

# Digital Presence Readiness Checklist



Leverage Free Digital  
Platforms to Drive Traffic  
to Your Business &  
Visitation to Paducah

Presented as a tool and resource for industry partners by the  
Paducah Convention & Visitors Bureau. [www.paducah.travel/industry](http://www.paducah.travel/industry)

# 1. Define Your Business' Digital Presence

When you search for your own business or a potential customer searches for you online, they are likely to see and be influenced by multiple sources including these key components:

- **Your Website/Social Media Profiles:** Self-controlled business information, an essential ingredient for branding and managing reputation in real-time.
- **Paducah.travel, the official destination resource:** Featuring local information, guides and maps curated by the Paducah Convention & Visitors Bureau optimized for organic traffic/search to drive qualified referrals to local partners.
- **Google MyBusiness:** Hub for local and business information that yields high visibility for local businesses and experiences across Google platforms.
- **Review Sites like TripAdvisor and Yelp:** TripAdvisor, the world's largest travel site reaches 67% of all online travel bookers with listings of visitor-centric experiences that enhance exposure of communities

and drive consumer engagement.



## 2. Plan to Optimize Your Digital Presence

Across all digital channels which you can monitor or control, the goal should be to ensure accuracy and consistency! Consider these questions to start:

- Have I searched for my business in Google and other search engines to see what shows up?
- Are my current hours, services and amenities up-to-date across platforms?
- Am I regularly posting content on my website and/or social media feeds?
- Is the message about my business straightforward and consistent?
- Am I speaking to my target customer?
- Have I embraced online referrals and reviews?
- Have I communicated new health and safety protocols to build trust and reassurance?





### 3. Optimize your owned channels: WEBSITE & SOCIAL MEDIA

Leverage owned media channels to tell your story and convert target customers.

**Step 1:** Ensure all information is correct across platforms, that all links are working (no old, broken or non-functioning) and that imagery is aligned with current offerings.

**Step 2:** Utilize hashtags and tagging on social media and cross-linking on web to give context and tie in to ongoing storytelling initiatives and conversations. Official Destination Hashtag: #paducahcreativecity

RELATED RESOURCE:

11 SOCIAL MEDIA CHANGES TO MAKE IN A CORONAVIRUS WORLD (CONVINCE & CONVERT)

- <https://bit.ly/2CX3kcr>



Explore Outdoors

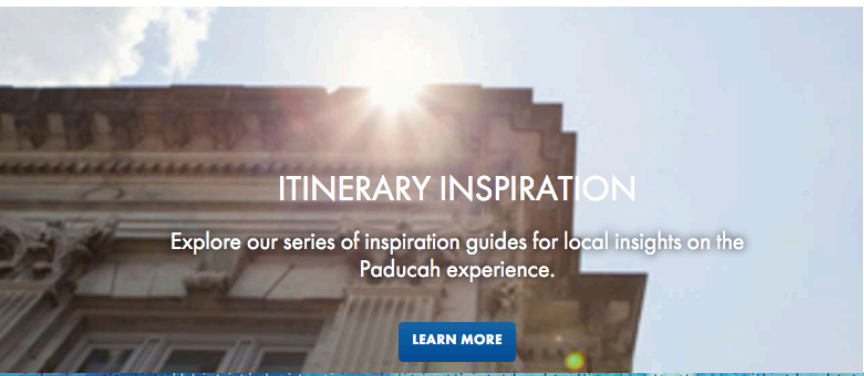
## Welcome to Paducah!

At the heart of America's inland waterways, you'll find a sophisticated rivertown that inspires. Paducah, Kentucky is a confluence of cultural heritage and creativity where art goes beyond something to appreciate - it's a way of life. A designated UNESCO Creative City, Paducah is gaining acclaim as a destination for those who crave rich, authentic cultural experiences.

### COVID-19 RESPONSE & REOPENING UPDATES

Please follow the link below for the latest information for Paducah visitors and tourism partners

[READ CURRENT UPDATES >>](#)



### ITINERARY INSPIRATION

Explore our series of inspiration guides for local insights on the Paducah experience.

[LEARN MORE](#)


# 4. Optimize your presence on PADUCAH.TRAVEL

Leverage the optimized official destination resource to drive referrals via partner directory listings, Calendar of Events listings that curated guides and maps.

**Step 1:** Review your profile (key account details + contacts + amenities) and collateral (partner listings, media and upcoming visitor-friendly events) using the **CVB's Paducah Partner Portal Extranet:**  
<https://paducah.extranet.simpleviewcrm.com/login/>

**Step 2:** Add a link back to Paducah.travel from your website or social media to show your community pride and enhance cross-promotion of local experiences.

**RELATED RESOURCE:**  
**PADUCAH PARTNER PORTAL EXTRANET USER GUIDE -** <https://bit.ly/38ckmPo>



## 5. Optimize your information with **GOOGLE MYBUSINESS**

Manage business information to control content across all Google products (maps, travel guides, trips app and more).

**Step 1:** Claim and verify your listing via the **Google MyBusiness** platform: [www.google.com/business/](http://www.google.com/business/)

**Step 2:** Take advantage of FREE Google My Business Tools like posts to communicate new services and insights to see what is resonating with your audience most.

**RELATED RESOURCE:**

**KENTUCKY TOURISM GOOGLE MYBUSINESS GUIDE FOR PADUCAH** - <https://bit.ly/2YJBVDb>



## 6. Optimize your reputation via relevant REVIEW SITES

Market yourself to potential guests and differentiate yourself from the competition on TripAdvisor, Yelp and relevant review sites.

**Step 1:** Own your listings on relevant review sites including TripAdvisor: [www.tripadvisor.com/Owners](http://www.tripadvisor.com/Owners)

**Step 2:** Encourage feedback by asking guests to write reviews and taking pride in your authentic reputation.

RELATED RESOURCES: BEST PRACTICES FOR MARKETING YOUR PROPERTY ON TRIPADVISOR - <https://bit.ly/2Zo5n0H>

14 EFFECTIVE WAYS TO GET HIGH QUALITY REFERRALS FROM YOUR CUSTOMERS (HUBSPOT) - <https://bit.ly/2ZIKweA>