

WEBSITE & DIGITAL TRENDS



THE BEACHES OF
**FORT MYERS
AND SANIBEL**
FORTMYERS-SANIBEL.COM

SESSION TOPICS

What the Future Holds According to the Consumer Electronics Show (CES)

2020 Destination Marketing Technology Survey Insights

Top 5 Things to Do to Make Sure Your Website is Optimized in 2020

Paid Search Trends and Opportunities

Organic Search Trends and Opportunities

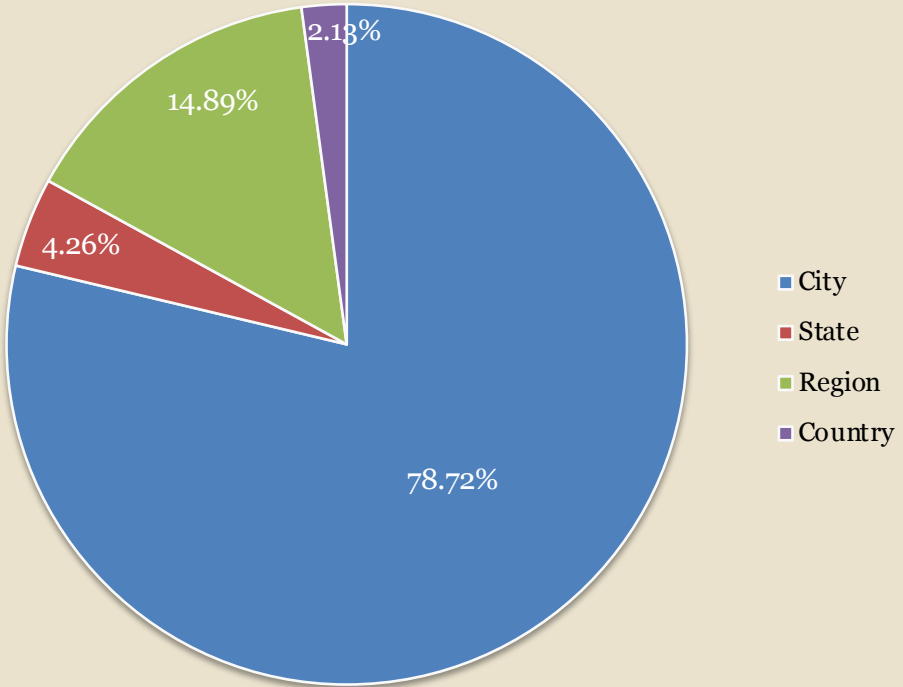
WHAT I SAW AT CES THIS WEEK

1. Artificial Intelligence is here and strives for a frictionless travel experience
2. 5G will transform how we interact online and in the real world
3. The Internet of Things (IOT) will power the smart cities of the future
4. Automated vehicles are still in third gear
5. Voice is being integrated into everything

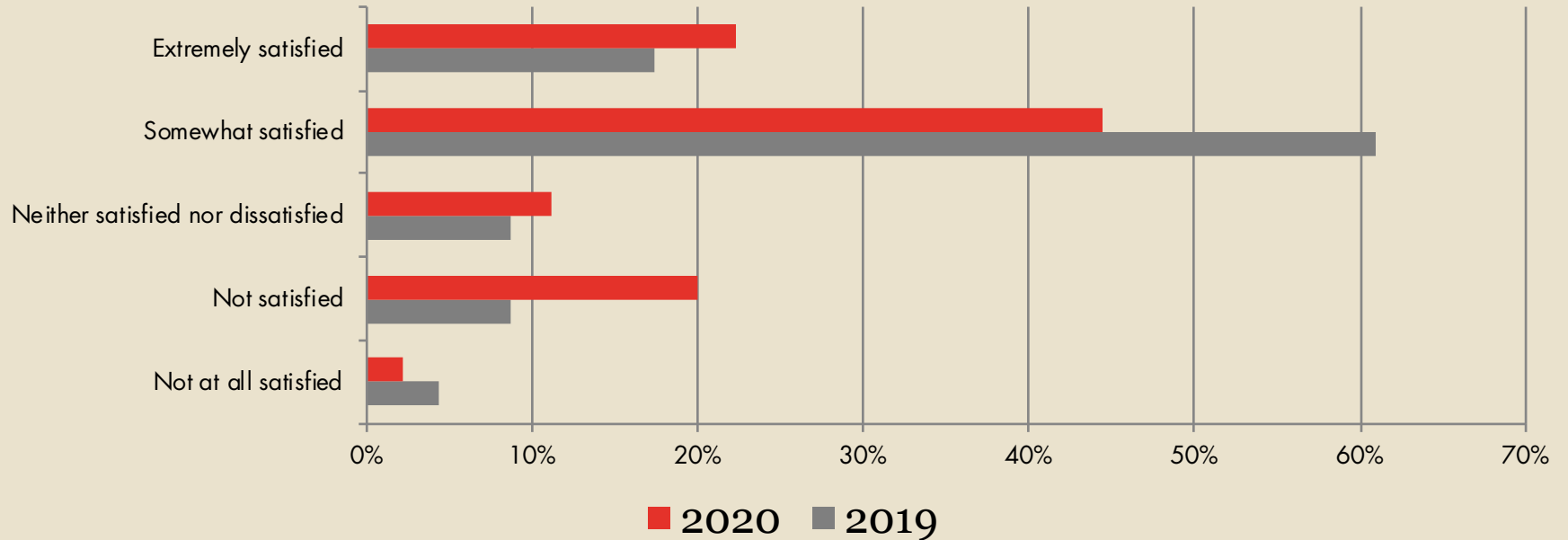
A photograph of a beach at sunset. The sky is filled with dark, dramatic clouds, with a bright orange and yellow glow from the setting sun. The ocean waves are visible in the distance, and the sand in the foreground is wet and reflective. A large, light-colored seashell is prominently placed in the lower-left foreground. The overall mood is serene and atmospheric.

2020 DESTINATION MARKETING TECHNOLOGY SURVEY INSIGHTS

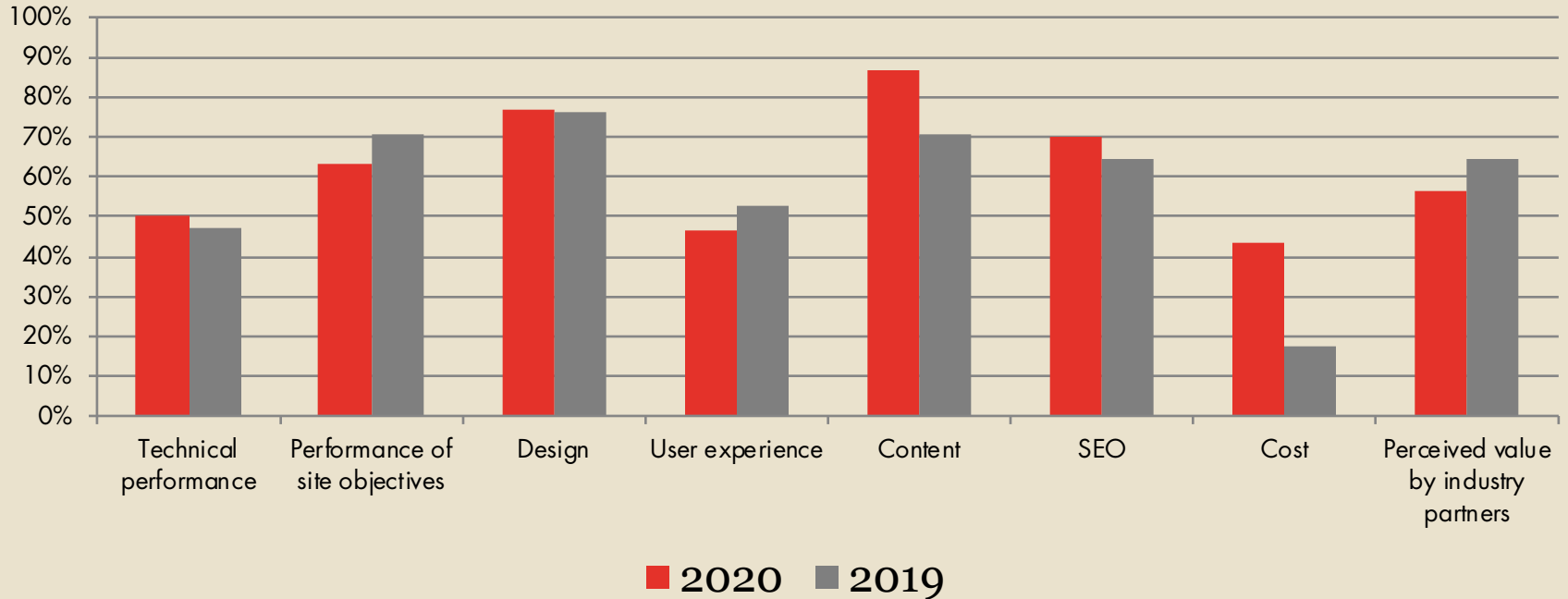
DESTINATION MARKETING ORGANIZATION RESPONDENCE BY TYPE



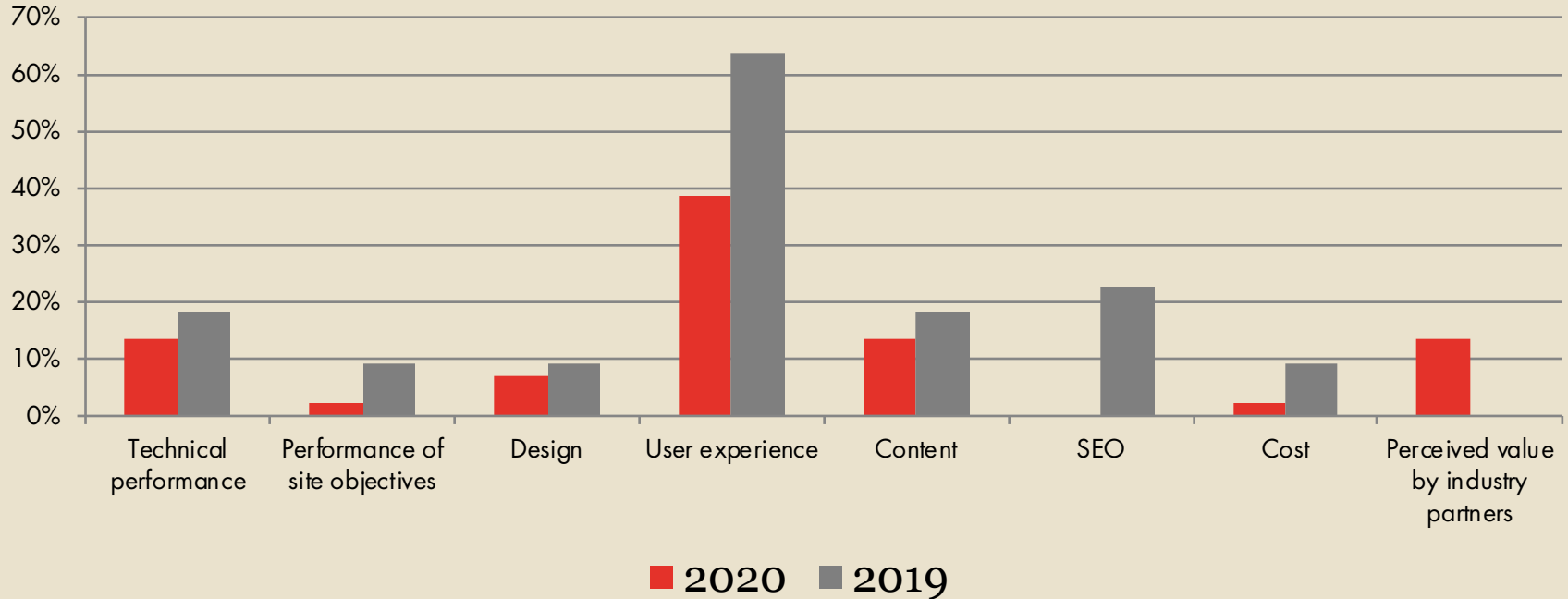
WEBSITE SATISFACTION



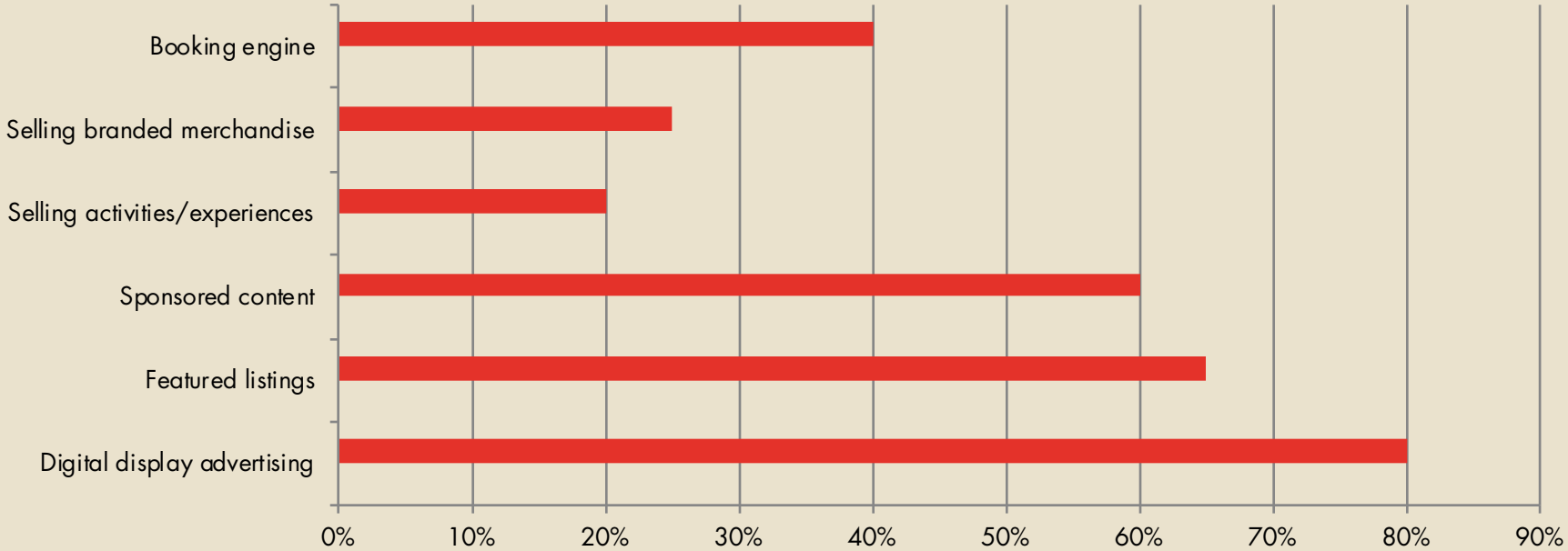
REASONS SATISFIED



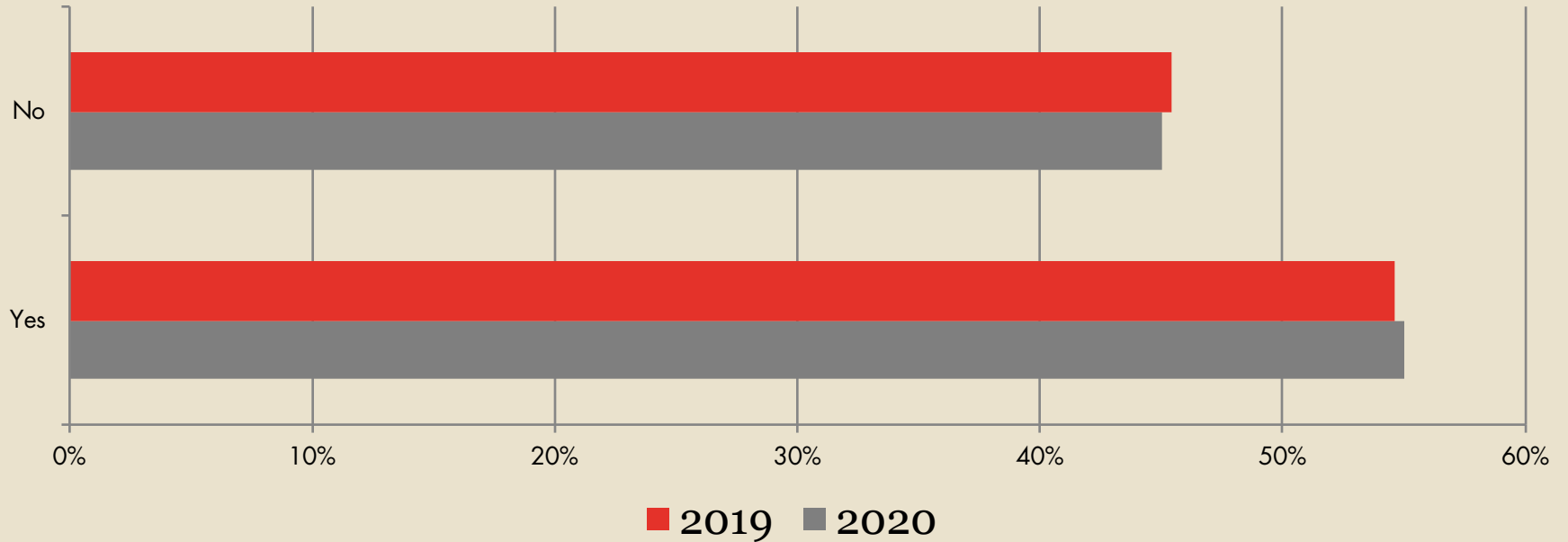
PRIMARY WEBSITE IMPROVEMENT NEEDED



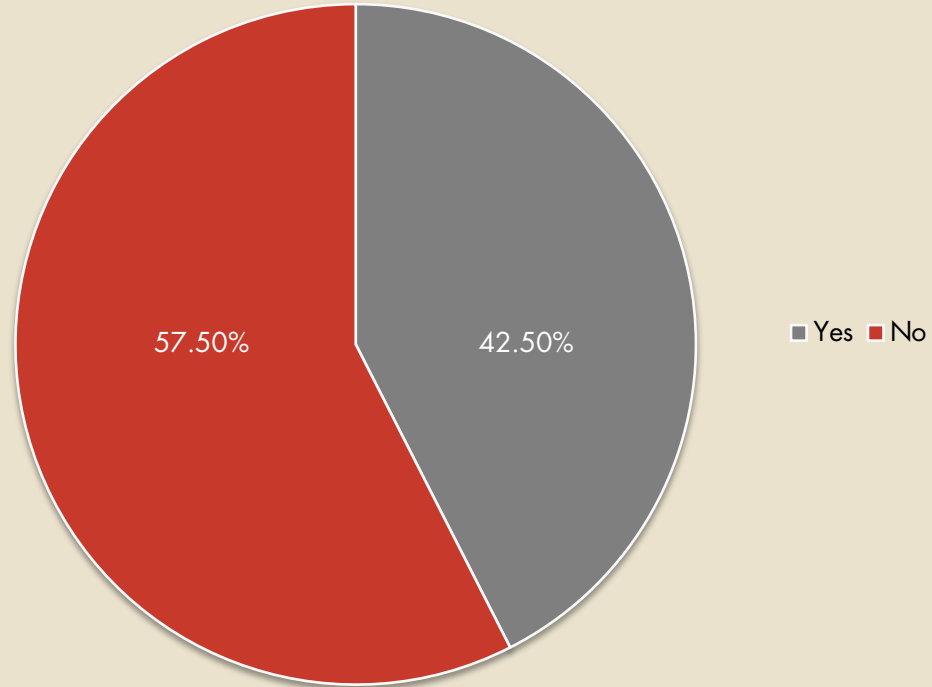
MONETIZING DESTINATION WEBSITE



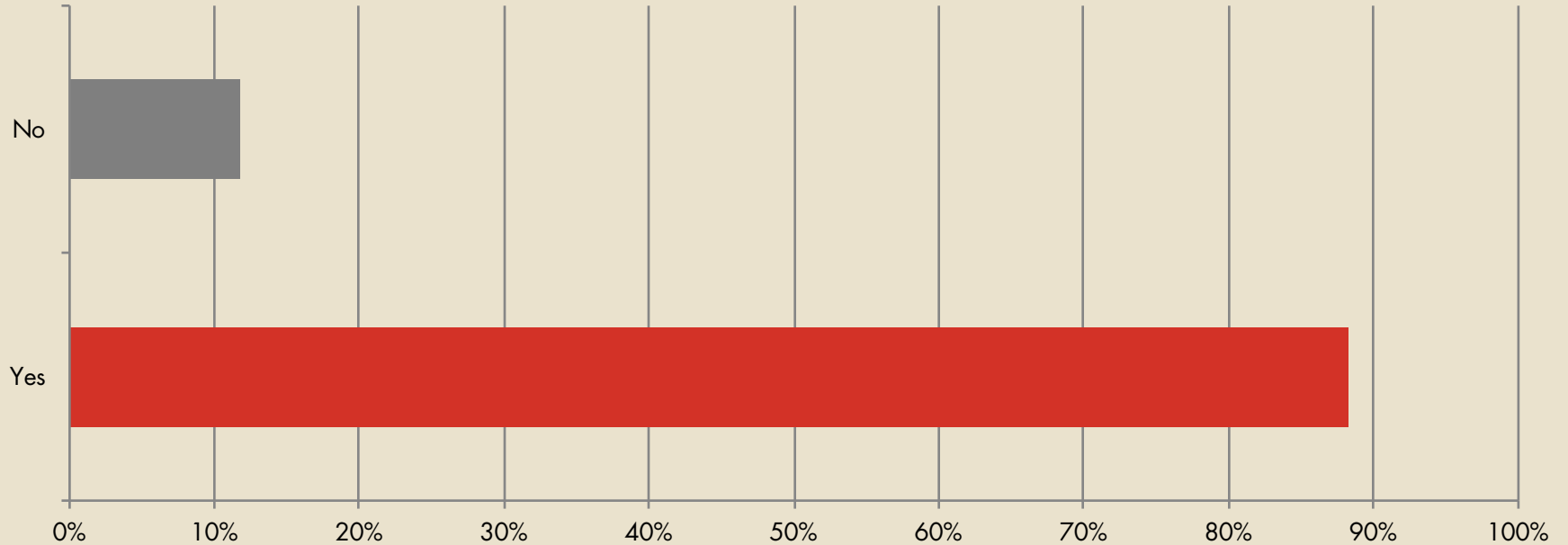
SATISFACTION WITH WEBSITE REVENUE GENERATED



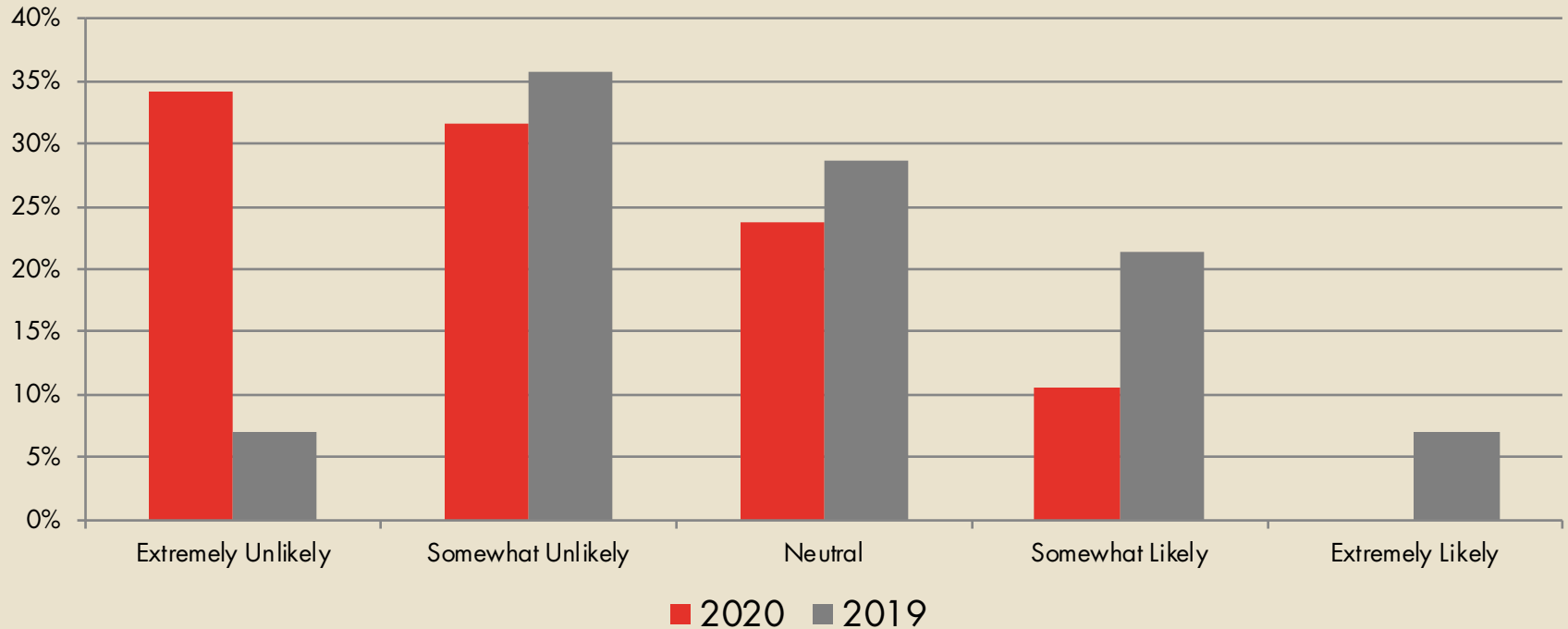
USING PERSONALIZATION ON WEBSITE



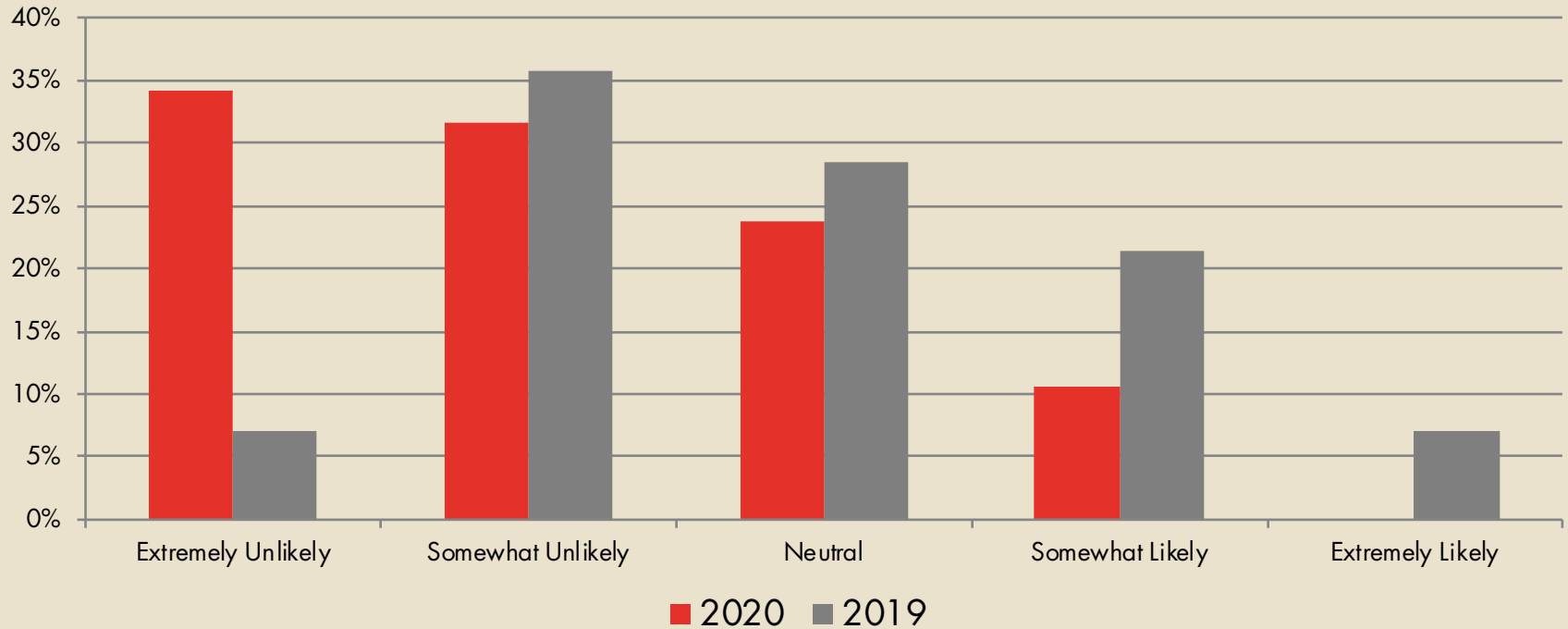
BELIEVE PERSONALIZATION IS EFFEFFECTIVE



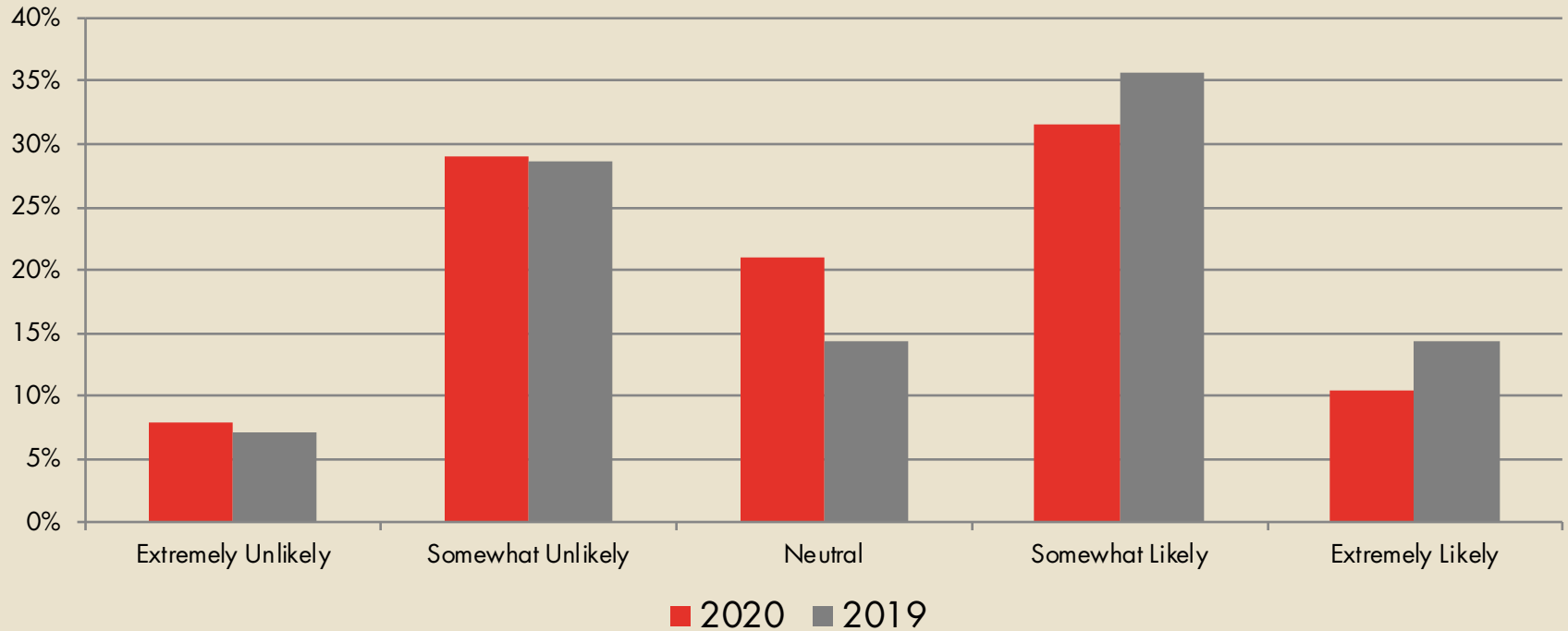
HOW LIKELY IS IT THAT YOUR DESTINATION WILL INVEST IN VIRTUAL REALITY IN THE NEXT 12 MONTHS



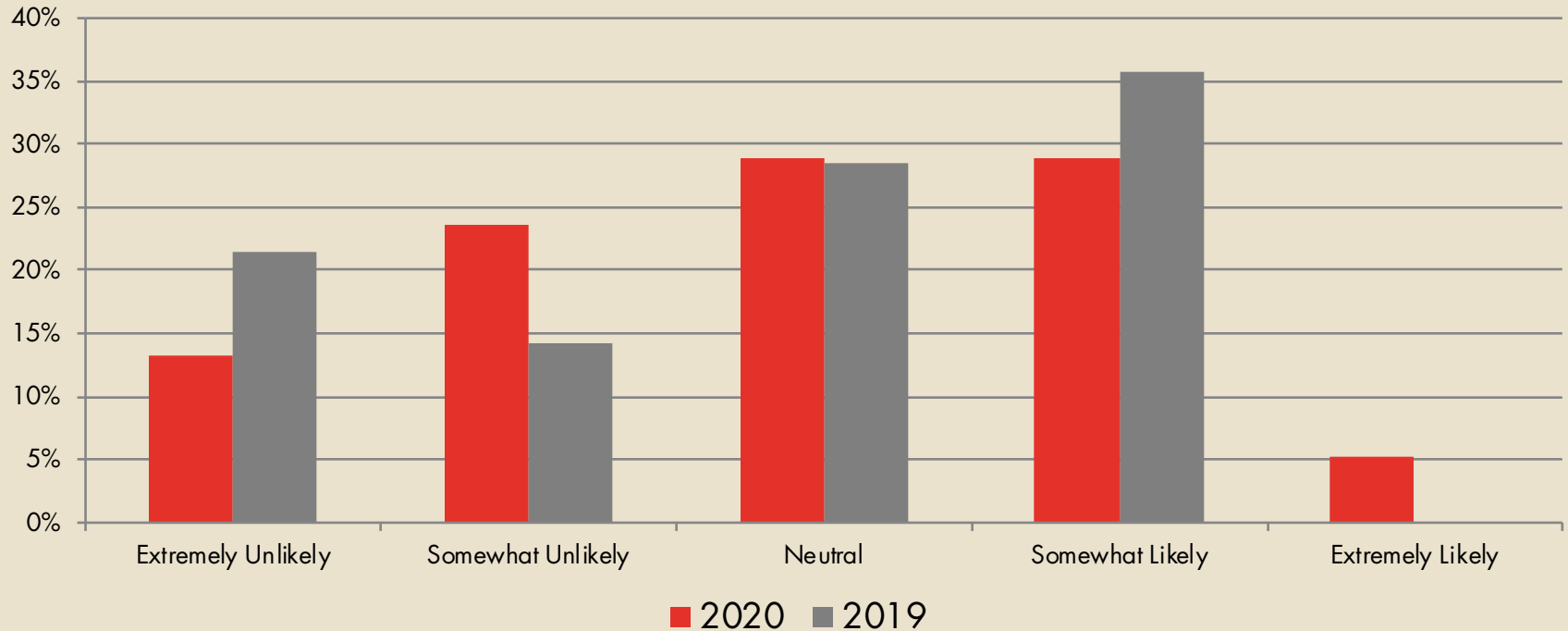
HOW LIKELY IS IT THAT YOUR DESTINATION WILL INVEST IN AUGMENTED REALITY IN THE NEXT 12 MONTHS



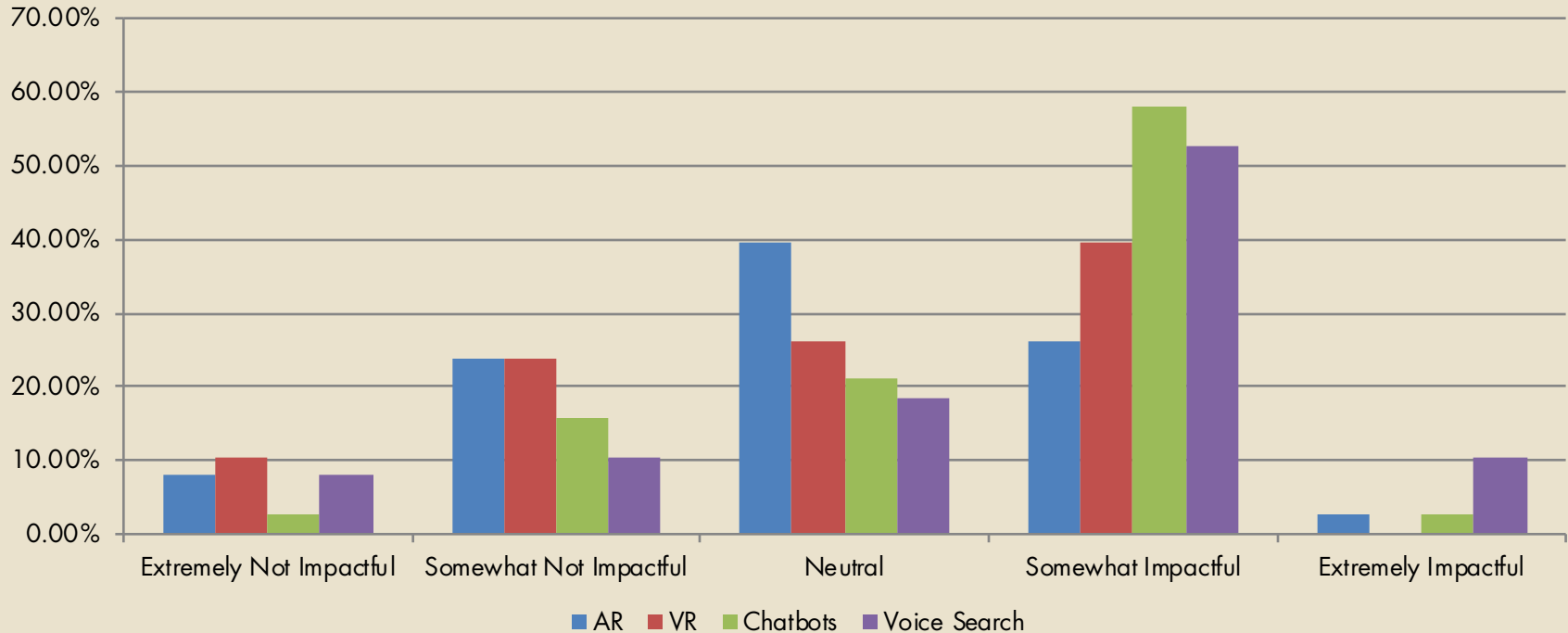
HOW LIKELY IS IT THAT YOUR DESTINATION WILL INVEST IN CHATBOT IN THE NEXT 12 MONTHS



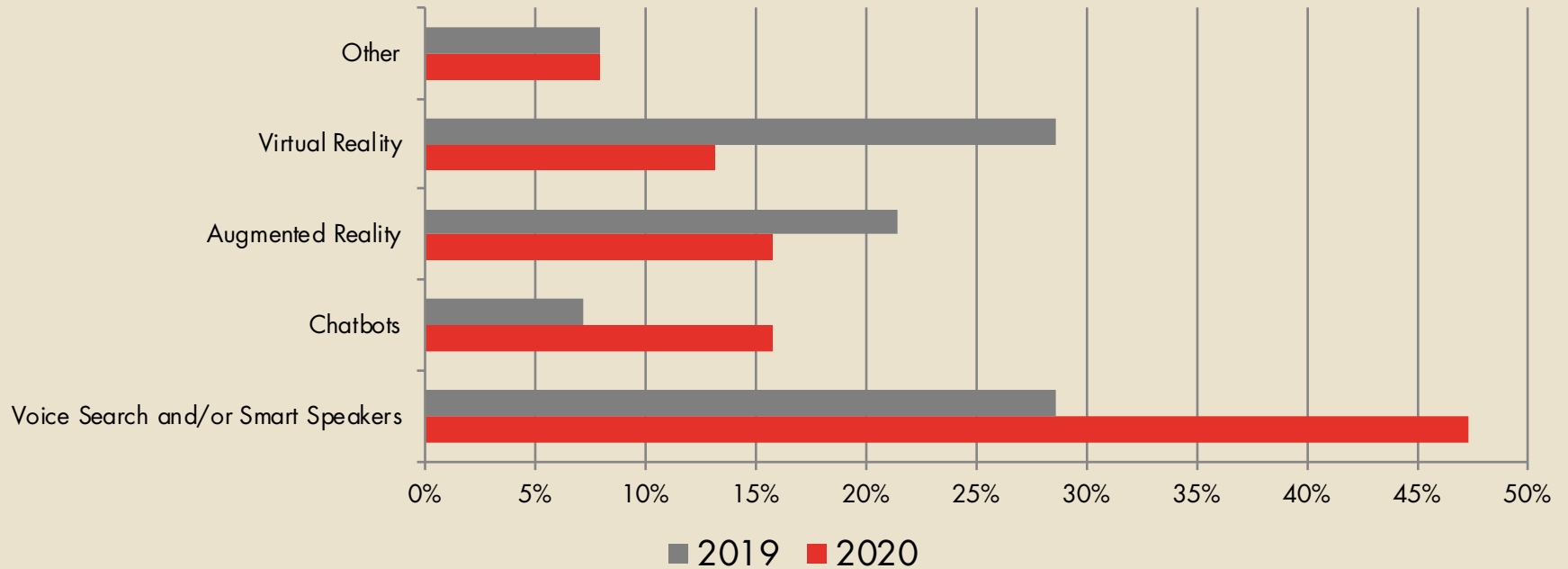
HOW LIKELY IS IT THAT YOUR DESTINATION WILL INVEST IN VOICE SEARCH/SMART SPEAKERS IN THE NEXT 12 MONTHS



IMPACT OF EMERGING TECHNOLOGY ON TRAVEL PLANNING IN THE NEXT 12 MONTHS



WHICH TECHNOLOGY DO YOU WISH YOU COULD USE?



A sunset over a beach with a seashell in the foreground. The sky is filled with dark, dramatic clouds, and the sun is low on the horizon, casting a warm, golden glow over the water and sand. In the foreground, a large, light-colored seashell lies on the sand, surrounded by smaller shells and pebbles. The overall mood is serene and contemplative.

TOP 5 THINGS TO DO TO MAKE SURE YOUR WEBSITE IS OPTIMIZED IN 2020

THINGS TO DO TO OPTIMIZE YOUR WEBSITE

1. Review your website analytics monthly and use the insights to make business decisions; if you are not familiar with Google Analytics, Google offers an Analytics Academy to help you

Google Analytics Academy rpatterson@mngy.com

Learn analytics with free online courses

Analytics Academy helps you learn about Google's measurement tools so that you can grow your business through intelligent data collection and analysis.

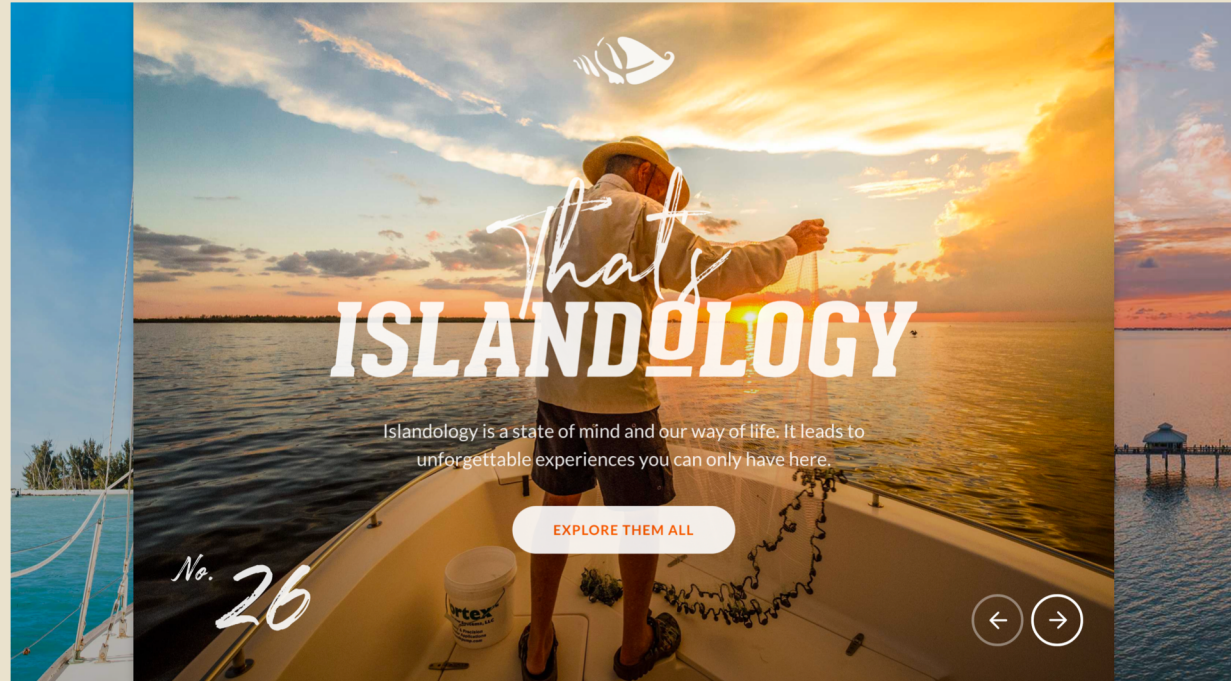
Analytics Academy Courses

- Google Analytics for Beginners**
Learn the basic features of Google Analytics including how to create an account, implement tracking code, analyze basic reports, and set up goals and filters.
- Advanced Google Analytics**
Learn about advanced Google Analytics features including data collection, processing and configuration, and more complex analysis and marketing tools.
- Google Analytics for Power Users**
After you're familiar with the range of features Analytics offers, learn and practice actionable analyses to track business performance and identify areas for improvement.
- Getting Started With Google Analytics 360**
Learn about powerful Google Analytics 360 features that are not available in the standard product, and gain insight into how you can benefit from integrations.

<https://analytics.google.com/analytics/academy/>

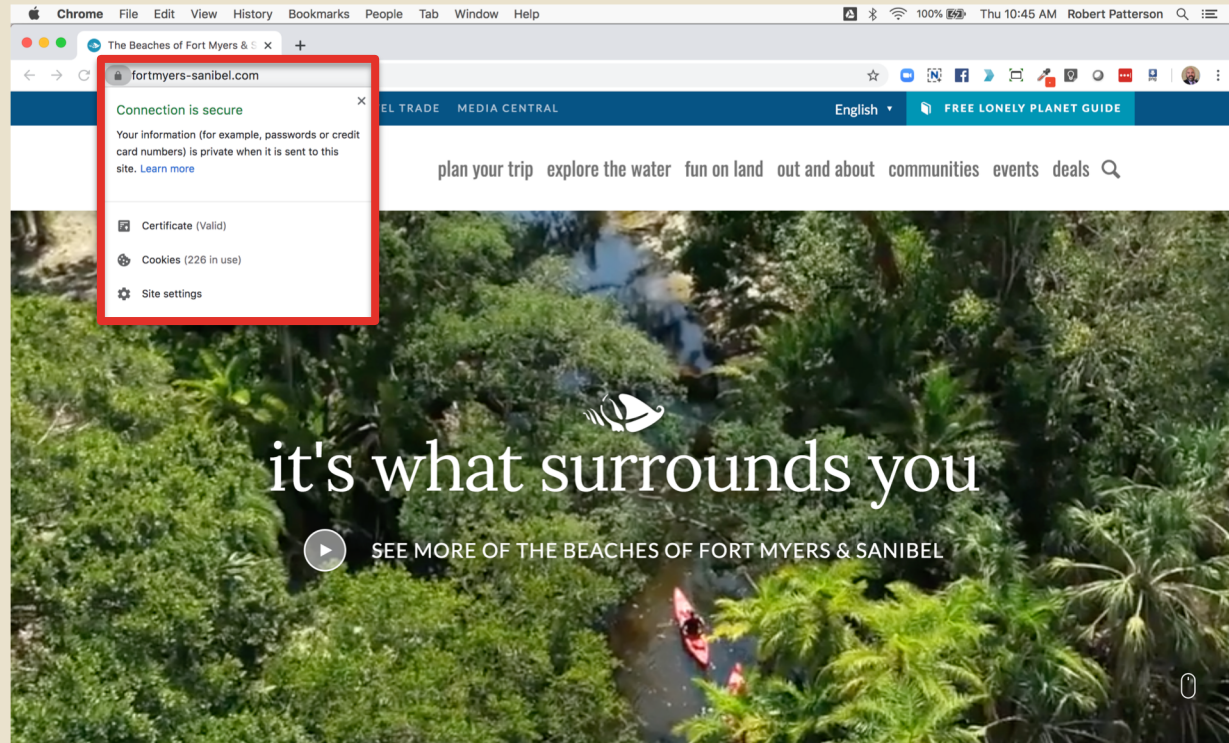
THINGS TO DO TO OPTIMIZE YOUR WEBSITE

2. Test the usability of both your mobile and desktop website to achieve key objectives
 - a. Create use cases
 - b. Test use cases
 - c. Validate usability from others



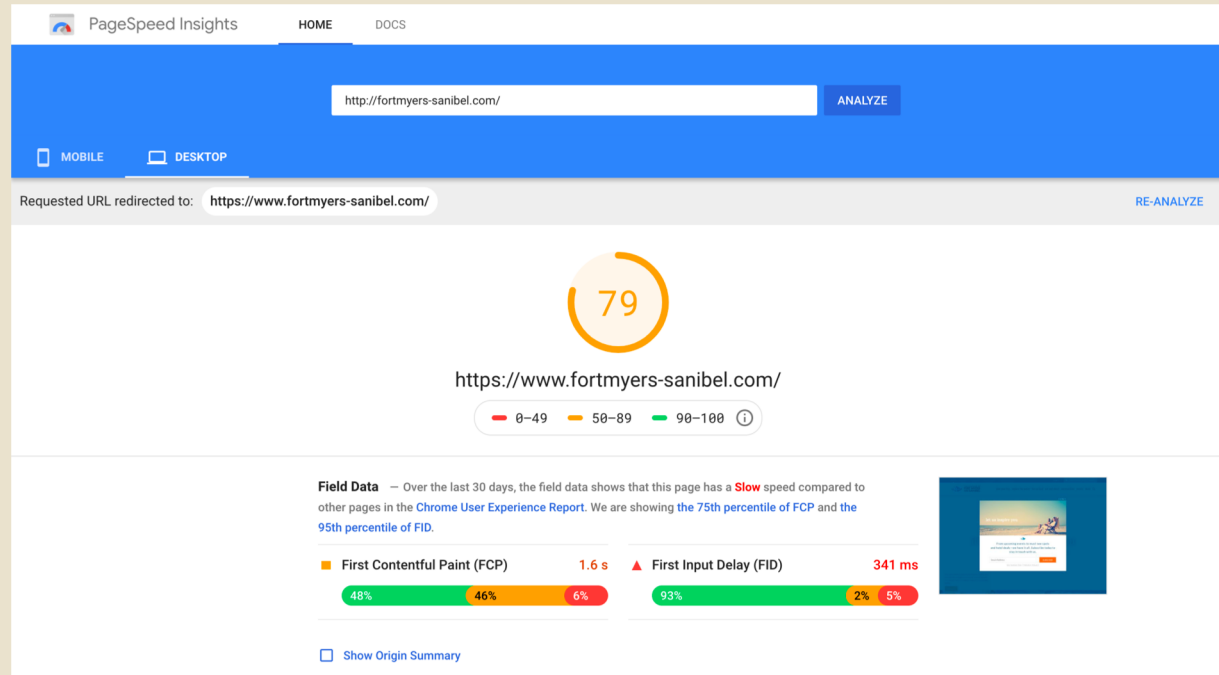
THINGS TO DO TO OPTIMIZE YOUR WEBSITE

3. Ensure your website has a valid Secure Sockets Layer (SSL) or Transport Layer Security (TLS) certificate



THINGS TO DO TO OPTIMIZE YOUR WEBSITE

4. Check the speed performance of your website using Google's PageSpeed Insights tool or WebPageTest.org; these tools provide input on what areas of the website need attention



<https://developers.google.com/speed/pagespeed/insights/>

THINGS TO DO TO OPTIMIZE YOUR WEBSITE

5. Remove or redirect broken links to relevant page monthly and ensure you have a 404 page in place to redirect traffic

