



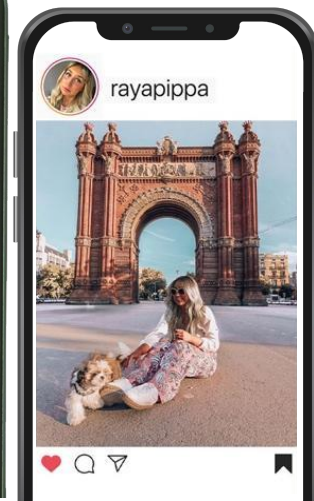
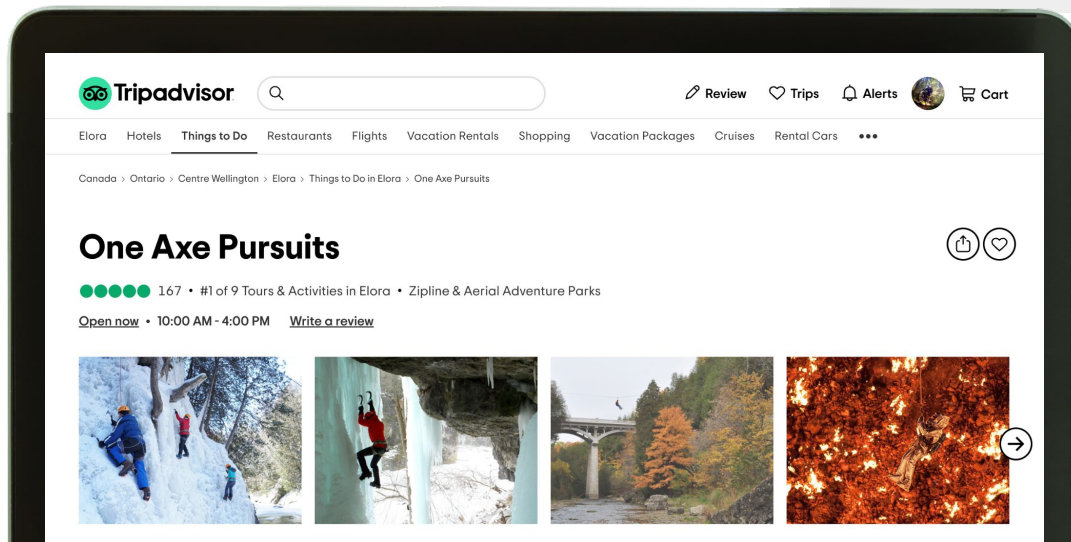
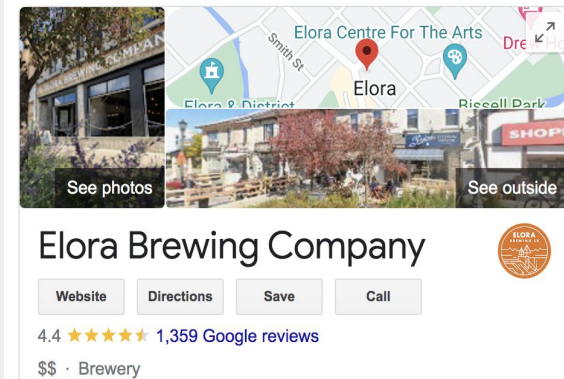
DIGITAL INFLUENCE REPORT | SIMPLEVIEW

# The Importance of a Destination's Digital Influence



# Understanding the visitor's path(s)

In a digitally disrupted world, the way we find inspiration, dream, plan, and share takes place across a multitude of channels. We need to **meet the visitor where they dwell** online.



# The Digital Influence Report (DIR)

A valuable tool for **understanding a destination's collective digital presence.**

Using a “report card” format, the DIR helps you understand what the destination is doing well and **highlights** areas for **improvement.**





simpleview 

# Digital Influence Report

Destination North Myrtle Beach

March 2023



# Executive Summary



## Overall Digital Grade

A simple benchmark for your Destination's collective online presence across major digital channels. Your Digital Grade is a composite score of your stakeholder's aggregate account activity & social performance rolled up into an easy to comprehend letter grade.

## How is This Calculated?

By aggregating the individual scores of your stakeholders across 3rd party channels and grouping by category we are able to directly assess how your Destination is represented and perceived online. Using a percentage based grading system and weighted scoring we grade each segment measuring account existence, activity, and performance benchmarked against general industry standards.

## Business Distribution

Category ^	Count
Accommodations	30
Attractions	63
Restaurants	100
Retail	22
<b>Grand total</b>	<b>215</b>

## Actionable Insights

The summary report and individual stakeholder reports provide actionable insights and tactical solutions for each business to improve their digital score and online presence.

## Critical Issues

### 1. SEO

Search Engine Optimization (SEO) was one of the lowest-ranked categories for North Myrtle beach stakeholders. North Myrtle Beach can create significant value and improvement at a low cost through SEO coaching and development.

### 2. Instagram

Across all categories, Instagram scored quite low for businesses in North Myrtle Beach. There is an opportunity to encourage the adoption of Instagram as an engaging storytelling and marketing platform as well as ensure operators are properly linking their social media accounts across digital platforms.

### 3. Quality of Reviews

Your stakeholders are doing great in terms of the quality of reviews on Facebook, TripAdvisor, and Google. However, they could encourage an increase in reviews and improve the number of reviews they respond to. This is especially important for Google and TripAdvisor.

## Competitive Advantage

### 1. Google Business Profile (GBP)

NMB excels in "claimed" and "completed" Google listings, with almost all operators having a claimed GBP listing across all categories. Although all Accommodators have claimed their GBP listing, there is an opportunity to work with them to complete their listings. Fixing this is low cost, quick and very impactful as GBP claimed and completed listings have an impact on Google search rankings.

### 2. Website Fundamentals

The overall score was 70 which is encouraging. Most stakeholder websites had lower scores due to GDPR, Accessibility and Page Loading Speeds. This is an opportunity to educate stakeholders on why these website fundamentals are important.

### 3. Mobile Optimization

Your stakeholders are almost all optimized for Mobile. This is important as Mobile devices are dominantly used by consumers. Synching mobile optimization with a completed and claimed GMB listing is encouraged.



# Critical Issues

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- ## Search Engine Optimization

Search Engine Optimization (SEO) was one of the lowest- ranked categories for North Myrtle beach stakeholders. North Myrtle Beach can create significant value and improvement at a low cost through SEO development.

- ## Instagram

Across all categories, Instagram scored quite low for businesses in North Myrtle Beach. There is an opportunity to encourage the adoption of Instagram as an engaging storytelling and marketing platform as well as ensure operators are properly linking their social media accounts across digital platforms.

- ## Quantity of Reviews

Your stakeholders are doing great in terms of the quality of reviews on Facebook, TripAdvisor, and Google. However, they could encourage an increase in reviews and improve the number of reviews they respond to. This is especially important for Google and TripAdvisor.



# Competitive Advantage

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- ## Google Business Profile

NMB excels in "claimed" and "completed" Google listings, with almost all operators having a claimed GBP listing across all categories.

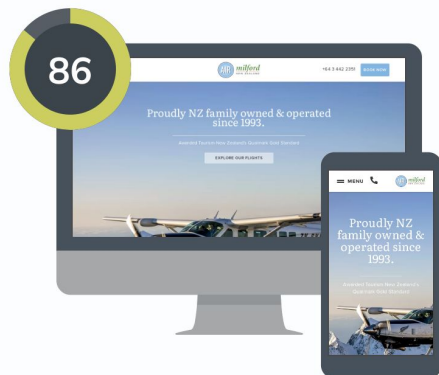
- ## Website Fundamentals

Although the overall Website Fundamentals score was high, most stakeholder websites could improve in the areas of GDPR, Accessibility and Page Loading Speeds.

- ## Mobile Optimization

Your stakeholders are almost all optimized for Mobile. This is important as Mobile devices are dominantly used by consumers.

# DIR stakeholder reportcard



Checked 30 pages on 13 February 2023

## Air Milford

[www.airmilford.co.nz](http://www.airmilford.co.nz) | 1 Tex Smith Lane, Queenstown Airport, Queenstown, Otago, 9300 | 03 442 2351

Overview

Detail

Progress



### Local presence

82



Google Business Profile Claimed listing



Google maps Found



Listing accuracy 25% inaccurate



Facebook Found



Bing maps No listing found



Yelp Found



### Website Fundamentals

89



Performance score 84%

Average load speed



Bounce rate 44%



Mobile friendly Optimised



Images Optimised



Analytics Multiple found





*milford*  
NEW ZEALAND



# Destination Queenstown: Air Milford

[www.airmilford.co.nz](http://www.airmilford.co.nz) | Queenstown Airport, Queenstown, Otago, 9300

8 March 2022



## Critical Issues:

1. SSL Certificate Issues
2. Not mobile-friendly
3. Outdated booking system
4. Slow website
5. High bounce rate

# Destination Queenstown: Air Milford

13 February 2023



## Areas of **improvement**:

1. New website
2. Integrated booking system
3. Improved speed score
4. Improved organic SEO

*... began to see themselves as part of the digital ecosystem of Destination Queenstown*



[HOME](#)

[ABOUT US](#)

[CONTACT](#)

[MENU](#)




[GALLERY](#)

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redbrickguelph



429

Posts

4,503

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Red Brick Cafe

Coffee shop

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# Red Brick Café

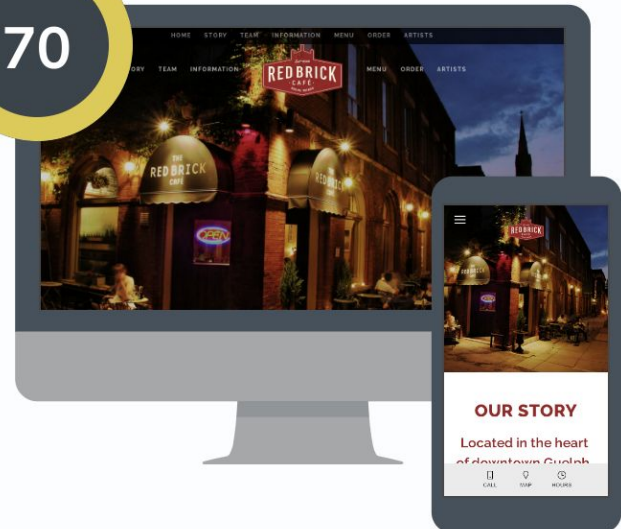
[www.redbrickcafe.ca](http://www.redbrickcafe.ca) | 8 Douglas Street, Guelph, ON, N1H 2S9 | (519) 836-1126

65



Checked 1 pages on February 23, 2022

70



Checked 1 page on May 10th 2022





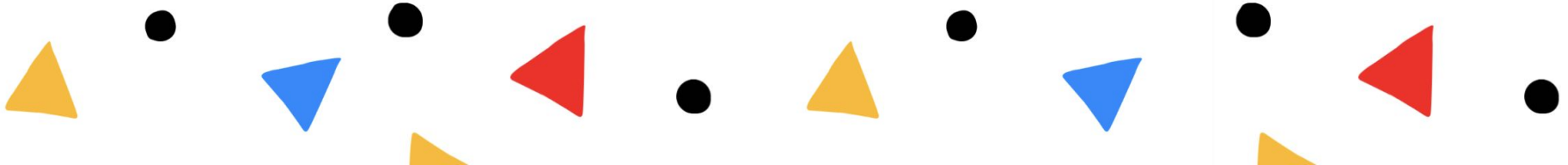
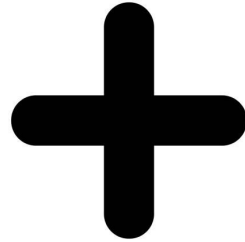


Google Analytics



# One Axe Pursuits

[www.oneaxepursuits.com](http://www.oneaxepursuits.com) | 24 Henderson St, Elora, Ontario, N0B 1S0 | (519) 846-8888





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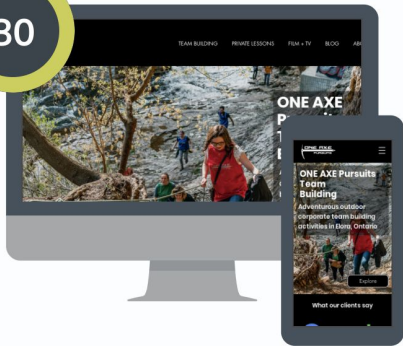
August 10, 2020

65



March 14, 2022

80



# One Axe Pursuits

[www.oneaxepursuits.com](http://www.oneaxepursuits.com) | 24 Henderson St, Elora, Ontario, N0B 1S0 | (519) 846-8888



## Local presence

95



Google Business Profile Claimed listing



Google maps Found



Listing accuracy 20% inaccurate



Facebook Found



Bing maps Found



Yelp Found



## Social Media Presence

99



Facebook page 1,953 likes



Instagram account Found



Open Graph Incomplete

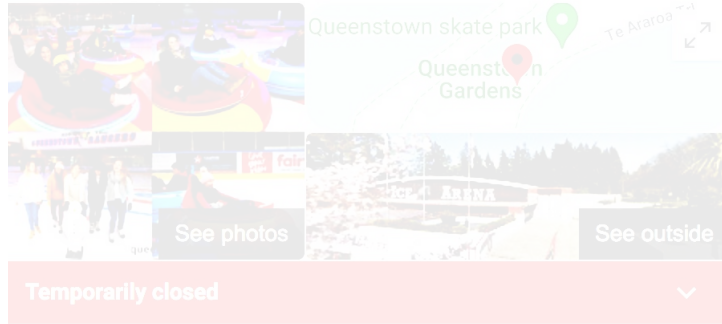


YouTube channel Detected



Twitter account 385 followers

# Understanding the Visitor's Path(s)



Ice skating rink

Family-friendly, seasonal ice skating rink with recreational skating, hockey & concessions.

Located in: [Queenstown Gardens](#)

**Address:** 29 Park Street, Queenstown Gardens, Queenstown 9300, New Zealand

**Phone:** +64 3 441 8000



## Tesla Destination Charger

[Website](#)

[Directions](#)

[Save](#)

[Call](#)

5.0 ★★★★★ 1 Google review

Electric vehicle charging station in Queenstown, New Zealand

**Address:**

New Zealand

**Phone:** +64 3 441 8000

Queenstown 9300,

# DIR & DEP Implementation: North Myrtle Beach

“

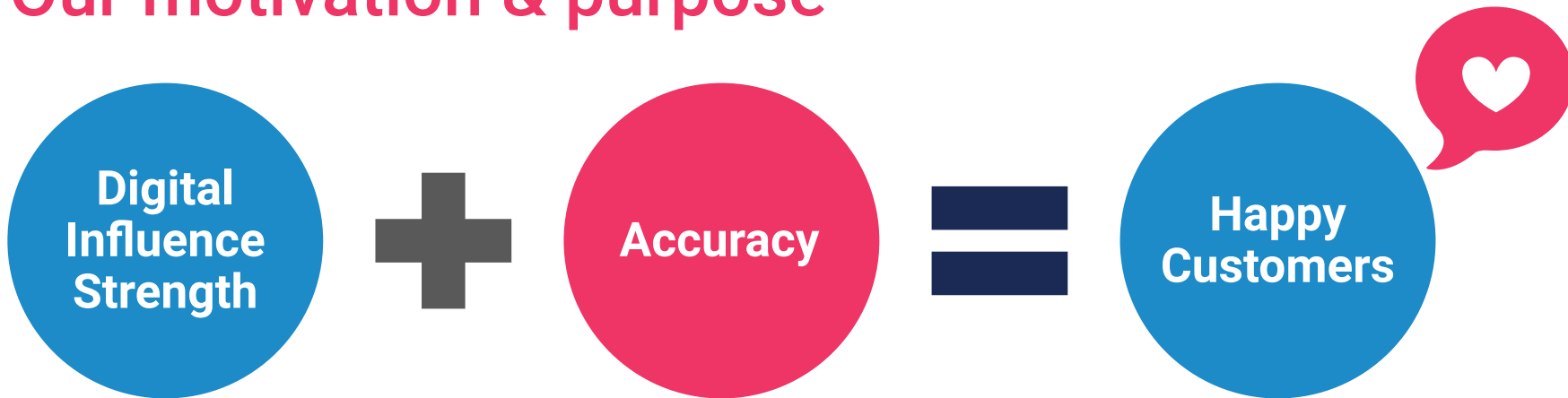
*Destination NMB is interested in implementing a program to provide our partners with relevant, timely, and cost-effective digital footprint support while expanding our own relevance through advocacy.*

– **Cheryl Kilday**, CDME, President & CEO,  
Destination North Myrtle Beach

”



## Our motivation & purpose



- Competitive advantage
- Relevant solutions
- Community engagement
- Measured results
- Shared success

# Listing and Profile

## BUSINESS CATEGORY

Accommodations	26
Attractions	61
Restaurants	91
Retail	19
Total	197

Google  
My Business  
Claimed

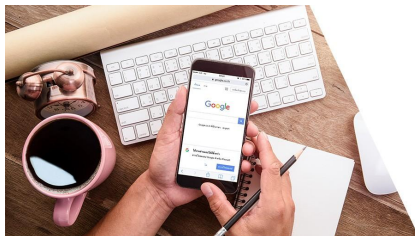
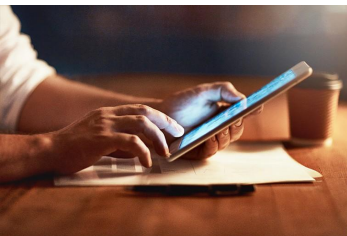
Google  
My Business  
Complete

Tripadvisor  
Listing

Tripadvisor  
Contact Info

Tripadvisor  
Linked Website

100	50	38	21	0
100	87	2	1	0
100	93	92	86	90
95	84	5	5	5
99	85	49	43	42

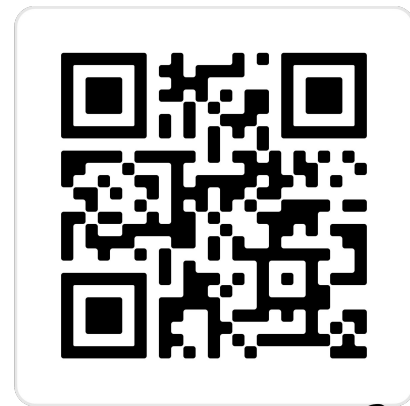


## LISTING AND PROFILE SCORE

64



# Questions



*SCAN ME*



/charlottemoore001