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GOGGLE BUSINESS PROFILE FUNDAMENTALS



Your **Google Business Profile** is the single most significant source of organic (free) exposure for your business online. It is what shows up when someone searches for your business. Keeping this listing updated is important. Your first step is to Claim your business ...In Google Maps look for the **"Claim this Business"** button to determine if you need to begin the process of claiming and verifying your business.

Up-to-date profiles are:

2.7x more likely to be considered reputable.¹

70% more likely to attract location visits.¹

50% more likely to lead to a purchase.¹

(1) Ipsos research: Benefits of a complete listing 2017

Hours are critical content.

Searches for "open now" have skyrocketed over the last 2 years.

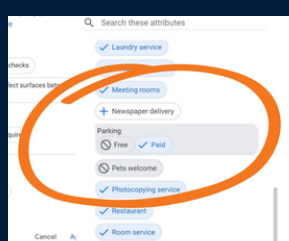
Hours and "open now" are the most frequent customer searches for a business. Keep regular daily hours up-to-date under Business hours

Categories matter for relevance.

Adding relevant categories can significantly expand where a business shows up because it matches more searches.

Attributes support customer confidence

Adding attributes creates customer confidence that a business will meet their needs.

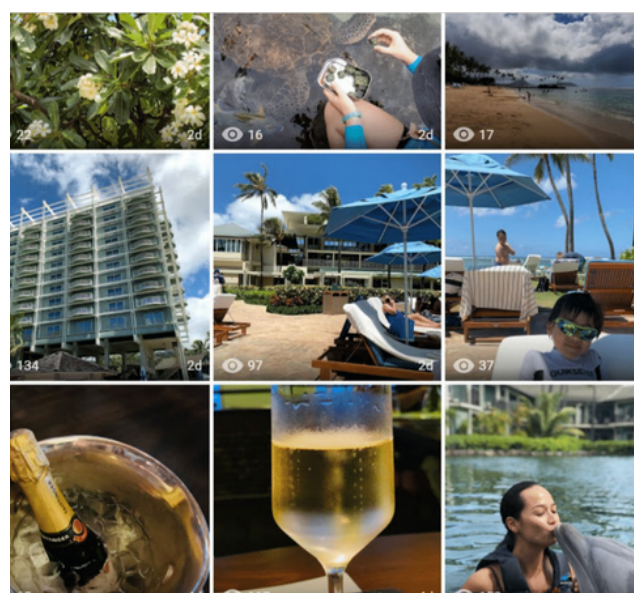


Menus and Product tell more of your story

Depending on your business category, you can use menus or services to expand the content in your business profile.

4 photos a month increase exposure

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



Need Assistance With Your Business Profile?

We have just recently hosted a webinar led by Miles Partnership, a strategic marketing company focused exclusively on travel and tourism. They've worked with hundreds of destinations and hospitality businesses around the world, and have developed a tactical workshop to assist in navigating the Google Business Profile platform. **A recording of this webinar is available on the Extranet.**

Businesses can book one-on-one virtual sessions with Miles' Program Specialist for assistance with claiming their Google Business profile or other questions surrounding Google, Yelp and Tripadvisor.

Schedule Office Hours With Miles



<https://calendly.com/milespartnership/google-dmo/cayuga-nv-office-hours>

Information Provided by :



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Pro-Tip
Nov. 2022