



LOCAL FUNDAMENTALS TRAINING

TRAVEL  OREGON

6.23.2022

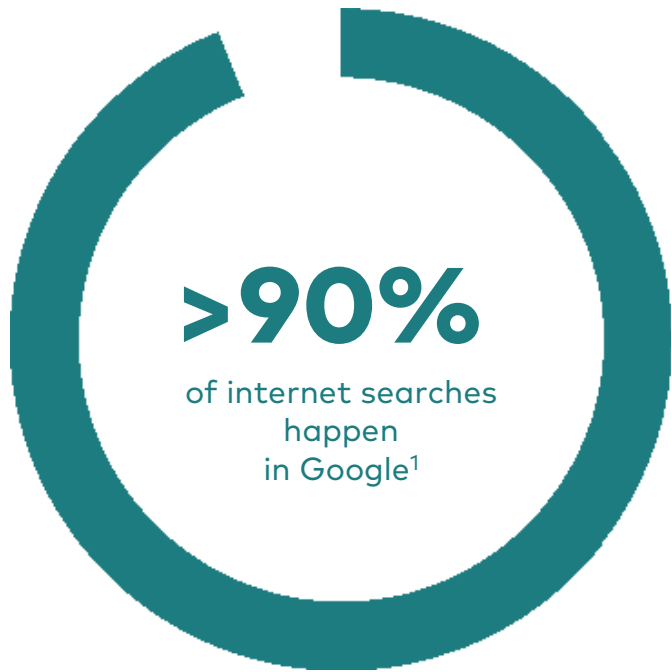
Photo: Joshua Rainey Photography



Alexa Darrow

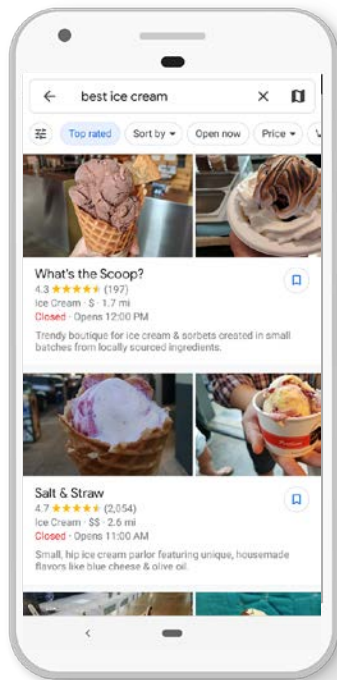
Director of Customer Success



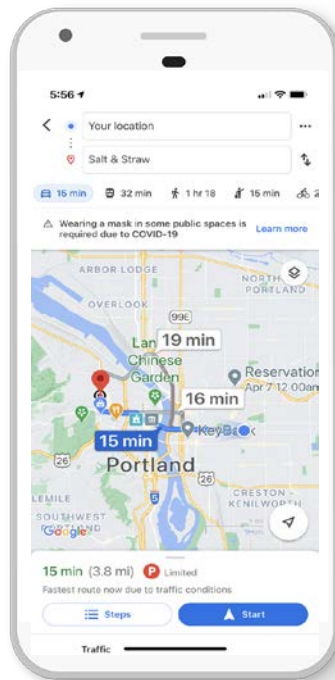


Nearly *half* of
these searches
are *local* in nature.²

VISITOR INTERACTION



Search / Decision



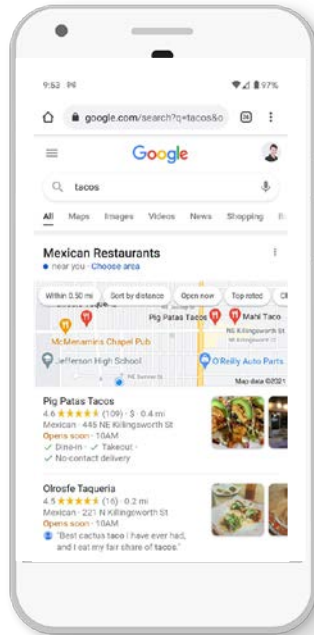
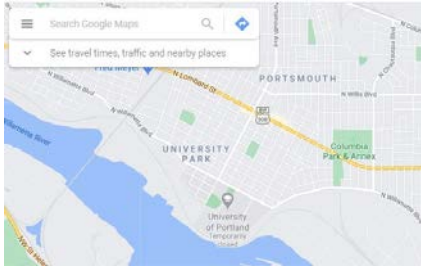
Directions / Contact



Visit / Purchase



Google Search I'm Feeling Lucky



Rating Cuisine Price Hours

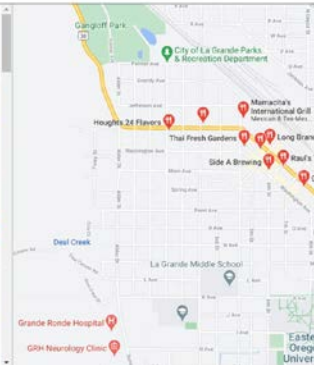
Ya Ya Nnâ's 4.9 (291) \$5-Restaurant 203 N Willow St

Side A Brewing 4.6 (554) \$5-Restaurant 1219 Washington Ave

Thai Fresh Gardens 4.6 (192) Thai 1101 Washington Ave

Becky's Burger Wagon 4.9 (52) Restaurant 1805 Adams Ave

La Fietta Mexican



Rock Your World: Pacific NW Rock, Gem & Jewelry Gallery

Website Directions Save Call

4.7 (116) Google reviews Boutique in Lincoln City, Oregon

In-store shopping Curbside pickup Delivery

Address: 3203 SW Hwy 101, Lincoln City, OR 97367

Hours: Closes soon - 5PM - Opens 11AM Tue

Health & safety: Mask required - Staff wear masks - Staff required to disinfect surfaces between visits - More details

Phone: (541) 351-8423

Order: rockyourworldgems.com

Hours or services may differ

Suggest an edit - Own this business?

Know this place? Share the latest info



Museum of Natural and Cultural History

Website Directions Save Call

4.6 (311) Google reviews Museum in Eugene, Oregon

The University of Oregon Museum of Natural and Cultural History, commonly known as the UO Natural History Museum, is an American natural history museum at the University of Oregon in Eugene. Wikipedia

Located in: University of Oregon

Address: 1680 E 15th Ave, Eugene, OR 97401

Hours: Closed - Opens 11AM Thu

Phone: (541) 346-3024

Suggest an edit - Own this business?

Know this place? Share the latest info

Products View all

Grid of product listings: Guided Tours (\$1.00 - \$6.00), Books, science to... (\$2.00 - \$200.00), Evening Talks at... (\$1.00 - \$6.00)

GOOGLE BUSINESS PROFILE

- GBP is the largest source of organic search exposure for businesses online.³
- GBP profiles are a significant signal ranking in Google.³
- Google has shifted from search to answer engine⁴
- GBP is a top driver for zero-click searches.⁵

The screenshot displays a Google search for "best breweries manzanita". The search results are filtered for a "4.0+ rating". The list includes:

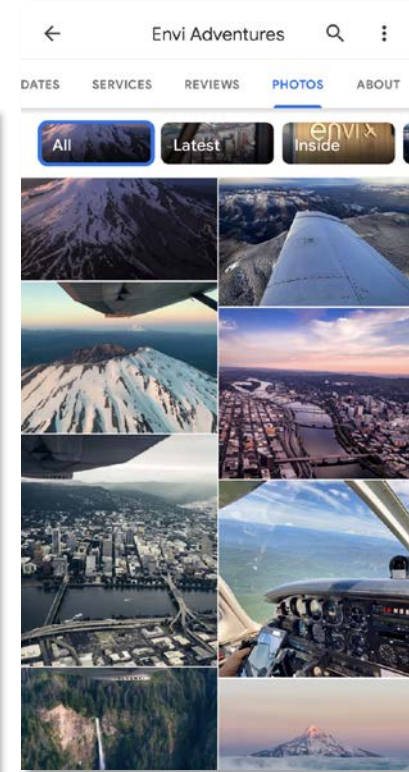
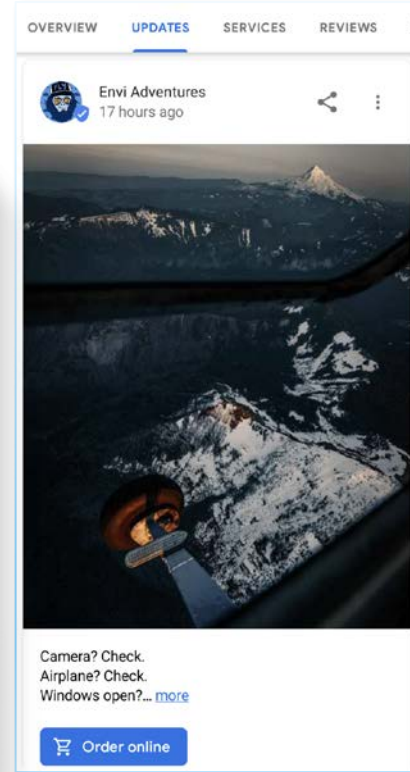
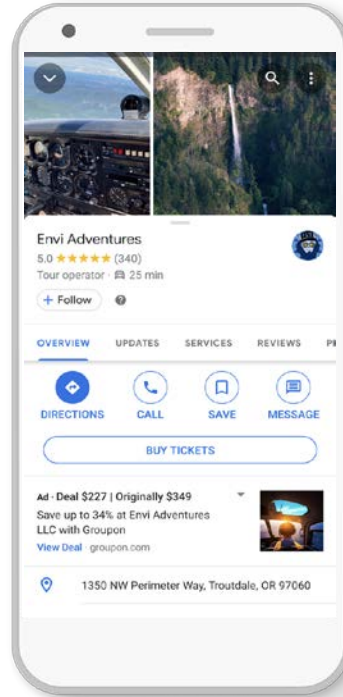
- Public Coast Brewing Co**: 4.1 stars (434 reviews), Brewery, Cannon Beach, OR. Closed, opens at 12PM. Website mentions "best craft beer". Services: Dine-in, Takeout, Delivery.
- MacGregor's Whiskey Bar**: 4.9 stars (180 reviews), Bar, 387 Laneda Ave. Closed, opens at 4PM. Review: "Best selection of single malts I have ever seen in OR!".
- Left Coast Siesta**: 4.4 stars (316 reviews), Mexican, 288 Laneda Ave. Closed, opens at 11:30AM. Menu highlight: "breweries". Services: Dine-in, Takeout, Delivery.
- San Dune Pub**: 4.3 stars (559 reviews), Restaurant, Nehalem, OR. Closed, opens at 5PM. Review: "A good selection of local brewery offerings on tap." Services: Dine-in, Takeout, Delivery.
- Seaside Brewing Company**: 4.2 stars (485 reviews), Brewery, Seaside, OR. Closed, opens at 11AM.

The map on the right shows the Manzanita area with several brewery locations marked with red pins: Buoy Beer Company, Fort George Brewery, The Whet Spot, Wine and Beer Haus, Public Coast Brewing Co, San Dune Pub, Bayway Tavern, and Joe's Snacks N Beer. Other nearby locations include Warrenton, Jeffers Garden, Sunset Beach, Olney, Arch Cape, Aldervale, Wheeler, Garibaldi, Bay City, and Tillamook.

ACCURATE & COMPELLING

UP-TO-DATE LISTINGS ARE:

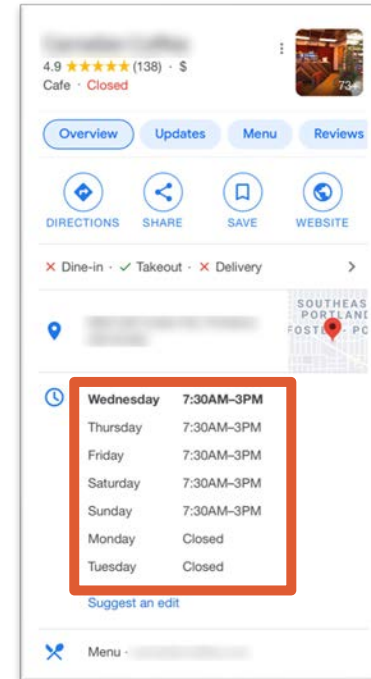
- 2.7 times more likely to be considered reputable
- 70% more likely to attract location visits
- 50% more likely to lead to a purchase⁶



IMPROVEMENT OPPORTUNITIES

THE "EASY" WINS

- Claim your business listing(s)
- Add missing information
- Create short description
- Update photos
- Engage with your customers



GOOGLE BUSINESS PROFILE

Google Business Profile Manager Search businesses

PDX Welcome Center - Travel Oregon
7000 NE Airport Way
Portland, OR 97218

- Home
- Posts
- Info
- Insights
- Reviews
- Calls
- Messages
- Photos
- Products
- Services
- Website
- Users

Update your profile more easily. Edit business info directly on Google Search.

Your business is live on Google

- View on Search
- View on Maps
- Share your Business Profile

Advertise easily in minutes

Tourist information center in Portland

Ad - <https://traveloregon.com/train-your-trip-to-orego...>

PDX Welcome Center - Travel Oregon - Great service guaranteed

Start with \$500 in free ad credit

Show up whenever customers are looking for you online — on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)

Start now

Close this business on Google

PDX Welcome Center - Travel Oregon
Tourist information center
Visitor center

7000 NE Airport Way, Portland, OR 97218

Add service area

Sunday	9:00 AM–7:00 PM
Monday	9:00 AM–7:00 PM
Tuesday	9:00 AM–7:00 PM
Wednesday	9:00 AM–7:00 PM
Thursday	9:00 AM–7:00 PM
Friday	9:00 AM–7:00 PM
Saturday	9:00 AM–7:00 PM

More hours
Add hours

11/11/19 Closed



portland welcome center

Travel Gay Portland Visitor Center
4.0 ★★★★★ (2)
Tourist information center · 800 SW Washington St Mezzanine Level
Open · Closes 6PM
Onsite services

PDX Welcome Center - Travel Oregon
4.5 ★★★★★ (18)
Tourist information center · 7000 NE Airport Way
Open · Closes 7PM
"One of the best Welcome centers!"

Visitor Center
4.8 ★★★★★ (8)
Visitor center
Open · Closes 10PM

Travel Portland
4.4 ★★★★★ (19)
Non-profit organization · 100 SW Main St #1100
Open now
"Very nice and clean, only problem is the actual visitor center is ..."

Mp3 Travel Guides
No reviews
Tourist information center · 700 SW Broadway
Open now

Showing results 1 - 7

Update results when map moves

Map interface showing the location of the PDX Welcome Center in Portland, Oregon, near the airport and downtown area. The map includes various landmarks, streets, and a search bar.

PLATFORM CHALLENGES

- Can get overwhelming quickly
- User interface is confusing
- Must manage locations individually
- Insights are limited
- GBP is not connected to other channels

The image displays two screenshots of the Google My Business (GBP) interface. The top screenshot shows a list of businesses under the heading "Businesses", with a red box highlighting the list. The bottom screenshot shows the detailed view of a business profile for "PDX Welcome Center - Travel Oregon", with a red box highlighting the search frequency options (1 week, 1 month, 1 quarter) and a donut chart showing search insights.

Businesses List:

- Brookings Welcome Center - Travel Oregon
- Klamath Welcome Center - Travel Oregon
- Oroville Welcome Center - Travel Oregon
- PDX Welcome Center - Travel Oregon
- Travel Oregon
- Travel Oregon Welcome Center - Astoria

Search Insights:

- All searches: 6,184
- Direct: People who find your Business Profile searching for your business name or address
- Discovery: People who find your Business Profile searching for a category, product, or service
- Branded: Customers who find your listing searching for a brand related to your business

THE MISSING LAYER

- Gives you access to expanded features
- Platform is user friendly
- Saves you time
- Customer service and support



KEY DIFFERENTIATORS

- Manage all GBP listings in a single hub
- Monitor business performance
- See 18+ months of analytics data
- Engage with customers reviews
- Promote events, offers and products
- Connected to Travel Oregon's listing database



Overview

Analytics

Photos & Videos

Posts

Reputation

Manage Locations

My Account

Knowledge Base

Log Out

Brought to you by



Analytics

You've been a member since April, 2021. You have 24 months of data to dig into on this Analytics page!

Location

Business Names & Locations

Selected Locations (1) [Show](#)

Consumer Actions Overview



Website Visits

26



Phone Calls

19

-10 vs prev period

+15 vs last year

How Consumers Found Us

Discovery Search



-7,205

-34% vs prev period

Additional Consumer



Posts Seen

51

Reputation

Location

Business Names & Locations

Selected Locations (1) [Show](#)

Number of Reviews

9

Average Star Rating

4.56/5



Quick Replies

Create templates to use for your reviews.

Create a New Quick Reply

Write your Quick Reply...

Current Quick Replies

Thank you for your visit and review. We're glad you enjoyed your time through.

Good afternoon, Cecilia

You've been a member since April, 2021. You have saved 0.43 hours with Locl.

Tasks (16)

- How To: Claiming and Verifying listings
Review instructions on claiming and verifying location listings.
- How To: Access and Permissions
Ensure the right people have access to your listings.
- How To: Monitor and respond to Customer Reviews
Monitor and Respond to reviews to stay on top of your online reputation.

How To: Understand your Analytics Dashboard
Get familiar with how to use and understand your Analytics Dashboard.

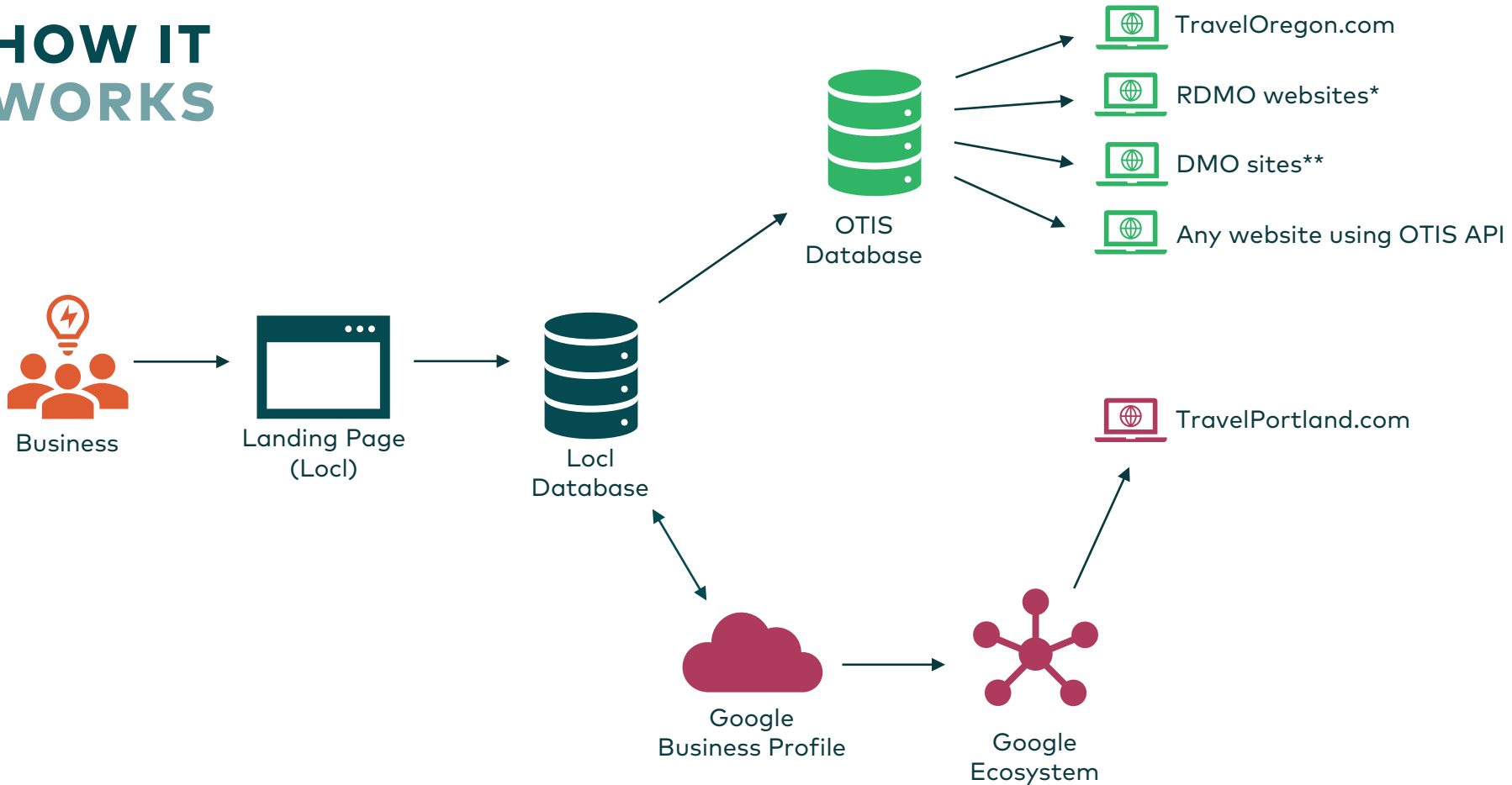
How To: Separate Maps Traffic from Google Organic
You'll be surprised how much more traffic is coming from Google Maps than your other properties, but Maps traffic is lumped into organic traffic in Google Analytics.

Create a Post to engage more customers
It's been 202 days since your last Post. Feel free to recycle your other social media content / schedule / publish to your Maps listings!

Respond to Customer Reviews
You have 33 new customer reviews awaiting your response.

It's time to upload new images!
It's been 44 days since your last upload. Fresh photos is one of the best things you can do to improve your search performance and new customer engagement.

HOW IT WORKS



*VisitEasternOregon.com, WillametteValley.org, VisitTheOregonCoast.com

**VisitMcMinnville.com, TasteNewberg.com, GoTillamook.com, VisitHoodRiver.com, TualatinValley.org, OregonsAdventureCoast.com

NEXT STEPS + QUESTIONS

1. Claim your GBP:
<https://www.google.com/business/>
2. Sign up for Locl:
locl.io/traveloregon
3. Learn more:
industry.traveloregon.com/locl
4. Questions / feedback:
integrated@traveloregon.com





THANK YOU

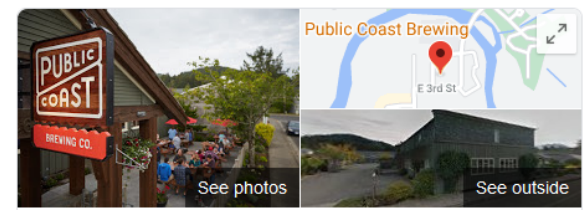
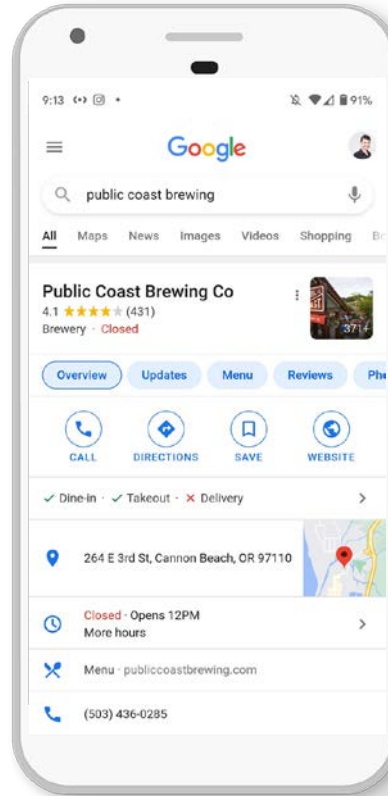
A dirt path winds through a dense, lush green forest. The path is made of reddish-brown earth and is flanked by various types of green plants, including ferns and broad-leafed shrubs. Tall trees with dark trunks are visible in the background, creating a canopy of green. The overall scene is vibrant and natural.

APPENDIX

GOOGLE YOUR BUSINESS

HOW DOES YOUR LISTING APPEAR?

1. Grab your phone.
2. Search using [Google in your browser](#) or using [Google Maps](#).
3. How do you show up?
4. Claim, verify and update.



Public Coast Brewing Co



[Website](#) [Directions](#) [Save](#)

4.1 ★★★★★ (434 Google reviews)

Brewery

✓ Dine-in · ✓ Takeout · ✗ Delivery

Address: 264 E 3rd St, Cannon Beach, OR 97110

Hours: Closed · Opens 12PM Thu · [More hours](#)

Menu: [publiccoastbrewing.com](#)

Phone: (503) 436-0285

[Suggest an edit](#) · [Own this business?](#)

Know this place? [Share the latest info](#)

COVID-19 updates from business



Public Coast Brewing Co
on Google

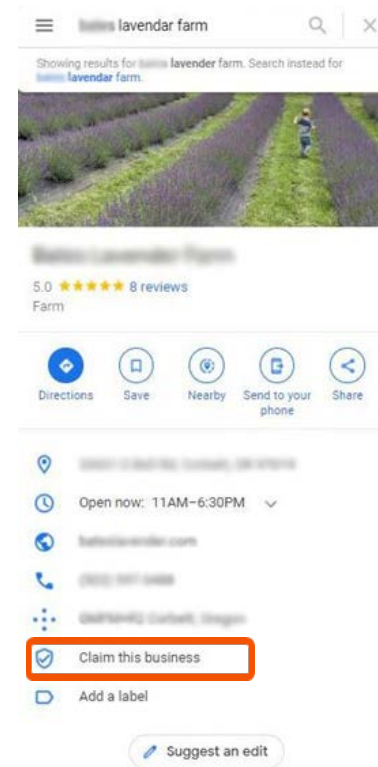
Our dining room is open! Come by for a brew and a burger and we'll be ready to welcome you with mask-covered smiles. Not feeling like dining in, we're still offering takeout service! Place your order for coastal grub on the go at 503.436.0285.

Feb 24, 2021

NEED TO CLAIM YOUR BUSINESS?

1. On your computer, open [Google Maps](#)
2. In the search bar, enter your business name.
3. Click the business name and choose the correct one.
4. Click Claim this business > Manage now.

To choose a different business, click I own or manage another business.
5. Select a verification option, and follow the on-screen steps
6. Be patient – Google's verification process can take a few weeks

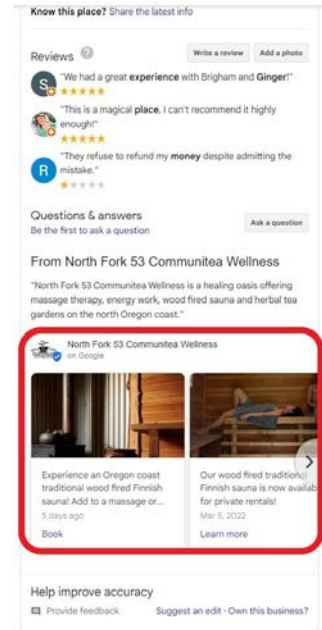
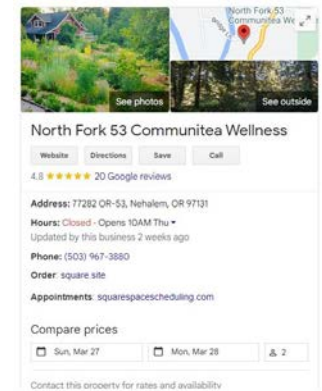
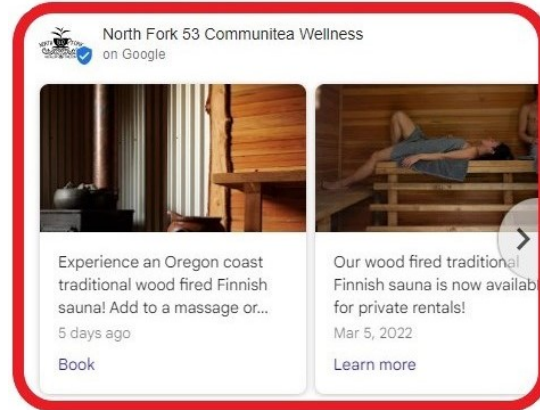
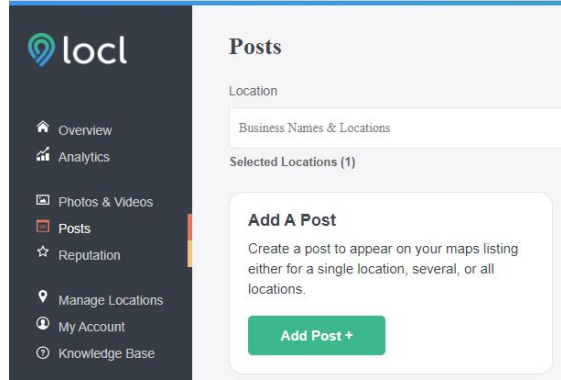


For information on how to add your business through Google Maps, click [here](#).

FREE ADVERTISING

LEVERAGING POSTS

- Communicate relevant and timely information to your visitors
- Posts include What's New, Events and Offers
- As of mid-2021 lodging properties can utilize posts
- GBP's [posts content policy](#)



ADDITIONAL RESOURCES

SIGN UP

- [Locl.io/traveloregon](https://locl.io/traveloregon)

LEARN

- [Business Listings Toolkit](#)
- [Google Business Profile \(GBP\)](#)
- [1:1 GBP Support with Miles Partnership](#)

WATCH

- [Google Business Profile Fundamentals \(June 2022\)](#)
 - [Link to deck](#)

QUESTIONS

integrated@traveloregon.com





SOURCES/ END NOTES

1. [Search Engine Market Share \(November 2021\), StatCounter](#)
2. [Use Local SEO Marketing to Increase Traffic, BrightEdge](#)
3. [Local Search Ranking Factors, Moz](#); [Improve Your Local Ranking, Google](#); [Inspire Confidence with Online Listings, Miles Partnership \(slide 12\)](#)
4. [Less Than Half Of Google Searches Now Result in a Click, Sparktoro \(Rand Fishkin\)](#)
5. [How to Win in the World of Zero-Click Searches, CMG Local Solutions](#)
6. Ipsos research: [Benefits of a Complete Listing \(2017\)](#); [Uncovering the Secrets of the Most Successful Business Profiles on Google, Miles Partnership](#)