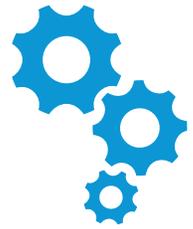


11 ESSENTIAL & free online marketing tools

Consider utilizing some of these marketing tools to enhance online marketing for your destination, travel business or organization.



1 WEBSITE ANALYTICS

Google Analytics to Monitor Website Traffic

Monitor your website, campaign activity and online business goals. See where your website users are visiting from, their demographic profile and their user journey through your website. Google Analytics and a wide range of related tools and trainings are available at www.google.com/analytics.

» For more on Google Analytics, see our “12 Essential Google Analytics Reports” resource.



2 CAMPAIGN TRACKING CODES

Measure Your Online Activity and Advertising Efforts

Track and compare the performance of all your marketing activity (online advertising, links, email, etc.) by easily adding campaign tracking codes to the web address of your landing page. Google's [Campaign URL Builder](#) allows you to add campaign parameters to URLs to track in Campaigns using Google Analytics.



3 SHORT URLS

Create Short Web Addresses with URL Shortener Tools

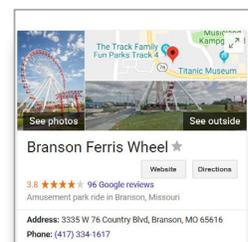
Shorten long web addresses for social media posts and emails. You can also use short web addresses when using Campaign Tracking Codes. [Google URL Shortener](#) and [TinyURL](#) are free tools to use. [BudURL](#) is paid option that comes with additional features.



4 GOOGLE MY BUSINESS

Utilize Google Maps and Google's Travel Platforms

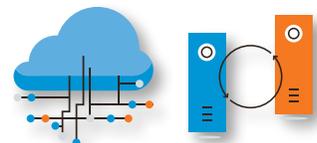
Make sure to claim, optimize and enhance your business listing on Google My Business. Focus on uploading great imagery and adding immersive video and 360 content. New features for Google My Business and Google Posts are available at <https://www.google.com/business>.



5 ONLINE FILE HOSTING

Share and Store Documents Online

Store, share and collaborate in documents online or “in the cloud”. Services with free storage options include [Google Drive](#), [Dropbox](#), [Microsoft OneDrive](#) and [Apple's iCloud](#).

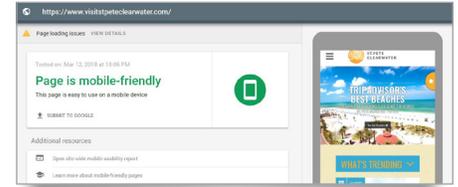


Note: Some of these tools are completely free but many have paid or subscriber options for enhanced features. All have free and valuable information, functionality or reports available.

6 RESPONSIVE SITE TESTING

Mobile Site Review and Testing Tools

Test how your site looks on mobile devices using [Am I Responsive's](#) online tool. Google's [Mobile Friendly Test](#) is another tool to use to check a site's speed and usability on mobile devices.



7 AUDIENCE & COMPETITOR REVIEW

Online Audience Measurement and Competitor Review Tools

Compliment's Google audience reporting with specialized online audience measurement from [Quantcast](#). Review your site's reach, engagement and audience against its competitors using online intelligence tools such as [Alexa](#) or [SimilarWeb](#).



8 ONLINE SURVEYS

Use Survey Tools to Gain Insights

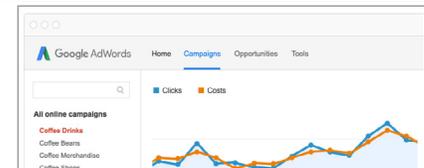
Utilize surveys online, through email or even in person for guest arriving at your business. Free online surveys include [SurveyMonkey](#), [Zoomerang](#) or [Google Forms](#).



9 SEO KEYWORDS

Research Keywords that People Use to Search Online

Free with a Google AdWords Account, [Keyword Planner](#) works to find keywords related to your business to help build campaigns. Google also offers information on SEO and Google Search, available at <http://budurl.com/SEOGuidebyGoogle> and <http://budurl.com/GoogleSEO1Page>.



10 THINK WITH GOOGLE

Google Research, Resources and Best Practice Examples

[Think with Google](#) provides the latest research and resources on the marketing topics, including insights on digital trends and the travel industry.



11 FREE RESEARCH

Access Research to Better Understand Travelers

Some of our most used research resources include the options listed below. All have free research options with a few offering additional paid options.

- » [Destination Analyst](#): A tourism research and marketing company that conducts a quarterly research report on U.S. leisure travelers, [The State of the American Traveler](#)
- » [Skift](#): A source for news, research and insights on marketing trends and the travel industry
- » [U.S. Travel Research](#): Provides research and analysis on travel and economic trends as well as insight into the industry
- » [Brand USA](#): Provides research and analysis on International inbound visitor research & analysis



Additional Resources

Visit our online library of resources featuring our latest white papers, research summaries, blog posts and webinar recordings. These resources cover the latest topics and trends in the industry. Visit www.MilesPartnership.com/How-We-Think for more information.

Miles Partnership markets destinations and hospitality businesses by working with state tourism offices, convention and visitors bureaus, hotels and other organizations in the tourism industry to create forward-thinking digital and print content marketing solutions.