

Getting Visitor Attention In The Modern Age

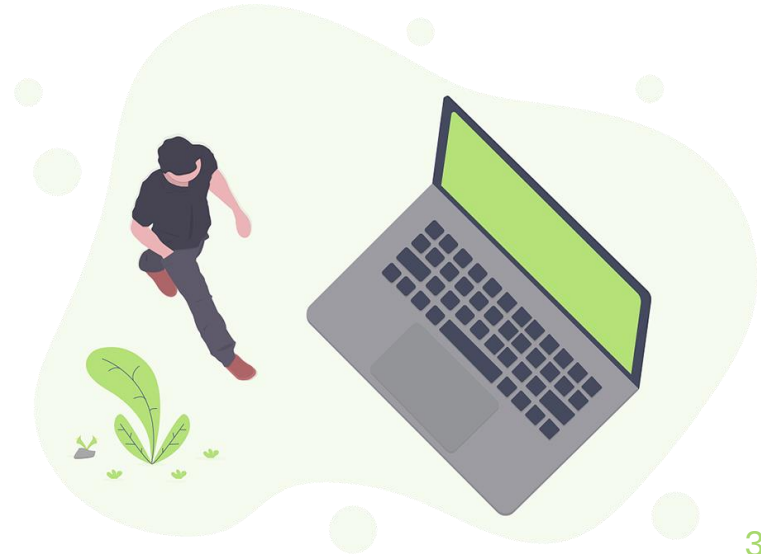


Digital Marketing



Digital Marketing

CHANGE



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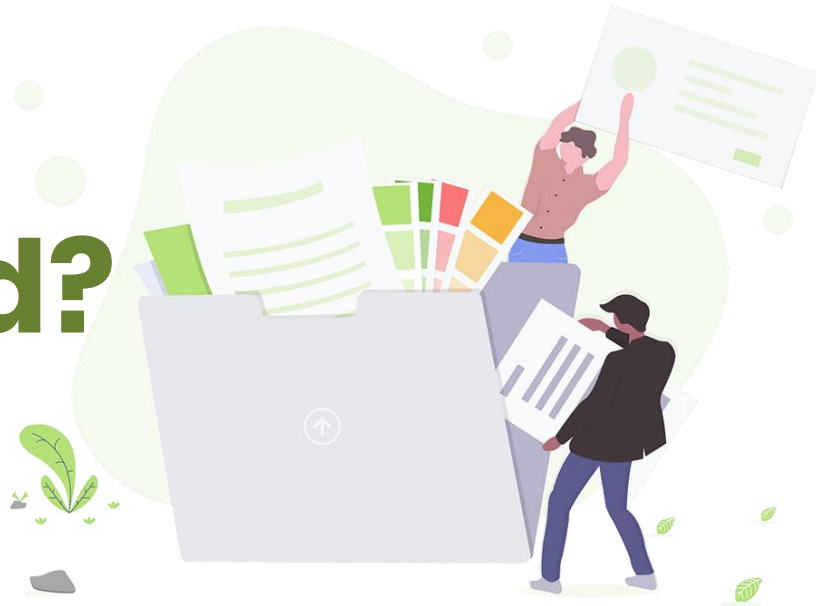


Digital Marketing

CHANGE



**How does your
website fit into
today's fast
changing world?**



Multichannel



All channels available to the consumer...
... but not themselves integrated.

VS

Omnichannel



All channels available to the consumer...
... and are connected.

“ The digital age marks the most substantial shift in the field of marketing we’ve ever seen. We have instant access to more people than ever. We have more information to sift through than we know what to do with. And new tools and techniques allow us to predict buying patterns and customer needs like never before.

- DAVID PEREIRA, CREATIVE



**Mobile has changed
user behavior. Have
we changed our
expectations?**



Instant Gratification

3 Second Rule



Instant Gratification

Few Page Views



Instant Gratification

Shorter Time Span



Google Search Results

[Mt Hood Skibowl](#) | [Mt Hood Skiing & Snowboarding](#) | [Oregon Ski Resort](#)
www.skibowl.com/winter/ ▼

The Snow Tube & Adventure Park at **Skibowl** East is open everyday for winter break through Jan.1st!
That includes 8 lanes of tube hills, the conveyer-assist lift, ...

Current Conditions

Weather Conditions (Updated Five Times Daily From NOAA). No ...

Lift Tickets

Mt. Hood Skibowl Winter Ski Lift Tickets. See pricing , hours, and ...

Mt Hood Adventure Park

Mt Hood Adventure Park is among the top things to do in Portland ...

[More results from skibowl.com »](#)

Snow Tube & Adventure Park

The Snow Tube and Adventure Park at Skibowl East is fun for ...

Hours of Operation

Skibowl daily hours of operation.

Ski/Snowboard Rentals

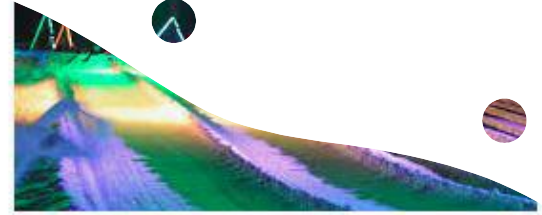
Mt Hood ski & snowboard rentals. Skibowl's rental shop rents high ...



**A picture is
worth a
thousand
words**



Trail Map | Liftopia



Mt Hood Skibowl | Mt Hood Skiing ...
skibowl.com



Mag

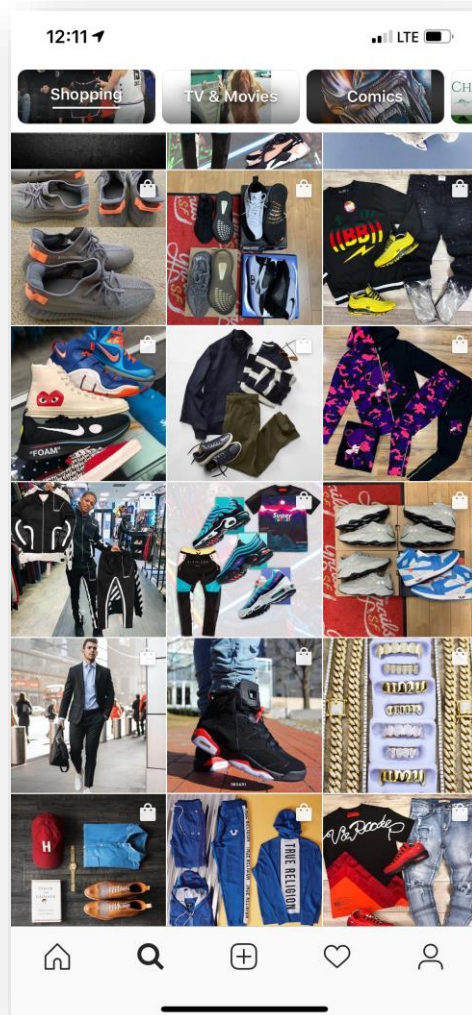


over the Mt. Hood Skibowl night skiing ...
allposters.com



Mt. Hood Skibowl - 150 Photo...
yelp.com





12:12

LTE



Explore



the_gifted_few_gold · Follow



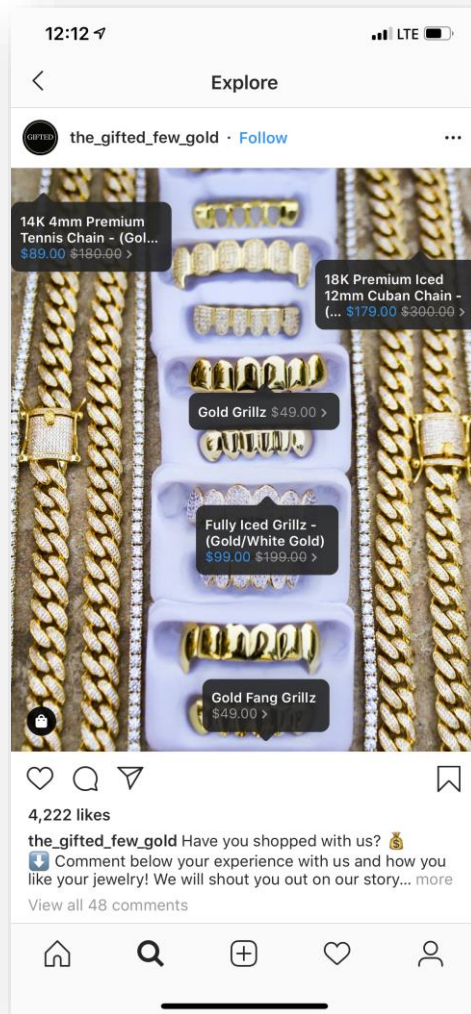
4,222 likes

the_gifted_few_gold Have you shopped with us? 💰

👇 Comment below your experience with us and how you like your jewelry! We will shout you out on our story... more

View all 48 comments





All

Shopping

Images

Videos

Maps

More

Settings

Tools



gold



bottom



rose gold



black



silver



custom



cool



chrome

Sponsored ⓘ



\$15.33

eBay



\$749.99

Etsy



\$7.40

eBay



\$9.97

eBay



\$1,300.00

Etsy



\$4.99

eBay



\$15.49

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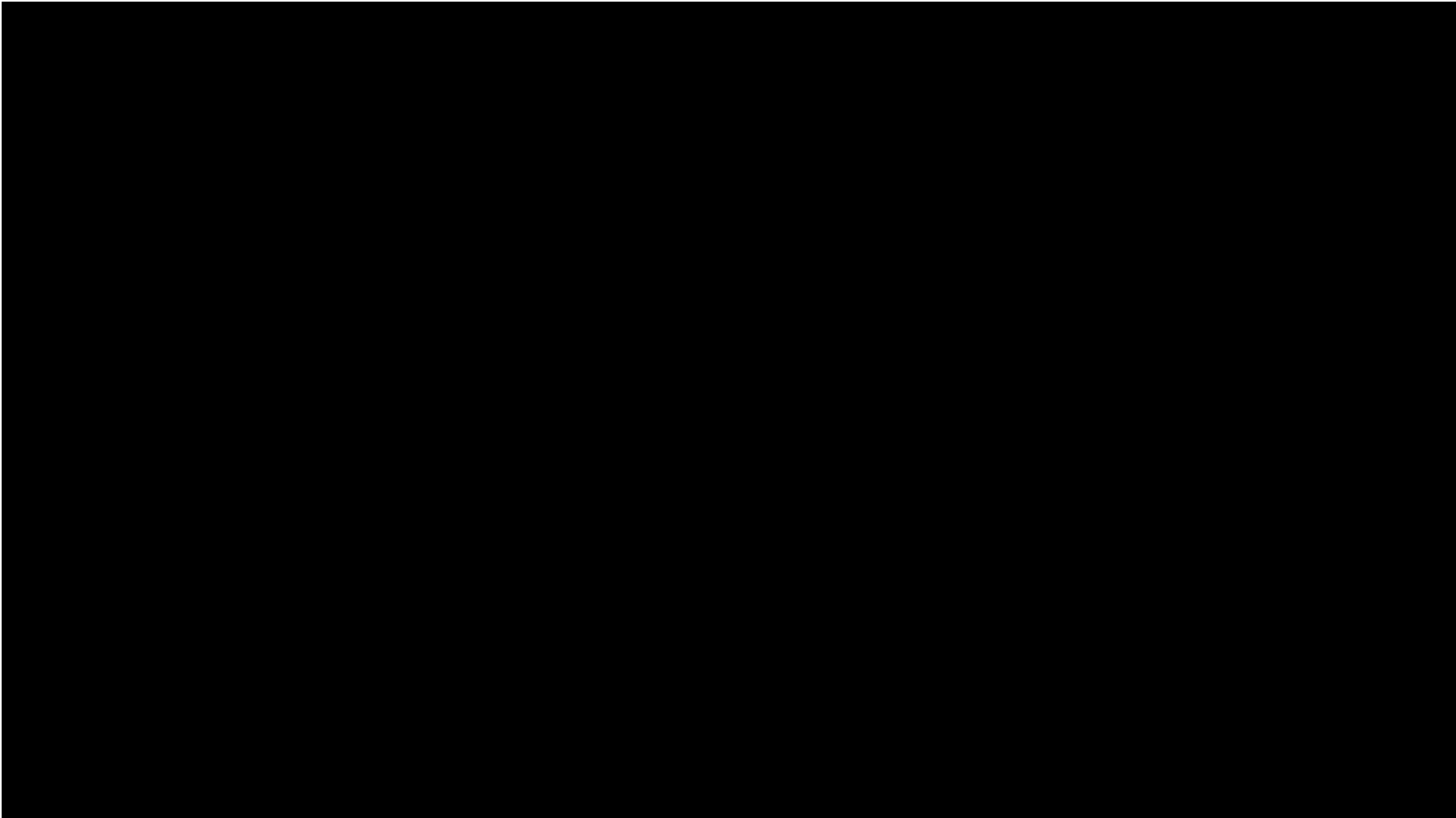
Authority?

Why does that matter?



Digital Assistants





Position 0

"Why is zero the new hero? Featured Snippets rank above traditional organic results in what we call position #0. Including a title and link, they drive real, organic clicks. If you rank on page one (especially in the top five), getting a Featured Snippet may be easier than competing for the #1 position, which would take a lot of money, a lot of links, and a lot of authority. You could get from #5 to #0 simply by being a better answer."



Dr. Pete Meyers
Market Scientist at Moz



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Dr. Pete Meyers
Market Scientist at [Moz](#)

**Some old
tactics that
still work**



Content



K. I. S. S.



Podcasting



YouTube



Goal

Don't do anything
digital
haphazardly.



Take the Time

Dedicate just a
few hours a week
to digital efforts.



Think

Walking in the
visitor's shoes.
What questions
do you think they
may have?



**Be good at few
things rather than
being “meh” at
many things.**



Thanks!

Any questions?

You can find me at:

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- Tourism Tech Series
- MtHoodTerritory.com

