

FAREHARBOR

SPARK

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Playing Google's Game: Turning **Locals** into **Loyalists**

How To Optimize **Your** Local Strategy?

Rapid Fire



What We'll Cover



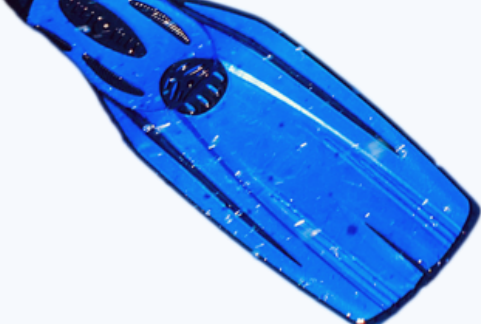
5 Local Strategies



Case Study



Action Plan



But first... Why Are Local Strategies So Important?

Designed to **improve your visibility** on Google when customers close to your physical location are looking for you.

45%

of travelers book with **less than 3 days** before the tour starts.

[FAREHARBOR]

25%

of travelers book the **same day** the tour starts.

[FAREHARBOR]

200%

Growth type searches "*near me*" and "*close by*" have experienced **over two years**.

[GOOGLE]



The 5 Pillars Of A Local Strategy

Google My Business

Local Keywords

Translations

Online Reviews

Mobile Friendliness



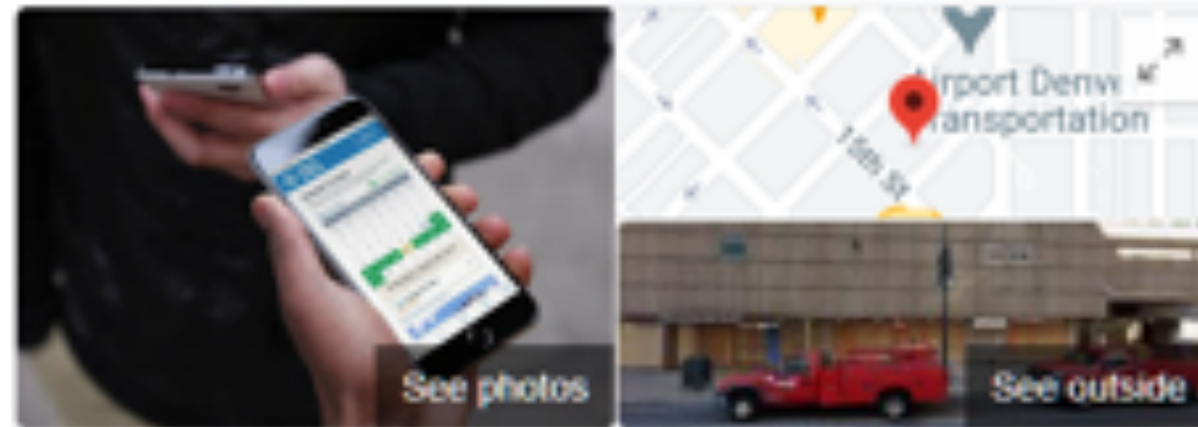
STEP 1

Google My Business: First Things First

CREATE, CLAIM and VERIFY your Google My Business listing. Only then you'll be able to optimize your listing.

tip:

If you don't have a GmB profile created, go to google.com/business and follow the instructions.



FareHarbor



Website

Directions

Save

Call

4.0 ★★★★★ 48 Google reviews

Software company in Denver, Colorado

Located in: Sheraton Denver Downtown Hotel

Address: 1515 Cleveland Pl Suite 400, Denver, CO 80202

Hours: Open 24 hours ▾

Phone: (855) 495-5551

Last Funding Type: Seed crunchbase.com

Company Type: For Profit crunchbase.com

Headquarters Regions: Greater Denver Area, Western US
crunchbase.com



How To Optimize Your GMB Listing?

1 Business Information

Add as much information about your business as you can: company name, address, phone number, business category and opening hours.

2 Business Description

Highlight your key selling points, include keywords and write a maximum of 750 characters.

3 Add High Quality Images

Make sure you upload new images regularly, use keywords to name them and add a geotag.

4 Post On Your Page

Posting gives you an opportunity to connect with your potential customers.



Visit FareHarbor Compass To Know More!



STEP 2

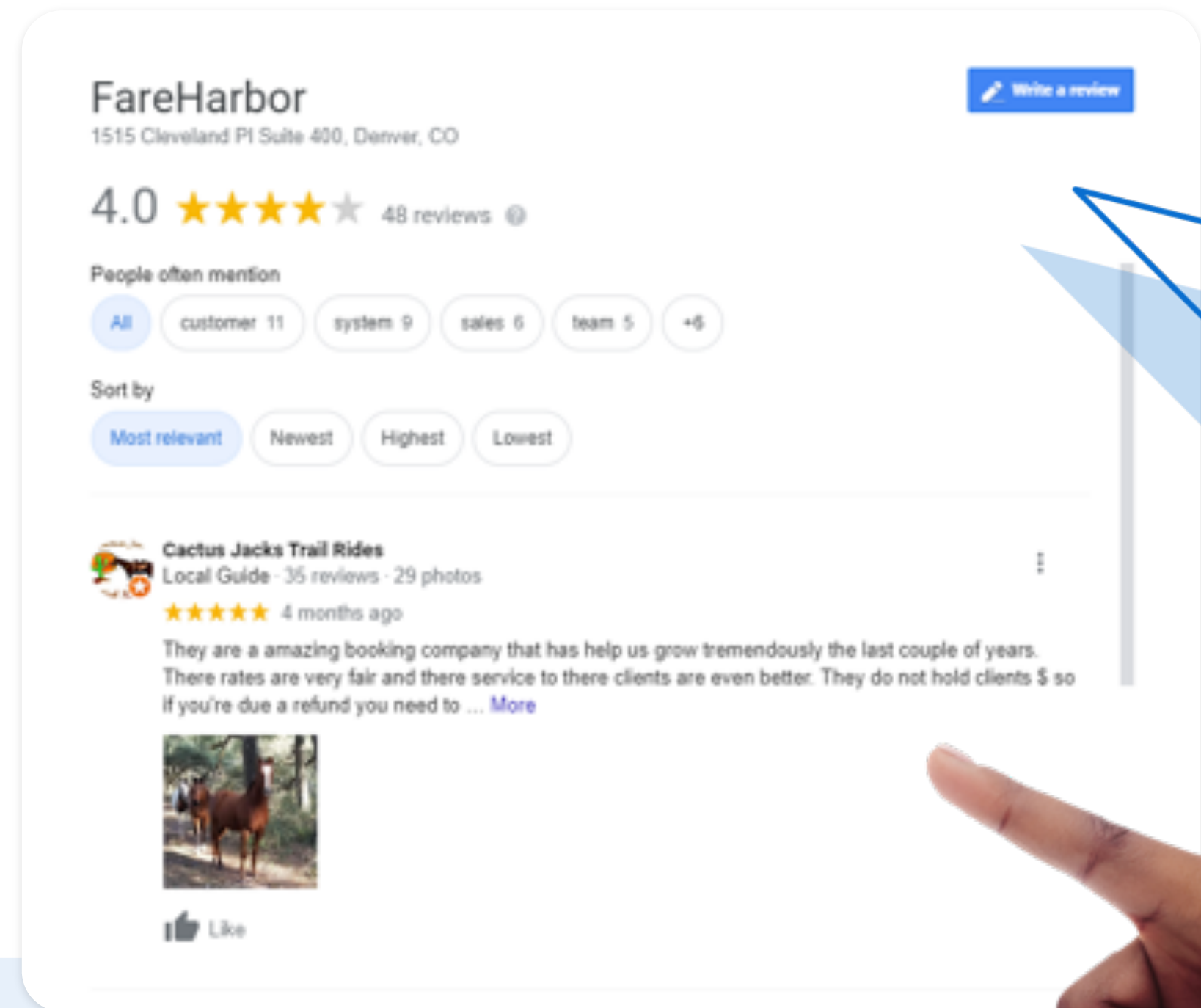
Boost Your Online Reviews

90% of consumers look at the reviews before they visit a business.

The volume of Google My Business reviews collected is an SEO ranking factor.

tips

1. Request reviews from your customers **while** they are on location.
2. Use **FareHarbor follow-up email** and include a link to your GMB page.
3. **Respond** to all of them, positive or negative.

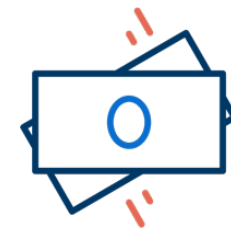


STEP 3

Is Your Website Really Mobile-Friendly?

tip:

Run these reports and **check-in with your web developer!** Fixing the issues encountered is one of the best things you can do for your business today.



Google's Mobile Friendly Test

Test how easily a visitor can use your page on a mobile device.



Google's Lighthouse Report

Audit performance, accessibility and SEO of web pages.



STEP 4

Introduce Local Keywords

Local keywords are keywords that contain location-specific phrases.

Make sure you add them in your website's <title> and in your header tags when applicable.

[business type/product/service] in [insert your location!]

- > *Boat Tour Amsterdam*
- > *Napa Valley Wine Tasting*
- > *Best Walking Tour in New York*

tip:

Include keywords modifiers such as “best”, “top”, “unique”, “all-inclusive”...



STEP 5

Translation

How to identify the right opportunity?

- Run a **language report** on Google Analytics
- Target your **high-traffic online users**
- Do you want to translate your website?
 - Head to Compass and **ask yourself the right questions**
- Do you want to **translate your booking process?**
 - **Head to your Dashboard!**
- Identify **who** is going to translate your content
 - TourismSolved is a FareHarbor partner that takes care of website and dashboard translations
 - Make sure to visit their booth in our expo hall





CASE STUDY Boosting Online Reviews: *The Context*



- **Online Reviews Stalled**
The company was gathering an average of 33 reviews per month on Google.
- **Tour Guides Weren't Contributing**
Nothing was being mentioned to the customers while they were still on location.
- **Too Many Call-To-Actions**
The follow-up email contained links to too many different platforms.
- **Lack Of Personalization**
The follow-up email wasn't tapping into the customer's memories. It wasn't engaging enough.




Follow-Up Email: Before & After


222-222-222 • test@test.com • website.com


Thank you for choosing our company. It was a pleasure to have you as our guest. We hope to see you again soon!


At your convenience, please take a moment to share your experience with your friends and others through our social media channels


Thank You,
The Team


 [Review us on TripAdvisor](#)

 [Review us on Google](#)

 [Like us on Facebook](#)

 [Follow us on Twitter](#)

 [Follow us on Instagram](#)



REVIEW YOUR EXPERIENCE

Thank you so much for booking with [redacted] we hope your visit has turned into an unforgettable memory.

To continue improving day after day and offering our services, we'd love to hear from you!

Would you take 20 seconds to leave us a review?

[LEAVE A REVIEW](#)





__CASE STUDY__
After Optimizing The
Follow-Up Email



+82%

Increase of the # of reviews
after the implementation
compared to previous period.

+14%

Increase in traffic coming
from organic search.

+34%

Increase in revenue coming
from organic traffic.

+50%

Increase in the average
order value



Final

1. Create, claim and verify your Google My Business listing.

2. Make sure your contact details are the same across all platforms.

3. Respond to all of your Google My Business reviews.

4. Make sure your website is mobile friendly.

5. Add **local keywords** to your website's title and/ or header tags

6. Review your follow-up email in your FareHarbor Dashboard.



Thank You 

