




VISIT DENVER

Marketing Advisory Committee

20th Street 1/2
Park Ave 1
30th Ave 1
Junction I-70 1/2

An aerial night photograph of Union Station in Denver, Colorado. The station is a large, historic building with a prominent red neon sign on its roof that reads "UNION STATION" in an arch and "TRAVEL by TRAIN" below it. The building is illuminated from within, and the surrounding city lights are visible in the background. In the foreground, there is a large, modern fountain with multiple jets of water spraying upwards, creating a dynamic pattern of light and water. The sky is dark blue, and the overall scene is a vibrant urban landscape at night.

PAID SEARCH

VISIT DENVER 2017

Paid Search Overview

PPC: Pay Per Click Advertising

- Paying a fee each time an ad is clicked on the search engine engine results page (SERP)
- Each search acts as a live auction for your given keywords keywords within a paid search account
 - Max cost per click amounts are established for keywords as the most you are willing to bid for any given click
- Ad Position is based upon a combination of Max CPC bid and bid and Quality Score
 - Quality Score is established for a given keyword based based upon expected click through rate, relevance to to keyword searched, and landing page experience



VISIT DENVER 2017

Paid Search Overview

Different keywords may generate different SERP landscapes

Google search results for "what to do in denver". The search bar shows "what to do in denver" and the search button. Below the search bar, there are navigation tabs: All, Maps, Shopping, News, Images, More, Settings, Tools. The search results show "About 11,200,000 results (1.17 seconds)". The first result is "What To Do In Denver - Make Your Trip Memorable - expedia.com" with a red border. The second result is "Fun Things to Do In Denver - Visit LoDo - lodo.org". Below these are "Denver / Top sights" with images and descriptions for Denver Botanic Gardens, Denver Museum of Nature and Science, Denver Art Museum, and Denver Zoo. The bottom result is "The Top 10 Things to Do In Denver 2017 - Must See Attractions In ..." with a green border.

Paid Search Ads

Google search results for "denver". The search bar shows "denver" and the search button. Below the search bar, there are navigation tabs: All, Maps, Shopping, News, Images, More, Settings, Tools. The search results show "About 2,030,000 results (1.07 seconds)". The first result is "Hotels in Denver CO - Save On Hotels with Expedia - expedia.com" with a red border. The second result is "140 Hotels in Denver, CO - Great Rates in Seconds - KAYAK.com" with a red border. The third result is "Hotels in Denver CO - Best Hotels, Price Guarantee - hotels.com" with a red border. The fourth result is "Hotels in Denver, Colorado - Lowest Price Guarantee - booking.com" with a red border. Below these are "Denver / Top sights" with images and descriptions for Denver Botanic Gardens, Denver Museum of Nature and Science, Denver Art Museum, and Denver Zoo. The bottom result is "The Top 10 Things to Do In Denver 2017 - Must See Attractions In ..." with a green border.

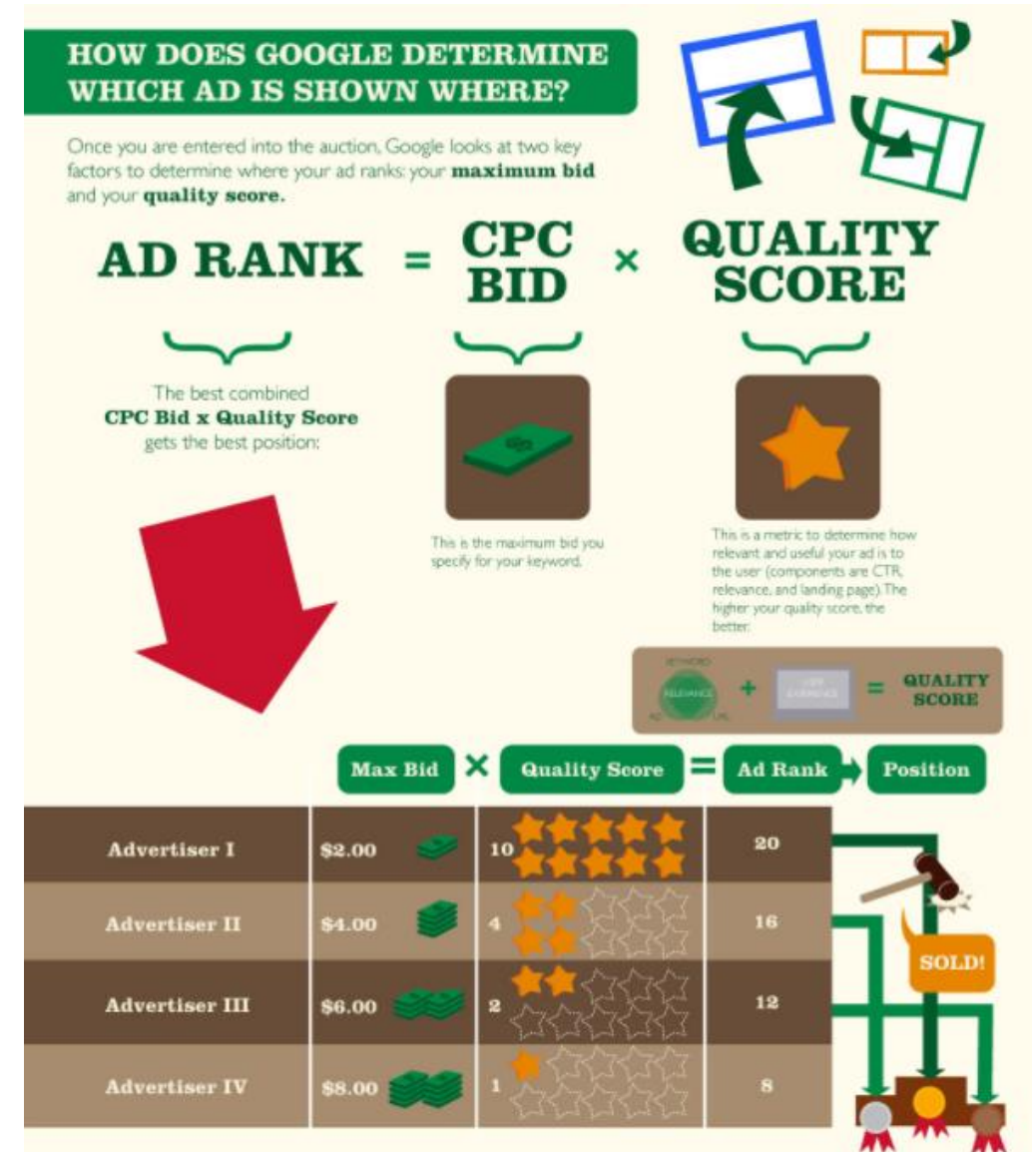
Google search results for "hotels in denver". The search bar shows "hotels in denver" and the search button. Below the search bar, there are navigation tabs: All, Maps, Shopping, News, Images, More, Settings, Tools. The search results show "About 2,030,000 results (1.07 seconds)". The first result is "Hotels in Denver CO - Save On Hotels with Expedia - expedia.com" with a red border. The second result is "140 Hotels in Denver, CO - Great Rates in Seconds - KAYAK.com" with a red border. The third result is "Hotels in Denver CO - Best Hotels, Price Guarantee - hotels.com" with a red border. The fourth result is "Hotels in Denver, Colorado - Lowest Price Guarantee - booking.com" with a red border. Below these are "Denver / Top sights" with images and descriptions for Denver Botanic Gardens, Denver Museum of Nature and Science, Denver Art Museum, and Denver Zoo. The bottom result is "The Top 10 Things to Do In Denver 2017 - Must See Attractions In ..." with a green border.

Organic Listings

VISIT DENVER 2017

Paid Search Overview

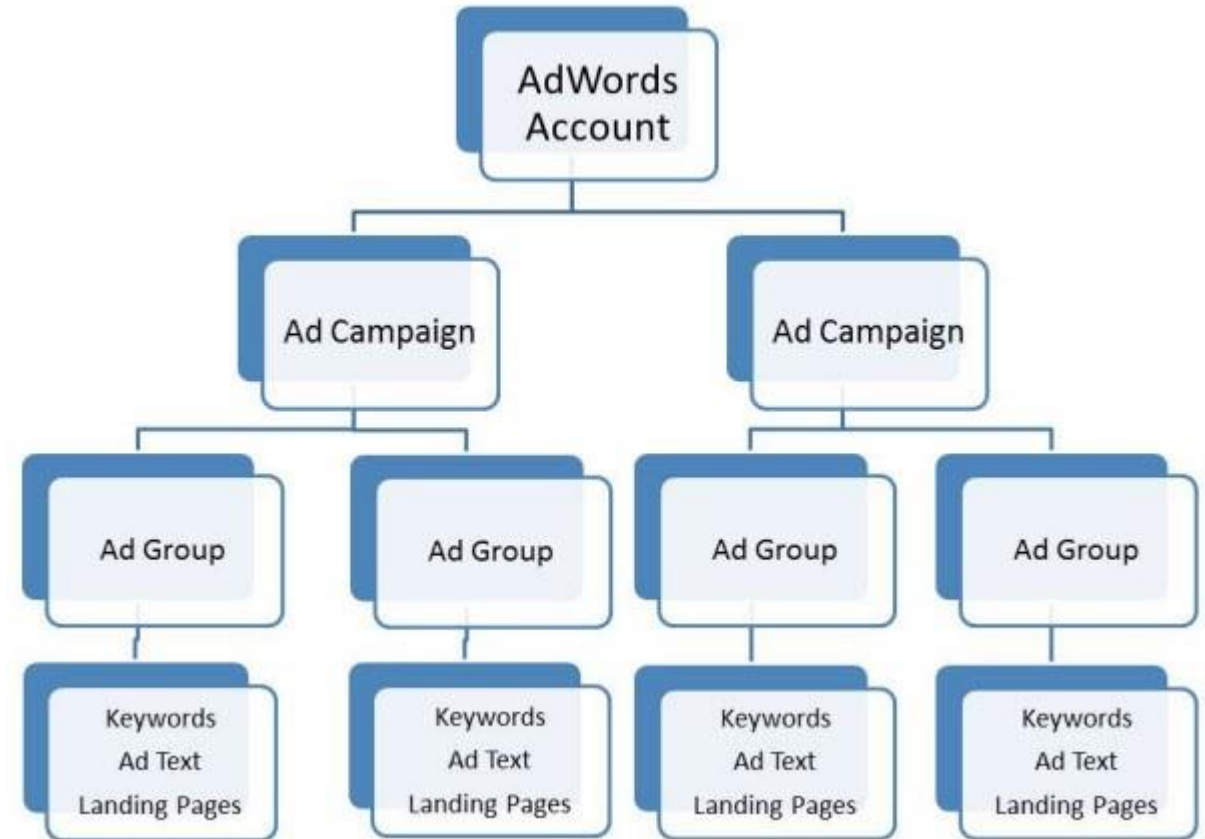
- The higher any given quality score for a keyword is, the lower our actual cost per click will be to achieve a specific ad position
- Landing Page and Adcopy testing can be utilized to help progress Quality Score
- Branded keywords will have the highest quality score based upon content and relevance of site
- Negative Keywords can also be implemented to ensure your ads are not showing to irrelevant users



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Paid Search Account Structure

- Account structure should mirror site layout to provide relevant data with provided search queries
- Ad Groups should utilize like keywords that pertain to the same category to understand specific performance
 - These Ad Groups are also utilized to provide relevant information directly related to the search query
- Adcopy messaging should be tailored by Ad Group with individual Ad Group Optimizations



An aerial night photograph of Union Station in Denver, Colorado. The station's iconic facade is illuminated, with a prominent red neon sign that reads "UNION STATION" in an arch and "TRAVEL by TRAIN" below it. In the foreground, a large, active fountain with multiple blue water jets is lit up. The surrounding urban environment is visible, including modern high-rise buildings and a street with some parked bicycles. The sky is a deep twilight blue.

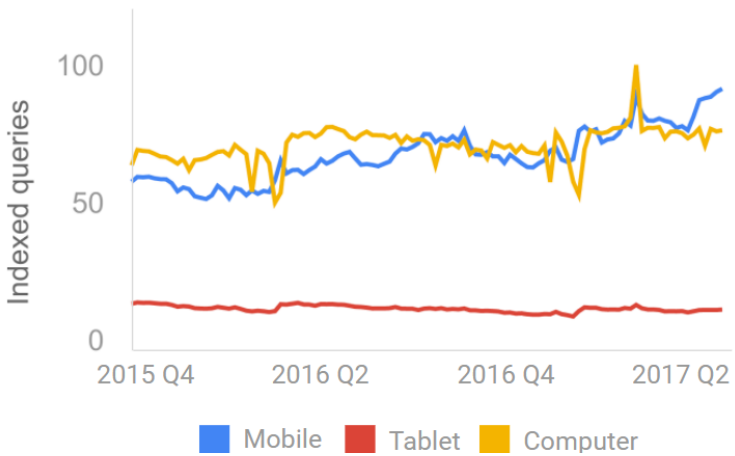
PAID SEARCH TRENDS

VISIT DENVER 2017

Travel Booking Services

Queries

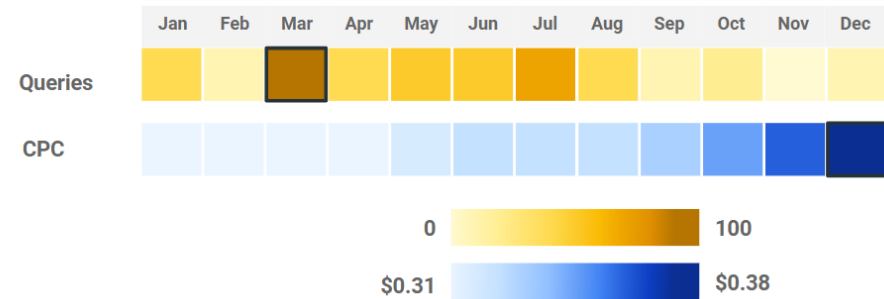
Queries grew **11%** in Q217 with **49%** of all searches on mobile.



	YoY growth (Q217-Q216)	QoQ growth (Q217-Q117)	% of queries (Q217)
Mobile	24% ▲	9% ▲	49%
Tablet	-7% ▼	-6% ▼	6%
Computer	2% ▲	-3% ▼	44%
Overall	11% ▲	2% ▲	100%

Monthly seasonal patterns in queries and CPC

In the last 3 years, CPCs were in the range of \$0.31-\$0.38 and peaked in Dec. Category searches have consistently peaked in Mar.

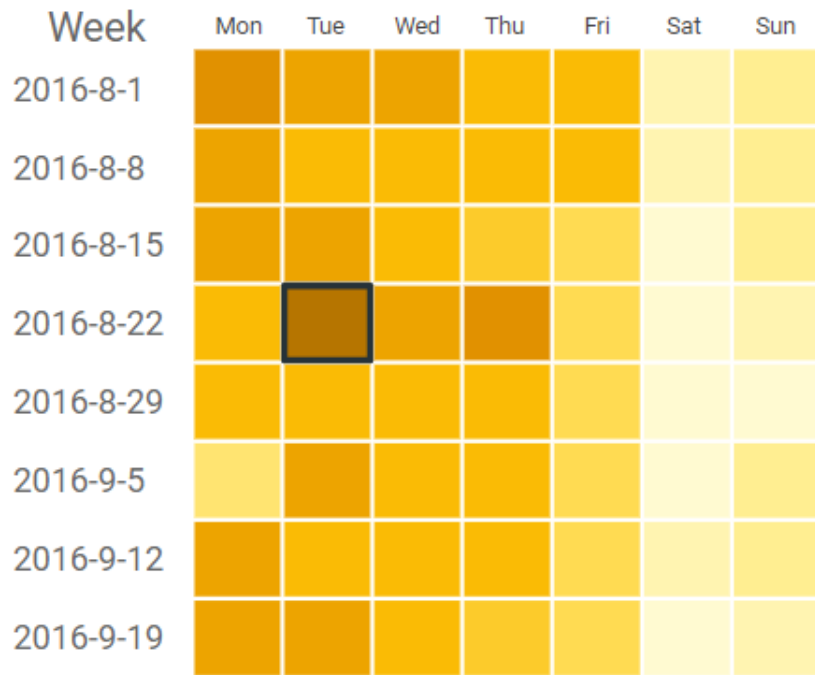


VISIT DENVER 2017

Travel Booking Services

The next 8 weeks: search trends from last year

Queries



Highest

2016-8-23

Lowest

2016-9-24

Highest

2016-9-15

Lowest

2016-9-3

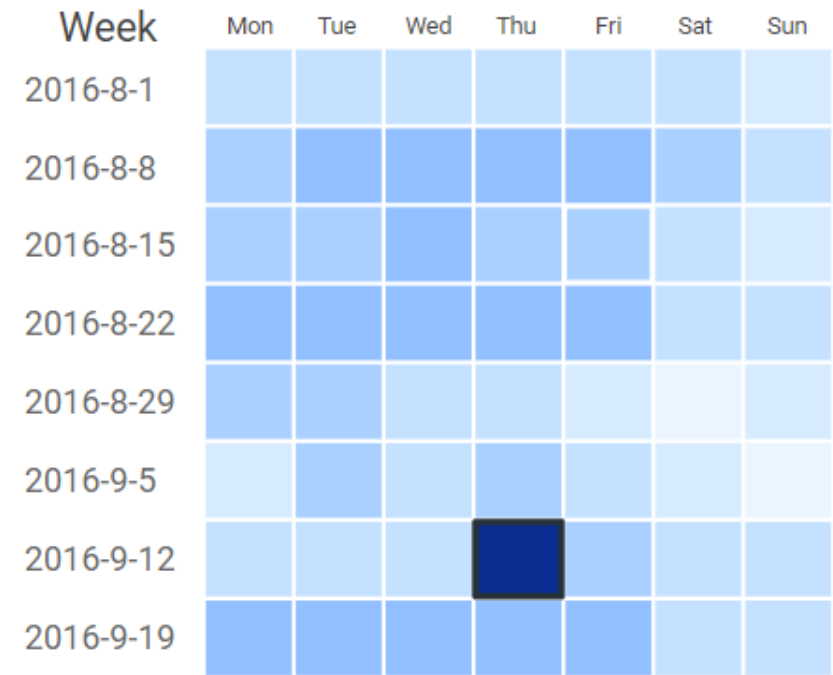
0



100

Note: This is **not** a forecast for the next 8 weeks. It's a daily view of key metrics from last year near today's date.

CPC



\$0.39



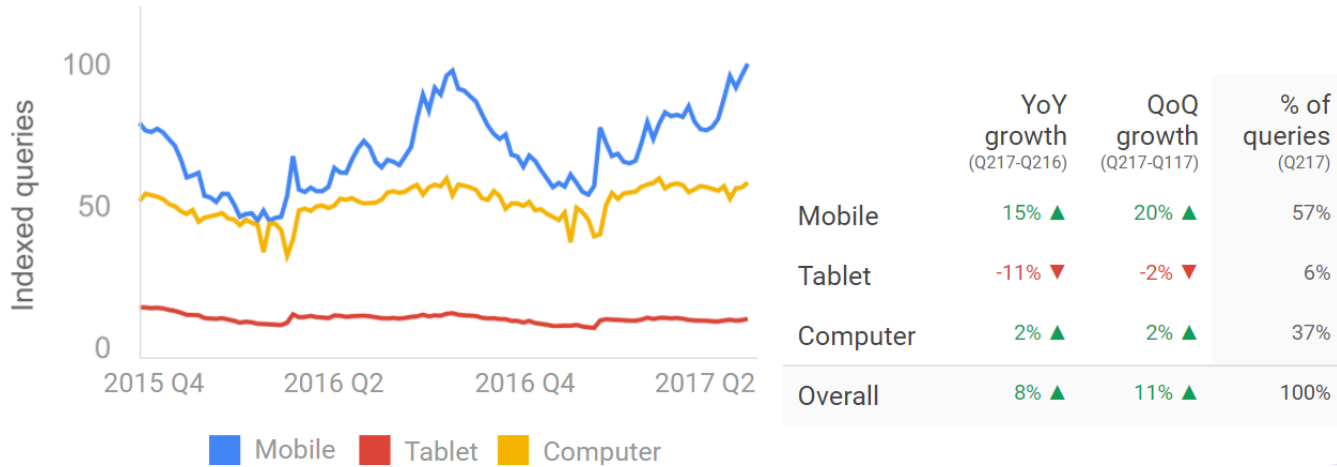
\$0.52

VISIT DENVER 2017

Tourist Attractions & Destinations

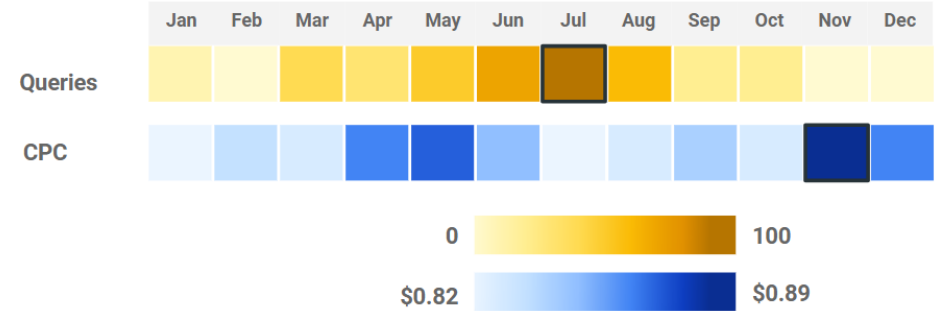
Queries

Queries grew **8%** in Q217 with **57%** of all searches on mobile.



Monthly seasonal patterns in queries and CPC

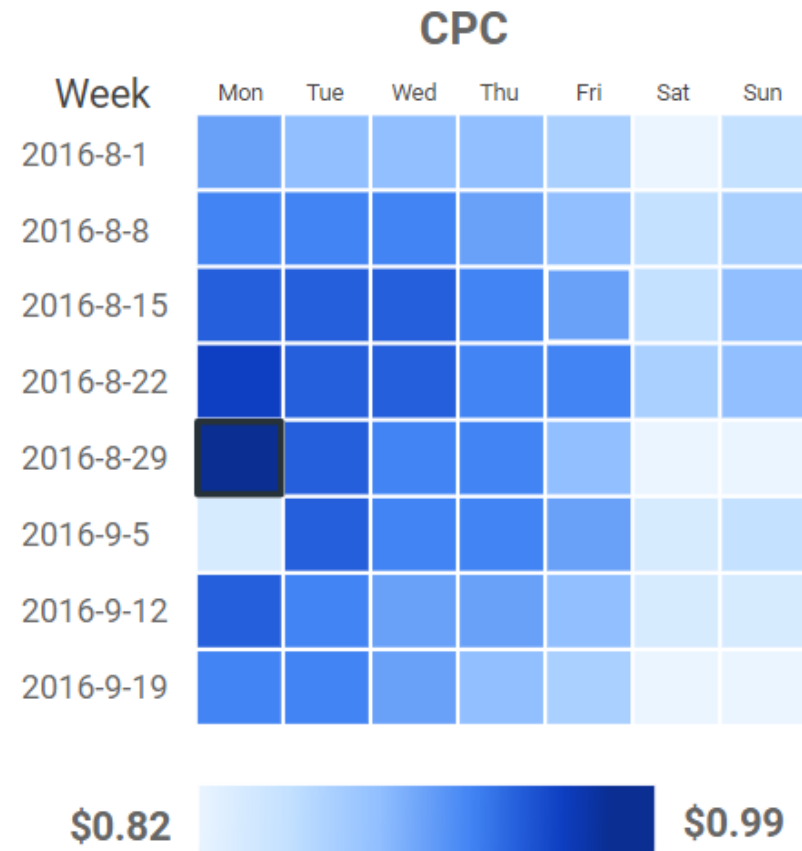
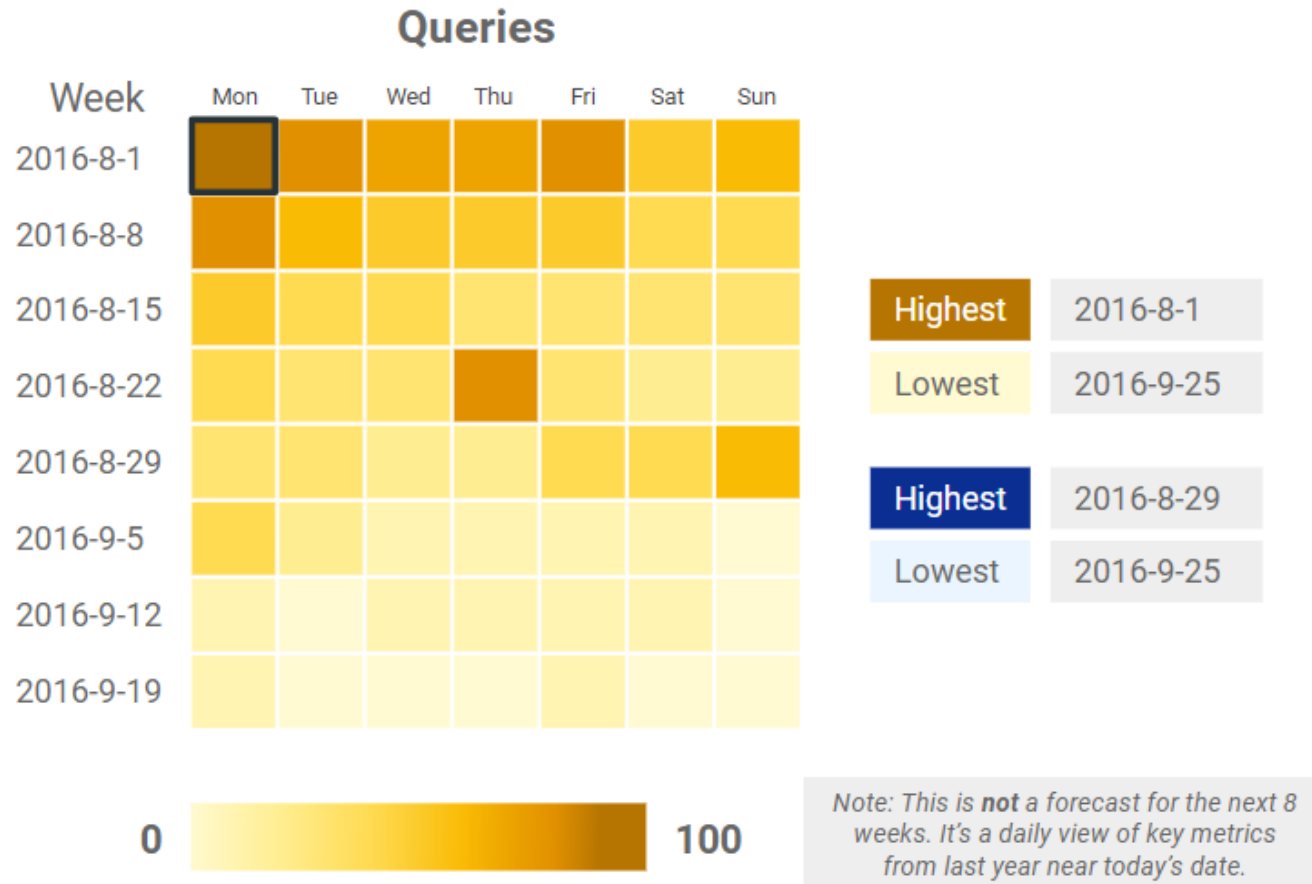
In the last 3 years, CPCs were in the range of \$0.82-\$0.89 and peaked in Nov. Category searches have consistently peaked in Jul.



VISIT DENVER 2017

Tourist Attractions & Destinations

The next 8 weeks: search trends from last year

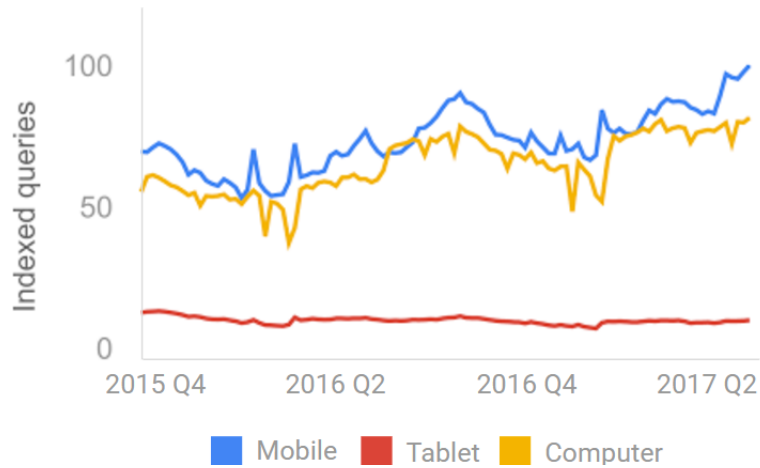


VISIT DENVER 2017

Hotels, Motels, & Resorts

Queries

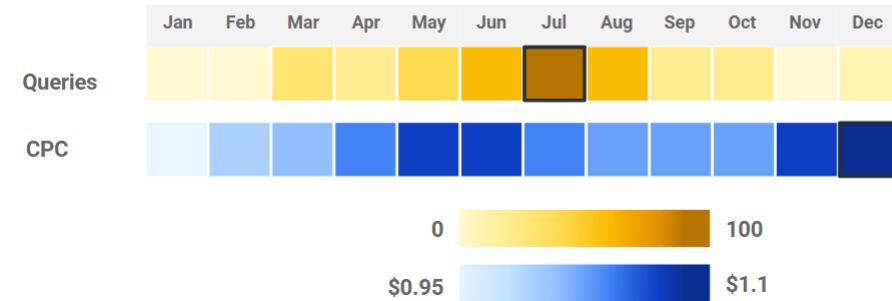
Queries grew **14%** in Q217 with **51%** of all searches on mobile.



	YoY growth (Q217-Q216)	QoQ growth (Q217-Q117)	% of queries (Q217)
Mobile	21% ▲	13% ▲	51%
Tablet	-7% ▼	-1% ▼	5%
Computer	10% ▲	3% ▲	44%
Overall	14% ▲	8% ▲	100%

Monthly seasonal patterns in queries and CPC

In the last 3 years, CPCs were in the range of \$0.95-\$1.1 and peaked in Dec. Category searches have consistently peaked in Jul.

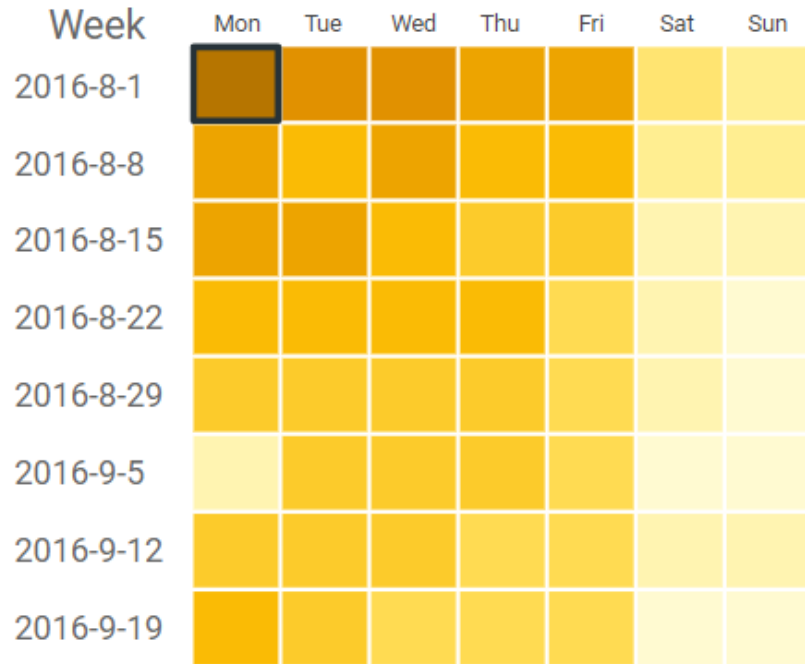


VISIT DENVER 2017

Hotels, Motels, & Resorts

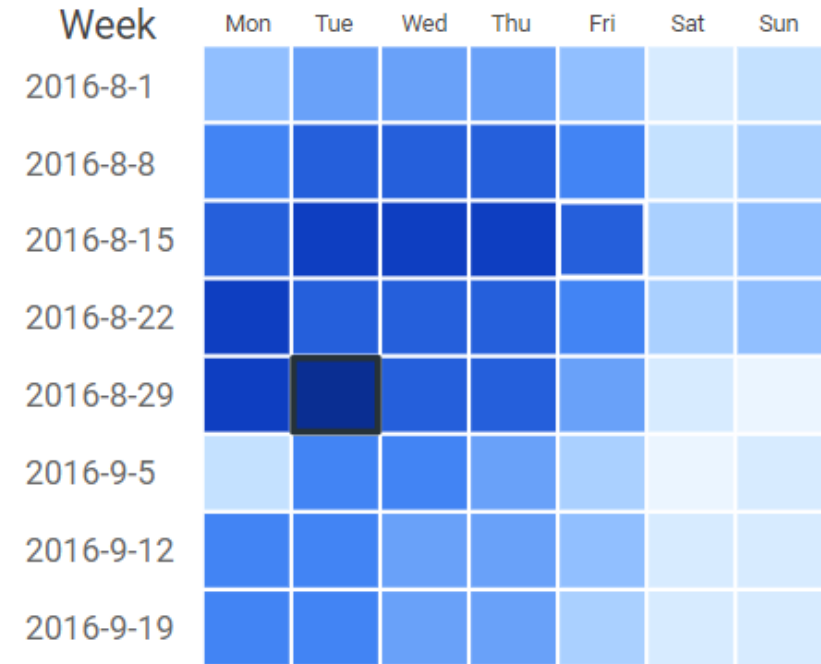
The next 8 weeks: search trends from last year

Queries



Note: This is **not** a forecast for the next 8 weeks. It's a daily view of key metrics from last year near today's date.

CPC

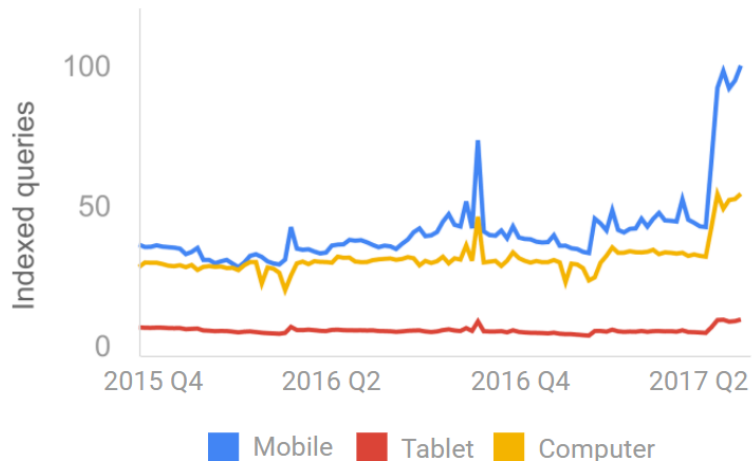


VISIT DENVER 2017

City & Local Guides

Queries

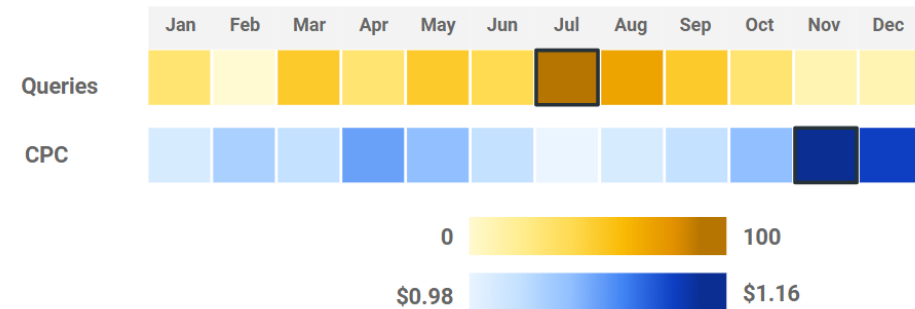
Queries grew **62%** in Q217 with **59%** of all searches on mobile.



	YoY growth (Q217-Q216)	QoQ growth (Q217-Q117)	% of queries (Q217)
Mobile	84% ▲	63% ▲	59%
Tablet	33% ▲	37% ▲	6%
Computer	39% ▲	30% ▲	36%
Overall	62% ▲	48% ▲	100%

Monthly seasonal patterns in queries and CPC

In the last 3 years, CPCs were in the range of \$0.98-\$1.16 and peaked in Nov. Category searches have consistently peaked in Jul.

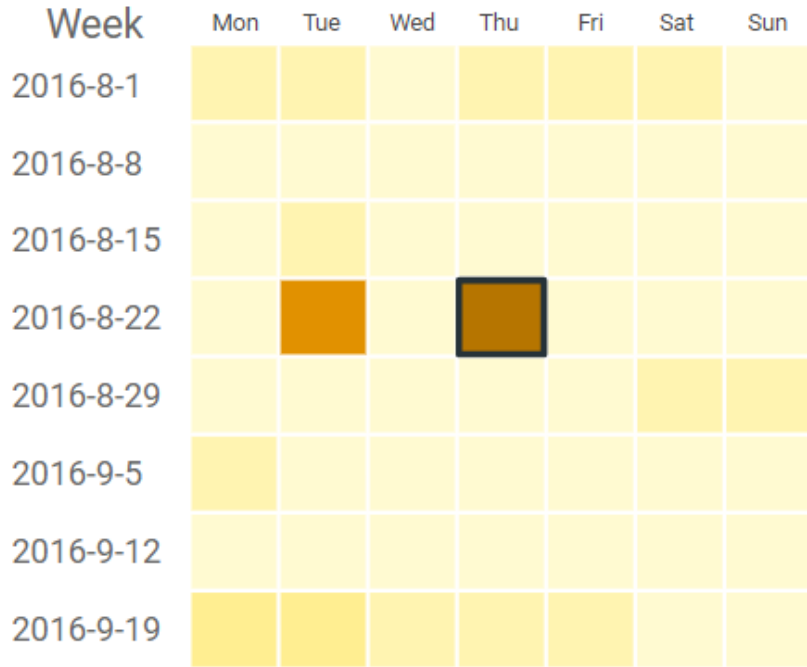


VISIT DENVER 2017

City & Local Guides

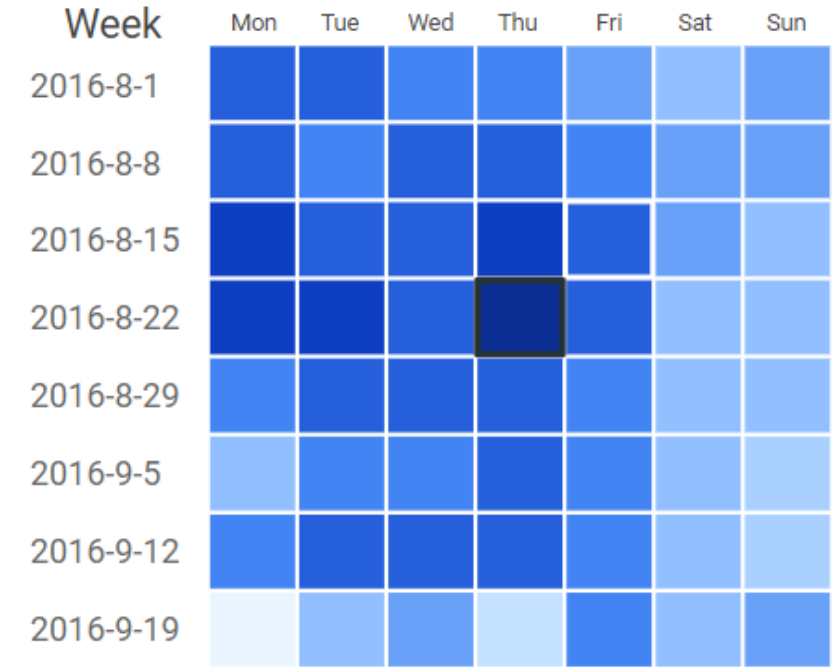
The next 8 weeks: search trends from last year

Queries



Note: This is **not** a forecast for the next 8 weeks. It's a daily view of key metrics from last year near today's date.

CPC



An aerial night photograph of a city square. In the foreground, a large, illuminated fountain with multiple blue jets of water is active. The middle ground features a large, historic stone building with a prominent sign on its roof that reads "UNION STATION" in red, arched letters, with "TRAVEL by TRAIN" below it. To the left of the station is a smaller, two-story brick building with a dark roof. In the background, several modern high-rise buildings are lit up against a dark blue night sky. A red horizontal line is drawn across the lower portion of the image, just above the fountain.

ORGANIC SEARCH

VISIT DENVER 2017

Organic Search Overview

SEO: Search Engine Optimization

- The marketing discipline aimed at growing organic (non-paid) visibility through search engine results.
- SEO isn't only about building search engine-friendly websites. It's about making your website's experience better for people too.
- The majority of web traffic is driven by the major commercial search engines, Google, Bing, and Yahoo!. Search engines are the primary method of navigation for most Internet users. This is true whether your site provides content, services, products, information, or anything else.



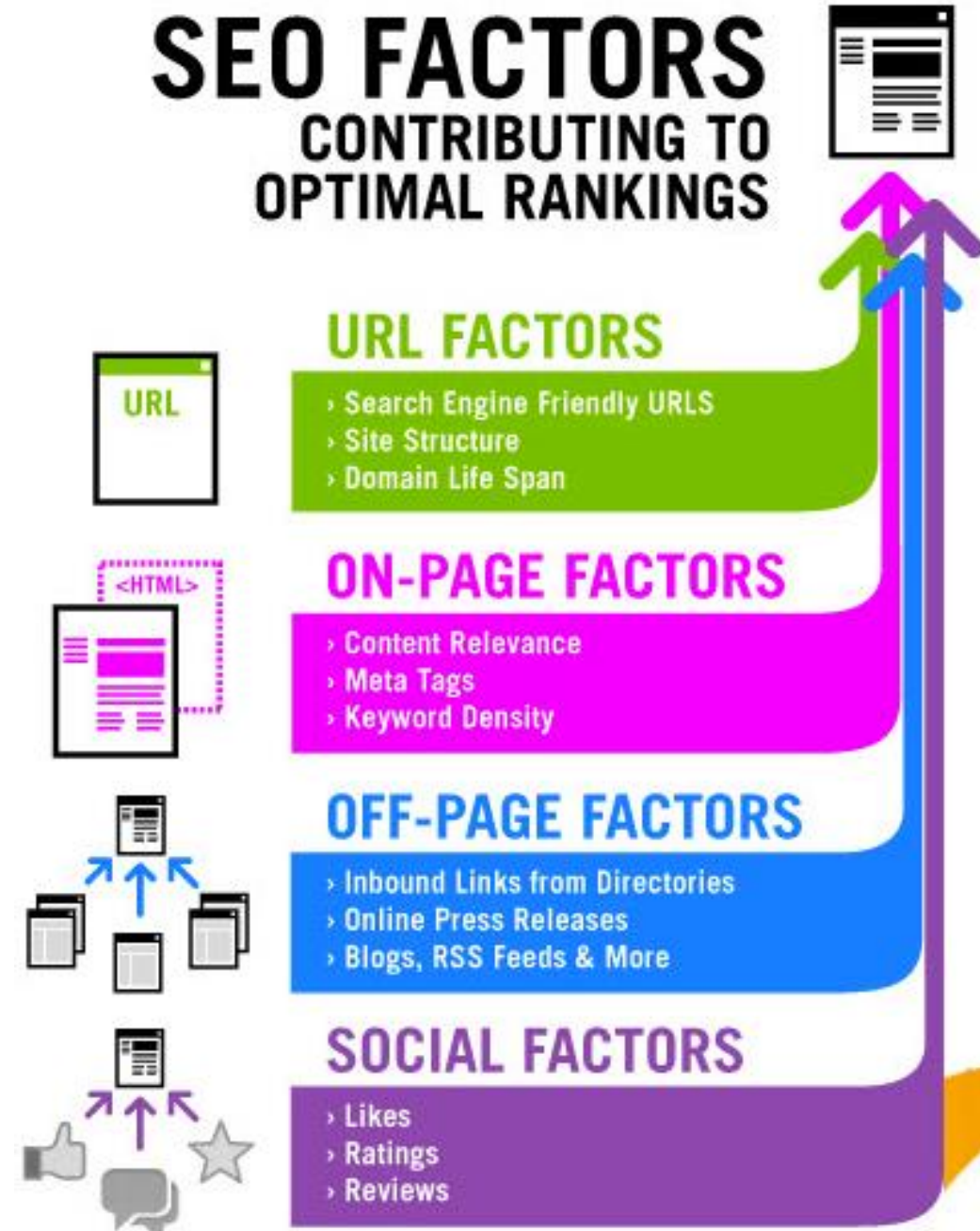
VISIT DENVER 2017

Organic Search Overview

SEO: Search Engine Optimization

- The key to a strong SEO portfolio includes both on and off site optimizations to allow for search engines to process:
 - Relevant keywords & content
 - Healthy technical foundation
 - Off-site relevance & sentiment (links)

By optimizing the VISIT DENVER site based on SEO best practices, we aim to improve the organic visibility of the Denver.org brand and drive traffic to our site and our partner sites.



VISIT DENVER 2017

Organic Search Overview

VISIT DENVER ranks well for a variety of relevant Denver-based keywords and has been growing in organic visibility over the past year. In 2017/18, we will focus on capitalizing on Featured Snippet positions in the SERPs to earn the most real-estate in Organic SERPs (Search Engine Result Pages).

FREE ATTRACTIONS AND TOURS

- DENVER FREE WALKING TOURS. ...
- U.S. MINT TOUR. ...
- SCIENTIFIC AND CULTURAL FACILITIES DISTRICT (SCFD) FREE DAYS. ...
- DENVER ART MUSEUM. ...
- NATIONAL CENTER FOR ATMOSPHERIC RESEARCH. ...
- RED ROCKS PARK & AMPHITHEATRE. ...
- COLORADO STATE CAPITOL TOUR. ...
- CHILDREN'S MUSEUM FREE TARGET TUESDAYS.

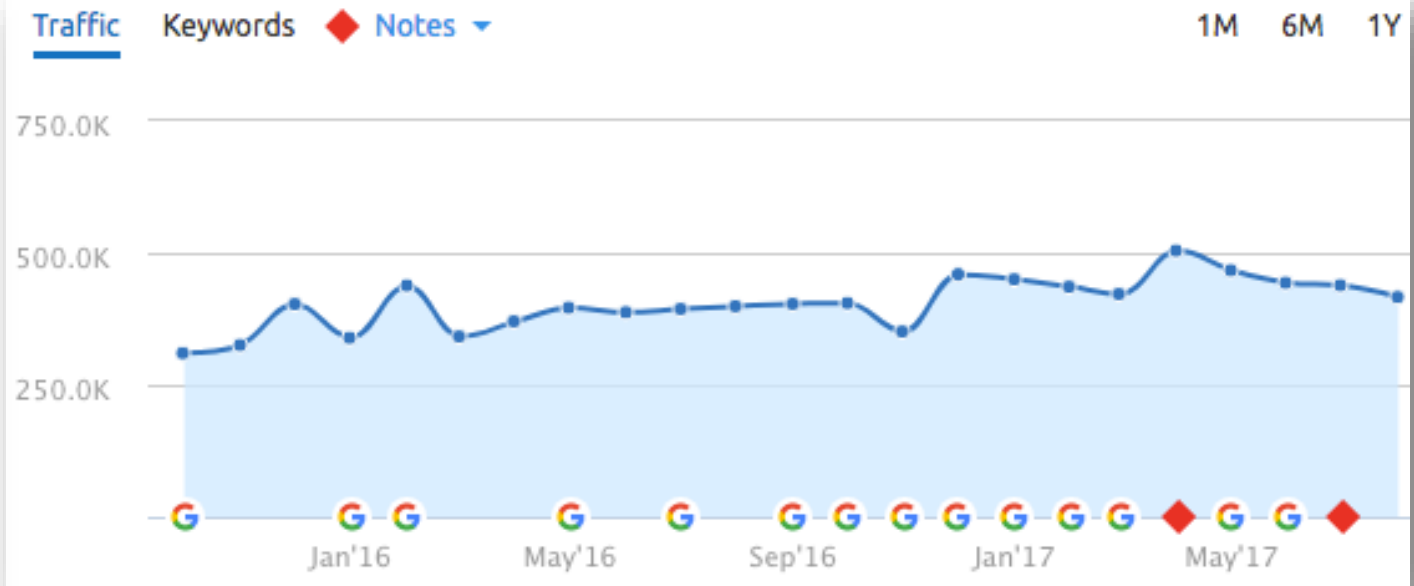
More items...




[Free Things To Do This Summer In Denver - Visit Denver](https://www.denver.org/things-to-do/spring-summer/free-summer/)

<https://www.denver.org/things-to-do/spring-summer/free-summer/>

[About this result](#) [Feedback](#)



An aerial night photograph of Union Station in Denver, Colorado. The station's iconic facade is illuminated, with a prominent red neon sign that reads "UNION STATION" in an arch and "TRAVEL by TRAIN" below it. In the foreground, a large, modern fountain with multiple blue water jets is active. The surrounding urban environment is visible, including modern high-rise buildings and a street with some parked bicycles. The sky is dark with some light clouds.

ORGANIC SEARCH TRENDS

VISIT DENVER 2017

Organic Search Overview

Interest for Denver-based tourism and vacation related search queries has increased steadily over the past 4+ years. This increase in search popularity indicates a larger opportunity of organic growth for the VISIT DENVER brand and their partner sites.



An aerial night photograph of Union Station in Denver, Colorado. The station's iconic facade is illuminated, with a prominent red neon sign that reads "UNION STATION" in an arch and "TRAVEL by TRAIN" below it. In the foreground, a large, active fountain with multiple blue water jets is visible. The surrounding urban landscape includes modern high-rise buildings and a street with some pedestrian activity. The sky is dark with some light clouds.

ORGANIC & PAID SEARCH NEXT STEPS

VISIT DENVER 2017

Organic & Paid Search – Next Steps

Going into 2017, make sure to consider the following strategies to benefit organic and paid search growth:

Organic Search:

- **Unique and Engaging Content** – Writing high-quality content is king in the world of SEO, make sure you choose a topic with some search volume and include relevant keywords
- **Influencer Outreach** – Establishing relationships with online influencers in your industry can not only build positive sentiment around your brand but can also earn you high-quality backlinks
- **Monitor Technical Health** – Keep an eye on SEO-relevant technical health via Google's free tool – Google Search Console

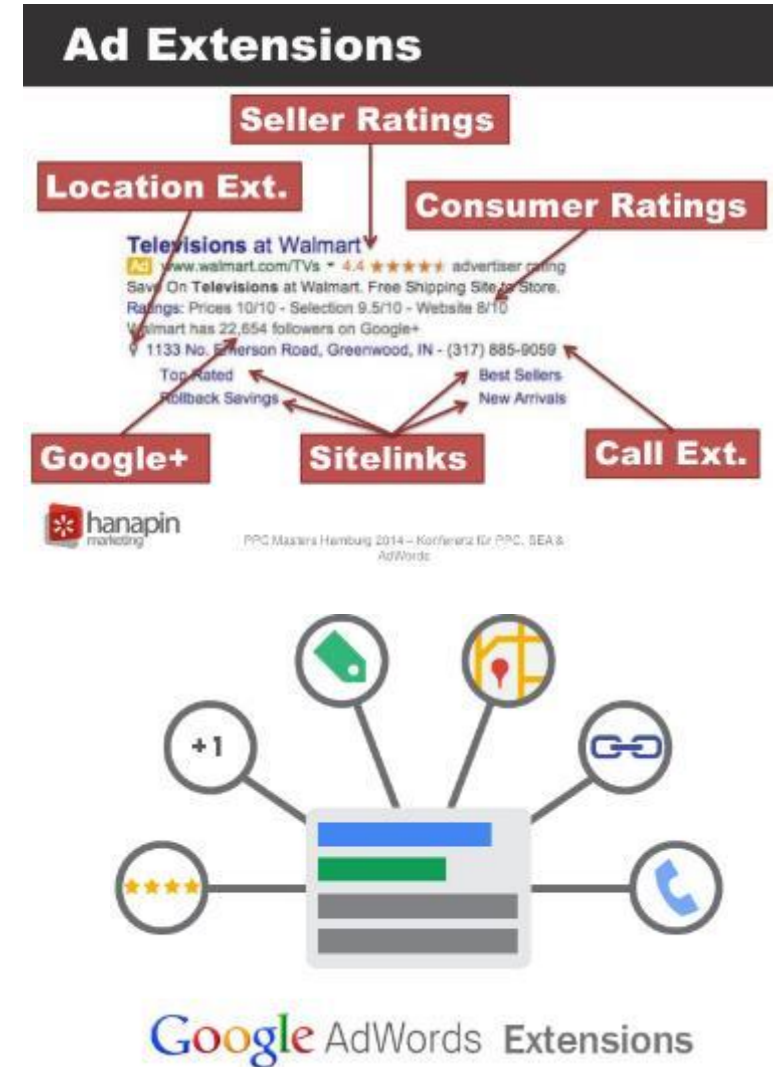
Structured Data – Writing content is a great first step but adding structured data to help Search Engine's crawl that content is a good technical improvement to any existing site content.

VISIT DENVER 2017

Paid Search Tips

Paid Search:

- Utilize all applicable Ad Extensions for your Ad
 - This will help expand search landscape and provide beneficial information outside of the adcopy
 - Sitelink Extensions
 - Review Extensions
 - Structured Snippets
- Day Parting
 - Utilize hour of day and day of week insights to optimize towards most efficient times
 - These metrics can be obtained through Adwords, GA, or 3rd party tools
- Search Query Report Analysis
 - Utilize search query reports to understand how your users are searching
 - Add negative keywords to remove unwanted queries
 - Add long tail keywords to receive CPC benefits





THANK YOU!

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