





New Mexico Tourism Department Recovery Readiness Initiative

Google DMO Program

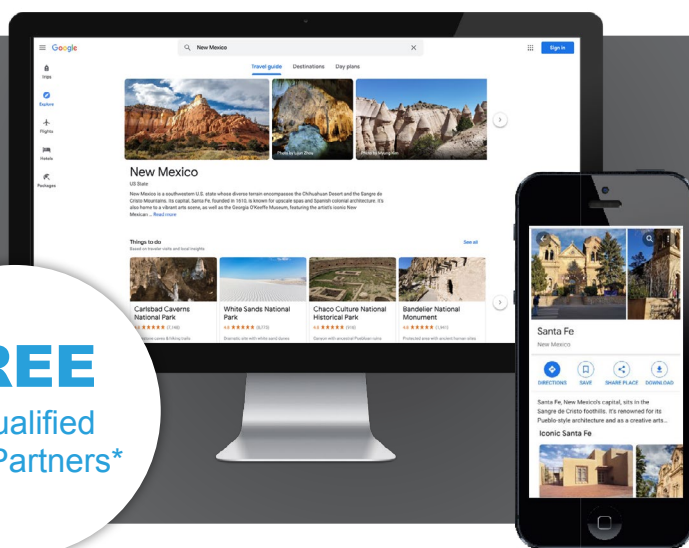
NEW MEXICO True

Through this program with Miles Partnership, New Mexico's DMOs can benefit from customized support services surrounding the Google DMO Program to improve the quality and completeness of destination-related content within Google's search and travel planning products.

RECOVERY READINESS INITIATIVE

-  Facilitate Economic Recovery Locally
-  Detailed Analysis of Destination Footprint
-  Optimize Content to Improve Perception
-  Educate & Empower Your Industry
-  Drive Measurable Results

FREE
to Qualified
DMO Partners*



Audit

Comprehensive Analysis of the Destination:

- Google Travel Guides
- Google Top Things to Do
- Google Maps & Street View

Google Business Listing Completeness Analysis

Audit of the Google Business Profiles of local businesses.

Activation

Google Business Listing Missing Data Submission

Submission of critical missing data edits for businesses.

Visual Content Review & Submission

Identifies critical missing images, flags poor images & extends the trackable reach of DMO's image library.

Community Support

DMO Staff Training

Step-by-step guidance on Google tools, best practices and use of hardware. Includes free Google Pixel phone.

Local Businesses Assistance

- Assistance to claim business profiles
- Local Marketing Academy online learning platform
- Google My Business Check Up tool

Application Deadline: April 30, 2020

(*Subject to space and budget available.)

To Participate, visit NMTrueCoOp.org