

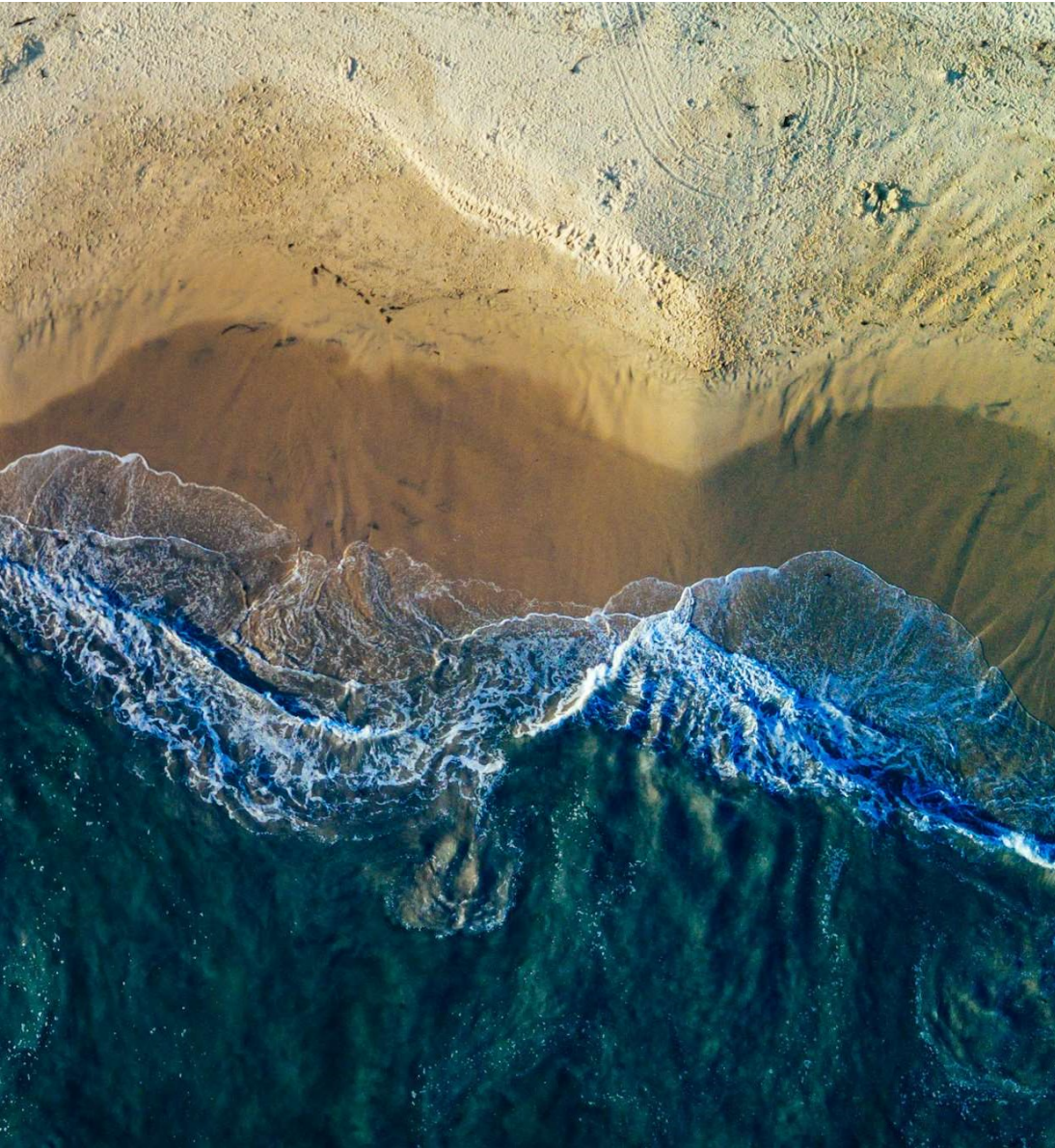


TRAVEL OREGON

CHANGING LANDSCAPE OF SEARCH & AI

APRIL 2025

SHIFTING TIDES



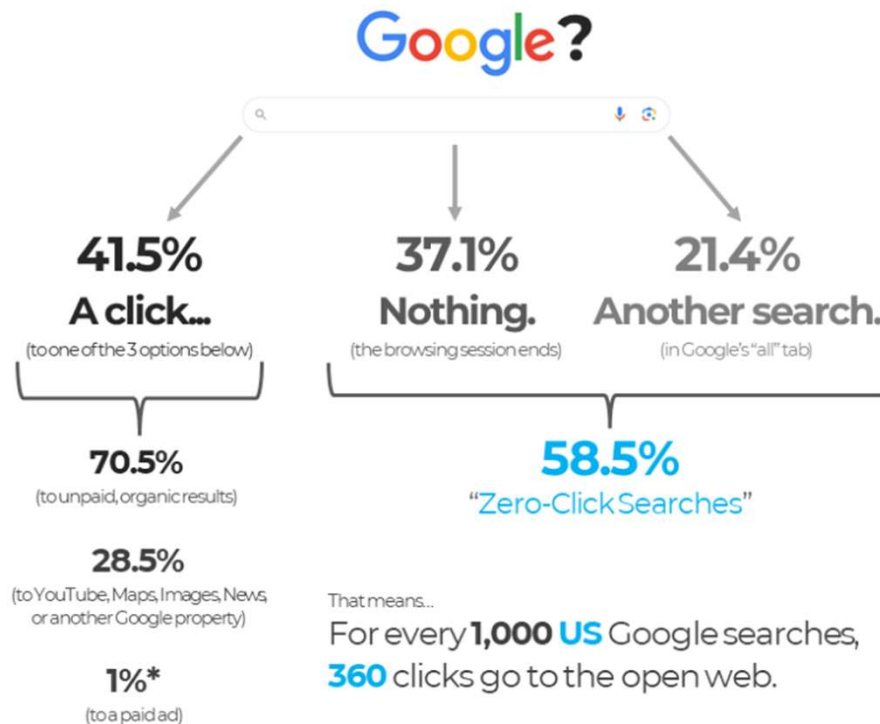
SHIFTING TIDES

- Zero-Click searches
- AI, AI overviews and AI agents
- Changing search behavior

ZERO-CLICK SEARCHES

Zero Click Search happens when you find the answer directly in search results without clicking to a website.

In 2024, what happens after **Americans** search



* Use of ad blockers may impact paid CTR calculations

Source: clickstream panel provided by  **Datos**
A Sennesh Company

Assembled & analyzed by  **SparkToro**

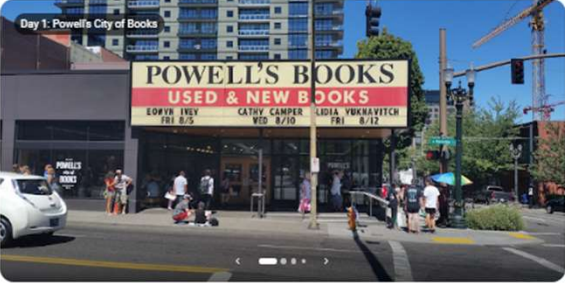
Google 3-days in portland

All Videos Images News Short videos Forums Shopping More Tools

AI Overview

Explore Portland's diverse cultural scene, immersing yourself in its iconic bookstore, art collections, and serene natural landscapes.

Day 1: Powell's City of Books



Day 1

Morning Lose yourself in the vast, iconic aisles of Powell's City of Books, a bibliophile's paradise offering a diverse selection of new and used volumes.

Afternoon Discover a broad spectrum of art at the Portland Art Museum, featuring a dedicated focus on Northwest and Native American collections, alongside a modern and contemporary art wing.

Evening Sample the vibrant food cart scene at Hawthorne Asylum Food Cart Pod, a hub for diverse culinary experiences.



Powell's City of Books

4.9 ★ (35K)

Book store



Portland Art Museum

4.6 ★ (5.8K)

Art museum



Hawthorne Asylum Food Cart Pod

4.7 ★ (587)

Food court

Portland Art Museum - Travel Oregon

The museum enters 2024 with a dynamic slate of exhibitions. From future-forward sneaker design to Impressionist masters...

traveloregon.com

How to Enjoy Downtown Portland's Arts and Culture Scene Again ...

From contemporary art to street art, theater to bars and nightlife, downtown is the creative hub of the city — and local...

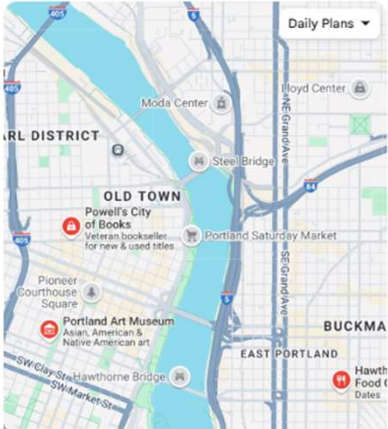
traveloregon.com

Portland Art Museum - Wikipedia

The museum's permanent collection has over 42,000 works of art. PAM features a center for Native American art, a center fo...

en.wikipedia.org

Show all



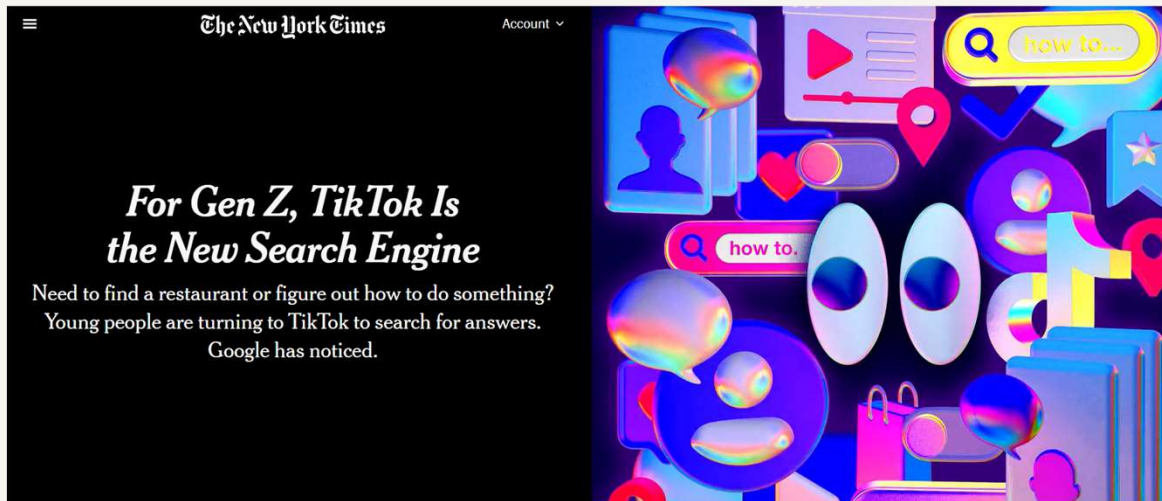
AI OVERVIEWS & AI AGENTS

- The screen real estate devoted to answering keeps increasing.
- Between March 1 -16 this year, this real estate has grown by 40%
- Impact – we need to rethink our KPIs from clicks to influence.

AI OVERVIEWS & AI AGENTS



LIFE BEYOND GOOGLE



Googling Is for Old People. That's a Problem for Google.

And it's not just demographics that are weighing on the search giant. Its core business is under siege from pressures that threaten to dismantle its ecosystem of search dominance and digital advertising.



By [Christopher Mims](#) [Follow](#)

Nov. 29, 2024 9:00 pm ET



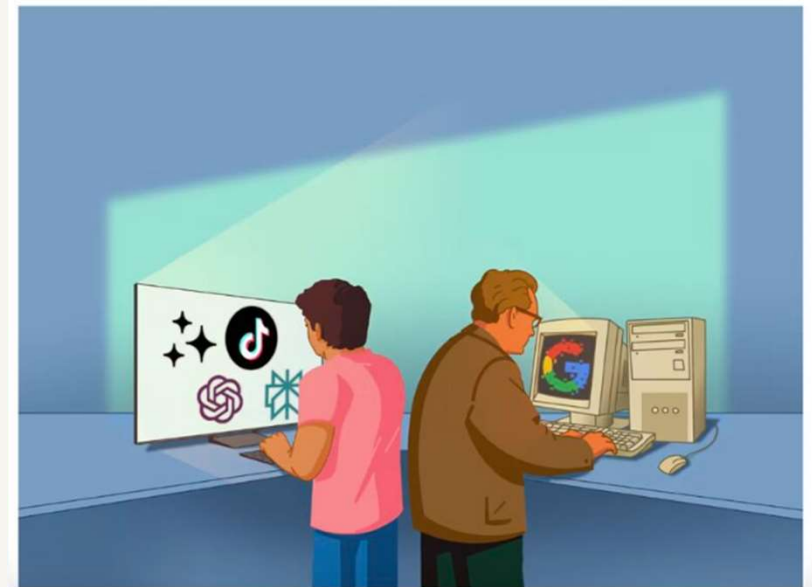
596



Gift unlocked article



Listen (7 min)





ADJUSTING IN THE NEAR TERM

- Diversify traffic-driving campaigns.
- Stay competitive in Paid Search.
- Test new campaign goals to drive additional traffic from videos.
- Adjust conversion paths for goals beyond website, e.g. email subscribers, guide or brochure orders, etc.

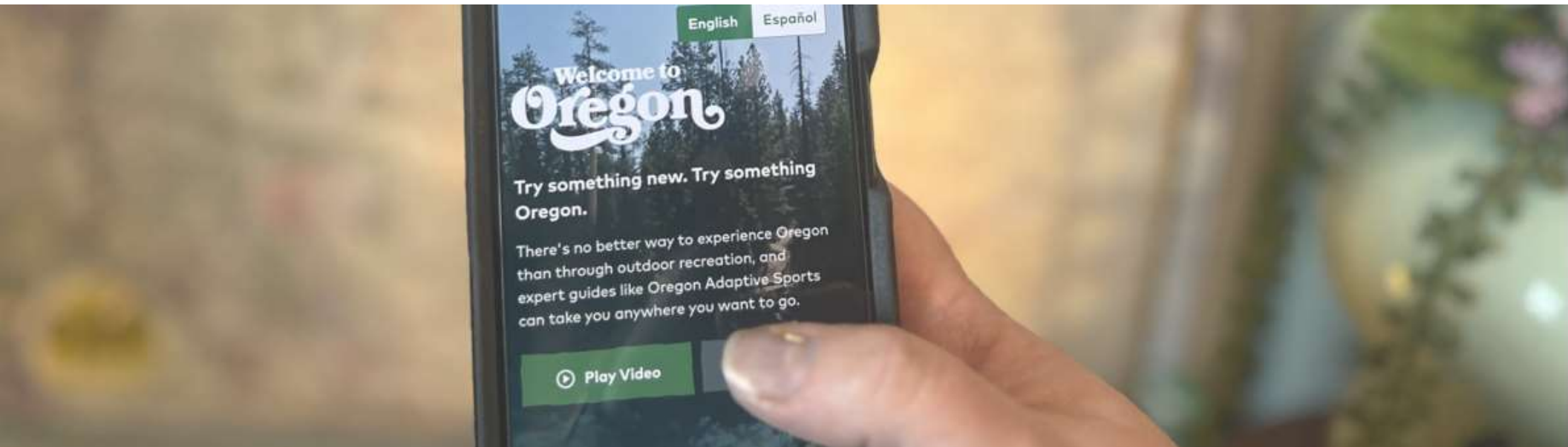
BACKFILLING ORGANIC SEARCH

Travel has been affected by AI results in Search more than other verticals recently, with site links pushed further and further down the page.

Paid campaign traffic ideas to backfill:

- Paid Search captures a portion of lost Organic Search traffic
- Native ads drive traffic from articles and homepages
- Extend flights for campaign content in traffic-driving channels





LONG-TERM WORK

- Website Optimization
- Search/AI Optimization
- Design improvements
- Site navigation

BUILDING TRUST (E-E-A-T)

Google prioritizes quality content that demonstrates credibility through:

- **Experience** – our content creators have first-hand knowledge.
- **Expertise** — trip ideas have bios with author credentials.
- **Authority** — consistent publishing and mentions from respected media
- **Trust** — Our long history, transparency and reputation make us a trusted source.



SEARCH ENGINE OPTIMIZATION

In addition to content, we're working behind-the-scenes to improve organic search by:

- Improving site speed. (Decreased image sizes and optimized fonts led to a 5% speed improvement.)
- Fixing broken links
- Adding descriptions to all images
- Updating structured data
- Working with a consultant to identify more opportunities

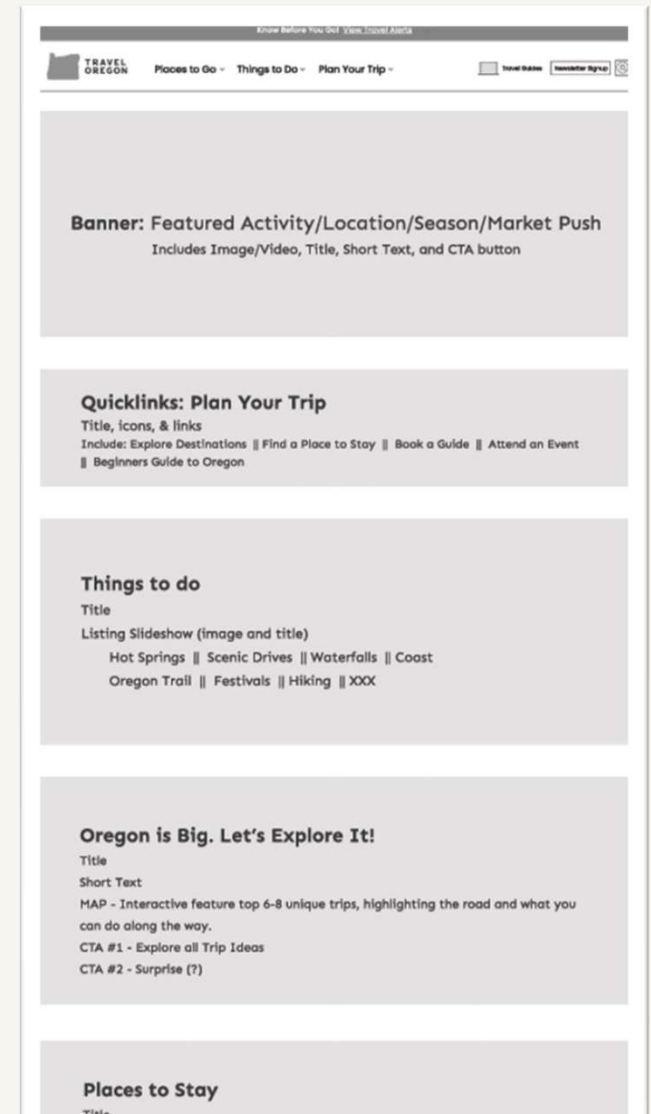


Impact:
Sessions that included a view of a city page were up 2.85% in the first month after launch.

HOMEPAGE REFRESH

Data-driven design enhancements will highlight scannable content sections that relate to what online searchers seek most:

- Clearer calls to action
- Feature Oregon's unique qualities
- Spotlight must-see places
- Promote all four seasons





Places to Go ▾ Things to Do ▾ Plan Your Trip ▴ Where to Stay ▾

Travel Guides

Newsletter Sign up



BOOK

Guides & Tours
Transportation
Museum Passes
Performing Arts
Tickets
Sporting Events

TYPES OF TRAVEL

Accessible
International Visitors
Kid-Friendly
Pet-Friendly
Road Trips
Sustainable

PLAN AHEAD

Oregon Travel 101
Packing List
Travel Alerts
Travel Guides
Weather
Welcome Centers

COMMUNITIES

LGBTQ+
Asian
Black
Latino

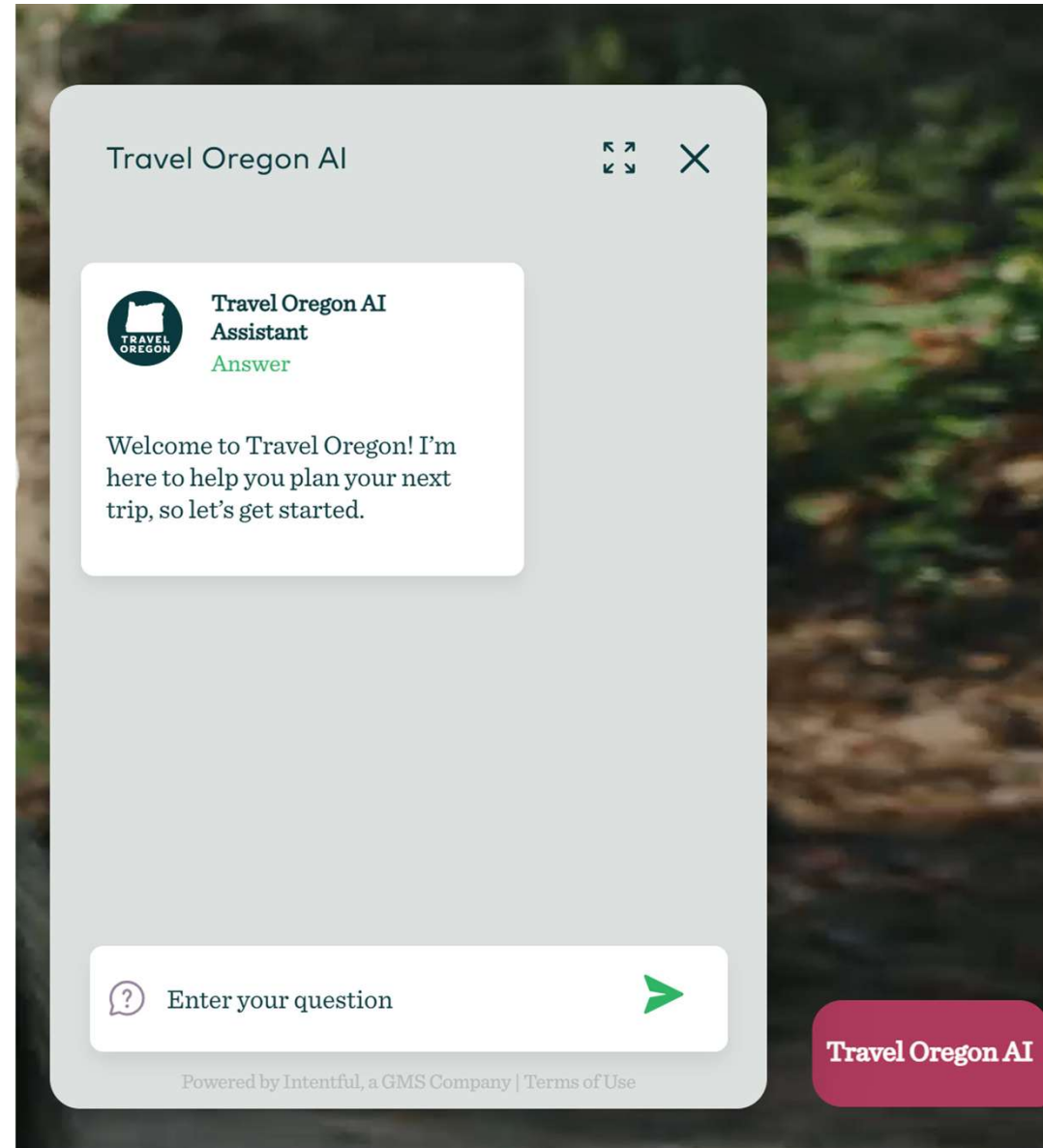
DROP-DOWN MENU

- Allows users to see what content is available, leading to more time on site, better engagement and lower bounce rates
- Helps search engines and bot crawlers understand the site's hierarchy
- Improves accessibility (users can tab through menu) and is more mobile-friendly

AI CHATBOT

TRAVEL PLANNING

- Feb. '25: Launched AI-powered Chatbot
- Goal is to increase engagement and gain insights
- 2,000+ questions; top categories are: General planning, destination specific, the outdoors and food + drink questions
- Chatbot users are highly engaged: spending 2:45 mins longer on site and viewing 52% more pages per session

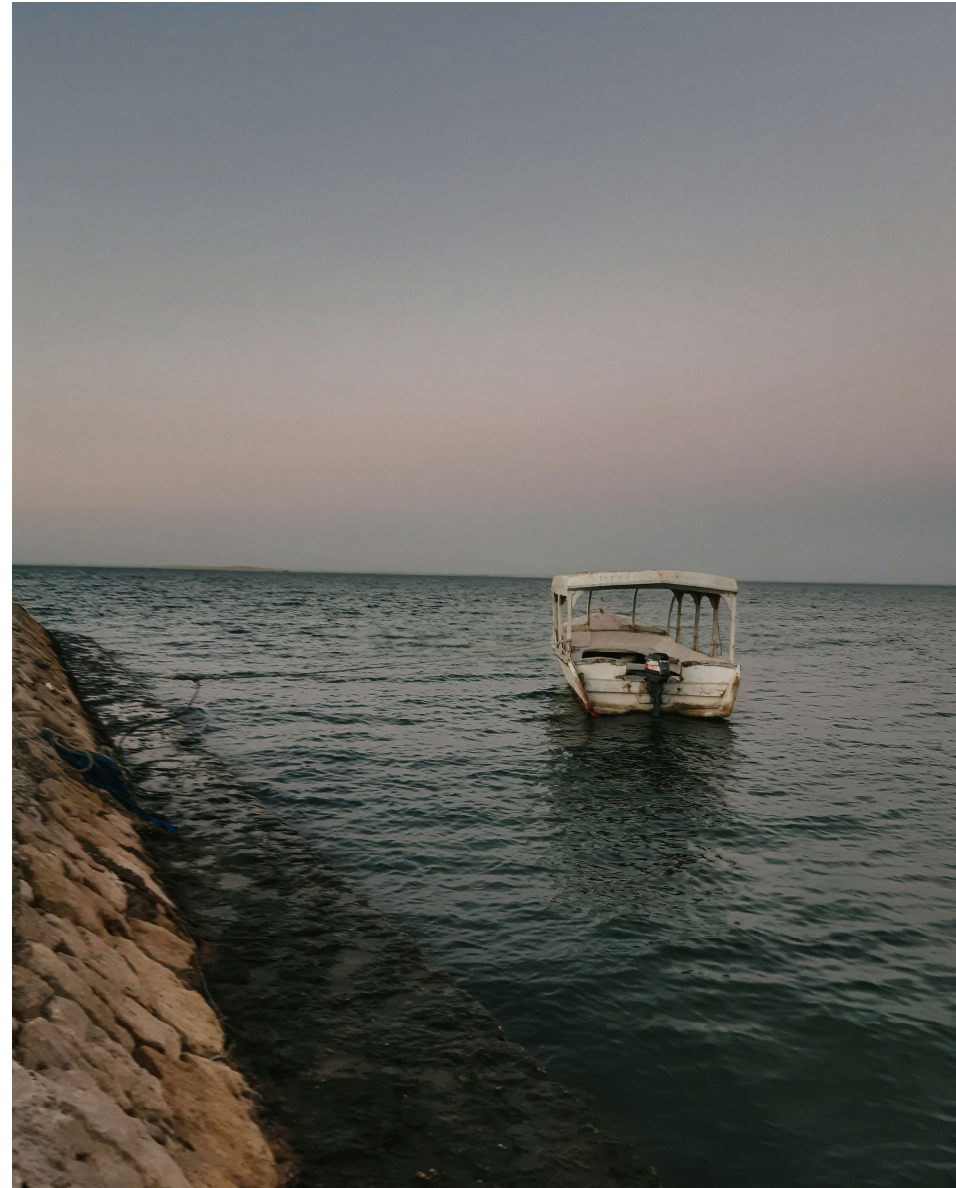


RISING TIDES LIFT ALL BOATS

The good news is that optimization efforts benefit all parties — they improve user experience, our rank in search and our ability to be a credible source for bots.

Moving forward we will:

- Stay adaptable to changing technologies
- Listen to our audience's needs
- Refer traffic via other platforms, including social media and paid advertising





Thank you