



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

Our Agenda

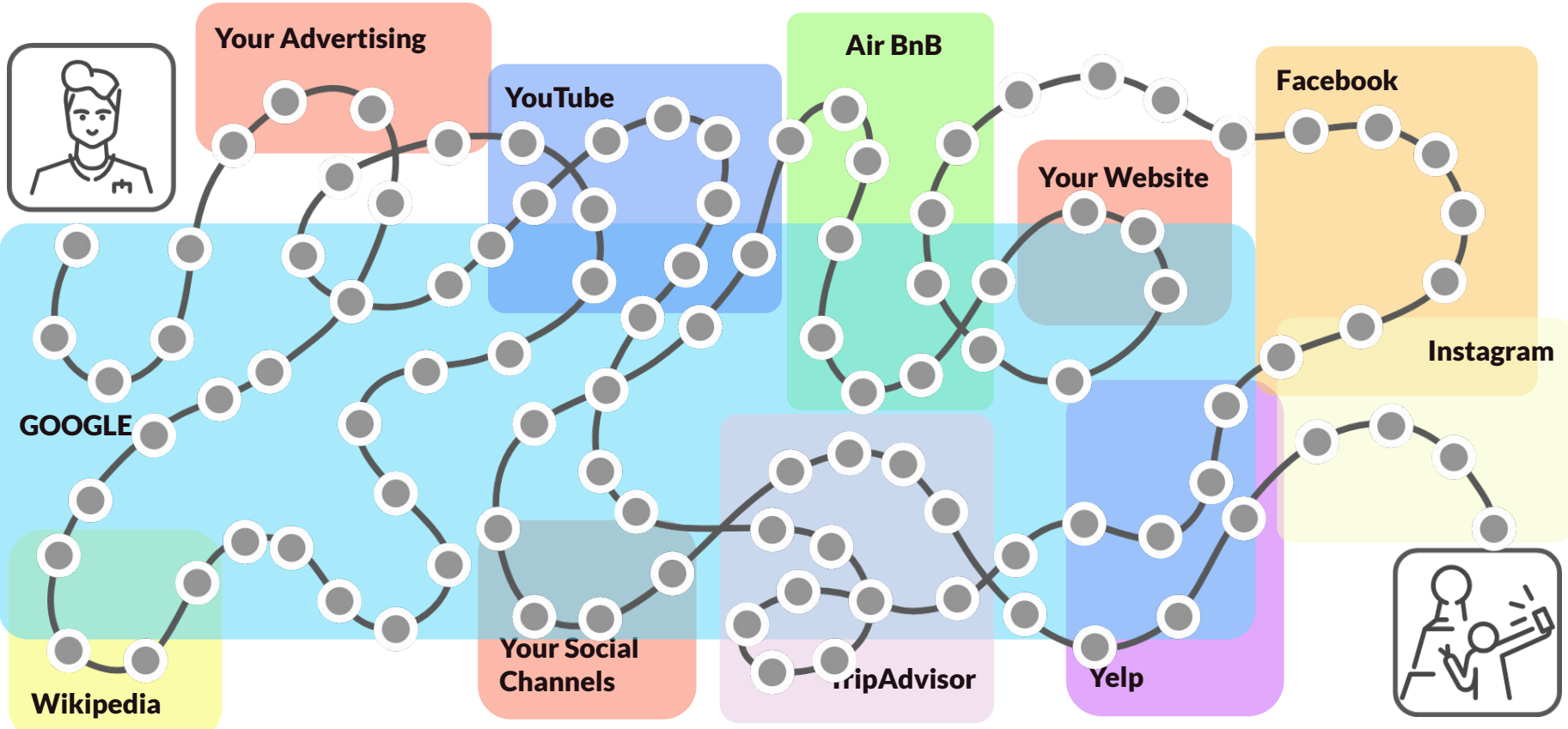
What We'll Cover

- ❑ 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

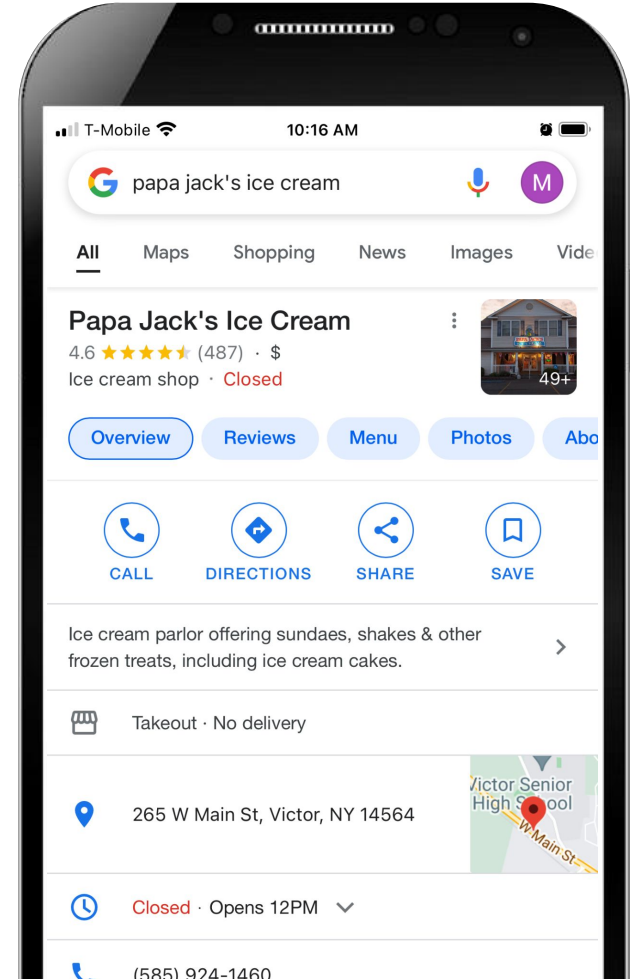
Importance of a Google Listings

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.

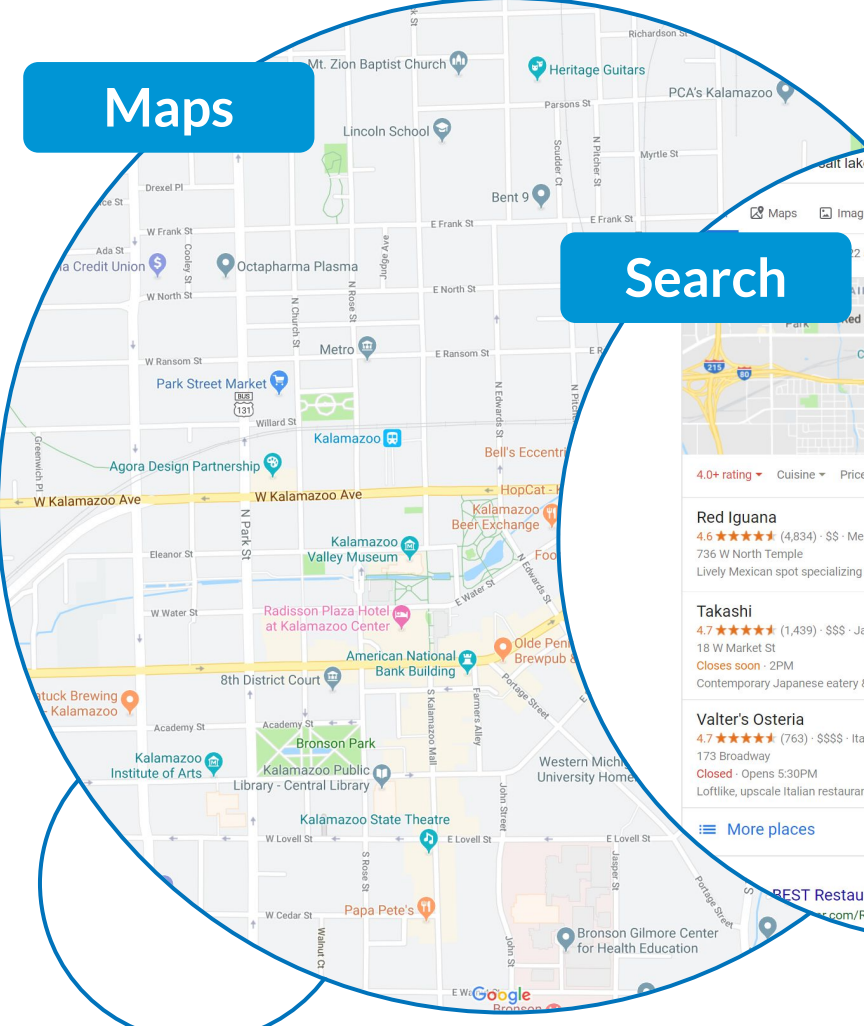




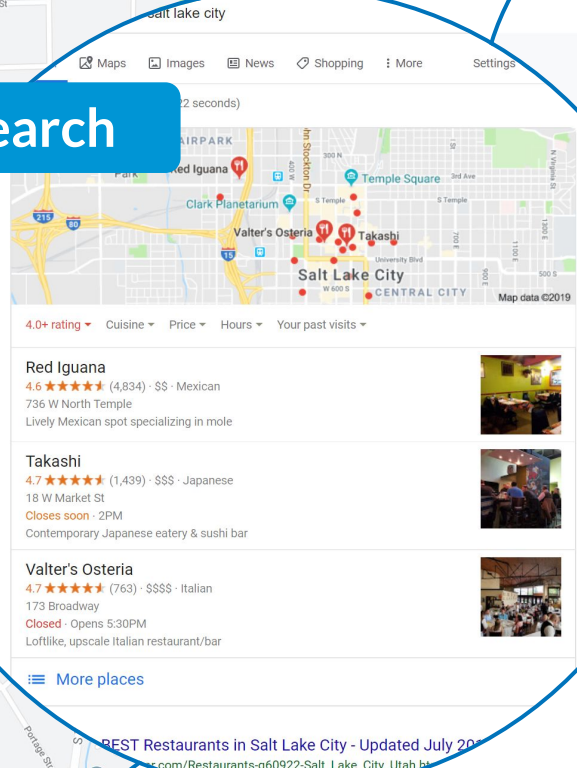
Google reports
local search
delivers over
4 BILLION
direct connections
for businesses
every month.

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

Maps



Search



Discover what the Google Assistant can do for you

Assistant

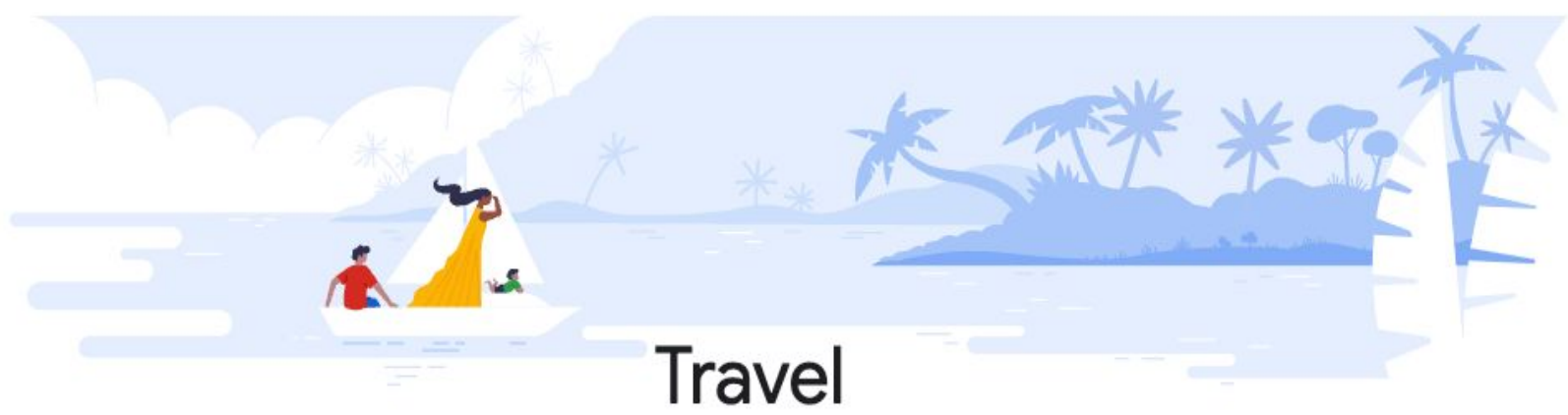


Things to Do

Hotel Finder

many more...

- Travel
- Explore
- Things to do
- Flights
- Hotels



Travel

Search for destinations, sights 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 - Better business profiles
drive more exposure
and more engagement

Knucklehead Craft Brewing

4.7 ★★★★★ 703 Google reviews

Service options: Dine-in · Takeout · No delivery

Address: 426 Ridge Rd, Webster, NY 14580

Hours: Closed · Opens 4PM

Popular times: **6 PM: Usually busy**
Up to 30 min wait

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

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."



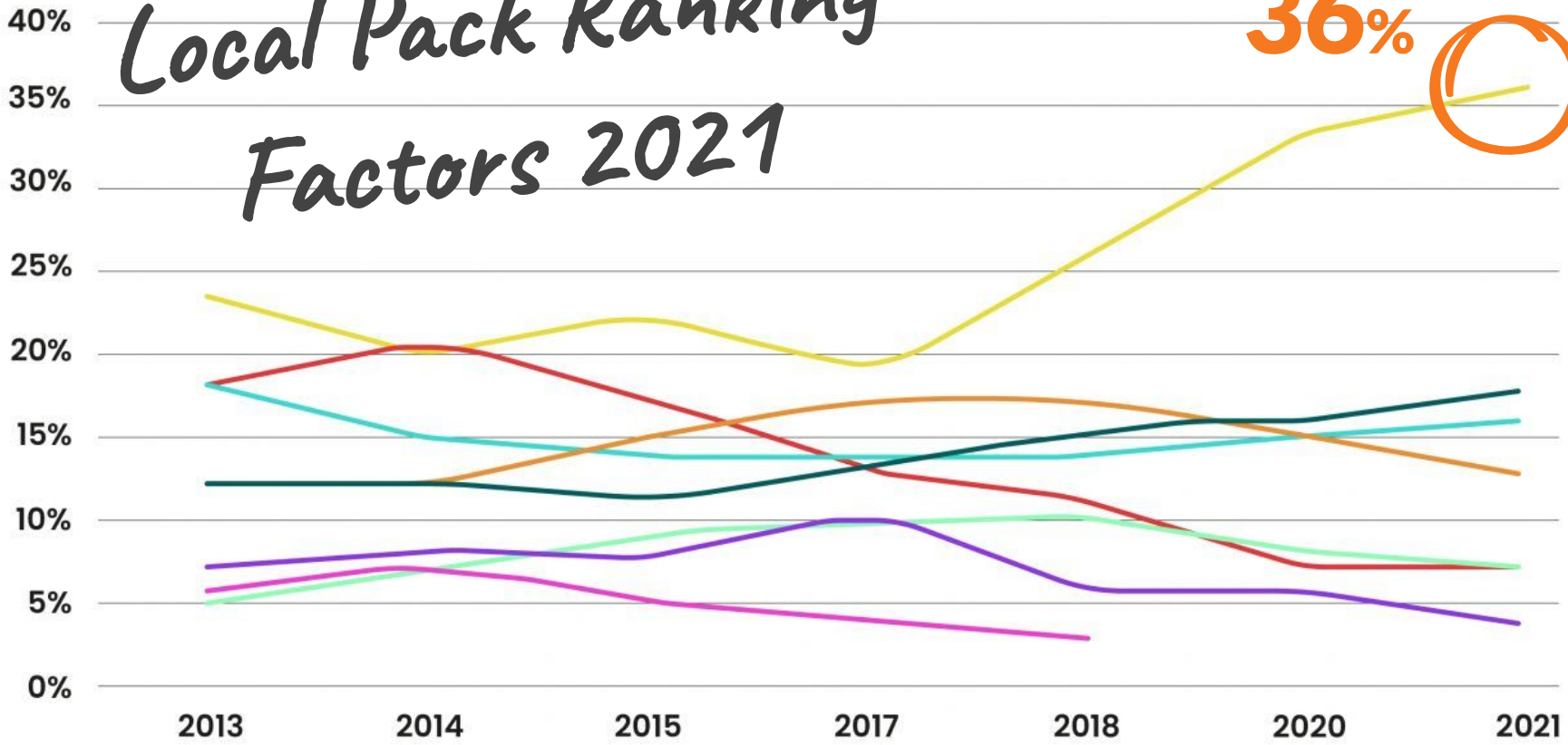
Constellation Brands, Inc.
4.1 ★★★★★ (26) · Winery
235 N Bloomfield Rd



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.

Local Pack Ranking Factors 2021

36%



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

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

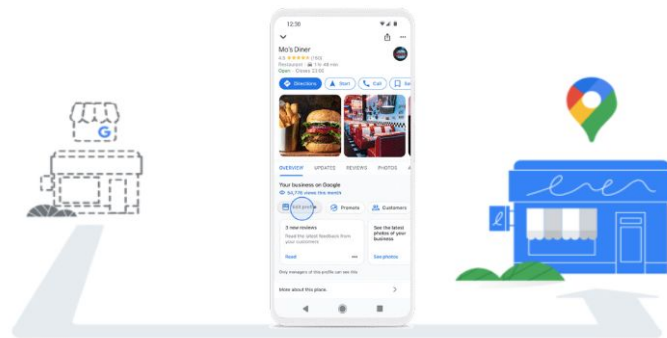
The **Google My Business App** has been removed from *Google Play* and *Apple app store*.

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.worlddorgs.com › catalog › waterloo
1 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

Images for cac enterprises waterloo iowa

Kingsley Elementary School

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

+ Add

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

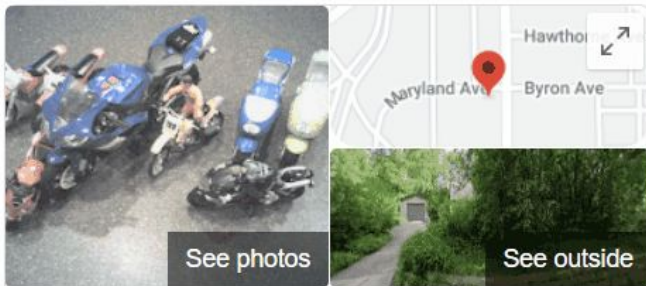
- Edit profile | Promote | Customers

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

Account | Settings | Business | More



CAC Enterprises

Directions | Save | Call

5.0 ★★★★★ 1 Google review

Motorcycle driving school in Waterloo, Iowa

You manage this Business Profile

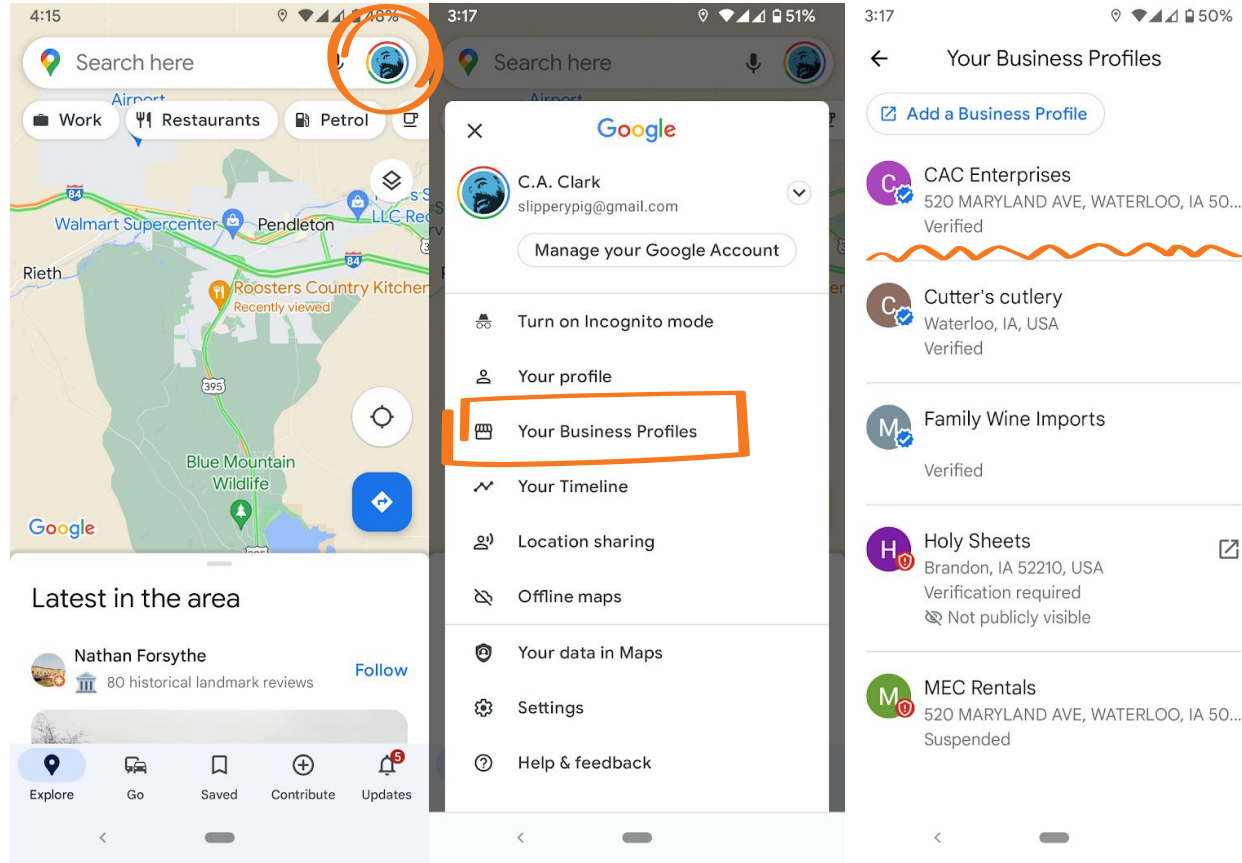
Address: 520 Maryland Ave, Waterloo, IA 50701, United States

Hours: Closed · Opens 7AM Sun · More hours

Option 2

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

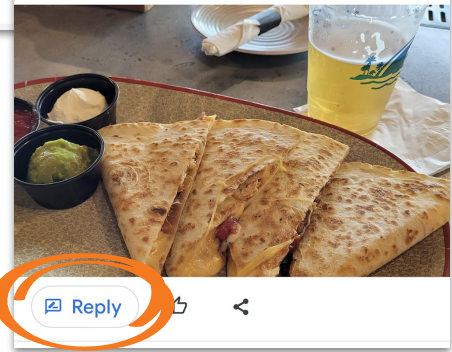
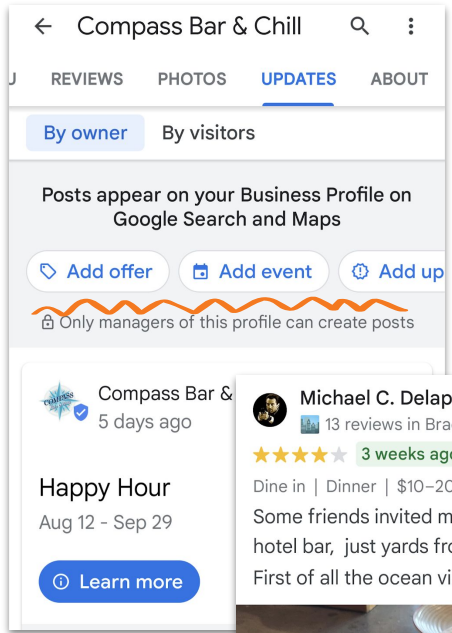
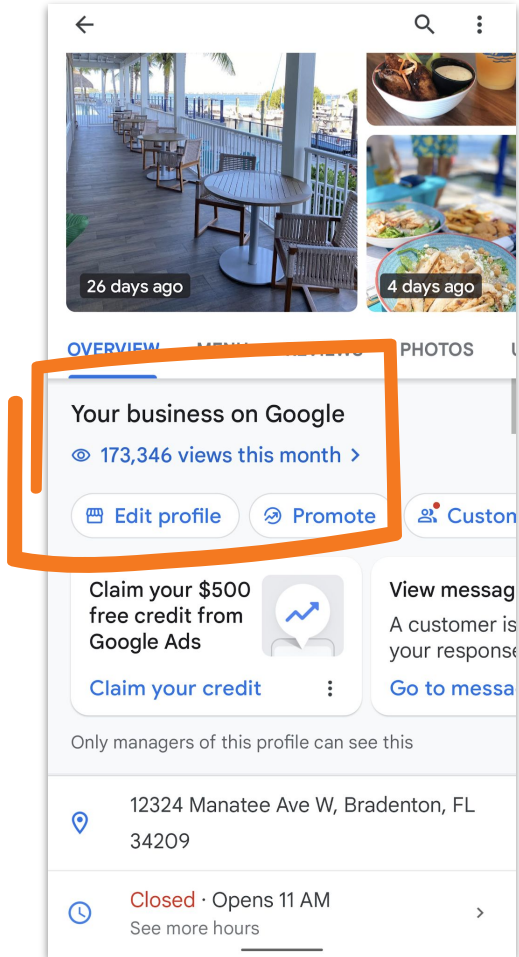
Select the business listing you’d like to edit or manage.



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.






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



Keep customers up to date

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

[Get Started](#)

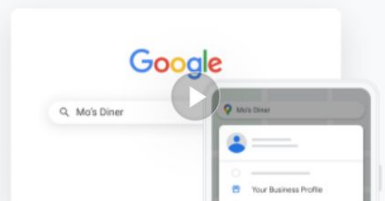


[Create post](#) |
 [Add photo](#) |
 [Create ad](#)

New

Now manage your Business Profile directly on Google Search & Maps

Easily edit info, post updates, and connect with customers



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](#)

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

[Try it on Search](#) [Learn more](#)

Stay connected during COVID-19

- Update business hours
- Post your COVID-19 update

Views	Searches	Activity
2.54K	1.27K	1.62K

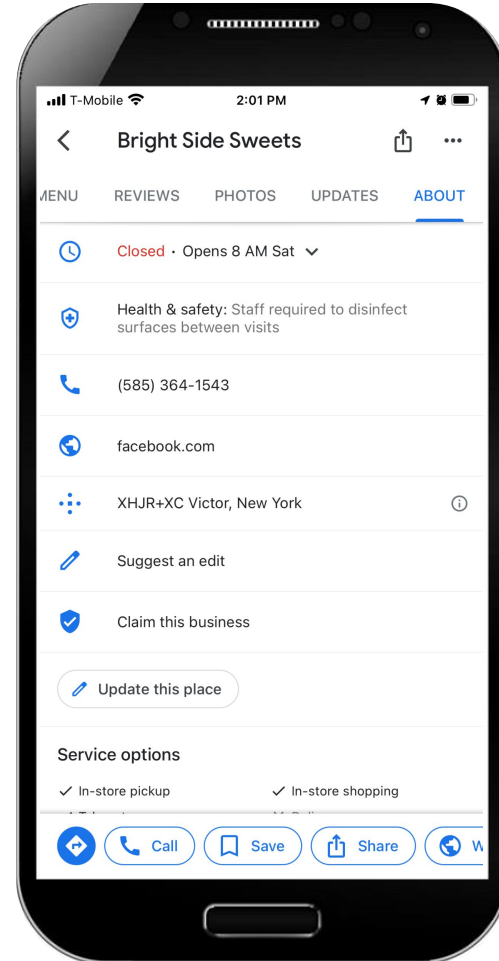
How to Manage Your Listing

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.**



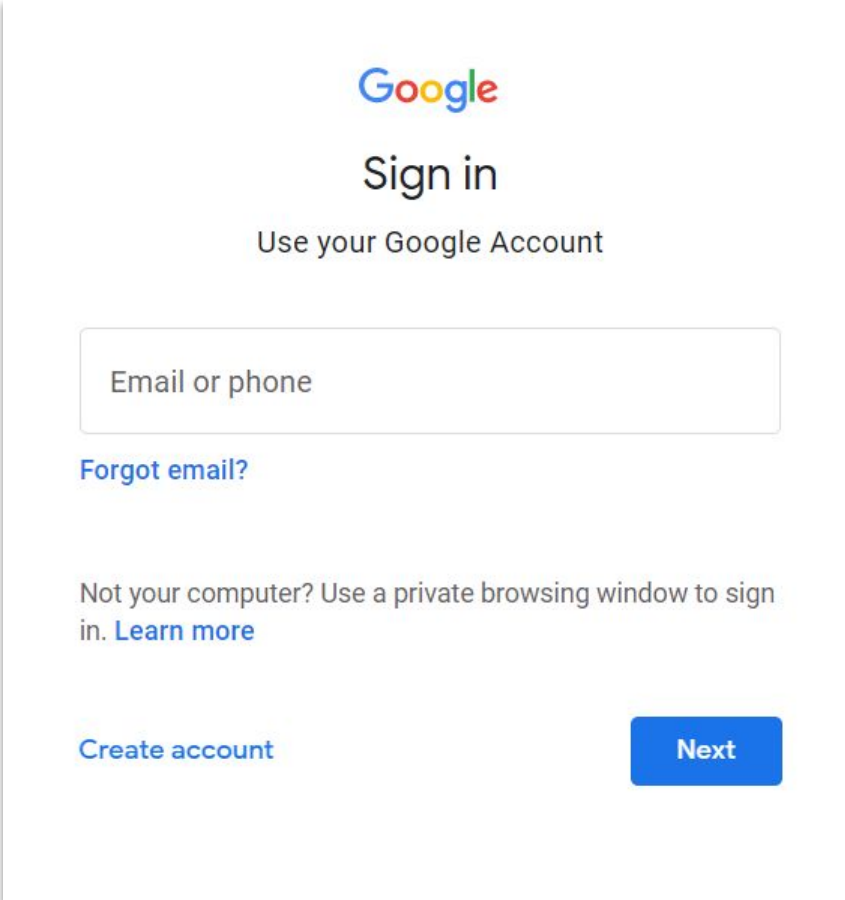
Step 1

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



The image shows a screenshot of the Google Sign in page. At the top center is the Google logo. Below it, the text "Sign in" is displayed in a large, bold font. Underneath "Sign in" is the instruction "Use your Google Account". A text input field with the placeholder "Email or phone" is centered below the instruction. Below the input field is a blue link that says "Forgot email?". Further down, there is a line of text: "Not your computer? Use a private browsing window to sign in." followed by a blue link "Learn more". At the bottom left, there is a blue link "Create account". At the bottom right, there is a blue button with the text "Next" in white.

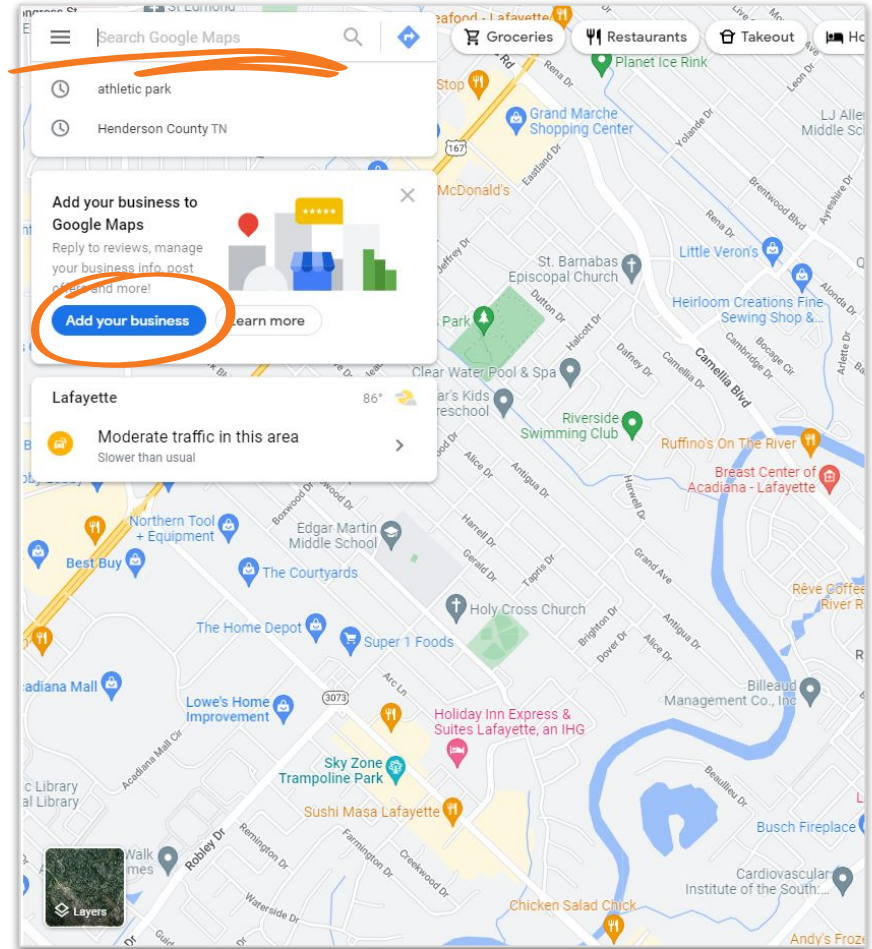
Step 2

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.

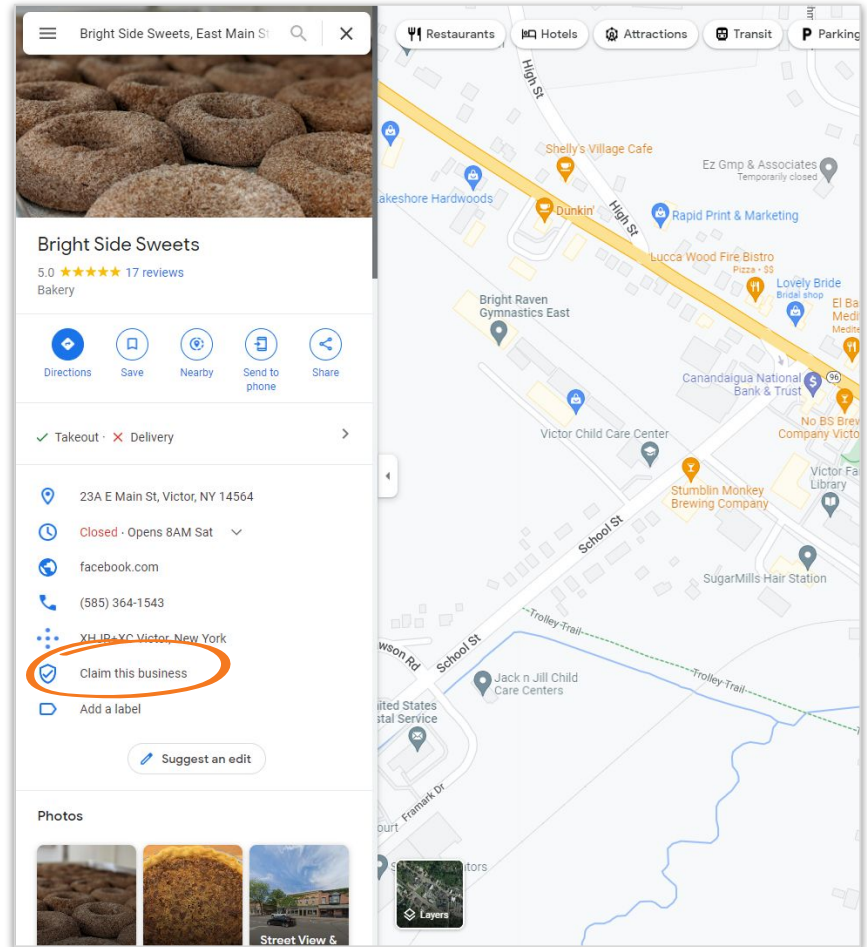


Step 3

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

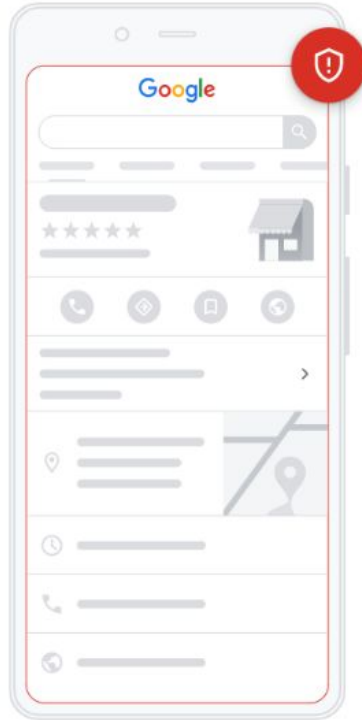
Verification

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

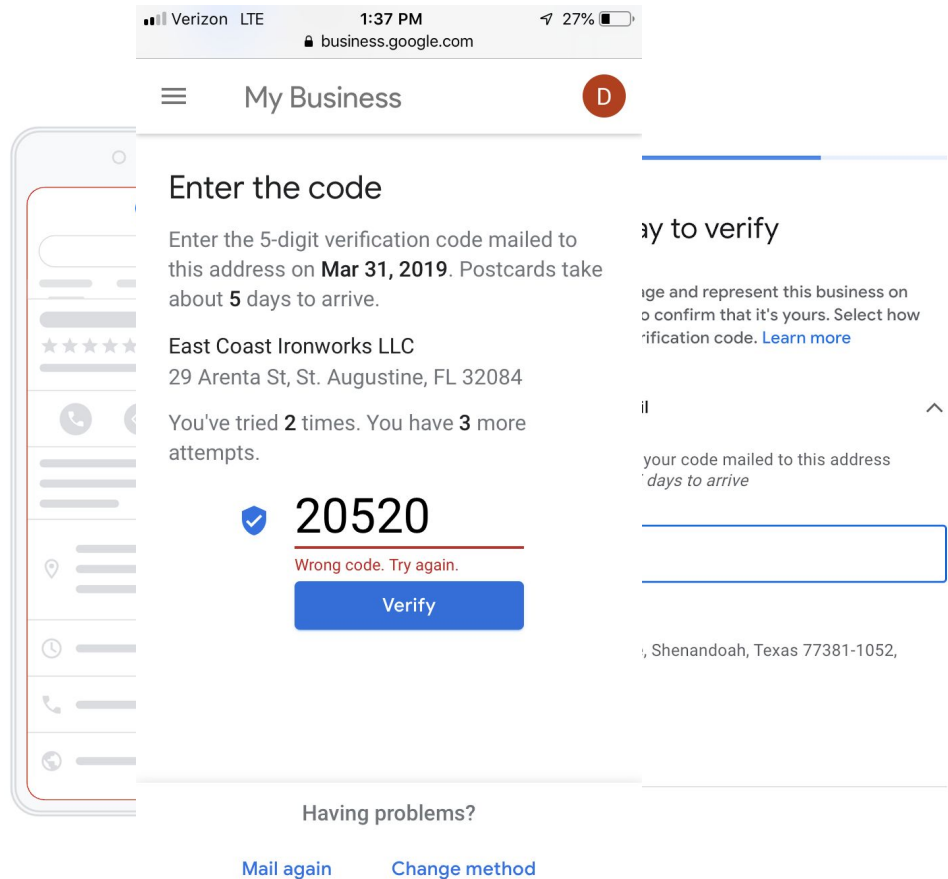
Verification Tips

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.



Verification Tips

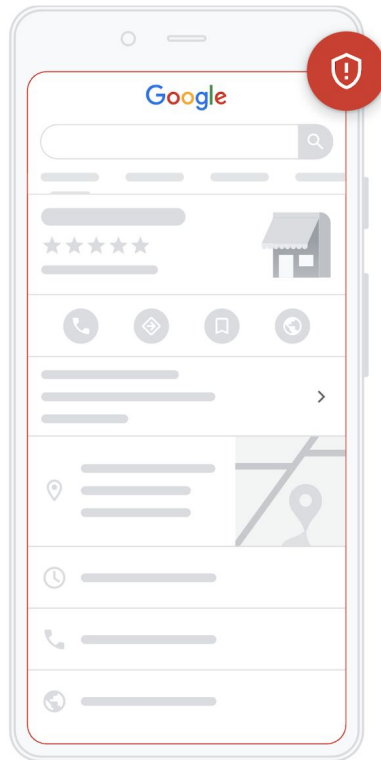
By Phone

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

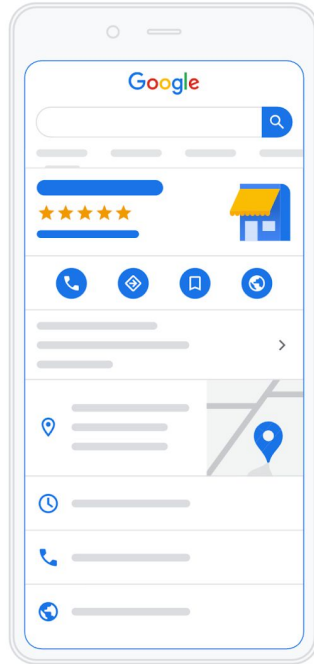
Text

[More options](#)

You're Verified!

Start updating your profile.

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

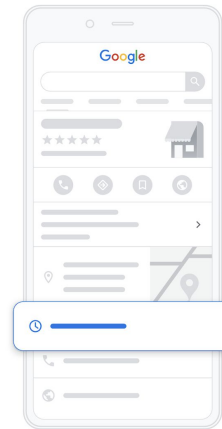


Customize profile

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

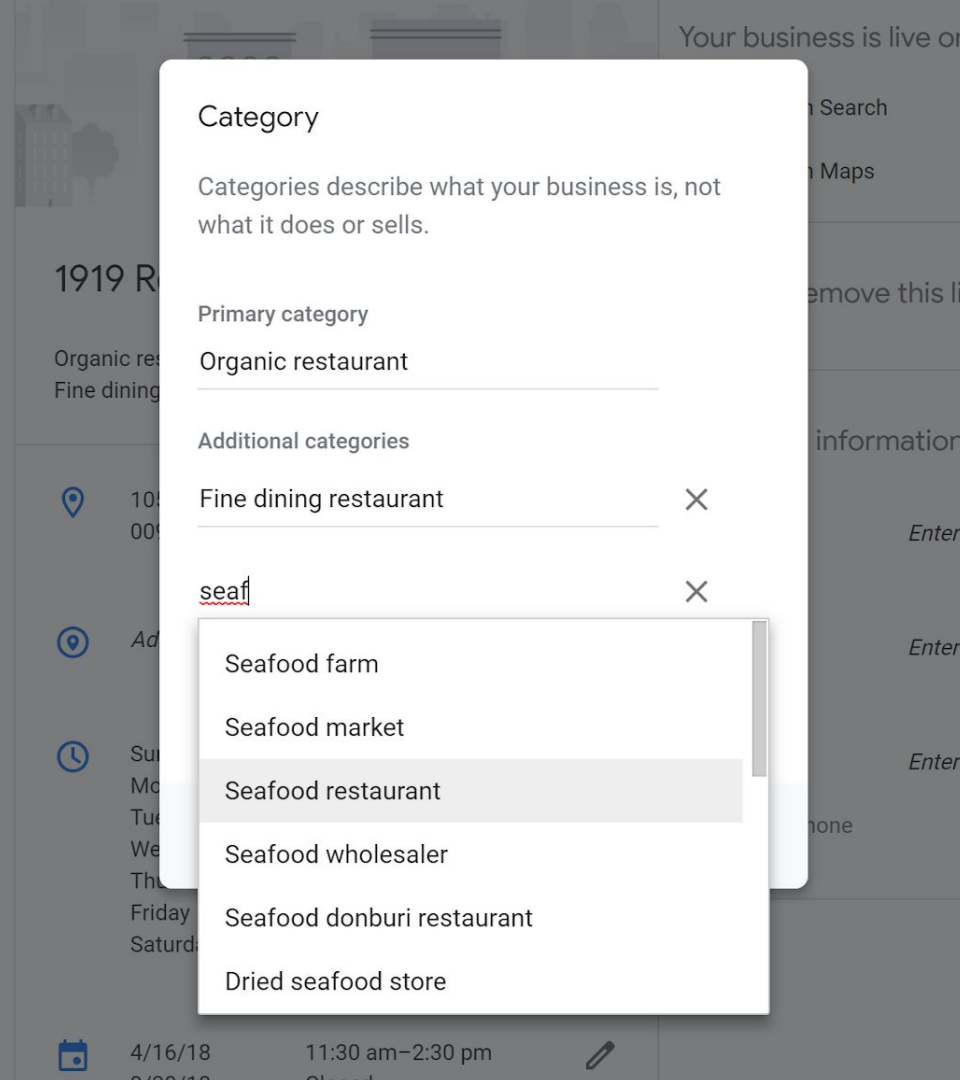
Next

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

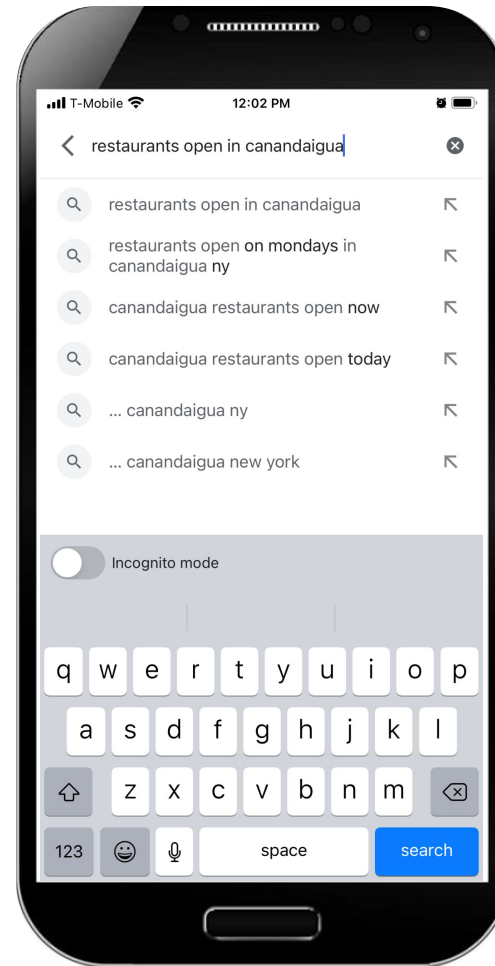


The Five Fundamentals

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

One hour ago

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

8 Days ago

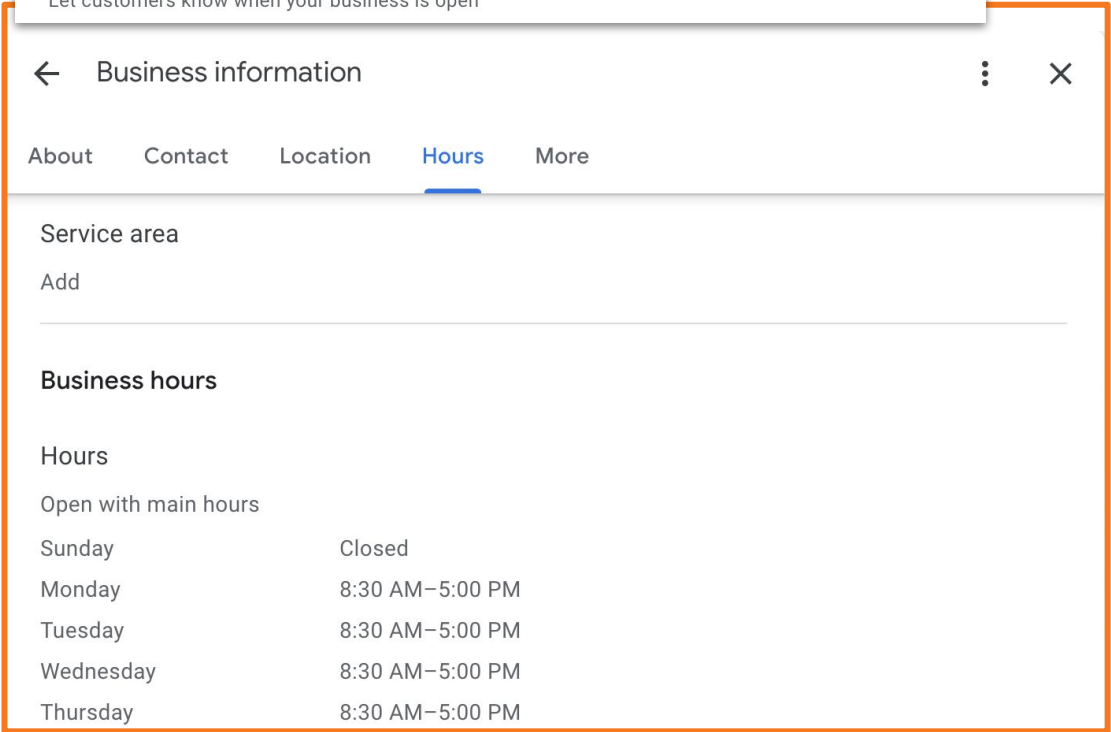
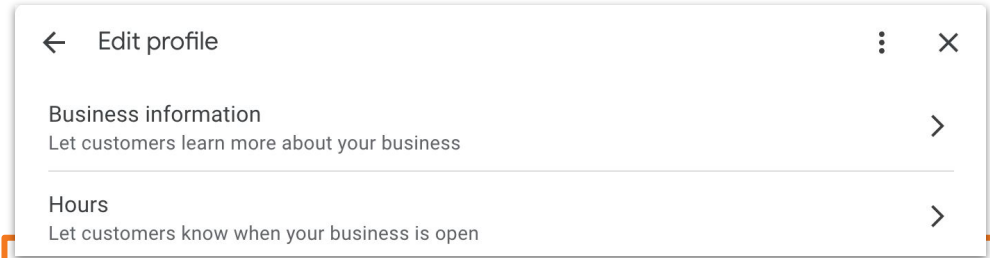


shop-tri.com

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*.





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



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

Sunday 10:00 AM - 6:00 PM
10:00 AM - 7:00 PM

Google Assistant calls

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](#)

(866) 880-8563

@ ReunionResortWaterPark

Access

Brunch

Delivery

Drive Through

Happy hours

Kitchen

Online service hours

Pickup

Senior hours

Takeout

Takeout

[Delete hours](#)

Sunday Closed

Monday Closed

Tuesday Open -

Wednesday Open -

Thursday Open -

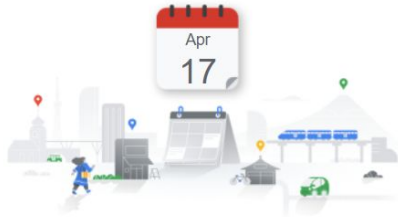
Friday Closed

Saturday Closed

Detailed Hours



Cancel [Continue](#)



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	7:00 – 7:30 AM	
Sunday 4/17		

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.

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



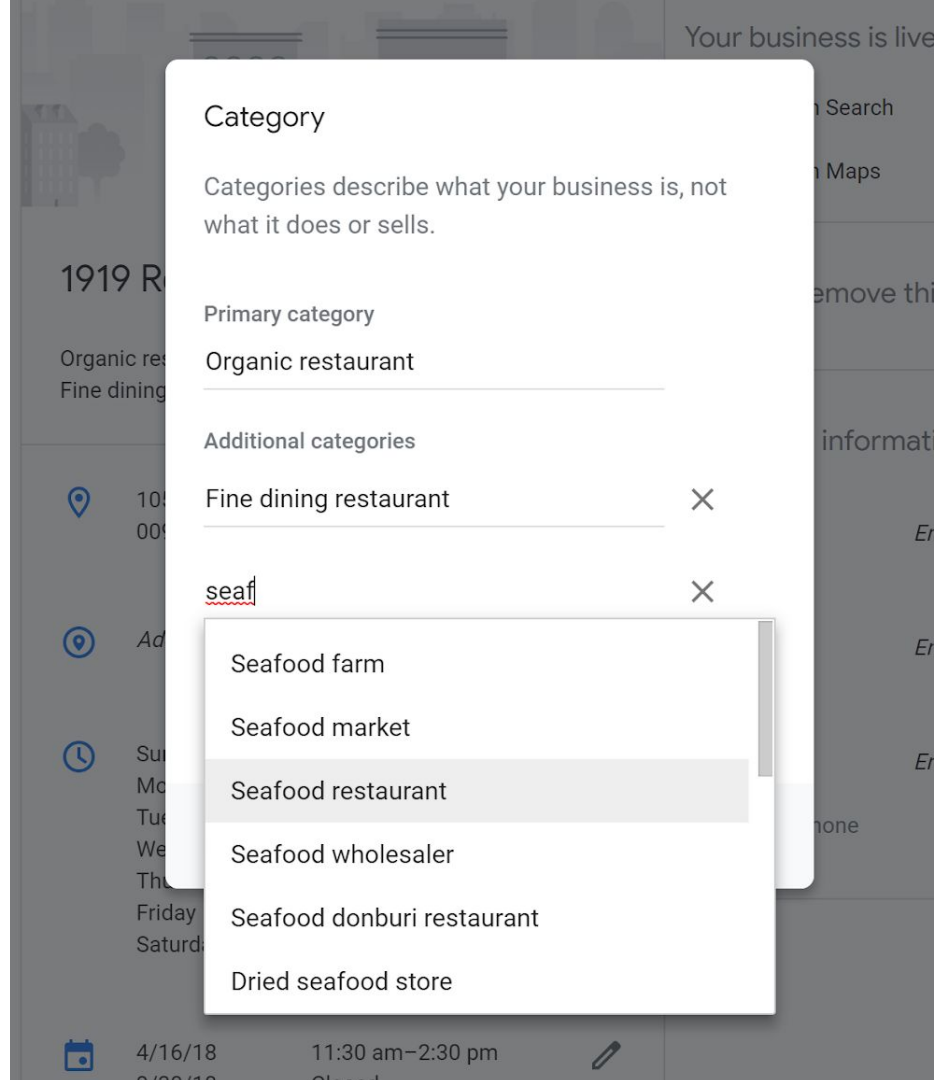
Don't ignore hours update reminders! If you don't confirm your hours, (even if there are no changes) **Google will show a warning in your listing.**

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.

← 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

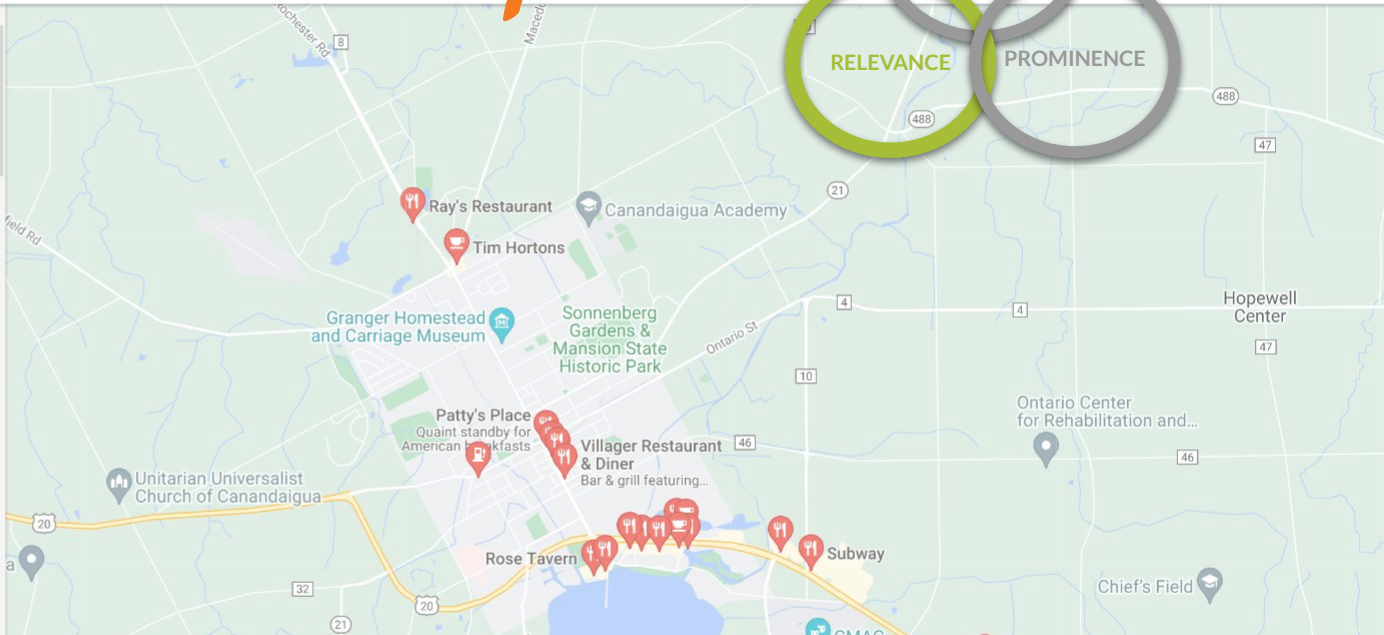


4.6 ★★★★★ (1K) · \$\$ · American
101 S Main St
☀️ SUNDAY BRUNCH calls for some fun food and drinks...
Dine-in · Drive-through · No-contact delivery

Gateway Grille



4.7 ★★★★★ (597) · \$ · Restaurant
151 S Main St
Closes soon · 2PM
"Great breakfast everytime!"



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

“Great Breakfast Scramble”
Dine-in · Takeout · Delivery



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

4.9 ★★★★★ 45 Google reviews

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

[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

Free Wi-Fi Free breakfast Free parking
Hot tub Golf course Smoke-free

[View more amenities](#)

Reviews

"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

1.448 views this month

Edit profile

Promote

Customers

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

#2

Edit Attributes



Business information

About

Contact

Location

Hours

More

#3

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

#4

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

Cancel

Apply

Attributes



Only attributes you can edit are shown below.

[Learn more](#)

Search these attributes

✓ Laundry service

✓ Massage services

✓ Meeting rooms

+ News paper delivery

Parking

⊘ Free

✓ Paid

⊘ Pets welcome

✓ Photocopying service

✓ Restaurant

✓ Room

✓ 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



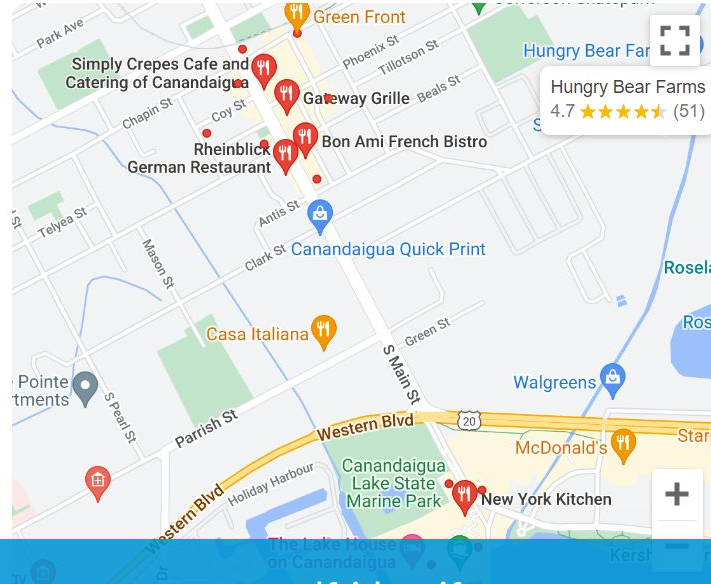
Bon Ami French Bistro

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
Lifer Newman · Young Lion Brewing ; Susie Atwell · Kindred Fare ; Bobbi Wohlschlegel · Wohlschlegel's Naples Maple Farm.

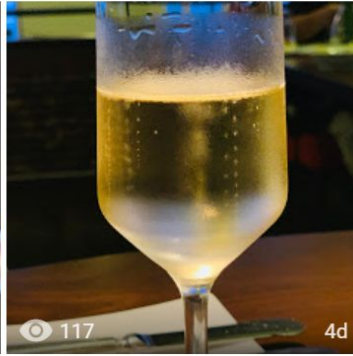
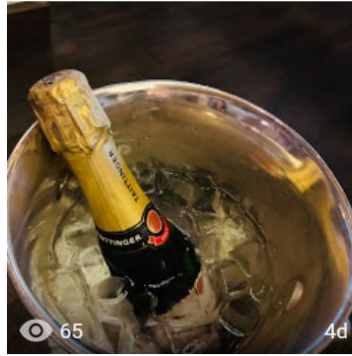
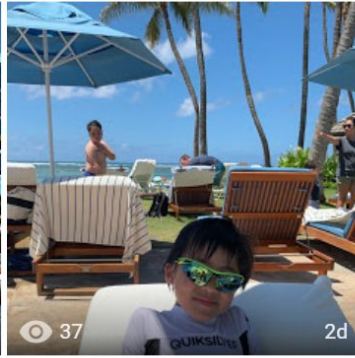
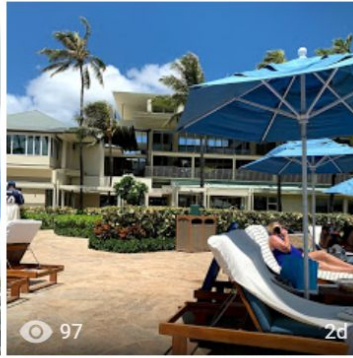
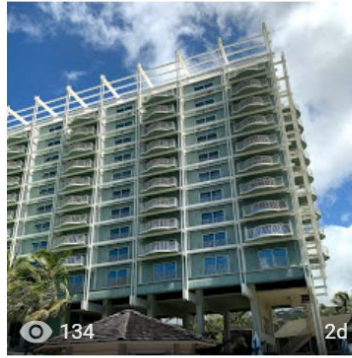
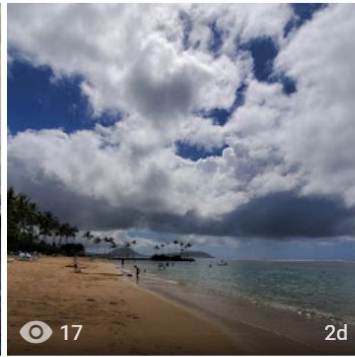
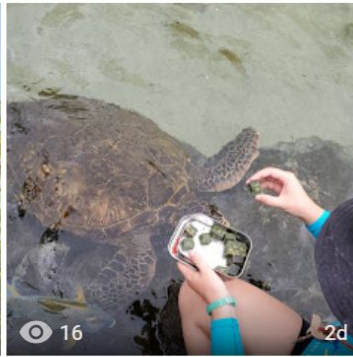
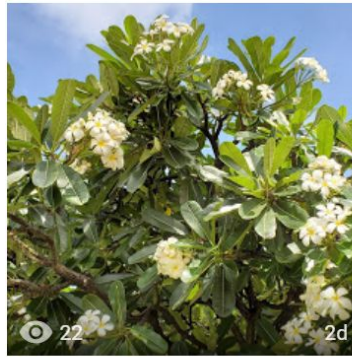
Data Source: Search Engine Land

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



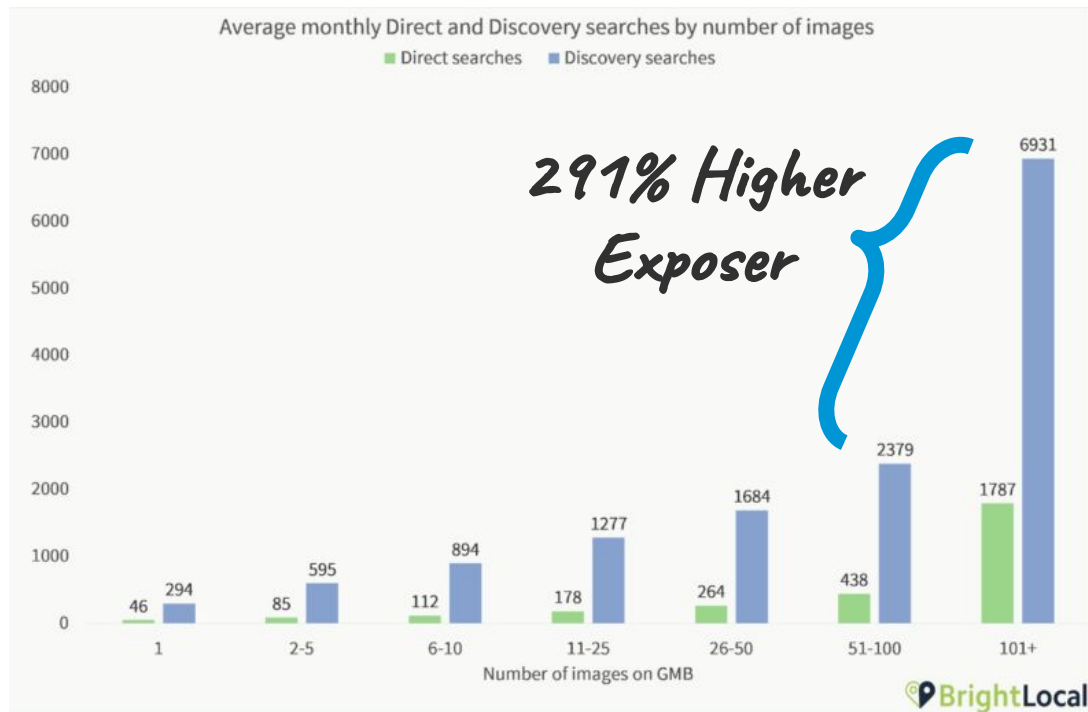
Impact of Photos

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.



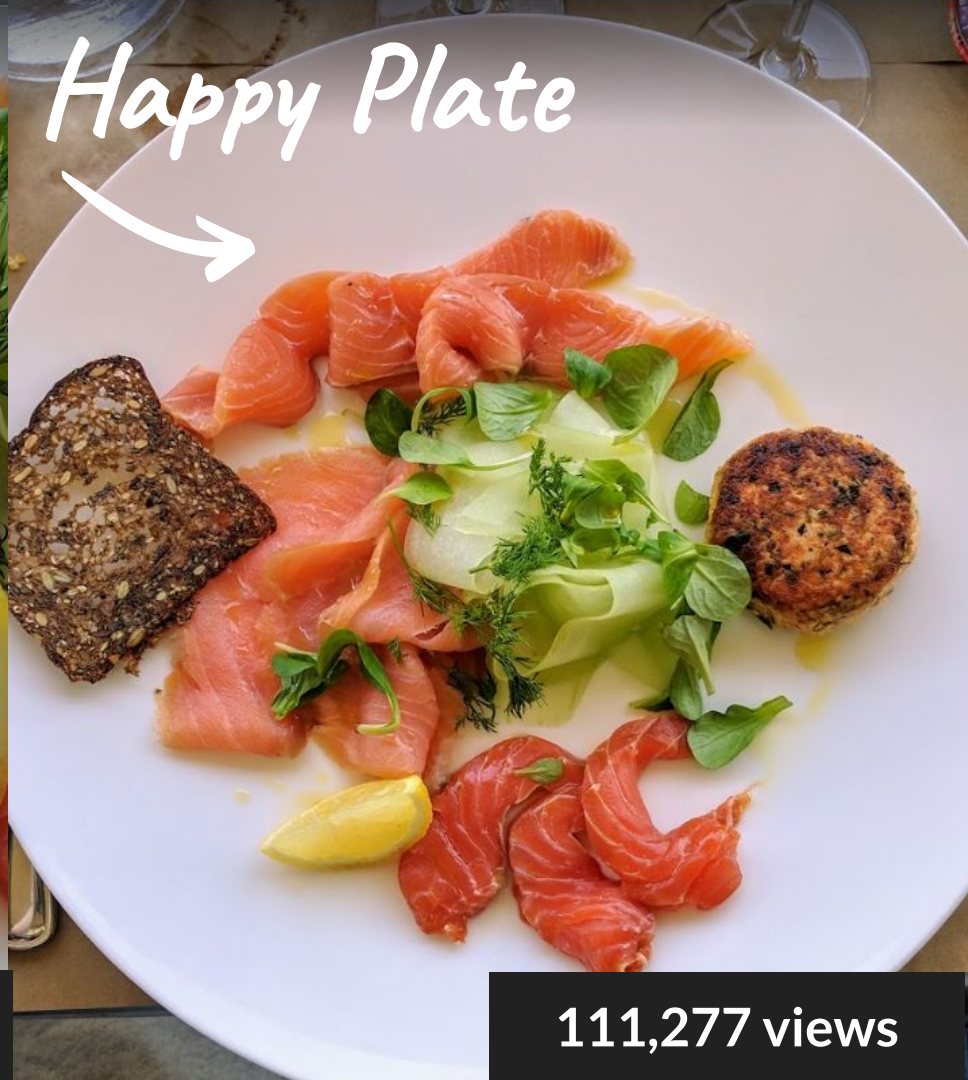
This is a poor quality photo. It isn't attractive with its off-kilter horizon, muddy colors, and it isn't particularly informative - unreadable signs/context.

Sad Plate



10,757 views

Happy Plate

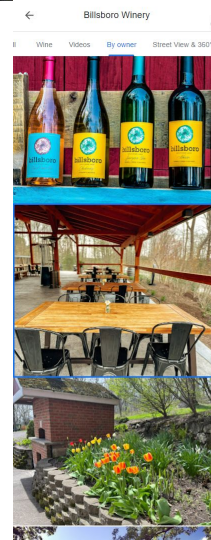


111,277 views

- 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.



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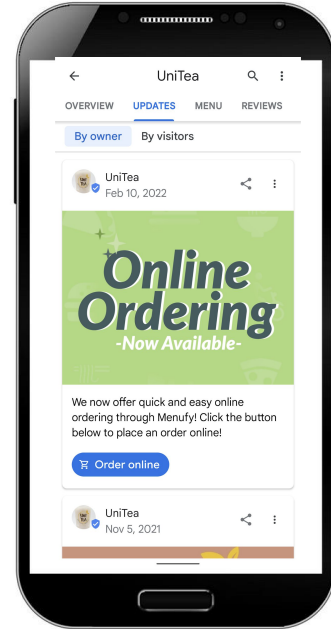
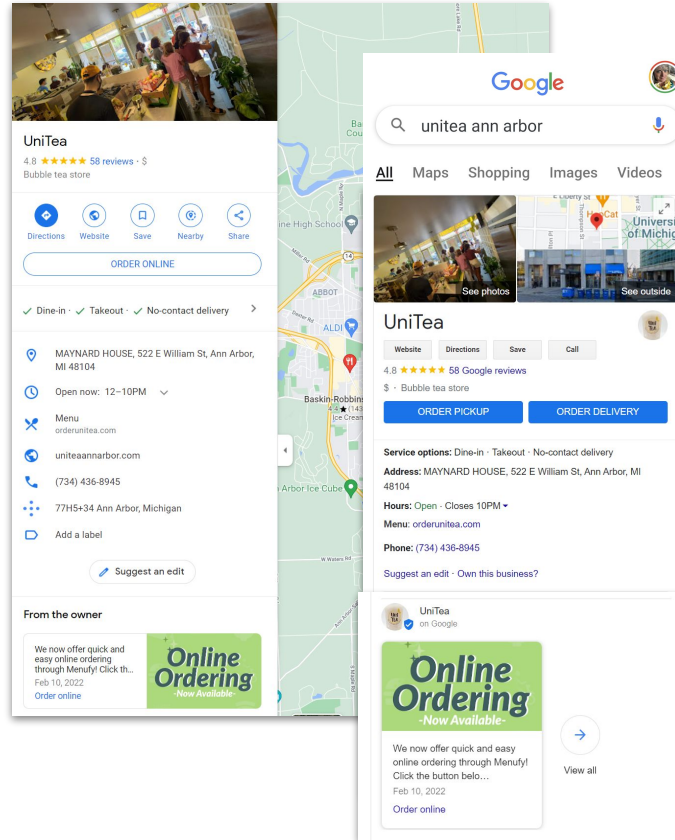
The image shows a social media management interface. On the left is a vertical navigation menu with icons and labels: Home, Posts, Info, Menu, Food ordering, Insights, Reviews, Calls, Messages, and Photos. The 'Photos' item is highlighted with an orange box. An orange arrow points from this box to the 'By customer' filter in the top navigation bar, which is also highlighted with an orange box. Below the navigation bar is a grid of nine photo thumbnails. The thumbnails show various scenes: a plate of food, the exterior of a building with palm trees, a boat at night, a video thumbnail of a building, a large fish tank, a sign for 'Angler AND Ale', and other food-related images. Each thumbnail includes a play button icon and a view count (e.g., 2.1K, 405, 124, 641, 513, 152). In the top right corner, there are tabs for 'Overview', 'By owner', 'By customer', '360', 'Video', 'Interior', and 'Exterior'. A 'Dismiss' button and a 'Go to the Product Editor' link are also visible.

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 ▼

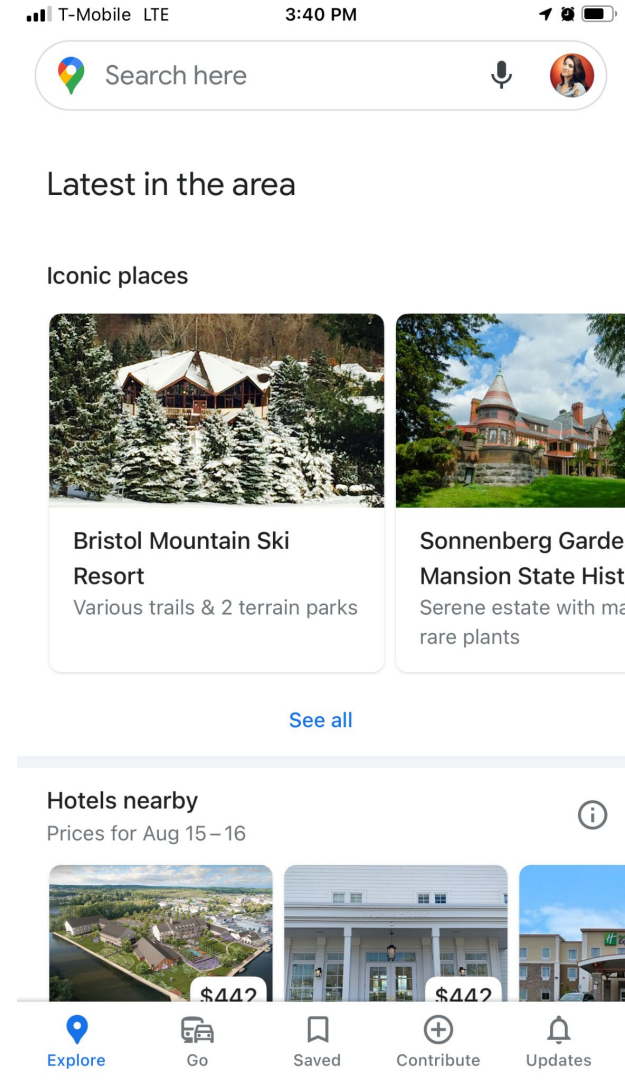
Link for your button

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

miles partnership sarasota

All News Images Maps Shopping More

About 651,000 results (0.62 seconds)

miles Your business on Google
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

The screenshot shows a Google search result for 'miles partnership sarasota'. At the top, there are search filters for 'All', 'News', 'Images', 'Maps', 'Shopping', and 'More'. Below the filters, it indicates 'About 651,000 results (0.62 seconds)'. The main content is a business profile for 'miles partnership sarasota' with a verified badge and '1,448 views this month'. Below the profile name are three buttons: 'Edit profile', 'Promote', and 'Customers', with the 'Customers' button circled in orange. Underneath are three cards: 'Get more reviews' (with a share icon), 'Turn more views to customers' (with a progress indicator), and 'Add external links' (partially visible). At the bottom, a note states 'Only managers of this profile can see this'.

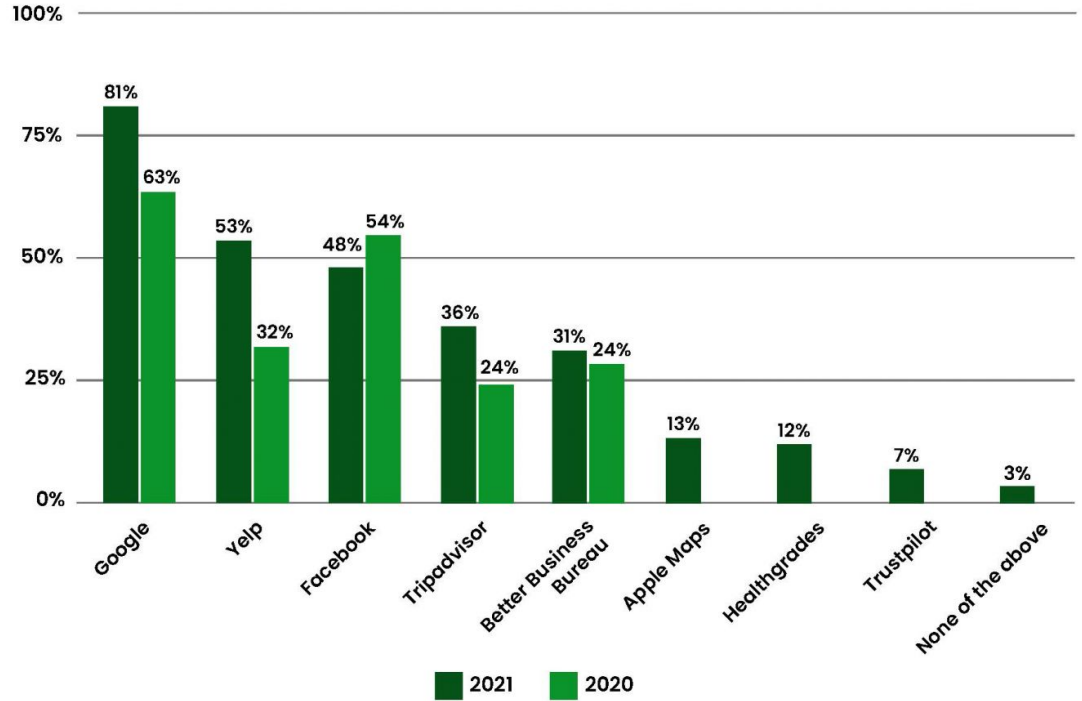
Consumer Data

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?

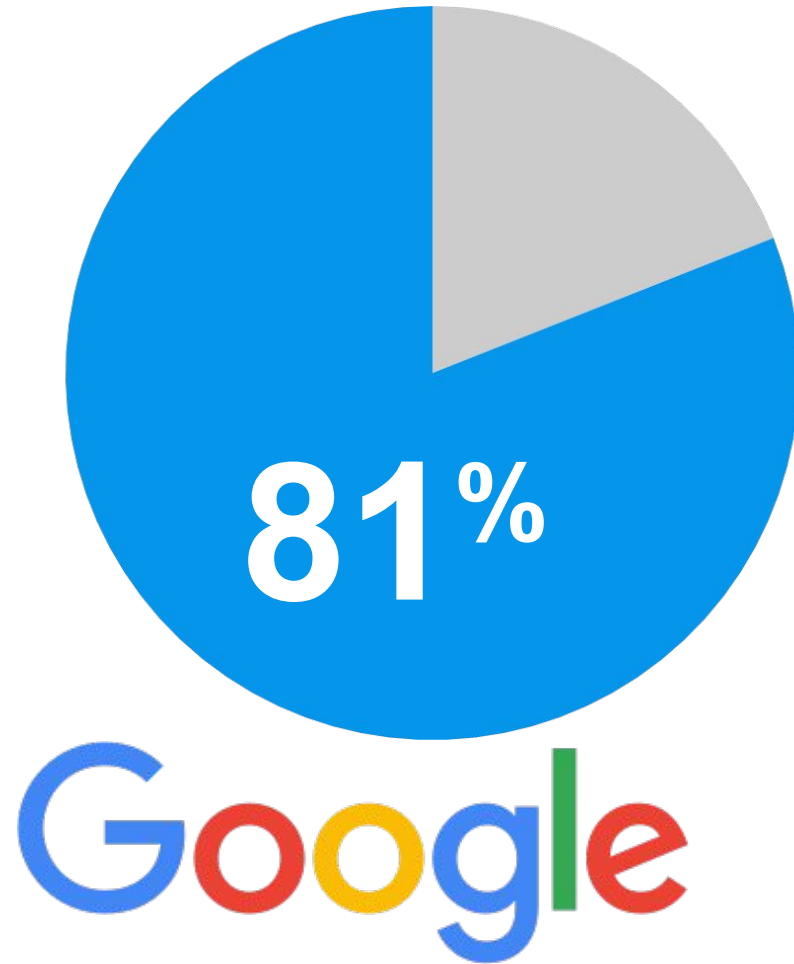


Consumer Data

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

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

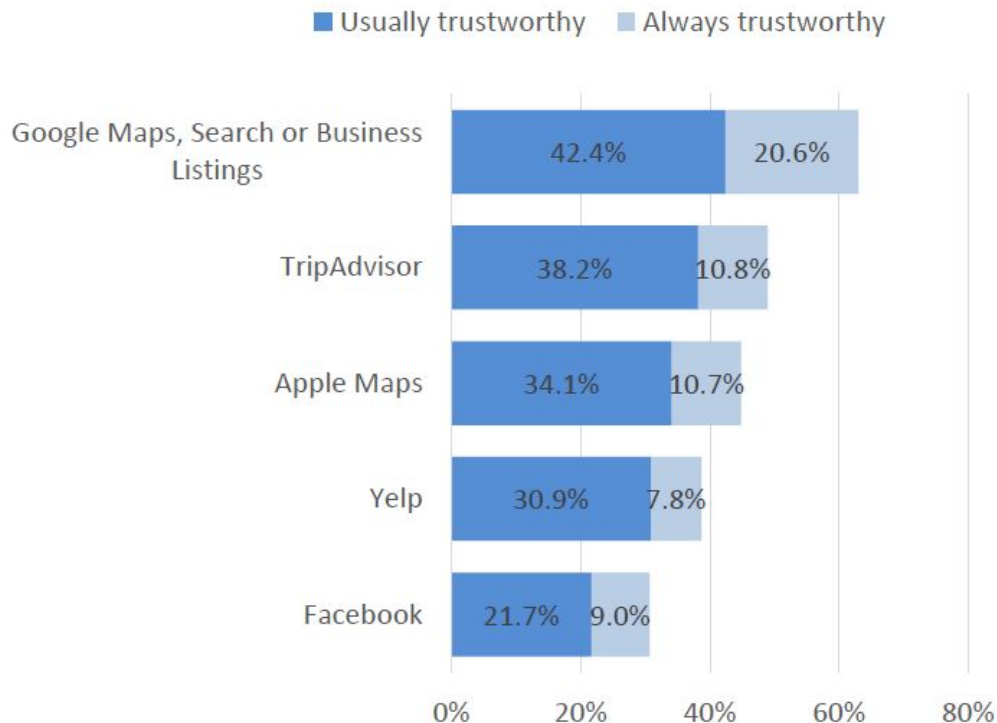
This makes the **median rating 4.4** - meaning the real competition for customers is happening between 4 and 5 stars.



TRUSTWORTHINESS: RATINGS & REVIEWS

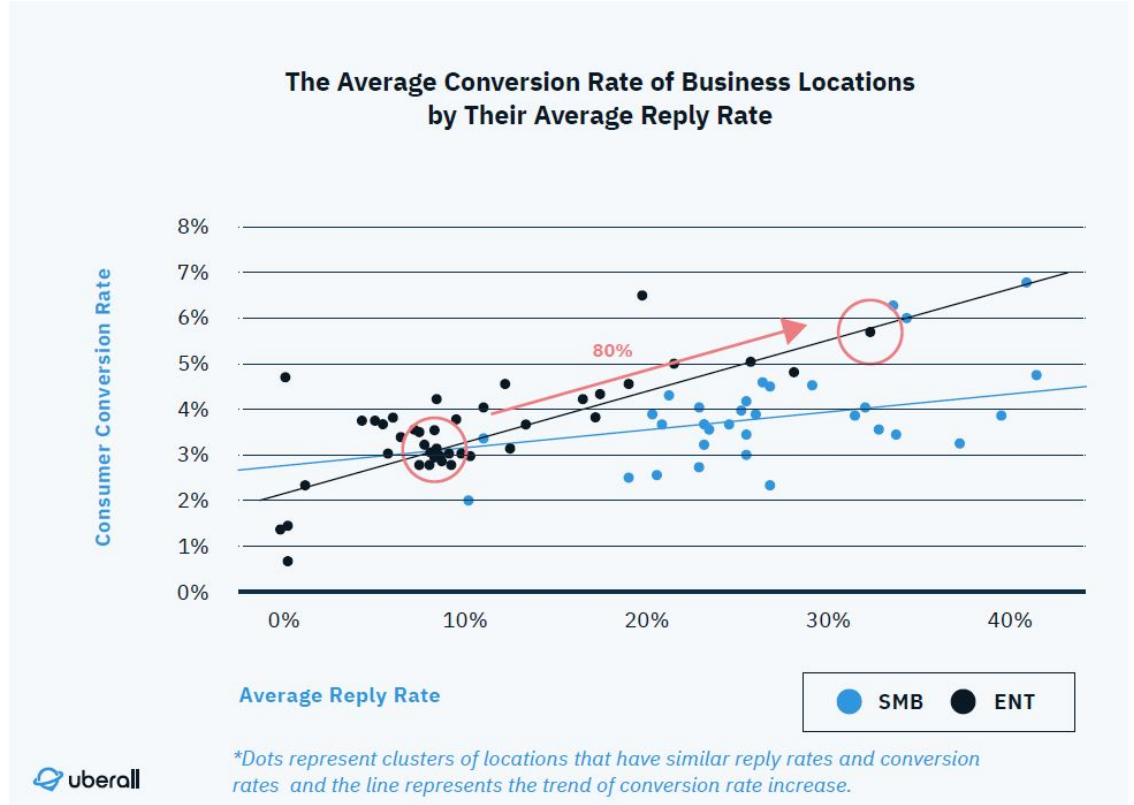
Question: Please evaluate how trustworthy is the customer rating/review information available on each platform?

Build confidence and trust!

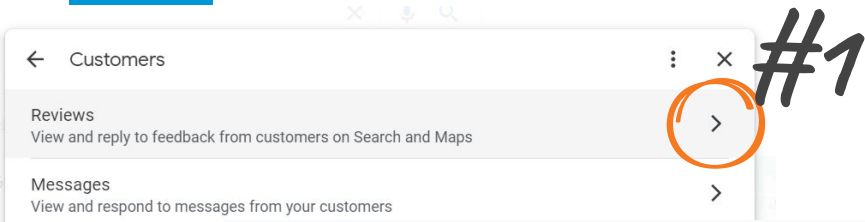


A 2019 study found that a 30% reply rate is the benchmark for a higher conversion rate.

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



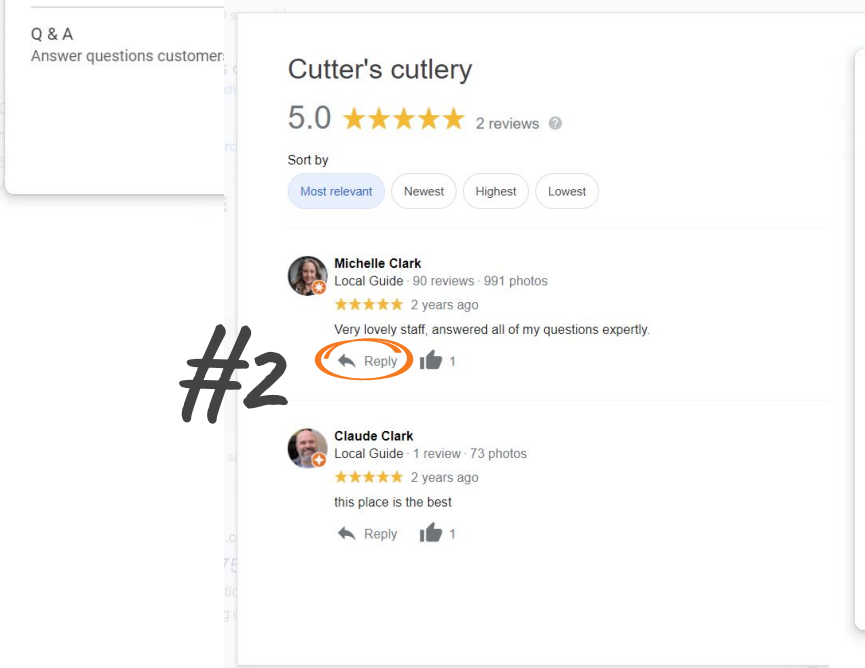
Responding to Reviews



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

#1



Cutter's cutlery

5.0 ★★★★★ 2 reviews

Sort by: Most relevant, Newest, Highest, Lowest

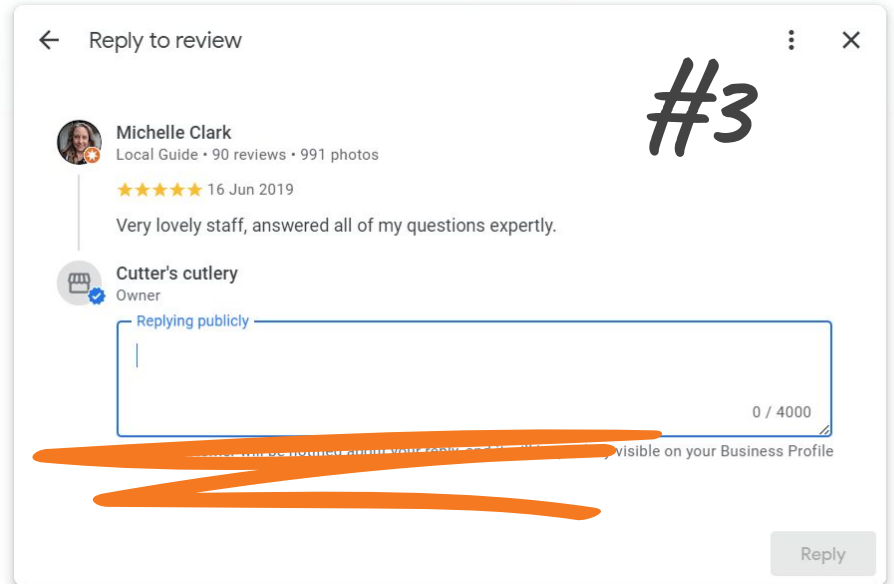
Michelle Clark
Local Guide · 90 reviews · 991 photos
★★★★★ 2 years ago
Very lovely staff, answered all of my questions expertly.

#2

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

Reply

#3

- 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.



Response from the owner 2 months ago

Dear Mr. Guy,

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

Best Regards,
Jean Lee
Guest Relations Manager



Felipe Archondo

Local Guide · 1 photo

★★★★★ 2 months ago



Ready2 Retire

Local Guide · 32 reviews · 1 photo

★★★★★ 2 months ago - 🚩



Kenny Yuen

1 review

Thank You for Joining Us!
Any Questions?