

Google My Business Case Study

Industry: Travel & Tourism, Leisure
Sub-Segment: Lodging, Vacation Rentals, Property Management
Revenue Range: \$10-25MM
Size of Engagement: \$16k per month
Privately Held

About Client

A vacation rentals company serving Alabama's Gulf Coast. The client rents condos and beach houses to visitors to the Gulf Shores and Orange Beach areas.

The Challenge

Google My Business (GMB) clicks have an attribution problem. Oftentimes the GMB clicks are incorrectly attributed as *direct traffic* in Google Analytics. This was causing organic traffic and organic revenue to not being correctly attributed to SEO efforts.

Strategy

In order to correctly attribute this to organic traffic, UTM tracking parameters were added to the client's 24 GMB listings.

Key Tactics

On January 22, 2020 UTM tracking parameters were added to the listings. Tracking parameters were added for the main website, the contact page and a product listing (if products were available). Parameters were created that would differentiate each profile so we could tell which was the strongest performing location.

Results

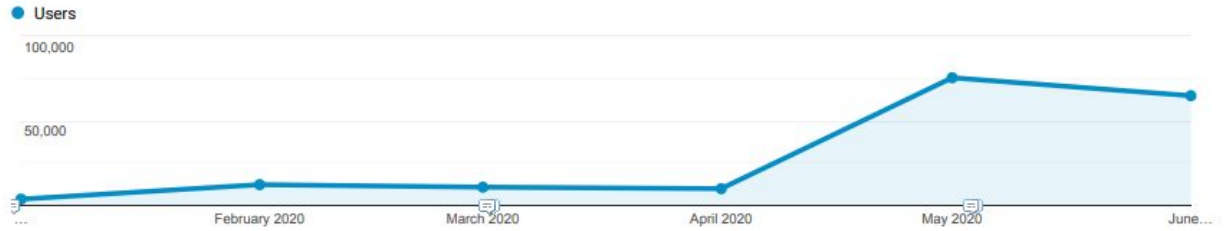
Each month, GMB accounted for:

January 2020	February 2020	March 2020
3.37% of total website traffic 2.84% of total transactions 3.04% of total revenue	9.24% of total website traffic 8.25% of total transactions 8.56% of total revenue	11.35% of total website traffic 8.95% of total transactions 8.06% of total revenue
April 2020	May 2020	June 2020
14.65% of total website traffic 12.40% of total transactions 10.92% of total revenue	24.36% of total website traffic 15.87% of total transactions 15.90% of total revenue	23.36% of total website traffic 15.26% of total transactions 14.78% of total revenue

Organic Traffic
18.58% Users

Explorer

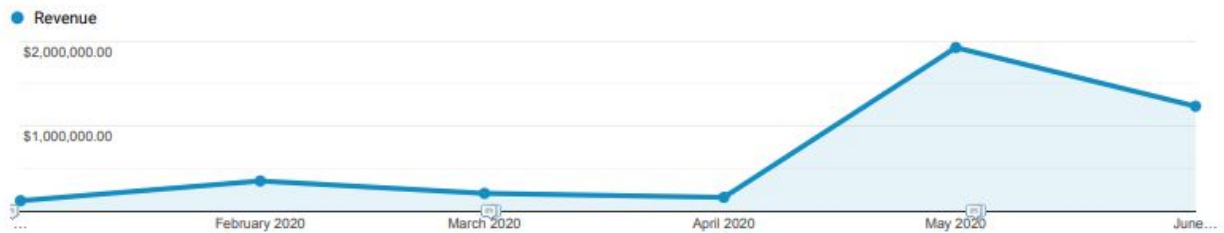
Summary



Organic Traffic
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Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions <input type="text" value="eCommerce"/>		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
Organic Traffic	170,089 % of Total: 18.58% (915,457)	139,956 % of Total: 15.61% (896,779)	280,131 % of Total: 15.79% (1,774,324)	28.07% Avg for View: 35.18% (-20.22%)	5.44 Avg for View: 5.80 (-6.26%)	00:05:07 Avg for View: 00:05:36 (-8.60%)	0.72% Avg for View: 0.92% (-21.50%)	2,021 % of Total: 12.39% (16,306)	\$4,040,734.05 % of Total: 12.43% (\$32,518,061.10)
1. gmb / organic	170,089 (100.00%)	139,956 (100.00%)	280,131 (100.00%)	28.07%	5.44	00:05:07	0.72%	2,021 (100.00%)	\$4,040,734.05 (100.00%)

Major Win

Despite decreases in traffic and revenue due to the COVID-19 crisis and the closing of Alabama beaches, traffic, transactions and revenue share from GMB increases each month.