

An aerial photograph of a river with rapids. The water is a mix of white foam and greenish-brown. There are rocks in the river and on the banks. A red raft with people is visible in the lower right. The text 'NAVIGATING SEARCH' is overlaid on the left side.

NAVIGATING SEARCH

ICORT // OCTOBER 2023



MADDEN

WHAT WE'RE HERE TODAY TO DISCUSS

- **Setting the stage** with Google Search
- **Google's Core Updates** & how they connect to SEO
- **DMO Search Trends**
- **Entering the Chat:** Chatbots & LLMs
- **SEM:** The paid side of SEO
- **Measuring Success** with SEO

01

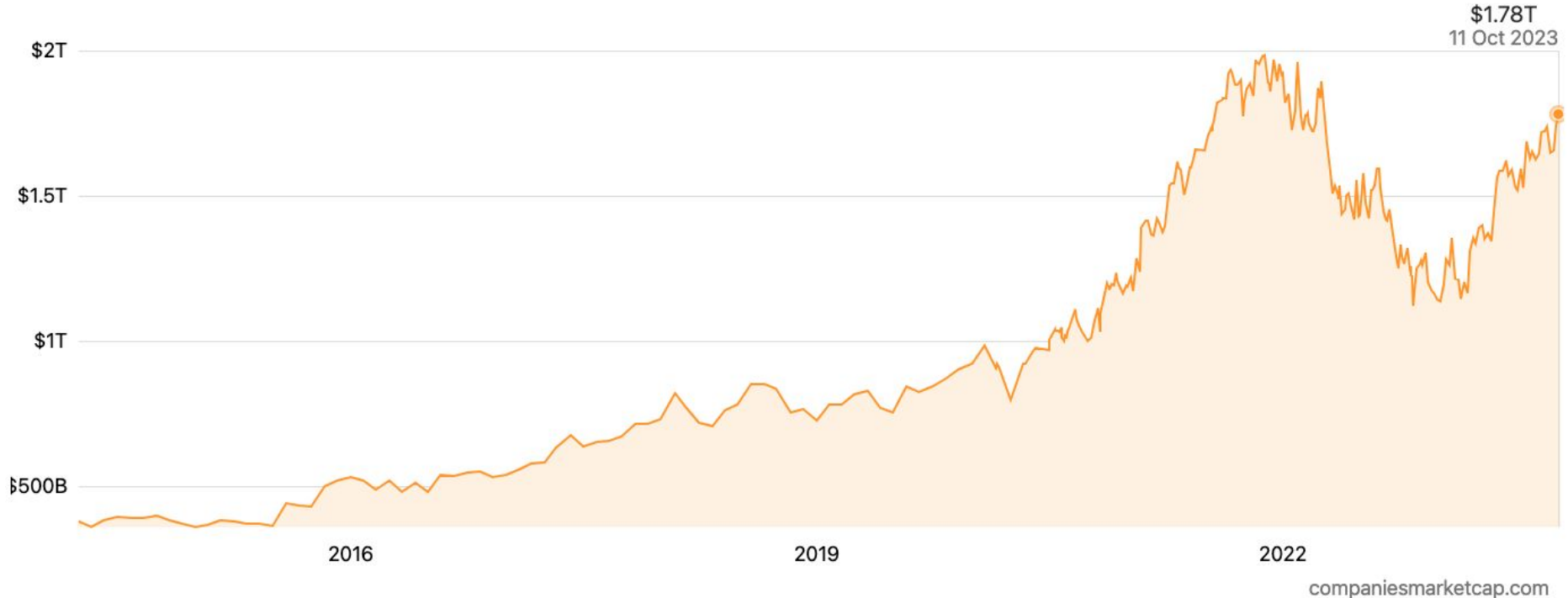


SETTING THE STAGE



Google is worth over \$1.78T and has been unchecked

Market cap history of Alphabet (Google) from 2014 to 2023



With over 85% of the search market share, Google is undoubtedly the most popular search engine. Additionally, Google captures almost **95% of mobile traffic**.



<https://blog.hubspot.com/marketing/top-search-engines>

Google

91.56%

bing

3.03%

YANDEX

1.81%

Yahoo!

1.24%

Baidu

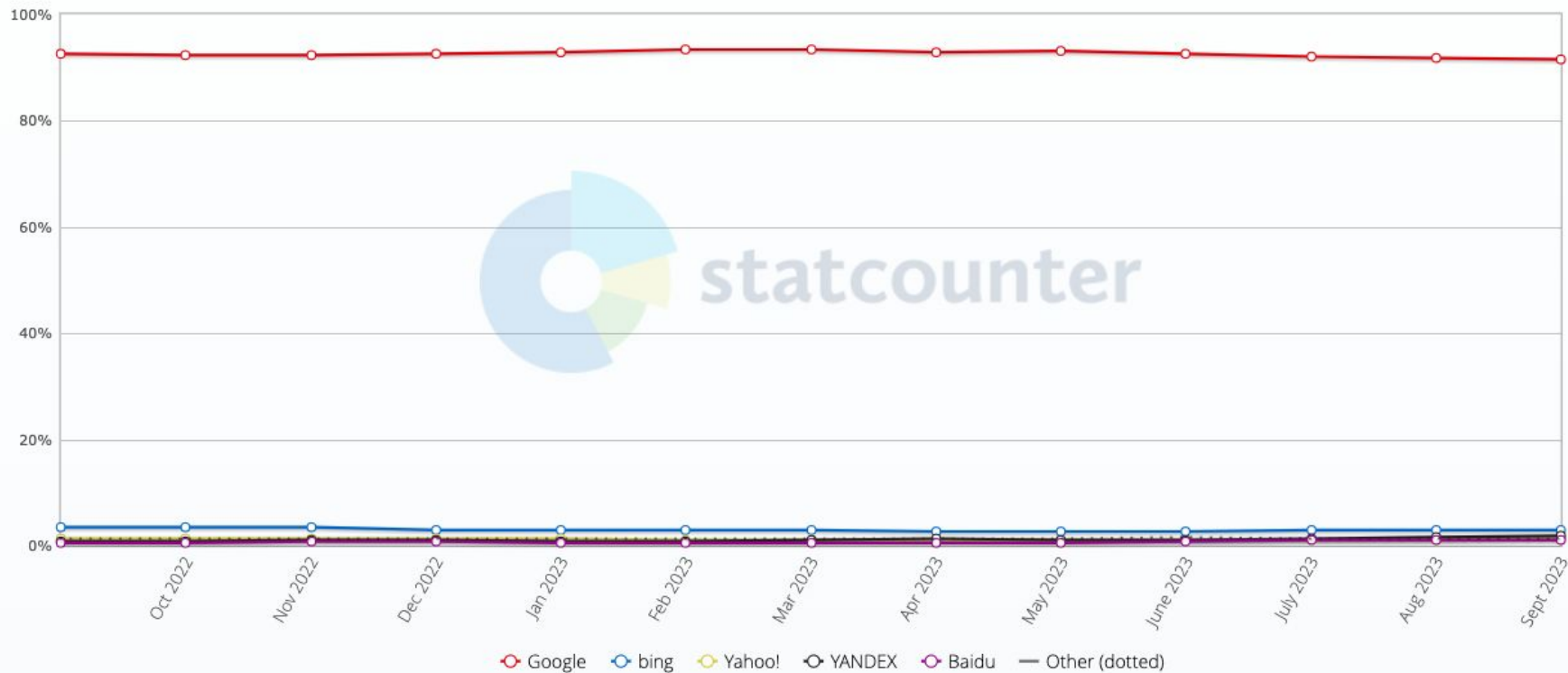
1%

DuckDuckGo

0.58%

Search Engine Market Share Worldwide

Sept 2022 - Sept 2023



Bing's Market Share decreasing despite ChatGPT

3.45%

of search engine market share

Sep 2022

-0.42 pt

3.03%

of search engine market share

Sep 2023



02



GOOGLE CORE UPDATES





Keeping up with...

Google's CORE

Algorithm Updates

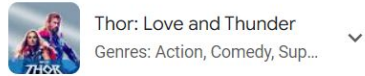
- ✓ October 2023 Broad Core Update
- ✓ August 2023 Broad Core Update
- ✓ April 2023 Review Update
- ✓ March 2023 Broad Core Update
- ✓ February 2023 Product Reviews Update

SEVERAL TIMES A YEAR GOOGLE MAKES
SIGNIFICANT CHANGES TO ITS SEARCH
ALGORITHMS & SYSTEMS

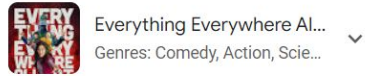
How Core Updates Work



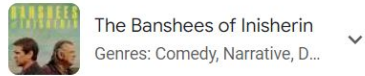
Top Gun: Maverick
Genres: Action, Adventure, Dr...



Thor: Love and Thunder
Genres: Action, Comedy, Sup...



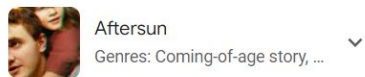
Everything Everywhere All...
Genres: Comedy, Action, Scie...



The Banshees of Inisherin
Genres: Comedy, Narrative, D...



Babylon
Genres: Comedy, Historical fil...



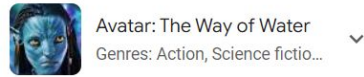
Aftersun
Genres: Coming-of-age story, ...



Moonfall
Genres: Science fiction, Disas...



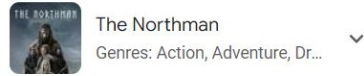
Barbarian
Genres: Thriller



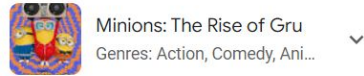
Avatar: The Way of Water
Genres: Action, Science fictio...



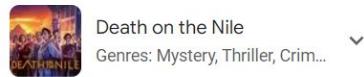
Black Panther: Wakanda F...
Genres: Action, Superhero, Dr...



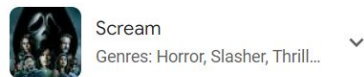
The Northman
Genres: Action, Adventure, Dr...



Minions: The Rise of Gru
Genres: Action, Comedy, Ani...



Death on the Nile
Genres: Mystery, Thriller, Crim...



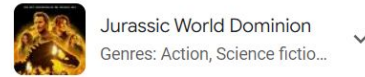
Scream
Genres: Horror, Slasher, Thrill...



Black Adam
Genres: Action, Fantasy, Scie...



Bones and All
Genres: Horror, Cannibal, Ro...



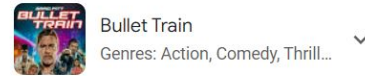
Jurassic World Dominion
Genres: Action, Science fictio...



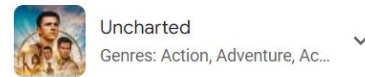
The Batman
Genres: Action, Superhero, Cri...



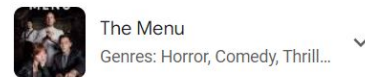
The Fabelmans
Genres: Coming-of-age story, ...



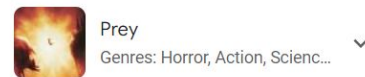
Bullet Train
Genres: Action, Comedy, Thrill...



Uncharted
Genres: Action, Adventure, Ac...



The Menu
Genres: Horror, Comedy, Thrill...



Prey
Genres: Horror, Action, Scienc...



Lightyear
Genres: Children's film, Action...



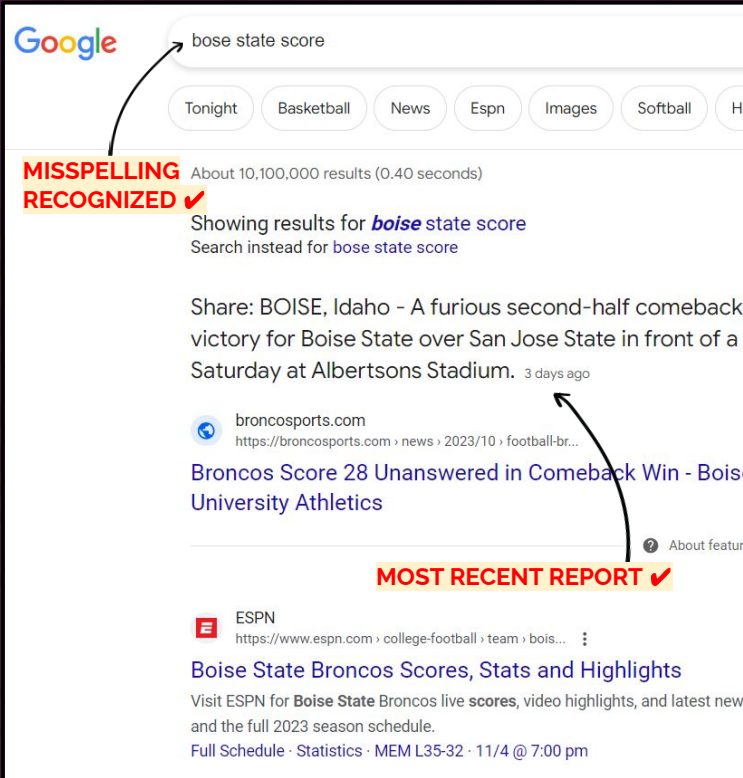
IF YOU WERE TO MAKE A LIST
OF THE TOP 100 MOVIES IN
2022

A FEW YEARS LATER, WHEN
YOU REFRESH THIS LIST, IT'S
NATURALLY GOING TO
CHANGE!

Core Updates are GOOD

- Each update helps to sort through hundreds of billions of webpages to present the most relevant, useful results in a fraction of a second.
- Search algorithms look at many factors and signals, including:
 - Meaning of your query
 - Relevance of the content
 - Quality of the content
 - Usability of pages
 - Your location and settings

LET'S TAKE A CLOSER
LOOK AT THESE KEY
FACTORS




Meaning of Your Query

- Identifies the *intent* behind the query
- Recognizing (& correcting) spelling mistakes
- Is the intent more local?
 - E.g. “pizza” will likely return places to order pizza based on your zip code
- Trending keywords, such as “sports game” or “net worth” typically need the most up-to-date information as opposed to pulling information from older pages



Google

Thing to do in Idaho

 Visit Idaho
<https://visitidaho.org> › things-to-do

Things to Do in Idaho

Things to Do. When you plan to visit **Idaho**, it's easy to fill up your valuable vacation days with everything under the sun (literally—Boise, **Idaho's** capital ...
Natural Attractions · Hot Springs · State Parks · Hiking & Backpacking



 Tripadvisor
<https://www.tripadvisor.com> › ... › Idaho (ID)

THE 15 BEST Things to Do in Idaho - 2023 (with Photos)

Things to Do in Idaho, United States: See Tripadvisor's 453184 traveler reviews and photos of Idaho tourist attractions. Find what to do today or anytime in ...
Gardens in Idaho · Beaches in Idaho · Dams in Idaho · Playgrounds in Idaho



 Hand Luggage Only
<https://handluggageonly.co.uk> › 11-best-things-to-do...

11 Best Things To Do In Idaho

Oct 3, 2023 — Which, if I'm honest, is really easy to visit on a wider road trip to places like Yellowstone or the Grand Tetons. Best **Things To Do In Idaho** (...
1. Yellowstone National Park · 9.) Sawtooth Mountains And... · 11.) Rexburg

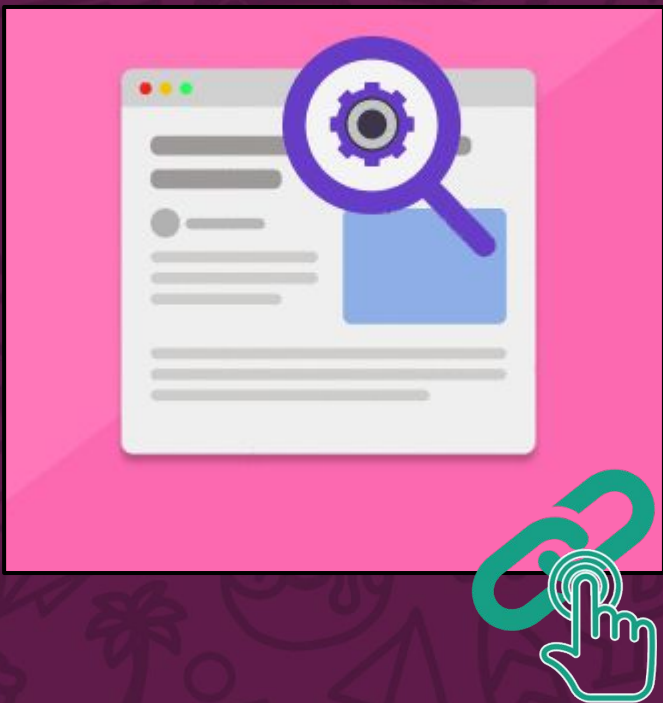


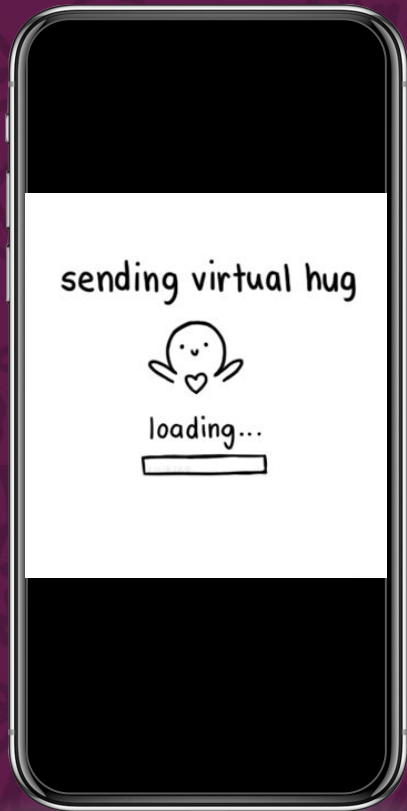
Relevance of Content

- The most basic signal that information is relevant is when content contains the same **keywords** as your search query.
- Algorithms assess if a page contains other relevant content beyond the keyword
- They are not meant to analyze subjective concepts (i.e. viewpoint or political leaning)

Quality of Content

- After identifying relevant content, Google prioritizes expertise, authoritativeness, and trustworthiness
 - How might their systems do that?
 - By identifying if other prominent/trusted websites link to or reference that content ([hyperlinks](#))

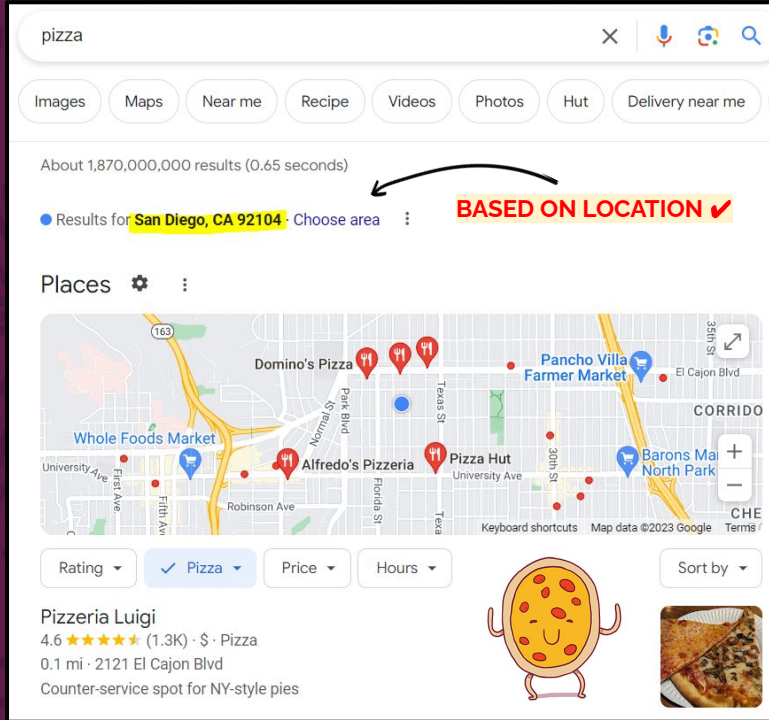




Usability of Web Pages

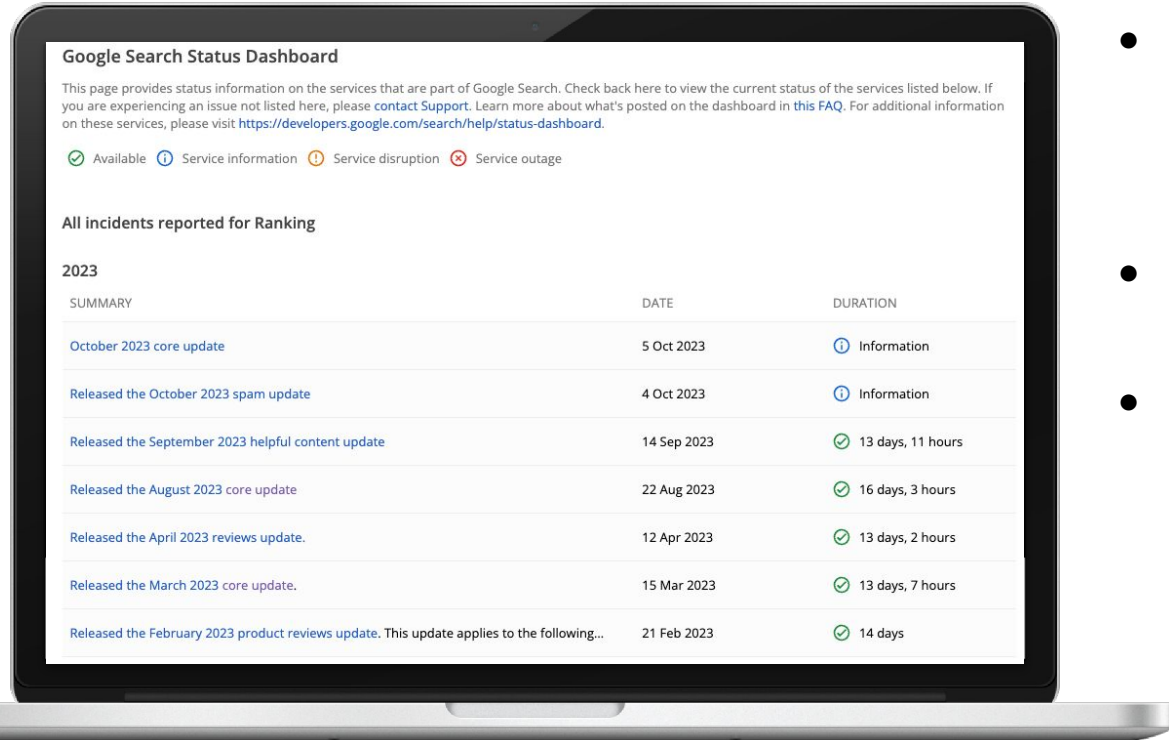
- When all things are relatively equal, content that is **more accessible** may perform better.
- So having a great page experience can contribute to the success of your search ranking. Is your page...
 - Mobile-Friendly
 - Fast Loading Times

Context and Settings



- Google will take a look at these factors to ensure results are more relevant to you:
 - **Your Location**
(Country/State/City/Zip)
 - **Past Search History**
 - **Search Settings**

Navigate Changes with Confidence



- After a core update, it may take some time to see any real changes in SERPs so try to avoid any major seo changes
- You can rely on the [Search Status Dashboard](#) to keep you informed
- Once the core update is complete, review your performance to make careful adjustments if necessary

TAP INTO OUR SEO EXPERTS (LIKE DYLAN) FOR GUIDANCE

03

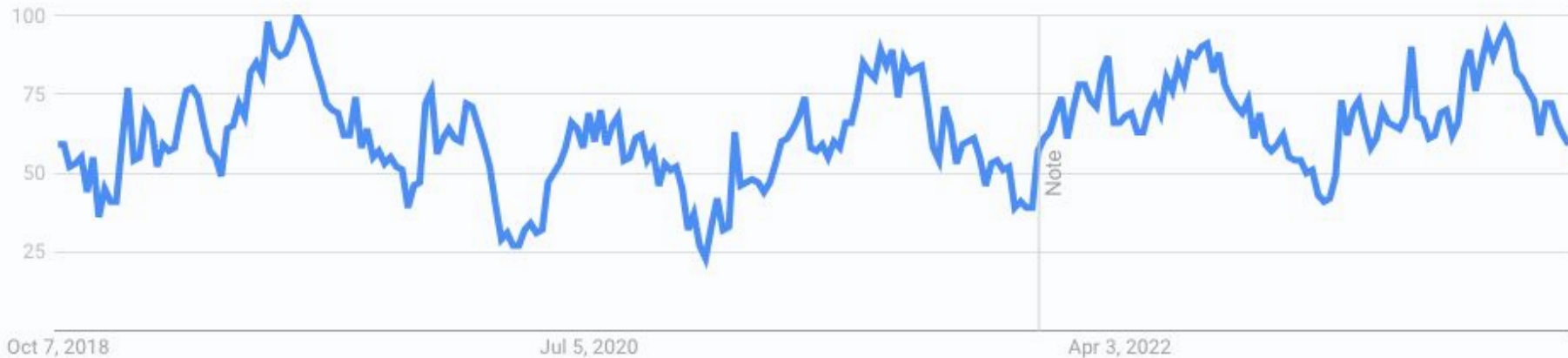


DMO SEARCH TRENDS



“Things to do,” Idaho, Past 5 Years

Interest over time 



"Things to do," Idaho, Past 5 Years

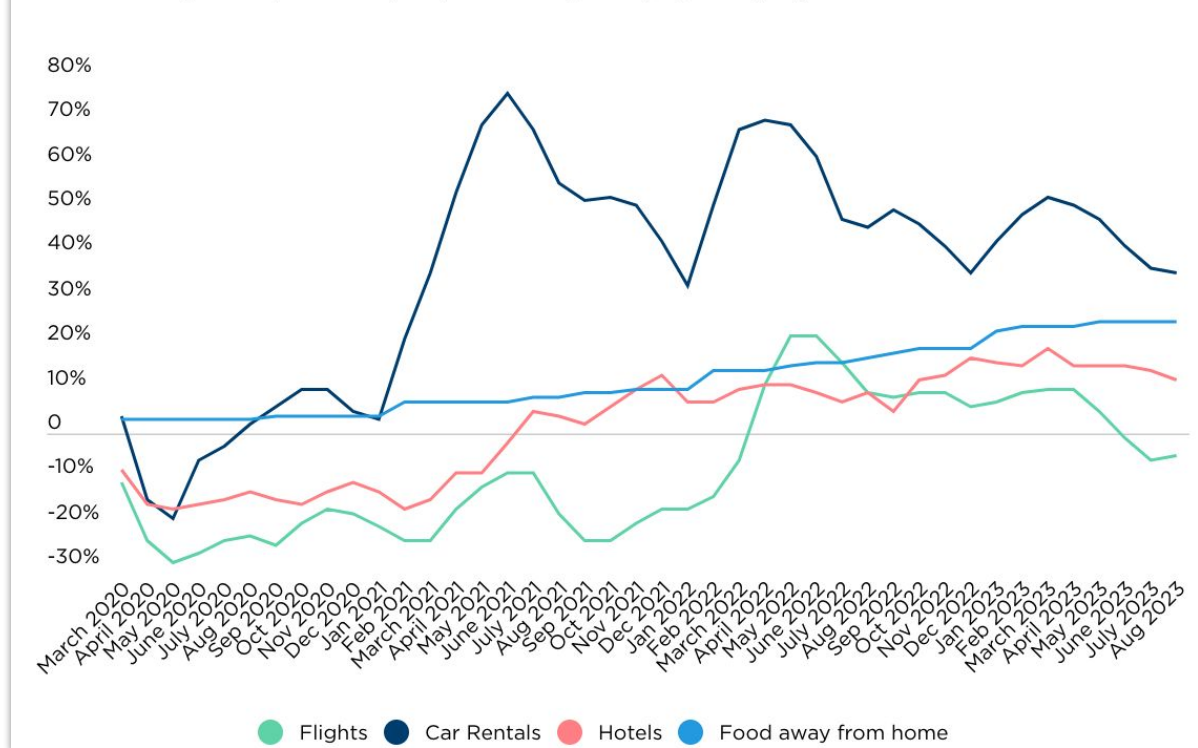
Interest over time ?



1. Cost of Travel up 12% compared to 2019

“According to NerdWallet's Travel Price Index, the overall cost of travel is up 12% compared with August 2019 and down 1% versus the same month in 2022. In short, expect the same trip taken this year to cost slightly less than what it did this time last year (largely thanks to the steep drop in airfares) – but it'll cost significantly more than the pre-pandemic prices you're used to paying.”

Percent change compared to pre-pandemic prices, by category



Source: <https://www.nerdwallet.com/article/travel/travel-price-tracker>

Survey: 51% of Gen Z women prefer TikTok, not Google, for search

New survey finds Gen Z prefers TikTok due to the video format of the results and

Google it? People now are searching with TikTok or Reddit.

How users discover information on the internet is changing

Google exec suggests Instagram and TikTok are eating into Google's core products, Search and Maps

Sarah Perez @sarahperez | 5:57 PM EDT • July 12, 2022

Comment

ENTERTAINMENT

TikTok Really Is Becoming Gen Z's Google, and More on How Gen Z Gets Its News

Media & entertainment analyst Kevin Tran breaks down how publishers can monetize young

Google execs admit users are 'not quite happy' with search experience after Reddit blackouts

2. Displeasure with Google

- In 2022, 40% of Gen Z reported using TikTok as their primary search engine. Since then, this number has only increased.
- “[Query] + Reddit” has become a popular search term for finding answers to questions.
 - Made evident after “blackout” protests earlier this year
- Gen Z increasingly seeks **visual content**

Images

Today

This weekend

Near me

U



Visit Idaho
https://visitidaho.org · things-to-do

Things to Do in Idaho



Hot Springs · Natural Attractions · State Parks · Hiking & Backpacking · Horseback Riding & Guest Ranches · Wildlife Viewing & Birding · Camping · Mountain Biking.

Natural Attractions

Hot Springs

State Parks

Hiki

Discover Idaho



This is a great day trip idea from Boi...

23.2K+ views

travelingspud
TikTok · 4mo



January Trip Boise, ID...

35.3K+ views

classycasita
TikTok · 8mo

Perspectives

Today

This weekend

Near



IDAHO BUCKET LIST - 10 places you NEED t...

74.3K+ views

sprouting-vitality
TikTok · 3mo

What are some fun things to do in Boise? I will be there for a long...

All related (34).
Recommended. Profile photo for ChatGPT. ChatGPT. · Bot. Boise,...

Quora



This is a great day trip idea from Boise Idah...

24.7K+ views

travelingspud
TikTok · 4mo

What are some non touristy things to do in Boise?

I love going to the old Idaho penitentiary it is a former jail that was up in use until the very early...

Quora



Where to take a tourist in Boise

Bringing SO from Hawai'i to meet the family (dad's side is all from Idaho) but don't know much about t...

100+ comments

r/Boise



Treasure Valley Dave
YouTube · Jul 13, 2023



19 Fun Things to Do in Nampa, Idaho for All Ages

Visit



In this video

Search in video



From 00:00 Intro



From 00:20 Fun Things to Do in Nampa



From 00:49 Restaurants in Nampa



From 01:04 Ford Idaho Center

Related topics



Ford Idaho Center



Treasure Valley



Warhawk Air Museum



Treasure Valley Dave

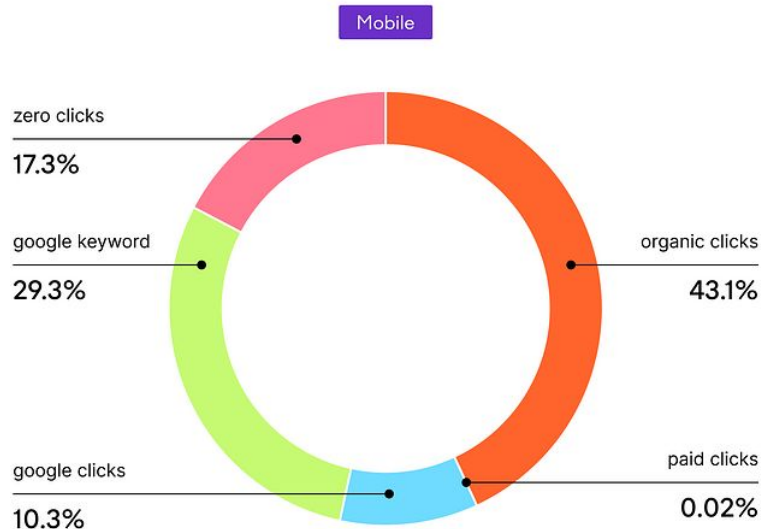


Nampa Civic Center

3. Zero Click Searches

- A Zero-Click occurs when a user performs a search and leaves without clicking on a Search Result.
 - Zero-Click Searches made up **>17% of all Mobile searches** in 2022, & **>25% for Desktop**.
- Google has been expanding Rich Snippet Features to keep users in Search Results Pages.

Google Search CTRs



Google Sign in

things to do idaho

Perspectives Images Today This weekend

Results for Idaho · Choose area

Sponsored

Visit Idaho
https://www.visitidaho.org

Idaho's Top Attractions - Must-See Att...

Embark on an unforgettable adventure with Idaho's must-see places. Discover Idaho! Unwind and explore the captivating sights and activities the...

Hot Springs Idaho Roads Trips Scenic Byways

Top sights in Idaho

Shoshone Falls Park

4.8 ★ (9.4K)

Craters of the Moon National Monume...

4.7 ★ (3.9K)

Nature preserve

\$20.00

Perspectives Images Today This weekend

Outdoor attractions

Yellowstone National Park

4.8 ★ (39K)

\$35.00

Schweitzer

4.5 ★ (547)

Perspectives Images Today This weekend

Hot Springs · Natural Attractions · State Parks · Hiking & Backpacking · Horseback Riding & Guest Ranches · Wildlife Viewing & Birding · Camping · Mountain Biking.

Natural Attractions Hot Springs State Parks Hiki

Discover Idaho

This is a great day trip idea from Boise, ID...

23.2K+ views

travelingspud TikTok · 4mo

January Trip Boise, ID...

35.3K+ views

classycasita TikTok · 8mo

Perspectives Images Today This weekend

2023 (with notes)

Top Attractions in Idaho · 1. Shoshone Falls · 2. Boise River Greenbelt · 3. Coeur d'Alene Lake · 4. Craters of the Moon National Monument · 5. Old Idaho ...

Gardens in Idaho Beaches in Idaho Dams in Idaho

People also ask

What are 3 things Idaho is famous for?

What is the most scenic part of Idaho?

Why do people visit Idaho?

What is Twin Falls Idaho known for?

Feedback

Hand Luggage Only
https://handluggageonly.co.uk · 11...

11 Best Things To Do In Idaho

Oct 3, 2023 — 2.) Craters of the Moon. Best Things To Do In Idaho (5) ; 3.) Shoshone Falls. Best Things To Do In Idaho (9) ; 4.) Hells Canyon. Best Things To Do ...

Travel Blog

3

Google Sign in


places to stay boise

Maps Pet friendly Cheap Perspectives

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Visit Idaho
https://www.visitidaho.org

Idaho Lakeside Cabins and B&Bs




Stay and Play in Idaho — Experience warmth and hospitality in Idaho – book your stay for unforgettable moments. Idaho’s lodging: your gateway to outdoor exploration – rest, recharge, and discover.

Sponsored

Booking.com
https://www.booking.com

Places to stay in Boise

Best Price Guarantee — Choose from 90 Hotels in Boise. No Reservation Costs. Great Rates. Low Rates. We speak your language. Get Instant Confirmation. Great Choice. Book Yo...




Sponsored

Airbnb

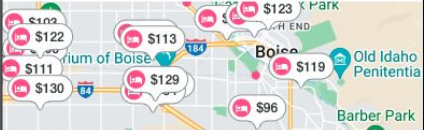
Maps Pet friendly Cheap Perspectives

Place to Stay—Boise

Airbnb Categories — Over 7,000,000 Rentals on Airbnb Worldwide—Search Boise Listings Now! Book Top Rated Rentals for Your Next Trip - Houses, Cabins, Condos, Unique Stays & Mo...






Places to Stay | Boise, ID



Boise, ID 2

Mon, Oct 23 Tue, Oct 24

Top-rated Budget options Free cancellation

	Franklin House 4.9 ★★★★★ (114) Funky guesthouse with a beer garden	\$123
	Oxford Suites Boise 4.6 ★★★★★ (1.4K) DEAL 16% less than usual	\$129
	Red Lion Hotel Boise Downto... 3.6 ★★★★★ (1.9K)	\$72


Maps Pet friendly Cheap Perspectives

Ramada by Wyndham Boise \$52
2.7 ★★★★★ (1.6K)
DEAL 22% less than usual

View 104 hotels >

Tripadvisor
https://www.tripadvisor.com · Hotel... 1

THE 10 BEST Hotels in Boise, ID 2023 (from \$75)




Popular hotels in Boise right now · 1. Oxford Suites Boise · 2. The Riverside Hotel, BW Premier Collection · 3. Inn at 500 Capitol · 4. The Grove Hotel · 5. Home2 ...

Hotels near Boise River... Boise Hotels with Kitchenette

KAYAK
https://www.kayak.com · Boise-Hot... 2

16 Best Hotels in Boise. Hotels from \$65/night



Maps Pet friendly Cheap Perspectives

Boise hotels near Boise Center ; The Grove Hotel - Boise - Building. The Grove Hotel - Boise - Building · The Grove Hotel ; Hampton Inn & Suites Boise-Downtown...

Hotels Budget Top-rated Hot tub

People also ask

Is Boise Idaho worth visiting?

Is there a lot to do in Boise Idaho?

What is Boise Idaho best known for?

Where is the best view of Boise?

Feedback

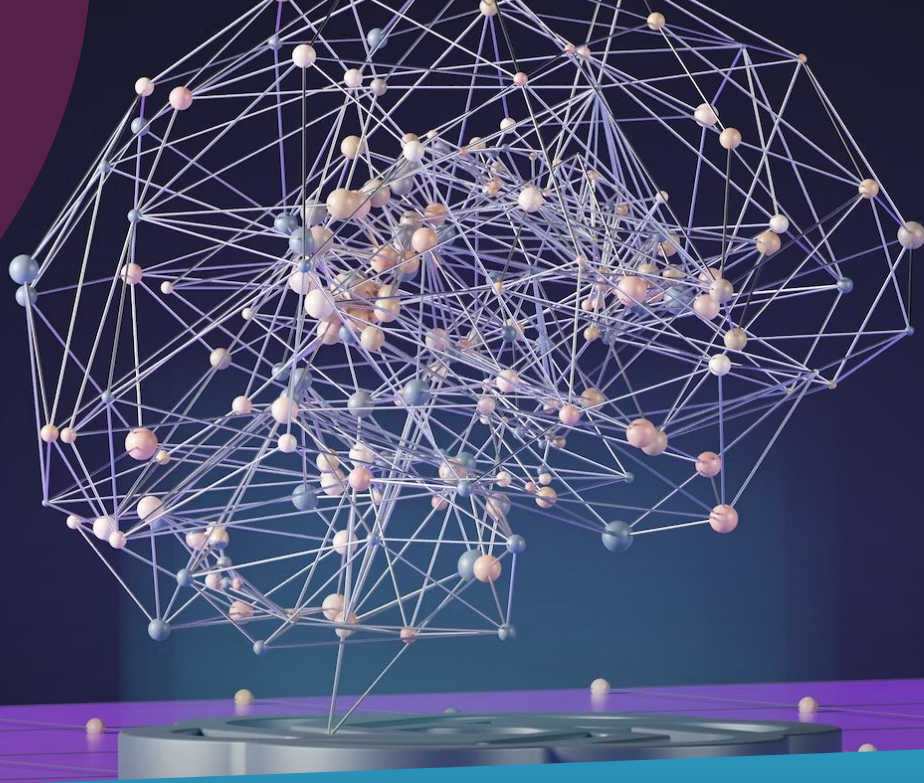
Booking.com
https://www.booking.com · city · b... 3

The 10 Best Boise Hotels (From \$65)



**& THIS IS ALL
CHANGING.**

04



ENTER: CHATBOTS & LLMs



Entities

Sentiment

Moderation

Categories

With **help**₇ from the **Visit Idaho Travel Assistant**₂, a personalized **trip planner**₁₃, building your **itinerary**₈ for your next **getaway**₆ will be a **breeze**₄. This **tool**₁₁ will guide you to **activities**₃, historical **stops**₁₀, scenic **byways**₅ and **more**₉ across **Idaho**₁ so you can see where your next **trip**₁₂ should take you!

1. Idaho

LOCATION

2. Visit Idaho Travel A...

OTHER

3. activities

OTHER

4. breeze

OTHER

5. byways

LOCATION

6. getaway

EVENT

7. help

OTHER

8. itinerary

OTHER

9. more

LOCATION

10. stops

LOCATION

11. tool

OTHER

12. trip

EVENT

13. trip planner

OTHER

Toxic

Confidence: 0.018770736

Profanity

Confidence: 0.0060278336

Sexual

Confidence: 0.0024352302

Violent

Confidence: 0

Public Safety

Confidence: 0.0014393667

Religion & Belief

Confidence: 0.0014587892

War & Conflict

Confidence: 0.00047664443

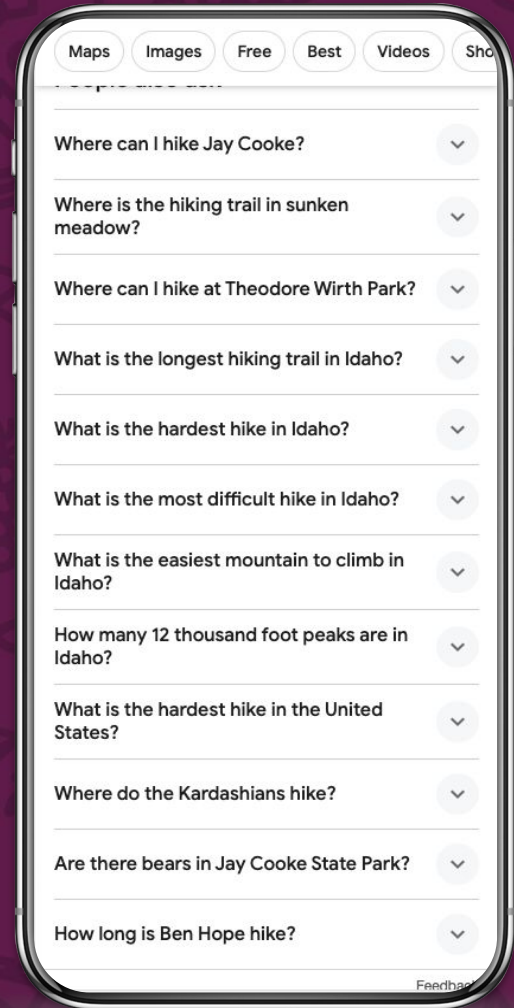
Current Search Engines



"KEYWORD-BASED
SEARCH ENGINES"



"SEMANTIC-BASED
SEARCH ENGINES"



Calibrating the Signals for Optimal Bot Legibility

When you plan to visit Idaho, it's easy to fill up your valuable vacation days with everything under the sun (literally—Boise, Idaho's capital city, boasts 200+ sunny days per year). The list of things to do in Idaho crosses all four seasons, and selecting any of these adventures will surely create an unforgettable Gem State getaway.

↻ RESET

Entities Sentiment Moderation **Categories**

/Travel & Transportation/Travel Guides & Travelogues
Confidence: 0.50887567

/Travel & Transportation/Tourist Destinations/Other
Confidence: 0.31757525

/Reference/Geographic Reference/Other
Confidence: 0.14537892

When you plan to trip Idaho, it's easy to fill up your valuable vacation days with everything under the sun (literally—Boise, Idaho's capital city, boasts 200+ sunny days per year). The list of things to do in Idaho crosses all four seasons, and selecting any of these adventures will surely create an unforgettable Gem State getaway.

↻ RESET

Entities Sentiment Moderation **Categories**

/Travel & Transportation/Travel Guides & Travelogues
Confidence: 0.5773579

/Travel & Transportation/Tourist Destinations/Other
Confidence: 0.34621072

/Reference/Geographic Reference/Other
Confidence: 0.148382

D



Can you tell me about this photo?



Certainly! The photo depicts a sign that reads "Welcome to Historic Lewiston Idaho." Below that, it states "Idaho's First Territorial Capital." This suggests that the photo was taken in or near Lewiston, Idaho, which is known for being Idaho's first territorial capital.

There are a few other details in the image:


- There's a sign that points towards the "Historic District," indicating that this area has historical significance.
- There's a yellow road sign that reads "Lanes Shift 1000 FT Ahead, Prepare To Merge," which is a common road sign indicating upcoming road changes.
- The backdrop includes a stone or brick wall with some greenery behind it.
- A portion of a vehicle is visible on the right side of the photo, suggesting that this is near a roadway.



Lewiston has a rich history, and this sign likely marks an entrance to a historical part of the town.


Chatbots: Redefining the Information Economy


- **Moving beyond search**
 - Chatbots offer a new approach to interacting with our world. Users no longer have to search for answers, instead, answers are delivered straight to them.
- **Chat bots flip the script**
 - Answers can now find our users.
 - Chatbots are multimodal and browse the web in real time.
 - Expect chatbots to be integrated within most digital products, including native websites.



D You are to act as a travel assistant and expert. Do you understand?


 Yes, I understand. I'm here to assist and provide expert advice on travel-related questions. How can I help you?
  

D Help me plan a day in Lewiston, ID, focused on nature and history. Provide options that a family-friendly and recommend restaurants with gluten-free options. Provide a map if possible.


 Certainly! Lewiston, Idaho, offers a range of family-friendly activities that focus on nature and history. Here's a day plan for you:

Morning:

1. Hells Gate State Park

- Start your day by heading to this beautiful park. The park provides a natural environment with plenty of wildlife sightings and interpretive displays to help visitors understand the region's history and geology.
- Activities: Hiking, fishing, wildlife viewing, and exploring the Hells Canyon National Recreation Area.

2. Breakfast at Blue Lantern Coffee House

- This coffee shop has a reputation for offering gluten-free and vegan options. Their coffee is sourced from sustainable farms, and the cozy atmosphere is a bonus.



 Regenerate

- Hells Gate State Park, 5100 Hells Gate Rd
- The Blue Lantern Coffee House, 326 Main St
- Nez Perce County Historical Society, 0301
- Mystic Cafe, 1303 Main St, Lewiston, ID 8
- Lewiston Levee Parkway Trail Access, Le
- Jollymore's, 1516 Main St, Lewiston, ID 8
- Lewiston Hill Overlook, 22716-22728 Old

+ Add destination

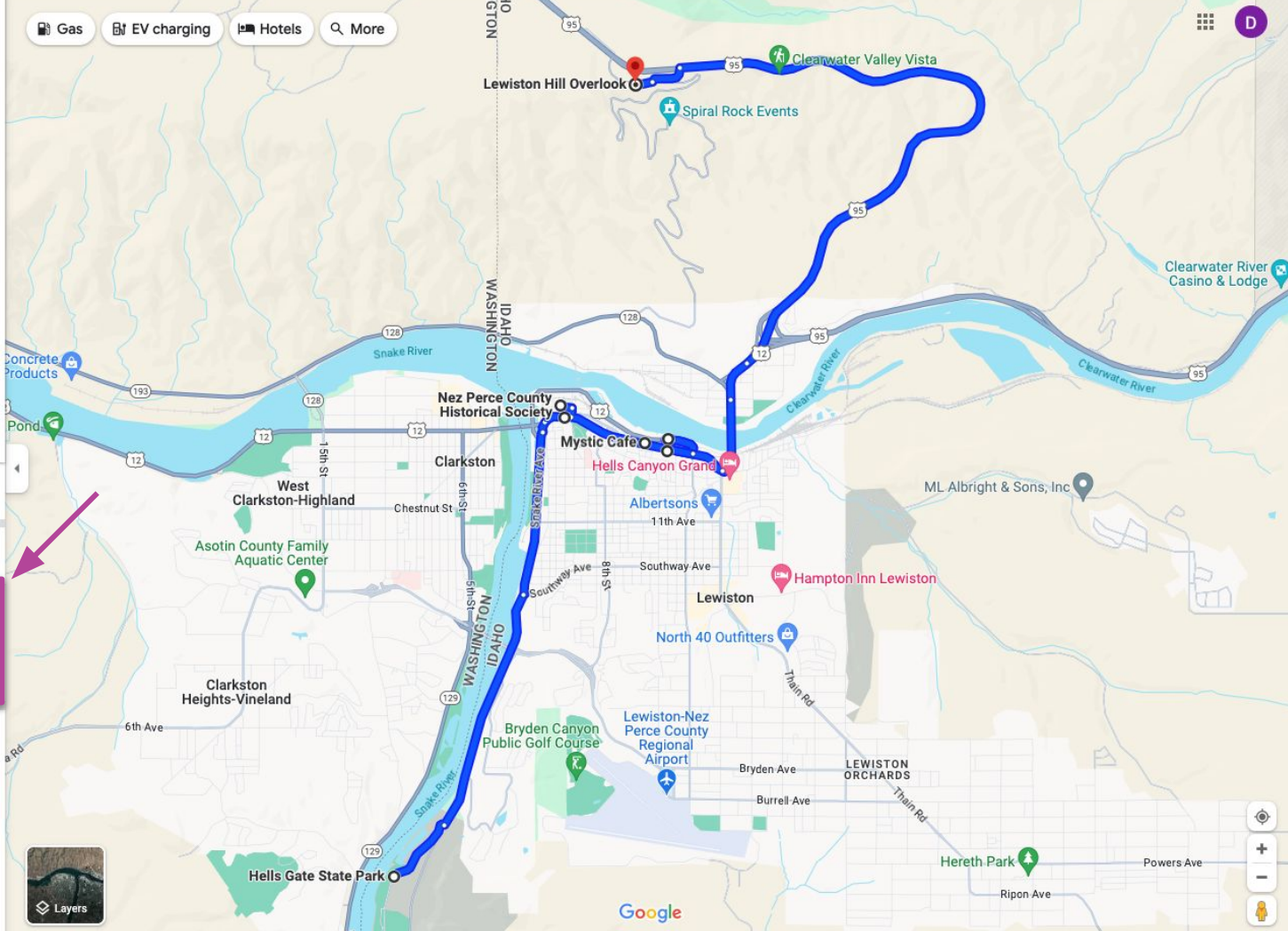
Options

Send directions to your phone

via Snake River Ave **30 min**
 30 min without traffic 14.0 miles
[Details](#)

Explore nearby Lewiston Hill Overlook

- Restaurants
- Hotels
- Gas stations
- Parking Lots
- More



Help me plan a day in Lewiston, ID, focused on nature and history. Provide options that are family-friendly and recommend restaurants with gluten-free options.

- ✓ Searching for: **Lewiston, ID nature and history family-friendly**
- ✓ Searching for: **Lewiston, ID gluten-free restaurants**
- ✓ Generating answers for you...



Lewiston, ID is a great place to explore nature and history. Here are some family-friendly options for you:

- **Hells Canyon Sport Fishing:** This is a great option for families who enjoy fishing. The guides are experienced and good-natured, and they will make you feel secure while also exposing you to thrills and chills ¹.
- **Lewis-Clark State College Center for Arts & History:** This museum showcases the history of the Lewis-Clark Valley and is dedicated to promoting an appreciation and understanding of the area's history ².
- **Rollaway Skating Rink:** This skating rink has been providing a family-friendly place for kids of all ages to roller skate since 1986. Featured nights include Family night, 2-4-1 night, and Jackpot night with a door prize ¹.
- **Hells Gate State Park:** This park offers a variety of outdoor activities such as hiking, fishing, hunting, and rafting. It also has a playground for children ¹.

As for gluten-free restaurants in Lewiston, ID, here are some options:

- **Mystic Cafe:** This cafe offers gluten-free options such as bread/buns, burgers, cakes, and dessert ³.
- **The Donkey Den:** This restaurant offers gluten-free options such as pizza and pasta ⁴.

I hope this helps!

Learn more: [1. tripbuzz.com](https://www.tripbuzz.com) [2. cityoflewiston.org](https://www.cityoflewiston.org) [+5 more](#)

1 of 30 ●



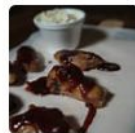
Mystic Cafe

●●●●○ Tripadvisor (218)

Closed · Opens 7 AM

1303 Main St, Lewiston

🗨️ "a good ground lamb burger, and gluten free buns."



The Donkey Den

★★★★★ Facebook (16)

Closed · Opens 3 PM

245 thain Rd, Lewiston

✖ Menu includes gluten free



Zany Graze

●●●●○ Tripadvisor (236)

Closed · Opens 11 AM

2004 19th Ave, Lewiston

🗨️ "Looking For True Gluten Free Without Cross Contamination, This Is Not The Place."



Tomato Bros

●●●●○ Tripadvisor (242)

Closed · Opens 11 AM

200 Bridge St, Clarkston

🗨️ "They offer gluten free quinoa pasta which is a great alternative."



Fazzari's

D Help me plan a day in Lewiston, ID, focused on nature and history. Provide options that are family-friendly and recommend restaurants with gluten-free options.

Regenerate draft



Google Maps

Here are some options for a day in Lewiston, ID, focused on nature and history, that are family-friendly and have restaurants with gluten-free options:

Morning:

- Start your day with a delicious breakfast at **Waffles n More**, which has a variety of gluten-free options, such as buckwheat waffles and pancakes.
- After breakfast, head to **Hells Gate State Park**, a beautiful park with stunning views of the Snake River Gorge. There are a variety of hiking trails to choose from, ranging from easy to challenging.
- For lunch, have a picnic lunch in the park or grab a bite to eat at the **Hells Gate State Park Lodge**, which has a variety of gluten-free options.

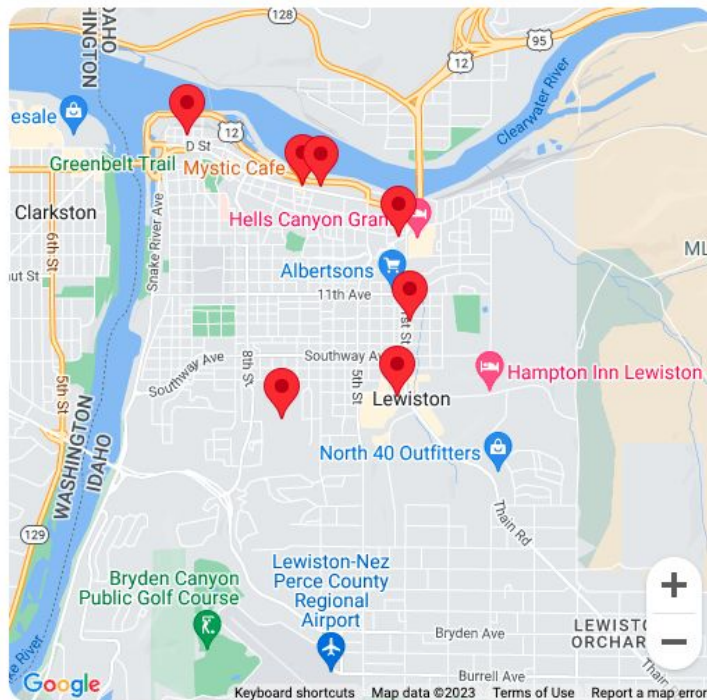
Afternoon:

- After lunch, head to the **Nez Perce County Historical Society** to learn about the rich history of the Nez Perce people. The

Lewis and Clark Expedition, you could visit the Lewis & Clark Discovery Center.

No matter what you choose to do, you are sure to have a great time in Lewiston, ID!

Google Maps Places



Keyboard shortcuts Map data ©2023 Terms of Use Report a map error

🌱 Generative AI is experimental. Info quality may vary. ⋮


There are many family-friendly activities in Lewiston, Idaho, including outdoor activities, museums, and other attractions: ▾

- Outdoor activities: Camping, hiking, disc golf, boating, fishing, swimming, and waterskiing
- Museums: Nez Perce County Historical Society & Museum, The McConnell Mansion Museum, Appaloosa Museum and Heritage Center, Museum of Winchester, and Historical Museum at St.
- Other attractions: Hells Canyon National Recreation Area, Hells Gate State Park, Snake River Adventures, OARS Dories, Lancer Lanes bowling alley, and Silverwood Theme Park

Other activities for kids in Lewiston include: ▲




Top 10 Best Kids...
Best Kids Activities near Lewiston, ID 83501 * All...
m.yelp.com




Youth Programs [...]
Special Programs - Youth
Yoga: Yoga Techniques f...
City of Lewiston

- Jungle Gym's Indoor Play Center & Cafe
- Art Uncorked Downtown
- Flying Squirrel Trampoline Park
- 360 Gymnastics and Cheer
- Terracotta Pullman
- Dinocrew Entertainment Northwest
- Staccatos Music Learning Center
- Youth Yoga
- Schooling from Home Nonfiction Book Club
- Make It @ the Library Autumn Quilling Wreath



Family Fun -
Visit Lewis
Clark Valley


Visit Lewis Cl...



2024 EXPANSION

Silverwood
Theme Park

silverwoodth...



Top 10 Best
Kids Activities
near Lewiston...

m.yelp.com



Should we be worried?

- Users will adapt. New forms of content will emerge, but users will still want authoritative resources.
- Users will want control of their experience.
- DMOs will develop strategies for working with AI; not against it.



WHERE **SEO
FALLS, **SEM** WILL
RISE.**

05



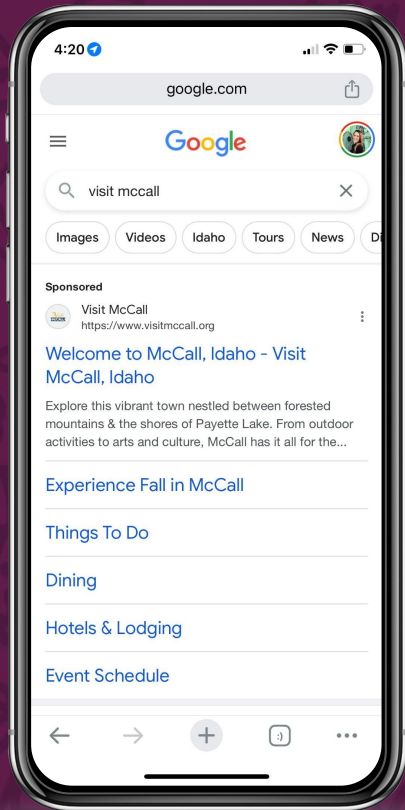
SEM: THE PAID SIDE OF SEO



Google (Ads) Quality Score

Quality Score is Google's rating of the overall user experience that your ads and landing pages provide when users search for your keyword(s). This is represented on a scale of 1-10. In essence, the Quality Score is an indication of whether your ads and landing pages are useful to your consumers.



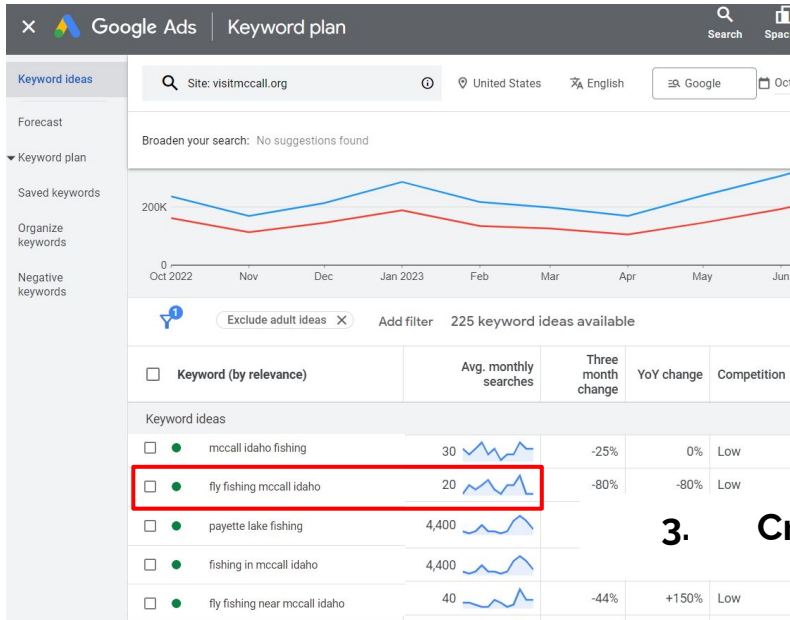


3 Factors Affect Quality Score:

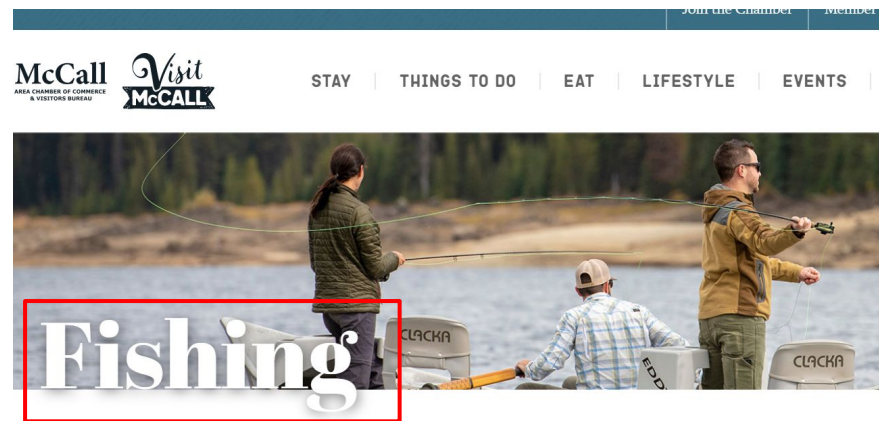
- **Expected Click-Through Rate (CTR)**
 - How likely is someone to click your ad when Google shows your ad for the keyword they search for?
- **Ad Relevance**
 - Is the ad relevant to your keywords?
- **Landing Page Experience**
 - Does the information on the landing page correspond to what the ad is offering, and vice versa?

Crafting an SEM Plan

1. Keyword Research



2. Match Keywords to Content



There are not many things that compare to the feeling of hooking a fish. Watching your line suddenly disappear beneath the surface with hope to catch a prize is an experience you cannot find anywhere else. Fishing is a hobby that brings people together and creates memories that last a lifetime.

3. Craft Headlines & Descriptions to Match Keywords & Content

Sponsored



Visit McCall
www.visitmccall.org/fishing

Fishing in McCall, Idaho - Fishing in Payette Lake

Looking for new fishing adventures? Explore all the opportunities McCall has to offer. Surround yourself with pristine waters and landscapes among McCall's best fishing spots. Destinations: Brundage Mountain, Payette Lake, Ponderosa State Park. Spring & Summer Adventure. Outdoor Activities. Family Fun.

[Hotels & Lodging](#) · [Things To Do](#) · [Dining](#)

You Have Mere Seconds...



best places to fish in mccall idaho

Images

Maps

Videos

Shopping

News

Sponsored



Visit McCall

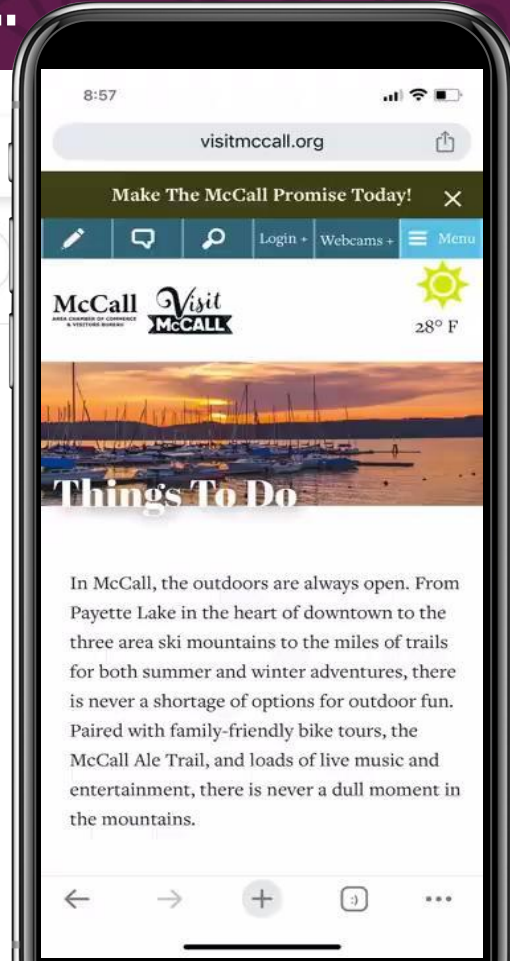
www.visitmccall.org/fishing

Fishing in McCall, Idaho - Fishing in Payette Lake

Looking for new fishing adventures? Explore all the opportunities McCall has to offer. Surround yourself with pristine waters and landscapes among McCall's best fishing spots. Destinations: Brundage Mountain, Payette Lake, Ponderosa State Park. Spring & Summer Adventure.

Outdoor Activities. Family Fun.

[Hotels & Lodging](#) · [Things To Do](#) · [Dining](#)



You Have Mere Seconds...



best places to fish in mccall idaho

Images

Maps

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News

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Visit McCall

www.visitmccall.org/fishing

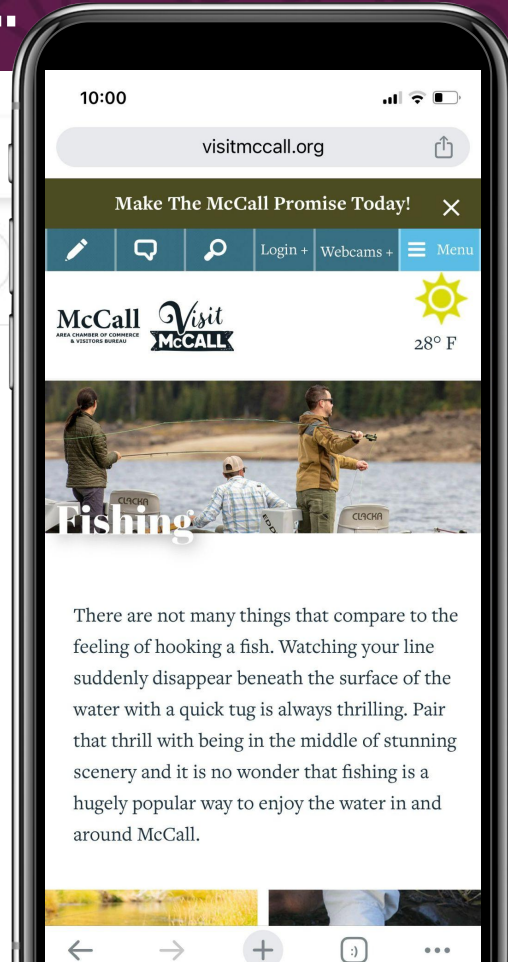
Fishing in McCall, Idaho - Fishing in Payette Lake

Looking for new fishing adventures? Explore all the opportunities McCall has to offer. Surround yourself with pristine waters and landscapes among McCall's best fishing spots. Destinations: Brundage Mountain, Payette Lake, Ponderosa State Park. Spring & Summer Adventure.

Outdoor Activities. Family Fun.

[Hotels & Lodging](#) · [Things To Do](#) · [Dining](#)

IT'S A MUCH BETTER USER EXPERIENCE TO TAKE THEM DIRECTLY TO THE CONTENT



You Have Mere Seconds...



best places to fish in mccall idaho

Images

Maps

Videos

Shopping

News

Sponsored



Visit McCall

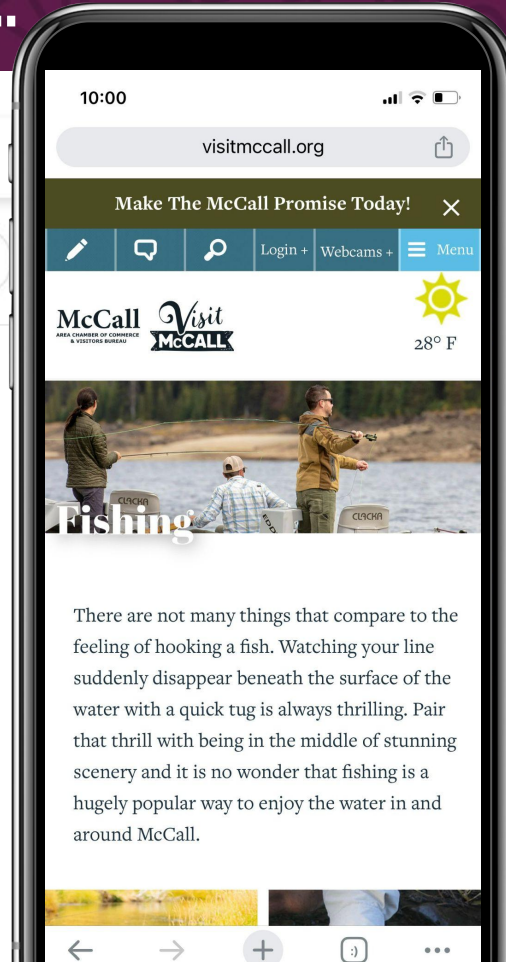
www.visitmccall.org/fishing

Fishing in McCall, Idaho - Fishing in Payette Lake

Looking for new fishing adventures? Explore all the opportunities McCall has to offer. Surround yourself with pristine waters and landscapes among McCall's best fishing spots. Destinations: Brundage Mountain, Payette Lake, Ponderosa State Park. Spring & Summer Adventure.

Outdoor Activities. Family Fun.


[Hotels & Lodging](#) · [Things To Do](#) · [Dining](#)



EXTRA POINTS IF YOU PULL THE EXACT COPY FROM YOUR LANDING PAGE INTO THE DESCRIPTION OF YOUR AD!!



**IT REALLY IS
THAT
SIMPLE.**



Do your headlines
contain keyword(s)
to match the
search query?

Do your headlines
contain keyword(s)
to match the
search query?

Do your headlines
& descriptions give
a good overview of
the content the
user will read when
they click on your
ad?

**Do your headlines
contain keyword(s)
to match the
search query?**

**Do your headlines
& descriptions give
a good overview of
the content the
user will read when
they click on your
ad?**

**Can the user find
the content
quickly and easily
on your page?
Does your page
load fast?**

Use AI to Help Create Search Campaigns

Keyword research: AI-powered tools can help you identify popular keywords

Ad copy: Once you've created headlines and descriptions around your top keywords, and pulled content off of your website where possible, you might still need additional copy recommendations. You can use AI to help generate ideas for that copy.



Please create 15 search engine marketing headlines under 30 characters including spaces for this URL: <https://visitpocatello.com/things-to-do/family-fun/>



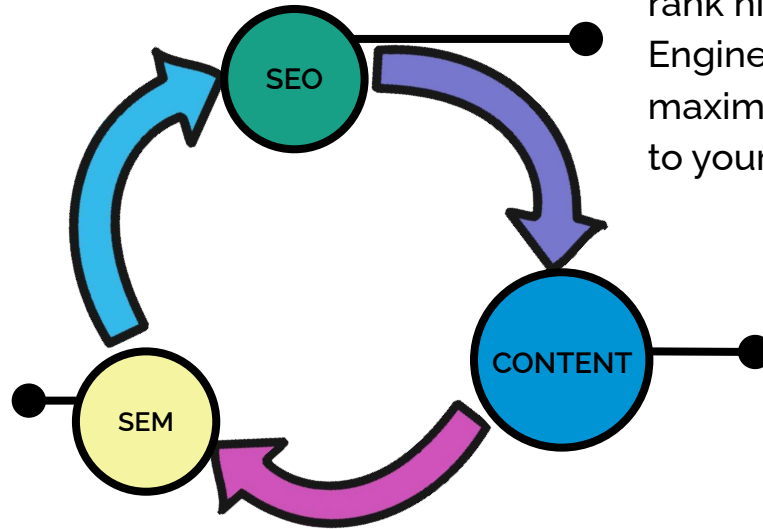
Creating short search engine marketing headlines can be a challenge due to the character limit, but here are 15 options for the URL you provided:

1. "Fun in Pocatello"
2. "Family Adventures"
3. "Kids' Best Spots"
4. "Pocatello Getaway"
5. "Local Family Fun"
6. "Kid-Friendly Fun"
7. "Explore Pocatello"

*MAKE SURE TO ALWAYS
DOUBLE CHECK THE WORK OF
CHATBOTS! THEY CAN HELP
SPARK CREATIVITY BUT THEY
CAN MAKE MISTAKES*

How SEO & SEM Work Together

Search Engine Marketing matches search queries to your existing content to bring your page(s) to the top paid 1-3 spots on SERP



The process of getting pages to rank higher on Google's Search Engine Results Page (SERP) to maximize the number of visitors to your pages.

A great way to rank higher on SERP is to create content on your page that matches the intent of popular keywords or search queries

06



SEO Toolkit





Content Strategy & E-E-A-T

- **Incorporate** Subject Matter Experts into your inspirational content.
- **Include** Direct Quotations from experts & businesses.
- **Demonstrate** unique ideas with data.
 - Chatbots cannot create statistics (yet).
- **Ensure** authors are highlighted as a measure of trustworthiness, expertise, and trust.



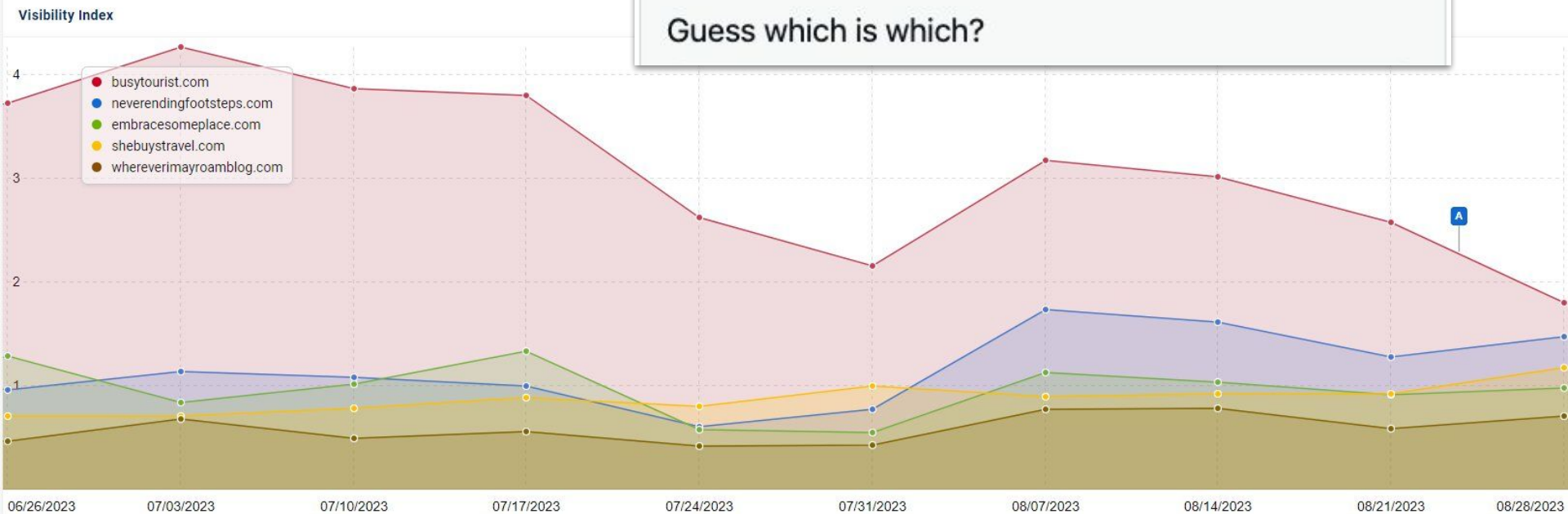
Lily Ray 🤔

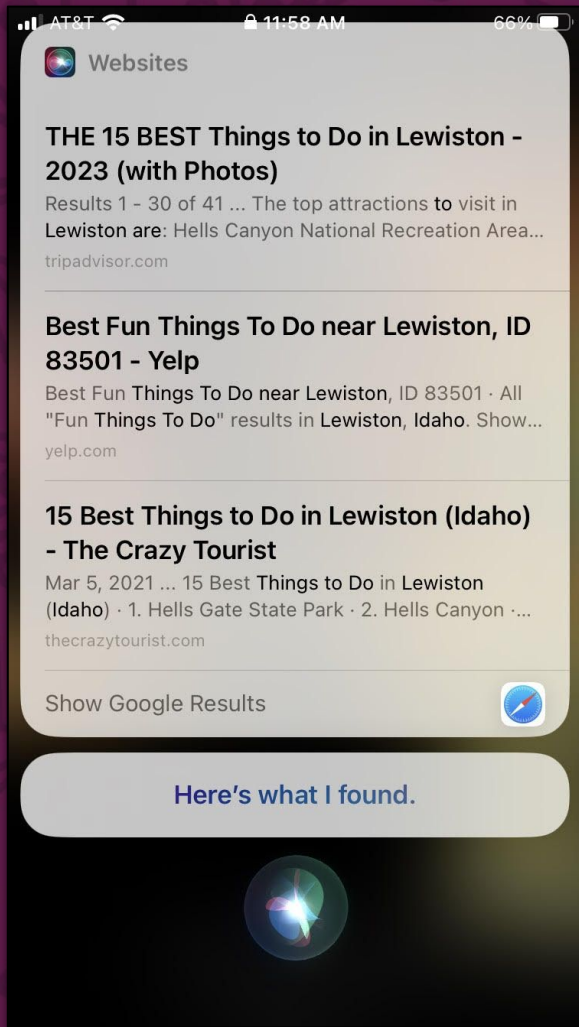
@lilyraynyc · Follow



4 of these travel blogs have overwhelming evidence of real first-hand experience. 1 does not.

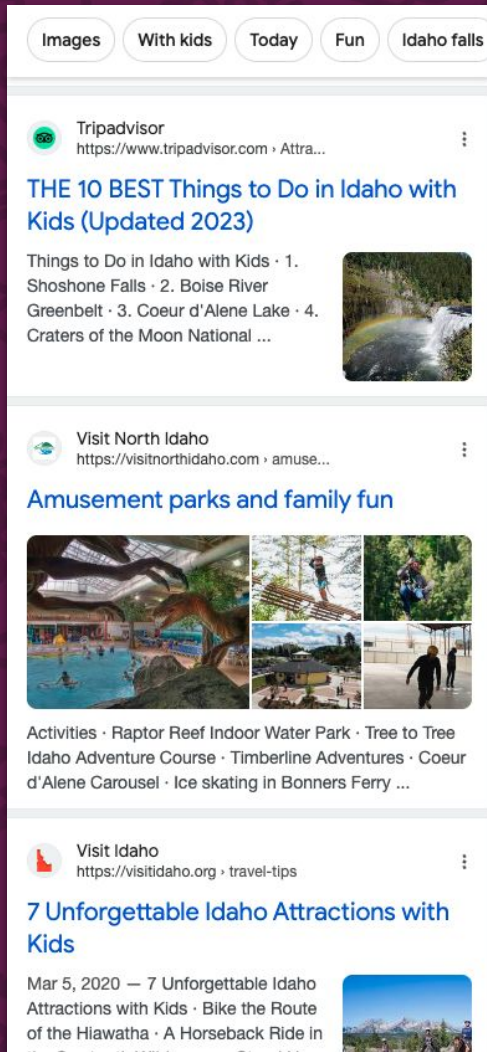
Guess which is which?





Optimize for Voice

- **Voice search is growing** in popularity.
- **Include** natural language queries in your content.
- **Write** at a 3rd-grade reading level.
- **Add structured data** (schema) to your website for Voice Assistants like Siri & Alexa.



Images Are Content

- **Take photos of your destination.** Chatbots and Text-to-Image Models currently cannot create accurate representations of destinations without extra effort (Photoshop, etc.)
- **Image thumbnails will be more eye-catching** than meta descriptions leading into 2024.

Discover Boise



January Trip to Boise, ID 📍 PART ...

3.1K+ views

 Emily Sanchez
YouTube · 8mo



Such a fun time in Boise, Idaho ☀️ ...

75.2K+ views

 jonaldy_edouard
TikTok · 1y



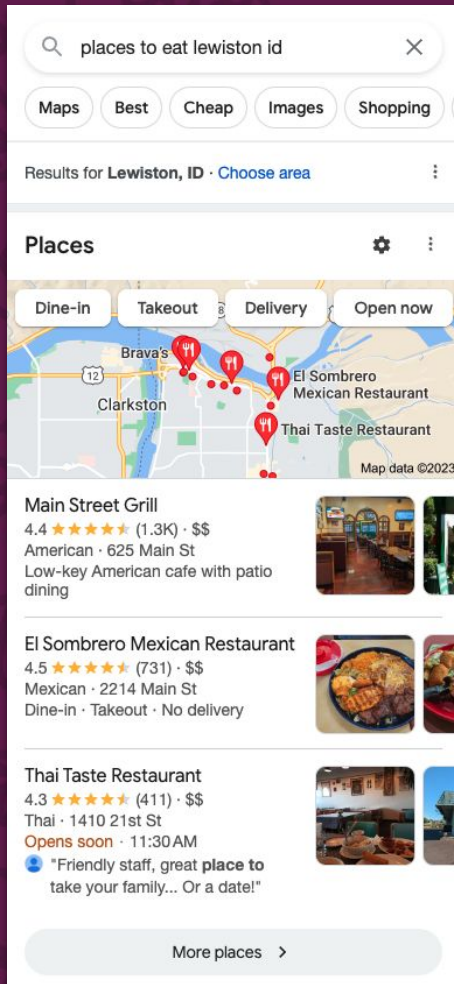
Old Idaho Penitentiary

2.3K+ views

 Lid
YouTube

And Videos, Too!

- Videos are a way to establish that the **content is created by a human being**, and not a faceless chatbot.
- **Establishes trust** with your brand in a quick and digestible way.
- **Combination of short- and long-form content** ideal to pair with content on your website for engagement.



Get on Google My Business & Bing Places

- **Upload photos of your local businesses** and partners while adding helpful captions.
- Chatbots will naturally pull in these business listings **in Map results** for both Google and Bing!
- Ensure partners are visible on **TripAdvisor**, **Yelp**, and **Atlas Obscura** as well.

05



MEASURING SUCCESS





https://visitidaho.org/ ▼

🏠 Overview

🔍 URL inspection

▼ Performance

G Search results

✳ Discover

☰ Google News

Google Search Console / Bing Webmaster Tools

- **Clicks & Impressions**
How did user enter your site?
 - By query?
 - By landing page?
 - Was it Branded or Non-Branded?
- **Discover / News Impressions**
 - Is your content showing up in different search results?
- **Organic CTR**
How is your click-through-rate? Should you change your metadata or update your featured image?

Track Technical Health

Your visitors aren't just human!

Bots need to crawl your site too.

By monitoring technical health and crawlability, and making gradual improvements, you can **increase the visibility of your content** and make it easier for bots to access and understand.



Google Analytics 4

- **Engaged Users**

Are users interacting with your site? What are they interacting with?

- **Custom Events**

Does it matter if users click a button? Or a video? What about a download button? Track it!

- GA4, unlike Universal Analytics, will not save historical events so it's extremely important to create all your events **NOW** so you are collecting that data.

- **Events per Sessions**

How much or how often are they interacting with your site? Is there a need for more? landing page?

The screenshot displays the Google Analytics 4 'Create events' interface for the property 'visitidaho.org'. The 'Custom events' section lists three events: 'order_by_mail_request', 'email_signup_footer', and 'reengagement_email_signup'. Below this, the 'Matching conditions' section is highlighted with a red box and contains three conditions: 'page_location contains thank-you-guide', 'page_location contains thank-you-email', and 'page_location contains thank-you-for-subscribing'. A black arrow points from the 'Matching conditions' section back to the event list.

Store Your Data

- **Google Analytics only stores 14 months of data.**
- To maintain the ability to observe seasonal trends and past performance, it's recommended to **keep at least 24 months** of data on-hand!
- If you can, **set up a data warehousing solution.** This will allow you to keep and store your data (**DOMO** or Tableau are all excellent tools for this, though there are many more!)

The screenshot displays a data dashboard with a dark header containing navigation icons for DASHBOARDS, ALERTS, BUZZ, APPSTORE, and MORE. The main content area features a Google Analytics report titled "Visit Idaho - Google Analytics - Organic Traffic & Goals". Below the report title, there are several summary cards:

- Direct Impact:** A bar chart showing 39 units, with a "VIEW FULL IMPACT" link below.
- Cards powered:** A card showing 39 units with a "CREATE A VISUALIZATION" link below.
- People:** A card showing 12 units with a "SHARE" link below.
- DataFlows created:** A card showing 0 units with a "TIDY UP THIS DATASET" link below.
- Alerts created:** A card showing 0 units with a "CREATE A NEW ALERT" link below.

Below these cards is a "Data Profiler" section. It includes a "DATA OVERVIEW" table and a "RECOMMENDED ACTIONS" section.

DATA OVERVIEW	
Total Columns	23
Total Rows	1.1M
Total Size	296.05 MB
Total Datapoints Missing (null)	0

The "RECOMMENDED ACTIONS" section shows a table with columns for "Column" and "Issue".



MADDEN
CONNECT PEOPLE TO PLACES

**THANKS
FOR LISTENING**