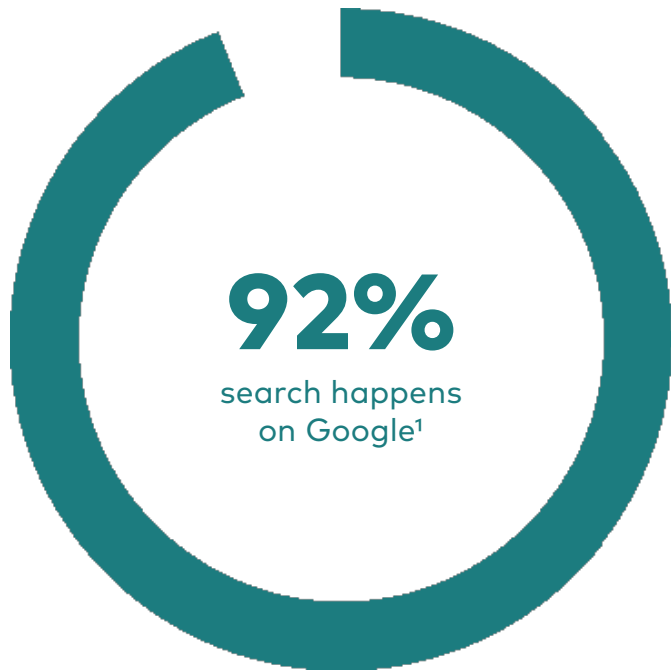




**TRAVEL OREGON**  
INTRODUCING LOCL

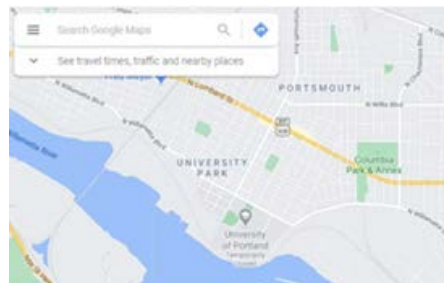
**5.11.2021**

Photo: Jak Wonderly



Nearly *half* of all  
Google searches  
are *local* in nature.<sup>2</sup>

# GOOGLE ECOSYSTEM



## Bravuro Cellars

[Website](#) [Directions](#) [Save](#) [Call](#)

5.0 ★★★★★ 40 Google reviews  
Winery

Address: 108 S College St, Newberg, OR 97132

Hours: **Open** · Closes 6PM ▾

Phone: (503) 822-5116

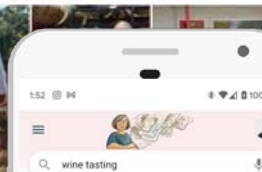
[Suggest an edit](#) · [Own this business?](#)

Know this place? Share the latest info

### Questions & answers

[See all questions \(2\)](#)

[Ask a question](#)



1:52 94 100%

Search wine tasting

All Maps Images News Videos Shopping

Wine Tasting

near you · Choose area

Sort by distance Open now Top rated Visited

Within 5 mi

Forest Park

Mac Wine Cellars

Bottle Creek Cellars - Wine Tasting Room

4.8 ★★★★★ (12) · 2.3 mi

Wine bar · 820 NW 13th Ave

✕ Dine in · ✓ Curbside pickup

✓ No-contact delivery

Oregon Wines On Broadway

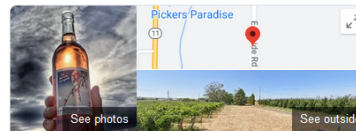
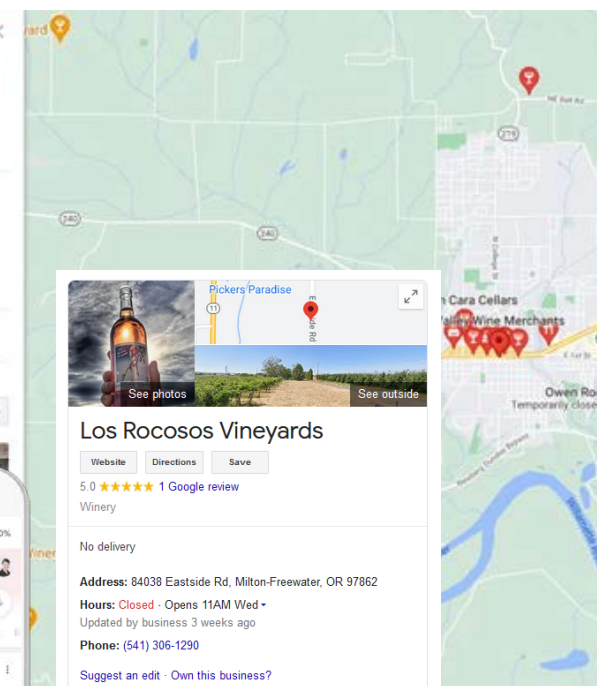
4.5 ★★★★★ (83) · \$5 · 2.8 mi

Wine bar · 515 SW Broadway

¥¥ Menu highlight: wine tasting

Mac Wine Cellars

4.7 ★★★★★ (22) · 1.4 mi



See photos See outside

Los Rocosos Vineyards

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ 1 Google review  
Winery

No delivery

Address: 84038 Eastside Rd, Milton-Freewater, OR 97862

Hours: **Closed** · Opens 11AM Wed ▾

Updated by business 3 weeks ago

Phone: (541) 306-1290

[Suggest an edit](#) · [Own this business?](#)

Know this place? Share the latest info

Products [View all](#)



2018 Cosecha ... \$34.00

2019 Zaraguya... \$32.00

2018 Nine Mo... \$32.00

[Send to your phone](#) [Send](#)



# MEET LOCL

[Overview](#)[Analytics](#)[Photos & Videos](#)[Posts](#)[Reputation](#)[Manage Locations](#)[My Account](#)[Knowledge Base](#)[Log Out](#)

Brought to you by



Analytics

You've been a member since March, 2021. You have 18 months of data to dig into on this Analytics page!

Select Businesses  
and/or Locations



Select Location(s)



Selected Locations (6) [Show](#)

Consumers Actions Taken On Your Listing(s)

Website Visits



Phone Calls



Direction Requests

77

▲15%

10

Vs Previous Period

Best

Travel Oregon  
319 SW Washington...

Brookings Welcome Ce  
14433 US-101 at th...

PDX Welcome Center  
7000 NE Airport Way

Ontario Welcome Cent  
377 Interstate 84

Travel Oregon Welcome  
500 Crowson Road ...

Expand

How Customers F

Based on what yo

Additional Consum

Post Views

122

▲6%

7

Vs Previous Period

Overview

## Good afternoon, Cecilia

You've been a member since March, 2021. Check off Tasks below and start saving time!

Tasks (17)



Complete Your First To Do

Here is a list of ToDo's that will help move your location to the top! Check this one off and lets move to the next one.



Verify Your Email Address

Check your inbox and you should have an email from us. Please verify your email to stay current with Locl news and features.



Tour Your Analytics

There is lots of data to check out. Lets start by reviewing the categories on the analytics page. Once you have reviewed each categories you can select your location(s) and see the numbers in action.



Set Your Average Transaction Value

Setting your Average Transaction Value helps us calculate better revenue based metrics.



Set Your Annual Customer Value

Setting your Annual Customer Value helps us calculate better revenue based metrics.



Connect Your Facebook and Instagram Accounts

Connecting to your Facebook and Instagram accounts allows you to publish 1 post on all platforms.

Premium



# 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



Let's get started.

First Name \*



Last Name \*



Contact Email \*



Password \*



Your password must include 6 characters.

By proceeding you agree to our [Terms of Service](#)

Submit

Already have an account, [Login here](#)

# GET STARTED WITH LOCL

- Sign up: [locl.io/traveloregon](https://locl.io/traveloregon)
- Learn more:  
<https://industry.traveloregon.com/locl>
- Have questions?  
[integrated@traveloregon.com](mailto:integrated@traveloregon.com)





A photograph of a dirt path winding through a dense forest. The path is made of reddish-brown soil and is surrounded by lush green vegetation, including ferns and various trees. The scene is brightly lit, suggesting a sunny day. The text "QUESTIONS?" is overlaid in the center of the image.

**QUESTIONS?**





**THANK YOU!**

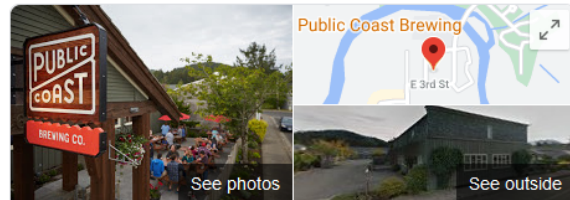
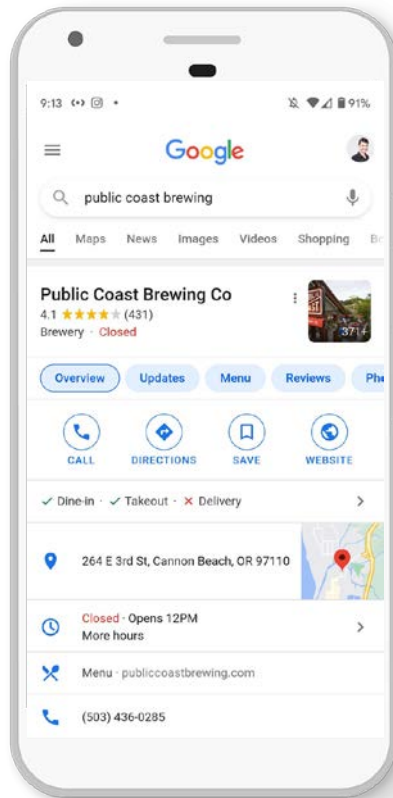


# APPENDIX

# 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?
4. Claim, verify and update.



## Public Coast Brewing Co

[Website](#)[Directions](#)[Save](#)

4.1 ★★★★★ 434 Google reviews

Brewery

✓ Dine-in · ✓ Takeout · ✗ Delivery

**Address:** 264 E 3rd St, Cannon Beach, OR 97110

**Hours:** Closed · Opens 12PM Thu · [More hours](#)

**Menu:** [publiccoastbrewing.com](#)

**Phone:** (503) 436-0285

[Suggest an edit](#) · [Own this business?](#)

**Know this place?** [Share the latest info](#)

## COVID-19 updates from business



Public Coast Brewing Co  
on Google

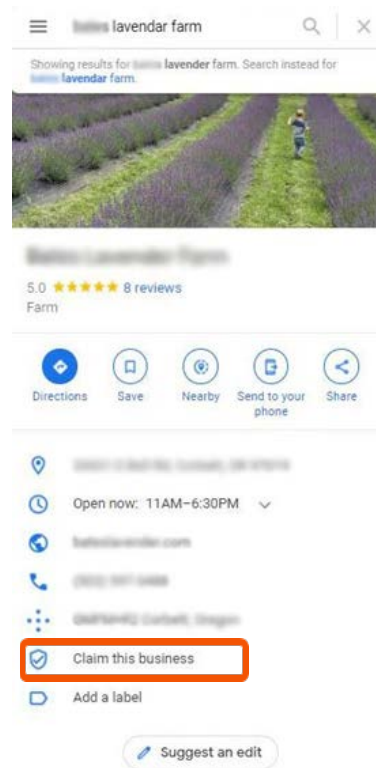
Our dining room is open! Come by for a brew and a burger and we'll be ready to welcome you with mask-covered smiles. Not feeling like dining in, we're still offering takeout service! Place your order for coastal grub on the go at 503.436.0285.

Feb 24, 2021

# 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](https://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](#)





## SOURCES/ END NOTES

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](https://locl.io/traveloregon)

Plan Features	BASICS	TO PLUS	PREMIUM
Smart Todos and Performance Engine	✓	✓	✓
Analytics Dashboard with 18+-Month History	✓	✓	✓
Activity Notifications	✓	✓	✓
Customer Reviews Center	✓	✓	✓
Custom Location Grouping			✓
Post Management and Multi location Publishing		✓	✓
Posts Scheduling and Automation			✓
Facebook Connector			✓
Instagram Connector			✓
GMB Listing Manager		✓	✓
Attribute Manager		✓	✓
Services Manager			✓
Profile Photos & Videos Manager		✓	✓
Single Photo Upload Tool		✓	✓
Batch Photo Upload Tool			✓
Amenities Manager and Settings Lock			✓
Analytics Dashboard - Multi-location Filters		✓	✓
Priority Support			✓
Beta Access to New Features			✓