

SHOW UP AND STAND OUT WITH GOOGLE

Michelle Allen, Head of Travel, Google

Grow with Google

For the travel industry

g.co/GrowAustralia



Australians have been hit hard over the last 18 months



Nov 19' - Jan 20'

Australian bushfires

Over 17 million hectares burnt nationally, with many lives, homes and businesses tragically being lost.



Current

COVID-19

AU is in the midst of 'reopening', but months of lockdown and a 'second wave' in some states have taken their toll.



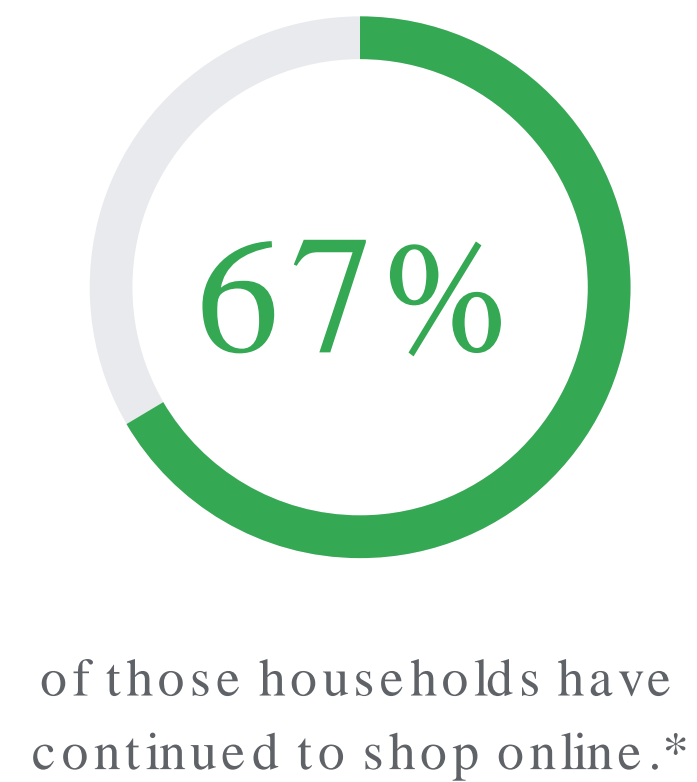
Unfolding

Economic uncertainty

3 out of 4 SMBs have seen a 75% drop in revenue, and an uncertain future for JobSeeker.



More Aussies are shopping online



Sources: Think with Google, *from May 2020 to September 2020; Australia Post, August breaks records as Australians shop online more than ever, Sept. 2020.



How Aussies took action in 2020

+60%

YoY increase for
“near me”

+200%

YoY increase of interstate
travel searches

+65%

YoY increase for
“made in Australia”

+107%

YoY increase for “free
online courses”

+80%

YoY increase for “DIY”





Grow with Google for Travel



01. Google my business

Get your tourism business on Google Search and Maps



02. Google Analytics

Make better business decisions with Analytics



03. Google Ads

Reach new customers with online advertising



Grow with **Google**

Google My Business Get your business on Google Search & Maps

g.co/GrowAustralia

#GrowWithGoogleDownunder





Content



What is a business profile on Google?

Your business information on Google Search and Maps.

Benefits of a business profile on Google

Learn how to manage your business info and communicate with customers.



What is a business profile on Google?



Connect across devices

Adventure Bay Charters
4.6 ★★★★★ (154 reviews)
Tour operator

2 S Quay Blvd, Port Lincoln SA 5606
Open now: 8am–6pm
adventurebaycharters.com.au
(08) 8682 2979
7V4C+PP Port Lincoln, South Australia

Adventure Bay Charters
4.6 ★★★★★ (154)
Tour operator in Port Lincoln, South Australia · [Open](#)

[CALL](#) [DIRECTIONS](#) [SAVE](#) [WEBSITE](#)

[BUY TICKETS](#)

[BUY TICKETS](#)

[Suggest an edit](#)

Google adventure bay charters

About 6,150,000 results (0.57 seconds)

adventurebaycharters.com.au
Adventure Bay Charters
Most awarded & only bait & berley free Shark Cage Diving tour in the world! Glass underwater viewing, small group sizes, free photos & departure lounge.

Swim with the Sea Lions
Swim with Sea Lions; watch them do somersaults & backflips ...

White Shark Tour
Shark Cage Diving with Adventure Bay Charters. Australia's only ...

Meet the Team Behind ...
The people behind our eco-friendly, multi-award-winning ...

Book Online
Create an ocean of memories that will last a lifetime! Book your ...

Marine Adventure Tours
Create an ocean of memories that will last a lifetime! Marine ...

Booking White Shark Tour
White Shark Tour · To see a great white shark in the wild is truly a ...

[More results from adventurebaycharters.com.au »](#)

www.facebook.com > ... > Tour Agency > Tour Guide >
Adventure Bay Charters - Home | Facebook
Adventure Bay Charters, Port Lincoln, South Australia. 14754 likes · 385 talking about this.
Adventure Bay ...
Jul 5, 2009

Top results

adventurebaycharters.com.au
Adventure Bay Charters
Most awarded & only bait & berley free Shark Cage Diving tour in the world! Glass underwater viewing, small group sizes, free photos & departure lounge.

¹ Ipsos research: Benefits of a complete listing 2017



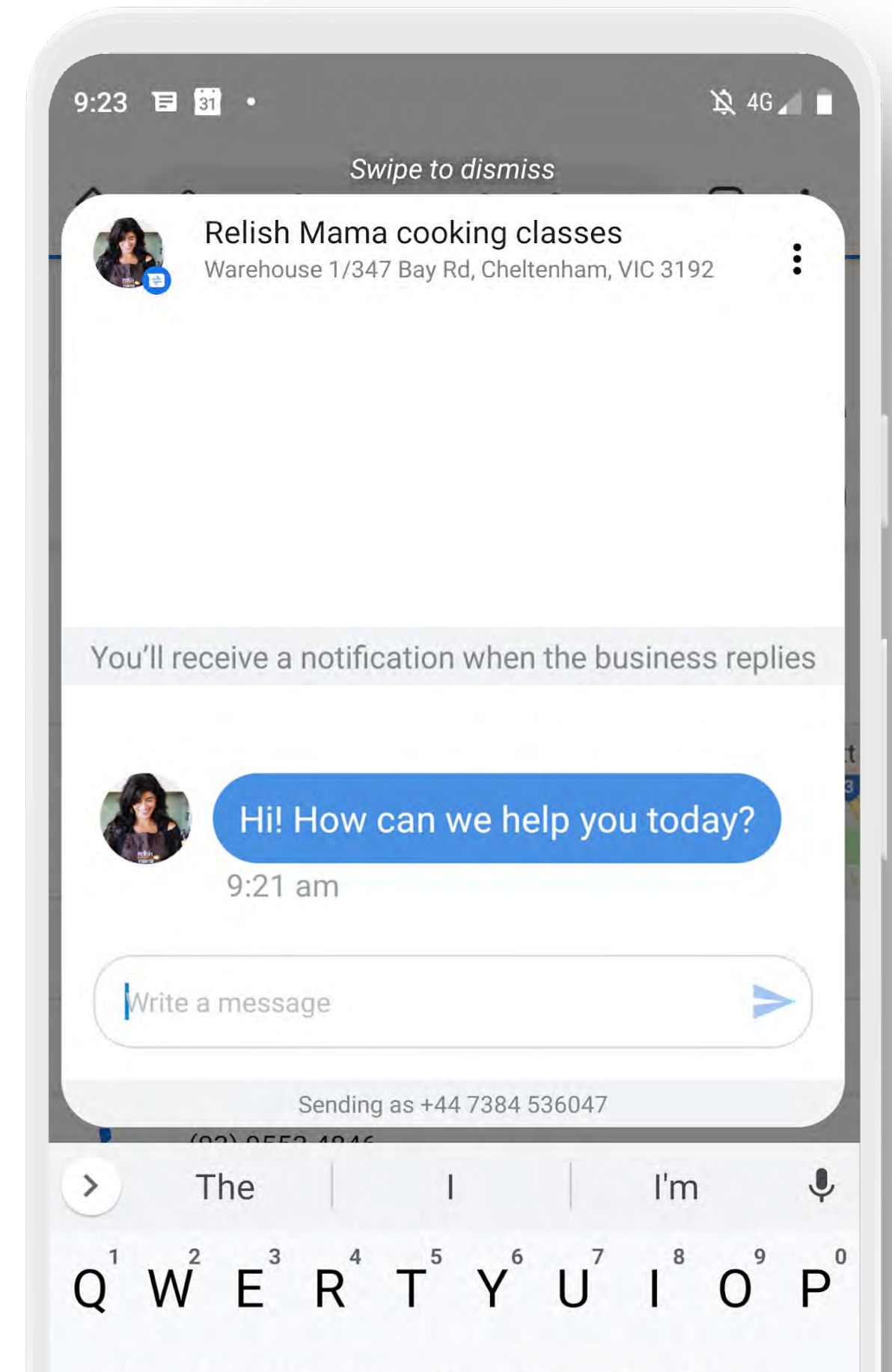
Benefits of a business profile on Google



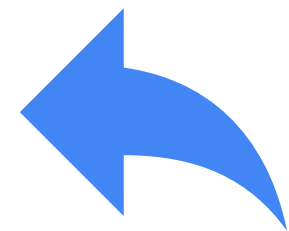
Communicate through **messaging**



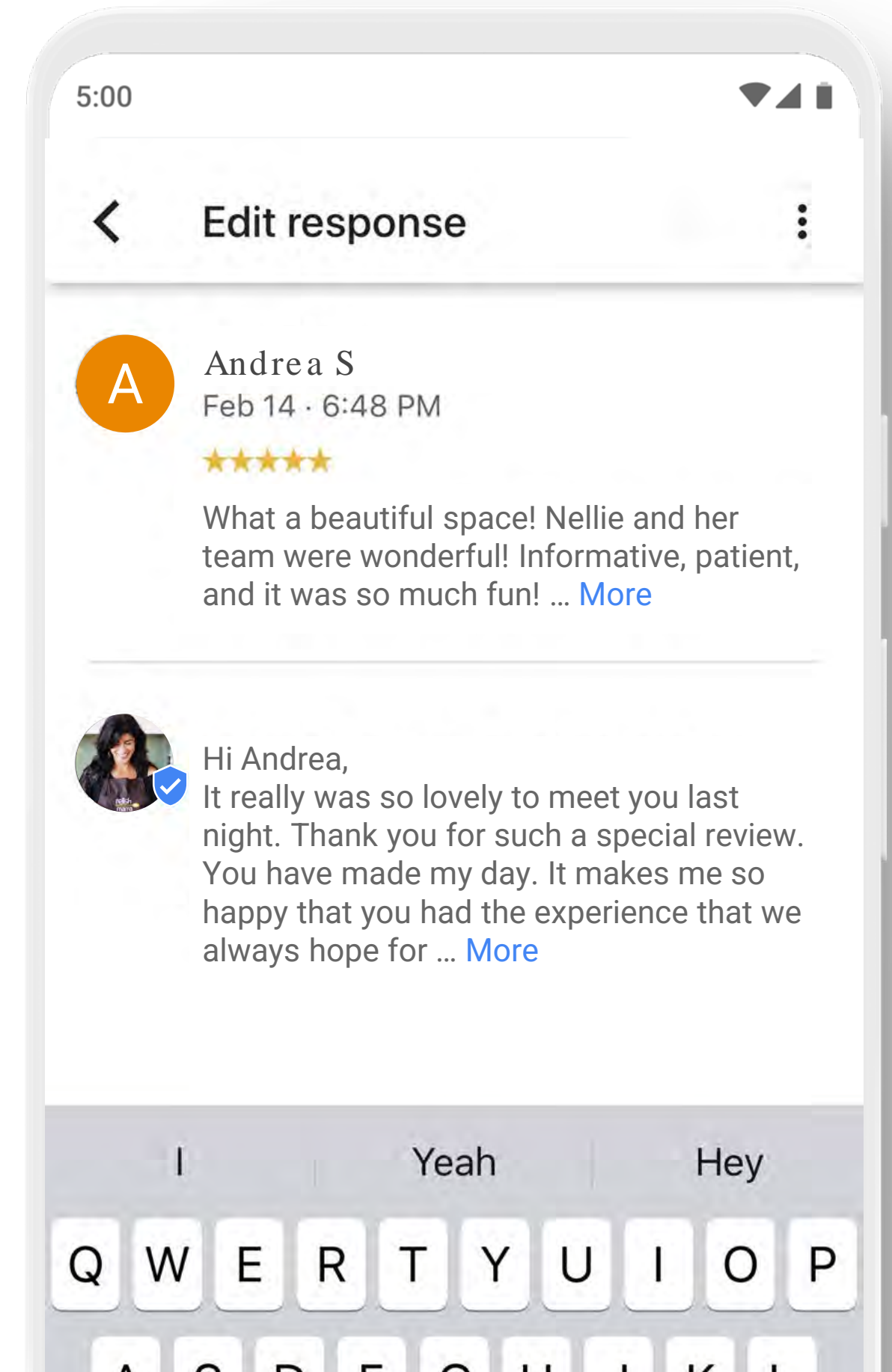
Use messaging so customers
can chat with you directly.



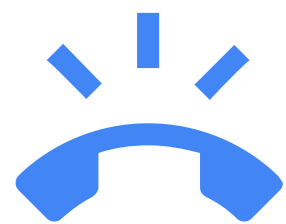
Communicate through customer reviews



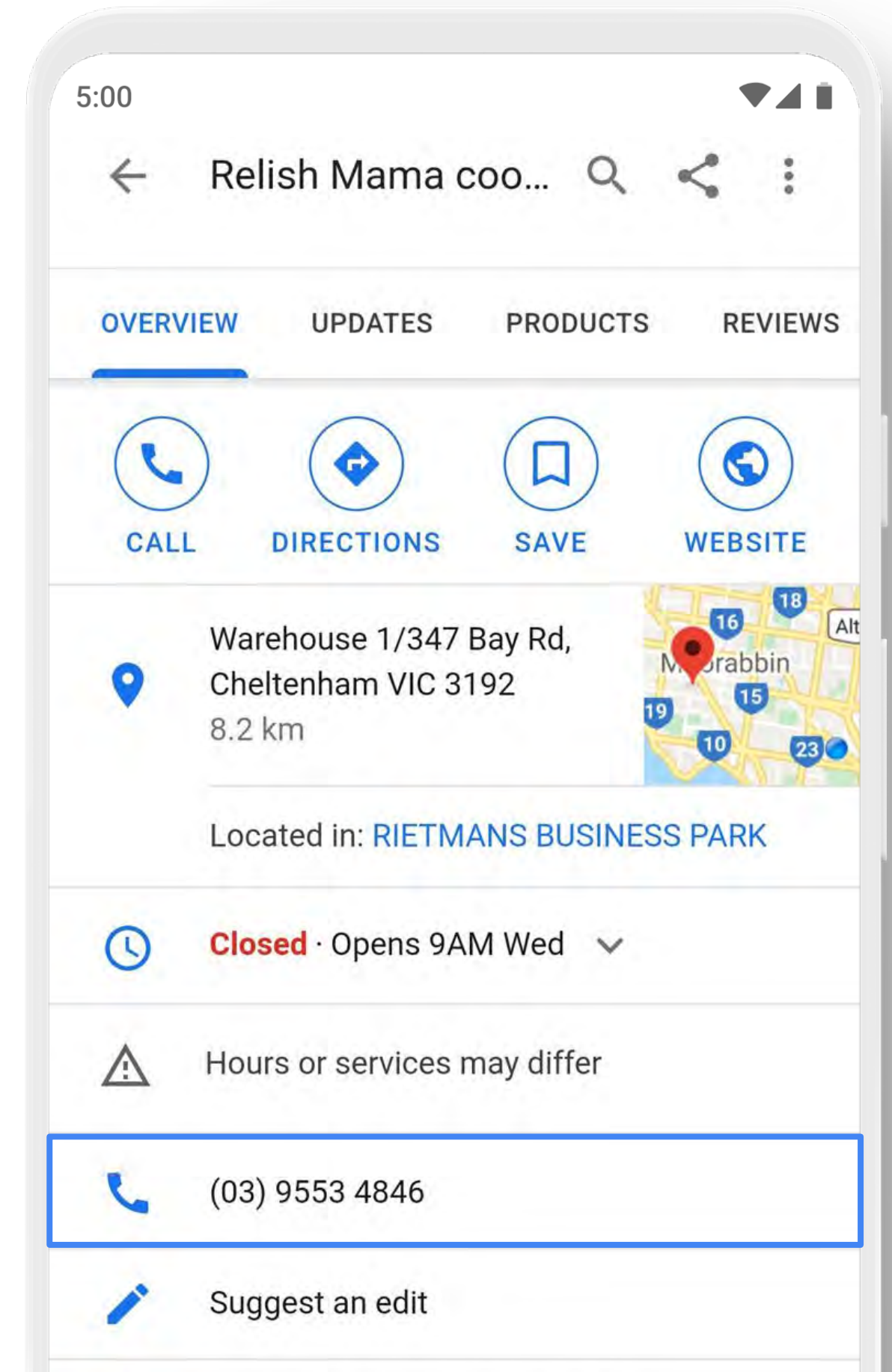
Respond to customer
reviews and feedback.



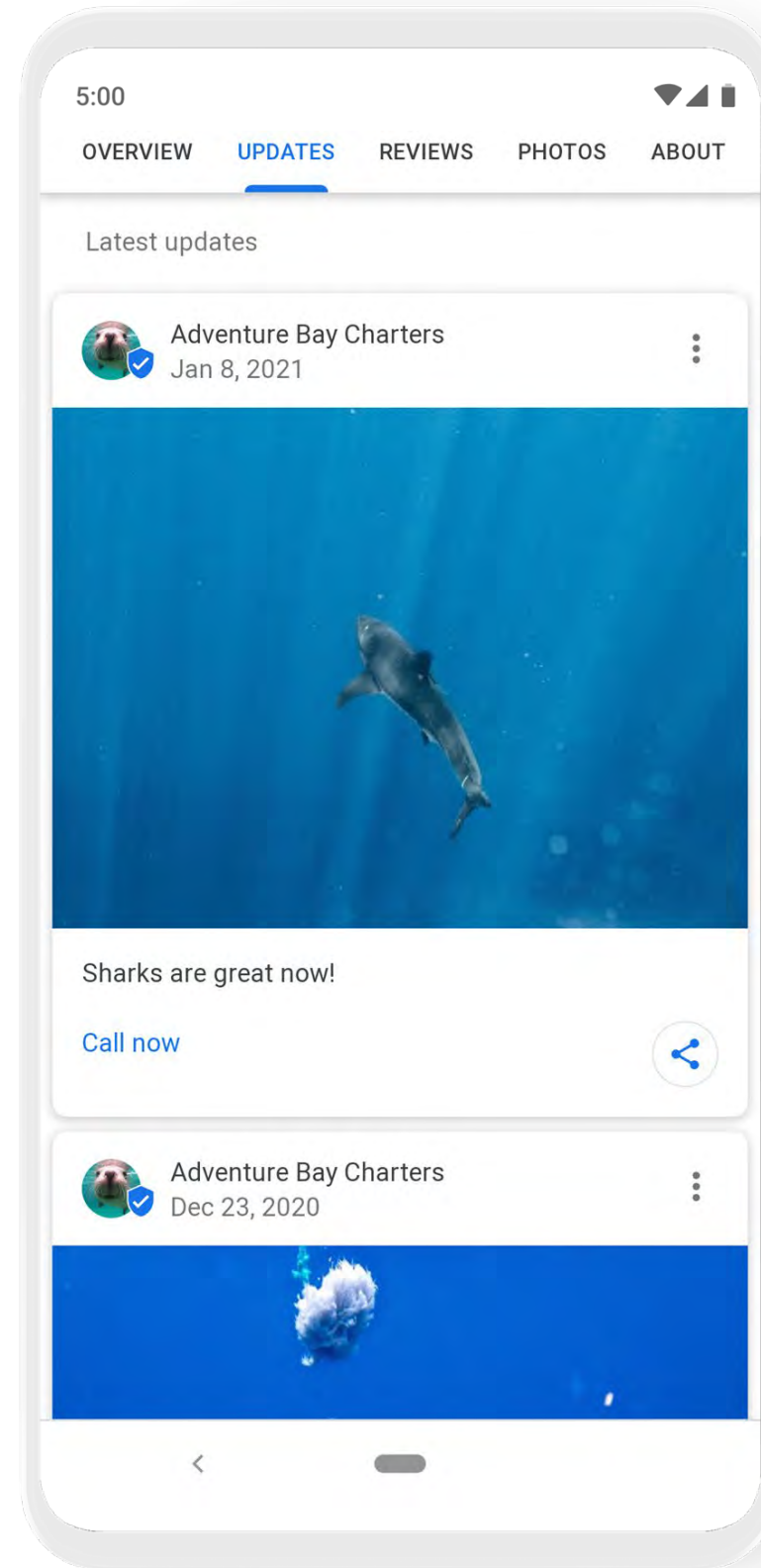
Add a **phone number** to your profile



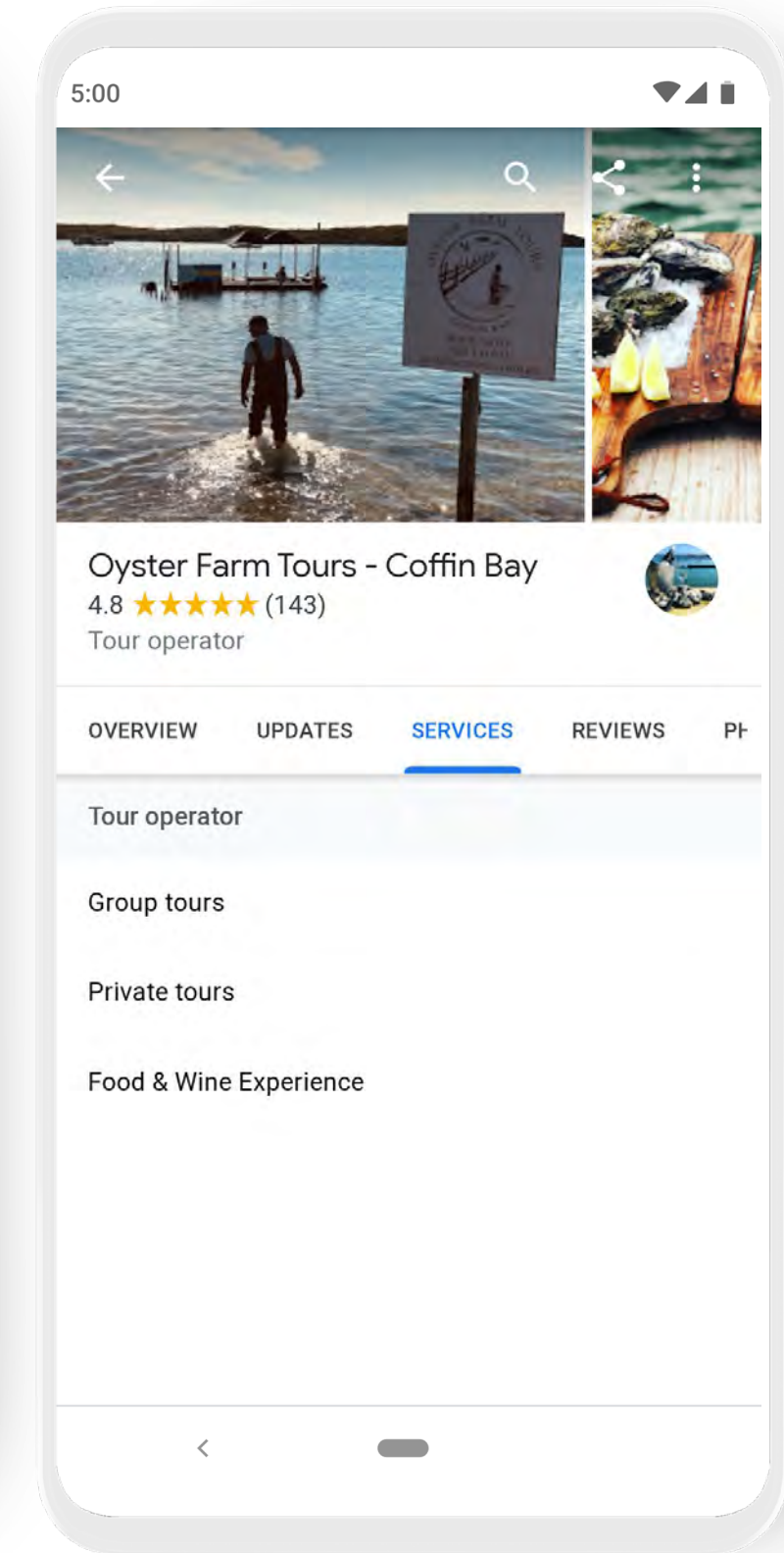
Confirm your phone number.



Share a **business update** through posts



 What's new

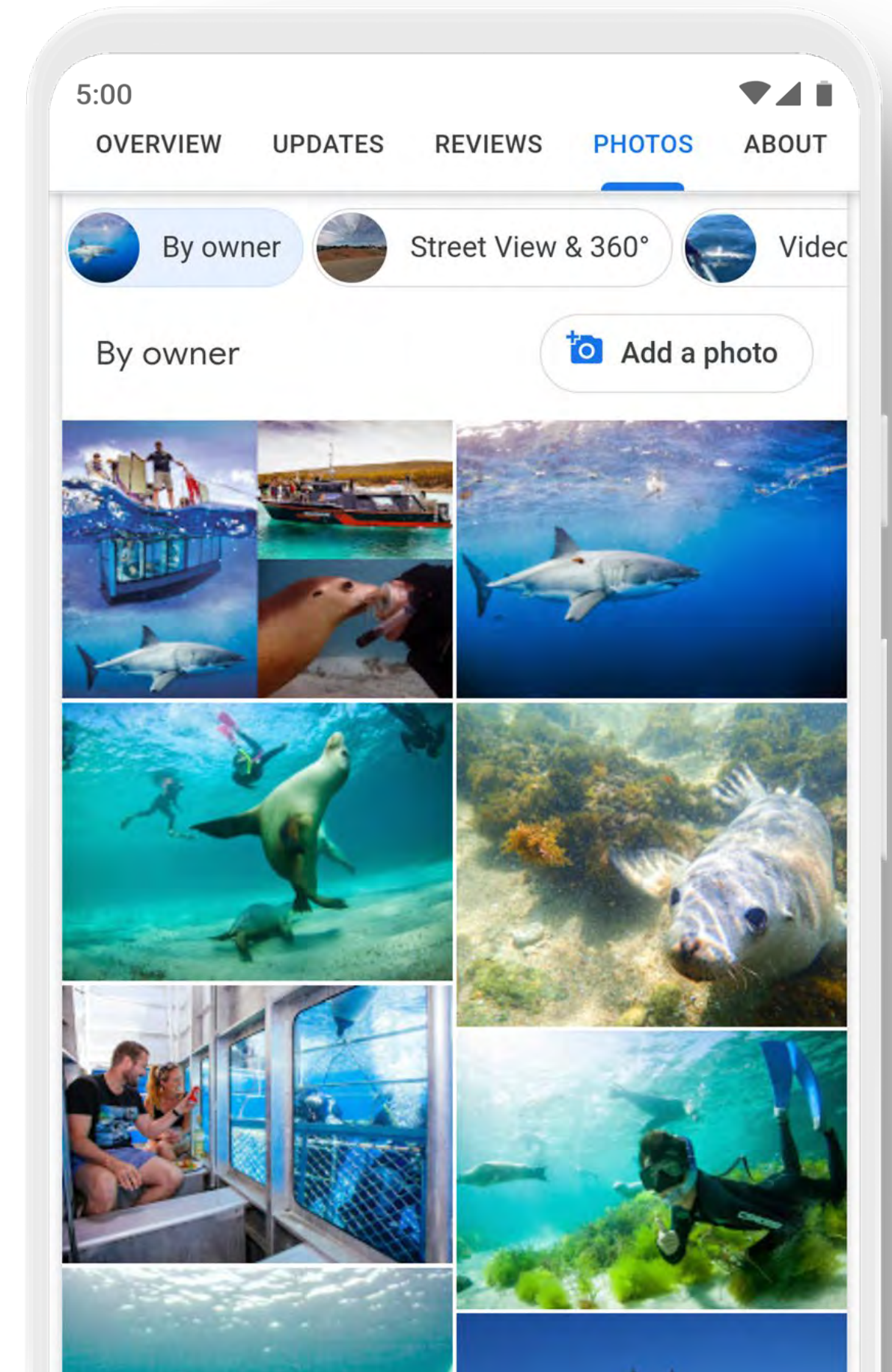


 Offerings

Add photos to your profile

90% of customers are more likely to visit a business that has photos on a search results page.¹

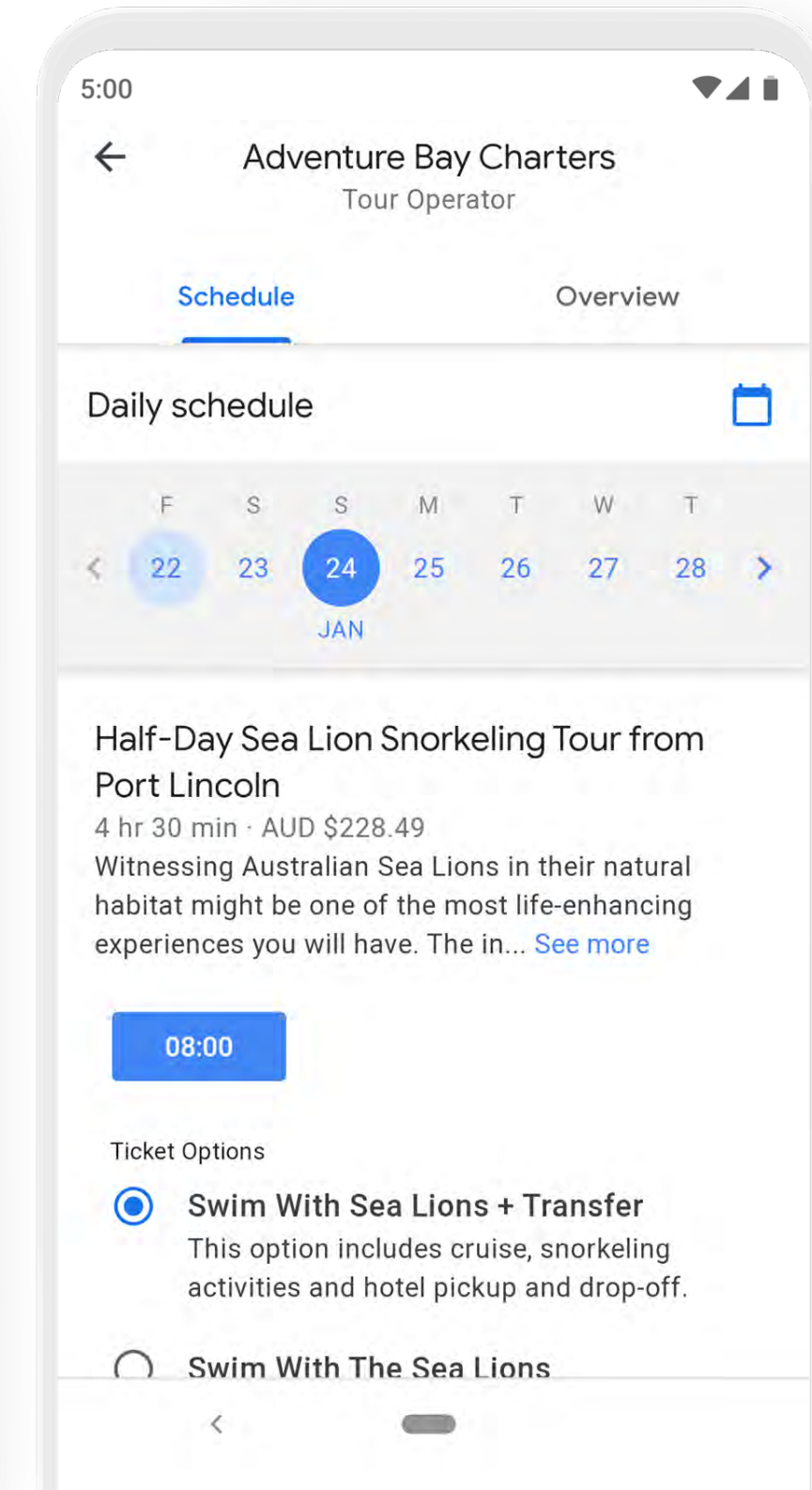
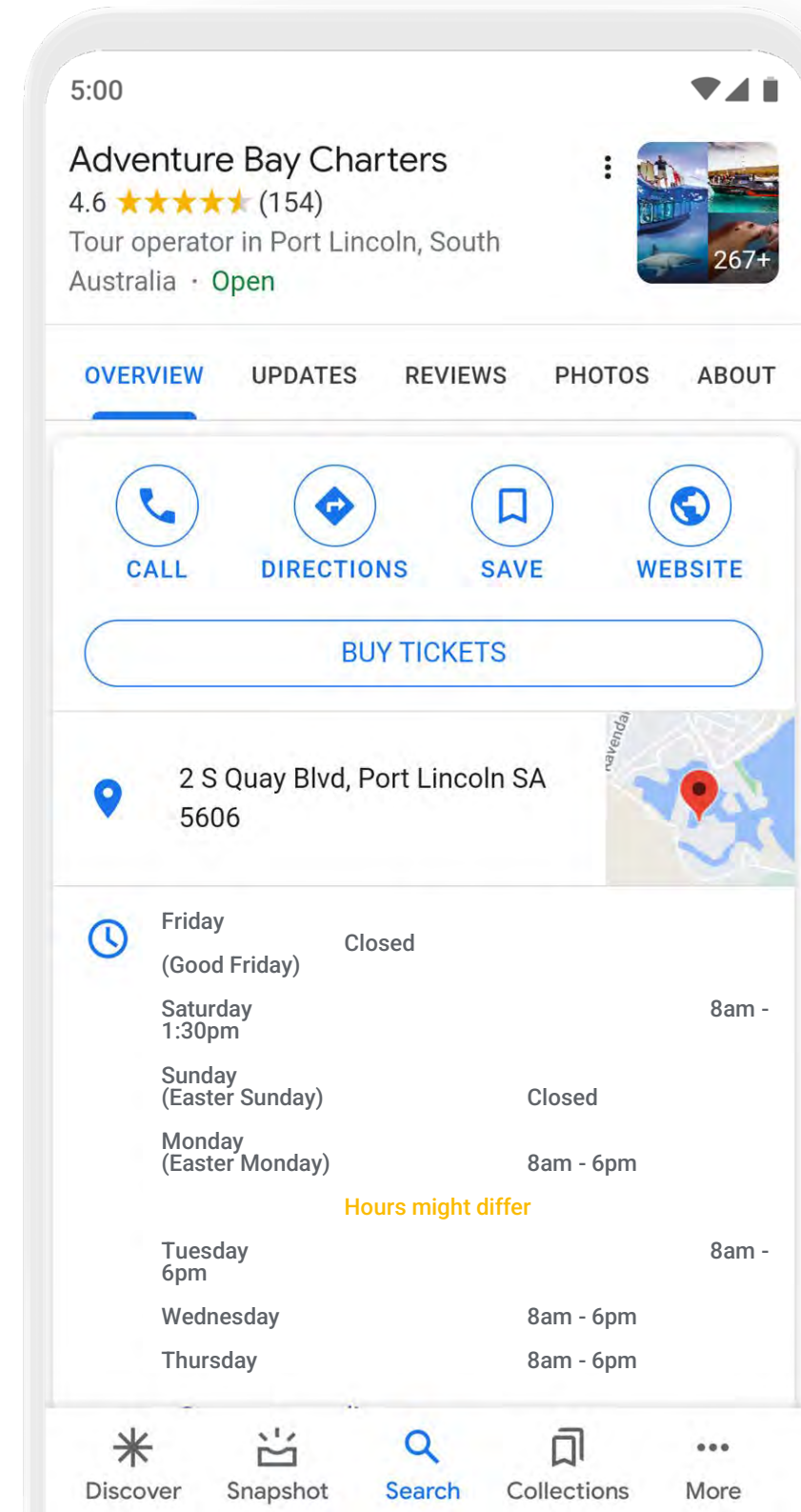
Take photos and add filters directly from the app.



¹ Ipsos research: Benefits of a complete listing 2017

Help customers book appointments

Book an appointment in
under a minute, directly
through the profile.

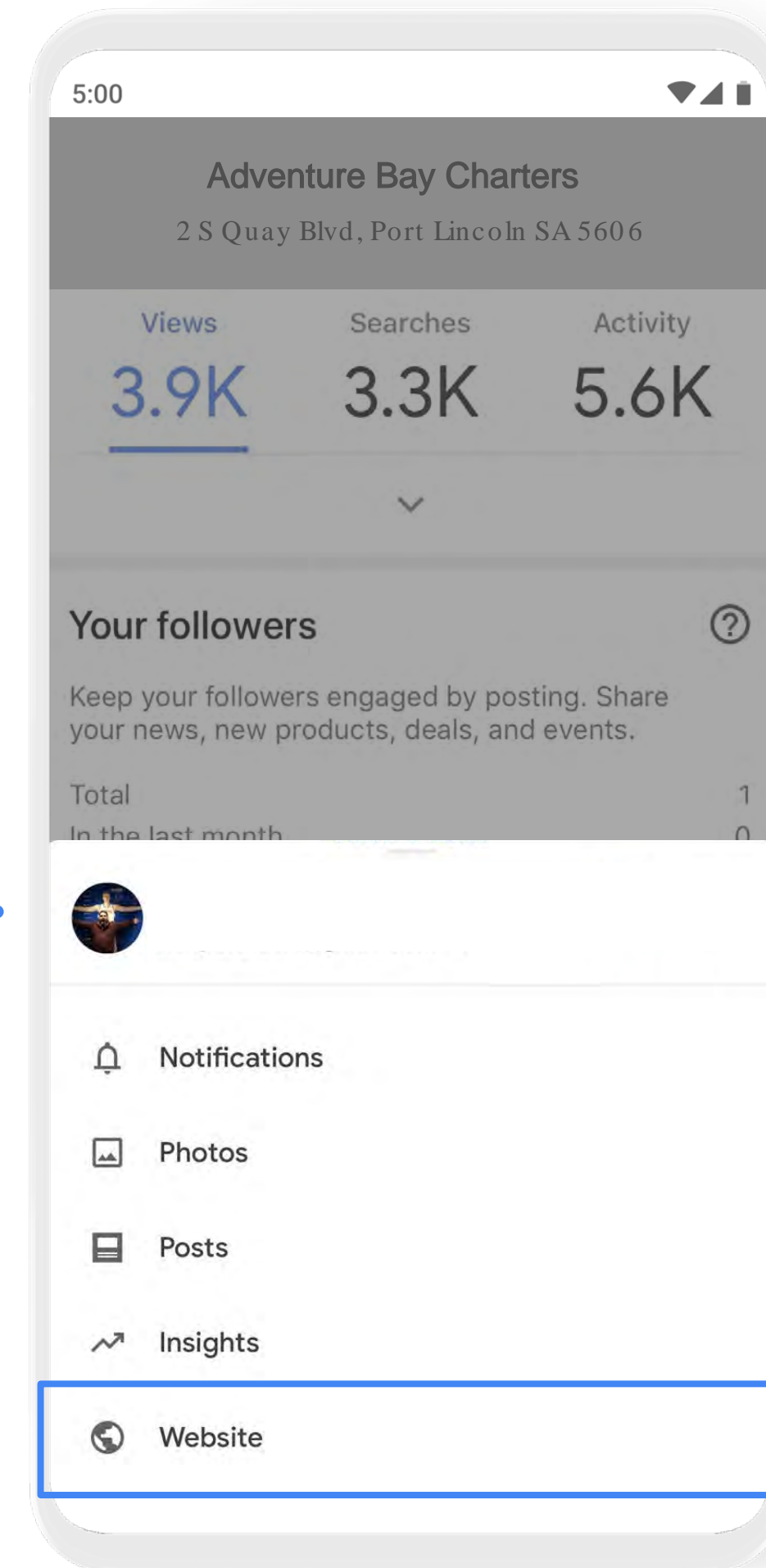


Generate a free website



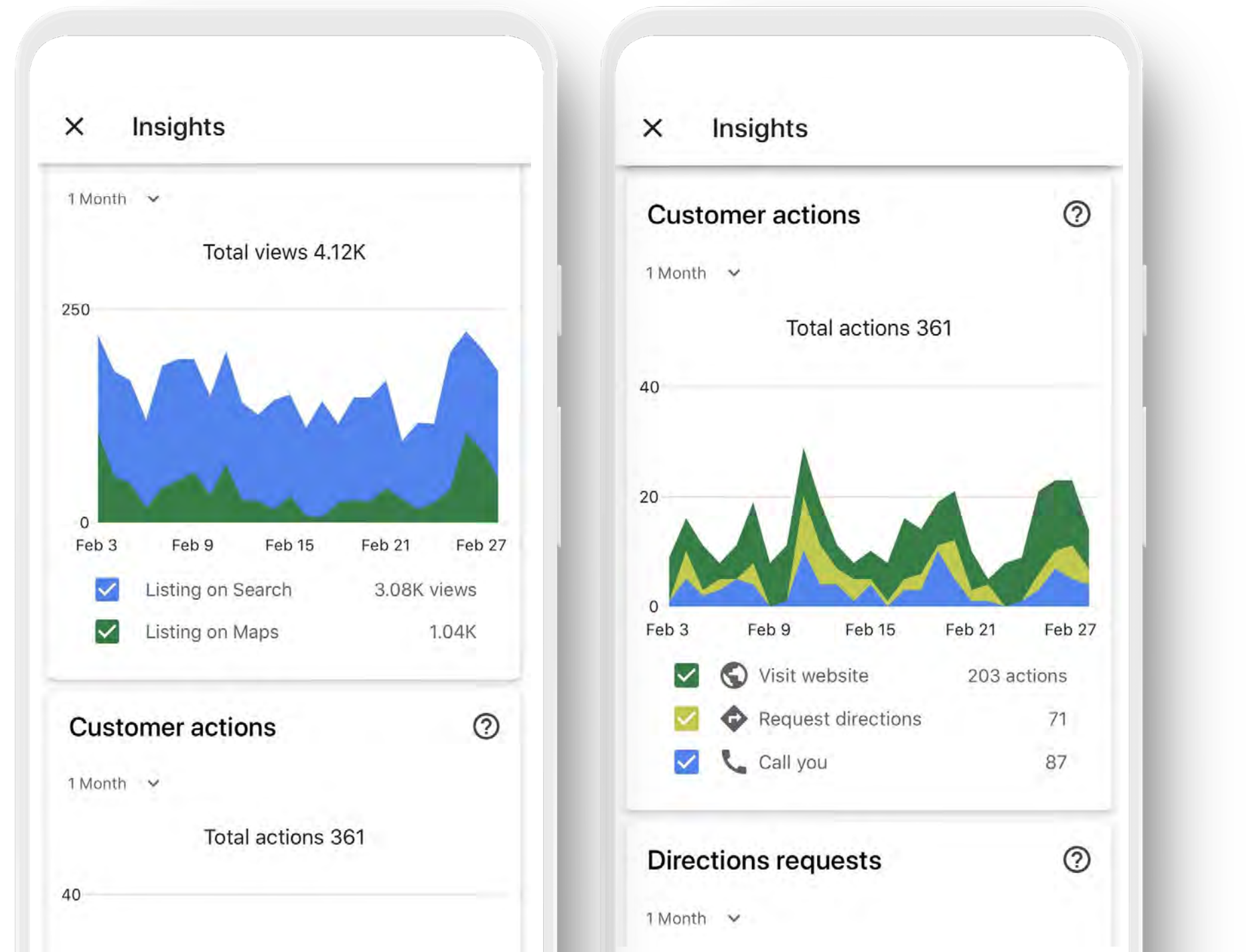
Click website to get started.

If you already have a website a business profile complements by adding more visibility of it on Google Search and Google Maps.



See what's working with **insights**

- How do people find you?
- How do they interact with the profile?
- Do they call, request directions, and visit your website?
- Where do customers come from?
- What days have the most activity?



So, why create a business profile on Google?

1. Appear more credible online
2. Get found in local search results
3. Convert search into sales
4. Encourage past customers to return
5. Did I mention it's free?!



Key tips when managing a business profile

1. Provide as much information as possible
2. Encourage existing customers to share reviews
3. Inspire people by posting regular content



If you don't already have a **Business Profile on Google**, let's get you started.

Visit:

google.com/business

Google My Business Overview Business Profile Website FAQs Sign in Manage now

Engage with customers on Google for free

With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

Manage now

Little Sprout
4.8 ★★★★★
Toy store · Open
+ Follow

OVERVIEW PHOTOS POSTS ABOUT

CALL DIRECTIONS MESSAGE WEBSITE

Little Sprout is a toy shop featuring unique items for babies and kids.

47 Colbee Ct
Phillip ACT 2606, Australia
2.3 km · 10 min drive



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03. Google Ads

Reach new customers with online advertising



Grow with **Google**

Make better business decisions with Analytics

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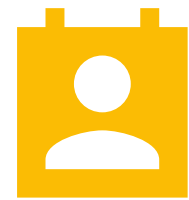
Content

- Exploring data, analytics and insights
- What is Google Analytics
- Types of insights Google Analytics can provide
- How to set up Google Analytics





Using data



Data = facts or
statistics to reference.



Analytics =
patterns and trends.

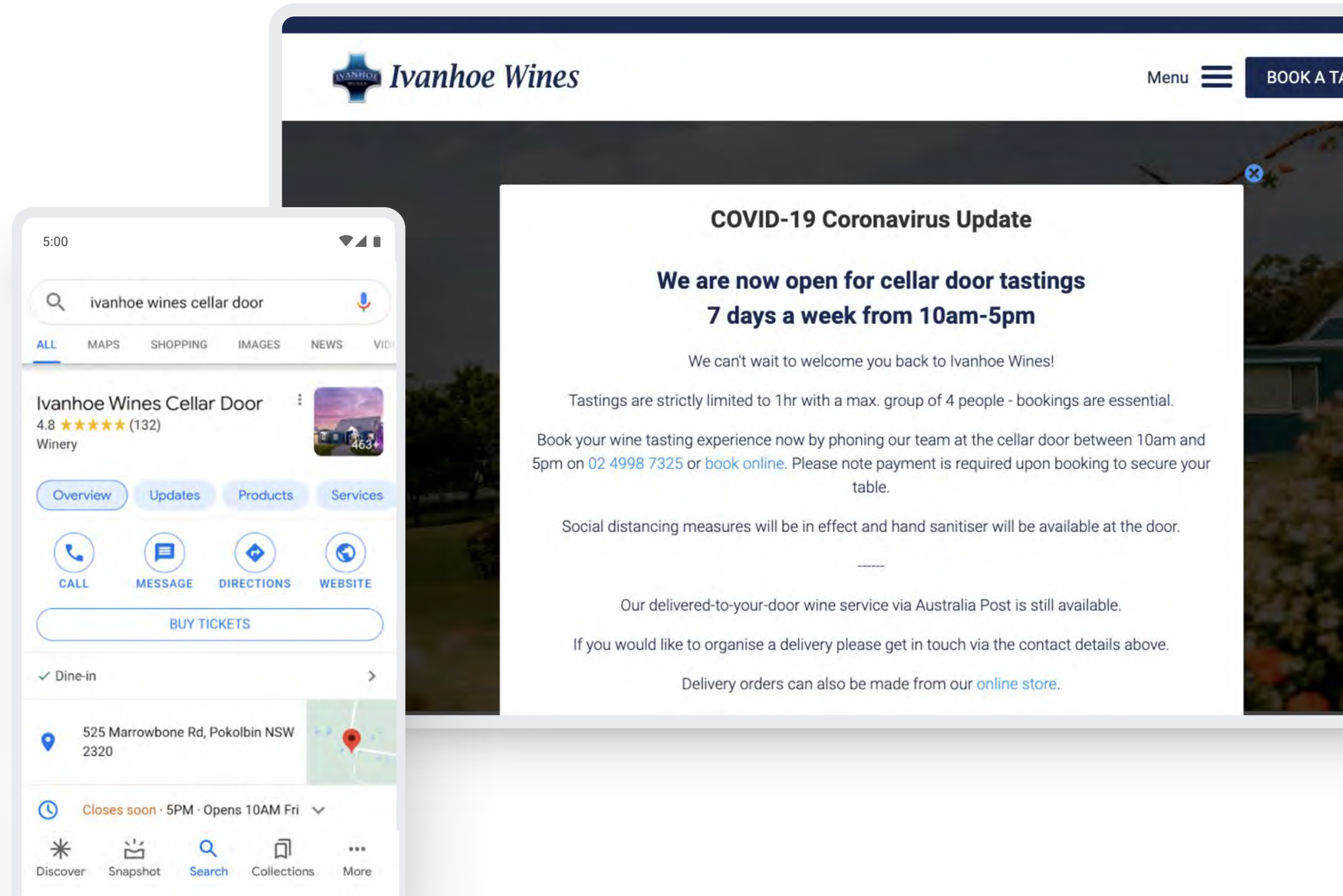


Insights =
actionable value.

Look at numbers to make business decisions,
rather than opinion or gut instinct.



How can Google Analytics help your business?





Activity

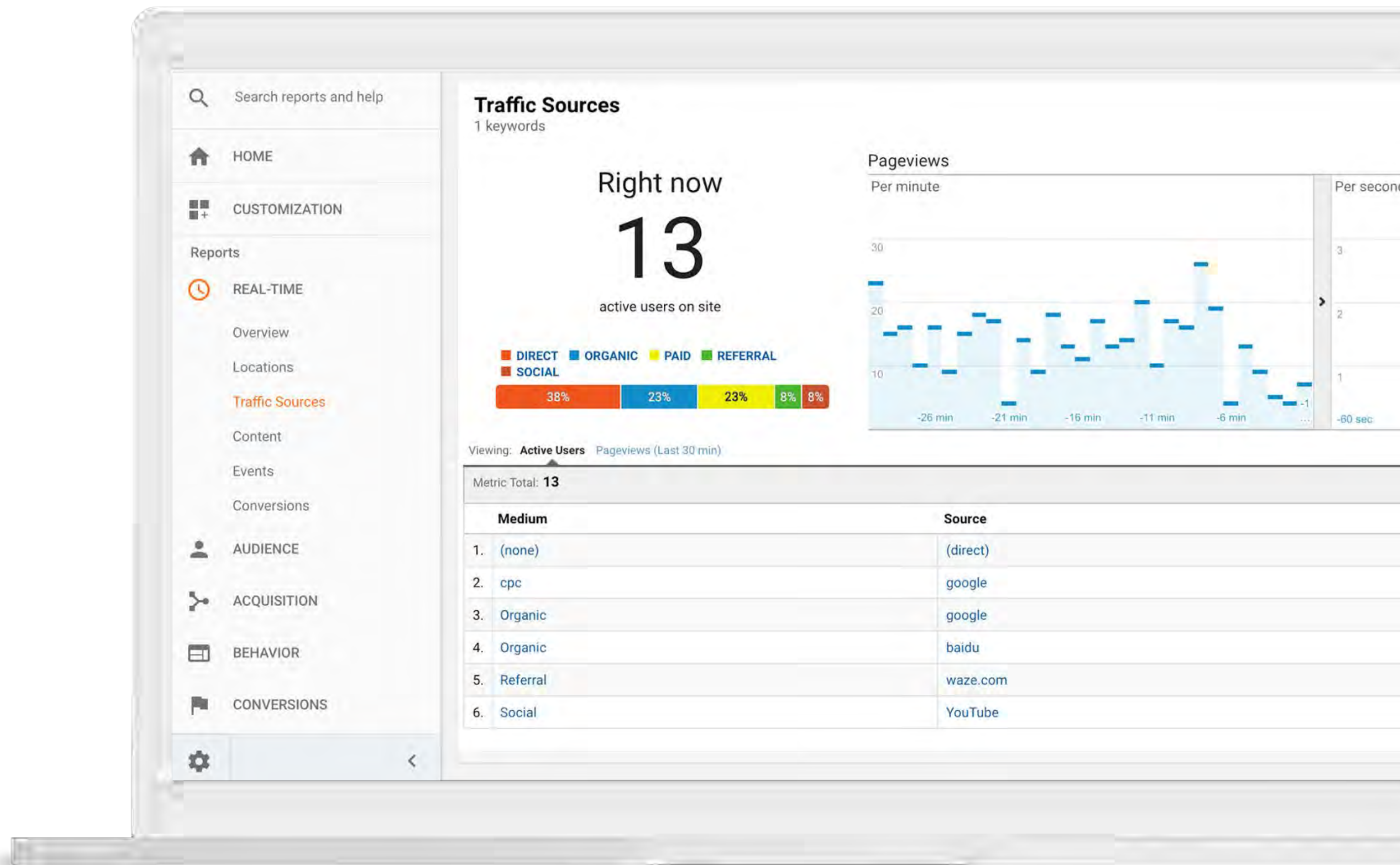
What are your **goals**?

Ideas

- Leads
- Appointments
- Online sales
- Phone calls
- Foot traffic
- Downloads, etc

Google Analytics

google.com/analytics



Types of insights Google Analytics can provide



Real time

What's happening right now?



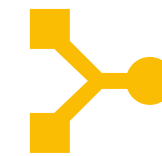
Conversions

Is the website successful?



Audience

Who visits the website?



Acquisition

Where do they come from?



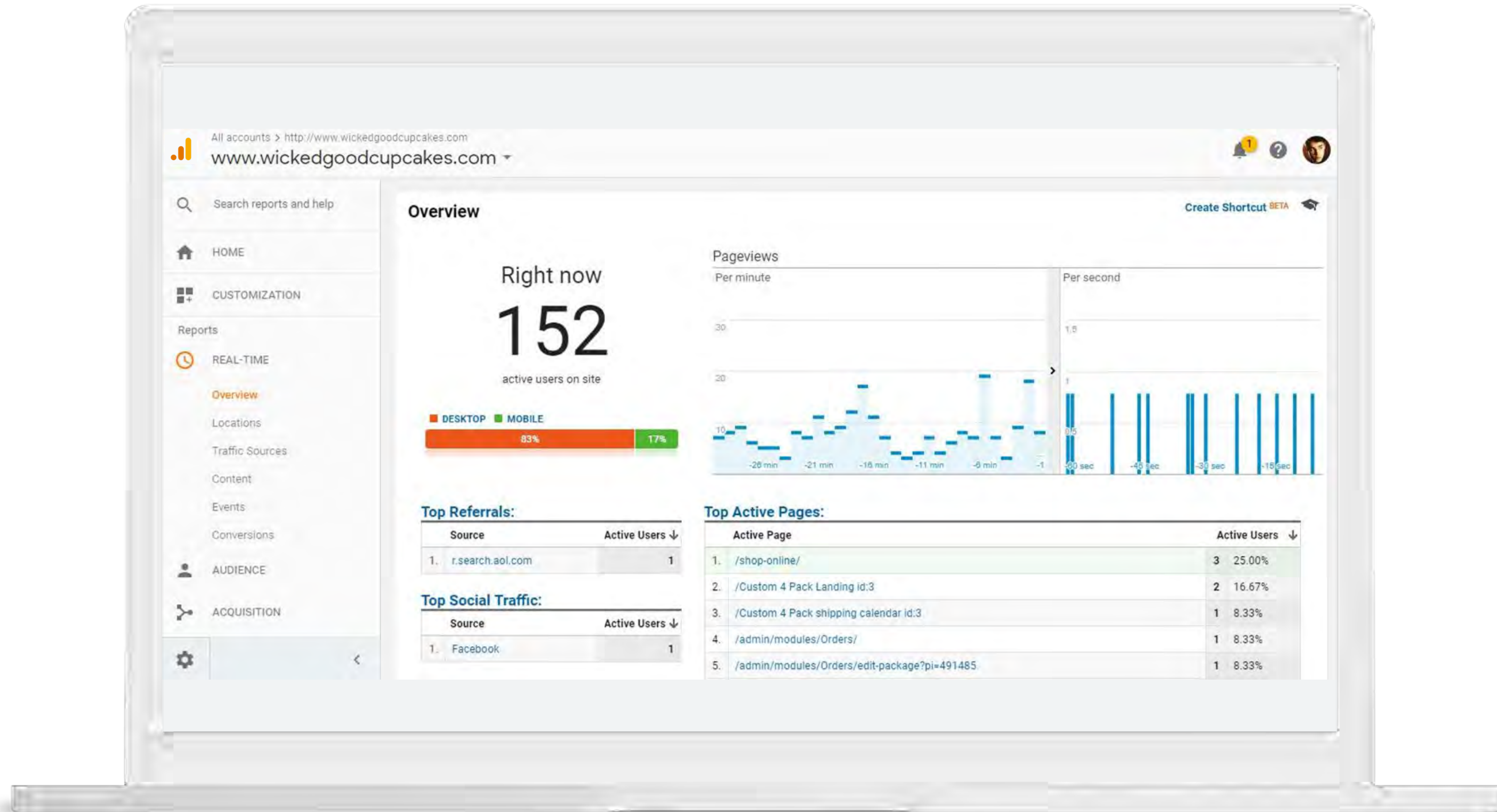
Behaviour

What do people do on the site?





Real time: What's happening right now?





Acquisition: Where do customers come from?

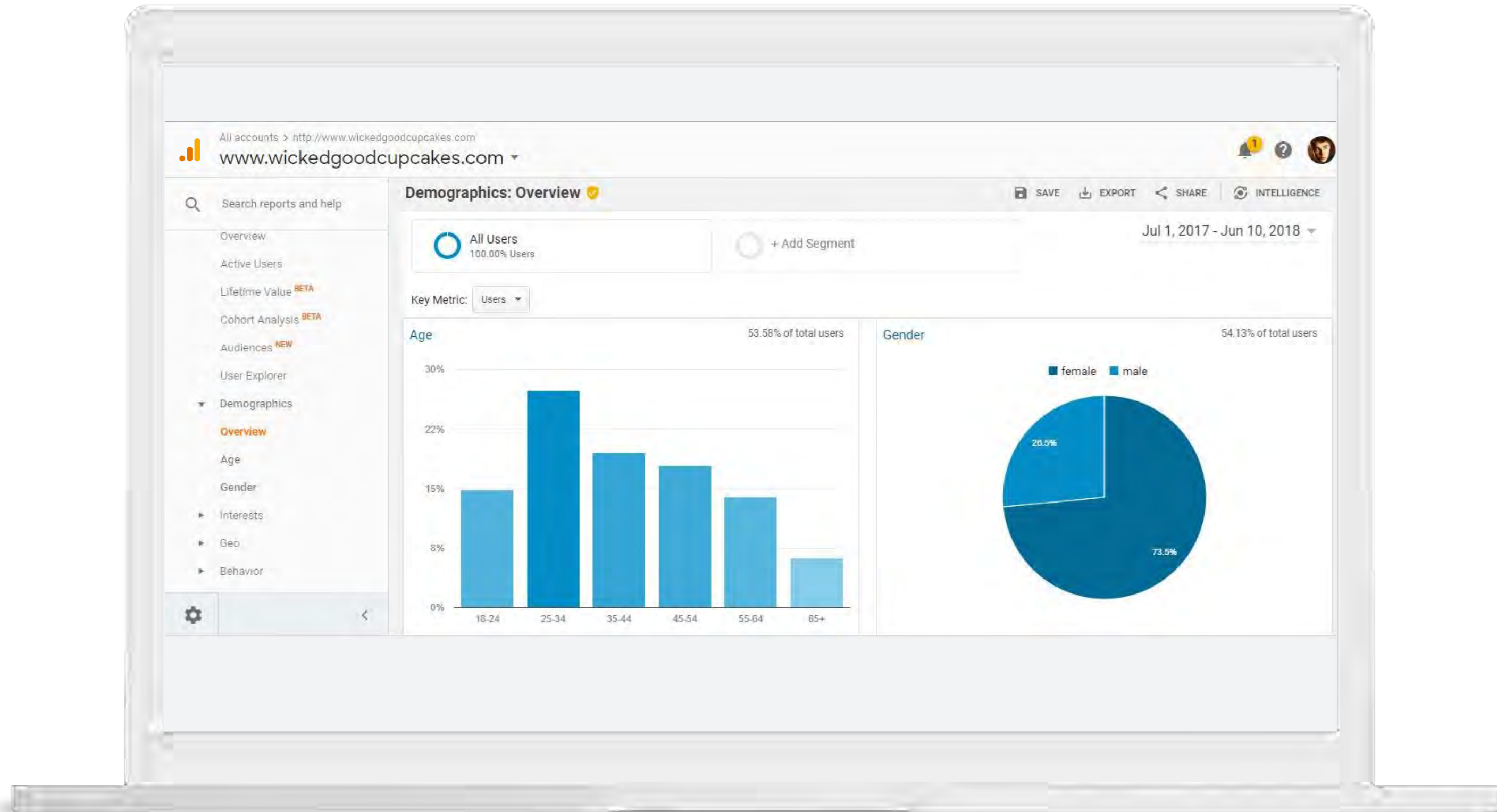
All accounts > http://www.wickedgoodcupcakes.com
www.wickedgoodcupcakes.com

Secondary dimension | Sort Type: Default | advanced

	Users	New users	Sessions	Bounce rate	Pages/session	Avg. session duration	Ecommerce conversion rate	Transactions	Transactions
	37,102 % of Total: 100% (37,102)	26,342 % of Total: 100% (26,342)	47,566 % of Total: 100% (47,566)	44.54% % of Total: 100% (37,102)	4.41 Avg for View 4.41 (0.00%)	00:02:50 Avg for View 00:02:50 (0.00%)	8.73% Avg for View: 8.73% (0.00%)	3,239 % of Total: 100% (3,239)	\$90,720.34 % of Total: 100% (\$90,720)
1. Organic search	20,024 (53.97%)	14,348 (54.47%)	23,735 (49.90%)	51.81%	3.62	00:02:10	2.86%	247 (7.63%)	\$4,672.10 (5.15%)
2. Direct	8,923 (24.05%)	6,514 (24.73%)	10,779 (22.66%)	45.64%	4.21	00:02:55	4.58%	233 (7.19%)	\$6,876.60 (7.58%)
3. Referral	5,042 (13.59%)	3,417 (12.97%)	8,980 (18.88%)	23.75%	6.88	00:04:33	18.75%	1595 (49.23%)	\$41,631.56 (45.89%)
4. Paid search	1,410 (3.80%)	938 (3.56%)	1,879 (3.95%)	36.19%	5.10	00:03:06	18.23%	1127 (34.78%)	\$35,825.47 (39.49%)
5. Social	983 (2.65%)	635 (2.41%)	1,313 (2.76%)	51.70%	3.10	00:02:00	4.59%	36 (1.12%)	\$1,478.74 (1.63%)
6. Affiliates	720 (1.94%)	490 (1.86%)	880 (1.85%)	57.54%	2.93	00:02:51	3.37%	1 (0.05%)	\$235.87 (0.26%)

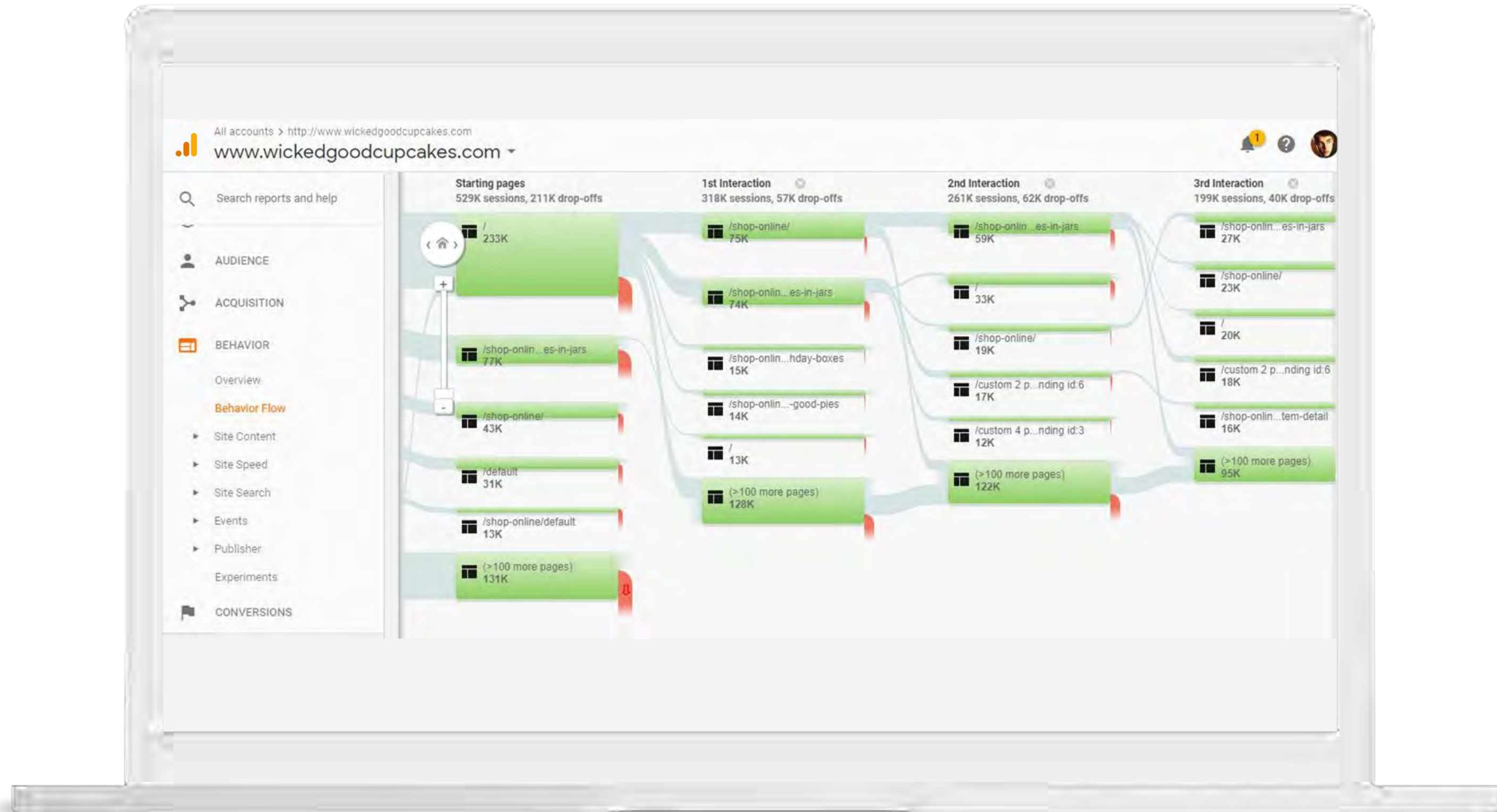


Audience: Who visits your website?

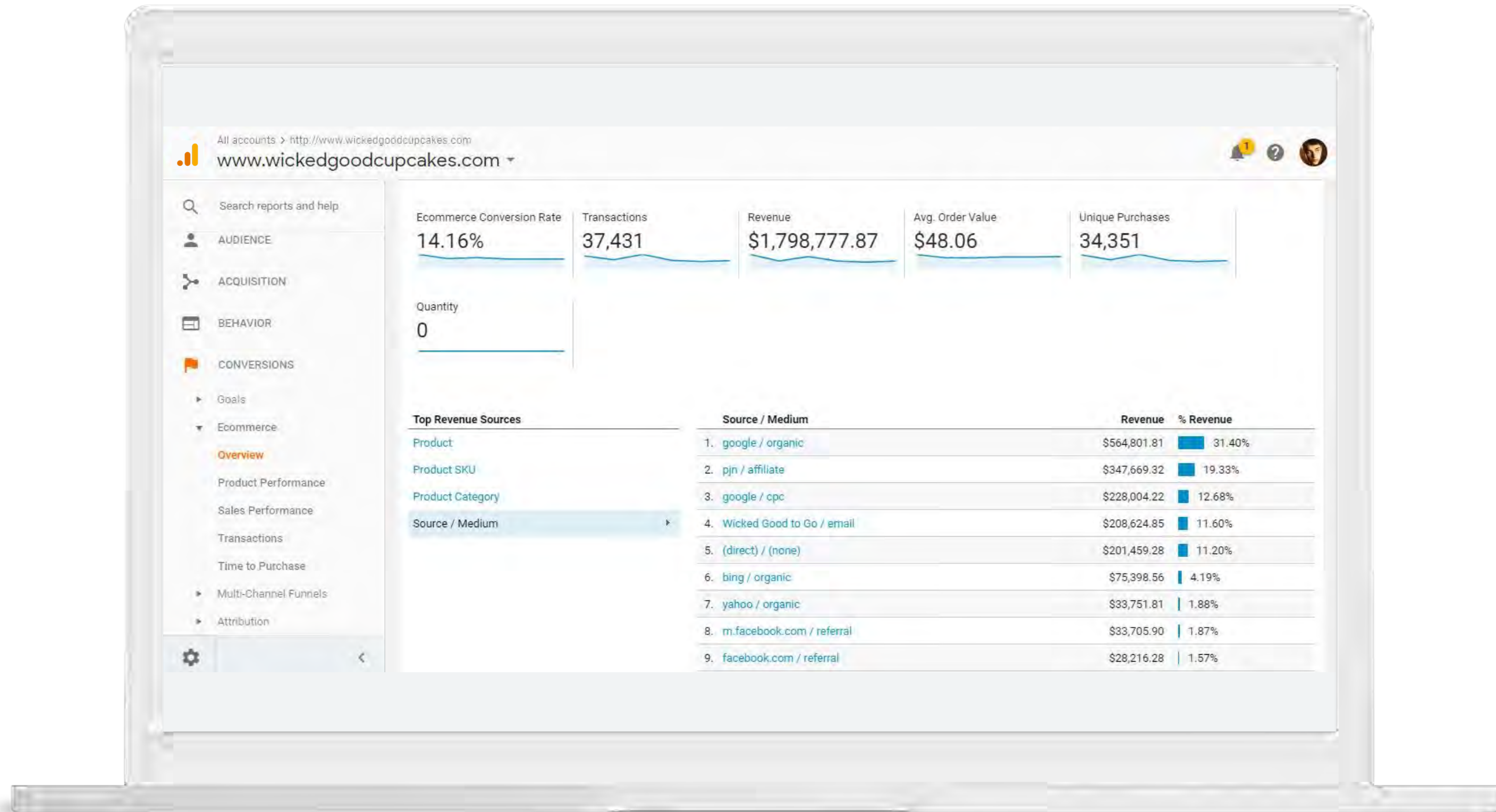




Behaviour: What do people do on the site?



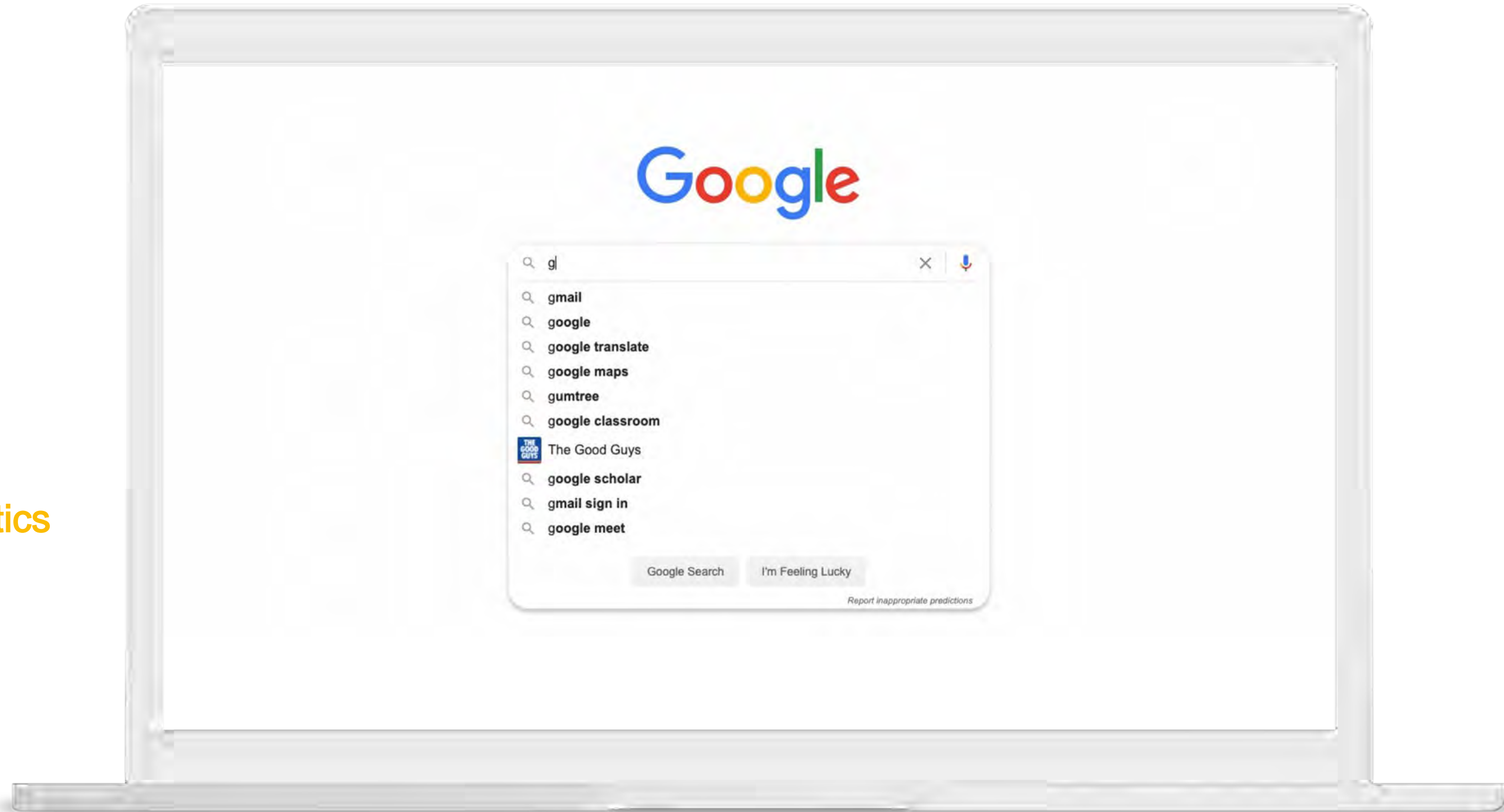
Conversions: Is the website successful?



Setting up your Google Analytics **account**

Visit:

google.com/analytics



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Reach new customers with online advertising

Grow with Google

Reach new customers with online advertising

g.co/GrowAustralia

#GrowWithGoogleDownunder



Agenda

Moments that matter

Embracing digital to connect customers with key moments

Google Ads explained

Learn about the types of Google Ads

Intro to Google Smart Campaigns

A simple option for time pressured businesses

Advantages of Google Ads

Recap on how Google Ads can help your business



It's time to
embrace digital





What is 'Google Ads'?



What is Google Ads?

Google Ads is an **online advertising solution** that businesses use to promote their **products and services** on Google Search, YouTube, and other sites across the web.



Where do Google Ads appear?

Google Ads appear on the **Google Search Network** and the **Google Display Network**.





What are the different types of ad campaigns?

There are a few options for how you can advertise your business with Google:



Google
Search Ads



Google Display
Network Ads



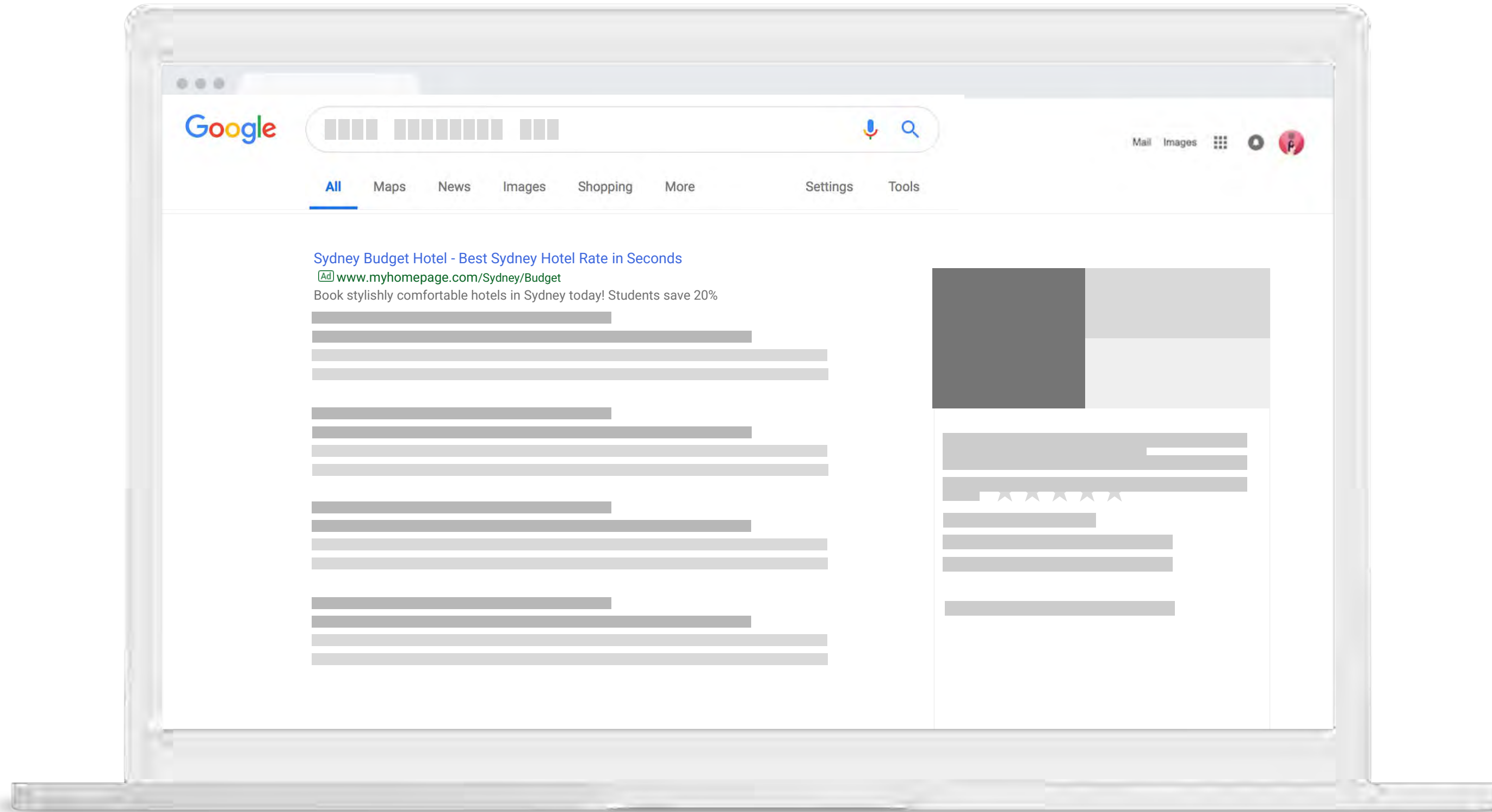
Google
Video
Ads



Google
Shopping Ads



Google Search Network



Ad format 01

Google Search Campaigns

Through Google Search Ads your ad can appear on Google at the very moment someone is looking for products or services like yours.

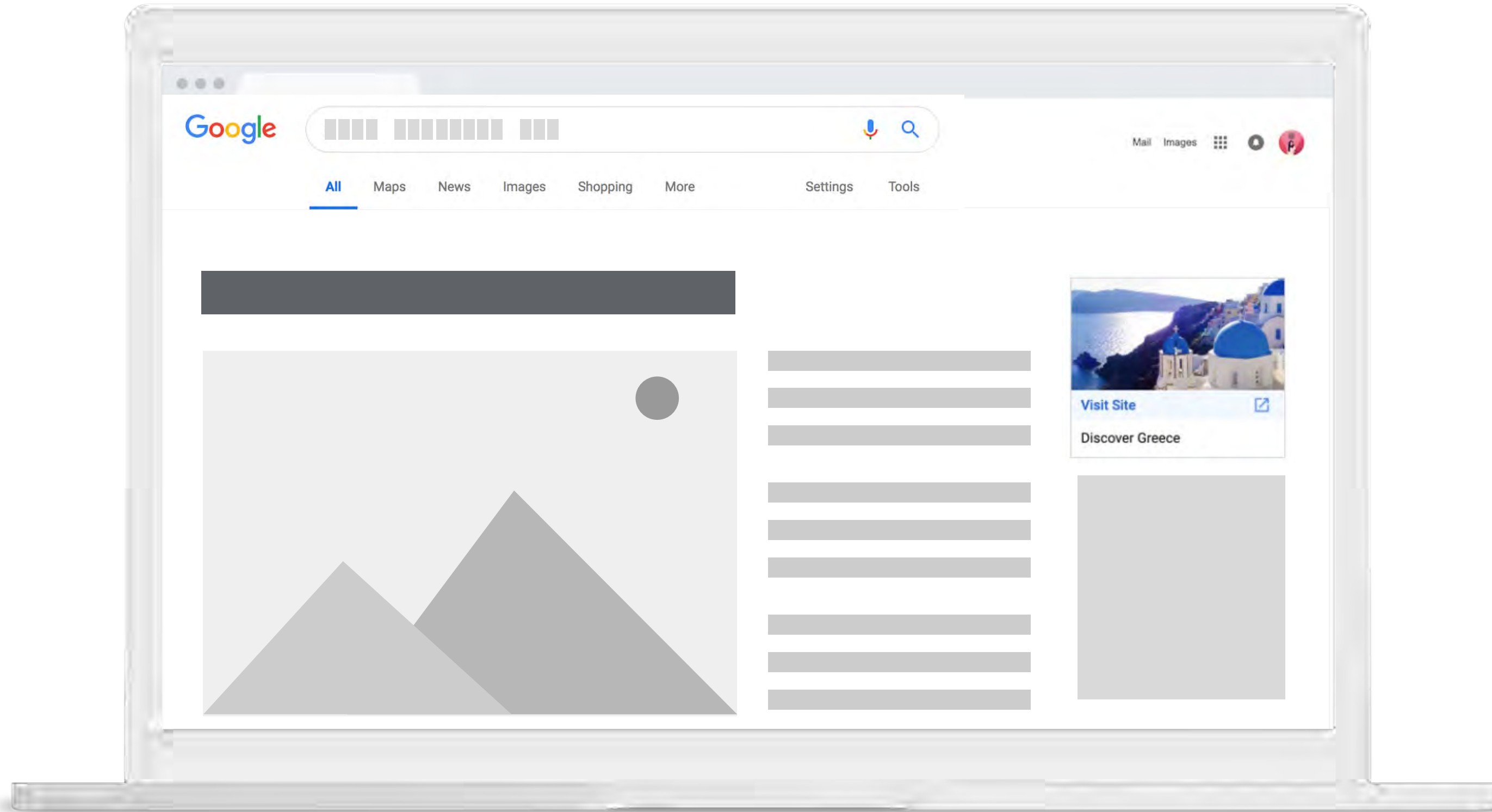
Ad • example-business.com

[example.com Official Site | Sydney Budget Hotel | Starting at \\$50/night](#)

Sydney Hotel Options For All Occasions
Staycation, Business Travel & More.



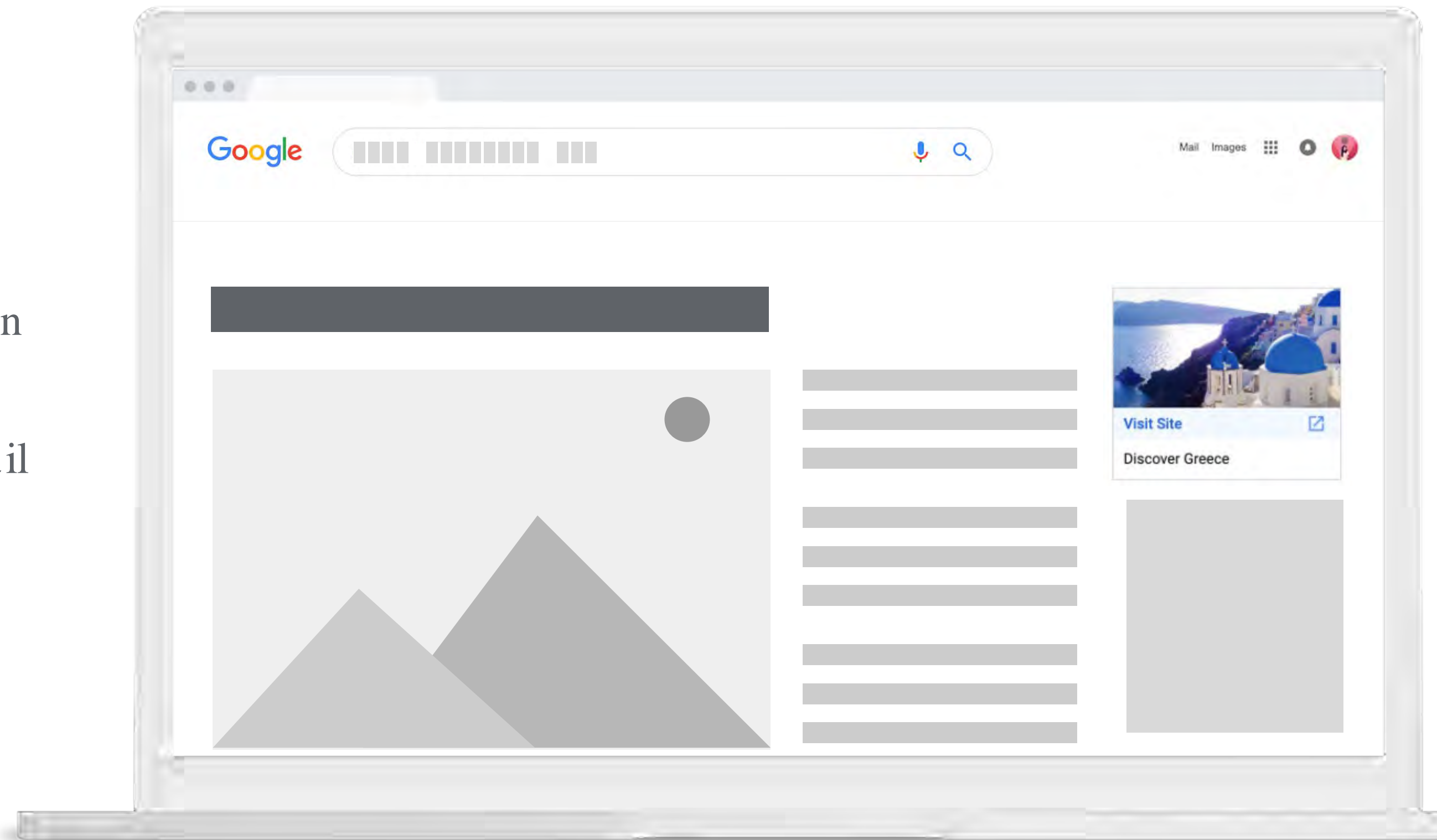
Google Display Network



Ad format 03

Google Display Campaigns

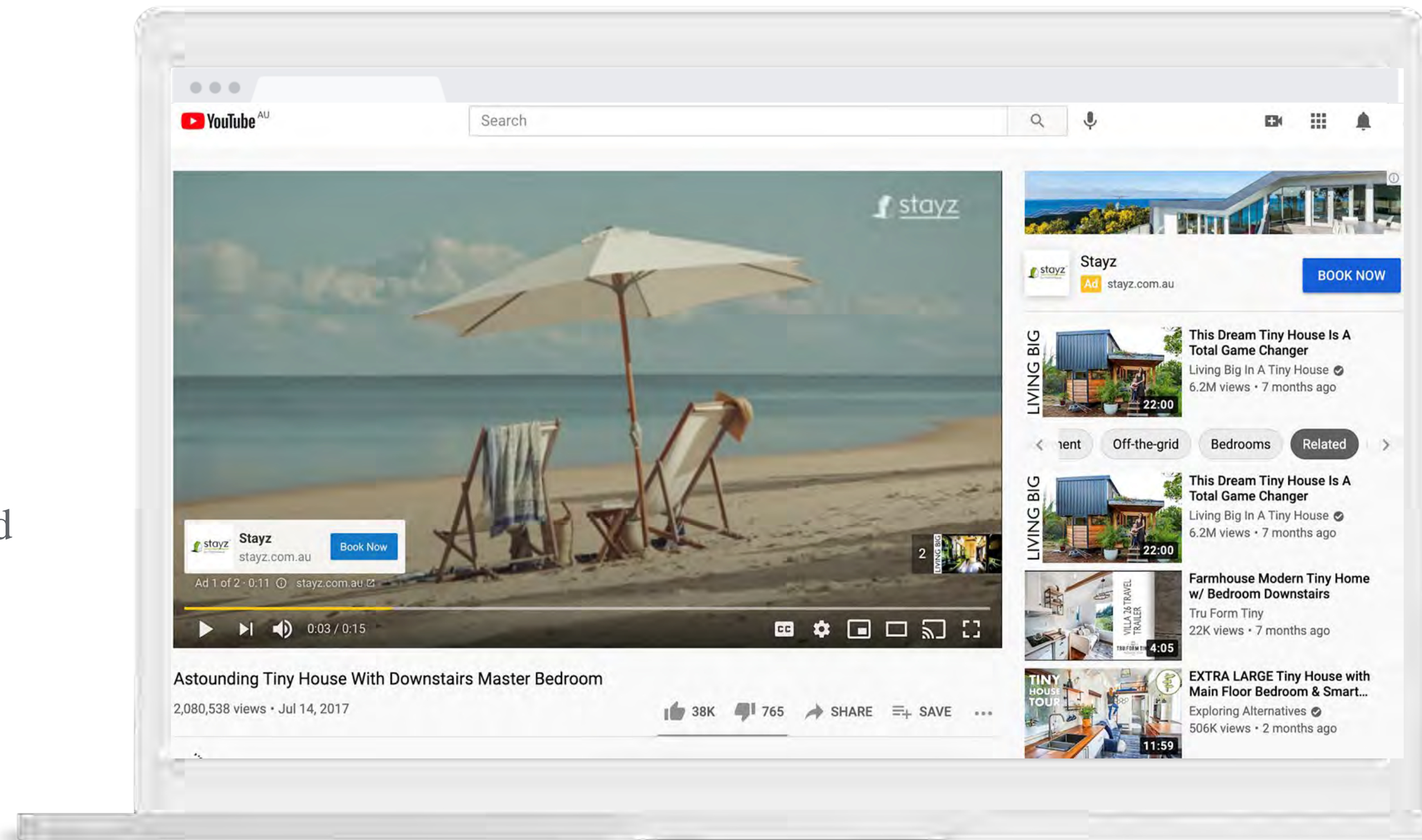
Display ads can appear when people browse the web, watch YouTube, check Gmail or use mobile devices and apps.



Ad format 04

Google Video Campaigns

With YouTube ads, you can reach potential customers and have them take action when they watch or search for videos on YouTube – and only pay when they show interest.

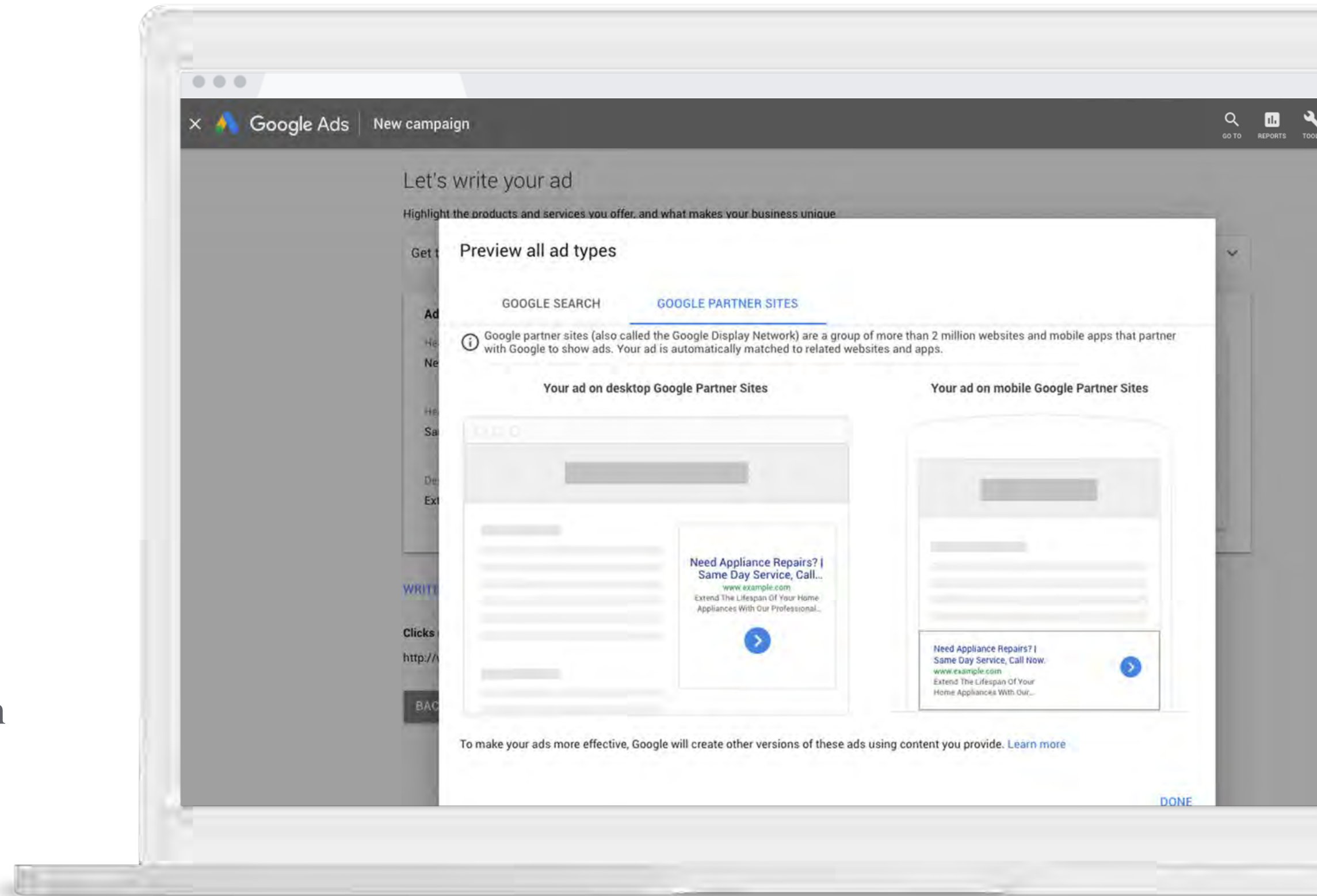


Intro to Google Smart Campaigns



Intro to **Smart** Campaigns

- Smart Campaigns are Google's advertising solution for small businesses.
- Powered by the best of Google's advertising technology, Smart Campaigns do the work for you and bring you results based on your campaign goal, whether that be customer calls, visits to your location or actions on your website.



Getting started with **Smart** Campaigns

- Smart Campaigns can be set up in just **15 minutes** and then work to constantly improve your ad around your goal, measure its performance and show you clear, understandable results.
- Smart advertising can help SMBs use time effectively, bring in new customers, stay competitive, and ultimately grow their businesses.



Benefits of **Smart** Campaigns

1. Create an online ad quickly and easily.
2. Pay only when people click your ad.
3. Attract more customers to your website or Google Maps listing.
4. Minimal ongoing management necessary, Google Ads runs your ads for you.
5. Reach customers on desktop computers and mobile devices.
6. Review the effectiveness of your ads in your dashboard.



Creating a **Smart** Campaign

1. Select a goal
2. Decide target location
3. Describe your product or service
4. Write your ad
5. Set a budget



Recap

1. Google Ads offers you the chance to advertise across **Search** as well as other formats such as Display, Shopping and Video Networks.
1. Define the **business goals** that are relevant to your business, and get started with your first ad campaign with **Smart Campaigns**.
1. Get started with Google Ads and Smart Campaigns in order to reach new customers at **ads.google.com**.



Need help?

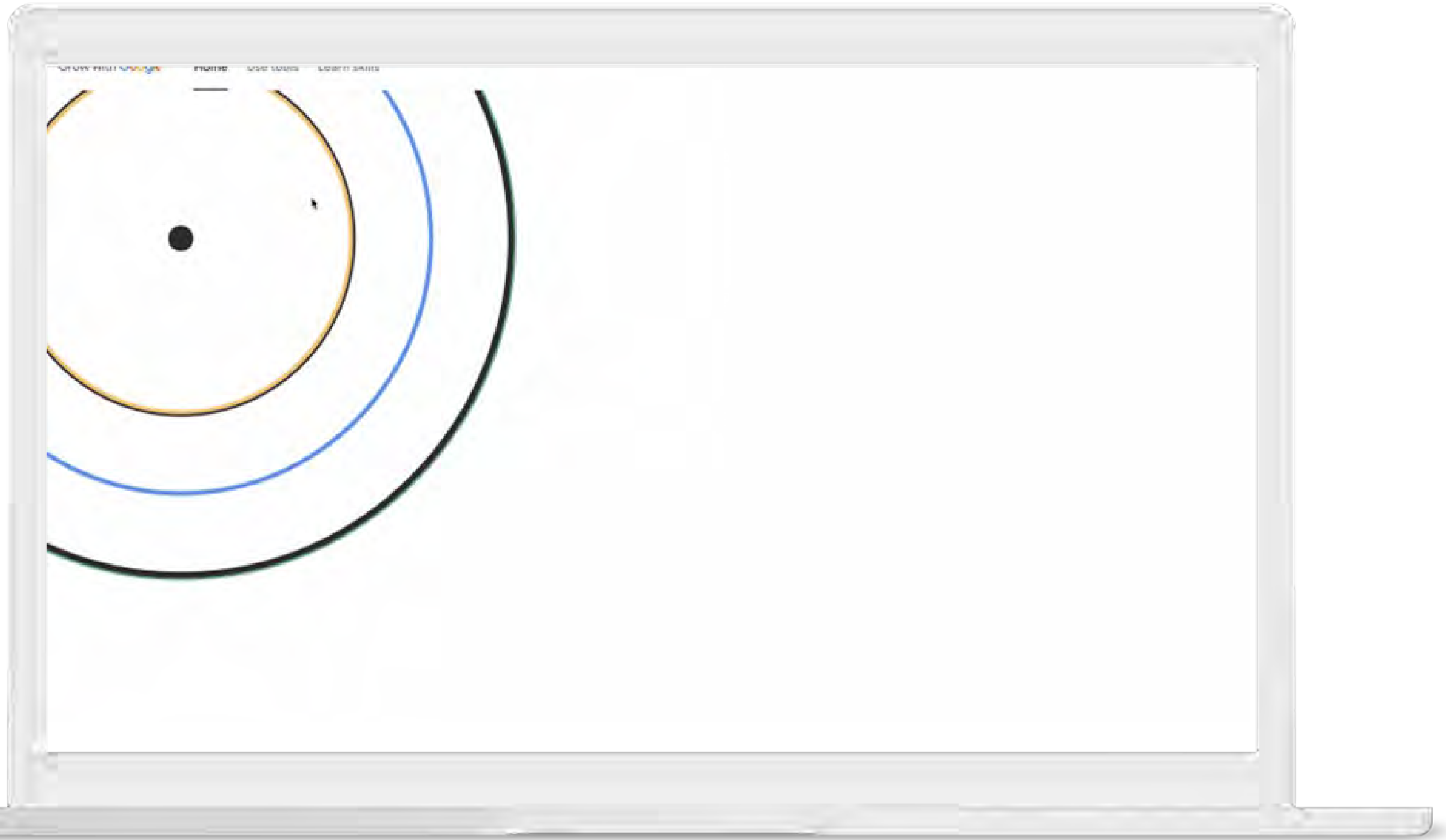
Head to the Google Ads help center to seek support.

g.co/AdsSupport



Free resources for your business



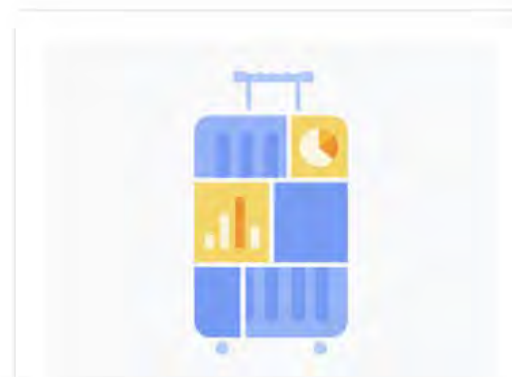


Helping the travel industry reach travelers, everywhere

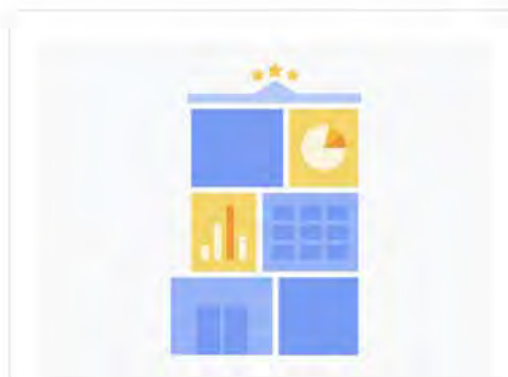
Discover the insights and tools to reach global travelers at every stage of their journey, from dreaming about a trip to booking flights and hotels to exploring local businesses.



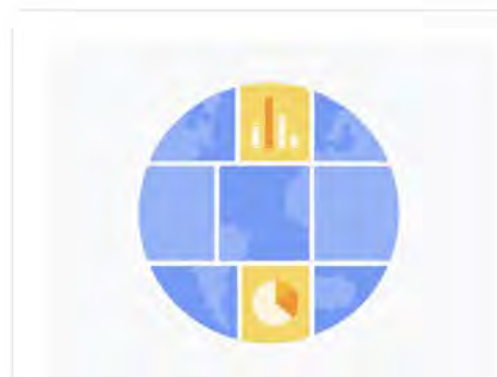
Explore helpful insights and tools



Destination Insights



Hotel Insights



Travel Analytics Center