



Google Business Profiles

Maximizing Exposure

June 2022

visit
California

miles
PARTNERSHIP



This workshop is brought to you by **Visit California** in an effort to help community businesses **maximize exposure** digitally on the world's largest platform.

Content provided by:



Kim Palmer
Destination Optimization
Program Director



AGENDA

What We'll Cover Today

- California Digital Optimization Academy
- Recap from Part 1
- Responding to Reviews
- Responding to Customer Questions
- Managing Images
- Utilizing Posts for Updates
- Understanding Insights Data



Industry Education Resources

visit California Visit California Digital Optimization Program

Search

Your Progress: Complete articles to earn badges!



Inspiring Confidence: Tools for Businesses Re-Opening in the Time of COVID-19

Accessing GMB

Posts

Info

Insights

Leveraging Followers in Google My Business

Reviews

Understanding Service Area Businesses

Menus, Services and Products

Understanding the Local Pack

Photos

Questions And Answers

Adding Managers

Settings

Knowledge Panels ▾

Google Analytics ▾

Content Marketing ▾

Social Media ▾

Optimization Tips ▾

Email Marketing ▾

Welcome to the California Digital Optimization Academy brought to you by Visit California.

The California Digital Optimization project is aimed at improving the quality of California tourism content on the world's leading consumer digital trip planning and search platforms - Google, Yelp and TripAdvisor.

As part of that effort we've created this online academy consisting of educational and how-to materials, specifically for California businesses and tourism organizations. The academy contains over 100 how-to documents, resources, reference materials, and tools to help you maximize your visibility and results across a range of digital marketing platforms. Content is added and updated monthly so please check back regularly.

Use the navigation on the right to find articles relevant to your interests. Enjoy!



California Digital Optimization Academy

Online library of educational and how-to materials specifically created for tourism businesses supporting various aspects of successful digital marketing

- Businesses can track their progress through the content and **earn “badges”** for the quantity of content they read
- Academy contains **“Ask a Question”** feature that is monitored by the Miles team
- Content is updated and expanded on a regular basis by the **subject-matter experts** at Miles Partnership



visitca.tourismbusinessmarketing.com/site-login

visit California Marketing Academy

To help you effectively market your business, this online library of educational and how-to materials has been specifically created for businesses and organizations like yours. Create your account to access best practices, reference materials, videos and other resources to help improve the success of your digital marketing efforts.

Sign in using your Google account to continue.

Create Your Account



Sign up with Google

By creating an account, you agree to our [Terms of Service](#) and acknowledge our [Privacy Policy](#) and [Terms of Service](#).



Sign In with your Google Account email

 Sign in with Google

Sign in
to continue to tourismbusinessmarketing.com

[Forgot email?](#)

To continue, Google will share your name, email address, language preference, and profile picture with tourismbusinessmarketing.com.

[Create account](#) [Next](#)

English (United States) ▾

[Help](#)

[Privacy](#)

[Terms](#)



Enter your Google Account password

Sign in with Google

Hi Kim

 kim.palmer@milespartnership.com

Enter your password 

To continue, Google will share your name, email address, language preference, and profile picture with tourismbusinessmarketing.com.

[Forgot password?](#) [Next](#)

English (United States) ▾ [Help](#) [Privacy](#) [Terms](#)

Access Code is: **VISITCALI**

To access our online library of educational and how-to materials, enter the subscription code provided to you by your Destination Marketing Organization.

Enter your **FREE** Access code here:

- Yes! send me updates about new educational materials and information for my local business.

JOIN FREE WITH CODE



Your Progress: Complete articles to earn badges!



Newbie

Read 2 Articles



Rookie

Read 5 Articles



Skilled

Read 10 Articles



Advanced

Read 20 Articles



Expert

Read 50 Articles



Mastermind

Read 100 Articles

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Google Analytics

Content Marketing

Social Media

Optimization Tips

Email Marketing





**Need
Assistance
With Your
Business
Profile?**

Schedule Office Hours With Miles



<https://calendly.com/milespartnershipgoogledmo/visit-california-digital-optimization-program>

We want to help you **maximize exposure** and **engagement** for your business profile because it benefits everyone: **your business, visitors** and **your destination.**



Moorten Botanical Garden

4.6 ★★★★★ (428)
Botanical garden

Overview Reviews Photos About

- Directions
- Website
- Save
- Nearby
- Share

Historic landmark opened in 1938 featuring a desert environment with tours, wildlife & a nursery.

- 1100 Palm Springs, California
- Closed · Opens 9AM Fri
- Updated by this business 1 week ago
- moortenbotanicgarden.com
- (760) 327-6555
- RF23+3G Palm Springs, California



Vasquez Rocks Natural Area and Nature Center

4.8 ★★★★★ (2,332)
Park

Overview Reviews Photos About

- Directions
- Website
- Save
- Nearby
- Share

This scenic park with prehistoric rock formations has been the backdrop for many movies & TV shows.

- 10700 Escondido Canyon Rd, Agua Dulce, CA
- Open · Closes 7:30PM
- parks.lacounty.gov
- (661) 268-0840

Business Profiles



Callaway Vineyard & Winery

4.5 ★★★★★ (552)
Winery

Overview Reviews Photos About

- Directions
- Website
- Save
- Nearby
- Share

Mountainside wine estate with cellar tours & tastings sessions, plus popular restaurant terrace.

- 32750 Road 15, California Rd, Temecula, CA
- 92591
- Closed · Opens 11AM
- See more hours
- Find a table
- exploretock.com

Business profiles aggregate everything Google knows about a business into one "card"

Your business profile is the
single largest source
of organic exposure
for your business online.



restaurants palm springs ca

All Maps News Images Shopping More Tools

About 17,500,000 results (0.63 seconds)

Restaurants Rating Cuisine Price Hours



Farm
4.7 ★★★★★ (1.8K) · \$\$ · Provençal
6 La Plaza · In La Plaza de California
Dine-in · Takeout · No delivery

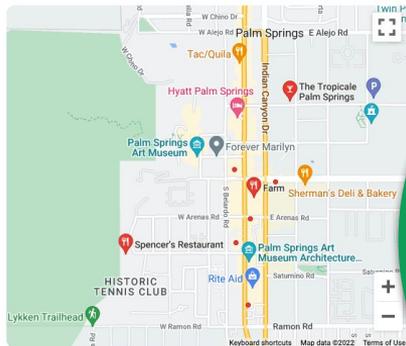


The Tropicale Palm Springs
4.5 ★★★★★ (2K) · \$\$ · Restaurant
330 E Amado Rd
Opens soon · 11AM
Dine-in · Curbside pickup · No delivery



Spencer's Restaurant
4.5 ★★★★★ (1.4K) · \$\$\$ · American
701 W Baristo Rd · In Palm Springs Tennis Club
Dine-in · Takeout · No delivery

More places



https://la.eater.com/maps/best-palm-springs-restaura...

21 Essential Palm Springs Restaurants - Eater LA

Feb 23, 2022 — 21 Essential Palm Springs Restaurants · 1. Boozehounds Palm Springs · 2. Sandfish by Engin Onural · 3. 1501 Uptown · 4. Workshop Kitchen + Bar · 5.

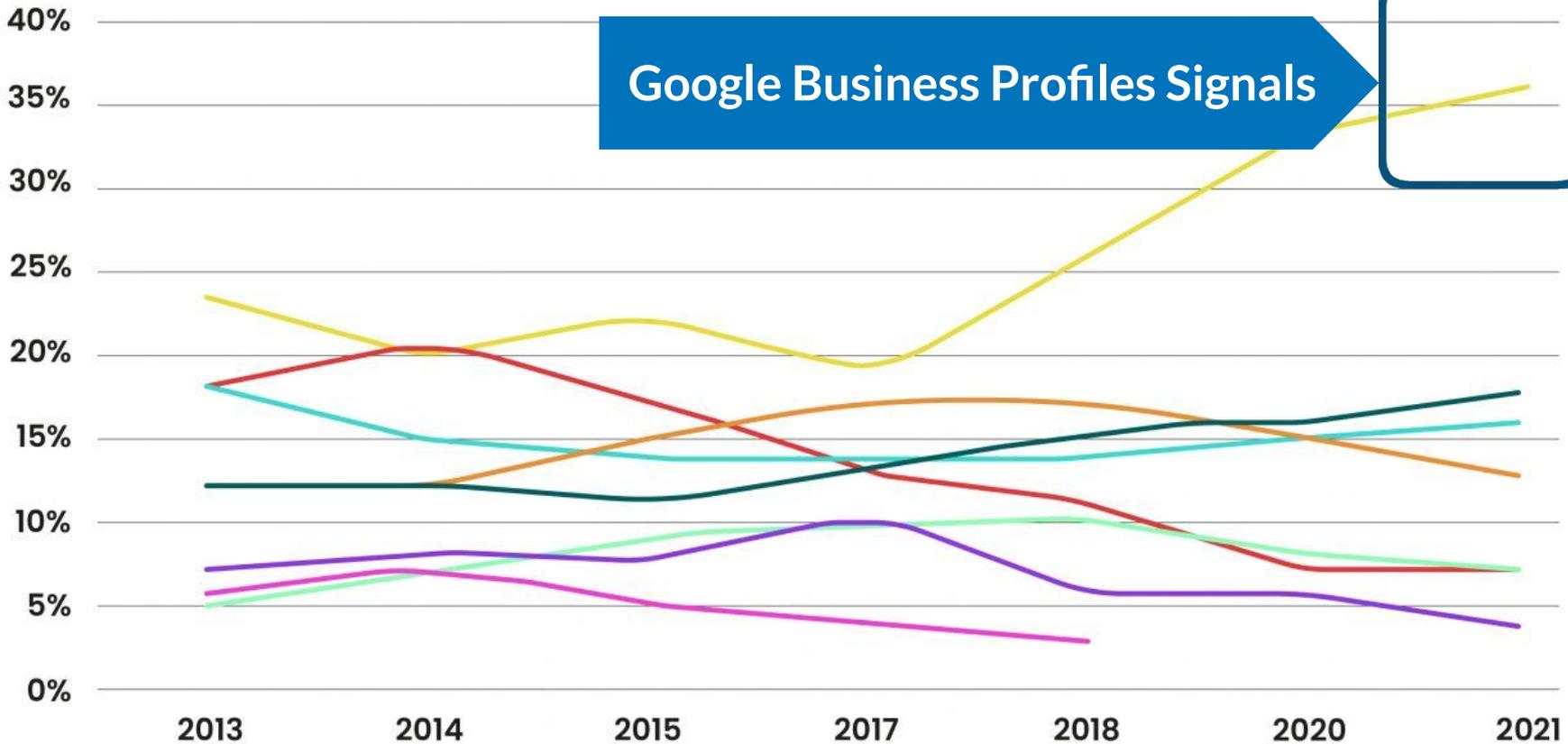
DISTANCE

RELEVANCE

PROMINENCE

Better business profiles
drive more exposure
and more engagement

Google Business Profiles Signals



- GBP Signals
- Review Signals
- On-page Signals
- Link Signals
- Citation Signals
- Behavioral Signals
- Personalization Signals
- Social Signals

Maximizing Exposure Checklist

- Keep Core Information Current**
- Monitor & Respond to Reviews**
- Respond to Customer Q&A**
- Get Free Exposure with Posts**
- Upload Images Frequently**
- Monitor Insights Data**

Reviews Tab



Ratings, Reviews and Replies

Gabriel Kreuther

41 W 42nd St, New York, NY

Write a review

4.6 ★★★★★ 393 reviews

Sort by: Newest



Jean Philippe Guy

Local Guide · 119 reviews · 642 photos

★★★★★ 2 months ago

Very disappointing experience. High dollar with sub par food and very average service. Not worthy of a Michelin Star.



1

Response from the owner 2 months ago

Dear Mr. Guy,

Thank you so much for taking the time to share your feedback about your experience at Gabriel Kreuther. We are very regretful to hear that we did not meet your expectations. If you would allow, I would love to be in touch with you to further discuss your experience. I can be reached at jean@gknyc.com. Thank you in advance for your time and I look forward to speaking with you.

Best Regards,

Jean Lee

Guest Relations Manager



Felipe Archondo

Local Guide · 1 photo

★★★★★ 2 months ago



Ready2 Retire

Local Guide · 32 reviews · 1 photo

★★★★★ 2 months ago



Kenny Yuen

1 review

★★★★★ 2 months ago



Mark Rogers

Local Guide · 147 reviews · 116 photos

★★★★★ 2 months ago

Customer reviews are posted by users directly to your Business Profile. They appear wherever your profile appears, and are the source of your “star rating”

98%

**Of consumers
read reviews
for local
businesses**

98%

Of consumers
read reviews
for local
businesses

40%

Of consumers
will only use a
business if it
has 4 or more
stars

98%

Of consumers
read reviews
for local
businesses

40%

Of consumers
will only use a
business if it
has 4 or more
stars

89%

Of consumers
say they would
be 'fairly' or
'highly' likely to
use a business
that responds to
all reviews



restaurants palm springs ca

All Maps News Images Shopping More Tools

About 17,500,000 results (0.63 seconds)

Restaurants Rating Cuisine Price Hours



Farm
4.7 ★★★★★ (1.8K) · \$\$ · Provençal
6 La Plaza · In La Plaza de California
Dine-in · Takeout · No delivery

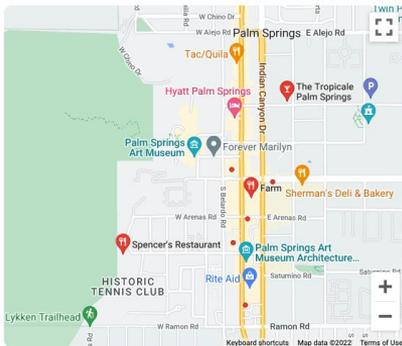


The Tropicale Palm Springs
4.5 ★★★★★ (2K) · \$\$ · Restaurant
330 E Amado Rd
Opens soon · 11AM
Dine-in · Curbside pickup · No delivery



Spencer's Restaurant
4.5 ★★★★★ (1.4K) · \$\$\$ · American
701 W Baristo Rd · In Palm Springs Tennis Club
Dine-in · Takeout · No delivery

More places



https://la.eater.com/maps/best-palm-springs-restaura...

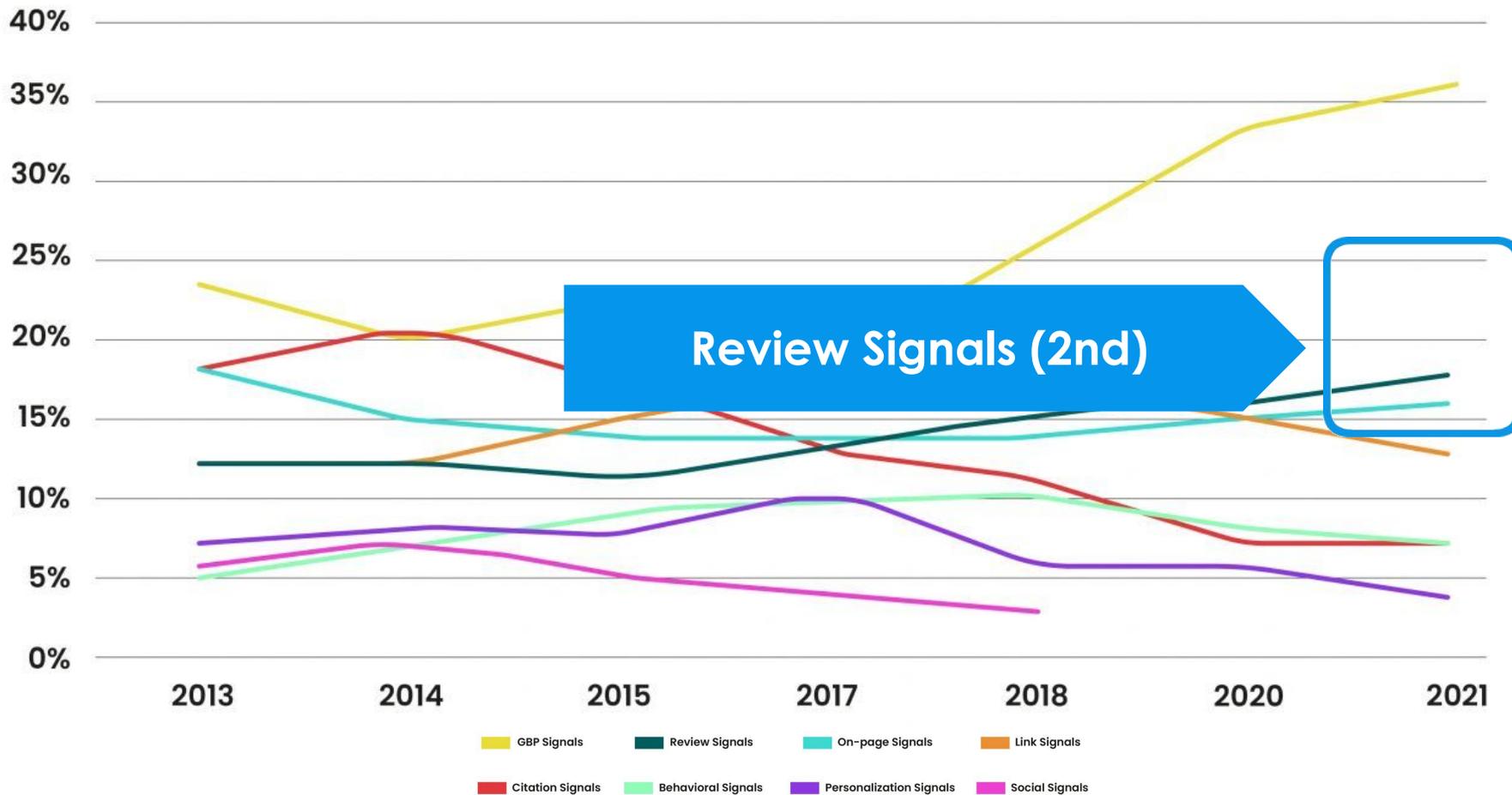
21 Essential Palm Springs Restaurants - Eater LA

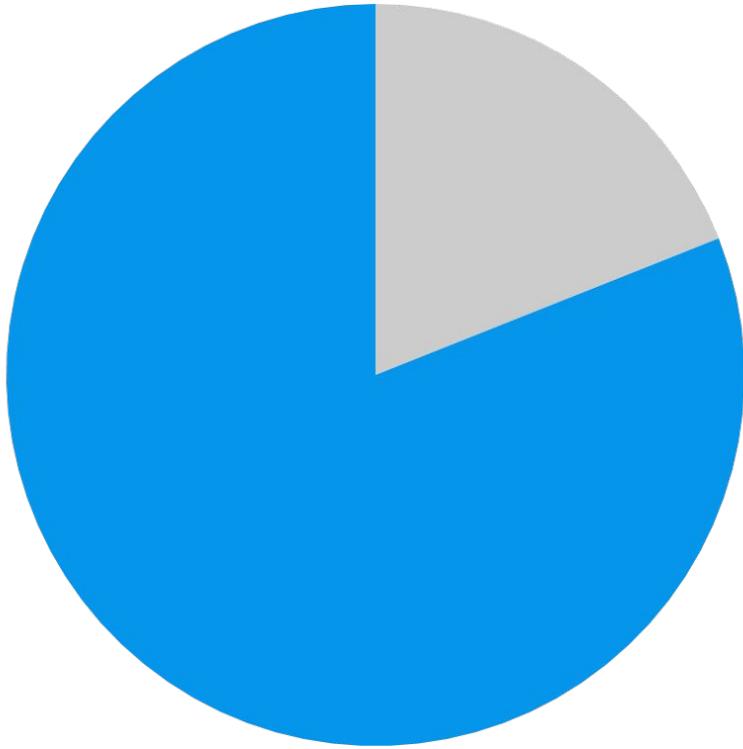
Feb 23, 2022 — 21 Essential Palm Springs Restaurants · 1. Boozehounds Palm Springs · 2. Sandfish by Engin Onural · 3. 1501 Uptown · 4. Workshop Kitchen + Bar · 5.

DISTANCE

RELEVANCE

PROMINENCE





81%

**Of reviews are 4.0 +
Less than 4% are one star.**

4.4

Median Rating

Top Performer Secrets



Calculating your rating “vector”

4.4

Great!

4.53 ↑

Good

4.42

Watch it!

4.13 ↓

Rating “Vector”

Calculate the **average score for your last 15 reviews** and compare it to your overall average.

Top Performer Secrets



Responding To Reviews

ORGANIZATION

Miles Partnership

Manage locations

Settings

Support

10:25

Edit response

Melissa Salgado January 25, 2019

★★★★★ Seaside Grill is a wonderful beach side restaurant at the Kahala Resort. Although seating can be limited, you can eat al fresco with gorgeous ocean views. The servers are all very nice and attentive and the food is delicious. You can also sit at the bar and chat with the knowledgeable and friendly bartenders. Valet parking will be validated for 4 hours. Go check it out!

Mahalo for the 5-star review, Melissa! We hope to see you again soon!

Important updates

Google may send you important updates about your account



Customer reviews

Alerts when customers post reviews of your business to your Business Profile



Questions and answers

Alerts about questions and answers posted to your Business Profile



Photos

Tips and updates about photos on your Business Profile



Business Profile health

Alerts and suggestions to help you keep your info accurate on your Business Profile



Know When Reviews are Posted

Product updates

Occasional updates about new features and offers to improve your Business Profile



Posts

Updates and suggestions about posts on your Business Profile



Feedback

Occasional opportunities to send product feedback to Google



Review Response

4000 Sandestin Boulevard South
Miramar Beach, FL 32550

- Home
- Posts
- Info
- Insights
- Reviews**
- Messages
- Photos
- Website
- Users
- Create an ad
- Businesses
- Settings



Brian Zalewski

★★★★★ 2 days ago

The user didn't write a review, and has left just a rating.

Reply



Regina Royal

★★★★★ 2 days ago

My husband and I came to Sandestin because I needed a mental break. I needed sun by the pool, nature walks, beach time and bike rides. All of which I got at Sandestin. Breakfast at Sunnyside Cafe and Dinner at the all new Ovide was perfect. I absolutely love Sandestin. I try to make it here at least once a year and like every year, this trip did not disappoint.

Reply



Virginia Mburu

★★★★★ 3 days ago

Sunset view . Absolutely beautiful

Reply



Kim Houston

★★★★★ 4 days ago

The hotel sits right on the beach with a beautiful view. The outside and inside of the hotel was extremely clean. We stayed in a suite with a king size bed which was extremely comfortable. The room had bunk beds for the kids with their own small television. We had a balcony with a partial view of the beach. The hotel has an indoor pool with hot tub, and an outdoor pool near a bar. The hot breakfast was delicious. Also, the hotel is conveniently located near the outlet mall. We enjoyed our stay and would love to stay there again.

Responding to Positive Reviews

- Thank your happy customers for taking the time to help your business
- Suggest **other products**, dishes or services to try on their next visit, but don't make offers
- Acknowledge any **constructive criticism** within an otherwise positive review
- Mention your business **by name** for organic indexing

Review Response



[Redacted Name]

1 review

★★★★★ in the last week

I took my Suburban here after another local shop did a poor job on my repair. The folks at the Old Statesville Road location understood my dilemma and worked me in quickly. They were able to offer me a loaner vehicle while they made the needed repairs to mine. Very friendly staff and really wanted to make my experience a good one. The price was much lower than I expected it to be and I have had no issues since they made the appropriate repair. Highly recommended if you need service.

Helpful?

Response from the owner in the last week

We're pleased to know that your experience with us was a good one, Carmen! Thank you for entrusting us with the care of your Suburban, and for taking a moment to recommend us to others. Your kind words are greatly appreciated, and we hope you won't hesitate to let us know if we can serve you in the future!

Gratefully,

[Redacted Signature]

Responding to Negative Reviews

- No reply = **you don't care**
- Be polite, **professional** & friendly
- Encourage them to **contact you offline**
- Provide **specifics** on who to contact & how
- Don't offer **discounts** or freebies - it opens the door for others to take advantage
- Every complaint has a **lesson to teach** about how to improve your products, services or communication

Review Response

80%
of unhappy
customers were
won over with the
right response

Reputology poll

- Home
- Posts
- Info
- Insights
- Reviews**
- Messaging
- Photos
- Bookings
- Products (Beta)
- Website
- Users
- Create an ad
- Manage locations
- Settings
- Support

show customers you care, and
response at a time

Your customers now get notified when

Review Response

All Replied Haven't replied



Renee Troutman

★★★★☆ 4 weeks ago

was very expensive for burnt conch fritters & crab cake..my sister & I got..dint get a refund or any comp
for... [More](#)



(owner)

4 weeks ago

Thank you for sharing your experience with us. We regret if you and your sister were not satisfied with your meal, and we encourage you to reach out to our general manager so we can make things right for you both. We look forward to hearing from you.

Edit

Delete



Jeremy Musgrave

★★★★★ 4 weeks ago

The user didn't write a review, and has left just a rating.



(owner)

4 weeks ago

Jeremy, we greatly appreciate your rating and we can't wait to welcome you back to make many more five-star memories with us!

Edit

Delete



Copy link

Flag as inappropriate

Flagging Reviews

- Spam and fake content
- Off-topic
- Restricted content
- Illegal content
- Sexually explicit content
- Offensive content
- Hate speech
- Harassment and bullying
- Impersonation
- Conflict of Interest

Review Response

- ⊘ Content attributed to another individual, company or organization.
- ⊘ Reviewing your own business
- ⊘ Current or former employment experience
- ⊘ Competitors trying to manipulate your ratings



Home

Posts

Info

Insights

★ Reviews

Messaging

Photos

Bookings

Website

Users

Create an ad

All Replied Haven't replied

Report review

Due to high demand, expect delays in our processing of your flag/request. Please don't flag the same review twice. Only reviews that violate [Google's content policy](#) can be reported.

Reviews that are negative or that you disagree with, but adhere to the content policy, won't be removed.

Cancel

Continue

← Reply



Andrew Newbery
★★★★★ 22 weeks ago

s inappropriate

autiful view of



Talk to a specialist

You're currently signed in as **sliperypig@gmail.com**

If this isn't the account associated with your issue, please [switch accounts](#).

What is your name? *

What is your relationship to the business?

The information you provide helps us direct your question.

Country *

[Bit.ly/GMBGo](https://bit.ly/GMBGo)

Top Performer Secrets



Monitoring Questions & Answers

Big John's Rockin' BBQ

220 E Monument Ave Ste A, Kissimmee, FL



Ask a question

1 more answer

Is the outside seating area at the new Monument street location dog friendly? ⋮

👍 Like 💬 Answer



Big John's Rockin' BBQ (Owner)

6 months ago ⋮

Yessir

👍 2

1 more answer

We brought some visitors to see the cow and when we got there it was gone. Where is it? Is it coming back? ⋮

👍 Like 💬 Answer



James Scott

Local Guide · 384 reviews · 2,883 photos ⋮

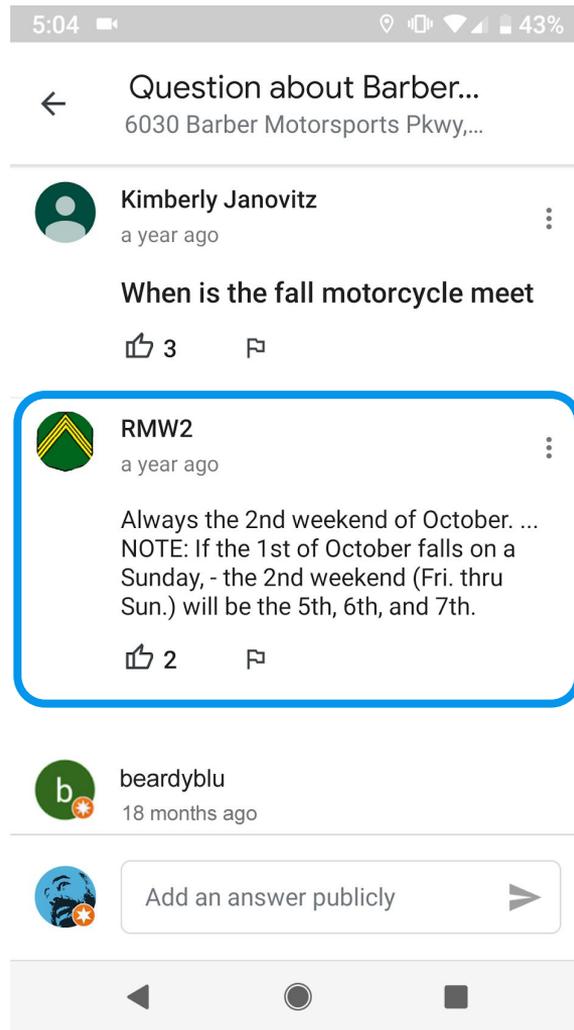
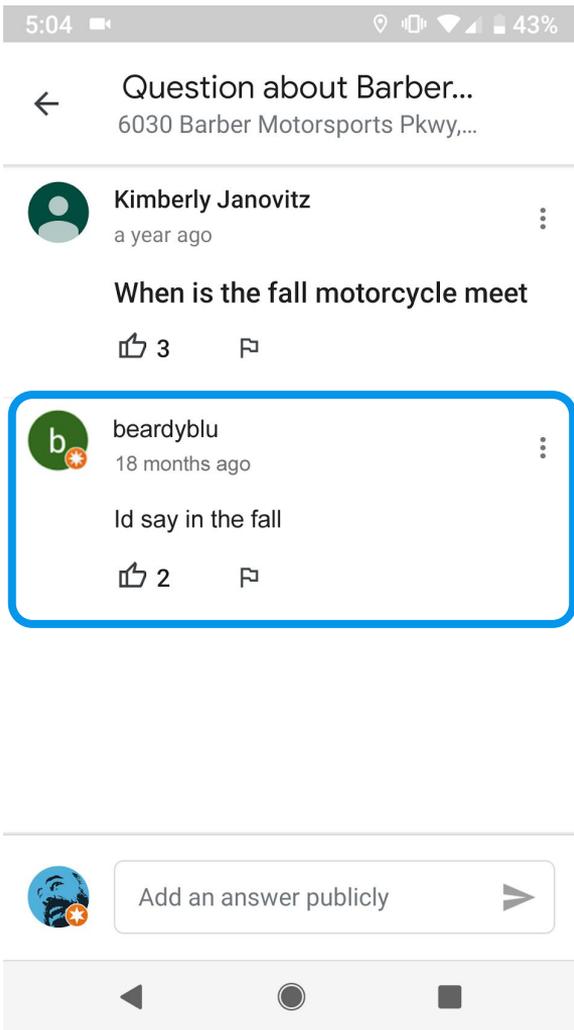
10 months ago

We ate it

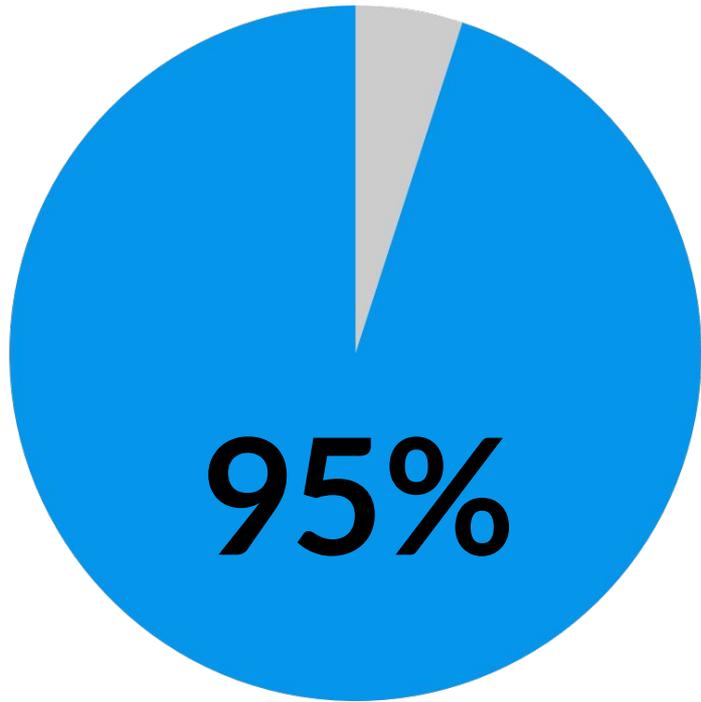
👍 1

(Not in GMB!)

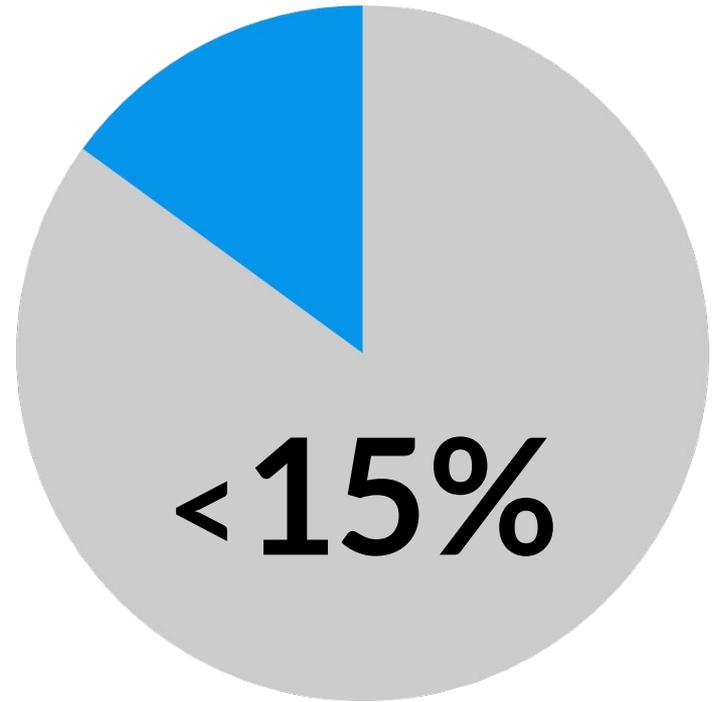
Questions & Answers is a public feature which appears as part of your Business Profile. **Anyone can ask, and answer questions** about your business.



But... they often get answered faster by **Local Guides** than they do by the businesses, and the Guides aren't always right.



Of audited listings had
questions from customers



Have answers from the
business owner

How many inches is it

 4  Answer 



Glenn Stoops

Local Guide · 8 reviews · 4 photos

a year ago

151 feet tall. 305 feet high.

does the statue of liberty wink

 1  Answer 



Old Man

Local Guide · 153 reviews · 448 photos

6 months ago

Not to all....:-))

Hello how are you?

 1  Answer 



Hemanth Ravi

Local Guide · 65 reviews · 146 photos

6 months ago

I am Fine 😊

 3 

[1 more answer](#)

What is the quality

 1  Answer 



maj sdq

Local Guide · 51 reviews · 196 photos

7 months ago

Top

What possible penalty does she face?

Questions & Answers is also generally full of some **pretty crazy stuff** - so it's worth checking your listing.

How many inches is it

 4  Answer 



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Local Guide · 8 reviews · 4 photos

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 3 

[1 more answer](#)

What is the quality

 1  Answer 



maj sdq

Local Guide · 51 reviews · 196 photos

7 months ago

Top

What's the history of the statue of liberty and did a panda make it?

 1  Answer 



Valéria Dacanal Garcia

Local Guide · 190 reviews · 577 photos

8 months ago

Hi! Access the website. There are many informations there 😊

 2 

What possible penalty does she face?

Manage locations

Settings

Support

Make sure you have **notifications on** and check your answers frequently.

Customer reviews

Alerts when customers post reviews of your business to your Business Profile

Questions and answers

Alerts about questions and answers posted to your Business Profile

Photos

Tips and updates about photos on your Business Profile

Business Profile health

Alerts and suggestions to help you keep your info accurate on your Business Profile

Insights

Personalized insights and tips about your Business Profile

Product updates

Occasional updates about new features and offers to improve your Business Profile

Posts

Updates and suggestions about posts on your Business Profile

Feedback

Occasional opportunities to send product feedback to Google

Mobile Notifications

Google My Business mobile app

Use the [Google My Business mobile app](#) to access your notifications settings for your mobile

Reply Reply All Forward

Sun 4/22/2018 3:54 PM



Google My Business <googlemybusiness-noreply@google.com>

Rick McMahan added a new question to your listing

To CA.Clark@milespartnership.com

If there are problems with how this message is displayed, click here to view it in a web browser.

Google My Business

THE MODERN HONOLULU

Rick McMahan added a new question
to your listing

"Does every room have a balcony?"



THE MODERN HONO...
1603, 1775 Ala Moana Blvd,
Hon...

REPLY NOW

REPORT THIS QUESTION

Learn more



Ask an expert



Google LLC 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA

This email was sent to you because you indicated that you'd like to receive notifications about Questions and Answers on your business listing. If you don't want to receive such emails in the future, please [unsubscribe here](#). You can also change your preferences on your Google My Business settings page by logging into <https://business.google.com/settings>.

THE MODERN HONOLULU

1603, 1775 Ala Moana Blvd, Honolulu, HI

[← All questions](#)



Rick McMahan

Does every room have a balcony?



Helpful?



THE MODERN HONOLULU (Owner)

Add an answer publicly

POST



Kat E

Local Guide · 14 reviews · 15 photos

4 days ago

Not all but most.



2



Rajesh Bahadur

Local Guide · 11 reviews · 40 photos

4 days ago

Most of yes.



Helpful?



vicky scharlau

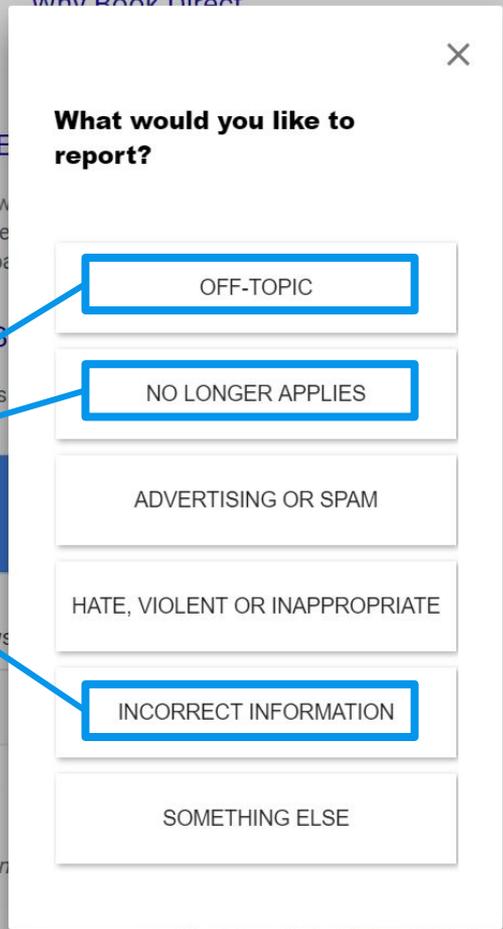
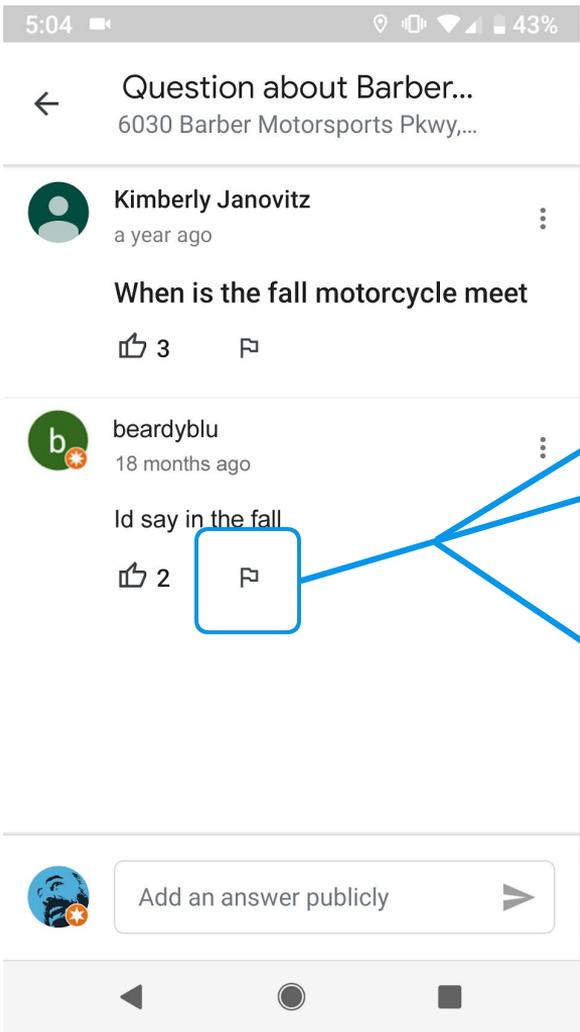
Local Guide · 4 reviews · 131 photos

4 days ago

Nope.



Helpful?



After you've provided your own answers, **report the bad answers** in your profile.



Post Your Own Questions & Answers!

Know this place? Answer quick questions

Review summary

Write a review

Add a photo



Rooms · 3.9 ★★★★★

Guests liked the large, clean, updated rooms, though some said maintenance could be improved · Rooms had views · Some guests noted the rooms could be quieter & beds could be improved

Location · 4.4 ★★★★★

Near the beach; shopping & sightseeing nearby · Easily accessible by car · Near public transit

Service & facilities · 4.3 ★★★★★

Guests enjoyed the pool · Guests appreciated the friendly staff · Guests spoke highly of housekeeping

[View all reviews](#)

Questions & answers

[See all questions \(2\)](#)

Ask a question

Kat E

Local Guide · 14 reviews · 15 photos

4 days ago

Not all but most.

2

[5 more answers](#)

ing available?

lpful? Answer

Ryan Devlin

Local Guide · 83 reviews · 193 photos

6 months ago

In the actual hotel it's valet parking only. There's room bill in addition to the \$35 per night. Self par

2

[9 more answers](#)



Ask a question

Ask a question

THE MODERN HONOLULU



THE MODERN HONOLULU

Posting publicly

How far is the hotel from Ala Moana Shopping area?

CANCEL

POST

Photos Tab



Managing Your Visual Representation



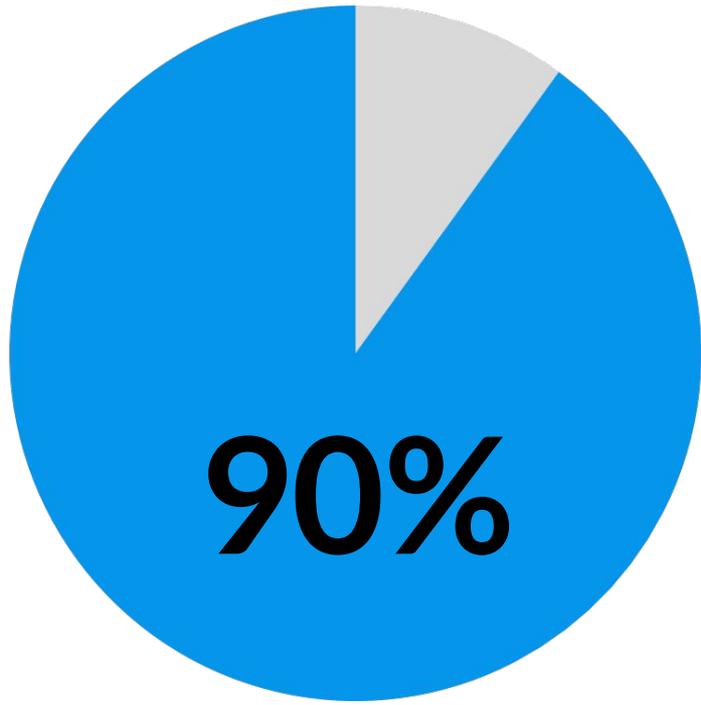
Photos are a key part of how potential customers make decisions about your business.

Compass Bar & Chill
12324 Manatee Avenue West
Bradenton, FL 34209

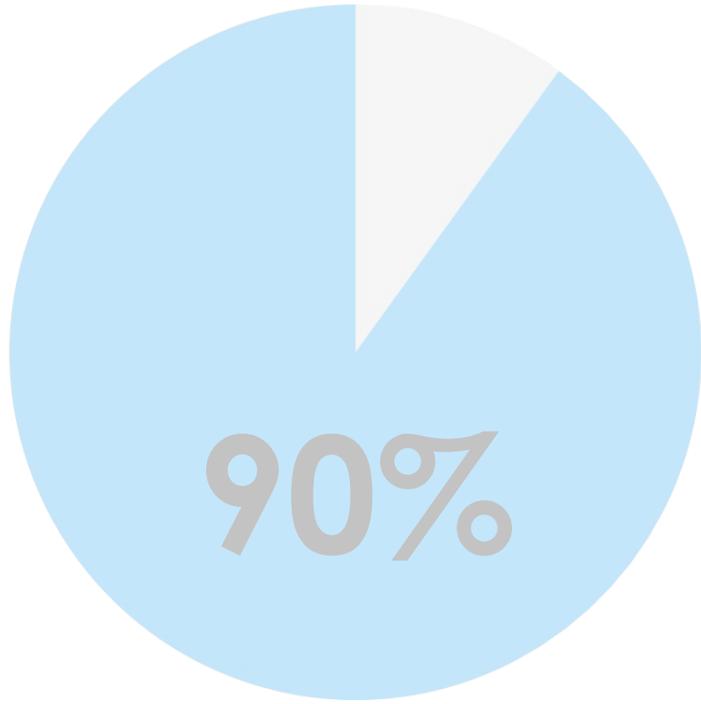
- Home
- Posts
- Info
- Menu
- Food ordering
- Insights
- Reviews
- Calls
- Messages
- Photos
- Bookings
- Website
- Users
- Create an ad
- Businesses
- Settings
- Support



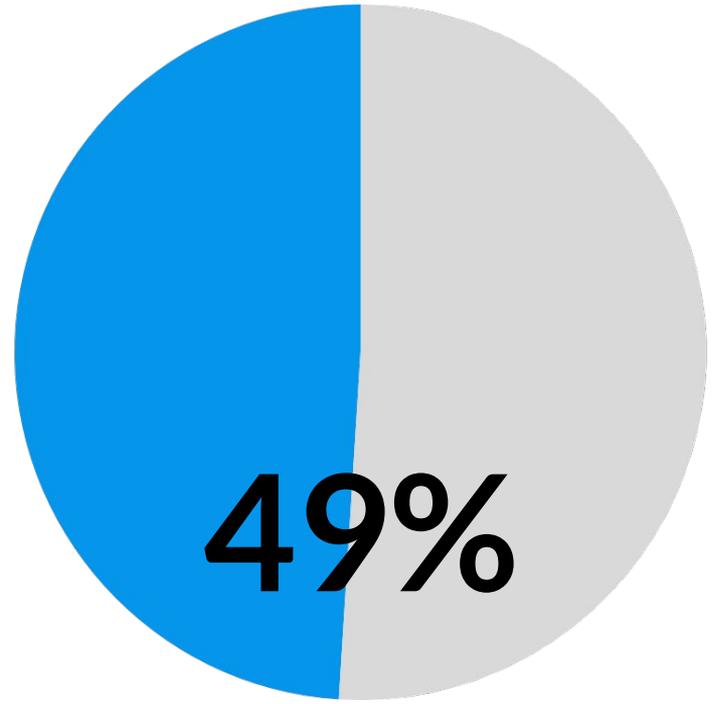
Listings with quality photos are **twice as likely** to generate engagement with customers.



Of photos available for your business are supplied by your customers



Of photos available for your business are supplied by your customers



But, customer photos account for less than half of all views

Add 4-5 photos per month for a **10-30%** Lift in exposures for your business



- Messages
- Photos
- Bookings
- Products
- Services

owner By customer 360 Video Interior Exterior At work Team Identity

Top Performer Secrets



Photo Best Practices

1. INFORMATIVE

What would a potential visitor want to know or see about this place? Consider the **scope**, the **scale** and the **context** of the place you're capturing.



1. INFORMATIVE

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2. ATTRACTIVE

What makes this photo eye-catching? Consider **color**, **contrast**, **saturation**, **lighting**, **focus** and **leading lines**.



1. INFORMATIVE

What would a potential visitor want to know or see about this place? Consider the **scope**, the **scale** and the **context** of the place you're capturing.

2. ATTRACTIVE

What makes this photo eye-catching? Consider **color**, **contrast**, **saturation**, **lighting**, **focus** and **leading lines**.



3. RECENT

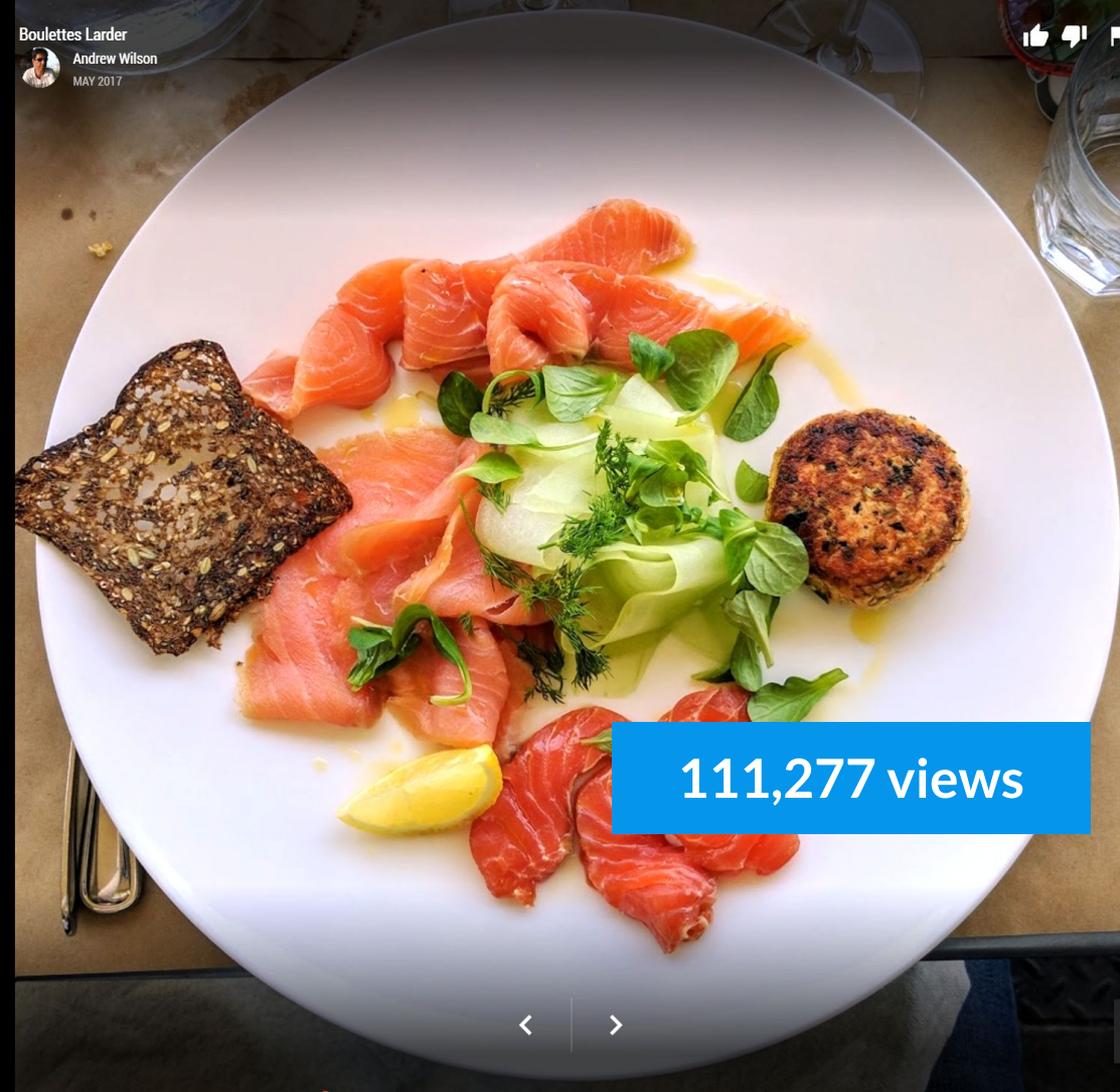
Customers want to know what things look like right now, they're looking for reassurance - yes, this place is open, yes it's safe, etc.



This photo is good! It's both informative and attractive. Easy to understand what it is, where it's taken from, bright colors good contrast, good framing.



This photo is bad. It isn't attractive - off-kilter horizon, muddy colors, and it isn't particularly informative - unreadable signs/context.



111,277 views



10,757 views



Photo Best Practices

- Only upload photos you created or own the complete rights to.
- Upload at least 4K images (3840x2160).
- **Don't use filters** - limit your edits to brightness, color, contrast & saturation.
- **Avoid seasonal images**, unless that's relevant to the location you're shooting.





Photo Best Practices

- Keep your vertical and horizontal lines as straight as possible.
- Shoot mostly horizontal images - the products make much better use of them than portrait images.
- Interiors **without people** are preferred to those with people. Avoid identifiable faces & PII, or have release forms.

Top Performer Secrets



Flag Poor Quality & Irrelevant
Images for Removal

- Home
- Posts
- Info
- Menu
- Food ordering
- Insights
- Reviews
- Calls
- Messages
- Photos**
- Bookings
- Products
- Website
- Users

Overview

By owner

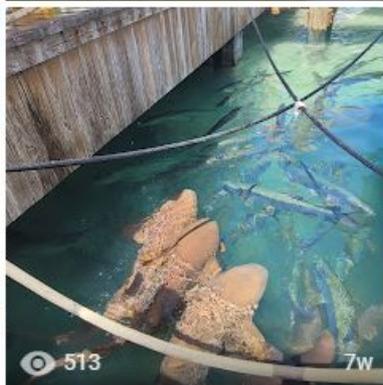
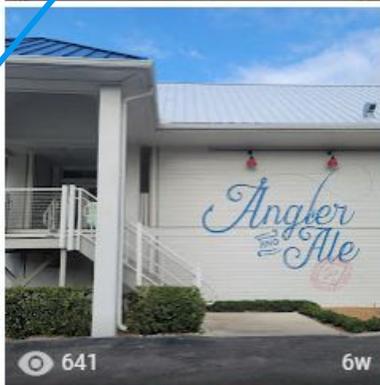
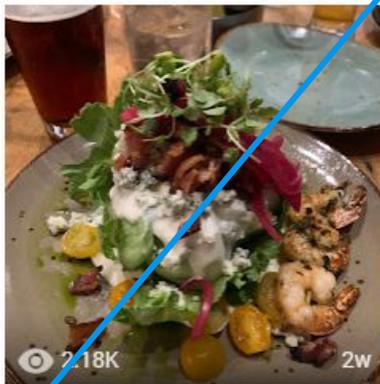
By customer

360

Video

Interior

Exterior





Images may be subject to copyright.

Why are you reporting this photo? (Required)

- Offensive, hateful or sexually explicit
- Legal issue
- Privacy concern
- Poor quality
- Not a photo or video of the place
- Other

Please share your reason. Examples:
inappropriate caption, misclassification.

Email address:
(Required)

reCAPTCHA verification:
(Required)

I'm not a robot



reCAPTCHA
Privacy - Terms

Submit



Top Performer Secrets



Set Cover Photo & Logo



Seaside Grill



Seaside Grill

★★★★☆ (43)

Bar & grill



Overview

Posts

Photos

Your welcome offer

Set up your welcome offer
Turn followers into customers



5000 Kahala Avenue, Honolulu, HI 96816-5411, United States



Home

Customers

Profile

More

Search locations

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Website

Users

Create an ad

Manage locations

Settings

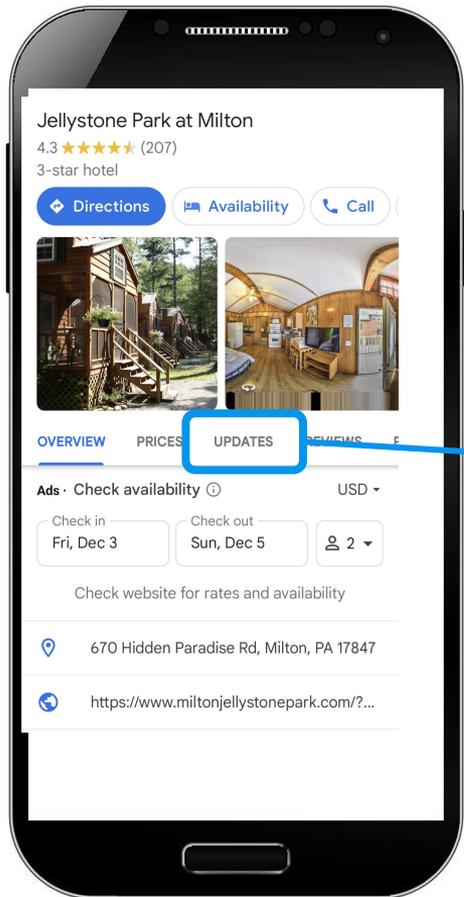
Video Interior Exterior Food and drink Menu



Posts Tab



Posting Content



← Jellystone Park at Milt... 🔍 ⋮

ERVIEW PRICES **UPDATES** REVIEWS PHOTO

By owner By visitors

 Jellystone Park at Milton  
Nov 11, 2021



**WE APOLOGIZE
FOR THE
INCONVENIENCE**



We are experiencing a phone outage. The phone company cannot provide us with an update on when the phone lines... [more](#)

 Jellystone Park at Milton  
Nov 7, 2021

Post Updates

Why Use Posts?

Posts provide high-visibility updates about changes in services, special offers, updates and events.



UniTea
4.8 ★★★★★ 58 reviews · \$
Bubble tea store

Directions Website Save Nearby Share

[ORDER ONLINE](#)

✓ Dine-in ✓ Takeout ✓ No-contact delivery

MAYNARD HOUSE, 522 E William St, Ann Arbor, MI 48104

Open now: 12–10PM

Menu
orderunita.com

uniteaann Arbor.com

(734) 436-8945

77H5+34 Ann Arbor, Michigan

Add a label

[Suggest an edit](#)

From the owner

We now offer quick and easy online ordering through Menufy! Click th...
Feb 10, 2022
[Order online](#)

Online Ordering
-Now Available-



Google

unitea ann arbor

All Maps Shopping Images Videos

UniTea

Website Directions Save Call

4.8 ★★★★★ 58 Google reviews

\$ · Bubble tea store

[ORDER PICKUP](#) [ORDER DELIVERY](#)

Service options: Dine-in · Takeout · No-contact delivery

Address: MAYNARD HOUSE, 522 E William St, Ann Arbor, MI 48104

Hours: Open · Closes 10PM

Menu: orderunita.com

Phone: (734) 436-8945

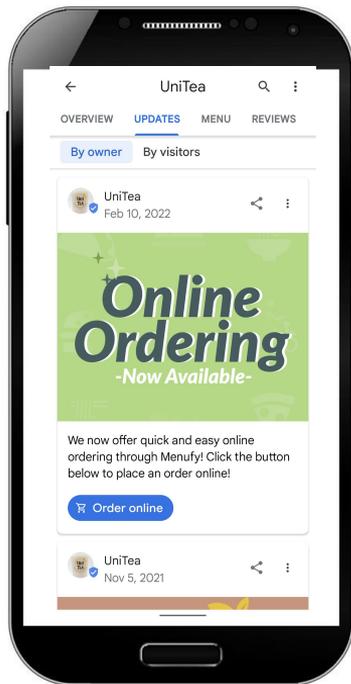
[Suggest an edit](#) · [Own this business?](#)

UniTea on Google

Online Ordering
-Now Available-

We now offer quick and easy online ordering through Menufy! Click the button belo...
Feb 10, 2022
[Order online](#)

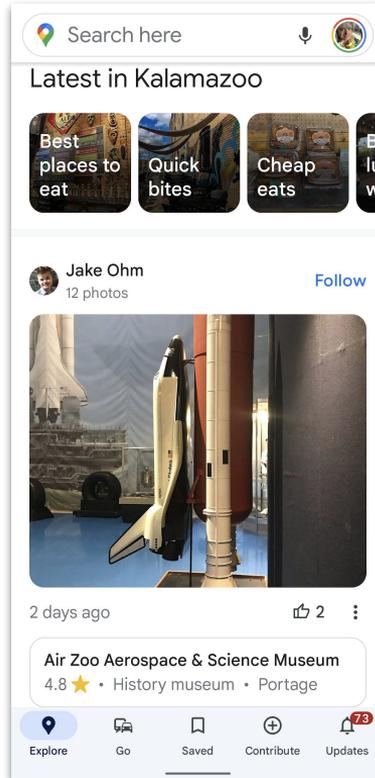
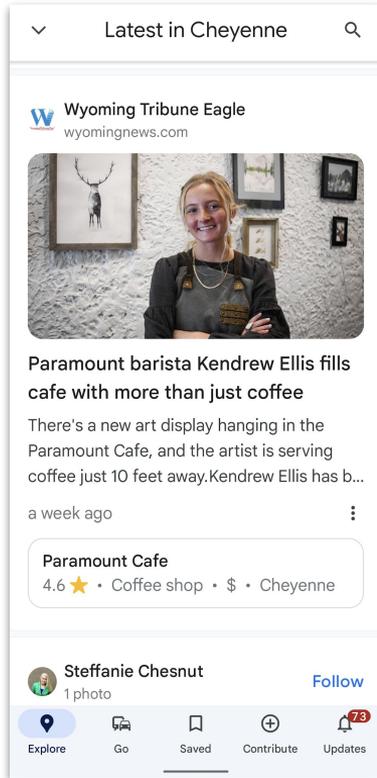
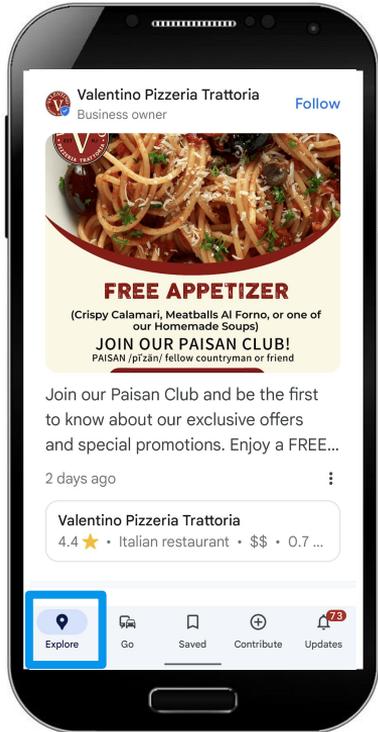
[View all](#)



Post Updates

Posts appear in **your business profile** throughout Google Search and Google Maps on mobile & desktop

This provides a huge amount of organic visibility for your message.
(That means free!)



Post Updates

Posts also appear as part of the **Explore** section of the Google Maps mobile app

Recent updates from businesses, customers and local media are featured to those exploring your area

Giapo

Website Directions Save

4.5 ★★★★★ 2,622 Google reviews

\$\$\$ · Ice cream shop

Modern parlour featuring handmade ice cream, gelato & sorbet in traditional & adventurous flavours.

From Giapo

'Ice cream reimaged'

Giapo on Google

#blog #giapo #icecream #inspiration 3 days ago

Behind Closed Doors. Thank you @mwpographyanz and @cuisinemagazine 5 days ago

10:25 - Salvador Dalí 74%

the dali (salvador... X

for the Arts...

See nearby museums

The Dalí (Salvador Dalí Musuem, Inc.)

Bank of America ATM

Dalí Blvd

Grand St Peter

rt Whitted

The Dalí (Salvador Dalí Musuem, Inc.)

4.7 ★★★★★ (7,344)

Art museum · \$\$

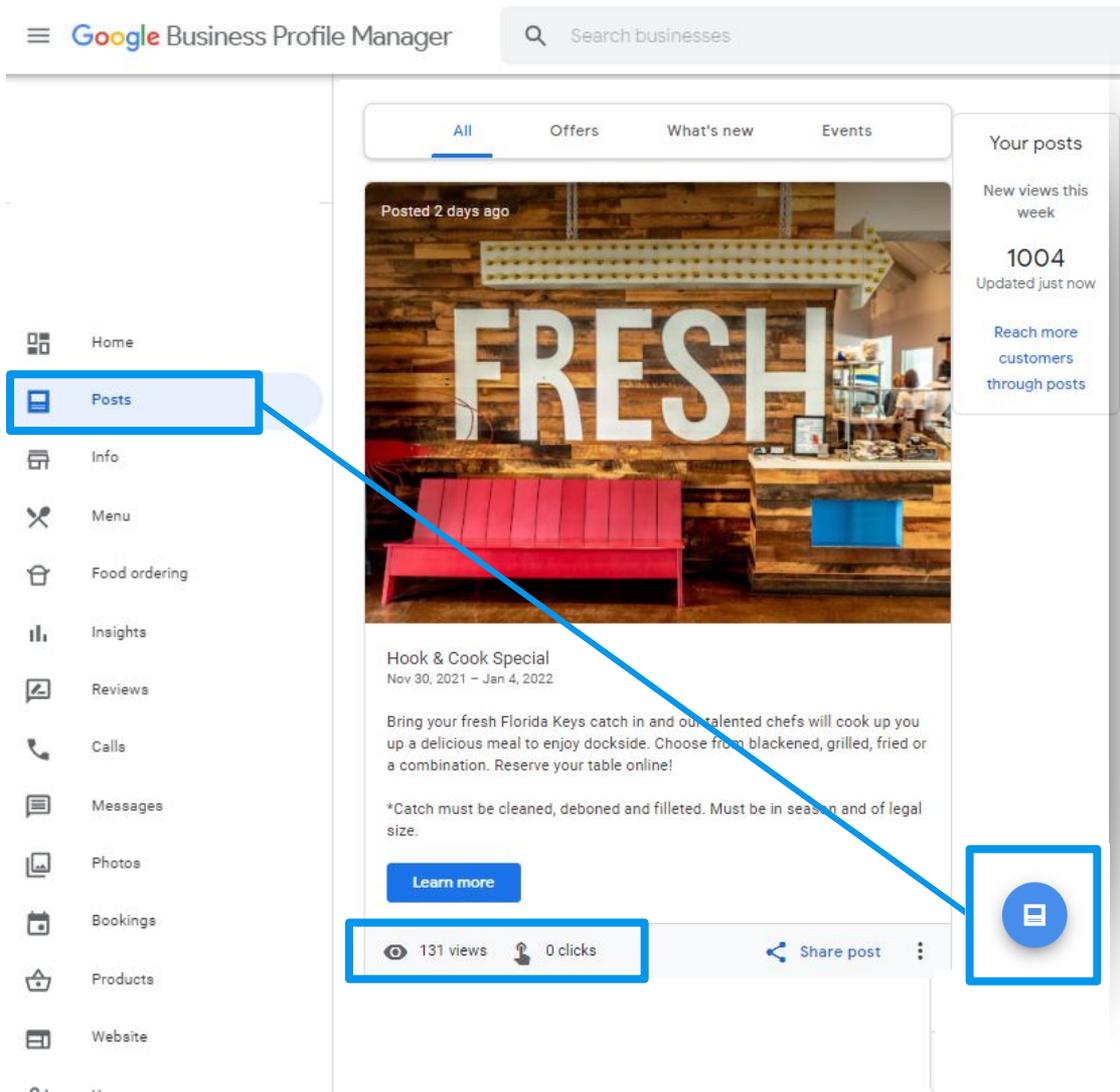
Open · Closes 5:30 PM

Directions Call Share

Post Updates

Posts are

- **Free:** no cost per click
- **Trackable:** with views and clicks or with your own analytics codes
- **Visual:** include images or videos
- **Engaging:** include direct links to your website or buttons



Post Updates

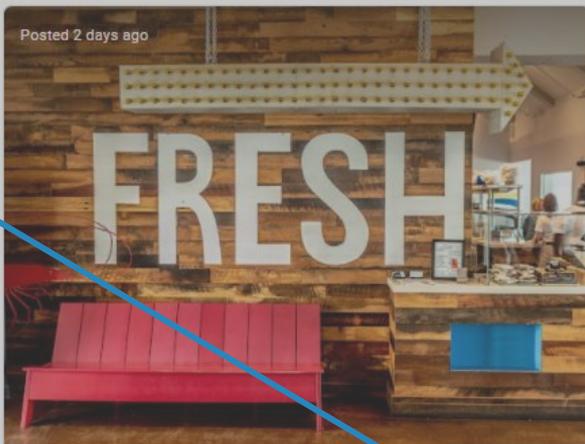
Google Business Profile Manager

Once logged in, go to the Posts tab and click the create button to get started

Review views and clicks of past posts here.

- Home
- Posts**
- Info
- Menu
- Food ordering
- Insights
- Reviews
- Calls
- Messages
- Photos
- Bookings
- Products
- Website

All Offers What's new Events



Posted 2 days ago

Hook & Cook Special
Nov 30, 2021 – Jan 4, 2022

Bring your fresh Florida Keys catch in and our talented chefs will cook up you up a delicious meal to enjoy dockside. Choose from blackened, grilled, fried or a combination. Reserve your table online!

*Catch must be cleaned, deboned and filleted. Must be in season and of legal size.

Learn more

131 views 0 clicks

Share post

Your posts

New views this week

1004

Updated just now

Reach more customers through posts

Learn more

131 views

Create post

COVID-19 update



Changes to your business
Let customers know about business due to COVID-19

Update your status

Add a button (optional)

None

Book

Order online

Buy

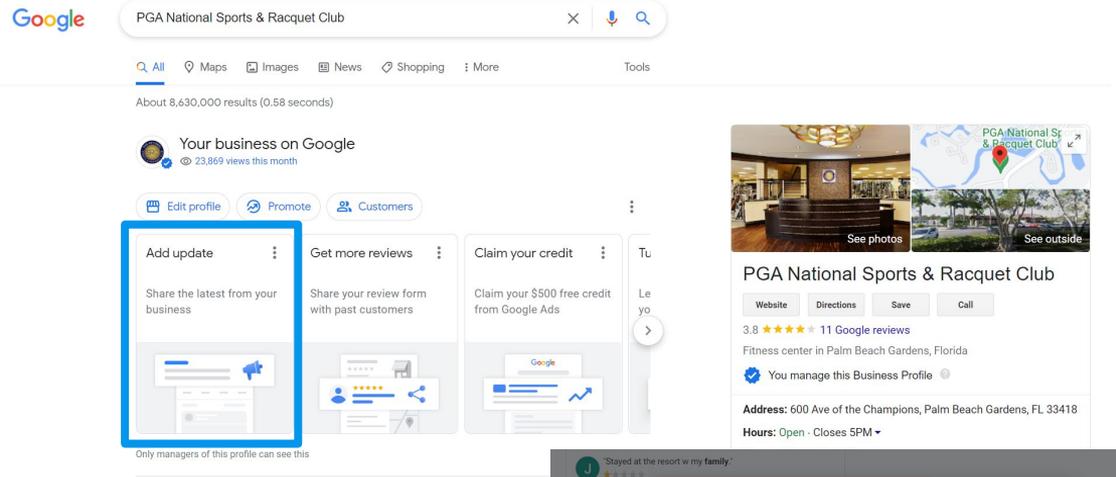
Learn more

Sign up

Call now

Preview

Publish



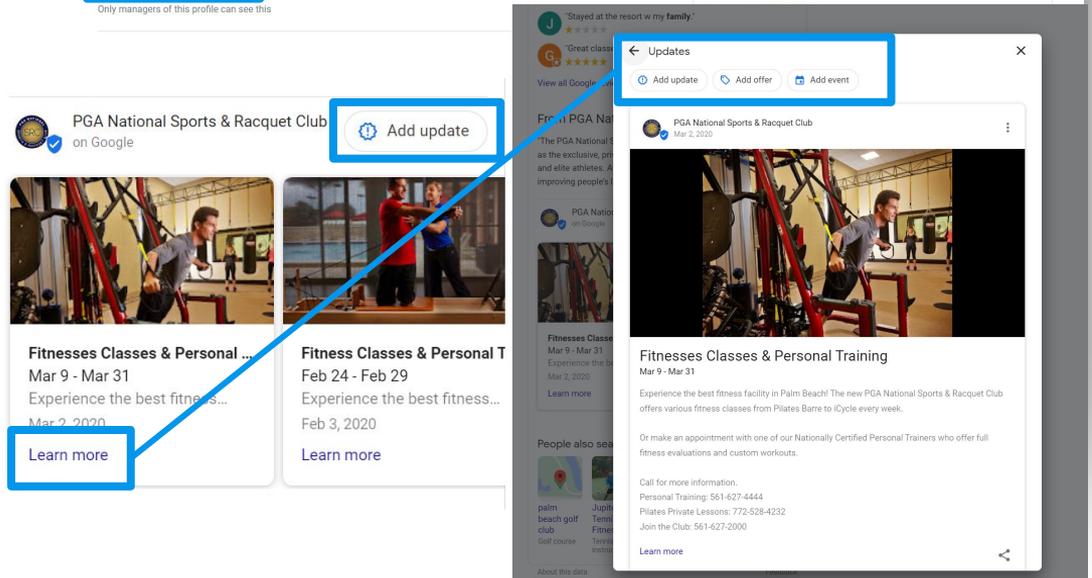
Post Updates

Search Results Page

Logged in to your Google account, find your business on Google Search

There are several locations where you can access Posts (called "Updates")

Click on a prior update to get Offer and Event format options



← Add update

⋮ X

Add a description

0 / 1500

Add photos

Add a button (optional)

None

None

Book

Order online

Buy

Learn more

Sign up

Call now

Preview

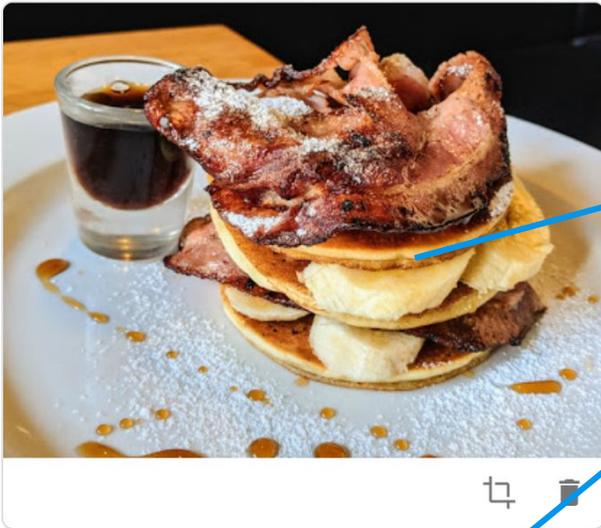
Post

Post Updates

Search Results Page

Use the pop-up to enter and update a post

Need some ideas? Look at some sample posts.



Write your post

Try our new maple bacon banana short stack! Order it with a tall flat white to go and enjoy the best breakfast in town!

100 - 300 words

Order online

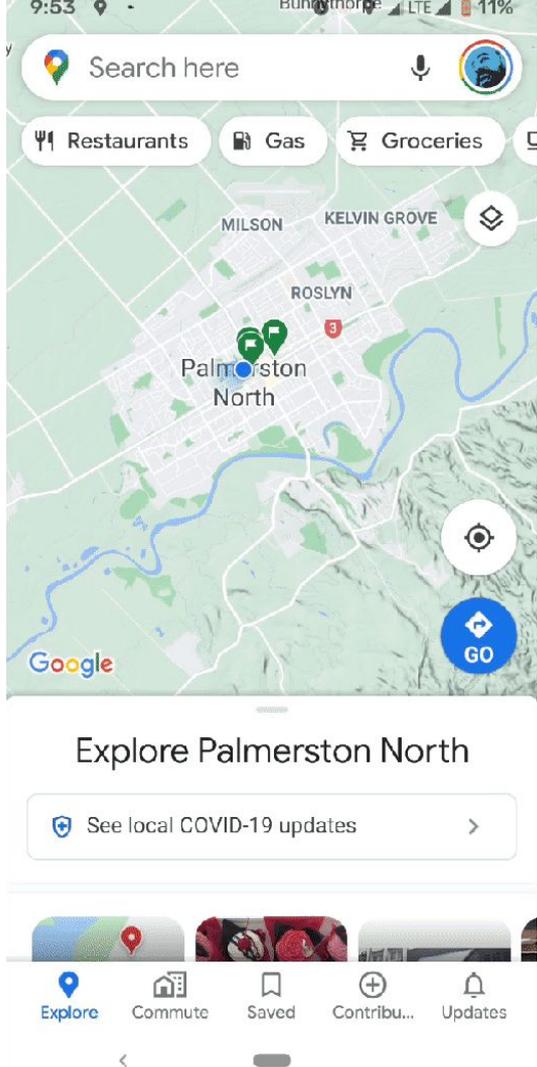
Link for your button

http://yourrestaurant.com?utm_source=pastg&utm_medium=email

Post Updates

Best Practices for Using Posts

- Use an **attention grabbing photo** - bright colors, simple, single subject
- **Focus your message** on the first 100 characters
- Add your own **tracking codes** to your call-to-action button



Post Updates

Best Practices for using GMB Posts

- Keep **two posts live at a time** to maximize view rate for your content. More than two will reduce viewability of your oldest post.
- Remove out-of-date posts or set expiration dates
- Post **regularly** - at least two to four times per month

Post Updates

Event-type posts have the **best overall performance**.

Events have the greatest number of available options and are presumably viewed as more timely.

← Add event

Event title
(Example: Sale this week)

Start date 
MM/DD/YYYY

Start time (optional)

End date 
MM/DD/YYYY

End time (optional)

Event details
0 / 1500

Add a button (optional)
None

[Preview](#) [Post](#)

Marie Selby Botanical Gardens Downtown
Jan 7, 2022



RAINFOREST MASKS OF COSTA RICA
Exhibition & Sale
Jan 8 - Jan 30

The Rainforest Masks of Costa Rica exhibition highlights the artistry of the Indigenous Boruca tribe of Costa Rica. For the 18th consecutive year, the Museum of Botany & the Arts will showcase hundreds of beautiful hand-carved and painted balsa wood masks featuring the stunning flora and fauna of the tropical rainforest.

[Learn more](#)

Marie Selby Botanical Gardens Downtown
Dec 2, 2021



LIGHTS IN BLOOM®
An Open-air Holiday Light Show
DECEMBER 11 - JANUARY 2

Lights in Bloom®: An Open-air Holiday Light Show
Dec 11 - Jan 2

Lights in Bloom®: An Open-Air Holiday Light Show will feature more than two million lights illuminating the gardens and walkways. Don't miss a holiday photo opportunity, children's arts and crafts, activities, and entertainment. Food will be available for purchase from the Michael's on East grill, including a cash bar. Tickets are on sale now!

[Book](#)

COVID-19 Update posts, which have limited options but are pinned to the top of your profile.

This is a great place to reassure customers about safety.

Create post ✕

[COVID-19 update](#) [Offer](#) [What's New](#) ➤

⚠ Changes to your business?
Let customers know about any changes to your business due to COVID-19

Update your status

Add a button (optional)

None ▾

[Preview](#) [Publish](#)

9:03 📶 📶 📶 📶 📶 📶 75%

← Angler & Ale, 540 Du... ✕ 🎤

[See nearby restaurants](#) 📍

Duck Key Dr

Angler & Ale
Takeout

Dive Duck Key
Dive shop

Angler & Ale
4.2 ★★★★☆ (435) · 🌈 64% match
Seafood · \$\$\$
Closed · Opens 12:00 PM

COVID-19 updates from business
Angler and Ale is open for takeout! With family-style dinners, fresh pizza, bottled be...

✕ Dine-in · ✓ Takeout · ✕ Delivery

[📍 Directions](#) [📞 Call](#) [🔗 Share](#) [🔖](#)





Claire Carlile @clairecarlile



This is kind of a big deal! Use Google posts, and make sure the content of those posts is good! 🌟

Brodie Clark @brodieseo

Nice one for Local SEOs to be aware of. Now seeing standard Posts appears from months back by default. Would show for 7 days previously, then "expire" and become hidden behind the 'view all' button. Glad to see more visibility given to Posts – this change makes sense IMO.

The screenshot shows a Google search for "the great northern". On the left, there's a "People also ask" section with questions like "Who owns the Great Northern Hotel?". In the center, there's a bar chart showing "People typically spend 1-2.5 hours here". Below that are several reviews, one of which is highlighted with a red arrow and a date stamp "Aug 25, 2020". The main listing is for "Great Northern Hotel" with a "BURGER DAY" post. At the bottom right of the listing, a red arrow points to the text "Older posts on GMB now showing by default on listings".

12:35 AM · Jan 20, 2021



18 See Claire Carlile's other Tweets

Post Updates

Posts now have no expiration date unless you set one.

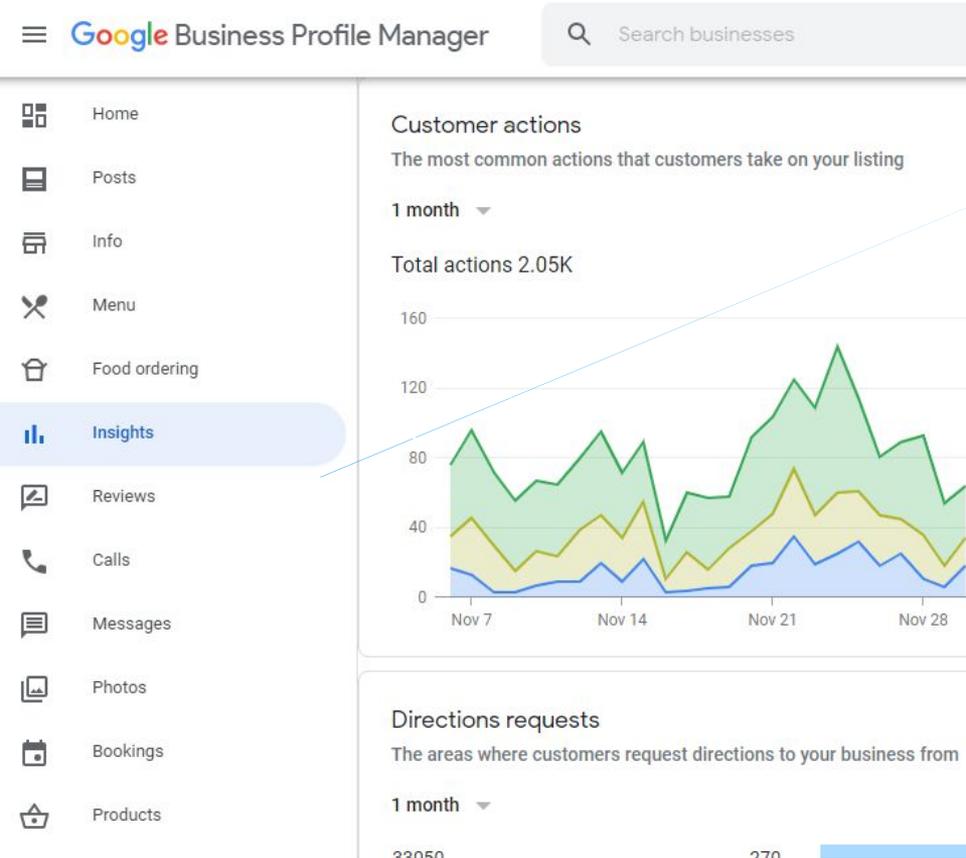
Be sure to check that you don't have old, irrelevant posts showing



Insights Tab



Measuring Exposure &
Engagement



Insights reporting tracks customer exposures and engagement **inside Google's platform** - *you can't get these numbers anywhere else.*

- Customer actions: website visits, phone calls & requests for directions
- Bookings
- Visibility in Search & Maps
- Search terms
- Popular times
- Photo views

To view your insights, select the **Insights** tab from the left hand menu

The screenshot shows the Google Business Profile Manager interface. At the top, there is a search bar with the text "Search businesses". Below this, the left-hand menu is visible, with the "Insights" tab highlighted in blue. The main content area displays a notification about moving insights to a new report, followed by a donut chart titled "How customers search for your business" for the last 1 month. The chart shows 18,864 total searches, broken down into three categories: Direct (green), Discovery (blue), and Branded (yellow). A "Promote your business in minutes" section is at the bottom with a "Start advertising now" button.

ORGANIZATION
Miles Partnership

Seaside Grill
5000 Kahala Avenue
Honolulu, HI 96816

- Home
- Posts
- Info
- Menu
- Food ordering
- Insights**
- Reviews
- Calls
- Messages
- Photos
- Bookings
- Website

Your insights are moving
Your metrics will move to a new-look report. Search queries are visible, and more metrics will be added in a few months.
[Learn more](#)
[See new profile performance](#)

How customers search for your business
1 month

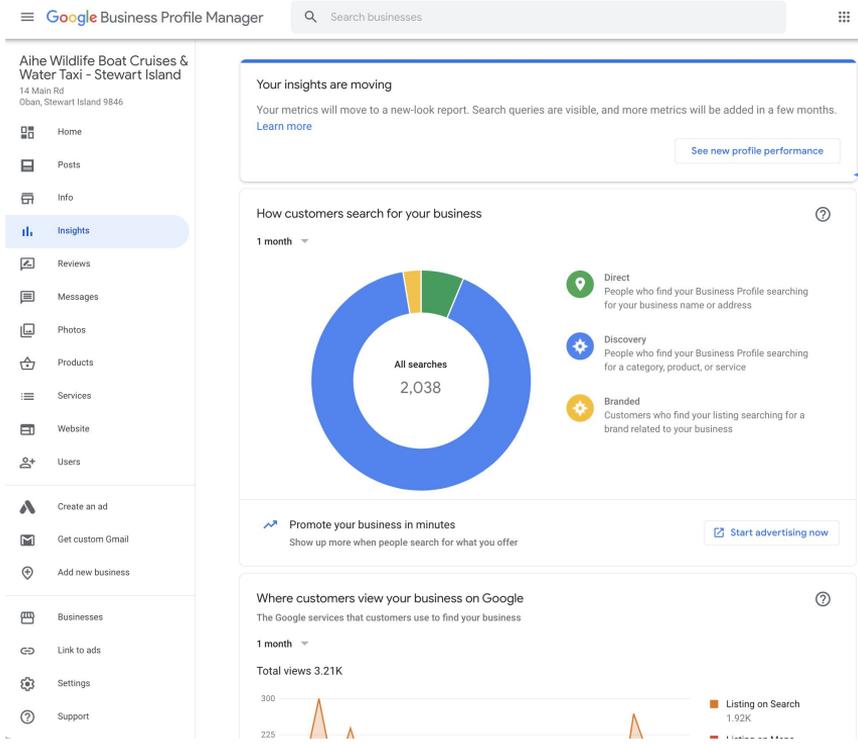
All searches
18,864

- Direct**
People who find your Business Profile searching for your business name or address
- Discovery**
People who find your Business Profile searching for a category, product, or service
- Branded**
Customers who find your listing searching for a brand related to your business

Promote your business in minutes
Show up more when people search for what you offer
[Start advertising now](#)

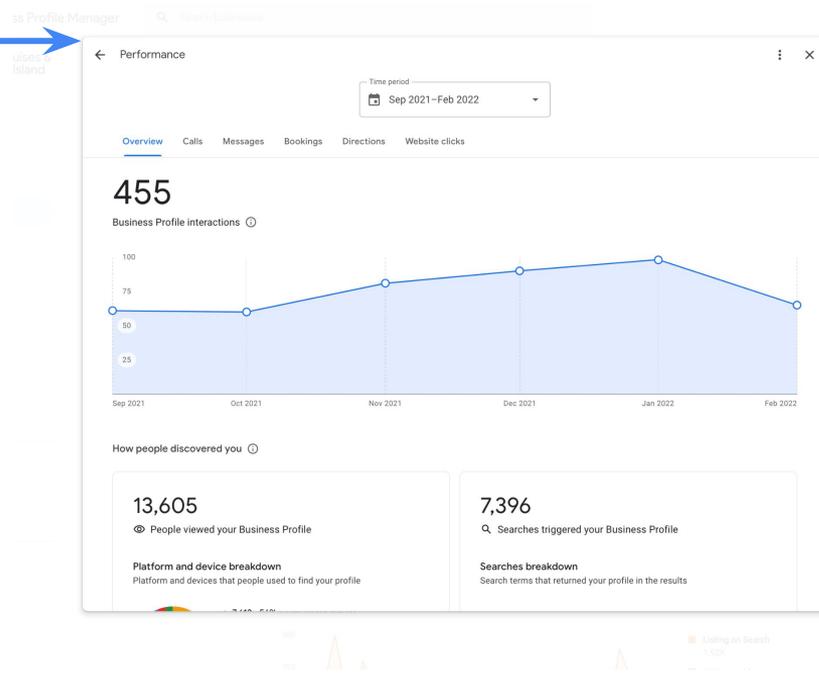
Old Insights Dashboard

Still available to all profiles via 'insights' in the Google Business Profile dashboard.



New Performance Reports

Currently linked to from the top of the insights page. Will eventually replace the old insights.



Profile
Performance
Reports can also
be accessed via
Google search by
clicking **Promote**
and then
Performance

The image shows a Google search result for "ruggedy range wilderness experience". The search bar at the top contains the text "ruggedy range wilderness experience" and has icons for clearing, voice search, and search. Below the search bar are navigation tabs for "All", "Images", "Shopping", "Maps", "News", and "More", along with a "Tools" link. The search results indicate "About 6,730 results (0.74 seconds)".

The main result is a business profile for "Ruggedy Range". It features a logo, the text "Your business on Google" with "10,841 views this month", and three buttons: "Edit profile", "Promote" (highlighted with a blue box), and "Customers". Below these buttons are three promotional cards: "Create an offer", "Claim your credit", and "Learn more about your profile".

A dropdown menu is open from the "Promote" button, listing several options: "Performance" (highlighted with a blue box), "Advertise", "Add photos", "Ask for reviews", "Add update", "Add offer", and "Add event".

Below the business profile, there is a URL "https://www.ruggedyrange.com" and a snippet for "Stewart Island Tours & Wilderness Experience Ruggedy Range". The snippet includes the text "The best Stewart Island / Rakiura and Ulva Island tours as rated on Trip Advisor. Ruggedy Range Wilderness Experience offers informative and personalised ..." and "You've visited this page many times. Last visit: 16/01/22". A "Book now" button is visible at the bottom left of the snippet.

Maximizing Exposure Checklist

- Keep Core Information Current**
- Monitor & Respond to Reviews**
- Respond to Customer Q&A**
- Get Free Exposure with Posts**
- Upload Images Frequently**
- Monitor Insights Data**

Don't forget about these resources



Office Hours Support



The screenshot shows the Visit California website interface. At the top, there is a navigation bar with the Visit California logo and a search bar. Below the navigation bar, a progress bar titled "Your Progress: Complete articles to earn badges!" displays six levels: Newbie (Read 2 Articles), Rookie (Read 5 Articles), Skilled (Read 10 Articles), Advanced (Read 20 Articles), Expert (Read 50 Articles), and Mastermind (Read 100 Articles). The main content area features a welcome message and an introduction to the online library of educational and how-to materials. Below this, there is a section for "Latest Updates" featuring an article titled "Inspiring Confidence: Tools for Businesses Re-Opening in the Time of COVID-19" with a sub-heading "Updated: June 18, 2021". The article description states it provides clarity on best practices for using Google My Business (GMB) and other free tools. On the right side, there is a sidebar menu with links for Account, Google My Business, Accessing GMB, Posts, Info, Insights, Leveraging Followers in Google My Business, Reviews, Understanding Service Area Businesses, Menus, Services and Products, Understanding the Local Pack, Photos, Questions And Answers, and Adding Managers.

California Visit California

Search

Account

Google My Business ▾
Inspiring Confidence: Tools for Businesses Re-Opening in the Time of COVID-19

Accessing GMB

Posts

Info

Insights

Leveraging Followers in Google My Business

Reviews

Understanding Service Area Businesses

Menus, Services and Products

Understanding the Local Pack

Photos

Questions And Answers

Adding Managers

Your Progress: Complete articles to earn badges!

Newbie
Read 2 Articles

Rookie
Read 5 Articles

Skilled
Read 10 Articles

Advanced
Read 20 Articles

Expert
Read 50 Articles

Mastermind
Read 100 Articles

Welcome to the Local Tourism Marketing Academy brought to you by Visit California.

In an effort to help you effectively market your business, we've created this online library of educational and how-to materials specifically for businesses and organizations like yours. The library contains a collection of how-to documents, resources, reference materials, and tools to help you maximize your visibility and results across a range of digital marketing platforms.

We have over 100 articles available already and are adding and updating content monthly. Use the navigation on the right to find articles relevant to your interests.

Latest Updates

 **Inspiring Confidence: Tools for Businesses Re-Opening in the Time of COVID-19**
Updated: June 18, 2021

This article will provide some clarity for business owners and managers regarding best practices for using Google My Business (GMB) and other free tools while navigating varying levels of COVID-19 restrictions and re-opening.



Thank You!

visit
California

miles
PARTNERSHIP