



COMPETITIVE REVIEW

4.12.20

- Reviewed competitors include
 - Carmel
 - Gilroy
 - Livermore/Tri Valley
 - Reno/Tahoe
 - Lodi

- Reviewed tactics include
 - Website
 - Available advertising
 - Facebook

Domain Overview: carmelcalifornia.com [↗](#)

PDF

Database: United States [▼](#) | Device: Desktop [▼](#) | Date: Apr 11, 2020 [▼](#) | Currency: USD

<p>Authority Score</p> <p>55</p> <p>SEMrush Rank 20.9K ↓</p>	<p>Organic Search Traffic</p> <p>118.4K -2.1%</p> <p>Keywords 11.5K ↓</p> <p>Traffic Cost \$85.5K ↓</p>	<p>Paid Search Traffic</p> <p>Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings.</p> <p>Go to Position Tracking</p>	<p>Backlinks</p> <p>97.7K</p> <p>Referring Domains 3.1K</p> <p>Referring IPs 2.6K</p>	<p>Display Advertising</p> <p>751</p> <p>Publishers 2.7K</p> <p>Advertisers 0</p>
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Keywords by Country [i](#)

Organic Paid

<input checked="" type="checkbox"/> United States	11.5K
<input checked="" type="checkbox"/> United Kingdom	648
<input checked="" type="checkbox"/> Canada	631
<input checked="" type="checkbox"/> Australia	492
<input checked="" type="checkbox"/> France	290
<input checked="" type="checkbox"/> Other	3K

[View details](#)

Traffic Trend [i](#)

Organic traffic Paid traffic [Notes](#) [▼](#)

1M 6M 1Y 2Y All time

Dec 2011 Dec 2012 Dec 2013 Dec 2014 Dec 2015 Dec 2016 Dec 2017 Dec 2018 Dec 2019



The Official Travel Website of Carmel-by-the-Sea

VISITORS

MEETINGS

WEDDINGS

MEDIA

EXCLUSIVE OFFERS

HOTELS & INNS

RESTAURANTS

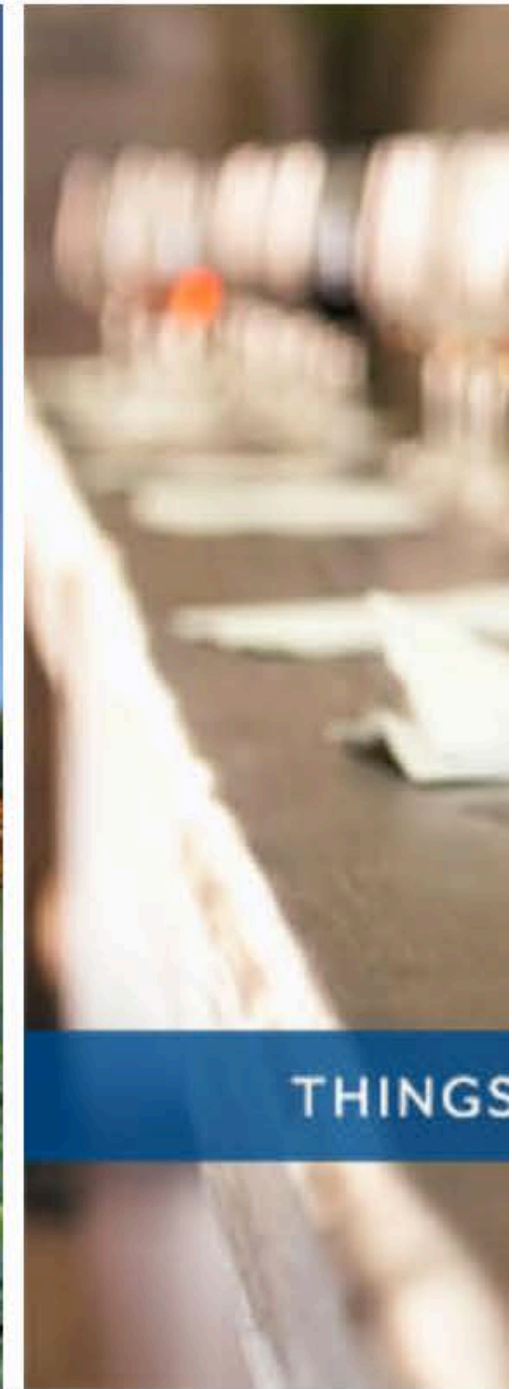
THINGS TO DO

EVENTS

EXPLORE

VISIT

NEWS



EXPLORE CARMEL

Cultural Activities

Mission San Carlos Borromeo del río Carmelo

THINGS

BOOK YOUR STAY

Check-In



Check-Out



SEARCH

World-renowned Carmel-by-the-Sea has inspired artists, sparked romances, and attracted celebrities for decades. Rated a top-10 destination in the U.S. year after year, Carmel-by-the-Sea is an amazing, European-style village nestled above a picturesque white-sand beach where everything is within walking

Screenshot



Book Special Hotel Rates Direct with Carmel Innkeepers

Check-In [calendar icon] Check-Out [calendar icon] SEARCH



STAY AT CHARMING HOTELS & INNS
in Carmel-by-the-Sea

CARRIAGE HOUSE INN

World-Renowned Carmel-by-the-Sea

Visit Carmel-by-the-Sea and discover one-of-a-kind experiences around every corner in this one-square mile village nestled along California's Central Coast.



UPCOMING EVENTS



RESTAURANTS



SHOPPING



FAMOUS CARMEL BEACH



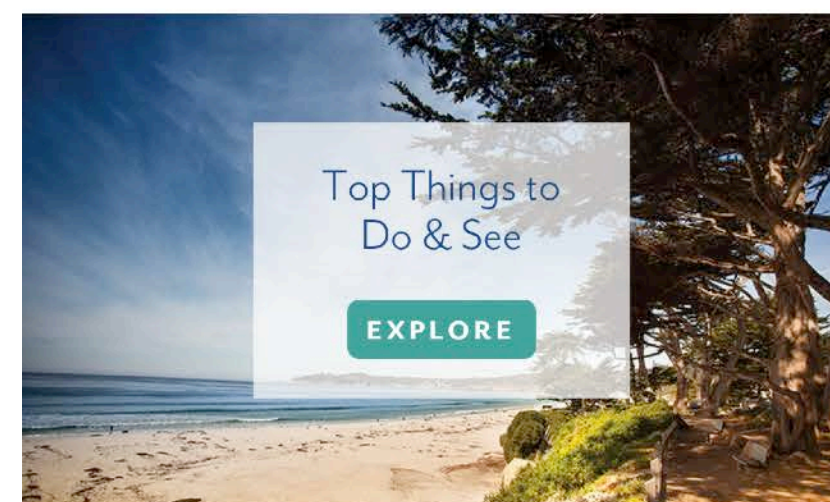
WINE TASTING



ART EXPERIENCES

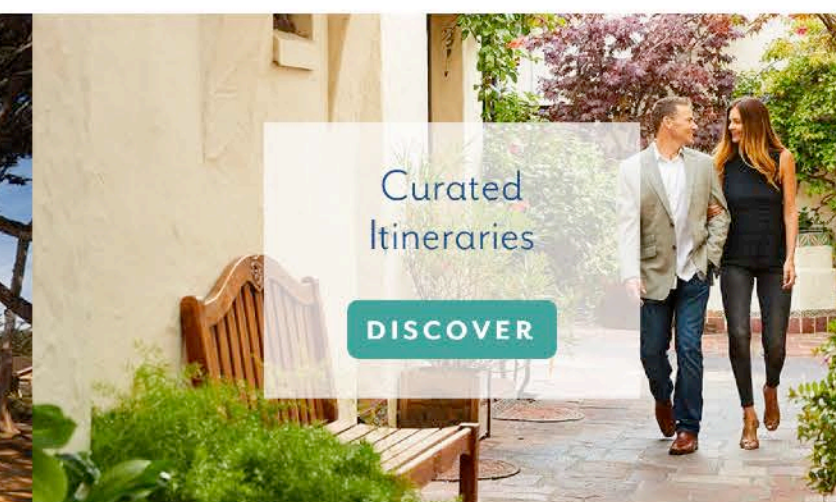
Get Lost in the Charm of Carmel-by-the-Sea

Whether you have a day - or two or three - Carmel-by-the-Sea will reward you with some of the world's finest scenery, historic sites, art galleries, restaurants, and boutique shops.



Top Things to Do & See

EXPLORE



Curated Itineraries

DISCOVER

Visit
CARMEL
BY-THE-SEA

BOOK >> DIRECT FOR SPECIAL HOTEL RATES

Visit
CARMEL
BY-THE-SEA

CARMEL BEACH
AWAITS YOU! FLY DIRECT >> DFW ✈️ MRY

CHARMING CARMEL AWAITS YOU

Visit
CARMEL
BY-THE-SEA

FLY DIRECT >> DFW ✈️ MRY

GO FROM SNOW
TO WHITE SAND

Visit
CARMEL
BY-THE-SEA

FLY DIRECT >> DEN ✈️ MRY

Visit
CARMEL
BY-THE-SEA

GO FROM SNOW
TO WHITE SAND FLY DIRECT >> DEN ✈️ MRY

Visit
CARMEL
BY-THE-SEA

FOR SPECIAL HOTEL RATES BOOK >> DIRECT

CARMEL
BY-THE-SEA

BOOK >> DIRECT
FOR SPECIAL
HOTEL RATES

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BOOK >> DIRECT FOR SPECIAL HOTEL RATES

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BOOK >> DIRECT FOR SPECIAL HOTEL RATES

Visit
CARMEL
BY-THE-SEA

FOR SPECIAL HOTEL RATES BOOK >> DIRECT

Fitness & Nutrition Retreats
IN CARMEL-BY-THE-SEA RESERVE NOW

WITH AMERICA'S COACH
JEFF GALLOWAY

Visit
CARMEL
BY-THE-SEA

FOR SPECIAL HOTEL RATES BOOK >> DIRECT

Visit
CARMEL
BY-THE-SEA

FOR SPECIAL HOTEL RATES BOOK >> DIRECT

Visit
CARMEL

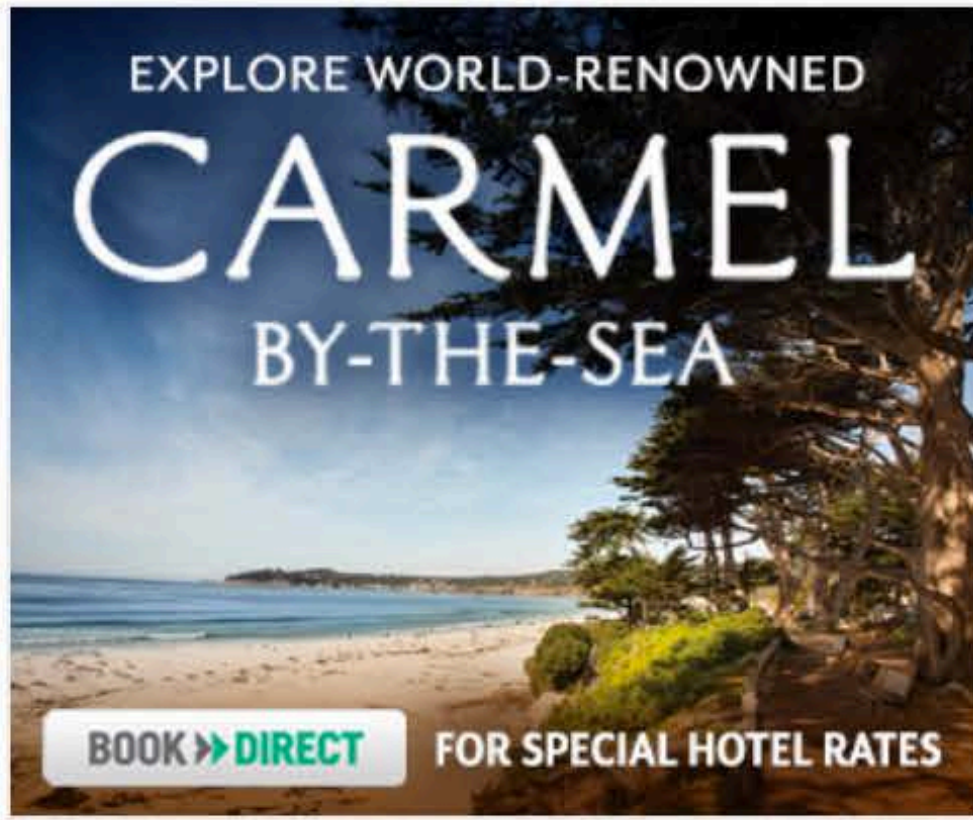
EXPLORE WORLD-RENOWNED
CARMEL-BY-THE-SEA

BOOK >> DIRECT
FOR SPECIAL HOTEL RATES

Visit
CARMEL
BY-THE-SEA

Visit
CARMEL

EXPLORE WORLD-RENOWNED
CARMEL
BY-THE-SEA



BOOK >> DIRECT FOR SPECIAL HOTEL RATES

CARMEL-BY-THE-SEA
CELEBRATING 100 YEARS

WITH EXCLUSIVE HOTEL PACKAGES

BOOK NOW

CARMEL
BY-THE-SEA

CELEBRATING 100 YEARS

WITH EXCLUSIVE HOTEL PACKAGES

BOOK NOW

Carmel-by-the-Sea — Celebrating 100 Years

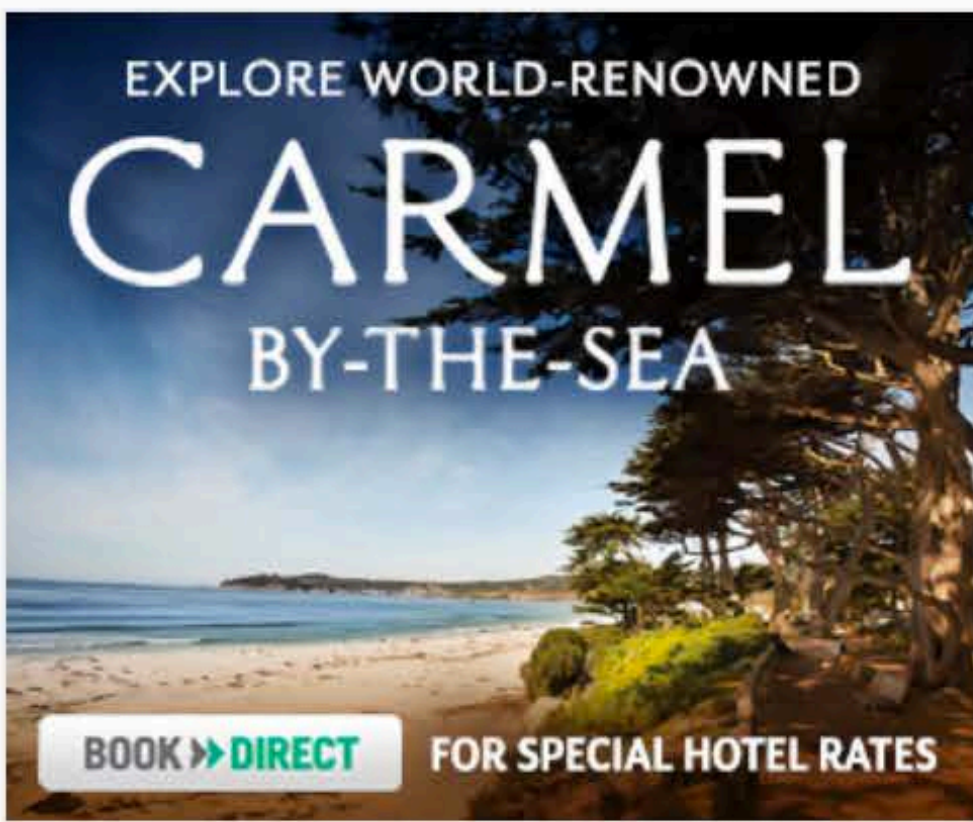


BOOK >> DIRECT FOR SPECIAL HOTEL RATES

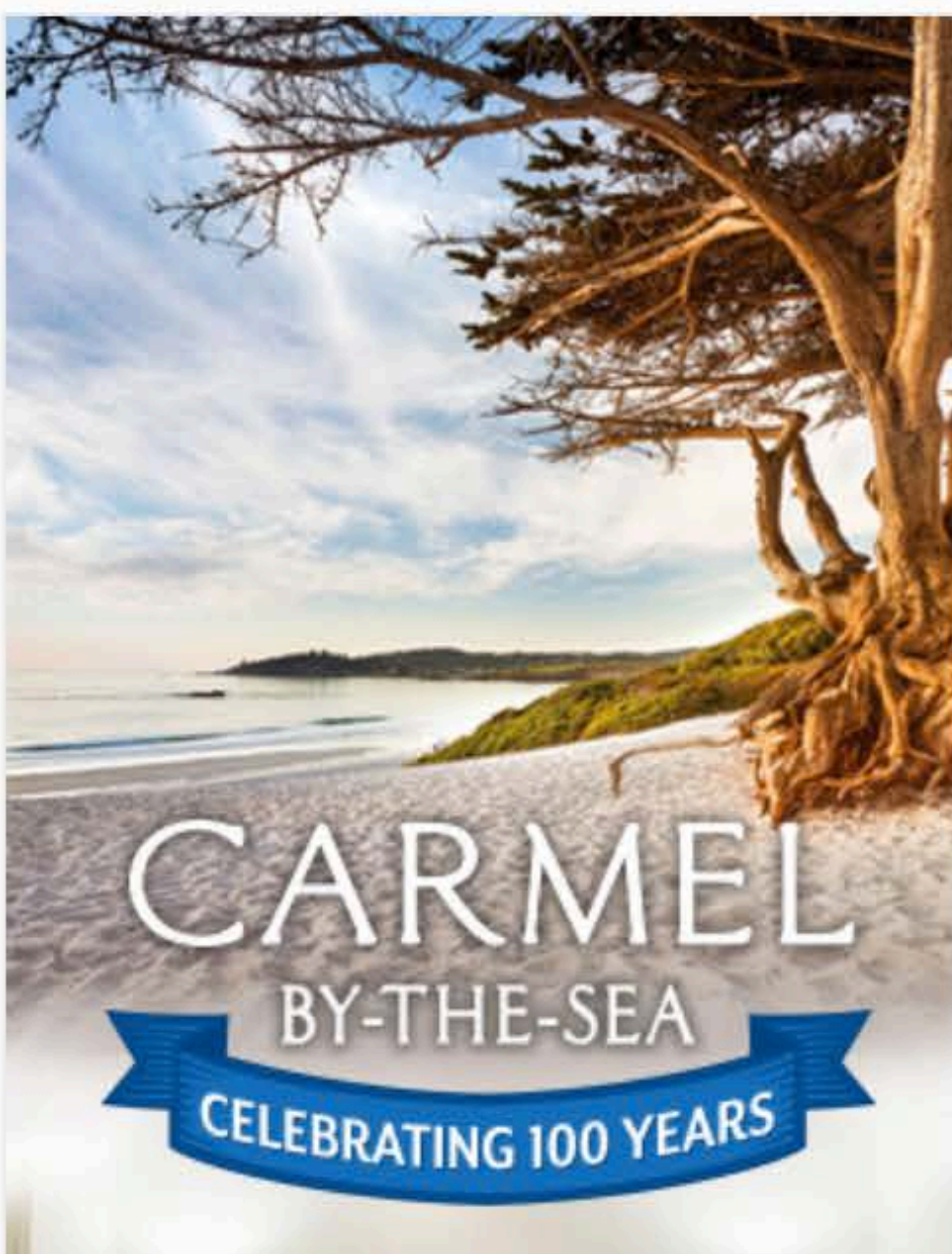
CARMEL-BY-THE-SEA

BOOK >> DIRECT FOR SPECIAL HOTEL RATES

EXPLORE WORLD-RENOWNED
CARMEL
BY-THE-SEA

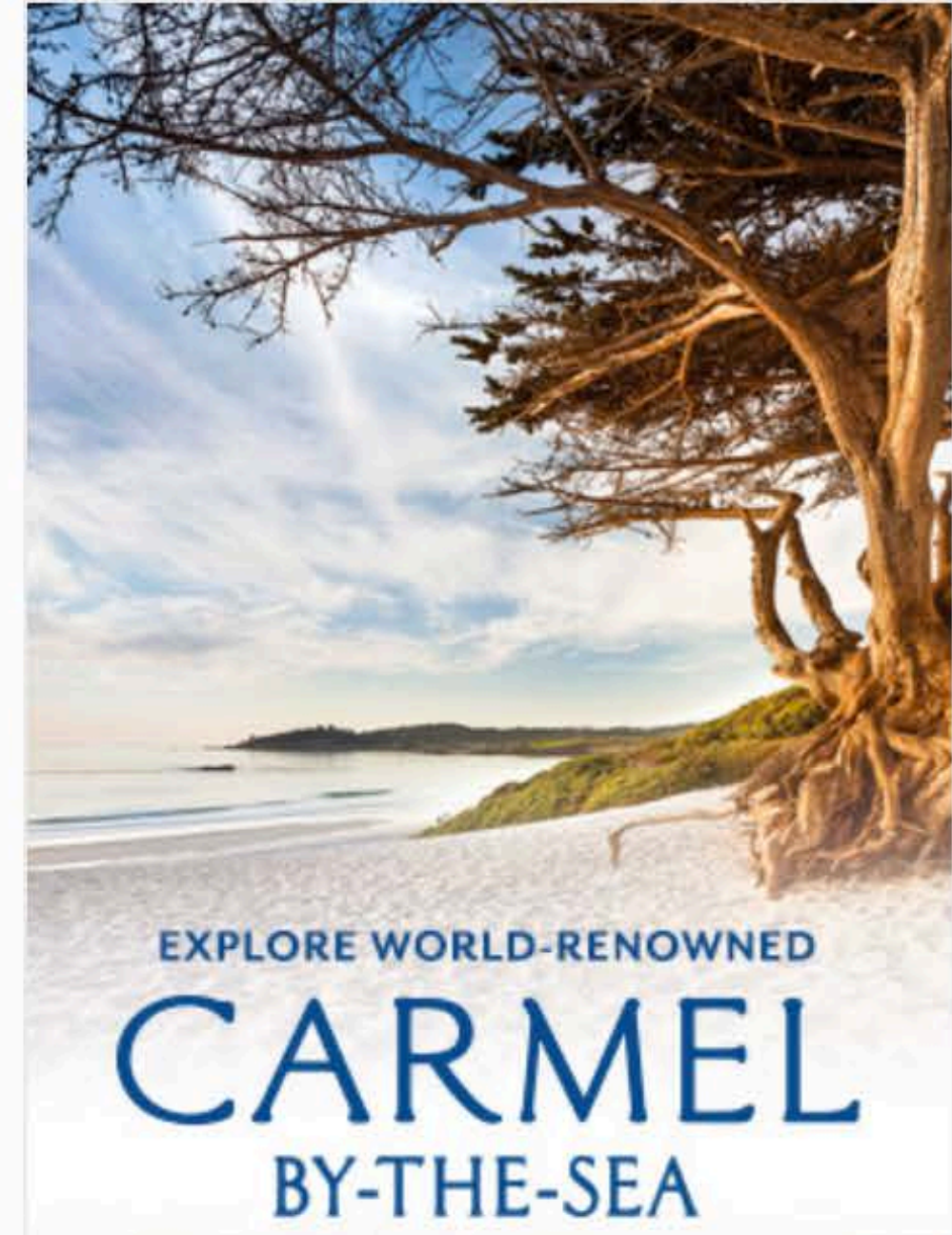


BOOK >> DIRECT FOR SPECIAL HOTEL RATES




CARMEL
BY-THE-SEA

CELEBRATING 100 YEARS



EXPLORE WORLD-RENOWNED
CARMEL
BY-THE-SEA



BOOK SPECIAL HOTEL RATES **BOOK >> DIRECT**

Carmel-by-the-Sea — Celebrating 100 Years

[Learn More](#)



WIN A LUXURY TRIP TO
CARMEL
BY-THE-SEA



BOOK >> DIRECT FOR SPECIAL HOTEL RATES

EXPLORE WORLD-RENOWNED
CARMEL-BY-THE-SEA

BOOK >> DIRECT FOR SPECIAL HOTEL RATES

EXPLORE WORLD-RENOWNED
CARMEL
BY-THE-SEA



BOOK >> DIRECT FOR SPECIAL HOTEL RATES

CARMEL-BY-THE-SEA
CELEBRATING 100 YEARS

WITH EXCLUSIVE HOTEL PACKAGES

BOOK NOW

CARMEL
BY-THE-SEA

CELEBRATING 100 YEARS

WITH EXCLUSIVE HOTEL PACKAGES

BOOK NOW



Carmel by the Sea

@visitcarmel

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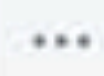
YouTube

Community



#7 BEST RESTAURANTS FOR U.S. CITIES

Condé Nast Traveler



Book Now



Send Message



Write a post...



Photo/Video



Tag Friends



Check in



ABOUT CARMEL BY THE SEA

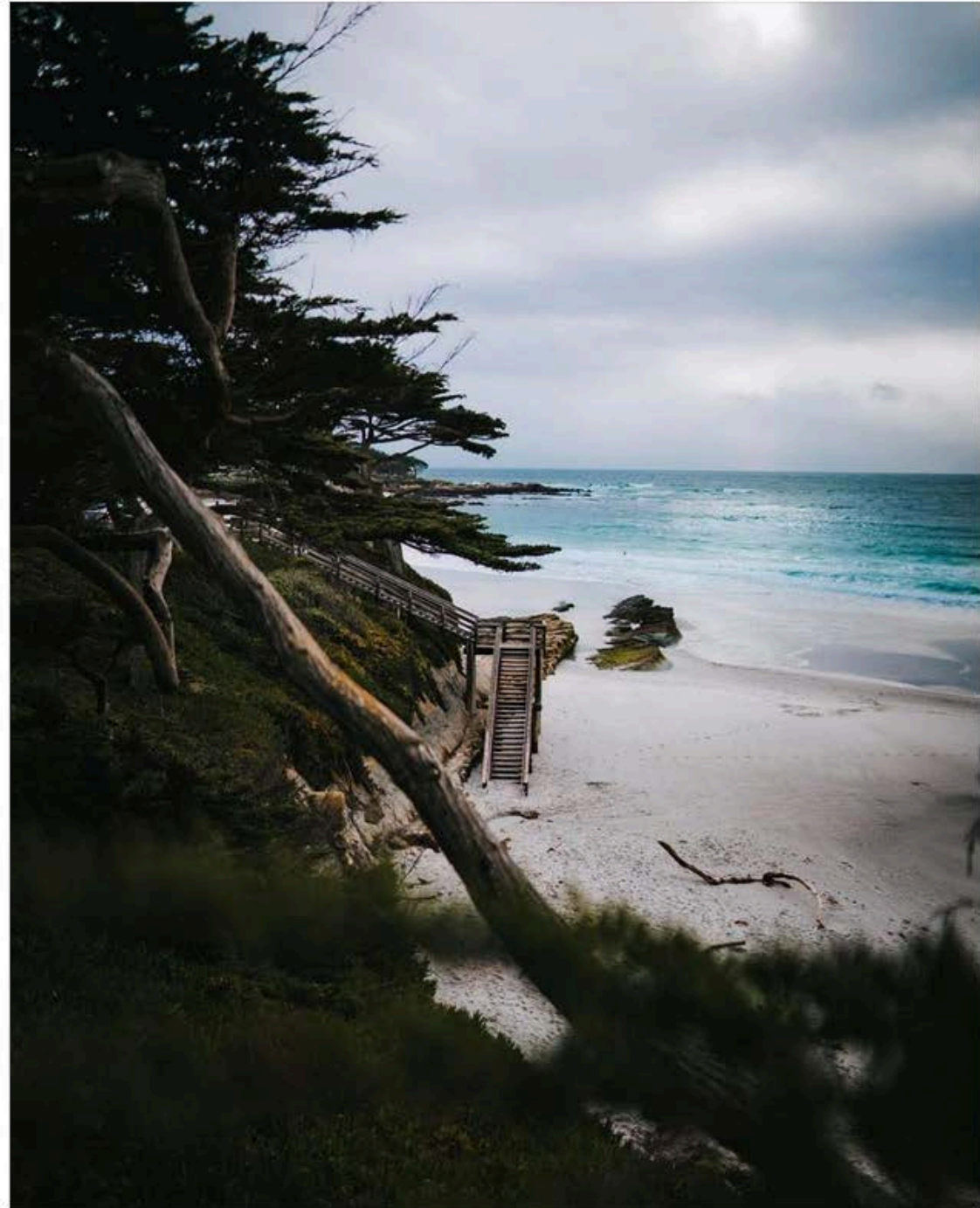
Posts

Posts

Carmel by the Sea
March 19 at 5:00 PM · 🌐

"You may say that I'm a dreamer, but I'm not the only one. I hope someday you'll join us, and the world will be as one." - John Lennon

When the time is right, we hope to see you all again very soon. In the meantime, we will be here to provide you with some much needed inspiration and Carmel views. No matter what, we are here for you!



1.5K 66 Comments 202 Shares

Carmel by the Sea
Yesterday at 10:00 AM · 🌐


As a state, as a nation, and as people we will be able to get through this together. Let's look to the future with optimism and hope.



581 12 Comments 35 Shares

Carmel by the Sea
March 2 · 🌐


The most wonderful things can happen when, or where, you least expect them. What have been some of your favorite things that you have discovered while exploring the passageways of Carmel-by-the-Sea?



935 51 Comments 70 Shares

Carmel by the Sea
February 29 · 🌐

Celebrating the weekend with a nice hot bath and an open window of ocean air at Carriage House Inn - Inns by the Sea 🏡



243 5 Comments 26 Shares

Carmel by the Sea
March 1 · 🌐

Innovative California cuisine meets Classic Italian favorites for a delectable culinary experience at Il Grillo Carmel! 🇮🇹



101 3 Comments 9 Shares

Domain Overview: visitgilroy.com [↗](#)

PDF

Database: United States [▼](#) | Device: Desktop [▼](#) | Date: Apr 11, 2020 [▼](#) | Currency: USD

Authority Score 38 SEMrush Rank 88.3K ↓	Organic Search Traffic 20.9K -4.5% Keywords 4.6K ↓ Traffic Cost \$8.9K ↓	Paid Search Traffic Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings. Go to Position Tracking	Backlinks 23.9K Referring Domains 294 Referring IPs 270	Display Advertising 297 Publishers 355 Advertisers 0
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Keywords by Country [i](#)

Organic Paid

<input checked="" type="checkbox"/> United States	4.6K
<input checked="" type="checkbox"/> Canada	168
<input checked="" type="checkbox"/> Australia	129
<input checked="" type="checkbox"/> United Kingdom	129
<input checked="" type="checkbox"/> France	84
<input checked="" type="checkbox"/> Other	935

[View details](#)

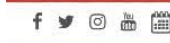
Traffic Trend [i](#)

Organic traffic Paid traffic [Notes](#) [▼](#)

1M 6M 1Y 2Y All time

Database growth

In compliance with the latest state and county coronavirus/COVID-19 guidelines, California Welcome Center Gilroy will be closed. We plan to reopen on Monday, May 4th.



Menu

Visit Gilroy

For now, please stay close to home and support Gilroy restaurants, wineries and other businesses that are offering pickup and delivery.



What will you do on YOUR great Gilroy getaway?

Get your Gilroy garlic on.



Taste your way along the Wine Trail.

Discover downtown.



Events

[View All Events](#)

With a central location, mild year-round weather, and affordable lodging, Gilroy makes a great "home base" for your next Northern California vacation!



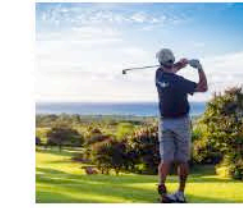
Wineries



Restaurants



Hotels



Golf Courses
[Learn More](#)



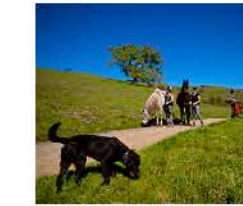
Arts & Entertainment
[Learn More](#)



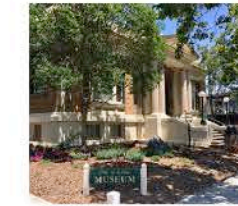
Casa de Fruta
[Learn More](#)



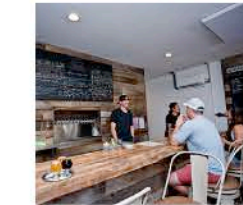
Wings of History Museum
[Learn More](#)



Hiking Trails
[Learn More](#)



Gilroy Museum
[Learn More](#)



Bars & Nightlife
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RV Parks
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Farmstands & Markets
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Antique Shops
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California Welcome Center Gilroy
8155-6 Arroyo Circle • Gilroy, CA 95020 • 408.842.6436

**Click Here
for Discount
Tickets!**

July 26, 27 & 28



Gilroy Garlic Festival
Click Here for Discount Tickets!

July 27, 28 & 29

Gilroy Garlic Festival
Click Here for Discount Tickets!

July 27, 28 & 29

**Get your discount
tickets online today!**

July 28 • 29 • 30



Gilroy Garlic Festival
Click Here for Discount Tickets!

July 26, 27 & 28

**Gilroy
Garlic
Festival
This
Weekend!**

**July
27, 28 & 29**



Gilroy Garlic Festival
Click Here for Discount Tickets!

July 27, 28 & 29

**Click Here
for Discount**

**Click Here for
Discount
Tickets!**

July 26, 27 & 28



**Click Here
for Discount
Tickets!**

**July
27, 28 & 29**



Screenshot

Gilroy Garlic Festival
Click Here for Discount Tickets!

July 27, 28 & 29

**Get your discount
tickets online today!**

July 27, 28 & 29



**Click Here
for Discount
Tickets!**

**July
27, 28 & 29**





Visit Gilroy
@VisitGilroyCA

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Like Follow Create Fundraiser

Send Message

Create Post

Write a post...

Photo/Video Tag Friends Get Messages

4.4 out of 5 · Based on the opinion of 35 people



ABOUT VISIT GILROY

Our Story

Mention Gilroy and a single word comes to mind: garlic. That's because the annual Gilroy Garlic Fest...

[See More](#)



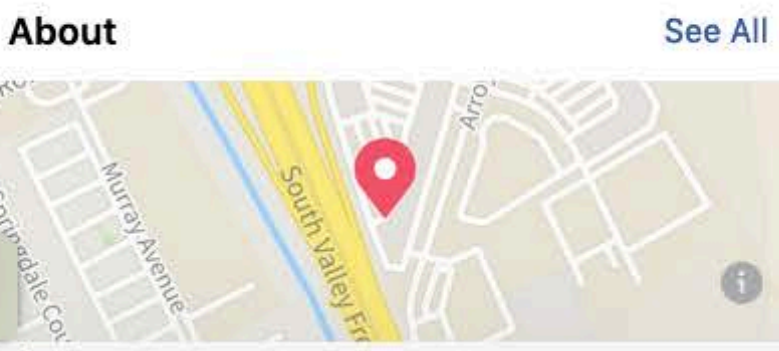
Community [See All](#)

Invite your friends to like this Page

6,781 people like this

7,024 people follow this

101 check-ins

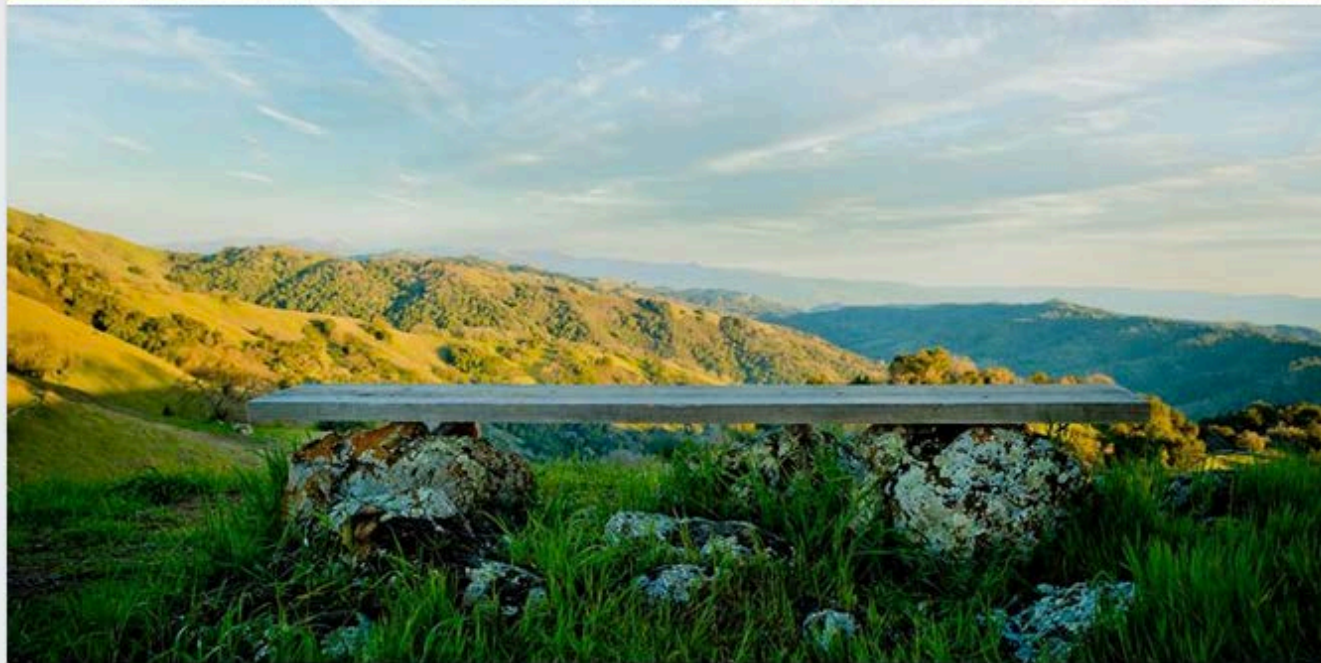


Screenshot

Visit Gilroy
March 8 · 🌐

Daylight Savings begins today! That gives you an extra hour in the evening to enjoy a hike at Mt. Madonna, Coyote Lake, or along the Uvas Creek Levee.

visitgilroy.com/outdoor-adventures/



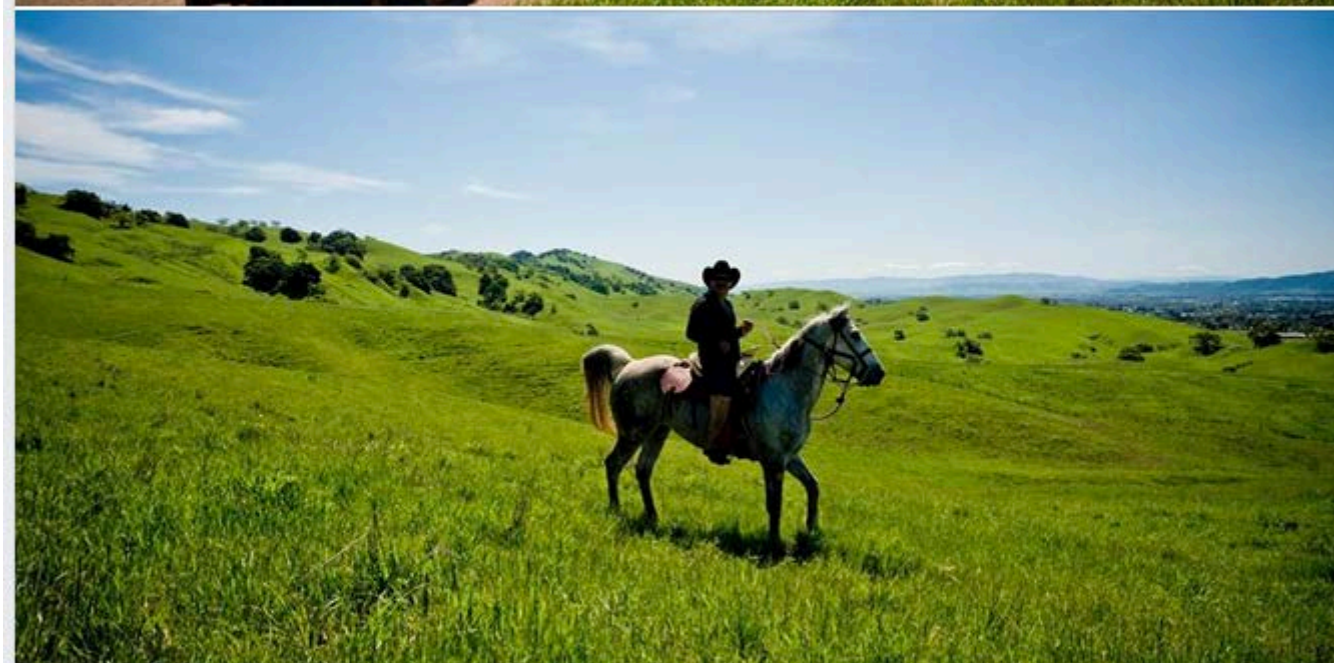
418

8 Comments 22 Shares

Visit Gilroy
February 20 · 🌐

Happy National Love Your Pet Day! Show your favorite four-legged friend some extra love today with a walk at Harvey Bear Ranch, Coyote Lake Park, or Mt. Madonna!

visitgilroy.com/outdoor-adventures/



556

10 Comments 37 Shares

Visit Gilroy
February 26 · 🌐

#26 on our list of 33 Things to Do in Gilroy: Order the Kitchen Sink at O.D.'s! Locals know this no-frills downtown diner is THE place to go for breakfast and lunch. The classic Kitchen Sink includes fried potatoes, ham, peppers, onions, cheese, eggs and a side of toast.

visitgilroy.com/33-things-to-do-in-and-around-gilroy/



41

4 Comments 2 Shares

Visit Gilroy
March 7 · 🌐

The big birds are back in business! Gilroy Ostrich Farm is now open for the season. Come marvel at the magnificent ostriches and make friends with alpacas, goats, pigs, sheep and more. Book a hotel room for a fun family Gilroy getaway!

visitgilroy.com/other-attractions/



340

3 Comments 27 Shares

Visit Gilroy
February 24 · 🌐

Did you know? When you purchase a Wineries of Santa Clara Valley Wine Trail Pass for just \$75, you can enjoy tastings at all 34 participating tasting rooms...all year long! Your pass is good for up to three 1-ounce pours at each winery. You'll also enjoy access to Trail Days and other special events. Pick up your pass at the California Welcome Center Gilroy and start your tasting tour today!

visitgilroy.com/wineries/

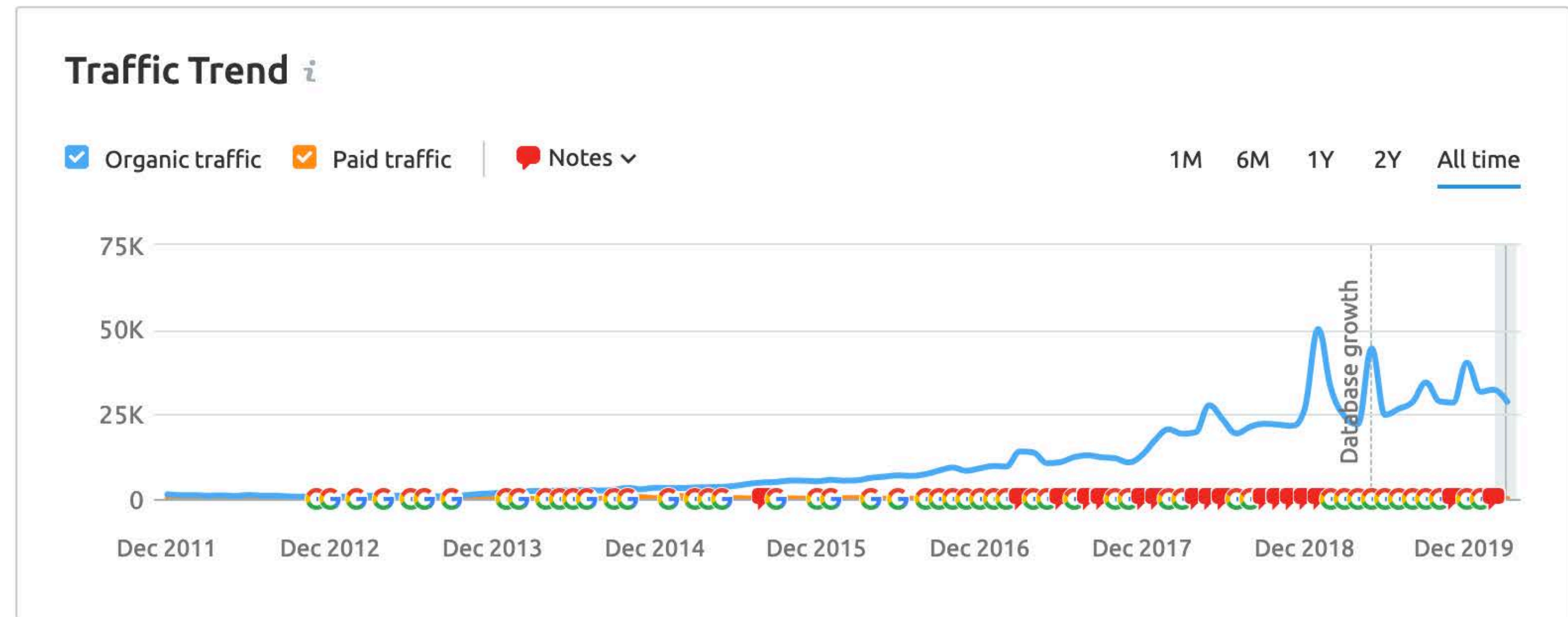
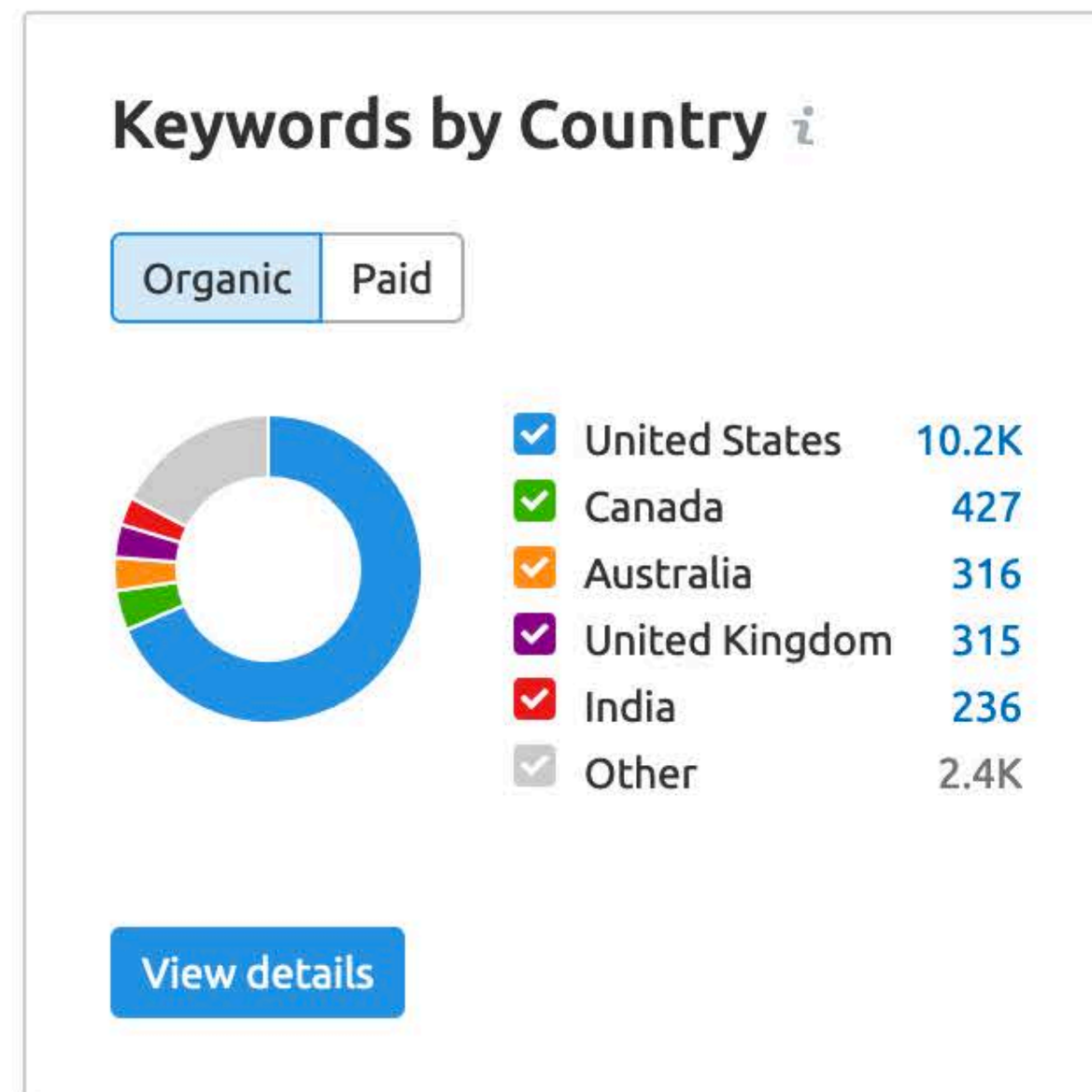


Domain Overview: visitlodi.com [↗](#)

PDF

Database: [United States](#) | Device: [Desktop](#) | Date: [Apr 11, 2020](#) | Currency: USD

Authority Score 41 SEMrush Rank 68.2K ↓	Organic Search Traffic 28.7K -12% Keywords 10.2K ↓ Traffic Cost \$21.3K ↓	Paid Search Traffic 2 0% Keywords 1 Traffic Cost \$3	Backlinks 20.3K Referring Domains 844 Referring IPs 969	Display Advertising 276 Publishers 719 Advertisers 0
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Behind the Wine
EXPERIENCE LODI'S CHARM



Lodi, California

THE ZINFANDEL CAPITAL OF THE WORLD

LEARN MORE

Visit Lodi, California - Behind 9

Screenshot

How can we help you today?

Dismiss Chat now



Wine Enthusiast's 2015
WINE REGION of the YEAR

LODI CALIFORNIA
behind the wine

Wine Enthusiast's 2015
WINE REGION of the YEAR

LODI CALIFORNIA
behind the wine

Wine Enthusiast's 2015
WINE REGION of the YEAR

LODI CALIFORNIA
behind the wine

Wine Enthusiast's 2015
WINE REGION of the YEAR

LODI CALIFORNIA
behind the wine

Wine Enthusiast's 2015
WINE REGION of the YEAR

LODI CALIFORNIA
behind the wine

Wine Enthusiast's
2015 WINE REGION
of the YEAR

Wine Enthusiast's 2015
WINE REGION of the YEAR

LODI CALIFORNIA
behind the wine

Wine Enthusiast's
2015 WINE REGION
of the YEAR

A QUAIN
HISTORIC
CHARM

Wine Enthusiast's 2015
Wine Region of the Year

A QUAIN HISTORIC CHARM

A DESIRE for
ADVENTURE

Screenshot

A DESIRE for
ADVENTURE

Wine Enthusiast's 2015
Wine Region of the Year

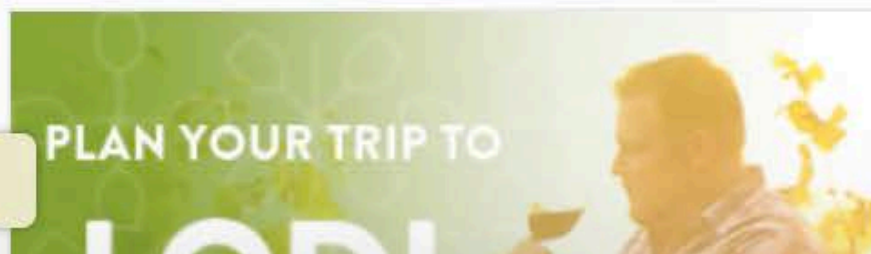
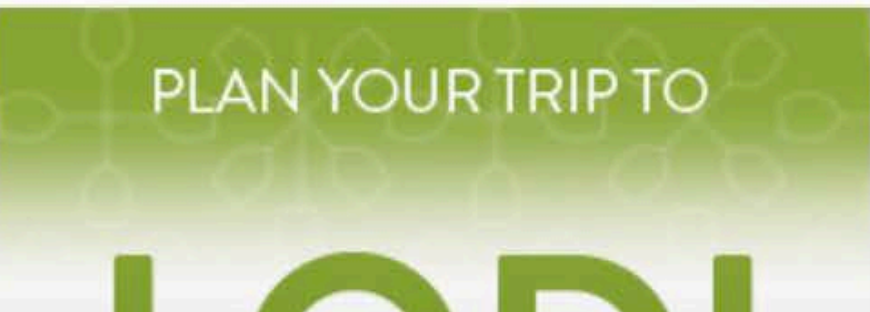
A DESIRE for ADVENTURE



Wine Enthusiast's 2015
Wine Region of the Year

A RUSTIC
CHARM

LODI CALIFORNIA
behind the wine Wine Enthusiast's 2015
Wine Region of the Year



Screenshot



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Follow Share Save Learn More Send Message

Recommendations and Reviews

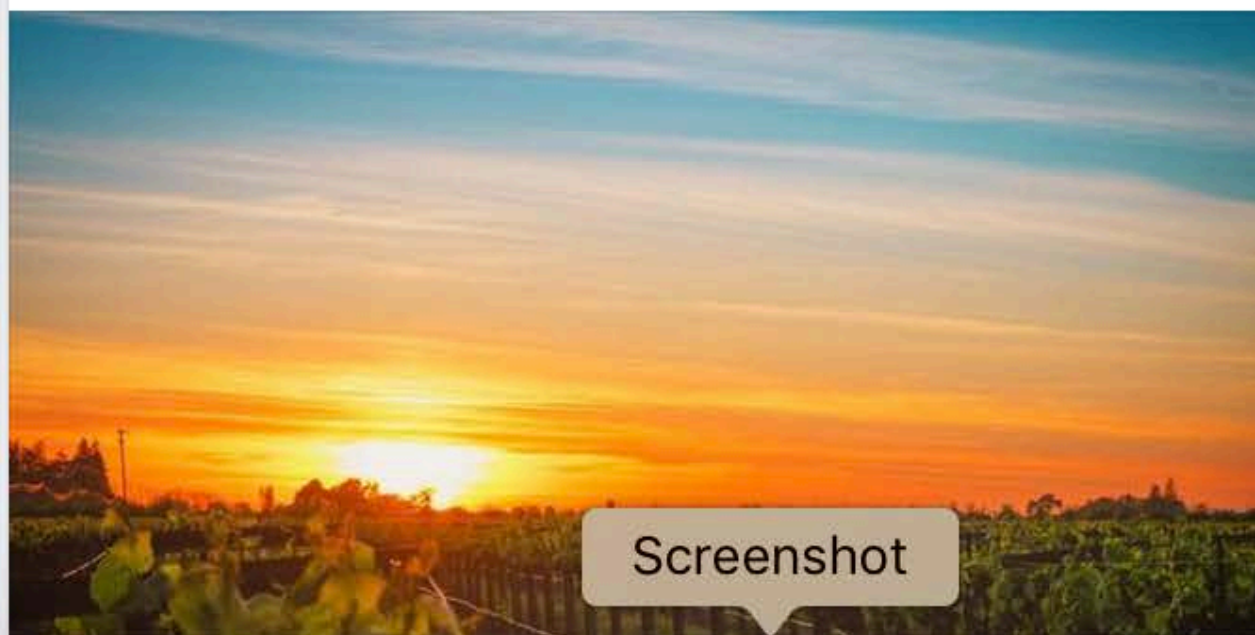
- Are you planning to visit Lodi? Definitely start here! September 18, 2017
- Great place made even better with family!! July 10, 2015
- Visit Lodi does a wonderful job keeping both or community as well as visitors up to date with what's... See More August 19, 2015

Do you recommend Visit Lodi?

Yes No

See All

Photos



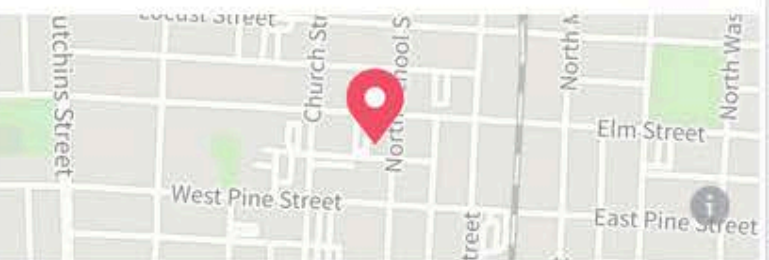
Screenshot

4.6 out of 5 · Based on the opinion of 68 people

Community See All

- Invite your friends to like this Page
- 19,472 people like this
- 19,989 people follow this
- Roger Coryell likes this or has checked in
- 137 check-ins

About See All



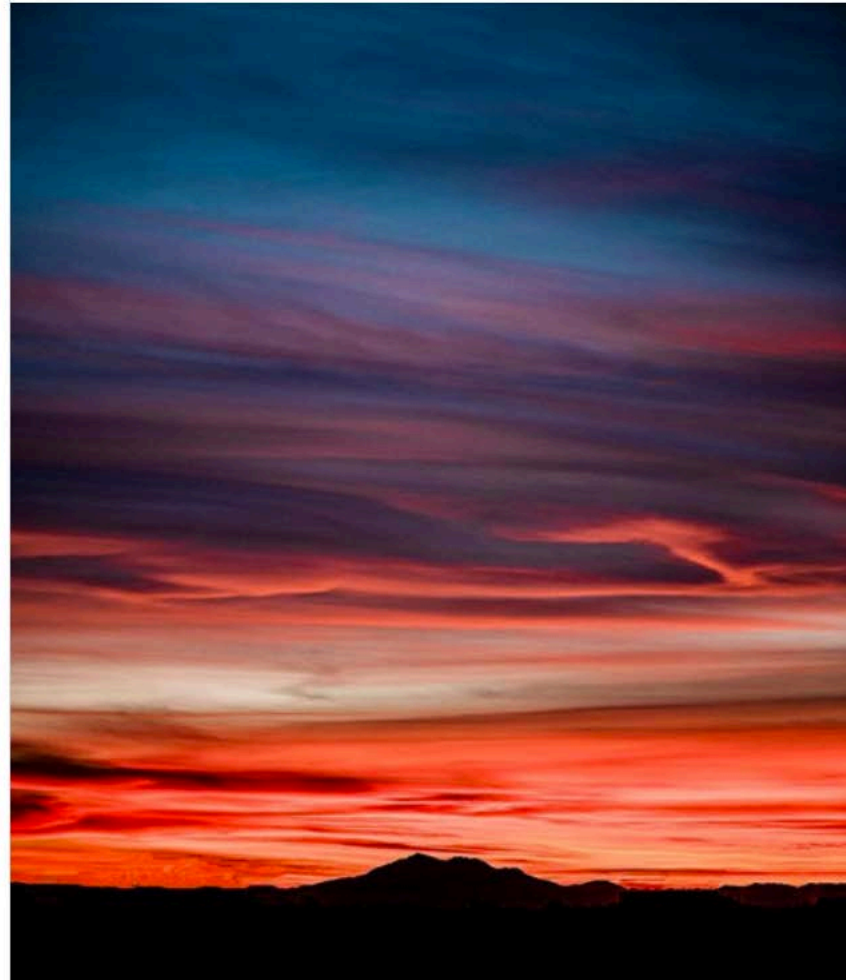
25 N School St (69.43 mi)
Lodi, California 95240
Get Directions
(209) 365-1195
Typically replies within a day
Send Message
www.visitlodi.com
Tourist Information Center
Hours 10:00 AM - 5:00 PM
Open Now
Suggest Edits

Page Transparency See More

Visit Lodi
4 hrs · 🌐

We all could use a peaceful sunset scene right about now... 📺
Stay safe, stay home, practice safe social distancing when you must go out, and help #FlattenTheCurve. 🙌❤️

📷 @josephdotmagnelli
... See More



👍❤️ 20 8 Shares

Visit Lodi
March 27 at 11:01 AM · 🌐

Flashback Friday to Row X Row (Zinfest). When all we cared about is finding that delicious wine to compliment our day while relaxing outdoors. With over 100 varieties to try in Lodi, the journey is as fun as the destination. 🍷🍇🍷🍷

📷 by @brandi_rodriguez

#visitlodi #lovelodi #lodi #lodica #lodicalifornia #lodiwine #lodiwines #lodiwinecountry #zin #wine #winefestival #winefest #outdoors #nottodaycorona #fbf



👍❤️ 8

Visit Lodi
April 1 at 10:45 AM · 🌐

"Like nature, like life. The storm will pass. The night will end. Spring will come." 🍷🌈🌱

#friends #healthy #explore #instapic #follow #lol #photooftheday #Repost #fun #instamood #color #life #adventure #wedding #lodi #visitlodi #nottodaycorona



👍❤️ 23 2 Shares

Visit Lodi is with Patti Blodgett.
April 2 at 10:50 AM · 🌐

Painted skies over Lodi, CA - Wine Country. Leave a 😊 if want to see more photos like this.

Photo credit: @dena_marquez_photography

... See More



👍❤️😊 129 20 Comments 13 Shares

👍 Like 💬 Comment ➦ Share 🌐

Domain Overview: visitrivalley.com

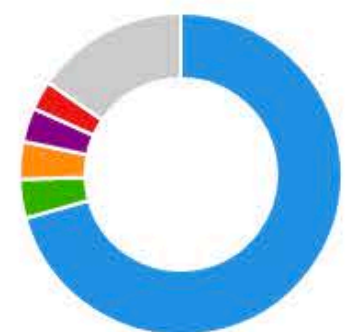
PDF

Database: [United States](#) | Device: [Desktop](#) | Date: [Apr 11, 2020](#) | Currency: USD

Authority Score 42 SEMrush Rank 128.9K ↓	Organic Search Traffic 13K -23% Keywords 10.9K ↑ Traffic Cost \$6.7K ↓	Paid Search Traffic 7 -177% Keywords 3 ↓ Traffic Cost \$5 ↓	Backlinks 23.5K Referring Domains 744 Referring IPs 805	Display Advertising 1.6K Publishers 1.4K Advertisers 0
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Keywords by Country *i*

Organic Paid



<input checked="" type="checkbox"/> United States	10.9K
<input checked="" type="checkbox"/> United Kingdom	397
<input checked="" type="checkbox"/> Canada	378
<input checked="" type="checkbox"/> Australia	320
<input checked="" type="checkbox"/> India	244
<input checked="" type="checkbox"/> Other	2.2K

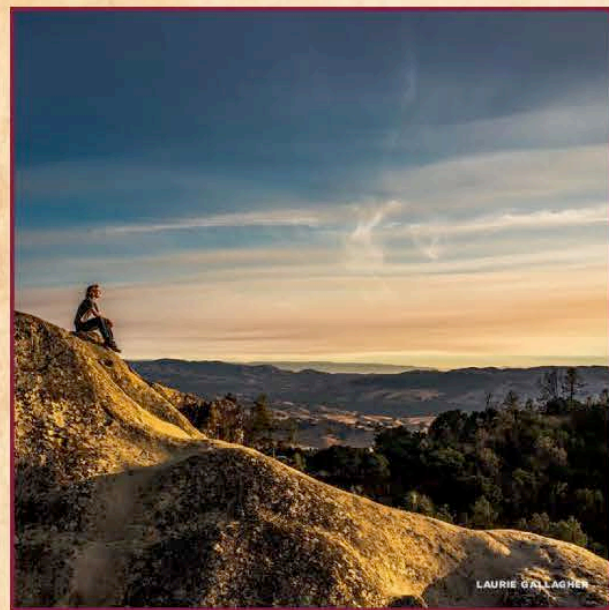
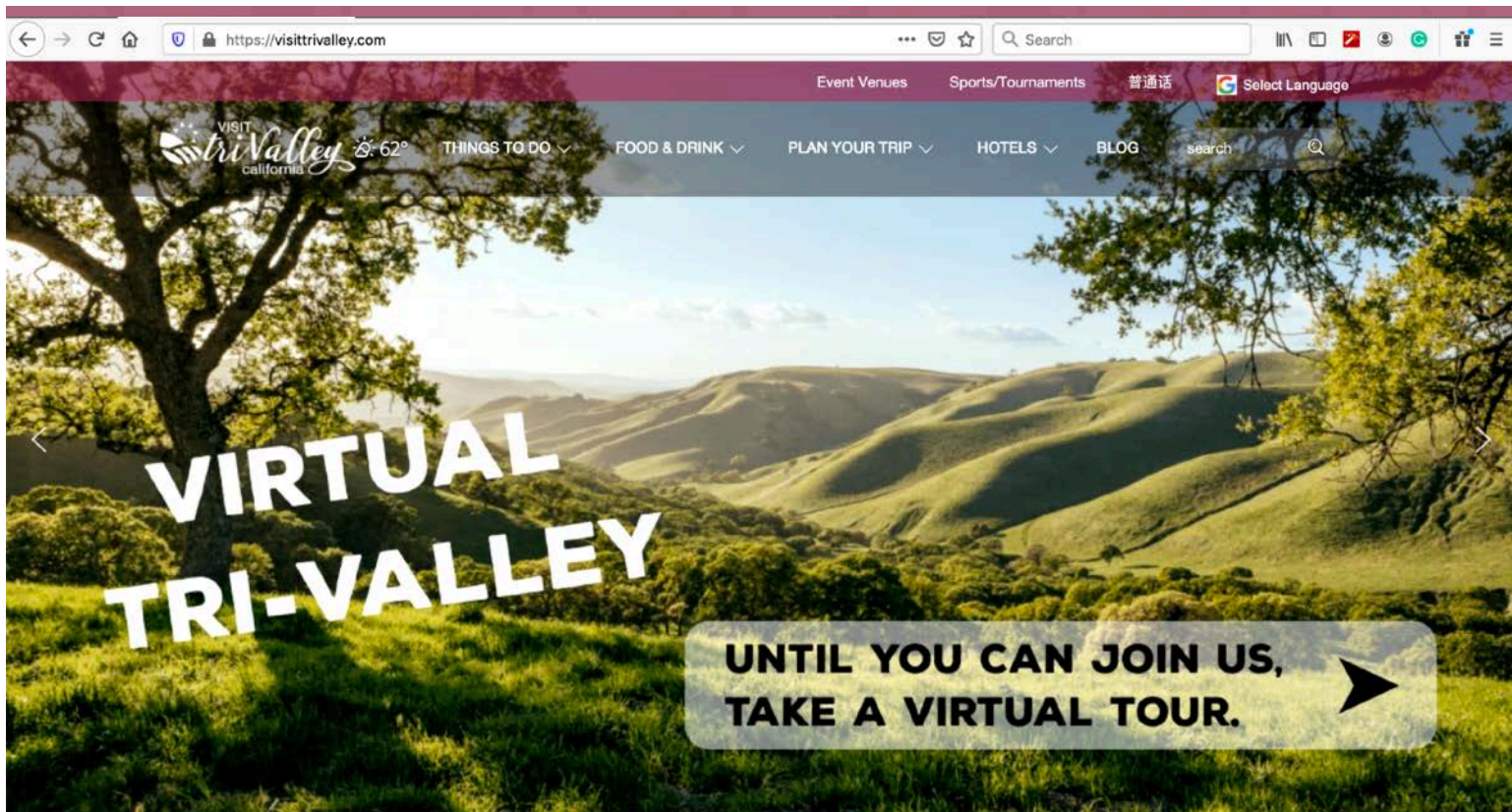
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Traffic Trend *i*

Organic traffic Paid traffic | [Notes](#) ↓

1M 6M 1Y 2Y All time





Wish You Were Here

While we're sheltering in place all around the globe, the Tri-Valley has never looked more beautiful. Nature seems to have caught her breath a bit, and many of our favorite restaurants have adjusted to takeout and delivery options so that locals can still enjoy safely from home. We're hanging in there, but we sure do miss you!

We know you can't come to the Tri-Valley, so we're bringing the Tri-Valley to you. **Virtual Tri-Valley** is filled with inspiration, education and entertainment, from virtual wine tasting with the Wente cousins to nature walks through our exquisite open space. From Mt. Diablo to Lake Del Valle to our nationally acclaimed Ice Cream Trail, step on in and let your imagination soar as we all start dreaming of the day we can be together again.

We can't wait to see you!

[Visit the Virtual Tri-Valley!](#)



Newsletter Signup

Keep me up to date and send me special offers for Tri-Valley!

[SIGN UP →](#)

WHO ARE THE HIDDEN HEROES IN THE TRI-VALLEY?

WHO ARE THE HIDDEN HEROES IN THE TRI-VALLEY?

Tell us about a selfless act or a kind gesture you have seen during these recent times.

See the Hidden Heroes of the Tri-Valley who are making a difference.

[TELL US HERE](#) [SEE OUR HEROES](#)

LET'S LET THE DOGS OUT IN THE Tri-Valley!

Grab the pup and make the Tri-Valley your destination. We have a full list of wineries, restaurants, breweries, parks and other businesses that cater to your pet.

[EXPLORE NOW](#) [SEE WHAT WE HAVE TO OFFER](#)

WHAT'S HAPPENING IN THE Tri-Valley?

FROM VIRTUAL TO FUTURE EVENTS, IT'S ALL HERE

VIRTUAL CLASSES

GOODGUYS

America's Favorite Car Show

[VIEW ALL EVENTS](#)

GETTING RESTLESS? GET OUTSIDE!

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Download the **TRI-VALLEY INSPIRATION GUIDE**

About Us Our Team Careers Business Listing Request Must See, Must Do in the Tri-Valley Online Store *Visit Tri-Valley*

[f](#) [t](#) [i](#) [v](#)

BARREL TASTING WEEKEND GETAWAY March 21 - 22, 2020
 • Dining gift cards • Tasting Access • Transportation • Hotel Stay
 Enter at VisitTriValley.com/getaway

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ENTER FOR A CHANCE TO WIN A *Tri-Venture Getaway* **ENTER NOW**

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SHIPPING FREE FROM THE TRI-VALLEY

CLICK FOR DETAILS

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@visittrivalley

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Visit Tri-Valley, California
April 8 at 5:13 PM · 🌐

With the weather changing staying home has gotten a bit more challenging, but we're willing to bet that it'll just as beautiful out by the time this is over. We can't wait to see you then 🌞 In the meantime, we'll fill your feed with gorgeous photos from your local area. Stay tuned!
#visittrivalley #justnotrightnow
📷: @mandizzie



13

Like Comment Share

Write a comment...

Visit Tri-Valley, California
April 8 at 10:33 AM · 🌐

Have you ever visited the Kolb Family House? This historic building is one of the oldest remaining structures left in the Tri-Valley. Take a virtual tour of the Kolb House and other [Dublin Heritage Park And Museums](#) via our Virtual Tri-Valley portal! For more virtual experiences from around our

Learn More Send Message

19,894 people follow this
Roger Coryell likes this or has checked in
101 check-ins

About See All



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Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - March 27, 2009

Related Pages

- Livermore Downtown**
Roger Coryell likes this Shopping District
- Pleasanton Downtown...**
Gina Zagotta likes this Community Organization
- Tri-Valley Beer Trail**
Roger Coryell likes this Beer Bar

Visit Tri-Valley, California
January 29 · 🌐

What are your Super Bowl plans?! We put together a quick list of local watch parties going on in the Tri-Valley this weekend 🍷 <http://bit.ly/2RCZM3U>



VISITTRIVALLEY.COM
Where to Watch the Big Game in the Tri-Valley | Super Bowl LIV [Learn More](#)

👍 5 1 Comment

👍 Like 💬 Comment ➦ Share

Visit Tri-Valley, California
January 24 · 🌐

Ring in the Lunar New Year of the Rat with exciting live performances, delicious traditional bites, and a visit to the brand new "Into China" exhibit at the Blackhawk Museum. Check out our Lunar New Year lineup in the Tri-Valley 🍷 <http://bit.ly/2TUqQgM>

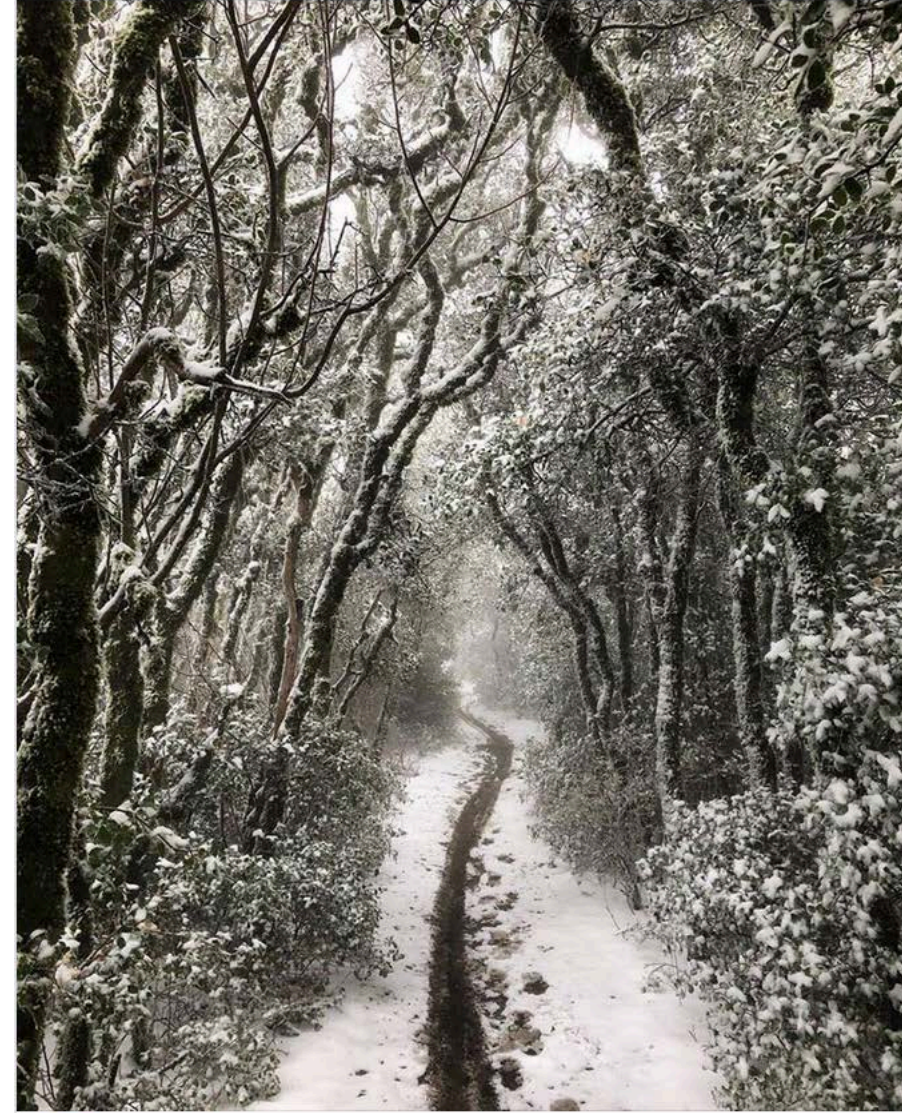


VISITTRIVALLEY.COM
Lunar New Year Celebrations in the Tri-Valley
Ring in the Lunar New Year of the Rat with exciting live performances,...

👍 1 1 Comment

Visit Tri-Valley, California
December 20, 2019 · 🌐


Flashback to a few weeks ago when Mt. Diablo transformed into a snowy playground ❄️🌨️
#visittrivalley #visitcalifornia
📸: @klotzwalkin



👍❤️ 16

Visit Tri-Valley, California
December 18, 2019 · 🌐


Picture-perfect views with award-winning wines 🍷 Did you know there are more than 60 wineries within 35 miles of San Francisco? Learn more about the Livermore Valley Wine Country here 🍷 bit.ly/Wine-Country-TV
#visittrivalley #visitcalifornia
📸: @velvetlandscapes



👍 3

Visit Tri-Valley, California
December 17, 2019 · 🌐

Did we mention that the Tri-Valley is #horsefriendly too? 🐾 #visittrivalley #visitcalifornia
📸: @katiekpix



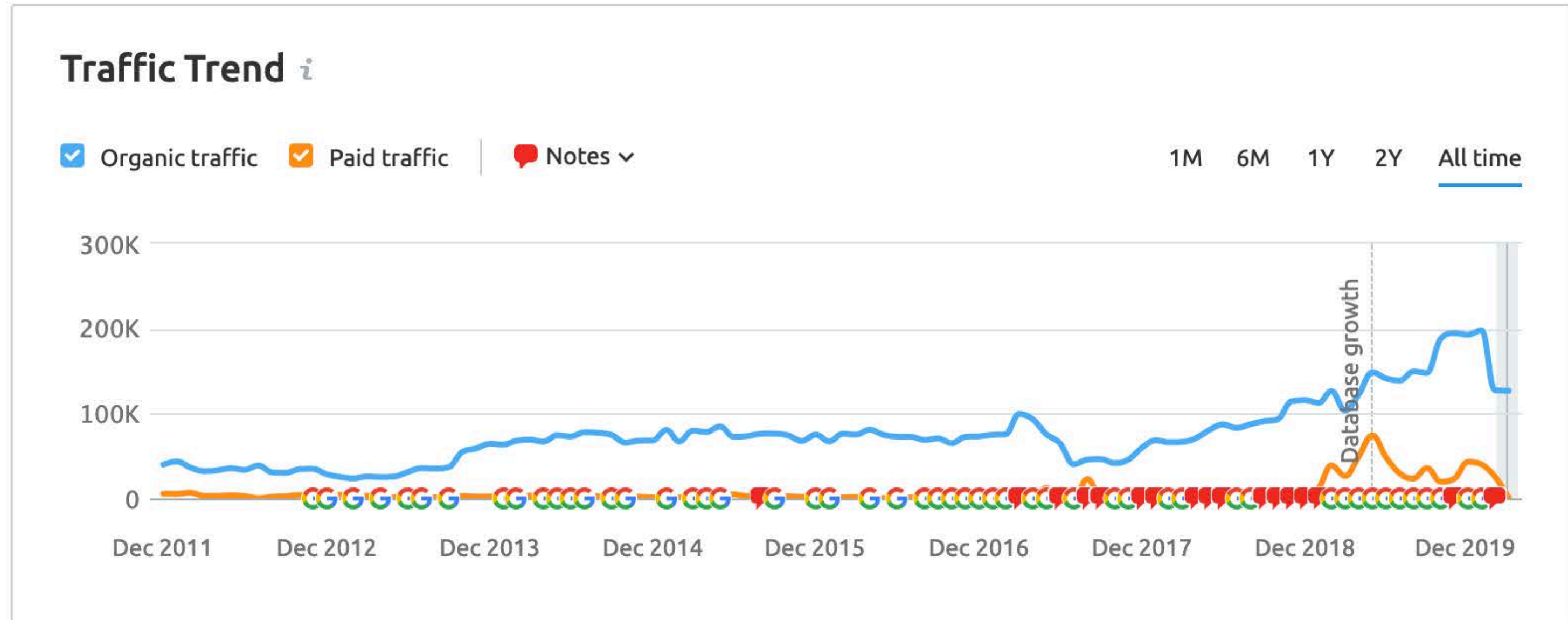
👍 2

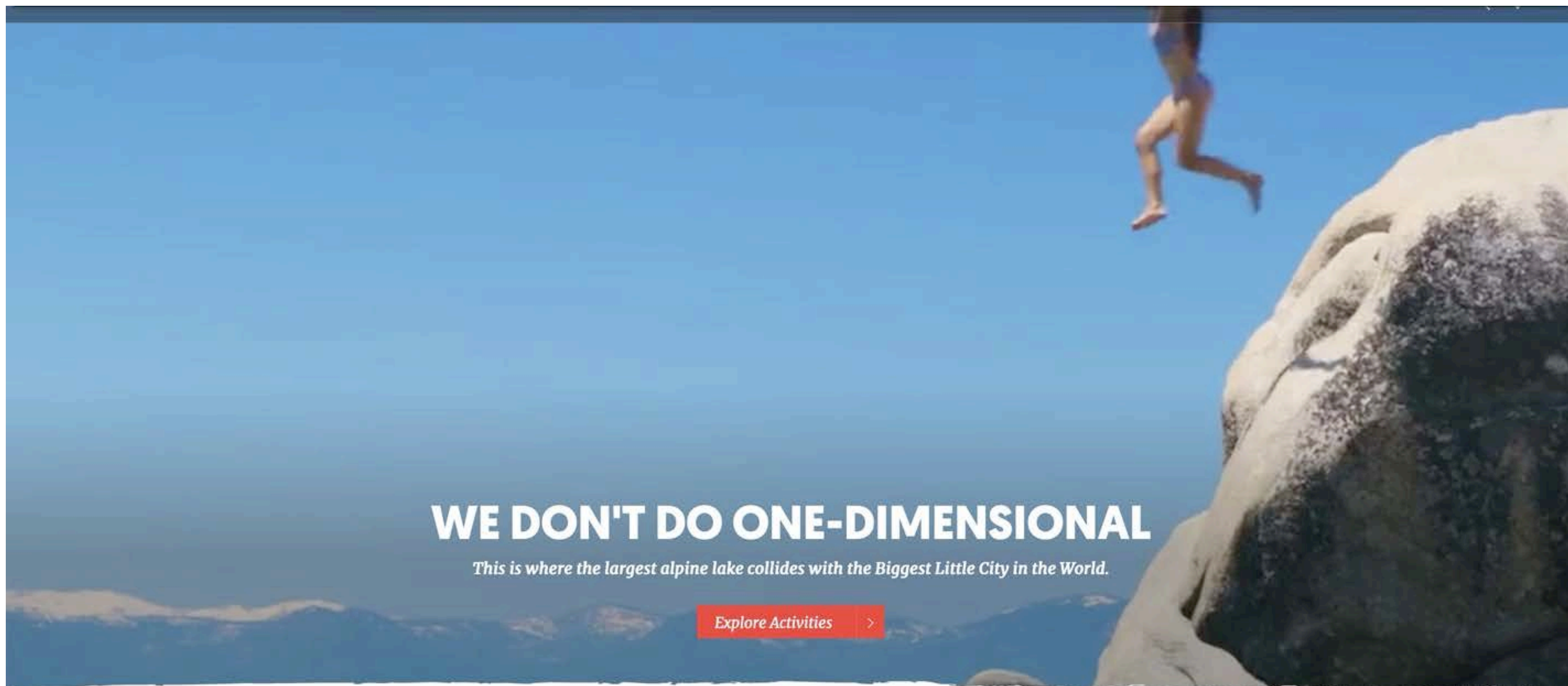
RENO/TAHOE

Authority Score 53 SEMrush Rank 19.7K	Organic Search Traffic 126.9K -0.4% Keywords 33.2K ↓ Traffic Cost \$99.1K ↓	Paid Search Traffic 1.1K -184% Keywords 33 ↓ Traffic Cost \$1.8K ↓	Backlinks 418.2K Referring Domains 3.7K Referring IPs 4K	Display Advertising 6 Publishers 13 Advertisers 99
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Engagement Metrics ⓘ Worldwide Mar, 2020 [Show all metrics](#)

Pages/Visits 1.6 ↓	Avg. Visit Duration 03:05 ↑	Bounce Rate 77.35% ↓
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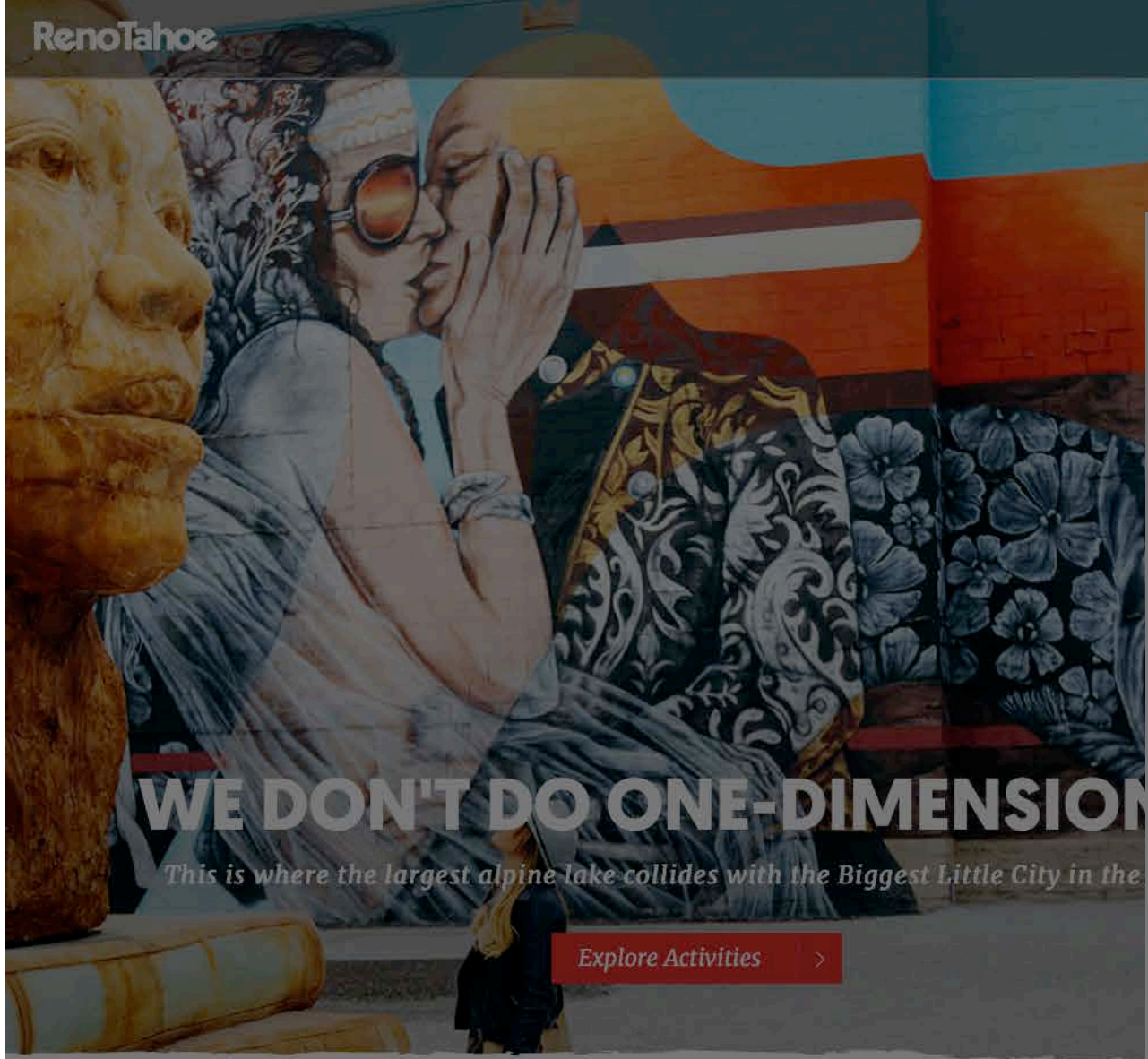




WE DON'T DO ONE-DIMENSIONAL

This is where the largest alpine lake collides with the Biggest Little City in the World.

[Explore Activities](#) >



WE DON'T DO ONE-DIMENSION

This is where the largest alpine lake collides with the Biggest Little City in the

Explore Activities >

SHOW LOVE - SUPPORTING O BUSINESSES

If you're lucky enough to call Reno are some ways you can continue local shops and restaurants.

Community Support >

GO ALL IN(SIDE)
Stay home, stay healthy. We'll adventure together soon.

Travel Information >

FIND INSPIRATION

While we aren't traveling at the moment, w about that next adventure. Here in Reno Ta community of dreamers and can't wait to v our incredible destination. In the meantime with these things to do in the Biggest Little

Explore Things to Do >



FEATURED EVENTS

Mark your calendar for these upcoming events.

View All Events >



JUN 12, 2020 - JUN 13, 2020

The Great Eldorado BBQ, Brews and Blues Festival

JUN 18, 2020 - JUN 27, 2020

Reno Rodeo

AUG 15, 2020 - AUG 16, 2020

Reno River Festival

CHECK OUT OUR TIPS, LISTS AND STORIES

RESTAURANTS
Enjoy Easter Brunch and Dinner Favorites at Home

FAMILY ACTIVITIES
Education & Exploration: Virtual Reno Tahoe Experiences for the Entire Family

THINGS TO DO
How to Continue to Support Our Local Businesses

RESTAURANTS
Calling All Aspiring Chefs: Recipes for Your Local Restaurant Favorites

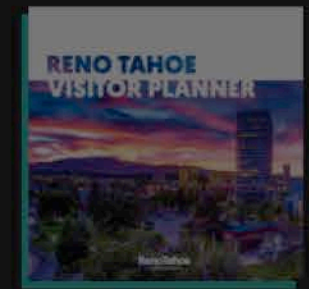
SHOP LOCAL
Brands That Help You Show Off Your Reno Tahoe Love

LIFE IS UNFILTERED IN #RENOTAHOE

Some scroll through the day. Others seize it. Go do something crazy. And tag it #RenoTahoe so we can see it.

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SIGN UP, GET FREE STUFF



Grab our visitor guide.

It's like we're handing you a ticket to the raddest days of your life.

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Let us feed you news.

Like being the first to know what's happening? Then invite us to your inbox.

Your name

Your email

Your zip code

Sign Up >

I'm not a robot



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Reno Tahoe @reno.nv

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- Photos
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- Book Your Trip
- Iconosquare
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- @RenoTahoe Twitter Feed
- 101 Random Thing to Do
- Community
- Events
- Create a Page



Like Follow Share ... Book Now Send Message

Create Post

Write a post... Photo/Video Tag Friends Get Messages ...

4.5 4.5 out of 5 - Based on the opinion of 1,048 people

Community See All

- Invite your friends to like this Page
- 116,598 people like this
- 115,948 people follow this
- Stacie Strassberg likes this or has checked in
- 17,167 check-ins

Recommendations and Reviews

- New to the area this past year. Opened our business Fit Mind n Body here after being in the Bay Area... See More January 1
- Very nice vacation! Have visited the Magic Theater Circu s! Nice place, enjoyable show! December 19, 2019
- Outstanding place to live if you love outdoor activities, magnificent p eople, arts, culture, music, ... See More June 27, 2018

Do you recommend Reno Tahoe? Yes No

See All

About See All



- (800) 367-7366
- Typically replies within an hour Send Message
- www.visitrenotahoe.com
- Tourist Information Center · Travel Company · Convention Center
- Suggest Edits

Reno Tahoe
April 10 at 11:50 AM · 🌐

#RenoTahoe is home to the fastest motorsport in the world! 🏁🏎️
Tomorrow, catch the action from home and tune in for the broadcast of the **Reno Air Racing Association's National Championship** on NBC Sports - April 11 - 9:30am 📺



👍👎❤️ 19

Reno Tahoe
April 7 at 2:30 PM · 🌐

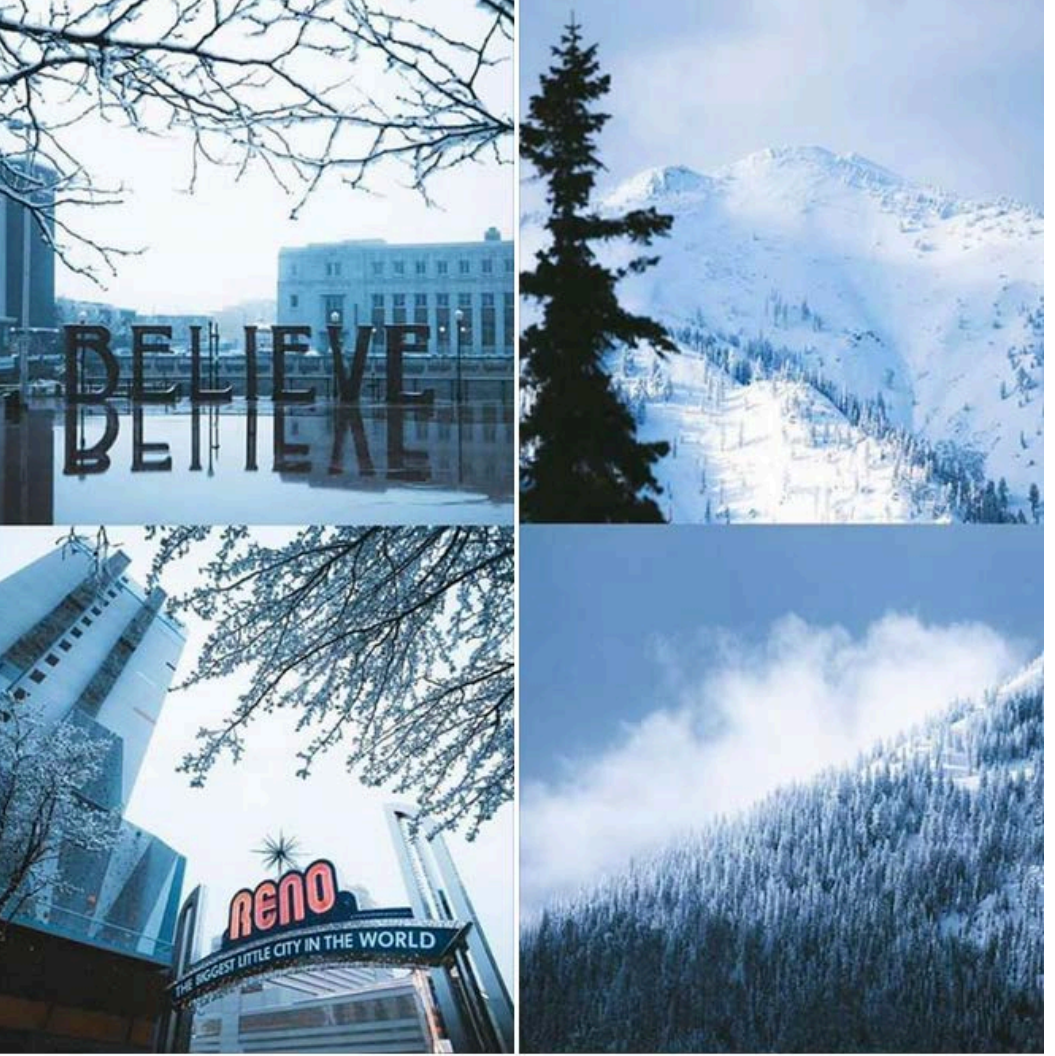
It's #NationalBeerDay! 🍺 Which #RenoTahoe brew will you be cheering with during Virtual Happy Hour? 🍻 Tag your favorite local brewery below! 📌 #StayHomeForNevada #OptInside



👍❤️ 10 1 Comment 1 Share

Reno Tahoe
April 5 at 4:35 PM · 🌐

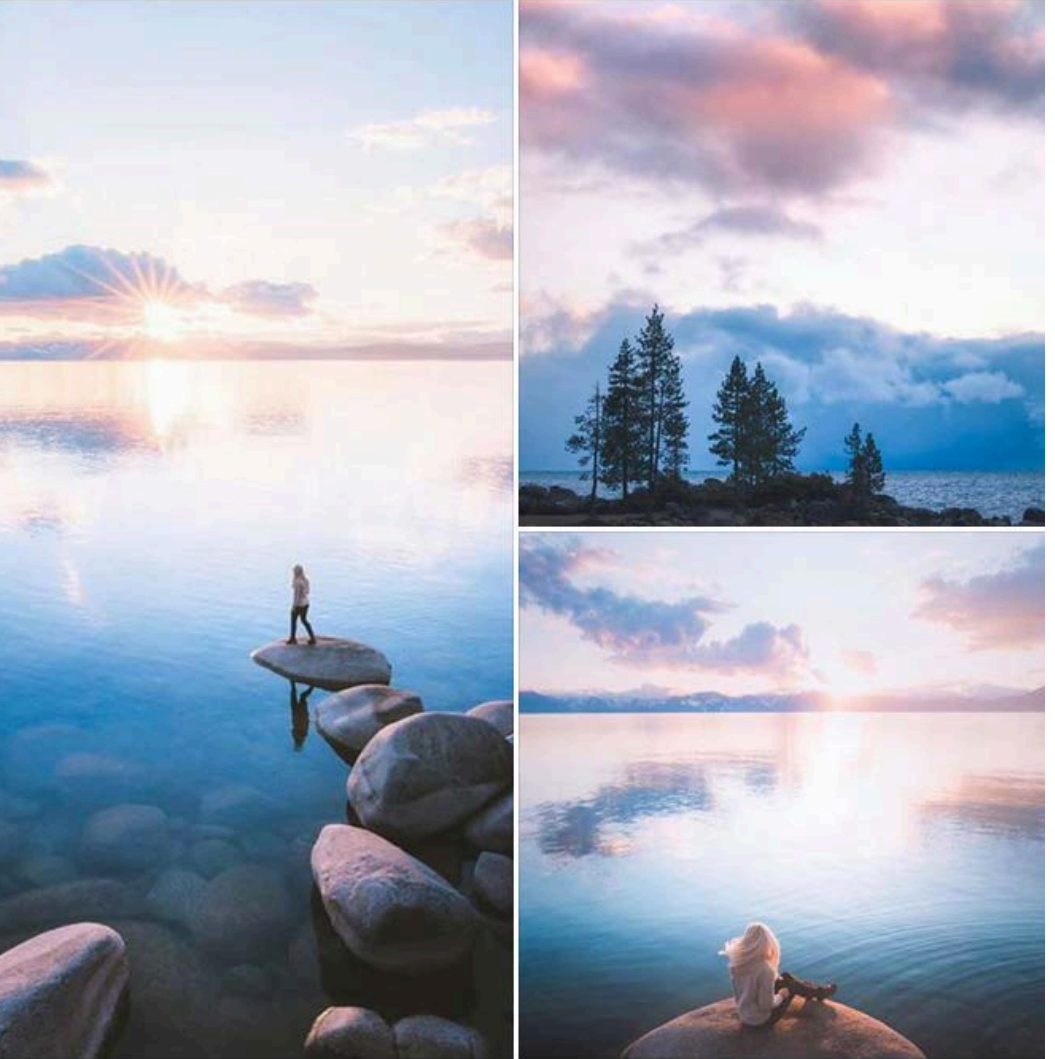
Stay Home, Stay Healthy. We'll adventure together soon. ❤️
#StayHomeForNevada #OptInside 📷: Nathaniel Wise Photography



👍❤️ 354 18 Comments 57 Shares

Reno Tahoe is at Lake Tahoe – Nevada State Park.
March 18 at 10:41 AM · Incline Village, NV · 🌐

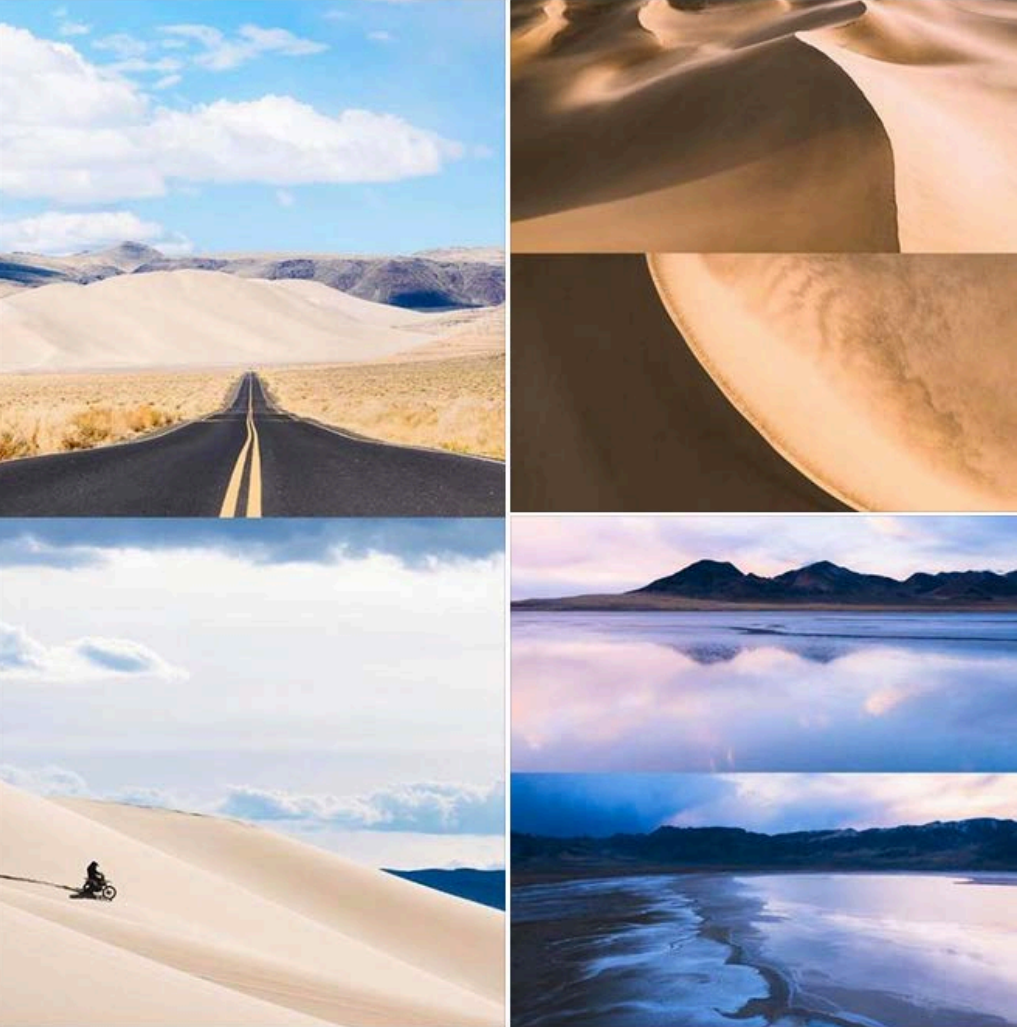
A reminder of the beauty that surrounds us in #RenoTahoe ❤️ Christian A. Schaffer



👍❤️ 235 4 Comments 29 Shares

Reno Tahoe
April 2 at 3:01 PM · 🌐


For your armchair travel today, let your imagination take you to the unexpected corners and wide open spaces of #RenoTahoe 📷
#StayHomeForNevada #OptInside 📷: Nathaniel Wise Photography



👍❤️ 72 1 Comment 5 Shares

Reno Tahoe
March 23 at 5:35 PM · 🌐

While our adventures are on hold, here's a photo from last year's doggy-paddle to put more puppy love in your feed. 🐶 #NationalPuppyDay



👍❤️ 61 1 Comment 4 Shares

RENO/TAHOE NO ADS FOUND

WEBSITE FINDINGS

- Little differentiation
- Websites are of two types...Brand or Utility
- All offer similar functionality
 - Branding
 - Events
 - Activities
 - Beauty shots
 - Instagram scrapes
 - Virtual tours
- Some offer hotel bookings from homepage
- The more well known a location, the less brand is used.
- Awards—conde naste traveler, bucket lists, etc...

FACEBOOK FINDINGS

- More video being used
 - Video now used in headers
 - Videos in stream
- All locations tend to rely on the same FB tactics
 - Beauty shots
 - Local businesses
 - Promote events
 - Contests
 - Wine/beer/food
 - Virtual tours
- Low involvement with social posts

ADVERTISING FINDINGS

- Competitors with high awareness levels do less advertising and rely more upon search
- Events are a focal point
- Nothing new or notable in advertising
- Brands moving to television/connected TV

RECOMMENDATION

- ADVERTISING/BRAND
 - Get more targeted
 - Survey targets
 - New approach/reconcept on current brand platform
 - Relaunch with promotion—scavenger hunt?
- FACEBOOK
 - Expand Facebook to include:
 - Promotions—Local business promotion
 - Features on local people that best represent the Mendocino County brand
 - Explore adding new unique functionality/technologies
- WEBSITE
 - Tailor content to a focused audience—Moms?
 - Begin SEO program

Domain Overview: visitmendocino.com

PDF

Database: United States | Device: Desktop | Date: Apr 11, 2020 | Currency: USD

<p>Authority Score</p> <h2>47</h2> <p>SEMrush Rank 58.6K ↑</p>	<p>Organic Search Traffic</p> <h2>34.6K</h2> +2.8% <p>Keywords 7.4K ↓ Traffic Cost \$25.3K ↑</p>	<p>Paid Search Traffic</p> <p>Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings.</p> <p>Go to Position Tracking</p>	<p>Backlinks</p> <h2>158.6K</h2> <p>Referring Domains 1.1K Referring IPs 1.2K</p>	<p>Display Advertising</p> <h2>16</h2> <p>Publishers 9 Advertisers 0</p>
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Keywords by Country

Organic Paid

United States	7.4K
Canada	375
United Kingdom	271
Australia	242
France	134
Other	1.6K

[View details](#)

