



TRAVEL
OREGON

LOCAL FUNDAMENTALS FOR FARMS

2.9.2023

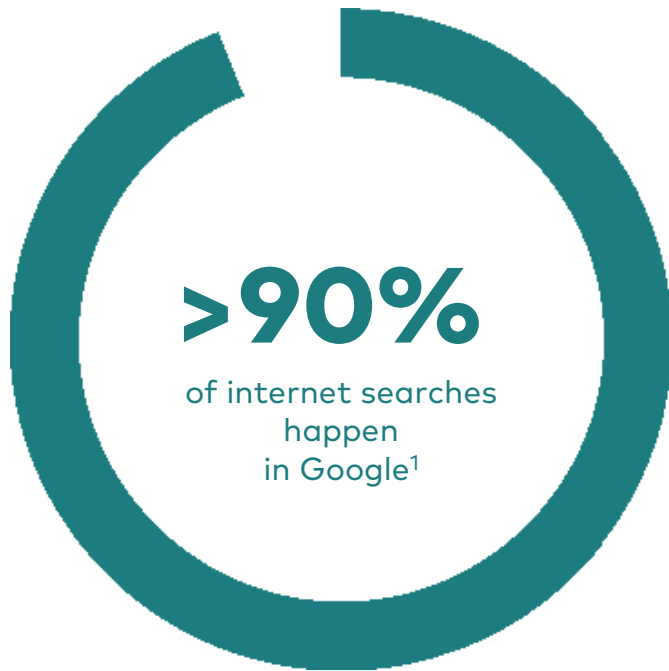
Photo: Joni Kabana



Alexa Darrow

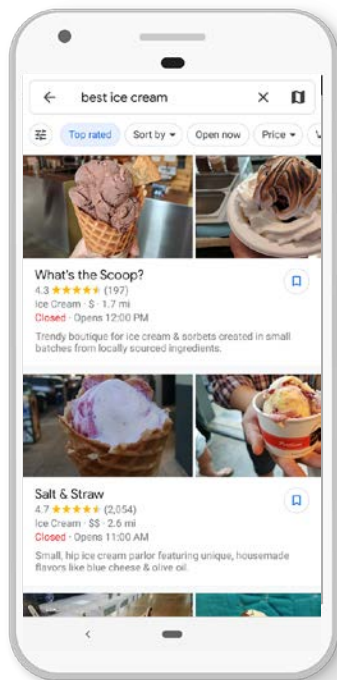
Director of Customer Success



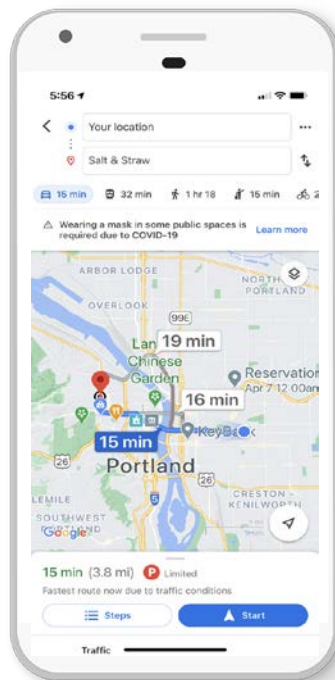


Nearly *half* of
these searches
are *local* in nature.²

VISITOR INTERACTION



Search / Decision



Directions / Contact



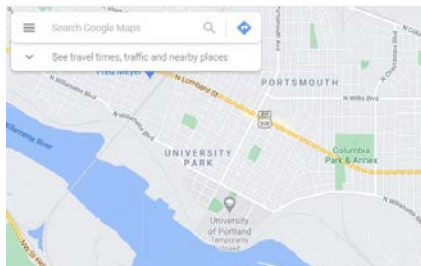
Visit / Purchase



Q |

Google Search

I'm Feeling Lucky



takeout la grande

Rating Cusine Price Hours

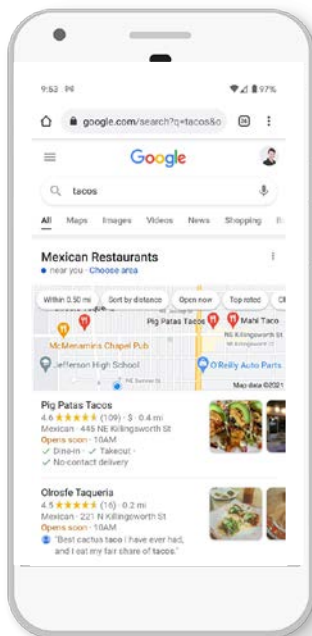
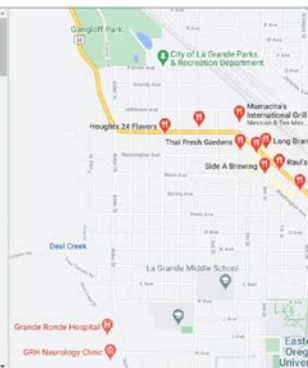
Ya Ya Niki's
4.9 ★★★★★ (291) \$5 - Restaurant
203 N Willow St
"Outdoor tables or takeout only but the food is great!"

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

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

Becky's Burger Wagon
4.9 ★★★★★ (52) - Restaurant
1805 Adams Ave
Closed - Opens 7AM Tue
✗ Drive-in ✗ Takeout ✗ Delivery

La Ficta 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

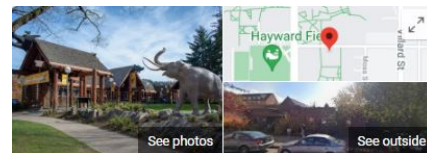
Phone: (541) 351-8423

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

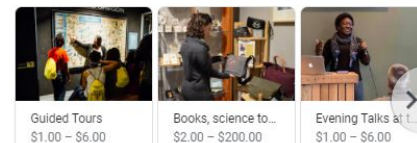
Phone: (541) 346-3024

Suggest an edit · Own this business?

Know this place? Share the latest info

Products

View all



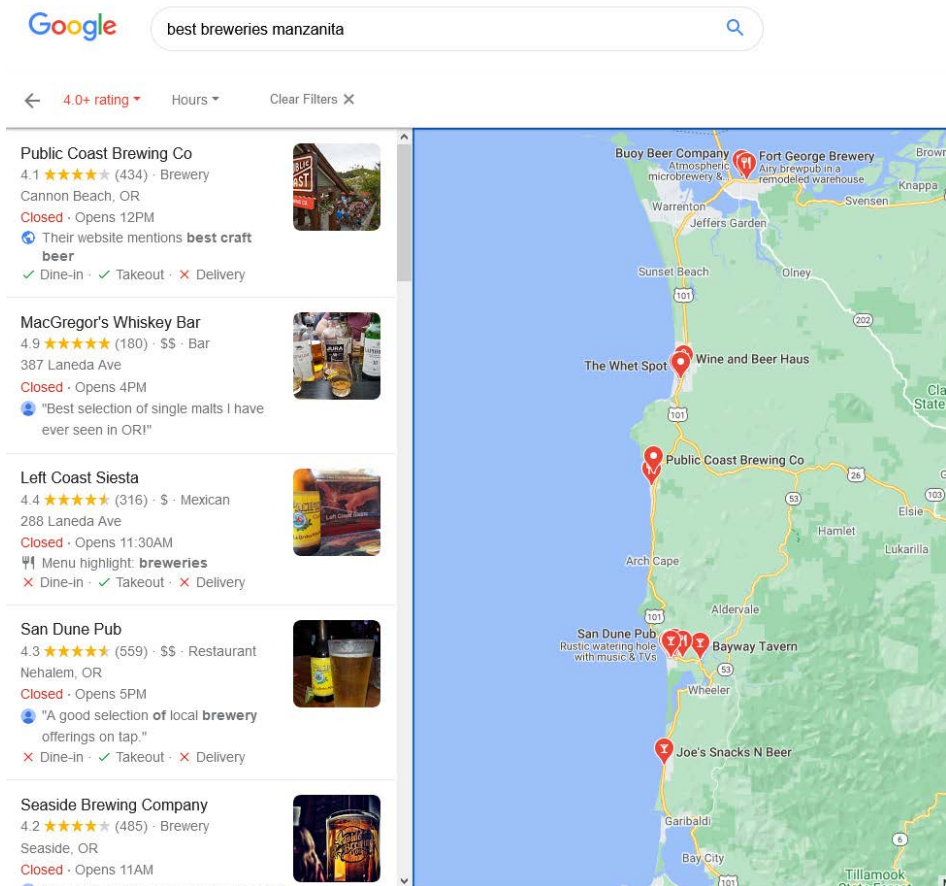
Guided Tours
\$1.00 - \$6.00

Books, science to...
\$2.00 - \$200.00

Evening Talks at...
\$1.00 - \$6.00

GOOGLE BUSINESS PROFILE

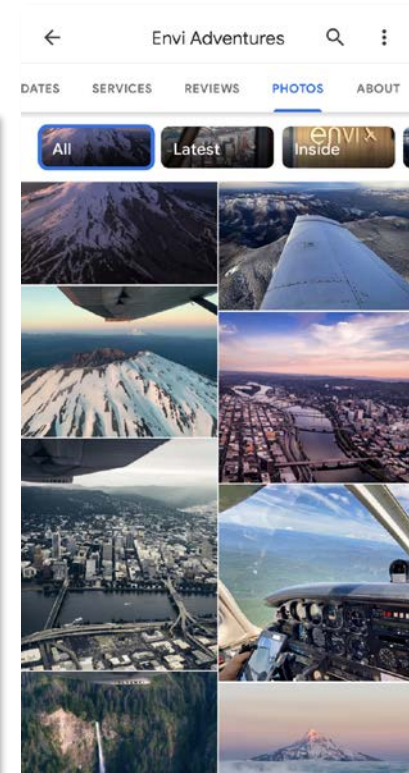
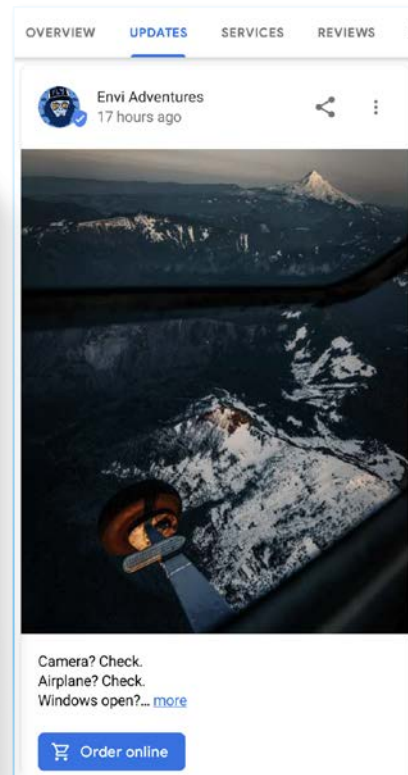
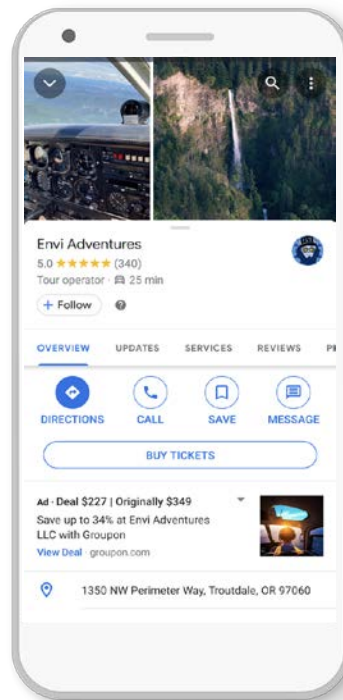
- GBP is the largest source of organic search exposure for businesses online.³
- GBP profiles are a significant signal ranking in Google.³
- Google has shifted from search to answer engine⁴
- GBP is a top driver for zero-click searches.⁵



ACCURATE & COMPELLING

UP-TO-DATE LISTINGS ARE:

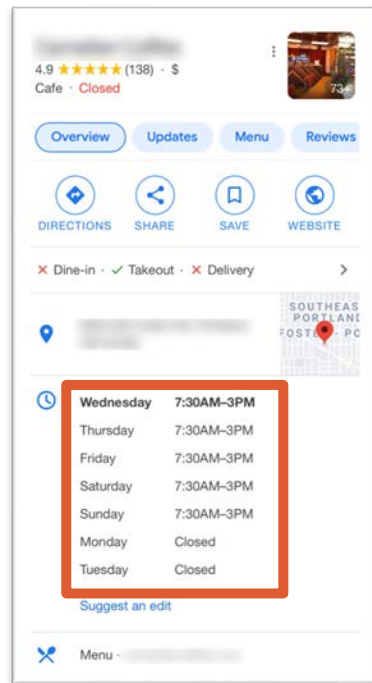
- 2.7 times more likely to be considered reputable
- 70% more likely to attract location visits
- 50% more likely to lead to a purchase⁶



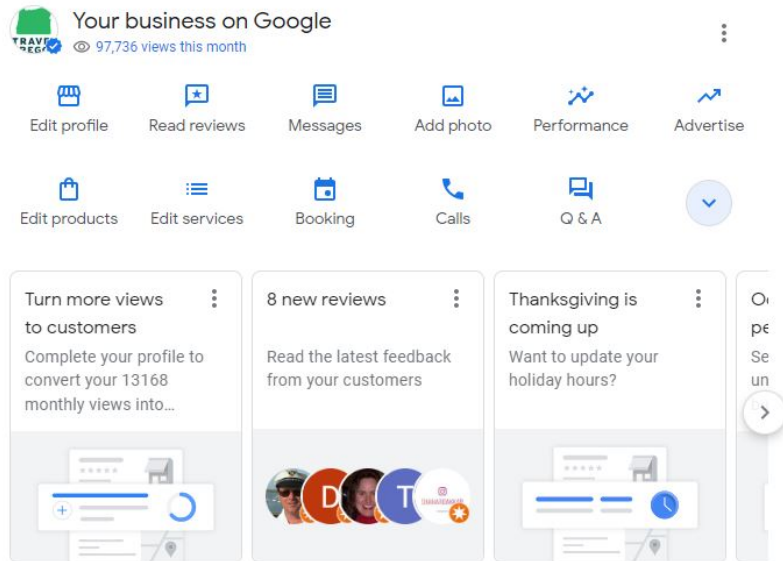
IMPROVEMENT OPPORTUNITIES

THE "EASY" WINS

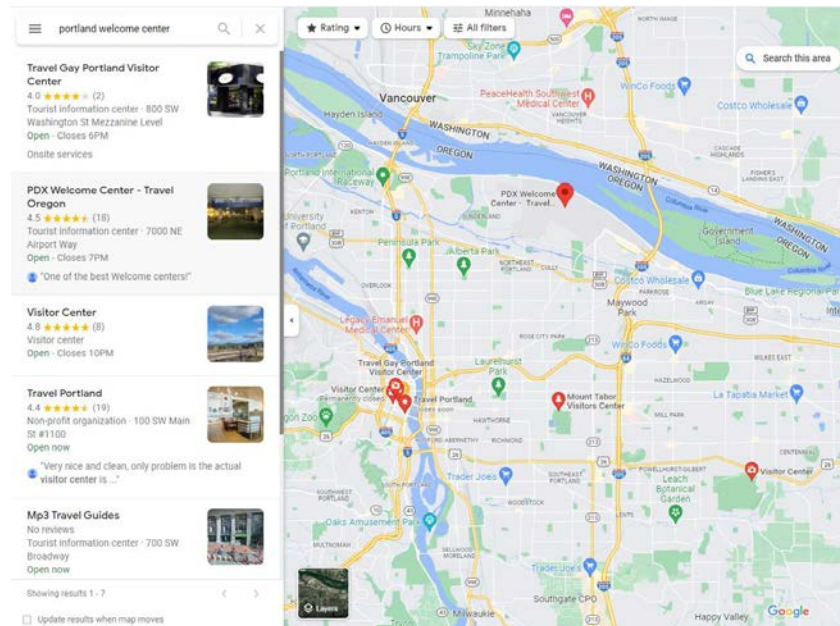
- Claim your business listing(s)
- Add missing information
- Create short description
- Update photos
- Engage with your customers



GOOGLE BUSINESS PROFILE

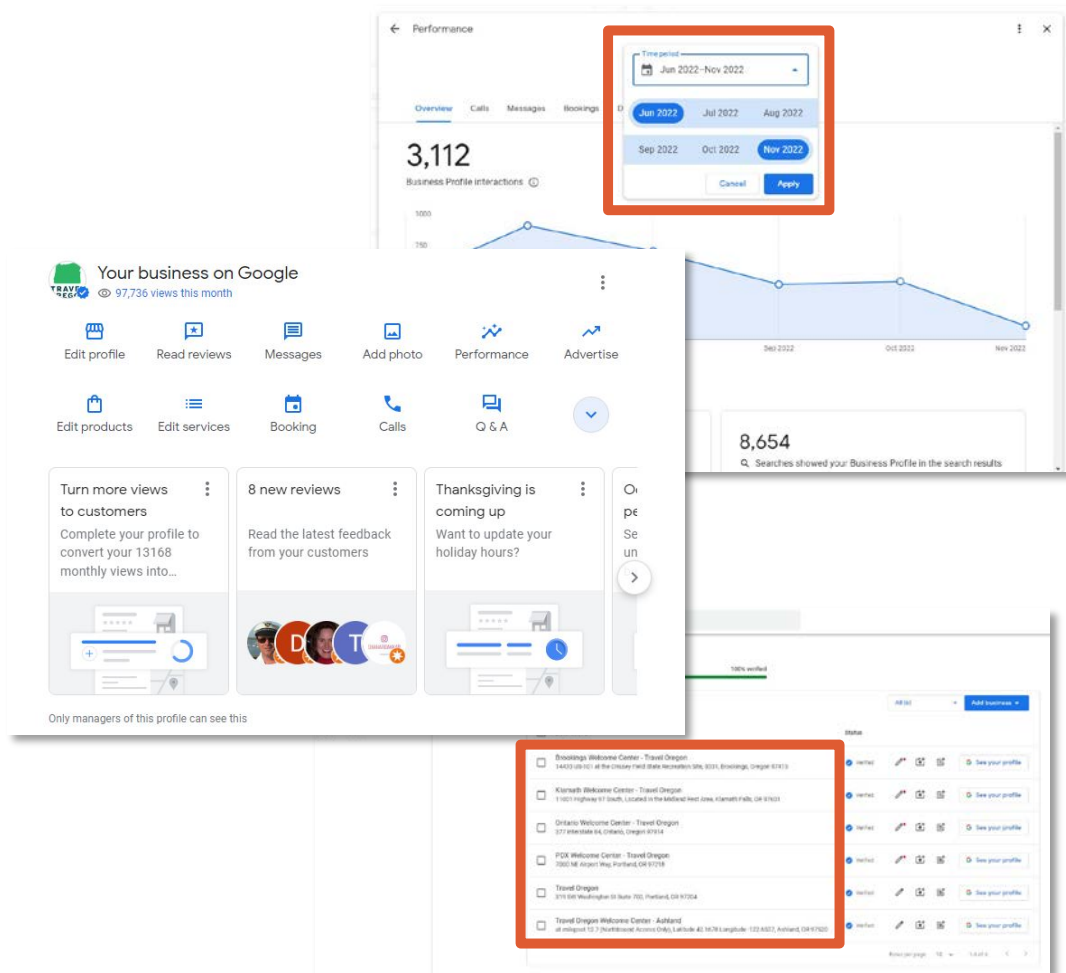


Only managers of this profile can see this



PLATFORM CHALLENGES

- Can get overwhelming quickly
- Multiple location management is challenging
- Insights are limited
- GBP is not connected to other channels



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

-10 vs prev period

+15 vs last year



Phone Calls

19

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 reviews.

Create a New Quick Reply

Write your Quick Reply...

Current Quick Replies

Thank you for your visit and review. It's time to upload new images!

Good afternoon, Cecilia

You've been a member since April, 2021. You have saved 0.45 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 35 new customer reviews awaiting your response.
- 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 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
3. Learn more:
industry.traveloregon.com/locl
4. Questions / feedback:
integrated@traveloregon.com





SANDOZ FARM

USDA Beef & Pork, Vegetables, Fruit & Canned Goods

*Dill
Pickles*

Ingredients: cucumbers, vinegar, water, salt,
garlic, dill, spices

Best after: **8-19-18** Best by: **7-19-19**

Net Wt. 15oz. (425g)
The Dalles, OR 97058 www.sandozfarm.com

THANK YOU

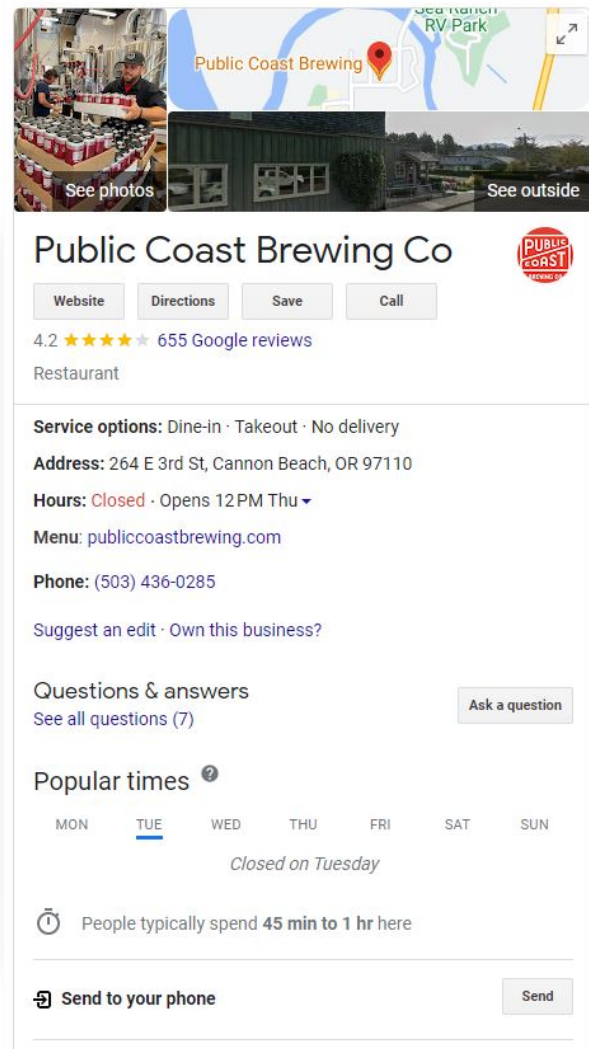
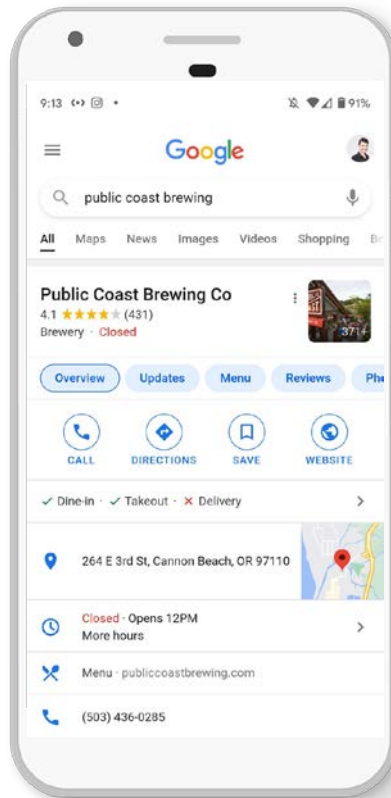
A photograph of a dirt path winding through a dense forest. The path is made of reddish-brown soil and is flanked by lush green ferns and other foliage. Tall trees with dark trunks are visible in the background, and the overall scene is very green and vibrant. The word "APPENDIX" is overlaid in white, bold, sans-serif capital letters in the center of the image.

APPENDIX

GOOGLE YOUR BUSINESS

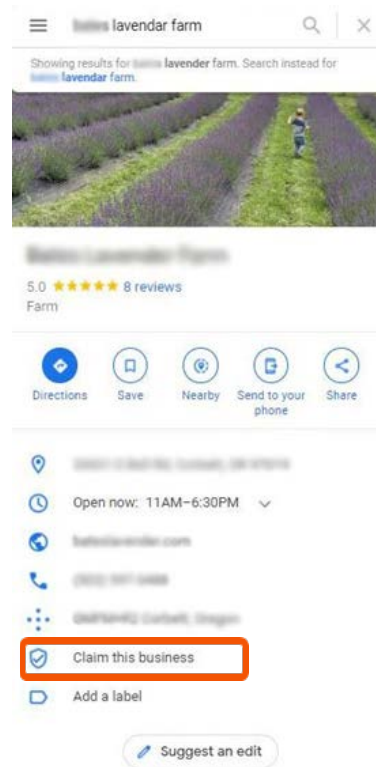
HOW DOES YOUR LISTING APPEAR?

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.



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



CHECK YOUR VERIFICATION STATUS

1. Make sure you're signed into your Google Account.
 2. Go to the Google apps menu.
 3. Click the Business Profile icon.
 4. You can see which of your businesses have been Verified by Google in the Status column.
- You can also use Google's Verification tool [here](#).

Note: you'll be prompted to sign into Google and can only view one business verification status at a time.

Create group 6 businesses 100% verified

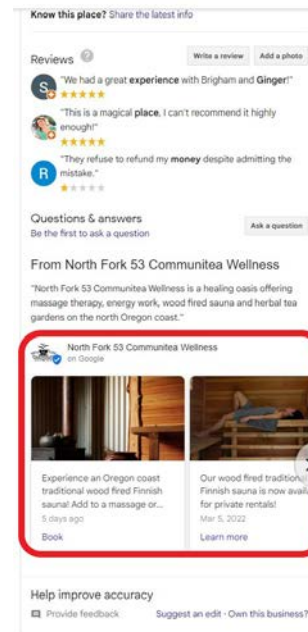
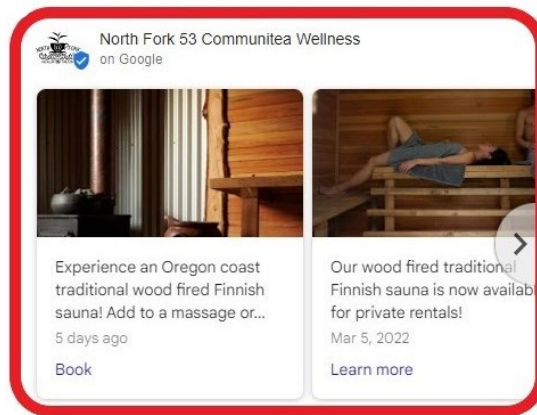
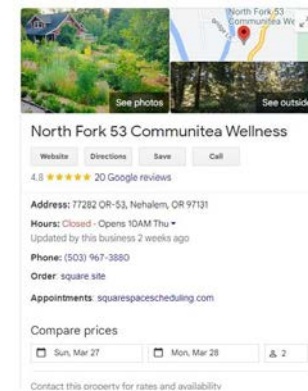
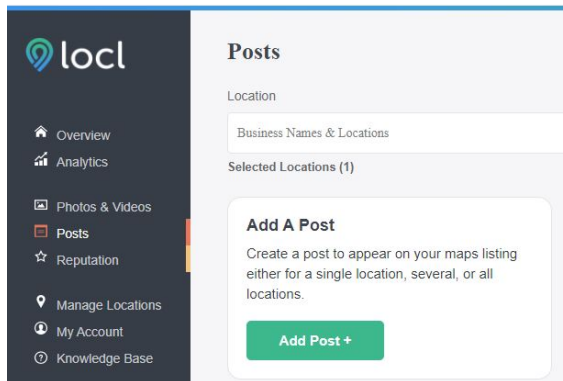
Businesses				All (6)	Add business
<input type="checkbox"/> Business			Status		
<input type="checkbox"/> Brookings Welcome Center - Travel Oregon 14433 US-101 at the Crissey Field State Recreation Site, Brookings, Oregon 97415			Verified		See your profile
<input type="checkbox"/> Klamath Welcome Center - Travel Oregon 11001 Highway 97 South, Located in the Midland Rest Area, Klamath Falls, OR 97601			Verified		See your profile
<input type="checkbox"/> Ontario Welcome Center - Travel Oregon 377 Interstate 84, Ontario, Oregon 97914			Verified		See your profile
<input type="checkbox"/> PDX Welcome Center - Travel Oregon 7000 NE Airport Way, Portland, OR 97218			Verified		See your profile
<input type="checkbox"/> Travel Oregon 319 SW Washington St Suite 700, Portland, OR 97204			Verified		See your profile
<input type="checkbox"/> Travel Oregon Welcome Center - Ashland at milepost 12.7 (Northbound Access Only), Latitude 42.1678 Longitude -122.6527, Ashland, OR 97520			Verified		See your profile

Rows per page: 10 1-6 of 6

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





SOURCES/ END NOTES

1. [Search Engine Market Share \(January 2023\), 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