



Visit California & Gold Country Visitor Association have partnered with strategic marketing firm, Miles Partnership, for **two FREE** virtual workshops that give you hands-on assistance with optimizing your businesses presence on Google, Yelp and TripAdvisor.

As part of Visit Placer's membership in Gold Country Visitor Association and partnership with Visit California, these workshops are extended for **FREE** to all Placer County hospitality businesses (hotels, restaurants, retail, attractions, etc.)

Miles Partnership have helped hundreds of destinations and hospitality businesses around the world increase tourism revenue. **Your online business profiles are the single largest source of organic (non-paid) exposure to customers. A polished and complete online profile results in more customers and can be the difference maker for out-of-towners.**

#### **March 18 at 9:00AM**

Register in advance for this webinar:

[https://milespartnership.zoom.us/webinar/register/WN\\_UO\\_1DTQTMSANgLRcPbZNA](https://milespartnership.zoom.us/webinar/register/WN_UO_1DTQTMSANgLRcPbZNA)

#### **California Digital Optimization: Online Business Profile Fundamentals**

- What is your Google business profile?
- How does it surface in Google search and travel products?
- Claiming and verifying your business profile
- Keeping core business information current
- Overview of tools available in Google
- Book free office hours for help optimizing your businesses profile

#### **March 30 at 9:00AM**

Register in advance for this webinar:

[https://milespartnership.zoom.us/webinar/register/WN\\_JquzetBgRoSUEfTley33kQ](https://milespartnership.zoom.us/webinar/register/WN_JquzetBgRoSUEfTley33kQ)

#### **California Digital Optimization: Maximizing Online Business Profile Exposure**

- Utilizing posts for updates
- Responding to reviews
- Managing images, 360s & video
- Responding to customer questions
- Understanding Insights data
- Book free office hours for help optimizing your businesses profile

**Additional free resources for your business as part of Visit California's Digital Optimization program:**

- One on one office hours with a Miles Partnership Program Specialist for assistance with claiming your Google Business profile or help with other questions surrounding GMB, Yelp and TripAdvisor. Miles will help resolve issues with Google directly. Schedule your appointment [HERE](#).
- Visit the Digital Optimization Education Portal for tools, links and videos to further optimize your online presence. <https://visit-ca.tourismbusinessmarketing.com/>
  - Login with Gmail account
  - Passcode: VISITCALI

The California Digital Optimization program is built on a best-practices study of over 180,000 business profiles that provide businesses with simple, key takeaways and easily actioned quick tips.

We look forward to working with your business!