

**Is this a job you can do?** The following is too long but I couldn't think of a better way to explain what I'm looking for. The first part is background. The three items in red are those where I need help.

I run a bushwalking tour business and have been doing so for 27 years. As far as I know, no one else in Australia offers the same kind of tours.

I have a website, <http://www.bushwalkingholidays.com.au/>, which has Google Analytics installed.

The following statistics applied for the month to the morning of 16 June.

2332 visits, avg duration 3min 20 sec  
1767 unique visitors, 7140 page views, avg pages 3.06

While most of the visits are short, 44 were over half an hour and another 251 between 10 & 30 min.

Google Analytics says that 10 pages got 148 or more visits. Another 18 got 54 to 92 visits. In total, 165 pages received at least one visit. That last number is **wrong**. Which brings me to my first task.

**PDF pages.** Google Analytics doesn't count the PDF pages. I could set it up to count the click throughs from my own website but that won't give me the number who land on the PDFs directly from search engines or newsletters. Is there any way to count all the hits on the PDF pages. (These pages are designed so that they are easy to print. Unless there is some other universal format that's just as easy to print, they have to remain as PDFs.)

I've normally just printed the PDFs from my word processor. I haven't used any of the metadata which could be included; title, author, summary, key words. I need to know how to put these to the best possible use.

**Facebook.** The person who set up the website also set up a Facebook page. There is a small link to Facebook at the bottom of most of the pages. There are links to some of my Facebook photo galleries on the website. I know I'm not making the best possible use of Facebook. I don't want to spend too much time on it, but I can spend more time if it will help the business in a serious way. What should I be doing?

**Search Engine Optimisation & Marketing.** I normally come out in the top ten on most of the terms I search for, eg Kakadu bushwalk. There are probably other terms where I could and should rank better, but I'm not sure what they are or how to work out what they are. Getting a high ranking for a generic term like Kakadu might even be counterproductive as 99+% of people looking for Kakadu are not going to be interested in what I have to offer. Where do I go from here?