |
|---|---|---|
| **0-10 seconds** | **10,011** | **11,222** |
| **11-30 seconds** | **1,981** | **4,960** |
| **31-60 seconds** | **2,184** | **7,160** |
| **61-180 seconds** | **4,359** | **20,608** |
| **181-600 seconds** | **3,747** | **27,427** |
| **601-1800 seconds** | **1,481** | **14,322** |
| **1801+ seconds** | **233** | **5,538** |

# Appendix 5: Flow analysis

Google Analytics

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Engø gård - http://www.engo.no
Engø gård [DEFAULT]

## Visitors Flow

Jan 1, 2012 - Dec 31, 2012


Google Analytics
http://www.kviknes.no - http://www.kviknes.no
www.kviknes.no [DEFAULT]
Go to this report
Visitors Flow
Jan 1, 2012 - Dec 31, 2012
Country / Territory
Norway 25.9K
United States 5.48K
United Kingdom 2.15K
Spain 1.73K
Germany 1.19K
... 9.12K
Starting pages
45.5K Visits 31.7K Drop Offs
/ 41.8K
/default.aspx 1.69K
/omoss/aktu.../articleid 412
/booking.aspx 262
/aktivitets.../info.aspx 247
(>100 more pages) 1.42K
1st Interaction
13.9K Visits 3.62K Drop Offs
/default.aspx 1.88K
/rooms.aspx 1.08K
/aktivitets.../info.aspx 879
/bildegalleri.aspx 878
/rom.aspx 717
(>100 more pages) 8.43K
2nd Interaction
10.2K Visits 3.28K Drop Offs
/ 3.51K
/bildegalle.../info.aspx 804
/kviknesong 723
/rooms/info.aspx 607
/kviknesong/rooms 503
(>100 more pages) 4.11K
3rd Interaction
6.97K Visits 1.54K Drop Offs
/ 898
/rooms.aspx 491
/bildegalleri.aspx 444
/default.aspx 432
/aktuelt/info.aspx 390
(>100 more pages) 4.32K
4th Interaction
5.43K Visits 1.48K Drop Offs
/ 1.64K
/bildegalle.../info.aspx 432
/rooms/info.aspx 330
/kviknesong 228
/default.aspx 201
(>100 more pages) 2.6K
5th Interaction
3.96K Visits 867 Drop Offs
/ 652
/rooms.aspx 265
/bildegalleri.aspx 255
/bildegalle.../info.aspx 198
/aktuelt/info.aspx 185
(>100 more pages) 2.4K
© 2013 Google

# Appendix 5: Flow analysis

Google Analytics

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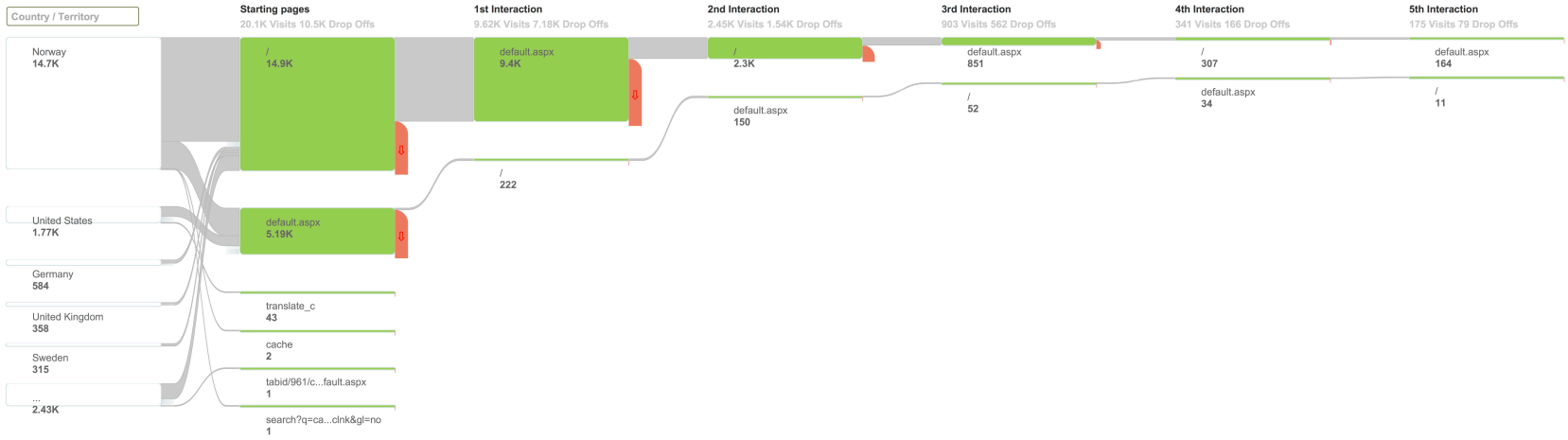
http://www.walaker.com - http://www.walaker.com
www.walaker.com [DEFAULT]

## Visitors Flow

Jan 1, 2012 - Dec 31, 2012



## Engø Gård, Start pages, Group 1:

**/ (>100 pages)**

URL begins with /

**23.8K Visits** 00:00:40 Avg. Time on group **6.38K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| / | 23.3K | 98.1% | 26.3% |
| /English | 207 | 0.871% | 43.0% |
| /english/ | 47 | 0.198% | 40.4% |
| /english | 23 | < 0.1% | 30.4% |
| /Norsk | 8 | < 0.1% | 25.0% |
| /ehandel_success.php?id=2189 | 6 | < 0.1% | 100% |
| /english/img/kart_nytt.gif | 5 | < 0.1% | 80.0% |
| /index.php | 4 | < 0.1% | 50.0% |
| /?m=0 | 2 | < 0.1% | 50.0% |
| /translate_c?hl=it&prev=/search?q=forespørsel,+kontakt+oss&hl=it&biw=1203&bih=487&prmd=imvns& | | | |

## Engø Gård, Start Pages, Group 2:

**(>100 more pages)**

**11.9K Visits** 00:00:45 Avg. Time on group **6.68K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Kategori/Restaurant/20.php | 1K | 8.46% | 28.4% |
| /Kategori/Selskap-&-bryllup/1124.php | 786 | 6.62% | 38.9% |
| /Kategori/Gode-tilbud/1174.php | 680 | 5.72% | 30.0% |
| /Artikkel/Stilling-ledig/Restaurantsjef/10006008.php | 526 | 4.43% | 83.7% |
| /Kategori/Hjem/856.php | 358 | 3.01% | 51.4% |
| /Kategori/Tilbud/1314.php | 336 | 2.83% | 42.3% |
| /Kategori/Rom/18.php | 313 | 2.63% | 30.7% |
| /Artikkel/Menyer/Lunsjmeny-24.-juni---18.-august/10005787.php | 283 | 2.38% | 79.9% |
| /Kategori/Aktuelt/1317.php | 258 | 2.17% | 37.2% |
| /Kategori/Galleri/22.php | 247 | 2.08% | 52.2% |
| /Artikkel/Tilbud/Gode-tilbud/Velkommen-til-en-annerledes-førjulsfeiring!/10005747.php | 246 | 2.07% | 61.0% |

## Engø Gård, Start Pages, Group 3:

**/kategori/forside/856.php (3 pages)** ×

URL begins with /kategori/forside/856.php

**9.9K Visits** 00:00:33 Avg. Time on group **2.28K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Kategori/Forside/856.php | 9.89K | 100% | 23.0% |
| /Kategori/Forside/856.php?fwcc=1 | 2 | < 0.1% | 100% |
| /Kategori/Forside/856.php?fb_source=message | 1 | < 0.1% | 100% |

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## Engø Gård, First Interactions, Group 1:

**(>100 more pages)** ›

**17.7K Visits** 00:00:45 Avg. Time on group **3.64K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Kategori/Bryllup/1318.php | 1.65K | 9.37% | 24.0% |
| /Kategori/Gode-tilbud/1174.php | 1.47K | 8.34% | 6.52% |
| /Kategori/Kontakt/23.php | 1.46K | 8.29% | 29.9% |
| /Kategori/Tilbud/1314.php | 1.39K | 7.87% | 12.8% |
| /Kategori/Aktuelt/1317.php | 1.25K | 7.09% | 5.44% |
| /Kategori/Kurs-&-konferanse/21.php | 886 | 5.02% | 10.0% |
| /Artikkel/Gode-tilbud/3-sommernetter-til-prisen-av-2-i-2012/10004363.php | 858 | 4.86% | 21.3% |
| /Artikkel/Kontakt-oss/Gavekort/10000279.php | 581 | 3.29% | 40.3% |
| /Artikkel/Gode-tilbud/Rabatt-på-Fredags-Døgn-i-januar-&-februar/10005167.php | 547 | 3.10% | 21.6% |
| /Kategori/Selskap/1124.php | 544 | 3.08% | 7.72% |

## Engø Gård, First Interactions, Group 2:

**/kategori/restaurant/20.php (1 page)** ×

URL begins with /kategori/restaurant/20.php

**4.6K Visits** 00:00:36 Avg. Time on group **574 Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Kategori/Restaurant/20.php | 4.6K | 100% | 12.5% |

## Engø Gård, Second Interactions, Group 1:

**(>100 more pages)**

**18.6K Visits** 00:00:47 Avg. Time on group **4.66K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Kategori/Rom/18.php | 1.32K | 7.06% | 11.8% |
| /Kategori/Galleri/22.php | 1.03K | 5.52% | 25.2% |
| /Kategori/Forside/856.php | 824 | 4.42% | 35.2% |
| /Kategori/Tilbud/1314.php | 758 | 4.07% | 16.2% |
| /Kategori/Engø-rom/26.php | 678 | 3.64% | 6.93% |
| /Kategori/Store-Engø-rom/27.php | 611 | 3.28% | 6.87% |
| /Kategori/Kontakt/23.php | 577 | 3.10% | 22.7% |
| /Kategori/Hjem/856.php | 532 | 2.85% | 24.1% |
| /Kategori/Engø-Deluxe/28.php | 523 | 2.81% | 11.7% |
| /Artikkel/Tilbud/Gode-tilbud/3-sommernetter-til-prisen-av-2-i-2012/10004363.php | 522 | 2.80% | 24.7% |
| /Artikkel/Galleri/Restaurant/10000108.php | 519 | 2.78% | 31.0% |

## Engø Gård, Second Interactions, Group 2:

**/artikkel/restaurant (16 pages)**

**1.83K Visits** 00:01:32 Avg. Time on group **833 Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Artikkel/Restaurant/Meny-fra-10.04---12.05 /10005636.php | 343 | 18.7% | 53.4% |
| /Artikkel/Restaurant/Meny-27.-02---31.03/10005527.php | 325 | 17.7% | 50.8% |
| /Artikkel/Restaurant/Afternoon-tea/10005244.php | 245 | 13.4% | 33.9% |
| /Artikkel/Restaurant/Meny-10.-januar---8.-februar /10005242.php | 245 | 13.4% | 51.4% |
| /Artikkel/Restaurant/Matfilosofi/10005197.php | 215 | 11.7% | 20.5% |
| /Artikkel/Restaurant/Vinkjeller/10000076.php | 205 | 11.2% | 55.1% |
| /Artikkel/Restaurant/Meny-10.-januar---18.-februar /10005242.php | 82 | 4.48% | 56.1% |
| /Artikkel/Restaurant/Meny-17.-mai/10005718.php | 73 | 3.99% | 52.1% |
| /Artikkel/Restaurant/Vinsmaking/10000083.php | 53 | 2.89% | 28.3% |
| /Artikkel/Restaurant/Selskap/10000077.php | 17 | 0.928% | 41.2% |

## Engø Gård, Third Interactions, Group 1:

**(>100 more pages)**

**13.4K Visits** 00:00:43 Avg. Time on group **2.39K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Kategori/Tilbud/1314.php | 842 | 6.27% | 12.2% |
| /Kategori/Store-Engø-rom/27.php | 685 | 5.10% | 2.63% |
| /Kategori/Kurs-&-konferanse/21.php | 603 | 4.49% | 8.13% |
| /Kategori/Aktuelt/1317.php | 601 | 4.48% | 8.99% |
| /Kategori/Hjem/856.php | 539 | 4.02% | 24.7% |
| /Kategori/Bryllup/1318.php | 530 | 3.95% | 20.8% |
| /Kategori/Engø-Deluxe/28.php | 526 | 3.92% | 8.75% |
| /Kategori/Kontakt/23.php | 511 | 3.81% | 19.2% |
| /Kategori/Engø-rom/26.php | 494 | 3.68% | 5.06% |
| /Kategori/Selskap/1124.php | 457 | 3.41% | 7.22% |
| /Kategori/Menyer/1366.php | 434 | 3.23% | 8.99% |
| /Artikkel/Rom/Oppholdspakker/10005490.php | 367 | 2.73% | 24.0% |

## Engø Gård, Fourth Interactions, Group 1:

**(>100 more pages)**

**11.8K Visits** 00:00:40 Avg. Time on group **2.39K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Kategori/Om-oss/17.php | 687 | 5.81% | 11.5% |
| /Kategori/Engø-Deluxe/28.php | 658 | 5.56% | 9.88% |
| /Kategori/Tilbud/1314.php | 585 | 4.95% | 13.7% |
| /Kategori/Store-Engø-rom/27.php | 563 | 4.76% | 4.80% |
| /Kategori/Engø-rom/26.php | 530 | 4.48% | 8.68% |
| /Kategori/Hjem/856.php | 457 | 3.86% | 26.3% |
| /Kategori/Menyer/1366.php | 446 | 3.77% | 11.0% |
| /Kategori/Aktuelt/1317.php | 445 | 3.76% | 8.31% |
| /Kategori/Selskap/1124.php | 442 | 3.74% | 6.33% |
| /Kategori/Forside/856.php | 417 | 3.53% | 40.8% |
| /Kategori/Kontakt/23.php | 361 | 3.05% | 18.6% |
| /Kategori/Bryllup/1318.php | 357 | 3.02% | 23.0% |

## Engø Gård, Fifth Interactions, Group 1:

**(>100 more pages)**

**8.97K Visits** 00:00:46 Avg. Time on group **1.69K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Kategori/Engø-Deluxe/28.php | 501 | 5.59% | 6.99% |
| /Kategori/Store-Engø-rom/27.php | 481 | 5.36% | 4.57% |
| /Kategori/Engø-rom/26.php | 443 | 4.94% | 7.67% |
| /Kategori/Aktuelt/1317.php | 407 | 4.54% | 11.8% |
| /Kategori/Bryllup/1318.php | 353 | 3.94% | 17.6% |
| /Kategori/Selskap/1124.php | 338 | 3.77% | 5.92% |
| /Kategori/Kurs-&-konferanse/21.php | 336 | 3.75% | 6.25% |
| /Kategori/Hjem/856.php | 334 | 3.72% | 27.2% |
| /Artikkel/Rom/Oppholdspakker/10005490.php | 333 | 3.71% | 21.3% |
| /Kategori/Kontakt/23.php | 292 | 3.26% | 16.8% |
| /Kategori/Menyer/1366.php | 270 | 3.01% | 15.9% |
| /Kategori/Gode-tilbud/1174.php | 179 | 2.00% | 9.50% |

## Kviknes Hotel, Start Pages, Group 1:

**/ (>100 pages)**

**41.5K Visits** 00:01:18 Avg. Time on group **28.9K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| / | 40.1K | 96.6% | 69.3% |
| /Selskap/Bryllup.aspx | 111 | 0.267% | 87.4% |
| /VandringiBalestrand/tabid/8867/language/en-US/Default.aspx | 105 | 0.253% | 73.3% |
| /Kartreise/tabid/8233/language/en-US/Default.aspx | 75 | 0.181% | 93.3% |
| /Kartreise/tabid/8233/language/nb-NO/Default.aspx | 62 | 0.149% | 82.3% |
| /Omoss.aspx | 54 | 0.130% | 68.5% |
| /Home.aspx | 45 | 0.108% | 44.4% |
| /Historie/Kunst.aspx | 43 | 0.104% | 88.4% |
| /?m=0 | 41 | < 0.1% | 41.5% |
| /Selskap/Bryllaup/tabid/8525/language/nb-NO/Default.aspx | 40 | < 0.1% | 82.5% |
| /Historie/NasjonalromatikkogKeisartid.aspx | 31 | < 0.1% | 96.8% |

## Kviknes Hotel, First Interactions, Group 1:

**(>100 more pages)**

**8.43K Visits** 00:00:57 Avg. Time on group **2.7K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Imagegallery.aspx | 637 | 7.56% | 3.14% |
| /Kontakt.aspx | 632 | 7.50% | 62.5% |
| /Attractionsactivities.aspx | 394 | 4.67% | 16.0% |
| /AttraksjonarogAktivitetar.aspx | 364 | 4.32% | 8.79% |
| /MatVin.aspx | 343 | 4.07% | 51.9% |
| /Booking.aspx | 334 | 3.96% | 53.9% |
| /Omoss/Foto/tabid/8155/language/nb-NO/Default.aspx | 275 | 3.26% | 31.6% |
| /Aktuelt/Info.aspx?i=7530f9c1-d3da-483f-bfbc-292644e97aae | 273 | 3.24% | 23.8% |
| /Kontakt/tabid/8240/language/nb-NO/Default.aspx | 268 | 3.18% | 55.6% |
| /Foodwine.aspx | 253 | 3.00% | 42.7% |

## Kviknes Hotel, Second Interactions, Group 1:

**(>100 more pages)**

**4.1K Visits** 00:00:43 Avg. Time on group **936 Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Imagegallery/Info.aspx?i=95a7d7fb-f711-4917-b709-c9b40a51ac53 | 486 | 11.8% | 13.2% |
| /Bildegalleri.aspx | 236 | 5.75% | 8.05% |
| /Default.aspx?alias=www.kviknes.no/kvikneseng | 233 | 5.68% | 30.9% |
| /Rom.aspx | 190 | 4.63% | 11.6% |
| /Aboutus/Photo/tabid/8728/language/nb-NO/Default.aspx | 175 | 4.26% | 22.9% |
| /Booking.aspx | 174 | 4.24% | 51.7% |
| /Rooms.aspx | 165 | 4.02% | 11.5% |
| /Imagegallery.aspx | 160 | 3.90% | 6.88% |
| /Rom/Info.aspx?i=e379ee9e-f526-47fd-ab0d-c3fc71ec8de8 | 148 | 3.61% | 17.6% |
| /AttraksjonarogAktivitetar.aspx | 113 | 2.75% | 9.73% |

## Kviknes Hotel, Second Interactions, Group 2:

**/ (>100 pages)**

**3.51K Visits** 00:00:54 Avg. Time on group **1.48K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| / | 1.7K | 48.3% | 52.1% |
| /Aktivitetspakkar.aspx | 103 | 2.94% | 16.5% |
| /Attraksjonarogaktivitetar/Info.aspx?i=de0f4615-addb-41a1-9ea4-18774e28e8d4 | 89 | 2.54% | 33.7% |
| /Aktuelt.aspx | 88 | 2.51% | 19.3% |
| /Omoss.aspx | 73 | 2.08% | 37.0% |
| /Campaigns.aspx | 67 | 1.91% | 28.4% |
| /Home/tabid/8724/language/en-US/Default.aspx | 67 | 1.91% | 26.9% |
| /Aktivitetar/tabid/8212/language/nb-NO/Default.aspx | 60 | 1.71% | 33.3% |
| /Arkiv.aspx?tagId=412592f0-66f0-49c2-bf58-719a5fe76706&tag=Sommertilbud | 60 | 1.71% | 10.0% |
| /Home.aspx | 60 | 1.71% | 30.0% |
| /Historyart/tabid/8732/language/en-US/Default.aspx | 48 | 1.37% | 25.0% |

## Kviknes Hotel, Third Interactions, Group 1:

**(>100 more pages)**

**4.32K Visits** 00:00:50 Avg. Time on group **1.01K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Imagegallery.aspx | 351 | 8.13% | 5.13% |
| /Rom.aspx | 243 | 5.63% | 11.1% |
| /Booking.aspx | 215 | 4.98% | 53.5% |
| /AttraksjonarogAktivitetar.aspx | 180 | 4.17% | 8.89% |
| /Aboutus/tabid/8725/language/en-US/Default.aspx | 127 | 2.94% | 10.2% |
| /Foodwine.aspx | 125 | 2.90% | 34.4% |
| /Aboutus/Photo/tabid/8728/language/nb-NO /Default.aspx | 117 | 2.71% | 27.4% |
| /Imagegallery/Info.aspx?i=95a7d7fb-f711-4917-b709-c9b40a51ac53 | 114 | 2.64% | 17.5% |
| /Startside.aspx | 111 | 2.57% | 33.3% |
| /Bildegalleri/Info.aspx?i=cfe6ee79-3852-4162-b915-e9cbe8aed7f5 | 109 | 2.53% | 22.9% |

## Kviknes Hotel, Fourth Interactions, Group 1:

**(>100 more pages)**

**2.6K Visits** 00:00:47 Avg. Time on group **506 Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Bildegalleri.aspx | 200 | 7.70% | 8.50% |
| /Rooms.aspx | 153 | 5.89% | 9.15% |
| /Imagegallery.aspx | 135 | 5.20% | 7.41% |
| /Imagegallery/Info.aspx?i=95a7d7fb-f711-4917-b709-c9b40a51ac53 | 130 | 5.01% | 16.2% |
| /Booking.aspx | 124 | 4.77% | 50.8% |
| /Rom.aspx | 124 | 4.77% | 5.65% |
| /Aboutus/Photo/tabid/8728/language/nb-NO /Default.aspx | 107 | 4.12% | 23.4% |
| /AttraksjonarogAktivitetar.aspx | 80 | 3.08% | 7.50% |
| /Startside.aspx | 79 | 3.04% | 27.8% |
| /Activities/tabid/8792/language/en-US/Default.aspx | 71 | 2.73% | 15.5% |

## Kviknes Hotel, Fifth Interactions, Group 1:

**(>100 more pages)**

**2.4K Visits** 00:00:46 Avg. Time on group **508 Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Imagegallery.aspx | 159 | 6.62% | 3.77% |
| /Rom.aspx | 151 | 6.29% | 6.62% |
| /Booking.aspx | 125 | 5.21% | 48.0% |
| /Default.aspx?alias=www.kviknes.no/kvikneseng | 122 | 5.08% | 15.6% |
| /AttraksjonarogAktivitetar.aspx | 92 | 3.83% | 12.0% |
| /Imagegallery/Info.aspx?i=95a7d7fb-f711-4917-b709-c9b40a51ac53 | 76 | 3.17% | 21.1% |
| /Aboutus/tabid/8725/language/en-US/Default.aspx | 73 | 3.04% | 15.1% |
| /Attractionsactivities.aspx | 73 | 3.04% | 16.4% |
| /Foodwine.aspx | 69 | 2.87% | 30.4% |
| /Activities/tabid/8792/language/en-US/Default.aspx | 67 | 2.79% | 7.46% |
| /MatVin.aspx | 66 | 2.75% | 28.8% |

## Walaker Hotell, Start Pages, Group 1:

**/ (3 pages)**

URL begins with /

**14.9K Visits** 00:00:48 Avg. Time on group **5.49K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| / | 14.9K | 100% | 36.8% |
| /?_ft_=sty.263:actrs.525581260:targets.525581260:pub_time | 1 | < 0.1% | 100% |
| /?fwcc=1&fwcl=1&fwl=&_ft_=qid.5699759900609168871:mf_story_key.464698 | 1 | < 0.1% | 100% |

## Walaker Hotell, Start Pages, Group 2:

**default.aspx (>100 pages)**

URL begins with /default.aspx

**5.19K Visits** 00:02:16 Avg. Time on group **4.97K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Default.aspx?tabid=5258 | 1.13K | 21.9% | 95.9% |
| /Default.aspx?tabid=5264&language=en-US | 419 | 8.08% | 95.2% |
| /Default.aspx?tabid=8873&language=nb-NO | 417 | 8.04% | 99.5% |
| /Default.aspx?tabid=961 | 262 | 5.05% | 90.1% |
| /Default.aspx?tabid=386 | 156 | 3.01% | 96.8% |
| /Default.aspx?tabid=967 | 142 | 2.74% | 92.3% |
| /Default.aspx?tabid=961&language=nb-NO | 121 | 2.33% | 95.0% |
| /Default.aspx?tabid=964&language=nb-NO | 120 | 2.31% | 89.2% |
| /Default.aspx?tabid=970&language=nn-NO | 115 | 2.22% | 98.3% |
| /Default.aspx?tabid=967&language=nb-NO | 91 | 1.75% | 97.8% |
| /Default.aspx?tabid=3383&language=nb-NO | 72 | 1.39% | 90.3% |

## Walaker Hotell, First Interactions, Group 1:

**default.aspx (>100 pages)**

URL begins with /default.aspx

**9.4K Visits** 00:02:47 Avg. Time on group **7.1K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Default.aspx?tabid=5258 | 1.29K | 13.8% | 83.8% |
| /Default.aspx?tabid=964&language=nb-NO | 1.07K | 11.3% | 79.7% |
| /Default.aspx?tabid=961 | 628 | 6.68% | 70.4% |
| /Default.aspx?tabid=3383&language=nb-NO | 467 | 4.97% | 75.2% |
| /Default.aspx?tabid=964 | 418 | 4.45% | 74.4% |
| /Default.aspx?tabid=970&language=nb-NO | 398 | 4.23% | 83.7% |
| /Default.aspx?tabid=964&language=nn-NO | 345 | 3.67% | 74.8% |
| /Default.aspx?tabid=961&language=nb-NO | 292 | 3.11% | 74.0% |
| /Default.aspx?tabid=966&language=nb-NO | 283 | 3.01% | 78.8% |
| /Default.aspx?tabid=8732&language=nb-NO | 270 | 2.87% | 68.1% |
| /Default.aspx?tabid=968 | 261 | 2.78% | 73.2% |

## Walaker Hotell, First Interactions, Group 2:

/ (1 page)

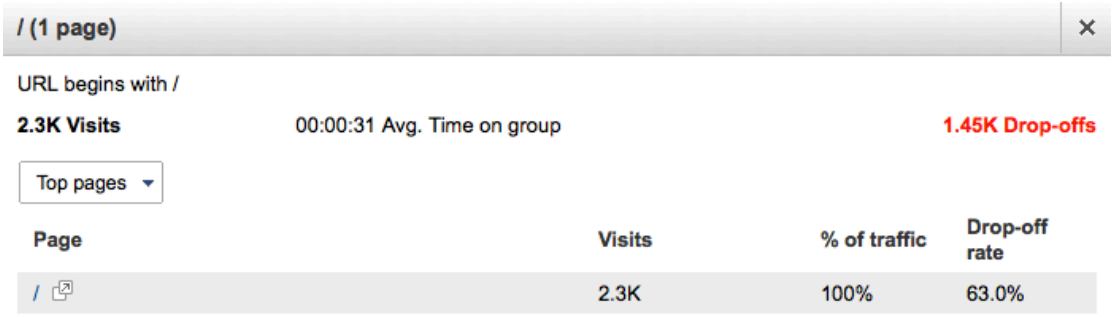
URL begins with /

**222 Visits** 00:00:57 Avg. Time on group **72 Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| / | 222 | 100% | 32.4% |

## Walaker Hotell, Second Interactions, Group 1:



/ (1 page)

URL begins with /

**2.3K Visits** 00:00:31 Avg. Time on group **1.45K Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| / | 2.3K | 100% | 63.0% |

## Walaker Hotell, Second Interactions, Group 2:

**default.aspx (50 pages)**

URL begins with /default.aspx

**150 Visits** 00:03:57 Avg. Time on group **98 Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Default.aspx?tabid=5258 | 16 | 10.7% | 81.3% |
| /Default.aspx?tabid=964&language=nb-NO | 16 | 10.7% | 68.8% |
| /Default.aspx?tabid=964 | 10 | 6.67% | 60.0% |
| /Default.aspx?tabid=3383&language=nb-NO | 6 | 4.00% | 50.0% |
| /Default.aspx?tabid=8732&language=nb-NO | 6 | 4.00% | 83.3% |
| /Default.aspx?tabid=3383&language=nn-NO | 5 | 3.33% | 60.0% |
| /Default.aspx?tabid=3837&language=nb-NO | 5 | 3.33% | 40.0% |
| /Default.aspx?tabid=8575&language=nb-NO | 5 | 3.33% | 60.0% |
| /Default.aspx?tabid=963&language=nb-NO | 5 | 3.33% | 60.0% |
| /Default.aspx?tabid=964&language=en-US | 5 | 3.33% | 100% |
| /Default.aspx?tabid=966&language=nb-NO | 5 | 3.33% | 100% |

## Walaker Hotell, Third Interactions, Group 1:

**default.aspx (89 pages)**

URL begins with /default.aspx

**851 Visits** 00:03:19 Avg. Time on group **544 Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Default.aspx?tabid=964&language=nb-NO | 91 | 10.7% | 75.8% |
| /Default.aspx?tabid=5258 | 60 | 7.05% | 68.3% |
| /Default.aspx?tabid=964 | 50 | 5.88% | 48.0% |
| /Default.aspx?tabid=961 | 42 | 4.94% | 59.5% |
| /Default.aspx?tabid=3383&language=nb-NO | 35 | 4.11% | 60.0% |
| /Default.aspx?tabid=966&language=nb-NO | 34 | 4.00% | 55.9% |
| /Default.aspx?tabid=968 | 32 | 3.76% | 68.8% |
| /Default.aspx?tabid=970&language=nb-NO | 32 | 3.76% | 68.8% |
| /Default.aspx?tabid=8732&language=nb-NO | 30 | 3.53% | 56.7% |
| /Default.aspx?tabid=961&language=nb-NO | 30 | 3.53% | 83.3% |
| /Default.aspx?tabid=3837&language=nb-NO | 26 | 3.06% | 69.2% |

## Walaker Hotell, Third Interactions, Group 2:


## Walaker Hotell, Fourth Interactions, Group 1:

## Walaker Hotell, Fifth Interactions, Group 1:

**default.aspx (51 pages)**

URL begins with /default.aspx

**164 Visits** 00:03:09 Avg. Time on group **76 Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| /Default.aspx?tabid=964 | 18 | 11.0% | 50.0% |
| /Default.aspx?tabid=5258 | 14 | 8.54% | 50.0% |
| /Default.aspx?tabid=961 | 12 | 7.32% | 33.3% |
| /Default.aspx?tabid=964&language=nb-NO | 10 | 6.10% | 50.0% |
| /Default.aspx?tabid=3837&language=nb-NO | 8 | 4.88% | 37.5% |
| /Default.aspx?tabid=966&language=nb-NO | 8 | 4.88% | 37.5% |
| /Default.aspx?tabid=3383&language=nb-NO | 7 | 4.27% | 42.9% |
| /Default.aspx?tabid=968&language=nb-NO | 7 | 4.27% | 28.6% |
| /Default.aspx?tabid=3383&language=nn-NO | 5 | 3.05% | 20.0% |
| /Default.aspx?tabid=8732&language=nb-NO | 5 | 3.05% | 40.0% |
| /Default.aspx?tabid=967&language=nb-NO | 5 | 3.05% | 60.0% |

## Walaker Hotell, Fifth Interactions, Group 2:

**/ (1 page)**

URL begins with /

**11 Visits** 00:00:14 Avg. Time on group **3 Drop-offs**

Top pages

| Page | Visits | % of traffic | Drop-off rate |
|---|---|---|---|
| / | 11 | 100% | 27.3% |

Google Analytics

Go to this report

Engø gård - http://www.engo.no
Engø gård [DEFAULT]

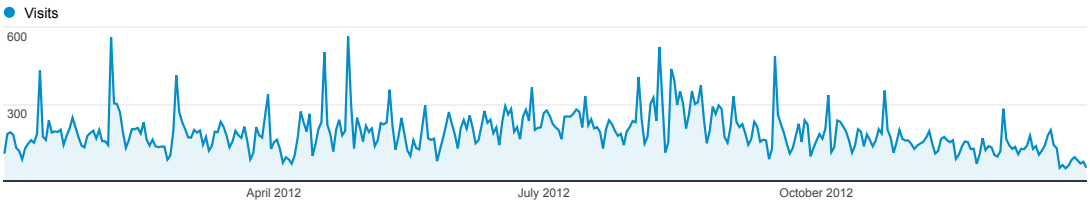
## Overview

Jan 1, 2012 - Dec 31, 2012

% of visits: 100.00%

Explorer

Site Usage




| Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|
| **69,760** | **5.15** | **00:02:59** | **62.14%** | **33.36%** |
| % of Total: 100.00% (69,760) | Site Avg: 5.15 (0.00%) | Site Avg: 00:02:59 (0.00%) | Site Avg: 62.14% (0.00%) | Site Avg: 33.36% (0.00%) |

| Mobile (Including Tablet) | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| 1. No | **52,507** | 5.33 | 00:03:09 | 61.97% | 31.89% |
| 2. Yes | **17,253** | 4.60 | 00:02:28 | 63.02% | 37.83% |

Rows 1 - 2 of 2

Google Analytics

Go to this report

http://www.kviknes.no - http://www.kviknes.no
www.kviknes.no [DEFAULT]

## Overview

Jan 1, 2012 - Dec 31, 2012

% of visits: 100.00%

Explorer

Site Usage


| Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|
| **56,814** | **3.05** | **00:02:16** | **61.66%** | **58.75%** |
| % of Total: 100.00% (56,814) | Site Avg: 3.05 (0.00%) | Site Avg: 00:02:16 (0.00%) | Site Avg: 61.66% (0.00%) | Site Avg: 58.75% (0.00%) |

| Mobile (Including Tablet) | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| 1. No | **43,291** | 3.35 | 00:02:35 | 63.58% | 54.07% |
| 2. Yes | **13,523** | 2.08 | 00:01:13 | 55.85% | 73.74% |

Rows 1 - 2 of 2

Google Analytics

Go to this report

http://www.walaker.com - http://www.walaker.com
www.walaker.com [DEFAULT]

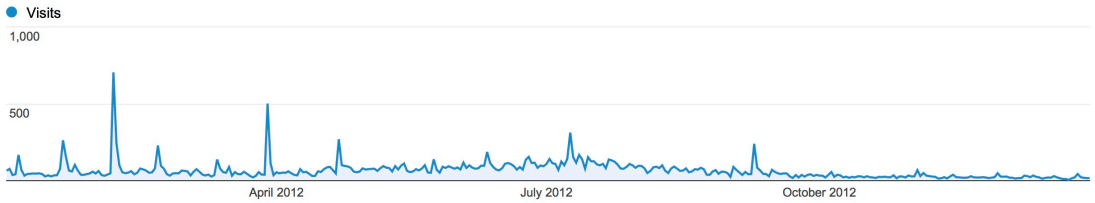
## Overview

Jan 1, 2012 - Dec 31, 2012

% of visits: 100.00%

Explorer

Site Usage




| Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|
| **23,996** | **3.80** | **00:02:45** | **74.56%** | **37.14%** |
| % of Total: 100.22% (23,943) | Site Avg: 3.80 (0.04%) | Site Avg: 00:02:45 (-0.02%) | Site Avg: 74.52% (0.05%) | Site Avg: 37.15% (-0.05%) |

| Mobile (Including Tablet) | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| 1. No | **19,068** | 3.88 | 00:02:50 | 74.73% | 36.97% |
| 2. Yes | **4,875** | 3.49 | 00:02:28 | 74.05% | 37.87% |

Rows 1 - 2 of 2

Google Analytics

Go to this report

Engø gård - http://www.engo.no
Engø gård [DEFAULT]

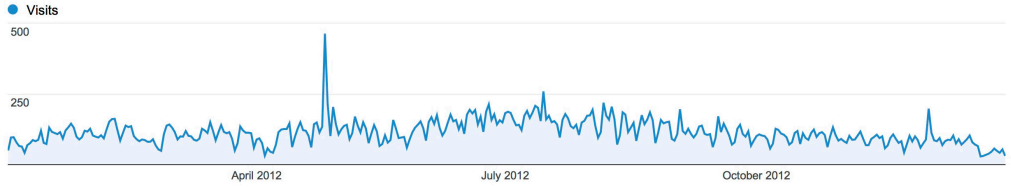
## Search Overview

Jan 1, 2012 - Dec 31, 2012

% of visits: 60.22%

Explorer

Site Usage




| Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|
| **42,008** | **5.67** | **00:03:17** | **60.21%** | **27.53%** |
| % of Total: 60.22% (69,760) | Site Avg: 5.15 (10.15%) | Site Avg: 00:02:59 (10.21%) | Site Avg: 62.14% (-3.11%) | Site Avg: 33.36% (-17.47%) |

| Keyword | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| 1. engø gård | **23,976** | 6.00 | 00:03:31 | 58.68% | 23.10% |
| 2. (not provided) | **2,683** | 5.86 | 00:03:37 | 65.82% | 25.08% |
| 3. engø | **1,672** | 5.99 | 00:03:33 | 48.80% | 26.61% |
| 4. engø gård priser | **998** | 5.53 | 00:04:12 | 42.89% | 30.36% |
| 5. overnatting | **551** | 2.81 | 00:00:57 | 86.93% | 56.08% |
| 6. engø gård tjøme | **487** | 6.06 | 00:03:42 | 62.42% | 25.05% |
| 7. engo.no | **426** | 5.67 | 00:03:49 | 33.80% | 30.28% |
| 8. engø gård hotel | **409** | 5.56 | 00:03:05 | 55.01% | 25.18% |
| 9. selskapslokaler | **393** | 4.59 | 00:01:41 | 83.72% | 35.62% |
| 10. engø vin på glass | **355** | 1.59 | 00:03:05 | 0.00% | 72.39% |
| 11. gjestegård | **300** | 4.27 | 00:01:30 | 87.33% | 40.67% |
| 12. engø gård hotel & restaurant | **275** | 6.20 | 00:03:40 | 61.82% | 19.64% |
| 13. +engø | **249** | 5.78 | 00:03:02 | 69.88% | 34.54% |
| 14. overnatting tjøme | **237** | 5.15 | 00:02:30 | 78.48% | 25.74% |
| 15. +engø +gård | **234** | 6.04 | 00:03:07 | 53.42% | 22.65% |
| 16. engogard.no | **189** | 4.05 | 00:02:19 | 22.75% | 29.10% |
| 17. engøgård | **182** | 6.52 | 00:04:12 | 64.84% | 19.23% |
| 18. overnatting vestfold | **181** | 5.43 | 00:02:12 | 85.08% | 26.52% |
| 19. enge gård | **180** | 5.90 | 00:03:34 | 77.22% | 28.33% |
| 20. engø gård michelin | **156** | 5.03 | 00:03:09 | 32.69% | 46.79% |
| 21. hotell tjøme | **155** | 6.22 | 00:03:14 | 84.52% | 22.58% |
| 22. selskapslokaler sandefjord | **135** | 4.18 | 00:01:27 | 78.52% | 28.89% |
| 23. engo gard | **133** | 5.70 | 00:03:22 | 61.65% | 31.58% |
| 24. engå gård | **130** | 6.95 | 00:03:51 | 60.00% | 26.15% |
| 25. +overnatting +vestfold | **125** | 4.81 | 00:01:59 | 89.60% | 27.20% |

Rows 1 - 25 of 1961

Google Analytics

Go to this report

http://www.kviknes.no - http://www.kviknes.no
www.kviknes.no [DEFAULT]

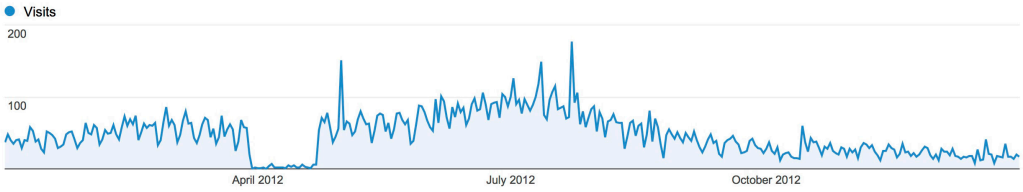
## Search Overview

Jan 1, 2012 - Dec 31, 2012

% of visits: 30.40%

Explorer

Site Usage




| Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|
| **17,270** | **3.84** | **00:02:19** | **71.61%** | **48.01%** |
| % of Total: 30.40% (56,814) | Site Avg: 3.05 (26.03%) | Site Avg: 00:02:16 (2.52%) | Site Avg: 61.66% (16.13%) | Site Avg: 58.75% (-18.29%) |

| | Keyword | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|---|
| 1. | kviknes hotel | **4,593** | 3.84 | 00:02:19 | 69.61% | 47.16% |
| 2. | (not provided) | **2,472** | 3.60 | 00:02:09 | 72.86% | 54.37% |
| 3. | kviknes hotell | **852** | 5.47 | 00:03:28 | 69.84% | 28.87% |
| 4. | kviknes hotel balestrand | **629** | 3.31 | 00:02:14 | 70.59% | 52.31% |
| 5. | kvikne hotell | **571** | 5.51 | 00:02:53 | 74.96% | 33.80% |
| 6. | kvikne hotel | **533** | 4.31 | 00:02:25 | 75.61% | 43.34% |
| 7. | kviknes | **488** | 3.20 | 00:01:38 | 53.69% | 50.20% |
| 8. | balestrand hotell | **339** | 5.47 | 00:02:45 | 86.73% | 35.69% |
| 9. | kviknes hotel balestrand sognefjord | **321** | 3.47 | 00:02:31 | 56.07% | 53.58% |
| 10. | hotel kviknes | **239** | 2.50 | 00:00:56 | 72.80% | 59.41% |
| 11. | kviknes hotel balestrand norway | **198** | 3.89 | 00:02:24 | 75.76% | 44.95% |
| 12. | balestrand | **191** | 4.35 | 00:02:12 | 81.15% | 41.88% |
| 13. | kvikne | **190** | 4.27 | 00:02:11 | 82.63% | 54.74% |
| 14. | kvikne's hotel | **176** | 3.12 | 00:01:34 | 81.25% | 53.41% |
| 15. | balestrand hotel | **173** | 4.86 | 00:02:29 | 82.66% | 47.98% |
| 16. | hotel kviknes balestrand | **165** | 3.64 | 00:02:29 | 69.09% | 45.45% |
| 17. | norsk drikke | **142** | 3.04 | 00:11:39 | 4.23% | 30.99% |
| 18. | kviknes hotel norway | **141** | 3.31 | 00:02:11 | 70.21% | 51.77% |
| 19. | hotell balestrand | **114** | 5.72 | 00:03:47 | 85.96% | 37.72% |
| 20. | kviknes balestrand | **112** | 2.90 | 00:01:48 | 69.64% | 55.36% |
| 21. | www.kviknes.no | **110** | 2.96 | 00:02:17 | 54.55% | 48.18% |
| 22. | kviknes hotell balestrand | **99** | 3.88 | 00:02:43 | 76.77% | 27.27% |
| 23. | hotel balestrand | **94** | 3.49 | 00:01:50 | 73.40% | 60.64% |
| 24. | balestrand hotel kviknes | **92** | 3.41 | 00:01:58 | 78.26% | 42.39% |
| 25. | kvikne hotell balestrand | **92** | 3.87 | 00:03:00 | 71.74% | 32.61% |

Rows 1 - 25 of 1636

Google Analytics

Go to this report

http://www.walaker.com - http://www.walaker.com
www.walaker.com [DEFAULT]

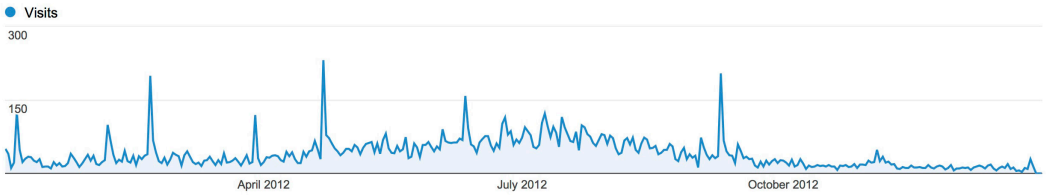
## Search Overview

Jan 1, 2012 - Dec 31, 2012

% of visits: 61.10%

Explorer

Site Usage




| Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|
| **14,628** | **3.94** | **00:03:02** | **69.30%** | **33.87%** |
| % of Total: 61.10% (23,943) | Site Avg: 3.80 (3.55%) | Site Avg: 00:02:45 (10.44%) | Site Avg: 74.52% (-7.01%) | Site Avg: 37.15% (-8.85%) |

| | Keyword | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|---|
| 1. | walaker hotell | **3,774** | 3.83 | 00:03:01 | 70.08% | 35.88% |
| 2. | walaker hotel | **2,259** | 4.19 | 00:03:20 | 66.89% | 29.08% |
| 3. | (not provided) | **1,674** | 4.04 | 00:03:12 | 66.25% | 31.60% |
| 4. | walaker | **866** | 4.56 | 00:03:46 | 64.43% | 32.22% |
| 5. | walaker hotel norway | **829** | 4.12 | 00:03:05 | 63.09% | 28.95% |
| 6. | solvorn | **578** | 3.44 | 00:02:41 | 76.82% | 39.27% |
| 7. | wallaker hotell | **230** | 3.66 | 00:02:36 | 56.09% | 42.17% |
| 8. | walaker hotell solvorn norway | **224** | 3.83 | 00:02:59 | 58.93% | 30.80% |
| 9. | wallaker hotel | **188** | 3.85 | 00:03:19 | 62.23% | 30.32% |
| 10. | hotel walaker | **173** | 4.34 | 00:02:29 | 65.32% | 24.28% |
| 11. | walaker hotel solvorn norway | **170** | 4.46 | 00:04:40 | 61.18% | 29.41% |
| 12. | walaker hotell solvorn | **152** | 4.50 | 00:03:39 | 69.74% | 26.97% |
| 13. | solvorn hotell | **138** | 3.77 | 00:03:05 | 84.78% | 30.43% |
| 14. | galleri walaker | **114** | 3.71 | 00:02:15 | 60.53% | 20.18% |
| 15. | wallaker | **98** | 5.11 | 00:03:59 | 59.18% | 34.69% |
| 16. | walaker hotel solvorn | **96** | 5.54 | 00:03:13 | 77.08% | 28.12% |
| 17. | valaker hotell | **91** | 4.54 | 00:03:45 | 82.42% | 23.08% |
| 18. | www.walaker.com | **72** | 5.32 | 00:04:05 | 56.94% | 29.17% |
| 19. | walaker.com | **69** | 5.16 | 00:03:56 | 68.12% | 26.09% |
| 20. | hotell walaker | **58** | 3.93 | 00:04:03 | 70.69% | 25.86% |
| 21. | valaker hotel | **58** | 4.09 | 00:03:22 | 82.76% | 25.86% |
| 22. | vallaker hotell | **51** | 4.00 | 00:03:50 | 86.27% | 31.37% |
| 23. | hotell luster | **48** | 2.92 | 00:01:13 | 83.33% | 45.83% |
| 24. | walaker hotell norway | **45** | 3.80 | 00:02:22 | 82.22% | 28.89% |
| 25. | luster hotell | **41** | 3.66 | 00:01:40 | 92.68% | 41.46% |

Rows 1 - 25 of 1171

Google Analytics

Go to this report

Engø gård - http://www.engo.no
Engø gård [DEFAULT]

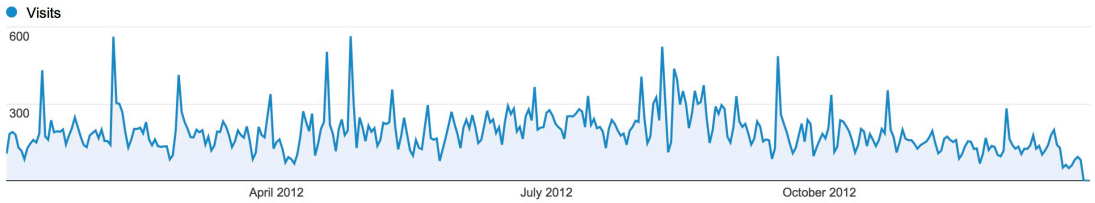
## All Traffic

Jan 1, 2012 - Dec 31, 2012

% of visits: 100.00%

Explorer

Site Usage




| | Source | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|---|
| | | **69,566**<br>% of Total: 100.00% (69,566) | **5.15**<br>Site Avg: 5.15 (0.00%) | **00:02:59**<br>Site Avg: 00:02:59 (0.00%) | **62.22%**<br>Site Avg: 62.13% (0.15%) | **33.37%**<br>Site Avg: 33.37% (0.00%) |
| 1. | google | **38,225** | 5.58 | 00:03:13 | 60.30% | 28.20% |
| 2. | (direct) | **14,025** | 4.50 | 00:02:48 | 62.62% | 41.03% |
| 3. | facebook.com | **3,492** | 3.38 | 00:02:00 | 57.73% | 52.75% |
| 4. | bing | **1,677** | 6.14 | 00:03:53 | 53.25% | 18.78% |
| 5. | m.facebook.com | **1,156** | 1.90 | 00:00:51 | 77.60% | 70.76% |
| 6. | startsiden | **863** | 7.25 | 00:04:04 | 65.82% | 22.36% |
| 7. | kvasir | **809** | 7.61 | 00:04:31 | 63.78% | 17.43% |
| 8. | edityourface.no | **760** | 5.35 | 00:02:24 | 73.82% | 30.13% |
| 9. | messe.no | **592** | 3.56 | 00:01:22 | 73.48% | 48.14% |
| 10. | Facebook | **554** | 3.10 | 00:01:32 | 79.24% | 56.32% |

Rows 1 - 10 of 426

Google Analytics

Go to this report

http://www.kviknes.no - http://www.kviknes.no
www.kviknes.no [DEFAULT]

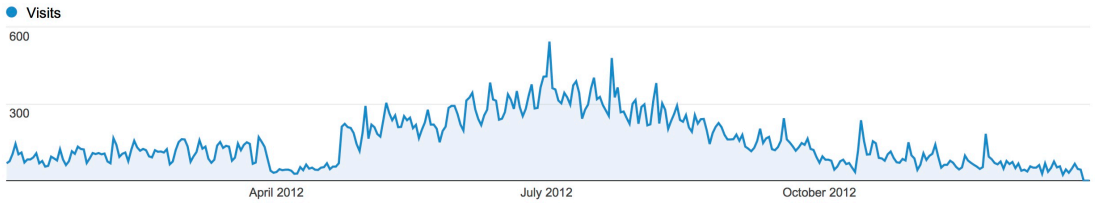
## All Traffic

Jan 1, 2012 - Dec 31, 2012

% of visits: 100.00%

Explorer

Site Usage




| Source | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| | **56,675**<br>% of Total: 100.00% (56,675) | **3.05**<br>Site Avg: 3.05 (0.00%) | **00:02:16**<br>Site Avg: 00:02:16 (0.00%) | **61.68%**<br>Site Avg: 61.61% (0.12%) | **58.77%**<br>Site Avg: 58.77% (0.00%) |
| 1. google | **14,738** | 3.69 | 00:02:14 | 71.14% | 49.11% |
| 2. login.kvikne | **13,288** | 1.15 | 00:00:32 | 37.87% | 91.63% |
| 3. (direct) | **9,991** | 2.94 | 00:04:21 | 53.11% | 56.51% |
| 4. kviknes.no | **8,512** | 4.49 | 00:02:50 | 73.88% | 34.57% |
| 5. facebook.com | **1,089** | 2.78 | 00:01:22 | 62.35% | 62.63% |
| 6. noruega.viajerum.com | **841** | 1.91 | 00:01:26 | 84.30% | 68.25% |
| 7. bing | **726** | 4.65 | 00:02:52 | 74.24% | 38.57% |
| 8. startsiden | **670** | 5.24 | 00:03:01 | 68.36% | 41.49% |
| 9. sognefjord.no | **489** | 3.78 | 00:02:36 | 77.71% | 51.53% |
| 10. kvasir | **410** | 6.09 | 00:03:19 | 79.76% | 33.17% |

Rows 1 - 10 of 502

Google Analytics

Go to this report

http://www.walaker.com - http://www.walaker.com
www.walaker.com [DEFAULT]

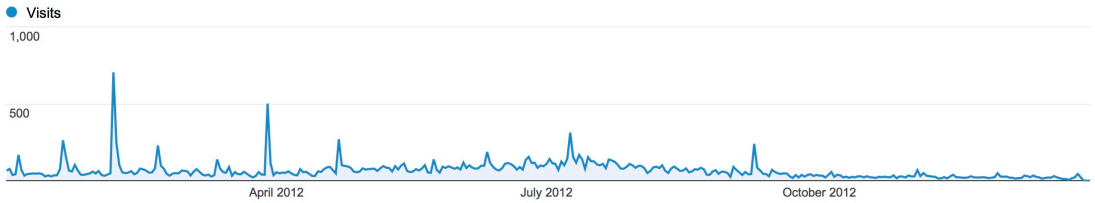
## All Traffic

Jan 1, 2012 - Dec 31, 2012

% of visits: 100.00%

Explorer

Site Usage




| Source | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| | **23,943**<br>% of Total: 100.00% (23,943) | **3.80**<br>Site Avg: 3.80 (0.00%) | **00:02:45**<br>Site Avg: 00:02:45 (0.00%) | **74.59%**<br>Site Avg: 74.52% (0.10%) | **37.15%**<br>Site Avg: 37.15% (0.00%) |
| 1. google | **12,496** | 3.86 | 00:02:58 | 68.96% | 34.68% |
| 2. (direct) | **3,047** | 3.76 | 00:02:42 | 77.91% | 43.68% |
| 3. startsiden | **651** | 4.51 | 00:03:46 | 74.81% | 25.96% |
| 4. bing | **626** | 4.25 | 00:03:27 | 73.64% | 27.96% |
| 5. dagbladet.no | **624** | 4.84 | 00:02:37 | 92.31% | 43.43% |
| 6. facebook.com | **591** | 2.33 | 00:01:24 | 84.26% | 58.21% |
| 7. kvasir | **507** | 4.56 | 00:03:28 | 67.26% | 28.60% |
| 8. messe.no | **488** | 2.52 | 00:01:12 | 91.80% | 52.66% |
| 9. vg.no | **416** | 3.74 | 00:02:08 | 85.34% | 37.50% |
| 10. dehistoriske.no | **368** | 4.87 | 00:03:41 | 71.47% | 18.48% |

Rows 1 - 10 of 310

Google Analytics

Go to this report

Engø gård - http://www.engo.no
Engø gård [DEFAULT]

## Pages

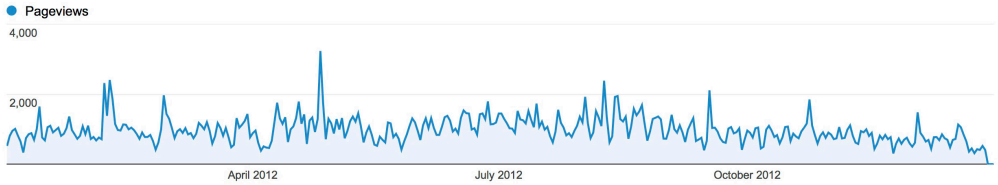
Jan 1, 2012 - Dec 31, 2012

Pages are grouped by Page

% of pageviews: 100.00%

Explorer

Site Usage




| | Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|---|
| | | **357,944**<br>% of Total: 100.00% (357,944) | **285,801**<br>% of Total: 100.00% (285,801) | **00:00:43**<br>Site Avg: 00:00:43 (0.00%) | **69,566**<br>% of Total: 100.00% (69,566) | **33.37%**<br>Site Avg: 33.37% (0.00%) | **19.43%**<br>Site Avg: 19.43% (0.00%) | **NOK0.00**<br>% of Total: 0.00% (NOK0.00) |
| 1. | / | **41,190** | 33,819 | 00:00:55 | 32,726 | 25.44% | 28.77% | NOK0.00 |
| 2. | /Kategori/Restaurant/20.php | **20,320** | 15,765 | 00:00:37 | 1,332 | 25.75% | 12.17% | NOK0.00 |
| 3. | /Kategori/Forside/856.php | **17,526** | 14,451 | 00:00:42 | 13,303 | 21.87% | 25.03% | NOK0.00 |
| 4. | /Kategori/Rom/18.php | **15,198** | 11,776 | 00:00:29 | 431 | 30.63% | 10.36% | NOK0.00 |
| 5. | /Kategori/Galleri/22.php | **13,732** | 10,891 | 00:01:01 | 320 | 49.06% | 23.53% | NOK0.00 |
| 6. | /Kategori/Om-oss/17.php | **12,365** | 9,672 | 00:00:33 | 330 | 52.73% | 13.49% | NOK0.00 |
| 7. | /Kategori/Tilbud/1314.php | **10,609** | 8,368 | 00:00:27 | 406 | 41.38% | 13.31% | NOK0.00 |
| 8. | /Kategori/Aktuelt/1317.php | **8,251** | 6,342 | 00:00:23 | 318 | 35.85% | 9.32% | NOK0.00 |
| 9. | /Kategori/Hjem/856.php | **7,313** | 5,437 | 00:00:48 | 556 | 51.26% | 25.49% | NOK0.00 |
| 10. | /Kategori/Bryllup/1318.php | **7,216** | 5,333 | 00:00:43 | 165 | 46.67% | 18.25% | NOK0.00 |
| 11. | /Kategori/Kontakt/23.php | **7,192** | 5,808 | 00:01:11 | 309 | 49.84% | 21.61% | NOK0.00 |
| 12. | /Kategori/Menyer/1366.php | **6,854** | 5,030 | 00:00:30 | 128 | 35.94% | 9.19% | NOK0.00 |
| 13. | /Kategori/Engø-Deluxe/28.php | **6,524** | 5,042 | 00:00:30 | 92 | 52.17% | 8.48% | NOK0.00 |
| 14. | /Kategori/Kurs-&-konferanse/21.php | **6,410** | 4,951 | 00:00:24 | 174 | 35.06% | 8.25% | NOK0.00 |
| 15. | /Kategori/Selskap/1124.php | **5,597** | 4,239 | 00:00:22 | 132 | 55.30% | 8.08% | NOK0.00 |
| 16. | /Kategori/Stilling-ledig/1350.php | **5,503** | 4,877 | 00:00:49 | 1,833 | 70.43% | 40.11% | NOK0.00 |
| 17. | /Artikkel/Rom/Oppholdspakker/10005490.php | **5,179** | 4,043 | 00:01:03 | 92 | 54.35% | 21.16% | NOK0.00 |
| 18. | /Kategori/Gjesteværelser/18.php | **5,160** | 3,914 | 00:00:35 | 2,552 | 34.56% | 33.16% | NOK0.00 |
| 19. | /Kategori/Gode-tilbud/1174.php | **5,151** | 3,954 | 00:00:29 | 927 | 26.86% | 12.21% | NOK0.00 |
| 20. | /Kategori/Store-Engø-rom/27.php | **5,036** | 3,593 | 00:00:25 | 61 | 42.62% | 5.04% | NOK0.00 |
| 21. | /Kategori/Engø-rom/26.php | **4,673** | 3,135 | 00:00:30 | 19 | 10.82% | 7.02% | NOK0.00 |
| 22. | /Artikkel/Galleri/Restaurant/10000108.php | **3,027** | 2,524 | 00:00:38 | 52 | 65.38% | 14.83% | NOK0.00 |
| 23. | /Artikkel/Kontakt-oss/Gavekort/10000279.php | **2,657** | 2,233 | 00:01:23 | 224 | 47.32% | 28.38% | NOK0.00 |
| 24. | /Kategori/Selskap-&-bryllup/1124.php | **2,645** | 1,882 | 00:00:44 | 1,023 | 36.75% | 36.56% | NOK0.00 |
| 25. | /Artikkel/Galleri/Opplevelser/10000109.php | **2,545** | 2,215 | 00:00:43 | 42 | 73.81% | 15.95% | NOK0.00 |

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www.kviknes.no [DEFAULT]

## Pages

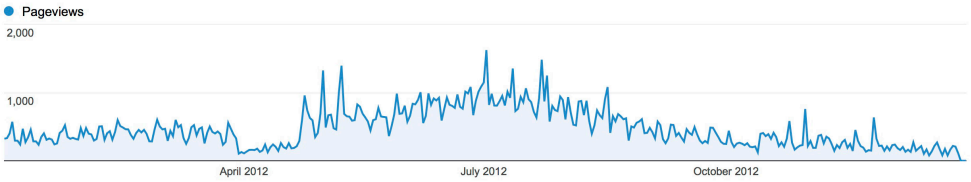
Jan 1, 2012 - Dec 31, 2012

Pages are grouped by Page

% of pageviews: 100.00%

Explorer

Site Usage




| | Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|---|
| | | **172,678** % of Total: 100.00% (172,678) | **133,224** % of Total: 100.00% (133,224) | **00:01:06** Site Avg: 00:01:06 (0.00%) | **56,675** % of Total: 100.00% (56,675) | **58.77%** Site Avg: 58.77% (0.00%) | **32.82%** Site Avg: 32.82% (0.00%) | **$0.00** % of Total: 0.00% ($0.00) |
| 1. | / | **63,526** | 50,936 | 00:02:21 | 50,217 | 58.48% | 56.43% | $0.00 |
| 2. | /Default.aspx?alias=www.kviknes.no/kviknes eng | **4,762** | 3,560 | 00:01:05 | 1,639 | 60.59% | 34.19% | $0.00 |
| 3. | /Rooms.aspx | **3,902** | 2,381 | 00:00:29 | 97 | 59.79% | 12.20% | $0.00 |
| 4. | /Bildegalleri.aspx | **3,854** | 2,206 | 00:00:16 | 74 | 55.41% | 8.15% | $0.00 |
| 5. | /Imagegallery.aspx | **2,675** | 1,570 | 00:00:10 | 42 | 80.95% | 5.72% | $0.00 |
| 6. | /Rom.aspx | **2,670** | 1,922 | 00:00:33 | 44 | 31.82% | 13.00% | $0.00 |
| 7. | /Booking.aspx | **2,307** | 1,857 | 00:02:58 | 289 | 75.43% | 50.37% | $0.00 |
| 8. | /Bildegalleri/Info.aspx?i=cfe6ee79-3852-4162-b915-e9cbe8aed7f5 | **1,717** | 1,362 | 00:00:26 | 19 | 63.16% | 10.08% | $0.00 |
| 9. | /Kontakt.aspx | **1,665** | 1,388 | 00:01:58 | 101 | 66.34% | 50.03% | $0.00 |
| 10. | /AttraksjonarogAktivitetar.aspx | **1,604** | 1,152 | 00:00:24 | 28 | 39.29% | 10.35% | $0.00 |
| 11. | /MatVin.aspx | **1,599** | 1,154 | 00:01:37 | 63 | 61.90% | 33.65% | $0.00 |
| 12. | /Imagegallery/Info.aspx?i=95a7d7fb-f711-4917-b709-c9b40a51ac53 | **1,591** | 1,259 | 00:00:19 | 6 | 33.33% | 14.14% | $0.00 |
| 13. | /Startside.aspx | **1,590** | 948 | 00:01:21 | 131 | 62.60% | 26.54% | $0.00 |
| 14. | /Foodwine.aspx | **1,217** | 917 | 00:01:21 | 37 | 54.05% | 28.51% | $0.00 |
| 15. | /Attractionsactivities.aspx | **1,154** | 824 | 00:00:31 | 32 | 56.25% | 14.38% | $0.00 |
| 16. | /Aktuelt/Info.aspx?i=7530f9c1-d3da-483f-bfbc-292644e97aae | **1,148** | 856 | 00:00:28 | 24 | 54.17% | 12.54% | $0.00 |
| 17. | /Bildegalleri/Info.aspx?i=c7049f6a-6800-4bba-9c23-7d7ac97b0033 | **1,056** | 869 | 00:00:16 | 5 | 60.00% | 6.91% | $0.00 |
| 18. | /Aktuelt.aspx | **993** | 770 | 00:00:23 | 20 | 25.00% | 10.67% | $0.00 |
| 19. | /Omoss.aspx | **992** | 814 | 00:01:10 | 79 | 62.03% | 29.23% | $0.00 |
| 20. | /Home.aspx | **977** | 627 | 00:00:44 | 85 | 30.59% | 22.31% | $0.00 |
| 21. | /Aktivitetspakkar.aspx | **876** | 687 | 00:00:25 | 11 | 36.36% | 13.13% | $0.00 |
| 22. | /Aboutus.aspx | **860** | 597 | 00:01:04 | 44 | 54.55% | 28.02% | $0.00 |
| 23. | /Aboutus/Photo/tabid/8728/language/nb-NO/Default.aspx | **848** | 680 | 00:01:41 | 13 | 38.46% | 26.65% | $0.00 |
| 24. | /Activities/tabid/8792/language/en-US/Default.aspx | **799** | 454 | 00:00:40 | 78 | 39.74% | 15.27% | $0.00 |
| 25. | /Contact.aspx | **793** | 640 | 00:01:50 | 19 | 42.11% | 45.02% | $0.00 |

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www.walaker.com [DEFAULT]

## Pages

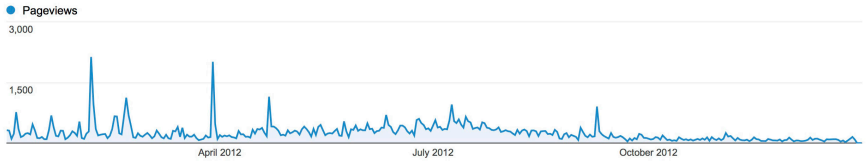
Jan 1, 2012 - Dec 31, 2012

**Pages are grouped by Page**

% of pageviews: 100.00%

**Explorer**

Site Usage




| | Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|---|
| | | **90,998** % of Total: 100.00% (90,998) | **68,082** % of Total: 100.00% (68,082) | **00:00:59** Site Avg: 00:00:59 (0.00%) | **23,943** % of Total: 100.00% (23,943) | **37.15%** Site Avg: 37.15% (0.00%) | **26.31%** Site Avg: 26.31% (0.00%) | **$70.85** % of Total: 100.00% ($70.85) |
| 1. | / | **23,753** | 17,911 | 00:01:04 | 17,664 | 33.15% | 36.17% | $69.92 |
| 2. | /Default.aspx?tabid=964&language=nb-NO | **4,832** | 2,841 | 00:00:31 | 140 | 42.14% | 10.99% | $63.72 |
| 3. | /Default.aspx?tabid=5258 | **4,692** | 3,443 | 00:00:47 | 1,387 | 38.07% | 24.02% | $9.00 |
| 4. | /Default.aspx?tabid=3383&language=nb-NO | **2,427** | 1,949 | 00:01:11 | 88 | 54.55% | 22.91% | $72.53 |
| 5. | /Default.aspx?tabid=8732&language=nb-NO | **2,038** | 1,623 | 00:01:26 | 68 | 66.18% | 29.39% | $49.66 |
| 6. | /Default.aspx?tabid=961&language=nb-NO | **2,016** | 1,438 | 00:00:44 | 133 | 45.86% | 21.13% | $95.72 |
| 7. | /Default.aspx?tabid=961 | **1,543** | 1,136 | 00:00:47 | 303 | 24.09% | 19.90% | $45.85 |
| 8. | /Default.aspx?tabid=3847&language=nb-NO | **1,475** | 1,193 | 00:00:54 | 20 | 65.00% | 17.63% | $56.13 |
| 9. | /Default.aspx?tabid=970&language=nb-NO | **1,403** | 1,175 | 00:02:33 | 70 | 65.71% | 49.75% | $717.62 |
| 10. | /Default.aspx?tabid=963&language=nb-NO | **1,361** | 1,135 | 00:01:34 | 69 | 46.38% | 27.77% | $45.89 |
| 11. | /Default.aspx?tabid=966&language=nb-NO | **1,279** | 995 | 00:02:05 | 49 | 55.10% | 36.36% | $104.68 |
| 12. | /Default.aspx?tabid=8732 | **1,217** | 1,015 | 00:01:30 | 55 | 70.91% | 37.72% | $20.77 |
| 13. | /Default.aspx?tabid=3848&language=nb-NO | **1,194** | 1,001 | 00:00:50 | 19 | 73.68% | 15.83% | $44.60 |
| 14. | /Default.aspx?tabid=964&language=nn-NO | **1,177** | 767 | 00:00:38 | 14 | 21.43% | 11.38% | $48.50 |
| 15. | /Default.aspx?tabid=5267&language=en-US | **1,174** | 757 | 00:00:24 | 21 | 33.33% | 7.84% | $13.10 |
| 16. | /Default.aspx?tabid=8895&language=nb-NO | **1,149** | 708 | 00:01:02 | 20 | 55.00% | 23.06% | $57.80 |
| 17. | /Default.aspx?tabid=3849&language=nb-NO | **1,140** | 970 | 00:00:44 | 20 | 60.00% | 16.14% | $51.13 |
| 18. | /Default.aspx?tabid=967&language=nb-NO | **1,132** | 795 | 00:00:26 | 119 | 29.41% | 15.19% | $46.79 |
| 19. | /Default.aspx?tabid=964 | **1,073** | 619 | 00:00:28 | 49 | 34.69% | 9.51% | $80.13 |
| 20. | /Default.aspx?tabid=3837&language=nb-NO | **996** | 786 | 00:01:07 | 39 | 53.85% | 21.99% | $75.73 |
| 21. | /Default.aspx?tabid=386 | **963** | 690 | 00:01:09 | 163 | 73.62% | 31.57% | $53.91 |
| 22. | /Default.aspx?tabid=8873&language=nb-NO | **954** | 720 | 00:02:03 | 417 | 74.82% | 51.68% | $0.00 |
| 23. | /Default.aspx?tabid=3380&language=nb-NO | **883** | 675 | 00:00:59 | 23 | 60.87% | 22.54% | $73.48 |
| 24. | /Default.aspx?tabid=7056&language=nb-NO | **790** | 591 | 00:00:44 | 23 | 52.17% | 23.29% | $92.32 |
| 25. | /Default.aspx?tabid=5264&language=en-US | **786** | 648 | 00:01:08 | 511 | 27.20% | 28.37% | $11.48 |

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Engø gård [DEFAULT]

## Site Speed Page Timings

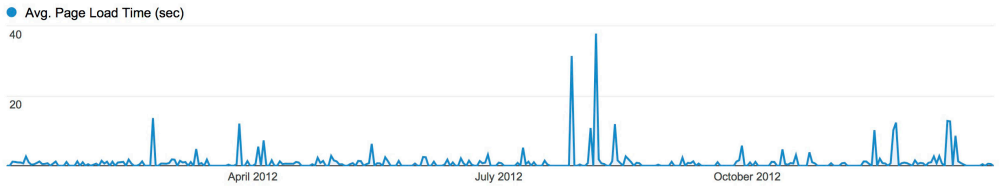
Jan 1, 2012 - Dec 31, 2012

Pages are grouped by Page

% of pageviews: 100.00%

Explorer

Site Usage




| Avg. Page Load Time (sec) | Pageviews | Page Load Sample | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|
| **1.35** | **359,119** | **1,900** | **33.36%** | **19.43%** | **NOK0.00** |
| Site Avg: 1.35 (0.00%) | % of Total: 100.00% (359,119) | % of Total: 100.00% (1,900) | Site Avg: 33.36% (0.00%) | Site Avg: 19.43% (0.00%) | % of Total: 0.00% (NOK0.00) |

| | Page | Avg. Page Load Time (sec) | Pageviews | Page Load Sample | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|
| 1. | / | 2.58 | **41,312** | 212 | 25.45% | 28.78% | NOK0.00 |
| 2. | /Kategori/Restaurant/20.php | 1.72 | **20,378** | 107 | 25.67% | 12.16% | NOK0.00 |
| 3. | /Kategori/Forside/856.php | 2.13 | **17,583** | 77 | 21.85% | 25.01% | NOK0.00 |
| 4. | /Kategori/Rom/18.php | 1.30 | **15,248** | 79 | 30.48% | 10.36% | NOK0.00 |
| 5. | /Kategori/Galleri/22.php | 1.32 | **13,757** | 58 | 49.06% | 23.52% | NOK0.00 |
| 6. | /Kategori/Om-oss/17.php | 2.06 | **12,399** | 70 | 53.01% | 13.53% | NOK0.00 |
| 7. | /Kategori/Tilbud/1314.php | 1.40 | **10,651** | 55 | 41.52% | 13.29% | NOK0.00 |
| 8. | /Kategori/Aktuelt/1317.php | 1.19 | **8,276** | 40 | 35.74% | 9.29% | NOK0.00 |
| 9. | /Kategori/Hjem/856.php | 0.55 | **7,346** | 30 | 51.26% | 25.48% | NOK0.00 |
| 10. | /Kategori/Bryllup/1318.php | 1.15 | **7,248** | 45 | 46.99% | 18.23% | NOK0.00 |
| 11. | /Kategori/Kontakt/23.php | 1.02 | **7,206** | 43 | 49.84% | 21.58% | NOK0.00 |
| 12. | /Kategori/Menyer/1366.php | 1.05 | **6,893** | 29 | 36.43% | 9.20% | NOK0.00 |
| 13. | /Kategori/Engø-Deluxe/28.php | 1.19 | **6,542** | 31 | 52.17% | 8.50% | NOK0.00 |
| 14. | /Kategori/Kurs-&-konferanse/21.php | 0.71 | **6,423** | 53 | 35.06% | 8.27% | NOK0.00 |
| 15. | /Kategori/Selskap/1124.php | 0.66 | **5,615** | 28 | 55.30% | 8.07% | NOK0.00 |
| 16. | /Kategori/Stilling-ledig/1350.php | 1.58 | **5,525** | 25 | 70.43% | 39.98% | NOK0.00 |
| 17. | /Artikkel/Rom/Oppholdspakker/10005490.php | 1.12 | **5,196** | 24 | 54.35% | 21.11% | NOK0.00 |
| 18. | /Kategori/Gjesteværelser/18.php | 1.38 | **5,189** | 26 | 34.37% | 33.11% | NOK0.00 |
| 19. | /Kategori/Gode-tilbud/1174.php | 0.75 | **5,169** | 36 | 26.77% | 12.19% | NOK0.00 |
| 20. | /Kategori/Store-Engø-rom/27.php | 0.80 | **5,036** | 32 | 42.62% | 5.04% | NOK0.00 |
| 21. | /Kategori/Engø-rom/26.php | 1.83 | **4,673** | 19 | 40.82% | 7.02% | NOK0.00 |
| 22. | /Artikkel/Galleri/Restaurant/10000108.php | 0.52 | **3,034** | 13 | 65.38% | 14.80% | NOK0.00 |
| 23. | /Artikkel/Kontakt-oss/Gavekort/10000279.php | 1.21 | **2,667** | 12 | 47.32% | 28.31% | NOK0.00 |
| 24. | /Kategori/Selskap-&-bryllup/1124.php | 0.96 | **2,649** | 19 | 36.74% | 36.58% | NOK0.00 |
| 25. | /Artikkel/Galleri/Opplevelser/10000109.php | 0.54 | **2,549** | 15 | 73.81% | 15.97% | NOK0.00 |

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## Site Speed Page Timings

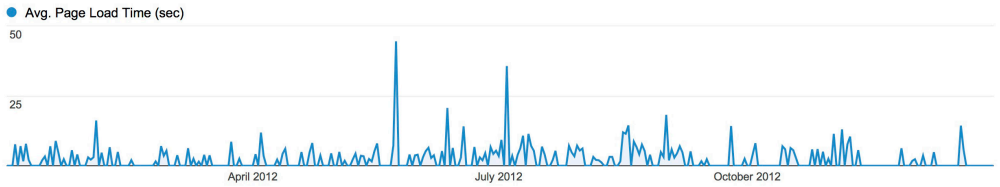
Jan 1, 2012 - Dec 31, 2012

Pages are grouped by Page

% of pageviews: 100.00%

Explorer

Site Usage




| Avg. Page Load Time (sec) | Pageviews | Page Load Sample | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|
| **4.23** | **173,136** | **722** | **58.75%** | **32.81%** | **$0.00** |
| Site Avg: 4.23 (0.00%) | % of Total: 100.00% (173,136) | % of Total: 100.00% (722) | Site Avg: 58.75% (0.00%) | Site Avg: 32.81% (0.00%) | % of Total: 0.00% ($0.00) |

| | Page | Avg. Page Load Time (sec) | Pageviews | Page Load Sample | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|
| 1. | / | 7.31 | **63,658** | 255 | 58.46% | 56.42% | $0.00 |
| 2. | /Default.aspx?alias=www.kviknes.no/kvikneseng | 3.56 | **4,766** | 11 | 60.68% | 34.24% | $0.00 |
| 3. | /Rooms.aspx | 1.59 | **3,922** | 9 | 59.18% | 12.21% | $0.00 |
| 4. | /Bildegalleri.aspx | 1.36 | **3,878** | 7 | 55.41% | 8.20% | $0.00 |
| 5. | /Imagegallery.aspx | 1.27 | **2,686** | 15 | 80.95% | 5.70% | $0.00 |
| 6. | /Rom.aspx | 0.83 | **2,684** | 9 | 31.82% | 12.93% | $0.00 |
| 7. | /Booking.aspx | 6.91 | **2,320** | 10 | 74.91% | 50.39% | $0.00 |
| 8. | /Bildegalleri/Info.aspx?i=cfe6ee79-3852-4162-b915-e9cbe8aed7f5 | 1.56 | **1,728** | 3 | 63.16% | 10.01% | $0.00 |
| 9. | /Kontakt.aspx | 1.61 | **1,666** | 10 | 66.67% | 50.06% | $0.00 |
| 10. | /AttraksjonarogAktivitetar.aspx | 4.01 | **1,609** | 9 | 39.29% | 10.38% | $0.00 |
| 11. | /MatVin.aspx | 1.26 | **1,606** | 8 | 61.90% | 33.81% | $0.00 |
| 12. | /Imagegallery/Info.aspx?i=95a7d7fb-f711-4917-b709-c9b40a51ac53 | 1.56 | **1,598** | 9 | 33.33% | 14.08% | $0.00 |
| 13. | /Startside.aspx | 4.83 | **1,595** | 5 | 62.60% | 26.46% | $0.00 |
| 14. | /Foodwine.aspx | 1.83 | **1,220** | 4 | 54.05% | 28.52% | $0.00 |
| 15. | /Attractionsactivities.aspx | 0.50 | **1,156** | 2 | 56.25% | 14.36% | $0.00 |
| 16. | /Aktuelt/Info.aspx?i=7530f9c1-d3da-483f-bfbc-292644e97aae | 1.78 | **1,151** | 3 | 54.17% | 12.60% | $0.00 |
| 17. | /Bildegalleri/Info.aspx?i=c7049f6a-6800-4bba-9c23-7d7ac97b0033 | 2.15 | **1,062** | 1 | 60.00% | 6.87% | $0.00 |
| 18. | /Aktuelt.aspx | 1.33 | **995** | 6 | 25.00% | 10.65% | $0.00 |
| 19. | /Omoss.aspx | 2.74 | **994** | 4 | 62.03% | 29.28% | $0.00 |
| 20. | /Home.aspx | 2.02 | **984** | 2 | 30.59% | 22.36% | $0.00 |
| 21. | /Aktivitetspakkar.aspx | 1.76 | **878** | 3 | 36.36% | 13.10% | $0.00 |
| 22. | /Aboutus.aspx | 2.79 | **862** | 5 | 54.55% | 28.07% | $0.00 |
| 23. | /Aboutus/Photo/tabid/8728/language/nb-NO/Default.aspx | 3.67 | **848** | 11 | 38.46% | 26.65% | $0.00 |
| 24. | /Activities/tabid/8792/language/en-US/Default.aspx | 2.51 | **799** | 5 | 39.74% | 15.27% | $0.00 |
| 25. | /Contact.aspx | 0.00 | **799** | 0 | 42.11% | 45.31% | $0.00 |

Rows 1 - 25 of 1787

Google Analytics

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http://www.walaker.com - http://www.walaker.com
www.walaker.com [DEFAULT]

## Site Speed Page Timings

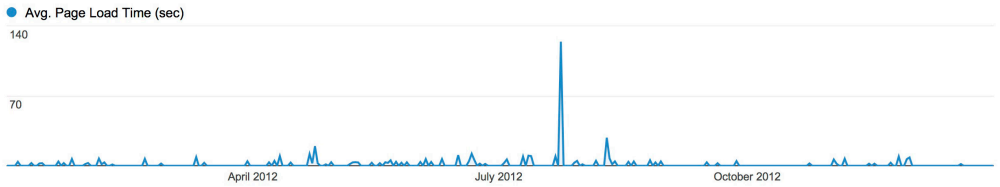
Jan 1, 2012 - Dec 31, 2012

Pages are grouped by Page

% of pageviews: 100.00%

Explorer

Site Usage




| Avg. Page Load Time (sec) | Pageviews | Page Load Sample | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|
| **4.45** | **90,998** | **391** | **37.15%** | **26.31%** | **$70.85** |
| Site Avg: 4.45 (0.00%) | % of Total: 100.00% (90,998) | % of Total: 100.00% (391) | Site Avg: 37.15% (0.00%) | Site Avg: 26.31% (0.00%) | % of Total: 100.00% ($70.85) |

| Page | Avg. Page Load Time (sec) | Pageviews | Page Load Sample | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|
| 1. / | 6.95 | **23,753** | 101 | 33.15% | 36.17% | $69.92 |
| 2. /Default.aspx?tabid=964&language=nb-NO | 2.49 | **4,832** | 16 | 42.14% | 10.99% | $63.72 |
| 3. /Default.aspx?tabid=5258 | 3.69 | **4,692** | 34 | 38.07% | 24.02% | $9.00 |
| 4. /Default.aspx?tabid=3383&language=nb-NO | 3.03 | **2,427** | 6 | 54.55% | 22.91% | $72.53 |
| 5. /Default.aspx?tabid=8732&language=nb-NO | 3.16 | **2,038** | 8 | 66.18% | 29.39% | $49.66 |
| 6. /Default.aspx?tabid=961&language=nb-NO | 2.45 | **2,016** | 9 | 45.86% | 21.13% | $95.72 |
| 7. /Default.aspx?tabid=961 | 2.72 | **1,543** | 4 | 24.09% | 19.90% | $45.85 |
| 8. /Default.aspx?tabid=3847&language=nb-NO | 2.35 | **1,475** | 7 | 65.00% | 17.63% | $56.13 |
| 9. /Default.aspx?tabid=970&language=nb-NO | 2.90 | **1,403** | 2 | 65.71% | 49.75% | $717.62 |
| 10. /Default.aspx?tabid=963&language=nb-NO | 7.29 | **1,361** | 4 | 46.38% | 27.77% | $45.89 |
| 11. /Default.aspx?tabid=966&language=nb-NO | 3.96 | **1,279** | 9 | 55.10% | 36.36% | $104.68 |
| 12. /Default.aspx?tabid=8732 | 4.50 | **1,217** | 11 | 70.91% | 37.72% | $20.77 |
| 13. /Default.aspx?tabid=3848&language=nb-NO | 6.24 | **1,194** | 1 | 73.68% | 15.83% | $44.60 |
| 14. /Default.aspx?tabid=964&language=nn-NO | 3.78 | **1,177** | 6 | 21.43% | 11.38% | $48.50 |
| 15. /Default.aspx?tabid=5267&language=en-US | 2.21 | **1,174** | 9 | 33.33% | 7.84% | $13.10 |
| 16. /Default.aspx?tabid=8895&language=nb-NO | 5.97 | **1,149** | 1 | 55.00% | 23.06% | $57.80 |
| 17. /Default.aspx?tabid=3849&language=nb-NO | 1.97 | **1,140** | 3 | 60.00% | 16.14% | $51.13 |
| 18. /Default.aspx?tabid=967&language=nb-NO | 0.00 | **1,132** | 0 | 29.41% | 15.19% | $46.79 |
| 19. /Default.aspx?tabid=964 | 4.89 | **1,073** | 6 | 34.69% | 9.51% | $80.13 |
| 20. /Default.aspx?tabid=3837&language=nb-NO | 1.52 | **996** | 1 | 53.85% | 21.99% | $75.73 |
| 21. /Default.aspx?tabid=386 | 2.52 | **963** | 2 | 73.62% | 31.57% | $53.91 |
| 22. /Default.aspx?tabid=8873&language=nb-NO | 2.50 | **954** | 2 | 74.82% | 51.68% | $0.00 |
| 23. /Default.aspx?tabid=3380&language=nb-NO | 7.37 | **883** | 2 | 60.87% | 22.54% | $73.48 |
| 24. /Default.aspx?tabid=7056&language=nb-NO | 1.80 | **790** | 3 | 52.17% | 23.29% | $92.32 |
| 25. /Default.aspx?tabid=5264&language=en-US | 3.47 | **786** | 4 | 27.20% | 28.37% | $11.48 |

Rows 1 - 25 of 704

Google Analytics

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http://www.kviknes.no - http://www.kviknes.no
www.kviknes.no [DEFAULT]

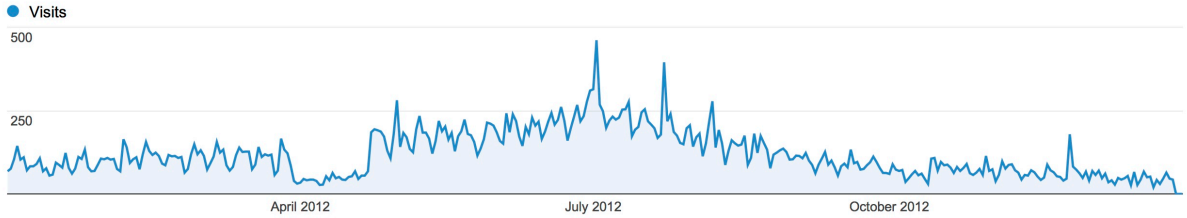
## All Traffic

Jan 1, 2012 - Dec 31, 2012

**login.kvikne** % of visits: 76.55%

**Explorer**

Site Usage




| Source | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|
| **login.kvikne** | **43,387**<br>% of Total: 76.55%<br>(56,675) | **3.63**<br>Site Avg: 3.05<br>(19.09%) | **00:02:48**<br>Site Avg: 00:02:16<br>(23.46%) | **68.97%**<br>Site Avg: 61.68%<br>(11.82%) | **48.71%**<br>Site Avg: 58.77%<br>(-17.12%) |
| 1. google | **14,738** | 3.69 | 00:02:14 | 71.14% | 49.12% |
| 2. (direct) | **9,991** | 2.94 | 00:04:21 | 53.11% | 56.51% |
| 3. kviknes.no | **8,512** | 4.49 | 00:02:50 | 73.88% | 34.57% |
| 4. facebook.com | **1,089** | 2.78 | 00:01:22 | 62.35% | 62.63% |
| 5. noruega.viajerum.com | **841** | 1.91 | 00:01:26 | 84.30% | 68.25% |
| 6. bing | **726** | 4.65 | 00:02:52 | 74.24% | 38.57% |
| 7. startsiden | **670** | 5.24 | 00:03:01 | 68.36% | 41.49% |
| 8. sognefjord.no | **489** | 3.78 | 00:02:36 | 77.71% | 51.53% |
| 9. kvasir | **410** | 6.09 | 00:03:19 | 79.76% | 33.17% |
| 10. yahoo | **359** | 3.63 | 00:02:21 | 75.77% | 47.91% |

Rows 1 - 10 of 501