

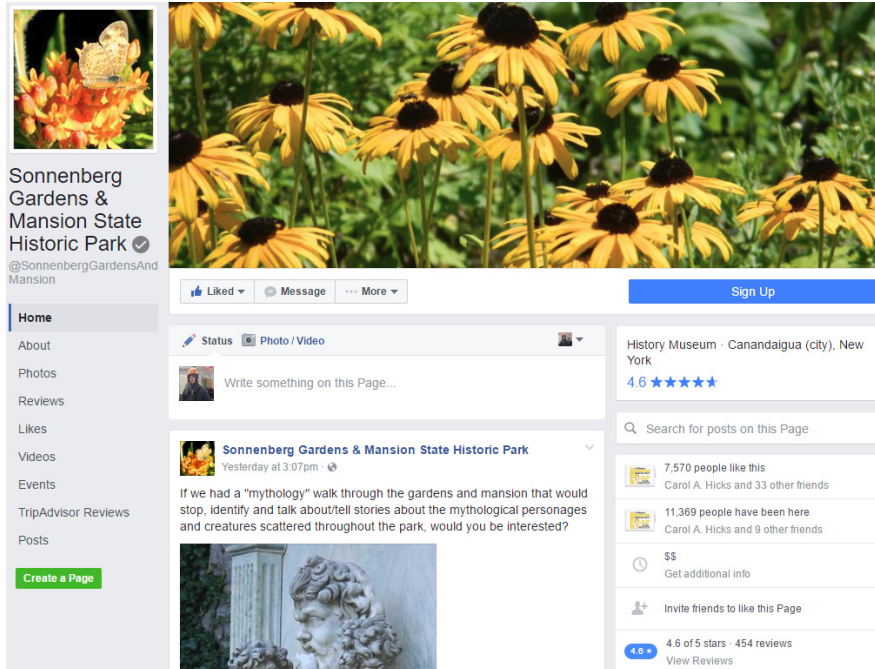


## User Generated Reviews, SEO, Analytics and more!

More than TripAdvisor

# Reviews are everywhere!

- Aggregated reviews from several sources
  - Yelp
  - TripAdvisor
  - Google
  - Facebook
- Google reviews are first touch, first impression.
  - Hours of operation (instant disqualifier)
- What people are **not** saying is just as important.
  - Encourage reviews, leverage both the good and bad.



**Sonnenberg Gardens & Mansion State Historic Park** ✓  
@SonnenbergGardensAndMansion

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Posts

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Write something on this Page...

**Sonnenberg Gardens & Mansion State Historic Park**  
Yesterday at 3:07pm · 🌐

If we had a "mythology" walk through the gardens and mansion that would stop, identify and talk about/tell stories about the mythological personages and creatures scattered throughout the park, would you be interested?

History Museum · Canandaigua (city), New York  
4.6 ★★★★★

Search for posts on this Page

7,570 people like this  
Carol A. Hicks and 33 other friends

11,369 people have been here  
Carol A. Hicks and 9 other friends

Get additional info

Invite friends to like this Page

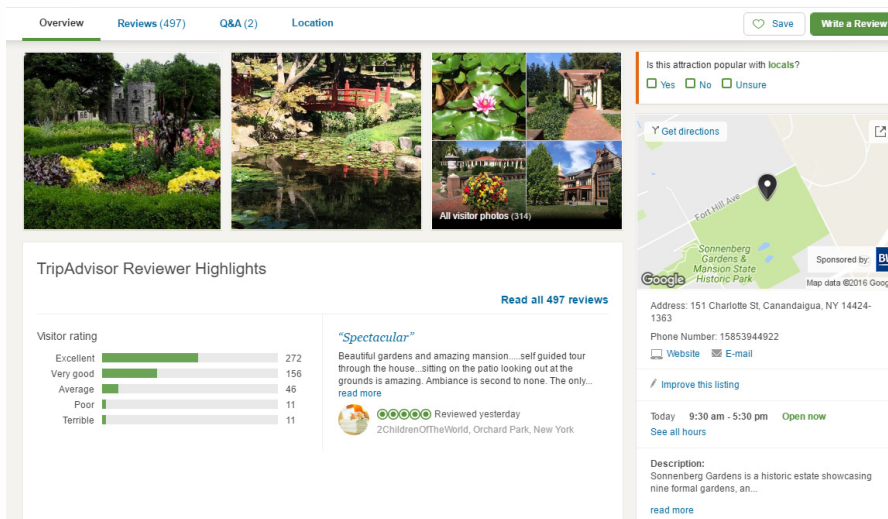
4.6 of 5 stars · 454 reviews  
[View Reviews](#)

## Sonnenberg Gardens & Mansion State Historic Park

497 Reviews | #1 of 34 things to do in Canandaigua | Certificate of Excellence

Gardens, State Parks, Nature & Parks

Overview Reviews (497) Q&A (2) Location Save Write a Review



Is this attraction popular with locals?  
☐ Yes ☐ No ☐ Unsure

Get directions

Address: 151 Charlotte St. Canandaigua, NY 14424-1363  
Phone Number: 15853944922  
[Website](#) [E-mail](#)

Improve this listing

Today 9:30 am - 5:30 pm [Open now](#)  
[See all hours](#)

Description:  
Sonnenberg Gardens is a historic estate showcasing nine formal gardens, an...

read more

TripAdvisor Reviewer Highlights

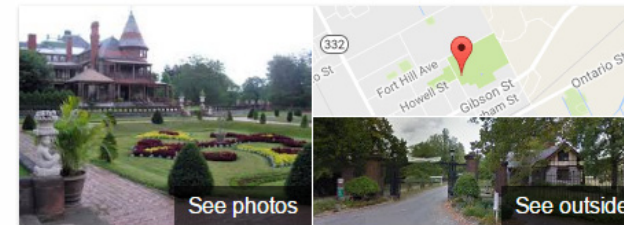
Read all 497 reviews

Visitor rating

Rating	Count
Excellent	272
Very good	156
Average	46
Poor	11
Terrible	11

**"Spectacular"**  
Beautiful gardens and amazing mansion... self guided tour through the house... sitting on the patio looking out at the grounds is amazing. Ambiance is second to none. The only...  
[read more](#)

[Reviewed yesterday](#)  
2ChildrenOfTheWorld, Orchard Park, New York



## Sonnenberg Gardens ★

[Website](#) [Directions](#)

4.3 ★★★★★ 27 Google reviews

State park in Canandaigua, New York

Sonnenberg Gardens and Mansion State Historic Park is a 50-acre state park located at 151 Charlotte Street in Canandaigua, New York, at the north end of Canandaigua Lake, in the Finger Lakes region of Upstate New York. [Wikipedia](#)

**Address:** 151 Charlotte St, Canandaigua, NY 14424

**Opened:** 1887

**Area:** 40 acres

**Hours:** Open today · 9:30AM-5:30PM ▼

**Phone:** (585) 394-4922

**Architectural style:** Queen Anne style architecture in the United States

[Suggest an edit](#)

### Reviews from the web

4.6/5 [Facebook](#) · 453 votes


### Plan your visit


People typically spend up to 2.5 hours here

### Reviews

[Write a review](#) [Add a photo](#)

Exotic flora in formal gardens & arboretum on 50-acre grounds with tours of 1887 Queen Anne mansion. - Google

 "It's also a nice place to sit on a hot summer night."

 "Quick service, good food, great staff."

 "Most popular are the Japanese garden, and the Greek features."

[View all Google reviews](#)

FLVC Marketing Day – September 14, 2016

# Not just for hotels anymore.

- **96%** of TripAdvisor users consider reading reviews important when planning trips and booking hotels.
- **85%** of users agree that a thoughtful response to a bad review will improve their impression of the hotel — an increase of more than 50% since 2013.
- And it's not just hotels: **87%** of TripAdvisor users consider reviews important when booking restaurants; **81%** say reviews are important when booking attractions.

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, February 2016  
FLVC Marketing Day – September 14, 2016



◀ BACK TO PREVIOUS PAGE

## Sonnenberg Gardens & Mansion State Historic Park

151 Charlotte St.  
Canandaigua, NY 14424

Phone: (585) 394-4922

Email: [info@sonnenberg.org](mailto:info@sonnenberg.org)

VISIT WEBSITE

DIRECTIONS



### DETAILS

Sonnenberg Gardens & Mansion State Historic Park, located at 151 Charlotte Street in Canandaigua, NY, is one of America's longest surviving estates from the Victorian Era. The elegant Queen Anne-style mansion was built in 1887 by New York City financier Frederick Ferris Thompson, and his wife, Mary Clark Thompson, as a summer home. Between 1901-1920, the widowed Mrs. Thompson and her staff created the nine formal gardens seen today. The grounds are open to the public from May 1 - October 31 each year. The Finger Lakes Wine Center at Sonnenberg, housed in the historic Bay House near the conservatory, features some of the best wines from more than 40 partner wineries. For a nominal fee, visitors can taste selections from 10-15 different wines daily from our rotating-inventory tasting bar in the Wine Center. Some of Sonnenberg's special events include the Father's Day Car Show (June), Moonlight Stroll Music Series (July &



Ranked #1 of 34 things to do in Canandaigua

TripAdvisor Traveler Rating



based on 500 reviews

[Read all reviews at TripAdvisor.com](#) | [Write a Review](#)

#### Latest Reviews

Czasadni

#### Gardens

★★★★★ on September 12, 2016

Simply lovely. Several unique and equally lovely garden spaces to visit. The mansion is a unique piece of history. I love every minute of my visit and will surely return.

[Read full review on TripAdvisor.com](#)

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# SEO & SEM

Organic isn't easy.

# Top 25 Destination Keywords

finger lakes racetrack  
farmington ny finger lakes new york  
victor ny finger lakes race track  
seneca lake  
canandaigua ny naples ny  
finger lakes gaming  
finger lake  
the finger lakes  
finger lakes  
finger lakes  
weather canandaigua ny  
bristol mountain  
weather geneva ny  
belhurst castle finger lakes wineries  
fingerlakes  
canandaigua  
cmac concerts  
canandaigua lake geneva ny  
seneca lake wine trail  
finger lakes casino





## WEBSITE STRATEGY



FLVC Marketing Day – September 14, 2016



# Target Audience – Media Sources and Travel Decisions

1	2	3	4
Ideas/Inspiration	Advice/Ratings	Compare Features/Pricing	Making Reservations
Family/Friends 45%	Family/Friends 32%	Internet Search Engines 41%	Travel Service Provider Websites 28%
Destination Websites 35%	Internet Search Engines 30%	OTAs 37%	OTAs 25%
Internet Search Engines 34%	Travel Review Websites 29%	Travel Service Provider Websites 33%	Internet Search Engines 15%
Magazine Articles 31%	OTAs 25%	Hotel/Resort Promotions 31%	Destination Websites 13%
Printed Visitor Guides 28%	Online Visitor Guides 21%	Airline Promotions 26%	Hotel/Resort Promotions 11%

©2015, MMGY Global: Travel Climate Study - Comprehensive analysis of the emerging travel habits, preferences and intentions of Americans.  
N=2,550, U.S. Adults (>18 YOA), Annual HHI >\$50K (1,200: HHI \$125K), 24<sup>th</sup> Year

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