

Analyzing and Understanding Your Online Listings Data

Today, all destination search sites – from Google, to TripAdvisor, to Yelp, etc. - permit campground owners to create free official business profiles or “listings.” **These free listings are incredibly important because they drive 95% of clicks to your website, calls to your number, or requests for driving directions versus paid ads.** In prior years, your website was the front door to your business, but today, most visitors come through your listings at sites like Google, Yelp or Bing.

Each site permits you to submit your **foundational business information** (Name, Address, Phone Number, Hours, Website) **narrative information** (a concise description of your business) and **business characteristics** (amenities, property features, certifications, services, etc.) Each site also lets you to add **photos, virtual tours, and often, video content.**

How visibly you appear in unpaid, organic search results is often a function of the depth, quality, and frequency of the listings content and imagery you submit. It’s therefore wise to manage your listings content closely.

Each search site gives you access to stats and other data that can help you manage your listings better: How your imagery content compares to other similar business in your area; Where consumers clicking on your listings are located; What words or phrases are associated with searches or profile views; and the volume of direction requests, clicks-to-calls, or website clicks your listing has generated. Being responsive to that feedback can dramatically improve your business visibility.



We'd love to help with your business listings and profiles.

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