



Google Ads

**HYATT PLACE OVERLAND PARK
CONVENTION CENTER**

ACTION PLAN / STEP BY STEP



**HYATT
PLACE®**

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Google Ads

We noticed that our competitor is appearing higher on generic google searches, even when we would search for our specific property our Link would appear third.

OBJECTIVE

To raise visibility of The Hyatt Place Overland Park Convention Center on Google and reroute traffic from third party sites like expedia.

PRE-WORK

- Establish Google Ads page using:
Username: Ce [REDACTED] m.
Password: [REDACTED]
- Identify Search Volume For Words. This will keep us from spending money on "ad words" that are not being searched. Using KEYWORDS Everywhere Chrome extension to see what the consumer is searching.
- Identify words that would maximize exposure.
 - Start By Checking the listed Search Terms
 - Hyatt
 - Hyatt Place
 - Hotels Near Me
 - Overland Park Hotels
 - Kansas City Hotels
 - Hyatt Place Overland Park
- Keep a list of words with Highest Clicks per month.



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CHOOSING A GOAL.

We want to choose "Get more website sales."
This will assist us in turning our leads into conversions.

The screenshot shows the Google Ads goal selection interface. At the top, there are three goal options, each with a dropdown arrow: "Get more calls", "Get more visits to your physical location", and "Get more website sales or sign-ups". Below these options, there is a section titled "Choose this goal if:" with two checkmarks: "Most of your business is conducted online" and "You want customers to complete a trackable action (such as a purchase or sign-up) on your website". At the bottom right of the interface, there is a blue button labeled "PICK GOAL".

GEO-FENCING

Our travelers could be coming from anywhere. I would recommend selecting the entire U.S. AND/OR selecting locations where we know our travelers frequently visit from.

The screenshot shows the Google Ads geo-fencing location selection interface. At the top, there is a question: "Where do you want your ad to appear?". Below this question, there are five location tags: "Leawood", "Overland Park", "Prairie Village", "Kansas City", and "Belton", each with a close button (X). Below the tags, there is a text input field with a plus sign and the text "+ Add location (city, state, or country)". Below the input field, there is a map of the Kansas City area with several blue shaded regions indicating selected locations. The map shows major highways and city names like Kansas City, Overland Park, and Lee's Summit.



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Google Ads

SELECTING SERVICES

Adding the features to our profile that sets our property apart.

We show your ad when people search for products and services you offer, and for similar relevant phrases.

Your products and services

Hotel Hotel With Meeting Facilities Hotels with Suites ADD PRODUCT OR SERVICE

More suggestions ^

+ Airport Hotel + Hotel With Pool + Hotel With Restaurant/Bar + Luxury Hotel + Hotel With Gym + Extended Stay Hotel

+ Beach Hotel + Business Hotel

Advertise in English

CRAFT YOUR AD

Our travelers could be coming from anywhere. I would recommend selecting the entire U.S. AND/OR selecting locations where we were our travelers frequently visit from.

Ad #1

Headline 1
Hyatt Place Overland Park Convention Center
Shorten your headline to 30 characters, max 43 / 30

Headline 2
Welcome To A Different Place
28 / 30

Description
Let Us Welcome You with Our Friendly Service and Excellent Hospitality.
71 / 90

Your ad preview

Hyatt Place Overland Park Conv | Welcome To A Different Place

Ad <https://www.hyatt.com/en-US/hotel/kansas/hyatt-place-ka...>

Let Us Welcome You with Our Friendly Service and Excellent Hospitality.

5001 W 110th St, Overland Park, KS

SEE MORE AD LAYOUTS



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Google Ads

BUDGET

I would recommend starting off with a lower monthly threshold. So that way we can strategically collect data and modify the Google Ad as needed.

Set your budget

\$ - 1.64 per day average
\$50.00 monthly maximum

Typical competitor budget range

Estimated performance

- 1,035 - 1,792 impressions per month
- 26 - 45 clicks per month

This estimate is based on businesses with similar ad settings and budget.

How your budget works

What you pay for Pay only when people click your ad or call your business.	How much it costs Costs vary for each click, but you won't spend more than your monthly budget.	If you change your mind Try running your ad, but no need to commit. Change your budget or cancel your ad at anytime.
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BACK NEXT

I discovered that we have a free credit on our account for \$100 in ad dollars. After this credit is maxed out we will then begin to receive invoices from google.



HYATT PLACE

WHERE WE CURRENTLY APPEAR



hyatt place overland park



All Maps News Images Shopping More Settings Tools

About 473,000 results (0.71 seconds)



Sun, Oct 13

Mon, Oct 14

2

Hyatt Place Kansas City/Overland Park/Convention C... \$100

4.2 ★★★★★ (518) · 3-star hotel
Modern hotel with a pool & free Wi-Fi
Free Wi-Fi Free parking



Hyatt Place Kansas City/Overland Park/Metcalf \$95

4.2 ★★★★★ (530) · 3-star hotel
Relaxed hotel with a pool & free Wi-Fi
Free Wi-Fi Free parking



Hyatt Place Kansas City/Lenexa City Center \$129

4.5 ★★★★★ (588) · 3-star hotel
Casual, modern hotel with a pool & bar
Free Wi-Fi Free parking



Search hotels

About these results

Hotel in Overland Park | Hyatt Place Kansas City / Overland ...

<https://www.hyatt.com/en-US/hotel/kansas/mkczm>

★★★★★ Rating: 4 - 324 reviews

Welcome to a modern hotel in the middle of Metcalf Avenue. Hyatt Place Kansas City/Overland Park/Metcalf is quintessential suburban lodging near barbecue ...

Rooms · Hyatt Place Kansas City ... · Area Attractions · Dining

Hotel near Overland Park Convention Center | Hyatt Place ...

<https://www.hyatt.com/en-US/hotel/kansas/mkczc>

★★★★★ Rating: 4.5 - 367 reviews

Work or play from our ideally located Hyatt Place Kansas City/Overland Park/Convention Center. Our Overland Park hotel is a few minutes from family fun at Top ...





KEYWORD RESULTS

1 month ▾

	Query	Users
1	hyatt	1,043
2	hyatt place overland park	626
3	hotels	511
4	hyatt place	486
5	hyatt kansas city	472
6	hotel	299
7	hyatt place kansas city/overland park/convention center, west 110th street, overland park, ks	270
8	hyatt overland park	213
9	hyatt regency	209
10	kansas city hyatt	205

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