

Off-Highway Vehicle Registration Program Marketing Project Update for the Nevada State Off-Highway Vehicle Commission

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Nick Phillips, Right Start Data

September 14, 2017

Overview

- The purpose of this project is to develop a marketing plan that would promote awareness of the OHV Registration Program, ultimately resulting in a higher rate of OHV user registration across Nevada.
- Deliverables – Marketing Plan, Brochures, Print Ads, 30-Second PSA, Stickers, Website

Funding

Y1: Sept. 2016 – June 2017

- State: \$49,999
- Clark County: \$100,001
- Total: \$150,000
- Marketing Budget: \$33,000
- Advertising Dates: May – June 2017 (2 Months)

Y2: July 2017 – June 2018

- State: \$ 0
- Clark County: \$100,000
- Total: \$100,000
- Marketing Budget: \$60,000
- Advertising Dates: July 2017 – June 2018 (12 Months)

OFF-ROAD SMART

Register Your Off-Highway Vehicle
Keep Nevada Dollars in Nevada

The Nevada Off-Highway Vehicle program promotes safe and responsible use of Nevada's outstanding opportunities for off-road recreation. The program provides grants to fund off-roading initiatives throughout the state including trail improvements, mapping, education, safety and other projects.



WWW.OFFROADNEVADA.ORG

This work was supported in part by the Clark County Desert Conservation Program using Section 10 funds, as project #2009-RADIO-807D, to further implement or develop the Clark County Multiple Species Habitat Conservation Plan.

2017 NV Fishing Guide
Circulation 95,000
Full Page Ad

2017 NV Big Game Guide
Circulation 55,000
Quarter Page Ad

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2017 NV Hunting Guide
Circulation 72,000
Full Page Ad
(Big Game & Small Game)

NEVADA COMMISSION ON OFF-HIGHWAY VEHICLES

The Nevada Commission on Off-Highway Vehicles promotes safe and responsible use of Nevada's outstanding opportunities for motorized recreation. This Commission lies within the Nevada Department of Conservation and Natural Resources and provides grants to fund OHV-related projects.

THE GOAL

THE NEVADA OHV PROGRAM GOALS INCLUDE:

- Allocating money from the registration of OHVs for various projects and programs.
- Promoting partnerships with clubs, organizations, Federal, State and local agencies connected to OHV recreation.
- Maintaining a website with key OHV information.

WE ENCOURAGE YOU TO CONTACT US TO SEE HOW WE CAN WORK TOGETHER.

STAY INFORMED

For more information on:

- OHV REGISTRATION
- OHV TRAILS IN NEVADA
- THE OHV GRANT PROGRAM

VISIT US AT: WWW.OFFROADNEVADA.ORG



2018 OHV PROGRAM PRIORITIES

- Public education and/or outreach to increase registration and showcase the benefits of OHV communities.
- Projects that move public lands in Nevada towards having better plans completed that will result in trail mapping and trail creation of maps for the public.
- Preservation of Access.
- New facility and program development: restrooms, trails, signs, and other amenities in areas with proven demand.
- Connectivity between trails, facilities and other locations.
- Environmental studies, projects and programs that will result in maintaining or expanding OHV riding areas.
- Projects that consider water and habitat conservation. Trail features that are designed to be sustainable while providing a water source and a sensitive area for important wildlife habitat.
- Maintenance and/or rehabilitation of existing facilities. Taking care of what is already there to protect the investment.
- Partnership initiatives.



WWW.OFFROADNEVADA.ORG

We have a special offer for you! The Clark County Support Coordinator Program will be open for a limited period. \$2000 to \$2500 to help pay for a trail, facility, or other OHV-related project. Contact us at info@offroadnevada.org for more information.



YOUR GUIDE TO OFF-HIGHWAY VEHICLE GRANTS IN NEVADA

Register Your Off-Highway Vehicle
Keep Nevada Dollars in Nevada

JULY 2017

KEY REGULATIONS

An off-highway vehicle (OHV) is defined as a motor vehicle designed or used for off-highway and all-terrain use. The term includes, but is not limited to: all-terrain vehicle (ATV), off-highway motorcycle (OHMC), dune buggy, snowmobile, utility vehicle (UTV) also known as side-by-side, or any other vehicle used on public lands for recreation.

NRS 482.500 states that parents can be held for negligence for allowing any unlicensed minor less than eighteen (18) years of age to drive a vehicle upon any public main-lined road or highway. All OHV drivers must be licensed or if under sixteen (16) years of age they must be accompanied by an adult, licensed driver at least eighteen years old. Any minor under sixteen must be under visual supervision when operating on a county or city maintained road.

Helmet use is required for all OPERATORS AND PASSENGERS when operating on a county, town or city maintained road, including side-by-sides.

All traffic laws of the State of Nevada must be complied with during operation of an OHV.

Stay informed of local laws.

To read the Nevada Revised Statute governing OHV use and regulations visit the website: <http://www.leg.state.nv.us/NRS.html>

FAILURE TO REGISTER

The fine for failing to register is \$100 (NRS 482.510). Law enforcement may order vehicles that are being operated improperly, are stolen or if the VIN has been tampered with (NAC 490 Section 23), Offenses related to a false or fraudulent registration or this are gross misdemeanors or felonies.

KNOW BEFORE YOU GO TIPS FOR OFF-HIGHWAY VEHICLE SAFETY

- Always fasten your seat belt, wear a helmet and other protective gear and keep all parts of your body inside the Off-Highway Vehicle.
- Don't drink and drive. Off-Highway Vehicles are designed to be operated soberly.
- Stay on marked trails, don't drive over vegetation, respect all signage and barriers and leave no trace.
- Drive only in designated areas, at a safe speed, and use care when turning and crossing slopes.
- Nevada DUI laws apply to Off-Highway Vehicle operators who are intoxicated by drugs or alcohol, so never operate an Off-Highway Vehicle while under the influence.
- Never carry more passengers than the Off-Highway Vehicle is designed for, and never allow a passenger who is too small to sit in a passenger seat to ride in the Off-Highway Vehicle.



WWW.OFFROADNEVADA.ORG

This guide was prepared in partnership with the County Support Coordinator Program. For more information, visit www.offroadnevada.org or contact us at info@offroadnevada.org.



YOUR GUIDE TO OFF-HIGHWAY VEHICLES IN NEVADA

Register Your Off-Highway Vehicle
Keep Nevada Dollars in Nevada

For Distribution by Law Enforcement, Off-Highway Vehicle Dealers and Supply Retailers

JULY 2017

WHY SHOULD I REGISTER MY OFF-HIGHWAY VEHICLE?

- FUNDS IMPROVEMENTS
- KEEPS DOLLARS IN NEVADA
- IT'S THE LAW

REGISTRATION IS EASY!

STEP ONE SELECT THE APPROPRIATE FORM

Registration forms and procedures differ depending on vehicle type and use. Visit www.offroadnevada.org to select the appropriate form for your vehicle.

STEP TWO TAKE APPROPRIATE FORM AND VEHICLE FOR A VIN INSPECTION

A Vehicle Identification Number (VIN) inspection will have to be completed on a Nevada Off-Highway Vehicle, either at a DMV or a participating County Sheriff's Office.

PLEASE NOTE: The DMV will not perform VIN inspections for Off-Highway Vehicles.

STEP THREE COMPLETE APPLICATION AND MAIL IN SUPPORTING DOCUMENTATION

The Nevada Commission on Off-Highway Vehicles will accept applications for registration at any time. Applications will be accepted on a first-come, first-served basis. The DMV will not accept applications for registration until the application is received.

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PLEASE NOTE: When you receive your registration decal, it can be done online or by mail.

How you've registered for the first time, renewal can be done online or by mail.

FOR MORE INFORMATION, VISIT US ONLINE www.offroadnevada.org

GRANT RECIPIENTS

Partners in Conservation
Logandale Trails Restroom



Nevada Outdoor School
Trail Ethics and Education



Elko Sheriff's Office
Safety and Enforcement



GRANT PROGRAM

The Nevada Off-Highway Vehicle Grant Program promotes safe and responsible use of Nevada's outstanding outdoor opportunities for motorized recreation. Any person or group is eligible to apply for a grant.

EXAMPLES OF MOTORIZED PROJECTS:

- Trail planning and environmental studies
- Partnership initiatives
- Equipment and land acquisition for trail access
- Construction, maintenance, and restoration of trails and facilities
- Trail tools and equipment
- Restoration and rehabilitation of areas that have been damaged by OHV use
- Trailheads, signs, kiosks, parking, campgrounds and other OHV facilities
- Programs and projects on training, OHV trail ethics, safety and education
- Registration events and enforcement

NEVADA OHV GRANT CYCLE

IT'S ALWAYS TIME TO PREPARE FOR THE NEXT ROUND OF OFF-HIGHWAY VEHICLE GRANTS

Grant Program applications will be available on the www.offroadnevada.org website and individuals can sign up to be notified.

To request assistance in planning your project and for questions about the Off-Highway Vehicle Grant program, please contact us via email at info@offroadnevada.org.



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OFF-ROAD SMART STORIES FROM REAL NEVADANS

BRAD | LAS VEGAS, NV



FMPI OVR
U.S. A Force

OCCUPATION
Aircraft Mechanic

VEHICLE TYPE
Polaris Predator 500

HOBBES
Hunting, Fishing, Snowing

WHY I RIDE
Freedom of the Outdoors

HOW I OFF-ROAD SMART
Multi-riding Safety Courses at Other Venues, Wearing Safety Gear

FAVORITE TRAIL IN NEVADA
Cold Creek, Nevada

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8,000 Brochures Printed To-Date

	Qty	Organization	Brochure Type	
1st Order	1,000	Law Enforcement	Law Enforcement + Dealership	1st Order
	1,000	Commission + Commissioners	Commission	
	2,000	Total		
2nd Order	1,000	BLM	Law Enforcement + Dealership	2nd Order
	1,000	NDOW	Law Enforcement + Dealership	
	1,000	MXT Media	Law Enforcement + Dealership	
	500	NVOHV	Law Enforcement + Dealership	
	500	NVOHV	Commission	
	500	Treadlightly	Commission	
	500	Mineral County	Law Enforcement + Dealership	
	1,000	Clark County Library	Commission	
	6,000	Total		
		5,000	Law Enforcement + Dealership	
	3,000	Commission		
	8,000	Total		



Stickers

**PROJECT FUNDED THROUGH A GRANT BY THE
STATE OF NEVADA COMMISSION ON OFF-HIGHWAY VEHICLES**

OFF-ROAD SMART

Register Your Off-Highway Vehicle. Keep Nevada dollars in Nevada.

WWW.OFFROADNEVADA.ORG | @OFFROADNEVADA



T-Shirts



Billboard Design



 OFF-ROAD
SMART

REGISTER YOUR OFF-HIGHWAY VEHICLE
Keep Nevada Dollars in Nevada

WWW.OFFROADNEVADA.ORG/VEGAS

FOLLOW US ON    @OffRoadNevada



OFF-ROAD
SMART

Register Your Off-Highway Vehicle
Keep Nevada Dollars in Nevada

WWW.OFFROADNEVADA.ORG/VEGAS

FOLLOW US ON    @OffRoadNevada



Billboards



TV Advertising

- **30-second Public Service Announcement ran from May 15 – June 30, 2017 in Clark County on Cable Television (COX)**
- **30-second Public Service Announcement ran from May 15 – June 30, 2017 Statewide on Online Cox Media Channels**

IMPRESSIONS



43,330

Number of times your ad is served

CLICKS



96

Number of times the video is tapped / clicked

CLICK THRU RATE



0.22%

CTR is Clicks/ Impressions expressed as a %

Radio Advertising

- 5, 15, and 30 second Radio ads ran from May 15 – June 30, 2017 in Clark County, Nevada on the following stations:
- Fox Sports, NBC Sports, ESPN Sports, KOMP 92.3, KXPT 97.1

Totals for the entire campaign are below:

- KBAD 920am (NBC Sports) – 141X
- KWWN 1100am (ESPN) – 142X
- KRLV 1340am (FOX Sports) – 141X
- KOMP 92.3fm – 149X
- KXPT 97.1fm – 179X

Geotargeted Online Ads

1. **Vertical Scope** – ATV.com, RZRForums.net, PolarisATVForums.com, YXZTalk.com, MaverickForums.net
2. **Bonnier** – DirtRider.com, ATVRider.com, UTVDriver.com, CycleWord.com

The screenshot displays the ATV.com website interface. At the top, there are several promotional banners: "Adventure Hub", "Exploring North Carolina's Brushy Mountain Motorsports Park", and a poll titled "What is the Best 450cc Sport ATV". A prominent orange banner for "ATV INSURANCE" with a "Get a Free Quote" button is visible on the right. Below these is the main navigation bar, which includes the "ATV.COM" logo, a "OFF-ROAD SMART Register Your Off-Highway Vehicle" promotion with a "LEARN MORE" button, and a search icon. A large blue arrow points to the right side of this navigation bar. The navigation bar also contains links for "UTVs", "ATVs", "BRANDS", "PARTS & GEAR", "REVIEWS", "FEATURES", "BUY & SELL", and "SPECS". Below the navigation bar, there are links for "Trails & Travel", "How To", "Insurance", and "ATV Community", along with social media icons for Facebook and Twitter. A large banner for "REB QUADBOSS WIN A QUADBOSS LED LIGHT BAR" with an "ENTER NOW" button is featured. Below this banner, there is an "ATV SPOTLIGHT" section for a "2017 Yamaha YXZ 1000R" with a small image of the vehicle. To the right of this section is a search form with tabs for "ATV Specs", "Price Quote", and "Classifieds", and a "FIND MY ATV" button. At the bottom, there are logos for Yamaha, Polaris, and Suzuki, and a partial view of an "AXIS" logo.

9
Replies



Who Would Have Thought of Hauling a RZR With a Chevy Avalanche?! + Video

August 09, 2017 - 10:28 AM - by [VS_Goose](#)
We definitely had to see it to believe this would work. We're not sure whether to file this in the "pure genius" or the "bad idea" category. Either way, it's impressive to see that he could stuff a Polaris RZR in the rather tiny bed of a Chevy...

[G+](#) [Tweet](#) [Like 0](#)

2018 Polaris RZR XP Turbo EPS Dynamix Edition Review + Video

August 02, 2017 - 07:50 AM - by [VS_Goose](#)

Add
Replies




Google Custom Search

An advertisement for Nevada Off-Road Vehicle Registration. It features a person riding a Polaris RZR on a dirt trail. The text reads: "OFF-ROAD SMART", "Register Your Off-Highway Vehicle", "IT'S THE LAW IN NEVADA", and "LEARN MORE". There is a logo for "OFF ROAD NEVADA" and a "CHECK OUT OUR WEBSITE" button.

Premium Vendor Showcase



☰ Can-Am Maverick Forum 🔍



Can-Am Maverick Forum


<http://www.maverickforums.net/forum>

MAVERICKFORUMS.NET NEWS

- Can-Am Maverick News** ★
📄 211 topics ⌚ Aug 09, 2017

MAVERICKFORUMS.NET MEMBERS

- Maverickforums.net Site Help and Support** ★
📄 35 topics ⌚ about 22 hours ago
- Member Introduction** ★
📄 963 topics ⌚ about 2 hours ago
- Members Rides and Contests** ★
📄 242 topics ⌚ about 12 hours ago



OFF-ROAD SMART
Register Your Off-Highway Vehicle [LEARN MORE](#)

CAN-AM MAVERICK FORUM

- General Maverick Discussions** ★
📄 5,109 topics ⌚ about 4 hours ago
- Can-Am Maverick Accessories** ★
📄 1,036 topics ⌚ Aug 03, 2017


☰ **ATV RIDER**





OFF-ROAD SMART
Register Your Off-Highway Vehicle [LEARN MORE](#)


ATV Reviews

ATV Rider offers the latest in atv reviews, quad reviews and more.

- 

atvs
2017 Yamaha Kodiak 700 4x4 ATV Review
By ATV Rider
- 

atvs
2017 Arctic Cat / Textron Alterra 4x4 ATV Review
By ATV Rider
- 

atvs
2017 Can-Am Outlander 1000 4x4 ATV Review
By ATV Rider
- 

atvs
2017 Polaris Sportsman 570 SP 4x4 ATV Review
By ATV Rider



OffRoadNevada.org



Off Road Nevada

Home Videos Playlists Channels About



Nevada Off-Highway Vehicle Registration PSA

564 views · 4 months ago

The Nevada Off-Highway Vehicle Registration Program promotes safe and responsible use of Nevada's outstanding opportunities for off-road recreation. The program provides grants to fund off-highway vehicle related projects throughout the state including trail improvements, mapping, signage, law enforcement, education, safety training, restoration, and other projects.

The goal of the Nevada Commission on Off-Highway...
[Read more](#)



Popular uploads



Off-Road Smart with Alexis Kirsch

3,998 views · 4 months ago



Off-Road Smart with the Hunters

1,015 views · 4 months ago



Nevada OHV Registration Process

984 views · 4 months ago



Nevada Off-Highway Vehicle Registration PSA

565 views · 4 months ago



Off-Road Smart with Pine Nut Mountains Trails Association

284 views · 4 months ago

Social Media Ads



359 Page Likes

 **Off Road Nevada**
Sponsored ·  

When you register your off-highway vehicle in Nevada, you're helping fund off-highway vehicle related projects throughout the state including trail improvements, mapping, signage, education, safety training, and restoration.



Register Your Off-Highway Vehicle Today! [Learn More](#)


<http://ohv.nv.gov/register>


 Like  Comment  Share








167 Followers

Instagram

 **offroadnevada**
Sponsored

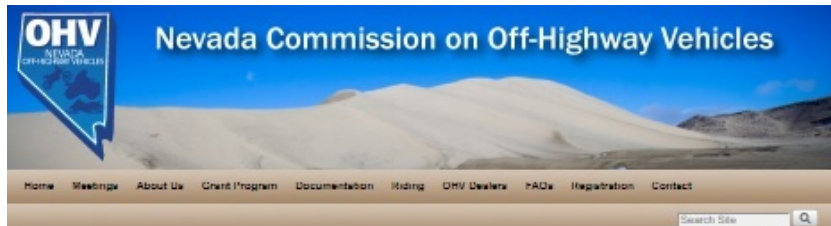


[Learn More](#) 

offroadnevada When you register your off-highway vehicle in Nevada, you're helping fund off-highway vehicle related projects throughout the state ... [more](#)

Website



Nevada Off-Highway Vehicle Program

The Nevada OHV program promotes safe and responsible use of Nevada's outstanding opportunities for off-road recreation. The program provides grants to fund OHV related projects throughout the state including trail improvements, mapping, education, safety and other projects. See About Us for Commission members.

OHV Registration Program

To register your OHV click on the **REGISTRATION TAB** on the header.

Nevada's program to register and title off-highway vehicles (OHVs) went into effect July 1, 2012. Nearly all OHVs greater than 70cc, and 1976 or newer, must be registered and display a registration decal to be operated legally in the Silver State.

The cost for an annual registration is \$21. Applications are accepted and decals are issued by mail only. See Registration and Frequently Asked Questions for complete details.

You may also call us during normal business hours:

- (775) 684-4381 in Carson City/Reno/Sparks
- (702) 486-4368 option 8 in the Las Vegas area.
- (877) 368-7828 option 8 in rural Nevada.

Additionally, OHV dealers must be specifically licensed to sell off-highway vehicles.

Why Register?

Your registration fees benefit the OHV community and Nevada as a whole in many ways:

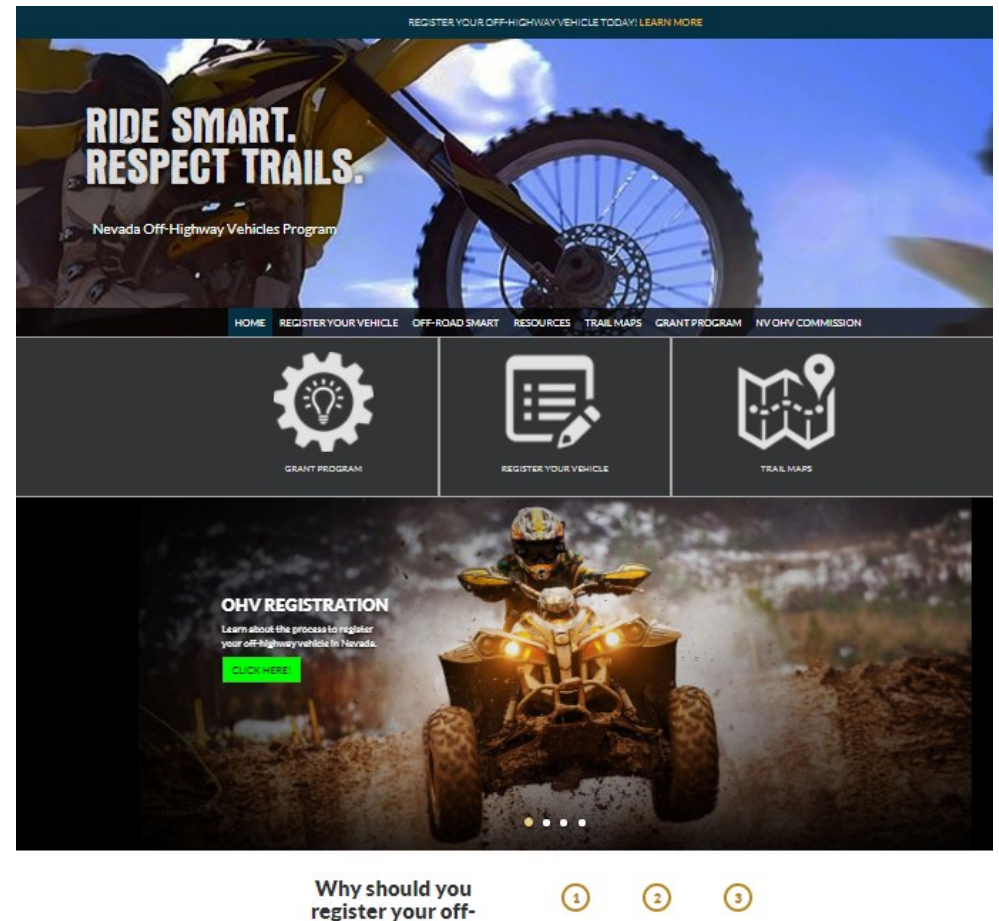
- Improve trails and facilities
- Protect the land through education and enforcement
- Protect your vehicles against theft
- Keep Nevada dollars in Nevada
- Encourage tourism
- Registration is now the law in all western states.



OHV Decal



Large ATV Decal





OFF-ROAD SMART

Learn about Nevadans with Off-Highway Vehicles registered in Nevada who Off-Road Smart!



Off-Road Smart

- Real Nevadans
- Peer-To-Peer Messaging
- Why Register OHV
- Safety Tips



Tim Odom 2 months ago

Reno in the house!

Reply • 1



DBKate 3 months ago

Awesome! I'm a girl rider from Nevada too

Reply • 1



xrexkinect 3 months ago

Reno=greatest place in NV

Reply • 1

MEET THE GERKEN FAMILY

CURRENT CITY: LAS VEGAS, NV

Off-Road Smart with the Gerken Family



VEHICLE

Honda CRF450R

HOBBIES

Camping, off-roading

EMPLOYER

Self-employed

WHY I RIDE

Family activity, experience the outdoors.

HOW I OFF-ROAD SMART

Whatever we pack in, we pack out. We always wear helmets and protective gear.

MY FAVORITE OHV MOTORIZED TRAIL IN NEVADA

Logandale Trails



[DecentConsolePlayer 19](#) 1 week ago

Hello, it is me, Cole Gerken, second son of the Gerken family. I thank you and everyone who is trying to make Logandale a much safer and cleaner place, keep doing what you're doing and I hope your movement ends successfully

Reply •  

Marketing Materials



Please feel free to copy these banners and use them on your website or in emails.

Logo



Project Funded By Sticker



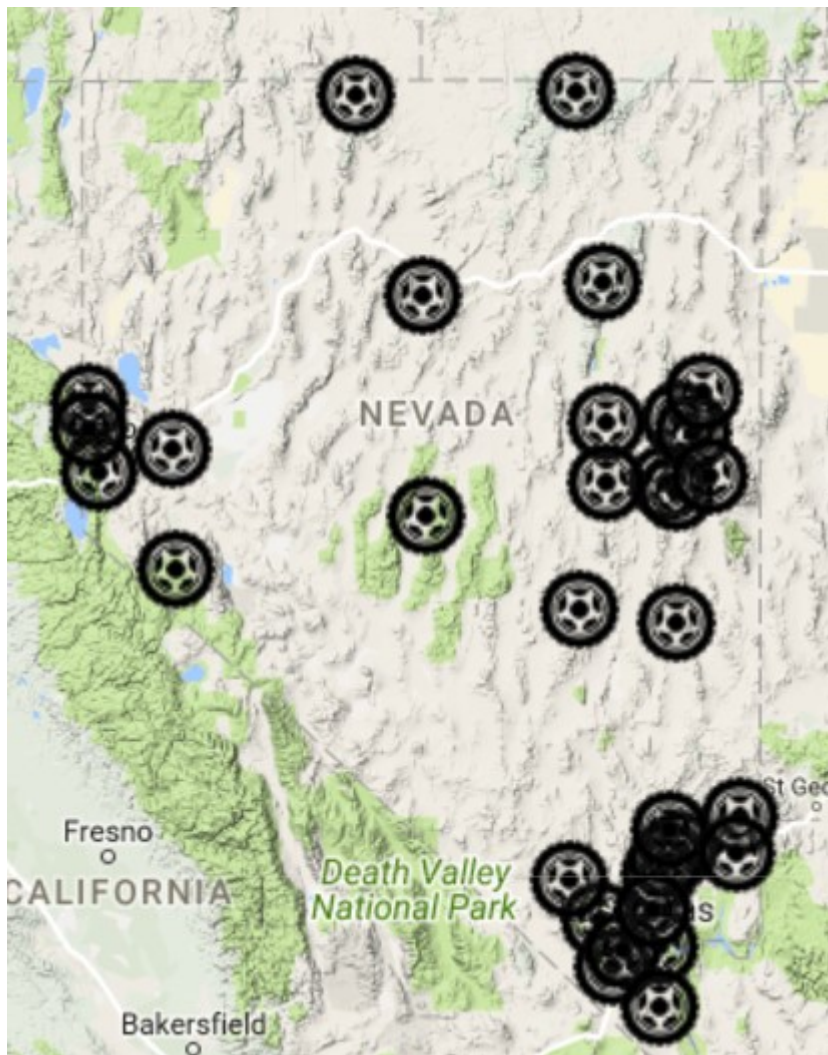
728 x 90



468 x 60



Information on Trails

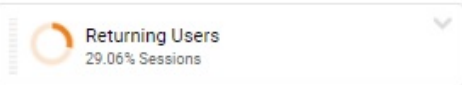


Trails – USFS, BLM, Clark County & Nevada State Parks

A screenshot of a mobile application interface for the Silver State Trail System. The main map shows a network of purple trails in Lincoln County, NV. A pop-up window titled "SILVER STATE TRAIL SYSTEM" lists "OHVs ALLOWED" with icons for various vehicles. To the right, there are two panels: "ADDITIONAL PLACES" with a checklist of amenities like Camp Ground, Gas Stations, Restaurants, Hotels/Lodging, and RV Park; and "TRAIL MAP LEGEND" which explains the symbols for trail types and vehicle permissions. The legend includes categories like "Off-Highway Vehicle Trail Map", "Off-Highway Motorcycle Allowed", "All Terrain Vehicles Allowed", "Side by Sides Allowed", "Dune Buggies Allowed", "Helmets Required", and "Off-Highway Vehicle Registration Required". It also defines the tire icon as an "Open Off-Highway Vehicle Area" and a line with a tire icon as an "Off-Highway Vehicle Route". A note at the bottom says "Stay on Designated Routes & Trails".

Audience Overview ✓

SAVE SHARE EXPORT



Apr 15, 2017 - Jul 30, 2017

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions (All Users) Sessions (Returning Users)



Sessions

All Users
18,294

Returning Users
5,317

Users

All Users
13,130

Returning Users
2,631

Pageviews

All Users
40,946

Returning Users
11,437

Pages / Session

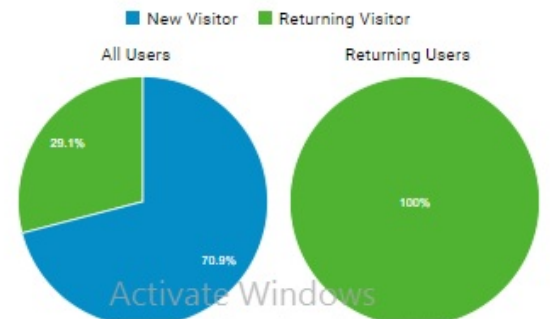
All Users
2.24

Returning Users
2.15

Avg. Session Duration

All Users
00:02:18

Returning Users
00:02:51



veb/?authuser=1#intelligence/overview/a9... 18

Activate Windows
Go to Settings to activate Windows

Audience Overview ✓

SAVE SHARE EXPORT

All Users 100.00% Sessions

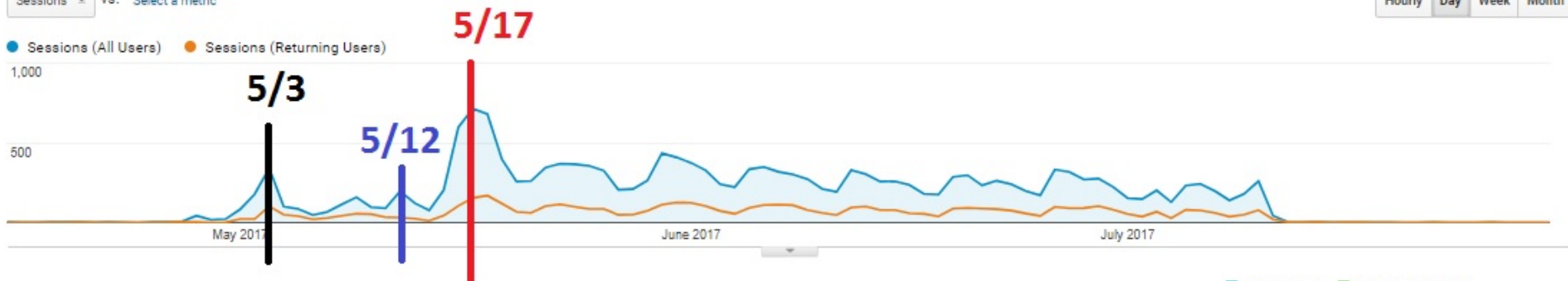
Returning Users 29.06% Sessions

Apr 15, 2017 - Jul 30, 2017

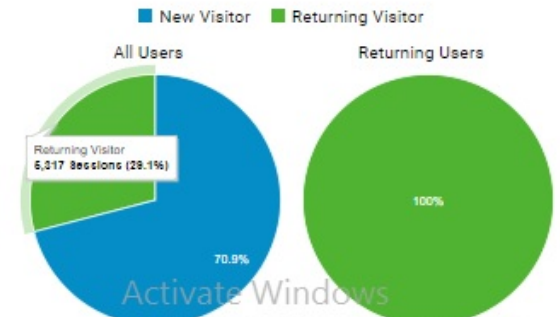
Overview

Sessions vs. Select a metric

Hourly Day Week Month



Metric	All Users	Returning Users
Sessions	18,294	5,317
Users	13,130	2,631
Pageviews	40,946	11,437
Pages / Session	2.24	2.15
Avg. Session Duration	00:02:18	00:02:51

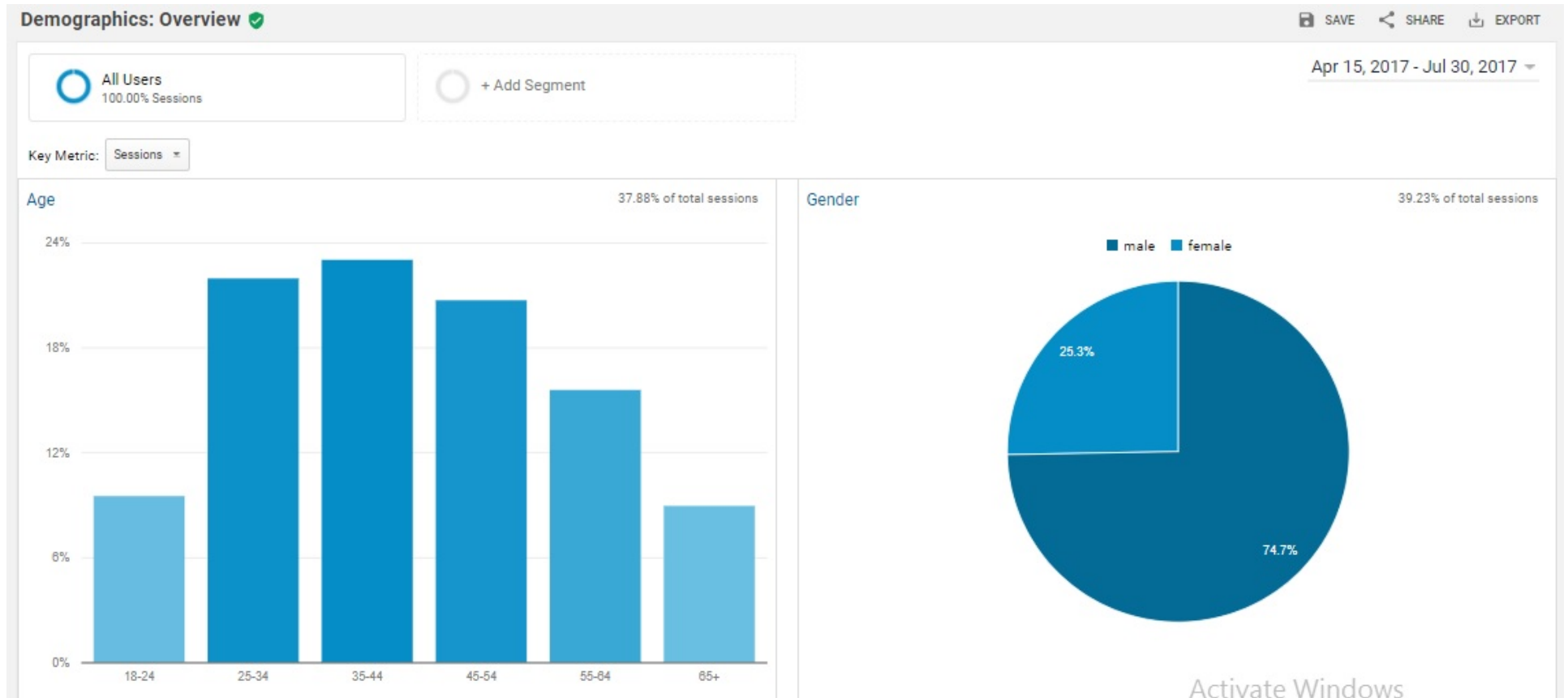


Bounce Rate % New Sessions An estimate of the percentage of first time visits.











Website Traffic – Top 30 Sources

Source / Medium ?	Acquisition		Source / Medium ?	Acquisition		Source / Medium ?	Acquisition	
	Sessions ?	↓		Sessions ?	↓		Sessions ?	↓
	18,294	% of Total: 100.00% (18,294)		18,294	% of Total: 100.00% (18,294)		18,294	% of Total: 100.00% (18,294)
1. (direct) / (none)	5,931	(32.42%)	11. facebook.com / referral	54	(0.30%)	21. cox / video	16	(0.09%)
2. google / organic	5,461	(29.85%)	12. atv.com / referral	33	(0.18%)	22. start.att.net / referral	14	(0.08%)
3. offroadnevadaorg / offline	3,000	(16.40%)	13. dmv.org / referral	33	(0.18%)	23. offroadnevadaorg / billboard	13	(0.07%)
4. dmv.nv.com / referral	1,106	(6.05%)	14. cycleworld.com / referral	29	(0.16%)	24. yxztalk.com / referral	12	(0.07%)
5. bing / organic	778	(4.25%)	15. ccintra / referral	28	(0.15%)	25. dnserverassist.att.net / referral	11	(0.06%)
6. yahoo / organic	479	(2.62%)	16. rzsforums.net / referral	22	(0.12%)	26. search.myway.com / referral	11	(0.06%)
7. nvohv.com / referral	408	(2.23%)	17. nv.gov / referral	21	(0.11%)	27. duckduckgo.com / referral	10	(0.05%)
8. riderplanet-usa.com / referral	237	(1.30%)	18. maverickforums.net / referral	19	(0.10%)	28. outlook.live.com / referral	10	(0.05%)
9. m.facebook.com / referral	180	(0.98%)	19. ohv.nv.gov / referral	18	(0.10%)	29. polarisatvforums.com / referral	9	(0.05%)
10. l.facebook.com / referral	82	(0.45%)	20. atvrider.com / referral	16	(0.09%)	30. kmadportal.net / referral	8	(0.04%)

Website – Demographics



Website – Page Visits/Duration

Page path level 1 ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	40,946 % of Total: 100.00% (40,946)	31,456 % of Total: 100.00% (31,456)	00:01:52 Avg for View: 00:01:52 (0.00%)
1.  /register	14,038 (34.28%)	10,816 (34.38%)	00:03:22
2.  /	13,800 (33.70%)	10,054 (31.96%)	00:00:43
3.  /trails	4,184 (10.22%)	3,259 (10.36%)	00:03:37
4.  /faq	2,633 (6.43%)	2,347 (7.46%)	00:03:34
5.  /commission	1,149 (2.81%)	842 (2.68%)	00:02:07
3.  /channel/	980 (2.39%)	862 (2.74%)	00:02:13
7.  /off-road-smart	968 (2.36%)	782 (2.49%)	00:01:36
3.  /resources	669 (1.63%)	546 (1.74%)	00:01:22
3.  /grant-program	638 (1.56%)	551 (1.75%)	00:01:20
3.  /contact	344 (0.84%)	264 (0.84%)	00:02:01

Google Adwords

Off-Highway Vehicle - Registration . Off-Road Nevada

Ad www.ohv.nv.gov

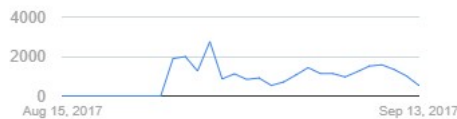
Learn How to Register your Off-Highway Vehicle in Nevada
- ATVs, Dirt Bikes, etc

Phrases

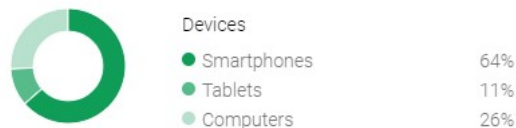
- off road atv
- las vegas off road
- ohv trails



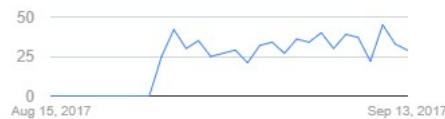
Views [?]
25,800



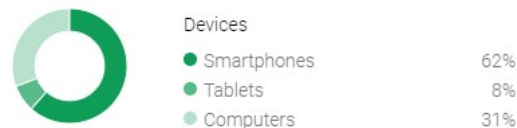
Your ad was viewed on



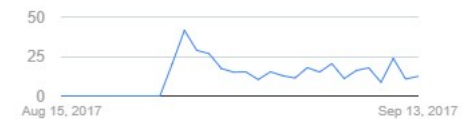
Clicks [?]
672



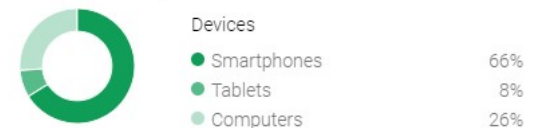
Your ad was clicked on



Amount spent
\$368.86



Your budget was spent on



Y2: Advertising

- \$5k – PSA on Fox 5 – NASCAR, UFC & College Football
- \$5k – PSA on Channel 13
- \$8.6k on Billboards – \$4.3k in Reno (Fall) \$4.3k in Las Vegas (Spring)
- \$12k on Events & Promotional Giveaway Items & Brochures
- \$9k on Print Ads (NDOW Hunting/Fishing Guides)
- \$9k on Video Production (9 New Off-Road Smart Videos)
- \$4.5k on Website Development (3 hours/month x 12 months)
- \$3.5k on Online Ads
- \$2k on Google AdWords
- \$1.5k on Social Media

What's Next

- Off-Road Smart Poster for Dealerships/DMV
- Backlinks to OHV Website (Clubs, Assn's, Gov't Sites)
- Events
 - 8/17 BITD Vegas to Reno
 - 9/21 Silver State 150 OHV Registration Event (Lincoln County)
 - 9/23 Humboldt County Sheriff's Office OHV Registration Event
 - 9/30 Nat'l Public Lands Day in Logandale
 - 10/7 Get Outdoors Nevada
- Coordinating OHV Registration Events with Nye, Lincoln and Douglas Counties Sheriff's Depts.
- Suggestions:
 - Translate Website into Spanish
 - Make Trail Information Printable/Downloadable
 - More Trail Information

Questions?

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