

Essential tips for Google

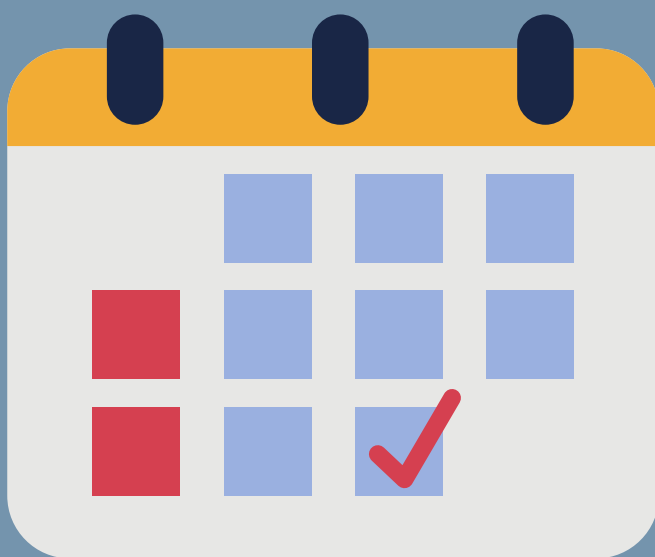
Google My Business is a free tool that allows you to promote your Business Profile and website on Google Search and Maps. And it's **FREE!**

If you have questions please contact our office at 315-255-1658 or email Claire@tourcayuga.com



1. ENSURE THAT YOU ARE LISTED AS OPEN

This may seem obvious but it's very important as more people are online than ever. Some businesses were automatically marked as "**temporarily closed**" by Google. Google your business and if changes need to be made you will need to access your GMB (**Google My Business**) to edit the information.



2. MAKE SURE YOUR HOURS ARE UP-TO-DATE

Business hours impact visibility of your listing across many platforms; Google, Yelp, Facebook etc. In a recent study opening hours was first on the list of information sought by potential visitors & local residents.

3. UTILIZE NEW ATTRIBUTES

- ✓ In light on the pandemic there are new attributes such as takeout, delivery and pickup. Making sure that these are updated and accurate adds value to your listing. Ensure that you are utilizing the new ones as well as existing such as wheelchair accessibility, kid-friendly etc.
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