

# SEARCH LANDSCAPE

SLIDE 1 OF 247



# QUICK SURVEY

Anyone not using Google Analytics?

Do you have access? Are you the owner?

Running paid search?

Anyone directly managing?

Including Microsoft/Bing paid search?

Access to Google My Business (GMB)?

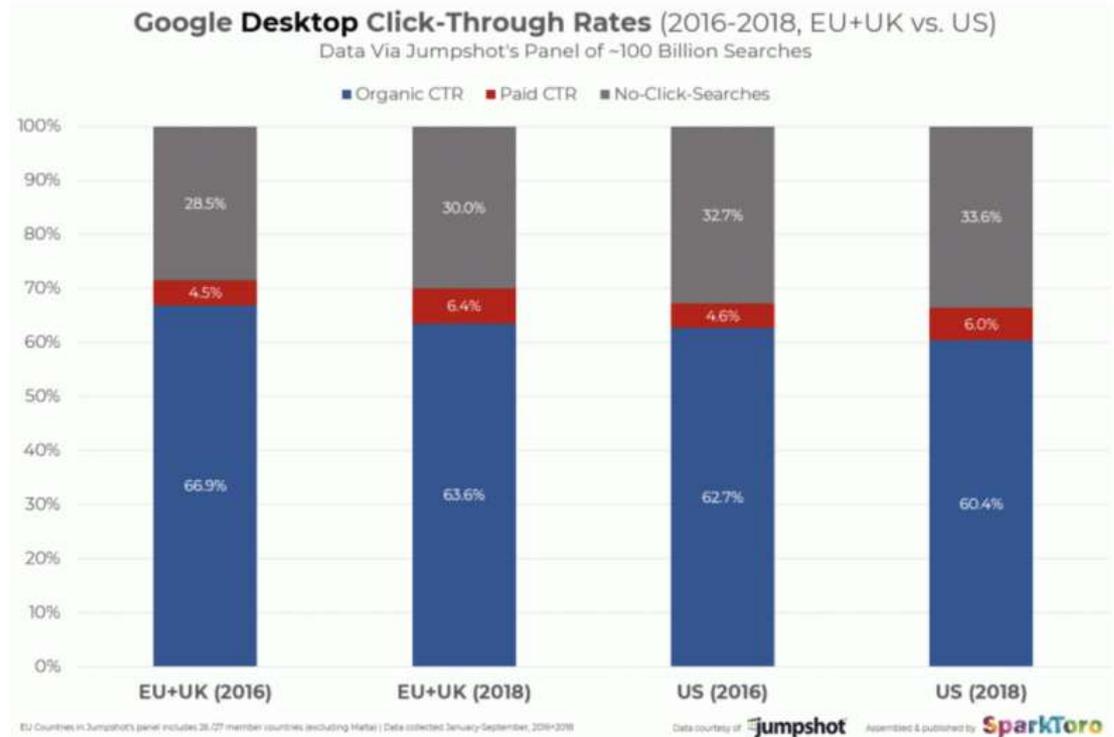
YouTube channel?

# SEARCH LINGO

- organic search
  - SEO/SEM? / search engine optimization/marketing
  - free listings / non-paid
  - editorial listings
- paid search
  - PPC / pay-per-click
  - paid placement
  - SEM? / search engine marketing
- Keyphrase vs search query
- **Google Ads (AdWords) vs Google Analytics vs Google account**
- **SERPs** = search engine results pages

# CHANGE IN TRAFFIC

Organic search traffic is decreasing while paid search is increasing:



# CHANGE IN TRAFFIC

The image shows a screenshot of a Google search results page for the query "credit cards". At the top, the Google logo is on the left, followed by a search bar containing "credit cards" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, navigation tabs for "Web", "Books", and "News" are visible. The search results are displayed on a light blue background. The top result is a sponsored link for "Top Credit Cards" from www.CreditCards.com, with the text "Compare Offers Side By Side. Visa, MasterCard, AMEX & More. Apply Now!". Below this, there are "Related searches" for "credit cards no credit", "credit cards for fair credit", "compare credit cards", and "gas credit cards". The main search results are listed on the left, starting with "Credit Cards - Compare Credit Card Offers at CreditCards.com", which includes a brief description and a link to the website. Below this are several sub-links: "Low Interest", "Cash Back", "Balance Transfer Cards", "Reward Credit Cards", "Bad Credit", "Airline Credit Cards", "Instant Approval Cards", and "Student Credit Cards". Further down are "Best Credit Cards - Compare Offers and Apply Online ..." and "All Credit Cards - Credit.com". On the right side of the page, there are "Sponsored Links" for "Capital One® Credit Cards", "American Express® Cards", "Citi® Credit Cards", "Visa® Platinum Plus® Card", and "100 BestCredit Card Deals".

Google credit cards Search Advanced Search Preferences

Web Books News Results 1 - 10 of about 123,000,000 for credit cards

**Top Credit Cards** Sponsored Link  
www.CreditCards.com Compare Offers Side By Side. Visa, MasterCard, AMEX & More. Apply Now!

Related searches: [credit cards no credit](#) [credit cards for fair credit](#) [compare credit cards](#) [gas credit cards](#)

**Credit Cards - Compare Credit Card Offers at CreditCards.com**  
Compare Credit Cards & Credit Card Offers at CreditCards.com. Search credit cards and reviews about the best low interest, 0% balance transfer, reward, ...  
www.creditcards.com/ - 48k - [Cached](#) - [Similar pages](#)

[Low Interest](#) [Cash Back](#)  
[Balance Transfer Cards](#) [Reward Credit Cards](#)  
[Bad Credit](#) [Airline Credit Cards](#)  
[Instant Approval Cards](#) [Student Credit Cards](#)

[More results from creditcards.com »](#)

**Best Credit Cards - Compare Offers and Apply Online ...**  
We provide you the tools and information to compare and choose the best credit card offer for your needs, and the credit card application is only a click ...  
www.creditcardguide.com/ - 69k - [Cached](#) - [Similar pages](#)

**All Credit Cards - Credit.com**  
Easily search all of the credit cards offered at Credit.com including rewards cards, business cards, student cards, prepaid cards, secured cards, gas cards ...

**Capital One® Credit Cards** Sponsored Links  
0% Intro APR. Miles & Cash Rewards  
Credit Cards. Visa or MasterCard.  
www.CapitalOne.com

**American Express® Cards**  
Great Card Offers from American Express. Compare and Apply Online!  
www.americanexpress.com

**Citi® Credit Cards**  
Low Intro APR, Rates & Rewards.  
Find The Card That's Right For You!  
www.CitiCards.com

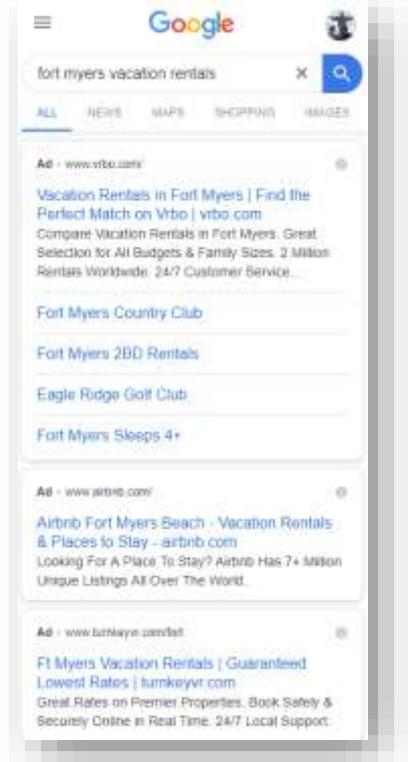
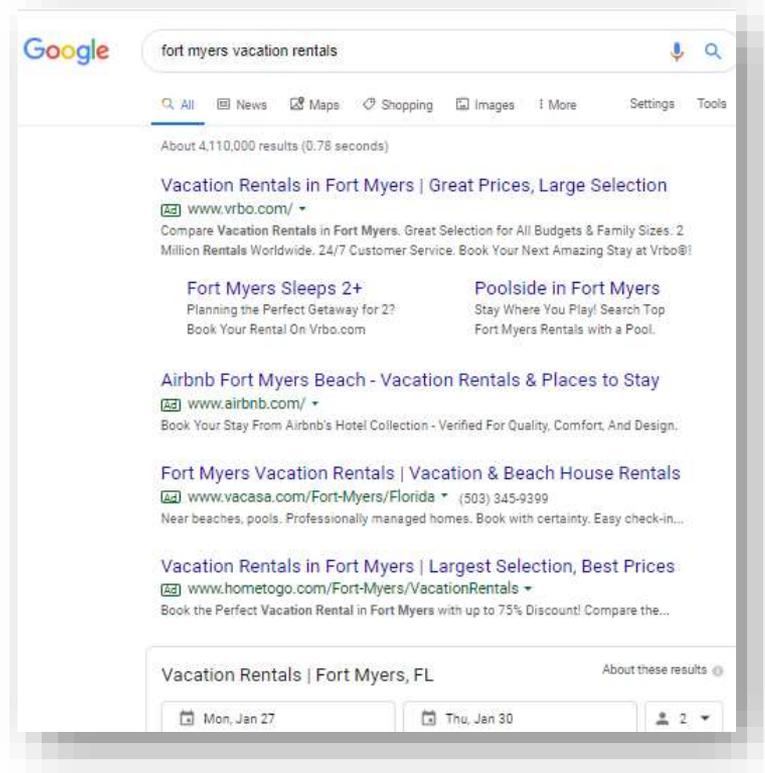
**Visa® Platinum Plus® Card**  
Start Building Solid Credit History  
Great Benefits & Value. Apply Now!  
www.BankofAmerica.com

**100 BestCredit Card Deals**  
0% for 15 Months. Instant Approval.  
Free Credit Cards for Your Credit



# CHANGE IN TRAFFIC

Google is now dedicating more real estate to paid ads:

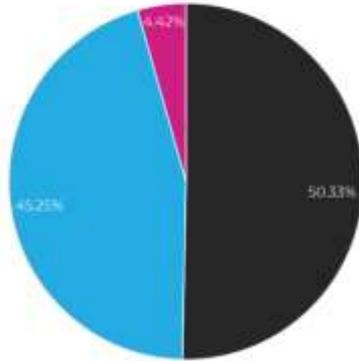


# ZERO CLICK SEARCHES

Google is also keeping more traffic to themselves:

## Paid, Organic, & Zero-Click Searches in Google (June 2019)

DATA from 401+ Google-owned searches on 150 items of desktop & mobile devices in the United States



Jumpshot

SparkToro



what is the best time to visit fort myers



All Images News Shopping Maps More Settings Tools

About 45,000,000 results (0.69 seconds)

The **best time to visit Fort Myers** is between March and May. Although the sun is up and rates are down, visitors wanting a quiet vacation should be on the lookout for spring breakers. The summer months see the most crowds, especially families, so plan to book at least three months in advance if you'll be traveling then.



[Best Times to Visit Fort Myers | U.S. News Travel](https://travel.usnews.com/Fort_Myers_FL/When_To_Visit)

[https://travel.usnews.com/Fort\\_Myers\\_FL/When\\_To\\_Visit](https://travel.usnews.com/Fort_Myers_FL/When_To_Visit)

# CURRENT SERP'S

Paid Listings

0-4 listings

Real-time auction



Local Listings

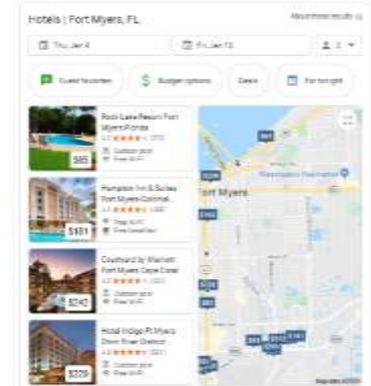
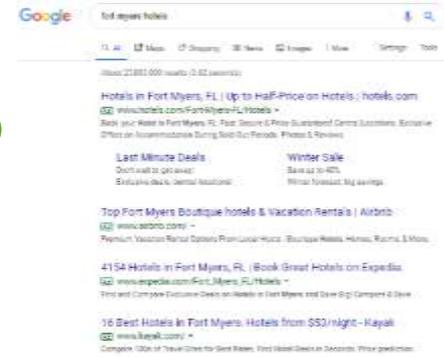
0 or 4

proximity-based / address verified  
(non-paid currently)



Organic Listings

10 listings



# VCB APPROACH

Not outbidding Industry Partners

Google search results for "fort myers vacation rentals". The search shows approximately 6,310,000 results. The top results are from Vrbo and Airbnb, both offering vacation rentals in Fort Myers. The results include details about the number of results, search time, and links to the respective websites. The Vrbo result highlights "Great Prices, Large Selection" and "2 Million Rentals Worldwide". The Airbnb result mentions "Verified For Quality, Comfort, And Design". The Vacasa result notes "Near beaches, pools. Professionally managed homes." and the Turnkeyvr result emphasizes "Guaranteed Lowest Rates".

Focus on non-competing broad terms

Keyword	Clicks	CPC
	525,767 % of Total: 74.03% (715,031)	\$0.52 Avg For View: \$0.43 (4.39%)
1. best beaches in florida	6,998 (1.33%)	\$0.75
2. florida beaches	6,539 (1.24%)	\$0.73
3. monthly rental in florida	6,084 (1.16%)	\$0.58
4. florida snowbird rentals	9,183 (1.73%)	\$0.34
5. +florida travel guide	3,146 (0.60%)	\$0.84
6. +florida +winter +rentals	4,950 (0.94%)	\$0.52
7. florida rentals	4,142 (0.78%)	\$0.59
8. places to go to in florida	2,547 (0.48%)	\$0.87
9. +monthly +rentals +florida	5,125 (0.97%)	\$0.43
10. winter rentals in florida	3,862 (0.73%)	\$0.56
11. +fl +winter +rentals	4,122 (0.78%)	\$0.50
12. snowbird rentals in florida	3,722 (0.71%)	\$0.52
13. +furnished +florida +monthly +rentals	2,815 (0.54%)	\$0.69
14. +monthly +rentals +fl	4,511 (0.86%)	\$0.43
15. +florida +places +to +go	1,946 (0.37%)	\$0.92
16. florida winter rentals	2,770 (0.53%)	\$0.62

# PAID SEARCH TRENDS AND OPPORTUNITIES



# PAID SEARCH

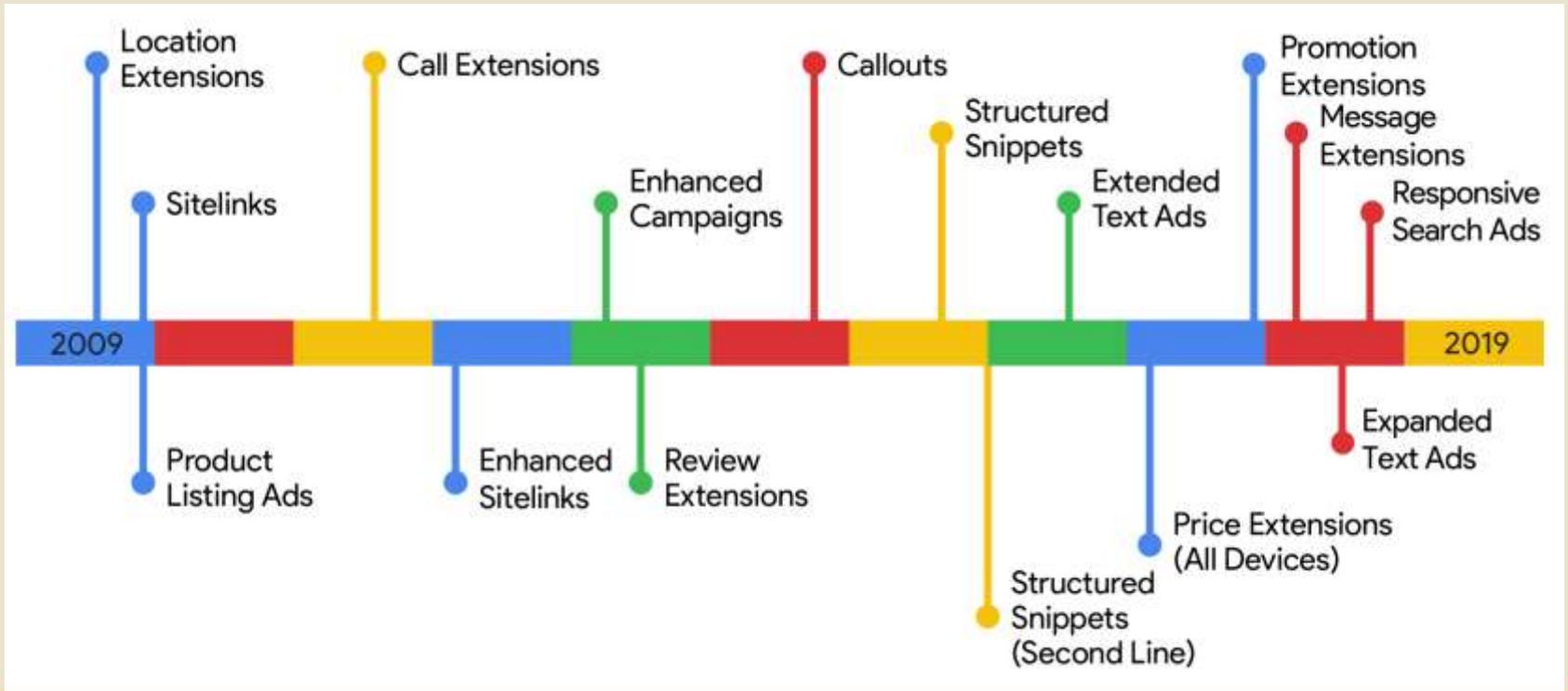
Google Ads (formerly Google AdWords)  
80%



Microsoft Advertising (formerly Bing Ads)  
20%



# AD EXTENSIONS = FREE MONEY



# PAID SEARCH = ALWAYS PROFITABLE

If traffic is worth \$2.00 per click, don't bid more than \$2.00!

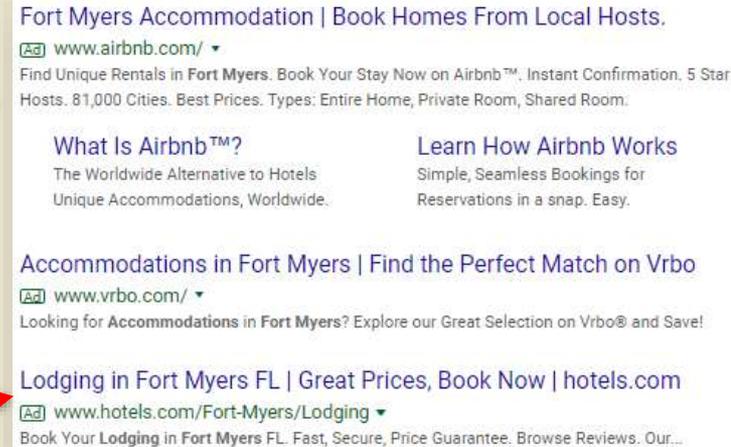
If traffic is only worth \$.50 per click, don't bid more than \$.50!

Volume vs ROI

CPC of Position #1

averages 2x

CPC of Position #3



Fort Myers Accommodation | Book Homes From Local Hosts.  
[www.airbnb.com/](http://www.airbnb.com/)  
Find Unique Rentals in **Fort Myers**. Book Your Stay Now on Airbnb™. Instant Confirmation. 5 Star Hosts. 81,000 Cities. Best Prices. Types: Entire Home, Private Room, Shared Room.

**What Is Airbnb™?**  
The Worldwide Alternative to Hotels  
Unique Accommodations, Worldwide.

**Learn How Airbnb Works**  
Simple, Seamless Bookings for  
Reservations in a snap. Easy.

Accommodations in Fort Myers | Find the Perfect Match on Vrbo  
[www.vrbo.com/](http://www.vrbo.com/)  
Looking for Accommodations in Fort Myers? Explore our Great Selection on Vrbo® and Save!

Lodging in Fort Myers FL | Great Prices, Book Now | hotels.com  
[www.hotels.com/Fort-Myers/Lodging](http://www.hotels.com/Fort-Myers/Lodging)  
Book Your Lodging in Fort Myers FL. Fast, Secure, Price Guarantee. Browse Reviews. Our...

A scenic photograph of a lighthouse on a small island during sunset. The sun is low on the horizon, creating a bright lens flare and casting a golden glow over the scene. The sky is filled with scattered white and grey clouds. The lighthouse is a tall, white tower with a dark top section, situated on a small island with some trees and a building. The foreground is a dark, calm body of water that reflects the light from the sun and the sky. The overall mood is serene and dramatic.

Don't take bid or budget advice  
from Google!

# DEVICE PERFORMANCE

Device Category ?	Users ? ↓	Sessions ?	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
	<b>1,512,427</b> % of Total: 100.00% (1,512,427)	<b>2,184,354</b> % of Total: 100.00% (2,184,354)	<b>\$28,600,404.73</b> % of Total: 100.00% (\$28,600,404.73)	<b>32,712</b> % of Total: 100.00% (32,712)	<b>\$874.31</b> Avg for View: \$874.31 (0.00%)	<b>1.50%</b> Avg for View: 1.50% (0.00%)	<b>\$13.09</b> Avg for View: \$13.09 (0.00%)
1. mobile	<b>745,265</b> (49.40%)	1,120,329 (51.29%)	\$5,599,815.97 (19.58%)	8,164 (24.96%)	\$685.92	0.73%	\$5.00
2. desktop	<b>658,021</b> (43.62%)	914,247 (41.85%)	\$20,975,931.85 (73.34%)	22,653 (69.25%)	\$925.97	2.48%	\$22.94
3. tablet	<b>105,252</b> (6.98%)	149,778 (6.86%)	\$2,024,656.91 (7.08%)	1,895 (5.79%)	\$1,068.42	1.27%	\$13.52

Reduce mobile bids in relation to desktop

# DEMOGRAPHIC PERFORMANCE

Age ?	↑ Users ?	Sessions ?	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
	411,398 % of Total: 27.15% (1,515,018)	608,966 % of Total: 27.82% (2,188,770)	\$10,648,310.14 % of Total: 37.11% (\$28,695,507.30)	12,304 % of Total: 37.47% (32,840)	\$865.43 Avg for View: \$873.80 (-0.96%)	2.02% Avg for View: 1.50% (34.66%)	\$17.49 Avg for View: \$13.11 (33.37%)
1. 18-24	21,256 (5.05%)	29,984 (4.92%)	\$404,533.33 (3.80%)	494 (4.01%)	\$818.89	1.65%	\$13.49
2. 25-34	128,781 (30.61%)	190,998 (31.36%)	\$3,097,635.05 (29.09%)	3,593 (29.20%)	\$862.13	1.88%	\$16.22
3. 35-44	102,016 (24.25%)	150,488 (24.71%)	\$2,955,129.53 (27.75%)	3,470 (28.20%)	\$851.62	2.31%	\$19.64
4. 45-54	78,948 (18.77%)	114,071 (18.73%)	\$2,183,306.10 (20.50%)	2,617 (21.27%)	\$834.28	2.29%	\$19.14
5. 55-64	57,966 (13.78%)	80,584 (13.23%)	\$1,377,840.14 (12.94%)	1,511 (12.28%)	\$911.87	1.88%	\$17.10
6. 65+	31,683 (7.53%)	42,841 (7.04%)	\$629,865.99 (5.92%)	619 (5.03%)	\$1,017.55	1.44%	\$14.70



# MICROSOFT ADS CAMPAIGN

Source / Medium ?	Users ?	Sessions ?	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
	914,377 % of Total: 40.94% (2,233,368)	1,687,044 % of Total: 36.35% (4,640,526)	\$3,396,841.54 % of Total: 36.17% (\$9,391,364.74)	35,295 % of Total: 38.13% (92,567)	\$96.24 Avg for View: \$101.45 (-5.14%)	2.09% Avg for View: 1.99% (4.88%)	\$2.01 Avg for View: \$2.02 (-0.51%)
1. google / cpc	825,852 (89.45%)	1,552,322 (92.01%)	\$3,026,051.17 (89.08%)	32,094 (90.93%)	\$94.29	2.07%	\$1.95
2. bing / cpc	97,401 (10.55%)	134,721 (7.99%)	\$370,790.37 (10.92%)	3,201 (9.07%)	\$115.84	2.38%	\$2.75

Source / Medium ?	Device Category ?	Users ?	Sessions ?	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
		909,682 % of Total: 40.73% (2,233,368)	1,701,197 % of Total: 36.66% (4,640,526)	\$3,405,773.52 % of Total: 36.26% (\$9,391,364.74)	35,976 % of Total: 38.86% (92,567)	\$94.67 Avg for View: \$101.45 (-6.69%)	2.11% Avg for View: 1.99% (6.02%)	\$2.00 Avg for View: \$2.02 (-1.08%)
1. google / cpc	desktop	210,061 (22.90%)	374,061 (21.99%)	\$1,435,078.32 (42.14%)	14,005 (38.93%)	\$102.47	3.74%	\$3.84
2. google / cpc	mobile	567,715 (61.90%)	1,114,227 (65.50%)	\$1,390,831.80 (40.84%)	17,063 (47.43%)	\$81.51	1.53%	\$1.25
3. google / cpc	tablet	43,849 (4.78%)	78,933 (4.64%)	\$137,730.22 (4.04%)	1,443 (4.01%)	\$95.45	1.83%	\$1.74
4. bing / cpc	desktop	63,561 (6.93%)	90,270 (5.31%)	\$384,655.46 (11.29%)	3,048 (8.47%)	\$126.20	3.38%	\$4.26
5. bing / cpc	mobile	22,323 (2.43%)	29,976 (1.76%)	\$25,549.16 (0.75%)	180 (0.50%)	\$141.94	0.60%	\$0.85
6. bing / cpc	tablet	9,638 (1.05%)	13,730 (0.81%)	\$31,928.57 (0.94%)	237 (0.66%)	\$134.72	1.73%	\$2.33



# DYNAMIC SEARCH ADS

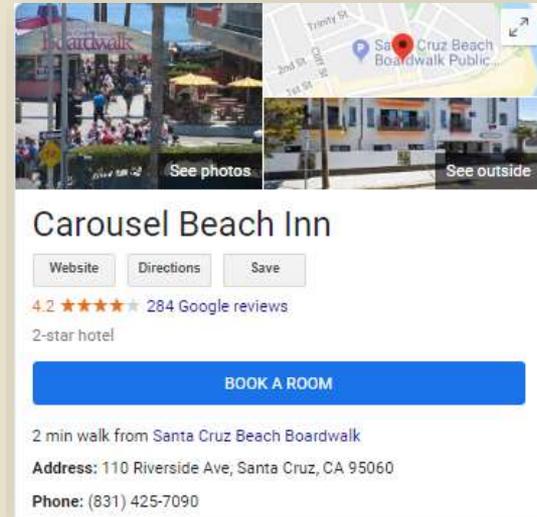
Test Dynamic Search Ads to find new keyphrases  
Google recommends keyphrases based on your site's content



# NEGATIVE KEYPHRASES

## Monitor your Search Queries vs Keyphrases

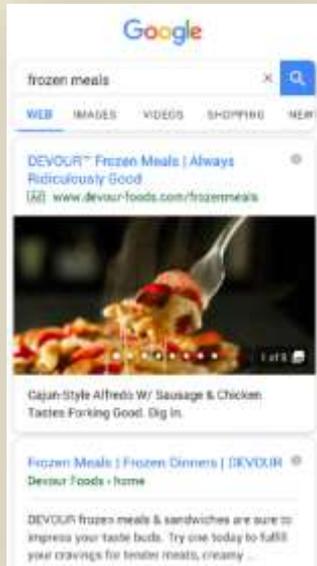
- *Jobs/careers*
- *Free/Cheap*
- *Bed bugs*
- *In the news - red tide*
- *Meetings - AA meetings*
- *Similar competing names*
- *Arctic vs Antarctica – 8,600 miles*



# GALLERY / DISCOVERY ADS

## Google Gallery Ads

Users swipe to see additional images



## Google Discovery Ads

Audience-based (Affinity/In-Market/Remarketing)



# YOUTUBE

Your YouTube videos served to users as ads

Views as ads count toward view count

Audience Layering

Contextual

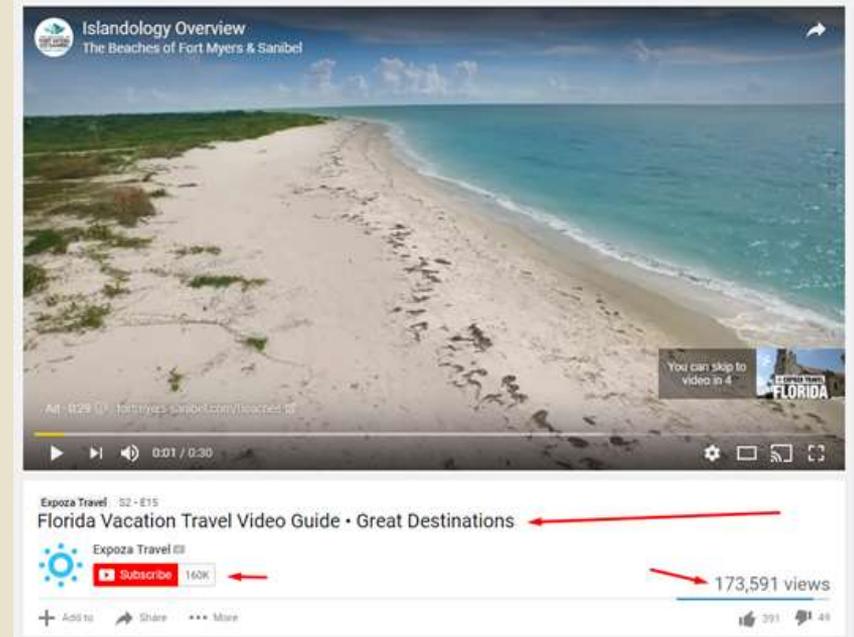
**User's Google Searches**

Demographics

User Interests

:06, :15, :30 most popular

1:00+ acceptable



# YOUTUBE

Inexpensive awareness campaigns  
\$0.01 - \$0.06 Cost Per View

Traffic sent to any page on site

Can include a Call To Action  
drive conversions (from video? sweet!)

## Sequence ads:

Users shown a series of ads

Don't badger users with same video

Expose them to more content



A silhouette of a person's head and shoulders is shown in profile, facing left, emerging from the water. The background is a sunset or sunrise over the ocean, with a warm, golden glow reflecting on the water's surface. The sky is a mix of soft orange and pale blue. The overall mood is contemplative and serene.

# ORGANIC SEARCH TRENDS AND OPPORTUNITIES

# ORGANIC SEARCH IN 2020

## 1 - CONTENT

SearchPad

AltaVista **Connections** [AltaVista.com](#) [My AltaVis](#)

Ask AltaVista™ a question. Or enter a few words in

Search For:  Web Pages  Images  Video  Audio

**Related Searches:**

- <a href="#">Genetic Engineering News</a>	- <a href="#">uses of genetic engineering</a>	- <a href="#">genetic engine</a>
- <a href="#">Human genetic engineering</a>	- <a href="#">Plant Genetic Engineering</a>	- <a href="#">Ethics of Genet</a>
	- <a href="#">Genetic Engineering Network</a>	- <a href="#">What is geneti</a>

**Featured Sites**

Shop at [Amazon.com](#)

- [Books: genetic ...](#)
- [CD, Video, Auctions](#)

**About.com**

- [Find: genetic ...](#)
- [Send a card!](#)

**Shopping.com**

- [Search: genetic ...](#)

**AltaVista Shopping**

- [Visit our online shopping guide](#)

[Click Here!](#)

▶ **AltaVista found 52839 Web pages.**

**GENETIC**

The RealNames link takes you directly to **GENETIC**.

**Mark** 1. **What is genetic engineering?**

What is genetic engineering? Genetic engineering is the term used techniques in molecular biology that have literally...

**URL:** [www.aba.asn.au/leaf2.html](#)

Last modified 18-Jun-96 - page size 10K - in English [ [Translate](#) ]

**Mark** 2. **Genetic Engineering and Its Dangers**

For an updated version of this page, click here. Please change you Engineering and Its Dangers. Compiled by Dr Ron Epstein. Philoso

**URL:** [userwww.sfsu.edu/~rone/Genetic%20Engineering.htm](#)

Last modified 21-Mar-97 - page size 7K - in English [ [Translate](#) ]

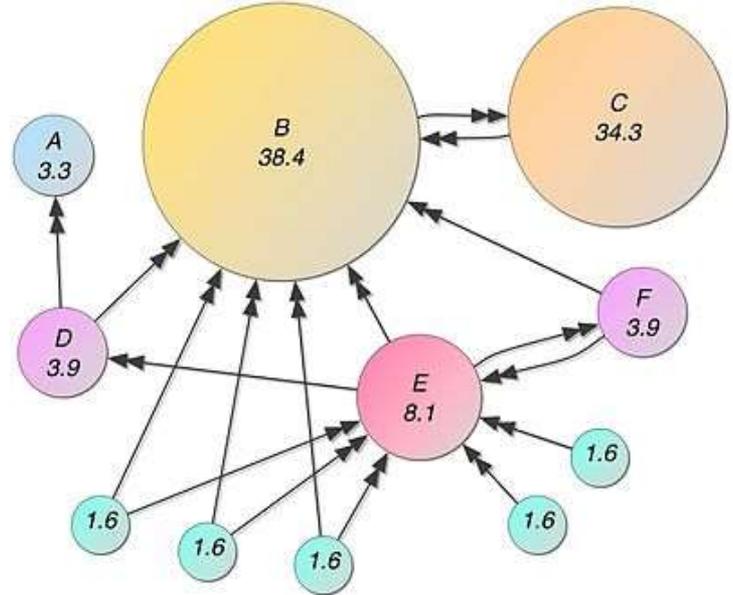


# ORGANIC SEARCH IN 2020

## 2 - LINK POPULARITY (GOOGLE PAGERANK)

$$R'(u) = c \sum_{v \in B_u} \frac{R'(v)}{N_v} + cE(u)$$

An equation from an early PageRank paper.



# ORGANIC SEARCH IN 2020

## 3 - CLICK DATA

*...Google is now integrating machine learning into that process. So then training models on when someone clicks on a page and stays on that page, when they go back and trying to figure out exactly that relationship.*

*Google, Sept 2017*

# ORGANIC SEARCH IN 2020

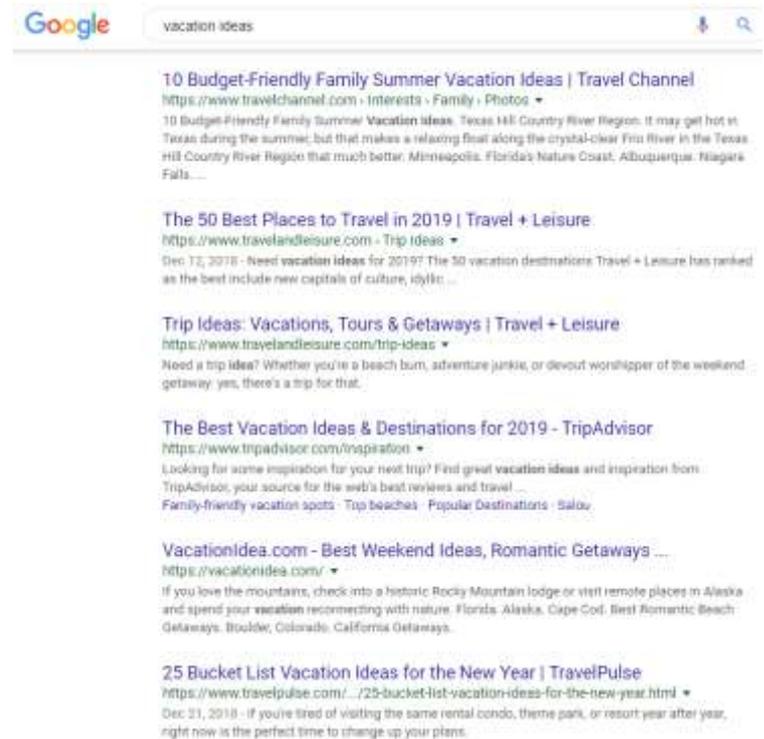
## 3 - CLICK DATA

Dwell time:

The time between when a user clicks on our search result and when they come back from your website tells a potential story. A minute or two is good as it can easily indicate the visitor consumed your content. Less than a couple of seconds can be viewed as a poor result.

Pogo Sticking:

user quickly returns to search results page



Google vacation ideas

10 Budget-Friendly Family Summer Vacation Ideas | Travel Channel  
<https://www.travelchannel.com> · Interests · Family · Photos ▾  
10 Budget-Friendly Family Summer Vacation Ideas. Texas Hill Country River Region: It may get hot in Texas during the summer, but that makes a relaxing float along the crystal-clear Frio River in the Texas Hill Country River Region that much better. Minneapolis. Florida's Nature Coast. Albuquerque. Niagara Falls. ...

The 50 Best Places to Travel in 2019 | Travel + Leisure  
<https://www.travelandleisure.com> · Trip Ideas ▾  
Dec 12, 2018 - Need vacation ideas for 2019? The 50 vacation destinations Travel + Leisure has ranked as the best include new capitals of culture, idyllic ...

Trip Ideas: Vacations, Tours & Getaways | Travel + Leisure  
<https://www.travelandleisure.com/trip-ideas> ▾  
Need a trip idea? Whether you're a beach bum, adventure junkie, or devout worshipper of the weekend getaway, yes, there's a trip for that.

The Best Vacation Ideas & Destinations for 2019 - TripAdvisor  
<https://www.tripadvisor.com/inspiration> ▾  
Looking for some inspiration for your next trip? Find great vacation ideas and inspiration from TripAdvisor, your source for the web's best reviews and travel ...  
Family-friendly vacation spots · Top beaches · Popular Destinations · Sailo

Vacationidea.com - Best Weekend Ideas, Romantic Getaways ...  
<https://vacationidea.com/> ▾  
If you love the mountains, check into a historic Rocky Mountain lodge or visit remote places in Alaska and spend your vacation reconnecting with nature. Florida. Alaska. Cape Cod. Best Romantic Beach Getaways. Boulder, Colorado. California Getaways.

25 Bucket List Vacation Ideas for the New Year | TravelPulse  
<https://www.travelpulse.com/.../25-bucket-list-vacation-ideas-for-the-new-year.html> ▾  
Dec 21, 2018 - If you're tired of visiting the same rental condo, theme park, or resort year after year, right now is the perfect time to change up your plans.

# ORGANIC SEARCH IN 2020

## 3 - CLICK DATA

Bullet Style	Paragraph Style
<p><b>Assistant Production manager</b> <b>Zhane Fashion</b></p> <ul style="list-style-type: none"><li>▪ Miami from 02/01 to 11/03</li><li>▪ Worked as a supervisor of the employees.</li><li>▪ Responsible for selecting the merchandise to be displayed in the fashion show and demonstrations.</li><li>▪ Experienced in handling inventories, maintenance of supplies and stocking.</li><li>▪ Responsible for maintaining the quality control.</li></ul>	<p>Worked as Assistant Production manager in Zhane Fashion, Miami from 02/01 to 11/03. Worked as a supervisor of the employees. Responsible for selecting the merchandise to be displayed in the fashion show and demonstrations. Experienced in handling inventories, maintenance of supplies and stocking. Responsible for maintaining the quality control.</p>

Which is easier to read?

# ORGANIC SEARCH IN 2020

## FACTORS

Content, link popularity, click data are all “factors.”

Factor = a number or quantity that when multiplied with another produces a given number or expression.

$$999 \times 999 \times 0 = 0$$

# BEYOND PRIMARY WEBSITE

Promote all assets:

Videos/YouTube

Images

3rd party positive content

The screenshot shows the YouTube channel page for Homewood Suites by Hilton, which has 5.08K subscribers. The navigation menu includes HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The 'Created playlists' section features five playlists: 'Fit Men Cook' (7 videos), 'Travel MAnager' (2 videos), 'Lewis Debuts in Macy's Thanksgiving Day Parade' (4 videos), 'Military' (4 videos), and 'Celebrating 25 Years' (1 video). The 'Uploads' section, labeled 'PLAY ALL', displays five recent videos: 'FitMenCook's Shrimp Risotto' (1:00, 68 views, 2 months ago), 'Spinach Artichoke Quesadilla' (1:01, 179 views, 3 months ago), 'Enchilada Burgers' (1:00, 252 views, 4 months ago), 'Sweet Stays at Homewood Suites with Jonathan Scott' (0:31, 879 views, 5 months ago), and another 'Sweet Stays at Homewood Suites with Jonathan Scott' video (1:10, 923 views, 3 months ago).

# BEYOND PRIMARY WEBSITE

Same principles apply:  
Title (Title tag)  
Description  
User engagement  
Strong CTA

YouTube fort myers travel

Top Things To Do in Fort Myers & Sanibel Island, Florida!

175,562 views · Jun 26, 2016

795 86 SHARE SAVE ...

Arienne Parzel  
19.1K subscribers

**SUBSCRIBE**

The top things to do in Fort Myers and Sanibel Island including a visit to the J.N. Ding' Darling National Wildlife Refuge, Ford and Edison's Winter Estates (including a walk through Thomas Edison's laboratory!) and filling up at 3 great restaurants.

Subscribe for more great travel videos: <https://youtube.com/seeyousoonca>

Learn More

J.N. Ding' Darling National Wildlife Refuge: <http://dingdarlingecociety.org/>  
Edison & Ford Winter Estates: <http://www.edisonfordwinterestates.org/>



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**

# VOICE SEARCH

20%+ of mobile searches

Filter analytics data for:  
who | what | when | where | why | how

AnswerThePublic.com

Search Query		Acquisition
		Clicks
		<b>40,298</b> % of Total: 2.06% (1,952,648)
1.	what to do in fort myers	<b>2,492</b> (6.18%)
2.	what to do in sanibel island	<b>1,710</b> (4.24%)
3.	what to do on sanibel island	<b>1,462</b> (3.63%)
4.	what to do in fort myers florida	<b>705</b> (1.75%)
5.	where book florida snowbird rentals	<b>592</b> (1.47%)
6.	what to do in fort myers today	<b>532</b> (1.32%)
7.	what to do in florida	<b>509</b> (1.26%)
8.	what to do in fort myers beach	<b>504</b> (1.25%)
9.	what to do in ft myers	<b>378</b> (0.94%)
10.	where to go in florida	<b>378</b> (0.94%)
11.	what to do in sanibel	<b>364</b> (0.90%)
12.	what to do in bonita springs	<b>362</b> (0.90%)
13.	what to see in florida	<b>334</b> (0.83%)
14.	what is a sand dollar	<b>332</b> (0.82%)
15.	what to do at sanibel island	<b>212</b> (0.53%)
16.	fort myers what to do	<b>205</b> (0.51%)
17.	sanibel island what to do	<b>200</b> (0.50%)
18.	what to do in cape coral	<b>185</b> (0.46%)
19.	what to do sanibel island	<b>180</b> (0.45%)



# CONTENT VS KEYPHRASES:

Google matches related terms together:

“deals” = “discounts” = “cheap”

Literal phrasing is not required.

So we now target content vs individual keyphrases

Google search results for "fort myers discount hotels". The search bar contains "fort myers discount hotels".

Top 10 Cheap Hotels in Fort Myers from \$51/night | Hotels.com  
<https://www.hotels.com> > ... > Hotels in Florida > Fort Myers Hotels  
What Are Some of the Best Cheap Hotels in Fort Myers? Holiday Inn Fort Myers - Downtown Area. Best Western Fort Myers Inn & Suites. Days Inn & Suites by Wyndham Fort Myers Near JetBlue Park. Baymont by Wyndham Fort Myers Airport. Travelodge by Wyndham Fort Myers Airport.

16 Best Hotels in Fort Myers. Hotels from \$53/night - KAYAK  
<https://www.kayak.com> > Hotels > United States > Florida  
The central neighborhood of Winkler is a good option for travelers looking for cheap hotels in Fort Myers such as the Super 8 by Wyndham Fort Myers.

How much is a cheap hotel in Fort Myers? ✓  
How much is a hotel in Fort Myers for tonight? ✓  
How much is a hotel in Fort Myers for this weekend? ✓  
Show more

Fort Myers Hotels from \$160 - Cheap Hotel Deals | Travelocity  
<https://www.travelocity.com> > Hotels > United States of America > Florida  
Looking for Hotels in Fort Myers? Enjoy Cheap Hotel Deals with our Customer First Guarantee. Find a Lower Price? We'll Refund the Difference.

THE 10 BEST Cheap Hotels in Fort Myers - Jan 2020 (with ...  
<https://www.tripadvisor.com> > ... > Fort Myers > Fort Myers Hotels  
#1 Best Value of 33 Budget Hotels in Fort Myers. "Hampton Inn on Colonial in Fort Myers, FL made our family's quick trip with an overnight stay comfortable and ...

What are the best cheap hotels near Ace Performer Watersports Rentals? ✓

# E-A-T

Google seeks Expertise, Authoritativeness, Trustworthiness (E-A-T)

“If you’re offering only commercial content, you should advertise on Google.”

“Experts provide valuable perspectives on specific topics.”

“Interesting content - content that might be shared”

# GOOGLE COMMANDS

site:yourdomain.com

cache:yourdomain.com/url

site:yourdomain.com with specific term



site:https://www.thehibiscushousebnb.com



[All](#) [Images](#) [News](#) [Shopping](#) [Maps](#) [More](#) [Settings](#) [Tools](#)

About 19 results (0.14 seconds)

Google promotion

[Try Google Search Console](#)

[www.google.com/webmasters/](https://www.google.com/webmasters/)  
Do you own [www.thehibiscushousebnb.com](https://www.thehibiscushousebnb.com)? Get indexing and ranking data from Google.

[The Hibiscus House B&B – A Historic and Charming Florida Inn](#)

<https://www.thehibiscushousebnb.com>

[Home](#) · [Meet Us](#) · [Accommodations](#) · [What We Offer](#) · [Happenings](#) · [Contact Us](#) · [Directions](#) · [Partners](#) · [General Information & Policies](#). [Menu](#). [Home](#) · [Meet Us](#) ...

[Partners – The Hibiscus House B&B](#)

<https://www.thehibiscushousebnb.com> > [partners](#)

We have established partnerships with local businesses, to help our guests enjoy their stay.  
[Recommended Places To Eat](#). [King's Kitchen](#) · [McGregor Cafe](#) ...

[Reservations – The Hibiscus House B&B](#)

<https://www.thehibiscushousebnb.com> > [reservations](#)

Guests are welcome to check in to their accommodation between 4pm and 8:00pm on the day of arrival. Note: Late arrivals can be accommodated by prior ...

[Accommodations – The Hibiscus House B&B](#)

<https://www.thehibiscushousebnb.com> > [accommodations](#)

Each of our guest rooms feature our complimentary amenity package which includes: • Two-course home style breakfast. • On-site guest parking – We are ...

[Happenings – The Hibiscus House B&B](#)

<https://www.thehibiscushousebnb.com> > [happenings](#)

More than ever is going on in downtown Fort Myers with the river diversion, new library, restaurants, shops and activities. The immediate area has more than its ...

site:yourdomain.com

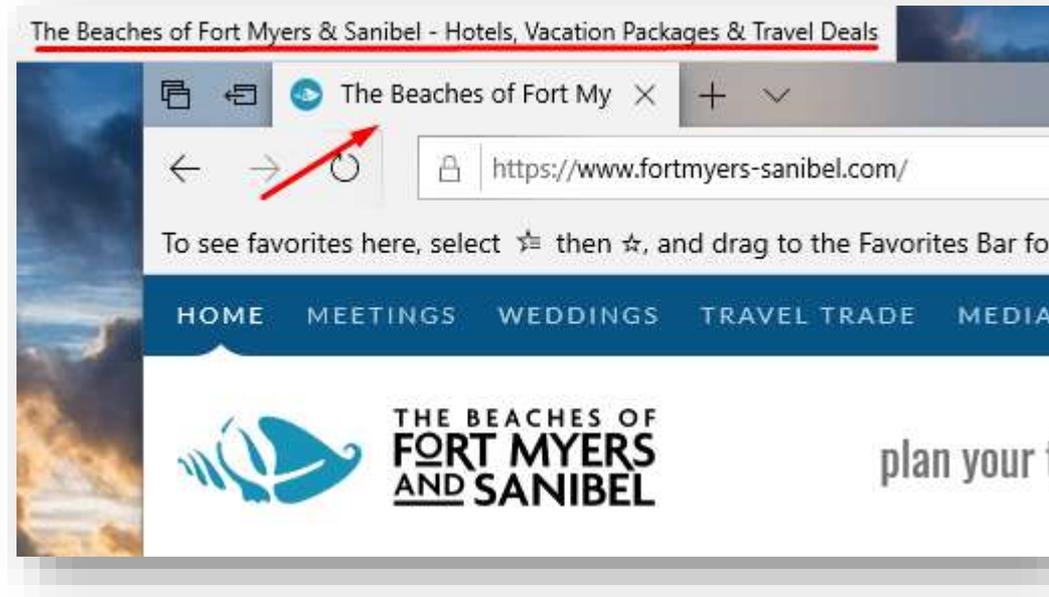
Check your Title tags



THE BEACHES OF  
FORT MYERS  
AND SANIBEL

# TITLE TAG

- Directly impacts ranking
- Include brand + primary keyphrase
- 55-60 characters (with spaces)



cache:https://www.carouselbeachinn.com

Is page in Google?  
When was it last crawled?  
What text is indexed?

This is Google's cache of https://www.carouselbeachinn.com/. It is a snapshot of the page as it appeared on Dec 27, 2019 01:21:02 GMT. The current page could have changed in the meantime. [Learn more.](#)

[Full version](#) [Text-only version](#) [View source](#)

Tip: To quickly find your search term on this page, press Ctrl+F or ⌘F (Mac) and use the find bar.

Home

Check Availability

Checkin	Checkout	Adult(s)	Child
01-04-2020	01-05-2020	1	

Search Rooms

CAROUSEL INN  
on the beach

This is Google's cache of <https://www.carouselbeachinn.com/>. It is a snapshot of the page as it appeared on Dec 27, 2019 01:01:02 GMT. The current page could have changed in the meantime. [Learn more.](#)

[Full version](#)   [Text-only version](#)   [View source](#)

Tip: To quickly find your search term on this page, press **Ctrl+F** or **⌘F** (Mac) and use the find bar.

#### Home

- [Home](#)
- [Our Hotel](#)
- [Room Gallery](#)
- [Contact Us](#)
- [Fort Myers Beach](#)
- [Events](#)

## Welcome to Ft. Myers Beach

Directly on the sugar white sand beaches and serene waters, Carousel Inn on the Beach wraps you up in comfort, relaxation and laid back beach living. With spacious accommodations and fully equipped kitchens, you'll have everything you need to make our inn your home away from home.

Located on the south end of Estero Island, our convenient location allows for easy access to boating, fishing, and countless other recreational activities. Whether you love to shop or enjoy grabbing a bite of native South Florida cuisine, there is something for everyone at the quaint boutiques, cafes and beachside bars that are within walking distance.

Carousel Inn on the Beach has been a keystone of Fort Myers Beach since the 1950's. With its miles of sand by day and amazing sunsets by night, this is the perfect destination for family vacations and romantic getaways alike. You may arrive as a stranger, but you'll definitely leave as a member of our beach family.

Please note that while the Carousel Inn is a pet friendly hotel, only certain rooms are designated as being pet friendly. Once these rooms are reserved, no other rooms are permitted to be used for guests with pets. There is a nightly fee of \$25 per night for pets. Please contact the hotel directly for details and reservations.

\*No refunds are given for early departures.

- [Top Advisor](#)
- [Top Advisor](#)



THE BEACHES OF  
**FORT MYERS  
AND SANIBEL**

# META DESCRIPTION

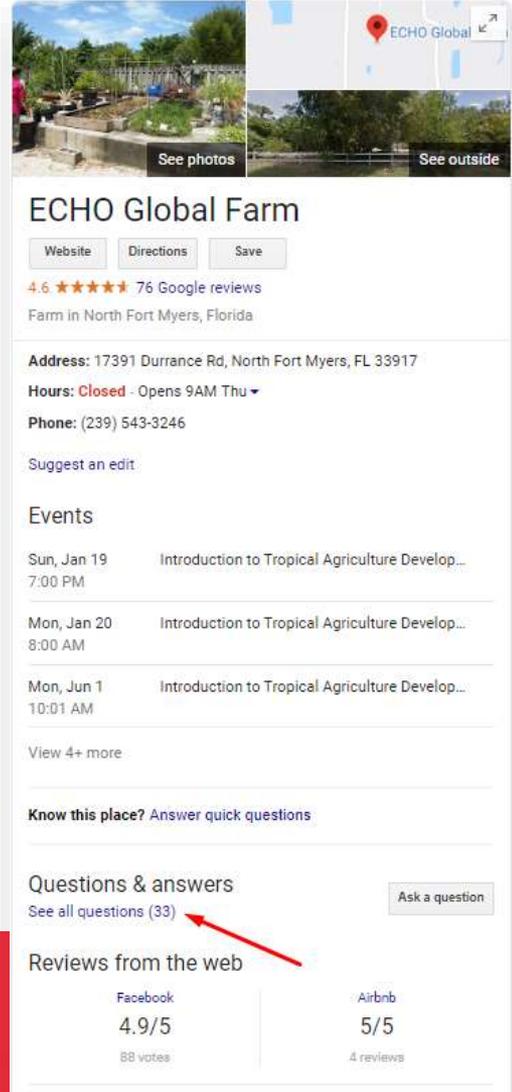
- Not directly used for ranking
- Enticing – increased click-thru rate
- 115 characters (with spaces) so description isn't cut off.



# GMB EASY WINS

- Add your own description
- Add your own Q & As
- Answer questions
- Google Posts
- Encourage reviews!
- Hotel Amenities

(Limitations for hotels)



**ECHO Global Farm**  
Website Directions Save  
4.6 ★★★★★ 76 Google reviews  
Farm in North Fort Myers, Florida

**Address:** 17391 Durrance Rd, North Fort Myers, FL 33917  
**Hours:** Closed - Opens 9AM Thu  
**Phone:** (239) 543-3246

Suggest an edit

**Events**

Sun, Jan 19 7:00 PM	Introduction to Tropical Agriculture Develop...
Mon, Jan 20 8:00 AM	Introduction to Tropical Agriculture Develop...
Mon, Jun 1 10:01 AM	Introduction to Tropical Agriculture Develop...

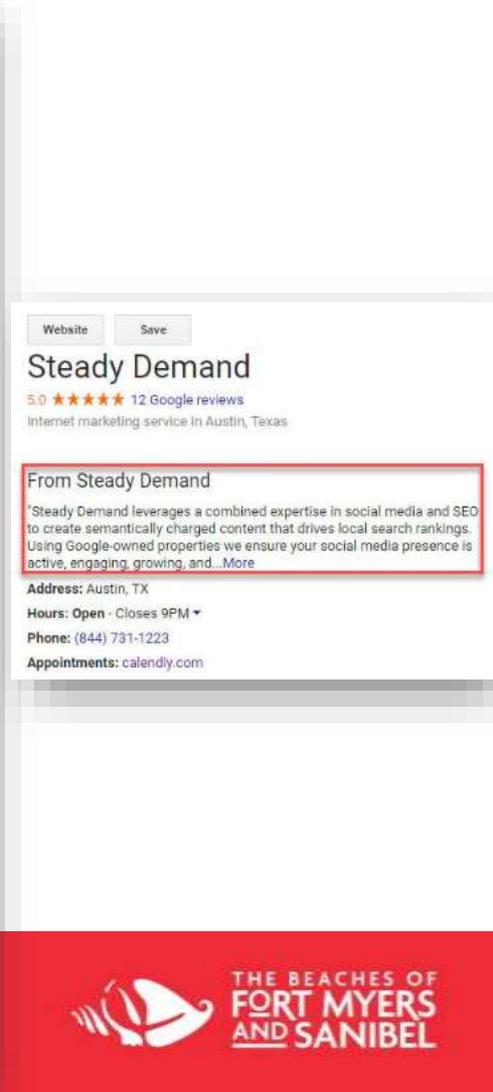
View 4+ more

**Know this place?** Answer quick questions

**Questions & answers**  
See all questions (33) [Ask a question](#)

**Reviews from the web**

Facebook 4.9/5 88 votes	Airbnb 5/5 4 reviews
-------------------------------	----------------------------



**Steady Demand**  
Website Save  
5.0 ★★★★★ 12 Google reviews  
Internet marketing service in Austin, Texas

**From Steady Demand**

\*Steady Demand leverages a combined expertise in social media and SEO to create semantically charged content that drives local search rankings. Using Google-owned Properties we ensure your social media presence is active, engaging, growing, and...More

**Address:** Austin, TX  
**Hours:** Open - Closes 9PM  
**Phone:** (844) 731-1223  
**Appointments:** calendly.com

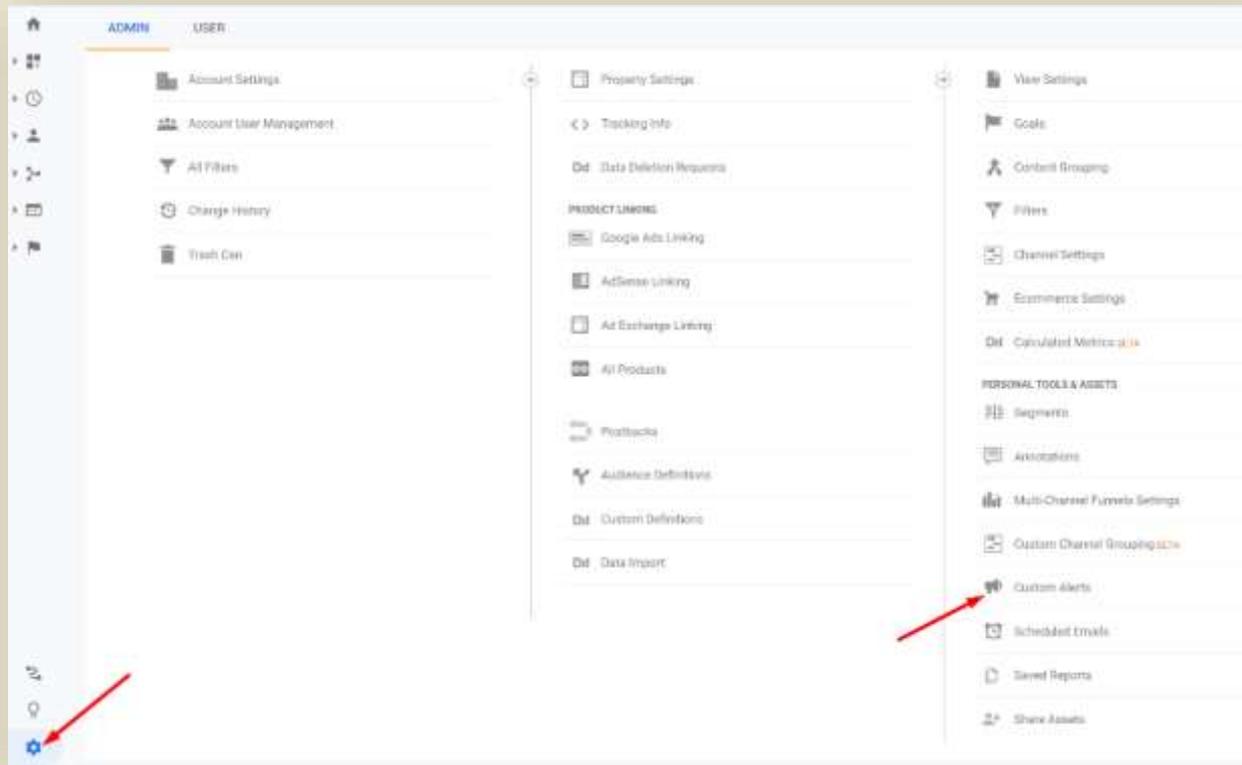


# PROPER CAMPAIGN ANALYSIS



Configure GA alerts so problems are known immediately!

# GOOGLE ALERTS



# GOOGLE ALERTS

Alert name:

Apply to: **MASTER - Meritage Collection - [Client Before Sabre]** and

Period:

Send me an email when this alert triggers.

Send a text message when this alert is triggered to **(913) 927-6015**

**Alert Conditions**

This applies to

Alert me when

Condition	Value
<input type="button" value="Is less than"/>	<input type="text"/>

# CHALLENGES WITH ANALYTICS ANALYSIS



Segment brand keyphrase from generic keyphrases



Lost cookie = Direct / Additional Phone Value



Monitor “assisted” value – 2:1 vs Last Click attribution



Lifetime Value Analysis

# EXCLUDE BRAND TERMS FROM ANALYSIS:

Keyword	Users	Sessions	Impressions	Clicks	Cost	CTR	CPC	RPC	
	341,703 % of Total: 17.76% (1,923,632)	660,873 % of Total: 17.43% (3,792,002)	11,564,738 % of Total: 10.25% (112,778,517)	496,856 % of Total: 36.15% (1,374,279)	\$178,828.73 % of Total: 32.65% (\$547,689.06)	4.30% Avg for View: 1.22% (252.57%)	\$0.36 Avg for View: \$0.40 (-9.6%)	\$3.52 Avg for View: \$5.40 (-34.74%)	
1.	[REDACTED]	92,171 (23.58%)	182,503 (27.62%)	481,939 (4.17%)	133,400 (26.85%)	\$33,149.77 (18.54%)	27.68%	\$0.25	\$5.17
2.	[REDACTED]	41,451 (10.60%)	59,373 (8.98%)	1,092,293 (9.45%)	45,921 (9.24%)	\$15,431.61 (8.63%)	4.20%	\$0.34	\$1.92
3.	[REDACTED]	28,647 (7.33%)	56,438 (8.54%)	87,114 (0.75%)	37,934 (7.63%)	\$5,463.22 (3.06%)	43.55%	\$0.14	\$5.22
4.	[REDACTED]	22,517 (5.76%)	42,262 (6.39%)	77,237 (0.67%)	28,036 (5.64%)	\$5,371.80 (3.00%)	36.30%	\$0.19	\$4.49
5.	[REDACTED]	15,159 (3.88%)	31,678 (4.79%)	132,551 (1.15%)	22,471 (4.52%)	\$4,052.10 (2.27%)	16.95%	\$0.18	\$3.71
6.	[REDACTED]	3,694 (0.95%)	4,926 (0.75%)	57,227 (0.49%)	4,215 (0.85%)	\$3,489.86 (1.95%)	7.37%	\$0.83	\$0.86
7.	[REDACTED]	5,807 (1.49%)	8,763 (1.33%)	114,399 (0.99%)	6,467 (1.30%)	\$2,834.23 (1.58%)	5.65%	\$0.44	\$2.16
8.	[REDACTED]	4,398 (1.13%)	6,500 (0.98%)	212,131 (1.83%)	4,920 (0.99%)	\$2,397.16 (1.34%)	2.32%	\$0.49	\$1.85
9.	[REDACTED]	12,665 (3.24%)	23,050 (3.49%)	56,710 (0.49%)	16,383 (3.30%)	\$2,253.68 (1.26%)	28.89%	\$0.14	\$4.08
10.	[REDACTED]	1,317 (0.34%)	1,800 (0.27%)	126,648 (1.10%)	1,607 (0.32%)	\$2,065.93 (1.16%)	1.27%	\$1.29	\$2.69
11.	[REDACTED]	403 (0.10%)	542 (0.08%)	3,887 (0.03%)	504 (0.10%)	\$1,893.78 (1.06%)	12.97%	\$3.76	\$3.92

# EXCLUDE BRAND TERMS FROM ANALYSIS:

The image shows a search filter configuration interface. It features a row of four main components: a dropdown menu set to 'Exclude', a dropdown menu set to 'Keyword', a dropdown menu set to 'Matching RegExp', and a text input field containing 'your brand|misspellings'. Below the 'Exclude' dropdown is a red arrow pointing to it. Below the 'Matching RegExp' dropdown is a red arrow pointing to it. Below the text input field is a red arrow pointing to it. The word 'and' is positioned between the first and second components. Below this row is a dashed box containing the text '+ Add a dimension or metric' with a small downward arrow.

Exclude Keyword Matching RegExp your brand|misspellings

and

+ Add a dimension or metric

# EXCLUDE BRAND TERMS FROM ANALYSIS:

Performance is more realistic with branded terms excluded:

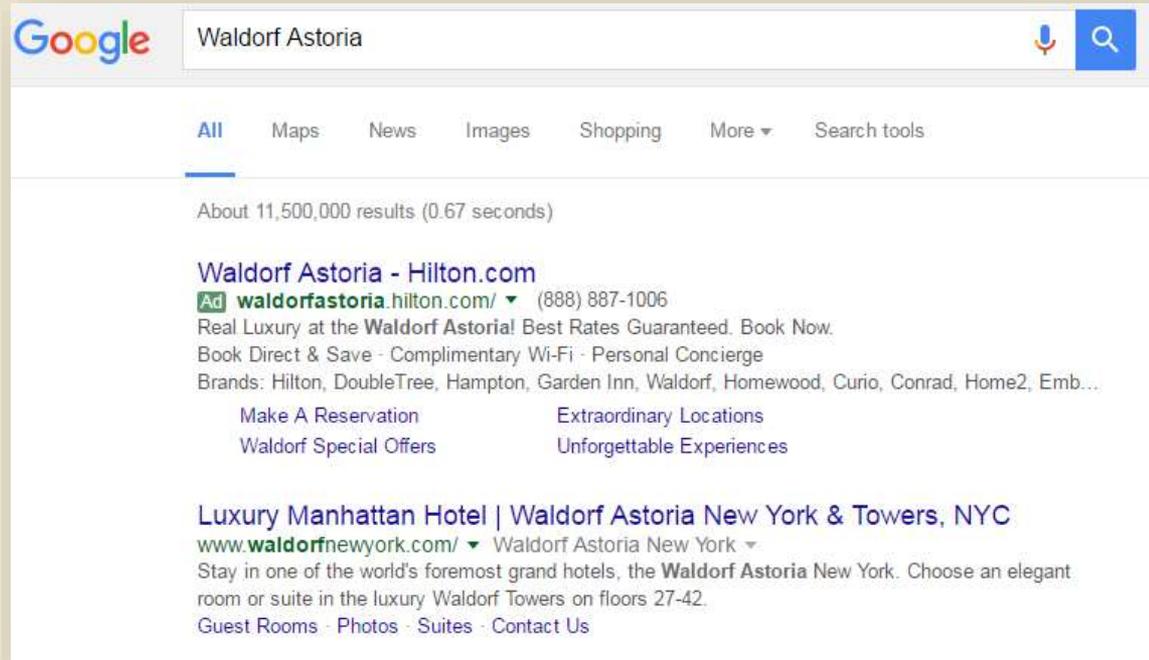
Keyword	Users	Sessions	Impressions	Clicks	Cost	CTR	CPC	RPC
	158,799 % of Total: 8.26% (1,923,632)	239,755 % of Total: 6.32% (3,792,002)	10,205,996 % of Total: 9.05% (112,778,515)	194,826 % of Total: 14.18% (1,374,279)	\$108,613.46 % of Total: 19.83% (\$547,689.06)	1.91% Avg for View: 1.22% (56.65%)	\$0.56 Avg for View: \$0.40 (39.89%)	\$1.60 Avg for View: \$5.40 (-70.33%)
1.	41,451 (24.20%)	59,373 (24.76%)	1,092,293 (10.70%)	45,921 (23.57%)	\$15,431.61 (14.21%)	4.20%	\$0.34	\$1.92
2.	3,694 (2.16%)	4,926 (2.05%)	57,227 (0.56%)	4,215 (2.16%)	\$3,489.86 (3.21%)	7.37%	\$0.83	\$0.86
3.	5,807 (3.39%)	8,763 (3.65%)	114,399 (1.12%)	6,467 (3.32%)	\$2,834.23 (2.61%)	5.65%	\$0.44	\$2.16
4.	4,398 (2.57%)	6,500 (2.71%)	212,131 (2.08%)	4,920 (2.53%)	\$2,397.16 (2.21%)	2.32%	\$0.49	\$1.85
5.	1,317 (0.77%)	1,800 (0.75%)	126,648 (1.24%)	1,607 (0.82%)	\$2,065.93 (1.90%)	1.27%	\$1.29	\$2.69
6.	403 (0.24%)	542 (0.23%)	3,887 (0.04%)	504 (0.26%)	\$1,893.78 (1.74%)	12.97%	\$3.76	\$3.92
7.	1,346 (0.79%)	1,760 (0.73%)	42,193 (0.41%)	1,559 (0.80%)	\$1,842.91 (1.70%)	3.69%	\$1.18	\$0.21
8.	3,001 (1.75%)	4,903 (2.05%)	33,124 (0.32%)	3,514 (1.80%)	\$1,769.54 (1.63%)	10.61%	\$0.50	\$2.67
9.	1,513 (0.88%)	1,978 (0.83%)	12,591 (0.12%)	1,622 (0.83%)	\$1,601.75 (1.47%)	12.88%	\$0.99	\$1.16
10.	316 (0.18%)	442 (0.18%)	3,141 (0.03%)	406 (0.21%)	\$1,567.70 (1.44%)	12.93%	\$3.86	\$0.98
11.	2,325 (1.36%)	2,959 (1.23%)	14,454 (0.14%)	2,628 (1.35%)	\$1,462.63 (1.35%)	18.18%	\$0.56	\$0.32

# “INCREMENTAL” REVENUE:

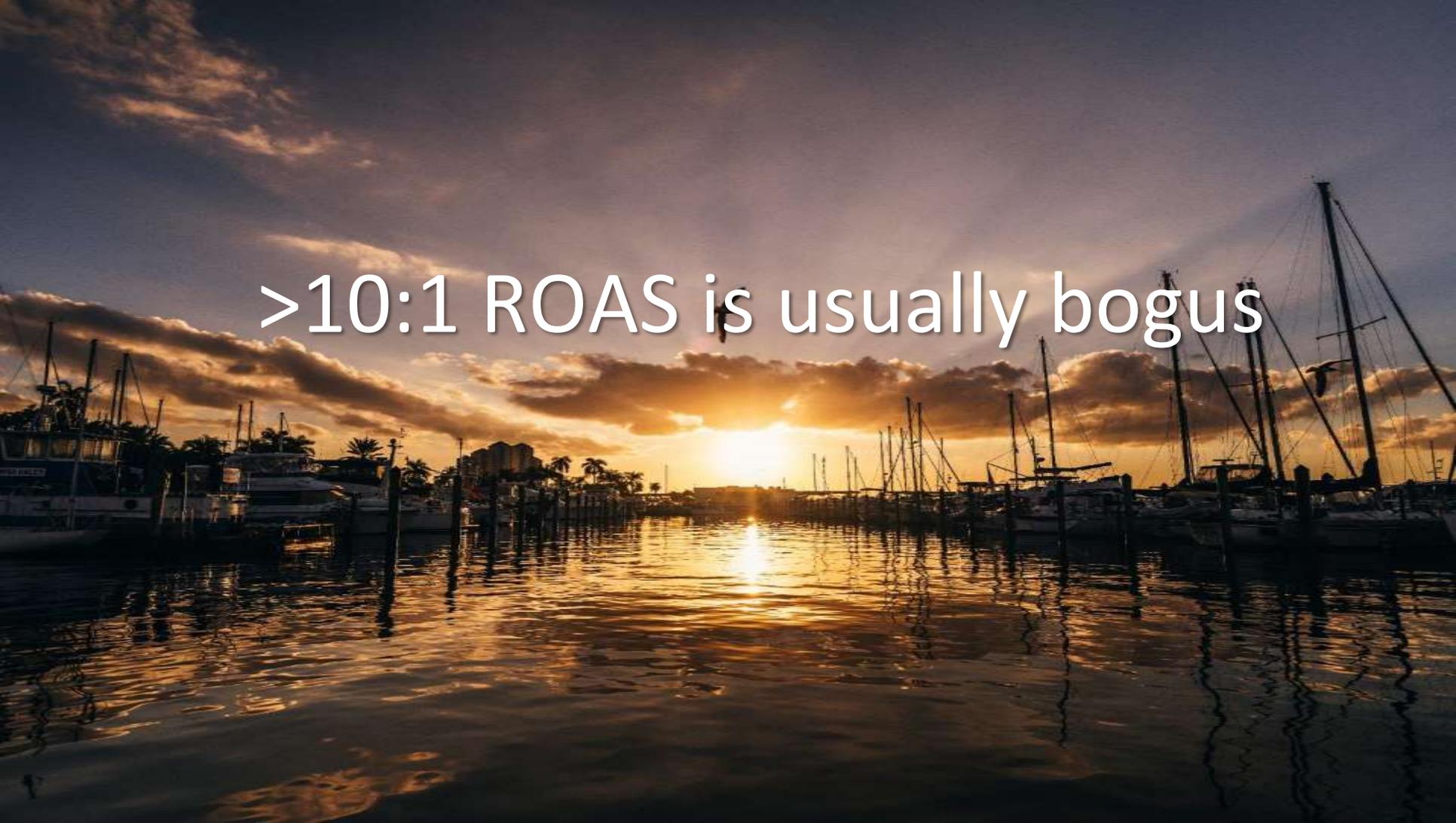
- Branded paid search queries = “navigational queries”
  - Brand ad above organic listing isn’t 100% incremental
  - Segment brand and remarketing from acquisition in analysis
  - Non-brand paid search campaign should be positive without aid of brand revenue
- 
- Compare paid search CPC to other channels

# “INCREMENTAL” REVENUE:

Your agency shouldn't take credit for revenue from your brand keyphrases:



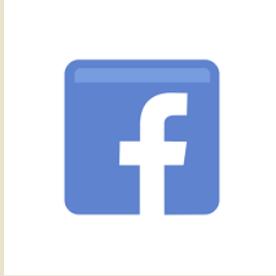
The image is a screenshot of a Google search results page for the query "Waldorf Astoria". The search bar at the top contains the text "Waldorf Astoria" and the Google logo is on the left. Below the search bar, there are navigation tabs for "All", "Maps", "News", "Images", "Shopping", "More", and "Search tools". The "All" tab is selected. Below the tabs, it says "About 11,500,000 results (0.67 seconds)". The first result is an advertisement for "Waldorf Astoria - Hilton.com". The ad text includes: "Ad waldorfastoria.hilton.com/ (888) 887-1006", "Real Luxury at the Waldorf Astoria! Best Rates Guaranteed. Book Now.", "Book Direct & Save - Complimentary Wi-Fi - Personal Concierge", "Brands: Hilton, DoubleTree, Hampton, Garden Inn, Waldorf, Homewood, Curio, Conrad, Home2, Emb...", "Make A Reservation", "Extraordinary Locations", "Waldorf Special Offers", and "Unforgettable Experiences". The second result is for "Luxury Manhattan Hotel | Waldorf Astoria New York & Towers, NYC" with the URL "www.waldorfnnewyork.com/". The text for this result includes: "Waldorf Astoria New York", "Stay in one of the world's foremost grand hotels, the Waldorf Astoria New York. Choose an elegant room or suite in the luxury Waldorf Towers on floors 27-42.", and "Guest Rooms - Photos - Suites - Contact Us".



>10:1 ROAS is usually bogus

# ATTRIBUTION – NUMBERS WILL NEVER MATCH

Touch points:



>



>



= Conversion

Who gets credit?

# ATTRIBUTION – NUMBERS WILL NEVER MATCH



# ATTRIBUTION – NUMBERS WILL NEVER MATCH

Touch points:



>



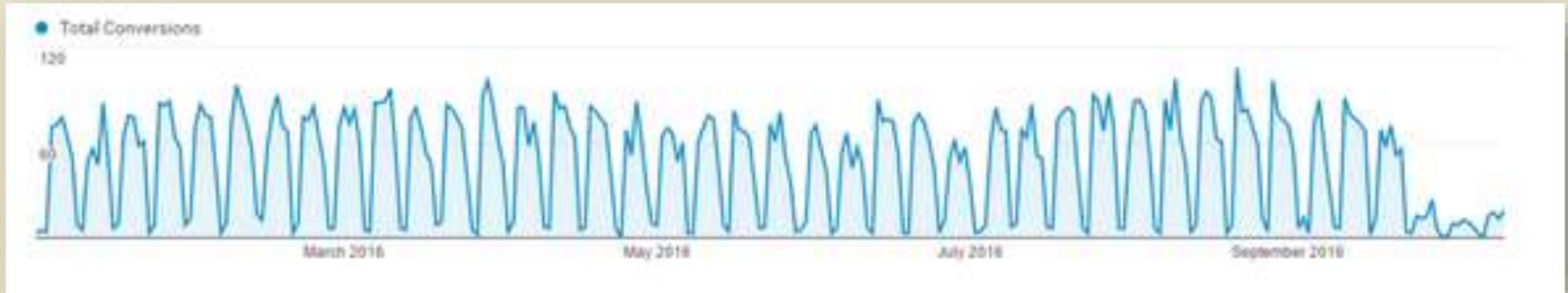
>



= Conversion

- -Facebook will 100% credit (28 day click – 1 day view)
- -Google Ads tracking will take 100% credit
- -Google Analytics will credit last non-direct source (organic)

# BEFORE YOU PANIC



An aerial photograph of a tropical beach. The water is a vibrant turquoise color, transitioning to a lighter, sandy hue near the shore. The beach is a wide, light-colored strip of sand. In the distance, the horizon line is visible under a clear blue sky with a few wispy clouds. The text is overlaid in the center of the image.

When performance changes drastically,  
it's usually a tracking issue!

# SEARCH INDUSTRY RESOURCES

- Search Engine Land
- Search Engine Watch
- Moz Blog
- Backlinko – Brian Dean
- WordStream
- PPC Hero
  
- Pubcon Conference – North Miami, March 24<sup>th</sup>, 2020



THE BEACHES OF  
FORT MYERS  
AND SANIBEL

# SUMMARY

Are you campaigns profitable via incremental revenue?

Easy wins with paid search bid adjustments

- mobile

- Bing

- demographics

Consider running a YouTube campaign

GMB Opportunities:

- Add a description

- Google Posts

- Post common FAQs

- Answers questions!

A wide-angle photograph of a harbor at sunset. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. The sky is filled with dark, textured clouds, some of which are illuminated from below by the setting sun. Numerous sailboats are anchored in the harbor, their masts and rigging silhouetted against the colorful sky. The water is calm, and the overall atmosphere is peaceful and serene.

THANK YOU