

LOCAL FUNDAMENTALS: TOUR OPERATORS, GUIDES, CHARTERS & OUTFITTERS



TRAVEL
OREGON

3.22.2023

Photo: Dylan VanWeelden



Alexa Darrow

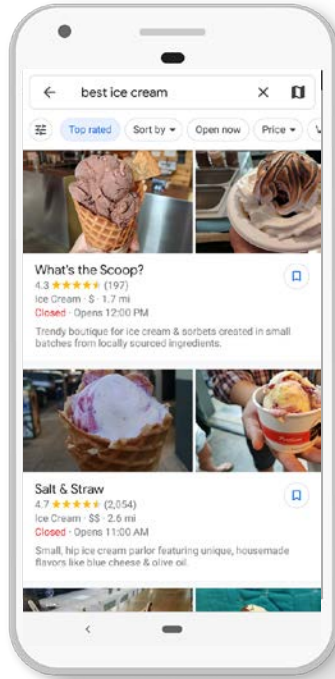
Director of Customer Success



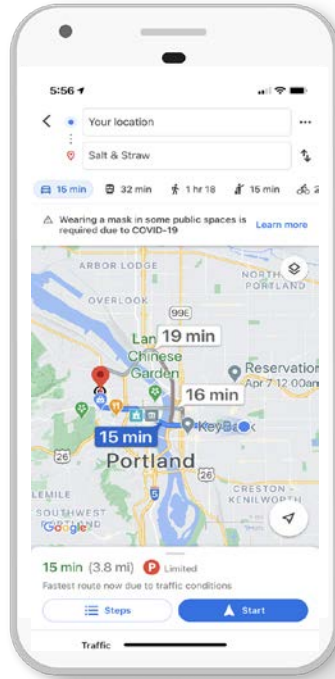


Nearly *half* of
these searches
are *local* in nature.²

VISITOR INTERACTION



Search / Decision



Directions / Contact

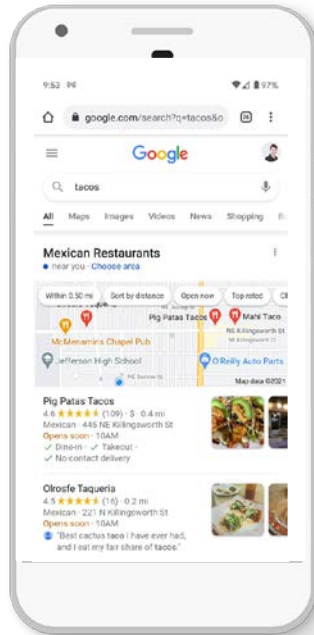
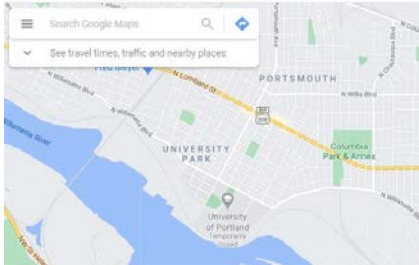


Visit / Purchase



Google Search

I'm Feeling Lucky



Rating - Cuisine - Price - Hours -

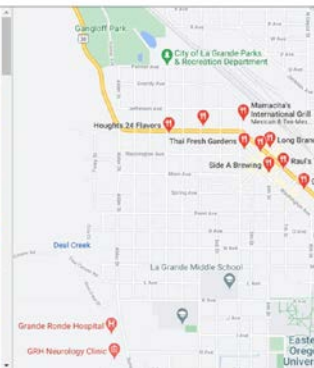
Ya Ya Nnâ's
4.9 ★★★★★ (291) \$5 - Restaurant
203 N Willow St
"Outdoor tables or takeout only but the food is great!"

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?

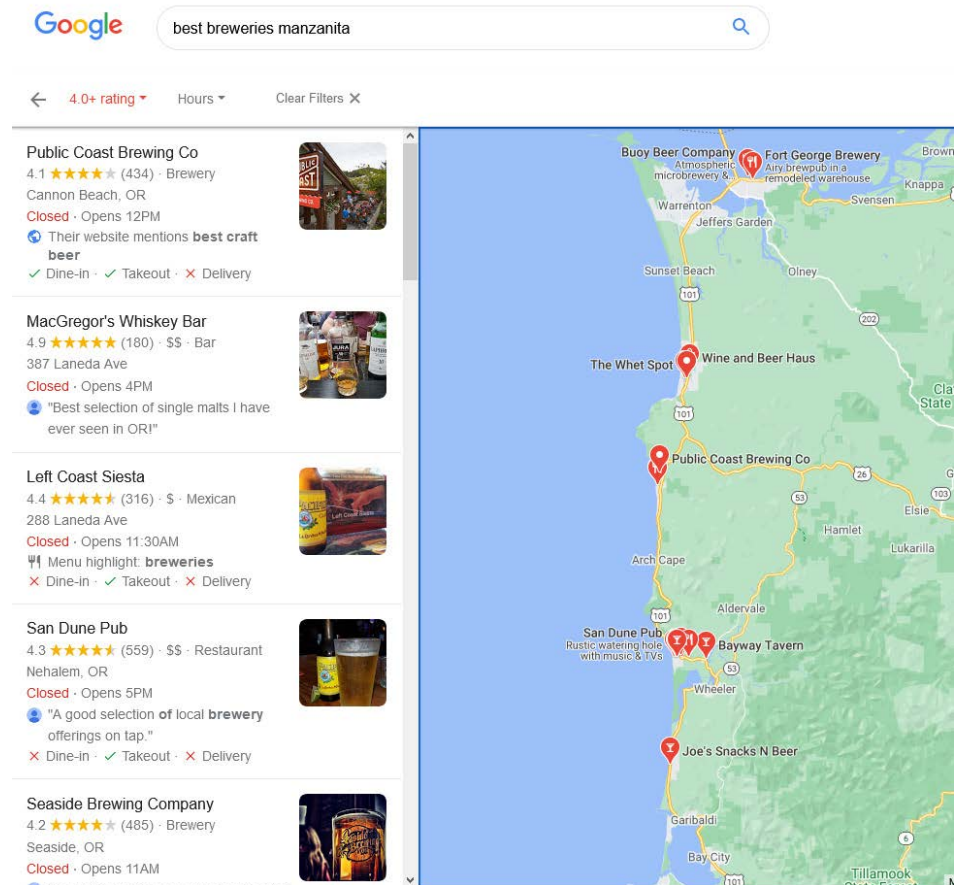
Know this place? Share the latest info

Products View all

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

GOOGLE BUSINESS PROFILE

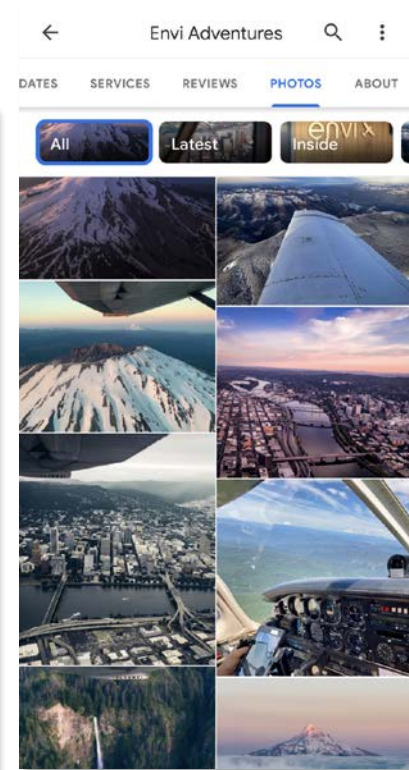
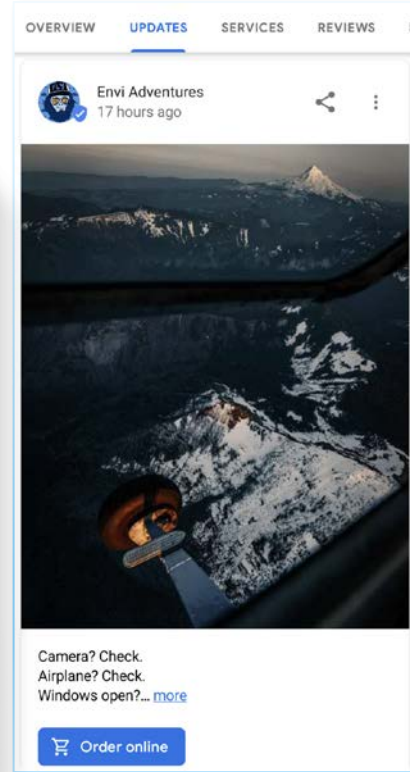
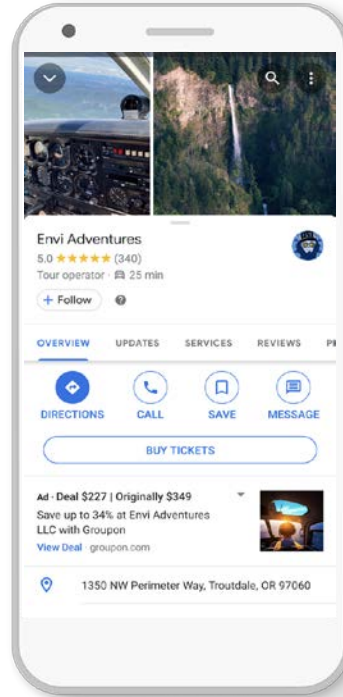
- GBP is the largest source of organic search exposure for businesses online.³
- GBP profiles are a significant signal ranking in Google.³
- Google has shifted from search to answer engine⁴
- GBP is a top driver for zero-click searches.⁵



ACCURATE & COMPELLING

UP-TO-DATE LISTINGS ARE:

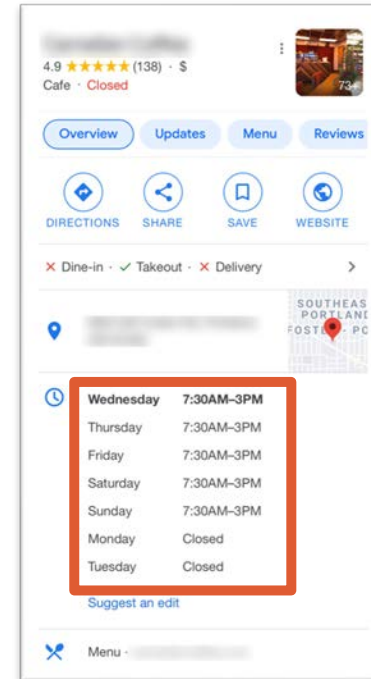
- 2.7 times more likely to be considered reputable
- 70% more likely to attract location visits
- 50% more likely to lead to a purchase⁶



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

Your business on Google
97,736 views this month

- Edit profile
- Read reviews
- Messages
- Add photo
- Performance
- Advertise
- Edit products
- Edit services
- Booking
- Calls
- Q & A

Turn more views to customers
Complete your profile to convert your 13168 monthly views into...

8 new reviews
Read the latest feedback from your customers

Thanksgiving is coming up
Want to update your holiday hours?

Open

See un

Only managers of this profile can see this



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

PLATFORM CHALLENGES

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

Performance

Time period: Jun 2022 - Nov 2022

Overview Calls Messages Bookings

3,112 Business Profile interactions

1000
750

Jun 2022 Jul 2022 Aug 2022
Sep 2022 Oct 2022 Nov 2022

Cancel Apply

8,654 Searches showed your Business Profile in the search results

Your business on Google 97,736 views this month

Edit profile Read reviews Messages Add photo Performance Advertise

Edit products Edit services Booking Calls Q & A

Turn more views to customers Complete your profile to convert your 13168 monthly views into...

8 new reviews Read the latest feedback from your customers

Thanksgiving is coming up Want to update your holiday hours?

Only managers of this profile can see this

Brookings Welcome Center - Travel Oregon 14433 US-101 at the Clatsop Mall State Recreation Site, Brookings, Oregon 97513

Klamath Welcome Center - Travel Oregon 1001 Highway 17 South, Located in the Medical West Area, Klamath Falls, OR 97603

Orebank Welcome Center - Travel Oregon 277 8th Street SE, Orebank, Oregon 97534

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

Travel Oregon 875 NE Washington St Suite 700, Portland, OR 97204

Travel Oregon Welcome Center - Astoria at Highway 101 Southbound across I-5, Astoria, OR 97103

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

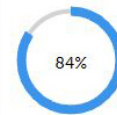
19

-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 took the 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
3. Learn more:
industry.traveloregon.com/locl
4. Questions / feedback:
integrated@traveloregon.com





Photo: Jani Kabana

THANK YOU

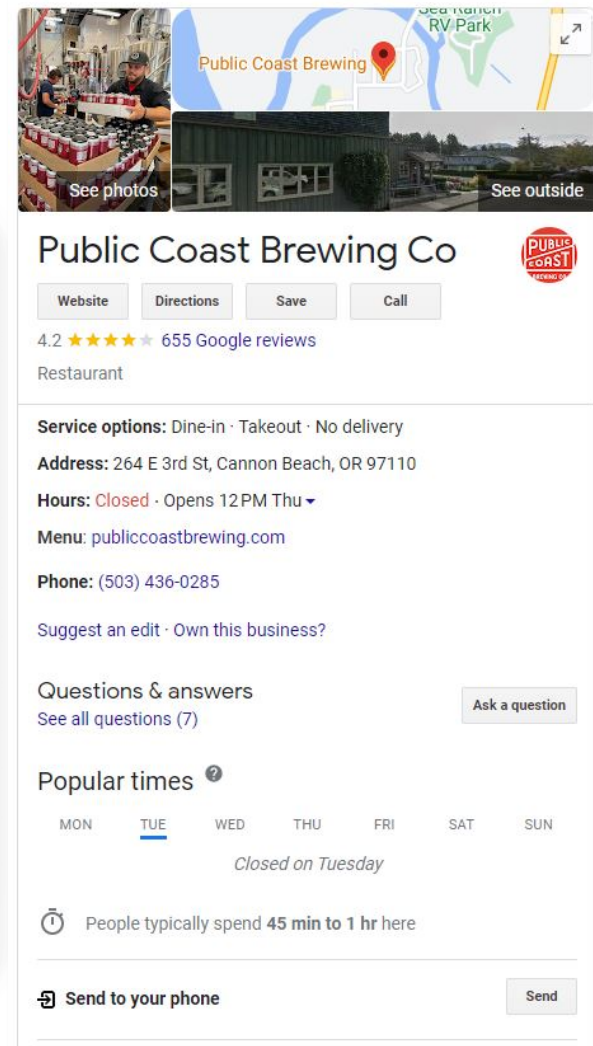
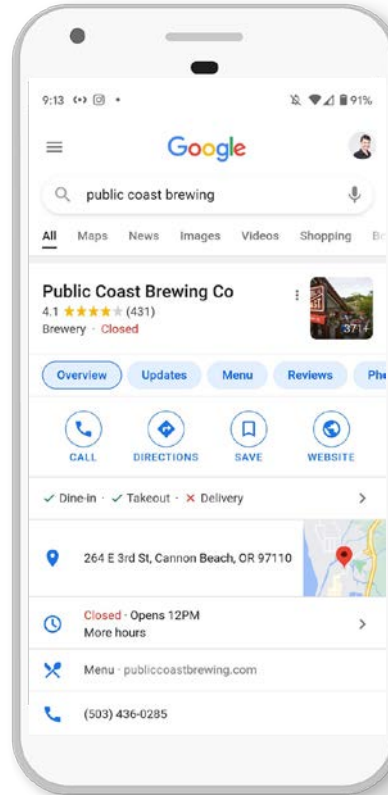
A dirt path winds through a dense, lush green forest. The path is composed of reddish-brown soil and is flanked by vibrant green ferns and other foliage. Tall trees with dark trunks and dense canopies surround the path, creating a sense of depth and tranquility. The lighting is soft, highlighting the various shades of green in the vegetation.

APPENDIX

GOOGLE YOUR BUSINESS

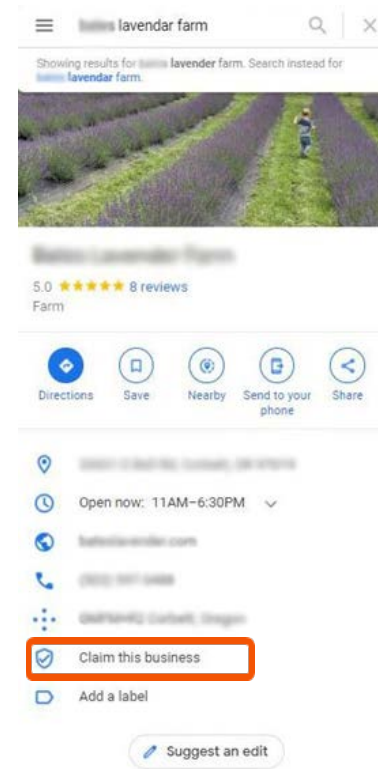
HOW DOES YOUR LISTING APPEAR?

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

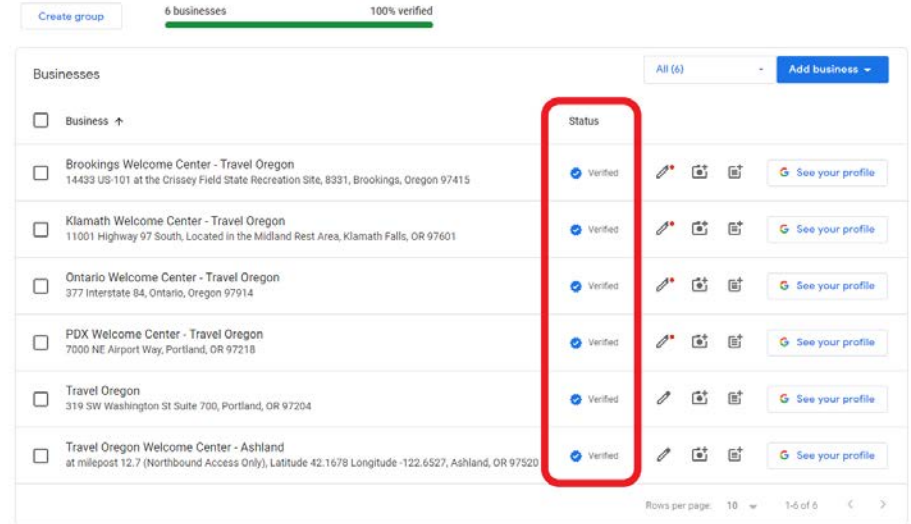


For information on how to add your business through Google Maps, click [here](#).

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.



The screenshot displays the Google Business Profile dashboard. At the top, it shows '6 businesses' and '100% verified' with a green progress bar. Below this is a table of businesses. A red box highlights the 'Status' column, which contains a blue checkmark and the word 'Verified' for every business listed. Each row also includes a 'See your profile' button and icons for editing, adding photos, and adding products.

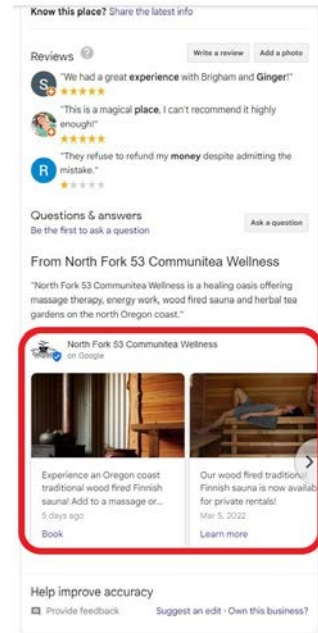
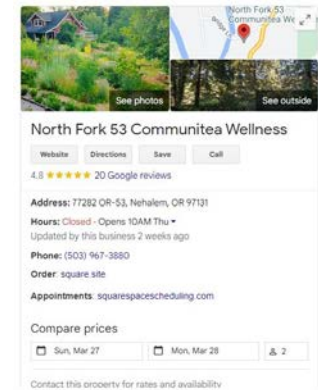
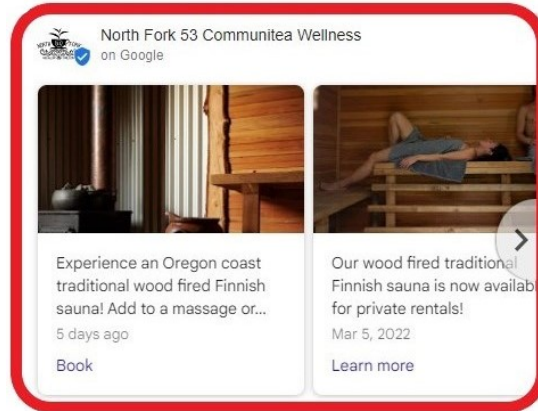
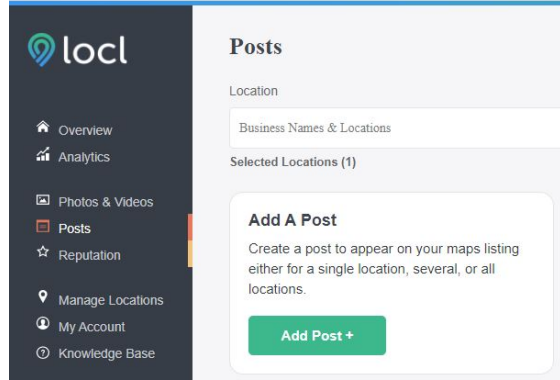
| Businesses | | All (6) | Add business |
|--------------------------|--|----------|----------------------------------|
| <input type="checkbox"/> | Business ↑ | Status | |
| <input type="checkbox"/> | Brookings Welcome Center - Travel Oregon 14433 US-101 at the Crissey Field State Recreation Site, Brookings, 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](#)