

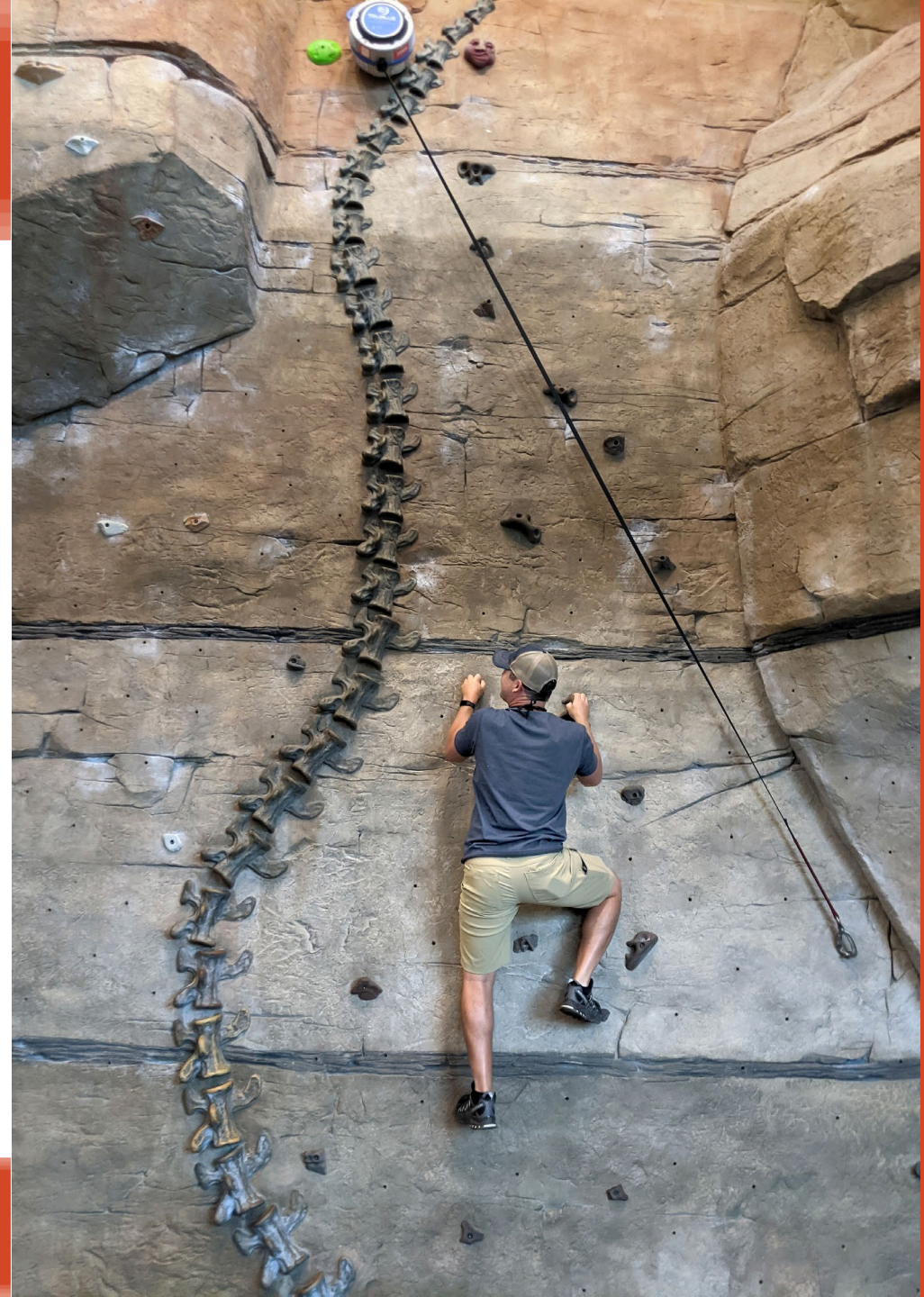


TOURISM & MARKETING INDUSTRY CHAT

Monday, May 23, 2022

AGENDA

- Industry updates
- Featured presenter
Justin Gibbs
- NDtourism.com partner
portal





INDUSTRY UPDATES

- North Dakota Travel Industry Conference
- International Roundup / IRU



HOW ARE WE DOING SO FAR?

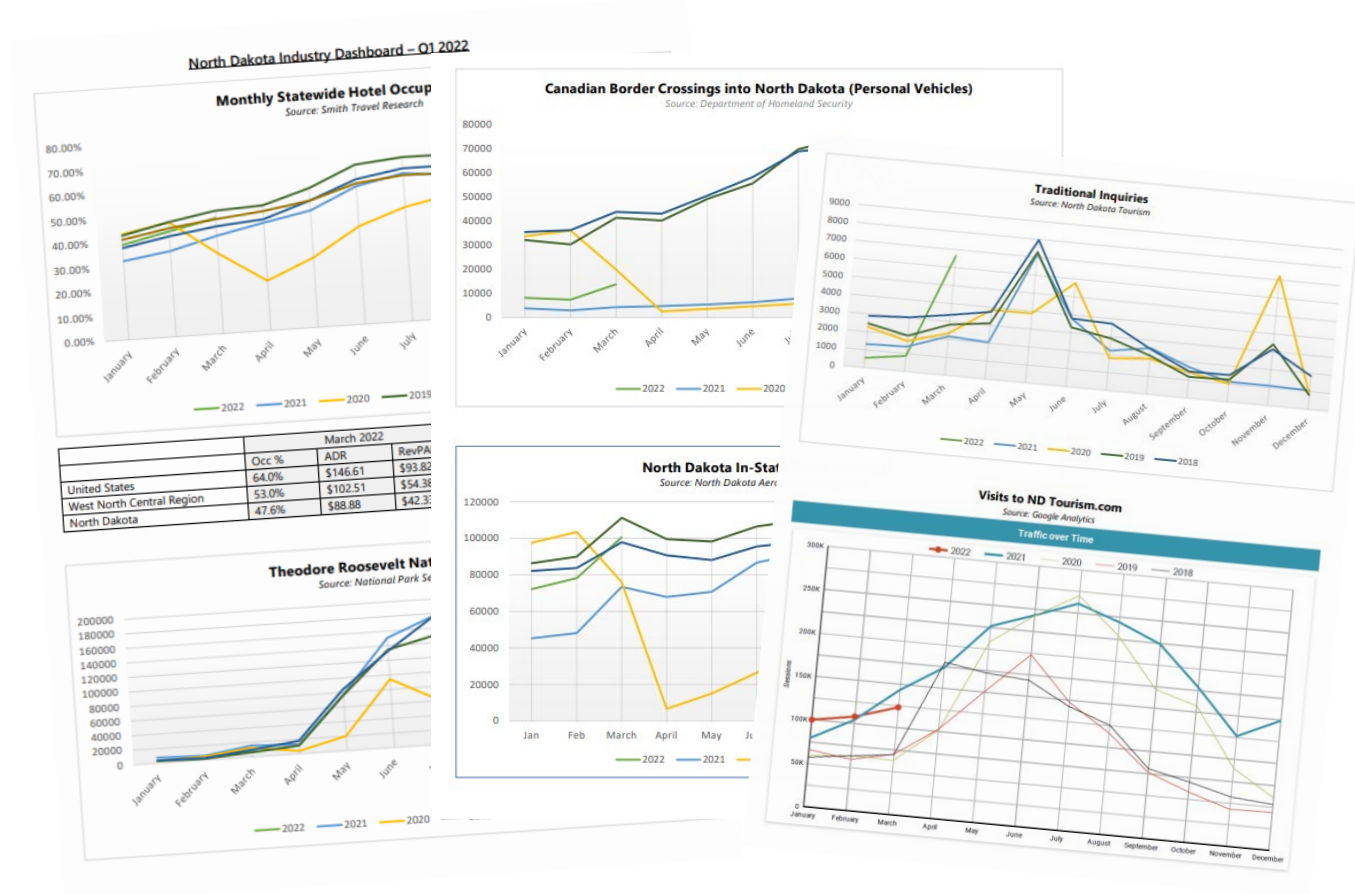
- Q1 visitation metrics are soft
 - National Park, state parks, air arrivals – lower than projected, largely due to weather
- Thru April, STR reports 16.4% increase in occupancy YTD
 - ADR improved 14.9%
 - RevPAR improved 33.7%
- Canadian border crossings +166%
 - Outlook has improved due to relaxed testing requirements for Canadians

DASHBOARDS AVAILABLE AT NDTOURISM.COM

Quarterly dashboards are posted on the Industry pages of NDtourism.com

Head's up – new Industry Site is being launched this week

- Links may change



INTENT TO TRAVEL

- Destination Analysts reports Americans are still prioritizing travel – nearly 90% have trips planned – but there are economic concerns due to inflation in consumer prices and gasoline costs.

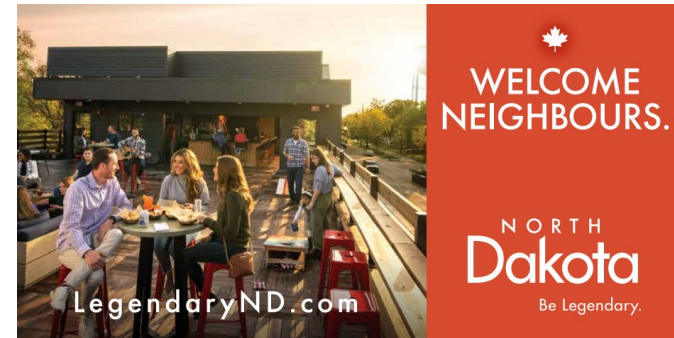
Q1 Intent to Travel Metrics

Website sessions	Traditional inquiries	LiveChat sessions	E-news open rate	Digital ad conversions
332,024	8,078	231	40.32%	504
+1.50%	+66%		+1.26%	-76.5%

**Percentage comparisons made to Q1 2021*

WHAT WE'RE DOING

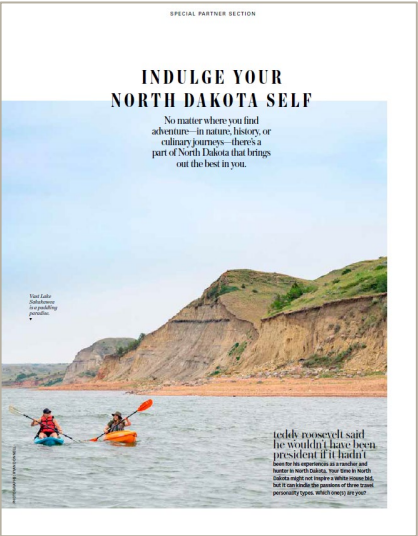
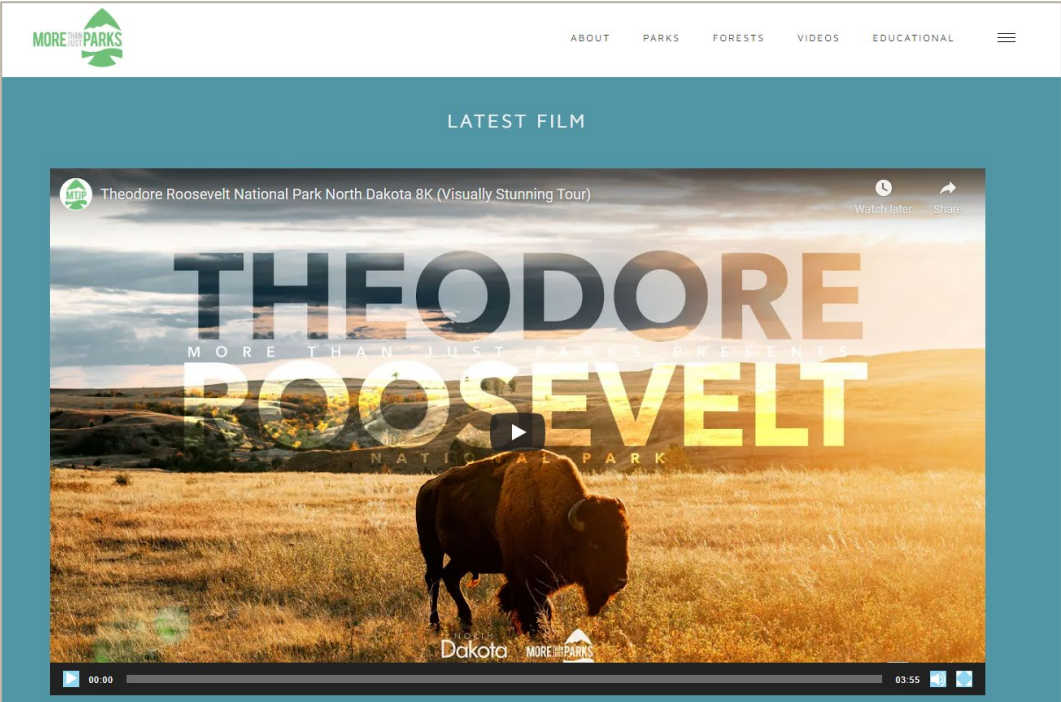
- Advertising campaign will hit crescendo in coming weeks
- Messaging promotes several North Dakota advantages
 - Fabulous amenities and events found in cities statewide
 - Wide open and uncrowded
 - Affordable for travelers on a budget
 - A safe destination



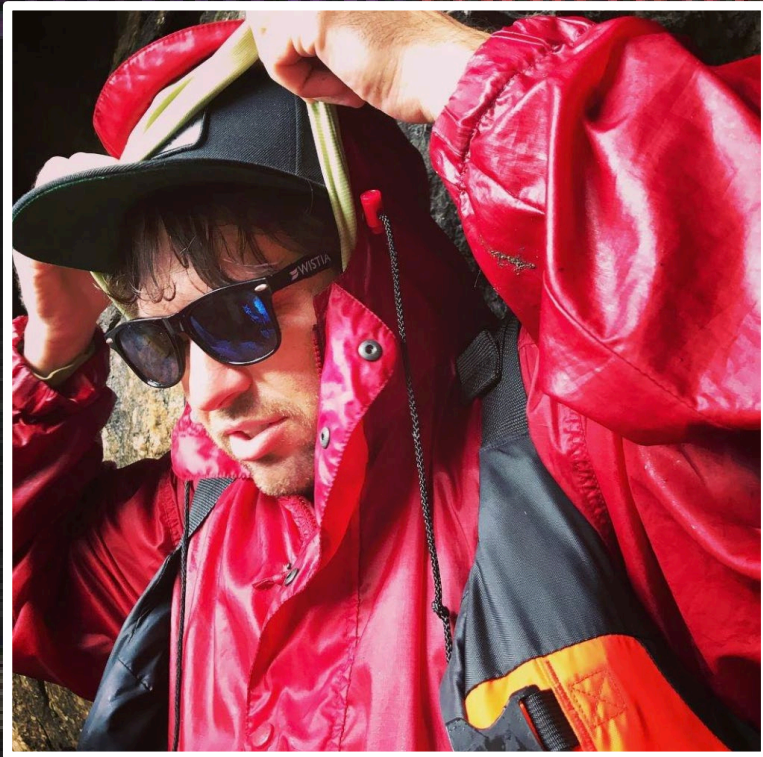
NORTH
Dakota Be Legendary.

WHAT WE'RE DOING

- Major promotional campaigns with More Than Just Parks and Meredith Travel
- Midwest Living, Travel + Leisure, Better Homes & Gardens, Magnolia Journal
- Digital, print, video, social media exposure



NORTH
Dakota Be Legendary.



business success content ranking strategy backlinks tactic placement performance meta data visibility indexing placement crawling

placement redirects mobile search

SEO

DEMYSTIFYING SEO

Justin Gibbs – Director of Strategy & Insights, SEO, Miles Partnership

North Dakota Tourism

Search Engine Optimization 101

May 23, 2022



With You



Justin Gibbs

Director of Strategy & Insights, SEO

Agenda

- 1. SEO for site editors**
- 2. SEO research tools**
- 3. High-level trends in SEO**
- 4. Understanding and reporting on your organic traffic**
- 5. Resources for further learning**

Today's Objective: Demystify SEO

- Empower you. Leave you feeling smarter and more confident.
- Discuss ways to get the most out of your SEO efforts
- Connect SEO to content process - good content + good hygiene/mechanics.

The Purpose of SEO

To boost organic (free) search traffic to your website.

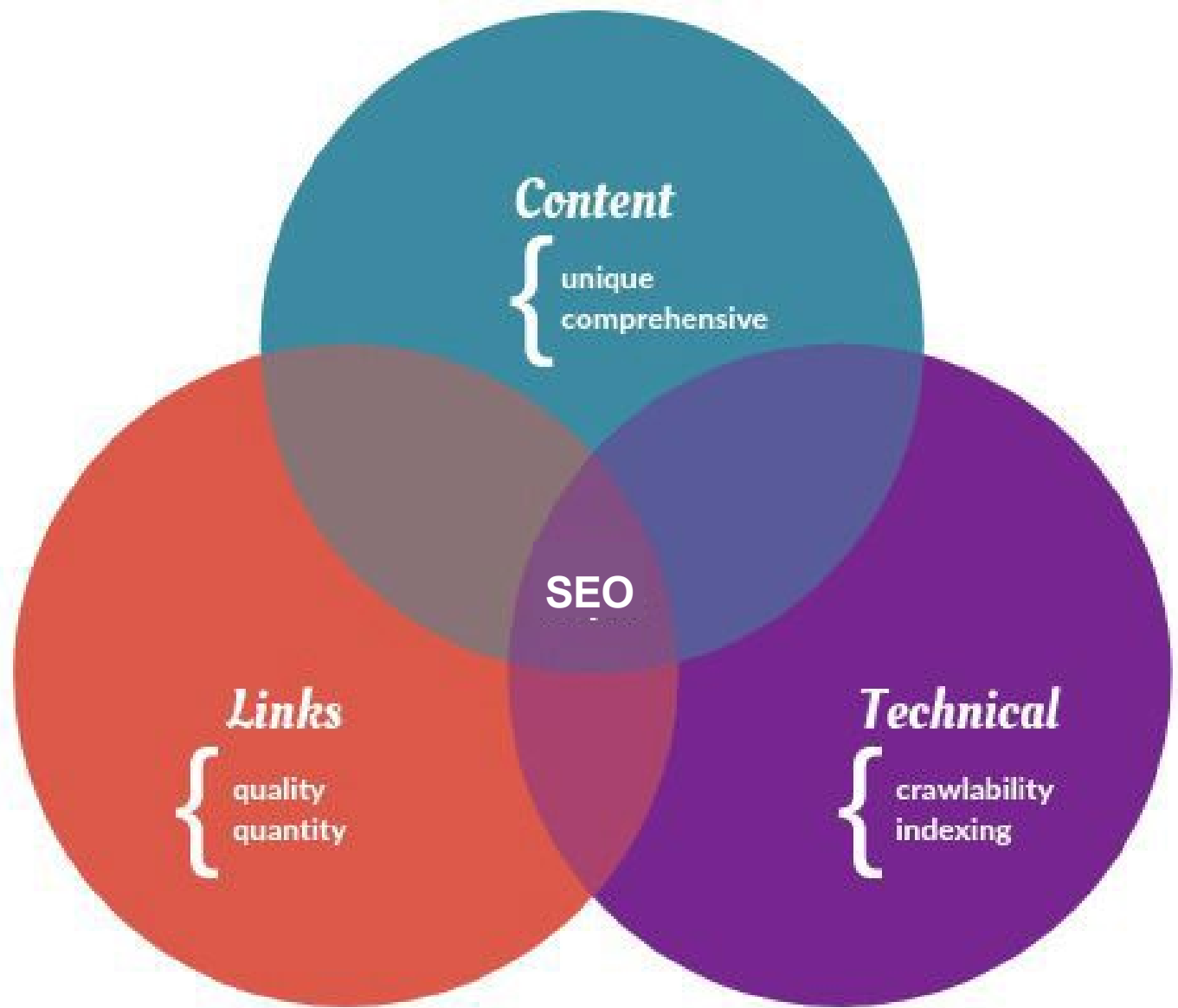
By making your web content more intelligible to search engines, your content will rank higher and attract more visitors to your site.

*“Search engine optimization is about putting your site’s best foot forward when it comes to visibility in search engines, but **your ultimate consumers are your users, not search engines.**”*

–Google

More than 200 Ranking Factors

SEO
Pillars



ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold"?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

OFF-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Ta ⁺³ Authority	Sr ⁺² Reputation	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate	Lt ⁺² Text	Th ⁺¹ History	Ss ⁺¹ Shares	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed	Ln ⁺¹ Numbers	Ti ⁺¹ Identity		Ph ⁺³ History
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs	Vp ⁻³ Paid	Vd ⁻¹ Piracy		Ps ⁺² Social
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile	VI ⁻² Spam			
Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking				
Va ⁻¹ Ads						

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
VI	SPAM	Have you created many links by spamming blogs, forums or other places?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?

Written By: [Search Engine Land](#)

Design By: [COLUMN FIVE](#)

Learn More: <http://seind.com/seotable>

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SEO for Site Editors



Definitions:

Semantically related keywords

A variation on the primary keyword that makes sense to include as part of natural language describing the topic, *e.g. If “outdoor adventures” is the keyword, a semantically related keyword might be “outdoor activities.”*

Ancillary keyword

A related keyword that is necessary to support the topic in a complete way, *e.g. For the example above, “hiking” or “hunting”*

Content **Planning**

Key Steps

1. Topic ideation
2. Keyword research
3. Identify high-opportunity focus keywords
4. Compile semantic & ancillary keywords
5. Pick your path: create new content or optimize existing content
6. Write & optimize
 - On-page copy: Headline, subheads, links
 - Meta data: Page title/title tag, image alt text, meta description

Content
Planning

Topic Ideation

- Begin with a parent topic. For today's exercise, let's choose **Outdoor Adventures**.
- A good parent topic is broad and not inherently related to your destination in North Dakota.
- Consider seasonality and current events to maximize content relevance.
 - *Plan 3-6 months ahead*
- As we proceed to keyword research, we'll look initially for all keywords about Outdoor Adventures as it relates to North Dakota.

Keyword Research

Keyword Discovery

To inform new content ideas

Keyword	Volume	Trend	KD %
outdoor adventures	18,100		73.90
outdoor adventures near me			

Keyword	Intent
north dakota hunting license	T
north dakota duck hunting	I
north dakota pheasant hunting	C
north dakota hunting	N
north dakota duck hunting guides	C
north dakota hunting licenses	T
north dakota deer hunting	I

Keyword	Volume
Global Volume	550
United States	320
India	70
Canada	70
Indonesia	70
United Kingdom	10

Questions	Volume
when is deer hunting season in north dakota	30
where to hunt mule deer in north dakota	30
how long is deer hunting season in north dakota	20

Related	Volume
deer hunting	12.1K
north dakota game and fish	5.4K
deer drawings	3.6K

SERP Analysis (~6.5M)			
	Page AS	Domains	Keywords
1 realtree.com/deer-hunting/antler-n...	12	8	121
2 nd.gov/hunting/deer	43	114	493
3 nd.gov/regulations/deer	60	152	1255
4 willistonherald.com/hunting-and-o...	10	31	109
5 ultimatedeerhunting.com/usa/nort...	0	0	85

Keyword Research

Keyword Discovery

To boost performance on keywords within *striking distance*

Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)	URL
bisman >>	N	🔗 ☆	11 → 12	↓ 1	0.10	49.5K	40 🟡	1.9	www.ndtourism.com/... hlon
nd >>	I T	📄 📄 🐦	10 → 10	0	0.75	40.5K	100 🔴	0.8	www.ndtourism.com/
fargo nd >>	I	🗒️ 🔗 📄 +6	7 → 7	0	0.68	27.1K	86 🔴	0.8	www.ndtourism.com/... argo
craft shows near me >>	T	🔗 🗒️ 🕒	12 → 8	↑ 4	0.13	27.1K	67 🟡	1.6	www.ndtourism.com/... hows
woodchipper >>	T	🔗 🗒️ 📄 +2	46 → 10	↑ 36	0.33	18.1K	61 🟡	0.5	www.ndtourism.com/f... pper
scheels fargo >>	N T	📍 🔗 🗒️ +2	11 → 11	0	0.14	18.1K	67 🟡	0.1	www.ndtourism.com/f... argo
nd game and fish >>	N	📍 🔗 🗒️ +2	12 → 14	↓ 2	0.02	18.1K	62 🟡	0	www.ndtourism.com/... site
grand forks nd >>	I	📄 🔗 🗒️ +6	11 → 12	↓ 1	0.16	14.8K	86 🔴	0.7	www.ndtourism.com/... orks
capital of north dakota >>	I	📄 🔗 🗒️ +4	9 → 12	↓ 3	0.13	12.1K	44 🟡	0	www.ndtourism.com/... ndan
enchanted castle >>	T	📍 🔗 🗒️ +4	14 → 14	0	0.01	9.9K	46 🟡	0	www.ndtourism.com/r... stle
raging rivers >>	T	📄 📍 🔗 +5	9 → 10	↓ 1	0.18	9.9K	52 🟡	0	www.ndtourism.com/... park
north dakota weather >>	I	🗒️ 📄 📄 +3	10 → 12	↓ 2	0.02	9.9K	83 🔴	0.8	www.ndtourism.com/i... pack
cobblestone hotel & suites >>	N	🔗 🏠 ? +3	15 → 15	0	< 0.01	8.1K	48 🟡	0.7	www.ndtourism.com/... ites
craft shows near me 2021 >>	I T	🔗 🗒️	16 → 14	↑ 2	< 0.01	8.1K	74 🔴	0	www.ndtourism.com/... hows
williston >>	I	🔗 🗒️ 📄 +4	10 → 9	↑ 1	0.16	8.1K	67 🟡	0	www.ndtourism.com/... ston

Keyword

Research

Keyword Discovery Overview

1. Identify the focus keyword.
2. Do more research to see if there are any related keywords that could help inspire the article angle or support the piece.
3. Look to see if/how your current content is answering the keyword query.
4. Decide if it makes sense to write new content or if you have content that is close and just needs a bit of optimization.

Keyword
Research

Identifying Top Keywords

- Look first at **search volume** to find keywords with the potential to drive the most traffic.
- Identify **high-opportunity** keywords:
 - High search volume
 - Within striking distance of a top position
 - Corresponds to content gaps on the website
- SEO tool data like trends, keyword difficulty and competitive density help inform choices

Keyword

Research

Identifying Top Keywords

- Identify your **focus keyword** (ideally a high-opportunity keyword).
- Compile a set of **semantic and ancillary keywords** to guide your writing.
 - **Semantically related:** outdoor activities, hunting
 - **Ancillary:** nd outfitters, hunting license, hunting season

Writing &
Optimizing

Best Practices for SEO-Friendly Content

- Organize topics into **sections** using scannable, keyword-rich subheadings
- Craft your copy using a **mix of keywords**:
 - Include your **focus keyword** in key SEO fields/positions (H1, title tag, etc.)
 - Incorporate **semantic and ancillary** keywords as appropriate (H2, body, meta description, etc.)
- Copy should feel **natural, never forced**. Avoid keyword stuffing.

Writing &
Optimizing

Best Practices for SEO-Friendly Content

- Focus on **strong headings**
 - Relevance
 - Clarity & Specificity
 - Brevity
- Incorporate **robust linking**
 - Pathways to related content create context for search engines
 - Ensure link text is specific, not generic
 - Good for users and SEO

**CLEAR IS
BETTER
THAN
CLEVER**

Writing &
Optimizing

Best Practices for SEO-Friendly Content

- Include all **SEO text and unique metadata** when uploading content
 - Headline (H1)
 - Subheadings (H2, H3, H4)
 - Page title (title tag)
 - Alt text for photos
 - Meta description

Primary Keyword:
Outdoor Adventures

Essential **SEO fields**

- H1, H2
- Title tag
- Meta description
- Alt text

H1



Title *

Title Tag



BASIC TAGS

Simple meta tags.

Page title

The text to display in the title bar of a visitor's web browser when they view this page. This meta tag may also be used as the title of the page when a visitor bookmarks or favorites this page, or as the page title in a search engine result. It is common to append '[site:name]' to the end of this, so the site's name is automatically added. It is recommended that the title is no greater than 55 - 65 characters long, including spaces.

Description

A brief and concise summary of the page's content, preferably 320 characters or less. The description meta tag may be used by search engines to display a snippet about the page in search results.

Meta Description



Research
Tools

Primary Tool



- Rankings
- Backlinks
- Site Crawl
- Competition



- Rankings
- Backlinks



- Backlinks



- Site Crawl



Content Ideation



SEO Trends & Opportunities

Answer Engine

- Advanced natural language processing, information retrieval, knowledge representation and reasoning.
- Featured snippets are becoming increasingly good at providing helpful answers.
- Google's "People Also Ask" boxes allow you to locate answers you haven't even asked.
- With Google transforming from a search engine to an answer engine, creating a question-answering content strategy becomes a marketing priority.
- Voice

Answer Engine

Related Algorithm Updates

BERT

The BERT algorithm (Bidirectional Encoder Representations from Transformers) is a deep learning algorithm related to natural language processing. It helps a machine understand what words in a sentence mean, with all the nuances of context.

RankBrain

RankBrain is an artificial intelligence layer in Google's overall search algorithm.

Hummingbird

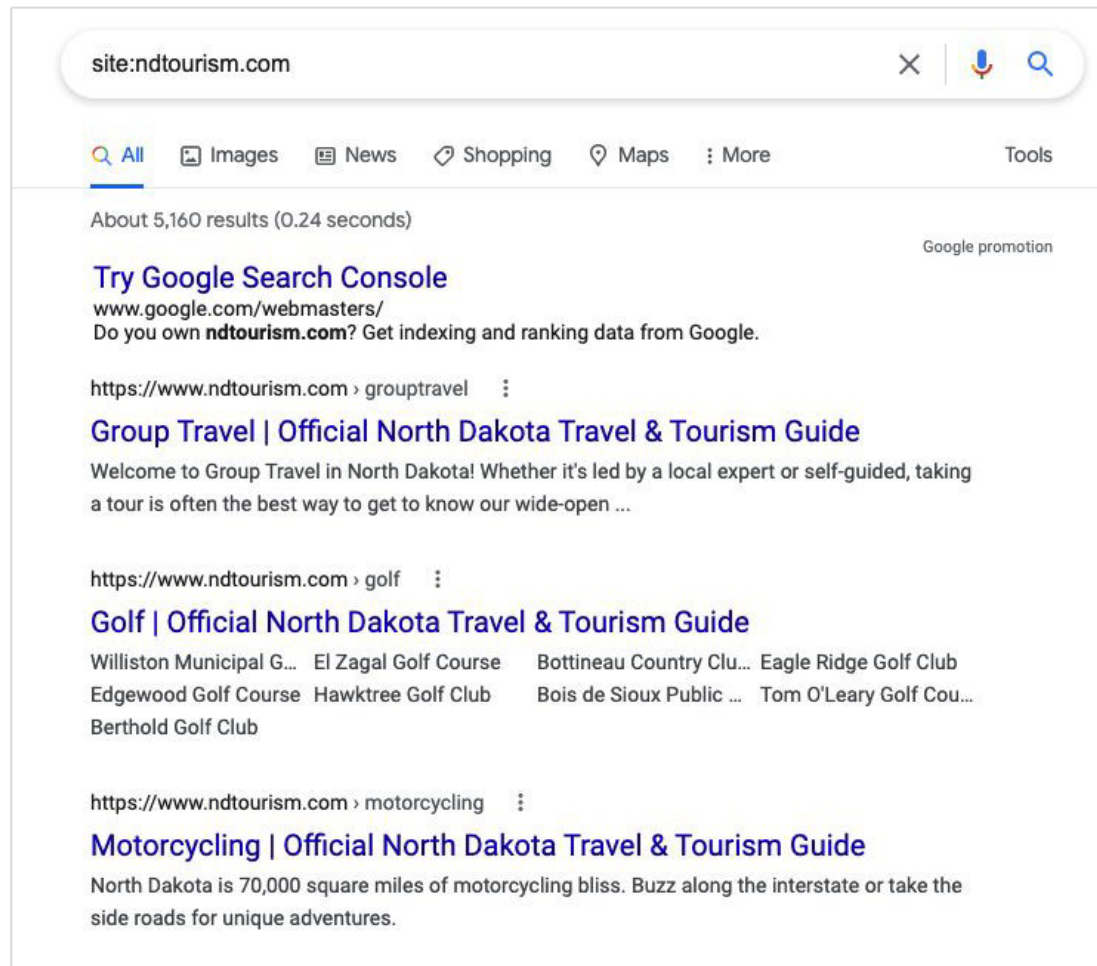
Hummingbird signaled Google's commitment to an increasingly sophisticated understanding of the intent of searchers' queries with the goal of matching them to more relevant results.

Search

Operators

You can use search operators as a way to make the search engine serve you better by requesting more specific results.

What to know whether a page is indexed in Google search or not? Try a "site:" search



The screenshot shows a Google search interface with the search bar containing 'site:ndtourism.com'. Below the search bar, there are navigation tabs for 'All', 'Images', 'News', 'Shopping', 'Maps', and 'More'. The search results indicate 'About 5,160 results (0.24 seconds)'. A 'Google promotion' for 'Try Google Search Console' is displayed. The first search result is for 'Group Travel | Official North Dakota Travel & Tourism Guide' with a URL of 'https://www.ndtourism.com > grouptravel'. The second result is for 'Golf | Official North Dakota Travel & Tourism Guide' with a URL of 'https://www.ndtourism.com > golf'. The third result is for 'Motorcycling | Official North Dakota Travel & Tourism Guide' with a URL of 'https://www.ndtourism.com > motorcycling'.

Search Operators

Want to find out where all of your destination-related content on Trip Advisor is?

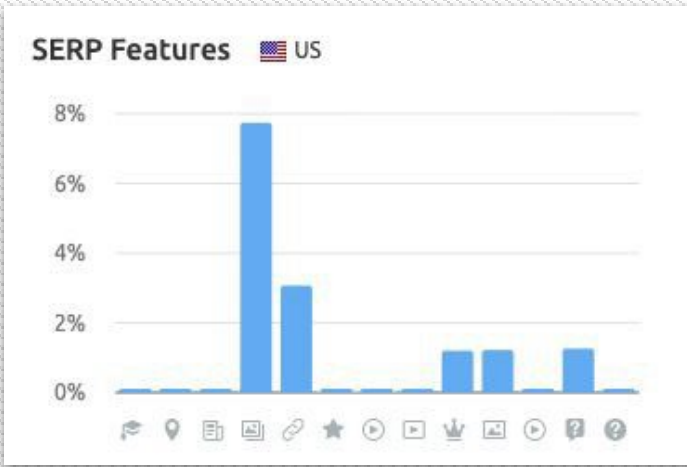
The screenshot shows a Google search interface. The search bar contains the query "north dakota site:tripadvisor.com". Below the search bar, there are navigation tabs for "All", "News", "Maps", "Images", "Videos", and "More", along with a "Tools" link. The search results indicate "About 286,000 results (0.54 seconds)".

The first search result is titled "North Dakota 2022: Best of North Dakota Tourism" and includes a small image of a river landscape. The second result is titled "THE 15 BEST Things to Do in North Dakota - TripAdvisor" and includes a small image of a building at night.

Below the search results is a section titled "People also ask" with four questions, each followed by a downward arrow indicating a dropdown menu:

- Is North Dakota a nice place to live?
- Is there anything worth seeing in North Dakota?
- What are 5 interesting facts about North Dakota?
- What statues are in North Dakota?

A "Feedback" link is located at the bottom right of the search results area.



Google Results

Knowledge Panel

Local Pack

Top Stories

Images

Site Links

Reviews

Video

**Featured Snippet
(Quick Answers)**

Carousel

People Also Ask

FAQs

Events

Structured Content
**& Rich
Snippets**

Schema for DMOs

Events

FAQs

Author

Trip

TouristDestination

TouristAttraction

LocalBusiness

LodgingBusiness




Restaurants

Carousel



Events

Online events Today Tomorrow This Week This Weekend Next Week >

- 21** MAY Classic rock band Kansas to make stop at Scheels...
Tomorrow
Scheels Arena, 5225 31st Ave S
Fargo, ND 
- 20** MAY North Dakota Grand Sabbat
Fri, May 20 – Sun, May 22
Aurora Knolls, 1695 38th St NE
Anamoose, ND 
- 20** MAY Three Chapters NCT Festival 2022
Fri, May 20 – Sun, May 22
Lisbon
Lisbon, ND 

[→ Search more events](#)

[Learn more](#) [Feedback](#)

People also ask :

- What is North Dakota famous for? ▾
- Is North Dakota a good place to live? ▾
- What are 5 interesting facts about North Dakota? ▾
- Is North Dakota a poor state? ▾

[Feedback](#)



People Also Ask



North Dakota

US State

North Dakota is a midwestern U.S. state dominated by the Great Plains. Its eastern city of Fargo showcases Native American and modern art at the Plains Art Museum. The area's immigrant history is honored at the Scandinavian Heritage Association in the city of Minot. The Great Plains give way to the rugged Badlands near the border with Montana, where Theodore Roosevelt National Park spans the Little Missouri River. — Google

Capital: [Bismarck](#)

Population: 760,394 (2020)

Governor: [Doug Burgum](#) (Republican Party)

Plan a trip

 [Things to do](#)



Knowledge Panel

Universal Results

Events

Sat, Apr 20 7:00 PM	SF International Beer Fe... Fort Mason Center for Art...	Sat, Apr 20 10:00 AM	Festinema Junior - Fren... Alliance Française de San ...	Thu, Apr 18 9:30 PM	Tour of the Universe (Liv... California Academy of Sci...
Sat, Apr 20 8:00 PM	Metal Allegiance The Fillmore	Sat, Apr 20 9:00 AM	The 3rd Annual 420 Bud... Golden Gate Park	Sun, Apr 21 2:00 PM	Charlie and the Chocola... SHN Golden Gate Theatre
Sat, Apr 20 3:00 PM	Cherry Blossom Festival Kissako Tea	Sat, Apr 20 7:00 PM	Hamilton Tickets SHN Orpheum Theatre	Sun, Apr 21 11:00 AM	Easter Closure at Westfi... Westfield San Francisco C...
Sun, Apr 21 8:00 PM	Mr Eazi The Regency Ballroom	Thu, Apr 25 3:30 PM	San Francisco 49ers Dr... Pier 35	Sat, Apr 20 12:00 PM	2019 Ghirardelli Square ... The Original Ghirardelli Ic...

Events

18 APR Vegas Golden Knights vs San Jose Sharks | National...
Today, 7 PM
SAP Center at San Jose, 525 W Santa Clara St
San Jose, CA



20 APR Bad Bunny
Sat, 8 PM
SAP Center at San Jose, 525 W Santa Clara St
San Jose, CA



20 APR Aladdin (Touring)
Sat, 2 PM
San Jose Center for the Performing Arts, 255 S Almaden Blvd
San Jose, CA



→ [Search more events](#)

www.eventbrite.com > mn--minneapolis > events--today ▾

Events today in Minneapolis, MN - Eventbrite

Lining up plans in Minneapolis? Whether you're a local, new in town, or just passing through, you'll be sure to find something on Eventbrite that piques your ...

Oct 15 - Oct 16 [Considering A Career ...](#)

Oct 15 - Oct 16 [Online SAFe 5.0 with SAFe ...](#)

Oct 15 - Oct 16 [Online SAFe Product ...](#)

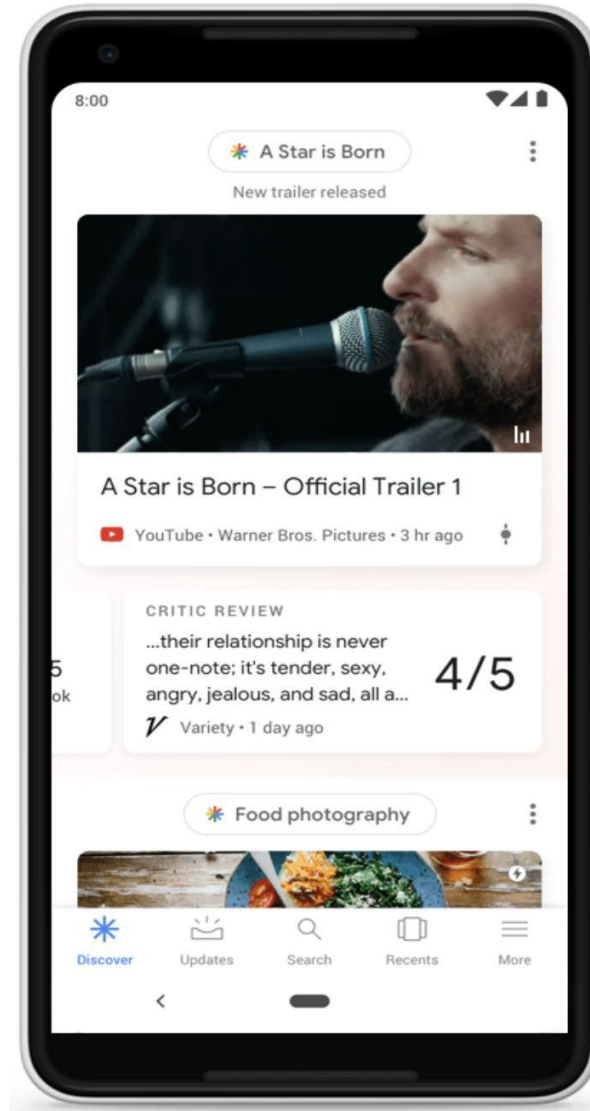
Voice Search

- Featured Snippets are often used as the answers to voice searches
- Ensure the website is mobile friendly & improve page speed
- Create conversational content
- Focus on local searches
- Focus on long-tail search

- *Voice search performance cannot currently be tracked.*

Google **Discover**

Google discover delivers a personalized curation of daily content based on search & browsing habits



1. Strengthen content quality
2. Use high quality visuals
3. Create exciting videos
4. Comply with Google News content policies
5. Ask your community to add you on Google discover
6. Use AMP technology
7. Publish evergreen and trendy content regularly

A large, dark-colored sculpture of a bison stands in the center of the frame. In the foreground, two young girls are looking at the sculpture. The background shows a blue sky with white clouds and a sign with the letters 'JA' on the right. The entire image is dimmed with a dark overlay.

Insights & Reporting

SEO Terminology

- **SERP** - Search Engine Result Page
- **Backlinks** - Links from other sites back to your site
- **Ranking Keywords** - Number of keywords that can be used to pull up your website in search engines
 - Page, position
- **Anchor text** - The text in a link
 - Keyword-rich anchor text pointing to your page can be a strong signal to Google about the topic of the page.
- **Organic Visibility Score** - Search Volume x CTR for all ranking keywords
- **Long-tail keywords** - Keywords that are either (A) a more specific variation of a keyword e.g. "outdoor adventures" vs "outdoor adventures nd" or (B) a topic one may discover after subsequent searching e.g. "outdoor adventures north dakota" → "Pheasant hunting"
 - Keywords that fall in the "B" category often get put in the "ancillary keyword" list as they are often necessary in supporting parent topics and head term keywords.
- **Navigational queries** - keywords used to get to a specific location e.g. "Gmail" or "north dakota tourism"

SEO KPIs

- **Sessions from Organic Search** - Google Analytics
- **Top Landing pages from Organic Search** - Google Analytics
- **Click and Impressions** - Google Search Console
- **Ranking Keywords** - [seo tool of choice]
 - Page 1, Map Pack, Top 3
- **And primary marketing KPIs from Organic Search (site goals and events)**

A woman wearing sunglasses and a light blue tank top is smiling and holding a large, dark-colored fish vertically. The background shows a calm lake and distant mountains under a clear sky. The text 'Additional Resources' is overlaid on the left side of the image.

Additional Resources

Resources

Where to learn more...

- <https://www.semrush.com/blog>
- <https://searchengineland.com/>
- <https://backlinko.com/on-page-seo>
- <https://ahrefs.com/blog/>
- <https://moz.com/beginners-guide-to-seo/seo-glossary>
- <https://ahrefs.com/blog/google-advanced-search-operators/>



Thank you

NORTH
Dakota
Be Legendary.

miles
PARTNERSHIP

milespartnership.com

UTILIZING NDTOURISM.COM PARTNER PORTAL

- Attraction and recreation providers, event planners and accommodation providers can utilize the Partner Portal to get their experiences listed on NDtourism.com for **FREE**.
- We use your information in our themed releases, website pages, social media posts, and the listings are also placed in the Travel Guide each year.
- **2021 NDtourism.com website results**
 - Visits – 2,155,110 (Increase of 25.56% from 2020)
 - Pageviews – 2,562,789 (Increase of 15.97% from 2020)
 - Referrals to partners – 281,712
 - These referrals increase awareness of the attractions and events in North Dakota and help drive traffic to our partner sites.

UTILIZING NDTOURISM.COM PARTNER PORTAL

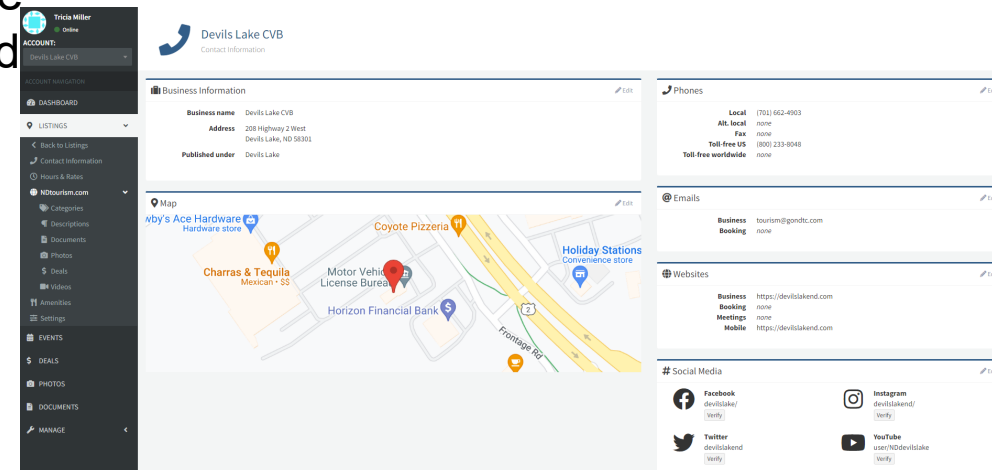
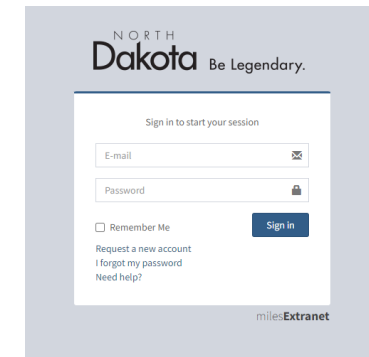
The new portal was launched on December 28, 2021

To login or request an account visit:
<https://partners.ndtourism.com/login>

- New users click “Request a new account”
- Returning users, if this is the first time you are logging into the new system you must enter your email as your username and click on “I forgot my password”

Partner Portal system training video recording link and passcode for the new system:

- Recording: <https://belegendary.link/PartnerPortalTraining>
- Access Passcode: 54un+=K^



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What's new?

- New Listing Categories – Culinary Experiences (i.e. breweries and wineries or if part of an event or listing – cannot be stand alone dining establishment), Game & Recreational Centers, Landmark Attractions, Educational Attractions, Wellness & Self Improvement and Shopping (includes Antique & Flea Markets, Local Shops, Specialty Shops, Iconic ND Gifts, Shopping Districts – no malls or chain stores allowed).
- New Event Categories – Concerts and Live Music, Virtual Events, Workshops & Classes, Sporting Events
- Accessibility Amenities – study shows 20% of US Travelers report having or traveling with a person with a disability.

Accessibility

- | | | |
|---|---|--|
| <input type="checkbox"/> Accessible Entrance | <input type="checkbox"/> Partially Paved | <input type="checkbox"/> Wheelchair-accessible Elevator |
| <input type="checkbox"/> Audio Tour Options | <input type="checkbox"/> Passenger Drop-off/Pick-up | <input type="checkbox"/> Wheelchair-accessible Parking |
| <input type="checkbox"/> Autism Certification | <input type="checkbox"/> Paved | <input type="checkbox"/> Wheelchair-accessible Restrooms |
| <input type="checkbox"/> Dirt/Crushed | <input type="checkbox"/> Service Animals Allowed | <input type="checkbox"/> Wheelchair-accessible Seating |
| <input type="checkbox"/> Hearing Loop | <input type="checkbox"/> Wheelchair-accessible | |

- You can find the submission rules and guidelines that further explain what type of entities qualify as listings and what type of events are eligible at: <https://www.ndtourism.com/sites/default/files/2022-04/NDPartnerPortalBusinessRules.pdf>.
- Once you have submitted your listing and/or event, please allow up to 48 hours for approval and to sync to NDtourism.com.

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For questions regarding the Partner Portal and Tourism website, please contact:

Amy Schmidt – Digital Content Specialist
amrschmidt@nd.gov or 701-328-5315

Tricia Miller – Digital Systems Manager
tamiller@nd.gov or 701-328-5328

- Partner Portal Resources – includes an overview presentation, how to video, and the guidelines:
<https://belegendary.link/PPR>
- Partner Portal URL – <https://partners.ndtourism.com>
- Tourism Website – www.NDtourism.com
- For latest news from North Dakota Tourism, sign up for the ND Dept of Commerce bi-monthly newsletter today!
<https://www.commerce.nd.gov/news/>

Next Industry Chat

July 18 · The Latest in
Social Media Marketing,
presented by Jamie
Tescher, senior public
relations specialist at Odney



This year's chats will now feature guest speakers and trending topics!

May 23 – Maximizing SEO & Partner Portal Refresher
July 18 – The Latest in Social Media Marketing

More dates and topics TBD.
ALL ARE WELCOME!
Contact hlemoine@nd.gov for info.