

Increasing Your Online Exposure: Social Media, SEO, and Web Tools for Beginners

Presented by Roger Brooks

Destination Development
Association

Why this is so
IMPORTANT



Quick stats

- 89% American & Canadian internet users (18+)
- 94% Internet users with broadband access
- #1 Communication (Email | social media | blogs | podcasts)
- #2 Shopping & related research (homes, cars, goods, services)
- #3 Travel: Directions, vacations, all things travel-related
- #4 Education & research
- #5 News | entertainment | financial transactions

Quick stats

- 93% Percent of all website traffic driven by search engines
- 85% Percentage of searches done on Google (North America)
- 72% Visited a store within 5 miles after a "near me" search
- 72% Relevant content creation the most effective SEO tactic
- 60% Use voice search and growing fast
- 2,000% Better (relevant) content can increase traffic to a blog
- 2 secs. Website load time. Longer: bounce rates increase by 50%

Look for the 5-minute video

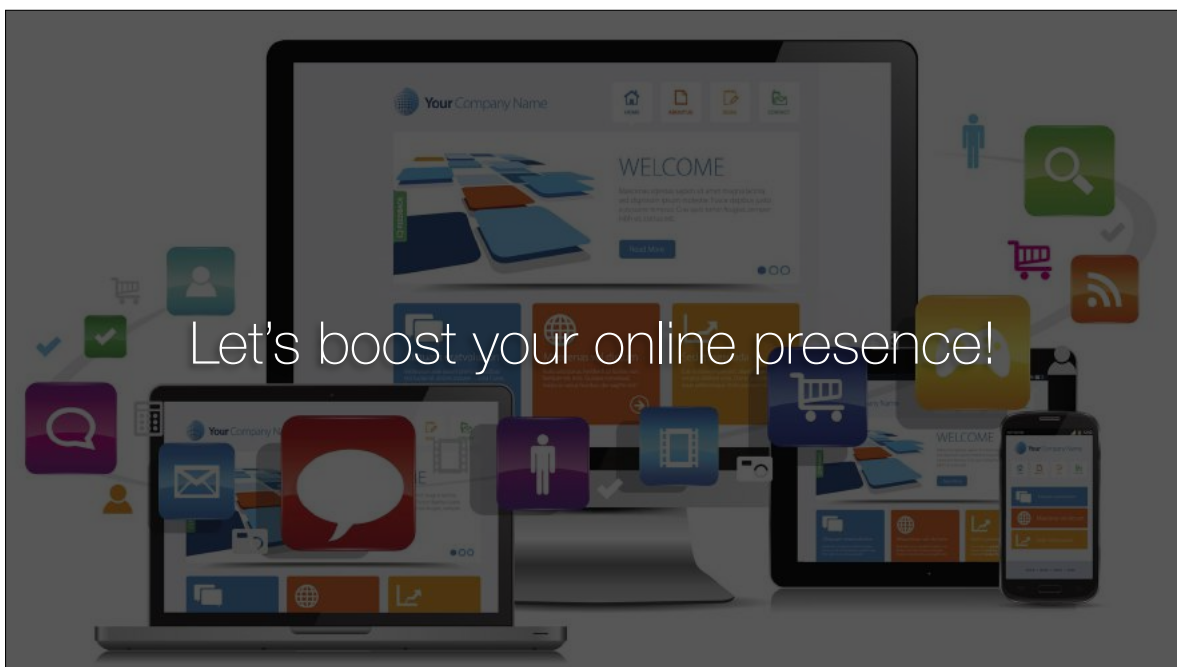
“Why Increasing Your Online Exposure is so important: The facts”

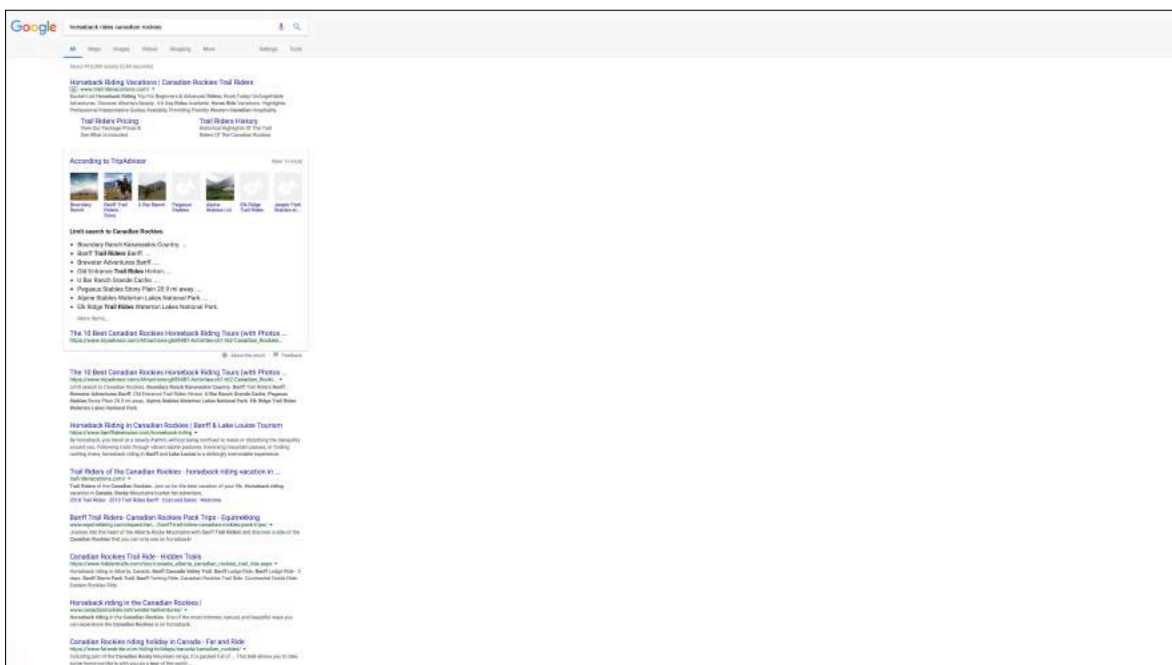
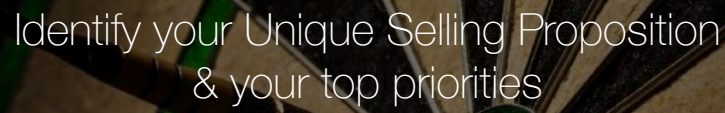
A close-up photograph of a pile of wooden letter blocks, similar to those used in the game Scrabble. The blocks are light-colored wood and feature various letters and numbers in black ink. Some visible letters include 'M', 'R', 'C', 'S', 'W', 'J', 'F', 'N', and 'M'. Some blocks also have numbers like '1', '3', '4', '2', '8', and '3'. The blocks are scattered and overlapping, creating a textured background.

The lingo

Terminology

- SEO Search Engine Optimization
- Keywords What search engines use to find & list you
- Blog | Vlog Articles, videos posted online periodically
- Mobile friendly Website configures to fit on any mobile device
- Plugins | widgets Tools to improve and enhance your website
- Pay-per-click (CPC) Paying to be on the first page of search results
- Influencer Blogger with a lot of followers (often 20,000+)
- @symbol Typically the user name: business/org name
- #hashtag A word or phrase to identify a specific topic
- Local search "Near me now" Internet searches (Geolocation)
- CRM Customer Relations Management
- Localization Your website translated into other languages

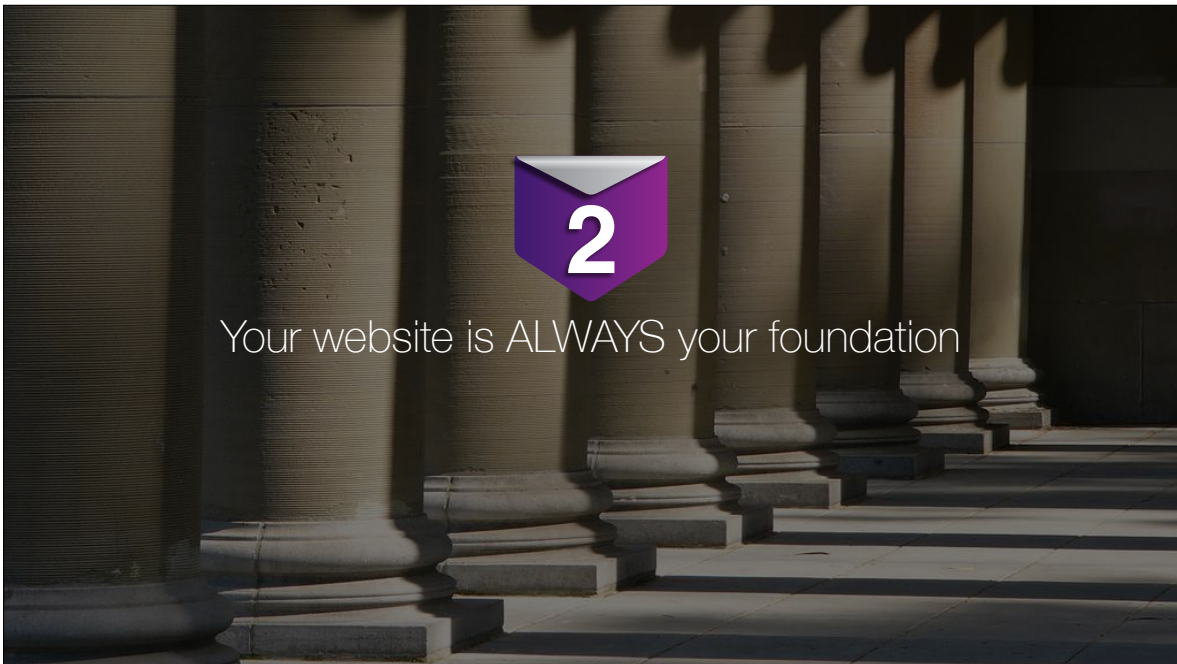




- Grand Canyon summer weather: Low 80's (29°C) Night: low 50's (12°C)
 - Prescott, Jerome, Flagstaff in summer: Highs 80s, Night in the 70s
 - Monsoon season: Lightning, wind, 2" of rain - (Mid-June - Mid-September)
- 45 minutes of #magnificentmonsoons - Witness one yourself!

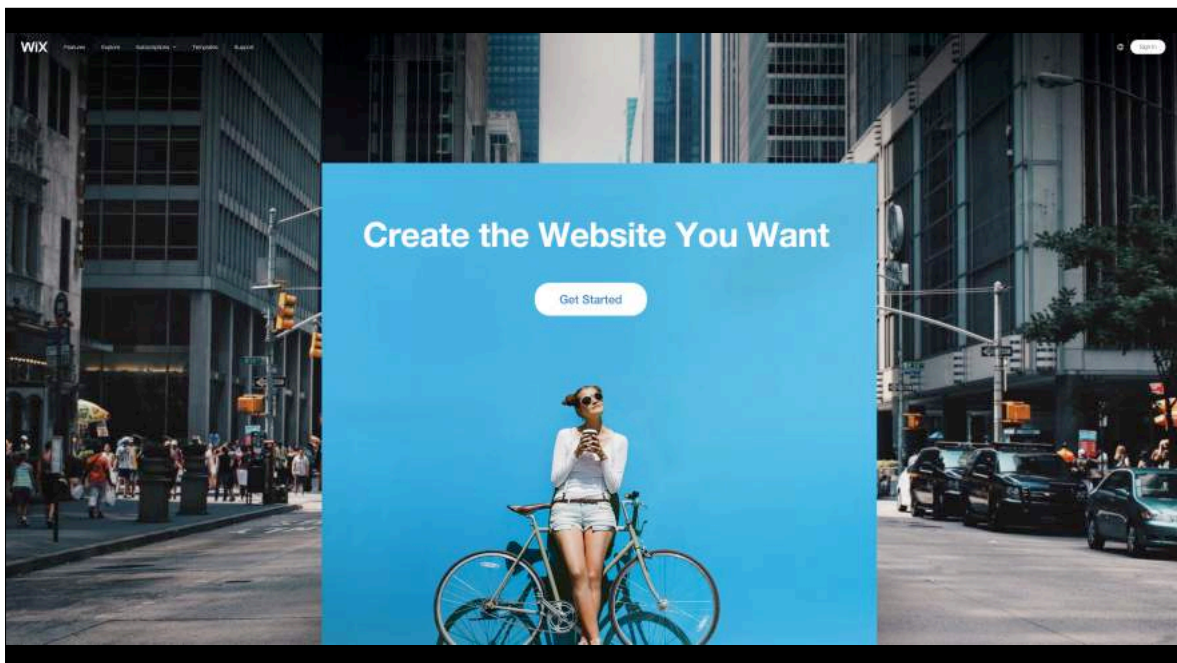


Your website is ALWAYS your foundation



Inexpensive, do-it-yourself platforms

Wix
Weebly
Wordpress
Squarespace
BoldGrid



Premium Plans

We gives 100s of templates, unlimited pages & top grade hosting FREE.
Upgrade to Premium and get even more.


[illegible]

Big Brother: From Politics to Pop Culture and All Around You can only be purchased in monthly subscriptions.

All Premium Plans Always Include:




Trusted By Millions




Beautiful Blog

Create a beautiful blog, grow your community and share your ideas with the world.



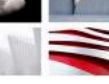
Road Trip

Discover the most beautiful road trip destinations in the world.




Industry-Leading SEO

Produce your most personalized SEO content to get your website featured on Google.




Mobile Friendly

Look amazing on any device without writing multiple friendly versions of your website.




Custom Domains

Get a personalized domain name that represents your brand and business.




Media Galleries

Display your high-quality images, videos and text in a fully customizable gallery.



Online Store

Create a beautiful storefront and manage all your products and orders in one place.

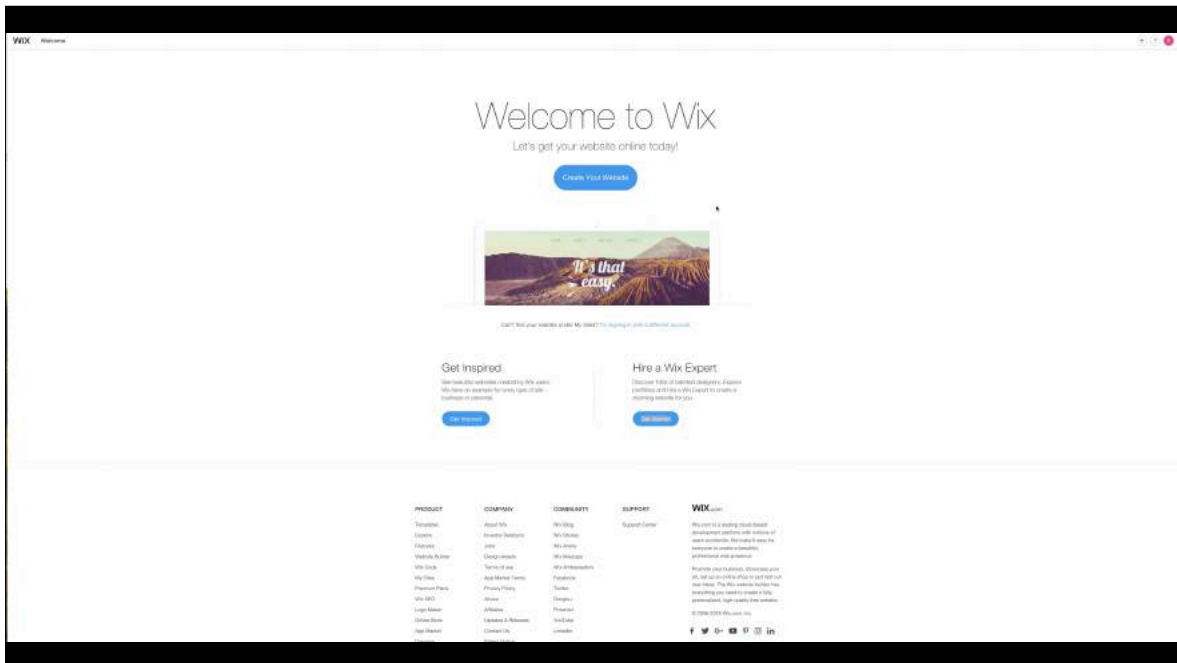


Goddess Green

Get a personalized domain name that represents your brand and business.


See All Features »

See All Features »



Plugins | widgets

- SEO (most important)
- Google Analytics
- Calendar of events
- Booking engine | E-commerce
- Contact forms & surveys
- OptinMonster (for WordPress)
- Firewall protection
- Image galleries
- Google search bar (search within your site)
- Live chatroom


[MyYoast](#)
[Cart](#)
USD \$0.00

[Home](#)
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[Home](#) > [WordPress plugins](#) > [Yoast SEO for WordPress](#)

Yoast SEO: the #1 WordPress SEO plugin

- Rank higher in Google, Bing and Yahoo
- Let the plugin take care of all technical SEO stuff in the background
- Most complete SEO solution for WordPress

We walk you through every step: no need to be or hire an SEO expert.


[Get Yoast SEO Premium Now](#)
[or download Yoast SEO Free](#)

Only \$59.95 with for 1 year - including 1 year free updates and support

[Compare Premium & free](#)
[Features in detail](#)
[Support](#)
[Get the plugin](#)

Compare the Premium and the free version:


Yoast SEO Premium	Yoast SEO free
Keyword optimization	
✓ Optimize for synonyms and related keywords	✓ Only 1 keyword
Preview of your page	
✓ Google, Facebook and Twitter previews	✓ Only Google preview
Readability checks	
✓ We analyze the readability of the copy you write and calculate the Flesch Reading Ease score	✓ Check!
Full control over your breadcrumbs	
✓ You can set a primary category for your post, and determine the taxonomy for every single page on your website	✓ Check!
No duplicate content	
✓ Avoid confusing Google with duplicate content, by setting canonical URLs	✓ Check!
Technical stuff in the background	
✓ It doesn't matter whether you know about robots.txt, .htaccess files, clean permalink URLs or sitemaps - Yoast SEO makes sure your technical configuration rolls out the red carpet for search engines	✓ Check!
Always updated for Google's algorithm	
	✓ Check!


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Wix Has the Best SEO

[SEO Basics](#)
[Tools & Apps](#)
[Technical SEO](#)

Explore our favorite tools and Apps to improve your site's SEO.



Wix SEO Wiz

Your own personalized SEO plan.

A step-by-step wizard to improve your site's SEO. Set your own personalized, step-by-step plan to improve your website's SEO. You don't need any SEO experience - the Wiz will help you choose the best keywords, create meta tags and much, much more.

[View a Wix SEO Wiz](#)

Google Analytics

Your behavior, easily tracked.

Master your site as well as possible by understanding where your website comes from and why they are. Track when Google Analytics comes in. Track how your website is used at your site and their behavior once they get there.

[Learn more here](#)
[Google Analytics](#)

Advanced Blog Capabilities

Optimized posts to grow your audience.

A blog is an essential step to improve your site's SEO by providing fresh, relevant content to your website. Your posts can be optimized with Wix's advanced SEO settings to make your blog work for you.

[Learn more here](#)
[Building the Wix Blog](#)

Site Booster

Get listed in local directories.

Master your site as well as possible by understanding where your website comes from and why they are. Track when Google Analytics comes in. Track how your website is used at your site and their behavior once they get there.

[Learn more here](#)
[Try Site Booster](#)

SEO Apps

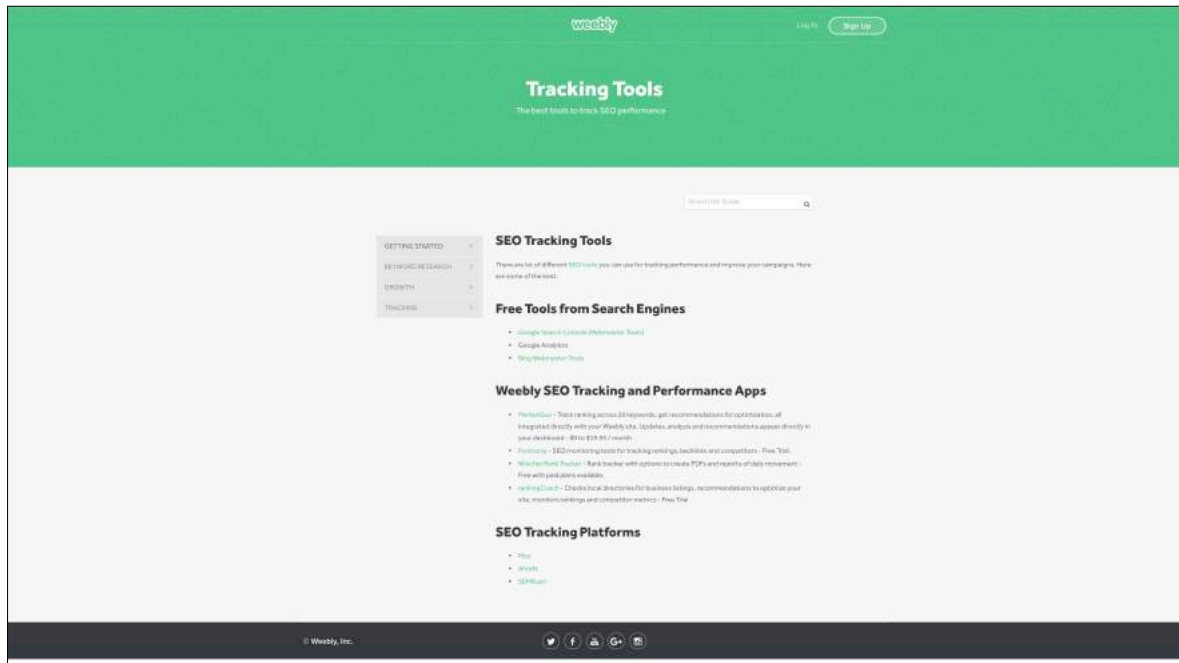
The best Apps for SEO in the Wix App Market.

The Wix App Market offers a huge variety of Apps helping your site's SEO. Check out the [Yoast SEO](#) App, [SEMrush](#) and [Ahrefs](#). [Yoast SEO](#) App is a great way to communicate directly with the search engine. [SEMrush](#) and [Ahrefs](#) are great tools to track your website's SEO. [Yoast SEO](#) App is a great way to communicate directly with the search engine. [SEMrush](#) and [Ahrefs](#) are great tools to track your website's SEO.

Google Search Console

Master control to verify who you are.

Google has created a tool for website owners called Google Search Console - it's a great way to communicate directly with the search engine. [Google Search Console](#) is a great way to communicate directly with the search engine. [Google Search Console](#) is a great way to communicate directly with the search engine. [Google Search Console](#) is a great way to communicate directly with the search engine.

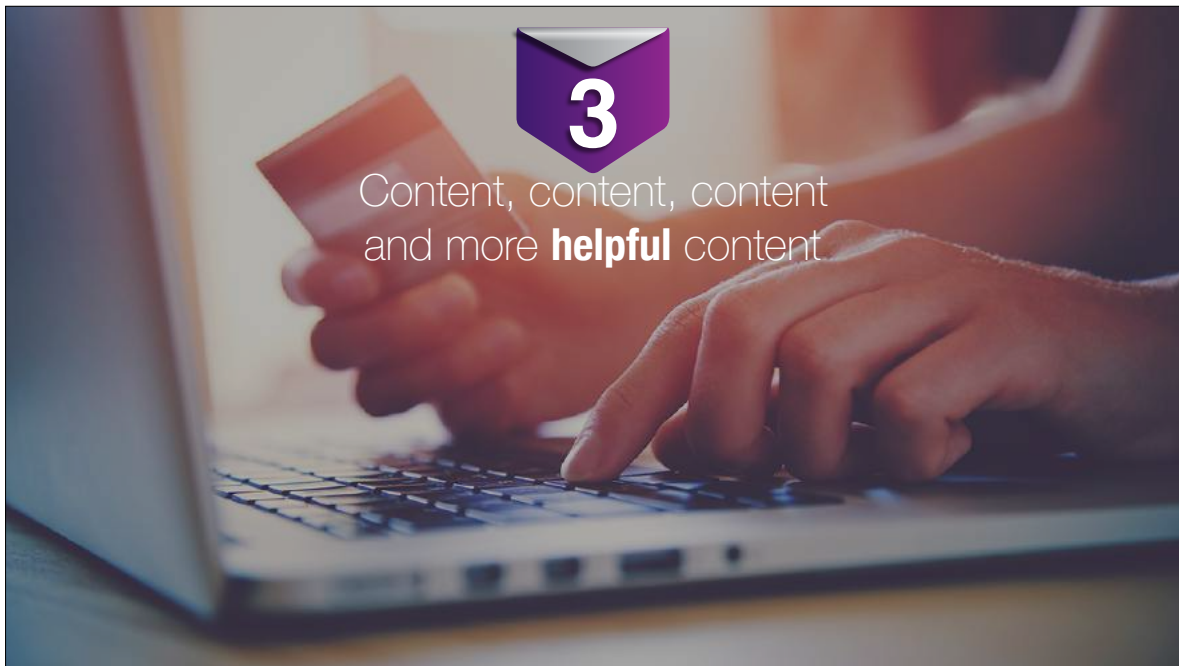


If you're new to all of this...



Consider Wix or Weebly

Wordpress is far more customizable
but also harder to learn



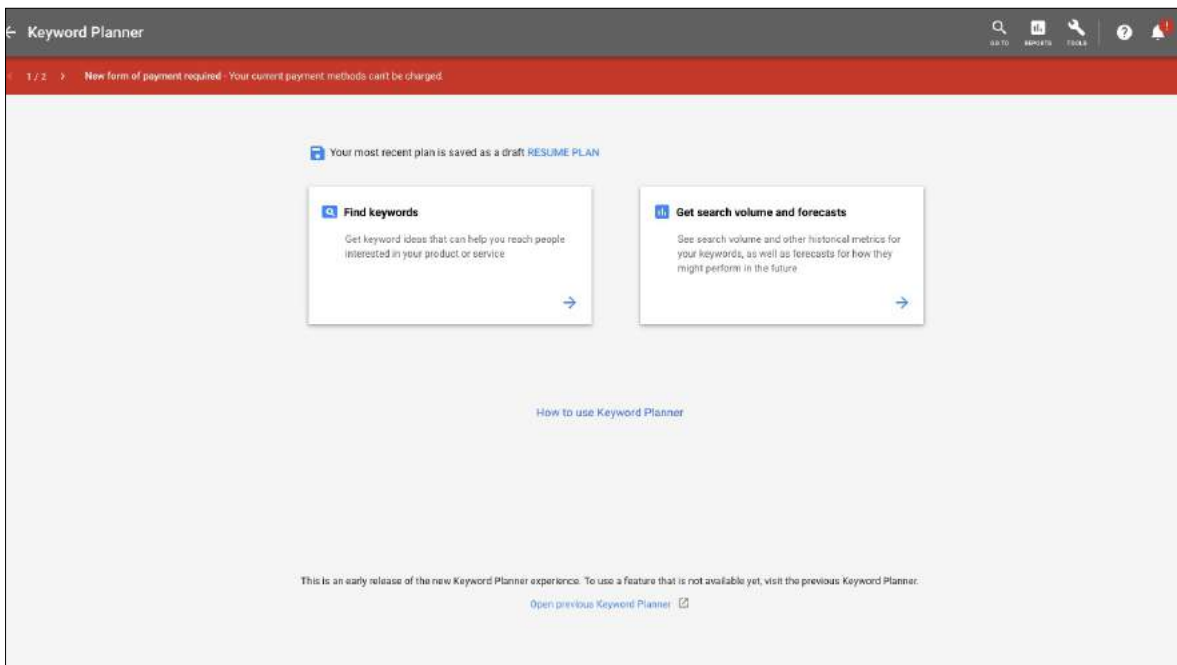
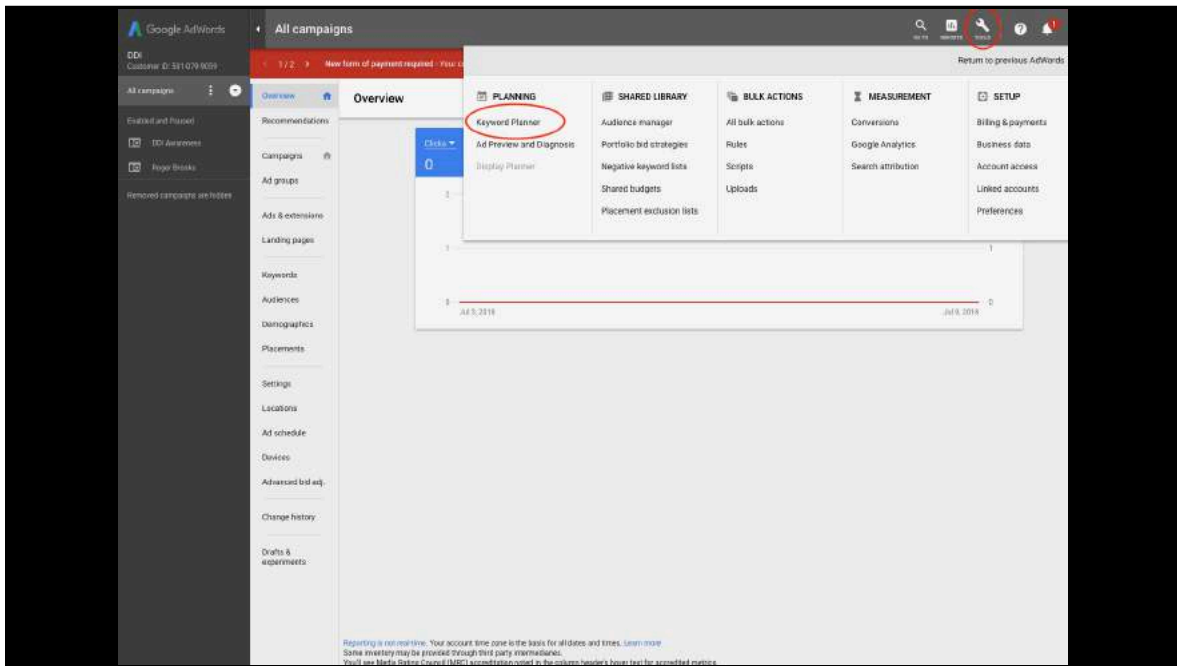
See the companion video: Content is king!

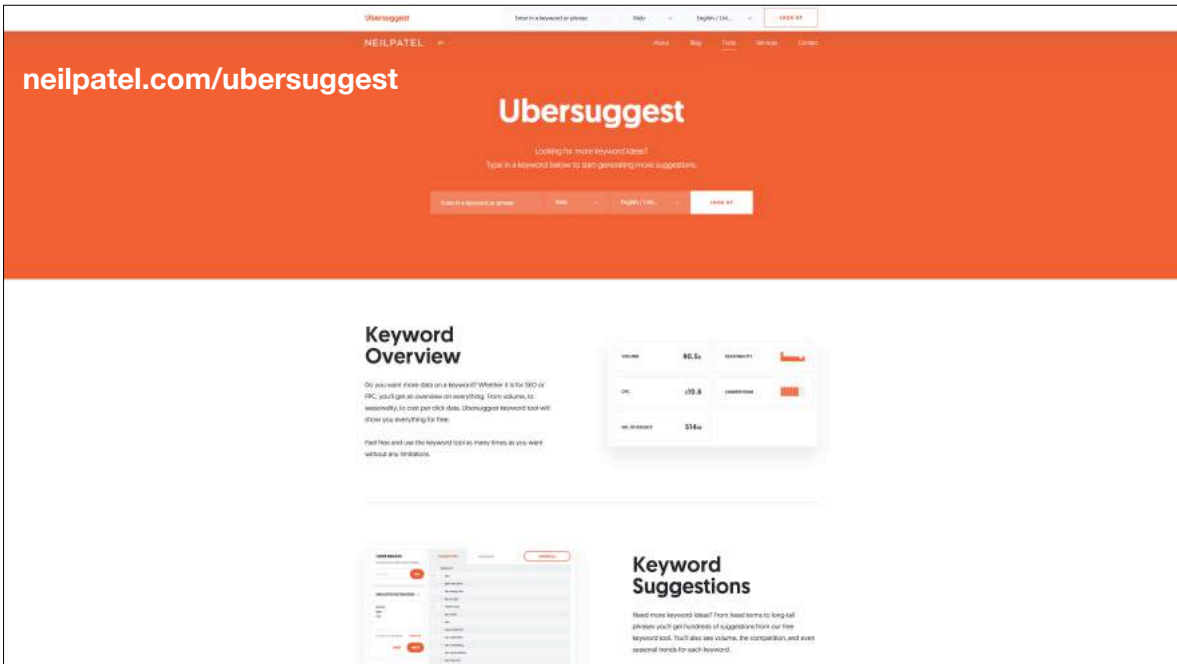
- Promoting your “Top 3,” “Top 5,” and “Best of’s”
- The power of video and photography, few words
- Creating written and video blogs every two weeks
- Making sure photos have SEO savvy names
- “Getting here” information and details
- Pricing | seasonal considerations | trip planning information
- Tips for a fantastic experience
- Leaving no question unanswered
- Creating a call to action



Study the competition

- What keywords are they using?
- Keywords are important (after content)
- Use Google's "Keyword Planner"
- Or another one like Neil Patel's Ubersuggest (our favorite)





Keywords



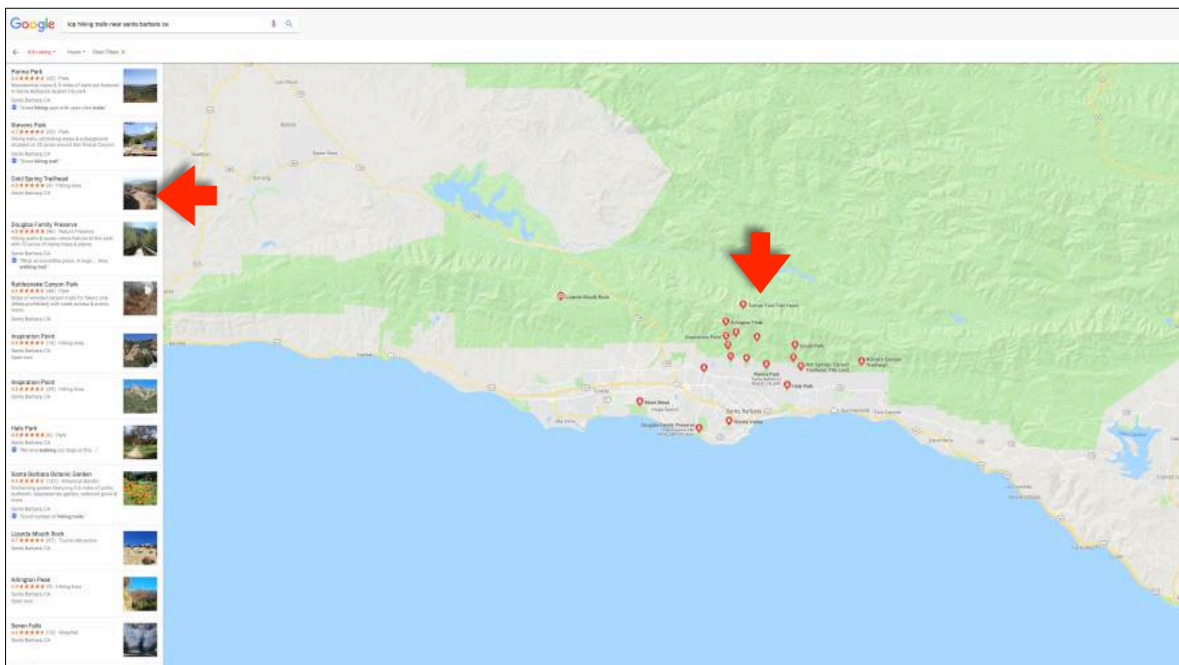
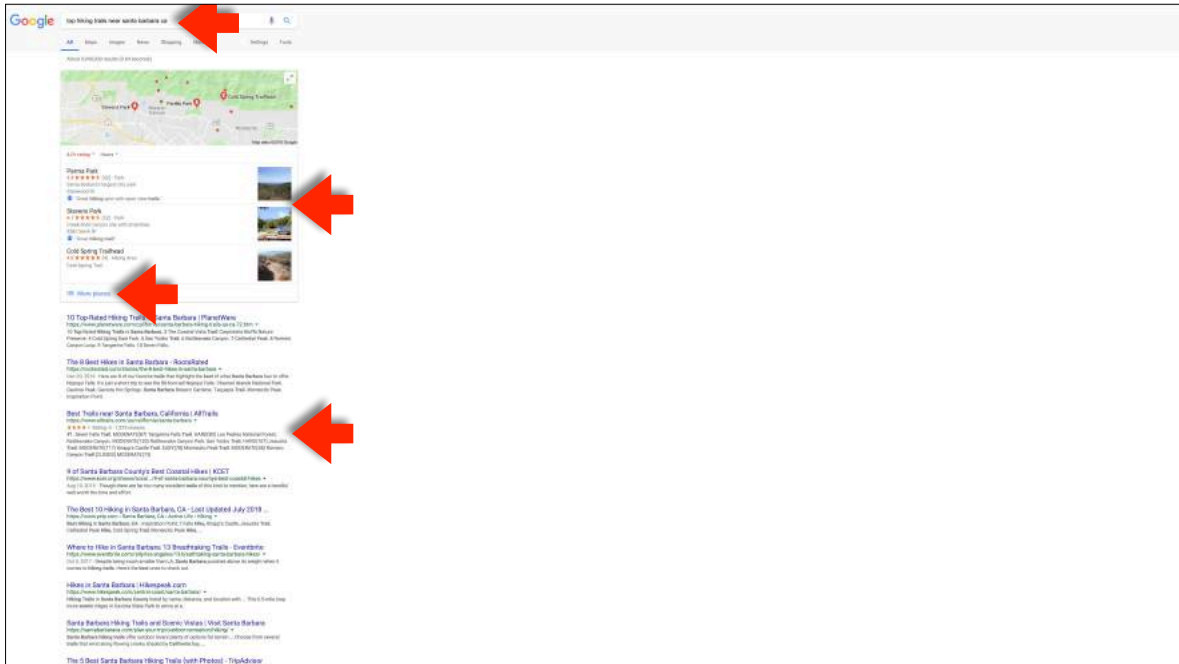
Google commands **more than 80%** of all searches
(North America | Western Europe)

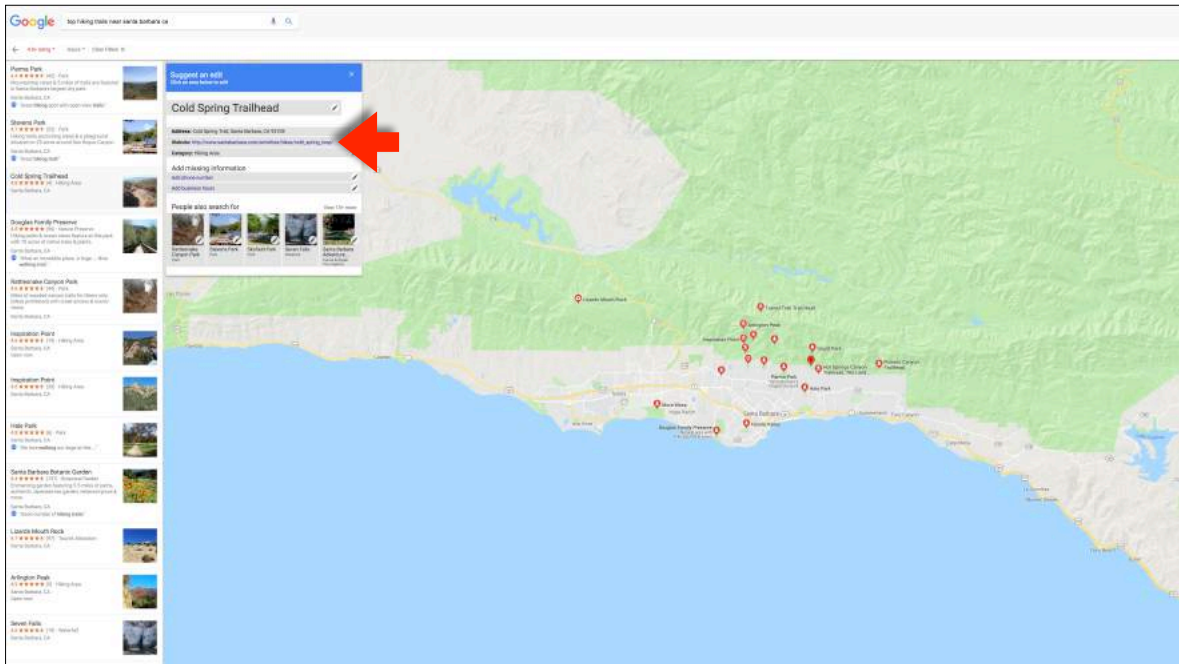
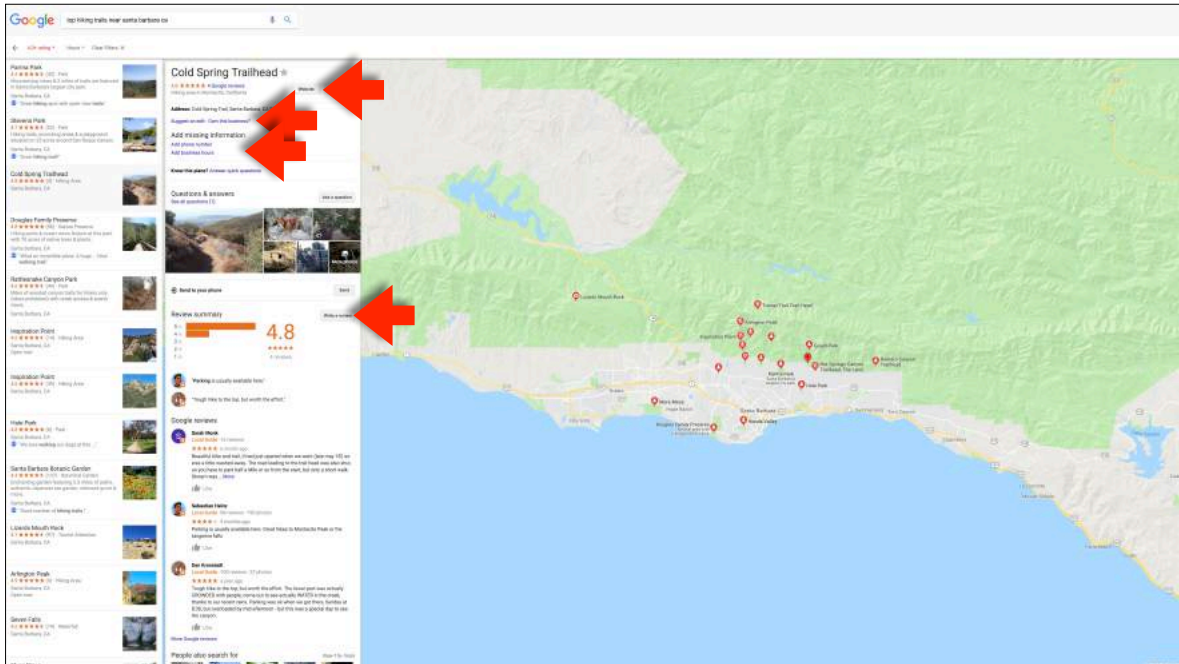
Bing | Yahoo! - about **15%**

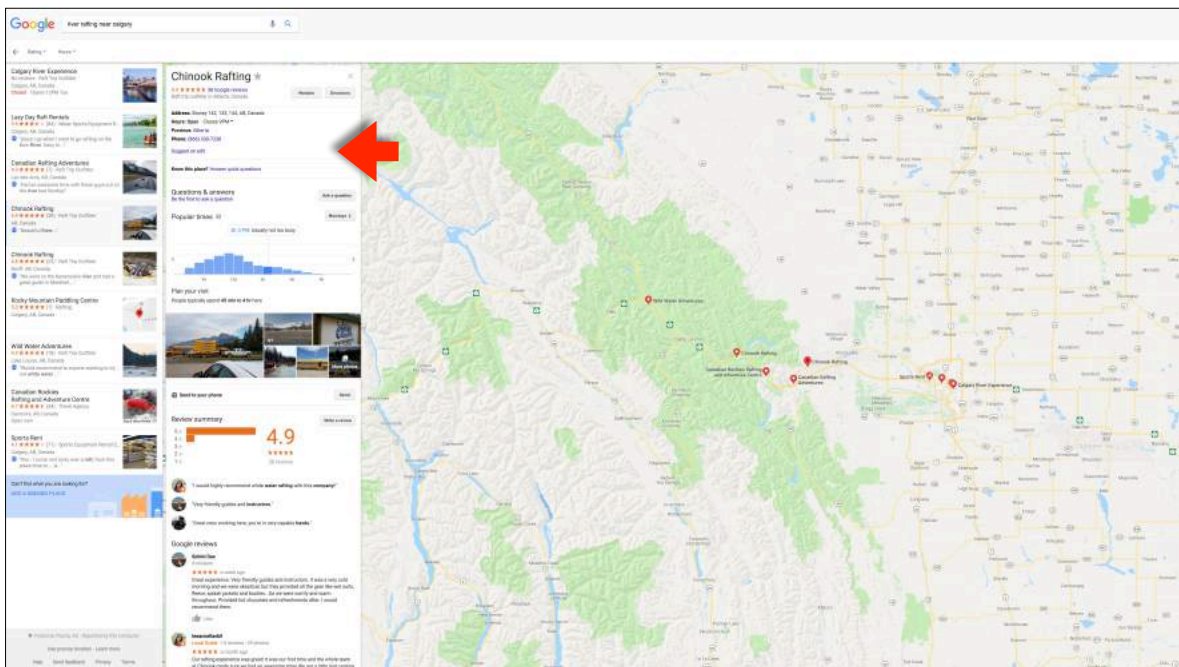
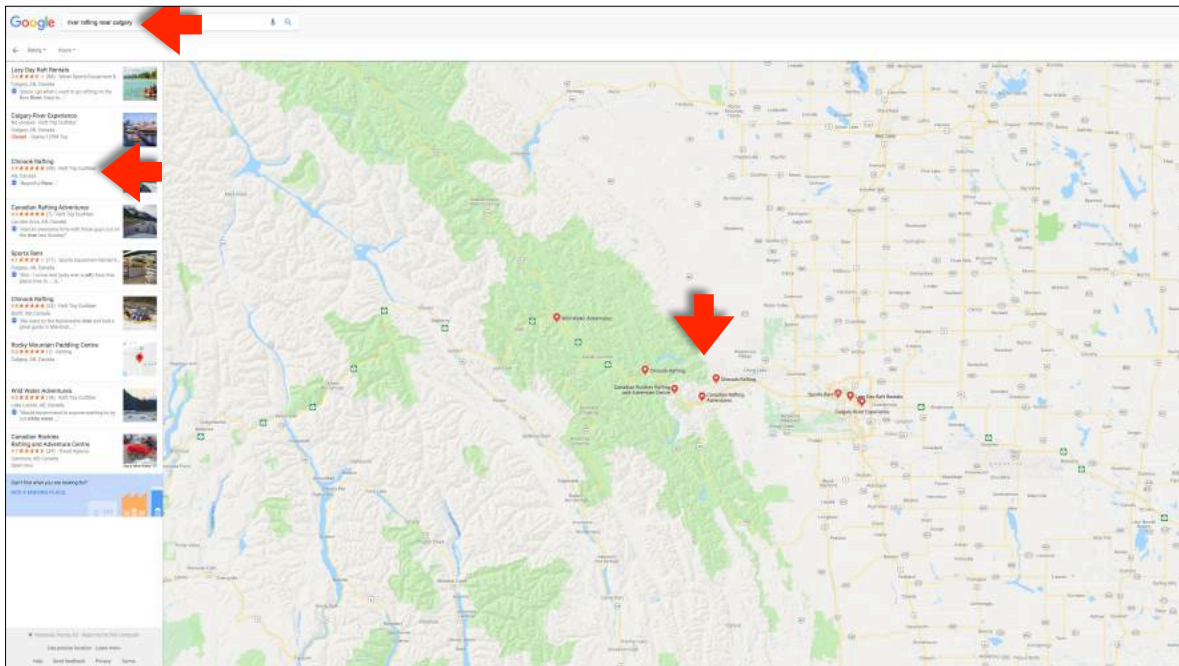
Google rules the world (pretty much)

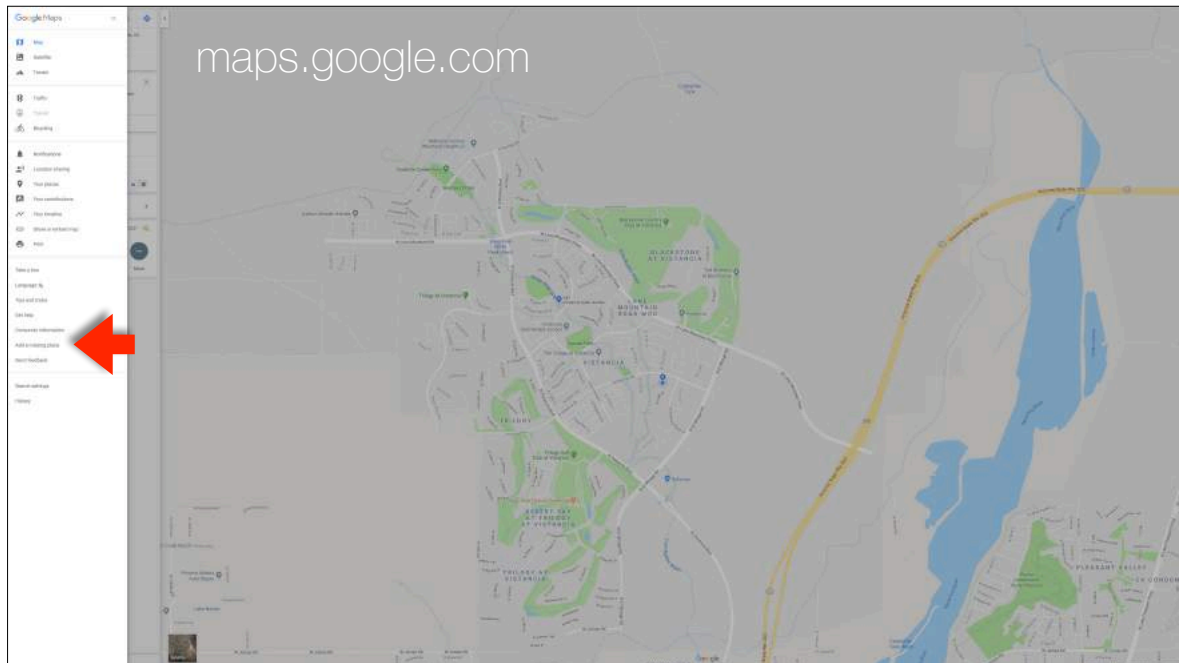


Google Search	Leader in Internet search
Google My Business	Free business listings
Google Maps	Free listings of anything and everything
Local Guides	A consumer-focused way to add content









Local Guides

How to Contribute on Google Maps

By sharing reviews, photos, and knowledge on Google Maps, Local Guides help millions of people navigate the world. Here's how to make an impact.

Learn about points, levels, and perks

Rate & Review

Tell the world what you think about a place. Share your rating and your experience with others. You can also add photos and videos to your reviews.

Take Photos

Take photos of places you visit. Your photos can be used to help others find places on Google Maps. You can also add photos to your reviews.

Add a Place

Find new and interesting places on the map. Add new places to the map so others can find them.

Edit a Place

When you add or update information about a place, you can also add photos and videos to your reviews.

Answer Questions

Use your knowledge to answer questions about places. Your answers can help others find places on Google Maps.

Check the Facts

Verify information about places that other people submit. You can also add photos and videos to your reviews.

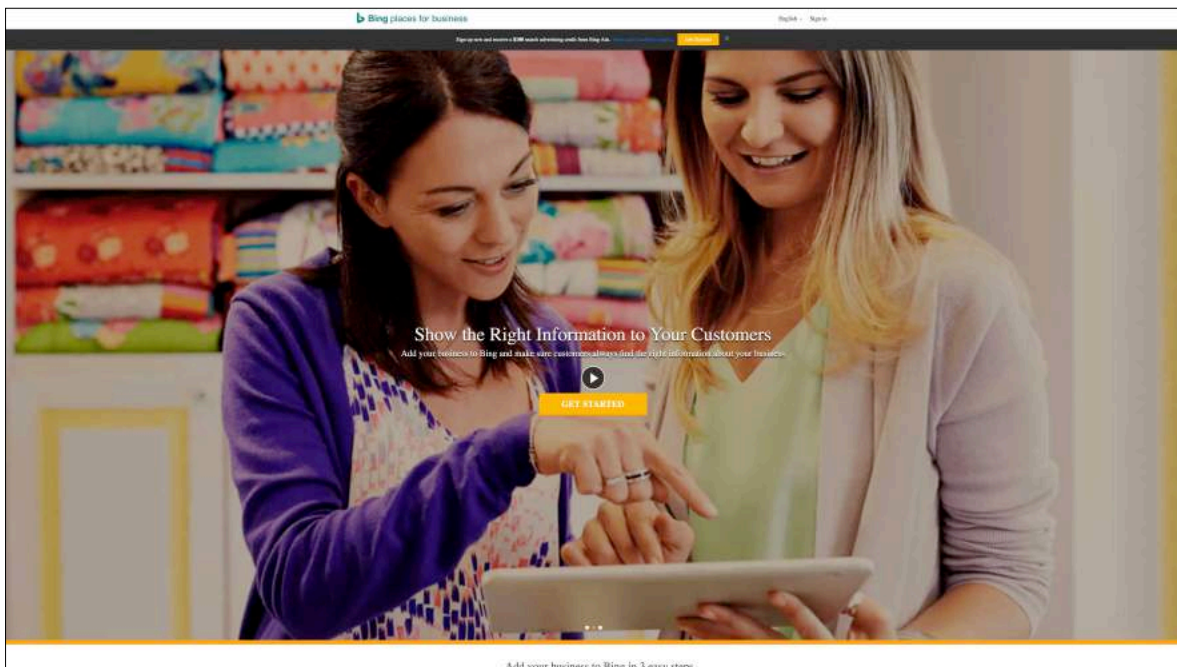
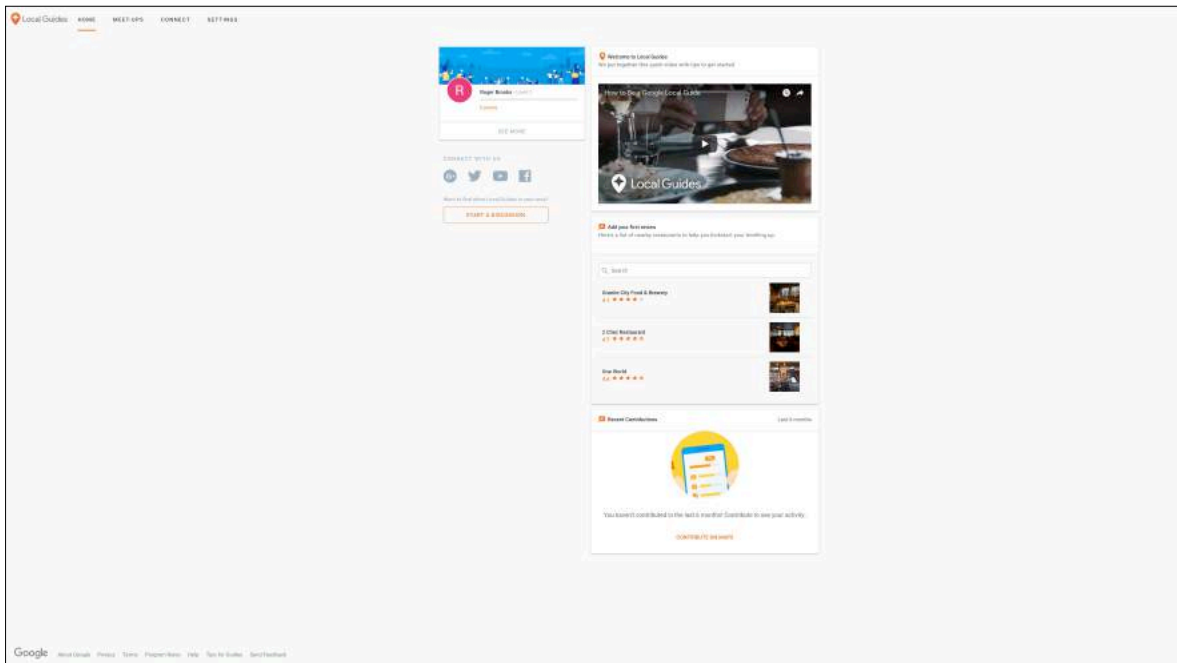
Points, Levels, and Perks

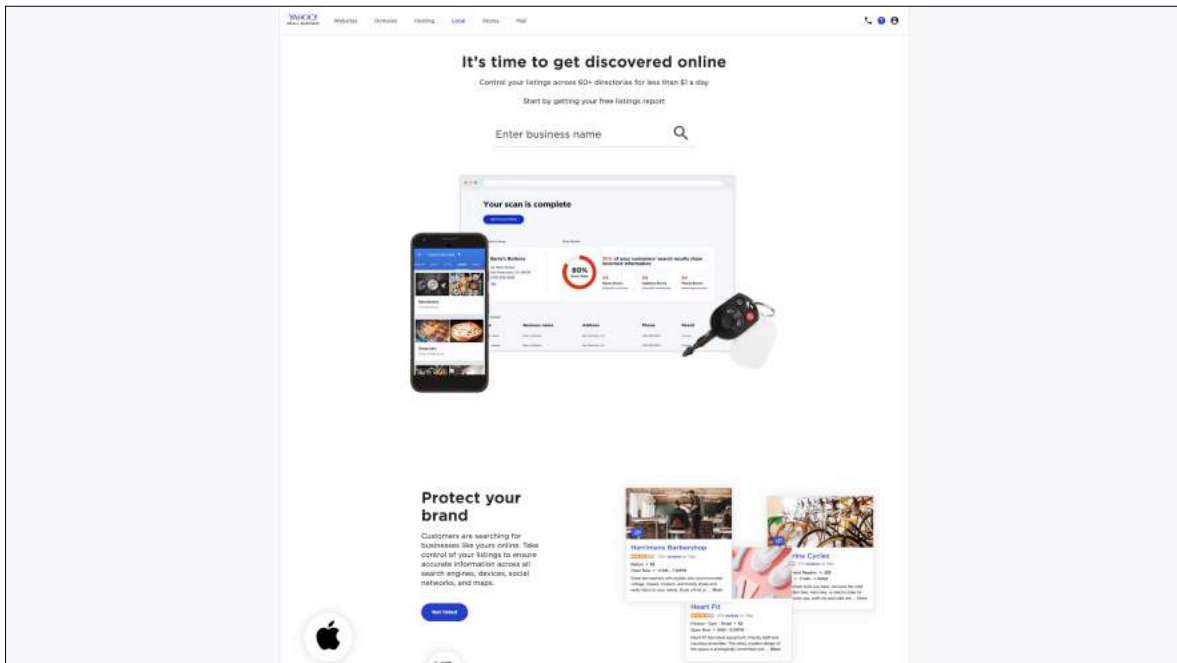
Each time you contribute, you earn points. These points help you reach higher levels of the Local Guides program. At Level 4, you unlock your first Local Guides badge. Higher levels give you more perks and visibility on Google Maps.

Learn how to contribute

Google Local Guides
“near me” answers

What to do:
Encourage both locals
and visitors to participate
in Local Guides





Headlines

- Avoid the generic “wine” or “wineries” or “wine tours”
- “Our favorite wine store in Osoyoos”
- “Cabernet Sauvignon: Our specialty!”
- “The Top 3 Wine Tasting experiences in Osoyoos”
- “Osoyoos - We’ve home to BC’s best wine!”
- “Italian wine or BC wines? Let’s put them to the test!”

Keyword: **wineries in british columbia**

VOLUME: 320 CPC: \$2.04 COMPETITION: 0.65

409 Keyword Ideas Found For wineries in british columbia

KEYWORD SUGGESTIONS

1. Select a keyword suggestion to view.

☒ Google Keyword Planner

☒ Google Suggest

FILTER RESULTS

First keywords (none, Search Ready)

1-1000

[Clear All Filters](#)

NEGATIVE KEYWORDS

For your negative keywords to function, they must not be the

[Reset](#) [Apply](#)

KEYWORD	MONTHLY VOLUME	CPC	COMPETITION
winery tours	120000	\$2.04	0.65
best wineries	40000	\$1.94	0.49
winery tasting	40000	\$2.19	0.69
winery champagne	10000	\$0.68	1.8
wine appreciation	10000	\$1.8	0.82
best wine	12000	\$0.79	0.85
winery	12000	\$1.89	0.76
winery tours	12000	\$1.46	0.69
best wine	8000	\$1.07	0.75
best winery	8000	\$1.02	0.69
best of wine	8000	\$0.79	1.8
expensive wine	8000	\$0.7	1.8
organic wine	8000	\$1.3	1.8
good wine	8000	\$1.83	1.8
wine that's near me	8000	\$1.89	0.29
wine sales	4000	\$1.89	1.8
fine wine	4000	\$1.89	0.88
winery	4000	\$0.91	0.0
winery wine	3000	\$1.76	0.43
winery wineries	8000	\$1.89	0.10
top wine country	2000	\$0.67	1.8
wine winery	2000	\$1.83	0.31
winery winery	2000	\$0.68	0.10
top wine	2000	\$0.82	0.0
winery winery	2000	\$1.83	0.83
wine tasting in victoria	1000	\$1.76	0.1
winery wine	1000	\$1.82	0.83
winery	1000	\$0.64	0.84

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Top 5 things to do in Osoyoos BC

Visiting Osoyoos for the summer or planning a visit to the area? Make sure you check out the list below for the top 5 best things to do in Osoyoos!

1. Get out on the water

Osoyoos, situated in Canada's desert, is...

[Read More](#) »

Osoyoos Oyster Festival 2018

Another fantastic weekend at the 2018 Osoyoos Oyster Festival!

Destination Osoyoos successfully hosted the 7th annual Osoyoos Oyster Festival this weekend. Over 375 guests from Vancouver, the Interior, and Ontario joined us for a weekend full of delicious oyster creations, wine...

[Read More](#) »

Osoyoos Visitor Centre Grand Opening!

Destination Osoyoos & The Osoyoos Visitor Centre Grand Opening!

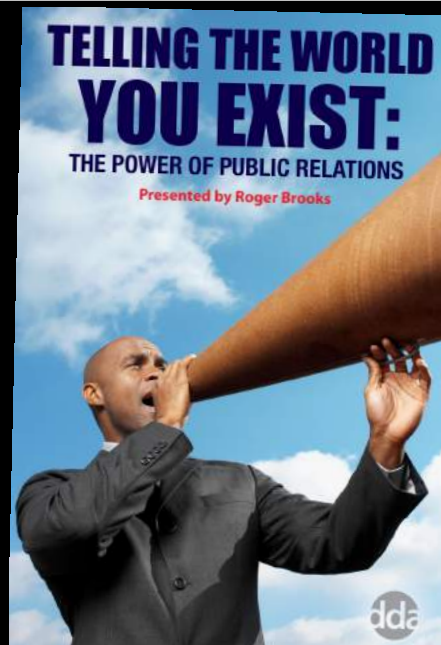
Destination Osoyoos hosted a celebration on Saturday April 7th to commemorate the grand opening of the Osoyoos Visitor Centre, located at 9912 BC HWY 3.

Destination Osoyoos was joined by stakeholders, community members...

[Read More](#) »

Public relations

- Public relations is another powerful tool that will build your online presence
- Don't think of it as just articles in printed publications!

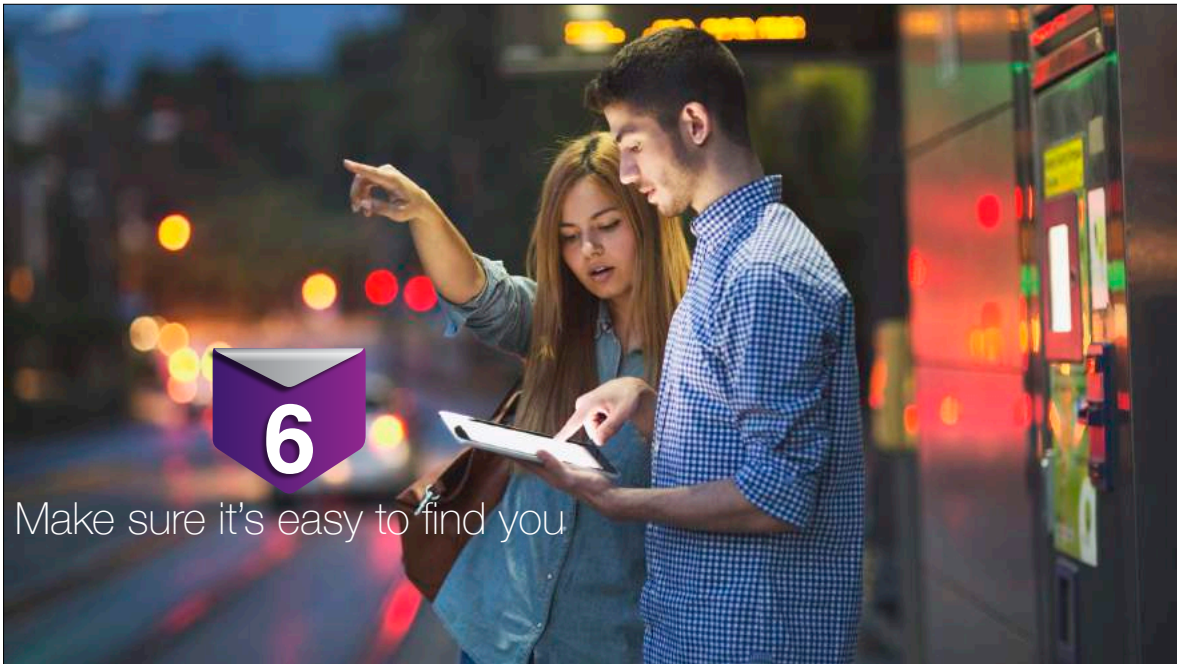




Build relationships with your customers

See the companion video: Content is king!

- The power and how to best leverage #hashtags
- Which social media platforms you should concentrate on
- Email marketing using blog posts as e-newsletters
- Which email marketing platforms to use
- Being part of the conversation: online forums and discussions
- Leveraging peer review sites like TripAdvisor, Yelp, Manta, Foursquare



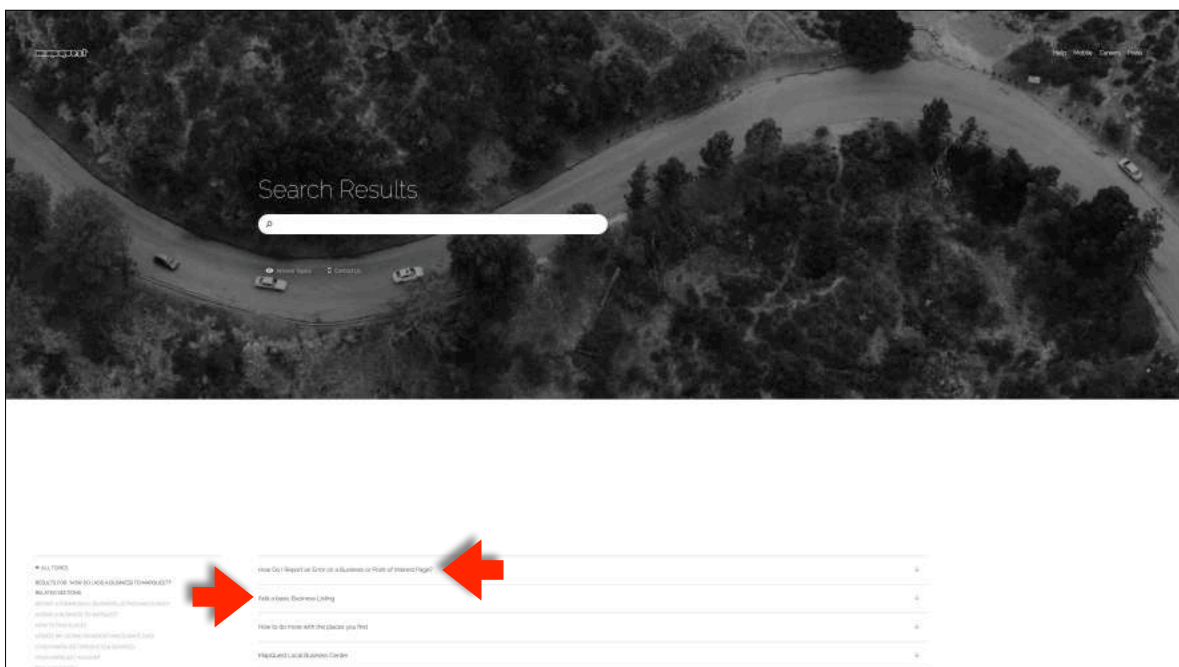
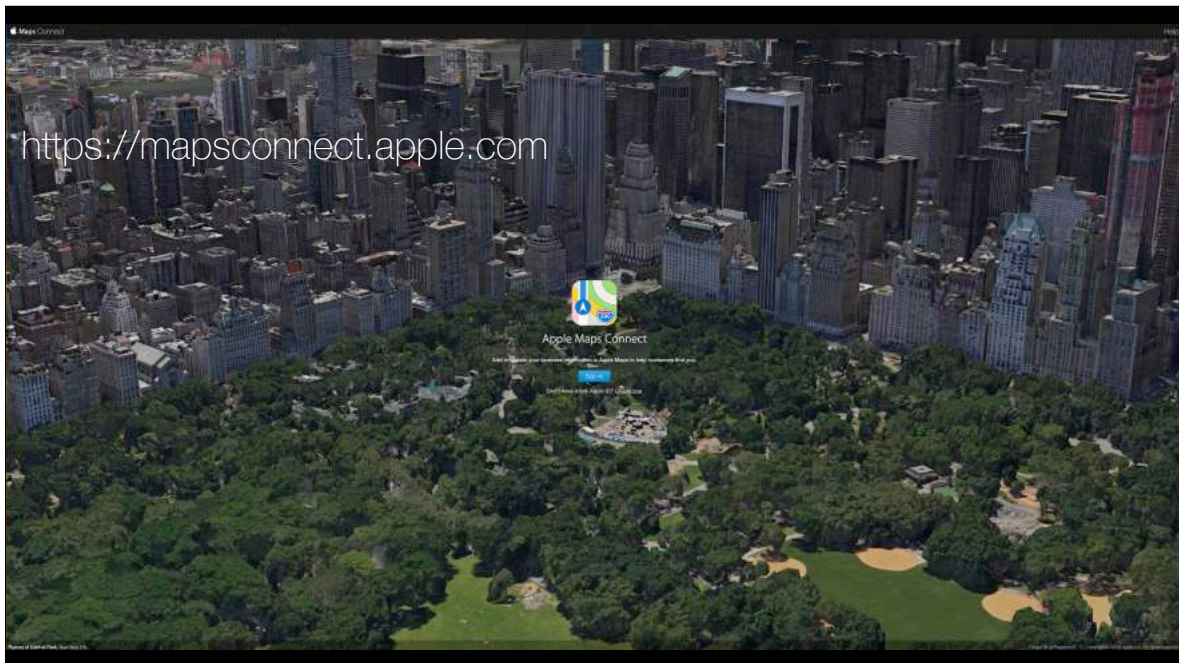
Make sure it's easy to find you

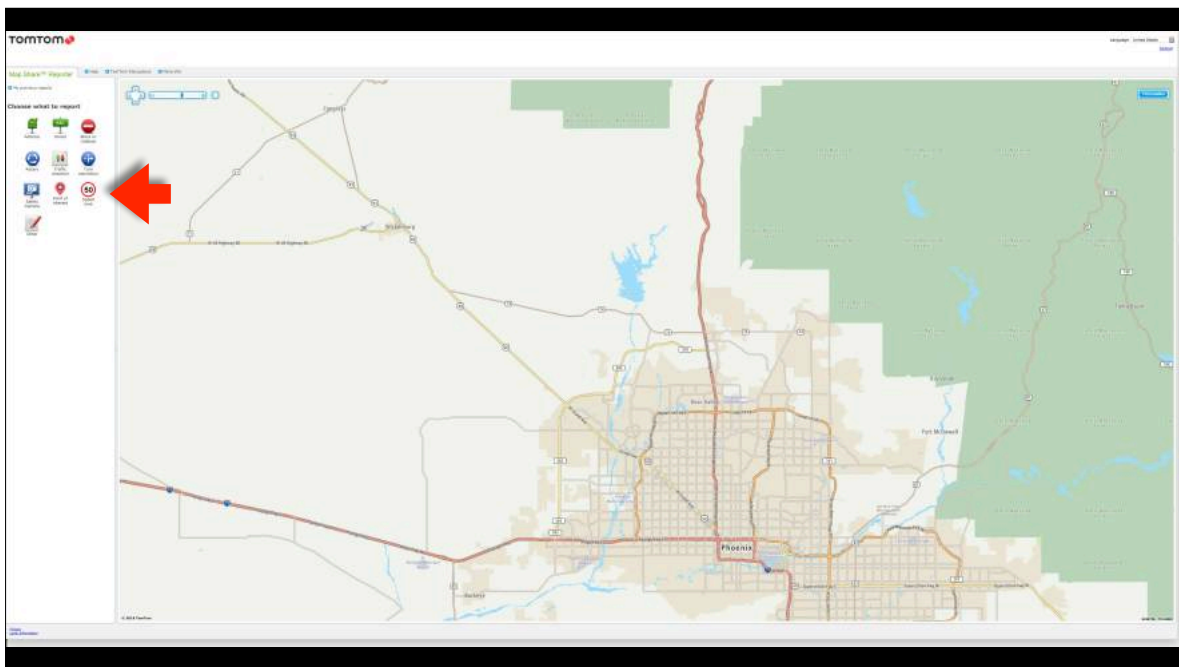
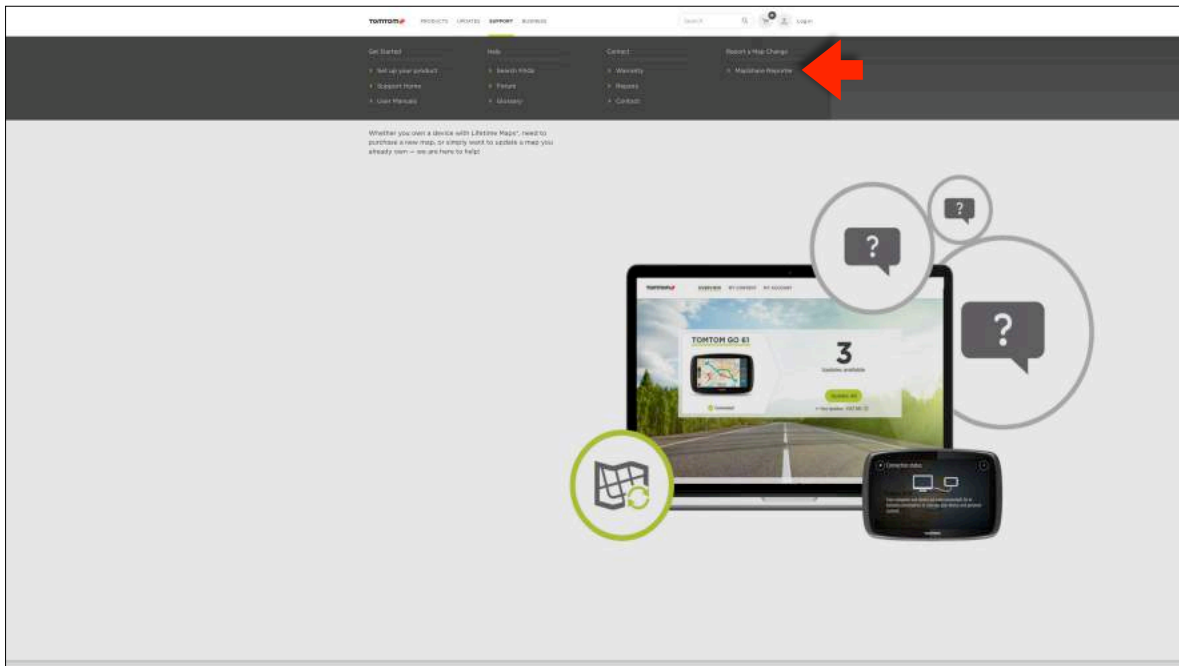
How to get here



HERE Maps (formerly Navteq)
Apple Maps
Google Maps
MapQuest
Tom Tom

Your businesses,
activities, attractions,
amenities should all be
added to these map
platforms



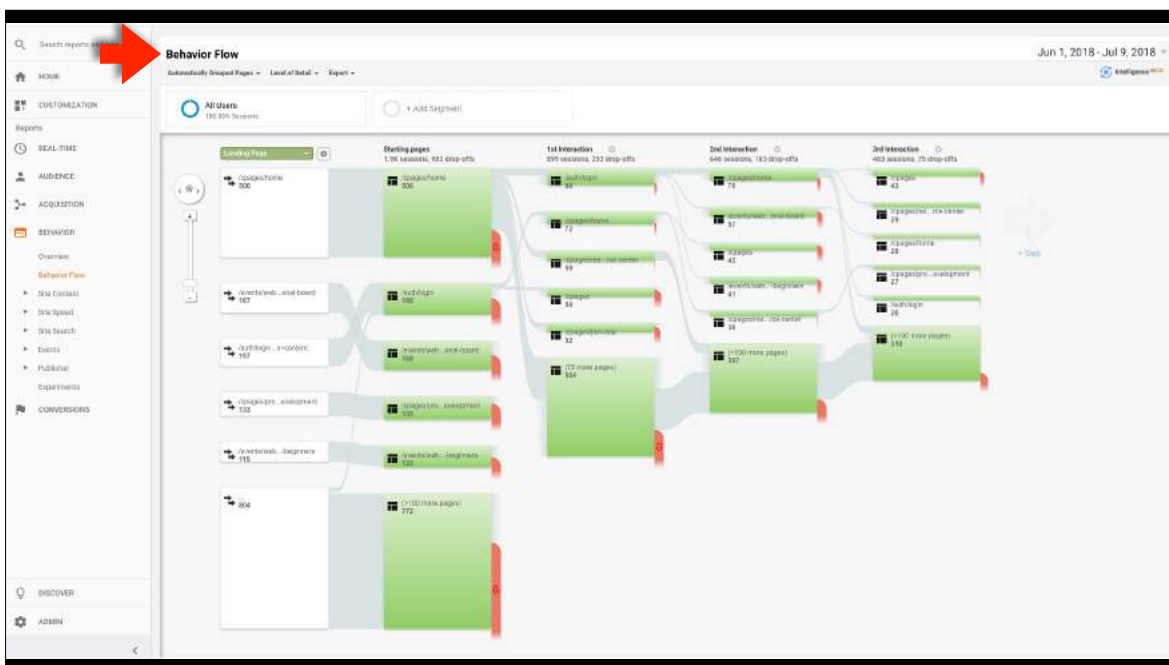
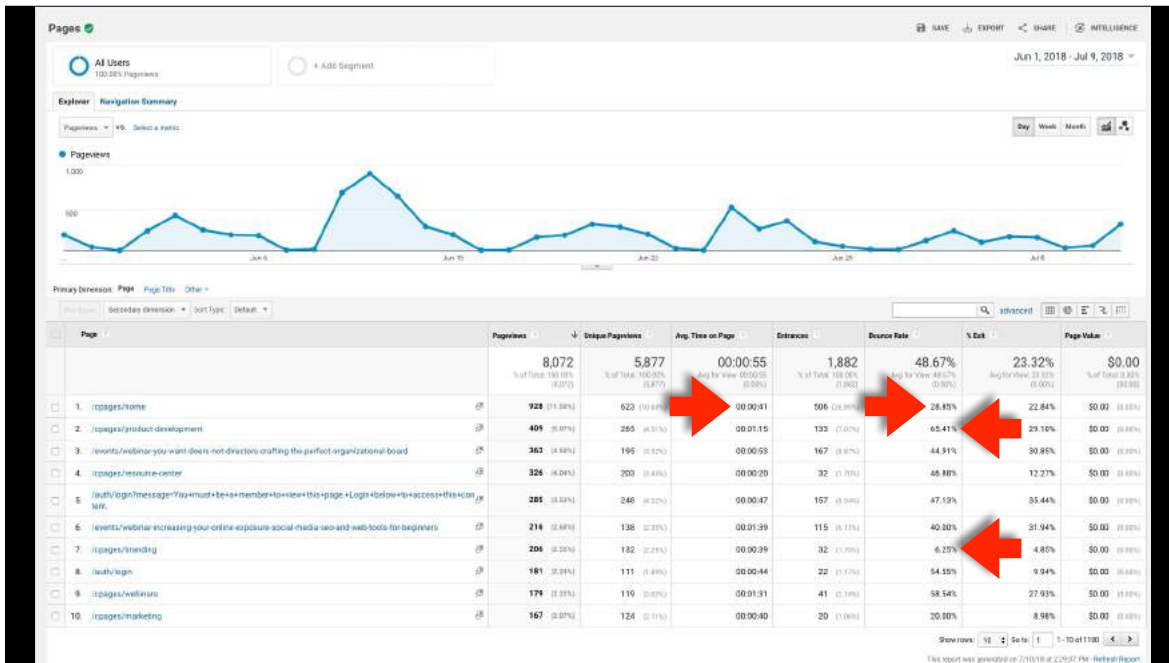




Track what's happening & optimize

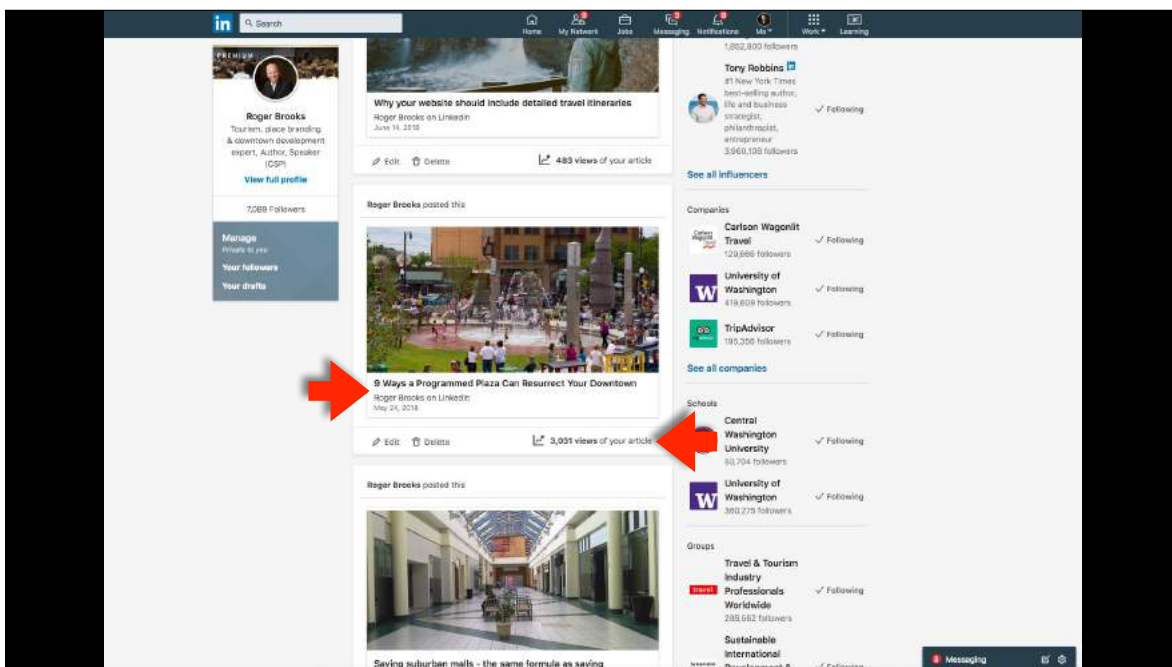
Google analytics

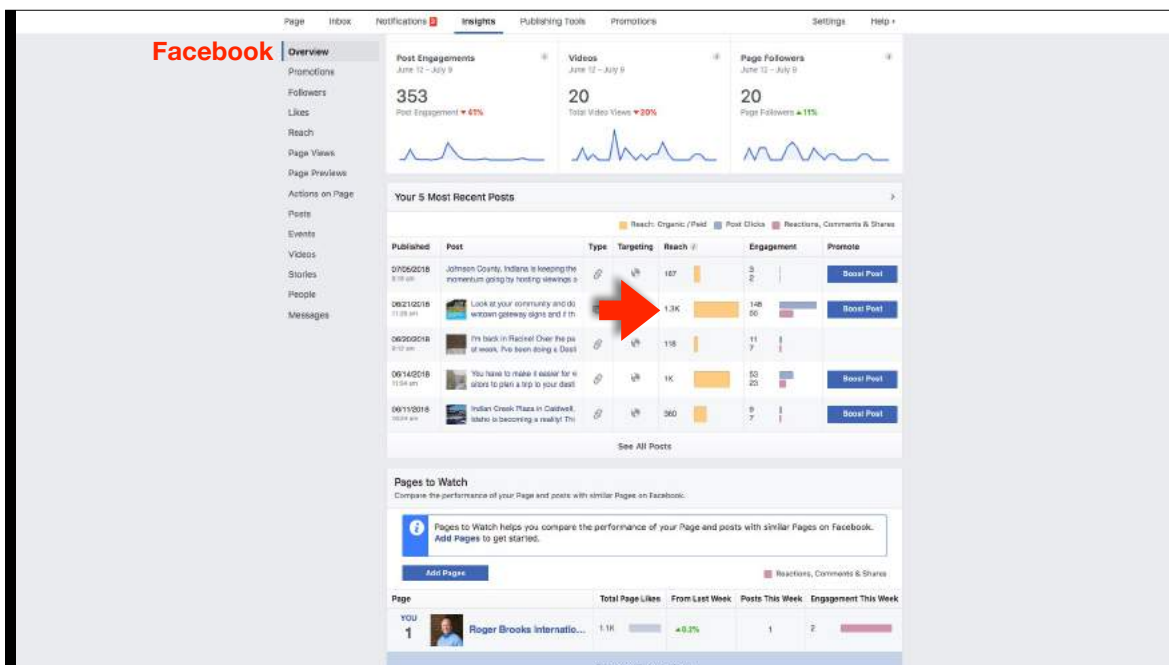
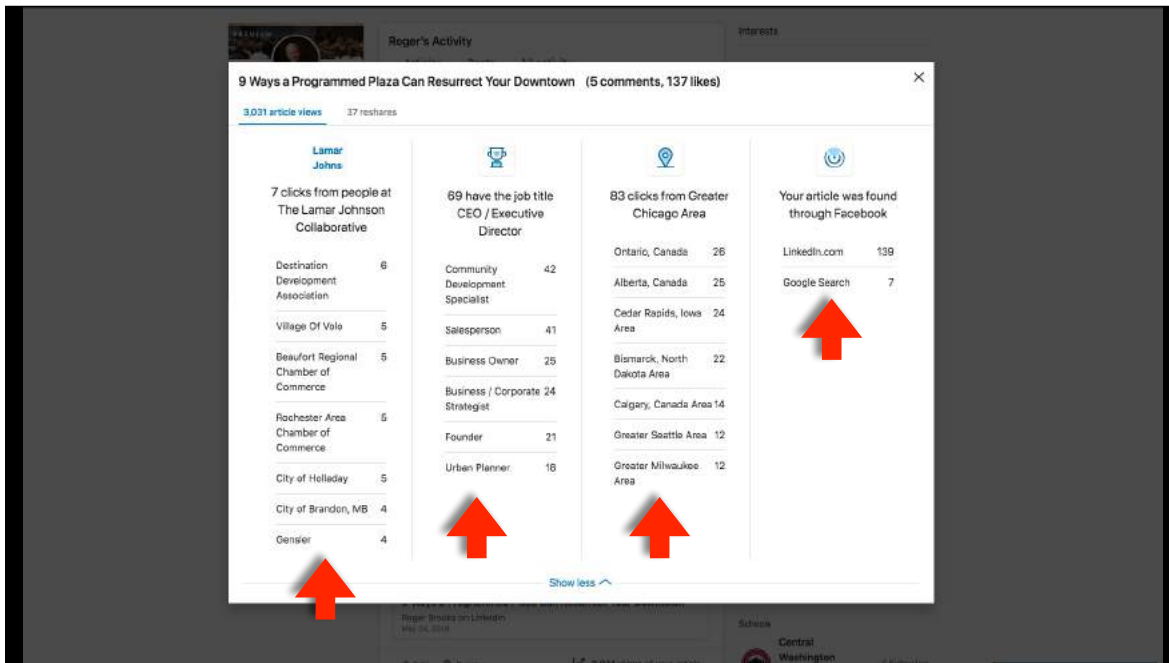
- Subscribe (at no cost)
- If you don't know what's working and what isn't, you can't ever get better!
- Start with the basics!
- Work with University or College students where this is a specialty
- If you've got the funding, hire a professional that will help you really leverage your online presence



Takeaways

- Tuesdays between 10:30 and 1:00 pm is best
- Bounce rate is about right (you have to pay to join)
- We need to engage the visitor longer
- We need to engage our members far more often
- Let's go to Australia! And what's with Poland?
- Visitors are very interested in "product development"
- And even more interested in branding






What to do

1. **Narrow your focus** and identify your goals
2. Your **website is priority #1**: It **MUST** close the sale
3. **Invest in content**: Specifics, not generalities
 - Photos | video | blog posts | specifics
 - Best of's | Top 3 | helpful tips | call to action
 - Leave no question unanswered
4. Use great **keywords** on your photos | all text | headlines
5. Use **SEO widgets** or plugins - they are great tools!
6. Make **Google your top priority**: Maps | My Business | Search
7. Create, use and promote **great #hashtags**
8. Create an **e-newsletter** (your blogs) and use **MailChimp**...
9. Get volunteers to engage with customers on **forums**
10. Make **Instagram** a priority | encourage people to share on Facebook
11. Get **activities listed** on peer review sites: TripAdvisor #1
12. Get your activities, businesses, attractions, amenities on all **map platforms**
13. **Review analytics** (monthly) to make changes to better close the sale

If I were in your shoes...

- Create the ELOP Team (Elevating our Online Presence)
 - Writers | photographers | web-savvy experts | fun people
- I would dedicate 6 hours a day, four days a week
- For 8 weeks straight. Sequester yourself
- Let everyone know what you're doing & why you're ignoring them. This takes time, not money!
- Hand out assignments
- Work your way down this list: One week for each of the 7 sections plus one week for refinements



Here's to elevating your online presence
to a whole new level!

For more how-to resources join us at
— DestinationDevelopment.org

 Destination Development
Association