



The Power of Google

Optimizing Your Google Presence

Presented by Miles Partnership



This content is brought to you by **Finger Lakes Visitors Connection** in an effort to help community businesses **maximize exposure** digitally on the world's largest platform.

Meet the Team

About Miles

Miles is a *strategic, marketing company* focused **exclusively on travel and tourism.**

We've worked with *destinations and hospitality businesses* around the world.



CAITLIN BUSSEY

Destination Optimization
Program Specialist

In addition to more traditional agency services, we provide support across a **wide variety of Google Products** to *improve exposure, conversion, quality and accuracy of information* about the destination and businesses.





270+

Destinations have participated in some version of our program

150,000+

Businesses and POIs have been audited and analyzed

8,000+

Business owners and managers received in-person or virtual training



Need
Assistance
With Your
Business
Profile?

Schedule Office Hours With Miles



Our Agenda

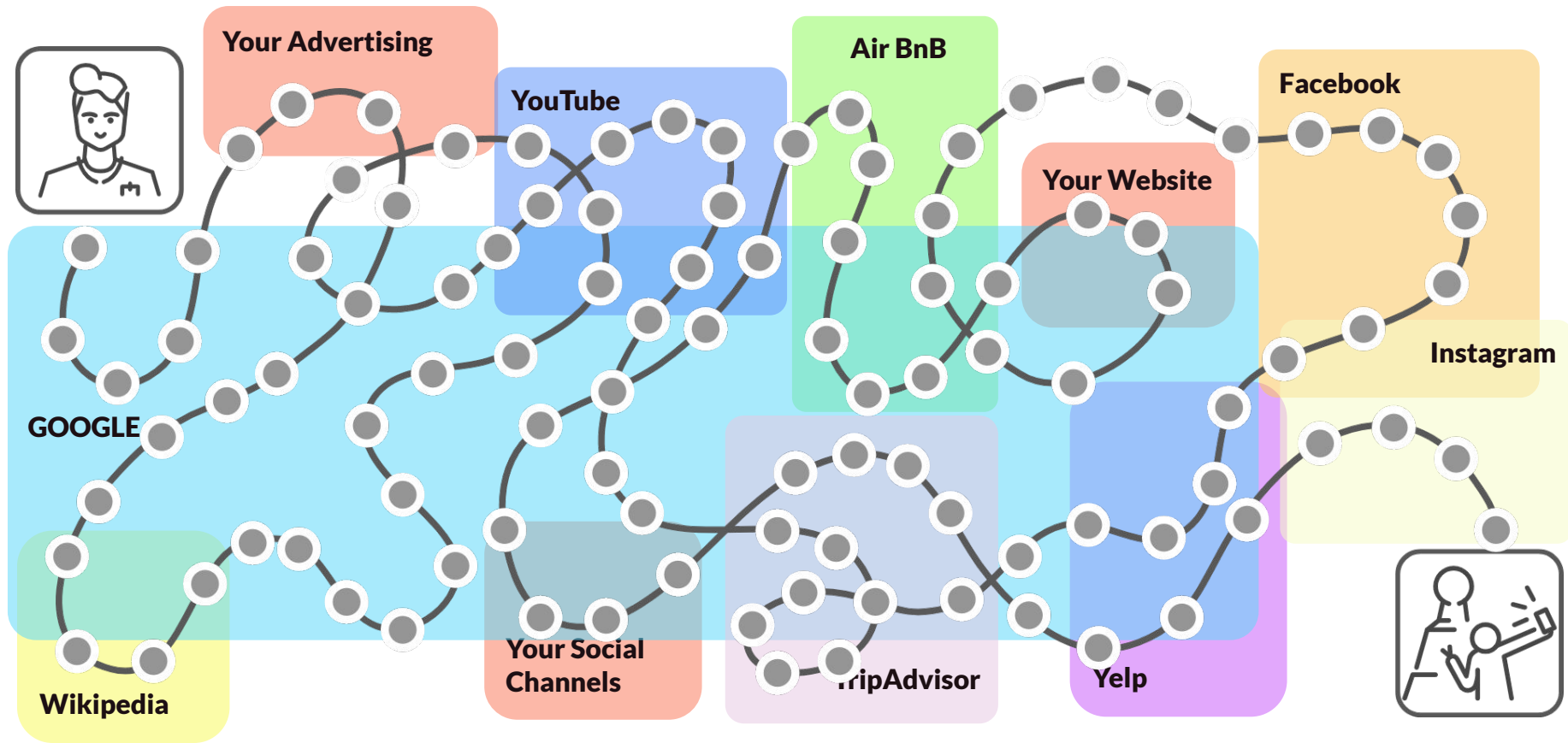
What We'll Cover

- ❑ Importance of a Google Listings
- ❑ Claiming & Verifying Your Business on Google
- ❑ Five Fundamentals for a Successful Online Presence
- ❑ Closing: Final Remarks and Q&A

How are Customers Finding Your Business

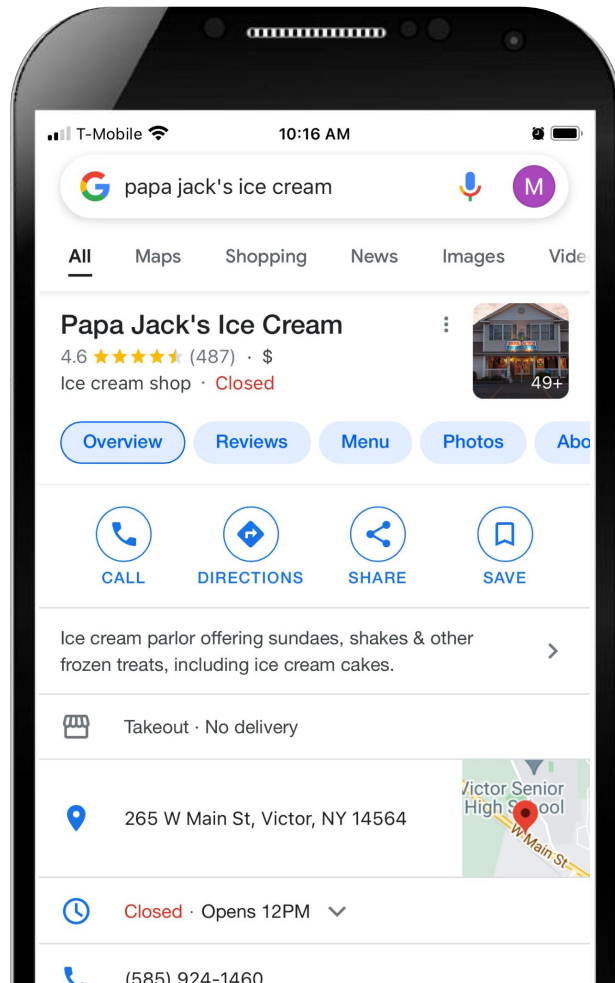
Importance of a Google Listings

Meet the Traveler **WHERE THEY ARE.**



Why is your listing important?

#1 - Your **Google Business Profile** is the first thing people see about your business when they search in Google products.





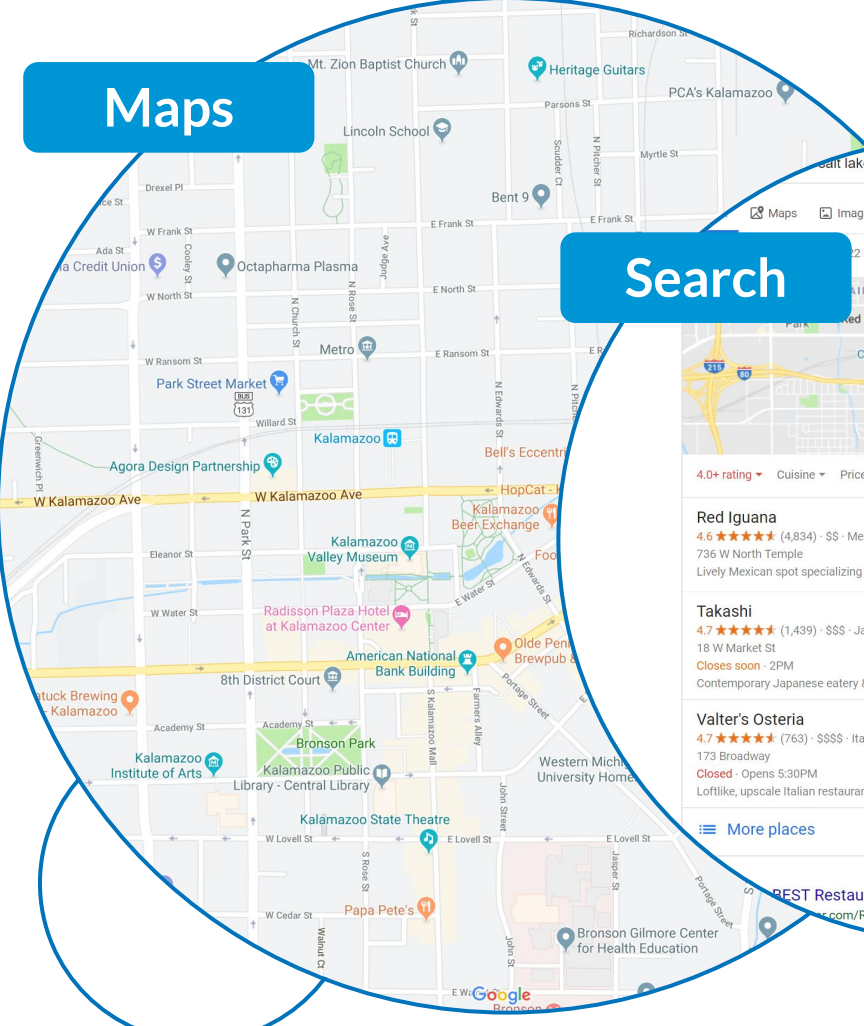
Google reports
local search
delivers over

4 BILLION

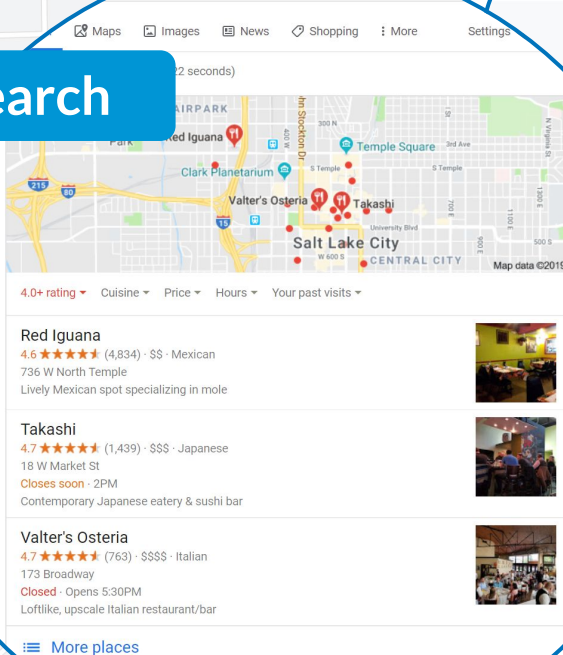
direct connections
for businesses
every month.

#2 - A business' Google profile is the
single largest source
of organic exposure
for the business online.

Maps



Search



BEST Restaurants in Salt Lake City - Updated July 20...

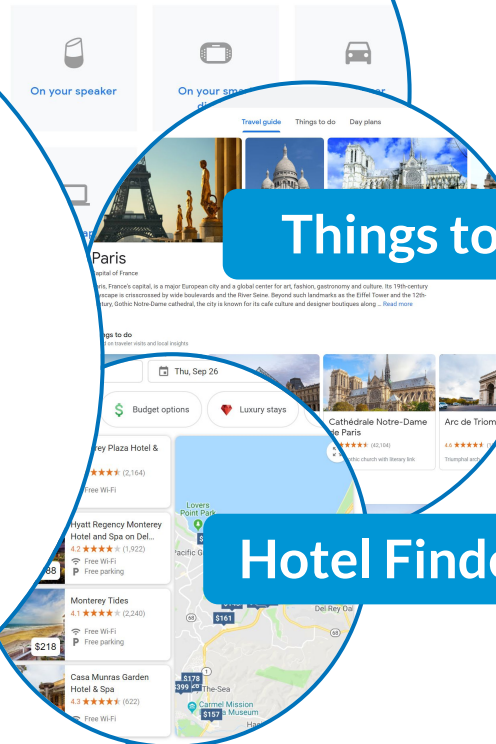
...com/Restaurants-g60922-Salt_Lake_City_Utah...

...See 66836 TripAdvisor traveler...

Discover what the Google Assistant

Learn more about how you can get help from you

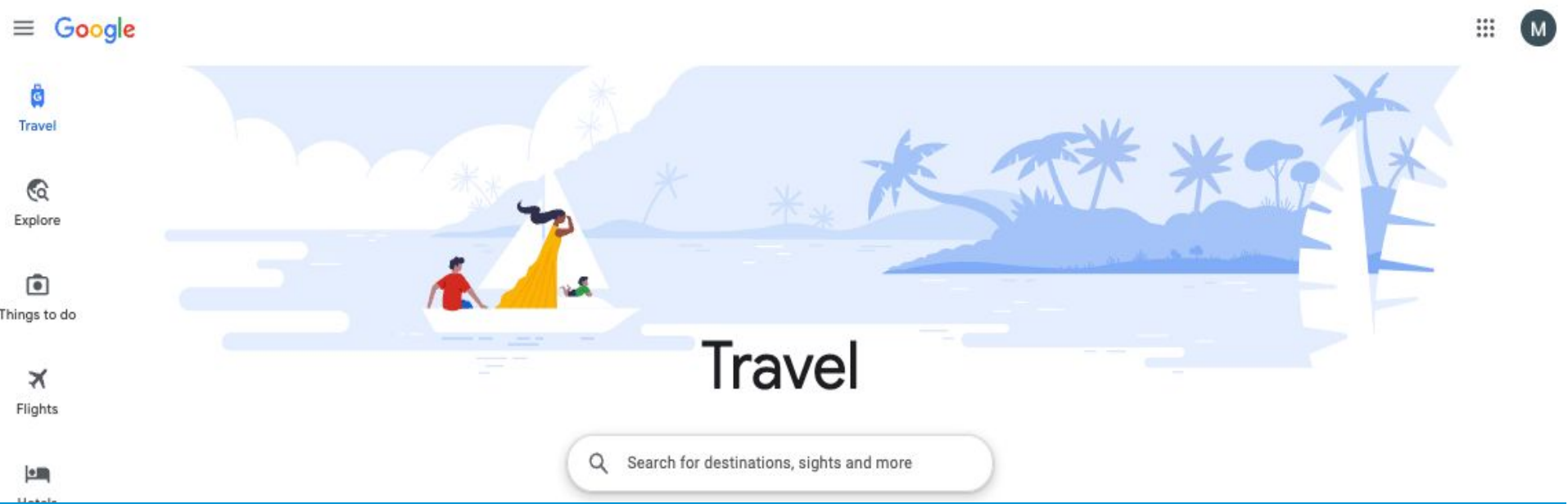
Assistant



Things to Do

Hotel Finder

many 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 - Better business profiles
drive more exposure
and more engagement

Knucklehead Craft Brewing

Website Directions Save

4.7 ★★★★★ 703 Google reviews

\$\$ · Brewpub

Service options: Dine-in · Takeout · No delivery

Address: 426 Ridge Rd, Webster, NY 14580

Hours: Closed · Opens 4PM ▼
Confirmed by phone call 4 weeks ago

Phone: (585) 347-6236

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

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

Popular times ⓘ

Day	9a	12p	3p	6p	9p
MON	Low	Low	Low	Low	Low
TUE	Low	Low	Low	Low	Low
WED	Low	Low	Low	Low	Low
THU	Low	Low	Low	High	Medium
FRI	Low	Low	Low	Very High	Medium
SAT	Low	Low	Low	High	Medium
SUN	Low	Low	Low	Low	Low

6 PM: Usually busy
Up to 30 min wait

Reviews from the web

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



best wineries near canandaigua ny



Sign in

All

Maps

Images

News

Shopping

More

Tools

About 55,500 results (0.56 seconds)

Wineries

4.0+ rating

Hours



Constellation Brands Inc

4.0 ★★★★★ (55) · Winery

116 Buffalo St



Finger Lakes Wine Center

4.4 ★★★★★ (37) · Wine store

151 Charlotte St · In Sonnenberg Gardens

Closed · Opens 12PM Sat

👤 "Excellent winery tour."



Constellation Brands, Inc.

4.1 ★★★★★ (26) · Winery

235 N Bloomfield Rd



DISTANCE

RELEVANCE

PROMINENCE

More places →

Map data ©2022

Keyboard shortcuts

Map data ©2022

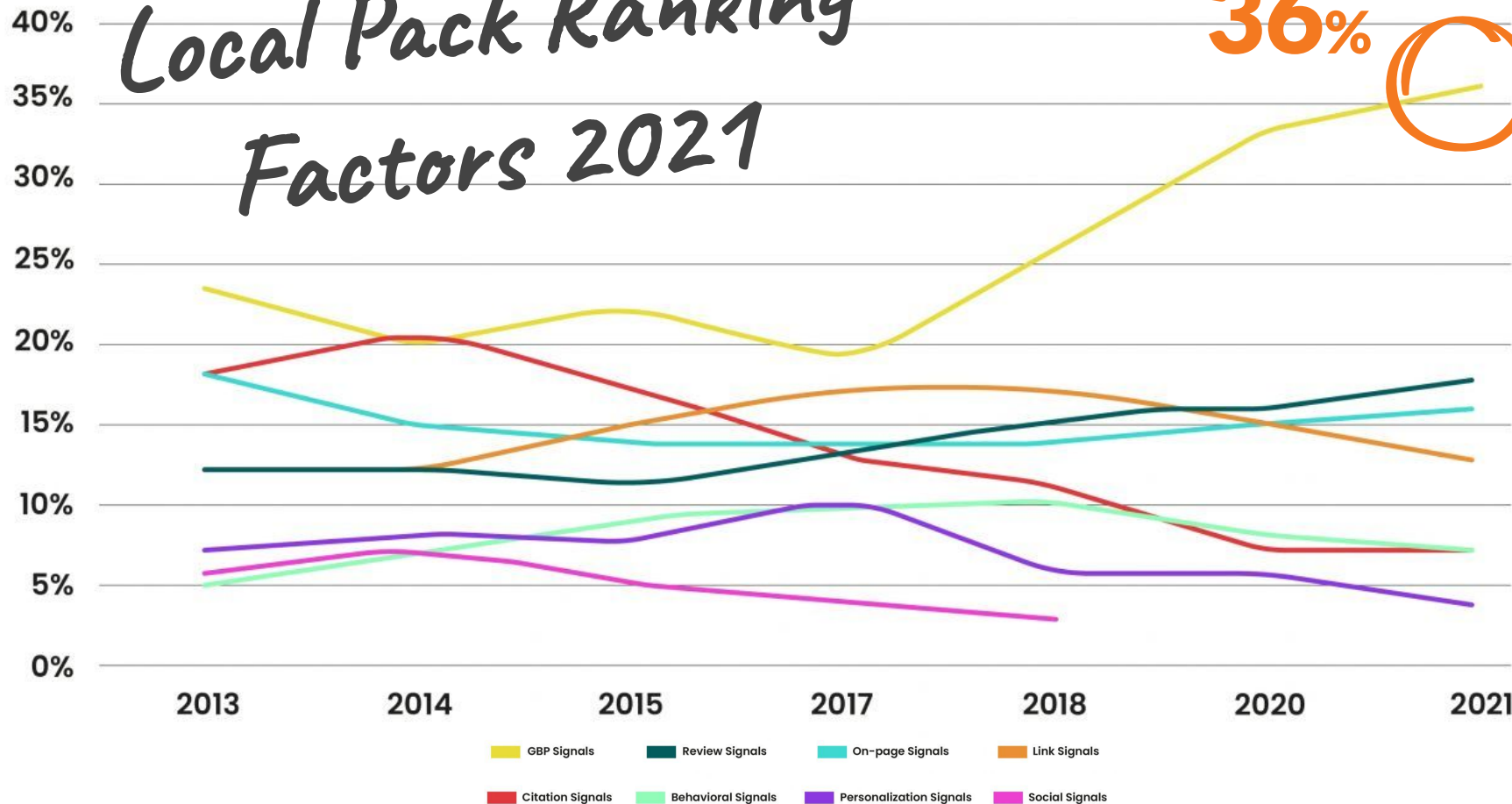
Terms of Use

The “local pack” is the result of a keyword + location. Results are determined by Google’s algorithm. There are three major areas that Google considers.

Wineries in Canandaigua Lake · Vineyard View Winery · Heron Hill Tasting Room on Canandaigua Lake · Canandaigua Wine Walk · Song Hill Winery · Ravines Wine Cellars

Local Pack Ranking Factors 2021

36%



How to Manage Your Listing

Google Business Profile Updates

GBP Updates

Name Change

Google is retiring the name
“Google My Business” and
rebranding everything as
“Google Business Profile.”

Users will access their listing
one of two ways.

Google My Business



Google Business Profile

GMB App

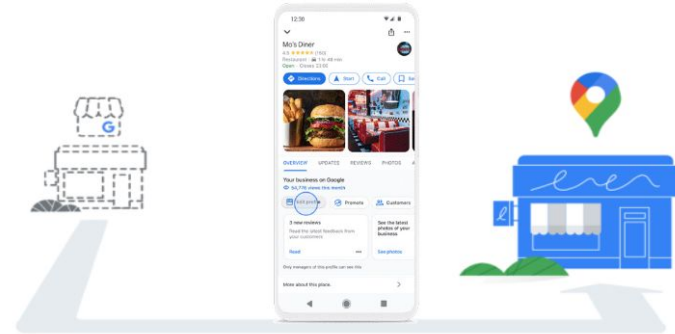
The Google My Business App has been removed from *Google Play* and *Apple app store*.

Let's look at how to access your listing for updates.

The Google My Business app is being replaced

Start using Google Maps and Search to keep your Business Profile up to date and connect with customers.

Try it on Google Maps:



Holy Sheets, update the way you interact with your customers. Soon, Google Maps and Search will replace the Google My Business app as the way to [manage your profile](#). Millions of merchants already use either Google Maps or Search to connect with their customers.

Option 1 - SERP


To edit in the *Search Engine Results Page*, log in to your Google account and search for you business by name + city.

Google

cac enterprises waterloo iowa

All Maps Images News Videos More Tools

About 128,000 results (0.53 seconds)

 Your business on Google
2,699 views this month

Edit profile Promote Customers

Complete your profile
Add details and get discovered by more customers

Get your first reviews
Share your review form with past customers

Add exterior photo
Help customers locate your shop front

Only managers of this profile can see this

https://nicelocal.com/waterloo-ia/cac_enterprises


✓ CAC Enterprises - Training courses in Waterloo - Nicelocal.com
This organization has an average score of 5 by NiceLocal users and can be found by the official address: Waterloo, IA 50701, 520 Maryland Ave. GPS coordinates ...

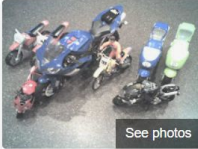
<https://usa-education.worldorgs.com/catalog/waterloo>

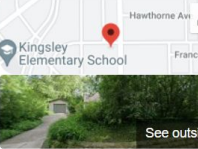
📍 CAC Enterprises in the city Waterloo
Address: 520 Maryland Ave, Waterloo, IA 50701, United States ; Phone: +1 941-224-6545.

<https://www.enterprise.com/.../US/iowa>

✓ Waterloo Car Rental - Enterprise Rent-A-Car
Enterprise Rent-A-Car offers flexible & convenient car rental backed by our Complete Clean Pledge at Waterloo. Reserve your car today!
Missing: eae | Must include: cac



 See photos

 See outs

CAC Enterprises

Directions Save Call

5.0 ★★★★★ 1 Google review

Motorcycle driving school in Waterloo, Iowa

✓ You manage this Business Profile

Address: 520 Maryland Ave, Waterloo, IA 50701, United States
Hours: Closed · Opens 7AM Sun · More hours
Phone: +1 941-224-6545


[Edit your business information](#)


[Add missing information](#)

[Add website](#)
[Add appointment link](#)

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

Products

 bikes

 I'm a big fan
US\$5.00–155.00

Explore categories

bikes fans

About 128,000 results (0.53 seconds)

Your business on Google

2,699 views this month

- Edit profile
- Promote
- Customers

Complete your profile

Add details and get discovered by more customers

Get your first reviews

Share your review form with past customers

Add exterior photo

Help customers locate your shop front

Ac

St

bu

>

Only managers of this profile can see this

See photos

See outside

CAC Enterprises

Directions

Save

Call

5.0 ★★★★★ 1 Google review

Motorcycle driving school in Waterloo, Iowa

You manage this Business Profile ?

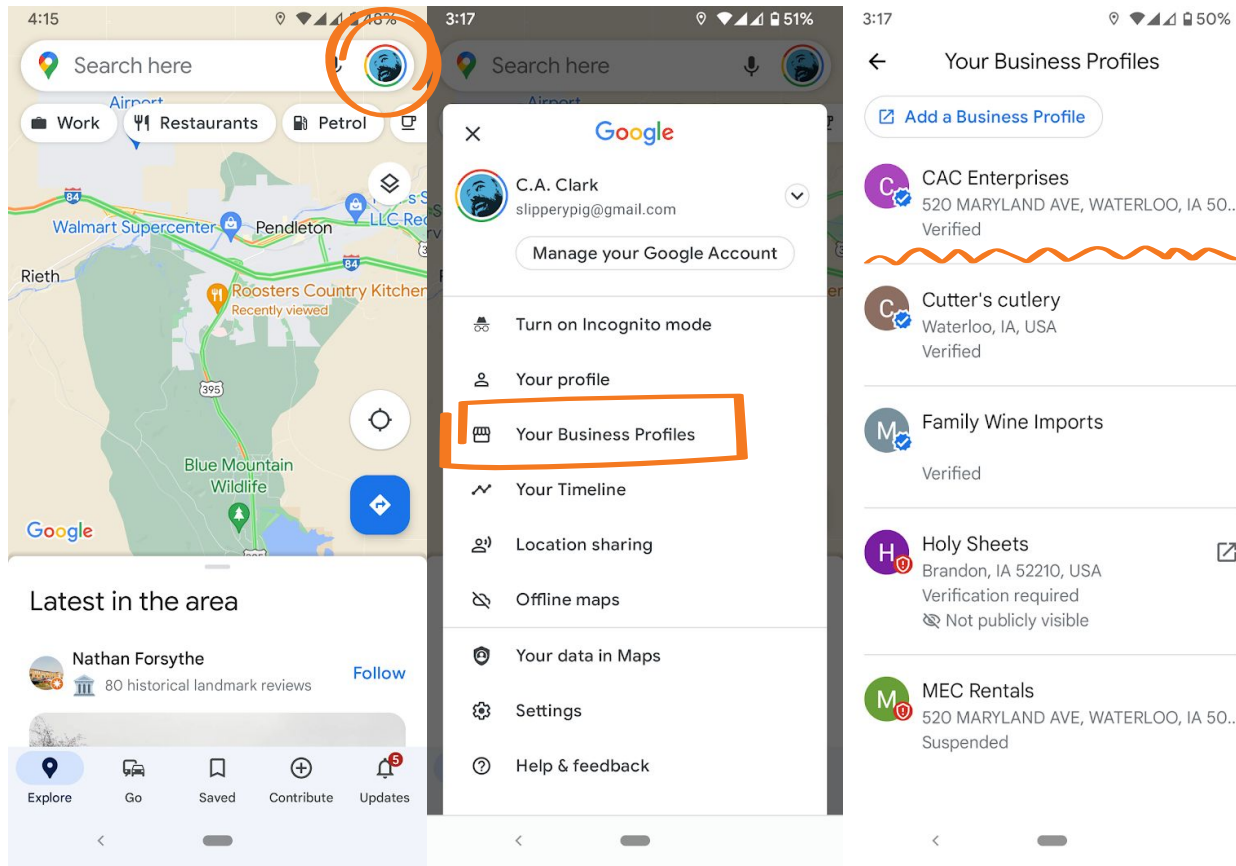
Address: 520 Maryland Ave, Waterloo, IA 50701, United States

Hours: Closed · Opens 7AM Sun · [More hours](#)

Option 2

To edit in the *Maps* app, click on the menu and select “Your Business Profiles.”

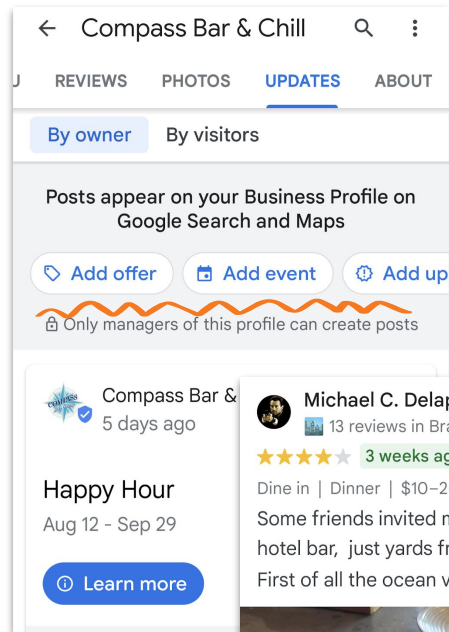
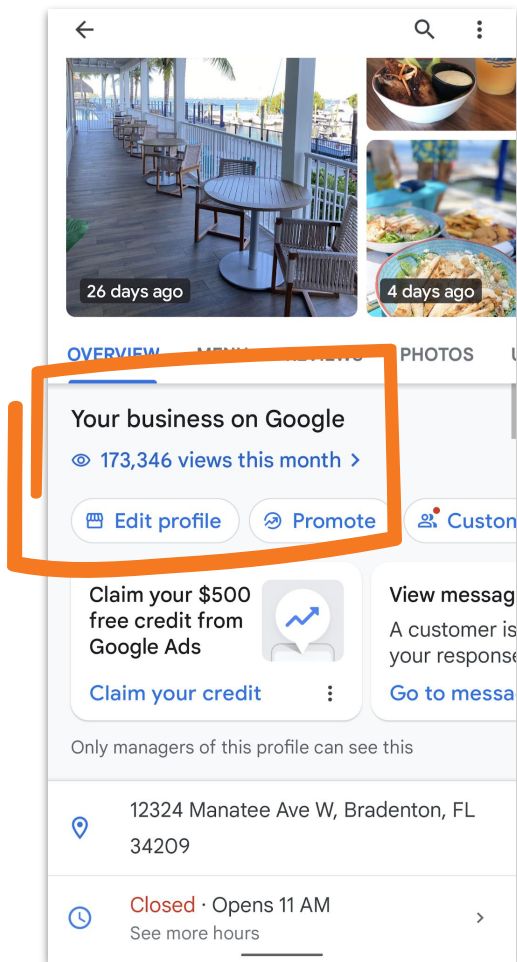
Select the business listing you’d like to edit or manage.



Option 2

To edit in the *Maps* app, click on the menu and select “Your Business Profiles.”

Select the business listing you’d like to edit or manage.



Google Business Profile Manager

Search businesses

CAC Enterprises

520 MARYLAND AVE
WATERLOO, IA 50701
United States

Home

Posts

Info

Insights

Reviews

Messages

Photos

Products

Website

Users

Create an ad

Get custom Gmail

Add new business

Businesses

Link to ads

Settings

Keep customers up to date

Answer a few questions and update your business on Google Maps and Search with your latest info.

Get Started

Create post

Add photo

Create ad

New

Now manage your Business Profile directly on Google Search & Maps

Easily edit info, post updates, and connect with customers

Google

Mo's Diner

Mo's Diner

Your Business Profile

Try it on Search

Learn more

Claim your \$500 free advertising credit

Motorcycle driving school in WATERLOO

Ad · www.example.com

CAC Enterprises - Great service guaranteed

Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)

Claim your credit

Stay connected during COVID-19

Update business hours

Post your COVID-19 update

The “desktop” profile manager interface at business.google.com will continue to exist for agency and multi-business accounts.

Views2.54K

Searches1.27K

Activity1.62K

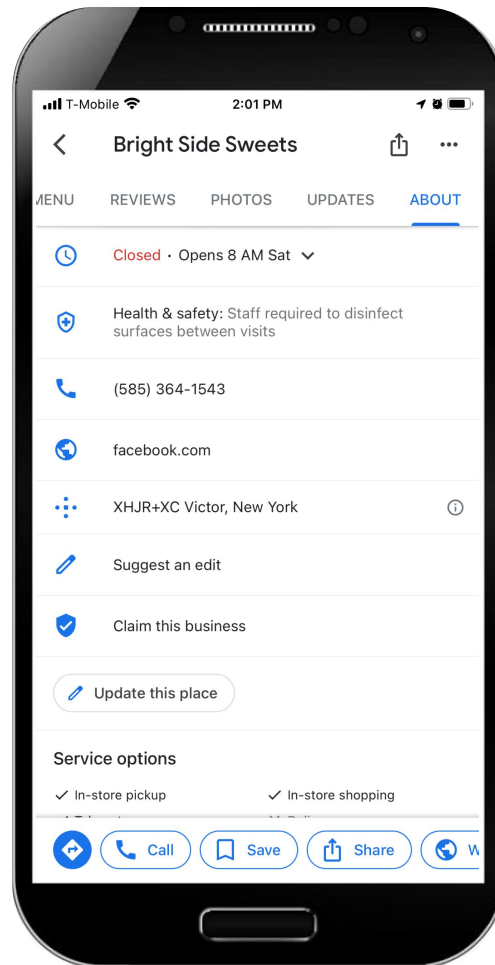
How to Manage Your Listing

Claiming Your Business on Google

First, claim your business!

Manage your business on all of Google's products from a **single source**.

We audited *555 Google listings* in the Ontario County tourism market; **22% were unclaimed**.



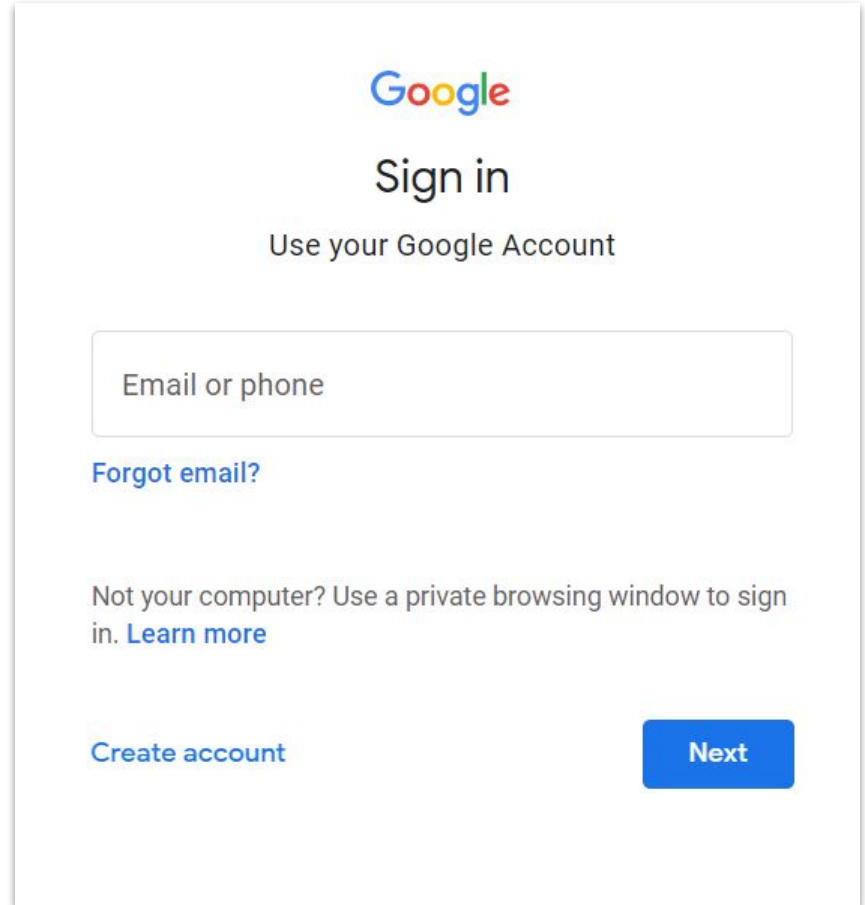
Step 1

Account Login

Sign into or create your business account.

Preferably this is a general business email that is not contain an individual's name.

Example: info@domainname.com

A screenshot of the Google Sign in interface. At the top is the Google logo. Below it is the text "Sign in" and "Use your Google Account". There is a text input field labeled "Email or phone". Below the input field is a link "Forgot email?". Further down is a message "Not your computer? Use a private browsing window to sign in." followed by a link "Learn more". At the bottom left is a link "Create account" and at the bottom right is a blue button labeled "Next".

Google

Sign in

Use your Google Account

Email or phone

[Forgot email?](#)

Not your computer? Use a private browsing window to sign in. [Learn more](#)

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

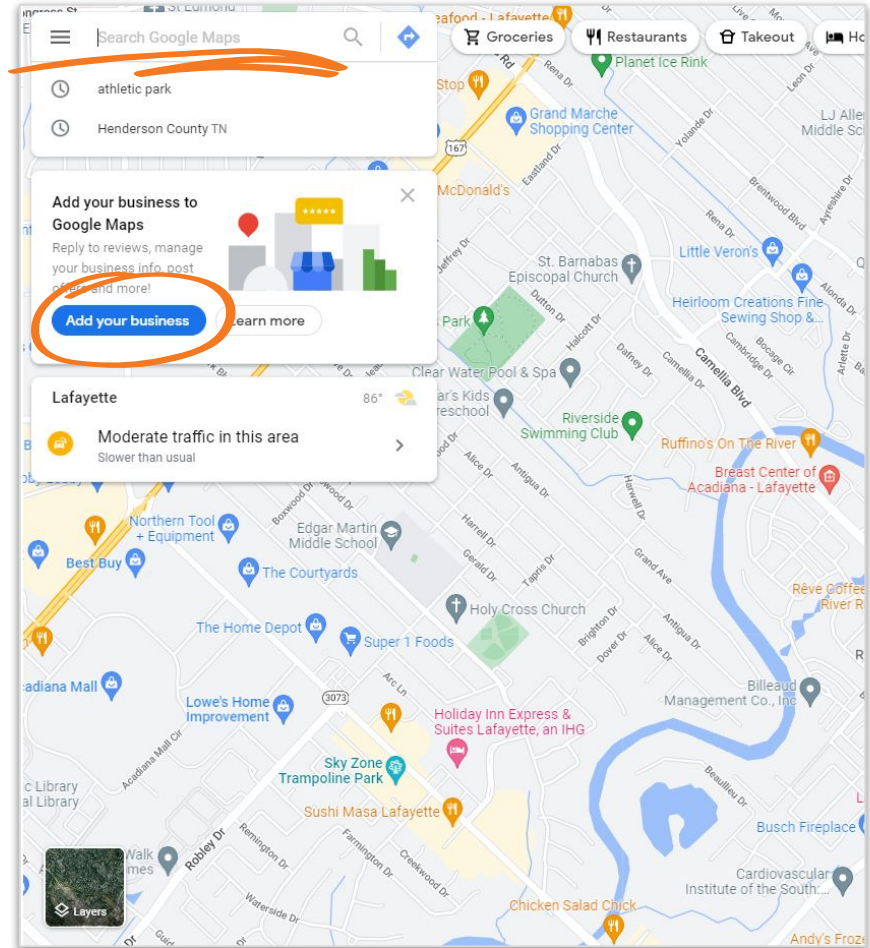
Step 2

Find Your Business

More likely than not, your business is already recognized by Google.

Now you just need to claim it!

Start by going to [google.com/maps](https://www.google.com/maps).

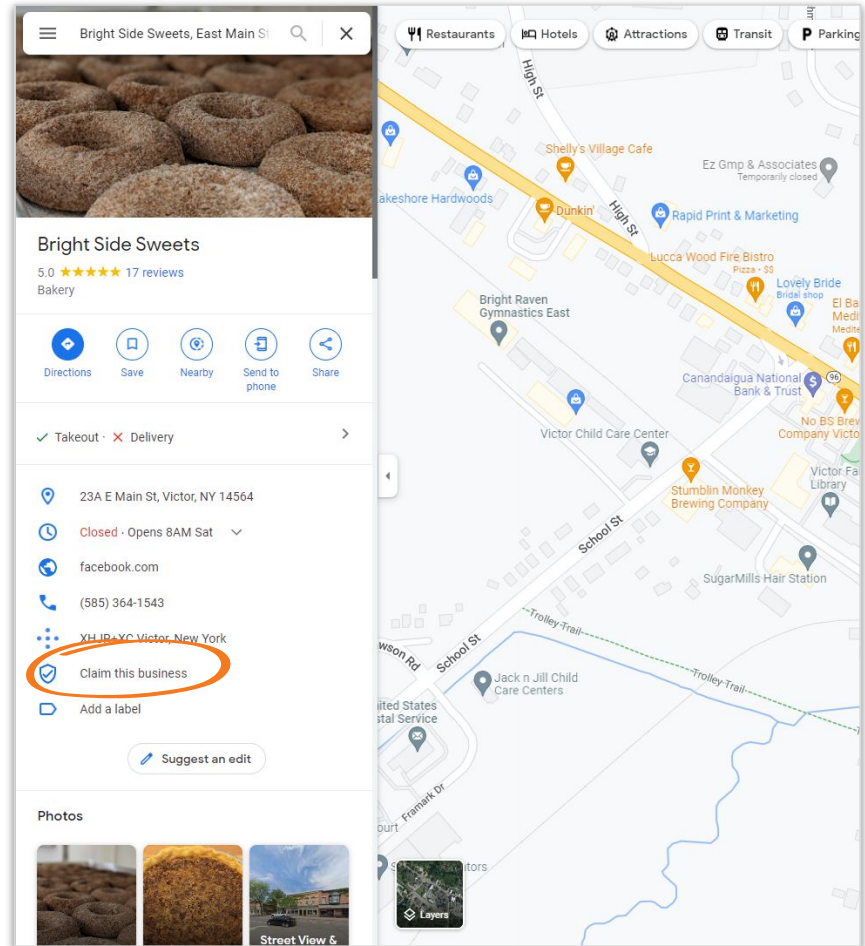


Step 3

Claim Your Business

Look for the shield.

Click on “claim this business” to begin the process of managing your listing.



Step 4

Manage Now

Clicking “**Manage now**” will begin the process of managing your listing through the Google Business Profile tool.

Manage this business to reply to reviews, update info and more



caitlin.bussey@milespartnership.com

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Manage now



[I own or manage another business](#)

Step 5

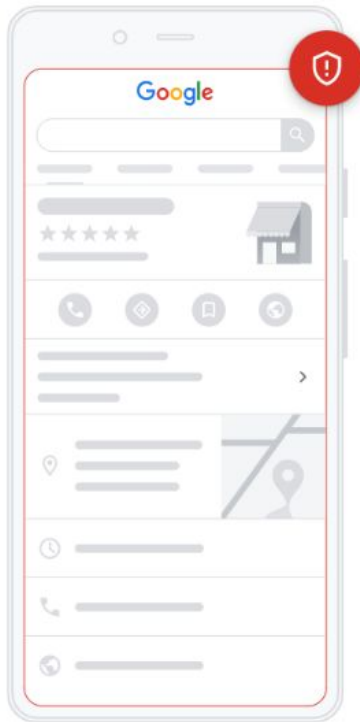
Verification

Select a verification method

Availability of specific verification methods will *vary by business type*.

Choose whichever works best for the business.







- Postcard
- Email
- Phone
- Instant Verification



Verify

Get verified with a video of your business

Your video should include the following in one continuous recording. [Learn more](#)

-  Your current location 
Record outside signage such as your street name, or nearby businesses
-  Business or equipment 
-  Proof of management 

Avoid capturing faces or sensitive documents in your recording

[Verify Later](#)

[Start recording](#)

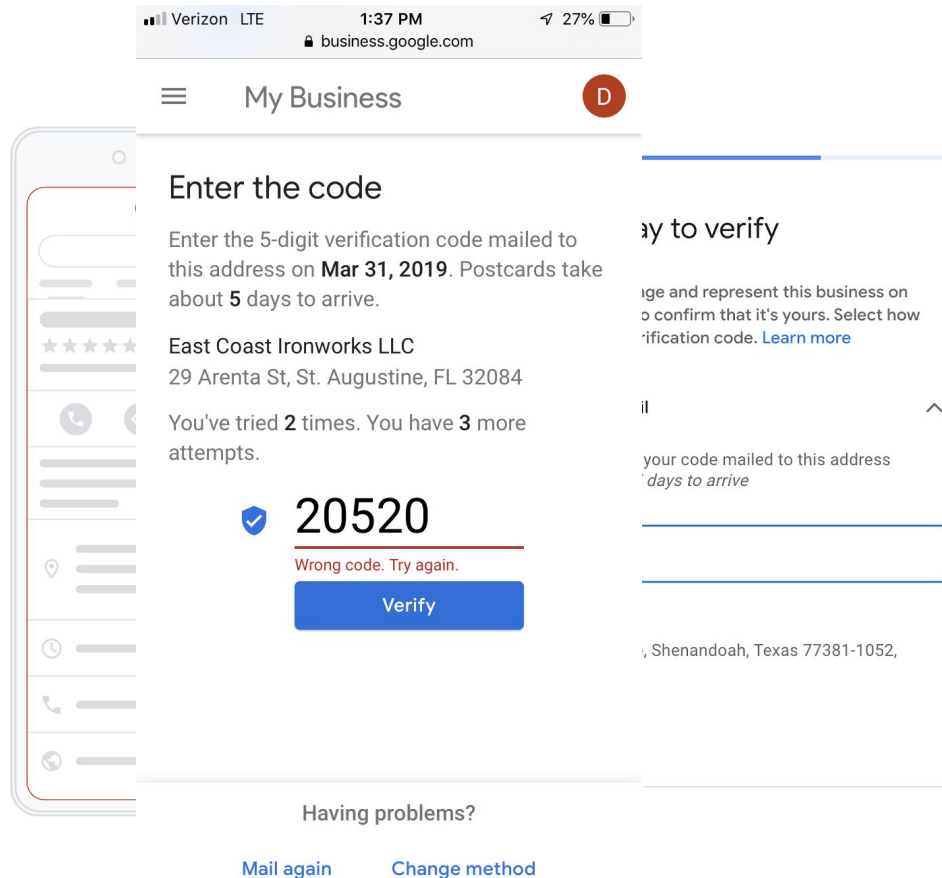
Verification Tips

By Mail

Look out for a postcard!

The postcard can take **five days or more** to arrive.

Google will not send the postcard to a post office box.



The screenshot shows a mobile browser interface for the Google Business verification page. The status bar at the top indicates Verizon LTE, 1:37 PM, and 27% battery. The address bar shows the URL business.google.com. The page header includes a hamburger menu icon, the text "My Business", and a red circular profile icon with the letter "D".

The main content area is titled "Enter the code". Below the title, it says: "Enter the 5-digit verification code mailed to this address on **Mar 31, 2019**. Postcards take about **5 days** to arrive." The business name "East Coast Ironworks LLC" and address "29 Arenta St, St. Augustine, FL 32084" are listed. It also states: "You've tried **2** times. You have **3** more attempts."

The verification code "20520" is displayed with a blue checkmark icon to its left. Below the code, a red error message says "Wrong code. Try again." and a blue "Verify" button is visible. To the right of the code input area, there is a section titled "Way to verify" with a sub-header "Verify by mail" and a description: "Verify your business by mail. Receive and represent this business on a postcard to confirm that it's yours. Select how you want to receive your verification code. [Learn more](#)". Below this, there is a text input field for the verification code and a "Verify" button. At the bottom of the page, there is a link "Having problems?" and two buttons: "Mail again" and "Change method".

Verification Tips

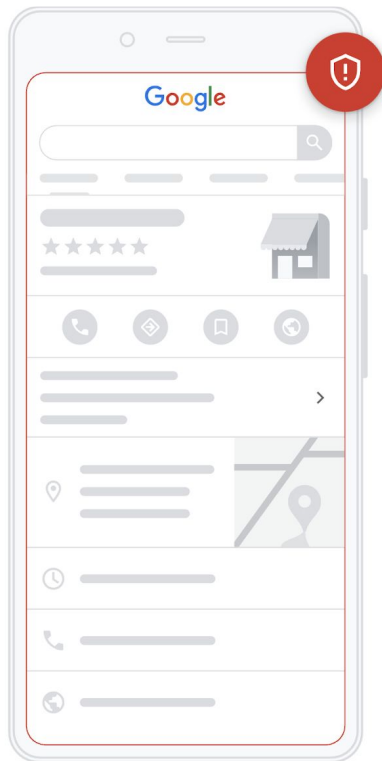
By Phone

Get your phone ready!

Be ready to receive a call or text to the phone number that appears in the listing.

You must be able to **directly answer** the phone number listed.

You may want to choose a different method if you have a call routing system.



Verify

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)

📞 (787) 289-2121

Get your code at this number now by automated call or text message.

Standard rates apply.

Language

English ▾

Call

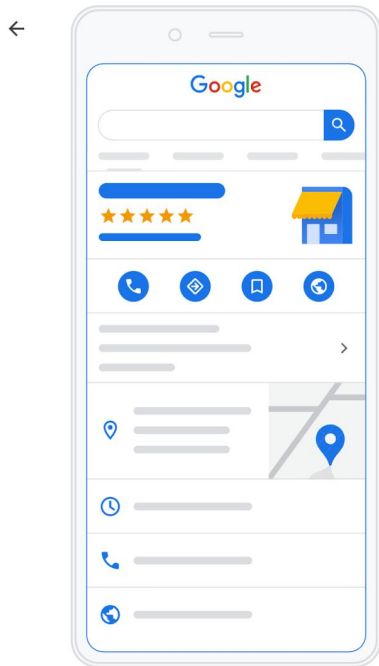
Text

[More options](#)

You're Verified!

Start updating your profile.

We recommend waiting 24-48 hours before any changes are made.

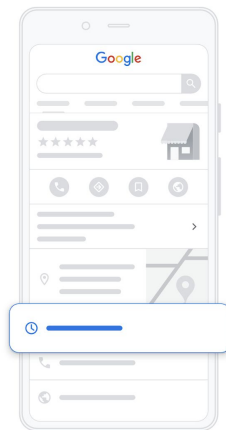


Customize profile

Your Business Profile is almost ready

You can continue making updates and edits to your profile at any time. Your edits will be visible to customers on Google after you've been verified

Continue



Customize profile

Add business hours

Let customers know when you are open for business

[Learn more](#)

- Sunday ☐ Closed
- Monday ☐ Closed
- Tuesday ☐ Closed
- Wednesday ☐ Closed
- Thursday ☐ Closed
- Friday ☐ Closed
- Saturday ☐ Closed

Skip

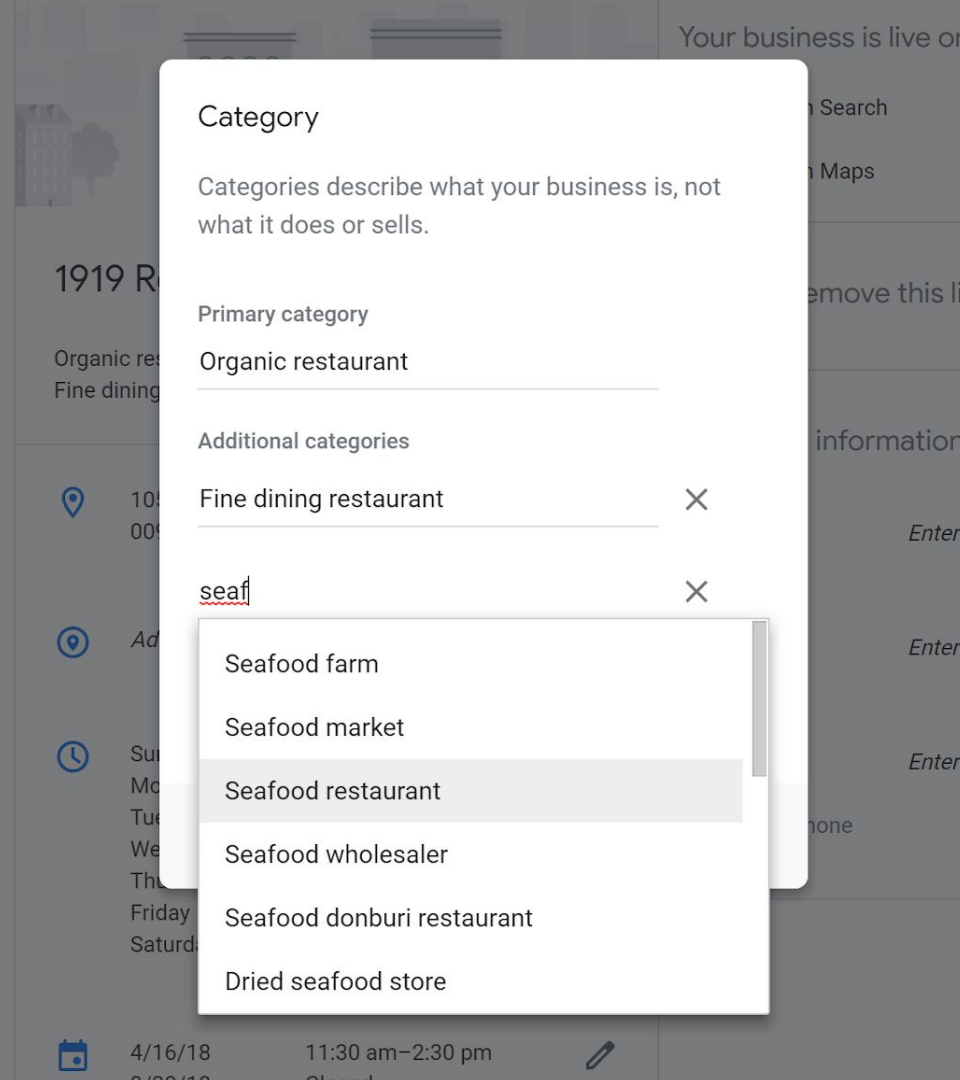
Next

Optimize Your Listing

Five Fundamentals for a Successful Online Presence

Five Fundamentals Overview

1. Importance of business hours
2. Using categories and attributes to appear in searches
3. Managing your photos
4. Using posts for visibility
5. Managing Reviews

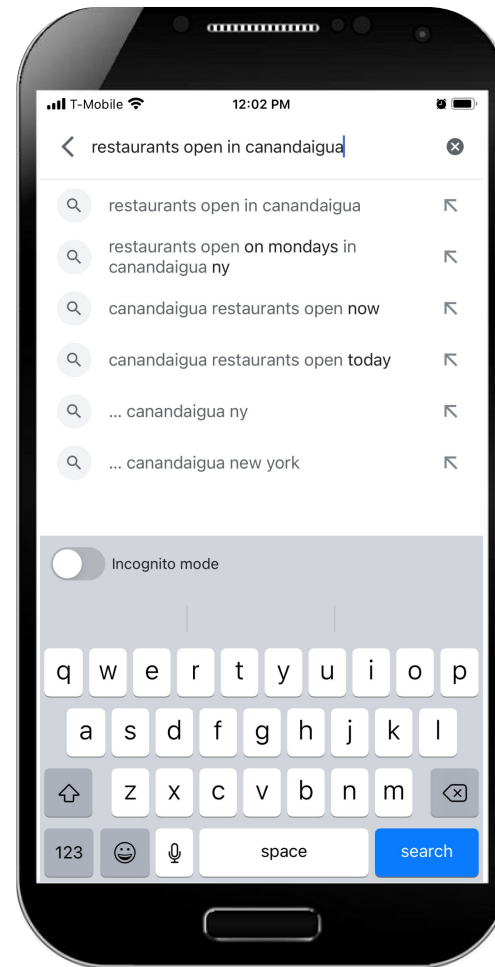


The Five Fundamentals

Business Hours

Searches for “open now” have skyrocketed over the last two years.

- 300% increase in the searches for “open now”
- 200% increase in searches for “open now near me”
- Let’s see how to update your hours on Google.



Miles Partnership

[Website](#)[Directions](#)[Save](#)[Call](#)

5.0 ★★★★★ 1 Google review

Marketing agency in Auckland

Address: Level 1/18 Emily Place, Auckland CBD Auckland 1010

Hours: **Open** · Closes 5PM ▾

Updated by business under 1 hour ago

Phone: 09-974 2452

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

Questions & answers

[Be the first to ask a question](#)

[Ask a question](#)

Reviews ?

1 Google review

[Write a review](#)

[Add a photo](#)

From Miles Partnership

'At Miles we deliver visitors. We offer global and South Pacific

Closed · Opens 11 AM



[DIRECTIONS](#)



[START](#)



[CALL](#)



[SAVE](#)

Eclectic gift shop offering an array of vintage & fair-trade wares, plus goods from local artisans. >



107 S Public Rd, Lafayette, CO 80026



Closed · Opens 11 AM

Updated by business 8 days ago

[See more hours](#)



(720) 502-4463



shop-tri.com

Edit Your Hours

Hours and “open now” are the most frequent customer searches.

To update the hours in your Google listing, search for your business, then select *edit profile*.

←

Edit profile

⋮

×

Business information

Let customers learn more about your business

>

Hours

Let customers know when your business is open

>

←

Business information

⋮

×

About

Contact

Location

Hours

More

Service area

Add

Business hours

Hours

Open with main hours

Sunday	Closed
Monday	8:30 AM–5:00 PM
Tuesday	8:30 AM–5:00 PM
Wednesday	8:30 AM–5:00 PM
Thursday	8:30 AM–5:00 PM



This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. [Learn more](#)

Accept all for



Sunday

10:00 AM-6:00 PM

10:00 AM-7:00 PM

Monday

10:00 AM-5:00 PM

10:00 AM-7:00 PM

Tuesday

10:00 AM-5:00 PM

10:00 AM-7:00 PM

Wednesday

10:00 AM-5:00 PM

10:00 AM-7:00 PM

Google Assistant calls

Advanced information

Store code

Enter store code

More hours

You can add hours for specific services or specials to your business on Google

Add hours

[+ Access](#) [+ Brunch](#) [+ Delivery](#) [+ Drive through](#) [+ Happy hours](#) [+ Kitchen](#)
[+ Online service hours](#) [+ Pickup](#) [+ Senior hours](#) [+ Takeout](#)

Cancel

Apply

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)



This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. [Learn more](#)

Accept all for



Sunday

10:00 AM-6:00 PM

10:00 AM-7:00 PM

Google Assistant calls

Takeout

Delete hours

Sunday

☐ Closed

Monday

☐ Closed

Tuesday

☒ Open

Opens at

Closes at

Wednesday

☒ Open

Opens at

Closes at

Thursday

☒ Open

Opens at

Closes at

Friday

☐ Closed

Saturday

☐ Closed

Cancel

Continue

Detailed Hours



Access

Brunch

Delivery

Drive Through

Happy hours

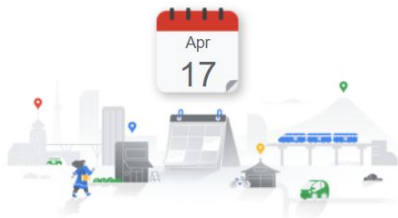
Kitchen

Online service hours

Pickup

Senior hours

Takeout



Let customers know your holiday hours for April

When your business has an irregular schedule, like holidays or special events, you can enter special hours in advance to let customers know when you're open. Here's what customers see when they view your business on Google.

Update my holiday hours

📅 April holiday hours:

Easter
Sunday 4/17

7:00 – 7:30 AM



Update my holiday hours

If you haven't updated your hours, we recommend that you do. We may call you to make sure they're accurate. We'll never ask for payments over the phone.



Visit the [Help Center](#) to learn more.

Easter Monday
(Monday 4/2)

10:00 AM – 7:30
PM



Hours may differ

Anzac Day
(Wednesday 4/25)

10:00 AM – 7:30
PM



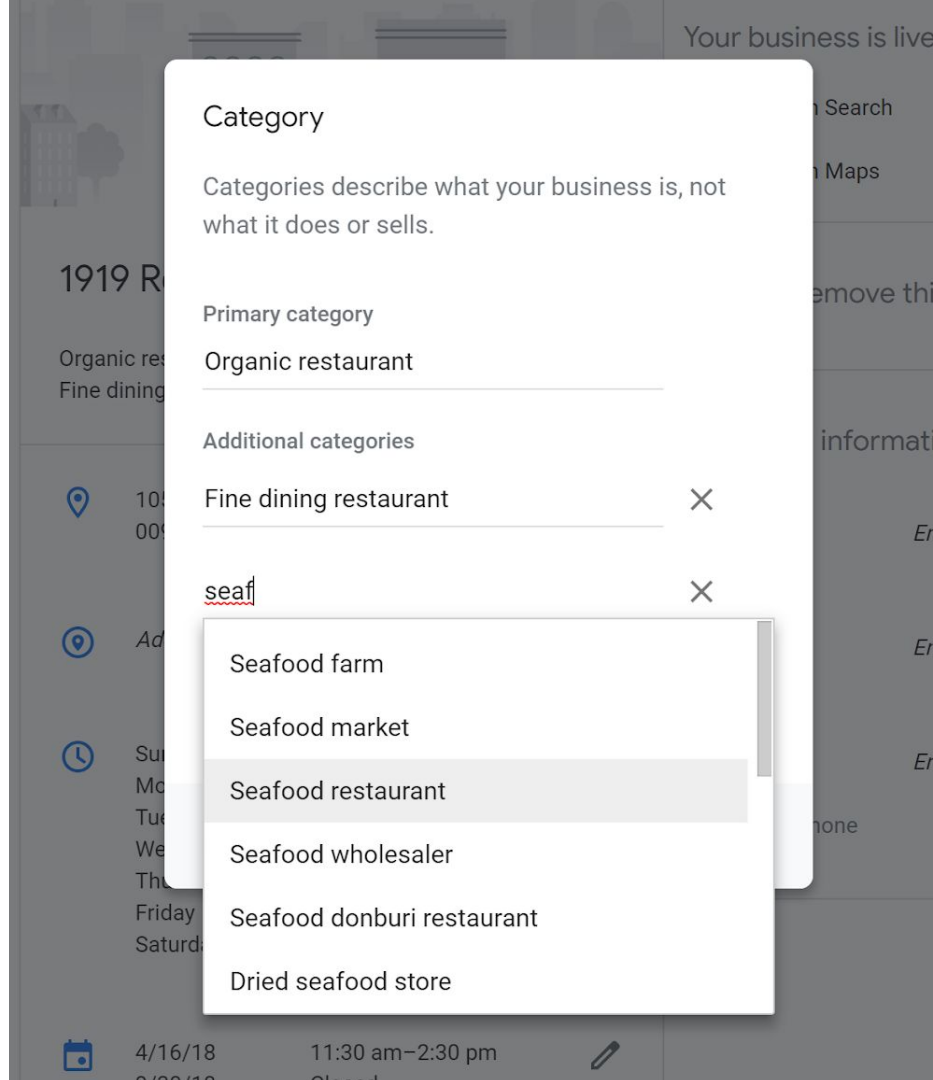
Hours may differ

Don't ignore hours update reminders! If you don't confirm your hours, (even if there are no changes) **Google will show a warning in your listing.**

The Five Fundamentals **Using Categories**

Updating your categories will help your business appear in relevant search queries.

- How to use categories
- Why categories are important





Your business on Google

1,448 views this month



Edit profile



Promote



Customers



Edit profile

#1



#2

Business information

Let customers learn more about your business

Hours

Let customers know when your business is open

Products

Showcase products sold by your business

Services

Help customers in your area discover your services

Add photos

Let customers peek inside your business



Business information



About

Contact

Location

Hours

More

About your business

Business name

Miles Partnership

Business category



Marketing agency

#3

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

Category

Categories describe what your business is, not what it does or sells.

Primary category

Organic restaurant

Additional categories

Fine dining restaurant

seafood

Seafood farm

Seafood market

Seafood restaurant

You are limited to what is available, however, Google has over 3,000 US English categories to choose from! Use this opportunity to select categories relevant to your business. You can select one primary category and up nine additional categories.



breakfast restaurants canandaigua



Sign in

← Rating ▾ Cuisine ▾ Price ▾ Hours ▾

Patty's Place

4.5 ★★★★★ (313) · \$ · Breakfast

33 N Main St

Closed · Opens 7AM Fri

Casual morning mainstay for hearty American breakfasts such as pancakes & omelets.

Dine-in · Takeout · No delivery



Simply Crepes Cafe and Catering of Canandaigua

4.6 ★★★★★ (1K) · \$\$ · American

101 S Main St

☀️ SUNDAY BRUNCH calls for some fun food stuffs...

Dine-in · Drive-through · No-contact delivery



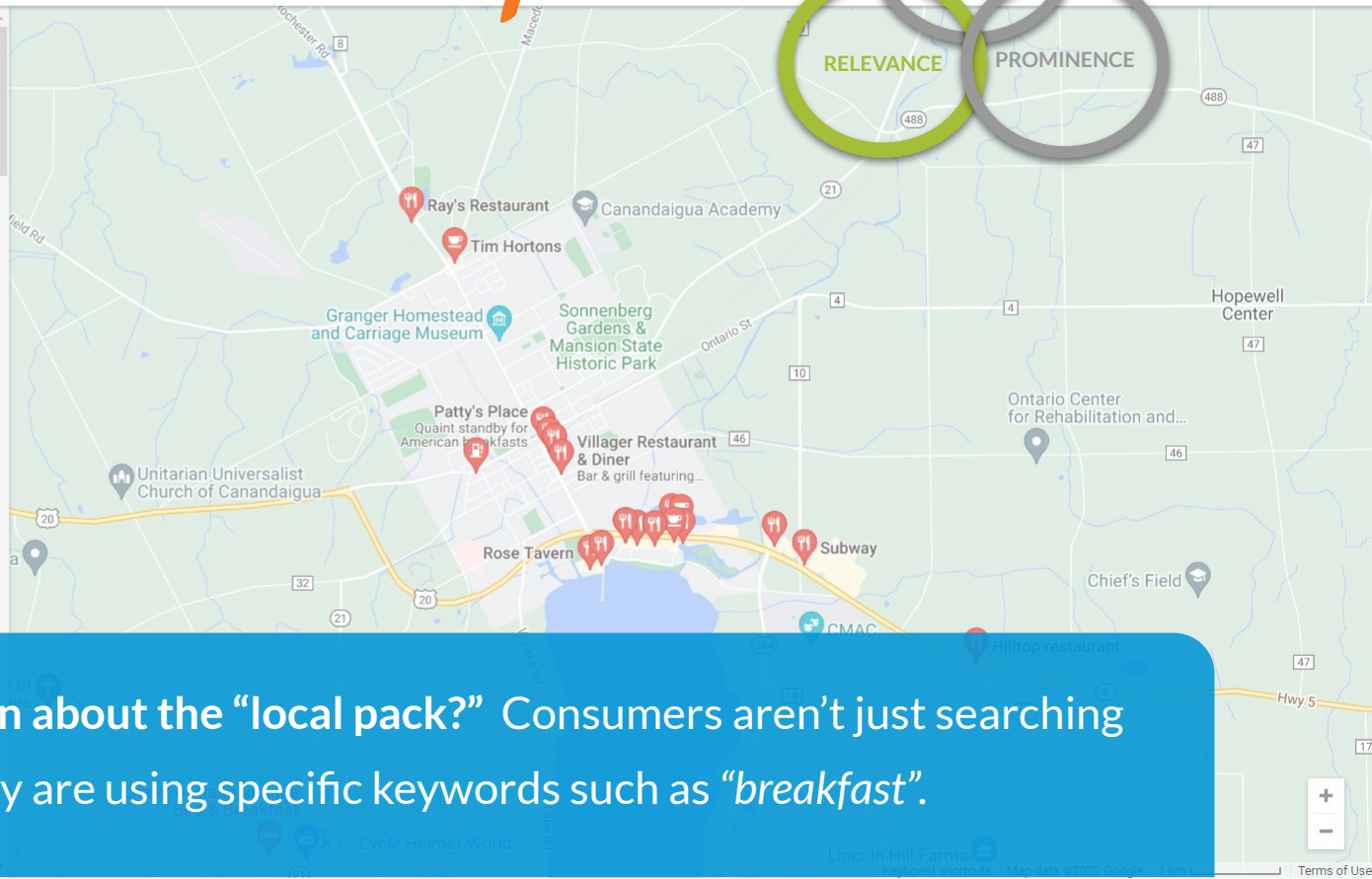
Gateway Grille

4.7 ★★★★★ (597) · \$ · Restaurant

151 S Main St

Closes soon · 2PM

☀️ "Great breakfast evertime!"



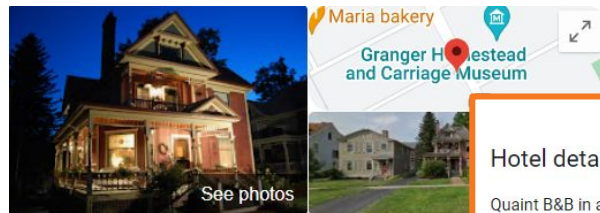
Remember our discussion about the “local pack?” Consumers aren’t just searching for places “open now.” They are using specific keywords such as “breakfast”.

The Five Fundamentals

Using Attributes

Attributes, amenities, and service options create customer confidence.

- How to update attributes
- Why they are important



Bella Rose Bed and Breakfast

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

4.9 ★★★★★ 45 Google reviews

[CHECK AVAILABILITY](#)

Address: 290 N Main St, Canandaigua, NY 14424

Phone: (585) 393-9937

Compare prices

Tue, Aug 16

Wed, Aug 17

DEAL 48% less than usual

All options



Bella Rose Bed and Breakfast Official site

[View more rates](#)

Hotel details

Quaint B&B in an old Victorian house with homey rooms & a common area with stained-glass windows.

Hotel details

Quaint B&B in an old Victorian house with homey rooms & a common area with stained-glass windows.

Free Wi-Fi

Free breakfast

Free parking

Hot tub

Golf course

Smoke-free

[View more amenities](#)

Reviews

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

"She whipped up scrumptious **breakfast masterpieces** cooked fresh each **morning**."

★★★★★



"We especially enjoyed the crisp **sheets**, fluffy **towels**, and imported soaps!"

★★★★★



"The **rooms** were wonderful with **comfortable beds** and luxurious bedding."

★★★★★

[View all reviews](#)

Questions & answers

Be the first to ask a question

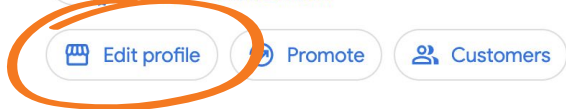
[Ask a question](#)

Help improve accuracy

Provide feedback

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

#1 Your business on Google



← Edit profile

Business information

Let customers learn more about your business

Hours

Let customers know when your business is open

Products

Showcase products sold by your business

Services

Help customers in your area discover your services

Add photos

Let customers peek inside your business



Business information

About

Contact

Location

Hours

More



Add more hours

+ Access

+ Breakfast

+ Brunch

+ Delivery

+ Dinner

+ Drive-through

+ Happy hours

+ Hours for the elderly

+ Kitchen

+ Lunch

+ Pick-up

+ Takeaway

More

From the business

Identifies as women-owned

Identifies as veteran-owned

Accessibility

Add

Amenities

Add

Crowd

Add



Edit Attributes



Learn how business information is gathered and used by Google

[Learn more](#)

Attributes

Search these attributes



Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)

From the business

+ Identifies as Black-owned

+ Identifies as Latino-owned

+ Identifies as veteran-owned

+ Identifies as women-owned

Accessibility

✓ Wheelchair accessible entrance

+ Wheelchair accessible restroom

+ Wheelchair accessible seating

Attributes

Search these attributes



Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)

+ Mask required

+ Staff get temperature checks

+ Staff required to disinfect surfaces between visits

+ Staff wear masks

+ Temperature check required

Service options

+ Online appointments

+ Onsite services

Attributes



Only attributes you can edit are shown below.

[Learn more](#)

Search these attributes

✓ Laundry service

✓ Massage services

✓ Meeting rooms

+ Newspaper delivery

Parking

⊘ Free

✓ Paid

⊘ Pets welcome

✓ Photocopying service

✓ Restaurant

✓ Room service

✓ Smoke-free property

✓ Spa

About 824,000 results (0.57 seconds)

Restaurants

Rating

Cuisine

Price

Hours



Simply Crepes Cafe and Catering of Canandai...

4.6 ★★★★★ (1K) · \$\$ · American

101 S Main St

♥ Identifies as women-owned



New York Kitchen

4.2 ★★★★★ (468) · Restaurant

800 S Main St

♥ Identifies as women-owned



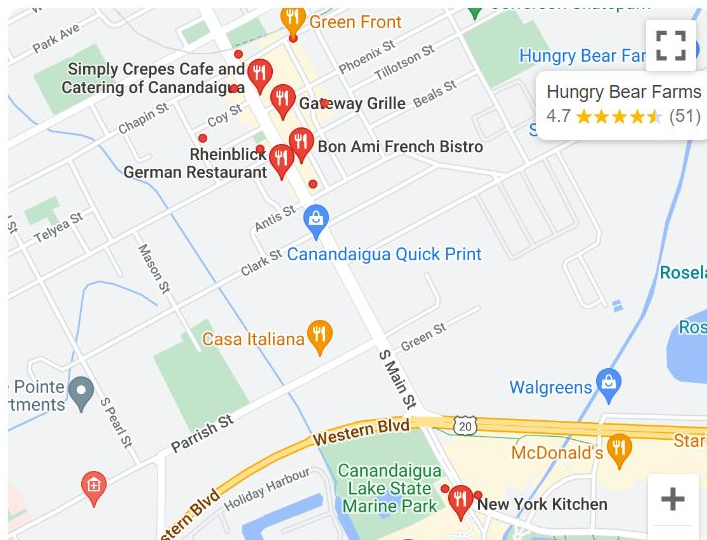
Bon Ami French Bistro

4.7 ★★★★★ (111) · French

215 S Main St · In Paul E. Harvey, OD, FCOVD

Closed · Opens 4PM

♥ Identifies as women-owned



Google has **searchable diversity attributes** that businesses can use to self-identify as a woman-owned, veteran-owned, or minority-owned business. Consumers can use these keywords to search for businesses.

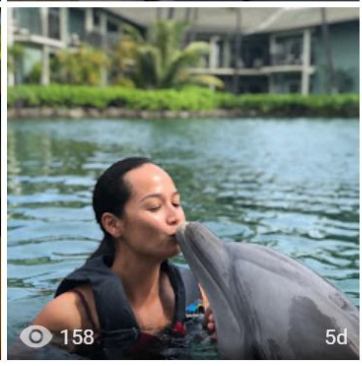
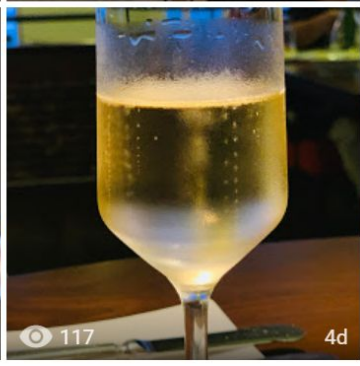
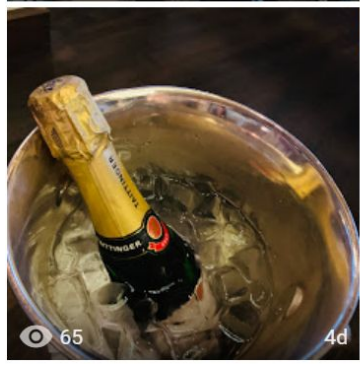
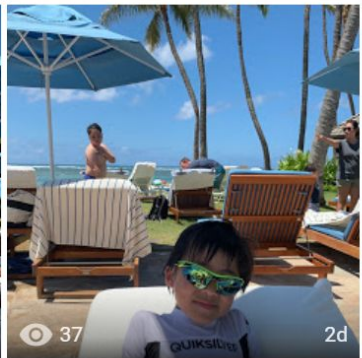
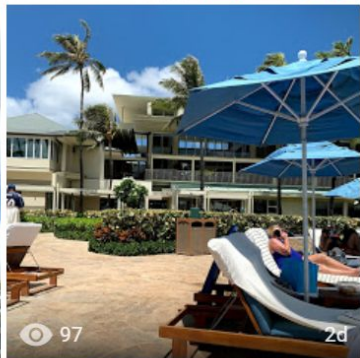
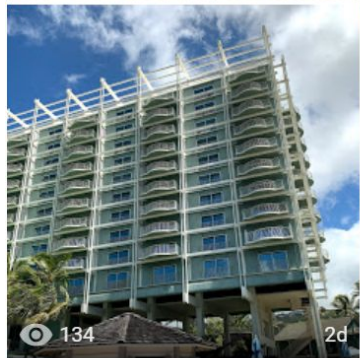
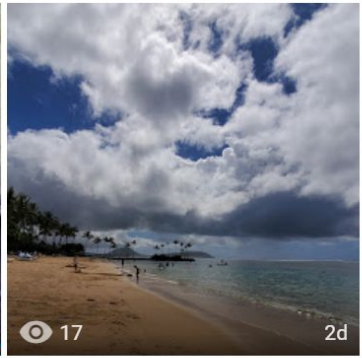
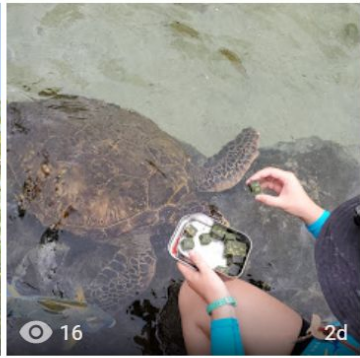
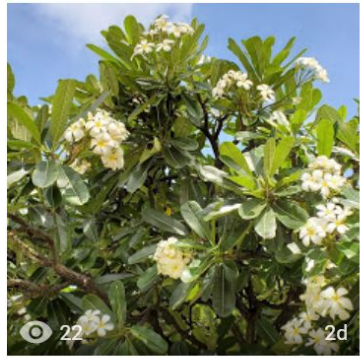
[Women-Owned Businesses | Visit Finger Lakes](#)[Wohlschlegel Wohlschlegel's Naples Maple Farm](#)

Data Source: Search Engine Land

The Five Fundamentals **Managing Photos**

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

- Impact of Photos
- Photo Best Practices
- When to Update



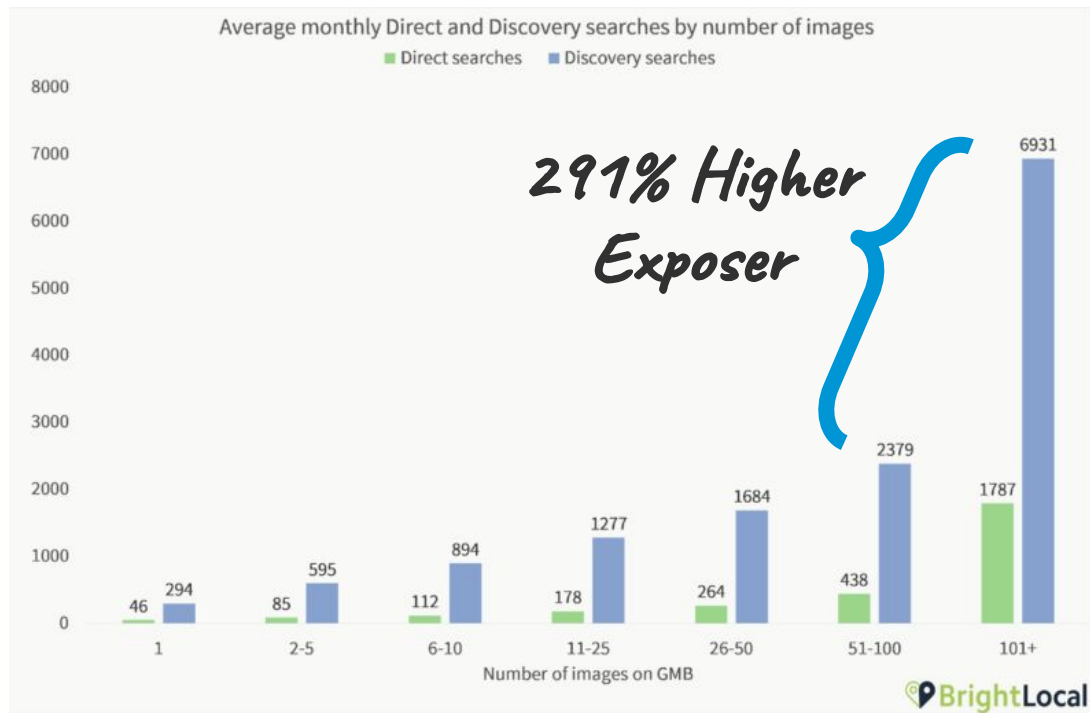
Impact of Photos

For Google, there is a link between photo quantity and search performance.

Listings with 100+ photos have higher exposure rates.

Listings with quality photos are 2x as likely to generate engagement.

We suggest adding 4-5 photos per month for a 10%-30% boost in exposure.



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.

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



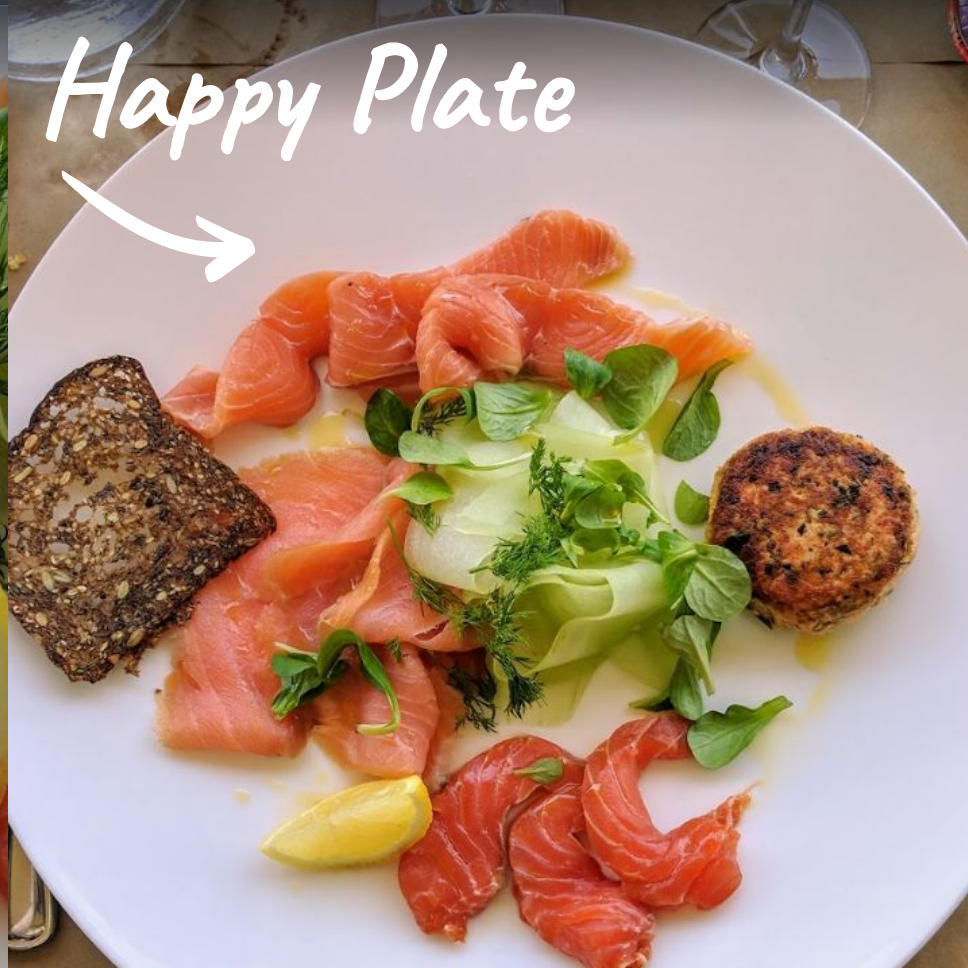
This is a poor quality photo. It isn't attractive with its off-kilter horizon, muddy colors, and it isn't particularly informative - unreadable signs/context.

Sad Plate



10,757 views

Happy Plate



111,277 views

- 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.

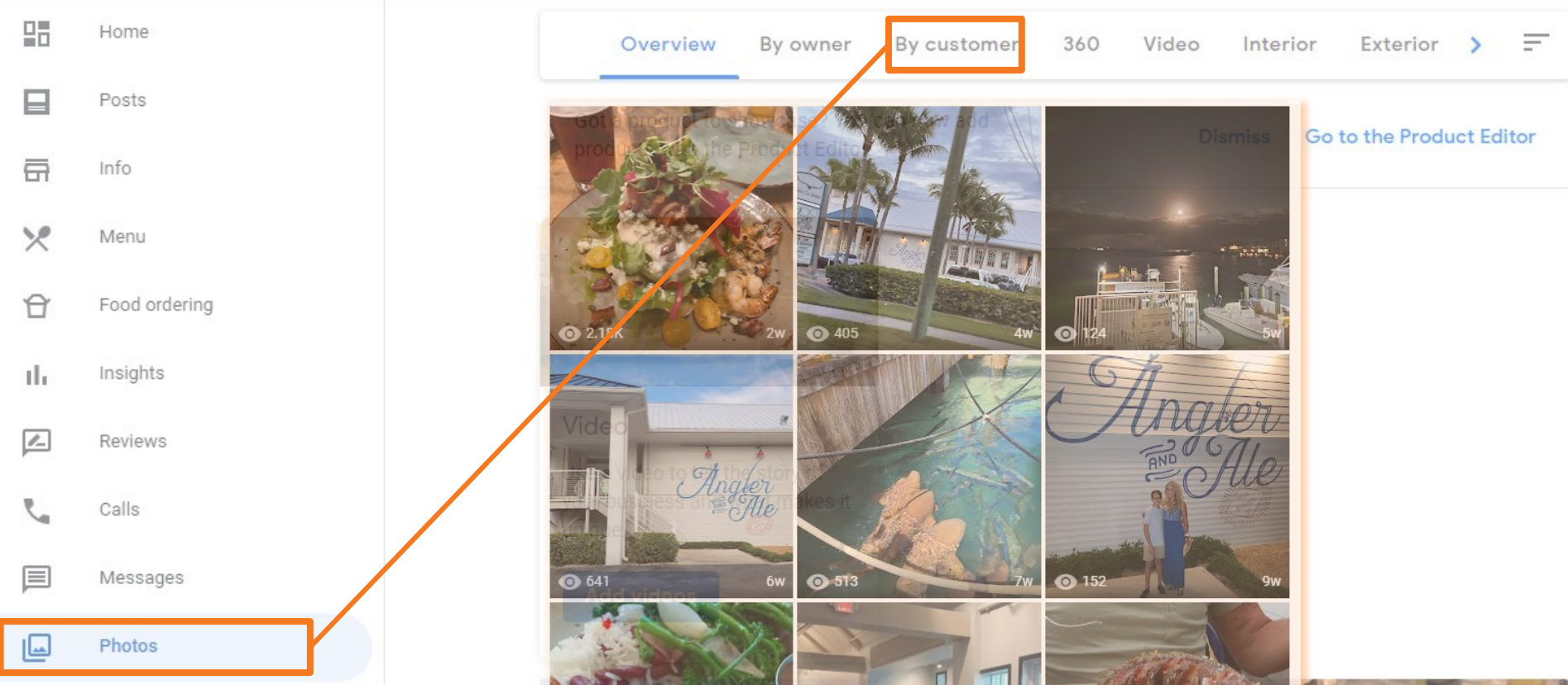


- Keep your **vertical and horizontal lines** as straight as possible.
- **Shoot mostly horizontal images** - the products make much better use of them than portrait images.
- **Interiors without people are preferred** to those with people. Avoid identifiable faces & PII, or have release forms.



- 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.



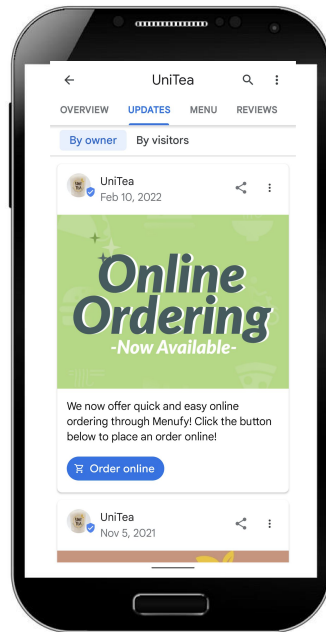
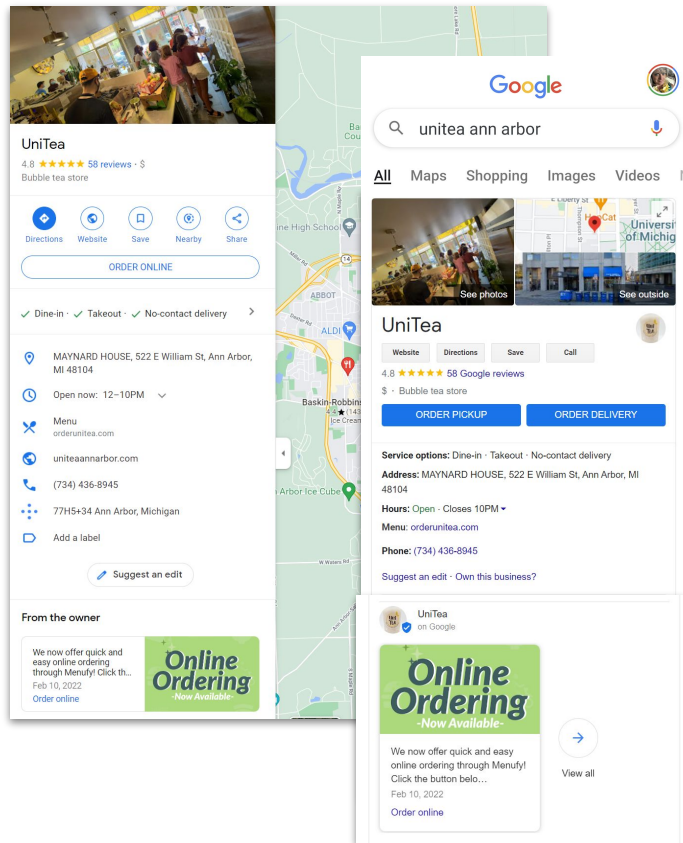


On a regular cadence you can view user generated content under “By Customer” and **flag photos** that are irrelevant, low quality or offensive.

Five Fundamentals Using Posts

Posts appear in your business profile throughout Google Search and Google Maps on mobile & desktop - best of all, it's FREE

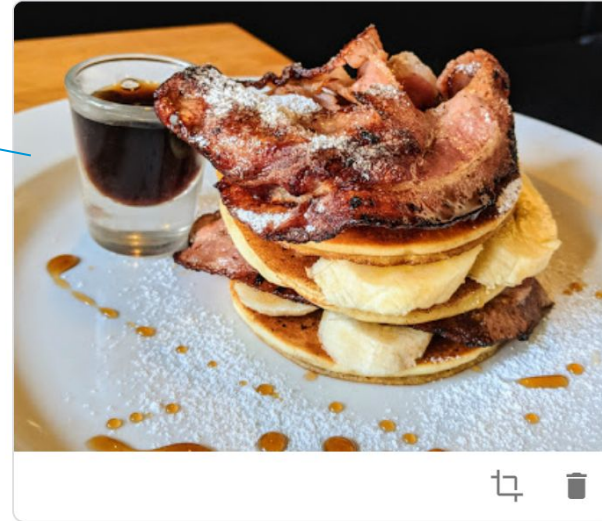
- Ways to use posts
- How to use posts
- Where post appear



Using Google 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 early in the week if you're promoting something the following weekend.
- **Track your views and clicks** using using the profile manager

💡 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 ▼

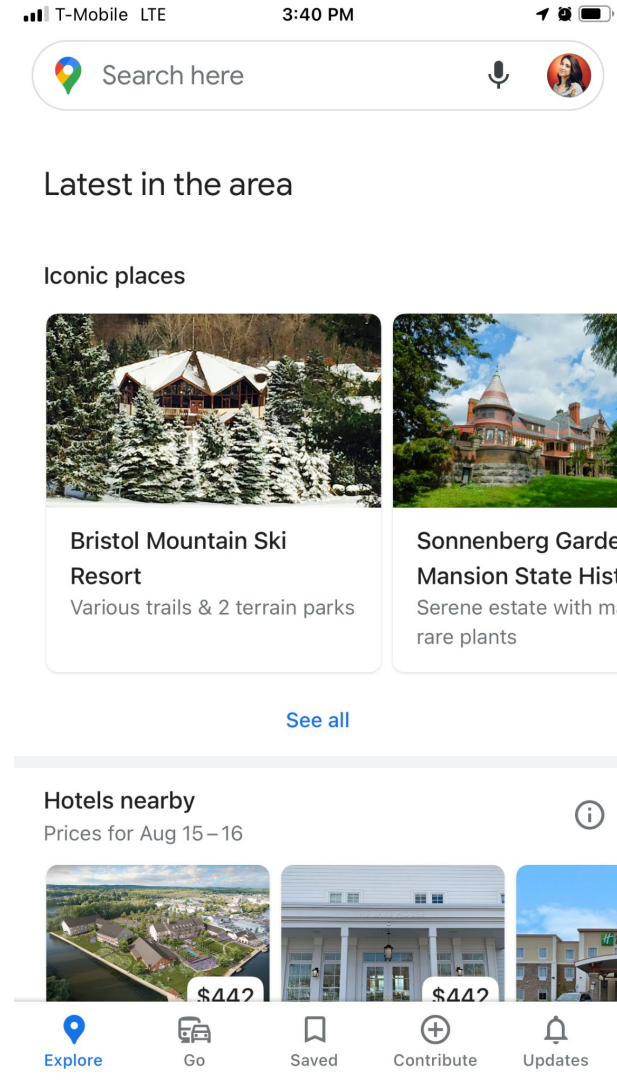
Link for your button

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

Google Posts Updates

Google has made a few updates to their post feature.

- Posts are now appearing in the “Explore” section of Google Maps.
- The explore content also features updates from local guides and local media.
- Now lodging businesses can get access to post. They just can’t use “offers.”



The Five Fundamentals

Managing Reviews

Manage your online reputation and optimize your business by responding to reviews.

- Consumer Data
- How to Respond
- Reviews - Best Practices

The screenshot shows a Google search result for 'miles partnership sarasota'. The search bar at the top contains the text 'miles partnership sarasota'. Below the search bar, there are navigation tabs for 'All', 'News', 'Images', 'Maps', 'Shopping', and 'More'. The search results show 'About 651,000 results (0.62 seconds)'. The main content area displays the Google Business profile for 'miles partnership sarasota'. The profile name is 'miles partnership sarasota' with a verified badge. Below the name, it says '1,448 views this month'. There are three action buttons: 'Edit profile', 'Promote', and 'Customers'. The 'Customers' button is highlighted with an orange circle. Below the buttons, there are three cards. The first card is titled 'Get more reviews' and says 'Share your review form with past customers'. The second card is titled 'Turn more views to customers' and says 'Complete your profile to convert your 1029 monthly views into customers'. The third card is partially visible and titled 'Add external links' and says 'Help customers find your store'. At the bottom, there is a note: 'Only managers of this profile can see this'.

miles partnership sarasota

All News Images Maps Shopping More

About 651,000 results (0.62 seconds)

Your business on Google

miles partnership sarasota 1,448 views this month

Edit profile Promote **Customers**

Get more reviews

Share your review form with past customers

Turn more views to customers

Complete your profile to convert your 1029 monthly views into customers

Add external links

Help customers find your store

Only managers of this profile can see this

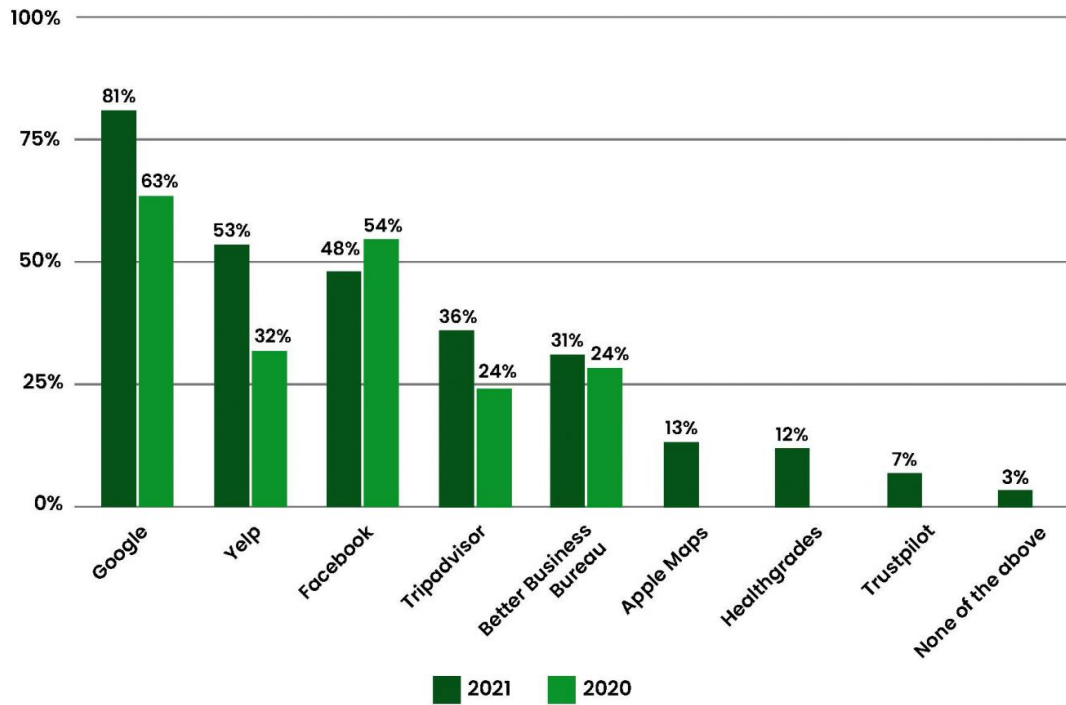
Consumer Data

Google is the most frequently used site for reviews.

Yelp and *Facebook* are still important review sites, but Google towers in comparison.

We can also observe an 18% in the use of Google from 2020 to 2021.

Which of the following sites or apps have you used to evaluate local businesses in the last 12 months?

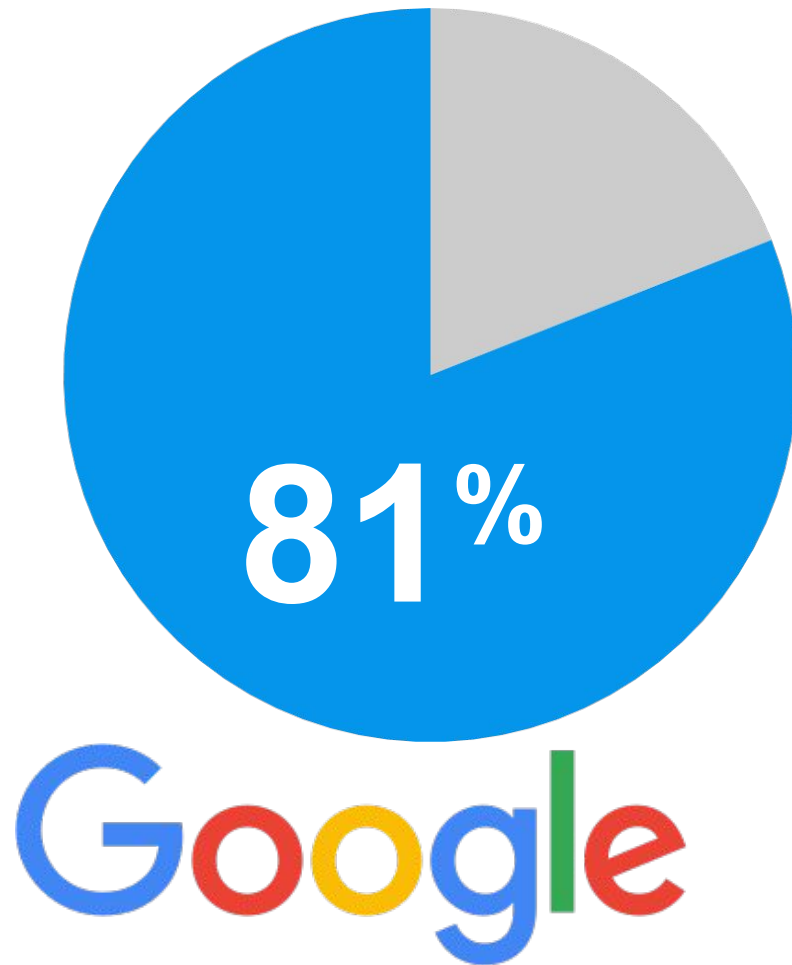


Consumer Data

Google reports that
81% of its reviews are
4.0 and above.

Also, less than 4% of reviews
receiving only one star.

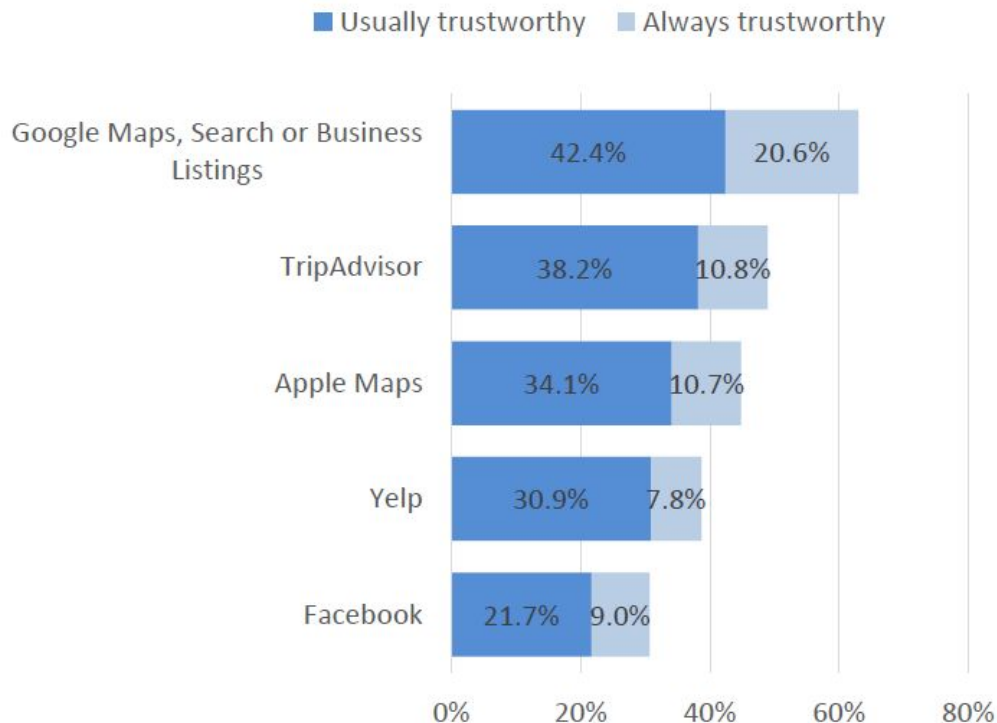
This makes the **median rating**
4.4 - meaning the real
competition for customers is
happening between 4 and 5
starts.



TRUSTWORTHINESS: RATINGS & REVIEWS

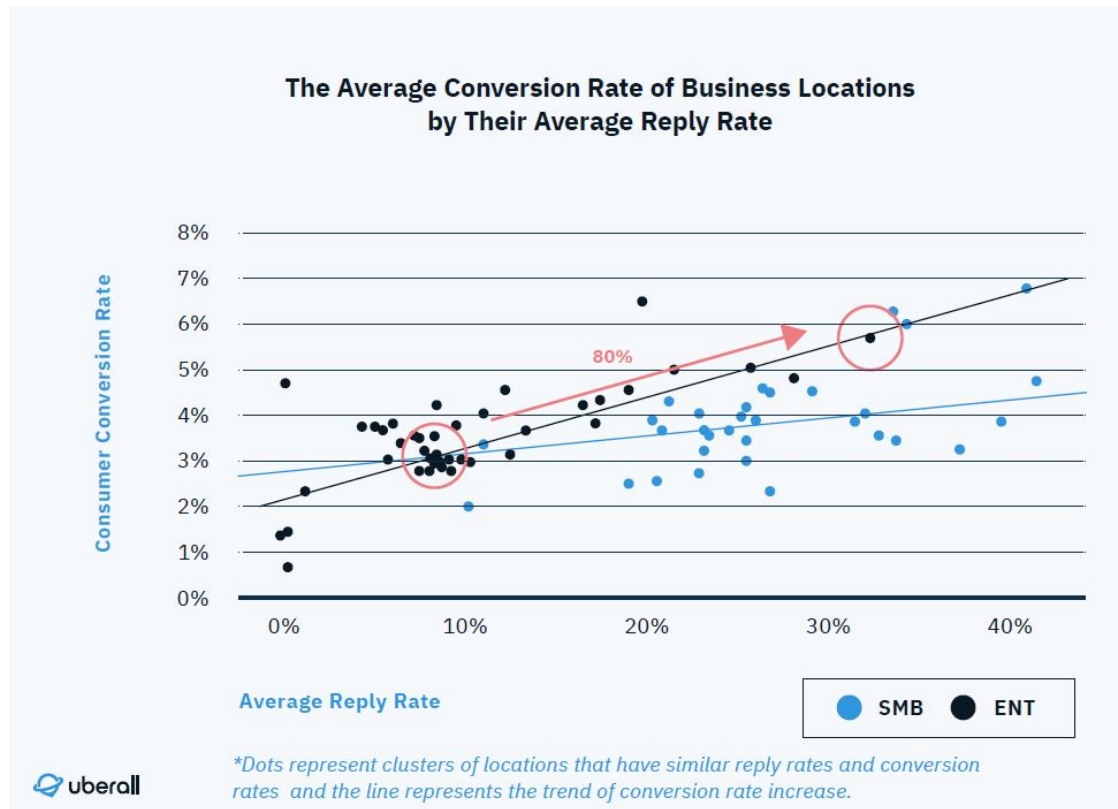
Question: Please
evaluate how trustworthy
is the customer
rating/review information
available on each
platform?

*Build confidence
and trust!*



A 2019 study found that a 30% reply rate is the benchmark for a higher conversion rate.

If you can't reply to them all, at least **respond to 1 of every 3 reviews.**



Responding to Reviews

Customers

Reviews

View and reply to feedback from customers on Search and Maps

Messages

View and respond to messages from your customers

Q & A

Answer questions customer

Cutter's cutlery

5.0 ★★★★★ 2 reviews

Sort by

Most relevant

Newest

Highest

Lowest

Michelle Clark
 Local Guide · 90 reviews · 991 photos
 ★★★★★ 2 years ago
 Very lovely staff, answered all of my questions expertly.

Reply
 1

Claude Clark
 Local Guide · 1 review · 73 photos
 ★★★★★ 2 years ago
 this place is the best

Reply
 1

Reply to review

Michelle Clark
 Local Guide · 90 reviews · 991 photos
 ★★★★★ 16 Jun 2019
 Very lovely staff, answered all of my questions expertly.

Cutter's cutlery
 Owner

Replying publicly

0 / 4000

visible on your Business Profile

- Responding to negative reviews *shows consumers that you care.*
- **Keep it professional** - positive or negative, thank the customer.
- **Don't offer deals** - instead, offer solutions or ask that the customer contact you.
- **Sign your name** - making the response more personal and meaningful.

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 - [flag icon]



Kenny Yuen

1 review

Closing Discussion

Final Remarks & Q&A

Closing Discussion

What We Covered

- Importance of a Google Listing
- Claiming & Verifying Your Business on Google
- Five Fundamentals for a Successful Online Presence
 - Updating Hours
 - Using Categories and Attributes
 - Managing Photos
 - Using Posts
 - Managing Reviews

Closing Discussion

Marketing Academy Overview

Provided for free by Finger Lakes

Visitors Connection

Online resource of digital marketing intelligence for businesses.

- Access is available through 2022 and expires on January 1, 2023
- Your access code is "FINGERLAKESNY"



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.



<https://visitfingerlakes.tourismbusinessmarketing.com/>

Visit
iTHACA
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](#).





Need
Assistance
With Your
Business
Profile?

Schedule Office Hours With Miles



Thank You for Joining Us!
Any Questions?