

THE LOWDOWN ON



IDAHO POTATO.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?

70% Use a search engine such as Google

Click on our paid advertising 6%

11% Come by referral

Simply type in IdahoPotato.com 11%

2,154,000

pageviews per year & 100,000 return visitors



GLOBAL INTEREST

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



DR POTATO ALONE HAD 1,167,798 PAGE VIEWS

POPULAR PAGES:

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



One of the most asked Dr. Potato questions? "How do I store peeled potatoes?"



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 November 2017-November 2018

Please visit IdahoPotato.com for more than 1,500 nutritious and delicious Idaho potato recipes. For daily updates and to be part of our social media community, follow us on:

