

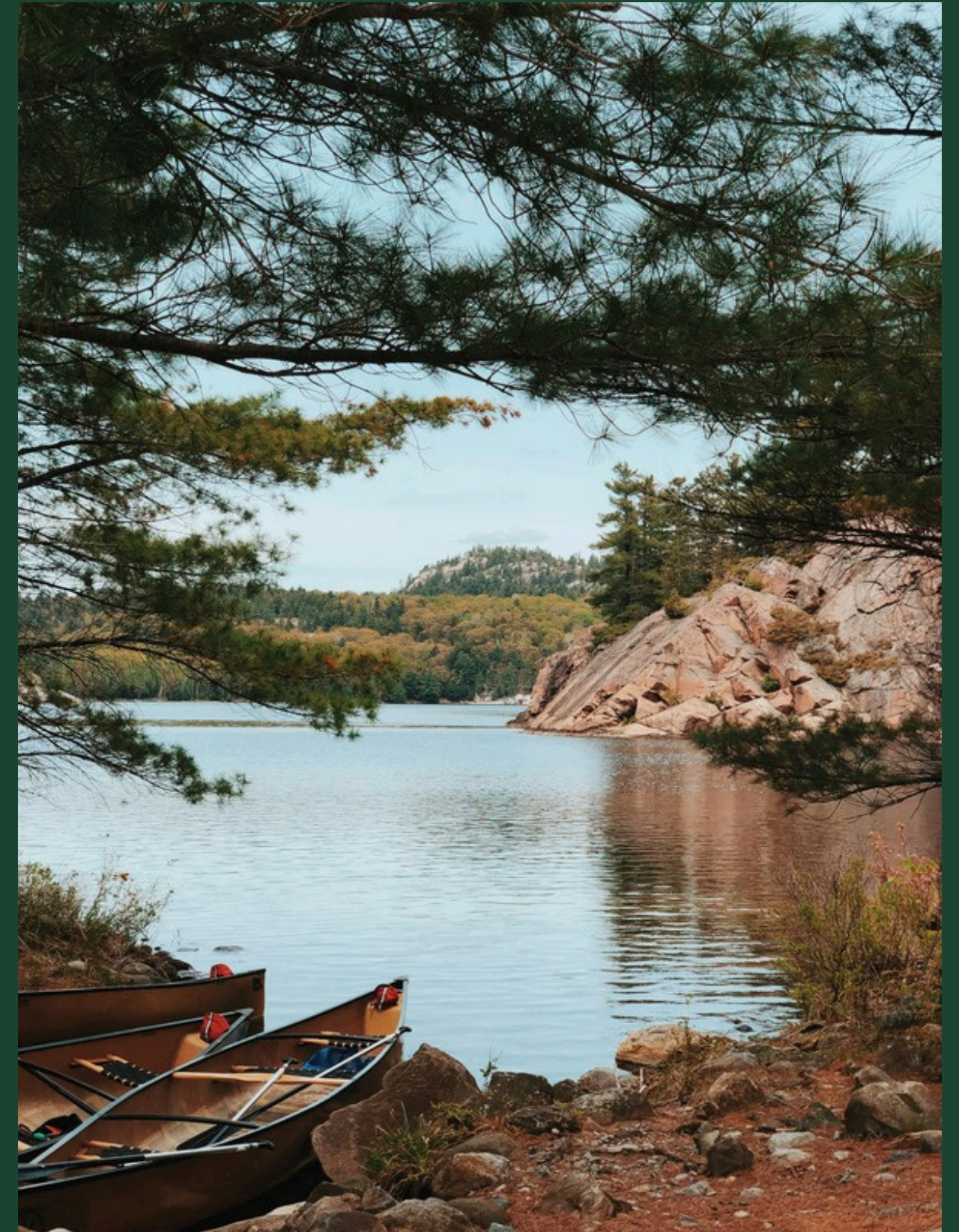


# Spring Tune-Up

## 5 Quick Fixes to Get Your Tourism Business Ready for Summer

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*Before the busy season hits — make your online presence  
work as hard as you do.*



# I'm Emily Baillie

- Digital Marketing & AI trainer, strategist and speaker
- Trained over 4,000 people across Canada
- Professor, Digital Marketing at McMaster University
- Worked with Jonview Canada, Ontario Northland, RTO-7, Ontario Highlands Tourism Organization, Destination Northern Ontario and more
- Find me at [www.compasscontent.ca](http://www.compasscontent.ca)



# About This Session

## WHAT WE'LL COVER

- ✓ 5 high-impact marketing fixes
- ✓ Tools you can start using today
- ✓ Time-saving AI shortcuts

## START TODAY

💡 No tech expertise needed. All fixes are practical, free or low-cost, and doable right after this session.

# Your 5-Fix Roadmap

*Today's session, start to finish*

01



**Google Business Profile**

*Get found when visitors search*

~15 min

02



**Website Quick Wins**

*Convert visitors into bookings*

~15 min

03



**Social Media Content**

*Spark excitement before they arrive*

~15 min

04

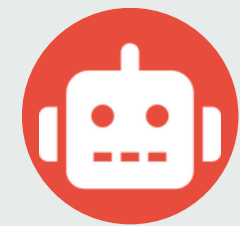


**Reviews & Reputation**

*Build trust that drives decisions*

~15 min

05



**AI Time-Savers**

*Work smarter, not harder*

~15 min

+ Q&A | Total: 90 minutes

FIX #1

# Update & Optimize Your Google Business Profile

**2.7X**

customers more likely to consider a business reputable if they find a complete Business Profile on Google Search and Maps (Source: Google)

**#1**

thing some visitors see before clicking your website or calling you

**FREE**

completely free tool from Google that most operators under-use

1

### Claim or verify your listing

Go to [business.google.com](https://business.google.com) — search your business name and claim it. Google will mail or call a verification code to your business.

2

### Fill every single field

Business category, hours (including holiday hours!), phone, website, description. Incomplete profiles rank lower.

3

### Upload 10+ quality photos

Exterior, interior, staff, activities, food/drinks, sunrise views. Businesses with 100+ photos get 42% more direction requests.

4

### Add your seasonal hours now

Update spring/summer hours before May long weekend. Add a special hours note like 'Open daily June–Labour Day.'

5

### Write a keyword-rich description

Include what you offer + where you are. Example: 'Family fishing lodge on Lake Nipigon, Northern Ontario — guided walleye trips, cabin rentals, and shore lunches.'



Quick win: Post a Google Update right now — 'We're open for summer! Book your [canoe trip / cabin / guided tour] today.'

FIX #2

# Make Your Website Convert Visitors into Bookers

**8 sec**

how long you have to grab some  
visitor's attention before they leave

**53%**

of mobile users abandon a page that  
takes more than 3 seconds to load

**3 clicks**

is the maximum a visitor should  
need to find your booking info

## The 5-Point Website Audit

### Mobile-friendly?

Open your site on your phone. Can you read it without zooming? Is the booking button easy to tap? Google ranks mobile-first.

### Hero image sells the experience?

Your homepage top image should make someone say 'I want to be there!' — not show a building exterior or blurry photo.

### Phone/email/booking on every page?

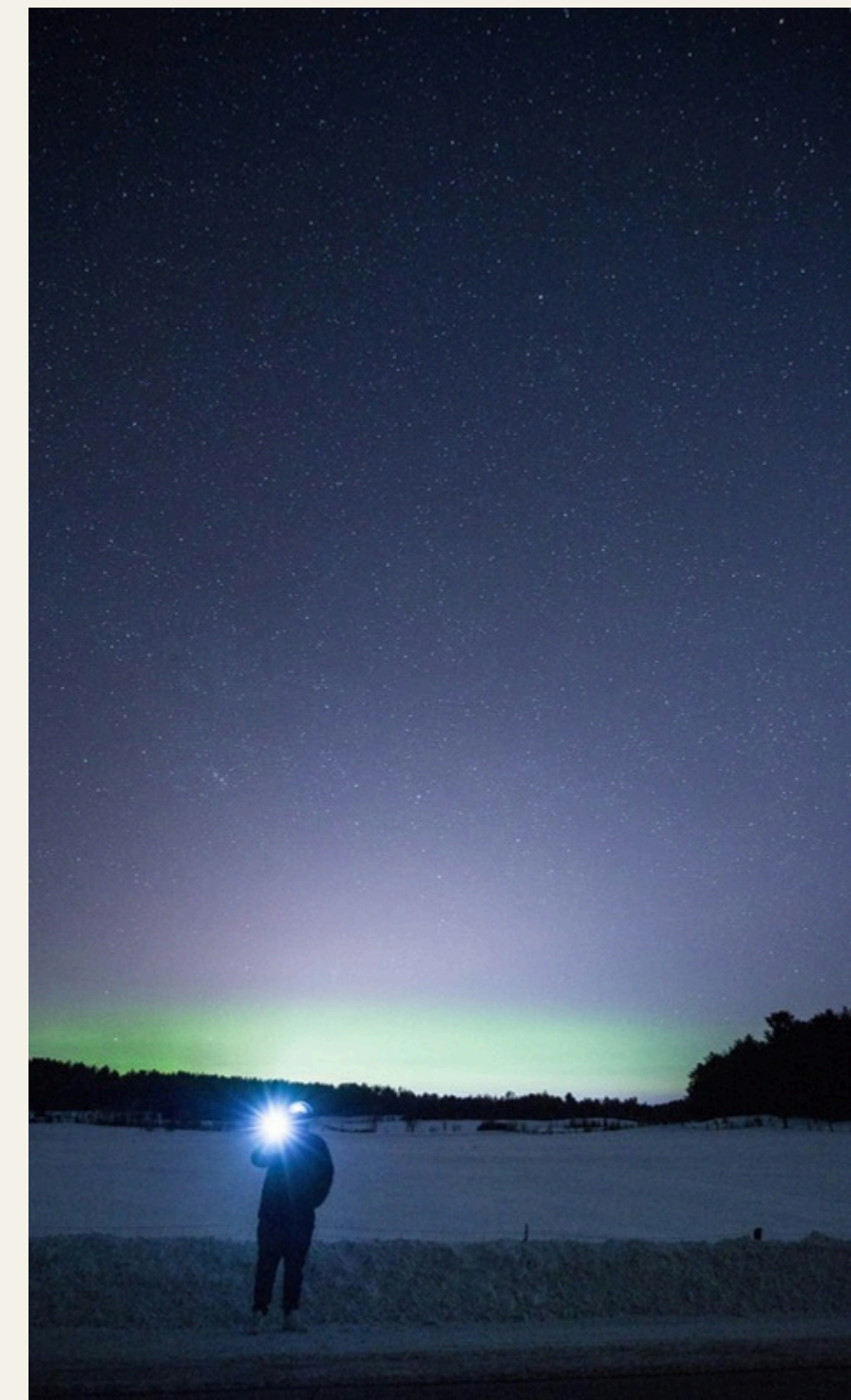
Put your contact info in the header AND footer. Don't make visitors hunt. Add a 'Book Now' button that's visible without scrolling.

### Does it load fast?

Test at [pagespeed.web.dev](https://pagespeed.web.dev). Compress large photos before uploading. A slow site loses bookings.

### Are dates & prices current?

Visitors trust what they see. If your 2023 rates are still up, they'll go elsewhere. Update pricing for this season right now.



**FIX #3**

# Social Media Content That Sparks Summer Excitement

*You don't need to post every day. You need to post the RIGHT things.*

## Facebook

Best for 45+ travellers & families

## Instagram

Visual storytelling & younger adults

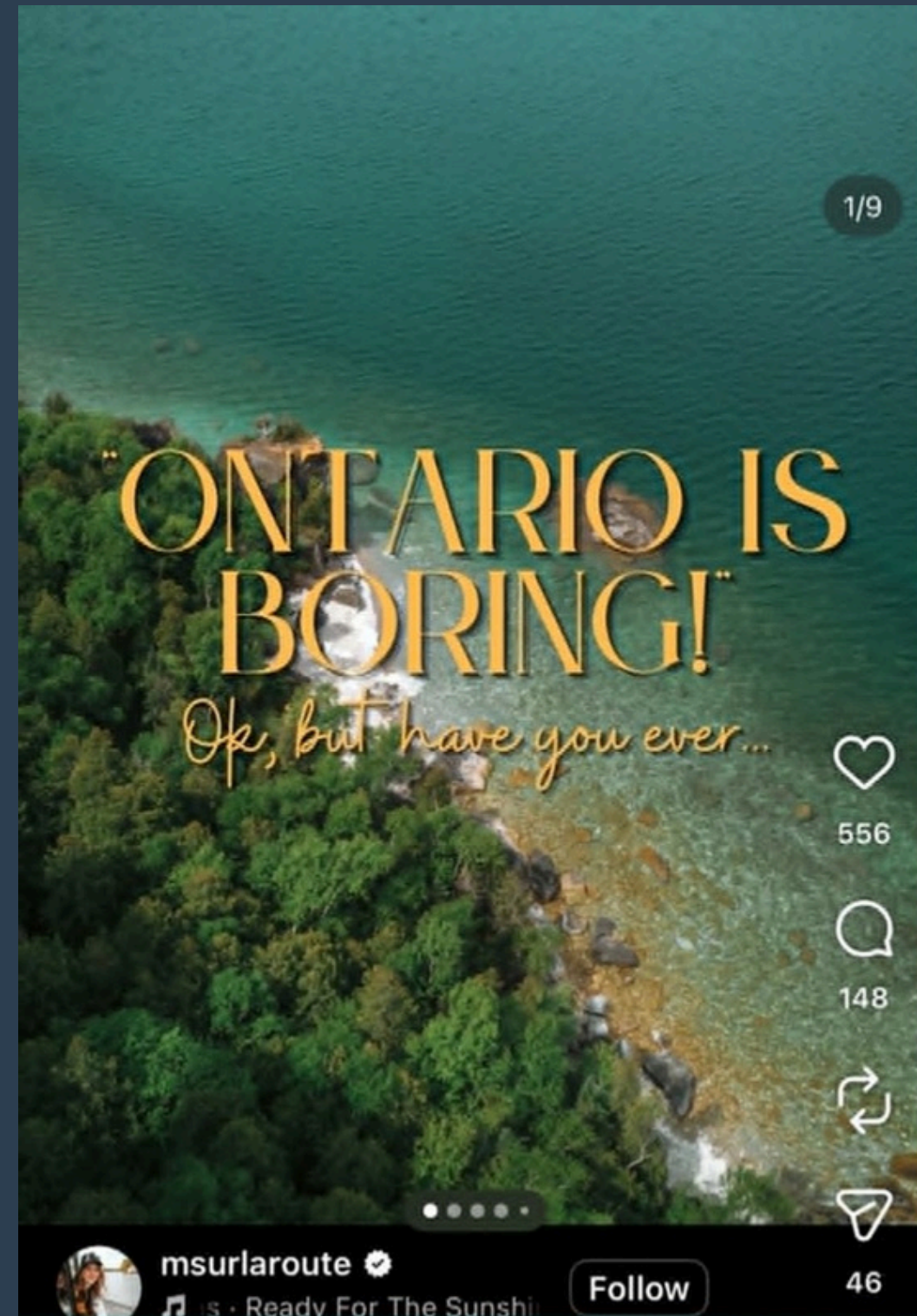
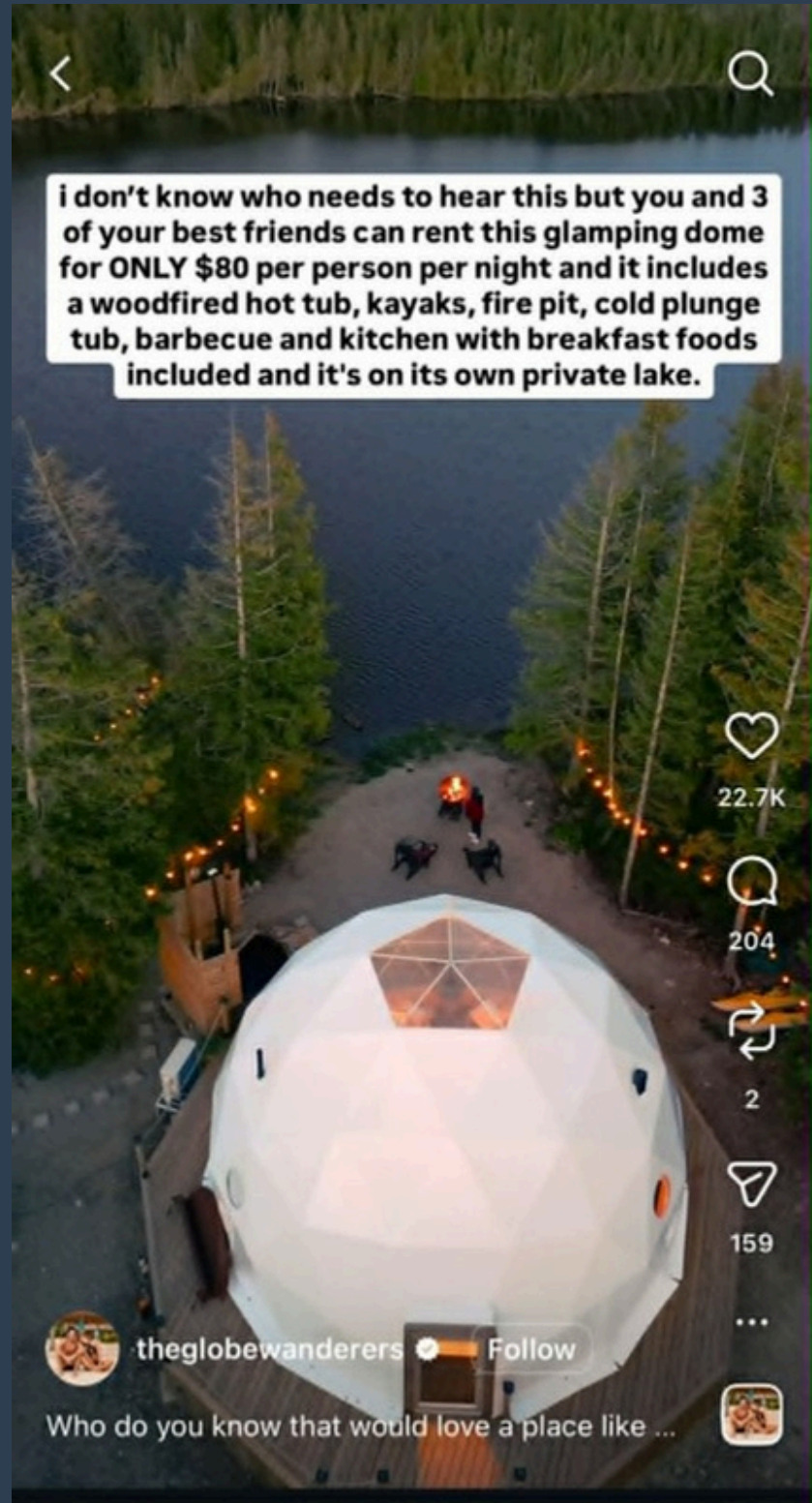
## TikTok

Short video, fast-growing travel audience

## Google Posts

Shows directly in search results

*The goal of spring content: Make people feel your summer before it starts.*



### Sunrise/Sunset shot

Post a stunning lake photo with 'Summer is coming — are you booking yours?'  
Caption with your dates.

### First catch of the season

Share guest catch photos (with permission). Tag the guest. Say 'Another happy angler at Moose Bay!'

### Getting-ready Reel

30-second video of you prepping canoes/kayaks/boats for the season. Caption: 'Almost time!'

### Behind-the-scenes

Show your cabin makeover, new dock, fresh bedding, or kitchen prep. People love transformation content.

### Countdown post

Opening Day countdown: '10 days until we open for the 2026 season! Is your spot booked?'

### Share a guest review

Screenshot or quote a 5-star review. Add a nature photo behind it. 'This is why we do what we do ❤️'

### Area highlights

'5 Things to Do Near [Your Business].' You build authority and help visitors plan their trip.

### Local wildlife sighting

Moose, loon, eagle, heron — snap it and post it. Nature content gets massive organic reach.

### This or That poll

'Morning coffee by the dock or afternoon paddle? Tell us your summer vibe 🙌' — drives engagement.

### Packing tips for guests

'What to pack for a week at [Your Business]' — helpful content that positions you as the expert.

FIX #4



**Build the Review Engine  
That Works While You Sleep**

### Create a Review Request Routine

At checkout / end of trip: 'We'd love a Google review! Here's the link.' Make it habit — attach it to your checkout process, final email, or receipt.

### Make the Link Easy to Find

Get your Google review shortlink: Go to your Google Business Profile → Share → Copy review link. Put it in your email signature, text messages, and on a card.

### Respond to Every Review

Every. Single. One. Thank positive reviewers by name and mention something specific. For negatives: acknowledge, apologize, offer to make it right — offline.

### Turn Negatives into Opportunities

A well-handled 3-star response builds more trust than five 5-star reviews. Visitors see how you treat people when things go wrong.

### Consider Tripadvisor & Facebook Too

Don't put all your eggs in Google. Set up TripAdvisor for tourism — it's free and major trip planners use it heavily.



### EXAMPLE RESPONSES

#### Responding to a 5-star:

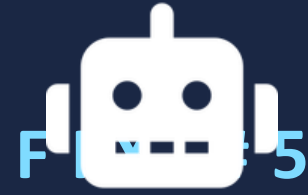
*"Thank you so much, Sarah! We're thrilled you loved the sunrise kayak — it's one of our favourite experiences too. We hope to see you again next summer! 🌊"*

#### Responding to a 3-star:

*"Hi Mark — thank you for your feedback. We're sorry the dock was not up to your expectations. We're making upgrades before peak season. Please reach out directly so we can make this right."*



 Quick win: Email your last 10 guests right now asking for a Google review. Include your direct review link.



# Use AI Tools to Save Hours Every Single Week

*You don't need to be tech-savvy. These tools are like having a part-time marketing assistant — for free.*

**3 hrs**

average time saved per week by  
small businesses using AI for content

**\$0**

cost to use ChatGPT or Claude for  
writing help — free tiers are fine to  
get started

**2 min**

time it takes AI to draft a week's  
worth of social captions

### ChatGPT / Claude

Write social captions, website copy, email newsletters, review responses — in seconds.

[chat.openai.com](https://chat.openai.com) | [claude.ai](https://claude.ai)

### Canva Magic Write

Design and write social posts together. Canva's built-in AI helps with captions and image text.

[canva.com](https://canva.com)

### Google Gemini

Summarize long articles, translate languages, help draft Google Business Profile descriptions.

[gemini.google.com](https://gemini.google.com)

### Otter.ai / Descript

Record yourself talking about your business — AI transcribes it into a blog post or newsletter.

[otter.ai](https://otter.ai) | [descript.com](https://descript.com)

### Later / Buffer

Schedule a month of social posts in one sitting. Free plans available for small operators.

[later.com](https://later.com) | [buffer.com](https://buffer.com)

### Tidio / ManyChat

AI chatbot for your website and socials—answers 'What's your price?' and 'Do you have availability?' 24/7.

[tidio.com](https://tidio.com)

## FIX #5 › Copy-and-Paste AI Prompts for Tourism Operators

Use these prompts in ChatGPT, Claude, or Google Gemini — free, right now:

### Social Caption Batch

*"Write 5 Instagram captions for a family-run fishing lodge in Northern Ontario. We offer guided walleye trips, boat rentals, and lakeside cabin stays. Make them warm, exciting, and end with a question or call to action."*

### Google Business Description

*"Write a 250-word Google Business Profile description for [Your Business Name], a [lodge/canoe outfitter/glamping site] in [Location], Northern Ontario. Include keywords like 'Northern Ontario tourism,' the activities we offer, and why families choose us."*

### Review Response — Positive

*"Write a warm, personal Google review response for a 5-star review from a guest named [Name] who said they loved [specific thing]. Keep it under 60 words and invite them to return."*

### Email Newsletter

*"Write a 200-word summer season announcement email for guests on our list. Our business is [Name] in [Location]. We open [Date]. New this year: [new feature]. Tone: excited, friendly, personal. Include a call to book."*



Pro tip: Add 'My business is in Northern Ontario and our guests are mostly families and couples from Southern Ontario' to any prompt for more relevant results.

# The 30-Minute Summer Tune-Up Checklist

01



## Google Business Profile

10 min



Verify & claim your listing



Upload 5+ new photos



Update summer hours & description

02



## Website Quick Check

15 min



Check mobile view on your phone



Add 'Book Now' button to header



Update 2026 pricing/dates

03



## Social Content

15 min



Schedule 3 posts for this week



Post one 'summer is coming' photo



Reply to any unanswered comments

04



## Reviews

10 min



Email last 10 guests asking for reviews

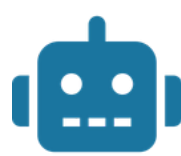


Respond to any unanswered reviews



Get your Google review shortlink ready

05



## Try One AI Tool

5 min



Open [claude.ai](https://claude.ai) or ChatGPT



Generate 5 social captions



Draft one email to your guest list

# Questions?

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*Keep in Touch!*



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SCAN ME



Get free  
marketing  
& AI tips  
weekly!