

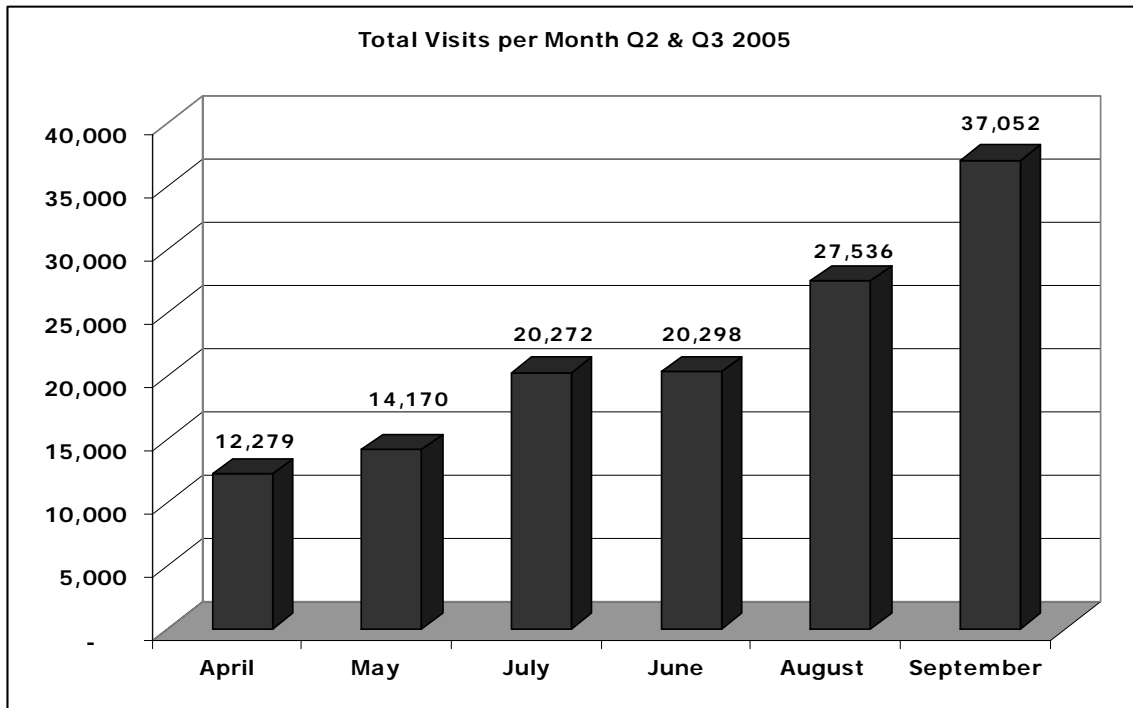
**EDCO WEBSITE & EMAIL MARKETING REPORT**  
**Q2 & Q3 2005**  
www.edforco.org

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**Visitors to EDCO's Website**

While EDCO's exposure throughout the region has significantly increased in the past year, there are two factors that have helped steadily increase visitors to EDCO's website. From April to September, visitors to EDCO's website has increased by over 200%! In March 2005, EDCO began using Alpine Internet's email software which has contributed towards increasing visitors since our email marketing has allowed us to drive additional traffic directly to our website. Another factor impacting the number of visitors to our site is the addition of the Bend Venture Conference website ([www.bendvc.com](http://www.bendvc.com)) which is a sub-site to EDCO and assists in driving visitors through email marketing, search engine placement and public relations.

The chart below illustrates the steady increase in visitors from April 2005 - September 2005.



EDCO's placement among the search engines drives a significant amount of traffic to our website, but other sites are also responsible for sending traffic to [www.edforco.org](http://www.edforco.org). The following table identifies the top 10 websites that refer visitors to EDCO's website.

Referring Website	Total
<a href="http://www.ci.bend.or.us">www.ci.bend.or.us</a>	12,145
<a href="http://www.google.com">www.google.com</a>	8,538
<a href="http://images.google.com">images.google.com</a>	1,737
<a href="http://search.msn.com">search.msn.com</a>	1,327
<a href="http://www.edforco.org">www.edforco.org</a>	1,246
<a href="http://www.warmsprings.com">www.warmsprings.com</a>	769
<a href="http://search.yahoo.com">search.yahoo.com</a>	611
<a href="http://sea.search.msn.com">sea.search.msn.com</a>	533
<a href="http://www.coedc.org">www.coedc.org</a>	482
<a href="http://www.bendchamber.org">www.bendchamber.org</a>	429

The following report identifies the 50 most popular web pages on EDCO's website and how many times each was accessed during Q3 2005.

**Most Popular Pages on EDCO's Website (Top 50)  
Q3 2005 (July 2005 - September 2005)**

Page	Total Visitors
Central Oregon Facts & Figures	26,442
Home	20,552
Central Oregon Lifestyle Photo Tour Pg.1	13,778
Central Oregon Business and Industry Photo Tour - Page 1	8,875
Central Oregon Climate	6,783
Population of Central Oregon	6,448
Average Housing Costs	5,731
Central Oregon Employment	4,644
News	4,266
Primary Industries in Crook, Deschutes & Jefferson Counties	4,023
Bend Venture Conference	3,767
Education in Central Oregon	3,712
Bend, Oregon	3,703
Contact Us	3,242
Valuations for Crook, Deschutes and Jefferson Counties	3,152
Central Oregon Business and Industry Photo Tour - Page 2	2,727
Central Oregon Communities	2,661
Available Property	2,648
Tourism	2,230
Central Oregon Business and Industry Photo Tour - Page 3	2,152
Central Oregon Business and Industry Photo Tour - Page 4	1,950
Business Factors: Workforce, Costs, Taxes, Wages	1,915
Central Oregon Business and Industry Photo Tour - Page 5	1,848
Quality of Life in Deschutes, Jefferson & Crook Counties	1,786
Targeted Industries for the Central Oregon region	1,694
Central Oregon in the News	1,693
Central Oregon Transportation	1,683
Central Oregon Lifestyle Photo Tour Pg.7	1,667
Central Oregon Lifestyle Photo Tour Pg.8	1,585
Newsletter Signup	1,580
Site Map	1,514
Central Oregon Business and Industry Photo Tour - Page 6	1,438
La Pine, Oregon	1,437
Warm Springs	1,355
Central Oregon Employment Resources	1,355
Central Oregon Lifestyle Photo Tour Pg.10	1,342
Privacy Policy	1,289
2005 BVC Presenter Application	1,273
Redmond, Oregon	1,239
2005 BVC Speakers & Panelists	1,224
Search Results	1,207
Cost Comparisons	1,156
Madras, Oregon	1,143
BVC 2005 Registration	1,112
Central Oregon Lifestyle Photo Tour Pg.9	1,101
Utilities, Electric, Natural Gas, Water	1,099
EDCO Member Directory	1,037
Economic Development for Central Oregon	1,008
Central Oregon PubTalk	997

## Email Marketing

EDCO moved over to Alpine's email management system in March 2005 and as a result we are now able to track the number of emails distributed, views and click through rates for each campaign.

During Q2 and Q3 2005, we have developed and distributed **41 (plus 39 for the Bend Venture Conference)** emails marketing to various targeted lists. Here's a breakdown of our targeted lists:

- eCon Update
- Central Oregon PubTalk
- EDCO Members
- EDCO Board of Directors
- City/Business Roundtables (separate lists for Bend, Prineville and Redmond)
- Travel Bank Partners
- Bend Venture Conference Targets

The following is a report on EDCO's main email marketing outlets and how they perform:

### EDCO Email Report

Subject	Delivered	% Viewers	% Click Through Rate (Delivered)	% Click Through Rate (Viewers)
<b>eCon Update Email Report</b>				
EDCO eCon Update - March 2005	658	45.29%	25.23%	55.70%
EDCO eCon Update - April 2005	633	45.02%	9.64%	21.40%
EDCO eCon Update - May 2005	626	46.65%	24.28%	52.05%
EDCO eCon Update - June 2005	640	44.53%	44.06%	21.28%
EDCO eCon Update - July 2005	672	41.67%	12.65%	30.36%
EDCO eCon Update - August 2005	679	41.09%	15.17%	36.92%
<b>Industry Week</b>				
EDCO to Host Central Oregon's Second Annual Industry Week LaunchPad Innovation and Technology Event to Kick Off	677	40.92%	10.04%	24.55%
Industry Week	759	35.84%	9.09%	25.37%
Central Oregon News and Events	762	43.96%	11.15%	25.37%
<b>Central Oregon PubTalk</b>				
April 14 Central Oregon PubTalk	767	42.89%	11.60%	27.05%
May 12 Central Oregon PubTalk	749	42.86%	12.95%	30.22%
June 9 Central Oregon PubTalk	745	40.81%	4.03%	9.87%
September 8 Central Oregon PubTalk	749	35.65%	45.93%	128.84%

\* Please note, in mid-September we found that users subscribing to our newsletter from our website dating back to May were not being directly added to our eCon Update list and our C.O. PubTalk list. Starting with the LaunchPad email in mid-September, you will note that the distribution jumped by nearly 90 subscriptions.