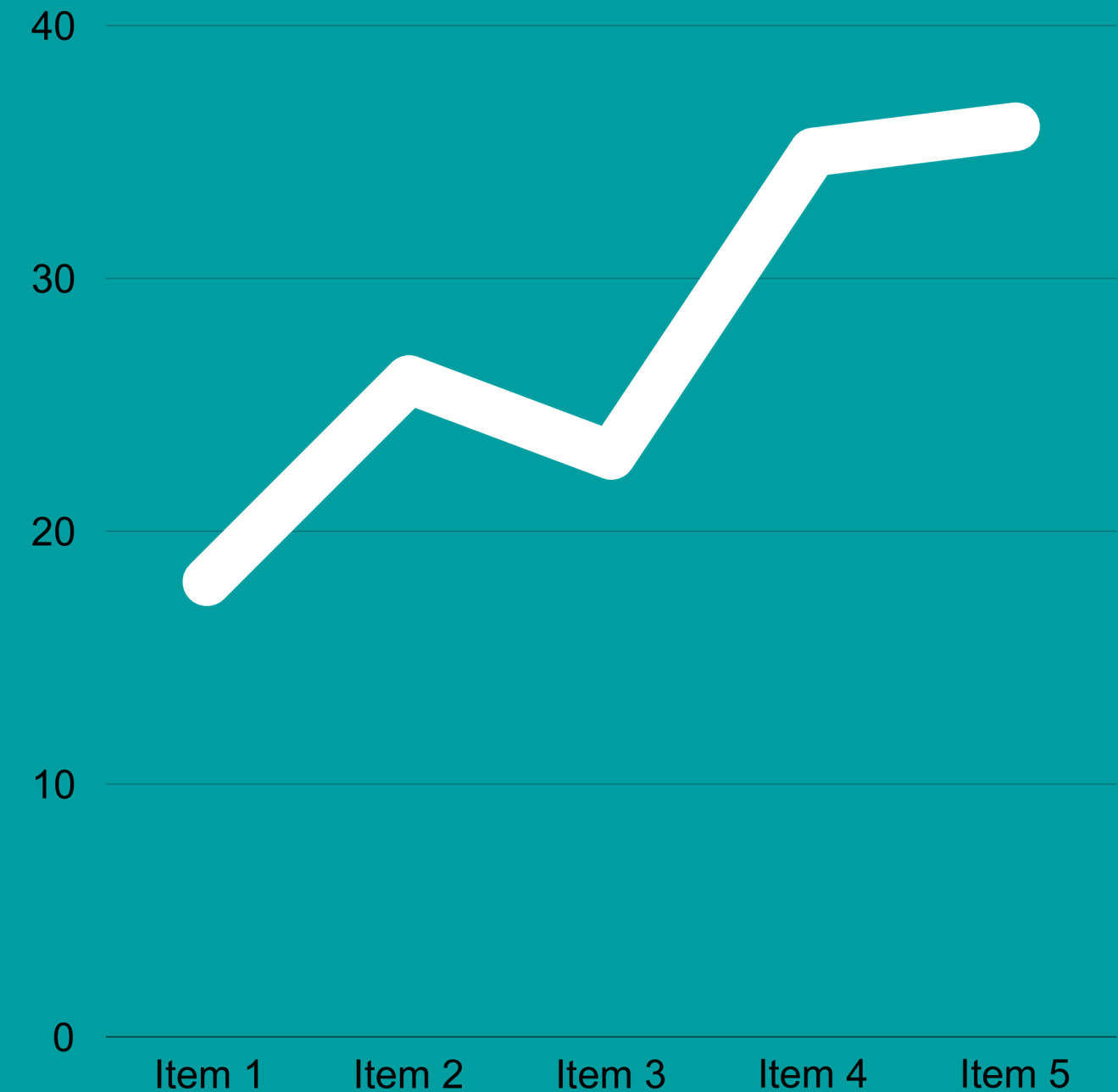


Understanding Visit Outer Hebrides Listing Insights



VISIT OUTER HEBRIDES WEBSITE

TOP RANKING
search terms on Google

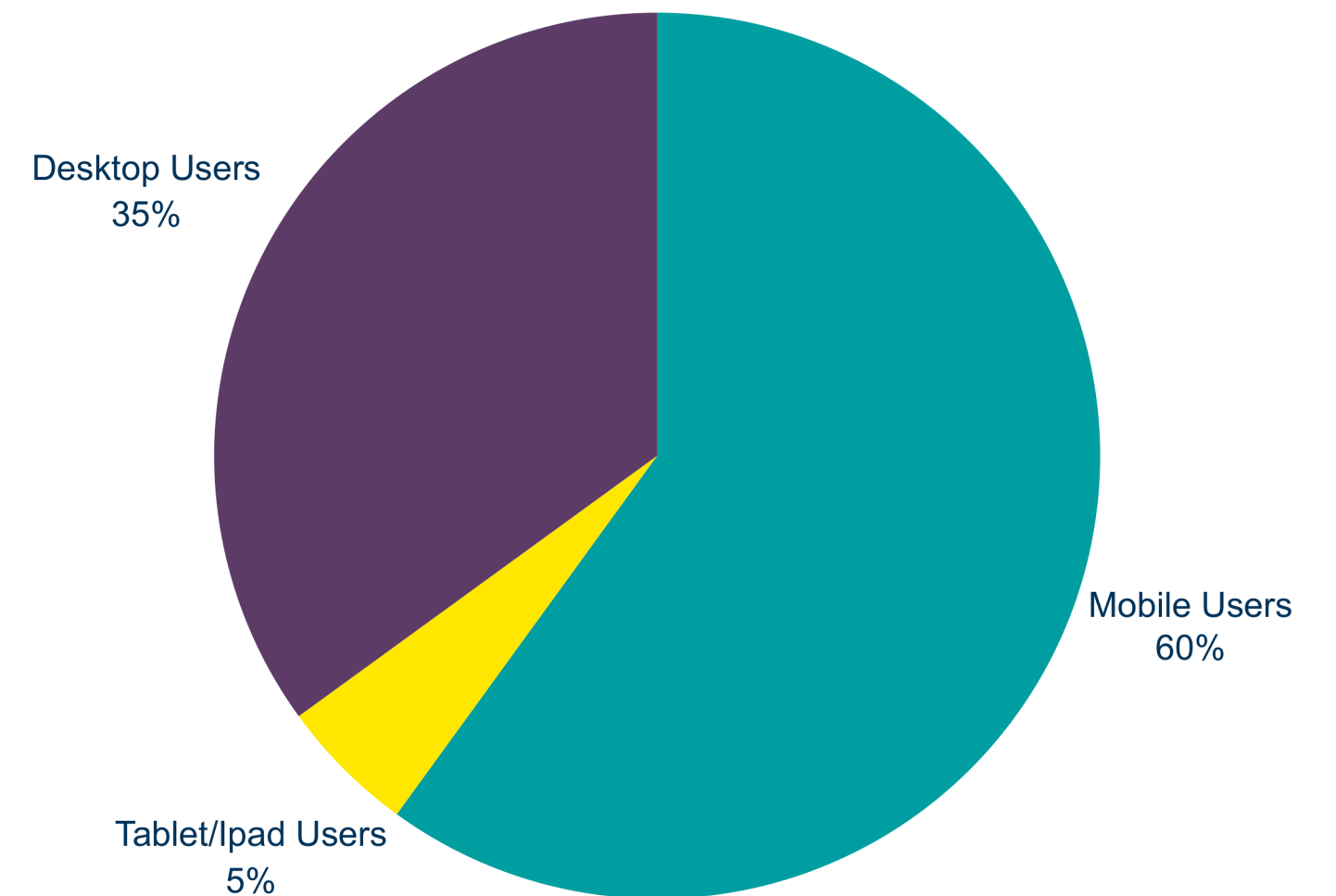
540K
users on our website

2 MILLION
views on our website

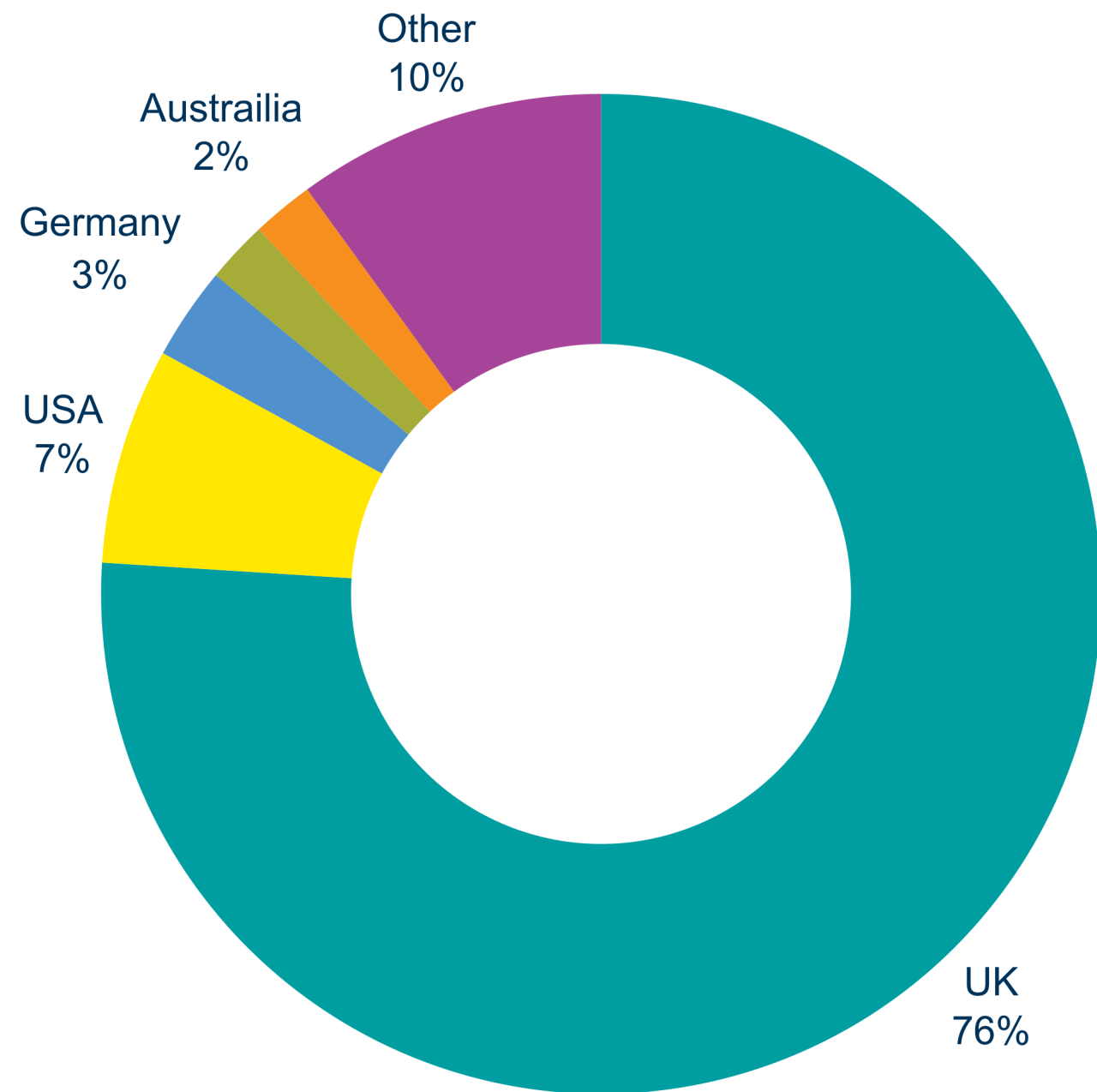
40k
downloads

60K
website referrals

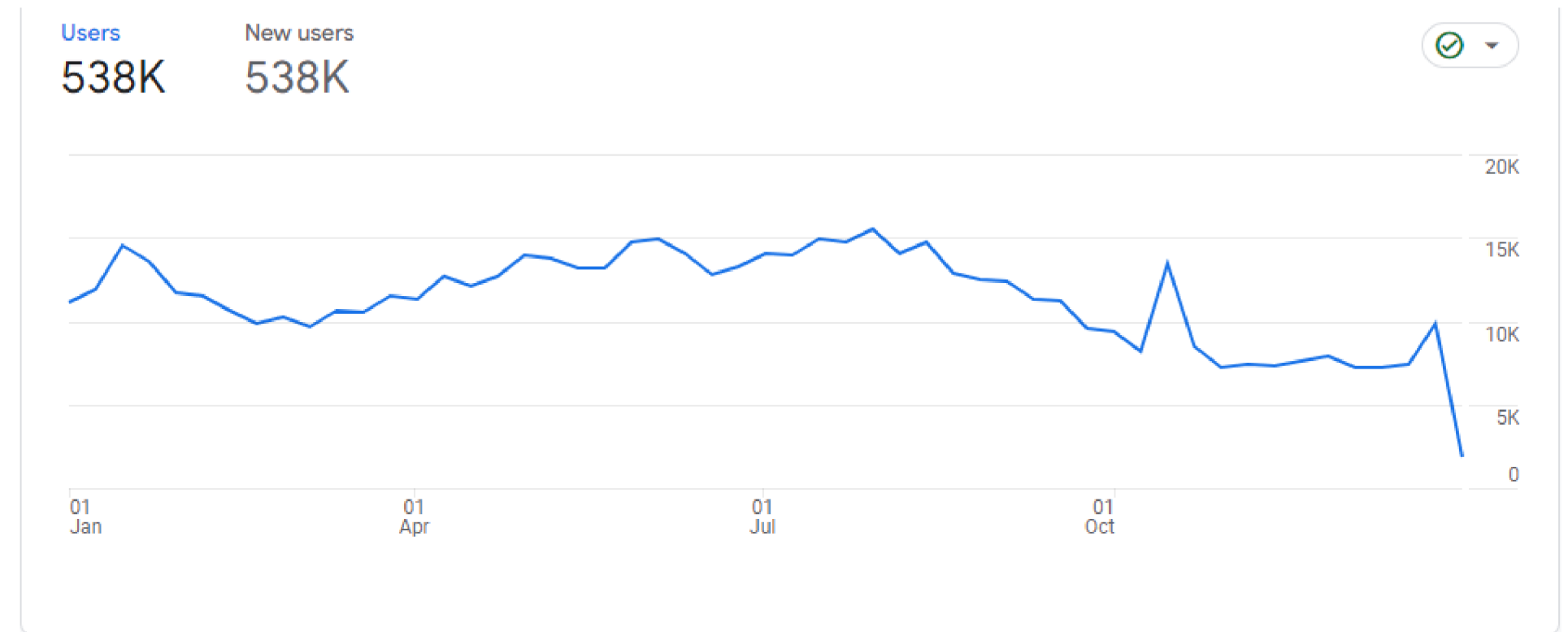
10k
email/telephone enquiries



USER LOCATIONS



USER PATTERN JAN - DEC



Most popular day: Sunday

The two things you are looking for your listing to achieve are:

1. Exposure AND

2. Referrals

***NB** if your VOH listing website button is linked to an OTA like Booking.com, AirBNB etc, or Facebook, referrals will be made through these sites. So it may look like there are no referrals from our site and all are coming from the OTA or Facebook.*

EXPOSURE ON VISIT OUTER HEBRIDES WEBSITE, SOCIAL MEDIA & VISITOR EMAILS

PLATINUM

1

40%
OF LISTING TRAFFIC

- Top ranking on Page Lists
- Share tagged content on FB and Instagram
- Appear on Highlights Bar
- Featured Boxes on Key Pages
- Featured in Hebridean Highlights Page
- Included in an Annual Blog & shared on SM
- Hebridean Highlights included in E-newsletter (25k)

GOLD

2

29%
OF LISTING TRAFFIC

- Top ranking on Page Lists
- Share tagged content on FB and Instagram
- Appear on Highlights Bar

SILVER

3

18%
OF LISTING TRAFFIC

- 2nd ranking on Page Lists
- Share tagged content on FB and Instagram

BRONZE

4

10%
OF LISTING TRAFFIC

- 3rd ranking on Page Lists
- Share tagged content on FB and Instagram

WHAT YOU SEE ON YOUR WEBSITE GOOGLE ANALYTICS v REALITY

Google does not show you the full picture - it will just show traffic from Visit Outer Hebrides as clicks to your website or unique visitors.

You may see 80 clicks from VOH to your website, but the reality is that your listing has been viewed 30,000 times on VOH. Not to mention clicks to your Facebook page in the feed, bookings and shares on social media.

WHAT YOU SEE ON YOUR WEBSITE GOOGLE ANALYTICS v REALITY

Feb 2023 - Feb 2024				
Traffic category	Traffic source	Site sessions	Page views	Unique visitors
Organic search	Google	3,495	9,779	2,450
Direct	Direct	3,619	8,152	1,877
Referral	absoluteescapes.com	238	688	213
Organic search	Bing	193	567	129
Organic social	Facebook	219	532	204
Organic social	Instagram	112	249	102
Referral	visitscotland.com	69	237	66
Referral	visitouterhebrides.co.uk	82	234	79
Organic search	Yahoo	66	226	44
Organic search	DuckDuckGo	62	210	49
Organic social	Twitter	56	145	53
Referral	bookwhen.com	32	88	29
Paid search	Google	9	43	9

LIVE EXAMPLES OF INSIGHTS - ACCOMMODATION

4/2/23 - 31/1/2024	Live Examples of Visit Outer Hebrides Listings										
	*Content page list views (how many times your listing has been seen in the list)	*Search results views for example B&B South Uist searches or similar	*Recently viewed views (this is where visitors go back to your listing after a pause)	*Highlighted Product Views (Highlights Bar) – only available to Platinum and Gold Listings	*Your Listing page views (how many times the listing has been clicked into to see your full listing)	*Listing image or video interaction on your listing	*Clicks from your VOH listing to your website	*Email or Phone	*Added to Itinerary Planner	*Product Map Interaction	*Total Views
Accom 1 (Platinum)	15907	5685	1227	1398	745	4510	134	6	27	34	29472
Accom 2 (Bronze)	727	346	84	0	74	123	30	3	0	5	1354

PLEASE NOTE

As we have a cookie tool on our website, not all data is available as users will reject the prompt to share data. So the data what you see here is a **MINIMUM**.

CUSTOMER JOURNEY

What we THINK is happening

See listing

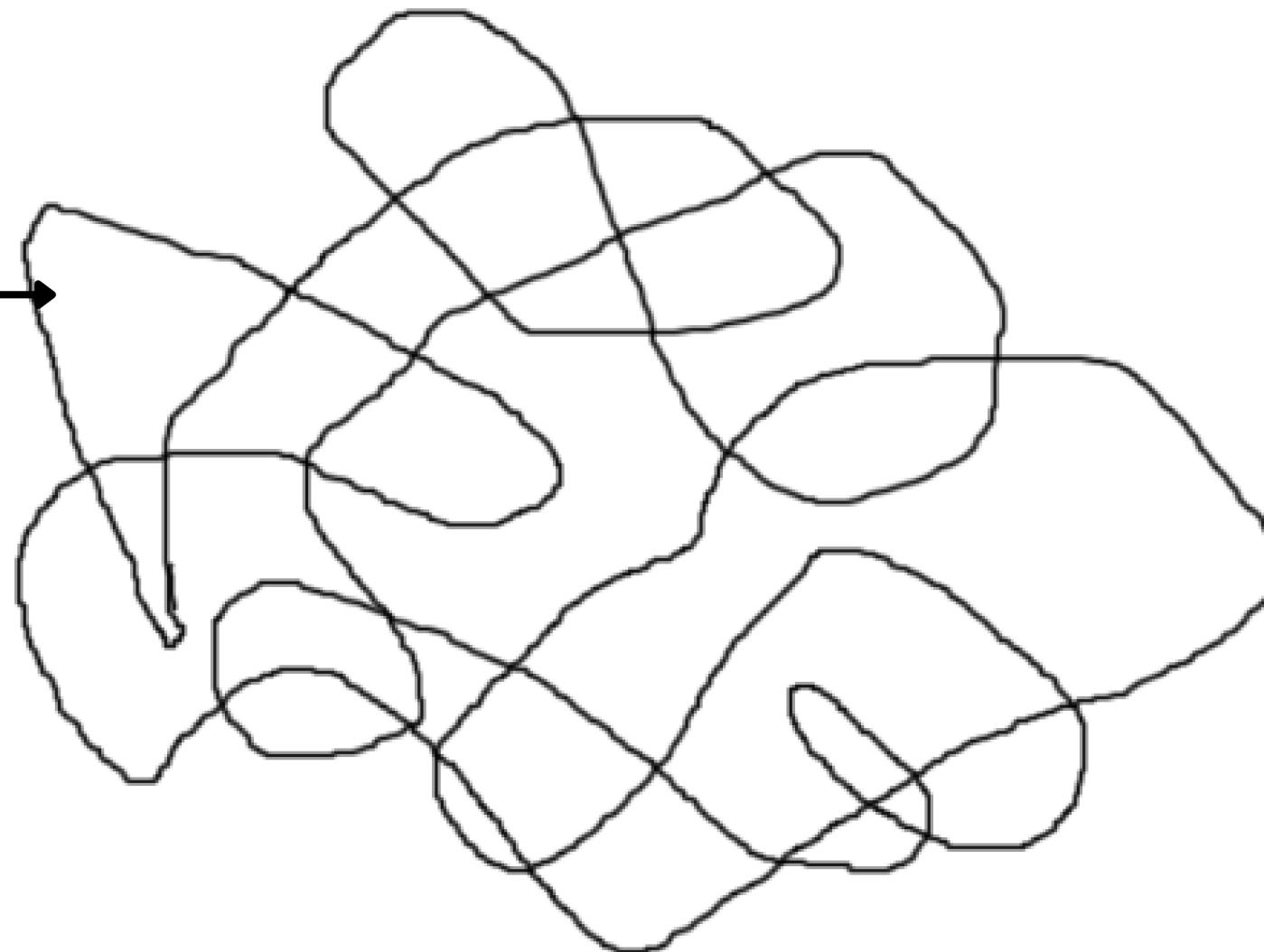


Book, visit

CUSTOMER JOURNEY

What is **ACTUALLY** happening

See listing



Book or visit



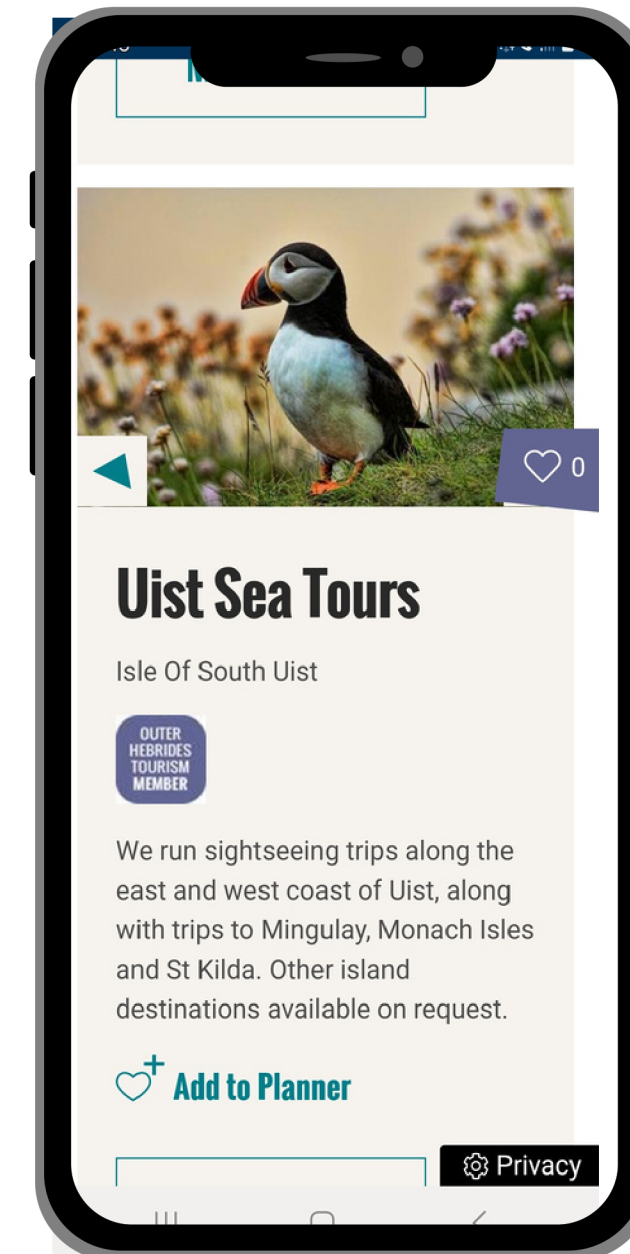
COOKIE CONSENT TOOL

Cookies track users on websites and give us lots of valuable data. However, as with most website, we have to have a cookie tool for GDPR compliance. This means that visitors to the site can agree to sharing data or reject the cookie, and therefore not share their data.

As a result of this cookie tool, we only get insights from those who have agreed to share information. It isn't a complete picture but does give an indication of trends and where people are seeing your listing on our site. The reality is that you will have MORE exposure and referrals than we can show.

CONTENT LIST VIEWS

These are how many times your listing has been seen on the list.



SEARCH RESULTS VIEWS

The number of times the listing has been displayed in the results when a search has been performed in the **Search Bar** or **Plan your Trip** section *e.g. Glamping in North Uist or cafes or coffee shops in Lewis*

Site Search Results

Your Search for **glamping uist** found 11 results.

Pages, Blog Articles and News Stories which match your search term: **glamping uist**

- ▶ See more
- Accommodation in Uist
- Accommodation in Benbecula
- A Perfect Place to Stay for a Perfect Holiday
- Accommodation
- Glamping, Hostels and Bunkhouses

Accommodation Search Results for "glamping uist"

Baileshare Bothies	North Uist
Moorcroft Holidays	North Uist
Otternish Pods	North Uist

Search Summary


Type: Cafes and Coffee Bars
Location: Isle of Lewis

List View | Map View | Grid View

Refine By | Sort By | Search Again

Number of results: 5


Outer Hebrides Tourism Members



Lews Castle Storehouse Cafe
Cafes & Tearooms
Isle Of Lewis

Serving tasty hand-prepared dishes, our Storehouse cafe is the perfect place to take a moment after exploring the Lews Castle grounds. Enjoy a frothy coffee from the comfort of our unique eatery, before tucking into our specials of the day.


[More Details](#)

 [Add to Planner](#)

HIGHLIGHTS SLIDER BAR

Each listing page has a Highlights slider bar (Gold and Platinum members). The number of times the listing has been displayed. **NB. Changed randomly every 24 hours, 24 listings in the slider at any one time**

Island Highlights ◀ ▶



Heb360 Tours
We offer Private Tours of Outer Hebrides from our base in Stornoway, Isle of Lewis. Bilingual locals we provide flexible, professional journeys in our 4x4 7-seater vehicles and the highest standards...

Hebridean Art Studio
Stop off at Fiona's art gallery to enjoy her original style of painting, see her studio and gain a unique insight into island life over a cup of tea.



Gneiss Things
Open Studio for hand-carved stone jewellery, fine art and gifts, made in Harris from the landscape and natural materials of the Outer Hebrides.


ADD TO PLANNER


The number of times the product has been added to a user's itinerary planner



through every window.


 GAELIC 

 [Add to Planner](#)





The Otter Hide

Isle of Harris



Welcome to Otter hide. Situated in the small crofting community of Otter, this is a well proportioned luxury cabin for two guests in a spectacular landscape setting.



 [Add to Planner](#)

LISTING PAGE VIEWS

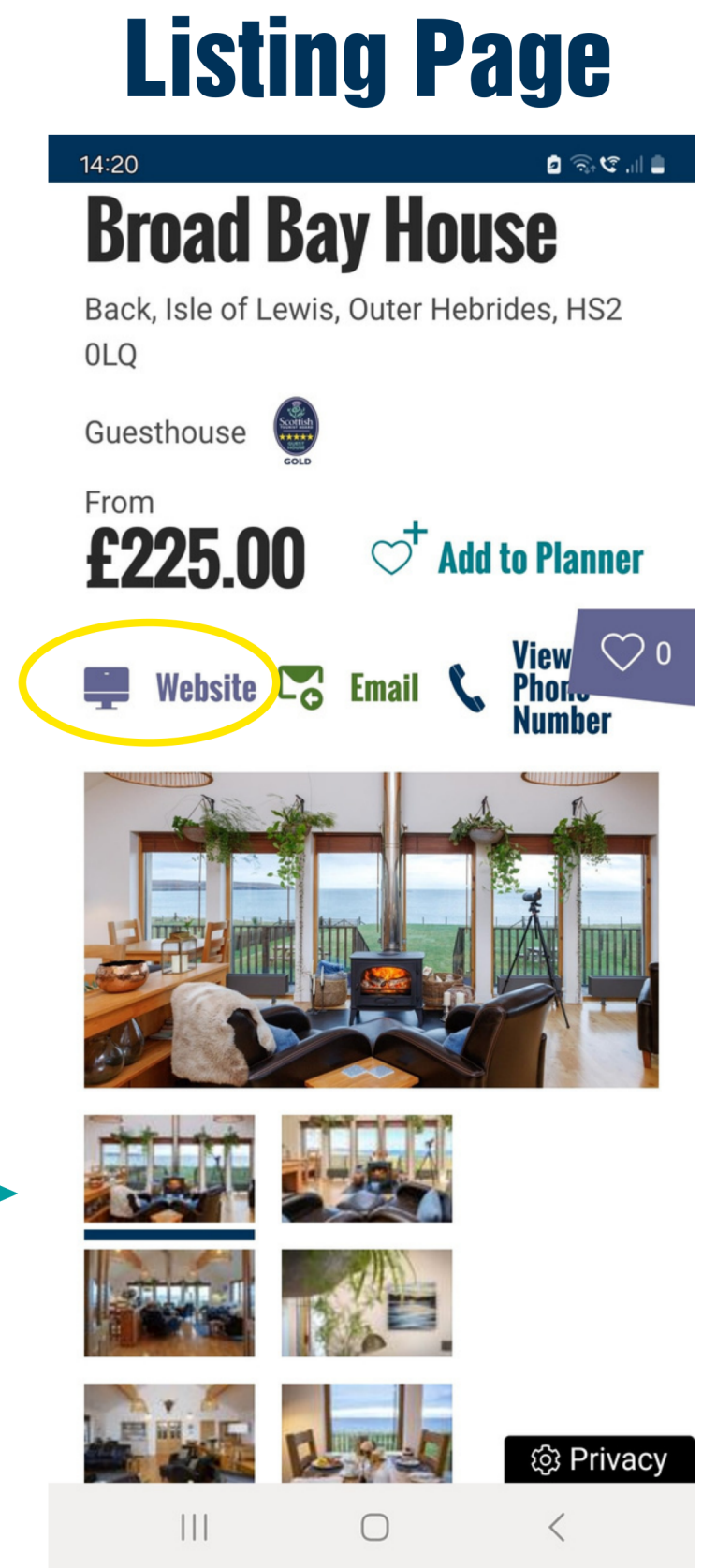
The number of times your listing has been displayed.

LISTING PAGE WEBSITE CLICKS

The number of times visitors have clicked the link to your website (or whatever the link is behind the website button) from your listing page.

LISTING PAGE IMAGE/VIDEO VIEWS

The number of times your images/videos on your listing are viewed.



LISTING PAGE EMAIL ENQUIRIES

The number of times the enquiry form is sent to the product owner by email.

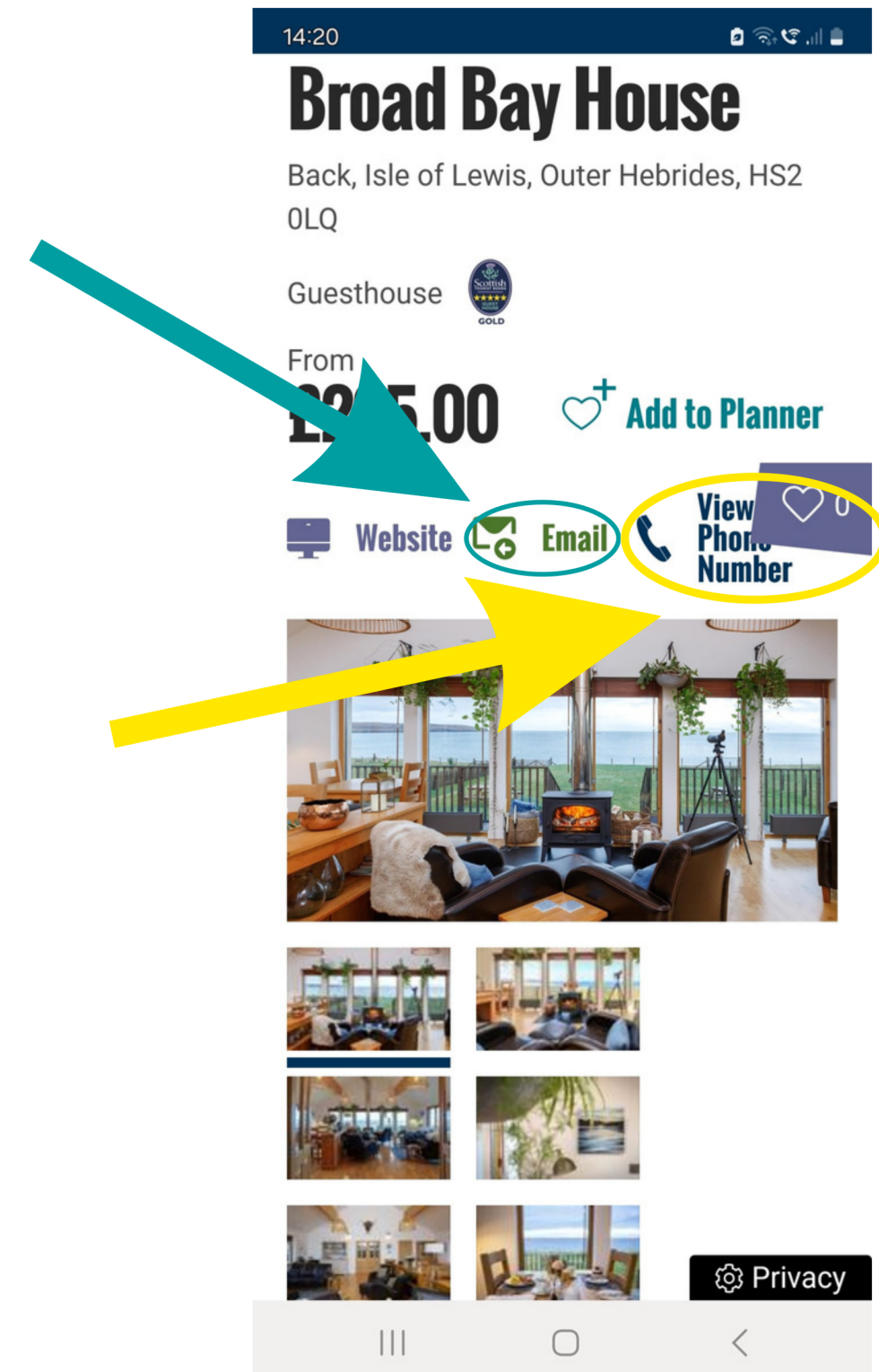
LISTING PAGE PHONE NO. REVEALS

The number of times visitors have clicked the 'Show telephone number' button on the Listing page

LISTING PAGE MAP INTERACTION

The number of times the map on the Listing page has been displayed

Listing Page



RECENTLY VIEWED

The number of times the product has been displayed in the Recently viewed feature at the bottom of each listing. This is where visitors go back to your listing after a pause and shows engagement. (Displays up to 6)

Recently Viewed



Uist Sea Tours

Come aboard our boat and let your Hebridean adventure begin. If you like rugged coast lines,...



HS-1 Cafe Bar

The newly refurbished HS1 Café-Bar at the Royal Hotel in Stornoway has long been a favourite...



The Boatshed Restaurant at the Royal Hotel

The Boatshed at the Royal Hotel Stornoway is a stylish, modern restaurant overlooking Stornoway...



Broad Bay House

Luxury 5-Star Gold accommodation by the sea. 2024 will be our 18th season welcoming guests to...



Baleshare Bothies

If you are really looking for an escape from it all, head to an island off of an island off of the...

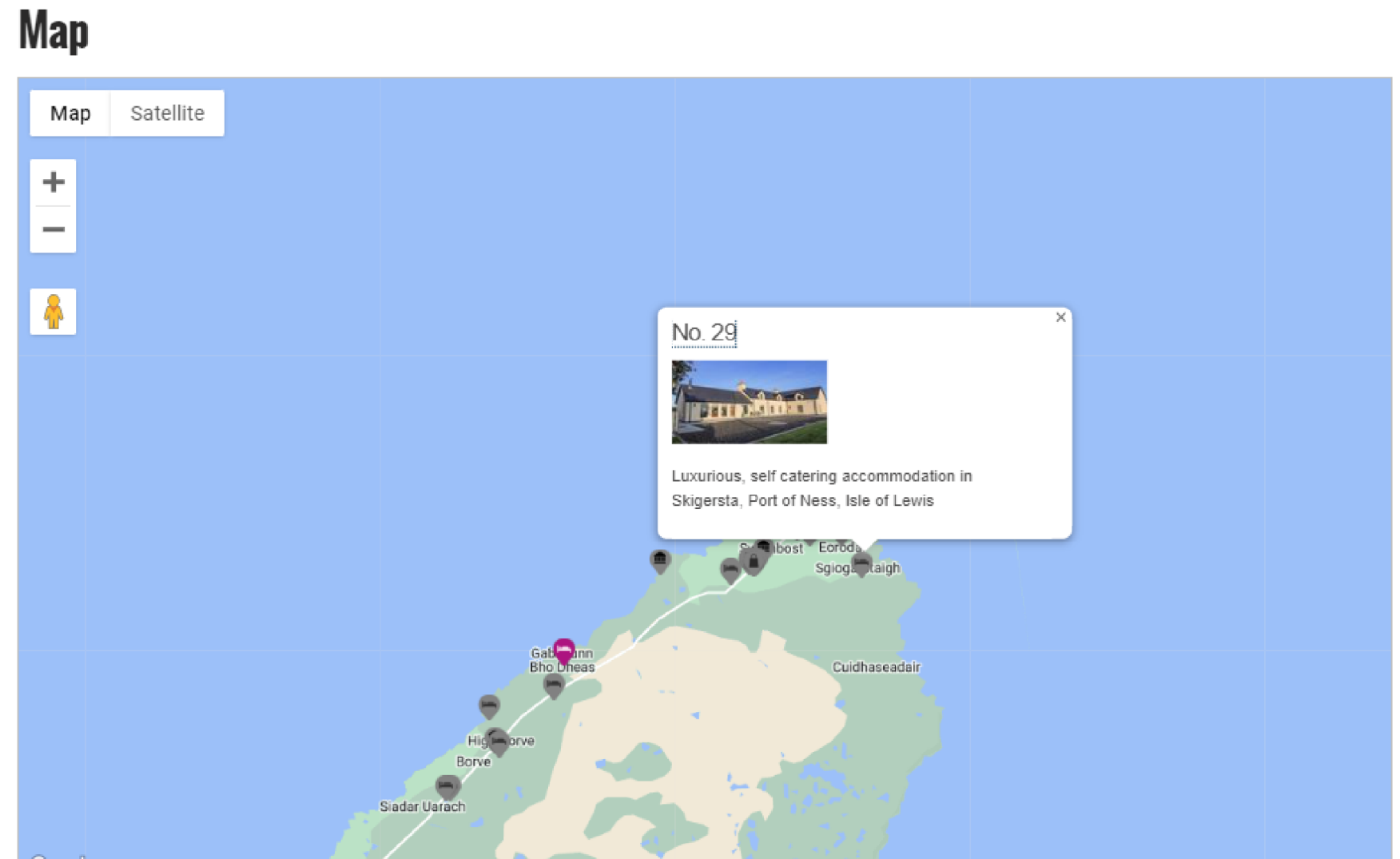


The Creel Yard Pods

Unique Camping Pod accommodation which is a perfect quirky alternative to traditional camping,...

WHATS NEARBY VIEWS

The number of times the listing has been displayed in the What's nearby feature on other listings

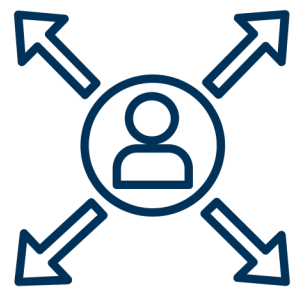


LIVE EXAMPLES OF INSIGHTS - ACTIVITY PROVIDER

Feb 23 - Feb 24	Examples of Visit Outer Hebrides Listing Insights										
Listing	*Content page list views (how many times your listing has been seen in the list)	*Search results views for example boat trips South Uist searches or similar	*Recently viewed views (this is where visitors go back to your listing after a pause)	*Highlighted Product Impressions (Highlights Bar) – only available to Platinum and Gold Listings	*Your Listing page views (how many times the listing has been clicked into to see your full listing)	*Listing image/video interaction on your listing	*Clicks from your VOH listing to your website	*Email or Phone	*Added to Itinerary Planner Planner	*Product Map Interaction	*Total Views
Activity Provider (Platinum)	17303	801	819	1178	1187	4181	318	7	34	100	25469
Activity Provider (Bronze)	771	247	51	0	483	685	53	22	4	27	2237

PLEASE NOTE

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The more exposure a business listing gets, the more likelihood of bookings, visits, clicks or enquires



It is up to businesses to ensure that their listings are maximised

WEBINARS

- **Accommodation Booking Integration - 7pm 12 March 2024**

THANK YOU!

**For more information contact Mairi:
mairi@outerhebridestourism.org**