

THE GOOGLE EFFECT

How to Meet the Traveler's Expectation of a Personal Experience

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Tahoe
South®

The Approach

Theory

Topics

Intent-Based Search

Showing Up in Search

Increasing Conversion

Taking Action

Tactics

Workshop #1

Intent in Action!

Workshop #2

Creating Personalization!

Case Study

Results

Tahoe South

What's Next

Tools

Apply What You've Learned

The Approach

Theory

93% of online experiences begin with
a search engine.

Source: Forrester

The Google logo is centered on the page. It consists of the word "Google" in its signature multi-colored font: a blue 'G', a red 'o', a yellow 'o', a blue 'g', a green 'l', and a red 'e'.



“**Intention** is one of the most powerful forces there is. What you mean when you do a thing will always determine the outcome.”

— Brenna Yovanoff, *The Replacement*

The Move to Intent-Based Search

key·word

/'kē,wərd/


noun

a word or concept of great significance.

"homes and jobs are the keywords in the campaign"

- a word that acts as the key to a cipher or code.
- an informative word used in an information retrieval system to indicate the content of a document.

in·tent

/in'tent/ 

noun

1. intention or purpose.

"with alarm she realized his intent"

synonyms: aim, intention, purpose, objective, object, goal, target; [More](#)

adjective

1. resolved or determined to do (something).

"the administration was intent on achieving greater efficiency"

synonyms: bent on, set on, insistent on, hell-bent on; [More](#)

2. (especially of a look) showing earnest and eager attention.

"a curiously intent look on her face"

FROM



TO

What Does That Look Like?

Salt Lake City

cool things to do
in Salt Lake City

FROM



TO



mi·cro·mo·ment

/'mīkrō/ /'mōmənt/

noun; plural noun: **Micro-Moments**



1. A moment we reflexively turn to a device to act on a need we have in that moment – to learn, discover, find or buy something.
2. Intent-rich moment when decisions are being made and preferences are being shaped.



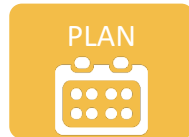
Travel Micro-Moments



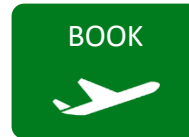
I-WANT-TO-KNOW



I-WANT-TO-GO



I-WANT-TO-BOOK



I-WANT-TO-DO



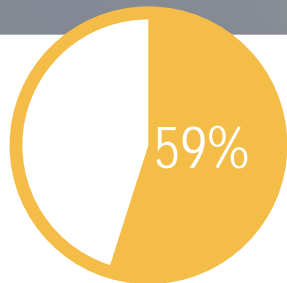
Goal #1

Be there for users at every step in the traveler journey by aligning intent and content.

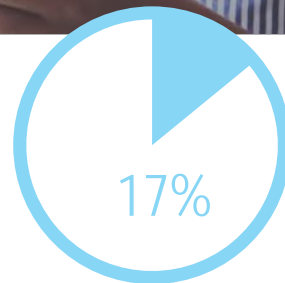
DREAM



I-WANT-TO-KNOW MOMENTS





of travelers in the U.S. are always planning their next vacation.



of travelers in the U.S. think about planning a trip at least once a week.









Best lakes in the US

Google  

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

Lakes > United States

					
Lake Michigan	Lake Tahoe	Lake Powell 252 mi ²	Lake Superior 31,699 mi ²	Crater Lake	Lake of the Ozarks 84 mi ²

America's Best Lake Vacations | Travel + Leisure

www.travelandleisure.com/slideshows/americas-best-lake-vacations ▼

Satellite mapping has yet to yield a precise answer, but the best guess is that there are between 3 and 4 million lakes across the U.S., ranging from duck ponds ...

America's Most Beautiful Lakes | Travel + Leisure

www.travelandleisure.com/slideshows/americas-most-beautiful-lakes ▼

Take, for example, the impossibly blue, deep water of Oregon's Crater Lake, encircled by an extinct volcano, or clear, ... Related: America's Best Lake Vacations.

Best US Lakes and Lake Towns to Visit in the Summer - Thrillist

<https://www.thrillist.com/.../best-lake-towns-destinations-in-america-south-lake-tahoe-...> ▼

Jun 7, 2015 - Seneca, South Carolina. Population: 8,200. Bigfork, Montana. Population: 4,270. Grand Marais, Minnesota. Population: 1,340. Lake Placid, New York. Population: 2,471. Chelan, Washington. Population: 3,959. South Lake Tahoe, California. Population: 21,387. Grand Lake, Colorado. Population: 456. Charlevoix, Michigan. ...

Top 10 lakes in the US - SheKnows

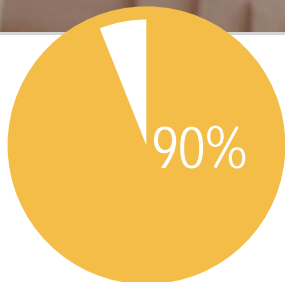
www.sheknows.com > LIVING > Travel ▼

May 15, 2012 - With so many amazing lakes across the US, it's tough to choose just one, so we've done the homework for you. ... Best lakes for summer fun.

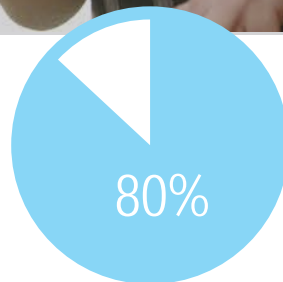
PLAN



I-WANT-TO-GO MOMENTS



90%
of travelers in the U.S. recall researching their last vacation on a computer or tablet.



80%
of leisure travelers do not book with the first hotel brand that comes to mind in the research process.



What's it like out in South Lake?

Live Interactive Cameras

Watch us have another great winter...

Our Lake Tahoe live webcams will have your mouth watering and your skis chattering for a winter visit. And as always, Lake Tahoe is the value proposition with [deals](#) upon deals for accommodations from [luxury resorts](#) to [cozy little cabins](#), [pet-friendly lodging](#) to lakefront views.

We've got an après ski firepit chair with your name on it and a hot toddy hand-off ready. Just sign up for our [newsletter](#), follow our [blog](#) and pack the car with your skis, boards, sleds, snowshoes, and snugly-stuff like gloves, hats, and boots. We'll see you slope-side!

All Interactive Cams



Stateline Lake Tahoe Cam
STATELINE, NV
2 MINS AGO



Stateline Lake Tahoe Cam



Edgewood Lake Cam



Heavenly Observation Deck



Ki

Currently

 **48°**
Partly Cloudy

 Forecast  Roads  Webcams

Tahoe Dreaming?

Explore Your Perfect Trip

[Create Your Personalized Itinerary](#)



[Explore Interactive Cameras](#)



[Download Our Travel Planner](#)

Featured Deals



Sierra at Tahoe Ski & Ride Package at Lakeside Inn and Casino

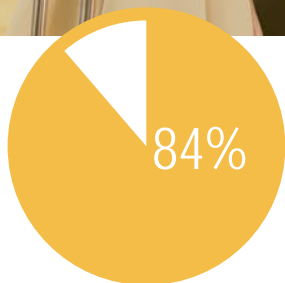


Sierra at Tahoe Ski Package at Aston Lakeland Village

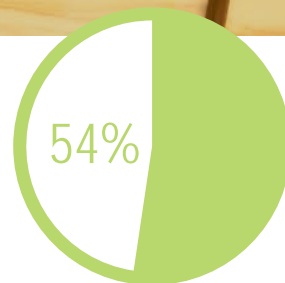
BOOK



I WANT-TO-BOOK MOMENTS



of Leisure travelers made their final decision on mobile.



of people who booked elsewhere did so because of mobile usability.



Where can I stay in South Lake?

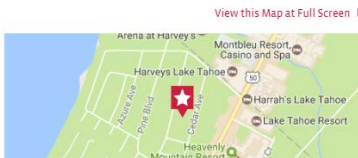
Where To Stay

Big Pines Mountain House of Tahoe



Big Pines Mountain House of Tahoe has a warm friendly atmosphere and service that exceeds your expectations. The Big Pines has over 70 rooms, private beach access, a heated swimming pool, a laundry room, free Wi-Fi and a conference room available for meetings or special events. In the morning join us in our lobby for a complimentary continental breakfast. You will find yourself within walking distance to everything downtown South Lake Tahoe has to offer.

Pets are also welcome!



[View this Map at Full Screen](#)

Address

4083 Cedar Ave
South Lake Tahoe, CA 96150

Telephone

(530) 543-5155

Toll-Free

(800) 288-4083

Fax

(530) 579-6013

Website >

Email >

[Book Now](#)

50°
Partly Cloudy



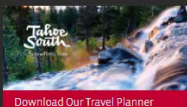
Forecast



Roads



Webcams



Featured Deals

Sierra at Tahoe Ski Package at Montbleu Resort Casino & Spa

Sierra at Tahoe Ski Package at Aston Lakeland Village

Beach Retreat & Lodge Bed & Breakfast Package

Where To Stay

Big Pines Mountain House of Tahoe



Address

4083 Cedar Ave
South Lake Tahoe, CA 96150

Telephone

(530) 543-5155

Toll-Free

(800) 288-4083

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(530) 579-6013

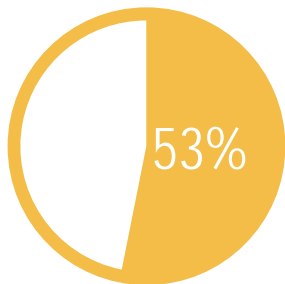
Website >

Email >

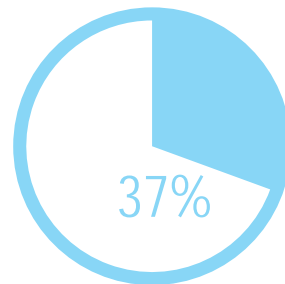
[Book Now](#)



I-WANT-TO-DO MOMENTS



of travelers want to explore somewhere they've never been on their next vacation.



of travelers want to visit an off the beaten path places on their next vacation.



Cool hikes in Lake Tahoe

The screenshot shows the Tahoe South Blog website. At the top, there is a navigation bar with links for Explore, Stay, Eat, Events, Deals, and Blog. A search bar and social media icons for Facebook, YouTube, and Instagram are also present. The main header features a large image of a lake and the Tahoe South logo. Below the header, the article title "Six Great Hikes in Tahoe South" is displayed, along with social sharing buttons for Google+, Twitter, and Facebook. The article text begins with "In honor of National Trails Day, it seemed appropriate to talk about the best Lake Tahoe hikes in South Lake Tahoe. Hiking is one of my favorite ways to explore the topography and terrain surrounding the lake. That it keeps me in shape for winter is an added bonus. With so many terrific hikes here, it's hard to get bored. Below are a few to get you started." The first section is titled "Skyline Trail" and includes a photograph of hikers on a rocky trail. A sidebar on the right contains a weather widget showing 50 degrees and a "Currently" section with icons for Forecast, Roads, and Webcams. Below the sidebar, there are "Categories" and "Related Resources" sections.

Explore Stay Eat Events Deals Blog

Tahoe South

Tahoe South Blog

Six Great Hikes in Tahoe South

Posted in [Hiking](#) | June 6, 2014 | By [Iann Gleckman](#)

In honor of [National Trails Day](#), it seemed appropriate to talk about the best Lake Tahoe hikes in South Lake Tahoe. Hiking is one of my favorite ways to explore the topography and terrain surrounding the lake. That it keeps me in shape for winter is an added bonus. With so many terrific hikes here, it's hard to get bored. Below are a few to get you started.

Skyline Trail

Play the day away at Heavenly Mountain Resort | Photo by Jesse Stritz / Heavenly Mountain Resort

Currently
50°
Partly Cloudy

Forecast Roads Webcams

Categories

- Attractions
- Beaches
- Biking
- Eat
- Family Fun
- Featured
- Fishing
- Food & Wine
- Gaming
- Golf
- Hiking
- Local Event
- Nightlife
- Shopping
- Ski/Snowboard
- Spa, Health & Wellness
- Stay
- Water Sports
- Weddings
- Winter Recreation

Related Resources
A few of the blogs we read...

- [Lauren Lindley](#)
- [Adventure Journal](#)

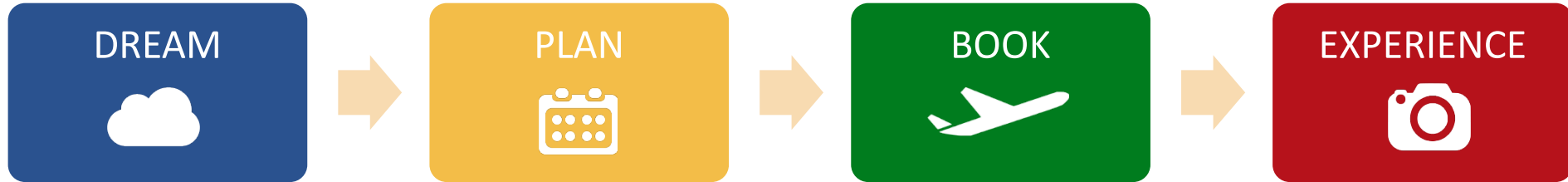
How To

Intent-Based Search

1. Map your traveler journey
2. Generate ideas for search terms
3. Align content with intent
4. Don't forget about the devices

Intent-Based Search – Starting Point

What is your traveler journey?



Intent-Based Search – Align Content with Intent



Intent Based Search – Understand Devices



94% of leisure travelers switch between devices as they plan or book a trip.

Source: Think with Google

Workshop #1

Intent in action!

What's Your Intent?



Chris Camino

Aligning Content to Increase Conversion



Taking Action

Tactics

Goal #2

The search.

The Past: Man vs. the Machine



Web

Images

Groups

Directory

News

"Salt Lake City" "Italian Restaurant"

Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

[Advertise with Us](#) - [Business Solutions](#) - [Services & Tools](#) - [Jobs, Press, & Help](#)

©2004 Google - Searching 3,307,998,701 web pages

Best restaurants Salt Lake City, Salt Lake City, UT - Yelp

https://www.yelp.com/search?find_desc=Best+Restaurants&find_loc=Salt...

Reviews on Best restaurants in Salt Lake City, Salt Lake City, UT - The Copper Onion, R&R BBQ, ... He brings so much love and happiness to the restaurant.

The Best 10 Restaurants near Salt Lake City, Salt Lake City, UT - Yelp

https://www.yelp.com/search?cft=restaurants&find_loc=Salt+Lake...Salt...

Best Restaurants in Salt Lake City, Salt Lake City, UT - All Chay, Chile-Tepin, ... The front of the restaurant was lined with washitsu rooms with a modern touch.

Downtown's Best Restaurants: Restaurants in Salt Lake City

www.10best.com/destinations/utah/salt-lake-city/restaurants/downtowns-best/

And though a few of Salt Lake City's best restaurants are scattered across its ... In operation since 1985, this legendary restaurant serves enormous and ...

PAGO

www.pagoslc.com/

Pago is an intimate, farm-to-table restaurant in Salt Lake City, serving elevated American cuisine in a casual fine-dining environment. We also have an extensive ...

What to Do (and Eat) in Salt Lake City, Utah - Bon Appétit | Bon Appetit

www.bonappetit.com/restaurants-travel/article/salt-lake-city-guide

Feb 4, 2016 - An Actually Useful Guide to Salt Lake City, Utah ... Now there are over a half-dozen notable shops and the restaurant, bar, and local music ...

Bambara: American Restaurants in Salt Lake City

www.bambara-slc.com/en-us/

Bambara Restaurant is located in an historic building with a lively atmosphere, serving New American food in downtown Salt Lake City, UT.

The Copper Onion - Home

thecopperonion.com/

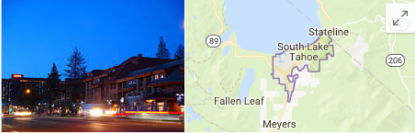
home photos menu hours & location events people sourcing contact us. an american restaurant. 111 East Broadway, Salt Lake City, Utah, 801-355-3282.

The Roof Restaurant - Fine Dining Salt Lake City | Temple Square

www.temple-square.com/dining/the-roof-restaurant/

Enjoy a breathtaking view of downtown Salt Lake City during an elegant, fine dining experience at The Roof Restaurant. View our menu or make a reservation.

SERP Evolved



South Lake Tahoe

City in California


South Lake Tahoe is the most populous city in El Dorado County, California, United States, in the Sierra Nevada. As its name suggests, the city is located on the southern shore of Lake Tahoe. [Wikipedia](#)

Elevation: 6,237'
Weather: 41°F (5°C), Wind SW at 2 mph (3 km/h), 60% Humidity
Zip code: 96150


Plan a trip

- South Lake Tahoe travel guide
- 3-star hotel averaging \$128, 5-star averaging \$253
- 1 h 31 min flight, from \$261


Points of interest View 15+ more




Heavenly Mountain Resort




Vikingsholm



Van Sickle Bi-State Park



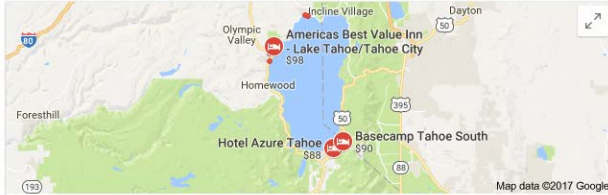
Emerald Bay State Park



Northstar California

More about South Lake Tahoe

[Feedback](#)




Sun, Mar 26 Mon, Mar 27

2 guests ▾ Price ▾ Rating ▾ Hotel class ▾ Amenities ▾ Sort by ▾


Basecamp Tahoe South **\$90**

4.4 ★★★★★ (134) · 3-star hotel
 Rustic-chic lodging & a rooftop hot tub
DEAL 18% less than usual




Americas Best Value Inn - Lake Tahoe/Tahoe City **\$98**

3.9 ★★★★★ (28) · 2-star hotel
 Lakeside lodging with an outdoor pool
 Free Wi-Fi



Hotel Azure Tahoe **\$88**

4.1 ★★★★★ (74) · 3-star hotel
 Lakeside lodging with an outdoor pool
 Free Wi-Fi



[More hotels](#) About pricing

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


About 546,000 results (0.76 seconds)

- Fallen Leaf Lake
- Rubicon Trail
- Mt. Tallac

[Six Great Lake Tahoe Hikes | Tahoe South](https://tahoesouth.com/blog/six_great_hikes_in_tahoe_south/)
tahoesouth.com/blog/six_great_hikes_in_tahoe_south/


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

Top stories




South Lake Tahoe woman to bike cross-country, interviewing inspiring women |...

Tahoe Daily Tribune · 14 hours ...



Paul Simon joins 2017 Lake Tahoe Summer Concert Series | TahoeDailyTribune.com

Tahoe Daily Tribune · 1 day ago



Snow threatens homes in Lake Tahoe area, collapses roofs


KCRA Sacramento · 1 day ago

[More for south lake tahoe](#)

SERP Evolving

Search: South Lake Tahoe

TRAVEL GUIDE TOP SIGHTS PLAN A TRIP









South Lake Tahoe
City in California - Photo, Panorama

South Lake Tahoe is the most populous city in El Dorado County, California, United States, in the Sierra Nevada. As its name suggests, the city is located on the southern shore of Lake Tahoe. The city's population was 21,403 at the 2010 census, down from 23,609 at the 2000 census. The city extends about 5 miles west-southwest along U.S. Route 50, also known as Lake Tahoe Boulevard. The east end of ... More

- 4-day trips from \$765
- 1h 26m flight to Reno, from \$251
- 3-star hotels average \$128

Top sights [SEE ALL](#)





 <p>Heavenly Mountain Resort 4.1 ★★★★★ (425) Tahoe resort with year-round activities</p>	 <p>Vikingsholm 4.6 ★★★★★ (53) Hiking, castle, and lake</p>	 <p>Van Sickle Bi-State Park 4.8 ★★★★★ (5) Park and hiking</p>	 <p>Emerald Bay State Park 4.7 ★★★★★ (516) National landmark with panoramic views</p>	 <p>Northstar California 4.2 ★★★★★ (759) Mountainside retreat with ski runs</p>	 <p>Squaw Valley Ski Resort 4.3 ★★★★★ (538) Skiing & year-round recreation</p>
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things to do in south lake tahoe

All Maps Shopping News Images More Settings Tools

About 1,900,000 results (1.09 seconds)

South Lake Tahoe / Top sights

 <p>Heavenly Mountain Resort Tahoe resort with year-round activities</p>	 <p>Vikingsholm Historic castle and lake</p>	 <p>Van Sickle Bi-State Park Park and hiking</p>	 <p>Emerald Bay State Park National landmark with panoramic views</p>
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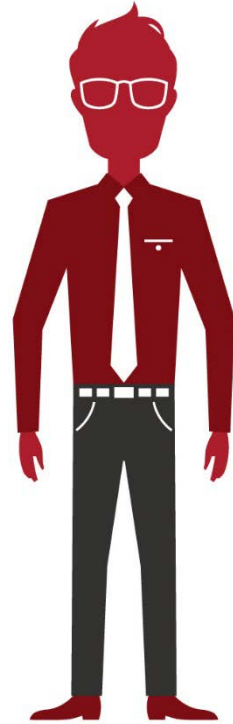
events in south lake tahoe

All Maps News Shopping Images More Settings Tools

South Lake Tahoe > Events

<p>Wed, Mar 15 7:00 PM</p>	<p>Magic Fusion The Loft</p>	<p>Wed, Mar 22 9:00 PM</p>	<p>An Evening At the Improv Harveys Lake Tahoe</p>
<p>Fri, Mar 17 8:00 PM</p>	<p>Lake Street Dive Montbleu Resort, Casino a...</p>	<p>Fri, Mar 17 7:00 PM</p>	<p>Alix Perez</p>

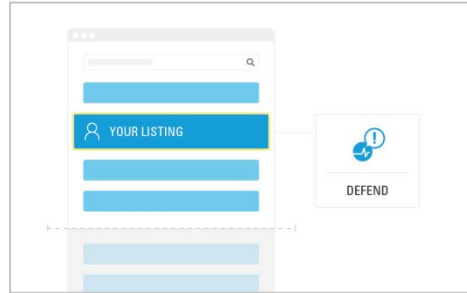
How do we make Google work for us?



Integrated Organic and Paid Search

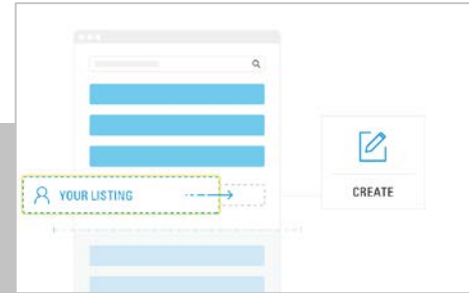
DEFEND

Know where you're performing well and need to monitor



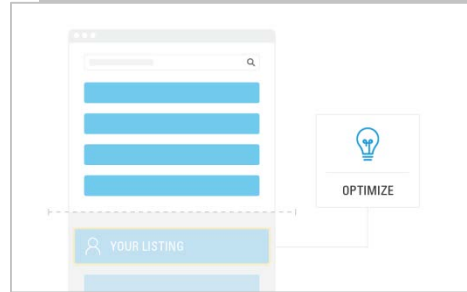
CREATE

Identify organic-friendly opportunities that need content



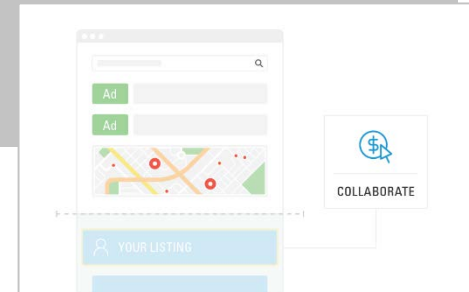
OPTIMIZE

Uncover above-the-fold opportunities to improve for fast wins



COLLABORATE

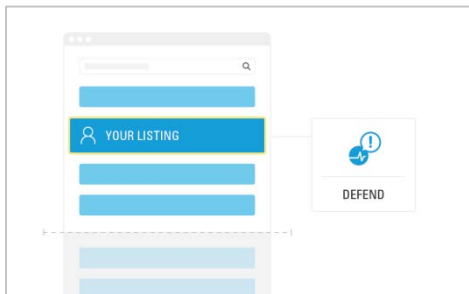
Find below-the-fold opportunities to team-up with paid search



Integrated Organic and Paid Search

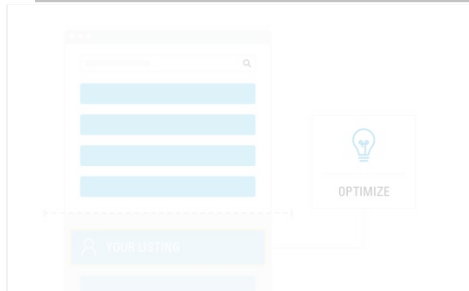
DEFEND

Know where you're performing well and need to monitor



OPTIMIZE

Uncover above-the-fold opportunities to improve for fast wins



Keyword	Monthly Search Volume	Blended Rank Mar. 12, 2017	Blended Rank Change	Page Number
lake tahoe events	1,000	1	No Change	1
south shore lake tahoe	480	1	3 ▲	1
south lake tahoe events ca	70	1	No Change	1
south lake tahoe	40,500	1	No Change	1
south tahoe	1,000	1	No Change	1

Google search for "south lake tahoe" showing search results and a location card for South Lake Tahoe.

Tahoe South: Lake Tahoe
tahoesouth.com
Skiing and boating. Bike trails and blackjacks. Ice skating and bar hopping. Whatever your passion, Tahoe South does it right.
Events: Winter Recreation | Webcams | Explore
You've visited this page many times. Last visit: 2/26/17

South Lake Tahoe Events - Event Calendar | Tahoe South
tahoesouth.com/events/
From festivals to air shows to concert headliners, Lake Tahoe offers entertainment from sun-up to sundown. Get info on South Lake Tahoe events here.
You've visited this page 4 times. Last visit: 3/2/17

Top stories

- Paul Simon joins 2017 Lake Tahoe Summer Concert Series | TahoeDailyTribune.com
- Whole Foods 365 coming to South Lake Tahoe after agreement reached for sale of ...
- Lenny Kravitz ready to rock 2017 Lake Tahoe Summer Concert Series | ...

South Lake Tahoe
City in California

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Elevation: 5,237
Weather: 47°F (8°C), Wind S at 7 mph (11 km/h), 53% Humidity
Zip code: 96150

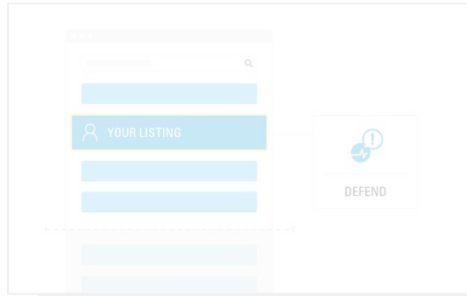
Plan a trip

- South Lake Tahoe travel guide
- 9-star hotel averaging \$128, 5-star averaging \$259
- 1 h 31 min flight, from \$261

Integrated Organic and Paid Search

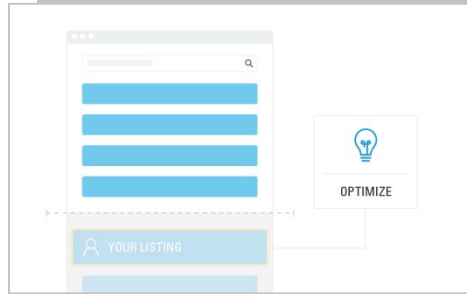
DEFEND

Know where you're performing well and need to monitor



OPTIMIZE

Uncover above-the-fold opportunities to improve for fast wins



View All Results Identify High Volume Keywords Discover Long Tail Keywords Explore High Value Keywords

32 Total Suggested Keywords 8 25% High Competition Level 12 37% Medium Competition Level 12 37% Low Competition Level

Track	Columns	Keyword	Search Volume	Competition	Keyword Value
		lake tahoe weddings	2,400	Medium	92
		lake tahoe weddings venues	1,300	Medium	92
		tahoe weddings	880	Medium	92
		tahoe weddings packages	390	High	95
		edgewood tahoe weddings	210	Low	95
		south lake tahoe weddings	170	Medium	92
		lake tahoe weddings on a budget	90	High	92



lake tahoe weddings

Page 2 of about 638,000 results (0.69 seconds)

PAGE 2

Lake Tahoe Weddings - Wedding Venues | Tahoe South

<https://tahoesouth.com/explore/weddings/>

Research wedding venues for your **Lake Tahoe wedding**. If the question's been popped, the answer is Tahoe for a wedding that guarantees a scenic setting.

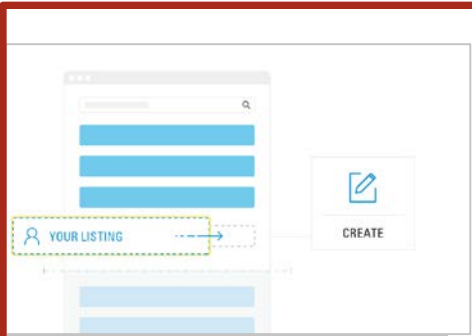
Top 5 Lakefront Wedding Spots in South Lake Tahoe - Tahoe South

tahoesouth.com/blog/top_5_lakefront_wedding_spots_in_south_lake_tahoe/

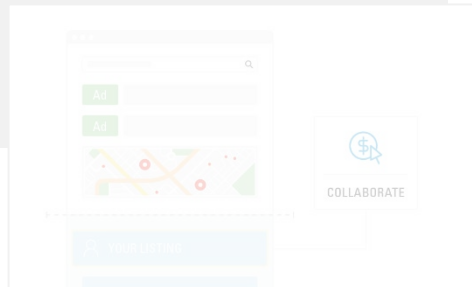
Feb 8, 2016 - Tying the knot? Check out the top 5 lakefront wedding spots in Tahoe. Tahoe guarantees a stunning backdrop for one of the most important ...

Integrated Organic and Paid Search

Keyword	Search Volume
mountain coasters	3,600
mountain coaster gatlinburg	1,300
smoky mountain coaster	590
berkshire east mountain coaster	480
attitash mountain coaster	390
wisp mountain coaster	320
camelback mountain coaster	320
ski mountain coaster	210
mountain coaster nh	170
holiday valley mountain coaster	170
jiminy peak mountain coaster	140
deep creek mountain coaster	110
okemo mountain coaster	110
mountain coaster camelback	110



CREATE
Identify organic-friendly opportunities that need content



COLLABORATE
Find below-the-fold opportunities to team-up with paid search

Integrated Organic and Paid Search

Google where to stay in south lake tahoe

About 668,000 results (0.86 seconds)

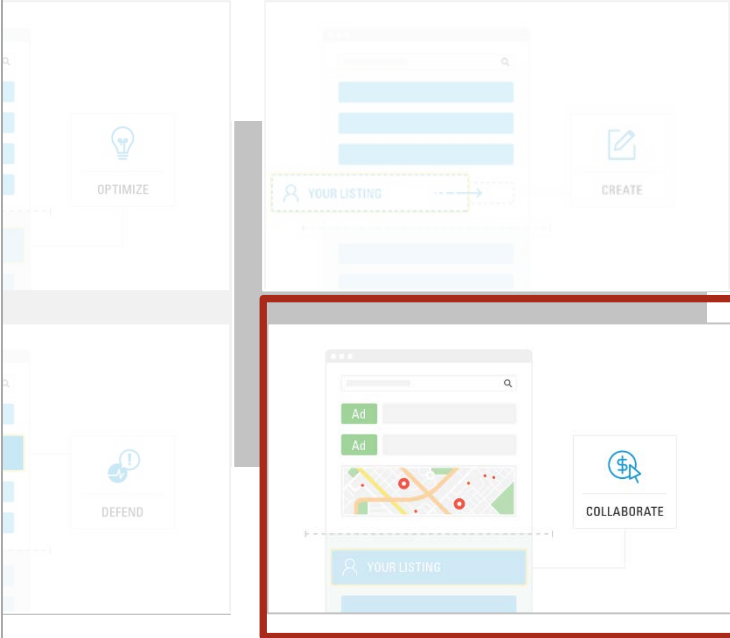
South Lake Tahoe Stays - The Unique Alternative To Hotels - airbnb.com
www.airbnb.com/South-Lake-Tahoe
Find Places to Stay From \$49/Night
24/7 Customer Service · 2,000,000 Unique Listings · Listings in 190 Countries

Map showing South Lake Tahoe area with hotels like Lake Tahoe Resort Hotel, Postmarc Hotel and Spa Suites, and Hotel Azure Tahoe.

Sun, Mar 26 Mon, Mar 27
2 guests Price Rating Hotel class Amenities Sort by

Hotel Name	Rating	Price
Hotel Azure Tahoe	4.1 (71)	\$92
Lake Tahoe Resort Hotel	4.3 (261)	\$97
Postmarc Hotel and Spa Suites	4.4 (81)	\$93

Where To Stay In Lake Tahoe | Tahoe South
tahoesouth.com/stay/
From a 4-star Lake Tahoe Resort to cabins beneath the pines, Tahoe South has a variety of places to stay. Review South Lake Tahoe hotels and lodging here.



CREATE
Identify organic-friendly opportunities that need content

COLLABORATE
Find below-the-fold opportunities to team-up with paid search

Search is Constantly Changing



Goal #3

The Conversion.

“79% of marketers said customer personalization is very important to achieving their top marketing and customer experience goals.”

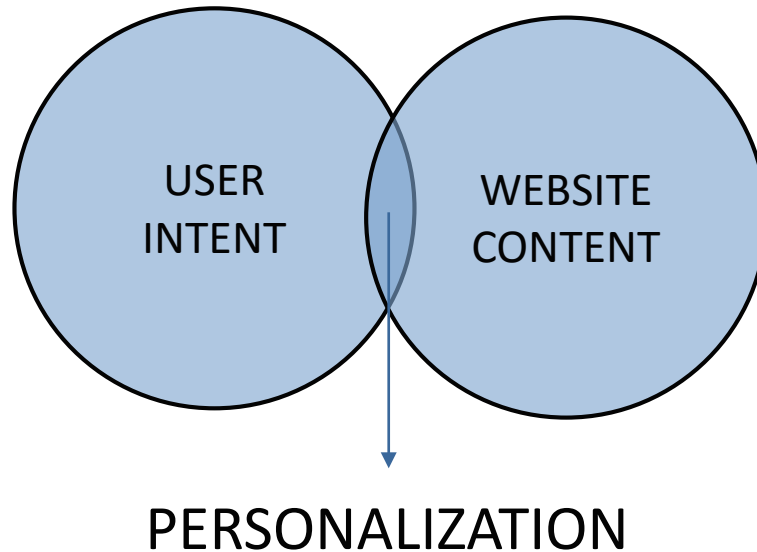
Source: PwC and Forrester Consulting

Leaders in Personalization



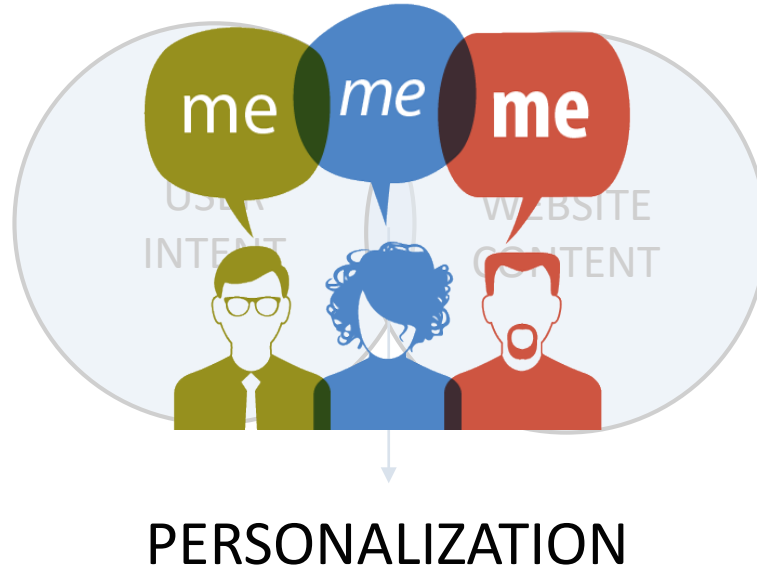
Personalized Experience

Personalization allows you to serve a targeted experience, to a specific audience segment, in real-time.



Personalized Experience

Personalization allows you to serve a targeted experience, to a specific audience segment, in real-time.



Don't Be a Stranger...

When travelers feel like strangers to brands...

40% are less likely to buy from you

59% are likely to unsubscribe from your content

28% are less likely to proactively visit your website



Source: Boxever | Grounded by Untargeted Marketing

How To

Creating Personalized Experiences

1. Define Success
2. Start Small
3. Pull Insights out of Analytics
4. Create your strategy
5. Measure and Iterate

Define Success



- Traffic to Stakeholders (Hotels, Restaurants, etc.)
- Bookings
- Email Subscribers
- Travel Planner Downloads
- Deals
- ...

Start Small - GeoTargeting



In Market

Locals and Day
Trippers

Restaurants



Drive Market

Overnighters

This weekend's
events



Fly Market

Longer Stays

Destination Value
Proposition

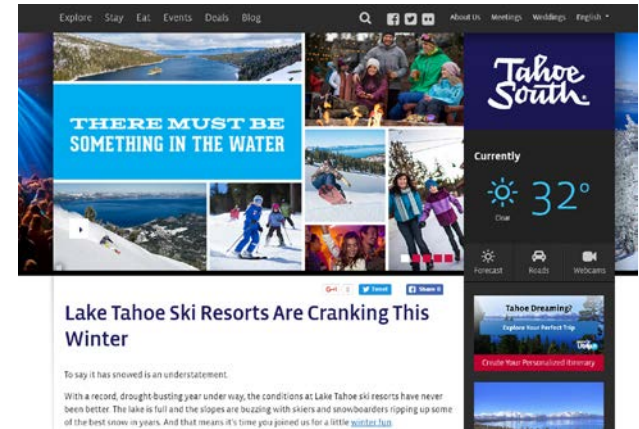
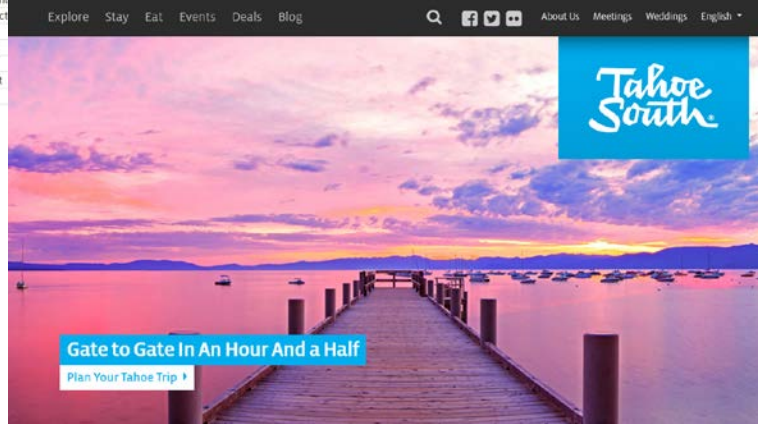
Understand Your Data



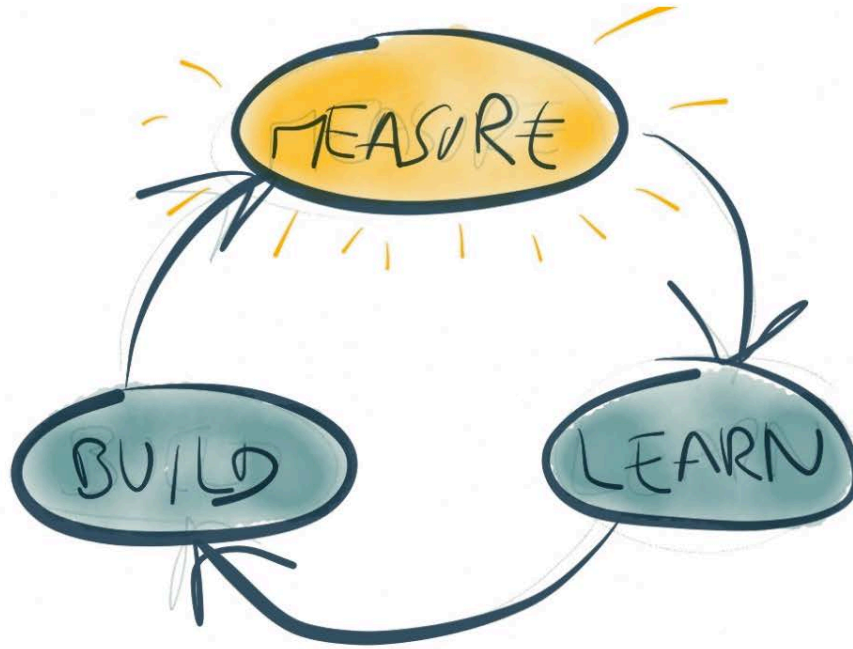
Organic Traffic		
1. Los Angeles	/events	
2. Los Angeles	/	
3. Los Angeles	/where-to-stay/cabin-vacation-rentals	
4. Los Angeles	/blog/six_great_hikes_in_tahoe_south	
5. Los Angeles	/events/snowglobe-music-festival	
6. Los Angeles	/lake-tahoe-web-cams	
7. Los Angeles	/getting-here	
8. Los Angeles	/explore	

Create Your Strategy

Target	Segment	CTA - Title	CTA Link	Link	KPI
In-Market	New InMarket S. Lake Eat	Enjoy Dinner By The Lake	Find a Place To Eat	http://tahoesouth.com/eat/	Restaurant Referral
	Returning InMarket S. Lake Explore	Rediscover Home	Find New Adventures	http://tahoesouth.com/explore/	Test - Engagement
	All InMarket Reno Deals	Save On Your Next Tahoe Getaway	Discover Our Deals	http://tahoesouth.com/deals/	Deal Referral
Drive Market	New Drive Market SF Weekend Plans LP	An Array Of Activities	Plan Your Weekend	http://tahoesouth.com/weekend-plans-driving/	Hotel Referral
	Returning Drive Market SF Cabin Rental	Cozy Nights, Action-Packed Days	Explore Tahoe Cabins	http://tahoesouth.com/where-to-stay/cabin-vacation-rentals/	Cabin Referral
	New Drive Market Sacramento Webcams	How's the Snow? See For Yourself	View Tahoe Webcams	http://tahoesouth.com/ake-tahoe-web-cams/	Test - Next Steps
	Returning Drive Market Sacramento Record Year LP	An Array Of Activities	Plan Your Weekend	http://tahoesouth.com/weekend-plans-driving/	Hotel Referral
	New Drive Market San Jose Cabin Rental	An Array Of Activities	Plan Your Weekend	http://tahoesouth.com/where-to-stay/cabin-vacation-rentals/	Cabin Referral
	Returning Drive Market San Jose Ski Resorts LP	Plenty of Winter To Go Around	Book Your Weekend	http://tahoesouth.com/weekend-plans-driving/	HOtel Referral
Flight Market	New Fly Market Los Angeles Direct Flight	Gate to Gate In An Hour And A Half	Plan Your Tahoe Trip	http://tahoesouth.com/ake-tahoe-ski-resorts-so-cal/	Hotel Referral Test vs. SD
	Returning Fly Market Los Angeles Cabin Rental	From Fireside To Lakeside	See Tahoe Cabin Deals	http://tahoesouth.com/where-to-stay/cabin-vacation-rentals/	Cabin Referral Test vs. SD
	New Fly Market San Diego Cabin Rental	From Fireside To Lakeside	See Tahoe Cabin Deals	http://tahoesouth.com/where-to-stay/cabin-vacation-rentals/	Cabin Referral Test vs. LA
	Returning Fly Market San Diego Direct Flight	From Fireside To Lakeside	See Tahoe Cabin Deals	http://tahoesouth.com/where-to-stay/cabin-vacation-rentals/	Cabin Referral Test vs. LA
	New Fly Market Texas Ski	From Fireside To Lakeside	See Tahoe Cabin Deals	http://tahoesouth.com/where-to-stay/cabin-vacation-rentals/	Cabin Referral Test vs. LA
	Returning Fly Market Texas Explore	From Fireside To Lakeside	See Tahoe Cabin Deals	http://tahoesouth.com/where-to-stay/cabin-vacation-rentals/	Cabin Referral Test vs. LA



Measure and Iterate



Types of Personalized Experiences



Stay Focused on Your Goals



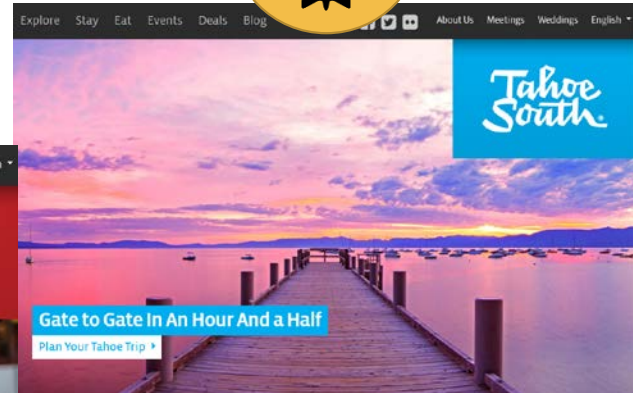
Case Study

Results

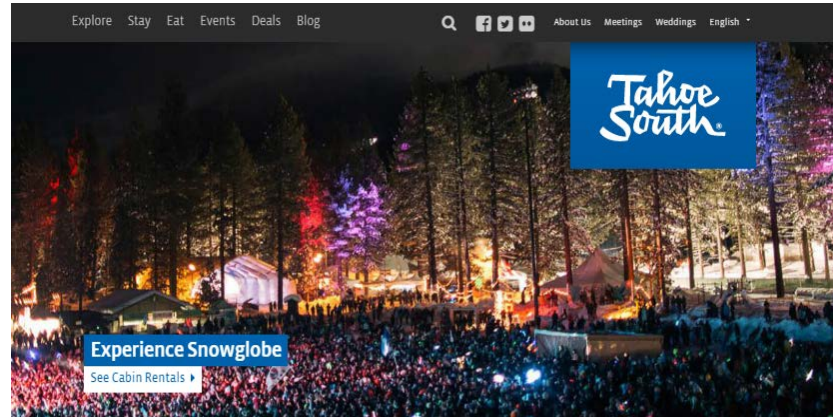
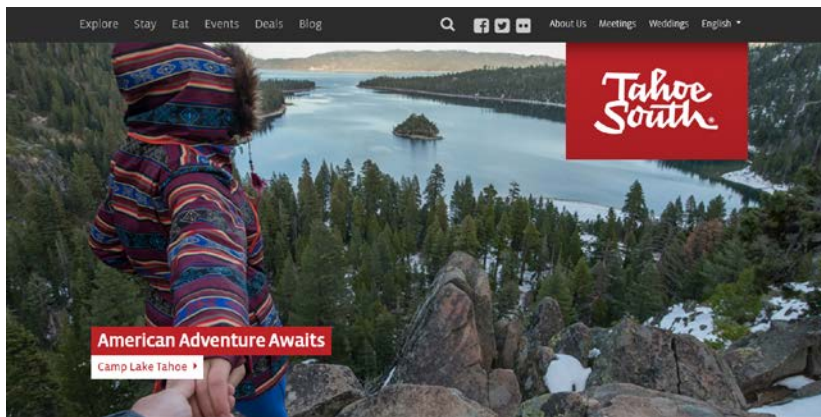
Case Study

Tahoe
South

Tahoe South | Case Study



Tahoe South | Performance



	Pages/Session	Avg. Session Duration	Bounce Rate	Conversion Rate for Partner Referral
Non-Personalized	1.73	01:40	59%	10%
Personalized	2.75	02:46	41%	14%




Impact

Over **30%** ADDITIONAL
Lodging Referrals over the year
30k+ Additional Referrals Since July 1

Workshop #2

Creating Personalization!

Personalization Worksheet

		
<p>Message</p> <p>Enjoy dinner by the lake</p>	<p>Message</p> <p>How's the snow? See for Yourself!</p>	<p>Message</p> <p>Fly direct from New York</p>
<p>Content</p> <p>Group dining image and area restaurant descriptions.</p>	<p>Content</p> <p>Snow activity images and webcam links.</p>	<p>Content</p> <p>Inspiring images, airport proximity info.</p>
<p>CTA</p> <p>Find a Place to Eat</p>	<p>CTA</p> <p>View Tahoe webcams</p>	<p>CTA</p> <p>Start Planning</p>

What's Next

Future

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andy.walden@noblestudios.com

stuart@ltva.org

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Tools of the Trade

