TRAVEL OREGON
INTRODUCING LOCL

5.11.2021
Photo: Jok Wanderly
92% search happens on Google¹

Nearly half of all Google searches are local in nature.²
GOOGLE ECOSYSTEM
IMPROVE YOUR GMB WITH LOCL

WHERE TO START

• Ensure your GMB profile is claimed
• Sign up for Locl
• Add missing information (NAP)
• Add business description + photos
• Engage with your customers
• Create posts
GET STARTED WITH LOCL

- Sign up: locl.io/traveloregon
- Learn more: https://industry.traveloregon.com/locl
- Have questions? integrated@traveloregon.com
QUESTIONS?
THANK YOU!

Photo: Christian Heeb
APPENDIX
GOOGLE YOUR BUSINESS

HOW DOES YOUR LISTING APPEAR?
1. Grab your phone.
2. Search using Google in your browser or using Google Maps.
3. How do you show up?
NEED TO CLAIM YOUR BUSINESS?

CLAIM YOUR GMB PROFILE

1. On your computer, open Google Maps
2. In the search bar, enter your business name.
3. Click the business name and choose the correct one.
4. Click Claim this business > Manage now.
   To choose a different business, click I own or manage another business.
5. Select a verification option, and follow the on-screen steps
6. Be patient – Google’s verification process can take a few weeks

For information on how to add your business through Google My Business, click here.
ADDITIONAL RESOURCES

LEARN

• Locl.io/traveloregon
• Locl + Travel Oregon Toolkit
• Google My Business
• Google Places (listings)
• Google Maps (geo)

WATCH

• Drive Online Business with Locl, Inc.
• Inspire Confidence with Online Listings
1. Search Engine Market Share (February 2021), StatCounter
2. Use Local SEO Marketing to Increase Traffic, BrightEdge
3. Local Search Ranking Factors, Moz; Improve Your Local Ranking, Google; Inspire Confidence with Online Listings, Miles Partnership (slide 12)
4. Less Than Half Of Google Searches Now Result in a Click, Sparktoro (Rand Fishkin)
5. How to Win in the World of Zero-Click Searches, CMG Local Solutions
6. Ipsos research: Benefits of a Complete Listing (2017); Uncovering the Secrets of the Most Successful Business Profiles on Google, Miles Partnership
## REGISTER TO PLUS

locl.io/traveloregon

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