



GrandLakeWebs.com and Ivan Martin Fishing Enterprises present

**GrandFishingReport.com**

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## Why is [GrandFishingReport.com](http://GrandFishingReport.com) one of the highest volume commercial web sites on Grand Lake?

The keys to the success of any web-based advertising campaign are multi-fold, but revolve around some primary concepts:

### ► **We offer content, content, content!**

Much like... "location, location, location" in retail or real estate, what makes a web site draw meaningful traffic is MEANINGFUL content.

We provide MEANINGFUL content to our potential audience. If you browse the site you will see that we not only provide a number of fishing reports covering all of the major types of fish and fishing on Grand every week, but we also provide most everything else a prospective fisherman might need to fish Grand, including:

- ◇ Information on Fishing Guides who serve the area
- ◇ The various species of fish that inhabit the lake
- ◇ The lake regulations and rules
- ◇ The most comprehensive tournament schedule listing on the lake
- ◇ Lake maps, lake level and other key information including lake area weather
- ◇ Where to find things like bait, tackle, lodging, food, etc., in the area (*listing sponsors only*)
- ◇ General information about the lake and the area, including lots of fishing photos
- ◇ Our reports are published weekly in The Chronicle of Grand Lake as well as various online sites
- ◇ Link exchanges with area Chambers, Event Calendars, State Parks, Lake Patrol and general sites
- ◇ A complete library of GRDA articles primarily having to do with the lake
- ◇ 2008 traffic logs-averages: 5,450 unique visitors/mo.; 10,458 visits/mo.; 32,055 pages viewed/mo.
- ◇ 2008 traffic logs-averages: 3 pgs. viewed/visit; 722,207 hits/mo.; 2.88 Gb data transferred/mo.
- ◇ etc., etc., etc.

### ► **Consistent interface with fast loading pages and simple, easy navigation (*no dead ends*)**

We provide a simple, standardized, uniform navigation scheme that is the same throughout the entire site. You can get anywhere in the site from virtually anywhere in the site. Think about your own experiences in browsing sites. How many times have you become frustrated because you couldn't find what you wanted or you ended up at a dead end and had to hit back, back, back to get anywhere?

### ► **We exchange links with MEANINGFUL sites that also contain MEANINGFUL content.**

In other words, all of the exchanged links with "free for all" link sites and porn sites will hurt more than help. On the other hand, link exchanges with sites like Travel & Tourism, Green Country, The Chronicle of Grand Lake, our lake area sites, the state Chamber, other Chambers, GRDA, GLA, etc., enhances our rankings in the search engines and brings us more traffic. (*Google "grand lake fishing report" and see us at #1!*)

We actually have two masters to serve.

- ◇ Our regular following of tournament and more serious fishermen
- ◇ "Weekend Warrior" fishermen, tourists and potential lake visitors who might come spend money with our guides and sponsors or move into the area to add to the local economy.

## **We want to do our part to help the local economy!**

Our normal sponsor rate in [GrandFishingReport.com](http://GrandFishingReport.com) is \$480.00 per year. That gets you a small logo/link on the main page of the site, plus a linked listing in the appropriate "Where to find it on Grand" category page(s) and a link listing and description on the "Sponsors" page. For an additional \$100/yr. you can take advantage of our "Buy 1 - Get 5" promotion and add sponsorship in [GrandLaker.com](http://GrandLaker.com); [OneGrandLake.com](http://OneGrandLake.com); [GrandLakeWebs.com](http://GrandLakeWebs.com); and the [Grand Lake Regional Calendar](http://Grand Lake Regional Calendar). Here's an offer valid to the end of March:

**Get a 2009 GrandFishingReport.com sponsorship for \$240 - Add "Buy 1-Get 5" for only \$100 more!**

*Make checks payable to "GrandLakeWebs.com". Mail to P. O. Box 277, Disney, OK 74340 or pay online.*