

An aerial photograph of a dense forest with a winding dirt path. The trees are mostly green, with some brown and orange foliage scattered throughout. The path is a light brown color and winds through the center of the forest.

Digital Marketing Review: Findings Report

BUSINESS NAME
January 2022

TRAVEL



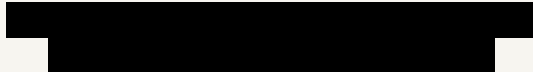
OREGON

Why Guides Digital Marketing Assessment & Consultation

The following report reflects a complete review by a digital marketing specialist of all public-facing, online marketing for your business, with a focus on website performance, booking experience, social media platforms and more. This report provides an actionable implementation plan for your business with concrete next steps.

The marketing specialist who conducted this report will support you in implementing the recommendations it contains, beginning with a one-on-one consultation to review the report and make a plan for how to utilize the 10 hours of direct marketing support allocated to your business. From there, you will be connected to marketing specialists who will help take your business's digital presence to the next level in advance of the 2022 season.

THIS REPORT PREPARED BY



Findings Summary:

Strengths

BUSINESS NAME has a fabulous presence across the web, with its website exceptionally well-organized and easy to navigate. It's simple to book tours through their website and provides a wealth of information for each trip, answering any questions potential customers may have. You're doing a great job keeping all of that information organized in a consistent, intuitive way for customers.

In terms of social media, BUSINESS NAME is on the right track posting beautiful, personal content that showcases the best parts of what their business has to offer. Your posting cadence is on-point, and using the same strategy for both Facebook and Instagram is a smart move to save time and maintain consistency. It is clear your followers have loved their experiences - they boast about their amazing trips through social media.

Throughout their digital presence, BUSINESS NAME consistently receives excellent reviews from customers who appreciate the hard work they put into ensuring their visitors have the best experience possible - huge for building brand affinity and assuring people that there are real humans they can relate to behind the brand. It is clear that BUSINESS NAME cares about their customer's experience and goes beyond what is necessary to ensure they have the time of their lives out on the water.

Findings Summary:

Areas for Growth

On the BUSINESS NAME website, it's fantastic to see one of your testimonials featured on your homepage. Consider peppering in more testimonials throughout the website to showcase other guest experiences.

Keep checking in on your Yelp profile. The longer you are not active here, the more potential customers will be directed to competitors for activities. Stay active by responding to reviews and adding recent photos. Also, consider making more of your tours available to book through TripAdvisor.

To meet the moment and reassure potential visitors on the fence, include COVID Safety details across Google My Business, TripAdvisor, and your website. There are some evergreen tenets you can use: "Extended cleaning protocols in place," "Keeping a respectful distance between people," or "Wear masks while indoors" are all examples that can make all guests feel comfortable. Decide the key points you want to highlight/practice,, and then use the same explanation across all these placements.

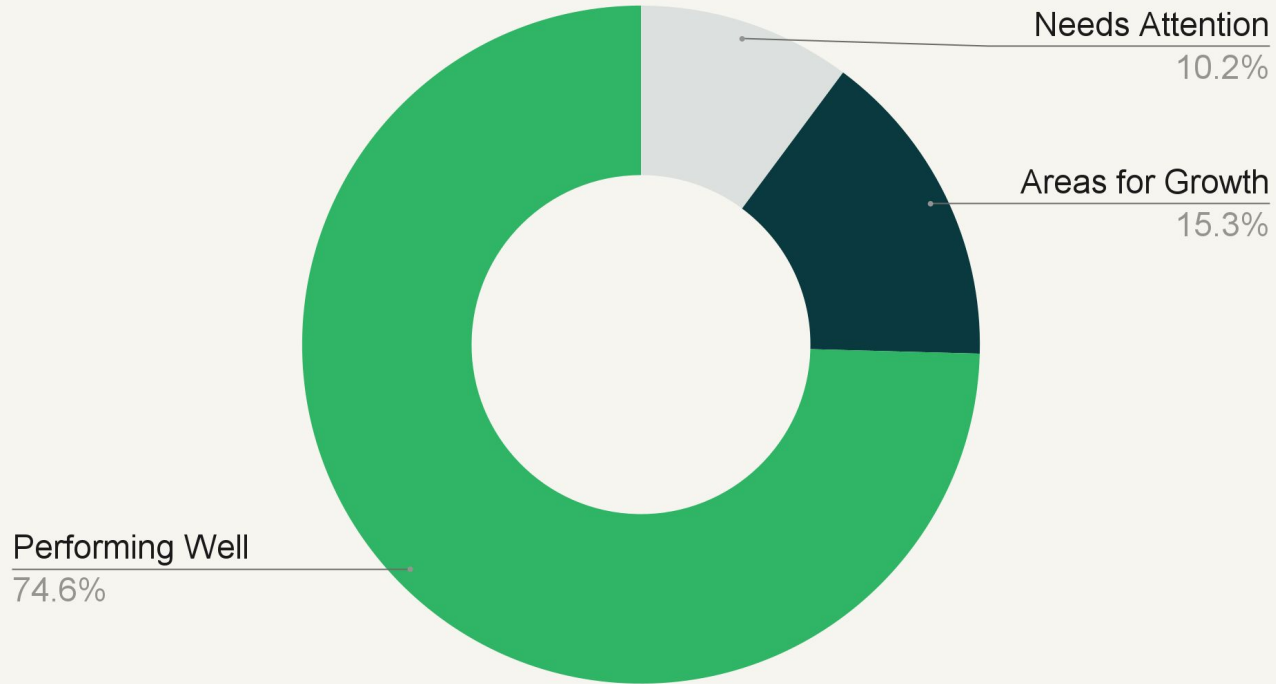
In the upcoming season, consider collecting photos of a diversity of kayakers, paddlers, boaters etc., at varying skill levels, abilities, and backgrounds so all types of potential visitors can see themselves doing the activities BUSINESS NAME offers.

Consider paying for a search engine marketing tool like Google Ads to help boost your searchability. (More details on slide 31)

Consistently use all of the tools social media has to offer. Keep posting regularly, even in the off-season, and encourage followers to book tours through your posts. Try adding more highlights to Instagram, reposting customer content, and following other similar businesses in the area to get an idea of their strategies and find more followers.

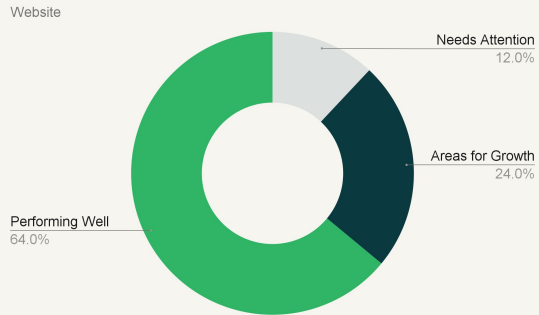
Overall Snapshot

Overall

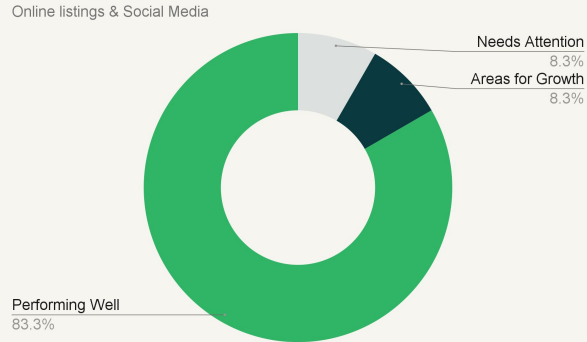


Category Snapshot

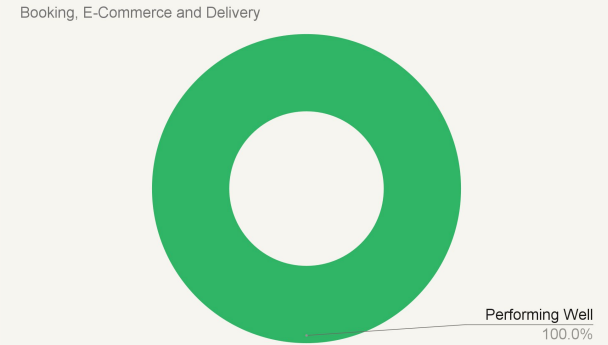
Website



Online listings & Social Media



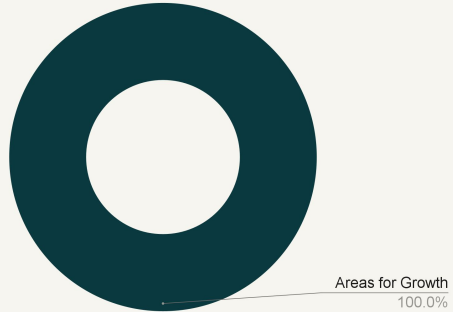
Booking/Delivery/E-Commerce



Category Snapshot

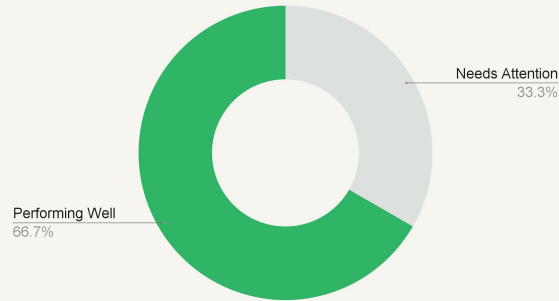
Search

Search



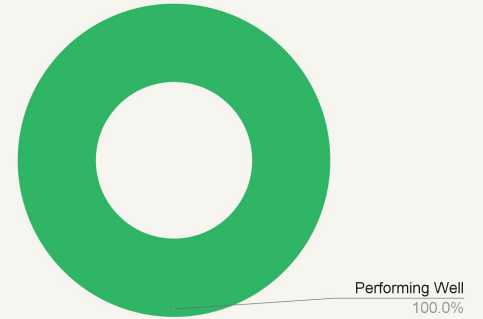
E-Newsletter

E-News



Visual Brand

Visual Brand



CATEGORY FINDINGS



01
WEBSITE

Website

NOTES

BUSINESS NAME' website paints a holistic picture of the company's fun and adventurous trips customers can expect. From a well-organized site full of information to detailed descriptions of each trip, potential customers know exactly what they can expect from each experience. Navigation is simple, and the copy clarifies to potential visitors that they will be welcomed with experienced, knowledgeable guides dedicated to ensuring they have the best experience possible.

Website

PERFORMING WELL

- ✓ Easy, accessible desktop navigation
- ✓ Well-functioning online booking
- ✓ Website is well-optimized for accessibility
 - Most photos are under 300KB
 - Headlines and URLs are straightforward
 - Site is secure
 - Contrast between text & background-color
 - Screen-reader accessible



Website

ACTION ITEMS

- Add more specific COVID safety information and protocols to a homepage, FAQ, or a static banner at the top of the page.
- Add in on-site ADA accessibility information - do you have any special accommodations for people with different abilities, like adaptive kayaks?
- To improve site accessibility, add alt text and captions to multimedia. This will help those with visual impairments to access your content and will also help improve your site's SEO.
- Consider writing short bios for each guide under your "Meet Our Guides" section, such as where they're from, why they like working for BUSINESS NAME, what kind of water adventures they're interested in, etc.
- Consult with whoever maintains your website to eliminate any render-blocking resources affecting page speed. Use the Coverage tab in Chrome DevTools to identify non-critical CSS and JS. When you load or run a page, the tab tells you how much code is used versus how much loads.

Resources

[-Communicate COVID-19 on Your Website](#)

[Use Lighthouse to Improve Website & User Experience](#)

[-ADA Guide for Small Businesses](#)

[-How to write Alt-Text tags for your website](#)

02

**ONLINE LISTINGS &
SOCIAL MEDIA**

Google My Business

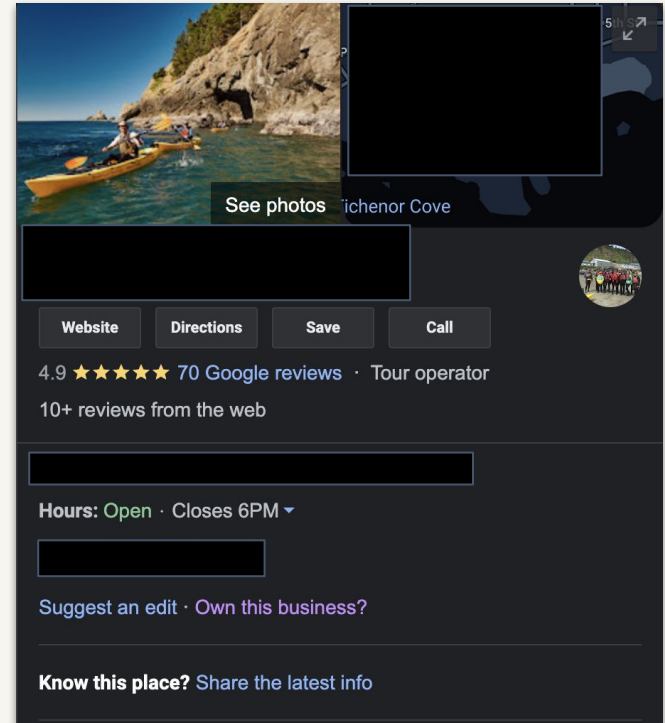
NOTES

BUSINESS NAME gives a great impression on the Google My Business profile with five-star reviews from customers, stunning photos of your tours, and relevant information for visitors. It is clear that your customers value the hard work you put into creating fun, friendly, and knowledgeable adventures no matter their experience level. Keep responding to reviews as you have been to maintain that connection with potential return customers. Immediate updates would include adding COVID safety information and accessibility information, if applicable. A few other quick fixes could help garner more attention from potential customers and bring your listing to the next level.

Google My Business

PERFORMING WELL

- ✓ Great photos
- ✓ 5-star rating!
- ✓ Responds to reviews
- ✓ Social media linked



Google My Business

ACTION ITEMS

- Add COVID safety info where applicable - see the resources below for instructions on adding this to your profile.
- Consider adding your email as a point of contact for those who may prefer an email over a phone call.
- When you have a social media post with a significant amount of engagement or an announcement, consider repurposing it as an 'Update' post on Google My Business.
- Consider changing the icon picture to the left of your name to your logo to help with brand recognition and consistency.
- Add a detailed description of your business, including what types of trips you offer, and a little background on the company, including the Oregon cities you are convenient driving distance from.
- Continue to add new photos to your listing, making sure they are from 2021/2022 to make it look as up-to-date as possible.
- Keep responding to reviews as they come in. Customers appreciate when business owners take the time to read their responses, even the 5-star reviews! This boosts their personal connection to BUSINESS NAME and increases their chances of returning.
- Consider adding some of your most popular tours as 'products' to highlight these to your audience right off the bat. If you search Google for 'Cascade Outdoor Center,' you'll see they have some excellent examples of this.

Resources

- [Google Guidance for Businesses Affected by Covid-19](#)
- [How to add products to your GMB listing](#)
- [Inspire Confidence with Online Listings during Covid-19 \(Travel Oregon Webinar\)](#)

TripAdvisor

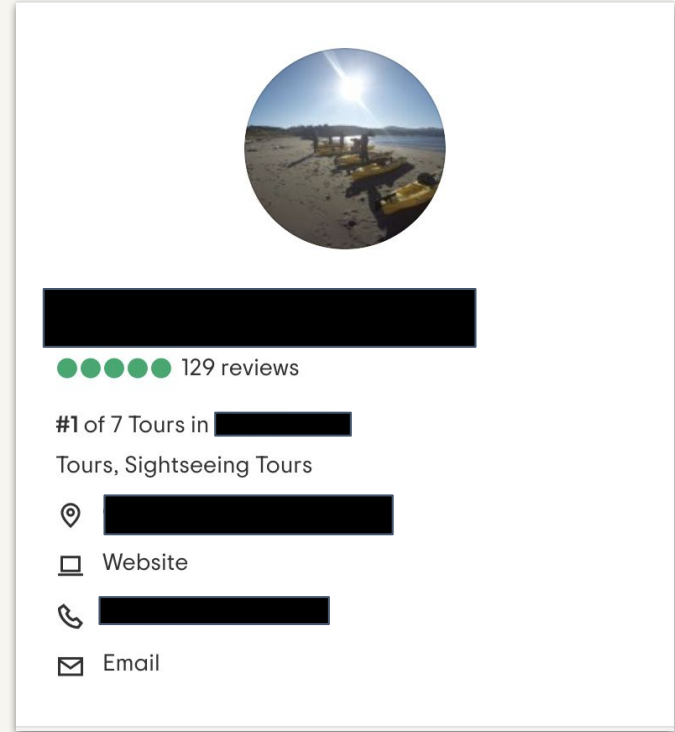
NOTES

BUSINESS NAME's TripAdvisor profile boasts amazing five-star reviews from happy customers and is even rated the "#1 of 7 tours in [REDACTED]." Great job! You also have awesome photos that showcase the stunning scenery out on the water and customers enjoying their trips.

TripAdvisor

PERFORMING WELL

- ✓ Great description
- ✓ Available contact information matches across platforms
- ✓ Relevant categories selected



TripAdvisor

ACTION ITEMS

- TripAdvisor houses the most significant amount of 5-star ratings you have on the web. Be loud and proud about this by featuring a badge or widget on your website that promotes the amount of 5-star reviews you have—view examples of this on the bottoms of the websites of [Willow-Witt Ranch](#) and [Leaping Lamb Farm](#).
- Consider adding some updated photos to your TripAdvisor profile from 2021/22. Even if the images are older than that, re-adding the older photos will give potential customers the appearance that this is what a 2022 tour will look like with your company.
- Keep responding to visitors that have left reviews on your main TripAdvisor profile as well as the individual tour pages. If this is hard to keep up with, batch this activity - pick a time once or twice a month to sit down and respond to all reviews across Facebook, GMB, TripAdvisor, etc.
- Update your hours to match those on other platforms and include your address. For those customers who find you through TripAdvisor, you want to make sure they are met with the necessary information to either contact you or plan a trip.
- Add COVID safety information and protocols, as well as on-site accessibility info. You have COVID safety measures listed on individual tour pages, but add it to your main BUSINESS NAME profile as well, so customers who don't visit your other pages still have access to that information.
- Consider making more, or all, of your tours available to book through TripAdvisor. This is a great idea to reel in new customers who may have only found you through TripAdvisor. Without this option, TripAdvisor may direct visitors to other businesses. Log in to [Viator](#) (a TripAdvisor company) with your TripAdvisor login credentials to create tour options. Then, you will connect it to your booking software.

Resources

- [TripAdvisor Widget for Wordpress](#)

Yelp

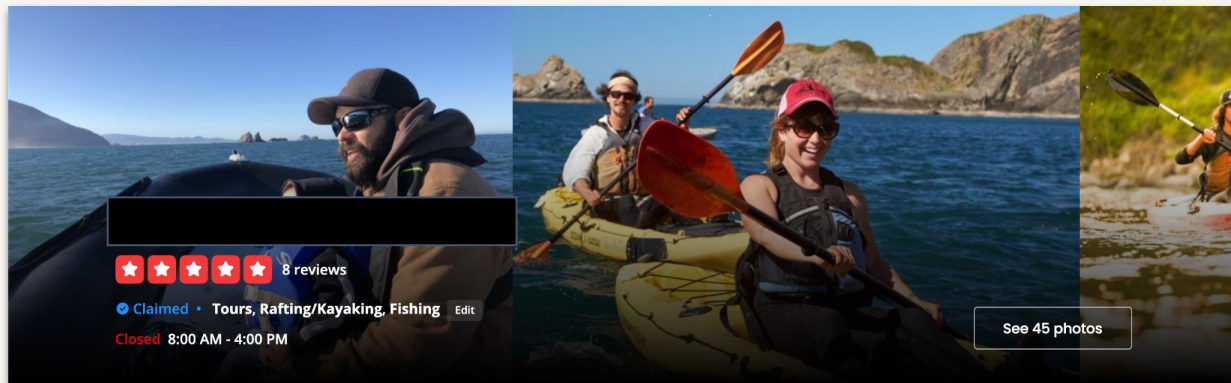
NOTES

BUSINESS NAME is claimed on Yelp and has an overall 5-star rating, great job! Remember to respond to those reviews so customers know you're taking the time to read their responses. Overall, it's clear to potential new visitors that BUSINESS NAME provides a fun, quality, and adventurous experience for their customers.

Yelp

PERFORMING WELL

- ✓ Overall 5 star rating
- ✓ Listed information is accurate
- ✓ Great photos
- ✓ Responding to reviews



Yelp

ACTION ITEMS

- Like your TripAdvisor and Google My Business profiles, add more updated photos from 2021/2022.
- Interact with visitors that leave reviews and questions. This is a great way to build positive brand awareness and customer loyalty. Those new visitors will also appreciate seeing your responses when deciding whether to book a trip.
- Include your email as a point of contact and how to book a tour.
- Add a more detailed description of your business visible from the main page. Once you hammer out one solid description, you can use that on all digital platforms.
- Add more detailed COVID safety information and protocols and on-site accessibility info, if applicable. Many people will be looking for adventure this summer but may be hesitant, so ensure them you are taking the necessary safety precautions.
- Consider adding descriptions of each trip you offer and what customers can expect from them.
- Make sure your hours are updated and match those on other platforms.
- Don't buy ads on this platform, even if Yelp salespeople call you - it's only worth it for select food-related businesses.

Resources

[-How to Respond to Yelp Reviews](#)

Local Listings

NOTES

Your information needs to be updated once per year to maintain a presence on Travel Oregon, and I see on the intake form that you've already signed up for Local, which is fantastic! Travel Oregon can use this to take your up-to-date information from your Google My Business profile. You are also listed on your local destination marketing organization site Visit the Oregon Coast and Oregon Traveler's Visitor Guide, which is a great way to market your businesses to travelers.

Local Listings

PERFORMING WELL

- ✓ Signed up for Local
- ✓ Listed on multiple local listing sites
- ✓ Lists local partners on website

Local Listings

ACTION ITEMS

- Consider adding a description to your Travel Oregon listing. You can easily copy and paste the same description you use on other platforms. This can also be updated through Local/GMB, which feeds the Travel Oregon site.
- Edit your description on Visit the Oregon Coast for any typos or grammatical errors.
- The address you have listed on Visit the Oregon Coast is different than what you have on your GMB profile and your website. Update this when you have the chance for clarity purposes.

Resources

- [Maximize your Google My Business Profile with Local](#)

Facebook

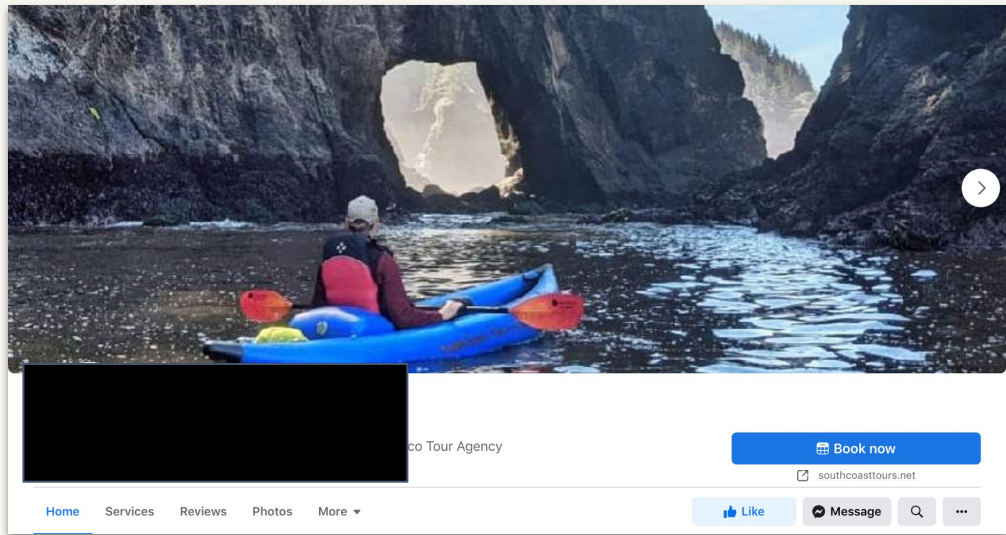
NOTES

BUSINESS NAME has a dedicated Facebook page posting regularly to their loyal legion of 2,500 followers. Nowadays, people use social media to research businesses and get a taste of what they have to offer, which is precisely what you showcase. You have great photos and videos depicting your scenic and adventurous tours that would entice any customer on the fence to book with BUSINESS NAME. You've also added a helpful booking link at the top of your profile, as well as all the necessary contact information customers need to book a tour right through Facebook. Bravo!

Facebook

PERFORMING WELL

- ✓ Beautiful photos
- ✓ Embedded booking link
- ✓ Good posting cadence
- ✓ Contact information added
- ✓ 5-star reviews



Facebook

ACTION ITEMS

- Facebook has an option to list your “services” on your profile. This may be an excellent area to list the different tours you offer. Make sure the services you list on Facebook match those on your website.
- Update your hours, so they match those on other platforms.
- Keep checking in on your review section and respond to them as they come in. This is also a great place to see any photos customers have tagged you in from their trips. Consider integrating these photos that visitors tag you in into your feed. People go crazy for businesses re-posting their content. Just be sure to ask them first before reposting on to your account (you can do this by commenting on their photo) and giving credit to the person who took the picture, either by tagging them in the image or mentioning them in the comments.
- In your best photos, consider tagging the handles of destination marketing organizations like The Oregon Coast and Travel Oregon within the image for the odd chance they choose to share your photo with their vast audience.
- Engage with other local businesses via social media (liking, commenting, sharing) to extend your reach to their customers. Definitely do this with the businesses and organizations you list as partners on your website. Follow who they follow, and engage with those fans to get them to visit you, too!

Facebook

ACTION ITEMS

- Follow other kayaking/SUP/ tour businesses in Oregon to get an idea of their social media strategies (what they post, captioning, how they interact with followers, etc.) and interact with their pages and followers. Their followers may likely be interested in following you, too!
- Try gearing your captions towards encouraging customers to book tours. Drop a phone number, email, or link to your website to show users how to book each of the tours you are posting about.
- During peak season, consider boosting some of your most popular Facebook posts or running an ad campaign towards your target audiences. If you are looking for direction in running a Facebook ad campaign (which can be more robust than boosting a post), this is something I can help with.

Resources

- [Later.com - Post Scheduling Platform](#)
- [How to boost a Facebook post](#)
- [The difference between Boosting Posts vs. Facebook Ads](#)
- [Download a 2022 Social Media Holiday Calendar \(great for when you don't know what to post\)](#)

Instagram

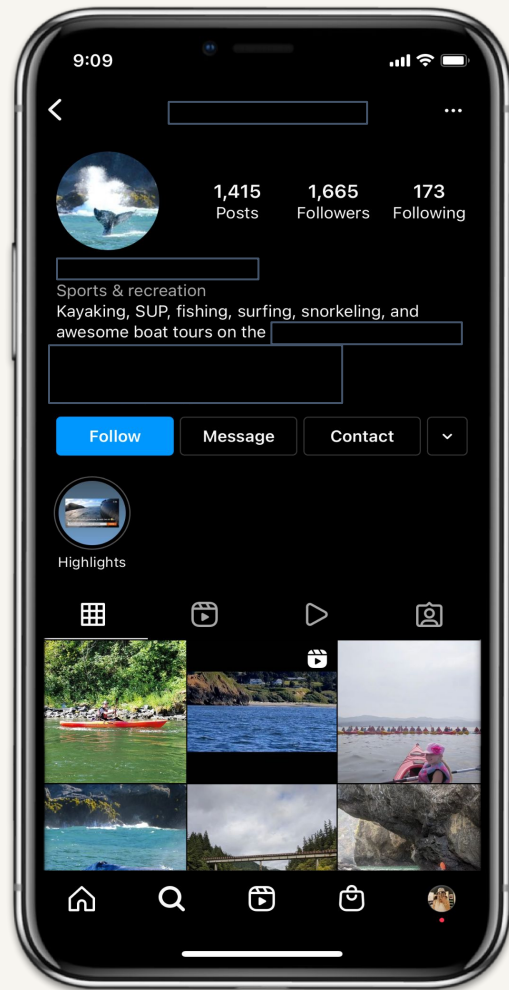
NOTES

BUSINESS NAME is active on Instagram and is following the same posting strategy as their Facebook page. This is a smart idea to streamline your posting schedules and ensure your content matches across platforms. You have great photos perfectly depicting experiences out on the water, a link to your website for booking, and you're utilizing the highlights feature, which is excellent! You are also categorized as a business profile which is vital for seeing how your followers interact with your content.

Instagram

PERFORMING WELL

- ✓ Great photos
- ✓ Link to website
- ✓ Contact info added
- ✓ Use of Instagram Highlights
- ✓ Large follower base



Instagram

ACTION ITEMS

- Like with Facebook, encouraging followers to book tours or visit your site should be one of the main focuses of your posts. I know this may be tough in the off-season, but consider posting some throwbacks to sunnier days and fun trips on the water to keep those fairweather paddlers engaged in the winter months to get excited about the upcoming season. You're already doing great with this, so keep it up!
- Consider changing your profile picture to your logo to help brand recognition and consistency.
- Try following other kayaking/SUP/fishing, etc., businesses in Oregon to get an idea of their social media strategies and follow some of their followers to find potential customers interested in outdoor recreation.
- Consider adding more Highlights to your Instagram page, such as "Rogue River," "Paddle Boarding," "Kayak the Arches," etc., showcasing what you have to offer to potential new customers. You could even consider adding a "Meet Our Guides" highlight to put a face and personality to the people that will be guiding customers out on the water. Another strategy is saving stories customers tag you in to your profile (you must share these first to do this.). Customers will be able to see these every time they visit your profile.
- Looking at your "tagged" section photos, I see that a few customers have tagged you in their posts. Consider re-posting these on your story for your followers to see. Just remember to ask permission beforehand, either by commenting on their post or direct messaging them.
- If time is a limited resource for you, Instagram and Facebook scheduling tools are there to make sure you can post consistently and efficiently.

Resources

- [Later.com - Post Scheduling Platform](#)
- [A Step-by-Step Guide: Create Playful and Interactive Instagram Stories](#)
- [Download a 2022 Social Media Holiday Calendar \(great for when you don't know what to post\)](#)

03
FAREHARBOR

FareHarbor

NOTES

Your current booking software, through FareHarbor, is working well, making it easy to book through your website. The interface is easy to navigate and you've added plenty of pathways to booking throughout your site, which is key!

FareHarbor

PERFORMING WELL

- ✓ Easy to use
- ✓ All necessary information laid out on the same page

FareHarbor

ACTION ITEMS

- Consider adding a “Book Now” button at the top of your website directing users to your checkout process. Then provide a list of your tour options, so users won’t have to navigate through the site to book immediately. (You possibly already include this in the top of the blue navigation bar in peak season).
- Right now, your gift card page displays a calendar with “available” dates to purchase gift cards, but your checkout process doesn’t require customers to choose a specific date. I suggest taking out the calendar feature as not to confuse customers who may think they have to buy gift cards that are only redeemable on certain days (Unless this is the case).
- Consider asking about medical conditions/abilities on all of your checkout forms, not just for kayaking or more active tour offers. This could provide an opportunity for someone, say, in a wheelchair, to communicate their needs ahead of a whale-watching trip on a boat.

04 SEARCH

Search Engine Optimization / Search Engine Marketing

NOTES

BUSINESS NAME performs moderately well in terms of searchability, appearing within the first 10 results for key search terms such as “kayak tours Oregon,” “fishing tours [REDACTED],” and “snorkeling tours Oregon coast.” I also see in your intake form that you periodically pay for search engine marketing which is a great strategy to get your name out there and boost organic results. A few key strategies in the next slide can help improve your searchability and garner more attention to your business.

SEO/SEM

PERFORMING WELL

- ✓ Appears in first 10 results for keywords related to kayaking tours Oregon.
- ✓ Paid search strategy
- ✓ Significant amount of copy per page- helps with searchability!

SEO/SEM

ACTION ITEMS

- Currently, BUSINESS NAME appears in Google searches for most keywords related to the business but is presented lower on the results page. I see that you sometimes pay for search engine marketing - I'm sure it can be crowded and potentially expensive within Google Ads during peak season, competing for many of the same keywords and local eyes. Here are a few things to consider if you end up using this platform:
 - Take a look at the Search Terms people use to find your site. If you find you're getting clicks through to the site for irrelevant search terms or something you don't offer, add that search term to your [Negative Keywords List](#).
 - While it can seem a bit competitive, consider adding your competitor's names to your keyword list so that when people search for their companies, your ad will appear at the top of that search results page. (This tactic may not be for everyone, in every industry - do what feels right for you!)
 - Consider enlisting a Google Ads specialist to ensure your account is fully optimized and not leaking money anywhere (this is something I can help with!)
- Add alt-text captions to your images to boost your searchability. Even though they are not visible on your site, Google recognizes those captions and incorporates them into search results.
- Use Google Search Console to understand where your site's traffic is coming from. If you run into trouble setting this up, contact your website developer or me.

Resources

- [Your Guide to Google Ads](#)
- [Travel Oregon Webinar: Demystifying SEO](#)
- [The definitive guide to SEO in 2022](#)
- [Set up Google Search Console](#)
- [Understanding Google Search Console](#)

05
E-NEWSLETTER

E-Newsletter

NOTES

You answered on the intake form that BUSINESS NAME currently has an E-Newsletter platform set up but does not send regular updates. If you're unsure where to begin, keep in mind the principles of "Slow Content," especially in the off-season. Taking inspiration from the "Slow Food" movement, the "Slow Content" approach encourages businesses to create content that is rich, intentional and sent out less frequently (as opposed to sending frequent deals and one-off, impersonal hurried notes). Your followers will actually pay attention, engage more, and have a healthier relationship with your business overall when you become more intentional with the messages you place in their inbox. I urge you to take each opportunity 3-4x/year to speak from the heart, create valuable offers, share beautiful photos, and update everyone with relevant news. This intentionality will show through. E-newsletters are also an ideal space for aspirational content about your life as experts in water adventures and passionate business owners, which your guests will be interested in seeing.

If you want to send out more frequent deals during peak season or just there before, more power to you, and I think it could help with your bookings! But don't feel pressure to send super frequent notes year-round.

E-Newsletter

ACTION ITEMS

- Consider adding a tab to the bottom of your website where customers can sign up for the newsletter. Include E-Newsletter sign-up box at the bottom of each subsite to attract more subscribers.
- Send updates around 3-4x a year, keeping in mind the principles of slow content. Should you have an important announcement or deal to advertise, you can break your 4x/year cadence.
- Consider offering a coupon or discount for users who sign up for the newsletter on your website. This could also be a great place to offer deals/discounts on specific tours/trips.
- Consider adding a prompt to leave a review + photos on TripAdvisor, Google My Business, or Facebook.
- Topics could include seasonal updates for the rivers you go on, adventure stories, sharing visitor photos, and tour successes.
- During the booking process, give people the opportunity to sign up for newsletters. From there, you can build a list to send people targeted content if they've already been on a trip with you before, to snag those sweet return customers.
- If you'd like to do a deeper dive into how to segment your audiences and send them different targeted content, this is something we can look further into during support hours.

Resources

- [More on Slow Content](#)
- [Getting the most out of your Mailchimp reports](#)

06
VISUAL BRAND

Visual Brand

NOTES

BUSINESS NAME visual branding is consistent across all platforms. You showcase beautiful photos across social media accounts and already have an established logo. Adding more scenic, updated pictures of the tours and adventures to your online listings and Google My Business pages will help inform potential guests of their experience. If you added photos to these platforms as recently as 2020, a 2022 update would help assure visitors that these are recent experiences.

Visual Brand

PERFORMING WELL

- ✓ Already has a logo that can be easily included across the digital footprint
- ✓ High-quality, relevant photos across platforms

Visual Brand

ACTION ITEMS

- Add your new logo to all online platforms to help with brand recognition and visual consistency. This could be your profile picture for platforms such as Instagram, Yelp, and TripAdvisor.
- If you are looking for an easy way to tout your stellar reviews, consider utilizing free design tools such as [Canva](#) to create text graphics for your digital marketing. This tool will help you make consistent, on-brand graphics to share news about upcoming events or business updates.
- This upcoming season, prioritize getting photos to share of a wide variety of people enjoying your services - different ages, abilities, genders, etc.

Resources

[-Canva - an easy site to create images with text](#)



Priority List

If you were to do **3 things in the next month**:

1. Add COVID safety protocols and ADA accessibility information to your website and online listings.
2. Bolster your paid search and SEO strategy to help boost BUSINESS NAME to the top of search results for desired keywords, ahead of the busy season.
3. Begin to build out your Mailchimp strategy, audience lists, and content ahead of the busy season.



Travel Oregon Support Offer

As part of the Digital Marketing Boost Program, we are offering some implementation support services to your business.

We'd like to offer a mix of the following free services to be completed by a contracted marketing professional, depending on your need:

- **E-news setup: Mailchimp**
- **Paid media strategy: Google and Facebook ads**
- **SEO Strategy**



Additional Resources

Take Action using these resources:

1. Review this [Google My Business webinar](#) by Travel Oregon, and implement Covid updates [using this link](#)
2. Add alt-text to the images on your website for an easy boost in SEO. See here for a [Why & How-To on Alt Text](#)
3. [Mailchimp email marketing guide for successful campaigns](#)

Other Opportunities

To encourage customers to book tours, consider setting up a giveaway through Instagram with a few other local businesses in the area (or those listed as Friends and Resources on your site). The prize can be a combination of items or services from each company or one big prize. Each business creates a post explaining the rules for their followers to enter the giveaway:

- Follow each local business (tag each one in the caption)
- Comment on any of the posts and tag a local friend. One comment with a tag = one entry.

Pick a date to close the contest. Once it's time, use a random number generator to pick the account you're going to select a winner from, and use another random number generator to select the winner from your comments. The goal is to get more local followers for local businesses!



Contact

Questions?

Reach out to [REDACTED] with any questions and to discuss available follow-up support. My team and I are available to help anytime!

Email: [REDACTED]

Connect with me on LinkedIn and Instagram.

An aerial photograph of a winding river flowing through a vast, green, grassy landscape. The river is dark blue and meanders across the terrain, which is dotted with small, dark green shrubs and patches of lighter green grass. The text "Thank you" is overlaid in the center of the image in a white, italicized font.

Thank you