



- **R**efine Your Online Marketing Strategy
- **I**dentify Existing Opportunities
- **D**iscover Your Website & Keyword Demographics





# WSI Search Marketing Trendz Report™

Prepared for A National Limousine Service Inc.

## ***Executive Summary***

In a competitive business environment, understanding who your target market is, where they are visiting online and what their search patterns are can mean the difference between playing the game or sitting on the sidelines. This report has been formulated to provide you the market intelligence to change the direction in your game strategy if need be, or to identify new opportunities and directions to increase your business profitability.

The key is to leverage this competitive advantage and deliver what the customer wants, in the right quantities, and at the right locations. This report has been created using marketing intelligence captured by a panel of researchers online. It will display characteristics of your website that will profile your audience and help uncover the purchase intent of your prospects.

The following is an analysis of your current website based on current search volume. If your website doesn't capture enough traffic for significant results at this time, we will analyze your competitor's website.

***This Search Marketing Trendz Report™ will help refine your online marketing strategy as well as identify existing opportunities for your company.***

Sincerely,

IC Name

Created By WSI

# Search Patterns

Understanding what related website your market visits provides interesting insight into consumer behavior. The people who visit [www.limos.com](http://www.limos.com) are also likely to visit these categories and sites:

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## Bridal

- [brides.com](http://brides.com)
- [David's Bridal](http://David's Bridal)
- [theknot.com](http://theknot.com)

## Car Rental

- [Avis](http://Avis)
- [Enterprise](http://Enterprise)
- [Budget](http://Budget)

## Hotel/Resort

- [the Hilton](http://the Hilton)
- [hotels.com](http://hotels.com)
- [the Marriott](http://the Marriott)
- [the Hyatt](http://the Hyatt)

## Audience Also Visits

The people who visit [www.limos.com](http://www.limos.com) are also likely to visit the following websites:

- [airportservice.com](http://airportservice.com)
- [mylimobiz.com](http://mylimobiz.com)
- [weddingmountain.com](http://weddingmountain.com)
- [decidio.com](http://decidio.com)
- [eventective.com](http://eventective.com)
- [partypop.com](http://partypop.com)
- [brides.com](http://brides.com)
- [davidsbridal.com](http://davidsbridal.com)
- [menswearhouse.com](http://menswearhouse.com)
- [theknot.com](http://theknot.com)
- [autosportcatalog.com](http://autosportcatalog.com)
- [directorym.com](http://directorym.com)
- [smartfares.com](http://smartfares.com)
- [discoverourtown.com](http://discoverourtown.com)
- [citysearch.com](http://citysearch.com)

## Audience Also Searches For

The people who visit [limos.com](http://limos.com) are also likely to search the web using these keywords:

- [limo service](#)
- [limo rentals](#)
- [limousines](#)
- [southwest airlines](#)
- [walmart](#)
- [ebay](#)
- [mapquest](#)
- [craigslist](#)



# Website Analysis

Anationallimo.com



Page Rank: 2

Indexed Pages: 16

Incoming Links: 66

Domain Age: March 26 ,2001

XML Sitemap: YES

Robots.txt File: YES

Duplicated and Non Optimized Tags

# Competition Analysis

atlantalimo.com

- Page Rank 3
- Indexed Pages: 12
- Incoming Links: 361
- Domain Age: 1997

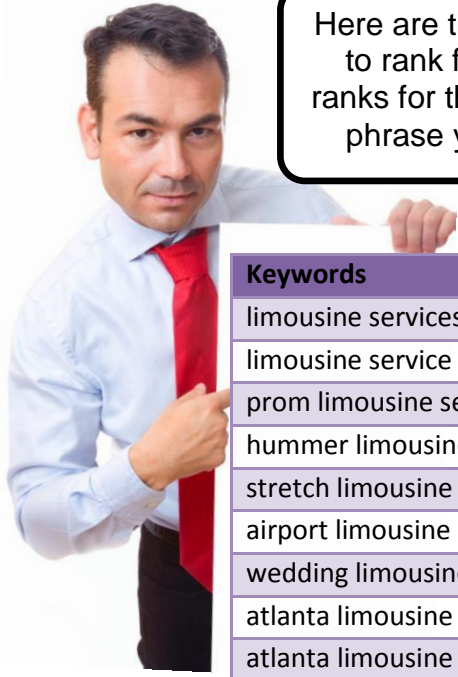
topperlimo.com

- Page Rank: 3
- Indexed Pages: 55
- Incoming Links: 216
- Domain Age: 2000
- 24 Blog Reactions

whiteglovelimousine.com

- Page Rank: 3
- Indexed Pages: 44
- Incoming Links: 151
- Domain Age: 2002

# Keyword Research



Here are the keyword phrases Google recognizes that your site is trying to rank for. This table also shows you where your website currently ranks for that phrase. Where you see the hyphens – that means for that phrase your site **does not appear** in the **top 200 results** in Google

Keywords	Approx Avg Search Volume	Ranking in Google.com
limousine services	6600	-
limousine service	27100	-
prom limousine service	210	-
hummer limousine service	91	-
stretch limousine service	58	-
airport limousine service	590	-
wedding limousine service	140	-
atlanta limousine services	210	71
atlanta limousine service	480	81
luxury limousine service	260	-
limousine service northern	-	-
airport limo service	1600	-
limo service	18100	-
prom limo service	210	-
stretch limo service	210	-
wedding limo service	170	-
limo services	14800	-
luxury limo service	140	-
cheap limo services	390	-
lax limo service	390	-
limo service ct	210	-
limo service atlanta	480	54
limousine rentals	2900	-
limousine rental	2900	-
luxury limousine rental	28	-
airport limousine rental	16	-
hummer limousine rental	210	-
limousine rental service	58	-

# Keyword Research

Keywords	Approx Avg Search Volume	Ranking in Google.com
stretch limousine rental	170	-
stretch limousine rentals	22	-
wedding limousine rental	91	-
limo rentals	9900	-
limo rental	5400	-
airport limo rental	12	-
prom limousine rental	110	-
hummer limo rental	320	-
hummer limo rentals	320	-
stretch limo rental	58	-
limo rental service	91	-
prom limo rental	110	-
limo rental prices	480	-
shuttle service	4400	-
lax airport shuttle service	210	-
lax shuttle service	1000	-
airport shuttle service	2900	-
airport shuttle services	720	-
shuttle services	1300	-
limos for sale	2900	-
limousine for sale	1600	-
limousines for sale	1900	-
homes for sale georgia	720	-
land for sale	90500	-
cheap airline ticket	40500	-
limo	40500	-
stretch limo	1300	-
airport limo	1900	-
hummer limo	5400	-
luxury limo	880	-
limo prices	2400	-
limo transportation	480	-

# Keyword Research

Keywords	Approx Avg Search Volume	Ranking in Google.com
hummer limo rentals	320	-
stretch limo rental	58	-
limo rental service	91	-
prom limo rental	110	-
limo rental prices	480	-
shuttle service	4400	-
lax airport shuttle service	210	-
lax shuttle service	1000	-
airport shuttle service	2900	-
airport shuttle services	720	-
shuttle services	1300	-
limos for sale	2900	-
limousine for sale	1600	-
limousines for sale	1900	-
homes for sale georgia	720	-
land for sale	90500	-
cheap airline ticket	40500	-
limo	40500	-
stretch limo	1300	-
airport limo	1900	-
hummer limo	5400	-
luxury limo	880	-
limo prices	2400	-
limo transportation	480	-
party limo	590	-
limo business	320	-
prom limo	1600	-
stretch hummer limo	320	-
wedding limo	1300	-
atlanta airport limo	390	-
executive limo	720	-
limo atlanta	590	138

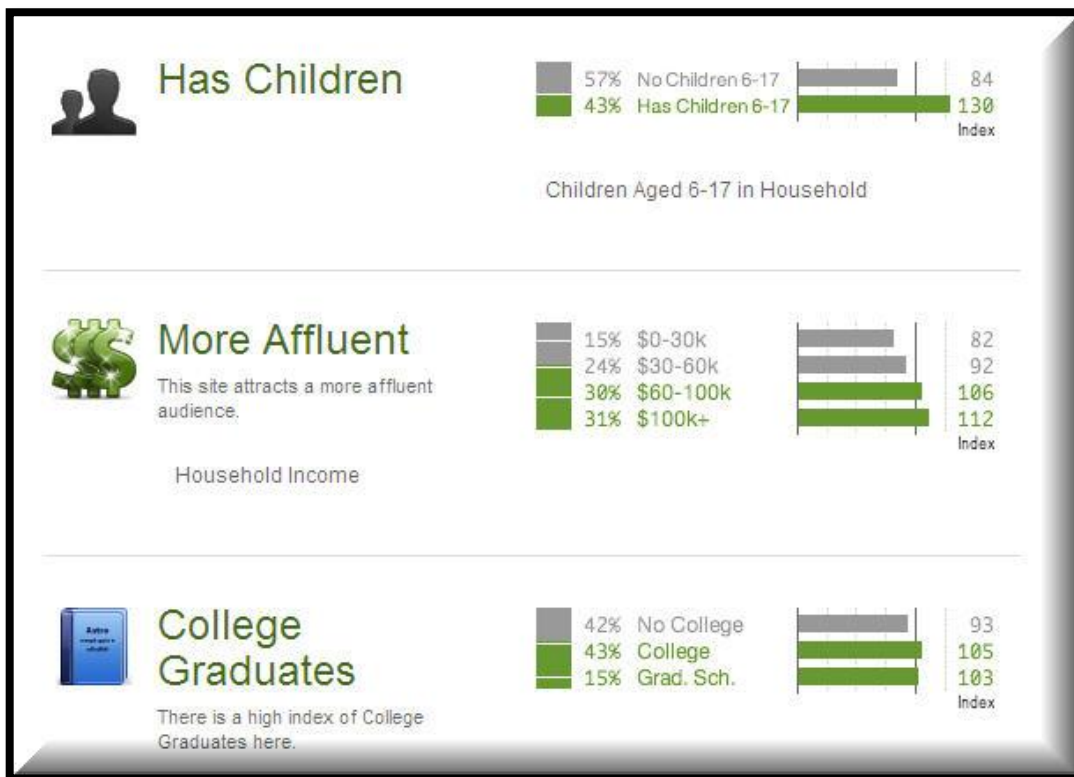
# Website Demographics

Demographics analysis can be viewed as a form of research. This information is a key indicator in marketing and allows a more scientific approach to strategically plan your marketing. It is always interesting to see if the demographics based on our panel of researchers is actually representative of your target market. If it is not, this may be a reason to analyze your traffic sources to ensure you are targeting the best online traffic sources for your company.

Companies we have worked with have even identified new, profitable target markets based on this research. This section of the Search Marketing Trendz Report™ will help reduce the guesswork on who you are attracting to you website.

There is currently not enough traffic volume to get a good read on <http://anationallimo.com/> but we can generate valuable information from analyzing [www.Limos.com](http://www.Limos.com).

## www.Limos.com Demographic Makeup



# Website Demographics

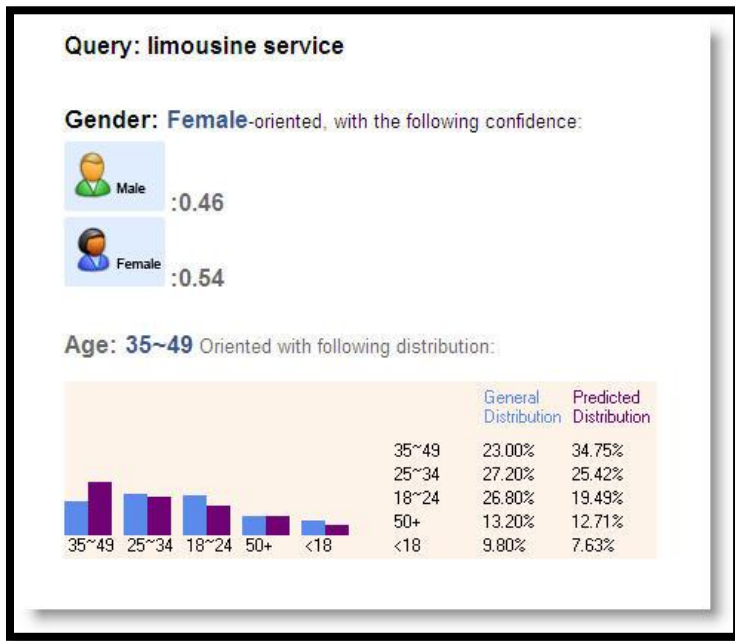
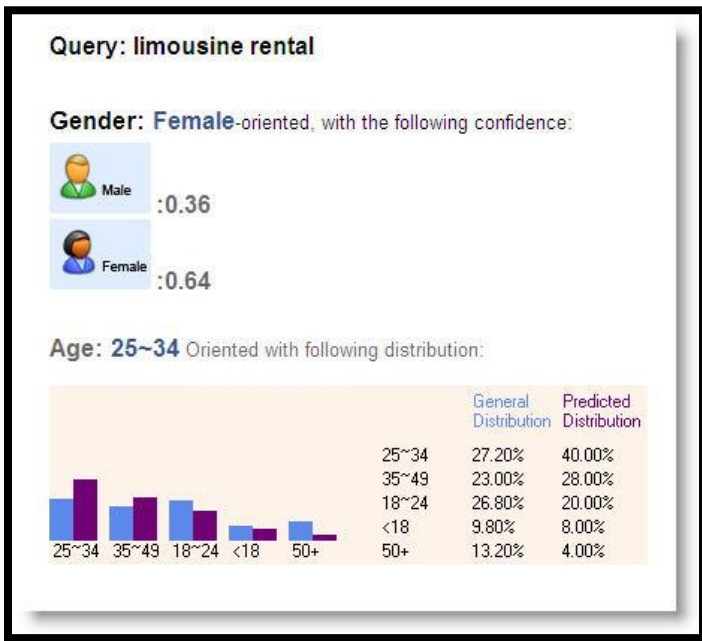
*www.Limos.com Demographic Makeup*



# Website Demographics

## Keyword Demographics

Imagine you could find out what the demographics are for your primary keyword phrase. We work with the major search engines to help identify what those are for you.

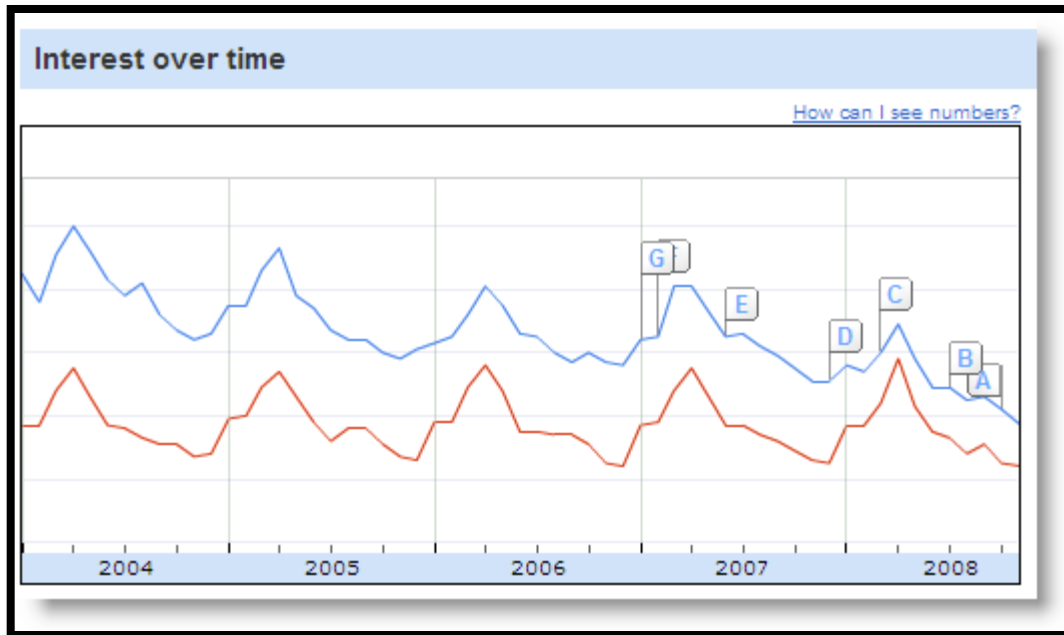


# Website Demographics

## Keyword Traffic Spikes and Seasonal Trends

### Hot Topics

The graph below represents interest for the keywords limousine service, limo rental over the last 12 months in the US. The points highlighted by letters show specific articles or news releases which were responsible for a majority of the traffic.



### Hot News Releases or Articles in Your Industry

- A [GO Airport Express Launches Limousine Service](#)
- B [Secrets Limousine Service Celebrates First Anniversary as Philadelphia's Best Special Occasion Limousine Service](#)
- C [Régál Limousine Service i Tistrup](#)
- D [Boston limousine service agrees to \\$65,000 settlement with state](#)
- E [Emirates To Offer Water Limousine Service For Venice Passengers](#)
- F [Lawsuit Filed Against Executive Touch Limousine Service & Cliff C. Robinson individual](#)
- G [New Limousine Service Directory Helps Internet Users Find Deals on Transportation Services](#)

# Website Demographics

## Highest Search Volume for Related Keywords

Below is a summary of the related search terms that also have high traffic but one of the most important areas to take note of is the **RISING SEARCHES**. The term “Breakout” actually means that there has been a more than **5000% increase** in searches over the last 12 months for those terms!

Rising searches		
1.	<a href="#">reston limousine</a>	Breakout
2.	<a href="#">premier limousine</a>	Breakout
3.	<a href="#">celebrity limousine</a>	Breakout
4.	<a href="#">party bus</a>	+300%
5.	<a href="#">cheap limousine service</a>	+60%
6.	<a href="#">limousine hire</a>	+50%
7.	<a href="#">a1 limousine</a>	+50%
8.	<a href="#">platinum limousine service</a>	+40%
9.	<a href="#">limo services</a>	+40%
10.	<a href="#">king limousine service</a>	+40%

Rising searches		
1.	<a href="#">car service atlanta</a>	Breakout
2.	<a href="#">atlanta ga limo</a>	+70%
3.	<a href="#">atlanta limo bus</a>	+50%
4.	<a href="#">party bus atlanta</a>	+40%