





GOOGLE DMO PARTNERSHIP Industry Education Program & CVB Support Services

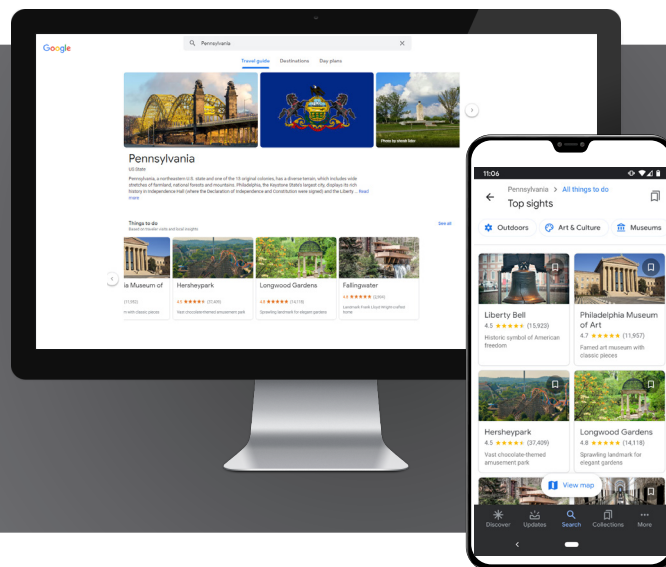
Pennsylvania
pursue your happiness™

Services Provided by Miles Partnership

Through this program with Miles Partnership, Pennsylvania's CVBs can benefit from customized services surrounding Google My Business and the Google DMO Partnership Program to improve the quality and visibility of destination-related content within Google's search and travel planning products.

FEATURED BENEFITS

-  Extend Content Impact Beyond Owned Channels
-  Detailed Analysis of Destination Footprint
-  Optimize Content to Improve Perception
-  Educate & Empower Your Industry
-  Drive Measurable Results



PACKAGES INCLUDE*:

*Details vary based on package selected

Google My Business Education

Google My Business is the centralized platform where you can manage content for your business across Google's most popular products in one place. Includes:

- One day of in-person GMB training workshop/s
- Audit of local GMB listings
- GMB online "Health Check"
- Opportunity for workshop attendees to claim listings
- 12 month access to Visit PA's online Local Marketing Academy

Audit

The audit demonstrates how visitors are searching for the destination and uncovers what they find on Google when they do. Audit results will be presented via a webinar that consists of:

- Consumer Search Behavior Analysis to understand priorities of potential visitors
- Baseline Audit of Google Products to show the complete digital footprint of the destination within Google products

Activation

This is an action plan outlining the first steps in optimizing the destination's presence by improving quality of business information and contributing high-quality visual assets. Includes:

- Google DMO Partnership Program registration
- Google Business Listing missing data submission
- Visual content review and submission to maximize views
- Submission of up to 200 photos to corresponding Google Maps locations

Training

Training webinar to ensure the organization's team is prepared to take action. Webinar includes:

- Tactical training on use of tools and resources available to CVBs
- Available reporting metrics and results of Activation to date
- Access to online resources and instruction materials
- Suggested strategies for 360 content creation and hardware options
- And more!

miles
PARTNERSHIP

To participate, please contact: Julie Armstrong | Julie.Armstrong@MilesPartnership.com | 804-467-1464

PROGRAM PACKAGE DETAILS	PACKAGE 1: EDUCATION	PACKAGE 2: EDUCATION + CVB SUPPORT
GOOGLE MY BUSINESS EDUCATION		
One day of in-person GMB training workshop/s (up to two sessions) for local businesses hosted in your market. Printed fact sheets and session recording provided.	✓	✓
Audit of the GMB listings for businesses in the industry in advance of the education session. Audit will identify which businesses are missing critical data in their business profiles and whether the listing has been claimed by the business.	✓	✓
Google My Business online "Health Check" report for all businesses who participate in the workshop, report will summarize the recent performance of their GMB profile, compare it to benchmarks, and offer tips for improvement.	✓	✓
Registered attendees who have not claimed their Google Business profile will have the opportunity to do so at the event.	✓	✓
12 month access to Visit PA's online Local Marketing Academy online for all tourism businesses. The Academy is a library of educational tools and resources specifically created for tourism businesses.	✓	✓
AUDIT		
Consumer Search Behavior Analysis – The objective is to define the priorities of potential visitors, so that the subsequent analysis can be based on what the majority of travelers are really looking for on Google and what they consequently find.	-	✓
Baseline Audit of Google Products – Comprehensive review of the complete digital footprint of the destination within Google products including Google Search, Google Travel, Google Maps & YouTube.	-	✓
ACTIVATION		
Google DMO Partnership Program Registration	-	✓
Google Business Listing Missing Data Submission	-	✓
Visual Content Review & Submission	-	✓
TRAINING		
Customized tactical training webinar including review of action items, review of available reporting metrics, detailed instruction on using relevant tools and recommended strategies for 360 content	-	✓
PARTNER INVESTMENT		
Small CVBs (Up to 200 listings audited)	\$1,800	\$6,550
Large CVBs (Up to 600 listings audited)	\$2,250	\$12,000
VISIT PA PROGRAM UPLIFT TO SUPPORT	Cost reflects a 70% uplift from Visit PA	Cost reflects a 30% uplift from Visit PA

