

Maximizing your Presence on Google

How South Dakota Businesses & Destinations Can Enhance
Their Presence on Google for FREE

State Tourism Conference
January 17th 2019





Chris Adams
Head of Research & Insights
GM – South Pacific
Miles Partnership





Inspired by
travel



Meet Miles

GOALS FOR TODAY

1. **Reach more customers on the World's dominant online platform**
2. Broaden your digital footprint for FREE
3. Engage & convert users with compelling content

WE WILL COVER:

1. Evolution of Online Travel
 2. FOUR Free Tactics for Destinations
 3. FOUR Free Tactics for Businesses
 4. Impact & Results
 5. Questions
- Resources & References

Google Opportunities

Enhance Your Presence on Google for FREE

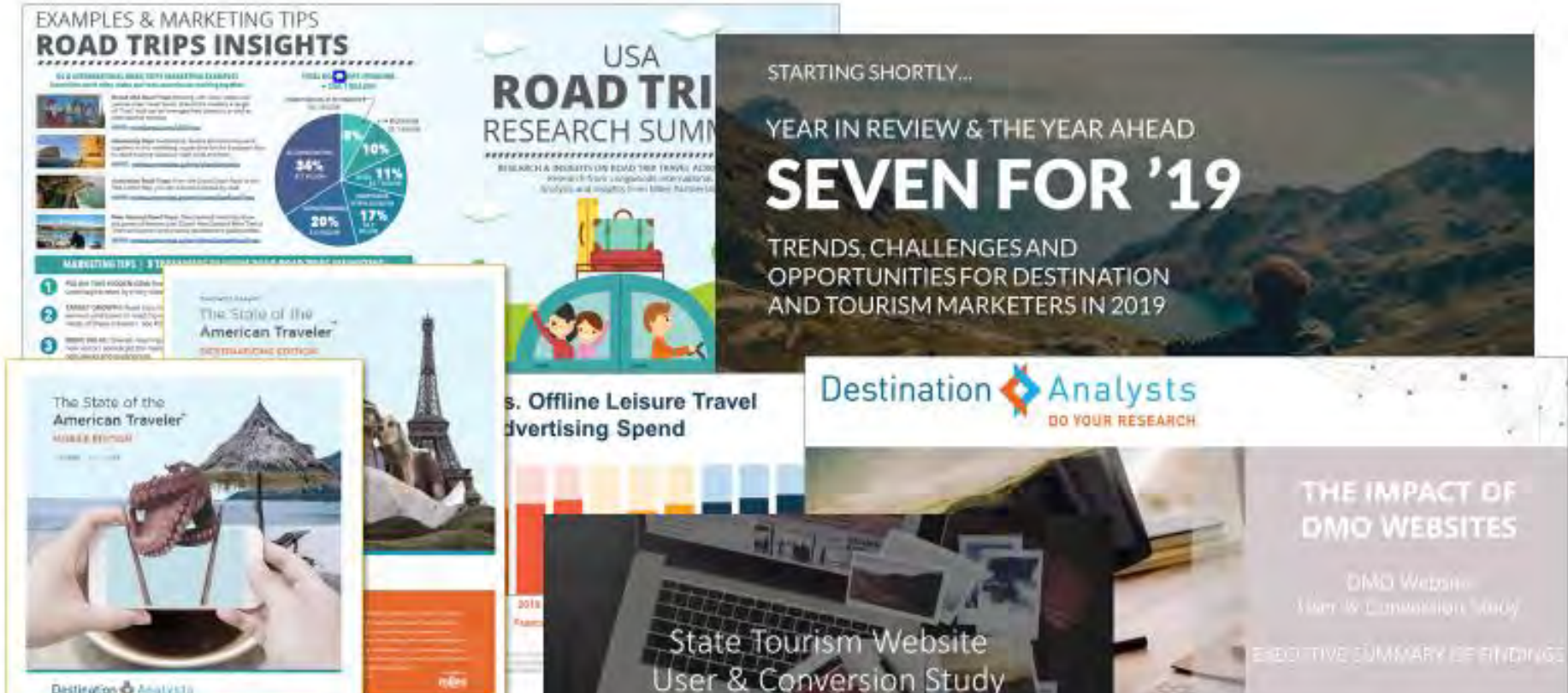
SLIDES FROM TODAY:

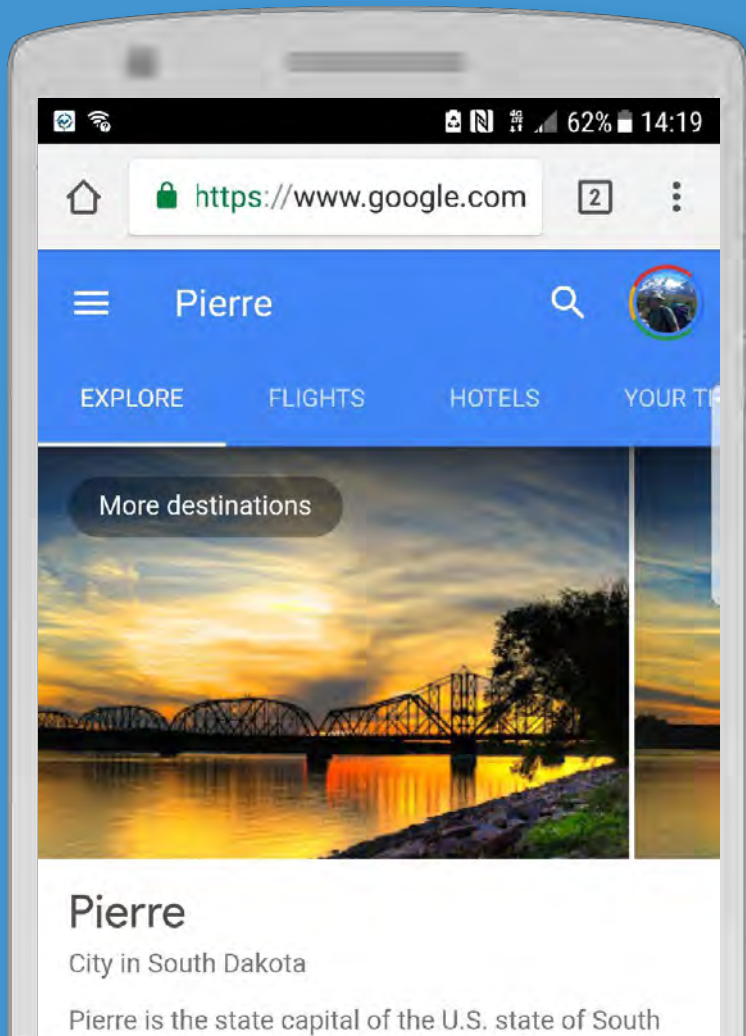
<https://MilesPartnership.Gallery/GoogleSD>

January 19th 2019

Other White Papers, Research, Blogs

www.MilesPartnership.com





EVOLUTION OF ONLINE TRAVEL



129,590,200

Google Search

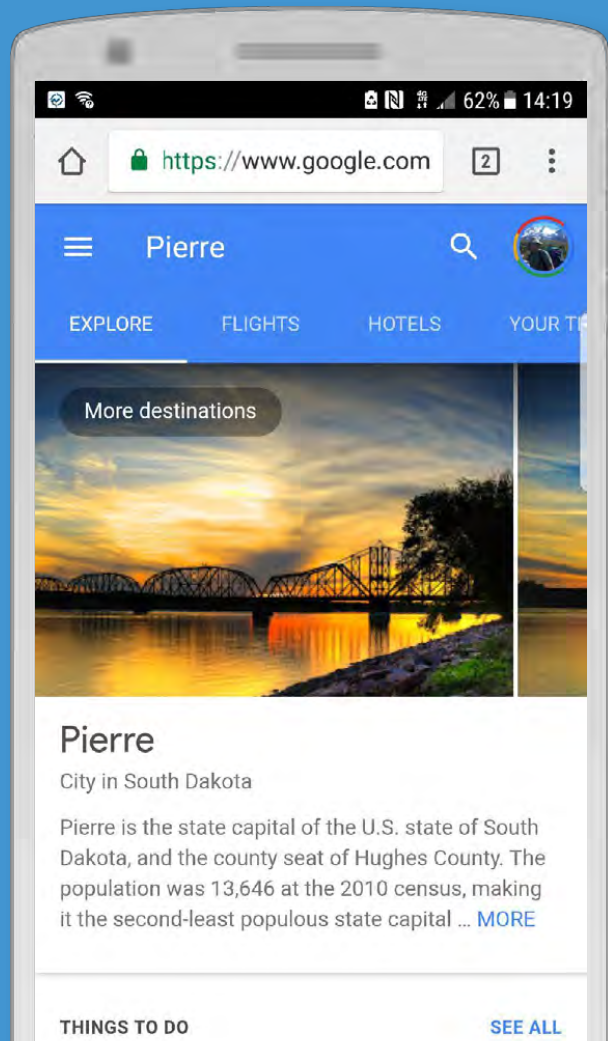
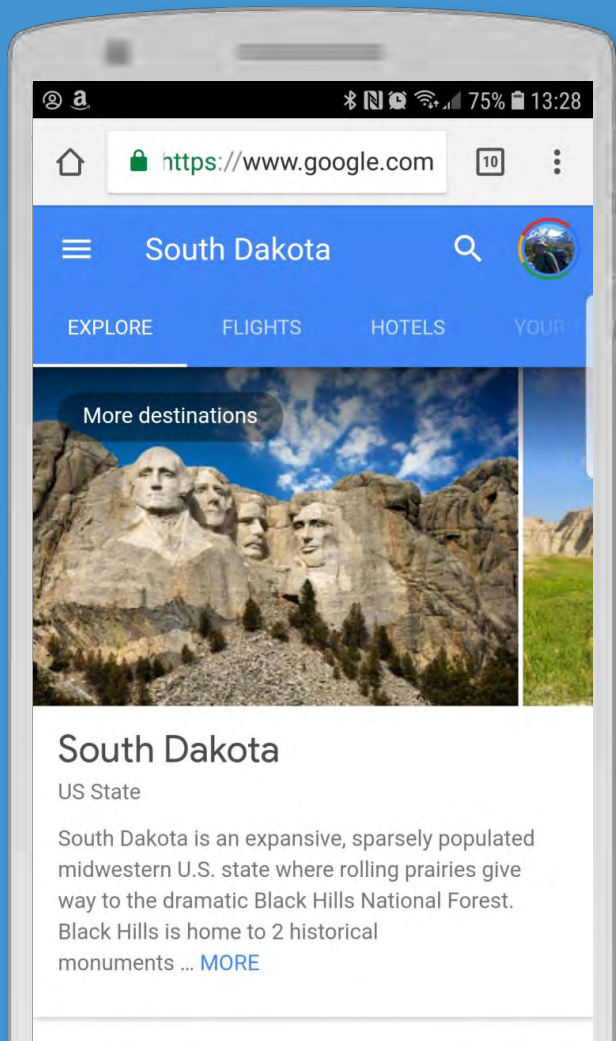
I'm Feeling Lucky

That's the number of Google searches
that will be made during my presentation

[View 10+ more](#)

Mobile Search

Top Sights & Knowledge Panel



Quick Answers

Featured Snippets



family friendly things to do in south dakota



All

Maps

Shopping

News

Images

More

Settings

Tools

About 65,400,000 results (0.75 seconds)

Popular fun things to do in South Dakota

- Sky Zone **Indoor** Trampoline Park Sioux Falls.
- Washington Pavilion of Arts and Science.
- Black Hills Maze **Family** Adventure Park.
- Flags and Wheels **Indoor** Racing.
- Great Plains Zoo and Delbridge Museum.
- Wild Water West.
- Storybook Island.
- Thunderhead Underground Falls.



[Fun things to do in South Dakota with kids on FamilyDaysOut.com ...](https://www.familydaysout.com/kids-things-to-do-usa/south-dakota)

<https://www.familydaysout.com/kids-things-to-do-usa/south-dakota>



About this result



Feedback

Kids Only - South Dakota - Travel Ideas & Advice

<https://www.travelsouthdakota.com/explore-with-us/spotlights/kids-only>

South Dakota must be one of the best **kid-friendly places** on Earth. Our mountains are climbable, our lakes clean and swimmable. Plus there's pre-historic fish.

Family Fun - South Dakota - Travel & Tourism Site

<https://www.travelsouthdakota.com/things-to-do/attractions/family-fun/list>

Items 1 - 12 of 89 - Search Results: **Family Fun** ... 1880 Town-**South Dakota's** Original Murdo. 469 Reviews TripAdvisor ... Black Hills Outdoor **Fun** Rapid City.

Family Activities & Attractions in SD | Black Hills Vacations

<https://www.blackhillsvacations.com/things-to-do/family-activities>

Family Activities and **Attractions**. Beautiful Wonderland Cave. FALL BOGO offer: Book today for travel starting September 3, 2018. Big Thunder Gold Mine. Black Hills **Fun** Pass. **Dakota** Discovery Museum. Evans Plunge. Founding Fathers Black Hills: Independence Hall. High Plains Western Heritage Center. Holy Terror Mini Golf ...

[Black Hills Fun Pass](#) - [Big Thunder Gold Mine](#) - [Evans Plunge](#)

INTELLIGENT ASSISTANTS

what family-friendly museums
are there in San Francisco



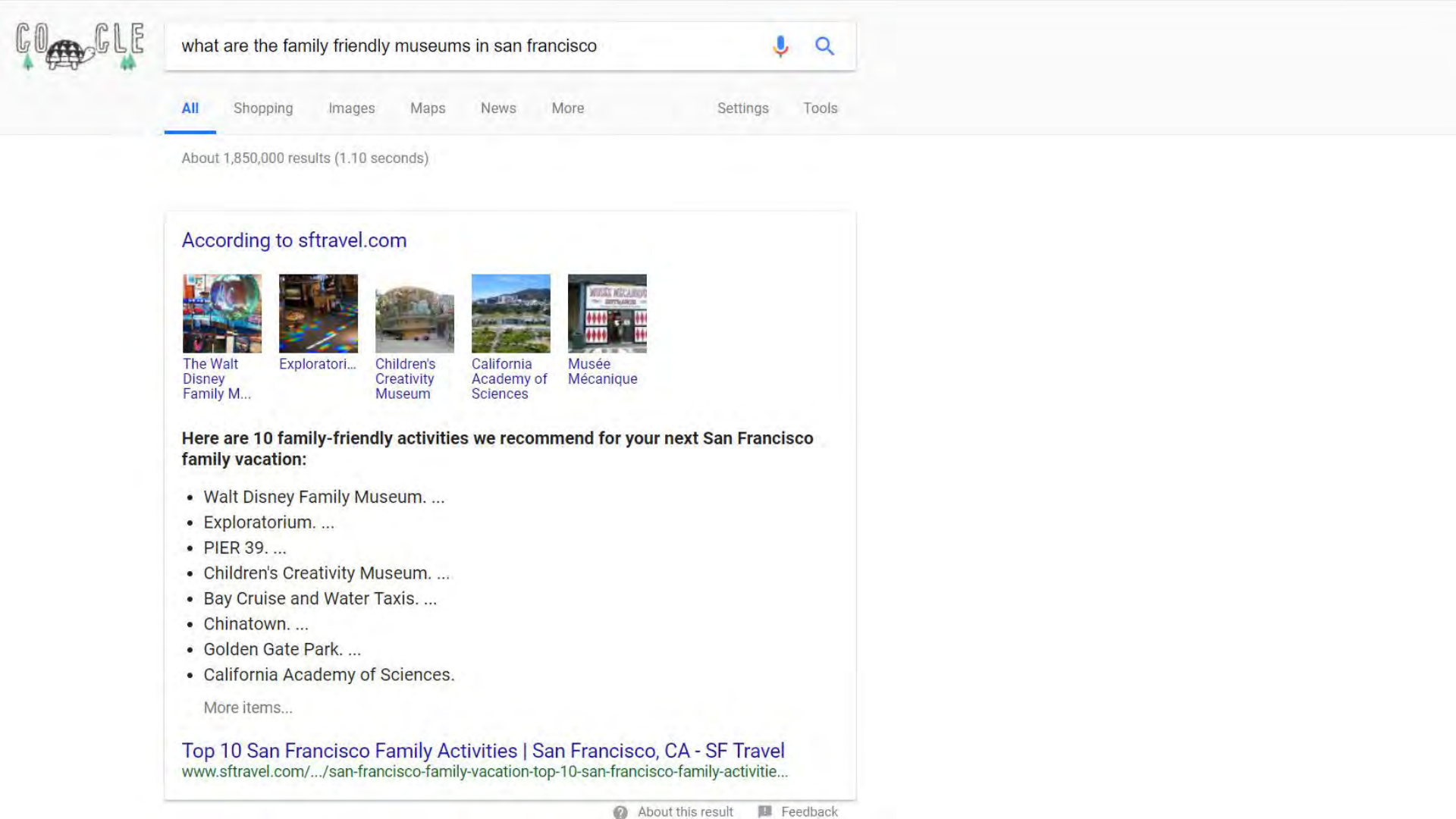
GOOGLE



Search by voice

Google Search

I'm Feeling Lucky



what are the family friendly museums in san francisco



All

Shopping

Images

Maps

News

More

Settings

Tools

About 1,850,000 results (1.10 seconds)

According to [sftravel.com](https://www.sftravel.com)



The Walt
Disney
Family M...



Exploratori...



Children's
Creativity
Museum



California
Academy of
Sciences



Musée
Mécanique

Here are 10 family-friendly activities we recommend for your next San Francisco family vacation:

- Walt Disney Family Museum. ...
- Exploratorium. ...
- PIER 39. ...
- Children's Creativity Museum. ...
- Bay Cruise and Water Taxis. ...
- Chinatown. ...
- Golden Gate Park. ...
- California Academy of Sciences.

[More items...](#)

[Top 10 San Francisco Family Activities | San Francisco, CA - SF Travel](#)

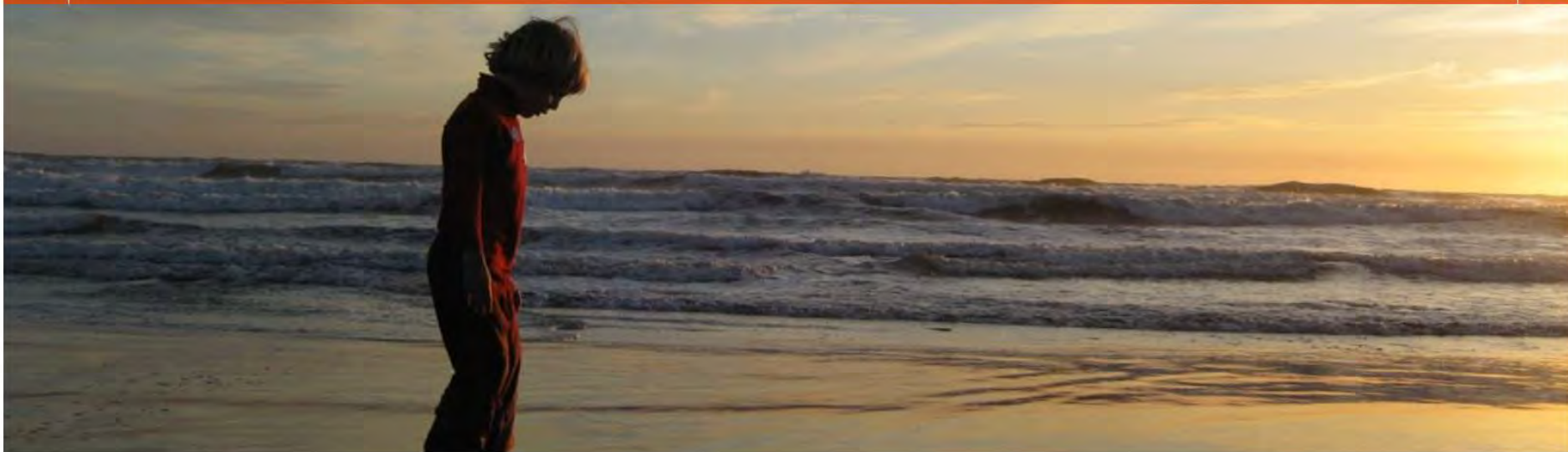
www.sftravel.com/.../san-francisco-family-vacation-top-10-san-francisco-family-activitie...



About this result



Feedback



DECEMBER 20, 2018

San Francisco is the perfect city for your next family vacation.

SAN FRANCISCO FAMILY VACATION: TOP 10 SAN FRANCISCO FAMILY ACTIVITIES

By Courtney Cvetko Kiser



40%

won't result in an
external click.

~~170,688,600~~

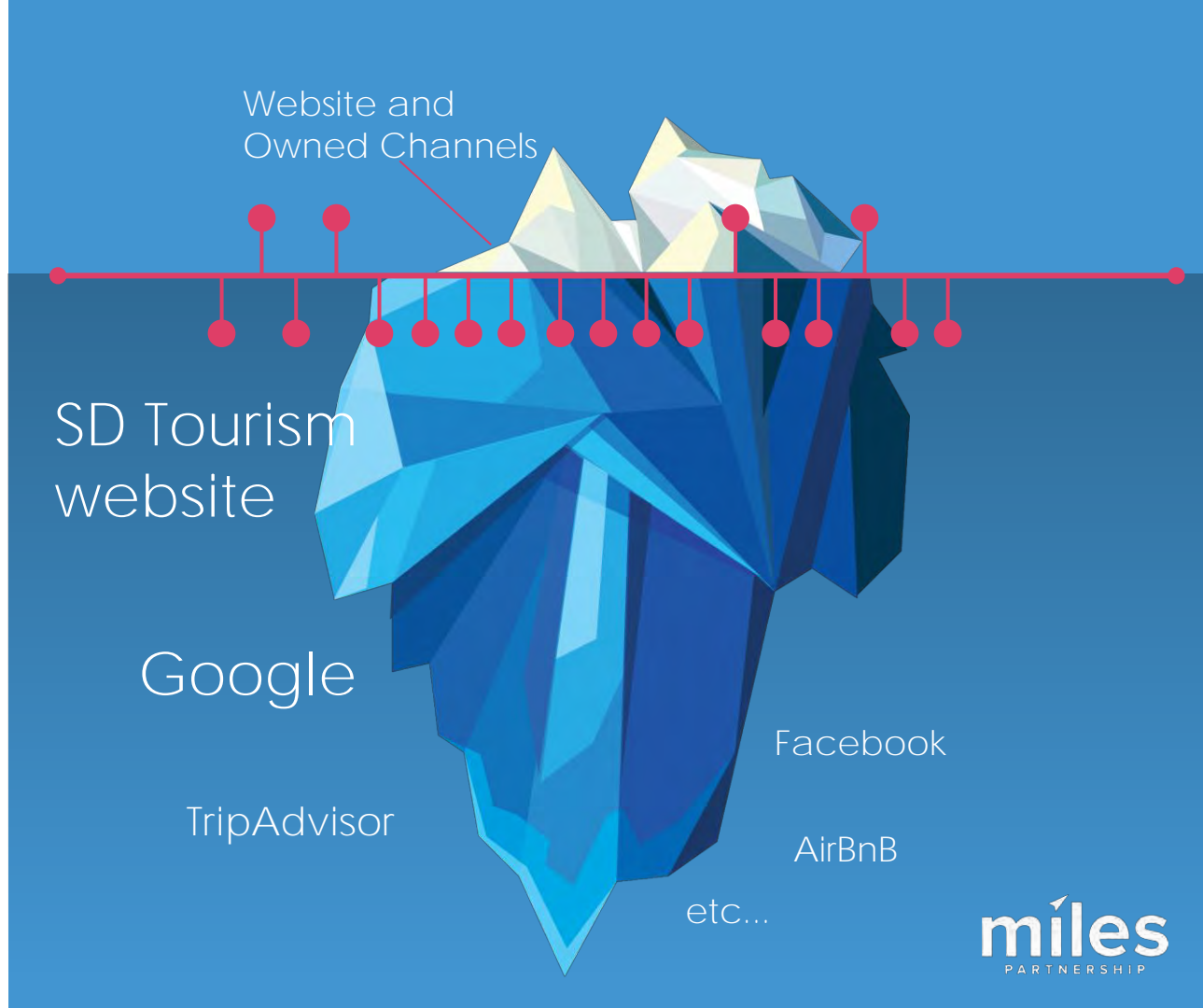
Google Search

I'm Feeling Lucky

Meet the artist who photographed the world without leaving home

There's a significant shift going on
in organic website traffic in travel
and hospitality.

Opportunity to
expand reach
of content
beyond owned
channels with
measurable
results



Google is working with Destinations & their industry partners to improve the accuracy & completeness of content across their travel products



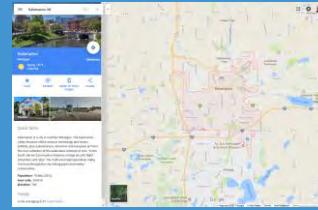
SEARCH



TRAVEL GUIDES



TRIPS APP



MAPS



STREET VIEW



Destinations



GOOGLE DMO PARTNERSHIP PROGRAM

A set of free tools to enhance the presence of Destinations & tourism businesses across Google's platforms & channels



Google DMO
Partnership:
13 Free tools
Destinations can use
to make the most of
their visibility within
Google's products.

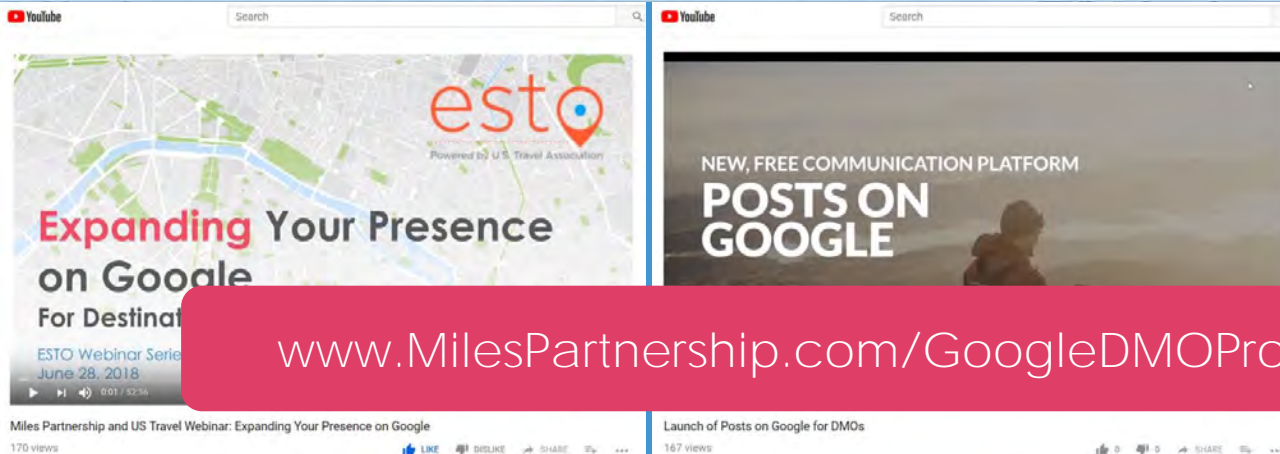


Miles Expert
Support
Services
5 Services that
help DMOs
understand,
optimize and
measure their
exposure within
Google's
platforms and
create new
value for industry
partners.



Google DMO Partnership Program

The Google DMO Partnership Program was announced at the Destinations International Annual Convention in July 2017. Miles Partnership is supporting Google in the roll out of this program to Destination Marketing Organizations (DMOs) globally.



www.MilesPartnership.com/GoogleDMOProgram

More Information:

- Application Form for Program
- Training Webinars and Video on Program
- Updates on Program



GOOGLE OPPORTUNITIES FOUR **FREE** Tactics for Destinations

DESTINATIONS: TACTIC ONE

Check Key Locations on Google
Flag Problematic Content

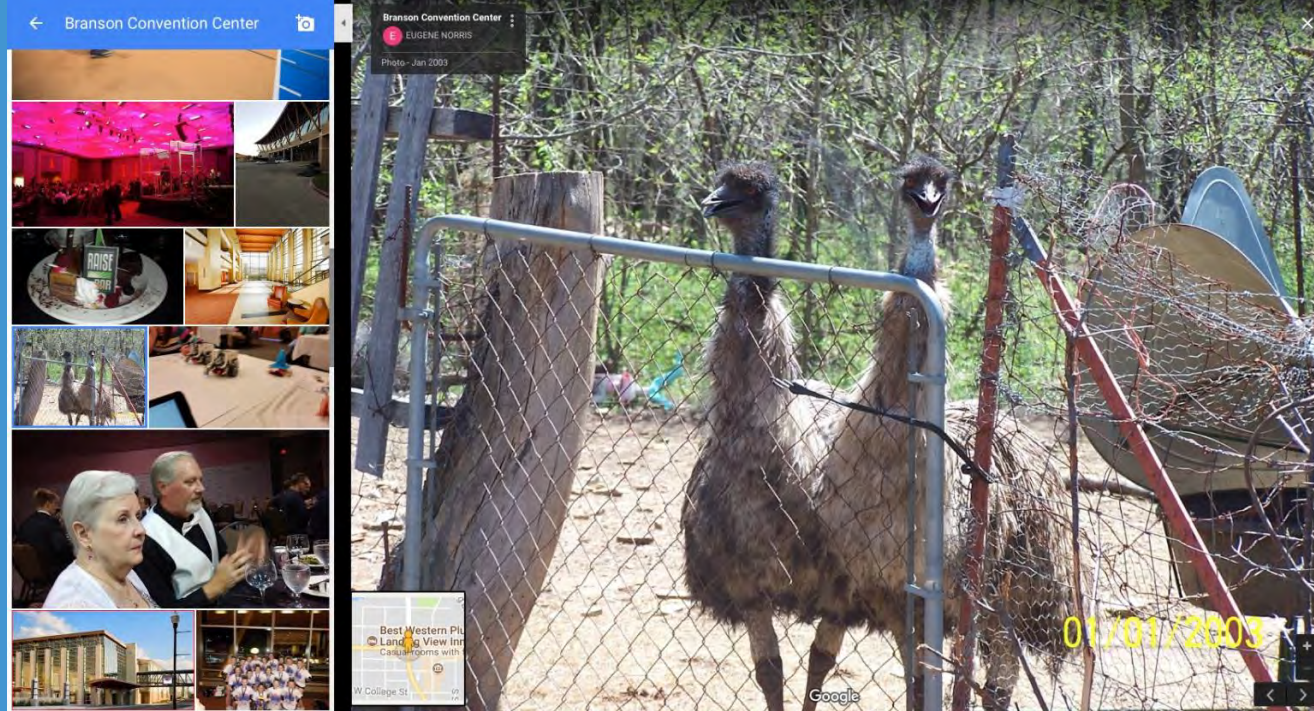


Sometimes what
we find is scary.

This was the
cover photo for
a hotel in
Florida.

And sometimes
it's just weird.

This Emu Farm
was part of the
images for the
Branson
Convention
Center



[TRAVEL GUIDE](#)[DESTINATIONS](#)[THINGS TO DO](#)

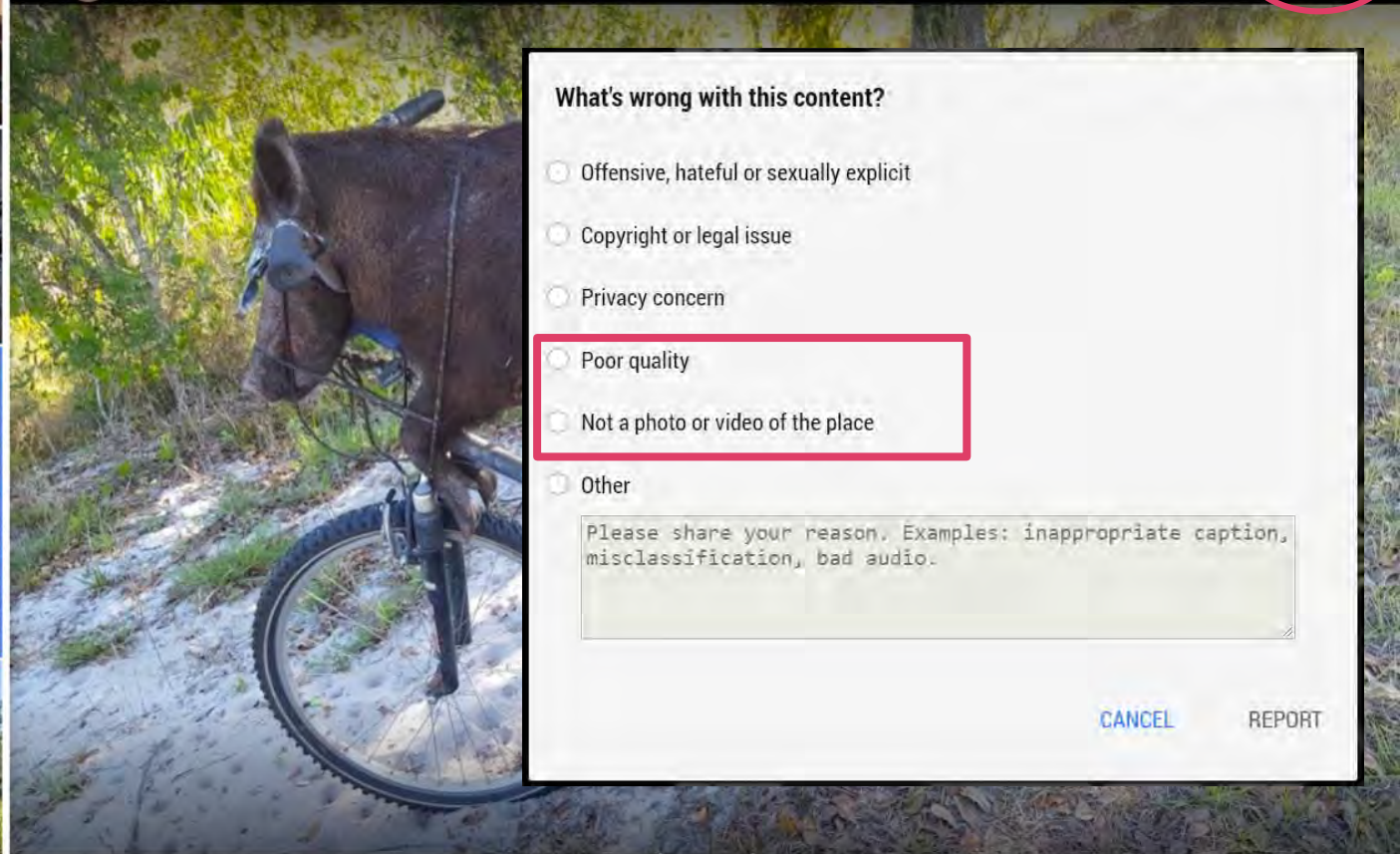
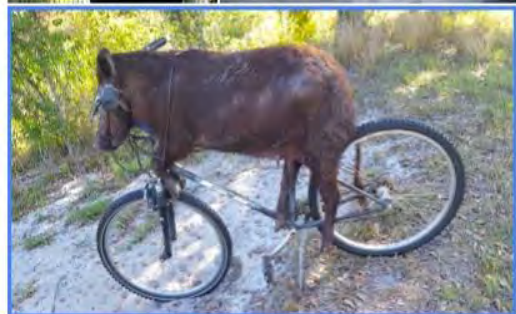
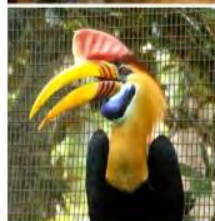
Samoa

Country in Oceania

Samoa is an country comprising the westernmost group of the Samoan Islands, in Polynesia. Many of its islands have reef-bordered beaches and rugged, rainforested interiors with gorges and waterfalls. The islands include Upolu, home to most of Samoa's population, and Savai'i, one of the largest islands in the South Pacific. Smaller islands may have small ... [MORE](#)

THINGS TO DO

SEE A



What's wrong with this content?

- ☐ Offensive, hateful or sexually explicit
- ☐ Copyright or legal issue
- ☐ Privacy concern
- ☐ Poor quality
- ☐ Not a photo or video of the place
- ☐ Other

Please share your reason. Examples: inappropriate caption, misclassification, bad audio.

CANCEL

REPORT

cafe pierre sd

Back to results

South Dakota Governor's Conference on Tourism

Conference center

Directions

SAVE

NEARBY

SEND TO YOUR PHONE

SHARE

711 E Wells Ave, Pierre, SD 58501

9M74+FP Pierre, South Dakota

southdakotatourismconference.com

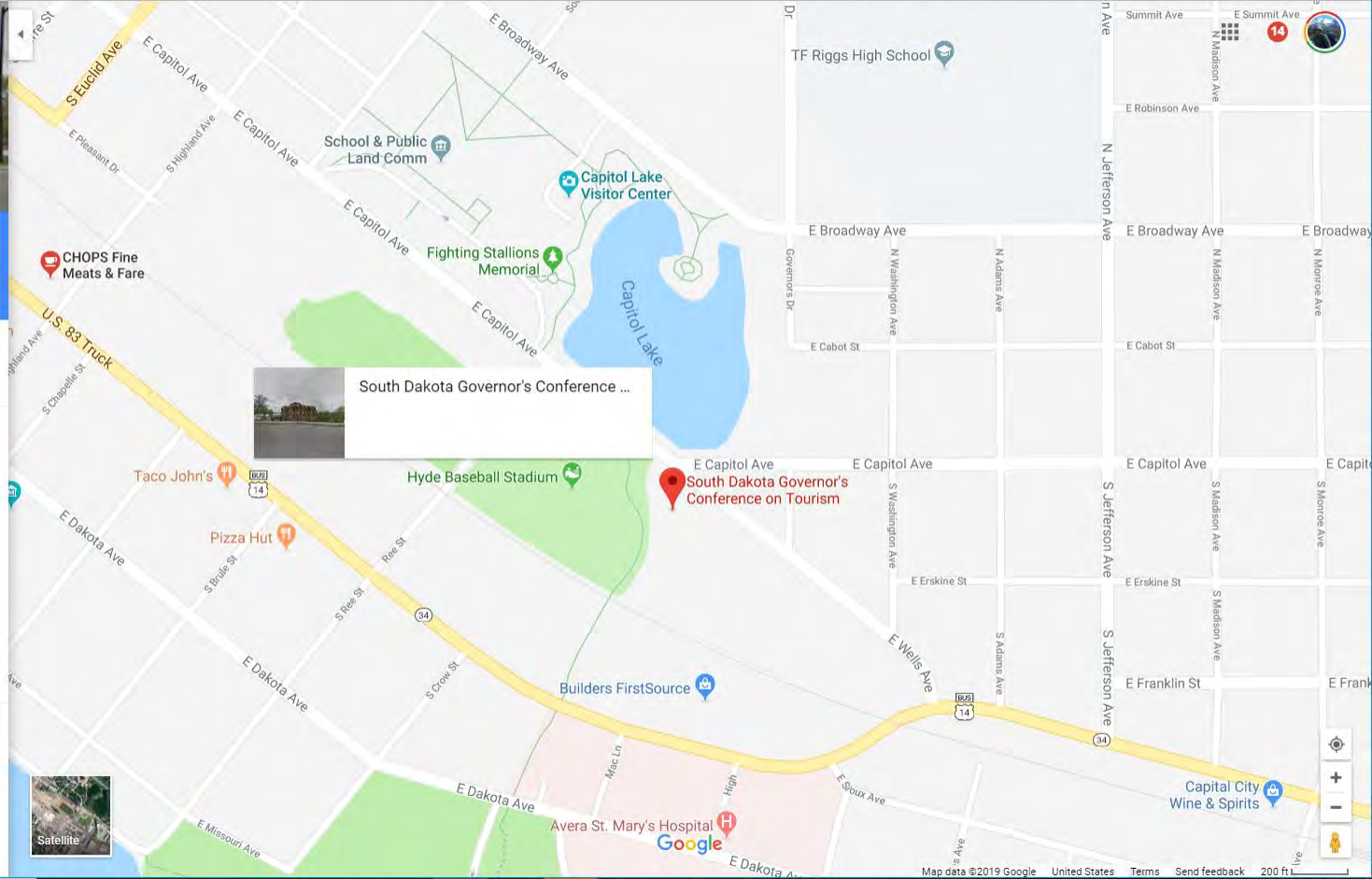
(605) 773-3301

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Photos





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2019 STATE of GREAT

2019 SOUTH DAKOTA GOVERNOR'S CONFERENCE ON
TOURISM

PIERRE • JANUARY 15-17



2019 STATE *.of.* GREAT

SHARE YOUR CONFERENCE EXPERIENCE
WITH THE COMMUNITY

#SDTourism

Visit **SDVisit.com** for more about the Department
of Tourism, our programs and plans, and what's
ahead for the South Dakota tourism industry.



Industry en

SIG

*Get monthly upda
the Depar*

South Dakota Department of Tourism • 711 East Wells Avenue | Pierre, SD 57501 605-773-3301 • CONTACT US

Suggest an edit

South Dakota Governor's Conference on Tourism



OVERVIEW



Name

South Dakota Governor's Conference on Tourism



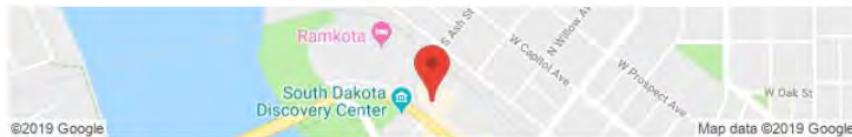
Category

Conference center



Location

920 W Sioux Ave, Pierre, SD 57501, USA



Located within

If this place is located within another, enter the containing place.

Ramkota Hotel & Conference Center 920 W Sioux Ave, Pierre, SD 57501



Contact

(605) 773 2201



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DESTINATIONS: TACTIC TWO

Upload high quality images & media*
to critical locations in Maps.

**make sure you have the necessary usage rights for this content*

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Photo by Mark Johns

South Dakota

US State

South Dakota is an expansive, sparsely populated midwestern U.S. state where rolling prairies give way to the dramatic Black Hills National Forest. Black Hills is home to 2 historical monuments carved right into towering granite peaks: Mt. Rushmore, the iconic depiction of 4 revered U.S. presidents, and Crazy Horse Memorial, a tribute to the storied ... [MORE](#)

THINGS TO DO

[SEE ALL](#)



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Photo by Lisa Melendy



Photo by Kevin Stausholm Hansen



Photo by Bounmetta Sihapanya

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THINGS TO DO

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Photo by a Google User



Photo by a Google User

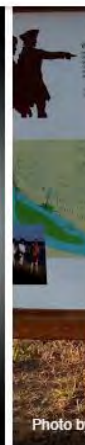


Photo by

Pierre

City in South Dakota

Pierre is the state capital of the U.S. state of South Dakota, and the county seat of Hughes County. The population was 13,646 at the 2010 census, making it the second-least populous state capital in the United States after Montpelier, Vermont, and the eighth-most populous city in South Dakota. Founded in 1880 on the east bank of the Missouri River ... [MORE](#)

THINGS TO DO

[SEE ALL](#)

South Dakota Discovery Center

4.4 ★★★★★ (38)



South Dakota State Historical Society

4.8 ★★★★★ (21)



Steamboat Park

4.6 ★★★★★ (70)



La Framboise Island

[TRAVEL GUIDE](#)[THINGS TO DO](#)[PLAN A TRIP](#)

Photo by James Reeves



Photo by Trey Schmucke

Yankton

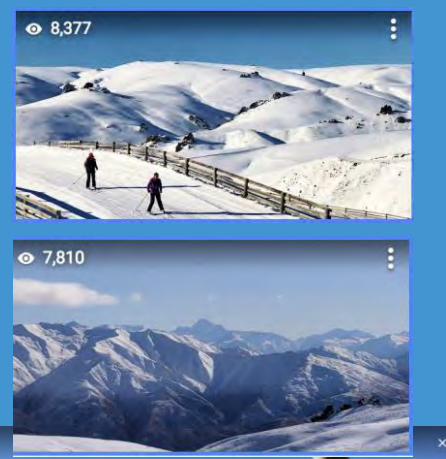
City in South Dakota

Yankton is a city in, and the County seat of, Yankton County, South Dakota, U.S. The population was 14,454 at the 2010 census. Yankton is the principal city of the Yankton Micropolitan Statistical Area, which includes the entirety of Yankton County, and which had an estimated population of 22,662 as of July 1, 2017. Yankton was the first capital of ... [MORE](#)

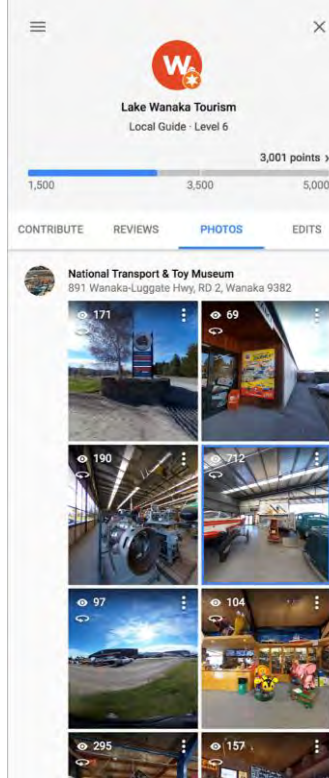
THINGS TO DO

[SEE ALL](#)

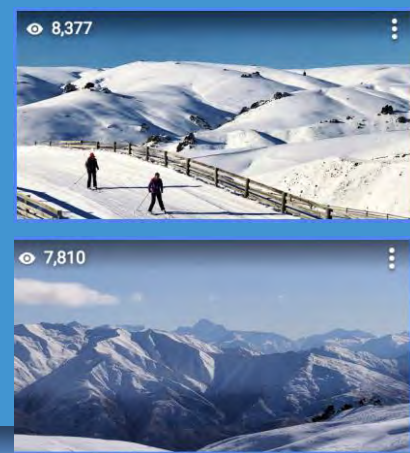
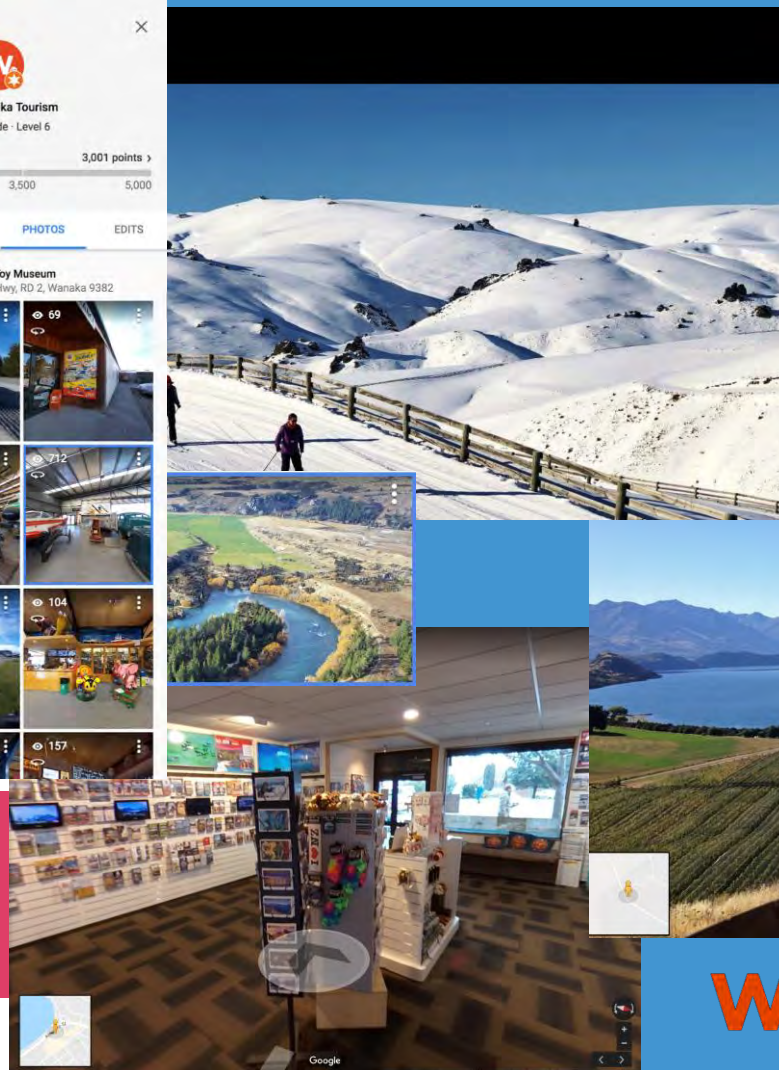
You can re-use,
capture &
upload images,
video, or 360
imagery



Visual Content



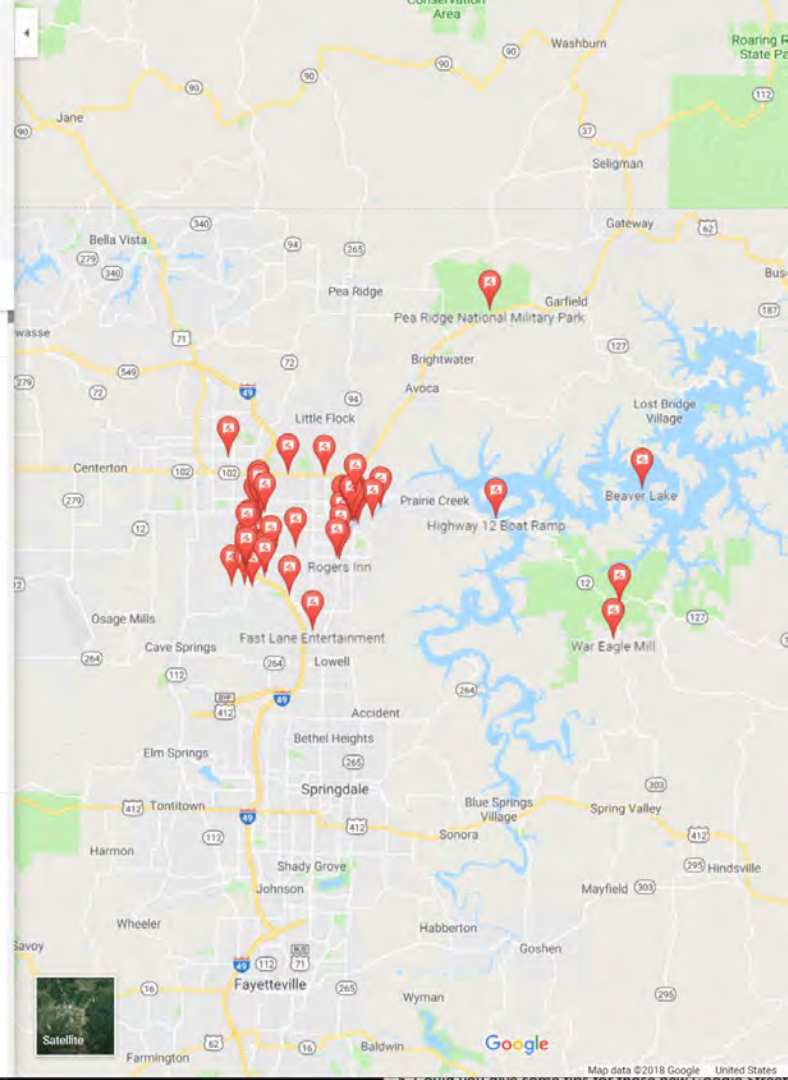
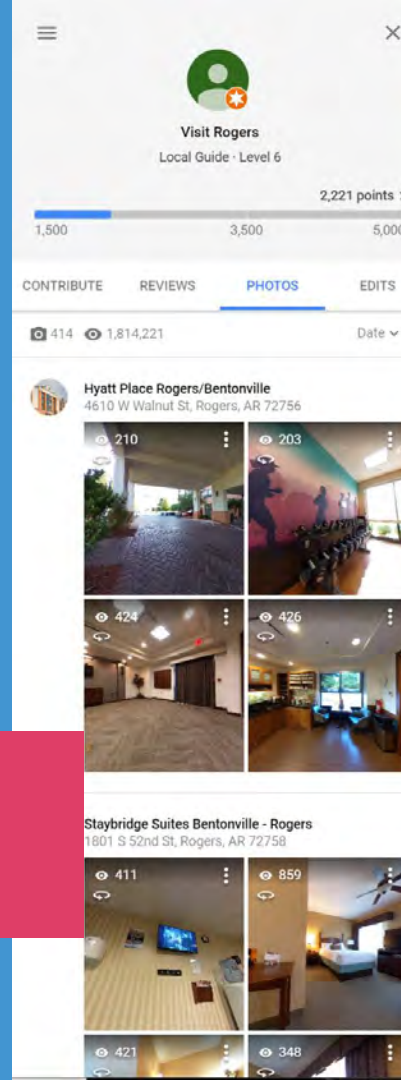
495,000+
Since August 15th 2018



Wanaka 100 **miles**
PARTNERSHIP

Rogers Arkansas

3,214,221
280,000+ per month

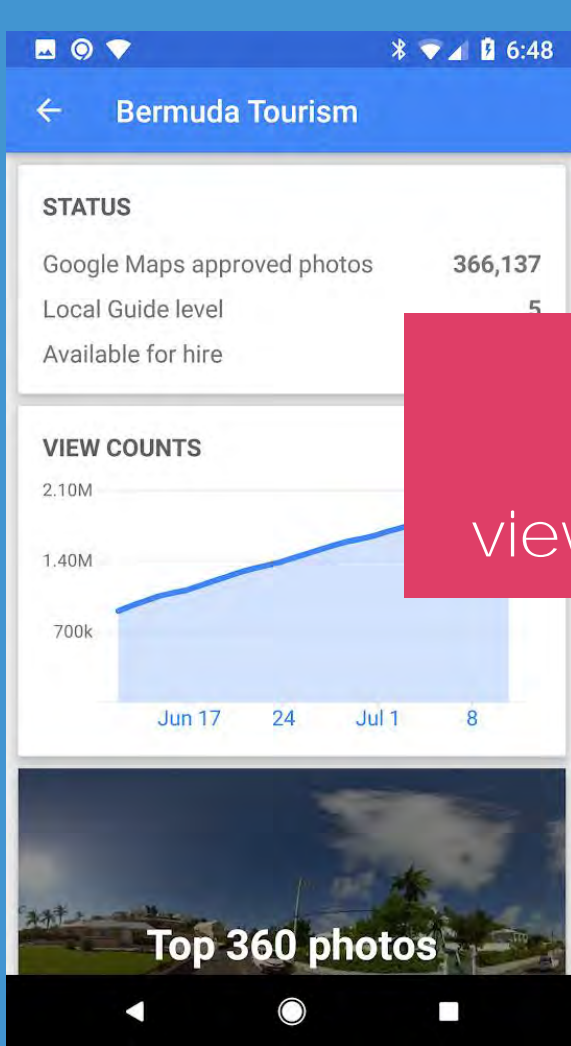




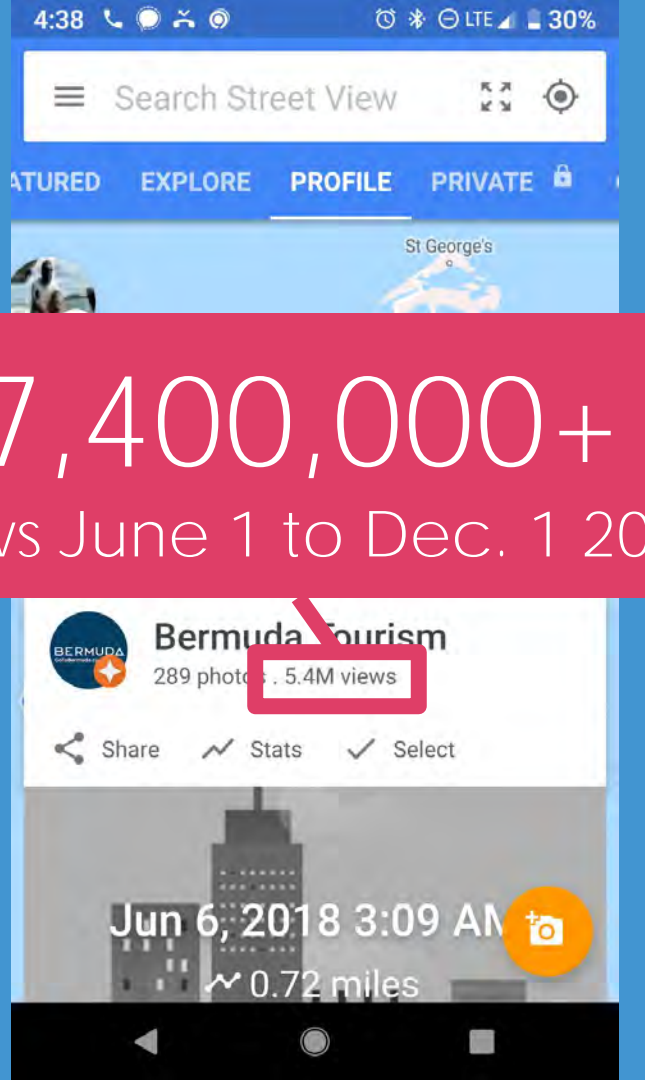
Anyone can now make **Street View**







7,400,000+
views June 1 to Dec. 1 2018



STREET VIEW

720
total images
uploaded

582
Gigabytes of data

30+
Hours of captured
footage



Google

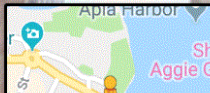


Immaculate Conception Cathedral



Ravneet Deo

Street View - Oct 2018





360 “stills” and virtual tours
(connected 360s) are a great way to
engage visitors & locals

You can add your RTO logo to the
bottom of the “sphere”

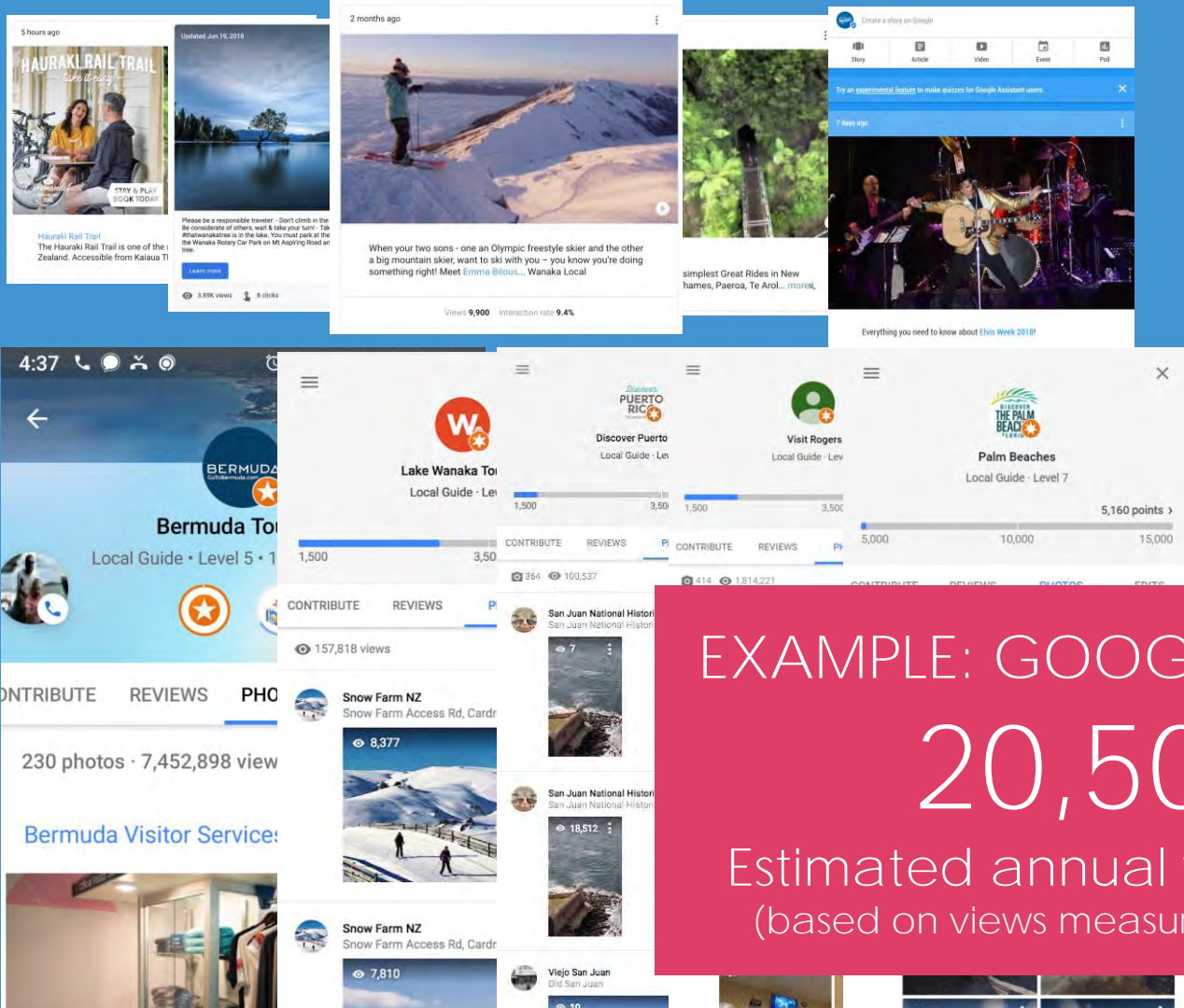
GOOGLE PROGRAM CONTENT AUDIENCE

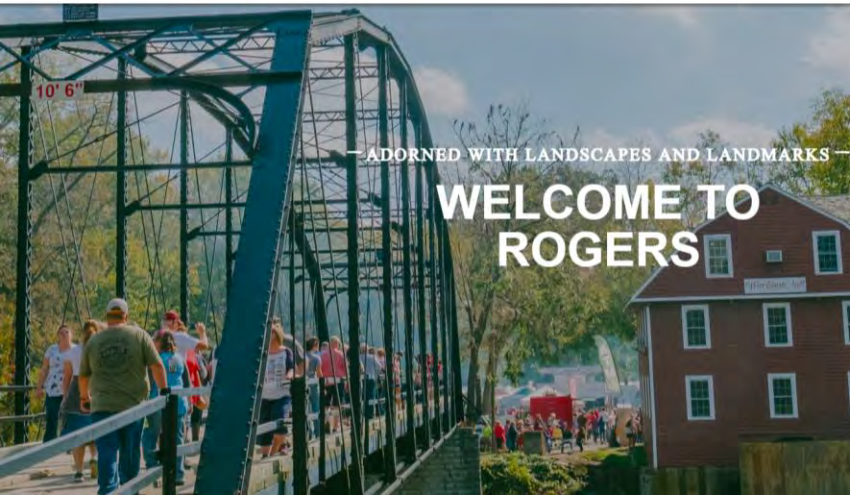
~350 IMAGES,
GOOGLE STREET VIEW
POSTS ON GOOGLE

EXAMPLE: GOOGLE PROGRAM DMO

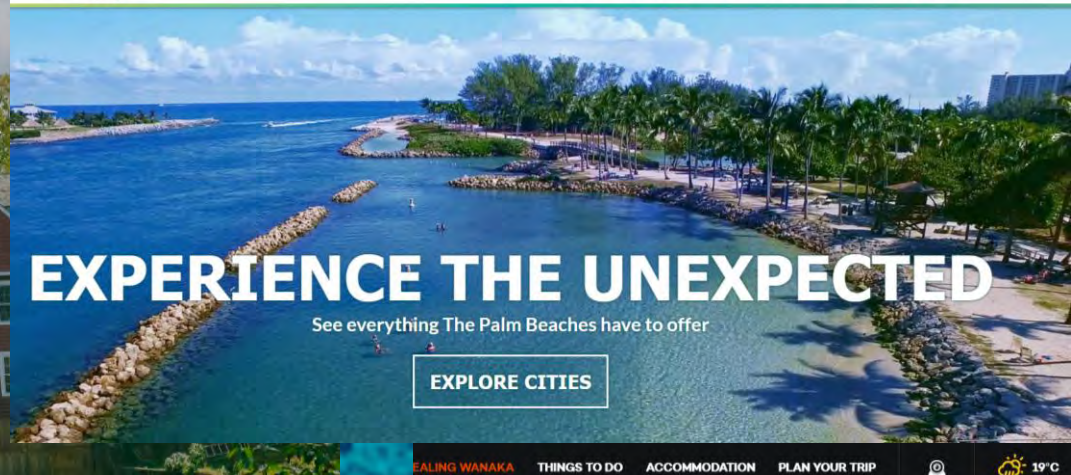
20,500,000

Estimated annual views across Google
(based on views measured Nov. 2017 to Nov. 2018)





— ADORNED WITH LANDSCAPES AND LANDMARKS —

**WELCOME TO
ROGERS****EXPERIENCE THE UNEXPECTED**

See everything The Palm Beaches have to offer

[EXPLORE CITIES](#)**EXAMPLE: DESTINATION WEBSITE****6,000,000+**Estimated website page views
(based on pageviews Year to November 2018)**Lush Green
Turquoise Blue**

HEALING WANAKA

THINGS TO DO

ACCOMMODATION

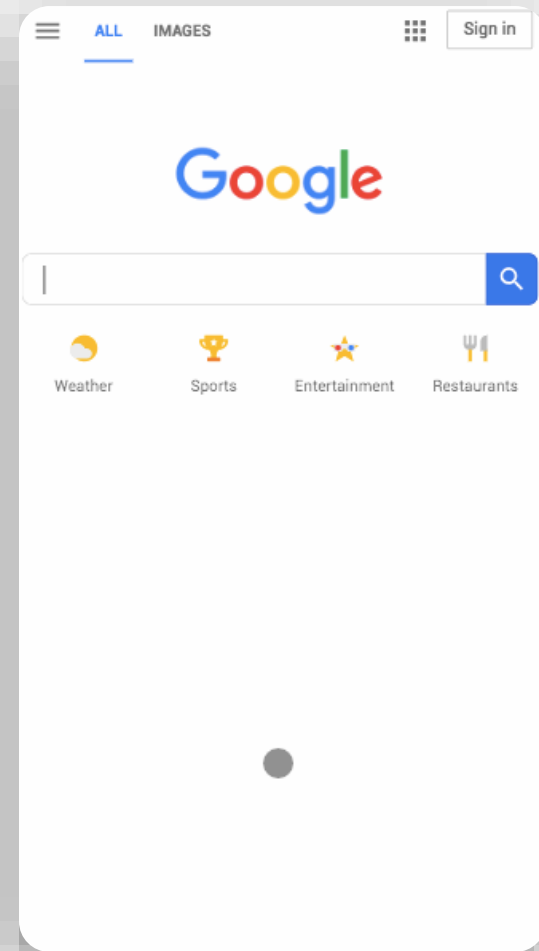
PLAN YOUR TRIP



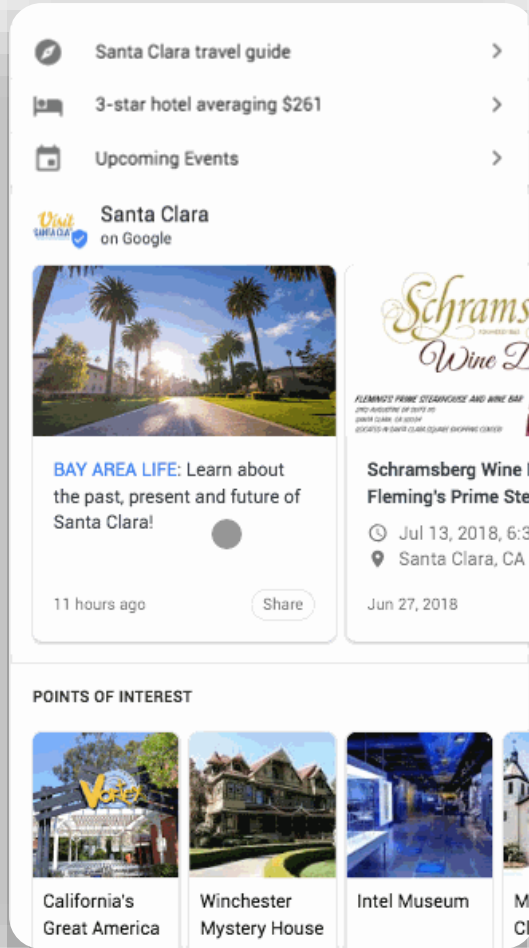
DESTINATIONS: TACTIC THREE

Use Google Posts for your Destination

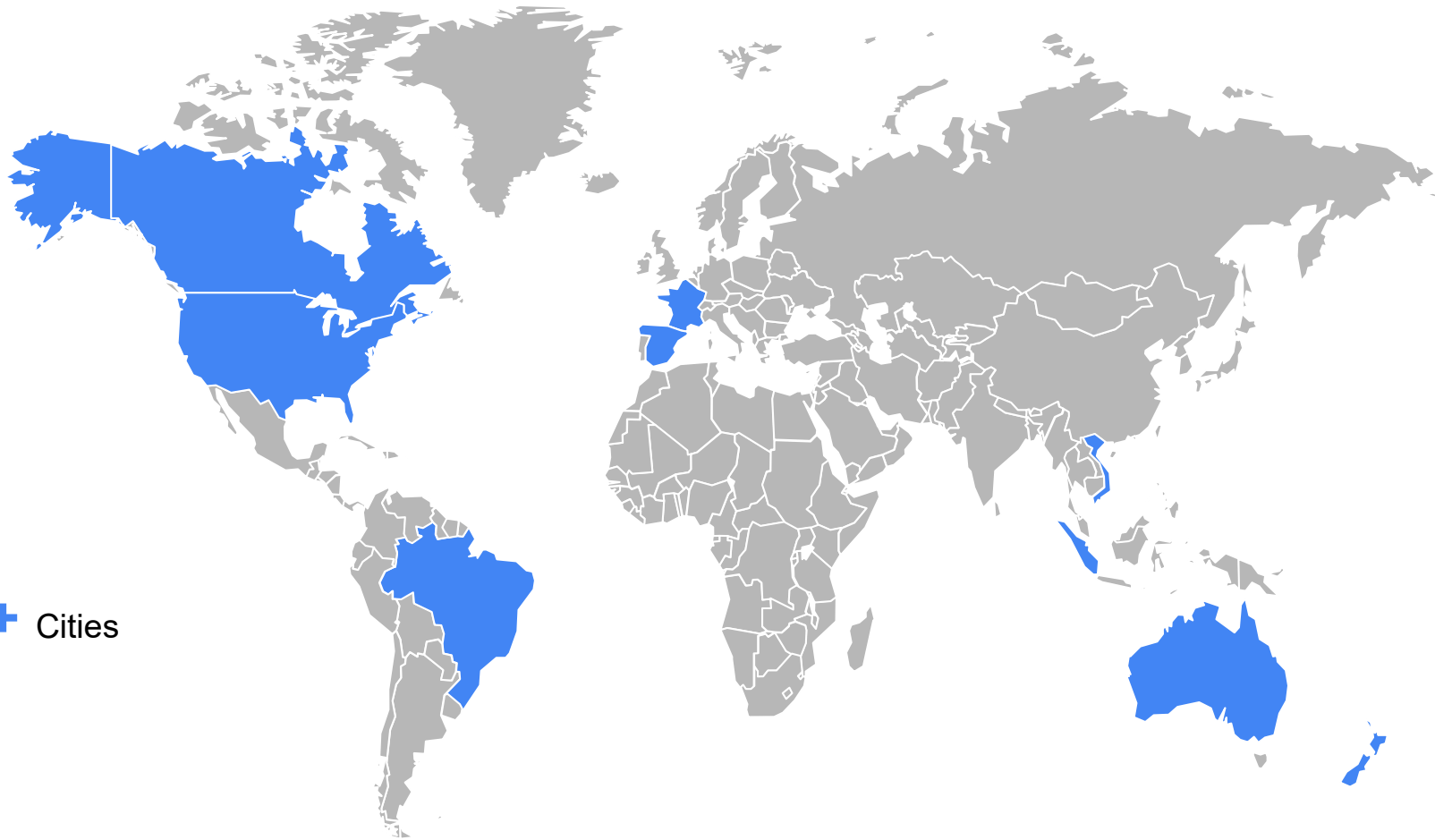
Many people are searching
for destinations on Google



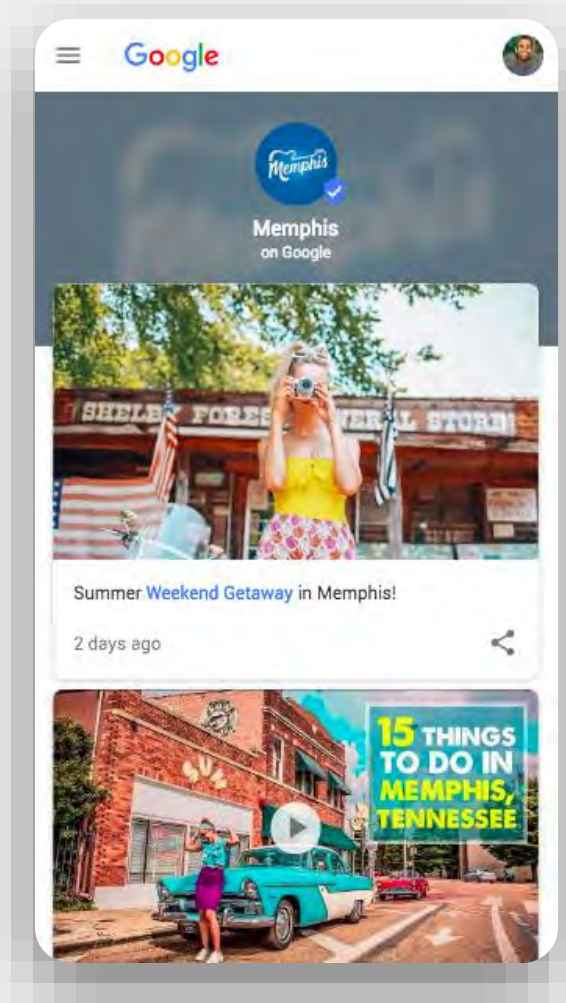
Posts on Google allows
you to showcase relevant
content to these people



100+ Cities



Memphis, TN



Travel Vlog



What does a weekend getaway to Memphis look like? Check out this Memphis Travel vlog by Alexis Teichmiller!

May 30, 2018 • Edited



Concerts



[50 Free Concerts](#) at the historic Levitt Shell in Memphis!

May 30, 2018 • Edited



Top Lists

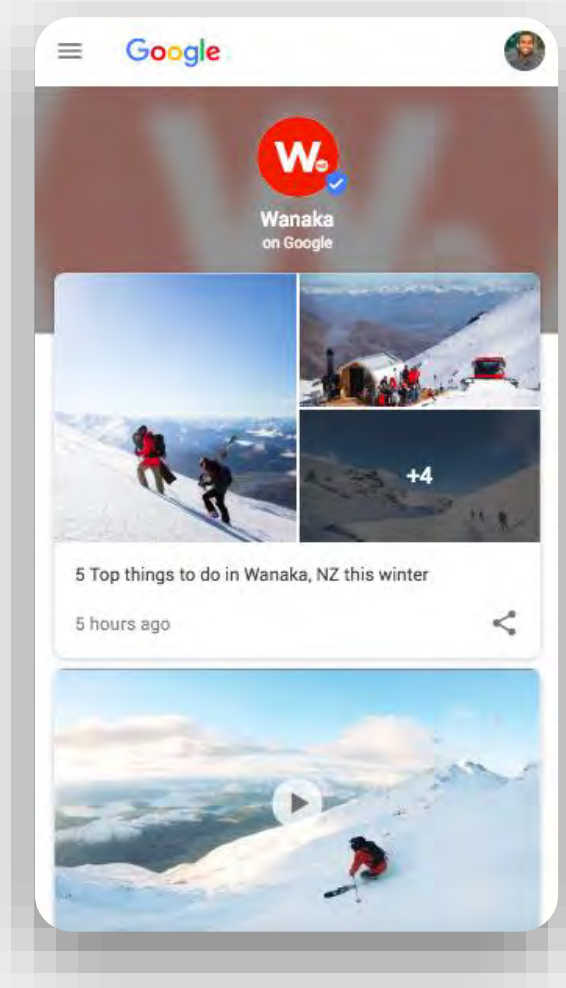


Top 15 Things to Do in Memphis!

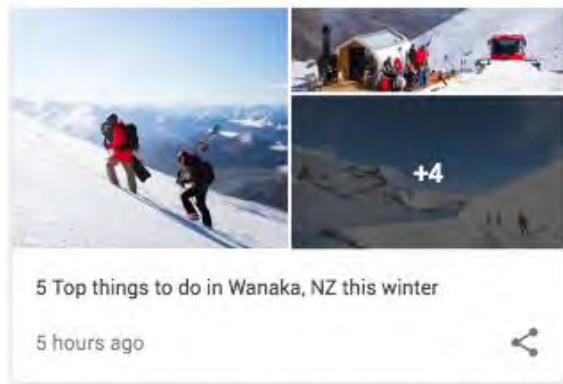
2 days ago



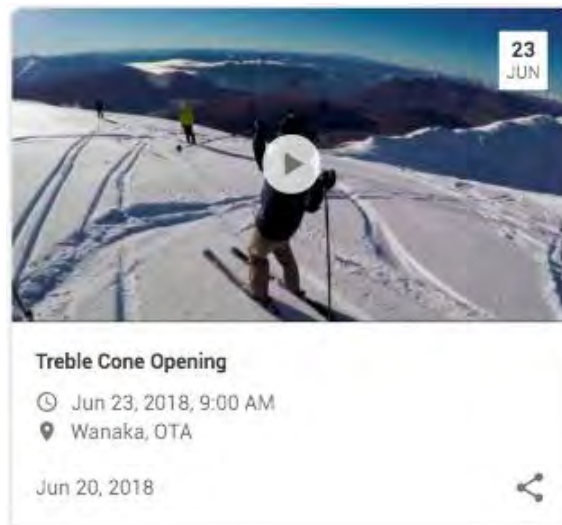
Wanaka, New Zealand



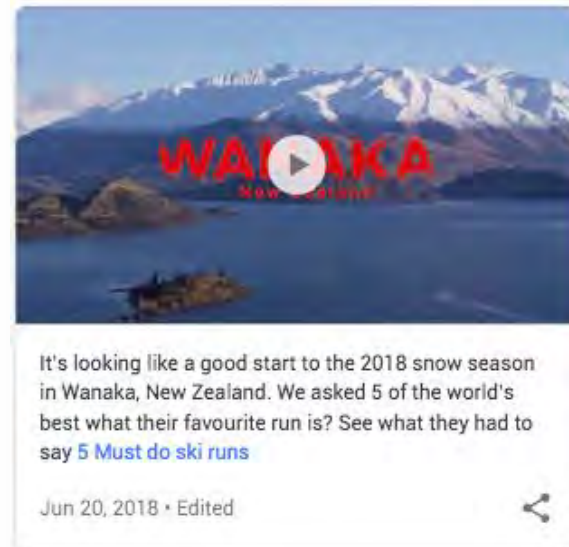
Top Attractions



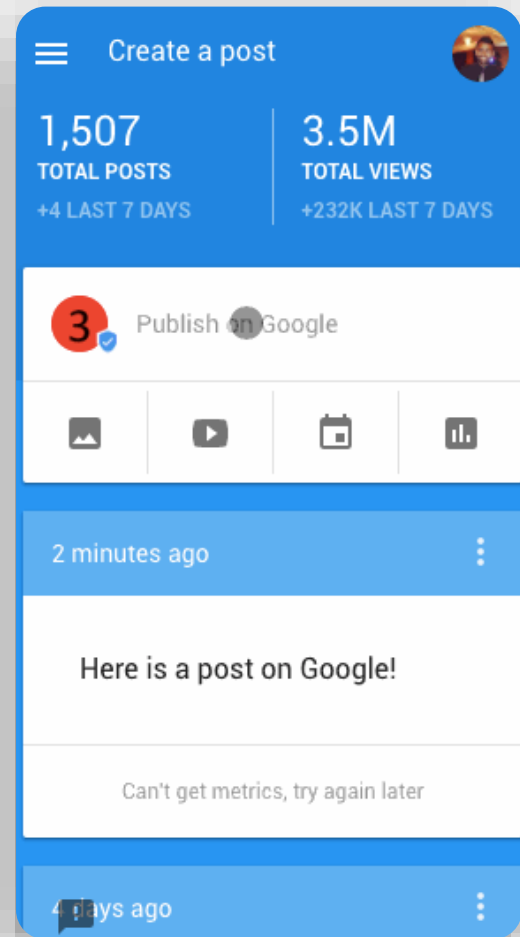
Openings



Top Ski Runs

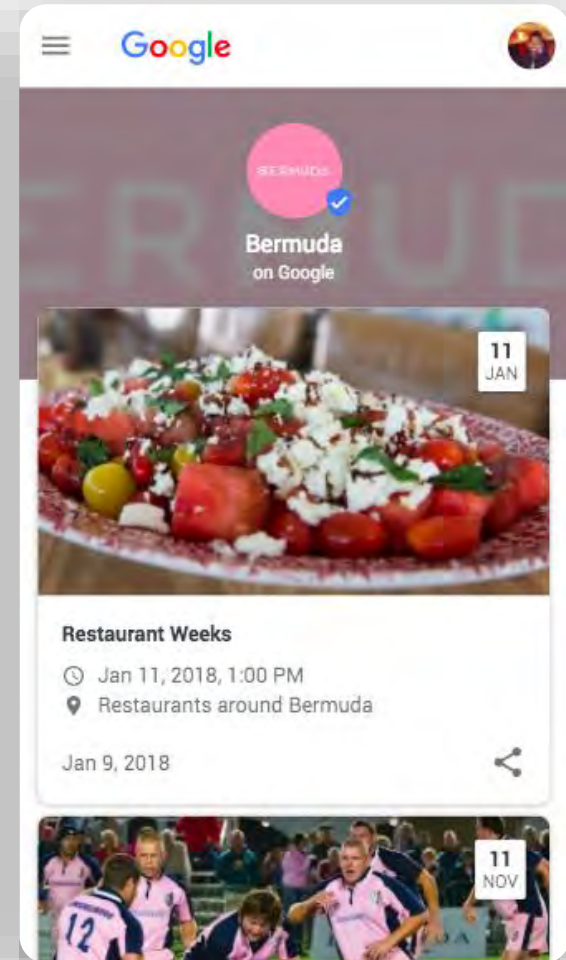


Posting is quick and easy!



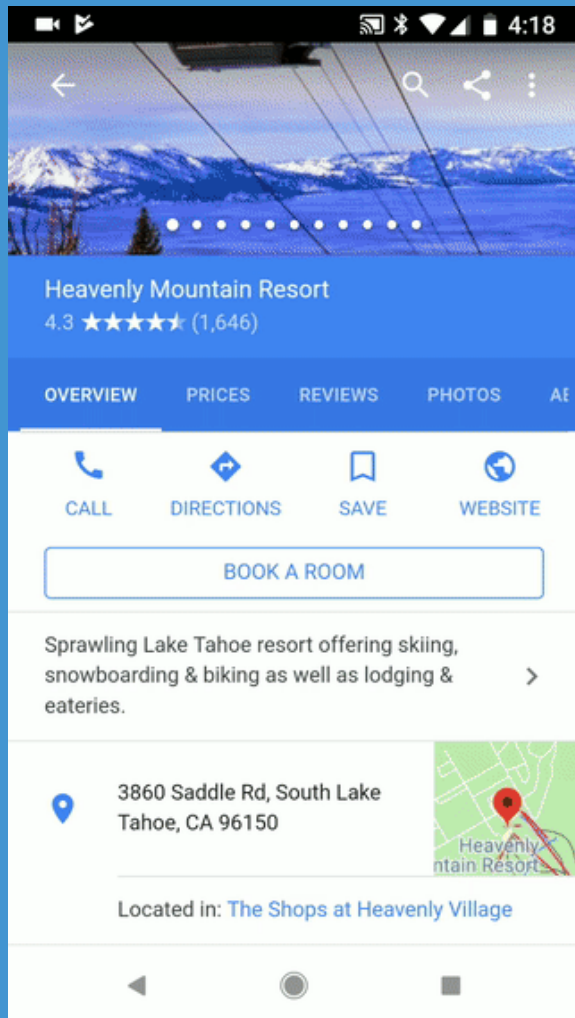
Posts on Google Resources: Webinar, Best Practices

www.MilesPartnership.com/GooglePosts





DESTINATIONS: TACTIC FOUR

Empower Your Industry to use Google My Business



Google My Business Listing: The Knowledge Panel.

Hamilton Princess & Beach Club

4.5 ★★★★★ 168 Google reviews
4-star hotel

Website Directions

Address: 76 Pitts Bay Rd, HM08, Bermuda
Phone: +1 441-295-3000

Check availability

Check in: Fri, Nov 24 Check out: Tue, Nov 28

Expedia.com \$269 >
Hotels.com \$269 >

SEARCH

Know this place? Answer quick questions

Hotel details

Set on Hamilton Harbour, this refined hotel surrounded by lush greenery is 14 minutes' walk from the Bermuda National Gallery and 6 km from lively Elbow Beach. ... MORE >

Send to your phone Send

Review summary

Rooms - 3.0 ★★★★★
Rooms had views - Some guests commented the rooms were small & dated, and that maintenance could be improved - Some guests said the bathrooms were small

Location - 4.6 ★★★★★
Near the city center; shopping, sightseeing, restaurants & bars nearby - Near public transit - Easily accessible by car

Service & facilities - 4.0 ★★★★★
Guests appreciated the friendly, professional staff - Guests enjoyed the pool - Guests really highly of management

Hamilton Princess & Beach Club

4.5 ★★★★★ 168 Google reviews
4-star hotel

Website Directions

Address: 76 Pitts Bay Rd, HM08, Bermuda
Phone: +1 441-295-3000

You have an upcoming stay here View email

Check availability

Check in: Fri, Nov 24 Check out: Tue, Nov 28

Expedia.com \$269 >
Hotels.com \$269 >
Fairmont.com Official site \$269 >
Booking.com \$269 >

View more rates

HOTELS

Hotel details

Set on Hamilton Harbour, this refined hotel surrounded by lush greenery is 14 minutes' walk from the Bermuda National Gallery and 6 km from lively Elbow Beach. ... MORE >

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Hamilton Princess & Beach Club

4.5 ★★★★★ · 168 reviews · 4-star hotel

Directions

SAVE NEARBY SEND TO YOUR PHONE SHARE

Your reservation

MAPS

VIEW EMAIL

Visible only to you

Check availability

Check in: Fri, Nov 24 Check out: Tue, Nov 28

Expedia.com \$269 >
Fairmont.com Official site \$269 >
Hotels.com \$269 >
Booking.com \$269 >

More rates

Polished lodging on the harbor offering 3 restaurants, 2 bars, an infinity pool & a spa.

Hamilton Princess & Beach Club

4.5 ★★★★★ (168)
4-star hotel

OVERVIEW RATES REVIEWS

MOBILE

Polished lodging on the harbor offering 3 restaurants, 2 bars, an infinity pool & a spa. Bermuda

+1 441-295-3000

Check availability

Check in: Fri, Nov 24 Check out: Tue, Nov 28

DEAL 24% less than usual

Expedia.com \$269 >

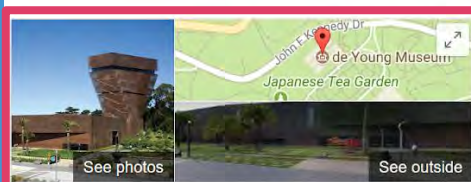
Read Real Guest Reviews
Get Instant Confirmation

Photos

Description

Info

Posts



De Young ★

4.5 ★★★★★ 1,037 Google reviews

Museum in San Francisco, California

The de Young, a fine arts museum located in San Francisco's Golden Gate Park, is one of the Fine Arts Museums of San Francisco along with the Legion of Honor. The de Young is named for its founder, early San Francisco newspaperman M. H. de Young. [Wikipedia](#)

Address: 50 Hagiwara Tea Garden Dr, San Francisco, CA 94118

Hours: Open today · 9:30AM–5:15PM ▾

Phone: (415) 750-3600

Founded: March 24, 1895

Parent organization: Fine Arts Museums of San Francisco

[Suggest an edit](#)



de Young Museum

on Google



Sabías que nuestro
#TeotihuacanNow Historia
Digital está disponible en
español? Léelo aquí: ... [more](#)

5 hours ago

[Share](#)



'Teotihuacan: City of Water,
City of Fire' is now open! Learn
about the latest discoveries
and what we can... [more](#)

2 days ago

[Share](#)

Artworks

View 45+ more



Rainy
Season in
the Tropics
Frederic Edwin
Church



View of
Donner
Lake, Cal...
Albert Bierstadt



A Dinner
Table at
Night
John Singer
Sargent



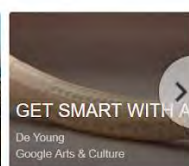
Sunlight
and
Shadow
Albert Bierstadt



Mrs. Daniel
Sargent
(Mary Tur...
John Singleton
Copley

Stories from the collection

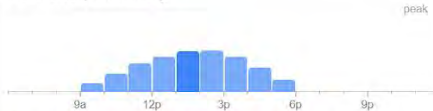
choice from the collection.



Popular times

Thursdays ▾

Now: Usually a little busy



Plan your visit: People typically spend up to 1 hour here

Reviews

[Write a review](#)

[Add a photo](#)

A diverse collection of fine arts in a building with a dramatic copper facade in Golden Gate Park. - Google



"Great collection of American Art, fantastic location and fun place to visit."



"Not to mention Friday night free music and museum parties"



"Stroll the outdoor grounds and breathe in the bay area."

[View all Google reviews](#)

[Send to your phone](#)

[Send](#)

Profiles



Facebook



Twitter



Instagram

People also search for

View 15+ more



Legion of
Honor



Arts
sums of
Francisco



Fine Arts
Museums of
San Fr...



San
Francisco
Museum...



Golden
Gate Park



Explorato...

[Feedback](#)

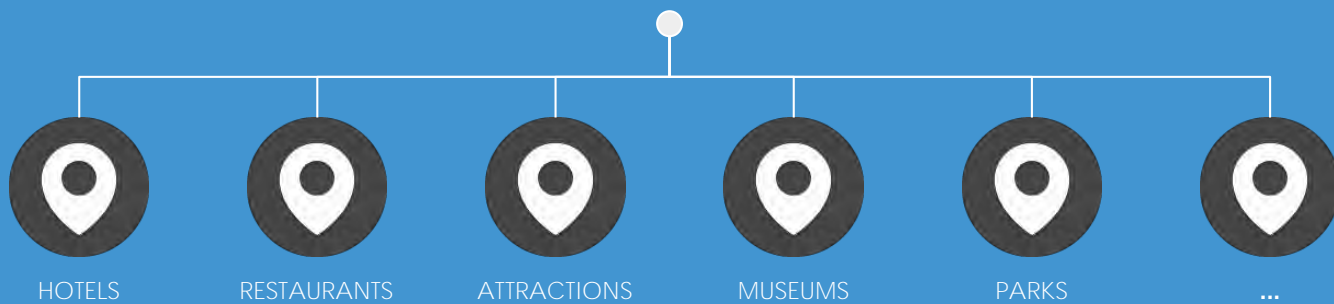
Times

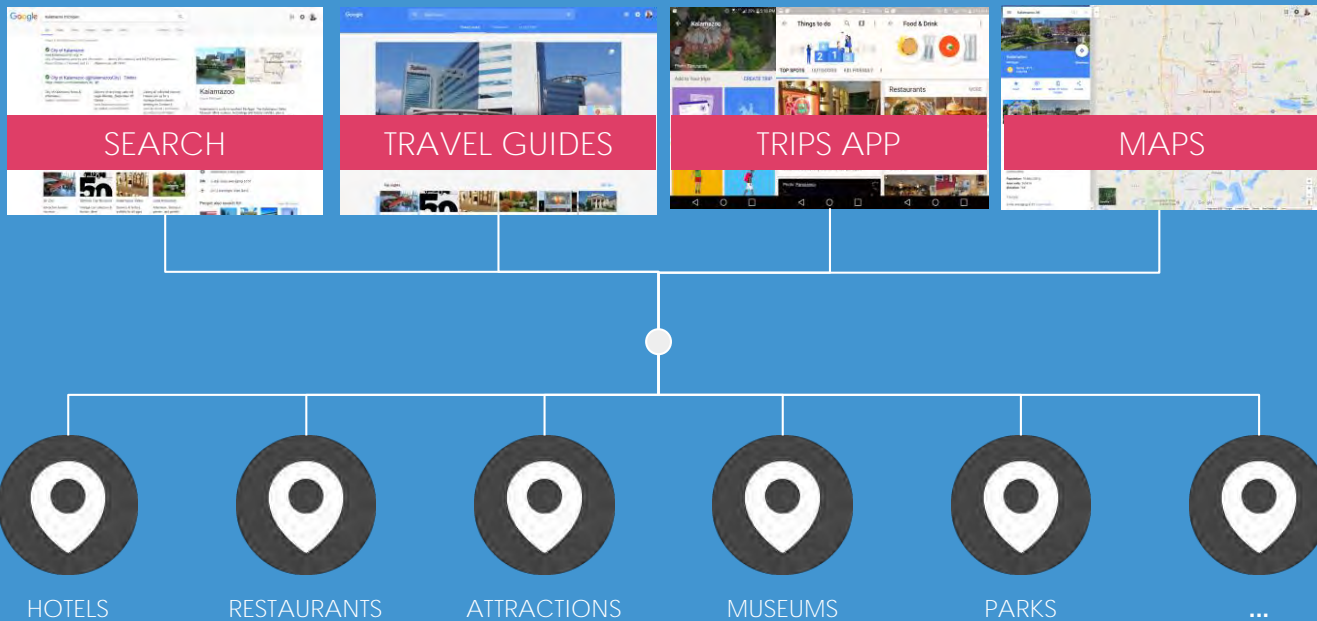
Reviews

Social Icons

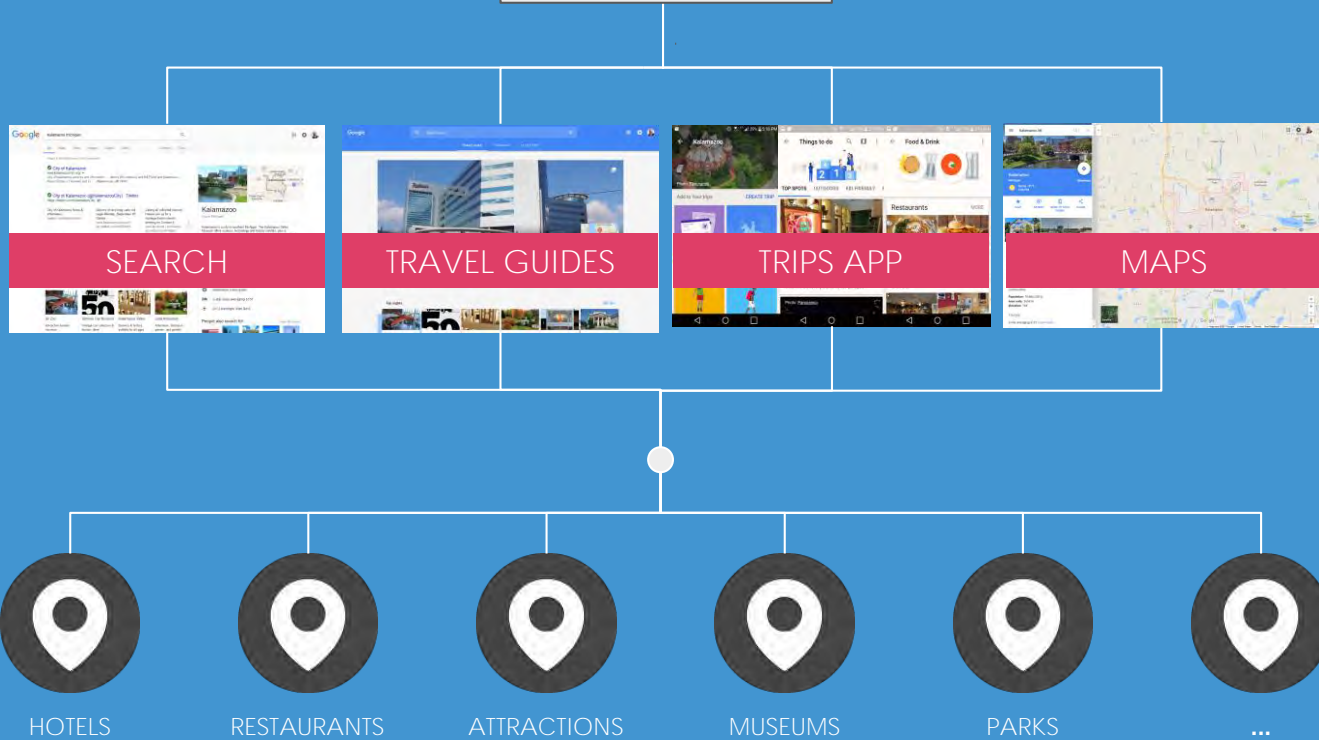


Your Businesses' information is
managed & presented across **Google**
from your **Google My Business Listing**
(GMB)





Consumer Perception of Your Destination



Top Sights & Business Listings in Google Maps

South Dakota things to do

Rating at least
Any rating


South Dakota Air and Space Museum

4.7 ★★★★★ (609)

Museum · Ellsworth AFB

Aircraft & missiles on display

Open until 4:30 PM




Badlands National Park

4.8 ★★★★★ (5,616)

National park

Rugged natural formations & wildlife




Mount Rushmore National Memorial

4.7 ★★★★★ (16,179)

Tourist Attraction · Keystone

Iconic presidential sculpture on a peak

Open until 11:30 PM




Crazy Horse Memorial

4.1 ★★★★★ (1,426)

Monument · Crazy Horse

Mountain carving in progress since 1948

Open until 10:30 PM




Jewel Cave National Monument

4.5 ★★★★★ (734)

National Reserve · Custer

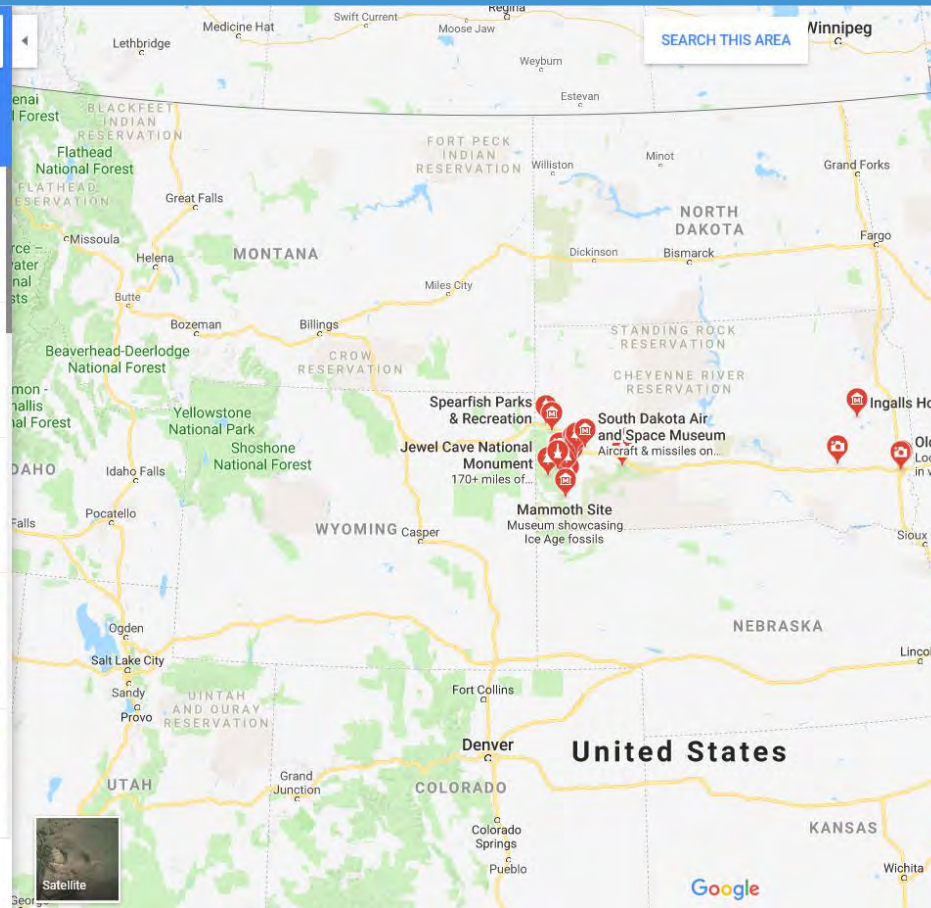
170+ miles of underground trails & tours

Open until 4:30 PM



Showing results 1 - 20

☐ Update results when map moves





South Dakota things to do



Rating at least

Any rating ▾

South Dakota Air and Space Museum

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Monument · Crazy Horse
Mountain carving in progress since 1948
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Jewel Cave National Monument

4.5 ★★★★★ (734)

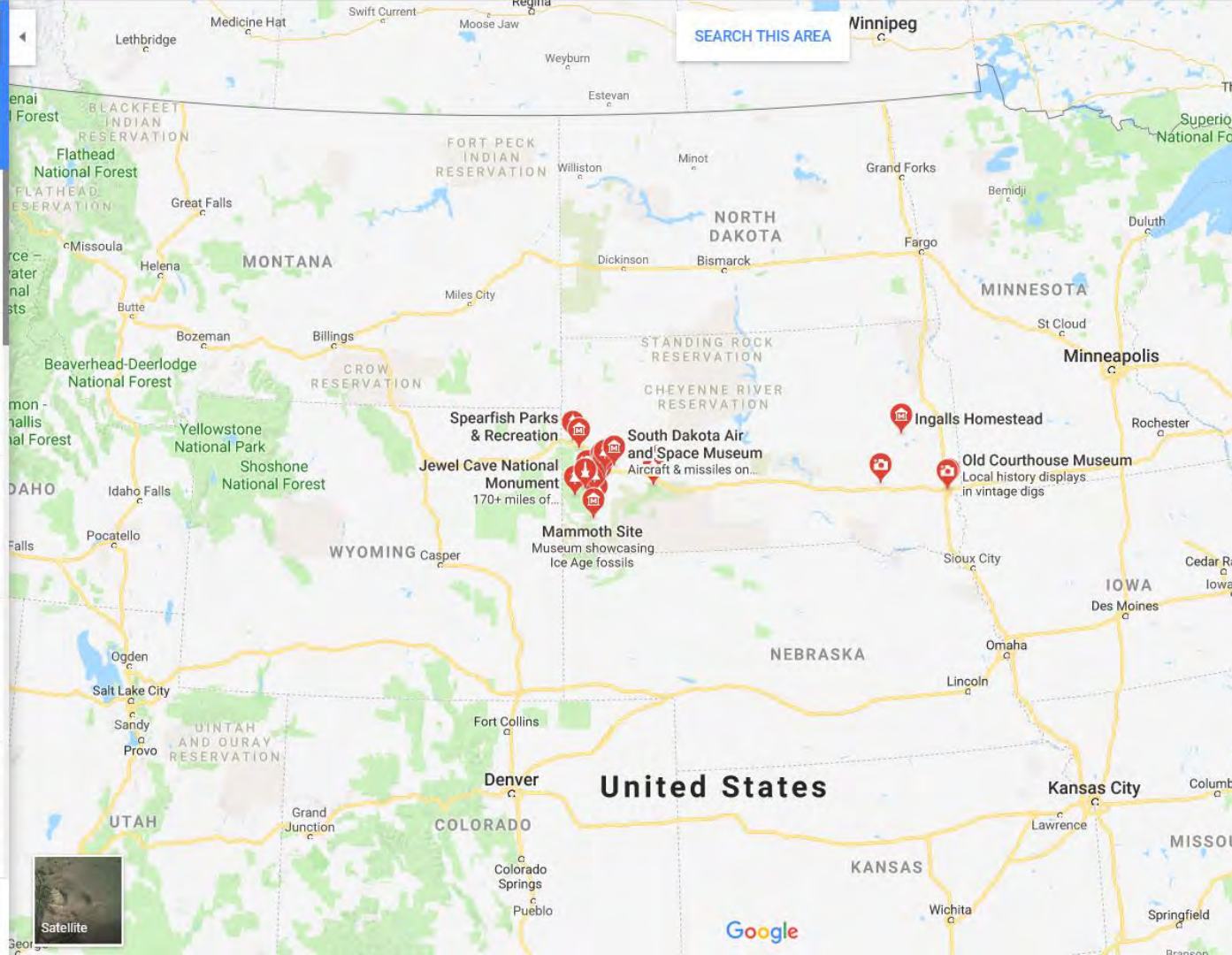
National Reserve · Custer
170+ miles of underground trails & tours
Open until 4:30 PM



Showing results 1 - 20



☐ Update results when map moves



From our work in dozens of destinations
many businesses are not verified &/or
missing critical information

>50%

businesses are missing
important information.

TRAVEL GUIDE

THINGS TO DO

PLAN A TRIP

South Dakota State Capitol

4.4 ★★★★★ (36)

The South Dakota State Capitol is the state capitol building of the U.S. state of South Dakota. Housing the South Dakota State Legislature, it is located in the state



South Dakota State Historical Society

4.7 ★★★★★ (47)

The South Dakota State Historical Society is South Dakota's official state historical society and is located in Pierre, South Dakota at 900 Governors Drive. It is a part

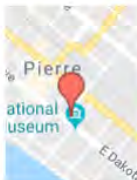


LaFramboise Island State Nature Area

5.0 ★★★★★ (3)



Pierre and Fort Pierre Historic Places



South Dakota State Capitol

Website

Directions

Save

4.4 ★★★★★ 36 Google reviews

Building in Pierre, South Dakota · 1.0 mi

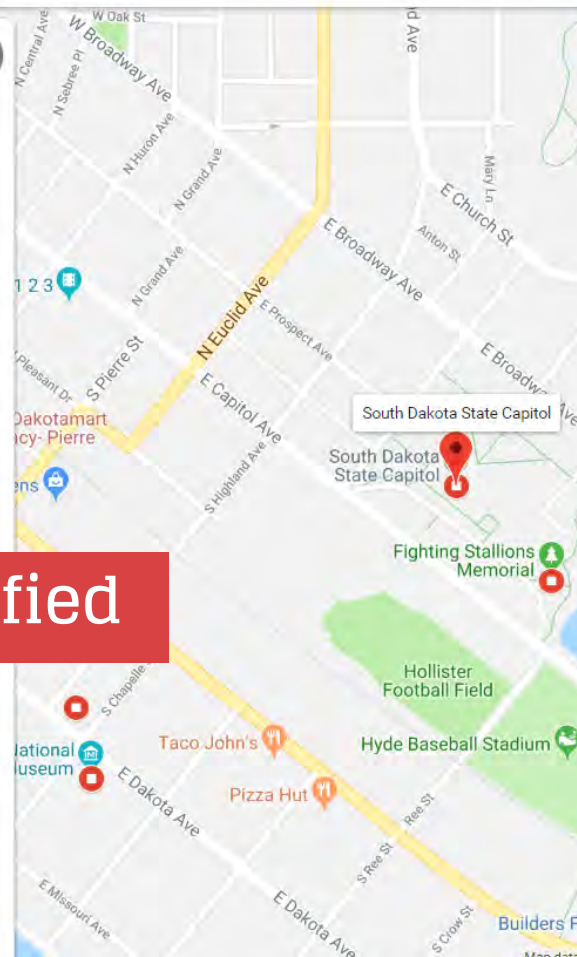
The South Dakota State Capitol is the state capitol building of the U.S. state of South Dakota. Housing the South Dakota State Legislature, it is located in the state capitol of Pierre at 500 East Capitol Avenue. The building houses the offices of most state officials, including the Governor of South Dakota. [Wikipedia](#)

Address: 500 E Capitol Ave, Pierre, SD 57501**Your past visits:** You visited today · [Edit](#)**Opened:** 1910**Area:** 20 acres**Hours:** Closed · Opens 8AM Wed ▾**Added to NRHP:** September 1, 1976**Phone:** (605) 773-3011**Architectural styles:** Renaissance architecture
Revival architecture**Architect:** [Charles E. Bell](#)[Suggest an edit](#) [Own this business?](#)

Events

Tue, Jan 29 6:30 AM	AARP South Dakota 2019 Lobby Day - Pierre, SD 1/2...
Wed, Feb 13 7:45 AM	SAVE THE DATE! South Dakota Humane Lobby Day
Fri, Apr 5 10:00 AM	YELLI 2019

Not Verified



South Dakota State Capitol

500 E Capitol Ave, Pierre, SD



Ask a question

Is there a restaurant inside the Capitol building



Like



Answer



Jon Morrill

Local Guide · 171 reviews · 297 photos

a month ago

Nothing in the bldg, but there are several fast-food options within a few blocks.



Like



[2 more answers](#)

Hours of operation on Native america Day?



Like



Answer



What is your state capital called



Like



Answer



NM H

Local Guide · 78 reviews · 211 photos

Edited · 11 months ago

The Peoples House or The House of the People.



Like



TRAVEL GUIDE

THINGS TO DO

PLAN A TRIP

South Dakota National Guard Museum

4.5 ★★★★★ (6)

Museum



Verendrye Museum

5.0 ★★★★★ (1)

Museum



Casey Tibbs SD Rodeo Center

4.8 ★★★★★ (4)



Happy Jacks

4.0 ★★★★★ (14)

Casino



River Center Church

4.5 ★★★★★ (2)

Church



Verendrye Museum

Website

Directions

Save

5.0 ★★★★★ 1 Google review

Museum in Fort Pierre, South Dakota

Address: Deadwood St, Fort Pierre, SD 57532

Hours: Closes soon: 4PM · Opens 9AM Tue ▾

Phone: (605) 223-7690

Suggest an edit · Own this business?

Know this place? Answer quick questions

Questions & answers

Be the first to ask a question

Ask a question



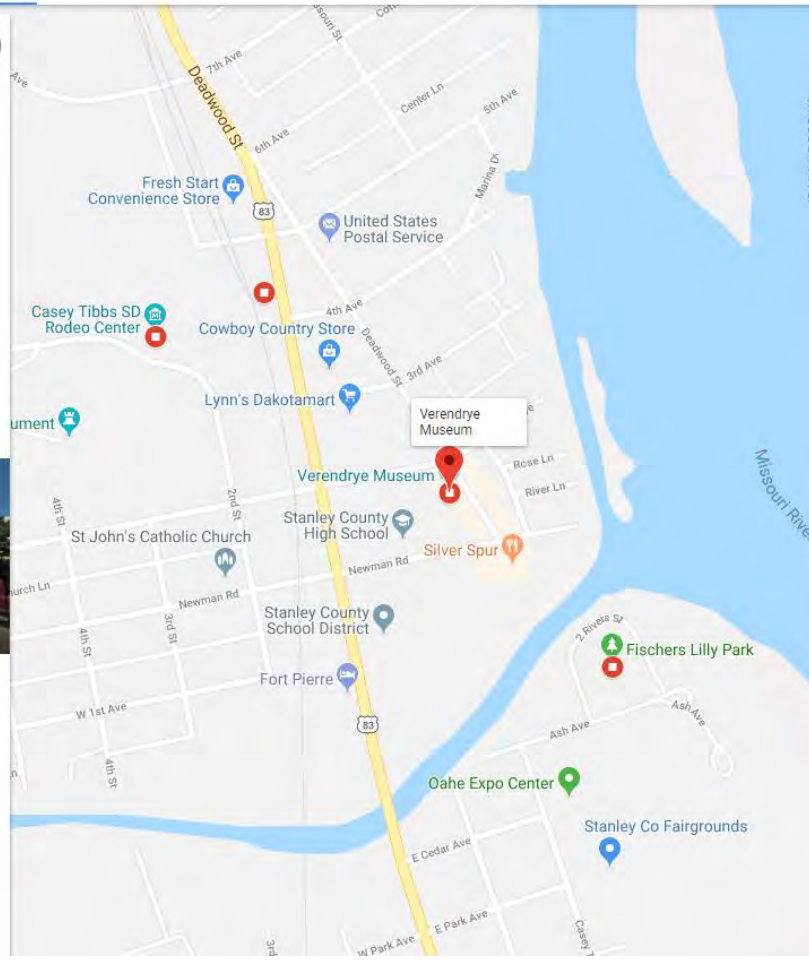
Send to your phone

Send

Review summary

5 ★
4 ★
3 ★
2 ★
1 ★5.0
★★★★★
1 review

Write a review



TRAVEL GUIDE

THINGS TO DO

PLAN A TRIP

Farm Island State Recreation Area

4.5 ★★★★★ (56)

Swimming, hiking & camping destination

Waterfront green space with a public beach, playgrounds, multi-use trails & a campground.



South Dakota National Guard Museum

4.7 ★★★★★ (9)



Capitol Lake

4.0 ★★★★★ (1)

Lake



Oahe Downstream State Recreation Area

4.6 ★★★★★ (72)

Fishing, camping & wildlife viewing

Waterfront campground & hiking area with fishing, disc golf & wildlife, including bald eagles.



Farm Island State Recreation Area



Website

Directions

Save

4.5 ★★★★★ 56 Google reviews

Park in Hughes County, South Dakota · 5.1 mi

Waterfront green space with a public beach, playgrounds, multi-use trails & a campground.

Address: 523 E Capitol Ave, Pierre, SD 57501**Phone:** (605) 773-2885

Suggest an edit

Own this business?

Add missing information

Add business hours

Know this place? Answer quick questions

Questions & answers

See all questions (1)

Ask a question



More photos

Send to your phone

Send

Not Verified

Farm Island State Recreation Area

Farm Island State Recreation Area

Farm Island Rd

TRAVEL GUIDE

THINGS TO DO

PLAN A TRIP

Fischers Lilly Park

4.5 ★★★★★ (34)

Park and camping



Mickelson Fishing Pond

5.0 ★★★★★ (2)

Fishing



LaBarge Park

4.4 ★★★★★ (18)

Fort Pierre Chouteau National
Historic Landmark

4.3 ★★★★★ (3)

Fort Pierre Chouteau, also just Fort Pierre, was a major trading post and military outpost in what is now central South



Fischers Lilly Park

Website

Directions

Save

4.5 ★★★★★ 34 Google reviews

Park in Fort Pierre, South Dakota · 1.5 mi

Address: 415 Ash Ave, Fort Pierre, SD 57532

Hours: Open 24 hours ▾

Phone: (605) 223-7690

[Suggest an edit](#) [Own this business?](#)Know this place? [Answer quick questions](#)

Questions & answers

[Be the first to ask a question](#)[Ask a question](#)

Popular times

Tuesdays ▾

9 PM: Usually not busy



Plan your visit


People typically spend up to 1 hour here



Not Verified



Lewis & Clark Resort



Lewis & Clark Resort

4.6 ★★★★★ · 64 reviews

Directions

SAVE

NEARBY

SEND TO YOUR PHONE

SHARE

BOOK A ROOM

Check availability

Check in

Sun, Jan 27

Check out

Mon, Jan 28

Check website for rates and availability.

43496 Shore Dr, Yankton, SD 57078

VGF3+84 Yankton, South Dakota

lewisandclarkpark.com

(605) 665-2680

Claim this business

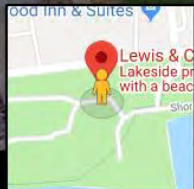
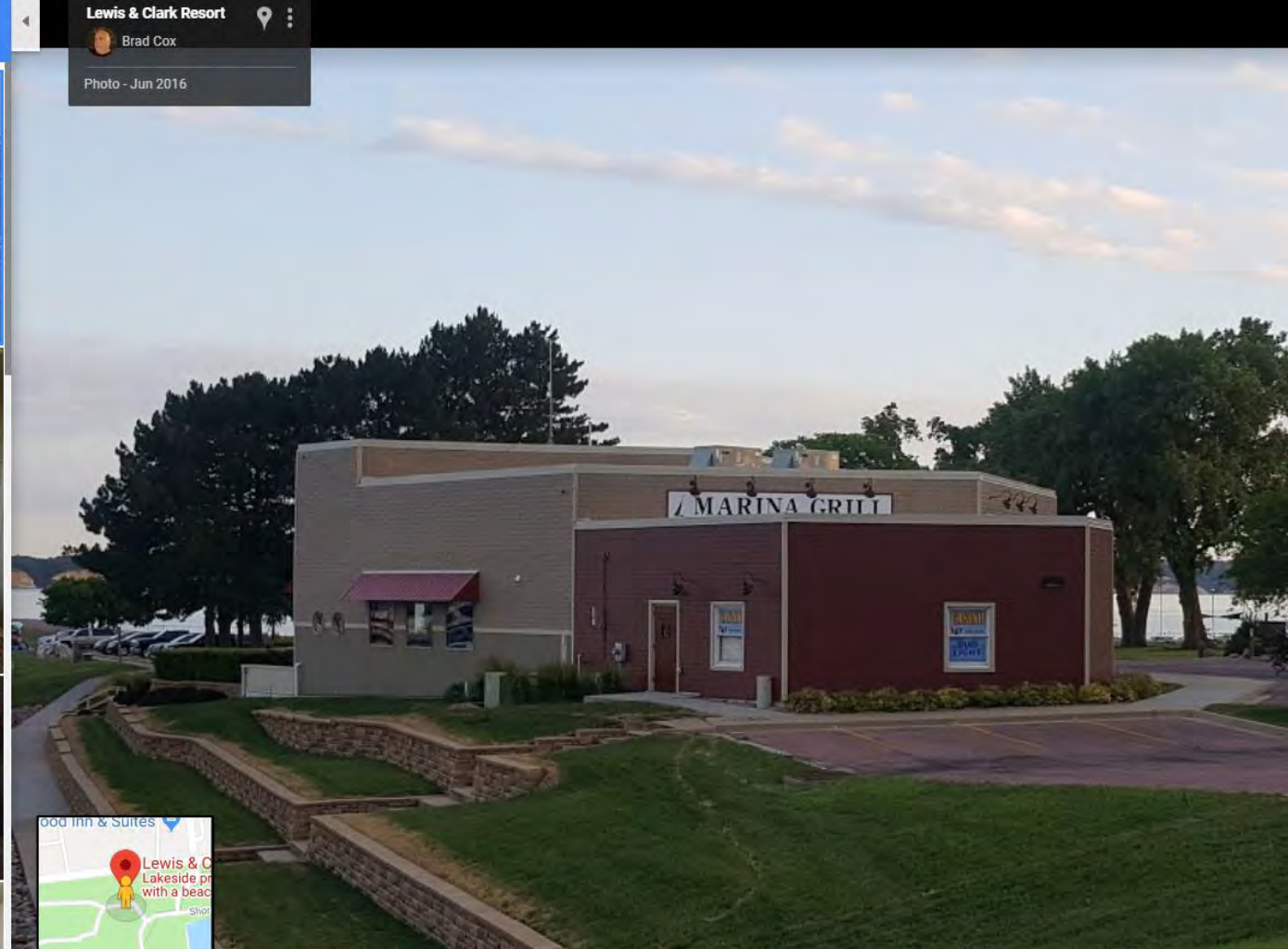
Add a label

A Google Maps view of the Lewis & Clark Resort area in Yankton, South Dakota. The map shows the resort's location on the shore of a large body of water, with a marina and a fish hatchery nearby. A red pin marks the resort, and a pop-up window provides details about it. The map includes street names, a scale bar, and a compass.

Type here to search 10:37 PM 15-Jan-19



Photo - Jun 2016



A blue-tinted photograph of a snow-capped mountain range overlooking a lake, with a small town visible in the foreground. The text "CASE STUDY: Wanaka, New Zealand" is overlaid in white.

CASE STUDY: Wanaka, New Zealand

Workshops,
Webinars &
Training on Google
My Business

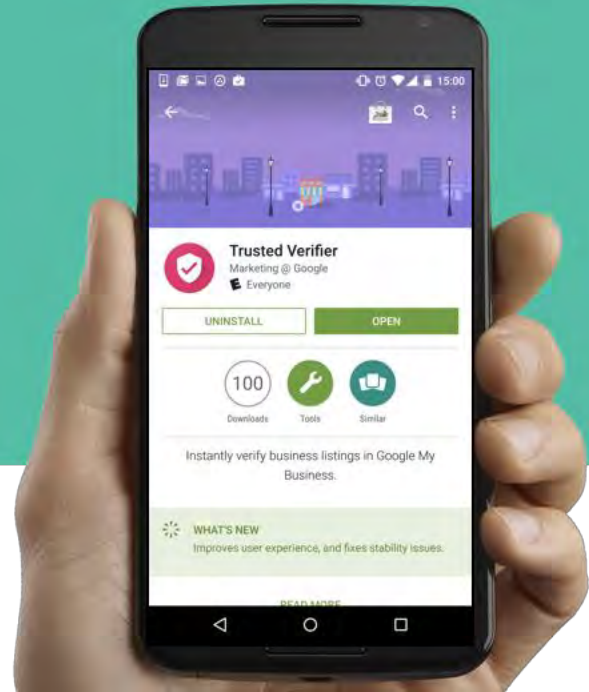
Empower Your Industry

- 2 x Online Webinars for Industry Partners
- 2 x In-Person Workshops for Industry Partners
- 1 x Detailed In-Person Training Sessions for Lake Wanaka Staff

Become Trusted Verifier

Trusted Verifier - verification method for Google My Business.

You will help the business get verified on the spot via dedicated mobile app.



GMB Completeness

Results Audit

Verified Listings

+60

85%



Website Listed

+34

89%



Phone Number
Listed

+16

95%



Hours Listed

*Excluding accommodation

+81

85%

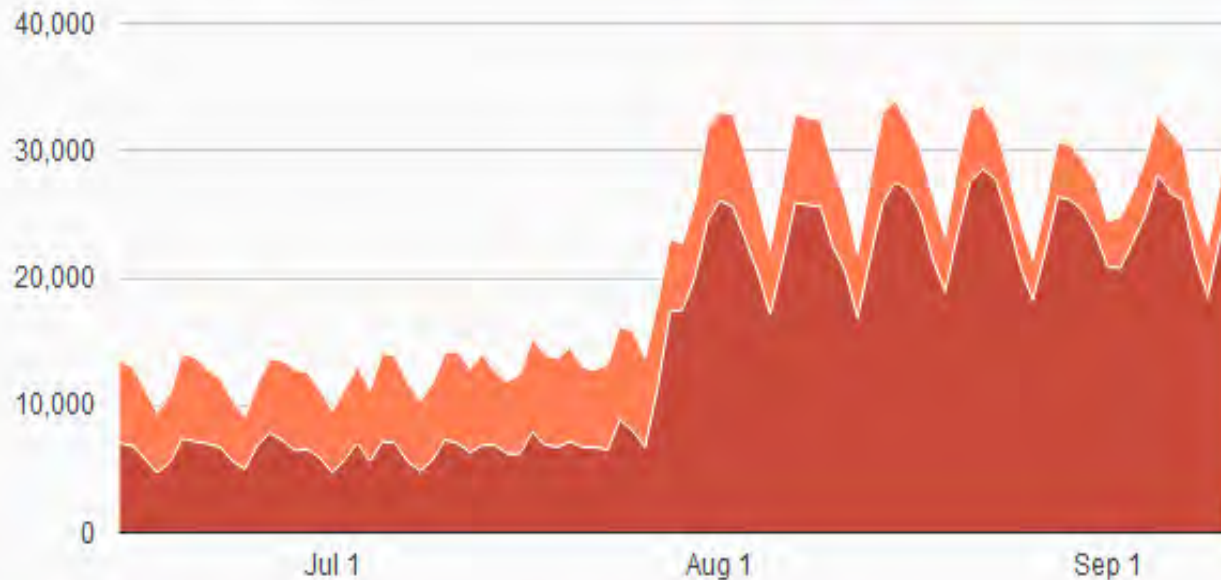


Where customers view your business on Google

The Google services that customers use to find your business

1 quarter ▼

Total views 1.88M

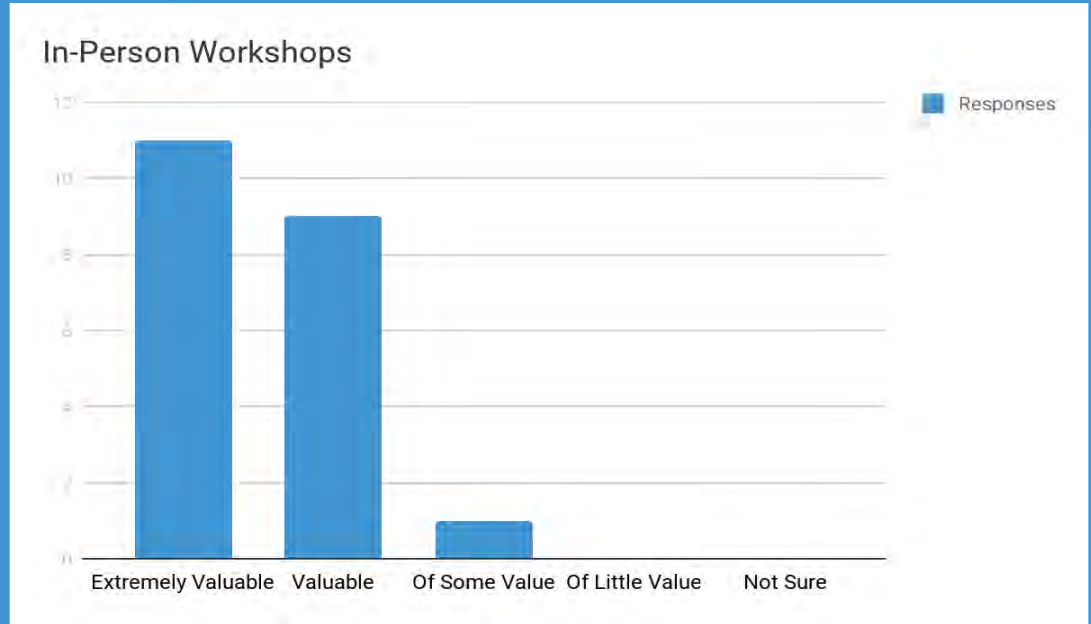


**2x – 8x
Increases
In Reach**

- ✓ Listing on Search
510K
- ✓ Listing on Maps
1.37M

Industry Feedback

95%
*Extremely Valuable or
Valuable*





GOOGLE OPPORTUNITIES FOUR FREE Tactics for Businesses

miles
PARTNERSHIP

Google


Map data ©2018 Google New Zealand

BUSINESS: TACTIC ONE

Access your Google My Business Listing &
Check Critical Information



About 189,000 results (0.91 seconds)

 **Your business on Google**
Branson Ferris Wheel 21,619 views
Post 29 days

[Edit info](#) [Create post](#) [Add photo](#) [Reviews](#)

Top things to do

Are you open on Veterans Day (Observed)?

Save your customers the trouble of checking your holiday hours


[YES](#) [NO](#)

Are you open on Veterans Day?

Save your customers the trouble of checking your holiday hours

[YES](#) [NO](#)

New review

 David Jackson
in the last week

★★★★☆ Great views of the Branson area, prices are pretty high for

[READ AND REPLY](#)

[Visible only to you](#) [Feedback](#)

The Branson Ferris Wheel Is A Top Branson Missouri Attraction

<https://www.branstracks.com/rides/ferris-wheel/>

Looking for the best view in Branson? Take a spin of a different kind on the Branson Ferris Wheel at The Track in Branson, Missouri! Plan your visit now.

The Branson Ferris Wheel - Branson, MO

<https://www.branson.com/attractions/the-branson-ferris-wheel/>

From your seat 150 feet in the air, witness the beauty of the Ozarks on "The Branson Ferris Wheel," what was once Chicago's iconic Navy Pier Ferris Wheel.

Navy Pier Ferris Wheel Moving to Branson 2016 | ExploreBranson.com

www.explorebranson.com/blog/iconic-navy-pier-ferris-wheel-moving-branson-2016

The iconic Navy Pier Ferris wheel is making its new home in Branson in 2016. The Track Family Fun Parks will add a new, yet familiar, attraction to Branson's Highway 76 in 2016—the iconic, 15-story-high Ferris wheel which stood on Chicago's Navy Pier for the past two decades.



Branson Ferris Wheel ★

3.7 ★★★★★ 80 Google reviews

Amusement park ride in Branson, Missouri

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

Address: 3335 W 76 Country Blvd, Branson, MO 65616

Hours: Open today - 10AM-10:30PM

Veterans Day (Observed) might affect these hours

Phone: (417) 334-1612

[Edit your business information](#)

Know this place? Answer quick ques

Verified

Reviews from the web

4.5/5 Facebook 342 votes

Popular times

Fridays

2 PM: Usually not busy



Plan your visit

People typically spend 20 min here

Branson Ferris Wheel

3335 West 76 Country Boulevard,
Branson, MO 65615-3552

- Home
- Posts **NEW**
- Info
- Insights
- Reviews
- Messaging
- Photos
- Website
- Users

- Create an ad
- Add new location
- All locations
- Settings
- Support

We have updated your business information based on user reports and our data. [Learn more](#) **REVIEW UPDATES**



Branson Ferris Wheel

EDIT



(417) 334-1512
http://www.branstracks.com
10:00 AM - 10:30 PM
3335 West 76 Country Boulevard

Manage photos **Add virtual tour**

Review Updates

Your profile is 70% complete! 1 of 3

Add a profile picture so people can recognize your business across Google. **ADD PROFILE PHOTO**

AdWords Express

Advertise easily in minutes

Show up whenever customers are looking for you online - on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)

Start with \$100 in free ad credits

GET STARTED



Posts

You haven't posted anything yet

There are no posts being shown on Google right now.

[LEARN MORE](#)

CREATE POST

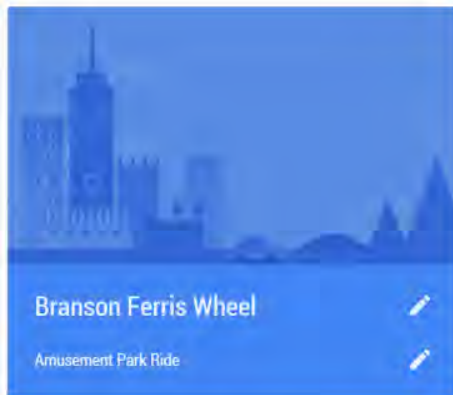
[VIEW POSTS](#)

Branson Ferris Wheel

3333 West 76 Country Boulevard
Branson, MO 65616-3552

- Home
- Posts **NEW**
- Info**
- Insights
- Reviews
- Messaging
- Photos
- Website
- Users

- Create an ad
- Add new location
- All locations
- Settings
- Support



Branson Ferris Wheel

Amusement Park Ride

3335 West 76 Country Boulevard Branson,
MO 65616-3552

Sunday	10:00 am-10:30 pm
Monday	10:00 am-10:30 pm
Tuesday	10:00 am-10:30 pm
Wednesday	10:00 am-10:30 pm
Thursday	10:00 am-10:30 pm
Friday	10:00 am-10:30 pm
Saturday	10:00 am-10:30 pm

(417) 334-1612

<http://www.branstracks.com/rides/ferris-wheel>



Accessibility

Updates from Google

This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. [Learn more](#)

[ACCEPT ALL FOR THIS LOCATION](#)

Your business is live on Google

 [View on Search](#) [View on Maps](#)

Close or remove this listing

Check Key Details

Labels *Enter labels*AdWords location
extensions phone *Enter phone*

All

Maps

Shopping

Images

News

More

Settings

Tools

About 39,300 results (0.68 seconds)

Black Hills Gold Jewelry | Souvenir Shops - Wall Drug Store

www.walldrug.com/things-to-do/shopping ▼

The **Wall Drug** Backyard is home to the Mining Company rock shop, Shooting Gallery Arcade & **Little Britches Toy Emporium**, and Prairie Parlor. For the young ...

South Dakota Attractions | Buffalo Burger - Wall Drug Store

www.walldrug.com/plan-your-visit ▼

Since the 1930s, **Wall Drug** has been a fixture in the small town of Wall and, ... the **Little Britches Toy Emporium**; photo opportunities with the 6-foot rabbit, the ...

Wall Drug | Attractions in South Dakota | Powder House Lodge

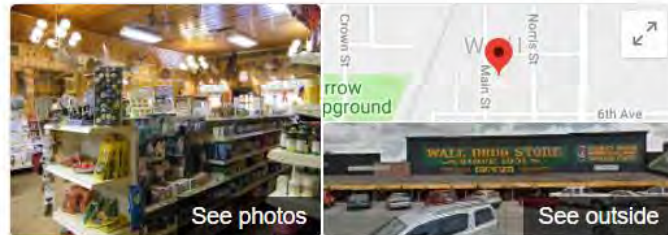
<https://www.powderhouselodge.com/black-hills-attractions/fun-attractions/wall-drug> ▼

Wall Drug, one of the most famous attractions in South Dakota, is a fun, easy ... to the Backyard's **Little Britches Toy Emporium** and Mining Company rock shop.

Images for Little Britches Toy Emporium wall sd

[→](#) More images for Little Britches Toy Emporium wall sd[Report images](#)

They Fought the Law and the Funk Won: After Funk Debuts Latest ...

<https://utterbuzz.com> > [The Global Buzz](#) > [Current News](#)

Wall Drug Store

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

4.0 ★★★★★ 1,029 Google reviews

\$\$ · Drug store

A drug store, gift shop & eateries are some of the amenities on hand at this 76,000-sq.-ft. sight.

Address: 510 Main St, Wall, SD 57790**Hours:** Open · Closes 5:30PM ▼

A user suggested these hours

Mon-Fri, Sun 7AM-5PM

Sat 7AM-3:30PM

Phone: (605) 279-2175[Suggest an edit](#)**Know this place?** Answer quick questions

BUSINESS: TACTIC TWO

Add Quality, Timely Images

Branson Ferris Wheel

3335 West 76 Country Boulevard
Branson, MO 65616-3552

OVERVIEW BY OWNER BY CUSTOMER 360 INTERIOR EXTERIOR AT WORK TEAM IDENTITY



Home

Posts **NEW**

Info

Insights

Reviews

Messaging

Photos

Website

Users

Create an ad

Add new location

All locations

Settings

Support

We have updated your business information based on user reports and our data. [Learn more](#)

REVIEW UPDATES



Cover Photo

Your cover photo should showcase the personality of your business and be shown on your listing in Search and Maps.

CHOOSE PHOTO



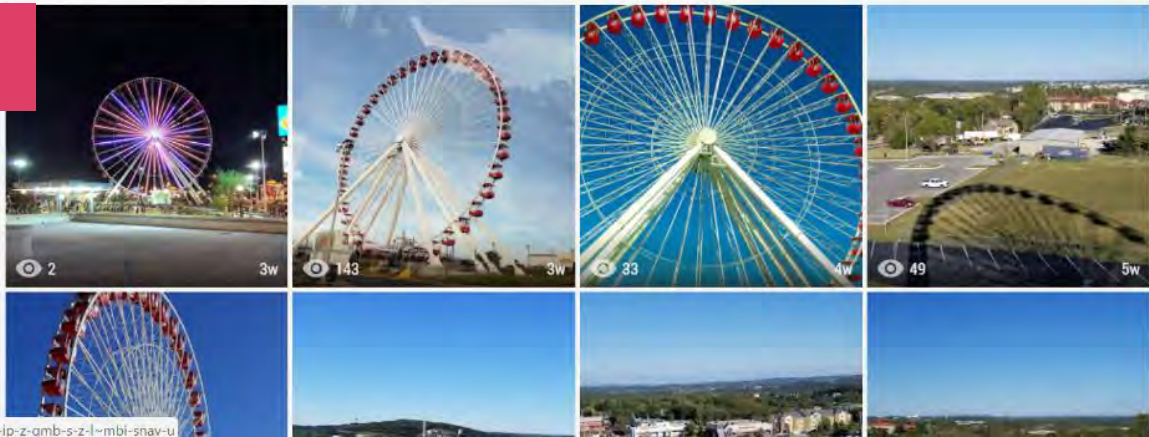
Profile Photo

Your profile photo is used to show your identity when your business is shown on your listing in Search and Maps. Your profile photo will be cropped square.

CHOOSE PHOTO

Listings with quality photos/360s generate 2X the engagement.

Photos



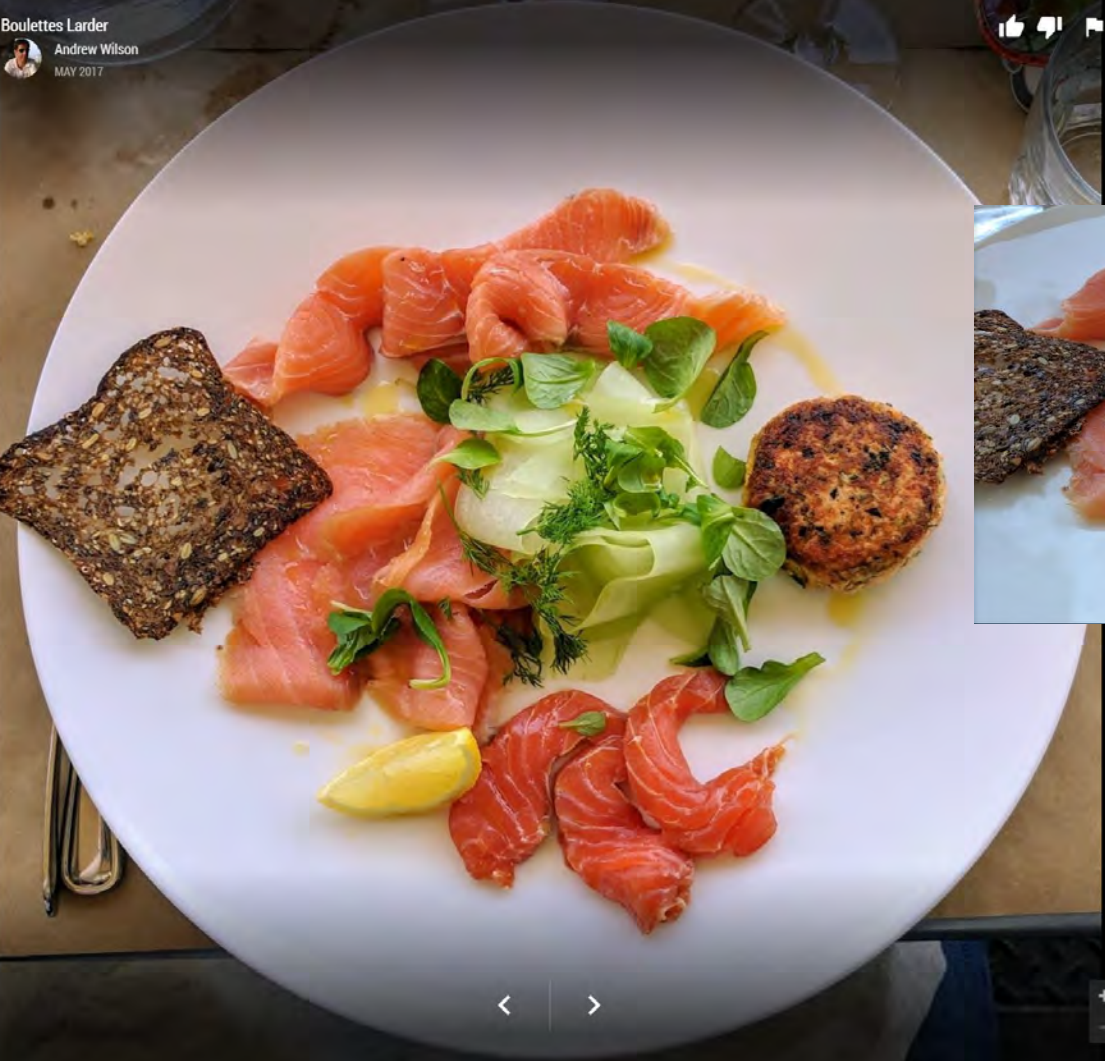
ENGAGING IMAGES

Add high quality images on a regular basis - both you, your visitors & locals.

High quality (4K & above), strong colors & contrast



NO



10,757 vs. 111,277
views

10x!

BUSINESS: TACTIC THREE:
Upload Videos. **NEW!**

Ravish Honolulu

1775 Ala Moana Blvd
At THE MODERN HONOLULU
Honolulu, HI 96815

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Bookings
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Settings
- Support

Overview

By Owner

By Customer

360

Video

Interior

Exterior

Food And Drink

Menu

We have updated your business information based on user reports and our data. [Learn more](#)

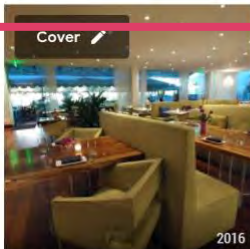
[Review updates](#)



Video

Use a video to tell the story of your business and what makes it unique.

[Add videos](#)



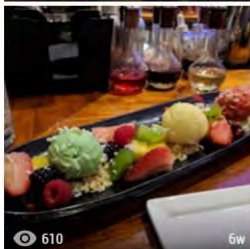
Cover



Profile



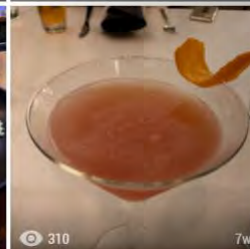
Logo



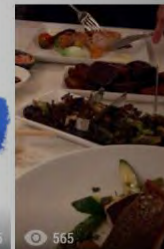
610



316



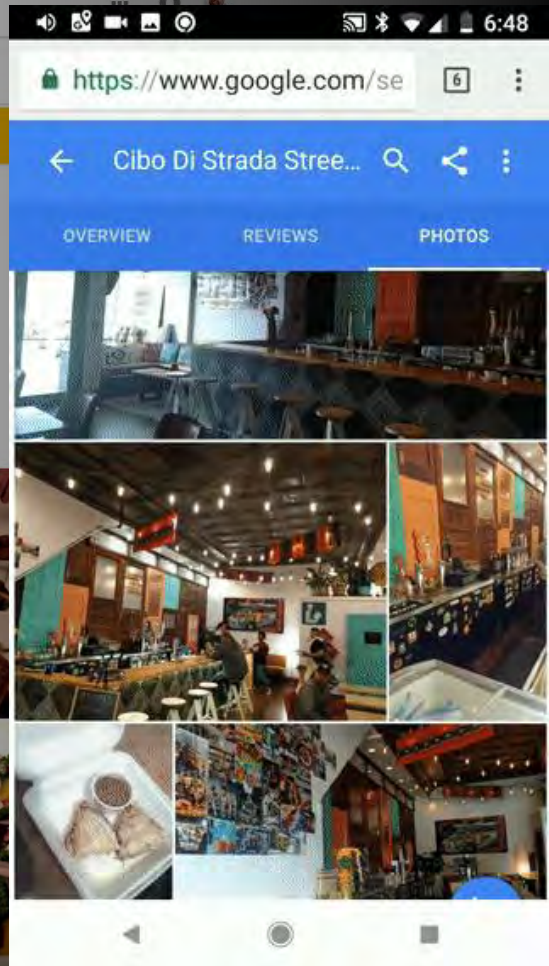
310



555



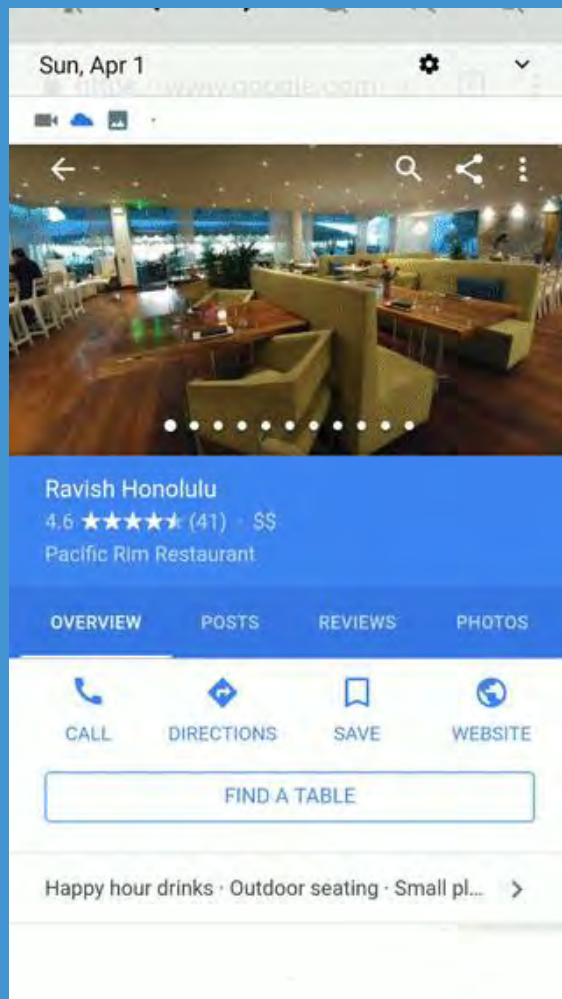
3.19K



BUSINESS: TACTIC FOUR

Participate in Questions & Answers

Questions & Answers are a great way to interact with customers.



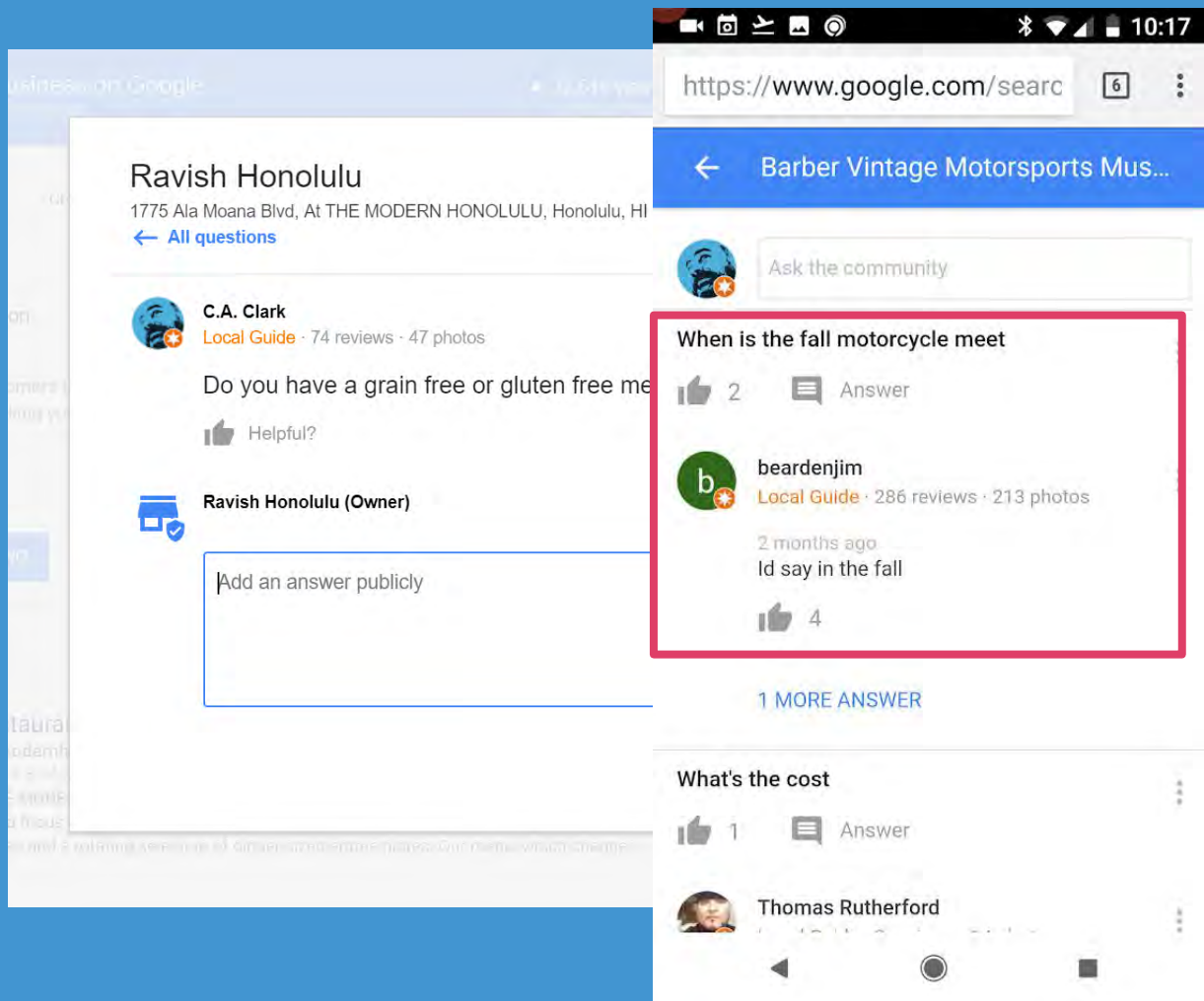
"Do you have a grain free or gluten free menu?"



RAVISH HONOLULU

1775 Ala Moana Blvd, At THE
M...

REPLY NOW



But... they often get answered faster by Local Guides than they do by the businesses, and the Guides aren't always right.



All locations



Switch business accounts



Settings



Support

Make sure you have notifications on and check your answers frequently.

Important updates

Google may send you important updates about your account.



Customer reviews

Alerts when customers post reviews of your business.



Questions and answers

Alerts about questions and answers posted to your business on Google.



Photos

Tips and updates about photos on your Google listing.



Listing health

Timely alerts to help you keep your business info accurate on Google.



Insights

Personalized insights and tips about your customers and listing.



Product updates

Occasional alerts about new features and offers to improve your listing's performance.



Posts

Tips and updates about your posts on your Google listing.



Feedback

Occasional opportunities to send product feedback to Google.



Mobile Notifications

Google My Business mobile app

Use the [Google My Business mobile app](#) to access your notifications settings for your mobile device.

FOUR Free Tactics for Destinations

1. Check Your Key Locations on Google
2. Upload Quality Images (& Video/Street View)
3. Start using Posts on Google
4. Empower Industry on Google My Business

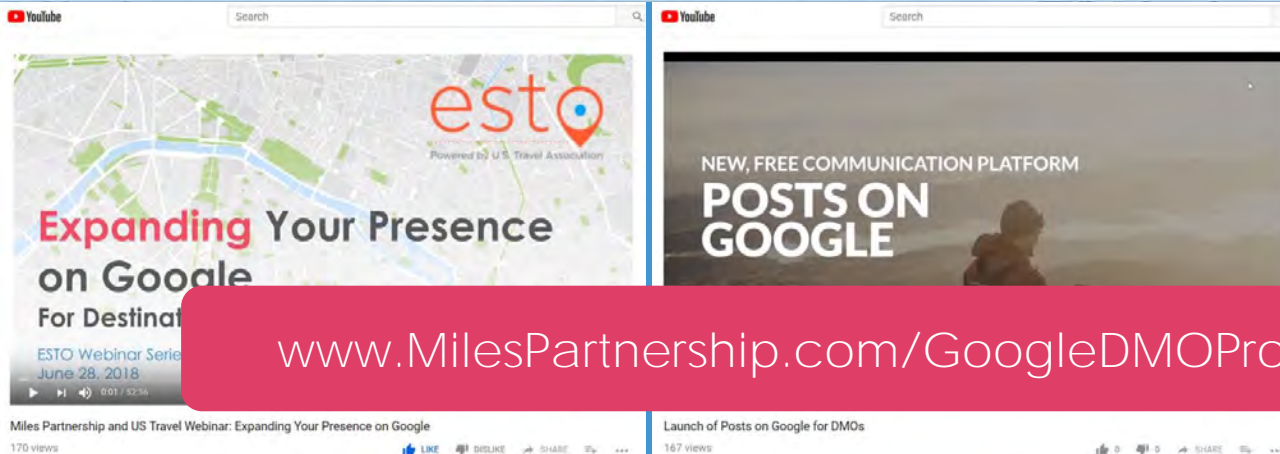
FOUR Free Tactics for Businesses

1. Access GMB & Check Critical Information
2. Upload Quality Images (&Video/Street View)
3. Upload Video
4. Participate in Questions & Answers



Google DMO Partnership Program

The Google DMO Partnership Program was announced at the Destinations International Annual Convention in July 2017. Miles Partnership is supporting Google in the roll out of this program to Destination Marketing Organizations (DMOs) globally.



www.MilesPartnership.com/GoogleDMOProgram

More Information:

- Application Form for Program
- Training Webinars and Video on Programme
- Updates on Programme

Google Opportunities

Enhance Your Presence on Google for FREE

SLIDES FROM TODAY:

<https://MilesPartnership.Gallery/GoogleSD>

January 17th 2019

Google Opportunities

Enhance Your Presence on Google for FREE

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Maximizing your Presence on Google

How South Dakota Businesses & Destinations Can Enhance
Their Presence on Google for FREE

ADDITIONAL SLIDES

January 17th 2019

Thank you for helping Google by reporting content which may be in violation of our [Community Standards](#).



Images may be subject to copyright.

Why are you reporting this photo? (Required)

- ☐ Privacy concerns
- ☐ Content is not relevant to this location
- ☐ Poor quality photo
- ☐ Sexually explicit / strongly suggestive

Other policy violations

- ☐ Profane or obscene content
- ☐ Promotion of regulated goods
- ☐ Copyright or other legal issues
- ☐ Illegal activity
- ☐ Hate speech
- ☐ Harassment or bullying

Email address: (Required)

reCAPTCHA verification: (Required)



I'm not a robot



Photo Policy Violations

- Content is not relevant to this location
- Poor quality photo
- Privacy concerns
- Sexually explicit
- Profane
- Regulated goods
- Copyright
- Illegal
- Hate speech
- Harassment

YES



NO



Photo Best practices

- Only photos you own the rights to
- 4K or higher resolution
- Bright colors - high saturation
- High contrast - light lights, dark darks
- You may add text overlay up to 10% constrained to one edge
- No other edits, compositing, etc.

The Wyoming Territorial Prison State Histori...

975 Snowy Range Rd, Laramie, WY

[Ask a question](#)

does the prison have a gallows??.....



1



Answer



Peter Victor

Local Guide · 12 reviews · 2 photos

3 months ago

Not that I noticed. Historically, this prison attempted far more reformatory efforts and actual executions were carried out elsewhere.



1



[7 more answers](#)

I will be in the area within the next few days promoting my first western novel. Who would I speak to about including this book for sale in the gift shop there at the prison? My story takes place in 1880's Wyoming.



1



Answer



Terrie Rowley

3 months ago

The Wyoming Territorial Prison State Histori...

975 Snowy Range Rd, Laramie, WY

[← All questions](#)



May Wang

Local Guide · 55 reviews

3 months ago

Interesting. I have been to the prison in Wyoming.



Helpful?



Kerry Barrett

Local Guide · 47 reviews

3 months ago

Contact the gift shop directly when your in town, they're really nice and am sure they will inform you about who to contact.



Helpful?



Lea Crouse

3 months ago

Call the tourist office they could help u contact the ppl u would need .also u can call the territorial prison . Im sorry i dont have the number but can google it on line .ty n good luck. Ill look forward to getting the book n reading it. Ty



Helpful?





GOOGLE DMO PARTNER PROGRAM

miles
PARTNERSHIP

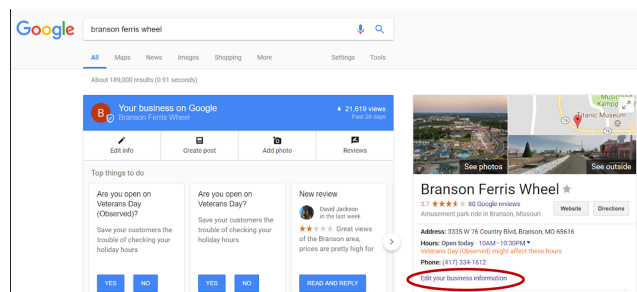
5 FREE, INITIAL TACTICS ON GOOGLE FOR BUSINESS FOR IMPROVING YOUR GOOGLE MY BUSINESS LISTING

Businesses can review and update critical content and present their business on Google My Business (GMB) Listings across Google Search (Knowledge Panel), Google Maps, Travel Guide, the Google Trips App and more. Miles is supporting Google in the roll out of this program and works with Destinations and the wider tourism industry to take advantage of this powerful and free online marketing platform.

Here are 5 free tactics and resources to get your business started plus contacts for help & support:

1. Verify (if needed) & Log Into Google My Business to Check Critical Information

- A. Log into your Google My Business (GMB) Listing to review important updates and check your critical business information is up to date and complete.

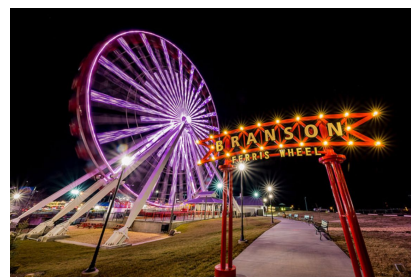


Where to Start: Search for your business in Google & log in via the Knowledge Panel or Google My Business. More @ <https://budurl.me/GoogleLogin>

Resource: If you are having issues verifying your business with Google or logging in, go to: <https://budurl.me/GoogleVerify>. For more on GMB Listings: <https://www.google.com/business>

2. Upload High Quality Images, 360 Images & Video to Google

- A. Upload high quality images to your Google My Business Listing and encourage your customers and locals (esp: Google Local Guides) to also upload content. Tip: 360 images are highly featured and often missing.
- B. Take advantage of the new Video uploading feature in Google My Business Listings.



Where to Start: Review your Google My Business Listing for gaps in images, 360 images or video to feature new amenities, activities, attractions or seasonal images/videos.

Resources: For how to upload Images &/or Videos - see: <https://budurl.me/GoogleAddimages>

U.S. TRAVEL
ASSOCIATION



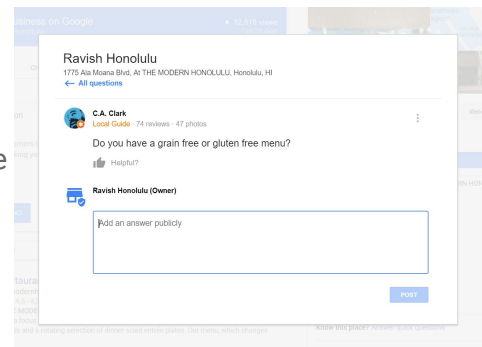


GOOGLE DMO PARTNER PROGRAM



3. Monitor & Respond to 'Questions & Answers'

- A. Review and respond to questions & answers about your business (see right) & review & accept/reject suggested edits from users.



Where to Start: Log into your Google My Business Listing activate 'notifications' in settings to receive questions & answers. For suggestions made by users look under the "Info" tab in your GMB Listing dashboard.

Resource: Read this Blog: <https://budurl.me/BlogGoogleQA> or visit this Google support page: <https://budurl.me/GoogleAnswer>

4. Use Google My Business Listing Posts.

- A. Add new, featured and timely content as a Post to your Google My Business Listing.

Where to Start: Post what is new, interesting and timely - events, changes in your business, promotions and deals. Add compelling images to illustrate the Post.

Resources: Review this help article on posting via GMB: <https://budurl.me/GoogleGMBPosts>

5. Review, Report & Refine:

Keep your content in your business' GMB listing timely and up to date. Encourage your clients' to post content & to review you. Then access the rich reporting available from GMB's Insights analytics regularly to assess results & identify your next areas of effort — this needs to be an ongoing process, not a one off project. For more on Google My Business Insights Reporting: <https://budurl.me/GoogleInsights>



Expert Support on the Google DMO Partnership Program:

Miles provides expert support and consulting for industry through their Destination Marketing Organizations (DMOs) including State Tourism Offices, CVBs, Chambers of Commerce to enhance their presence on Google, including Evaluation, Activation/Content Creation, Industry Education and Impact Assessment. This includes planning and running education webinars & workshops for businesses.

Contact: Kim Palmer, Kim.Palmer@MilesPartnership.com Tel: (941) 342-2312





GOOGLE DMO PARTNER PROGRAM

5 FREE, INITIAL TACTICS FOR DMOs (CVBs & Chambers) FOR IMPROVING YOUR DESTINATION'S PRESENCE ACROSS GOOGLE

The Google destination content initiative allows Destination Marketing Organizations (DMOs) to help improve the completeness, quality and accuracy of their destination content across Google Maps, Destination & Travel Guide Pages, the Google Trips App and more. Miles is supporting Google in the roll out of this program and offers DMOs expert, support programs.

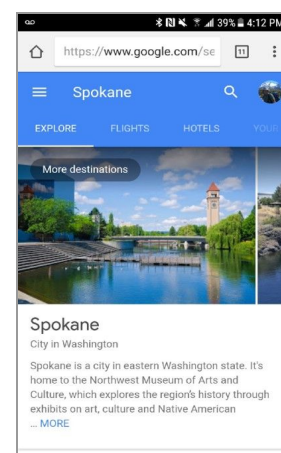
Here are 5 free tactics and resources to get your DMO started plus contacts for expert support:

1. Evaluate & Flag Problematic Content on Google

- A. Develop a checklist. Review your Destination and its major attractions, activities and geographical features across Google's products including Google Maps, Travel Guide, and others.
- B. Identify omissions, low quality, incorrect and other problematic content focusing first on images.

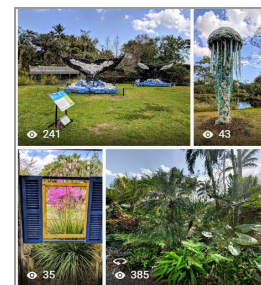
Where to Start: Search for your destination in Google and review the content for your destination. There are options to flag travel guide content such as itineraries from your mobile device. You can also flag low-quality or irrelevant images.

Resource: Report an error or problem with a Google Map. [Click here](#) or search in Google: "Report an error in Google Maps".



2. Upload High Quality Images & Assets to Google

- A. Leverage your owned assets (to which you own copyright) and upload high quality images, video, 360 content to Google Maps.
- B. Take advantage of new features like Google Posts to share updates on events, news on new visitor attractions and traveler information.



Where to Start: Review the images you own for obvious gaps on Google.

Resources: For details on uploading images to Google, read this [Google Support article](#) or search: "How to upload an image to Google Maps". Read more on [Google Posts](#) at: <https://posts.withgoogle.com> plus request an account to use Google Posts: goo.gl/ATYU8i.





GOOGLE DMO PARTNER PROGRAM

3. Structured Data Markup on Your Website

- A. Review and enhance the structured data markup of critical content on your website.

Where to Start: Focus on events first — starting with ensuring you have up to date, accurate event listings available on your destination website - which use the appropriate Schema markup.

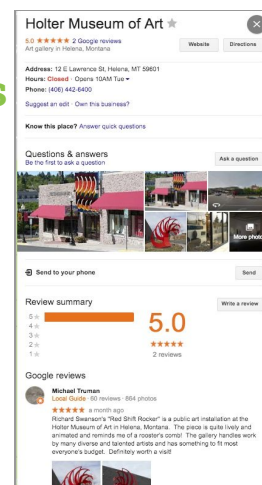
Resource: Test your content with the [Google Structured Data Testing Tool](#)

4. & 5. Fill in Missing Information for Key Businesses - Empower Business to Actively Manage GMB Content

- A. Leverage your membership database and local knowledge to update critical information for key businesses in your destination.
- B. Educate your industry on how and why they should actively manage their Google My Business (GMB) listing content.

Where to Start: Focus on your members or key partners (as a service).

Resources: GMB information & help: <https://www.google.com/business/> For help for businesses to Verify & claim their GMB Listings - GMB Support - [Click Here](#) or search for “Verifying Google My Business Listings”



Next Steps: Review, Report & Refine:

Assess and report on the impact of your work, including the views of your uploaded images and assets on Google as well as the improvement in the completeness and content of your industry's GMB listings. Identify your next areas of effort — this needs to be an ongoing process, not a one off project.

More about the Google DMO Partnership Program

Visit this page on the Miles Partnership site to see news and events information, ask questions, or sign up for program updates. www.MilesPartnership.com/GoogleDMOProgram

Expert Support on the Google DMO content initiative:

Miles provides expert support and consulting for DMOs to enhance their presence on Google, including Evaluation, Activation/Content Creation, Industry Education and Impact Assessment.

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