

THE LOWDOWN ON



IDAHOPOTATO.COM

THE IPC WEBSITE IS *More* POPULAR THAN EVER!

ON THE FIRST OF



EACH MONTH:

Our site is updated with new content and recipes to ensure that we are always fresh, informative, and relevant for our visitors.



HOW DO THEY FIND US?

57% Use a search engine such as Google

Click on our Google Ad Words 15%

15% Come by referral

Simply type in idahopotato.com 11%

1,252,000

visitors per year 200,000 return visitors



GLOBAL INTEREST

Idahopotato.com gets visitors from Canada, the United Kingdom, Australia, India and, of course, the good ol' US of A!



2,372,524 PAGE VIEWS PER YEAR

POPULAR PAGES:

1. Dr. Potato
2. All Things Potatoes
3. Recipes

One of the most asked Dr. Potato questions? "How do I bake a potato?"



THE STATE THAT VIEWS OUR SITE THE MOST? TAKE A WILD GUESS!*

WEBSITE FEATURES:

Recipes • Videos • Nutritional Facts
Retail Information • Why Buy Idaho?
Links to BigIdahoPotato.com • Videos
AND MUCH, MUCH, MORE!

*California followed by Texas and New York

Stats from March 2017-March 2018