



NEBRASKA DESTINATION OPTIMIZATION LEARNING PROGRAM

BOOST YOUR TOURISM BUSINESS'S ONLINE VISIBILITY FOR FREE!

New program from Visit Nebraska to enhance your digital presence

NOW
AVAILABLE!

HOW IT WORKS

This program delivers personalized assessments, expert support, and practical resources to the Nebraska tourism industry, helping you stand out across travel platforms and AI powered search, attract more customers, and stay competitive as travel discovery evolves.



PERSONALIZED REPORT

Know where you're starting from with a personalized report card that maps exactly how your business appears across major platforms and identifies quick wins for improvement.



ACCESS TO EXPERTS

Book free consultations to tackle your specific challenges and get answers to your questions.

- Claiming and verifying your business
- Optimizing your listing for visibility
- Tips on review management and more!



ONLINE LEARNING

Access recorded webinars, short video tutorials and downloadable guides to strengthen your digital marketing skills and improve your business's online presence.



Nebraska.AcademyForTourism.com

ASK A LISTING SPECIALIST

READY TO MAKE YOUR BUSINESS STAND OUT ONLINE?

From search engines to the **AI tools travelers use for trip planning**, the way people discover your business is changing fast. Book a **FREE, 15-minute one-on-one session** with one of our digital visibility experts. We speak your language - not tech jargon - and we're here to help local tourism businesses like yours grow.

WHAT CAN WE TACKLE TOGETHER?

Our specialists are digital visibility experts, fluent in the platforms travelers trust most:

Google | Bing | Tripadvisor | Apple Maps | Yelp

CLAIMING & VERIFYING

Taking control of your business listings across all major platforms.

PROFILE OPTIMIZATION

Updating your hours, contact info, adding high-quality photos, and access to learning resources outlining each platforms' best practices

REVIEW MANAGEMENT

Strategies for attracting more reviews and responding to both positive and negative feedback.

TROUBLESHOOTING

Fixing duplicate listings, incorrect map pins, or other frustrating roadblocks.

WHAT'S NEXT?

We can review your current online presence and provide tailored tips to help you take the next step.

DID YOU KNOW?

Fully populated verified profiles:

SURFACE

80%

more often in search

GENERATE

4X

more website visits

RECEIVE

12%

more calls

SEE

10%

more direction requests

Source: Birdeye State of Google Business Profiles 2025

DID YOU KNOW?

Businesses who promptly respond to their Tripadvisor reviews:

SEE

17%

higher engagement levels

ARE

21%

more likely to receive a booking inquiry

Source: Reviewtrackers: Tripadvisor Statistics Your Company Should Know



READY TO BOOST YOUR ONLINE PRESENCE?

The specialists at Miles Partnership are available to help your business maximize its online exposure. Book an Office Hours session with Miles - it's FREE for Nebraska tourism businesses.

miles
PARTNERSHIP