



LEVEL UP YOUR ONLINE PRESENCE

The first impression your business makes online to a potential customer is likely not your website — it is your business profile on Google or other major consumer travel-planning platforms such as Tripadvisor, Yelp or Apple Maps. Travel Wyoming is helping our partners maximize their exposure and conversion on these platforms by providing upskilling programs and one-on-one support for your team.

FIVE FUNDAMENTALS OF A SUCCESSFUL ONLINE BUSINESS PROFILE

1. CLAIM YOUR BUSINESS

Each of the major platforms offers tools to help you manage and maintain your content. But first, you have to claim your listing and follow their verification process to establish ownership.

2. KEEP HOURS CURRENT

Hours/Open Now is the most frequently searched information about a business and the most likely information to be incorrect. Keep your regular business hours, holiday hours and other special open/close times up to date.

3. ADD CATEGORIES, AMENITIES & MENUS

The more information your listing includes about your products and services, the more likely your business will match the search queries of potential customers.

4. POST NEW PHOTOS REGULARLY

Don't set and forget your photo gallery. Adding 4 to 5 new photos every month can create a 30% increase in your business' visibility.

5. RESPOND TO CUSTOMERS

Businesses who respond to customer reviews — positive or negative — have an 80 percent higher conversion rate than those who do not.

NEED HELP? GET FREE SUPPORT!

The specialists at Miles Partnership are available to help your business maximize its online exposure.

- Need assistance claiming your business on Google, Tripadvisor, Yelp or Apple Maps?
- Have a question on how to make the most of these platforms?
- Struggling with a roadblock?

Book an Office Hours session with Miles — it is FREE for Travel Wyoming Partners.



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