



# Jackson Hole Community Workshop

## DIGITAL MARKETING TRENDS

### Agency Representatives

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# What We'll Cover:

**Search**

**Reviews**

**Mobile**

**Social**

**Email**

**Q&A**



**Search**



**+12 billion**

Average searches per month in the United States.

## Search Engine Optimization (SEO)

**72%** of consumers who did a local search visited a store within **5 miles**.

**Local** and **organic** search deliver **40%** or more of site traffic to local businesses.

 bing™ YAHOO!® Google

## SEO Checklist

- Mobile-Friendly or Responsive
- Website Speed
- Google for Business
- Directories & Social Sites
- Reviews
- Google Search Console
- Google Analytics
- Useful Content
- Title Tags & Meta Descriptions

## Is your website mobile-friendly?

More Google searches occur on **mobile** than desktop today.

Search engines prioritize **mobile-friendly** websites in search results.

**Responsive Design** delivers an optimized experience on any device.

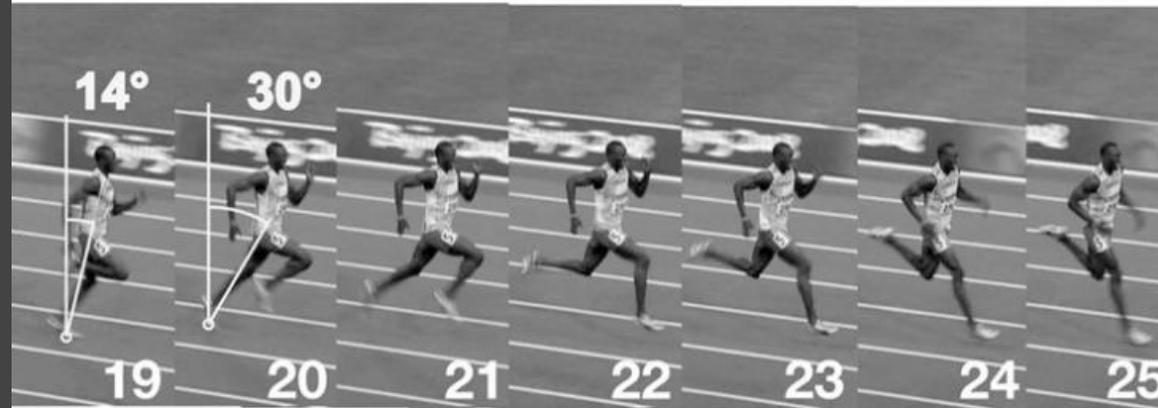
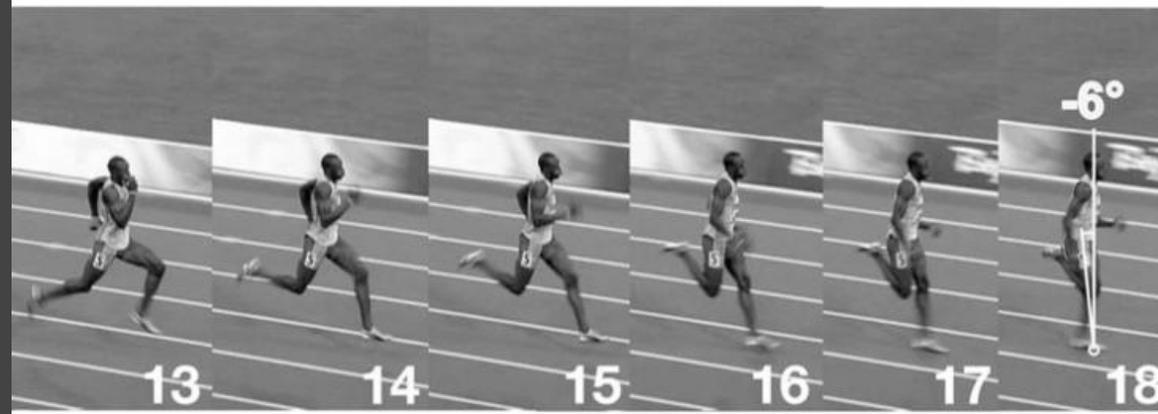
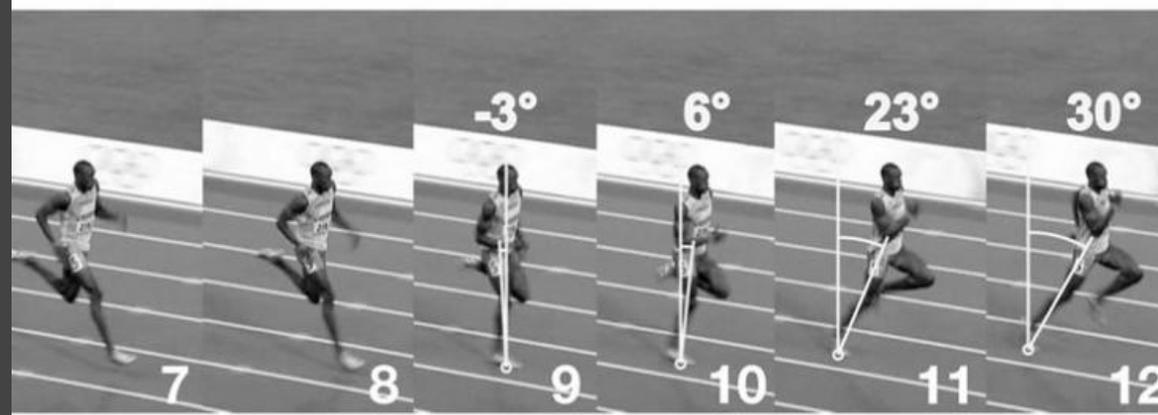
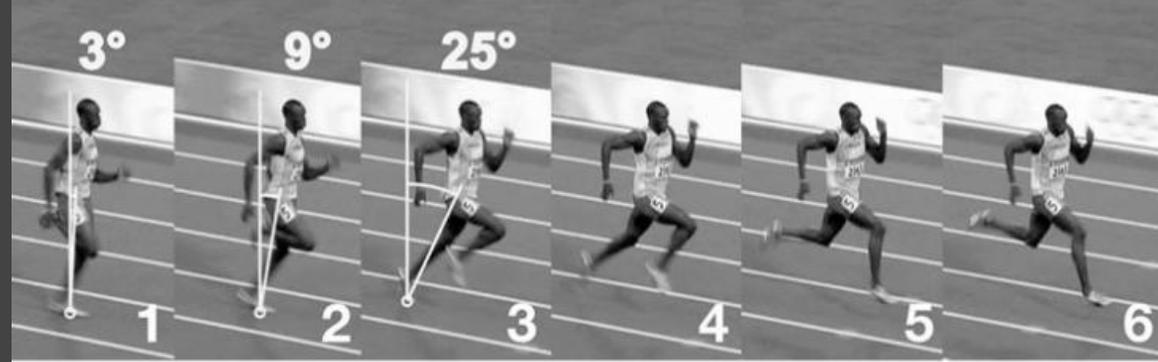


SEARCH

## Is Your Website Fast?

Speed is now a website feature.

Users will leave your website if it loads **too slowly**, especially on mobile.



## Do you have reviews?

**88%** of consumers are influenced by reviews.

Ask for reviews using a **handout** or **business cards**.

Are you engaging with reviewers **good** and **bad**?



About 56,900 results (0.34 seconds)

### Jackson Hole Whitewater - JHWW.com

Ad www.jhww.com/

Book Online Get 2015 Prices! 40+Years - Recommended by locals.

Jackson Hole Whitewater Rafting Trips



Rating

#### Mad River Boat Trips

4.6 ★★★★★ (19) · Raft Trip Outfitter

Longtime whitewater rafting outfitter

1255 South US Highway 89



#### Jackson Hole Whitewater

4.6 ★★★★★ (7) · Raft Trip Outfitter

650 W Broadway



## Reviews & Search

Positive reviews can increase qualified traffic to your website.

Reviews factor into local search results.

Businesses with reviews may appear higher in search results.

## Please write a mobile Google review for Tempest

(takes ~3 minutes)

Do you have the Google Maps app on your smartphone?



- 1**  
Go to your App Store and type in "Google Maps".  

- 2**  
Download the free app to your smartphone.  

- 3**  
Open the Google Maps App on your smartphone.  

- 4**  
Log in to your Google account in the Google Maps app.  


Type in the name of our business and city then tap the "search" button.  
Tap the list button, then select our location from the list.

Tempest, Tucson, AZ

X

Cancel



Scroll down and click on the  
"Rate and Review" section



Please rate us however you'd like and jot down a  
review about your experiences

Finally, click on the  
"Publish" button.



You're done. Thanks for your review.

## 4 Tips for Building Reviews

1. Claim your profiles on review sites.
2. Ask for reviews in person, on your website, in transactional emails, and other customer touchpoints.
3. Create review handouts and/or business cards.
4. Solicit reviews naturally. Fifty new reviews overnight may send a **negative** signal to search engines.

## Have you claimed your Google business listing?

Is your profile **complete** and **consistent** with your website information?

Are your **hours** of operation correct?

Did you include **logos, photos,** and a **link** to your website?



## Are you listed on directories and social websites?

**Claim and verify** your listings and profiles.

**Be consistent** with Name, Address and Phone Number. (N.A.P.)



## Do you have Google Search Console & Google Analytics?

**Google** offers 2 free tools for measuring web performance.

Identify **problems** and **trends** on your website.

Get to know your **audience**.



Google  
Analytics

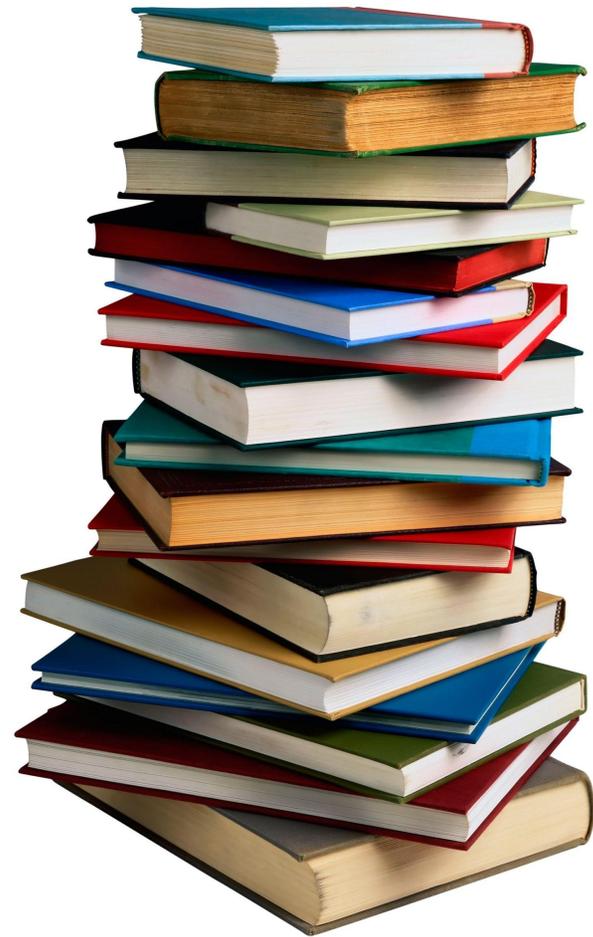
Google  
Search Console

SEARCH

**How useful is your website content?**

**Useful and authoritative content is good for users and for search!**

**Add fresh content to your website or blog.**



## Are your Title Tags and Meta Descriptions Optimized?

Keep them **short** and **sweet**.

Make them **unique**, avoid duplicates.



Digital Marketing - SEO Checklist | Tempest

[tempest.im/seo-checklist](https://tempest.im/seo-checklist)

Get the top 10 SEO tips to increase your website's visibility and increase your bottom line. Read more on our website or call (800) 777-2222 to learn more!

Title Tag

Meta Description

# Search Engine Optimization (SEO)



**Mobile**

# Mobile #1

More Google searches take place on mobile than desktop.

## Mobile

72%

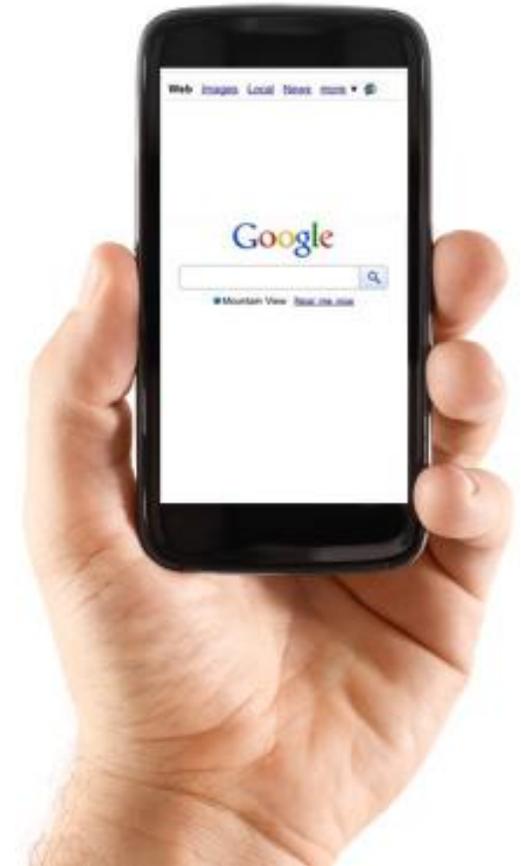
Mobile searchers who will leave a website if it is slow to load.

## Why Mobile Matters

Search algorithm updates now prioritize **mobile-friendly** websites.

**Mobile searches** have surpassed desktop searches in the U.S. and 9 other countries.

72% of mobile searchers will leave your website if it's **slow** or **difficult to use**.



## What Do Mobile Users Want?

**88%** want to see **business hours**

**85%** want to see a **phone number**

**82%** need an **address** or visible **driving directions**

**70%** want to view **pricing**

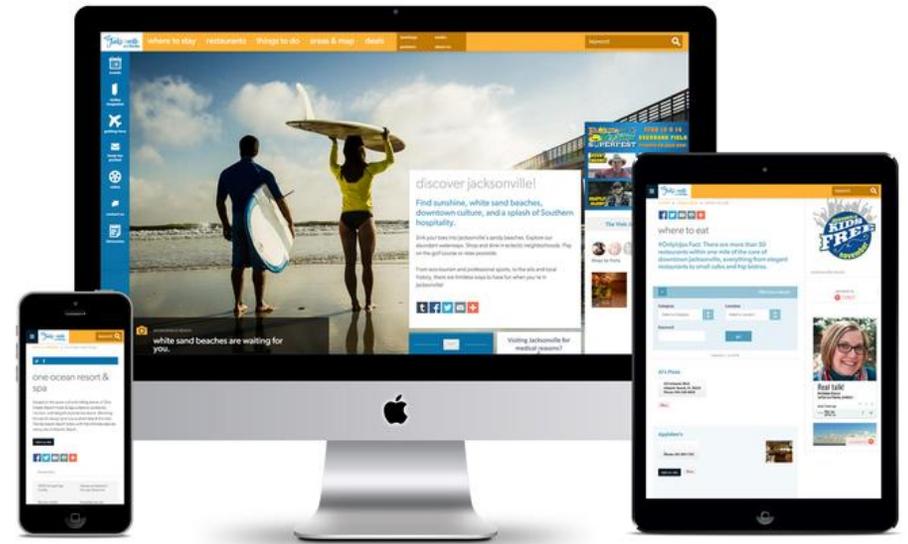
**67%** want to see a **menu of products or services**

**39%** want to see **photographs**

## What Is Responsive Website Design?

Recommended by Google as the best solution for building a mobile-friendly website.

One website that delivers an optimized experience on any device.

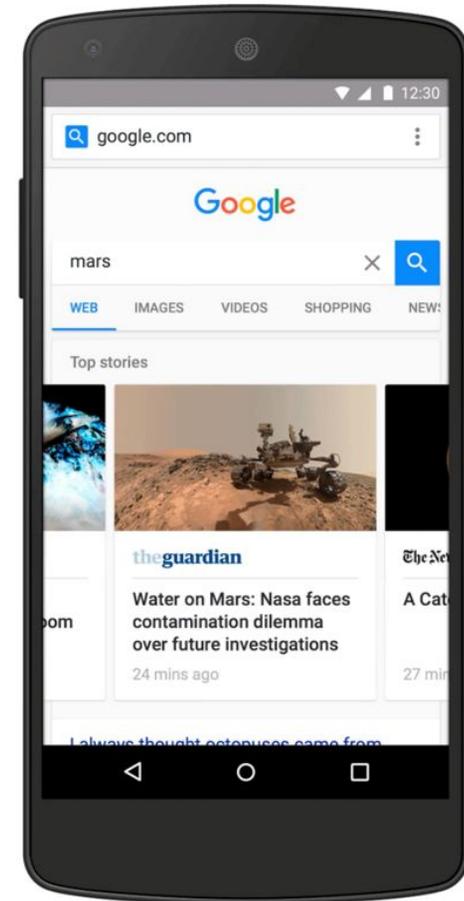


**Deliver an optimized experience on any device.**

## Google AMP for Mobile Speed

**AMP HTML** is a brand new way to build web pages so they load instantly on mobile devices.

Creating **AMP** versions of top website pages optimizes your content for speed and performance across devices.







## Simplify Your Social Media Goals

- 1 **Enhance** online visibility.
- 2 **Engage** with and grow your audience.
- 3 **Drive** traffic to your website.



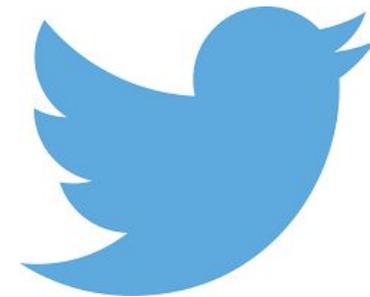
## How do you meet these goals?

- Claim and Verify Accounts
- Optimize Your Profiles
- Follow, Engage, Curate
- Be Visual
- Always Link
- Focus on Facebook
- Boost Your Best
- Borrow Great Ideas
- Use Free Tools

## Claim and Verify Your Accounts

**Claim accounts**, even if you don't post frequently.

**Brand** your profiles. Include your logo, hours of operation, "about" content.



## Follow and Engage to Grow

Follow **local and relevant** businesses, organizations, and news outlets.

**Curate content** from other accounts.



## Posting Tips

**Be visual.** Focus on photography as much as possible.

**Always link.** Include relevant links in 2 out of every 3 posts.

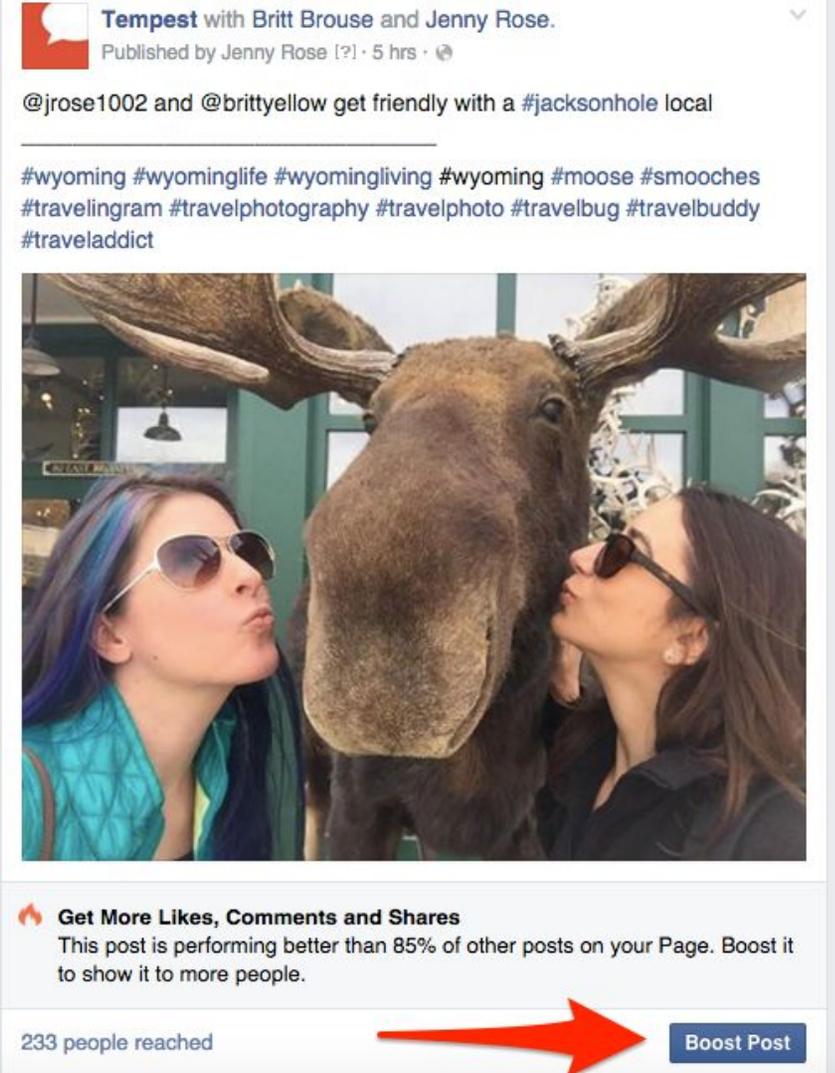


## Prioritize Facebook and Instagram

**Facebook** has the largest audience.

If a post is performing well, **boost it** for as little as \$25 to drive more visibility

**Instagram** is the perfect platform for inspiring photos



**Tempest** with Britt Brouse and Jenny Rose.  
Published by Jenny Rose [?] · 5 hrs · 🌐

@jrose1002 and @brittyyellow get friendly with a #jacksonhole local

#wyoming #wyominglife #wyomingliving #wyoming #moose #smooches #travelingram #travelphotography #travelphoto #travelbug #travelbuddy #traveladdict



**Get More Likes, Comments and Shares**  
This post is performing better than 85% of other posts on your Page. Boost it to show it to more people.

233 people reached

**Boost Post**

## Tips and Tools

See what works for others and **borrow ideas** from competitors and other businesses in different cities.

Use **free tools** to make your life easier.

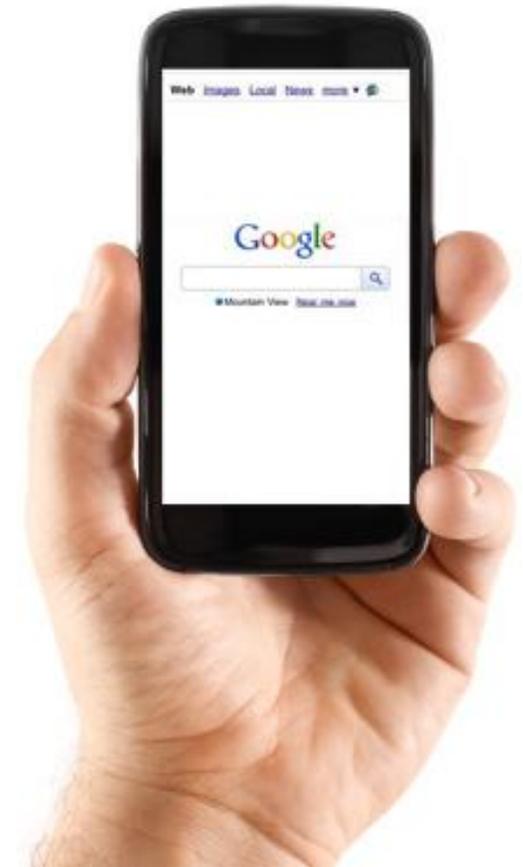


## Measuring Social Media Success

**Engagement:** Benchmark yourself against similar sized organizations.

**Social Referrals:** Measure website traffic coming from social.

**Social Sales:** Track sales or “conversions” on your website from social media referral traffic.



## Email

# 3,700%

Average ROI for email marketing, or \$38 for every \$1 spent.

## Why Email Matters?

For every \$1 spent on email,  
the **average ROI is \$38.**

People **want** to receive  
information and offers via  
email.

Your message is **5x's more  
likely** to be seen in email than  
on Facebook.



## Building An Email Program

**Choose A Platform:** Use an email marketing platform like MailChimp or Campaign Monitor.

**Build & Manage Your List:** Ask people to subscribe on your website and in your brick-and-mortar location.

**Measure Success:** Track open rates, click-through-rates, web traffic, and sales.

**Test & Repeat:** Test different offers, subject lines, and landing pages.

## Triggered Campaigns

Emailing based on an **action** such as a signup or purchase.

Drive **8x's** higher open and click-through-rates and **6 x's** more revenue than regular email.

### 3 Examples of Triggers:

-  Welcome new email subscriber
-  Thank you for purchase
-  We want you back

## 5 Email Best Practices

- 1 Keep Forms Simple
- 2 Use A Preference Center
- 3 Collect **Useful** Data
- 4 Personalize Messaging
- 5 Test Segmentation

Sign up to our newsletter

### Email Newsletter Signup

Get updates on events, news, and special offers!

Name

First

Last

Email

## Questions?

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