

GOOGLE DESTINATION CONTENT PROGRAM

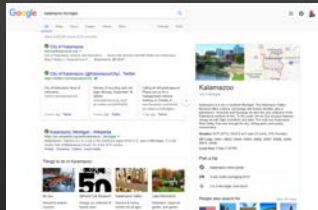


Program Introduction

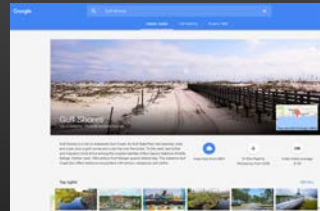


February 2018

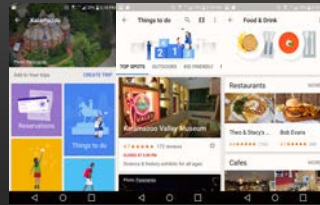
Gulf Shores & Orange Beach Tourism is participating in a program with Google and Miles to improve how your market appears within Google.



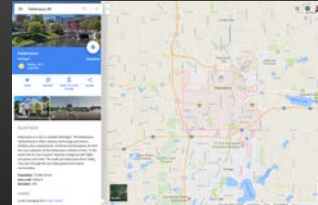
SEARCH



TRAVEL GUIDES



TRIPS APP



MAPS



YOUTUBE



Destin

Help travelers **decide**
where to go by providing
complete, accurate and
quality information
about the **destination**.



Liam's I-want-to-get-away moments included over 7,000 digital travel touchpoints* over 4 months.



534
Google Searches



1,400
Images (Including Google Street View, Maps, and other image views)

Types of sites visited:



49% Online travel agency (OTA)



3% Transportation



20% Maps



2% Air



12% Metasearch travel sites



2% Accommodation



8% Searches



2% Social

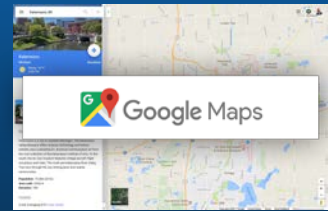
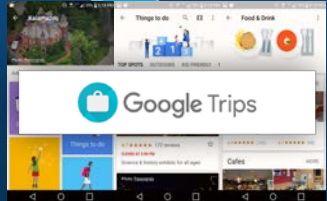
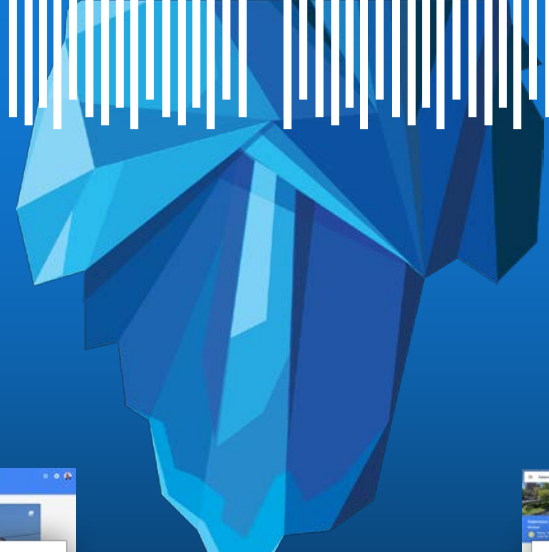
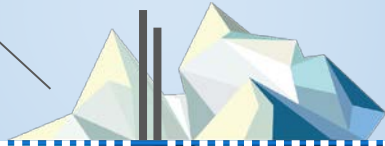
*Touchpoints = searches, website visits, video views, clicks

think with Google

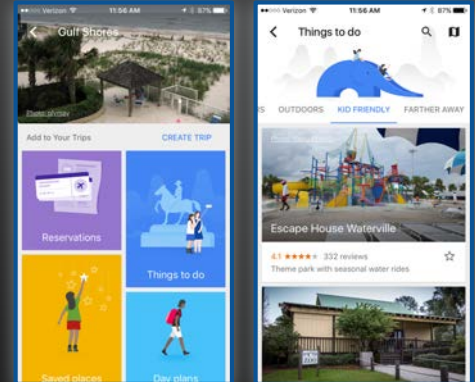
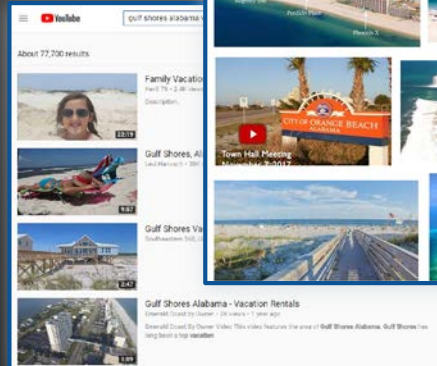
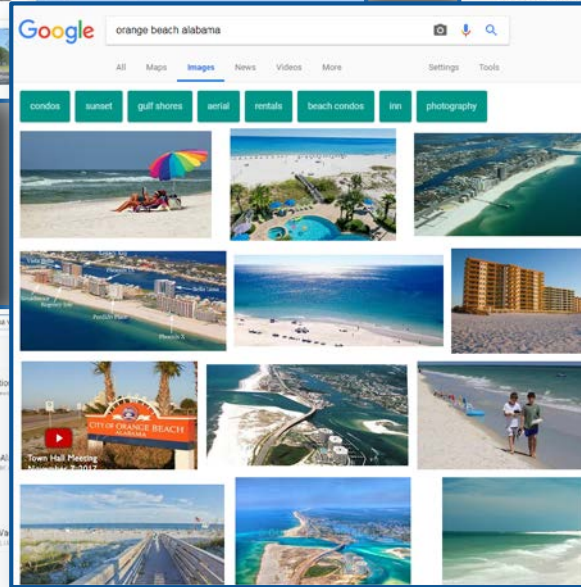
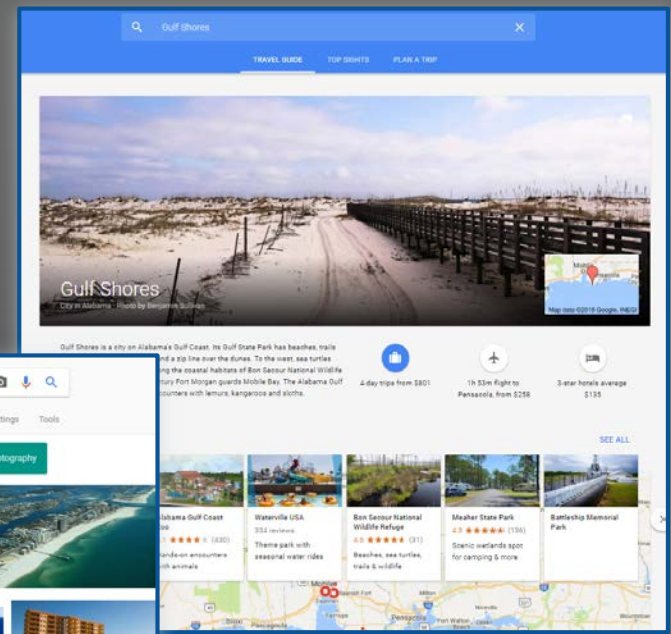
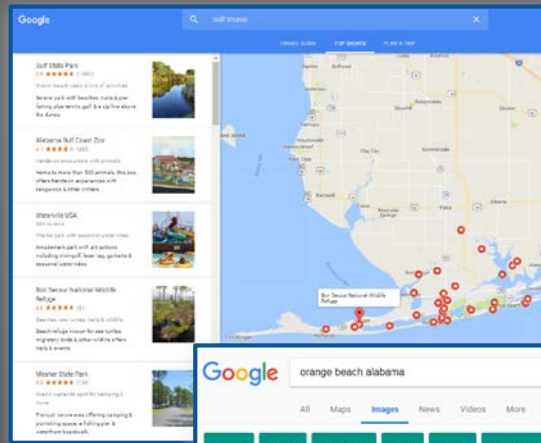
DMO Website and
Owned Channels



DMO Website and Owned Channels



Discover and document what your destination looks like in this ecosystem.



Update, influence or impact these products

Submitting CVB assets, suggesting content edits & flagging errors

Hero Image: Sourced from Panoramio > Wikipedia > web. Preferences high saturation and broad luminosity range.

Top Sights: Programmatically selected from limited category options.

Business Details: Google My Business interface or “suggest an edit” functions.

Videos: YouTube channel influenced, age, positive votes and video quality influence ranking.

Photo Gallery: Uploaded by owner or local guides, used in maps, travel guides and trips. Sorted by popularity.

Business Profile Data:

- Location: Bend, OR 97707
- Website: fs.usda.gov
- Phone: (541) 383-5300
- Open now: 9AM-4PM
- Claim this business
- Suggest an edit
- Add a label

Popular times: Tuesdays

Time	Popularity
9a	Low
12p	High
3p	High
6p	Low
9p	Low

Top Sights List:

- Mount Bachelor ski area: 4.6 ★★★★★ (320), 3,683-acre ski area with 10 lifts
- High Desert Museum: 4.7 ★★★★★ (298), Natural & cultural history exhibits
- Lava River Cave: 4.6 ★★★★★ (72), Tours of a cave in a mile-long lava tube
- Tumalo State Park: 4.6 ★★★★★ (136), Riverfront campground & swimming area
- Drake Park: 4.7 ★★★★★ (247), Riverfront parkland for owls & picnics

Photo Gallery: 187+ Photos

Google Content Program: Work Plan

Discover The Palm Beaches

Patrick Rodden
Content Director
904-867-8213
Patrick.Rodden@google.com

Detailed work plan to improve the quality and accuracy of information about the destination.

Content Opportunities

New Points of Interest

It appears that there are opportunities to create new points of interest within Google My Business that could be reviewed and merged by the GMS. Some additional opportunities may exist to improve what existing points of interest that are of higher quality than current content.

Lake Worth Pier - A search for this keyword returns a single and 1 search result. It does appear to have a location in Maps, but it may not reflect current photos, description, or content. Content could be added via Maps and a new listing could be created in GMS with additional content.

Orlando World Visitors Center - This listing in Top Sights is currently a geographic feature (GMS) however, the content provided has relatively low value for visitors. It may be worth experimenting with adding a GMS listing to this location and experimenting content for a missing feature. At this point, Mike has not seen whether that would represent the current Wikipedia information in Top Sights, but it could be a valuable approach that could allow for greater control over high-quality focused content within Google products.

Pond of Palm Beach - This location is currently a geographic feature (GMS) within Top Sights for Palm Beach. It may be very valuable to visitors for this location. There is a possibility that adding a GMS listing for the location would be an opportunity to improve the current content. It's not out of the question to see how the location to Google as being introduced in Top Sights. Some additional work in the information presented may also be added via Wikipedia entry, which could allow for improving photos and other information.

High-Value Points of Interest

South Avenue Shopping District - There are currently two different listings available in My Business. The one that is currently featured in Top Sights is a geographic feature (GMS) and has relatively low informational value for visitors. However, there is a separate GMS listing that is currently unpublished. Mike recommends checking that listing and improving its content in an effort to replace the listing that is currently featured in Top Sights. This would be done through the Traveler Interface App.

Overview

This document is a companion to the Baseline Report and Top Sights Audit that were completed by Mike as part of the first phase of the Google Content Program for Discover The Palm Beaches. These documents provide a snapshot of the destination's appearance across a range of travel-focused Google products, including Destination Travel Guide, the Tips App, Maps and more. This document provides an outline of potential action items to improve the quality and completeness of destination information, including photography content and local business information.

One goal of the program, post-evaluation, is to assist the DMO with obtaining Level 5 Local Guide status for a specified CVB-owned account. By increasing the DMO's Local Guide status, there are unique opportunities to organize meetings with other Local Guides in the immediate area, contribute short videos to specific locations on Google Maps, and to track measurable results of content improvement efforts within Google's ecosystem.

Producing measurable results of efforts is a benefit of this program's approach, but it remains an evolving statement of this pilot program with Google. Mike has tested several approaches to producing results and reporting on them, but this is something that will vary much in development. With that in mind, while we've attempted to outline and prioritize where we feel there are significant opportunities with Google products, it would be worth discussing that other efforts will produce the results that are most important to the DMO.

There are a number of business that are featured in Top Sights that have not been verified. By working with their business to verify the location in the Traveler Interface app, it could help improve the rank of the location within Top Sights (there is some correlation between verification and higher rank in Top Sights). By increasing the number of Managed Places in the GMS after they have been verified, it will be possible to improve the GMS ranking available in the GMS and help with content management and information.

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Unclaimed Public Spaces

One of the largest opportunities for the DMO from a results standpoint would be to claim the large number of public spaces and other areas that are currently not owned or actively managed. By claiming these locations and keeping content, there is an opportunity to regularly increase your local guide level within Google, increase your on-map or represented content and to receive GMS ratings and insights regarding the other users in Maps and other types of interactions by Google product users. The location reviewed the opportunity included the names of Top Sights for Palm Beach, West Palm Beach, and Boca Raton. There are many additional gains throughout the nearby areas that exist.

All Coast Wildlife Management Area - Location in highly ranked within the Travel Guide for Palm Beach. It has a Wikipedia, independent Travel Guide included within the 40 sub-guides in the search as well.

Clearwater Beach Park - Ranks in top 20 spots for Palm Beach Travel Guide.

RD Weaver Park - Located in highly ranked within the Travel Guide for Palm Beach. It has a Wikipedia, independent Travel Guide included within the 40 sub-guides in the search as well.

Howard Park - Located in highly ranked within the Travel Guide for Palm Beach. It has a Wikipedia, independent Travel Guide included within the 40 sub-guides in the search as well.

Cure Park - Located in highly ranked within the Travel Guide for Palm Beach. It has a Wikipedia, independent Travel Guide included within the 40 sub-guides in the search as well.

Google Program Work Plan

- Missing Star Preserve
- Rarible Park
- Loxahatchee Slough Natural Area
- Tarzamer Park
- Saxe Tree Park
- Greenways Freedom Park
- POK National Park
- Loggers Run Park
- Dan Weir Park
- Sandhills Palm Park
- Gulliver Park
- Miller Park
- Inessa Klein Pezard Preserve
- James A. Hubertland Park - Featured in Travel Guide History for Boca Raton
- Sandhill Cove Park
- Sand Pine Park
- Tim Hothelend State Park
- Ocala McMillan Recreational Complex
- West Valley Regional Park
- University Woodlands Park
- Firewoods Park
- Lake Wymore Park

Unclaimed Attractions

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Unclaimed Businesses

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Top Sights Locations with Incomplete Photos

These locations are featured in Top Sights listings in Google's Travel Guide product, but are identified as having no photos or otherwise low-quality photos. These locations represent a strong opportunity to generate results for photo views because of the lack of photography currently available. In addition to adding photos to these locations, it would also be beneficial to spend some time figuring out viable photos that are associated with locations currently in products such as Maps.

- John G. MacArthur Beach State Park
- Mirco Botanical Garden
- US Coast Wildlife Management Area
- Republic Water Park
- John Prince Memorial Park
- Clearwater Beach Park
- Historical Society of Palm Beach
- Lake Loyal Park
- Palm Beach Maritime Museum
- South Beach Park
- West Palm Beach Park
- Sandhills Palm Park
- POK National Park
- Gulliver Park
- Miller Park
- Inessa Klein Pezard Preserve
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Video Content

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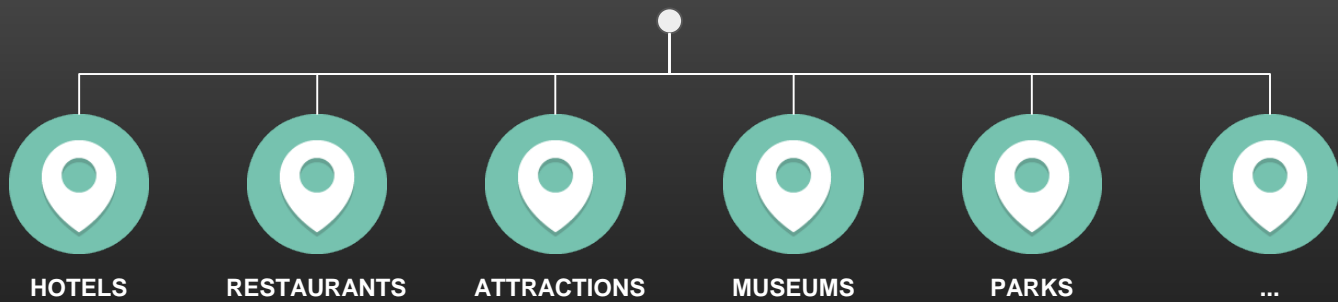
PHOTOS

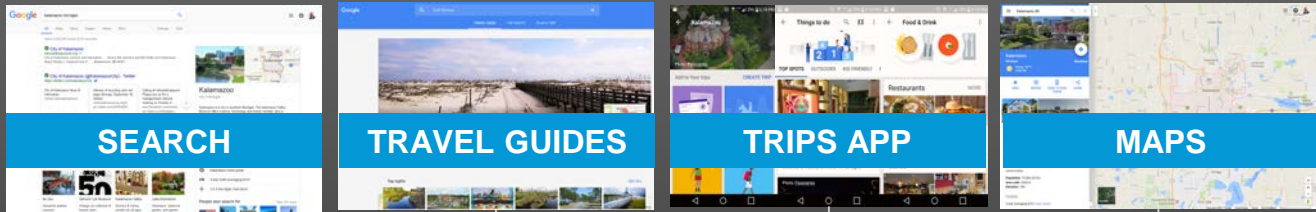
360s

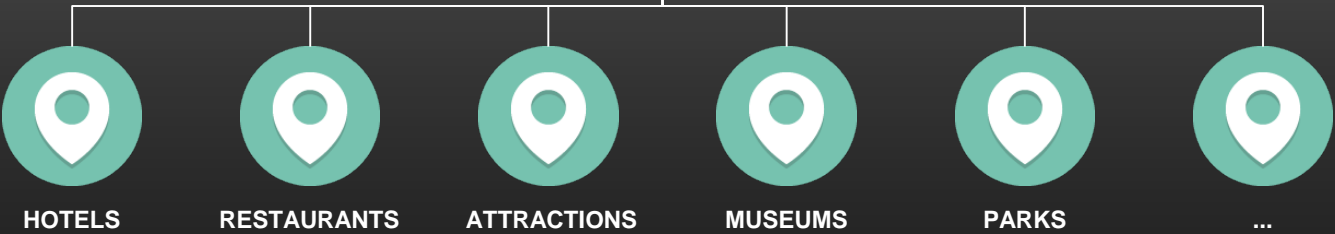
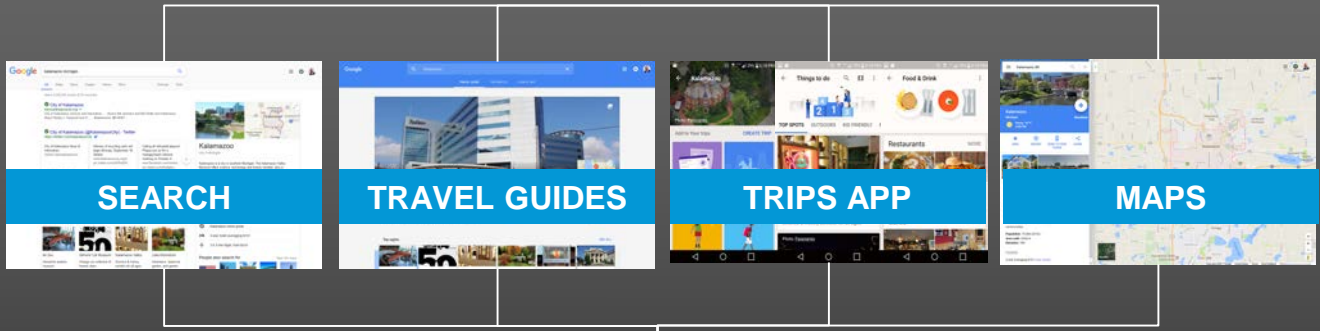
VIDEOS

An aerial night view of a city street, likely in Gulf Shores & Orange Beach. The street is illuminated, and a Ferris wheel is visible in the background. The text is overlaid on the image.

How *your* business looks is an important part of how Gulf Shores & Orange Beach looks when a potential visitor is planning a trip.







About 219,000 results (0.72 seconds)

The Hamilton Princess Hotel & Beach Club, Hotel in Bermuda

<https://www.thehamiltonprincess.com/> ▼

Historic splendor. Modern luxury. For over a century, the iconic "Pink Palace" has embraced Bermuda's elite travelers. Today it's your turn.

[Resort Pools](#) · [The Hamilton ...](#) · [Accommodation](#) · [Marina](#) · [Offers](#)

Hamilton Princess & Beach Club, a Fairmont Managed Hotel ...

<https://www.tripadvisor.com> › ... › [Pembroke Parish](#) › [Hamilton](#) › [Hamilton Hotels](#) ▼

★ ★ ★ ★ ★ Rating: 4 - 706 reviews - Price range: \$329 - \$740 (Based on Average Rates for a Standard Room)

See 700 traveler reviews, 693 candid photos, and great deals for [Hamilton Princess & Beach Club](#), a Fairmont Managed Hotel, ranked #3 of 3 hotels in [Bermuda](#) ...

Bermuda Luxury Hotel & Resort - Fairmont Hamilton Princess

www.fairmont.com/hamilton-bermuda/ ▼

Overlooking the stunning blue waters of the Hamilton Harbour sits the Grand Dame of luxury Bermuda resorts, [Hamilton Princess & Beach Club](#). With Panoramic ...

Hamilton Princess & Beach Club A Fairmont Managed ... - Booking.com

<https://www.booking.com> › [Bermuda](#) › [Hamilton Hotels](#) ▼

★ ★ ★ ★ ★ Rating: 8.6/10 - 124 reviews - Price range: Prices for upcoming dates start at \$305 per night (We Price Match)

[Hamilton Princess & Beach Club A Fairmont Managed Hotel \(Bermuda\) Rooms ...](#) 76 Pitts Bay Road, Hamilton City, HM08 Hamilton, Bermuda – Excellent ...

Hamilton Princess & Beach Club - a Fairmont Managed Hotel: 2017 ...

<https://www.expedia.com> › ... › [Pembroke Hotels](#) › [Photos](#) › [Rooms](#) › [Amenities](#) ▼

★ ★ ★ ★ ★ Rating: 4.4 - 738 reviews - Price range: \$359

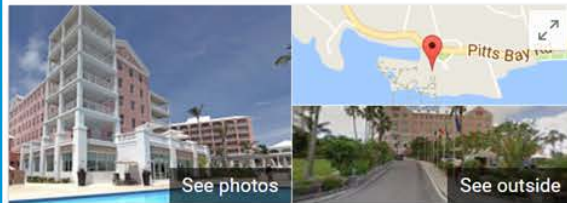
Results 1 - 10 of 738 - Book the [Hamilton Princess & Beach Club](#) - a Fairmont Managed Hotel ... just steps from Bermuda's finest restaurants, shops and attractions.

Hamilton Princess & Beach Club, a Fairmont Managed Hotel | Oyster ...

<https://www.oyster.com/bermuda/.../hamilton-princess-and-beach-club-a-fairmont-ma...> ▼

★ ★ ★ ★ ★ Rating: 4 - Review by Oyster.com Investigators - Price range: \$356 (Based on average rates) [Hamilton Princess & Beach Club](#), a Fairmont Managed Hotel, Bermuda: See 195 candid photos, pros

THE KNOWLEDGE PANEL



[See photos](#)

[See outside](#)

Hamilton Princess & Beach Club

4.5 ★ ★ ★ ★ ★ 168 Google reviews

4-star hotel

[Website](#)

[Directions](#)

Address: 76 Pitts Bay Rd, HM08, Bermuda

Phone: +1 441-295-3000

[Ads](#) [Check availability](#)

Check in

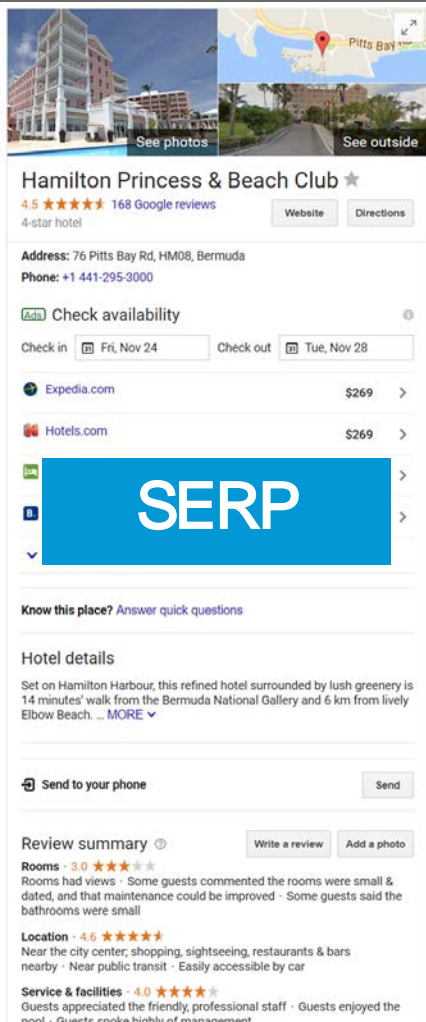
Check out

- Expedia.com
\$305
➤

Read Real Guest Reviews · Get Instant Confirmation
- Hotels.com
\$305
➤
- Travelocity.com
\$305
➤
- Fairmont.com
Official site
\$305
➤

▼ [View more rates](#)

Hotel details



Hamilton Princess & Beach Club ★
4.5 ★★★★★ 168 Google reviews
4-star hotel

Address: 76 Pitts Bay Rd, HM08, Bermuda
Phone: +1 441-295-3000

Check availability

Check in: Fri, Nov 24 | Check out: Tue, Nov 28

- Expedia.com \$269
- Hotels.com \$269

SERP

Know this place? Answer quick questions

Hotel details

Set on Hamilton Harbour, this refined hotel surrounded by lush greenery is 14 minutes' walk from the Bermuda National Gallery and 6 km from lively Elbow Beach. ... MORE

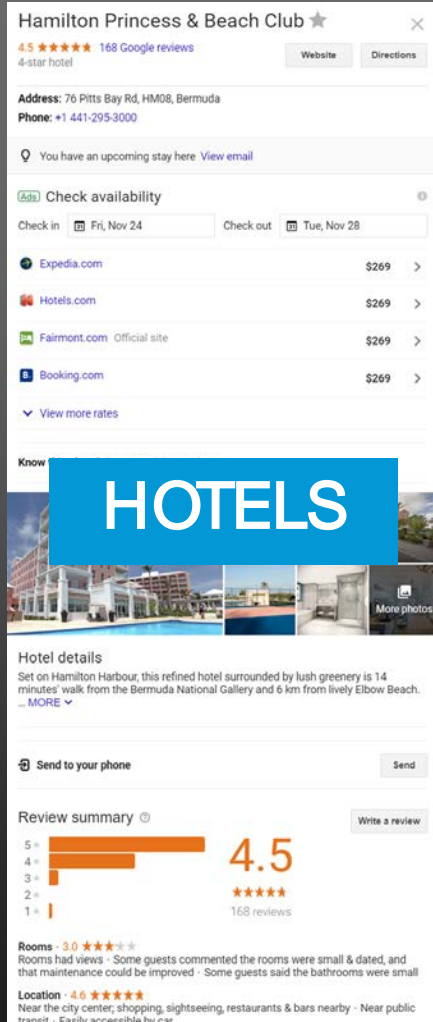
Send to your phone

Review summary

Rooms - 3.0 ★★★★★
Rooms had views - Some guests commented the rooms were small & dated, and that maintenance could be improved - Some guests said the bathrooms were small

Location - 4.6 ★★★★★
Near the city center; shopping, sightseeing, restaurants & bars nearby - Near public transit - Easily accessible by car

Service & facilities - 4.0 ★★★★★
Guests appreciated the friendly, professional staff - Guests enjoyed the pool. Guests really highly of management



Hamilton Princess & Beach Club ★
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Check availability

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- Expedia.com \$269
- Hotels.com \$269
- Fairmont.com Official site \$269
- Booking.com \$269

HOTELS

Hotel details

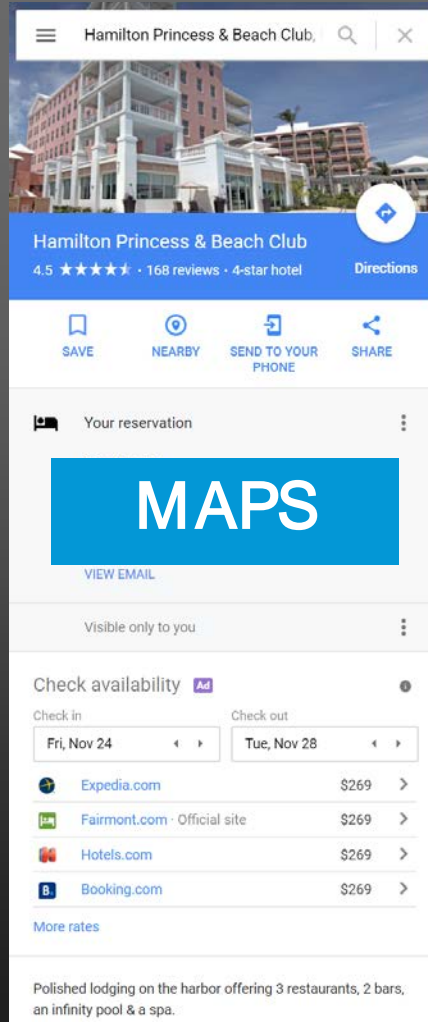
Set on Hamilton Harbour, this refined hotel surrounded by lush greenery is 14 minutes' walk from the Bermuda National Gallery and 6 km from lively Elbow Beach. ... MORE

Send to your phone

Review summary

Rooms - 3.0 ★★★★★
Rooms had views - Some guests commented the rooms were small & dated, and that maintenance could be improved - Some guests said the bathrooms were small

Location - 4.6 ★★★★★
Near the city center; shopping, sightseeing, restaurants & bars nearby - Near public transit - Easily accessible by car



Hamilton Princess & Beach Club
4.5 ★★★★★ · 168 reviews · 4-star hotel

SAVE NEARBY SEND TO YOUR PHONE SHARE

Your reservation

MAPS

Visible only to you

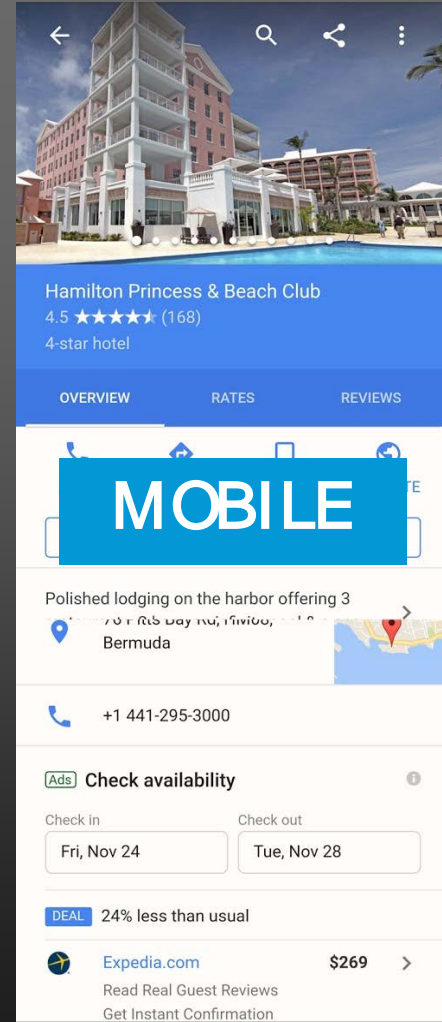
Check availability

Check in: Fri, Nov 24 | Check out: Tue, Nov 28

- Expedia.com \$269
- Fairmont.com Official site \$269
- Hotels.com \$269
- Booking.com \$269

More rates

Polished lodging on the harbor offering 3 restaurants, 2 bars, an infinity pool & a spa.



Hamilton Princess & Beach Club
4.5 ★★★★★ (168)
4-star hotel

OVERVIEW RATES REVIEWS

MOBILE

Polished lodging on the harbor offering 3 restaurants, 2 bars, an infinity pool & a spa.

+1 441-295-3000

Check availability

Check in: Fri, Nov 24 | Check out: Tue, Nov 28

DEAL 24% less than usual

Expedia.com \$269

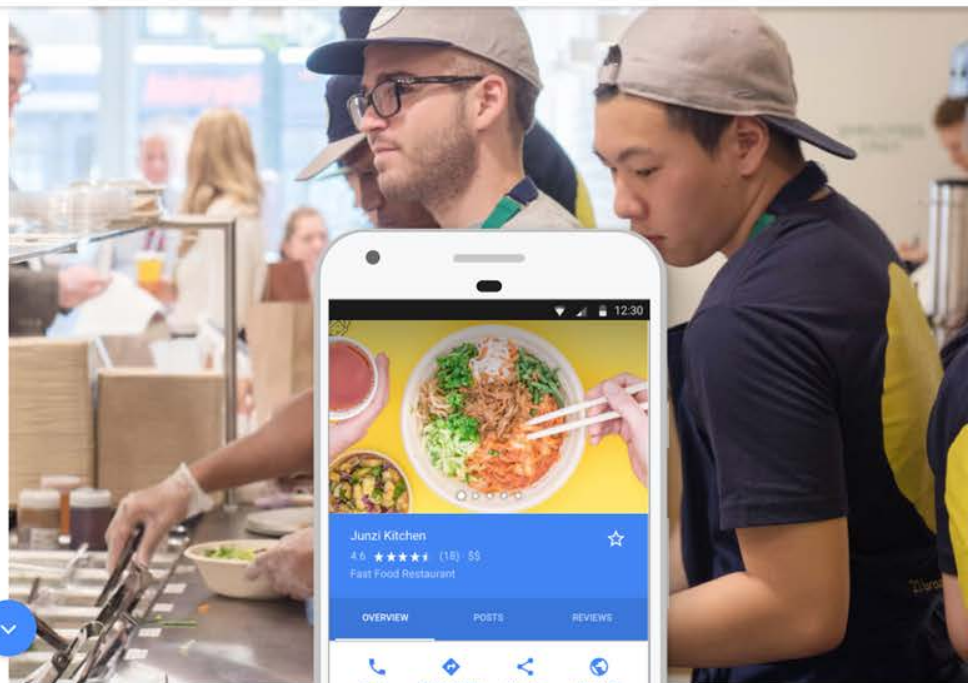
Read Real Guest Reviews
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Your listing appears right when people are searching for your business or businesses like yours on Google Search and Maps. Google My Business makes it easy to create and update your listing—so you can stand out, and bring customers in.

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Branson Ferris Wheel

3335 West 76 Country Boulevard
Branson, MO 65616-3552

- < OVERVIEW
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- BY CUSTOMER
- 360
- INTERIOR
- EXTERIOR
- AT WORK
- TEAM
- IDENTITY
- ≡



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- Add new location
- All locations
- Settings
- Support

We have updated your business information based on user reports and our data. [Learn more](#) **REVIEW UPDATES**



Cover Photo

Your cover photo should showcase the personality of your business. It is your preferred photo to be shown on your listing in Search and Maps.

[CHOOSE PHOTO](#)

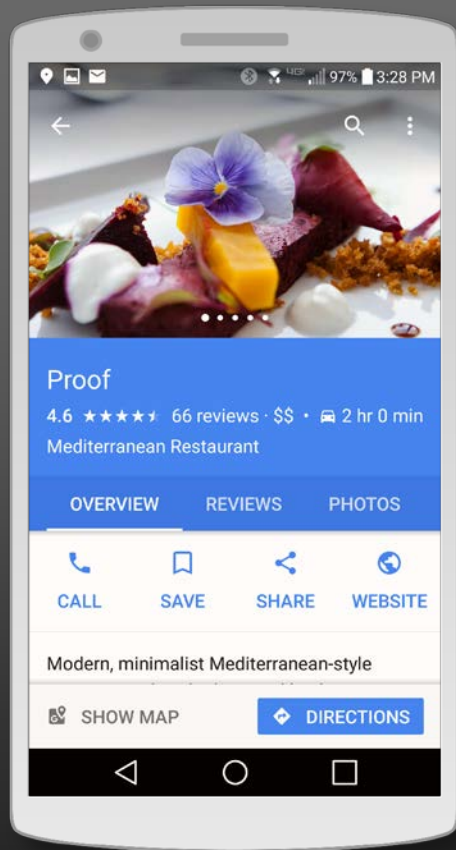
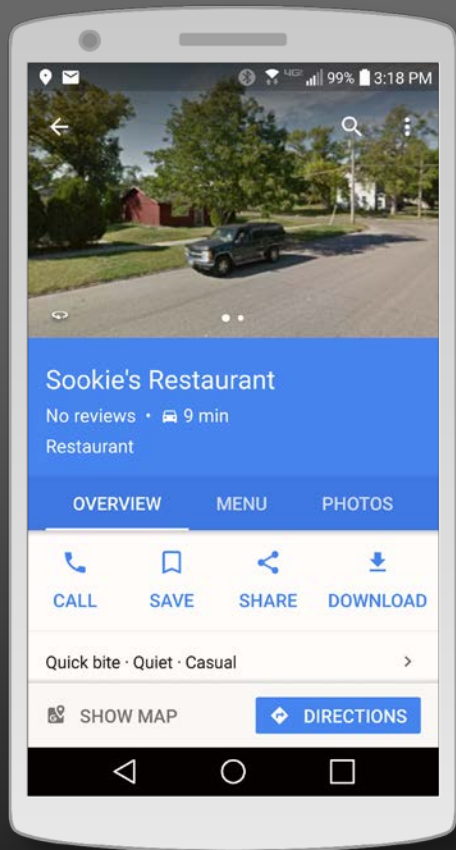
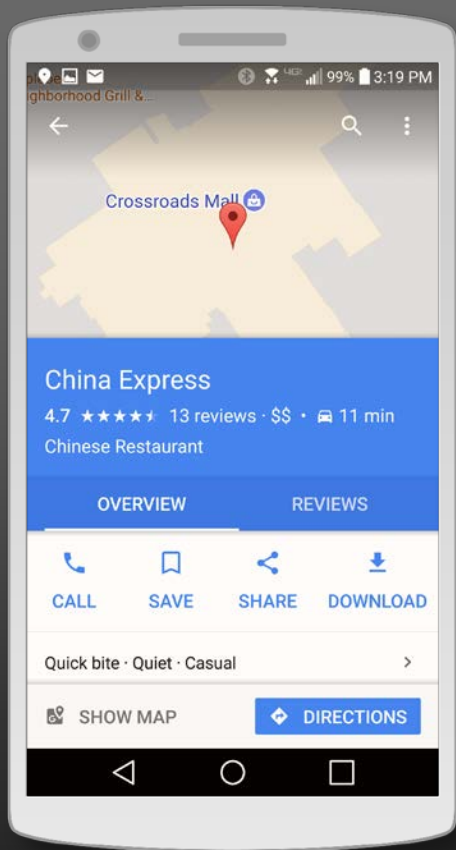


Profile Photo

Your profile photo is used to show your identity when you post a photo or reply to a review. Profile photos will be cropped square.

[CHOOSE PHOTO](#)





Consumers are

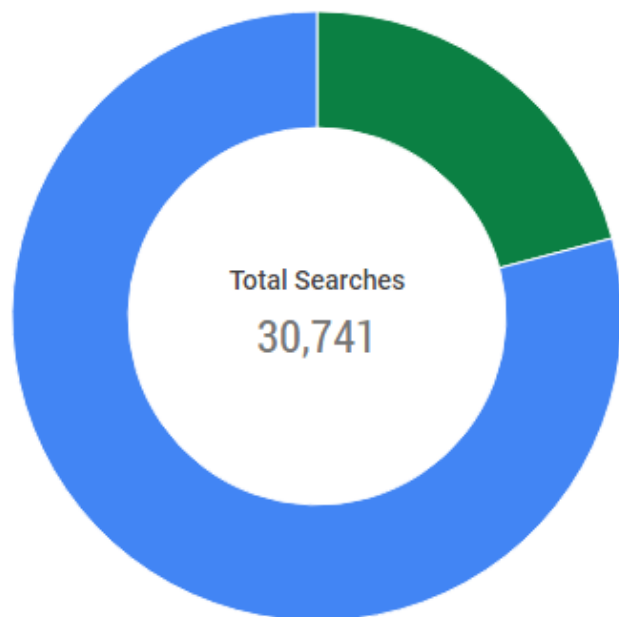
2X

More likely to
interact with
listings
featuring
compelling
photography.

How customers search for your business



1 quarter ▼



Direct

Customers who find your listing searching for your business name or address.




Discovery

Customers who find your listing searching for a category, product, or service.

vs. about 15,000 pageviews on the site itself during that timeframe.



Businesses with recent photos typically receive more clicks to their websites. [Post photos](#)

A large audience of people is seated in a conference room, facing a presentation screen. The room has large windows on the right side. The text is overlaid on the image in a bold, white font.

**Industry outreach and education,
including a webinar, in-person
workshop and how-to materials for your
business.**



We want to help you **maximize** your exposure in Google's products because it benefits you, the consumer and our market.

THANK YOU

