

Posts on Google

A new FREE way to drive traffic
to your content

Presented by Andrea Johnson



explore
LAWRENCE



About Me

- Mom to three
- Kansas Jayhawks basketball fanatic
- 10+ years tourism marketing experience
- I ❤️ digital analytics
- I eat Chipotle at least once a week
- Coffee!!!!



Content, Content, Content

- Content is king!
- Create a content calendar
 - Events
 - Blog Posts/Articles
 - Video & Photos
- Create a marketing calendar
 - Website
 - Advertising
 - Social Media
 - E-news
 - PR
 - Publications



Content Calendar

Content Calendar	January	February	March	April	May	June	July	August	September	October	November	December
Art/Culture		Souper Bowl Sunday		First Nations Student Associations Pow Wow	Art in the Park	St. John's Mexican Fiesta	National African American Quilt Convention	Kansas State Fiddling and Picking Championship	Haskell Indian Art Market	Lawrence ArtWalk	Downtown Lawrence Holiday Lighting Ceremony	Downtown Lawrence Old-Fashioned Christmas Parade
					Art Tougeau Parade & Busker Festival				Free State Film Festival		Festival of Trees	
	Final Fridays	Final Fridays	Final Fridays	Final Fridays	Final Fridays	Final Fridays	Final Fridays	Final Fridays	Final Fridays	Final Fridays	Final Fridays	Final Fridays
			7: St. Patrick's Day Parade									
Existing Content			Blog: How to do St. Patrick's Day in Lawrence	Blog: The Quirky Side of Lawrence	Blog: Get the most out of the Lawrence Busker Festival		Blog: Why you should be excited for the National African American Quilt Festival					
New Content			Final Fridays... make it a final weekend.	Final Fridays... make it a final weekend.	Final Fridays... make it a final weekend.	Final Fridays... make it a final weekend.	Final Fridays... make it a final weekend.	Final Fridays... make it a final weekend.	Final Fridays... make it a final weekend.	Final Fridays... make it a final weekend.	Final Fridays... make it a final weekend.	
New Content					Instagram Worthy spots			Fiddling and Picking	Free State Film Festival		Holidays in Lawrence and nearby	
Live Music	20: National DJ Day			15: Record Store Day								
			Kansas Music Hall of Fame: 2017 Induction Ceremony at Liberty Hall									
		Blog: Live music not to miss in February	Blog: Live music not to miss in March	Blog: Live music not to miss in April	Blog: Live music not to miss in May	Blog: Live music not to miss in June	Live on Mass					
History/Heritage	16: Martin Luther King Day	Black History Month			National Museum Day	19: Juneteenth						
		20: Presidents Day										
								Civil war on the western frontier	Haskell event			
Existing Content		Blog: Local figures in black history					Blog: Historic Trails					
New Content						Blog: Underground Railroad	Blog: Natural History Museum Panorama	Blog: Civil War Western Frontier	Blog: Haskell Event	Blog: Historic LeCompton		
Cradle of Basketball			Big 12 Tourney (Sprint Center KCMO)	March Madness								



Oh Google!

63,218

Google searches every second

> 200,000,000

Google searches by the time this session is over



Oh Google!

- 60% of searches are done on mobile
- 70% of travelers use smartphones while traveling
- 20% of mobile searches are done by voice



Google Travel Tools



Flight Search: Web



Hotel Search: Web



Google Destinations:
Web



Google Trips:
Mobile App



Google Destinations

Google's travel-specific search immersive helps users searching for info about destinations get a sense of place and make informed travel decisions.

A screenshot of a Google search for "kansas destinations". The search bar shows the query and a microphone icon. Below the search bar are tabs for "All", "Maps", "News", "Images", "Shopping", "More", "Settings", and "Tools". The results show "About 21,000,000 results (0.55 seconds)". A section titled "Kansas / Popular destinations" features four cards with images and text:

- Wichita**: Exploration Place & Old Cowtown Museum
- Kansas City**: Kansas Speedway & Kaw Point Park
- Topeka**: State Capitol & Kansas Museum of
- Overland Park**: Garden, convention center, yoga, park.

At the bottom of this section is a link: "More destinations in Kansas".

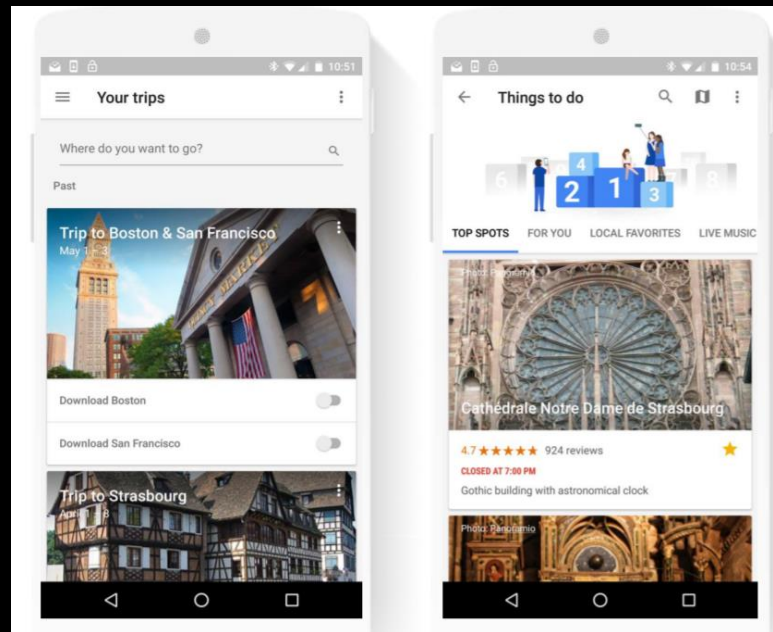
A screenshot of the Google Destinations immersive page for Kansas. The page has a search bar with "Kansas" and a close button. Below the search bar are tabs for "TRAVEL GUIDE", "DESTINATIONS", "THINGS TO DO", and "DAY PLANS". The main content area features two large images: a statue of a woman on a pedestal and a river with a dam. Below the images is the heading "Kansas" and "US State". A short paragraph describes Kansas as a Midwestern state with rolling wheat fields, mentioning the Museum of World Treasures in Wichita and the Old Cowtown Museum. Below this is a "THINGS TO DO" section with four cards:

- Tallgrass Prairie National Preserve**: 4.9 ★★★★★ (238) - Spreading space with a visitor center
- Botanica Garden Of Wichita**: 4.6 ★★★★★ (1,121) - Botanical garden with a butterfly house
- Monument Rocks**: 4.7 ★★★★★ (385) - Chalk beds containing many fossils
- Overland Park Arboretum & Botanical Gardens**: 4.7 ★★★★★ (941) - Gardens, trails & recreation areas

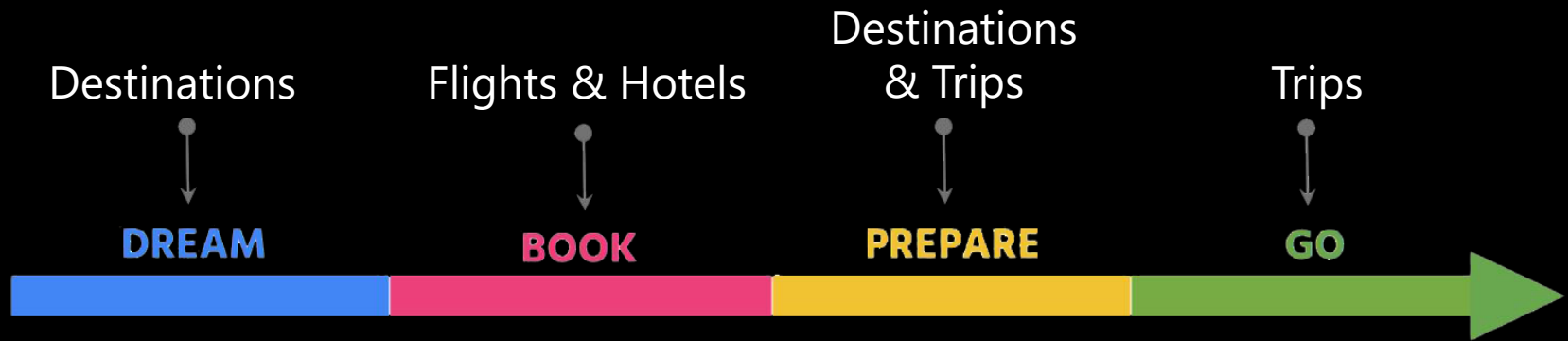


Google Trips

On-the-ground travel app which supports users just before and during their trips.



Tools in the Travel Funnel



Content for Google

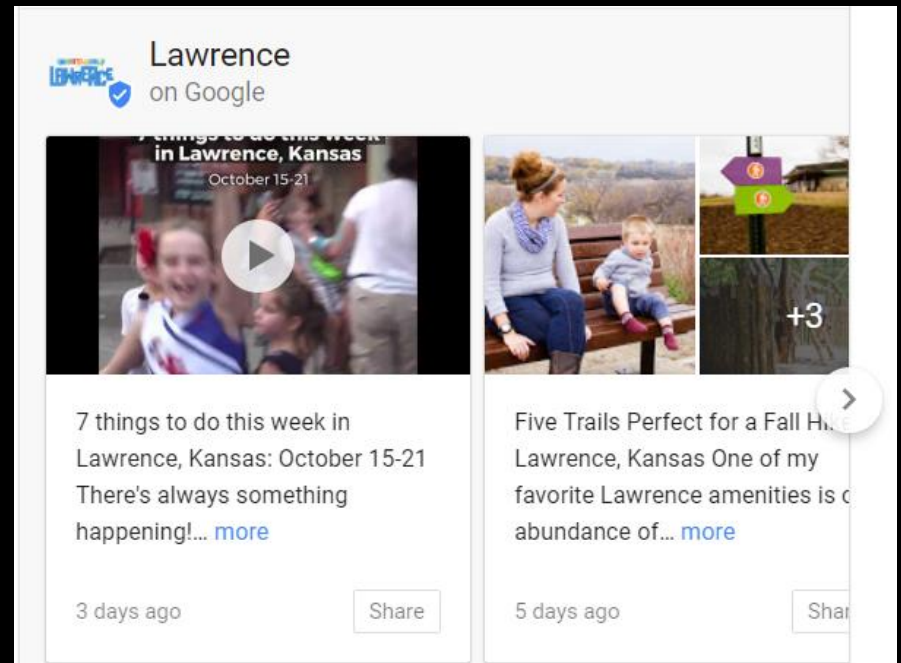
- Photos (QUALITY!)
- Points of interest (Most popular feature on Destinations and Trips)
 - Uses Google Maps to populate
- Videos (YouTube)
- Local events (Can be powered by the Events section of your website)



Posts on Google

People are searching for cities on Google

Posts on Google allows you to showcase relevant content to them



Posts on Google

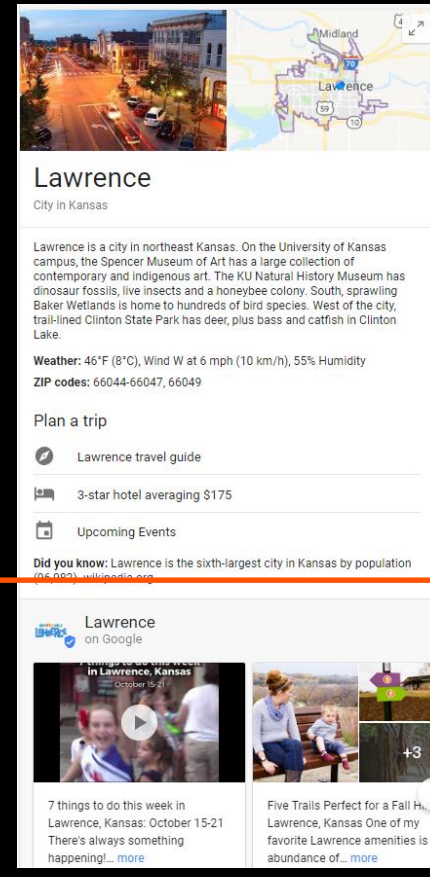
- Opened the opportunity up for destinations in May 2018
- Totally FREE
- Engage your audience
 - Share updates, announcements, images, events, stories, videos and polls
- Keep your presence fresh on Google



Posts on Google

Posts are found in the Knowledge Panel when you search for a destination in Google.

- Destination Name
- Destination + State
- Destination + State Abbr.



The image shows a Google search result for 'Lawrence'. At the top, there is a Knowledge Panel with a night street view image on the left and a map on the right. Below the map, the text reads 'Lawrence City in Kansas'. A descriptive paragraph follows: 'Lawrence is a city in northeast Kansas. On the University of Kansas campus, the Spencer Museum of Art has a large collection of contemporary and indigenous art. The KU Natural History Museum has dinosaur fossils, live insects and a honeybee colony. South, sprawling Baker Wetlands is home to hundreds of bird species. West of the city, trail-lined Clinton State Park has deer, plus bass and catfish in Clinton Lake.' Below this is weather information: 'Weather: 46°F (8°C), Wind W at 6 mph (10 km/h), 55% Humidity' and ZIP codes: 'ZIP codes: 66044-66047, 66049'. A 'Plan a trip' section includes 'Lawrence travel guide', '3-star hotel averaging \$175', and 'Upcoming Events'. A 'Did you know' section states: 'Lawrence is the sixth-largest city in Kansas by population (96,063) wikipedia.org'. Below the Knowledge Panel is a carousel of posts, highlighted with an orange border. The first post is titled 'Lawrence on Google' and features a video thumbnail with the text '7 things to do this week in Lawrence, Kansas: October 15-21 There's always something happening!... more'. The second post is titled 'Five Trails Perfect for a Fall H...' and features a photo of a woman and child with the text 'Lawrence, Kansas One of my favorite Lawrence amenities is c abundance of... more'. The carousel also includes a '+3' indicator and a right arrow.

Quick Tips

- Visibility of content is driven by search volume for the destination
- [Posts.Google.com/Author](https://posts.google.com/author)
 - Tools to help you succeed
 - Manage/Add users from other local agencies
- View behavior of website visitors from posts within your Google Analytics



Quick Tips

- Posts on Google can be schedule up to two weeks in advance
- Provide a good mix of post types to keep the content engaging
 - Story
 - Article
 - Video
 - Event
 - Poll



Story

Photo gallery/slide show with captions and link

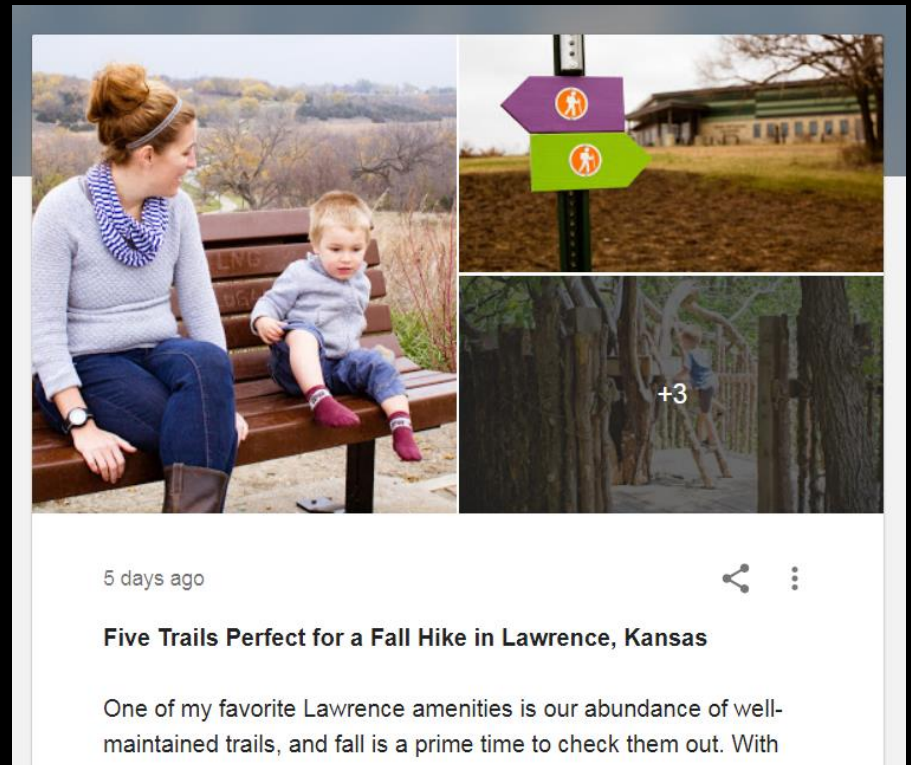
- Minimum of 4 photos/pages
- Maximum of 10 photos/pages
- Title for cover page
- Optional caption for each photo
- One Link

<https://posts.google.com/share/SNEzY6v1/Z54Vj-?hl=en>



Article

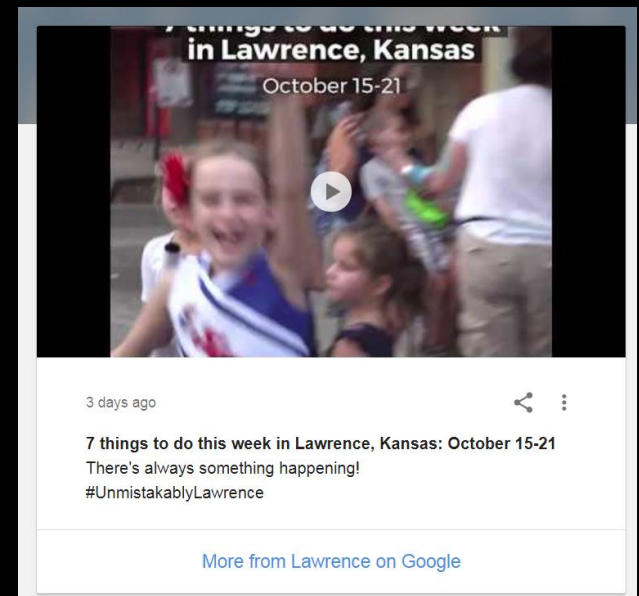
- Perfect for blog posts
- Add up to 10 images or videos
- Include hyperlinks, photos, videos within the article



Video


Increase visibility for video content directly within Search Engine Results Pages (SERPs) to generate growth in views and website clicks.

- Video must be on YouTube
- Just insert the link
- Include a description



Event

- Event-specific content type generates stronger than average engagement.
- Includes all event information
- Ability to add events to calendars
- Ability to purchase tickets to the event



EXPLORE OUR
FIERY HISTORY

Aug 13, 2018

Civil War on the Western Frontier

Aug 17, 2018, 8:00 AM - 5:00 PM
Add to calendar: [Google](#) • [iCal](#)

Watkins Museum of History
1047 Massachusetts St, Lawrence, KS 66044, USA

Buy ticket
\$0.00 - \$30.00 (prices subject to change)

[Lawrence was founded in the 1850's as the state's center of resistance to the expansion of slavery. And it paid the price.](#)
Targeted, pillaged and burned to the ground during the Civil War, the community rebuilt with a commitment to education, civility, and the future. It's quite a legacy to live up to... but we try.

Add some fiery history to your visit by sampling our past. Historical agencies throughout Douglas County will present programs that explore Quantrell's Raid and highlight our area's territorial and Civil War history for Civil War on the Western Frontier.

[More from Lawrence on Google](#)

Poll

- Provide a unique way for you to interact with users and gather input on various topics.



Best Practices

- Mix colorful photos and info about upcoming festivals – appeals to both locals and visitors.
- Keep multiple posts live to generate the strongest number of views for destination content.



Best Practices

- Two live posts at a time results in optimal view rates.
 - More than two reduces viewability of oldest post
- Polls, events, and gifs produce the highest engagement from users



Best Practices

- Use content that will grab people's attention: bright colors, higher saturations, etc..
- Space out posts so that pieces of content gets at least 3-4 days in the lead position
- Post early in the week if you're promoting something for the weekend.



Best Practices

- Seasonally relevant content generates higher engagement than evergreen content.
- It's okay to use more text than will display.
 - Be clear about subject matter above the fold so users know whether or not to engage.
- Use clear calls to action for hyperlinks:
"Learn More" etc...



Lawrence Results

- 34 total Posts on Google since June
- 293,061 total views
- Interaction rates from .4% - 11.7%
 - Benchmarking is at .1%
 - Our videos are performing strongest with events performing weakest overall
- 154 website visits generated



Get started

Request an account at

goo.gl/ATYU8i

More details: posts.google.com



THANKS AND NOW.....



More Resources

MILES MEDIA

<https://www.milespartnership.com/blog/posts-google-dmos>

https://www.milespartnership.com/sites/default/master/files/Google_Posts_Webinar.pdf

