

# LOCL FUNDAMENTALS TRAINING

TRAVEL



OREGON

8.25.2022

Photo: King Estate Winery



## **Alexa Darrow**

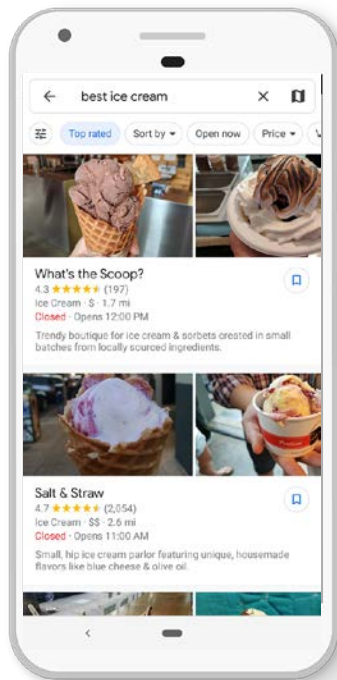
Director of Customer Success



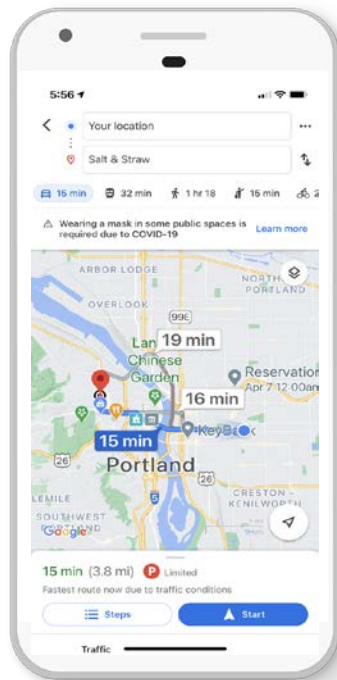


Nearly *half* of  
these searches  
are *local* in nature.<sup>2</sup>

# VISITOR INTERACTION



Search / Decision



Directions / Contact

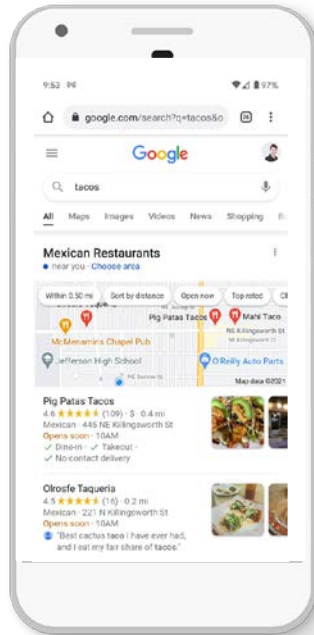
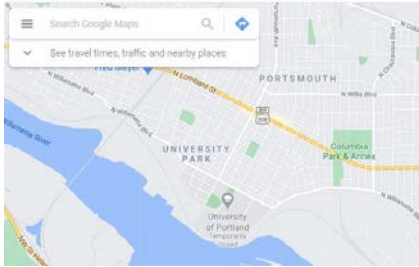


Visit / Purchase



Google Search

I'm Feeling Lucky



Rating - Cuisine - Price - Hours -

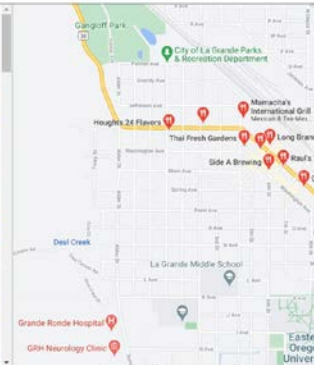
**Ya Ya Nnâ's**  
4.9 ★★★★★ (291) \$5 - Restaurant  
203 N Willow St  
"Outdoor tables or takeout only but the food is great!"

**Side A Brewing**  
4.6 ★★★★★ (554) \$5 - Restaurant  
1219 Washington Ave  
"Alec kudos for using takeout packaging with perforated flaps that..."  
✓ Dine-in ✓ Takeout ✓ No-contact delivery

**Thai Fresh Gardens**  
4.6 ★★★★★ (193) - Thai  
1101 Washington Ave  
"...I love going to, and we love calling it take out to enjoy at home."  
✓ Dine-in ✓ Takeout ✓ No-contact delivery

**Becky's Burger Wagon**  
4.9 ★★★★★ (52) - Restaurant  
1805 Adams Ave  
Closed - Opens 7:00 Tue  
✗ Dine-in ✓ Takeout ✗ Delivery

**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

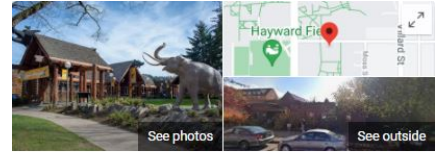
Phone: (541) 351-8423

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

|  |  |   |
|--|--|---|
| <br>Guided Tours<br>\$1.00 - \$6.00 | <br>Books, science to...<br>\$2.00 - \$200.00 | <br>Evening Talks at...<br>\$1.00 - \$6.00 |
|--|--|---|

# GOOGLE BUSINESS PROFILE

- GBP is the largest source of organic search exposure for businesses online.<sup>3</sup>
- GBP profiles are a significant signal ranking in Google.<sup>3</sup>
- Google has shifted from search to answer engine<sup>4</sup>
- GBP is a top driver for zero-click searches.<sup>5</sup>

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

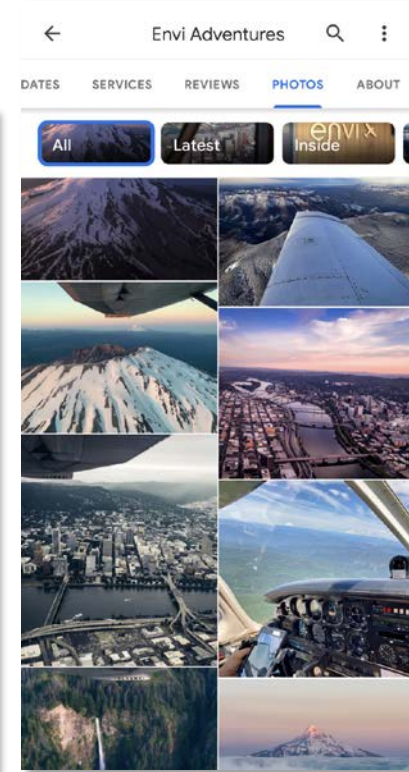
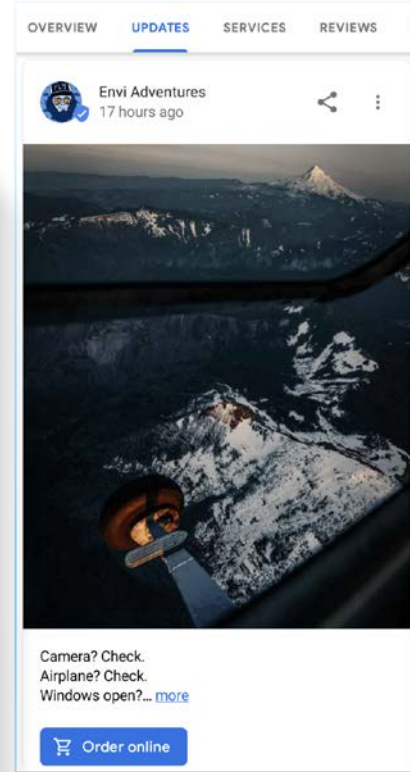
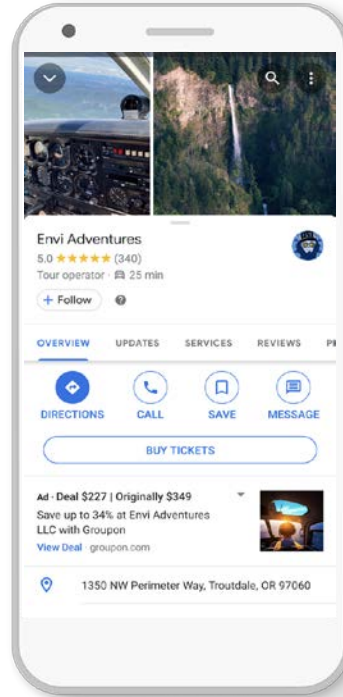
- Public Coast Brewing Co**: 4.1 stars (434 reviews), Brewery, Cannon Beach, OR. Closed, opens at 12PM. Website mentions "best craft beer". Services: Dine-in, Takeout, Delivery.
- MacGregor's Whiskey Bar**: 4.9 stars (180 reviews), Bar, 387 Laneda Ave. Closed, opens at 4PM. Review: "Best selection of 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:

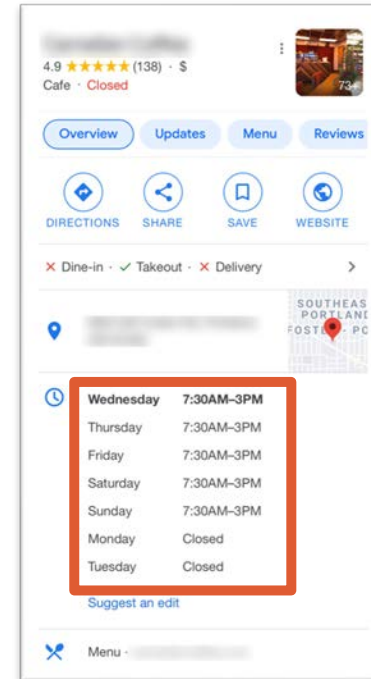
- 2.7 times more likely to be considered reputable
- 70% more likely to attract location visits
- 50% more likely to lead to a purchase<sup>6</sup>



# 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**

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

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

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

**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

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



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

# PLATFORM CHALLENGES

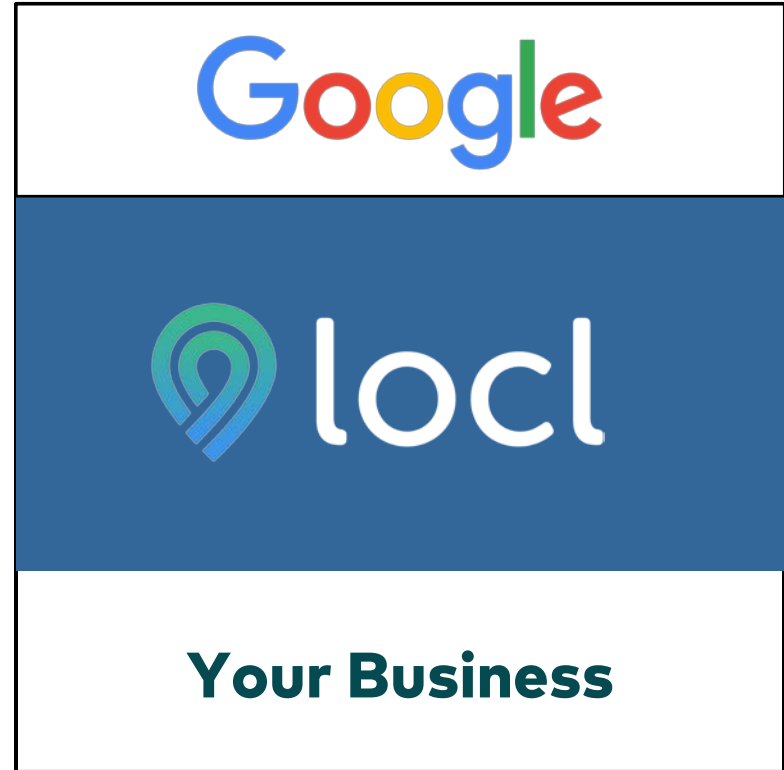
- Can get overwhelming quickly
- User interface is confusing
- Must manage locations individually
- Insights are limited
- GBP is not connected to other channels

The image displays three overlapping screenshots of the Google My Business (GBP) interface, illustrating various challenges:

- Top Left Screenshot:** Shows a list of businesses under the heading "Businesses". A red box highlights the list, which includes entries like "Brookings Welcome Center - Travel Oregon" and "PDX Welcome Center - Travel Oregon".
- Top Right Screenshot:** Shows the business profile page for "PDX Welcome Center - Travel Oregon". A red box highlights the navigation menu on the left, which includes options like Home, Posts, Info, Insights, Reviews, Messages, Photos, Bookings, Products, Services, Website, and Users.
- Bottom Screenshot:** Shows the "Insights" section for the same business. A red box highlights the "Search for your business" filter, which includes options for "1 week", "1 month", and "1 quarter". Below this, a donut chart shows "All searches" totaling 6,184. The chart is divided into three segments: Direct (green), Discovery (blue), and Branded (yellow). To the right of the chart, there are three categories of searchers: 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), and 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)

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

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

1 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.

1 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!


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

1 It's time to upload new images!  
It's been 64 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.

# PLUS REACH + TRAVEL OREGON

We have expanded our partnership to provide you with full access to Locl's Plus Reach subscription, for free\*.

With your Plus Reach benefits, you'll be able to sync business details across 75+ online directories including Apple Maps, Bing and many more - all in one place and for every location!



**Set, sync, and manage location listings on Google and 75+ top online directories.**

Advanced SEO tools make managing multi-location businesses simple.

\*Tourism-related businesses in Oregon are eligible for free access to Plus Reach through December 31, 2023.

# NEXT STEPS + QUESTIONS

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

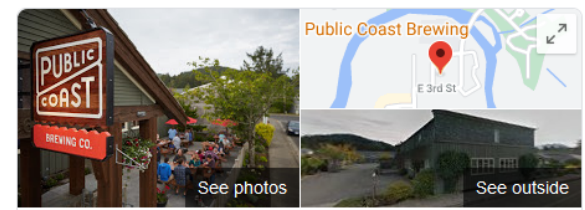
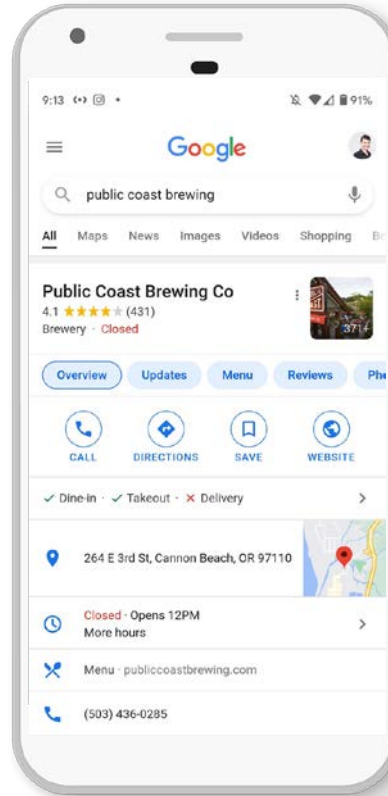
# APPENDIX



# 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

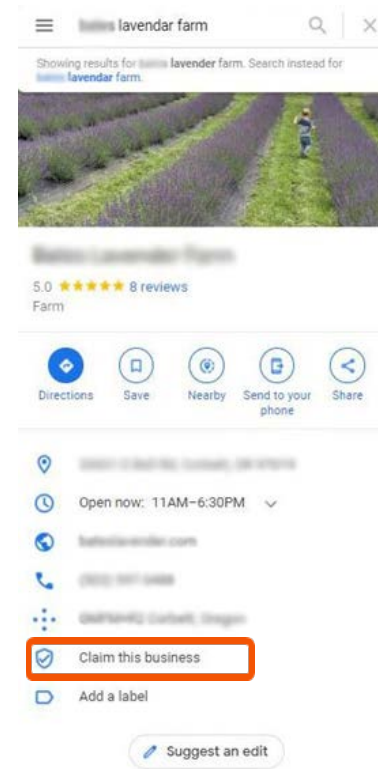
Our dining room is open! Come by for a brew and a burger and we'll be ready to welcome you with mask-covered smiles. Not feeling like dining in, we're still offering takeout service! Place your order for coastal grub on the go at 503.436.0285.

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

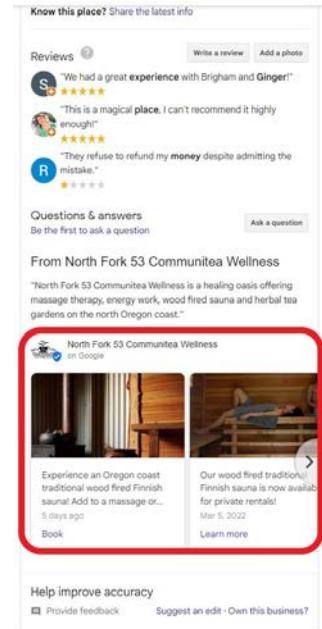
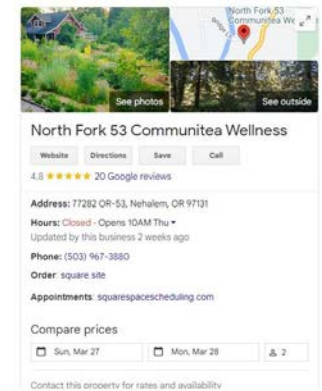
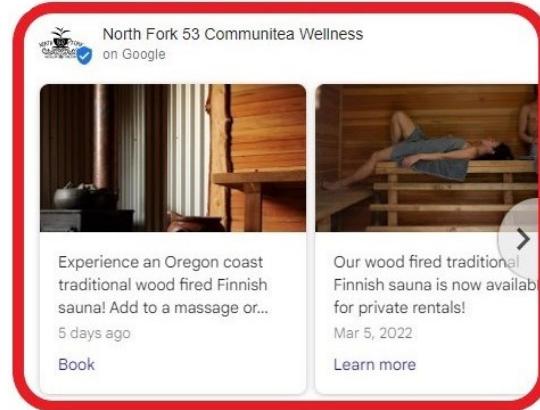
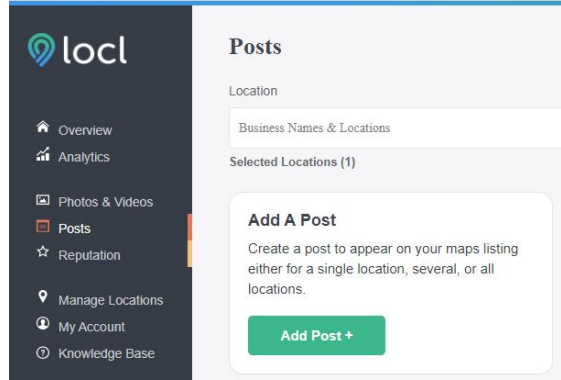


For information on how to add your business through Google Maps, click [here](#).

# 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 \(August 2022\)](#)
  - [Link to deck](#)

## QUESTIONS

[integrated@traveloregon.com](mailto: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](#)