

December 2021

# Using Google's Tools for Destination Marketing

California Destination Optimization Program - Miles Support  
Services





Destination Audit



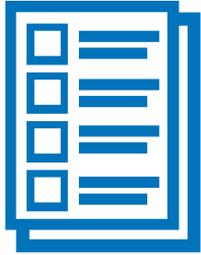
Activation & Clean-Up



Training & Education

## Core Support Services

Three services to help your DMO **document** and **improve** how your market appears within Google's products.

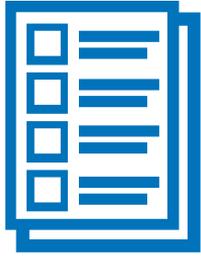


## Audit

Understanding **how visitors search** for the destination, and **what they see** when they do.

### **Audit & Activation Program Includes:**

- ✓ Baseline Google Product Audit
- ✓ Yelp and Tripadvisor Completeness Audit
- ✓ Google Business Profiles Completeness Audit
- ✓ County Top Sights Audits
- ✓ Work Plan Recommendations & Staff Training
  - Google Business Profiles Missing Data Submission
  - Visual Content Review and Submission



# Audit

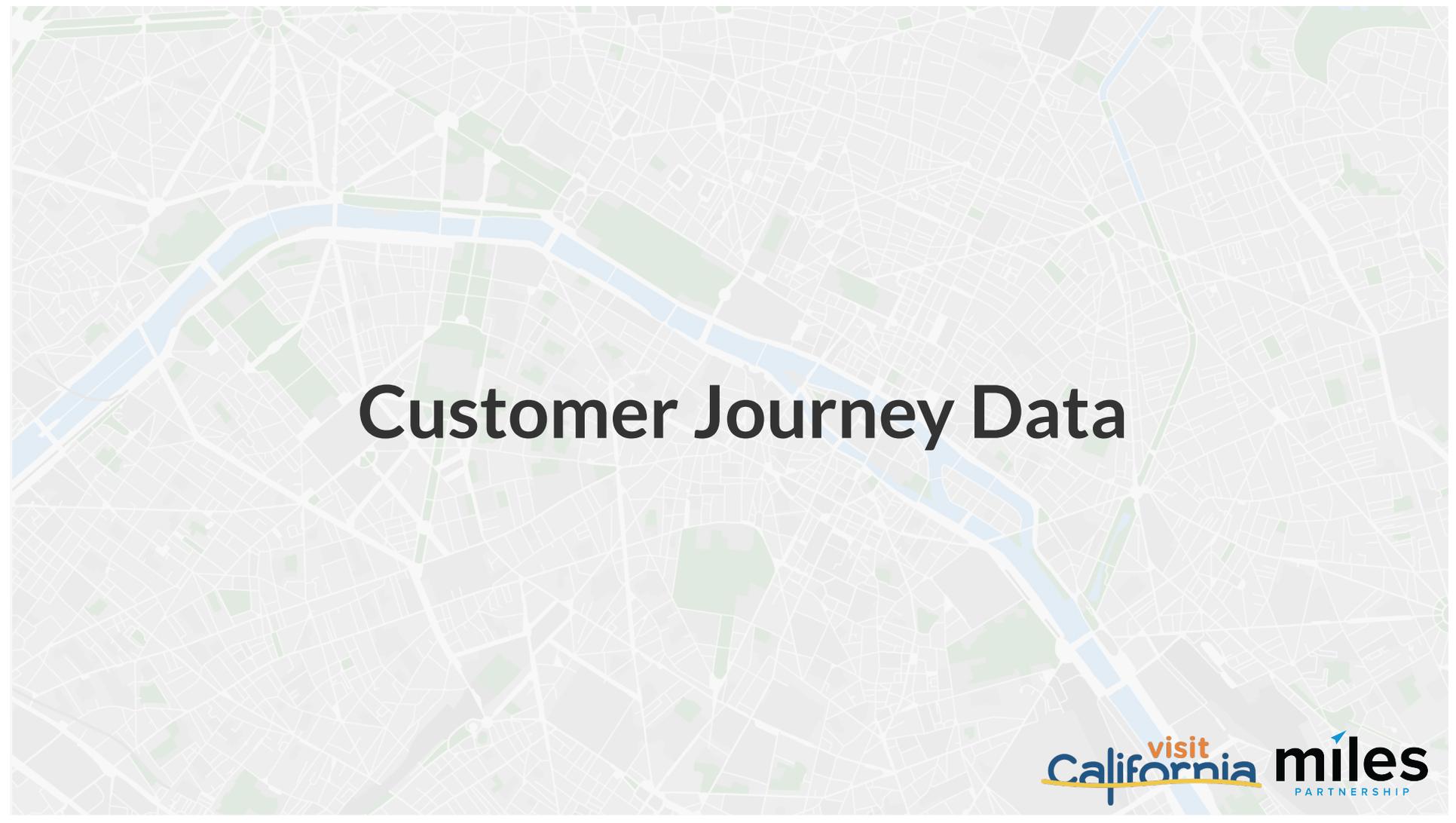
## Next Steps with these materials:

- Review Top Sights document to identify any non-attractions to be flagged by Miles Partnership
- Review Google Business Listings document for comparison tab information which may benefit your partner database
- Provide feedback on businesses that are marked as permanent or temporarily closed which should be open
- Utilize photo recommendations and current available assets to provide Miles Partnership with dropbox of full rights image assets

## AGENDA

# What we'll cover today

- Customer Journey
- DMO as Leading Local Guide
  - How to create a local guide account
- Content Opportunities
  - Updating Existing Listings & Adding Listings
  - Creating New Images
  - Flagging Images
- Membership Value Toolset
  - Ways to Help a Business



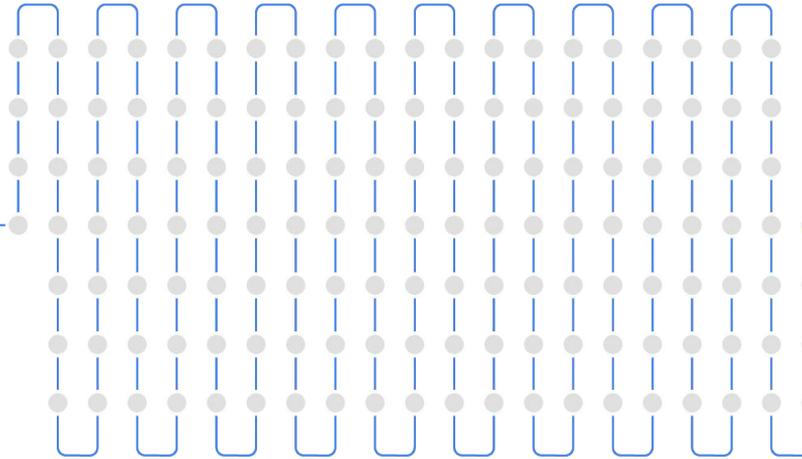
# Customer Journey Data

# No "Typical" Traveler Journey

Dan, 47

74+  
days spent

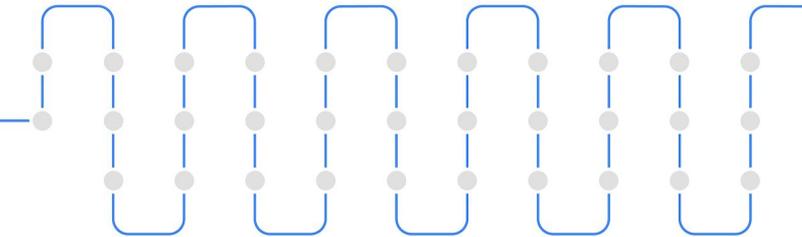
600  
touchpoints



Bess, 30

6  
days spent

200+  
touchpoints





Trips



Things to do



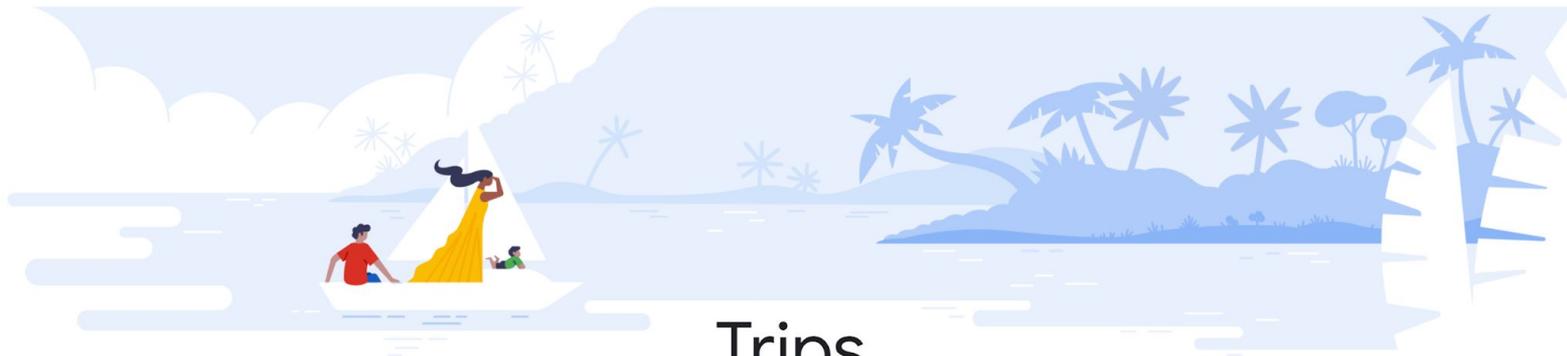
Flights



Hotels



Vacation rentals



# Trips

Search for flights, hotels, and more



Google is the world's most important online travel platform

90%+ of travelers

Use Google at some point in their trip planning process\*

\*2019 Consumer Travel Research, Phocuswright. Research of US, Canada, Australia, New Zealand & key Western European travel markets



# 3 of the top 5

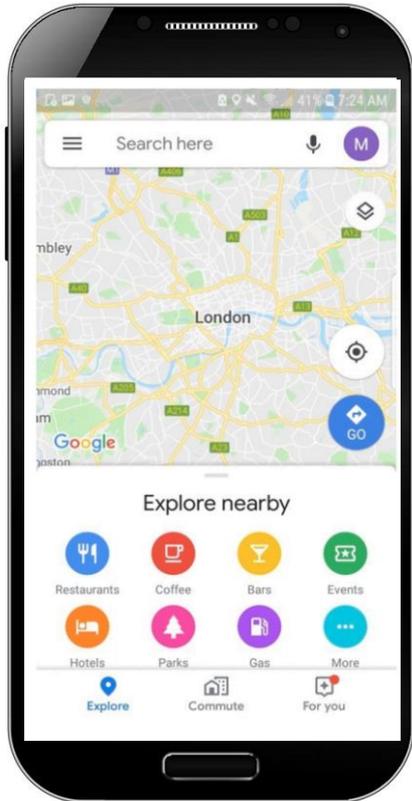
most-downloaded apps are  
Google properties

YouTube (#1)

Search (#3)

Maps (#4)

# Growing Importance of Google Maps



- Every month in 2020, Google helped drive over **2 billion** direct connections, including phone calls, requests for directions, messages, bookings, and reviews for American businesses  
(Google's Economic Impact data, 2020)
- **79% of consumers** who use navigation apps as part of leisure travel use Google Maps.  
(Skift Report, Deep Dive into Google, 2020)
- In 2020, more than **17 million** American businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google  
(Google's Economic Impact data, 2020)



# Tools & Resources

# Reviewing Your Travel Guide

The screenshot shows the Google Trips interface. At the top left is the Google logo. Below it is a navigation menu with icons and labels: Trips, Things to do, Flights, Hotels, and Vacation rentals. The main heading is "Trips". A search bar contains the text "Search for flights, hotels, and more". Below the search bar is a yellow warning icon with an "i" and the text "Active travel advisory". Underneath this is the message: "There's a government travel advisory related to coronavirus (COVID-19). [More details](#)". Below the advisory is the text "Only you can see this" with a small circular icon. At the bottom of the screenshot is an orange banner with the URL <https://www.google.com/travel/>.

# Miles reviewed your top 20 Things to Do during the audit

\* Content and Top  
Sights are  
programmatic

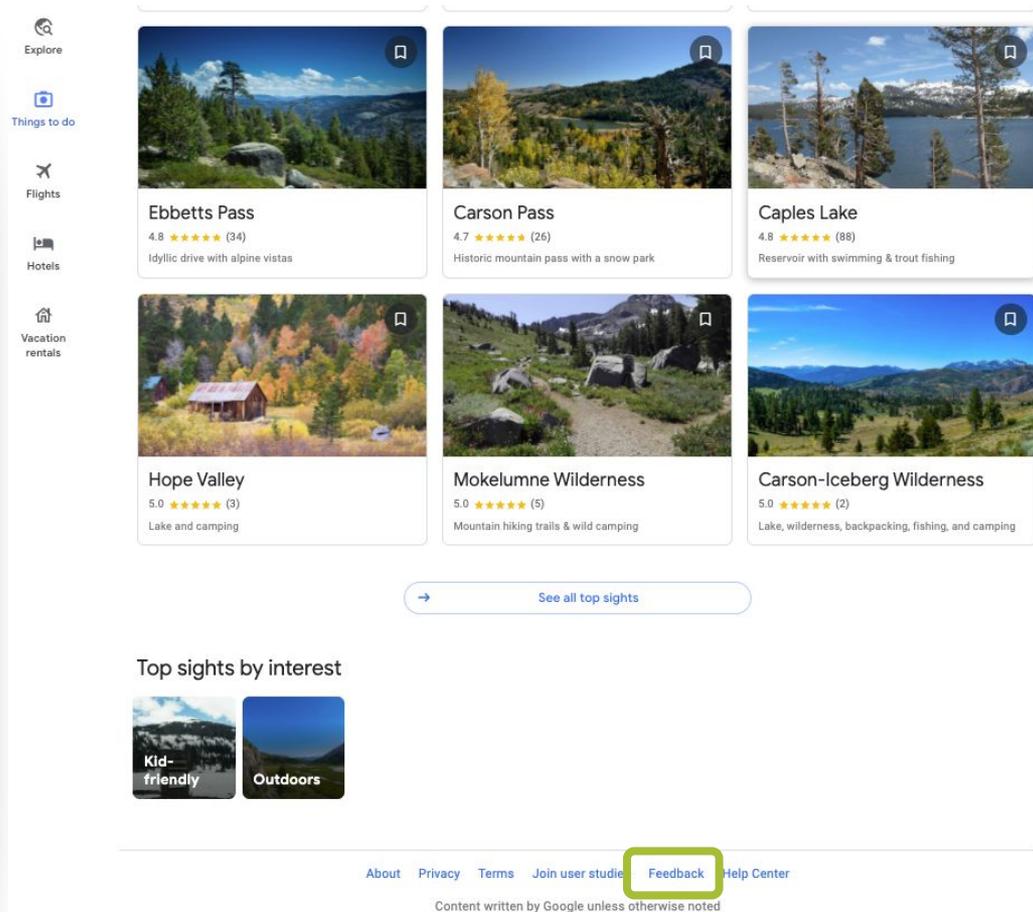
The image is a screenshot of a Google search results page for 'Alpine County'. At the top, the search bar contains 'Alpine County' and a 'Saved' button. Below the search bar, there is a section for 'COVID-19 trends in Alpine County'. The main content area features a large banner image of a snowy mountain landscape with the text 'Alpine County' and a small credit to 'Oyula Simonyi'. Below the banner, there is a 'Top sights' section with the subtitle 'Based on traveler visits and local insights'. This section contains a grid of nine sight cards, each with a thumbnail image, a title, a star rating, and a brief description. To the right of the grid is a vertical map of the Alpine County area, showing various landmarks and geographical features.

**Top sights**  
Based on traveler visits and local insights

Sight Name	Rating	Count	Description
Kirkwood Mountain Resort	4.7	(2,220)	Mountaineer condos with seasonal skiing
Skyline Bear Valley Resort	4.4	(564)	Casual resort with a heated outdoor pool
Grover Hot Springs State Park	4.6	(479)	Hot-springs pool, campground & trails
Caples Lake	4.8	(8)	Reservoir with swimming & trout fishing
Ebbetts Pass	4.8	(24)	Idyllic drive with alpine vistas
Carson Pass	4.7	(25)	Historic mountain pass with a snow park
Mokelumne Wilderness	5.0	(5)	Mountain hiking trails & wild camping
Carson-Iceberg Wilderness	5.0	(2)	Lake, wilderness, backpacking, fishing, and camping
Hope Valley	5.0	(2)	Lake and camping

If you see an error in the future:

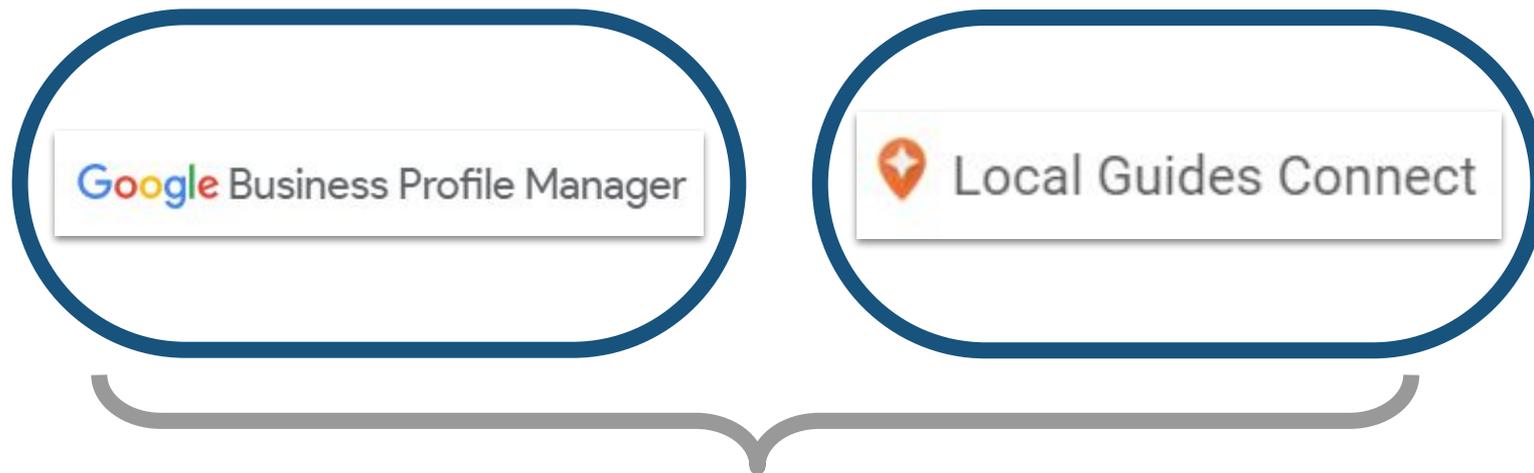
- Edit the Business Profile directly
- Click on Feedback



A stylized map of a city grid with a river and green spaces. The map is rendered in shades of gray, with a prominent blue river winding through it. Green areas represent parks or green spaces. The text "Become a Leading Local Guide" is centered over the map.

# Become a Leading Local Guide

The **Business Profile** is the central listing for a location on Google.  
Its content come from **two primary** sources.



Hotels



Restaurants



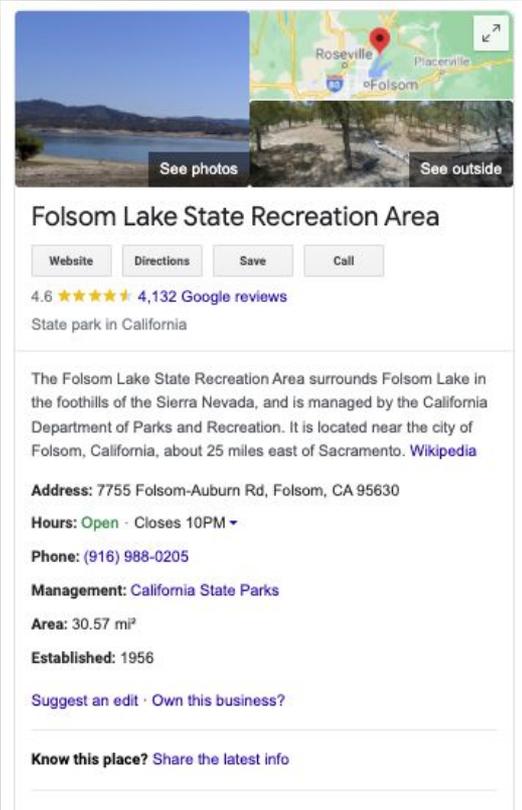
Museums



Attractions



Etc.



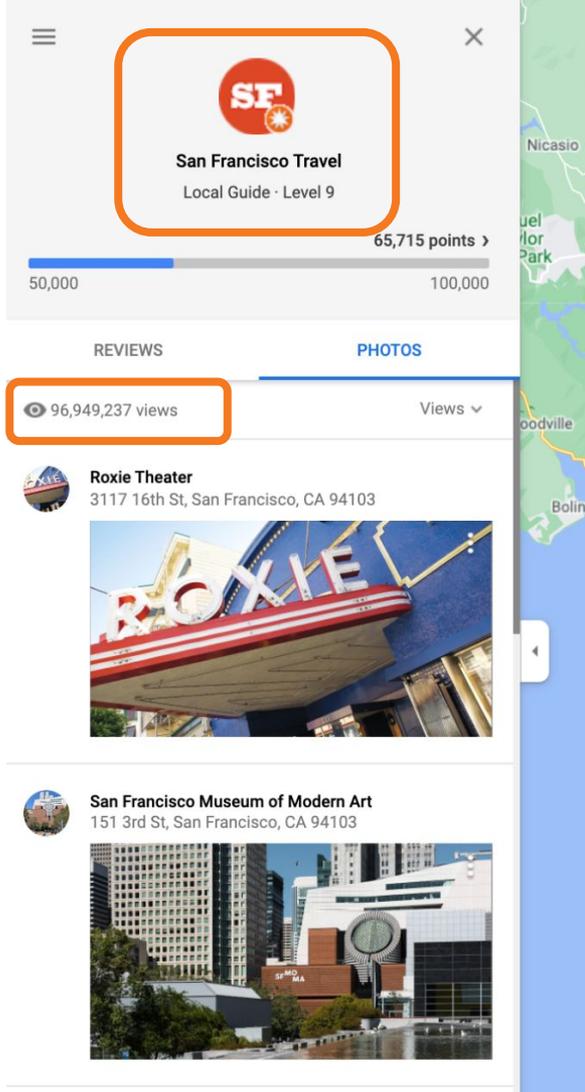
*Up-to-date profiles are:*

**2.7X** more likely to be considered reputable.<sup>1</sup>

**70%** more likely to attract location visits.<sup>1</sup>

**50%** more likely to lead to a purchase.<sup>1</sup>

<sup>(1)</sup> Ipsos research: Benefits of a complete listing 2017



## Google Local Guides contribute to local business information including:

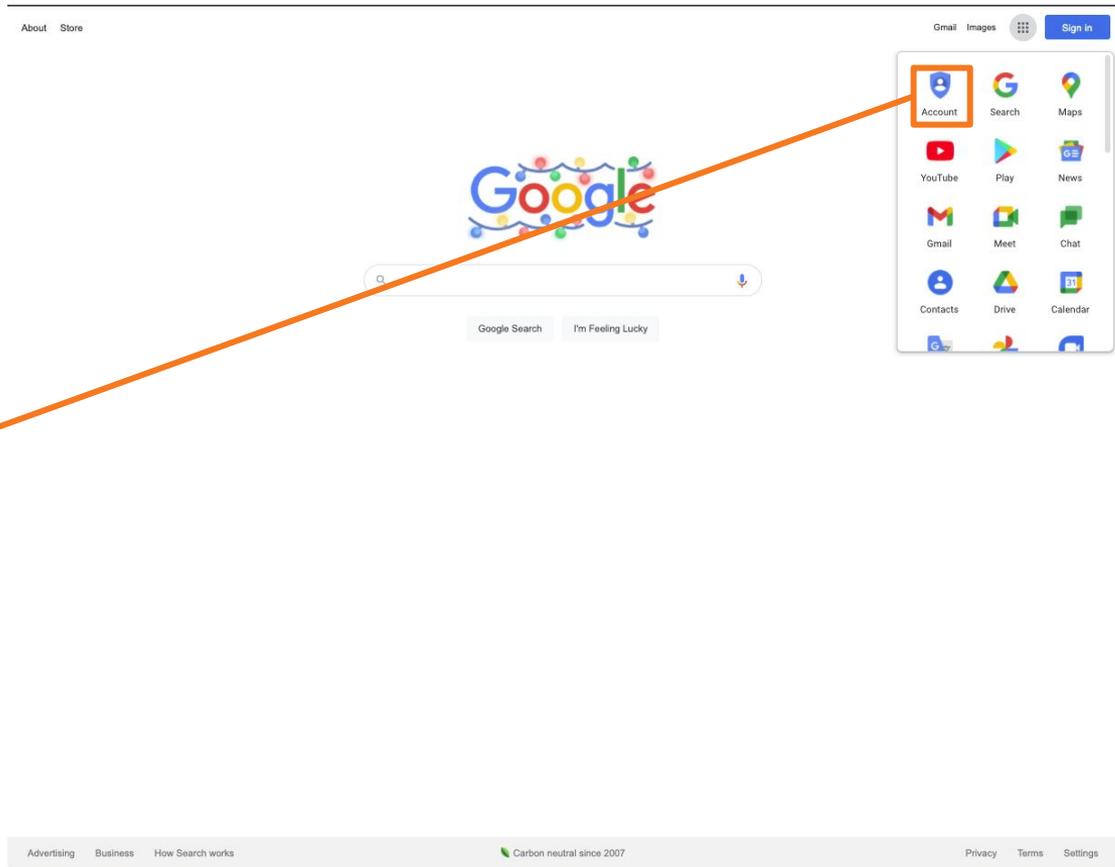
- Photos
- Videos
- 360s
- Edit Facts
- Add Places
- Questions & Answers

## Consumer Local Guides also add:

- Reviews
- Ratings

Expand your digital footprint.  
DMOs are trusted sources.

# Setting up your Google Account



# Sign into Google Account



## Sign in to Chrome

Sign in with your Google Account to get your bookmarks, history, passwords, and other settings on all your devices

Email or phone

[Forgot email?](#)

Not your computer? Use Guest mode to sign in privately.

[Learn more](#)

[Create account](#)

Next

# Access Your Local Guide Profile

Hamburger menu in Google Maps via web browser

The image shows a screenshot of the Google Maps web interface. The main content area displays the profile for "California", featuring a search bar at the top with the text "california" and a hamburger menu icon on the left. Below the search bar is a large image of the Golden Gate Bridge at night. The profile includes a "California" title, a row of action buttons (Directions, Save, Nearby, Send to your phone, Share), a "Quick facts" section with text about the state, and a "Photos" section with a thumbnail image of a castle. On the right side, a blue sidebar menu is open, listing various map features. The "Your contributions" option is highlighted with a green rounded rectangle. At the bottom of the sidebar, there is a "Layers" button with a small map thumbnail.

california

Restaurants Hotels

Google Maps

Map

Satellite

Terrain

Globe

Traffic

Transit

Bicycling

Street View

Location sharing

Your places

Your contributions

Your timeline

Share or embed map

Print

Your data in Maps

Layers

California

Directions Save Nearby Send to your phone Share

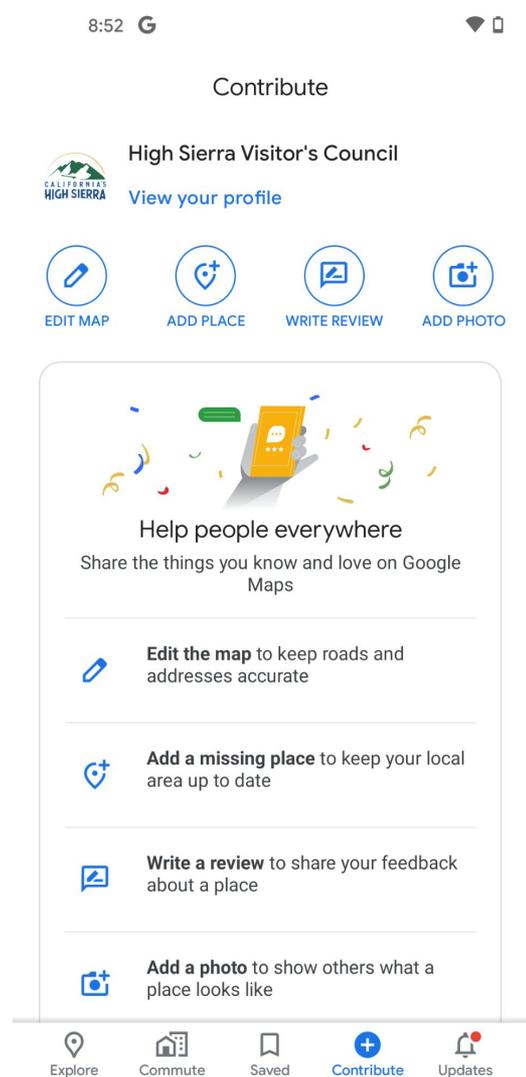
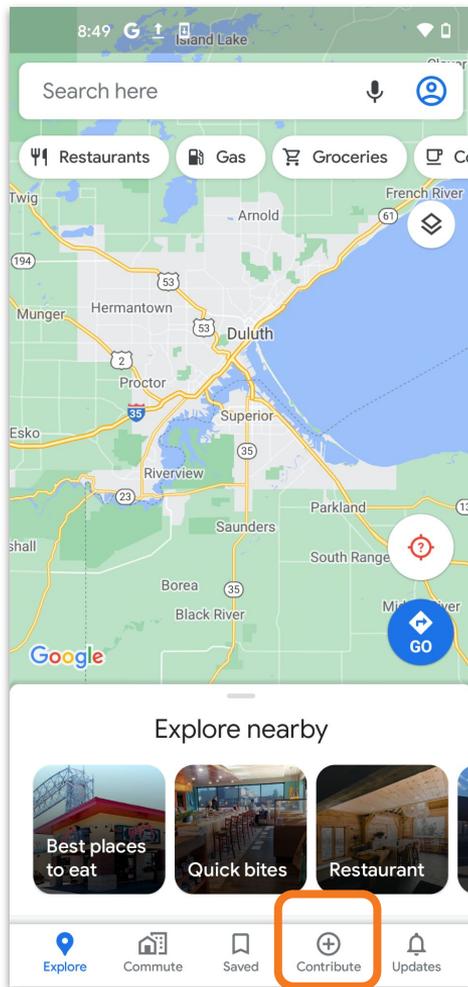
Quick facts

California, a western U.S. state, stretches from the Mexican border along the Pacific for nearly 900 miles. Its terrain includes cliff-lined beaches, redwood forest, the Sierra Nevada Mountains, Central Valley farmland and the Mojave Desert. The city of Los Angeles is the seat of the Hollywood entertainment industry. Hilly San Francisco is known for the Golden Gate Bridge, Alcatraz Island and cable cars.

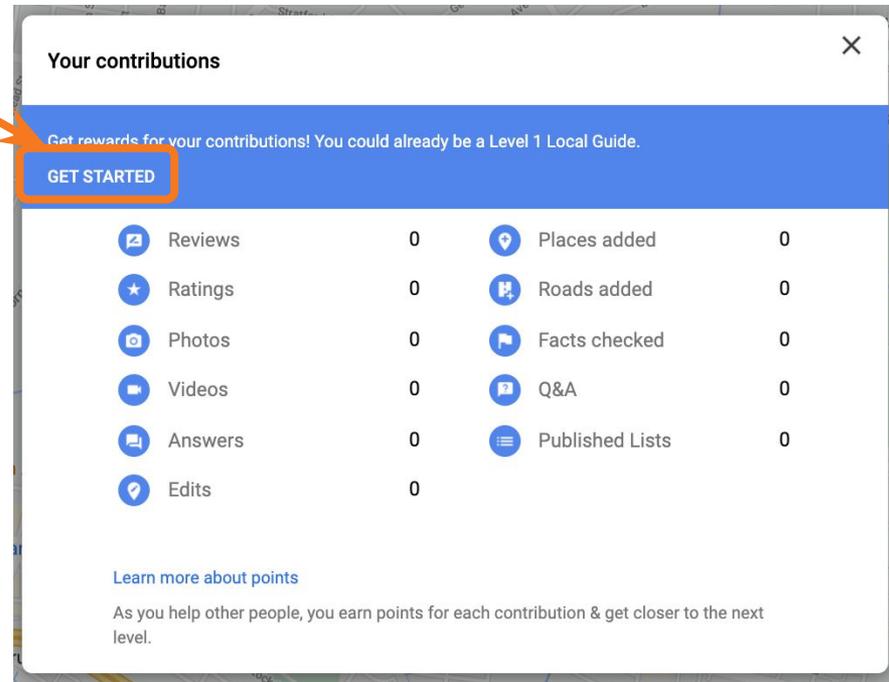
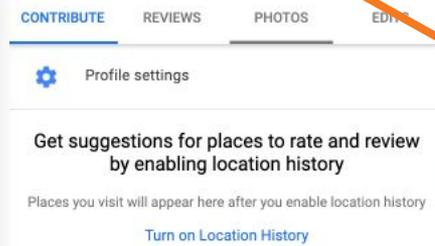
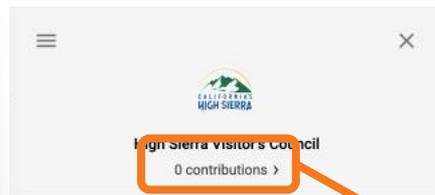
Photos

# Access Your Local Guide Profile

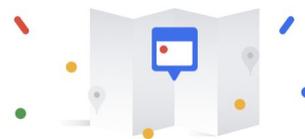
+ Contributions button at bottom of Google Maps App



# Creating a Local Guide Account



# Creating a Local Guide Account



Love to help people find great places

-  Share your discoveries with the world
-  Support your local community
-  Get recognized with rewards

Select your city, so we can send you locally relevant emails and rewards.

My city

Type in your city

- I agree to [the program rules](#).
- I agree to receive updates about my impact on Google Maps and the Local Guides Program.

Become a Local Guide



Welcome

You're officially a member of the Local Guides community on Google Maps.

Start contributing



**Need  
Assistance?**

## Schedule Office Hours With Miles

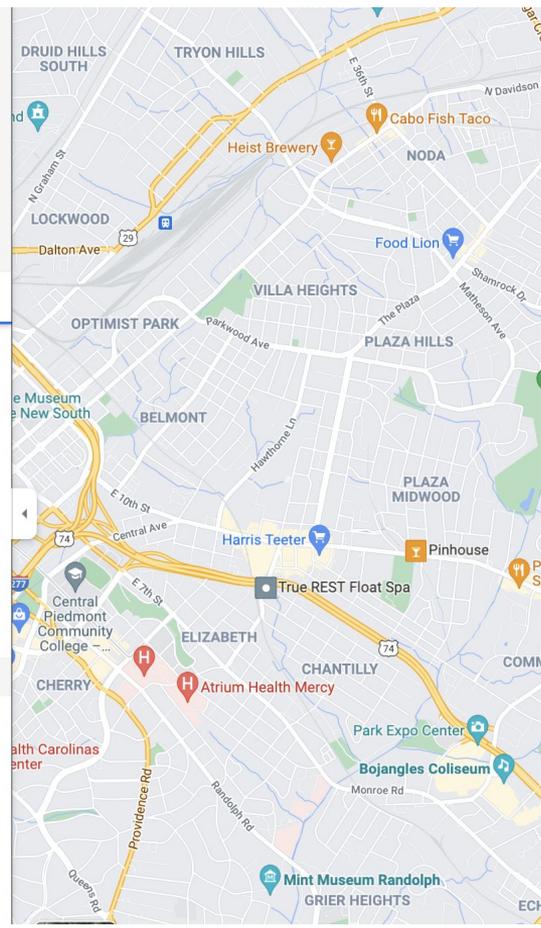
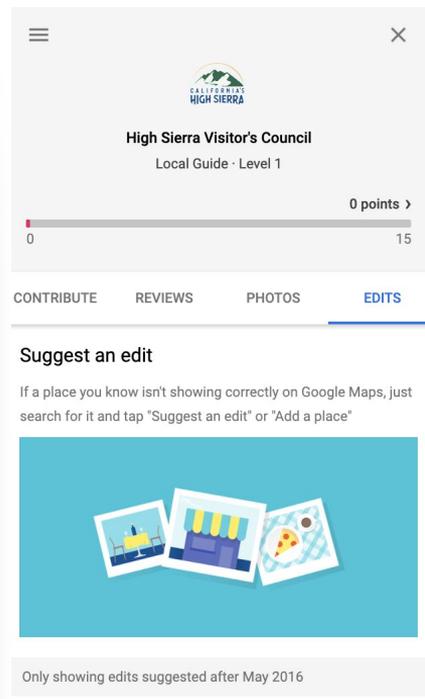
<https://calendly.com/milespartnershipgoogledmo/high-sierra?month=2021-12>

# Google Business Profile Data

Missing data submission

Improve completeness and accuracy of local business data

Measurable impact



# Visual Content

Improving image quality throughout Google products

Submission of still and 360 images

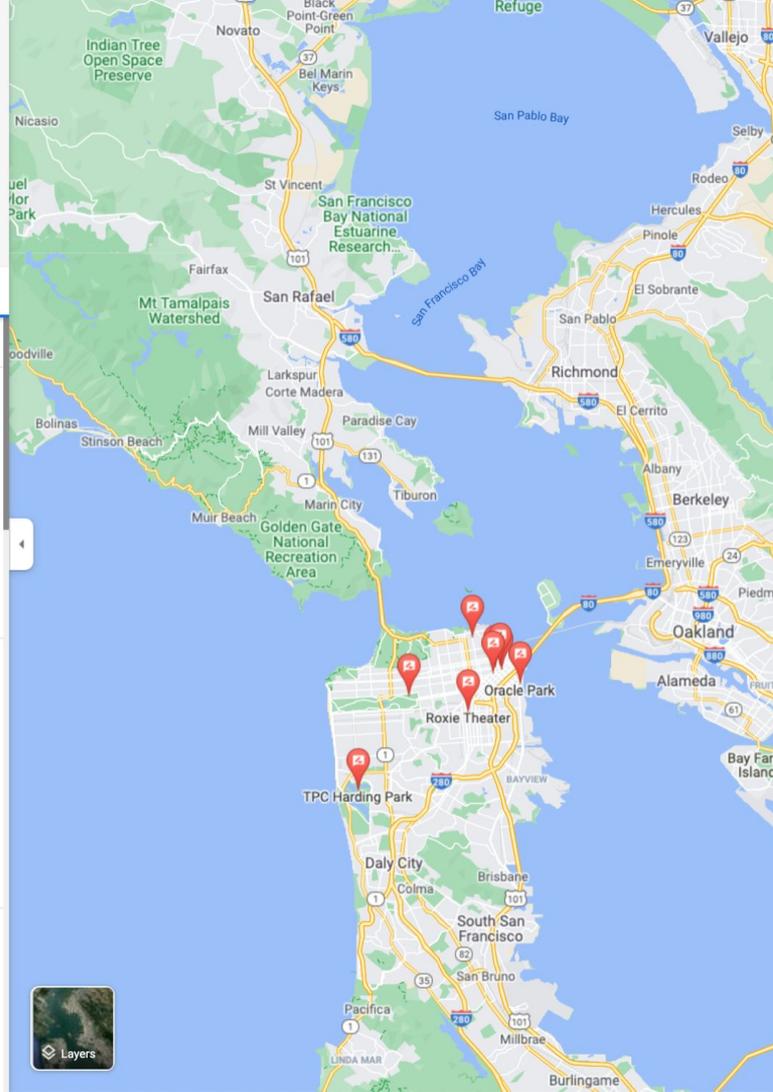
Content opportunities for POIs and the city

Measurable results

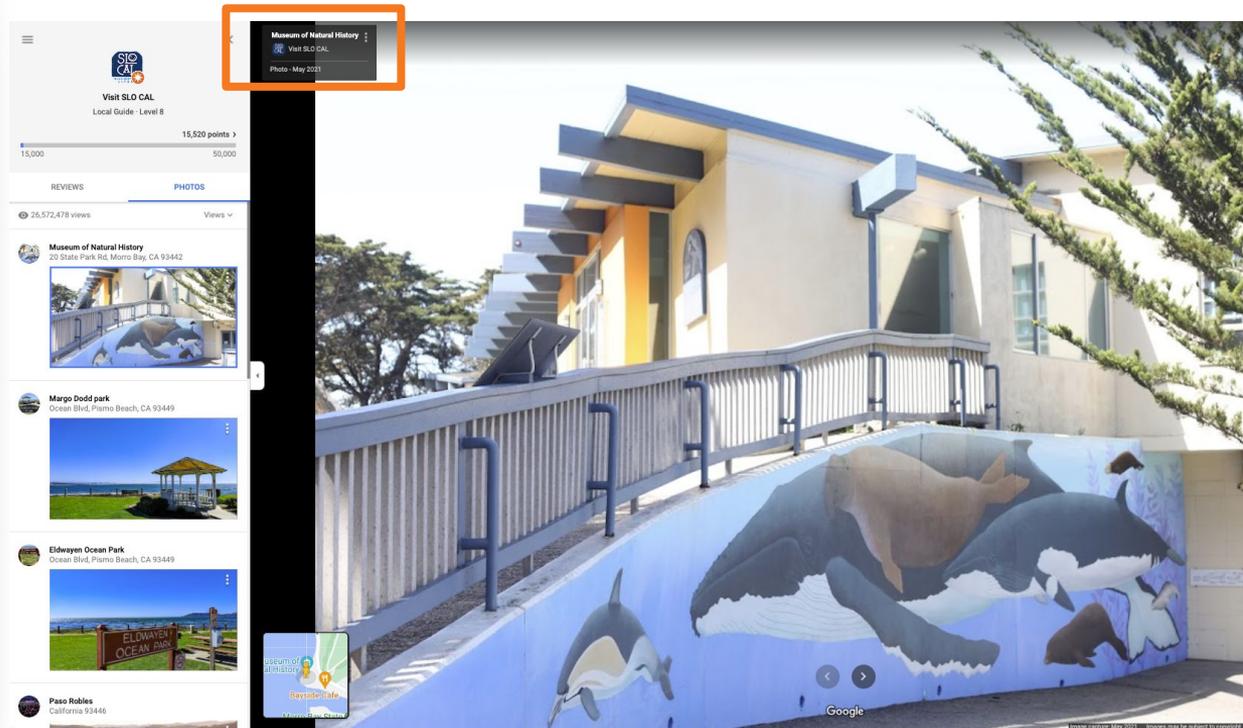


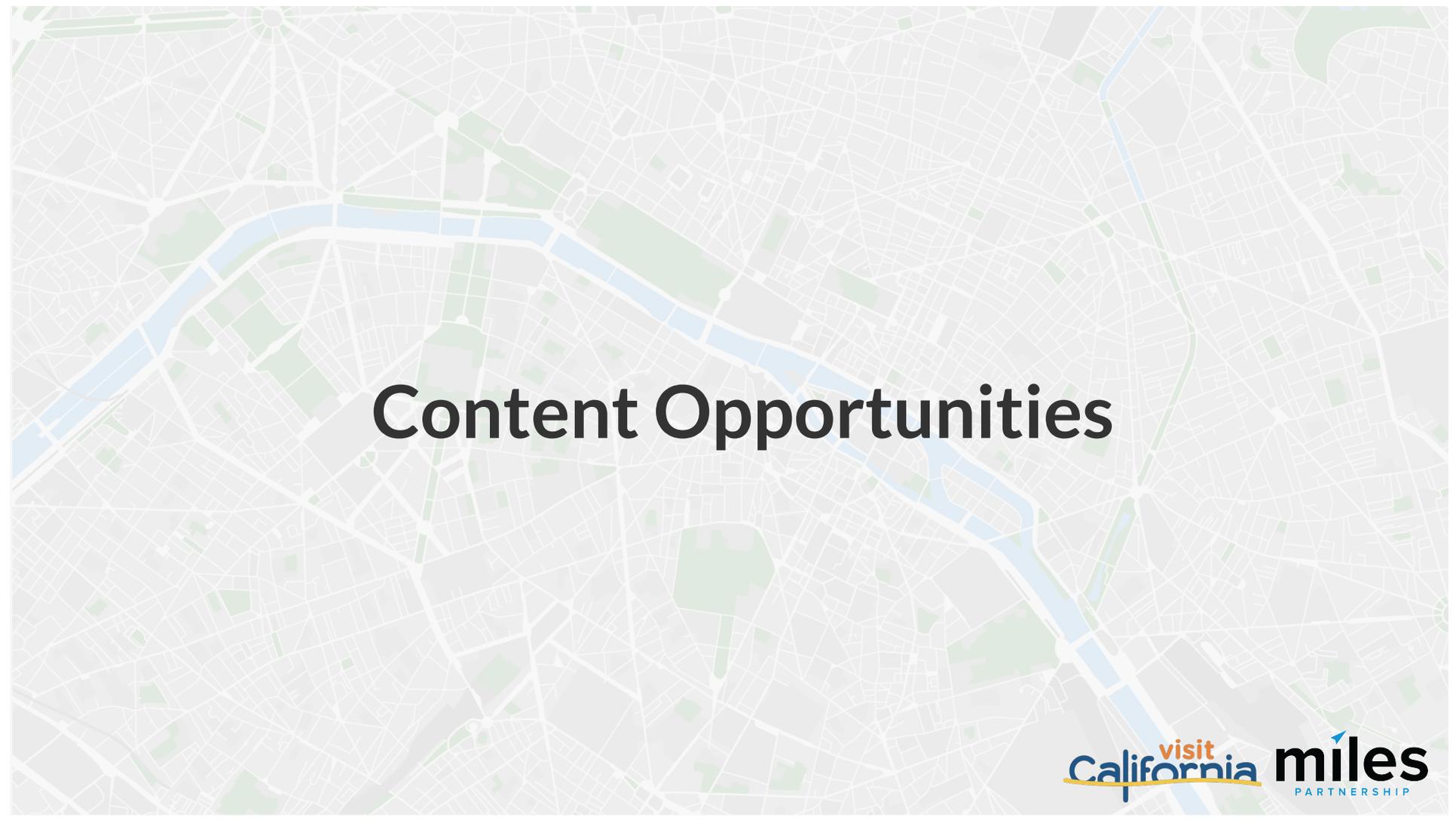
A screenshot of the Google My Business profile for 'San Francisco Travel'. The profile header shows the 'SF' logo, the name 'San Francisco Travel', and the role 'Local Guide · Level 9'. A progress bar indicates '65,715 points' out of a goal of 100,000. Below the header are tabs for 'REVIEWS' and 'PHOTOS'. The 'REVIEWS' tab is active, showing a view count of '96,949,237 views' which is highlighted with an orange box. Below the view count are three photo listings:

- Roxie Theater**: 3117 16th St, San Francisco, CA 94103. The photo shows the iconic marquee of the Roxie Theater.
- San Francisco Museum of Modern Art**: 151 3rd St, San Francisco, CA 94103. The photo shows the modern architecture of the SFMOMA building.
- Oracle Park**: 24 Willie Mays Plaza, San Francisco, CA 94107. The photo shows the exterior of Oracle Park stadium.



# DMO Credited Content



A stylized map of a city grid with a blue river and green parks. The map is rendered in a light gray and white color scheme, with the river and parks highlighted in blue and green respectively. The text "Content Opportunities" is centered over the map.

# Content Opportunities

# Content Opportunity Checklist

## Listing Information

- Add missing information for business listings
- Improve accuracy of Google Maps by adding missing locations or updating map pin locations
- Flag irrelevant or low-quality images in the photo galleries of popular POIs
- Create new images for POIs that are underrepresented and upload via maps

## Visual Assets (Photos & 360s)

- Identify and upload owned assets to relevant listings
- Identify and upload destination “generic” owned assets and upload to Google Maps

## Content Tools

- Create destination content inside of Maps using Maps Lists and promote via related website content

## Optimization

- Identify technical issues and other bugs within products and flag to Google via form

*What Our Team  
is Working On.*

## **Listing Information**

- Add missing information for Top Sights and Google business listings\*
- Identify and flag duplications in Top Sights\*

*\*Miles is working on these items on your behalf as part of your Program scope.*

*Ongoing  
Opportunities.*

## **Listing Information**

- ❑ Add missing information for Top Sights and Google Business listings for new businesses
- ❑ Identify and flag issues with Top Sights
- ❑ Add missing listings to Google Maps

# Editing Business Listing Information



# Auburn State Recreation Area Ranger Station

Directions Save Call

4.8 ★★★★★ 150 Google reviews  
State park in North Auburn, California

Auburn State Recreation Area is a state park unit of California, along 40 miles of the North and Middle Forks of the American River. The state recreation area is situated on the border of Placer and El Dorado Counties in the heart of historic Gold Country. The largest city with close proximity is the city of Auburn. [Wikipedia](#)

**Address:** 501 El Dorado St, Auburn, CA 95603

**Hours:** Open 24 hours

**Phone:** (530) 885-4527

**Management:** California State Parks

**Established:** 1966

**Area:** 42,377 acres (171.49 km<sup>2</sup>)

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

## Add missing information

[Add website](#)

**Know this place?** [Share the latest info](#)

## Questions & answers

[See all questions](#) (13)

[Ask a question](#)

## Popular times

MON TUE WED THU FRI SAT SUN

### Suggest an edit

- Change name or other details**  
Edit name, location, hours, etc
- Remove this place**  
Mark as closed, non-existent, or duplicate

Category

Hunting area

Auburn, CA 95603

[Update location on map](#)

[Search for place or business](#)

Hours

Sun-Sat: Open 24 hours

Contact

(530) 885-4527

Website

[Add website](#)

ABOUT

Opening date

Thanks for improving Google Maps!

You'll get an email when your suggestion is reviewed

[CONTRIBUTE MORE](#) [DONE](#)

[Cancel](#) [Send](#)



# What If Locations Aren't Visible on Maps?



Accent Bar & Grill at The Reserve

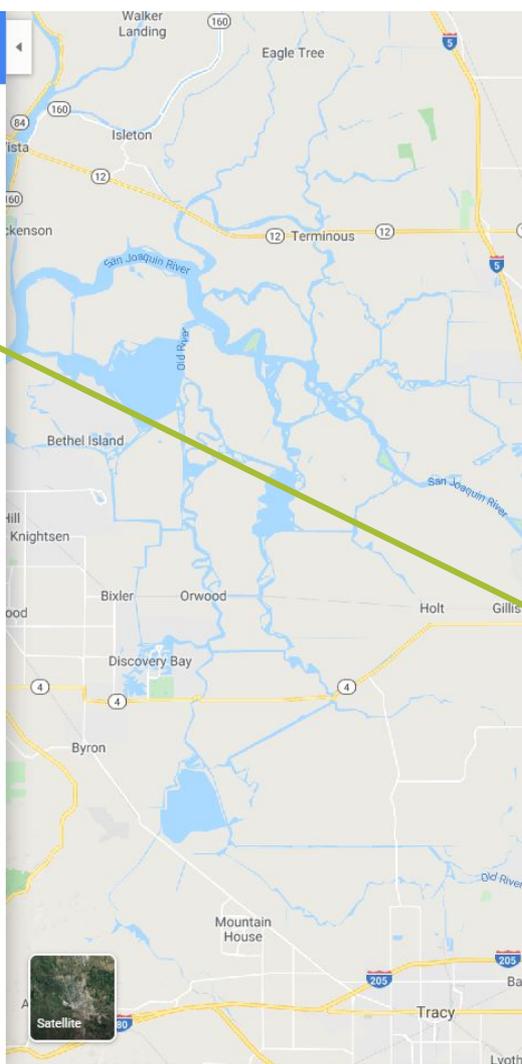


Google Maps can't find **Accent Bar & Grill at The Reserve**

Make sure your search is spelled correctly. Try adding a city, state, or zip code.

[Try Google Search instead](#)

Should this place be on Google Maps?  
[Add a missing place](#)



## Add A Place



\* Indicates required field

Name\*

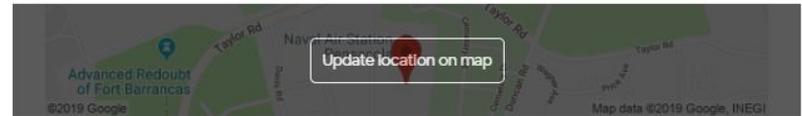
[Add name](#)

Category\*

[Add category](#)

Location\*

[Add address](#)



Located within

If this place is located within another, enter the containing place.

[Search for place or business](#)

Add phone, hours, website, opening date and photos

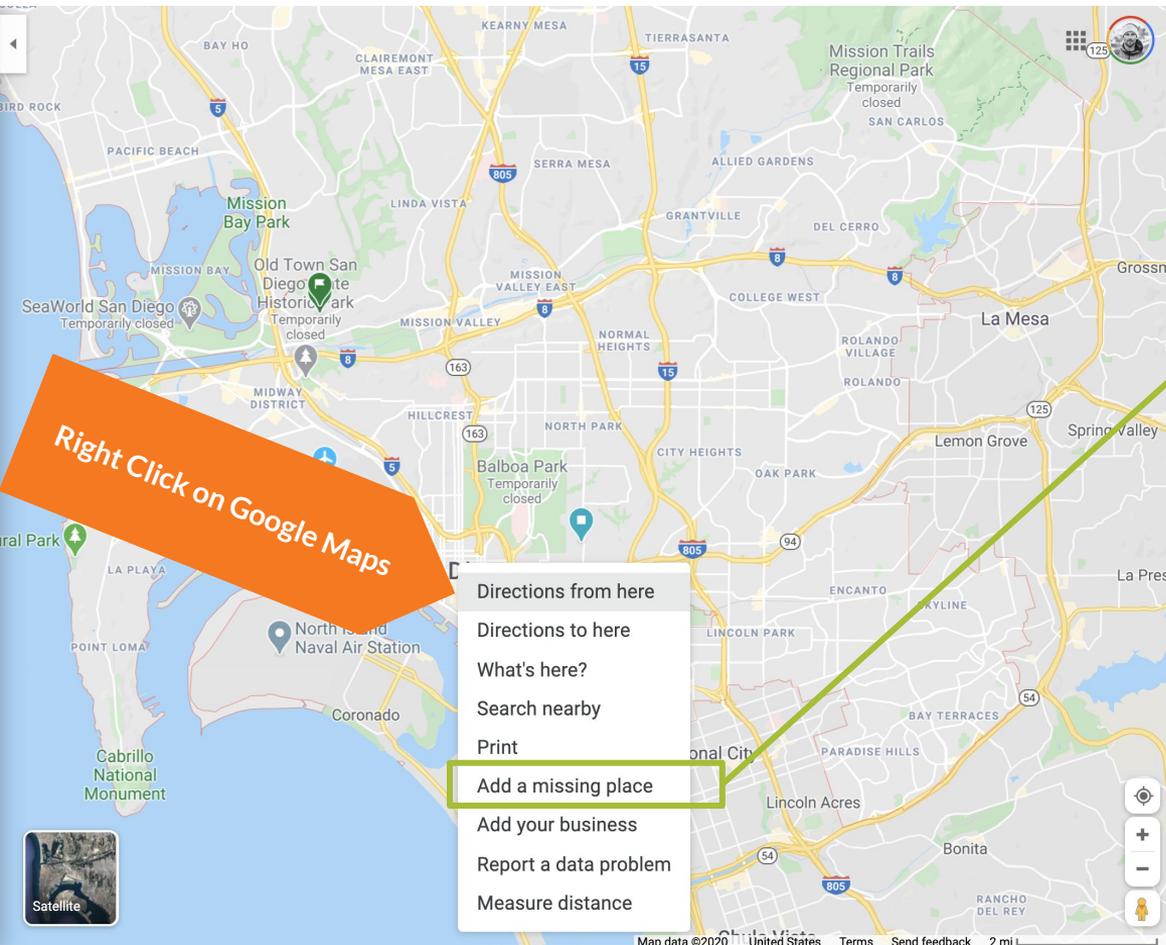
Help Google verify this place

[Claim this business](#)

Google will email you about the status of your edits. [Learn more](#)

[Cancel](#)

[Send](#)



Right Click on Google Maps

- Directions from here
- Directions to here
- What's here?
- Search nearby
- Print
- Add a missing place
- Add your business
- Report a data problem
- Measure distance

### Add A Place

Your edit review time may be delayed. [Learn more](#)

Please provide some information about this place. This place will be publicly visible.

Name\*  
[Add name](#)

Category\*  
[Add category](#)

Location\*  
Downtown San Diego, San Diego, CA

Located within

[Cancel](#) [Send](#)

# Updating Map Pin Location

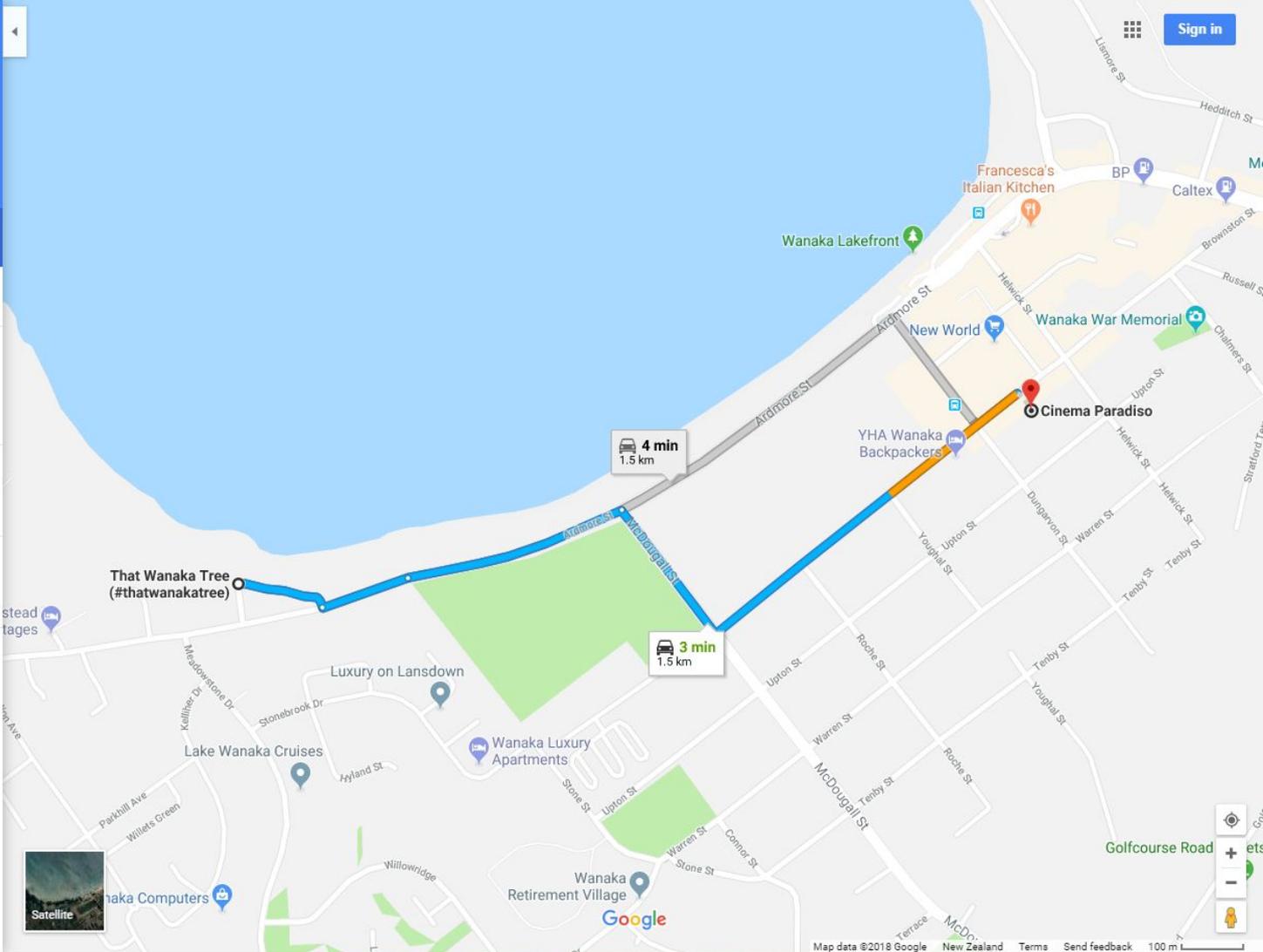
That Wanaka Tree (#thatwanakatree), 5

Cinema Paradiso, 72 Brownston St, Wanaka

Add destination

Leave now OPTIONS

- Send directions to your phone
- via Brownston St** **3 min**  
 Fastest route, the usual traffic 1.5 km  
[DETAILS](#)
  - via Ardmore St** **4 min**  
1.5 km
  - via Ardmore St** **19 min**  
1.5 km



## The Museum of Modern Art | moma.org

Visit The **Museum of Modern Art** and explore the art and ideas of our time. Become A Member. Classes & Internships. 3 Dining Options. Kid Friendly Audio Guides. Groups & Tours. Discover Discounts. Types: Adults, Seniors, Students.

### Buy Tickets

Buy tickets now and skip the line.  
Plan your visit to MoMA today

### Tips For Visiting

Get Tips On Visiting the Museum and  
What To Know Before You Arrive

### First Thursdays

The Museum is open until 9:00 p.m.  
the first Thursday of every month

### MoMA Membership

Become a Member and Get Free  
Admission, Film Tickets, and More



## The Museum of Modern Art

Website Directions Save

4.6 ★★★★★ 30,535 Google reviews

Art museum in New York City, New York

## MoMA

MoMA is a place that fuels creativity, ignites minds, and provides inspiration. Its extraordinary exhibitions and collection of modern and contemporary art are ...

### Locations, hours, and admission

Museum of Modern Art locations,  
hours, and admission.

### MoMA Design Store

Best Sellers - For the Home - New  
Sale - Prints & Artists - Gifts - ...

### Exhibitions

Its extraordinary exhibitions and  
collection of modern and ...

### The Collection

Caption: The Museum of Modern  
Art, designed by Yoshio ...

### Buy tickets

... 한국어, 日本語, Português.  
English. Buy tickets online in ...

### Tips for visiting

Here are 10 tips to make the most  
of your time at the Museum. You ...

[More results from moma.org »](#)

## Museum of Modern Art - Wikipedia

The **Museum of Modern Art** (**MoMA**) is an art museum located in Midtown Manhattan, **New York City**, on 53rd Street between Fifth and Sixth Avenues. It plays a ...

**Location:** 11 West 53rd Street; **Manhattan**, New ... **Established:** November 7, 1929; 90 years ago

**Visitors:** 2.8 million (2016); **Ranked 13th** globa... **Director:** Glenn D. Lowry

Suggest an edit ✕

- ✎ **Change name or other details**  
Edit name, location, hours, etc
- ✖ **Remove this place**  
Mark as closed, non-existent, or duplicate

Suggest an edit

From the business listing in search, click “Suggest an Edit” and then edit details.

Suggest an edit

The Museum of Modern Art

OVERVIEW

Name

The Museum of Modern Art

Category

Modern art museum

Location

11 W 53rd St, New York, NY 10019

Update location on map

Located within

If this place is located within another, enter the containing place.

Search for place or business

Hours

Sun - Thu and Sat: 10:00 AM - 5:30 PM

Friday: 10:00 AM - 9:00 PM

Cancel Send

Select "Update Map Pin Location" and then move the pin to the correct position.

Ad · www.moma.org/

The Museum of Modern Art | moma.org

Visit The Museum of Modern Art and explore the art and Classes & Internships. 3 Dining Options. Kid Friendly Aud Discounts. Types: Adults, Seniors, Students.

Buy Tickets

Buy tickets now and skip the line. Plan your visit to MoMA today

Tips For Visiting

Get Tips On Visiting the Museum and What To Know Before You Arrive

www.moma.org

MoMA

MoMA is a place that fuels creativity, ignites minds, and exhibitions and collection of modern and contemporary

Locations, hours, and admission

Museum of Modern Art locations, hours, and admission.

Exhibitions

Its extraordinary exhibitions and collection of modern and ...

Buy tickets

... 한국어, 日本語, Português. English. Buy tickets online in ...

More results from moma.org >

en.wikipedia.org · wiki · Museum\_of\_Modern\_Art

Museum of Modern Art - Wikipedia

The Museum of Modern Art (MoMA) is an art museum k City, on 53rd Street between Fifth and Sixth Avenues. It p

Location: 11 West 53rd Street; Manhattan, New ...

Established: November 7, 1929; 90 years ago

Visitors: 2.8 million (2016); Ranked 13th globa...

Director: Glenn D. Lowry

paintings that, in the artist's words, explore "paralle... moma.org \$25.00

Location

The Museum of Modern Art

Map Satellite

Reset map

Google will email you about the status of your edits. [Learn more](#)

Cancel Done

# Visual Assets in Google



# What Our Team is Working On.

## Visual Assets (Photos & 360s)

- ☑ Identify and upload owned assets to relevant listings\*
- ☑ Identify and upload destination “generic” owned assets and upload to Google Maps\*
- ☑ Flag irrelevant or low-quality images in the photo galleries of popular POIs\*

*\*Miles is working on these as part of your Program scope, but they are also things that can be part of ongoing program efforts.*

## *Ongoing Opportunities.*

### Visual Assets (Photos & 360s)

- ❑ Upload owned assets to relevant listings
- ❑ Create new images for POIs that are underrepresented and upload via maps
- ❑ Flag irrelevant or low-quality images in the photo galleries of popular POIs

# Adding Images to Existing Listings

# Adding Images via Web SERP

Royal Gorge Cross Country Ski Resort

4.7 ★★★★★ 198 Google reviews

Ski resort in Soda Springs, Nevada County, California

Royal Gorge Cross Country Ski Resort is claimed to be the largest cross-country ski resort in North America. Located in Soda Springs, California, the resort offers 65 trails and about 195 kilometres of skiable terrain. Royal Gorge Resort offers accommodations and dining locations. [Wikipedia](#)

**Address:** 9411 Pahatsi Rd, Soda Springs, CA 95728

**Hours:** Open · Closes 4PM ▾

**Phone:** (530) 426-3871

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

**Know this place?** [Share the latest info](#)

**Questions & answers**  
[See all questions \(3\)](#) [Ask a question](#)

**Popular times** ⓘ

MON	TUE	WED	THU	FRI	SAT	SUN
10 AM						

10 AM: Usually not busy

## Reviews from the web

4.7/5 [Facebook](#) · 51 votes

## Reviews ⓘ

[Write a review](#)

[Add a photo](#)

Nordic winter sports hub with 6 XC trail systems, warming huts, snowshoeing & summer hiking. - Google



"Best trails, dedicated **service**, location"



"Nice groomed trails, lots of terrain, **dog** if leash **area** is extensive"



"Like the **place** and friendly **staff** here."



[View all Google reviews](#)

## Profiles



[Facebook](#)



[Twitter](#)

## People also search for

[View 5+ more](#)



[Tahoe](#)



[Tahoe](#)



[Sugar Bowl](#)



[Donner Ski](#)



[Donner](#)

# Adding Images via Maps

Royal Gorge Cross Country Ski Re

Royal Gorge Cross Country Ski Resort

4.7 ★★★★★ 198 reviews

Ski resort

Directions Save Nearby Send to your phone Share

Nordic winter sports hub with 6 XC trail systems, warming huts, snowshoeing & summer hiking.

9411 Pahatsi Rd, Soda Springs, CA 95728

Open now: 8:30AM-4PM

royalgorge.com

(530) 426-3871

8J76+98 Soda Springs, California

Add a label

Suggest an edit

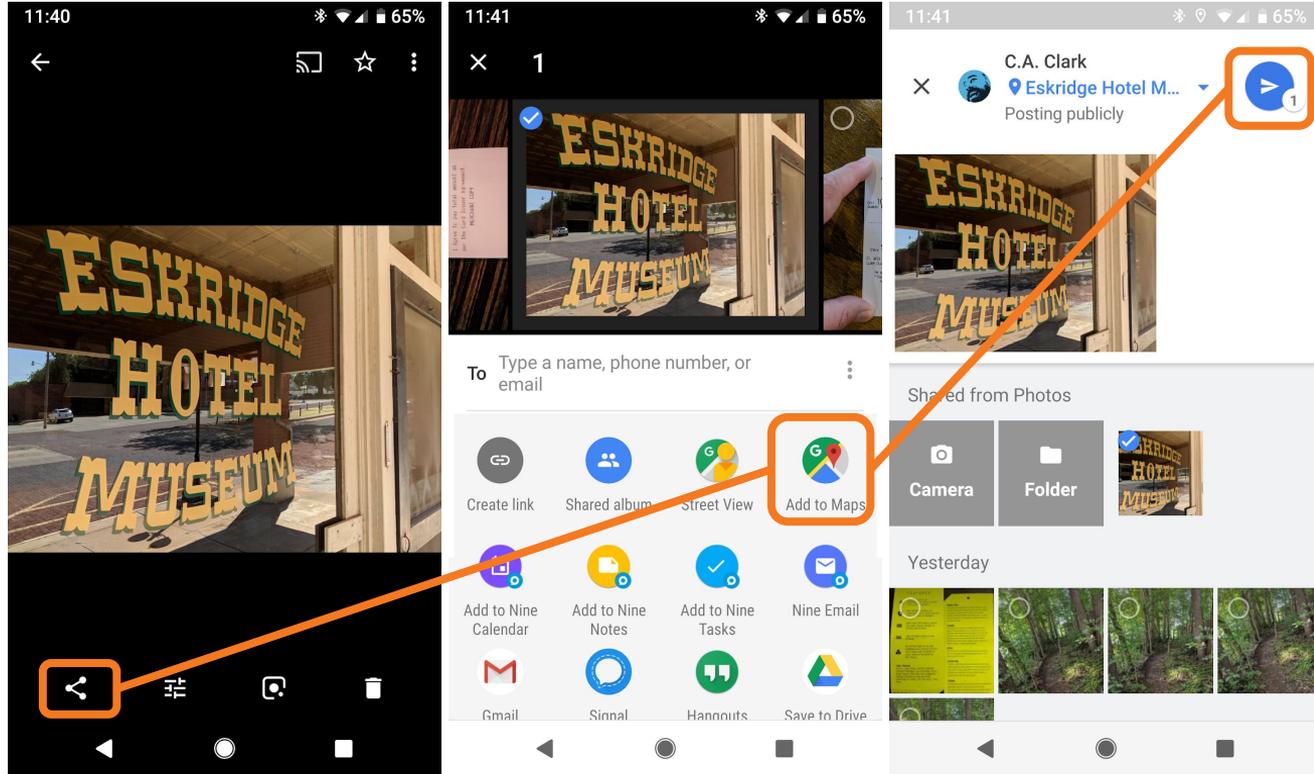
Popular times Mondays

Photos

All Street View & 360° Videos

Add a photo

# Mobile Photos App



# Uploading “Generic” Destination Images to Maps

## Posting Photos to generic city/region etc.

The photos in the header of your Travel Guide are currently being pulled from all maps (Local Guide) contributions. This is good, because it means your contributions have a shot at displacing images in the header. BUT, **there's only one method currently** for uploading images that will place them in competition for the header, and it's not super easy.

Google



El Dorado County

Saved

COVID-19 trends in El Dorado County

## El Dorado County

### Top sights

Based on traveler visits and local insights



Heavenly Mountain Resort - California Lodge

4.5 ★★★★★ (280)  
Ski resort, lake, skiing, snowboarding, and mountain



Emerald Bay State Park

4.8 ★★★★★ (3,899)  
National landmark with panoramic views



Sierra-at-Tahoe Resort

4.6 ★★★★★ (2,741)  
Ski resort with several terrain parks



D. L. Bliss State Park

4.6 ★★★★★ (408)  
Well-maintained & popular campsite



Desolation Wilderness

4.8 ★★★★★ (44)  
Unspoiled lake & peak area & black bears



Vikingsholm

4.7 ★★★★★ (1,225)  
1929 mansion with summertime tours



Fallen Leaf Lake

4.8 ★★★★★ (124)



Eagle Falls

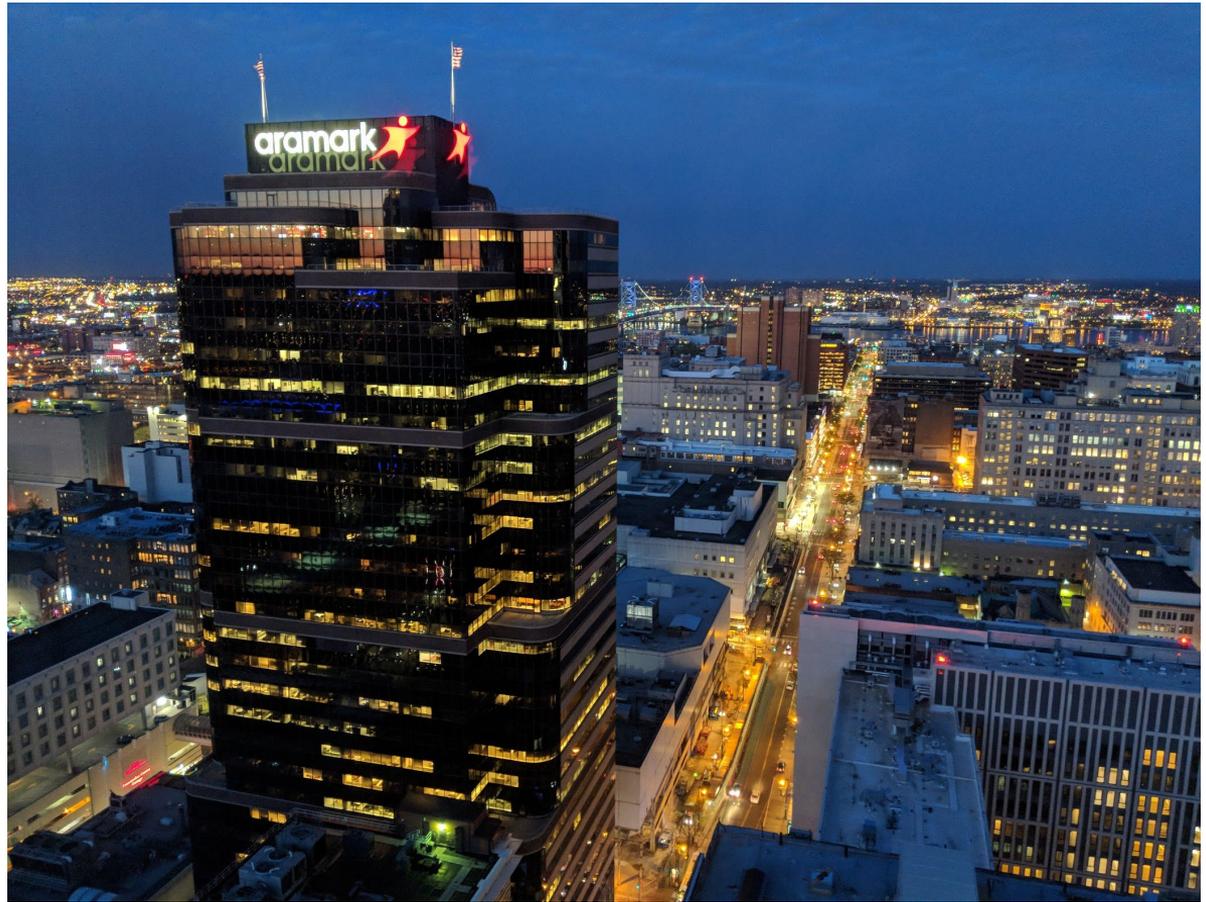
4.8 ★★★★★ (1,401)



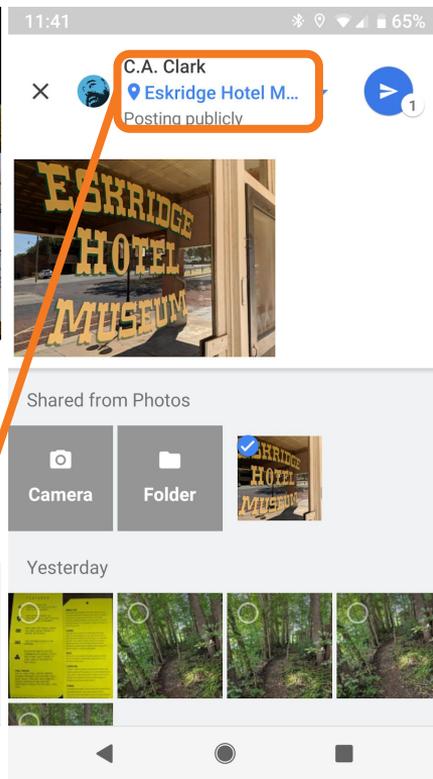
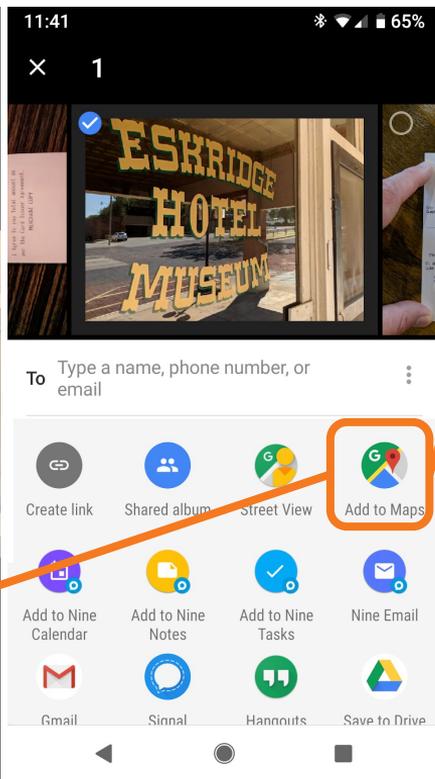
South Fork American River

4.1 ★★★★★ (56)

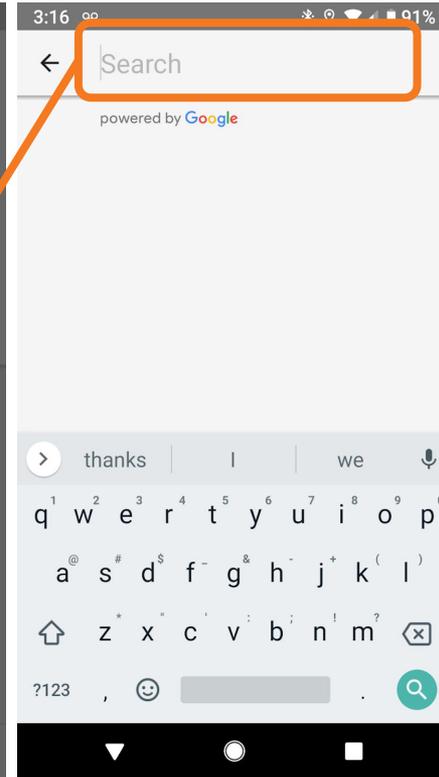
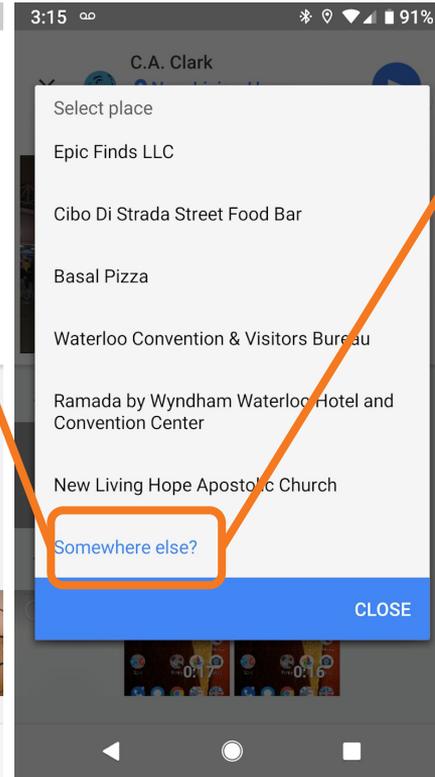
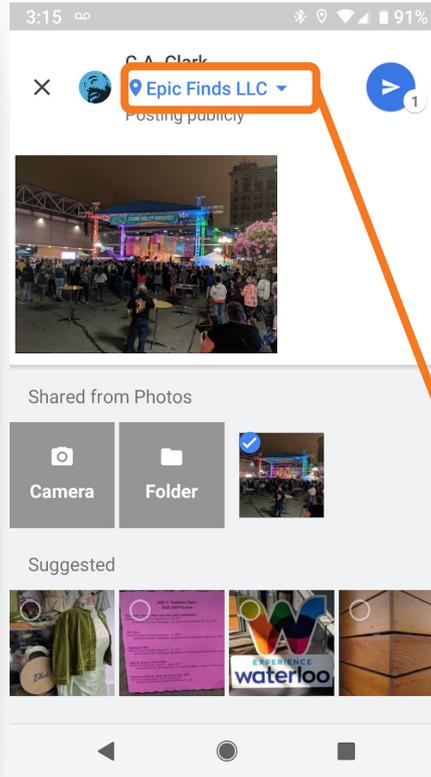
Select images that aren't of a single place - look for aerials, skylines, broad landscapes, etc.



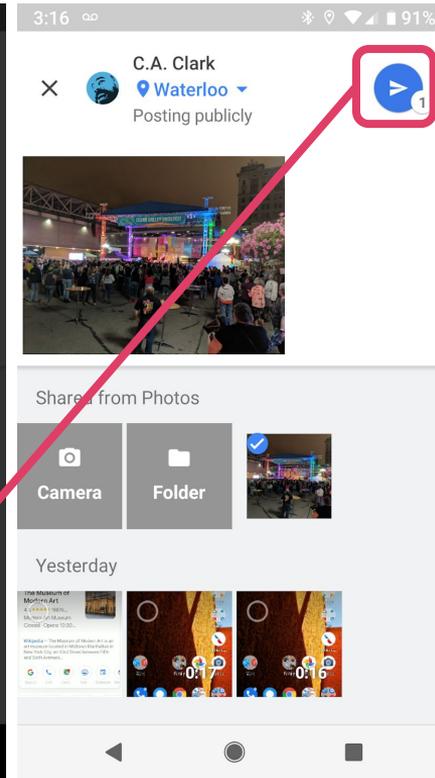
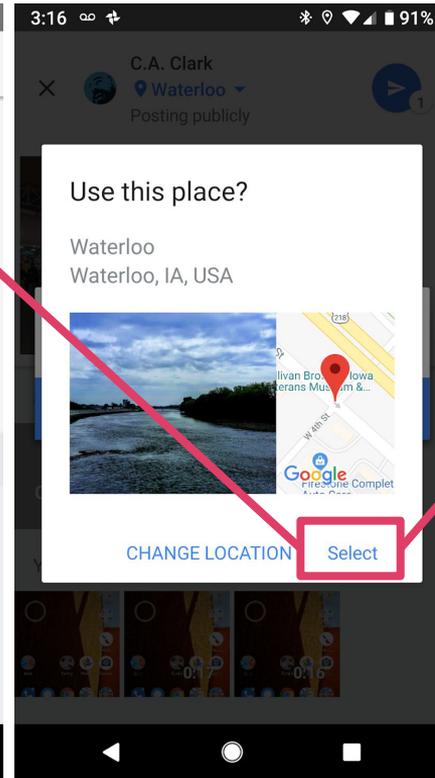
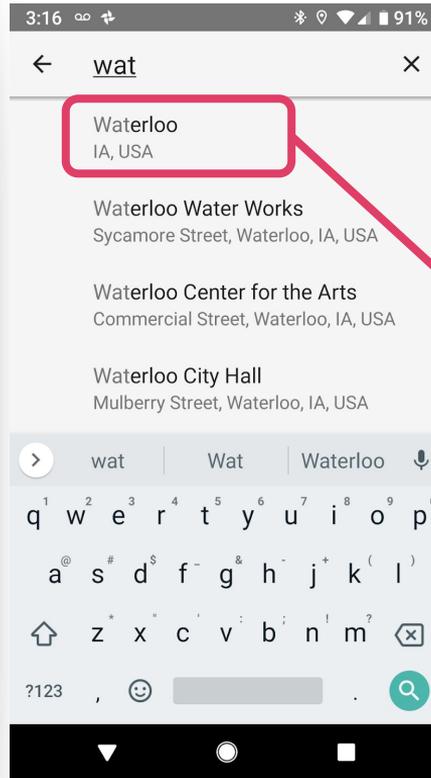
# Mobile Photos App



- Click the name in blue at the top of the screen where Google \*thinks\* the image was taken.
- Select “Somewhere else” at the bottom.
- Start typing the name of the city, region or state in the search box.



- Click the **name of the destination in the suggestions list.**
- Click **“Select”**
- Click the **submit button.**
- You'll get a confirmation message and you're done.



# Creating New Images

# 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

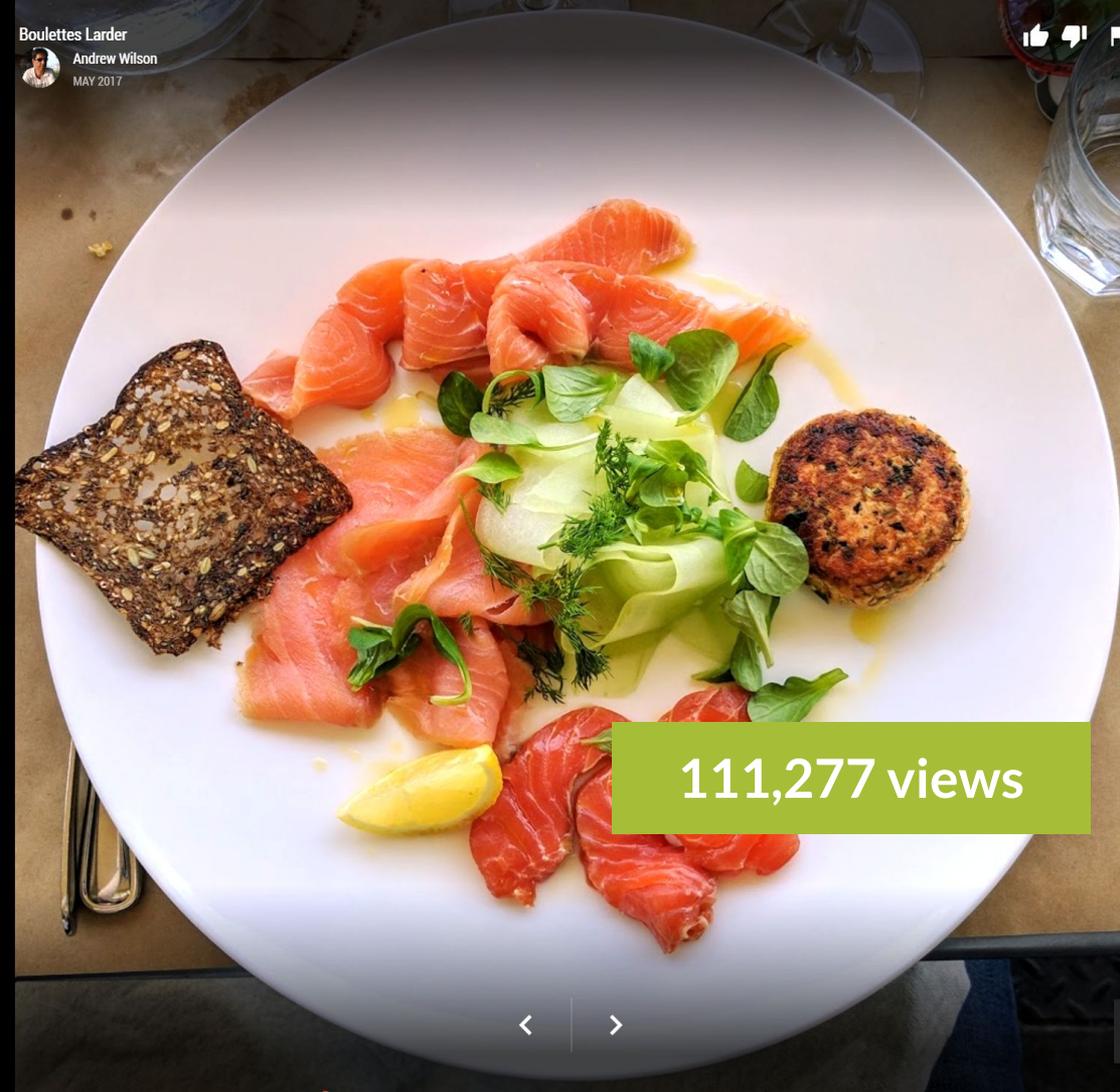
Customers want to know what things look like right now, they're looking for reassurance - yes, this place is open, yes it's safe, etc.



**This photo is good!** It's 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.



Boulettes Larder  
Andrew Wilson  
MAY 2017

111,277 views



10,757 views

10X

visit **miles**  
California PARTNERSHIP



# Tip

Shots without people are preferable for location imagery.

They often outperform images with people.



## 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.
- **Preserve GPS metadata** on images, if you're doing post work.
- **Avoid seasonal images**, unless that's relevant to the location you're shooting.



# Flagging Images



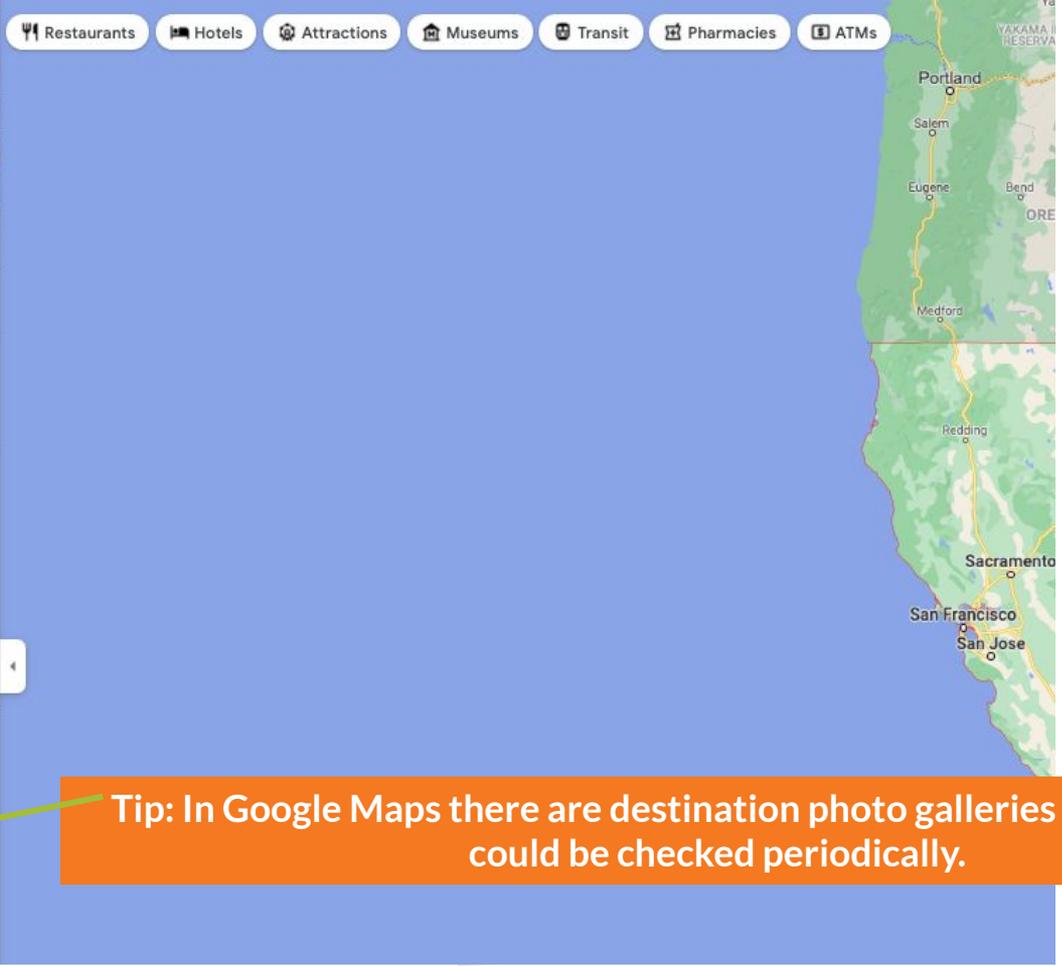
### California

- Directions
- Save
- Nearby
- Send to your phone
- Share

#### Quick facts

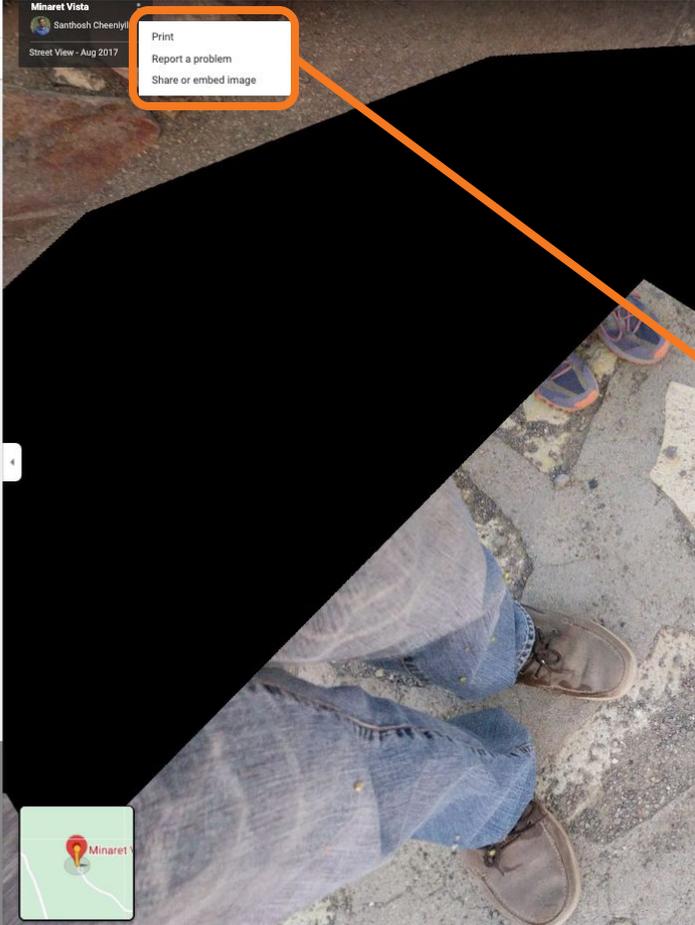
California, a western U.S. state, stretches from the Mexican border along the Pacific for nearly 900 miles. Its terrain includes cliff-lined beaches, redwood forest, the Sierra Nevada Mountains, Central Valley farmland and the Mojave Desert. The city of Los Angeles is the seat of the Hollywood entertainment industry. Hilly San Francisco is known for the Golden Gate Bridge, Alcatraz Island and cable cars.

#### Photos



Tip: In Google Maps there are destination photo galleries for the city that could be checked periodically.

Thank you for helping Google by reporting content which may be in violation of our



Print  
Report a problem  
Share or embed image



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 of the place
- Other

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

Characters Remaining: 1500

Email address: (Optional)

reCAPTCHA verification (Required)

I'm not a robot



Submit





Minaret Vista



All Maps Images News Shopping More Tools

About 3,350,000 results (0.55 seconds)

<https://www.mammothtrails.org> › destination › minaret-...  
**Minaret Vista - Mammoth Lakes Trail System**

Just above the saddle on San Joaquin Ridge, where the road from Main Lodge begins its steep, winding descent into the Reds Meadow Valley, there is a parking ...

People also ask

Is Minaret Summit open?

What is a minaret mountain?

How do you get to Minaret Lake?

Feedback

<https://www.visitmammoth.com> › adventure › minaret-...  
**Minaret Vista - Visit Mammoth**

The vista offers a breathtaking view of Mammoth Lakes' signature skyline, the **Minarets**, which are part of the Ritter Range. The sharp, jutting spires of the ...

<https://sierranevadageotourism.org> › entries › minarets-...  
**Minarets / Minaret Vista - Ansel Adams Wilderness - Sierra ...**

The **Minarets Vista** is accessible by automobile, and there is no need to leave the car for stunning views. The Minarets are a series of jagged peaks located ...

This is an excellent location to enjoy and enjoy a premiere view of the Eastern Sierras, including Mts. Ritter, Banner and the **Minarets**. It's about 8 miles ...  
★★★★★ Rating: 4.5 · 119 reviews



## Minaret Vista

Website Directions Save

4.8 ★★★★★ 414 Google reviews

Vista point in Madera County, California

**Address:** Lookout Point Rd, Mammoth Lakes, CA 93546

**Hours:** Open now · Add full hours

[Suggest an edit](#)

Add missing information

[Add place's phone number](#)

[Add business hours](#)

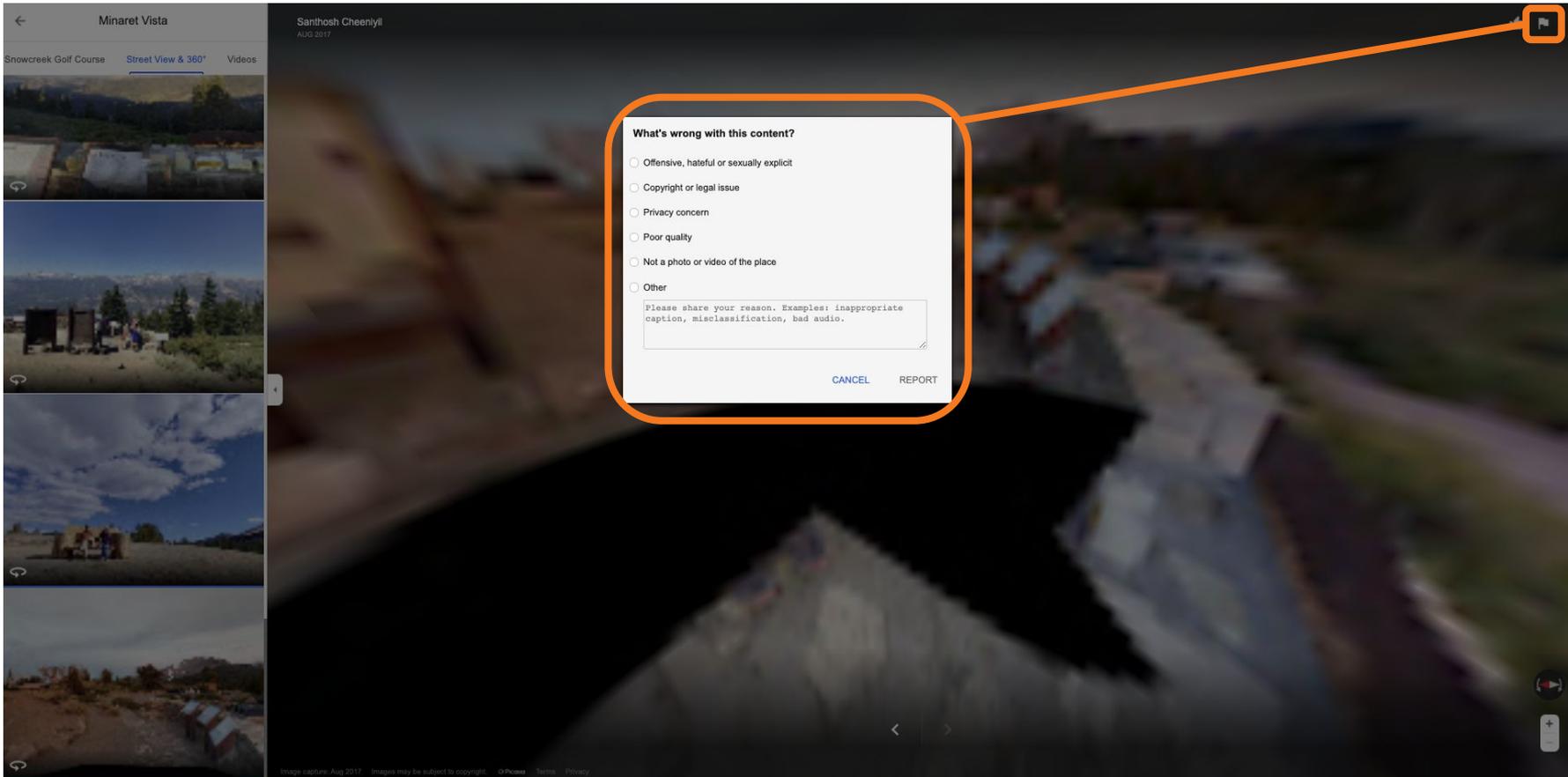
**Know this place?** [Share the latest info](#)

**Tip: Create a schedule to check photo galleries of popular locations periodically (quarterly, for example, or before the start of busy seasons)**

Send to your phone

Reviews from the web





Santhosh Cheeniyl  
Aug 2017

← Minaret Vista  
Snowcreek Golf Course Street View & 360° Videos

**What's wrong with this content?**

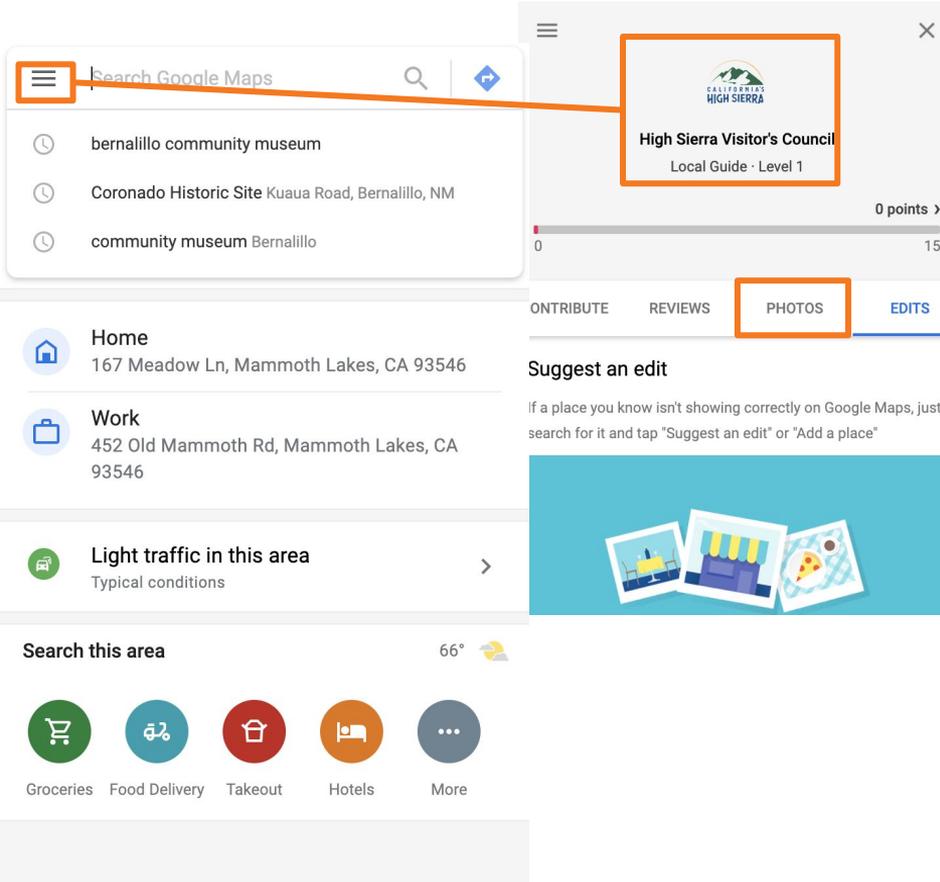
- Offensive, hateful or sexually explicit
- Copyright or legal issue
- Privacy concern
- Poor quality
- Not a photo or video of the place
- Other

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

CANCEL REPORT



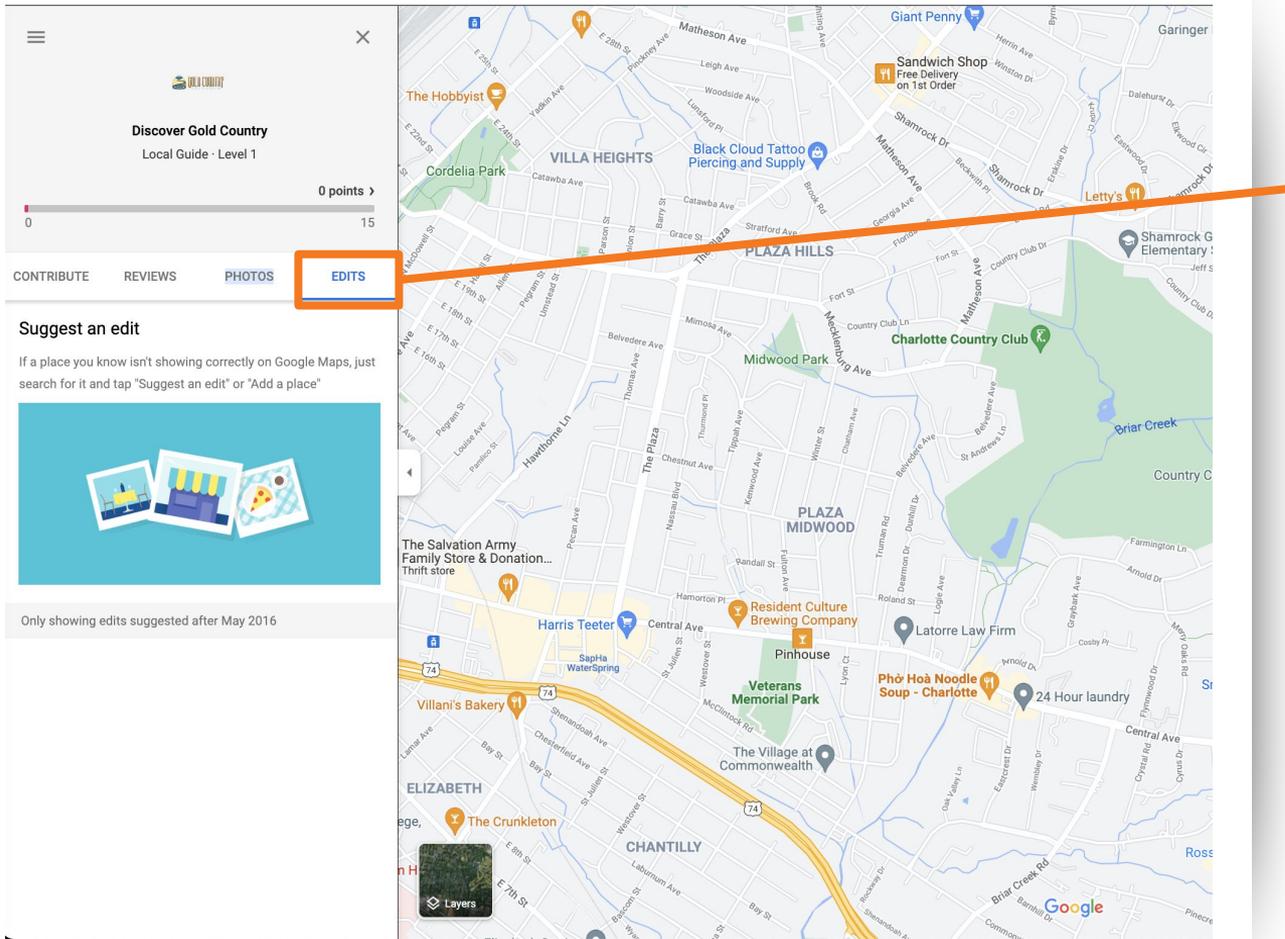
# Measurement & Tracking



Views for maps contributed content are available under “Your contributions” sortable by either date posted or total views.

There is no date filter, so if you want to chart growth over time remember to capture your numbers monthly.

<https://maps.google.com>



Data on your corrections and additions to business information is available under Edits, though there is no total count. Note that not all edits will be approved - they can be rejected by the owner or by Google's algorithm.

Primary		Social	Promotions	+
<input type="checkbox"/>	<input type="checkbox"/>	Google Alerts	Google Alert - Visit Savannah - Google Visit Savannah As-it-happens update · March 1, 2018 NEWS Celebrity appraisers to visit S	10:53 pm
<input type="checkbox"/>	<input type="checkbox"/>	Google Local Guides	Someone out there needs a guide like you - Share your passion with others using #LetsGuide. Local Guides Who Will You Guide	9:50 pm
<input type="checkbox"/>	<input type="checkbox"/>	Google Maps	Your photos reached a new record on Google! - Wow, your photos are popular People have seen your photos over 200000 times	Feb 28
<input type="checkbox"/>	<input type="checkbox"/>	Google Alerts (2)	Google Alert - Visit Savannah - Google Visit Savannah As-it-happens update · February 28, 2018 NEWS Savannah Antiques & Ar	Feb 27
<input type="checkbox"/>	<input type="checkbox"/>	Google	Welcome to your new Pixel, Phone by Google - Here are a few tips to help get you started. Welcome to your new Pixel, Phone by	Feb 27
<input type="checkbox"/>	<input type="checkbox"/>	Google	Security alert - Visit Savannah New device signed in to savannahcvb@gmail.com Your Google Account was just signed in to from s	Feb 27
<input type="checkbox"/>	<input type="checkbox"/>	The Google Search Team	Your weekly summary for Savannah - Learn how your posts performed on Google Search. Your weekly sun <a href="#">CREATE A POST</a>	Feb 26
<input type="checkbox"/>	<input type="checkbox"/>	Google My Business	Visit Savannah, your January photo report is ready - Google My Business Visit Savannah YOUR PHOTOS ARE GETTING NOT	Feb 26

Maps, Local Guides and Google Business profiles all send weekly or monthly summary emails for your contributions as well.

A stylized map of a city grid with a river and green spaces. The map is rendered in a light, muted color palette, with a prominent blue river winding through the center. Green areas represent parks or green spaces, and the white lines represent the street grid. The overall aesthetic is clean and modern.

# Creating Value for Local Businesses



How **local businesses look** is an important part of how **your destination looks** when a potential visitor is planning a trip.



Hotels



Restaurants



Museums



Attractions



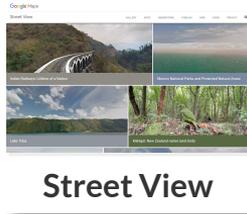
Etc.



Search



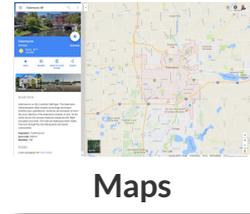
YouTube



Street View



Things to Do



Maps



**Destination Perception**

A stylized map of a city grid with a river and green spaces. The map is light gray with white lines for streets and a blue line for a river. Green areas represent parks or green spaces. The text is centered over the map.

# A Couple of Easy Ways You Might Help a Business

Have They Claimed Their Listing?

# Claim Your Business on the Highest Visibility Platforms



**Google Business Profiles**



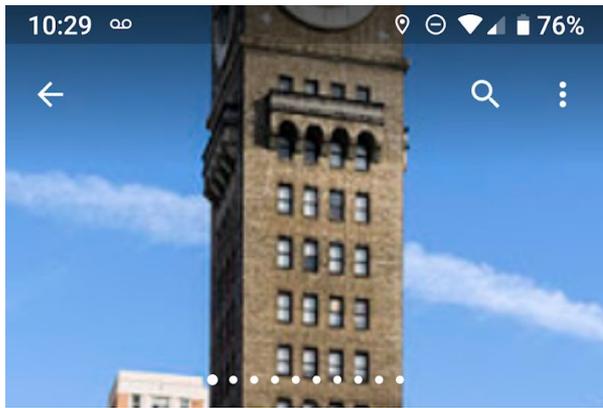
**Apple Maps**



**Facebook**



**TripAdvisor**



## Make sure listings have been claimed

*Search for a business name in Maps.*

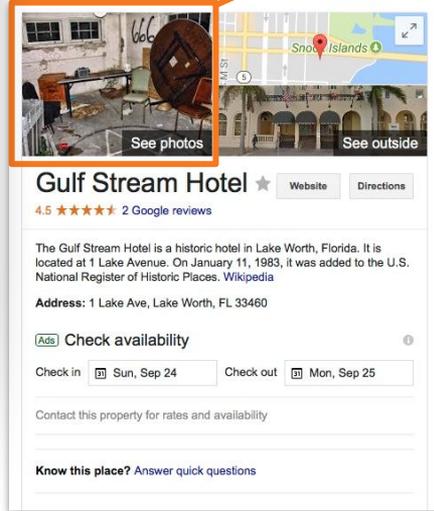
If you see this icon - the business needs to claim the business listing to get access to the features inside Google Business Profiles.

They'll need a Google account in order to proceed. It can be a gmail address or they can assign a google account to an existing work email address. If they have one, they can click on the listing to go to Google Business Profiles and complete the process.

# Having Good Image is a Big Deal



Low-quality images impact businesses and destination content quality



The screenshot shows a Google Maps listing for the Gulf Stream Hotel. The listing includes a thumbnail photo of a cluttered interior room, a map showing the location in Lake Worth, Florida, and a description of the hotel's history. The thumbnail photo is highlighted with an orange border and an arrow pointing to a larger, full-screen version of the same photo on the right.

**Gulf Stream Hotel** ★ Website Directions  
4.5 ★★★★★ 2 Google reviews

The Gulf Stream Hotel is a historic hotel in Lake Worth, Florida. It is located at 1 Lake Avenue. On January 11, 1983, it was added to the U.S. National Register of Historic Places. Wikipedia

**Address:** 1 Lake Ave, Lake Worth, FL 33460

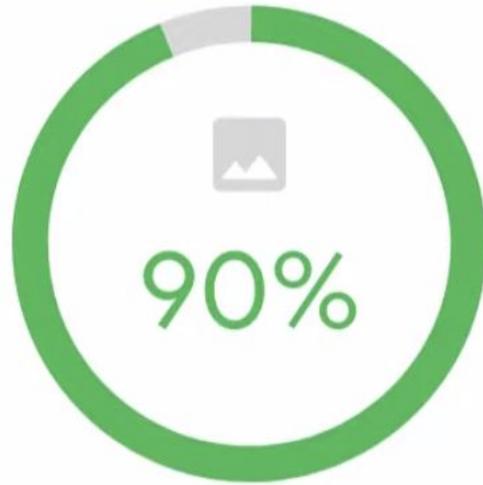
[Ads](#) Check availability ⓘ

Check in  Check out

Contact this property for rates and availability

**Know this place?** Answer quick questions





of customers are more likely to visit a business that has photos on a Google Search/Maps results page.

ORGANIZATION  
Miles Partnership

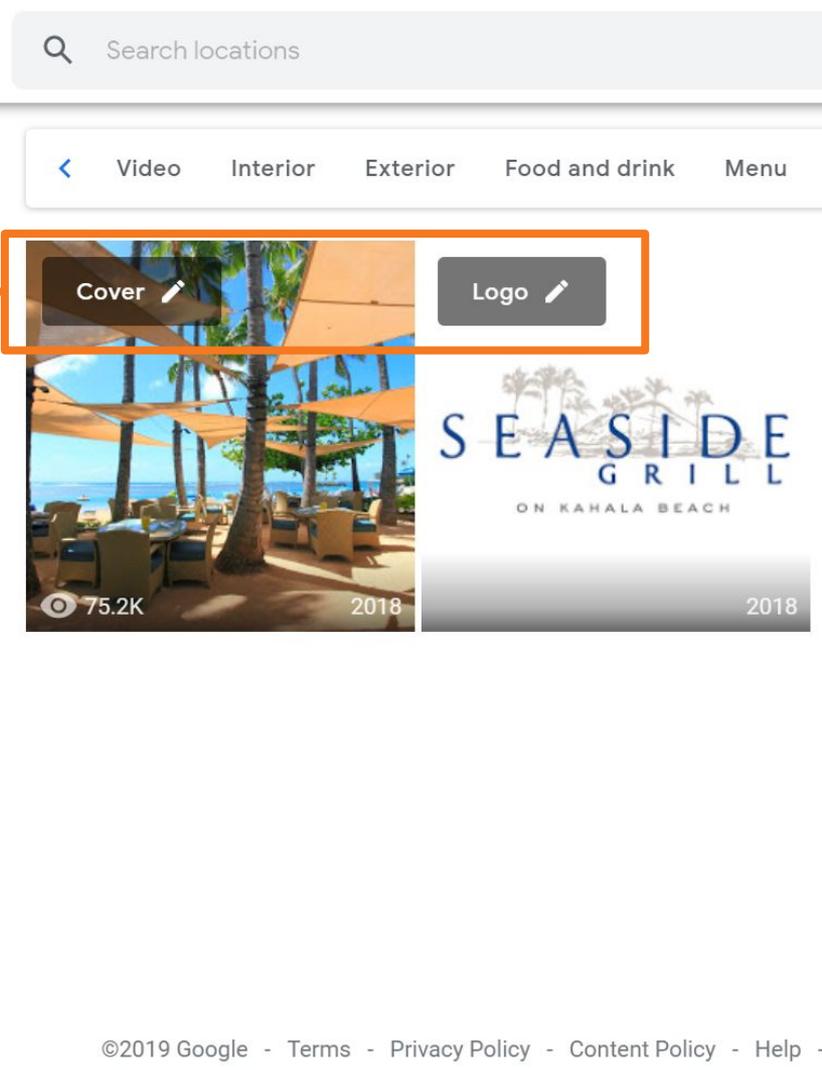
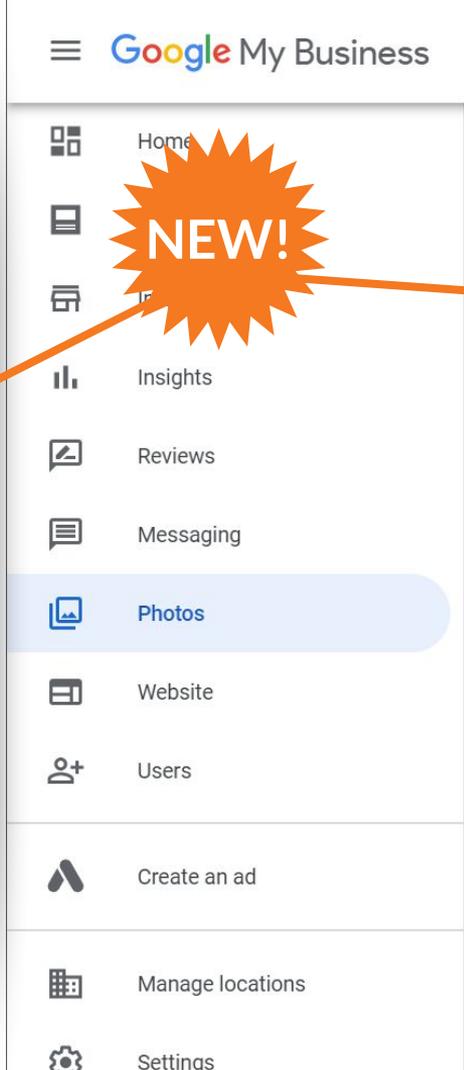
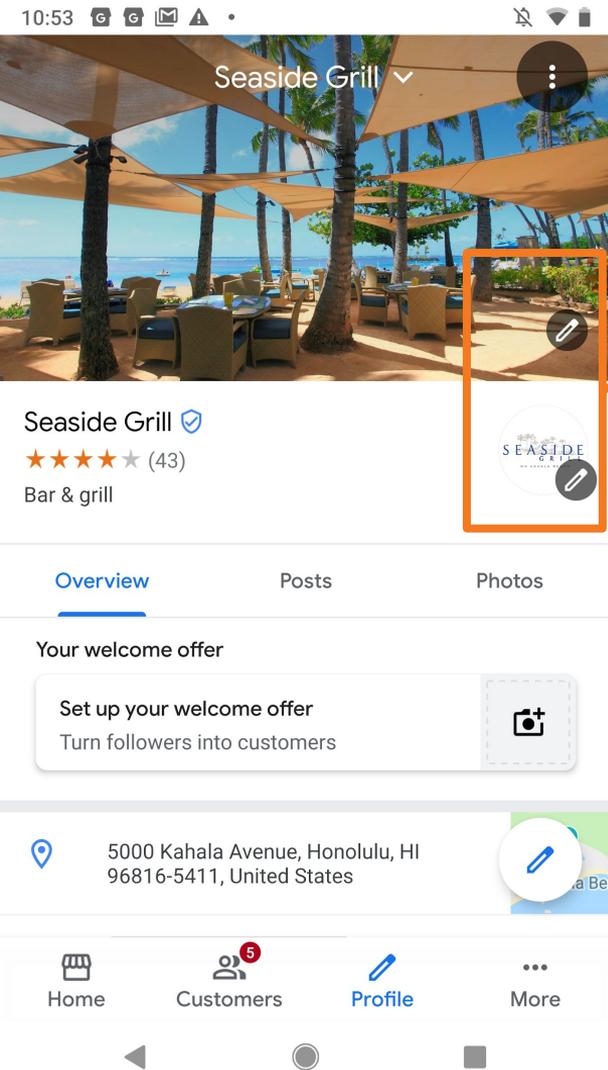
Ravish Honolulu  
1775 Ala Moana Blvd  
At THE MODERN HONOLULU  
Honolulu, HI 96815

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos**
- Bookings
- Products (Beta)
- Website
- Users

Overview By owner **By customer** 360 Video Interior Exterior Food and drink Menu T >



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





Mesquite Flat Sand Dunes

All Maps Images News Videos More Tools

About 562,000 results (0.62 seconds)

https://www.nps.gov/ deva / learn / nature / sand-dunes /

### Sand Dunes - Death Valley National Park (U.S. National Park ...

Mar 18, 2021 — Mesquite Flat Sand Dunes ... These dunes are the best known and easiest to visit in the national park. Located in central Death Valley near Stovepipe ...

https://www.nps.gov/ places / mesquite-flat-sand-dunes /

### Mesquite Flat Sand Dunes (U.S. National Park Service)

Jun 27, 2021 — The conditions at Mesquite Flat Sand Dunes are perfect for the creation of dunes, and while individual grains move, and ripples form, the dune ...

#### People also ask

How did mesquite flat sand dunes form?

Where can I ride sand dunes in Texas?

How do you get to the sand dunes in Death Valley?

What type of dunes are the Panamint Dunes?

Feedback

https://www.alltrails.com / trail / mesquite-flat-sand-du...

### Mesquite Flat Sand Dunes Trail - California | AllTrails

Results 1 - 10 of 1724 — Mesquite Flat Sand Dunes Trail is a 2.8 mile heavily trafficked out and back trail located near Death Valley, California that features ...

★★★★★ Rating: 4.5 · 588 reviews

https://www.hikespeak.com / tra

### Mesquite Flat Sand Dunes

Jul 2, 2021 — The most visible dunes in Death Valley are the Mesquite Flat Dunes. A

https://www.visitcalifornia.com /

### Mesquite Flat Sand Dunes

The largest national park outside of California's 3.3 million acres encompe

Images for Mesquite Flat Sand Dunes



## Mesquite Flat Sand Dunes

Website Directions Save Call

4.8 ★★★★★ 793 Google reviews

Scenic spot in Inyo County, California

Vast area of mountain-fringed sand dunes reaching 100 ft. & a prime spot for sand-boarding.

Address: DEATH VALLEY, CA 92328

Hours: Open 24 hours

Phone: (760) 786-3200

Elevation

Height

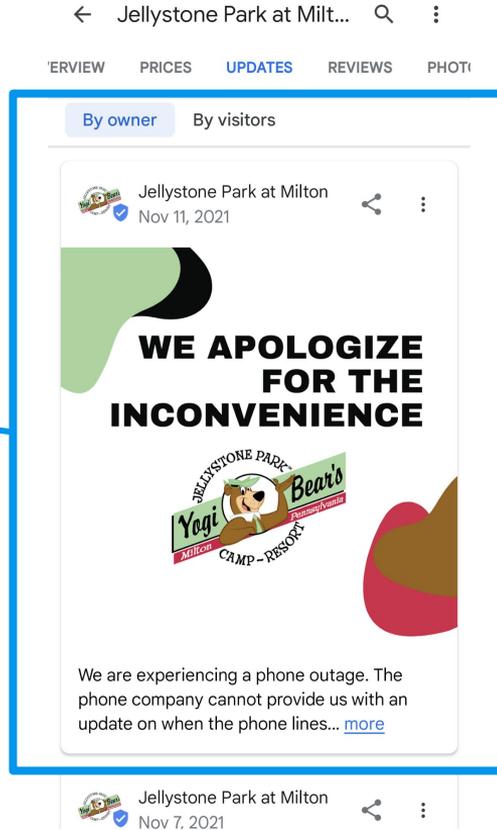
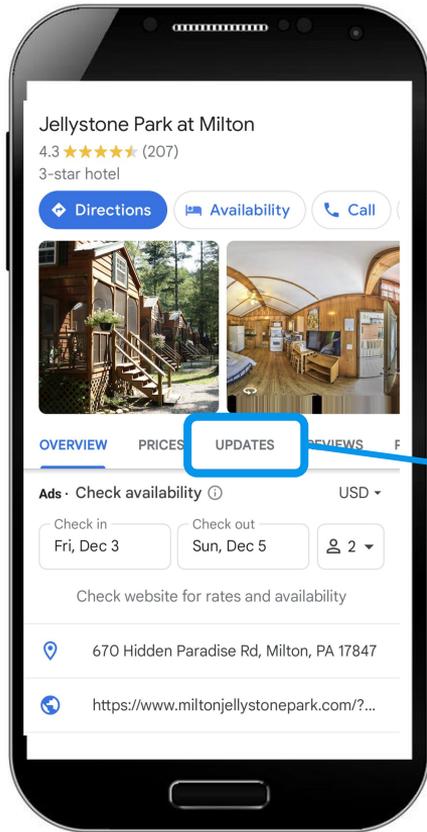
Suggest an edit · Own this business?

Know this place? Share the latest info

Take a look at photo galleries of high-value partners and see whether anything strange shows up.

Follow-up: Send them a screenshot of something weird from their listing and let them know you flagged it to Google for removal.

# Using Posts in Google Business Profiles



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

- **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 more info on your website

ORGANIZATION  
Miles Partnership

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

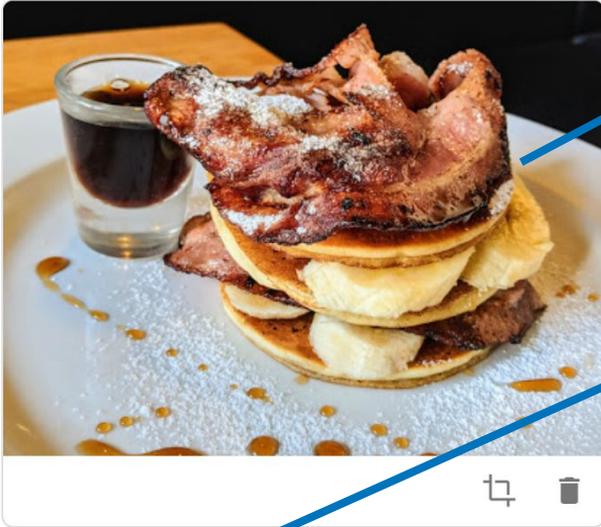
Sign up

Call now

Preview

Publish

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

- 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.

Expanding the Information on a  
Business Listing Will Help It Show Up in  
More Places



Better business profiles  
**drive more exposure**  
and more engagement

ORGANIZATION  
Miles Partnership

Home

Posts

**Info**

Insights

Reviews

Messaging

Photos

Products (Beta)

Website

Users

Create an ad

Tourist attraction  
Bar  
Distillery  
Alcohol manufacturer

Carretera 165 Cataño, 00949 Puerto Rico

Add service area

Sunday	9:00 am–4:30 pm
Monday	9:00 am–4:30 pm
Tuesday	9:00 am–4:30 pm
Wednesday	9:00 am–4:30 pm
Thursday	9:00 am–4:30 pm
Friday	9:00 am–4:30 pm
Saturday	9:00 am–4:30 pm

Add special hours

Your business is live on Google

View on Search

View on Maps

Close or remove this listing

Advanced information

Store code *Enter store*

Labels *Enter labels*

Google Ads location extensions phone *Enter Google*

Make sure business information complete and accurate.

Check:

- Business Name
- Address
- Phone Number(s)
- Website(s)
- Hours
- Description

ORGANIZATION  
Miles Partnership

Posts

Info

Insights

Reviews

Messaging

Photos

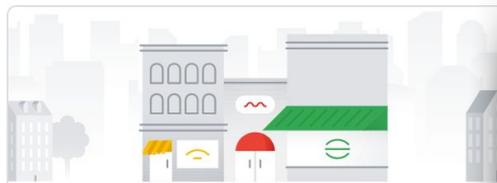
Website

Users

Create an ad

Manage locations

Settings



5000 Kahala Ave Honolulu, HI 96816

Add service area

Sunday	11:00 am–5:30 pm
Monday	11:00 am–5:30 pm
Tuesday	11:00 am–5:30 pm
Wednesday	11:00 am–5:30 pm
Thursday	11:00 am–5:30 pm
Friday	11:00 am–5:30 pm
Saturday	11:00 am–5:30 pm

Add special hours

(808) 739-8760

"Open now" searches

think with Google

↑ 300%

Growth in search interest  
for "open now."



Think with Google

Google Trends, U.S., June 2015 vs. June 2017.

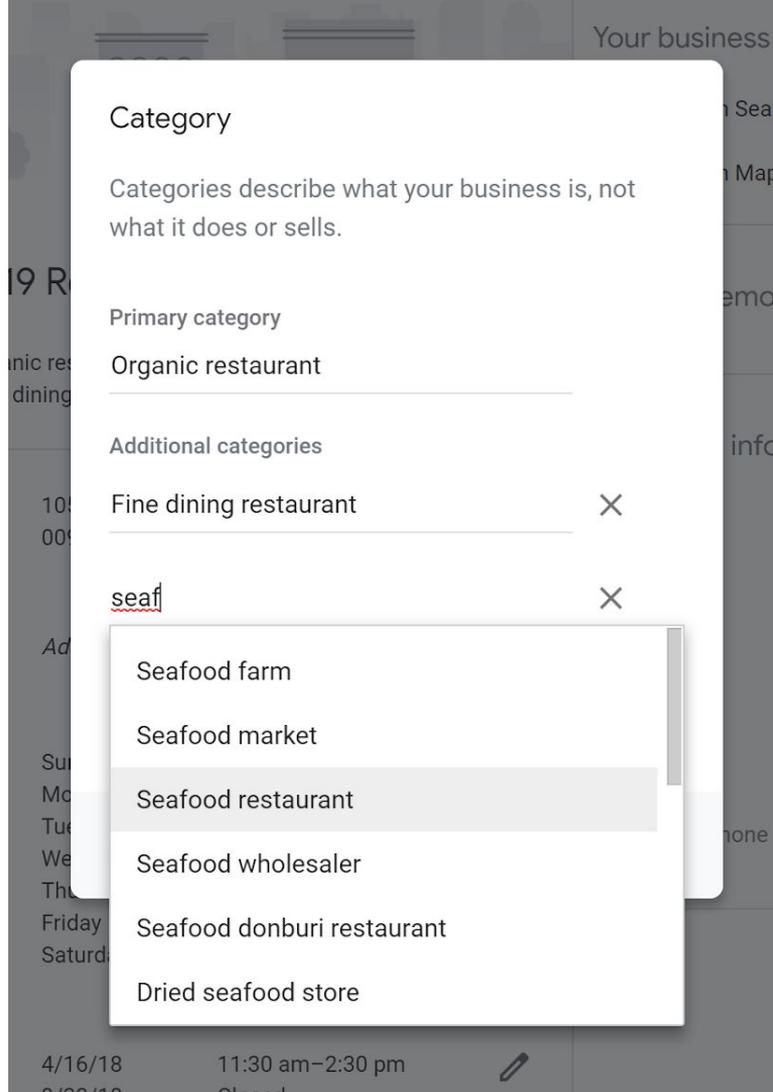
# Accurate Hours are critically important

hungarian_restaurant	Hungarian restaurant	Related Categories
hunting_and_fishing_store	Hunting and fishing store	Related Categories
hunting_area	Hunting Area	Related Categories
hunting_club	Hunting club	Related Categories
hunting_preserve	Hunting Preserve	Related Categories
hunting_store	Hunting store	Related Categories
hvac_contractor	HVAC Contractor	Related Categories
hydraulic_engineer	Hydraulic engineer	Related Categories
hydraulic_equipment_supplier	Hydraulic equipment supplier	Related Categories
hydraulic_repair_service	Hydraulic repair service	Related Categories
hydroelectric_power_plant	Hydroelectric power plant	Related Categories
hydroponics_equipment_supplier	Hydroponics equipment supplier	Related Categories
hygiene_articles_wholesaler	Hygiene articles wholesaler	Related Categories
hygiene_station	Hygiene station	Related Categories
hypermarket	Hypermarket	Related Categories
hypnotherapy_service	Hypnotherapy service	Related Categories
hyundai_dealer	Hyundai dealer	Related Categories
ice_cream_equipment_supplier	Ice cream equipment supplier	Related Categories
ice_cream_shop	Ice cream shop	Related Categories
ice_hockey_club	Ice hockey club	Related Categories
ice_skating_club	Ice skating club	Related Categories
ice_skating_instructor	Ice Skating Instructor	Related Categories

**3,936**  
US English  
categories  
currently

Adding multiple relevant categories can **significantly expand** where a business shows up, and sometimes provides access to **additional features**\*.

\*Including Services and Products



# Attributes

- Home
- Posts
- Info**
- Insights
- Reviews
- Messaging
- Photos
- Website
- Users



## Accessibility

Wheelchair accessible restroom

## Amenities

Booster seats  
Not good for kids  
Restroom

## Dining options

Dinner  
Dessert

## Highlights

No fireplace  
No live music  
No outdoor seating  
No rooftop seating

## Offerings

Alcohol  
Cocktails  
Coffee  
Hard liquor  
No kids' menu  
Local ingredients  
OK to order just drinks  
Organic dishes  
Tasting menu  
Vegetarian options  
Wine

## Payments



## Attributes

Only attributes you can edit are shown below.

[Learn more](#)

[Search these attributes](#)



### Accessibility

- + Wheelchair accessible elevator
- + Wheelchair accessible entrance
- + Wheelchair accessible parking lot
- Wheelchair accessible restroom
- + Wheelchair accessible seating

### Amenities

- + Bar onsite
- Booster seats
- Good for kids
- + High chairs

# Hotels have the most

## Attributes

## Attributes

## Attributes

## Attributes

Attributes you can edit are shown below.

Only attributes you can edit are shown below.

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### Accessibility

- Wheelchair accessible elevator
- Wheelchair accessible entrance
- Wheelchair accessible parking lot

### Amenities

- Air conditioning
- Airport shuttle
- All-inclusive
- Baggage storage
- Bar onsite
- Beach access
- Business center
- Child care
- Concierge
- Convenience store
- Currency exchange
- Dogs allowed
- Fitness center
- Free breakfast
- Golf course



- Laundry service
- Massage services
- Meeting rooms
- Newspaper delivery

### Crowd

- Family-friendly
- LGBT

### Activities

- Bicycle rental
- Boat rental
- Game room
- Horseback riding
- Indoor jogging track
- Scuba diving
- Snorkeling
- Water skiing

### Parking

- Free
- Paid
- Pets welcome

### Highlights

- Active military discount
- Casino
- Fireplace
- Nightclub
- Private beach
- Veteran-Led
- Women-Led

### Amenities

### Swimming pool

- Indoor
- Outdoor

### Wi-Fi

- Free
- Paid

### Lodging options

- Family rooms

# Questions?

- Customer Journey
- Tools and Resources
- DMO as Leading Local Guide
- Content Opportunities
  - Updating Existing Listings & Adding Listings
  - Creating New Images
  - Flagging Images
- Membership Value Toolset
  - Ways to Help a Business

A stylized map of a city grid with a blue river and green parks. The map is composed of a light gray grid of streets, with a prominent blue river winding through it. Green areas represent parks or green spaces. The overall aesthetic is clean and modern.

# Thanks!