

LakeLanier.com advertising



You can reach 400,000 Lake Lanier visitors every year

Yes, that's correct. LakeLanier.com is the most popular website about Lake Lanier.

LakeLanier.com has been active since 1996 and now reaches around 400,000 people per year. In the height of the summer, over 60,000 people visit every month.

More about these 400,000 visitors

The traffic to LakeLanier.com is seasonal. The image below shows visitor numbers from January 2014 to the end of October 2015.



You can see that traffic peaks in the summer and around the end of the year.

However, even in the slow season, there are between 15,000 and 25,000 monthly visitors.

70% of the visitors are from Georgia, although noticeable percentages come from Florida, North Carolina, South Carolina and other states.

1. Georgia	526,367 (70.48%)
2. Florida	31,772 (4.25%)
3. South Carolina	23,002 (3.08%)
4. North Carolina	17,627 (2.36%)
5. California	14,874 (1.99%)
6. Alabama	13,855 (1.86%)
7. Texas	12,977 (1.74%)
8. Tennessee	10,142 (1.36%)
9. (not set)	9,697 (1.30%)
10. New York	8,656 (1.16%)

When it comes to Georgia visitors, most come from North Georgia:

1. Atlanta	113,287 (21.52%)
2. Cumming	43,679 (8.30%)
3. Gainesville	30,607 (5.81%)
4. Lawrenceville	21,262 (4.04%)
5. Suwanee	16,656 (3.16%)
6. Duluth	14,114 (2.68%)
7. Johns Creek	13,878 (2.64%)
8. Buford	12,880 (2.45%)
9. Sandy Springs	11,936 (2.27%)
10. Roswell	10,091 (1.92%)

Digging deeper, these are the age ranges of the visitors:

1. 35-44	52,240 (27.61%)
2. 25-34	39,547 (20.90%)
3. 45-54	39,241 (20.74%)
4. 55-64	25,064 (13.24%)
5. 18-24	21,194 (11.20%)
6. 65+	11,954 (6.32%)

Because LakeLanier.com is nearly 20 years old and full of great content, it is well positioned in search engines. Nearly 80% of LakeLanier.com traffic is from people searching for attractions or information:

1. Organic Search	592,511 (78.00%)
2. Direct	112,357 (14.79%)
3. Referral	33,536 (4.42%)
4. Social	11,802 (1.55%)
5. (Other)	8,679 (1.14%)
6. Email	703 (0.09%)

More about advertising on LakeLanier.com

For many years, LakeLanier.com used banner advertising. However, with the increase in the use of adblockers, we are moving away from banners.

We find that text advertising is more effective for desktop visitors, and especially for mobile visitors.

We find this text advertising to be highly effective and to send a large number of visitors. Plus, it can't be hidden by adblockers.

Here are examples of text advertising on LakeLanier.com:

<http://lakelanier.com/accommodations/>

Legacy Lodge

At the heart of Lanier Islands, Legacy Lodge & Conference Center offers 216 comfortably furnished guest rooms, consisting of King Rooms, Double Queen Rooms and 4 King Suites. Our rooms offer the finest amenities, including spacious bathtubs and tiled walk-in showers, granite surfaces, balconies or patios, flat-screen televisions, complimentary wireless Internet, as well as concierge and room services. Enjoy the stunning lake view from your room while you rest, before exploring the activities and amenities Lake Lanier Islands has to offer. Legacy Lodge is home to two incredible dining options, 22,000 square feet of flexible meeting space, a rejuvenating spa, a heated outdoor pool, our top-of-line fitness center, gift shop, and a full-service business center. Legacy Lodge is pet-friendly.

Find out more about Legacy Lodge: <http://www.lanierislands.com/accommodations/lodge>

Legacy Villas

Located adjacent to Legacy Lodge & Conference Center, the 6 Legacy Villas include six individually keyed rooms that total 4,500 square feet of space. Villa rooms are equipped with premium amenities from Gilchrist & Soames and beautiful views of the lake. Legacy Villas each consist of two king rooms, two double queen rooms, and two king suites, which feature private bathrooms and balconies or terraces. Guests enjoying the Villas are within walking distance of Legacy Lodge and enjoy all of the Resort's onsite amenities.

Find out more about Legacy Villas: <http://www.lanierislands.com/accommodations/villas>

<http://lakelanier.com/restaurants/>

Sidney's Restaurant

Sit down to a view overlooking Lake Sidney Lanier and enjoy Lanier Islands' newest dining experience. Sidney's welcomes you to a whole new experience of fine dining at Legacy Lodge. Our master chefs have created delicious appetizers, entrees, and deserts using the finest ingredients from local and family-owned farms from around the South. Sidney's celebrates nature through food. It's menu is the marriage of joyful Southern cooking and farm-to-table cuisine as we seek to bring about the very best flavor from every ingredient. What is perhaps most exciting about a dining experience like Sidney's is that the menu is driven by the season and the availability of certain farm-fresh vegetables, and local meats and cheeses, so every visit could offer something entirely new and different.

Find out more about Sidney's: <http://www.lanierislands.com/dining/sidneys-restaurant>

BullFrog's Bar & Grille

This Southern gastropub combines undeniable charm and delectable culinary delights for a truly memorable dining experience. Take your seat inside under the glow of flickering candlelight and flat-screen TVs or poolside under the stars and near the radiating heat from the fire pit. Classic comfort foods infused with influences from cultures the world over, paired with full bar featuring over 20 different beers, make Bullfrogs one of the most popular destinations on the Islands.

Find out more about Bullfrog's: <http://www.lanierislands.com/dining/year-round>

Next Steps

Thank you for reading over the details.

If you are interested in advertising on LakeLanier.com, please don't hesitate to get in touch with either me or one of our team members.



Steve Burge

Phone: 678-516-4410

Email: info@lakelanier.com