Google DMO Program Overview:
Explore Minnesota Co-Op Program 2020

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170+
Destinations in our support program

70,000+
Businesses and POI profiles audited since 2018

½ Billion
Organic views of DMO-owned content
69% of travelers turn to a search engine when starting to think about a trip.

- Expedia Group research
More than 90% of all online searches in the United States happen in a Google product

- SparkToro & Jumpshot, June 2019
The growing significance of Maps and its impact on low-funnel behavior puts much greater emphasis on the value of accurate destination representation.

- The Maps product generates **3 billion direct connections** between businesses and users per month. (Google’s Economic Impact data, 2019)
- **79% of consumers** who use navigation apps as part of leisure travel use Google Maps. (Skift Research, Deep Dive into Google, 2020)
- **67% of survey respondents** cited use of Maps’ “Explore Nearby” feature as part of researching or booking a recent trip. (Phocuswright, Travel Technology Survey, 2019)
Safety is top of mind for today’s travelers and they need information they can trust before they will choose to visit.
Almost 80% of travelers* will research how a potential destination is managing COVID-19 before planning summer travel this year.

*Destination Analysts' traveler survey data
The goal of the program is to give destinations a role and a voice in more parts of the decision making process.
Results Stories:
North Carolina Co-Op

- **13 DMO Participants** - tiered program scaled to size of DMOs
- **62% of participation from small destinations** with less than 200 tourism businesses
- **14 million** image views to date across Google products

**Featured DMO: Lake Norman**

The “Lakeside of Charlotte,” the Lake Norman area features 520 miles of shoreline to escape from city life for a while.

On behalf of the DMO, Miles added **191 quality images** to the Google listings of businesses throughout the community.

Visit Lake Norman is now a **Level 6 Google Local Guide** and continues to actively contribute to the community based on the Google DMO program training.

**Visit Lake Norman images received 1.9 million views in the first four months**
A business’ profile is the single largest source of organic exposure for the business online.
Up-to-date profiles are:

2.7X more likely to be considered reputable.\(^1\)

70% more likely to attract location visits.\(^1\)

50% more likely to lead to a purchase.\(^1\)

\(^{1}\) Ipsos research: Benefits of a complete listing 2017
How **local businesses look** is an important part of how **your destination looks** when a potential visitor is planning a trip.
The Business Profile is the central listing for a location on Google. Its content come from **two primary** sources.
Google Local Guides contribute to local business information including:

- Photos
- Videos
- 360s
- Edit Facts
- Add Places
- Questions & Answers

Consumer Local Guides also add:

- Reviews
- Ratings

DMOs Become Leading Google Local Guides
Google DMO Program Overview

**AUDIT**

Comprehensive Analysis of the Destination:
- Google Travel Guide
- Google Top Things to Do
- Google Maps & Street View

Google Business Listing Completeness Analysis
Audit of the Google Business Profiles of up to 250 local businesses for completeness and whether they have been claimed by the owner.

**ACTIVATION**

Google Business Listing Missing Data Submission
Submission of critical missing data edits for businesses and missing locations to improve destination representation.

Visual Content Review & Submission
Identifies critical missing images, flags poor images & extends the trackable reach of DMO’s image library.
Uploads up to 75 DMO-owned images to locations on Google Maps

**TRAINING & SUPPORT**

DMO Team Training
Step-by-step guidance on Google tools, best practices and use of hardware.
Includes free Google Pixel phone.

Local Businesses Support
Assistance to claim business profiles
Google My Business Virtual Training Workshop
Destination Audit

- Understand current strengths and weaknesses in content that may influence consumer perception
- Identify opportunities to improve the quality and quantity of information
Basalt, CO is home to some of Colorado’s best trout fishing, but when anglers looked at the destination in Google Maps, a popular stretch of river referenced in destination marketing materials was not visible.

**Destination Optimization support helped put this important asset on the map.**
Top Sights Audit

Analyzing and documenting the places Google lists under Things to Do/Top Sights for your destination

Identifying opportunities to improve the quality and quantity of information available
Analysing the completeness of information available about up to **250 local tourism businesses**.

- Match DMO listings to Google business profiles
- Identify key missing data
- Determine what businesses have not been claimed
Typical Destination GMB Audit Results

- 40% Of businesses are missing data
- 25% Are not verified by the business owner
- 55% Have poor photo quality
Activation: Missing Data

Take the heavy lift off your staff.

- Miles will **suggest edits to missing information** in listings for primary points of interest and audited businesses

- **Goal is to improve the completeness** % of the market
Activation: Photography

- Miles will **review photo galleries** of Top Sights
- Flag poor and inappropriate UGC for removal
- Contribute **75 DMO-owned photos** to primary POIs and destinations
- Goal is to **measurably improve the visual representation** of the market
Before & After

● Branson Ferris Wheel
Team Training

DMO Team Training

Our goal is to enable DMO marketing teams with the knowledge and skills to continue to steward their destination representation on Google and support community businesses.

- **Training Webinar** on the tools and techniques of optimizing the destination on Google.
- **Dedicated Pixel Phone** dedicated to the DMOs account and yours to keep
- **One-on-one** follow up on next steps and helping local businesses succeed
- **Results Report** after two months

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**Work Plan Checklist**

**Verification**
- Identify listings that should be claimed by the DMO and begin to proactively manage content.
- Assist unverified partners with verification.

**Listing Information**
- Add missing information for Top Sights and GMB listings.
- Identify and flag duplication in Top Sights.
- Add missing listings to Google Maps.

**Visual Assets (Photos & Videos)**
- Identify and upload owned assets to relevant listings.
- Identify and upload destination "generic" owned assets and upload to Google Maps.
- Flag irrelevant or low-quality images in the photo galleries of popular POIs.
- Create new images for POIs that are underrepresented and upload via Maps.

**Optimization**
- Identify technical issues and other bugs within products and flag to Google via Form.
- Optimize articles around appropriate keywords related to your destination in travel guides.
- Optimize YouTube titles, descriptions and tags. Add additional video content if available.
- Implement structured data/schema data on events and other pages of your website.
- Optimize images on your site.
Industry Support

Virtual Workshop to business owners on Google My Business

Tokens for Unverified Businesses to claim their Google Business profile within 90 days

Office Hours with Miles team experts to help businesses troubleshoot their issues

· 2019 ·
Grow with Google
HIGH IMPACT PARTNER

Top 1% of partners hosting workshops
Meet Minneapolis and the City of Minneapolis were looking for a way to support tourism development in targeted neighborhoods and aid visitor dispersal. The six-month effort included partnering with three neighborhood associations who were trained to assist businesses with ongoing digital support.

- Increased data completeness by submitting more than 100 pieces of missing business data
- Added missing locations to Maps
- Assisted with verification of more than 30 local businesses in the first three months
- Provided DMO-branded resource materials to community businesses
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Program Pricing

- Total Program Value: $7,500
  - 20% Discount from Miles
  - $4,000 Support from Explore Minnesota

DMO Investment: $2,000

Deadline: September 15
Only 10 Spots Available
● Program will take place over 8 to 10 weeks after kick off

● Attend the following meetings with Miles Partnership
  ○ Kick off Webinar: 30 min
  ○ One-on-one call: 30 min
  ○ Audit Review & Activation Discussion: 1 hr
  ○ Staff Training Webinar: 1.5 hrs
  ○ One-on-one call: 30 min
  ○ Industry virtual workshop: 1 hr

Schedule
Materials Needed

- Spreadsheet of up to 250 businesses to be audited
  Due Oct 2

- 75 photos that the DMO owns full rights to in high-quality format
  Due Oct 23
ExploreMinnesota.com/coop

Early Bird Reservation Date:
September 15, 2020

Ad Reservation Date:
November 6, 2020

Materials Due:
November 20, 2020

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Thank You!

Questions?

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