

JULY 2022

**Visit Ithaca - Destination Optimization Program**

**MAXIMIZING EXPOSURE FOR  
YOUR GOOGLE BUSINESS  
PROFILE**



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This workshop is brought to you by **Visit Ithaca** in an effort to help community businesses **maximize exposure** digitally on the world's largest platform.

Content provided by:



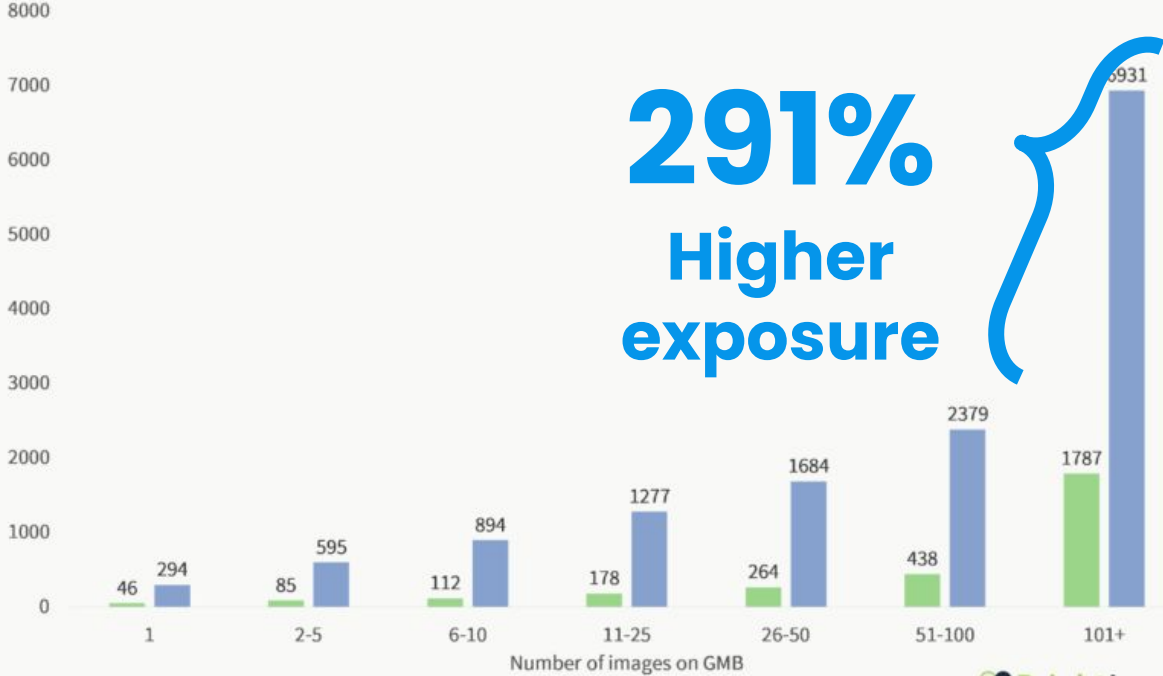
Google Business Profiles

# Photo Best Practices

# Uploading Photos

Average monthly Direct and Discovery searches by number of images

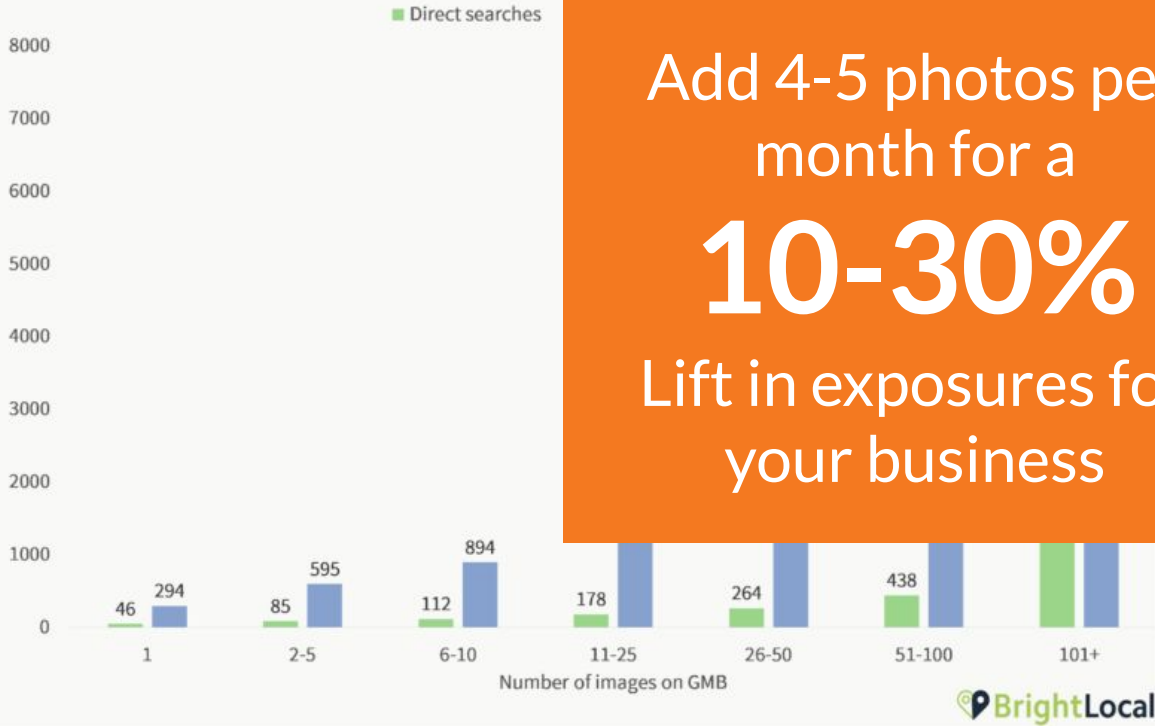
■ Direct searches ■ Discovery searches



Businesses with more than 100 images have significantly higher exposure rates.

# Uploading Photos

Average monthly Direct and Discovery searches by number of images



Add 4-5 photos per month for a  
**10-30%**  
Lift in exposures for  
your business

Businesses with more than 100 images have significantly higher exposure rates.

# 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.



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# 2. ATTRACTIVE

What makes this photo eye-catching? Consider **color**, **contrast**, **saturation**, **lighting**, **focus** and **leading lines**.



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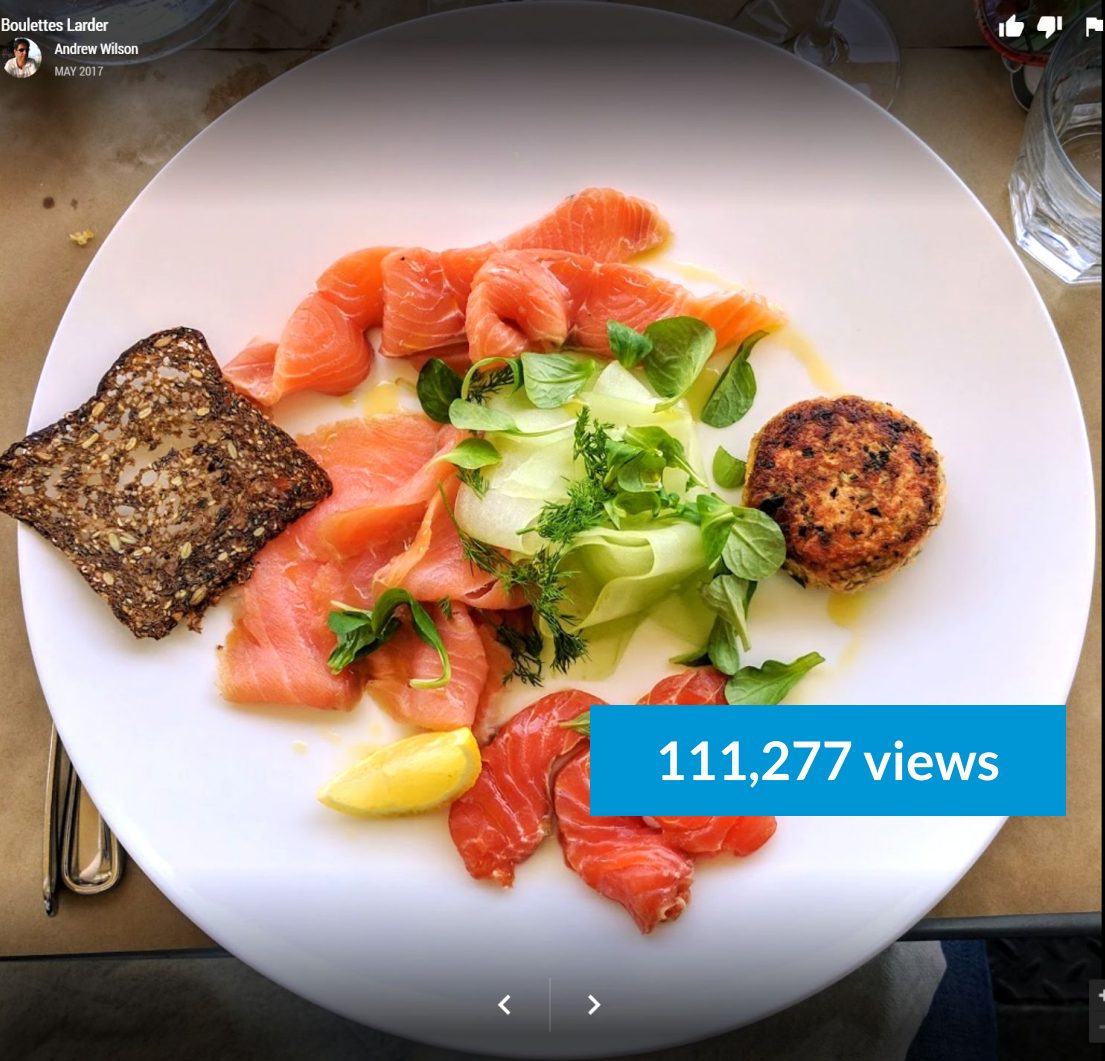
What makes this photo eye-catching? Consider **color**, **contrast**, **saturation**, **lighting**, **focus** and **leading lines**.



# 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.





111,277 views



10,757 views



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



**This photo is bad.** It isn't attractive - off-kilter horizon, muddy colors, and it isn't particularly informative - unreadable signs/context.

# Add photos

← 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 >
- Photo**  
Let customers peek inside your business >

Upload public photos of Cutter's

**Upload**

Drag photos here

Or, if you prefer...

**Choose photos to upload**

Back to “Edit Profile” but select “Photo” option this time. Drag and drop or upload images.



## Photo Best Practices

- Only upload photos you created or own the complete rights to.
- Upload at least 4K images (3840x2160).
- Don't use filters - limit your edits to brightness, color, contrast & saturation.
- Avoid seasonal images, unless that's relevant to the location you're shooting.





## Photo Best Practices

- 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.

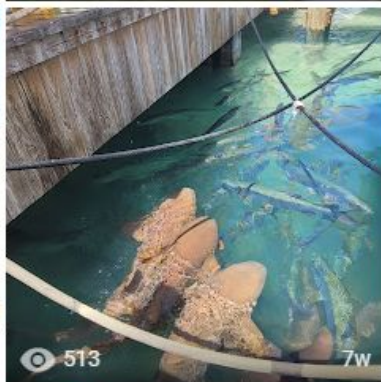
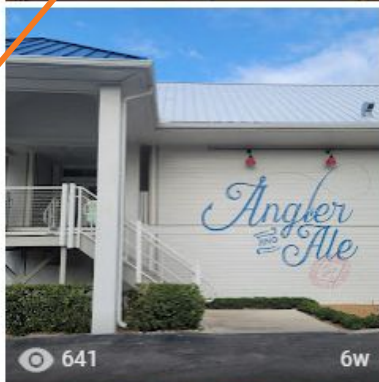
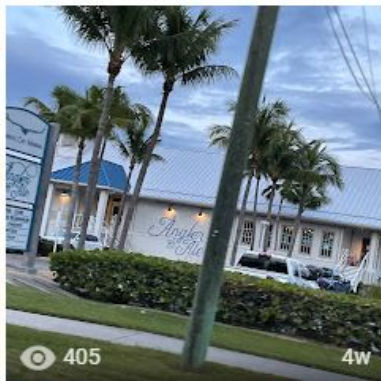
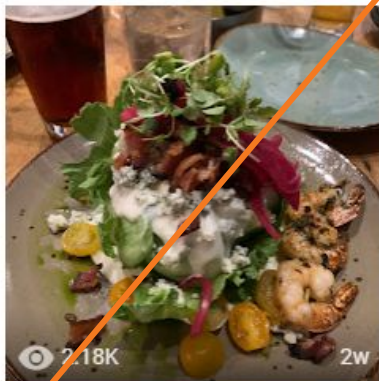
Google Business Profiles

# Flagging Photos



- Home
- Posts
- Info
- Menu
- Food ordering
- Insights
- Reviews
- Calls
- Messages
- Photos**
- Bookings
- Products
- Website
- Users

Overview By owner **By customer** 360 Video Interior Exterior





Images may be subject to copyright.

**Why are you reporting this photo? (Required)**

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

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

**Email address:**  
(Required)

**reCAPTCHA verification:**  
(Required)

I'm not a robot



reCAPTCHA  
Privacy • Terms

Submit





Google Business Profiles

# Questions and Answers

# Questions & Answers

## Stick House

2023 Vine St Suite 101, El Dorado Hills, CA



Ask a question

Do they have gluten free noodles?



 1  Answer



**Kelly Kantola**

Local Guide · 59 reviews · 46 photos

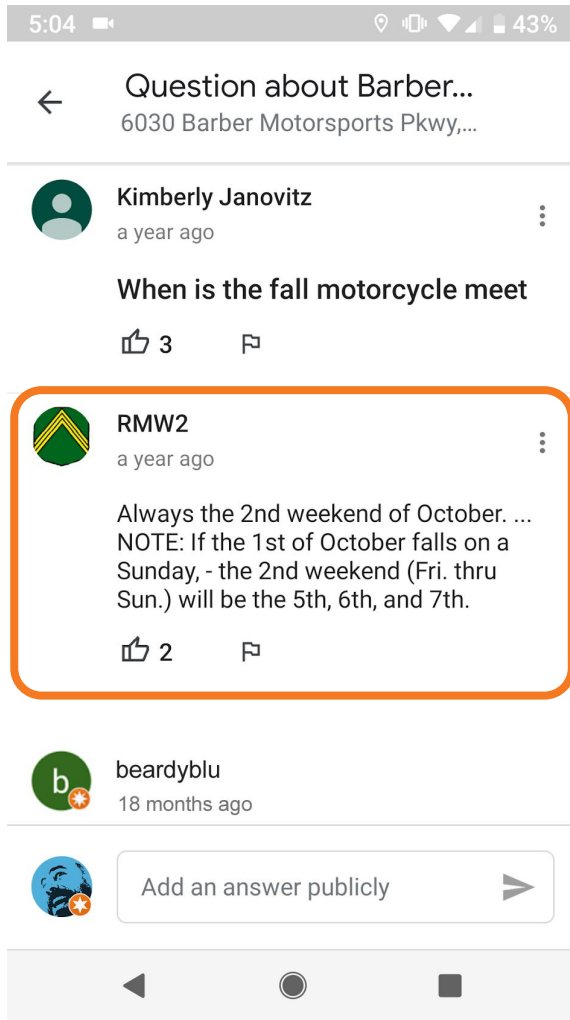
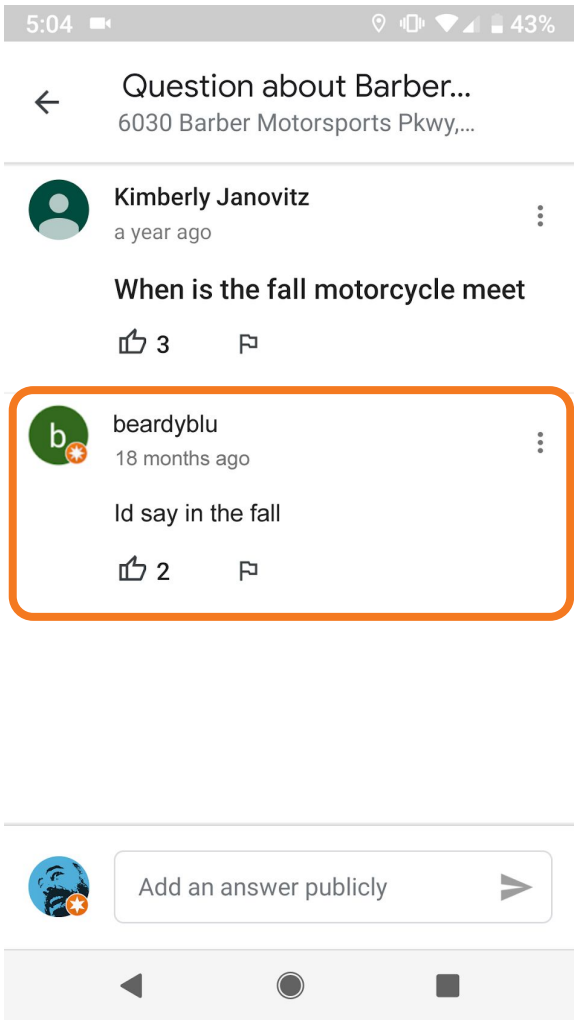
2 months ago

They have Zoodles, zucchini slices basically. Would agree with the previous message over priced, lack of flavor, they build it all for you.

 Like

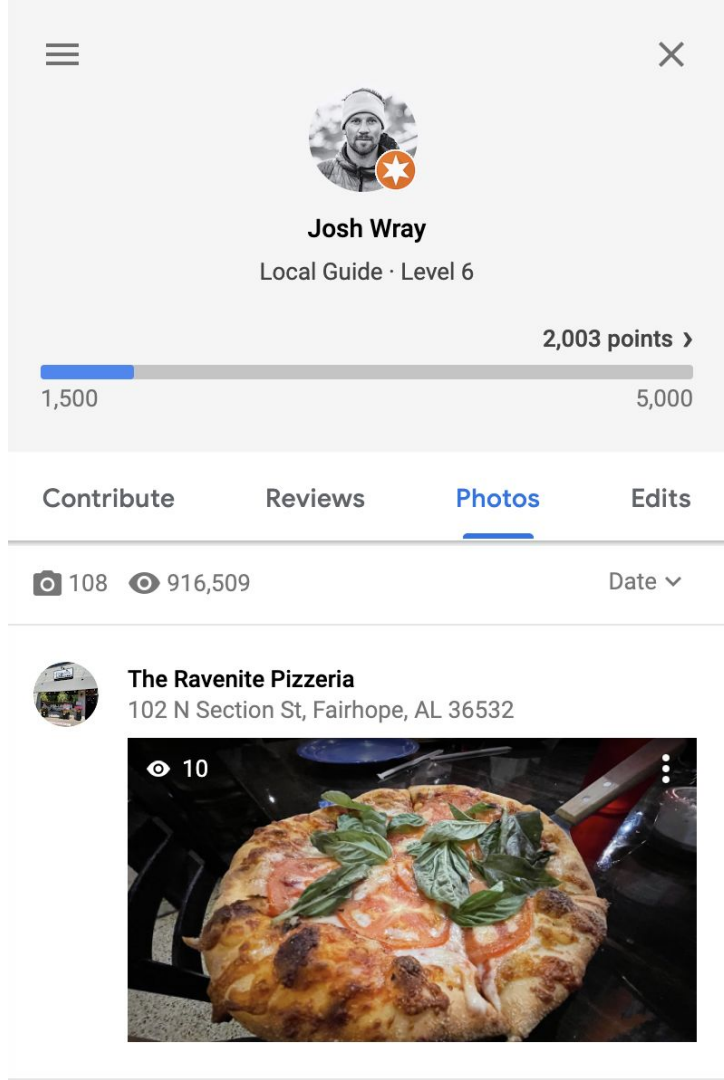
[1 more answer](#)

Questions & Answers is a public feature which appears as part of your Business Profile. Anyone can ask, and answer questions about your business.



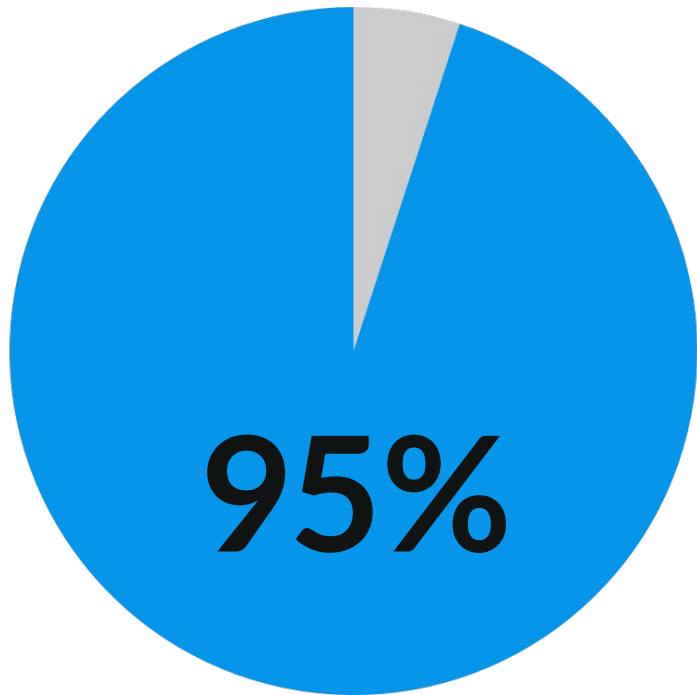
# Questions & Answers

But... they often get answered faster by **Local Guides** than they do by the businesses, and the Guides aren't always right.

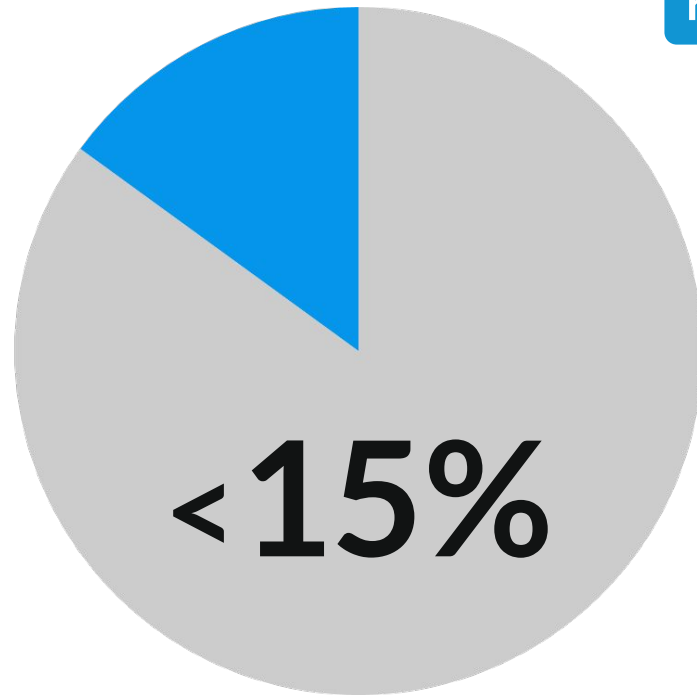


## What is a Local Guide?

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



Of audited listings had **questions**  
from **customers**



Have **answers** from the business  
**owner**

How many inches is it

4 Answer



**Glenn Stoops**

**Local Guide** · 8 reviews · 4 photos

a year ago

151 feet tall. 305 feet high.

What is the quality

1 Answer



**maj sdq**

**Local Guide** · 51 reviews · 196 photos

7 months ago

Top

does the statue of liberty wink

1 Answer



**Old Man**

**Local Guide** · 153 reviews · 448 photos

6 months ago

Not to all....:-))

Hello how are you?

1 Answer



**Hemanth Ravi**

**Local Guide** · 65 reviews · 146 photos

6 months ago

I am Fine 😊

3

[1 more answer](#)

Questions & Answers is also generally full of some **pretty crazy stuff** - so it's worth checking your listing.

What possible penalty does she face?

How many inches is it

 4  Answer 



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a year ago

151 feet tall. 305 feet high.

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[1 more answer](#)

What is the quality

 1  Answer 



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7 months ago

Top

What's the history of the statue of liberty and did a panda make it?

 1  Answer 



**Valéria Dacanal Garcia**

**Local Guide** · 190 reviews · 577 photos

8 months ago

Hi! Access the website. There are many informations there 😊

 2 

What possible penalty does she face?

Manage locations

Settings

Support

Make sure you have **notifications on** and check your answers frequently.

Customer reviews

Alerts when customers post reviews of your business to your Business Profile

Questions and answers

Alerts about questions and answers posted to your Business Profile

Photos

Tips and updates about photos on your Business Profile

Business Profile health

Alerts and suggestions to help you keep your info accurate on your Business Profile

Insights

Personalized insights and tips about your Business Profile

Product updates

Occasional updates about new features and offers to improve your Business Profile

Posts

Updates and suggestions about posts on your Business Profile

Feedback

Occasional opportunities to send product feedback to Google

Mobile Notifications

Google My Business mobile app

Use the [Google My Business mobile app](#) to access your notifications settings for your mobile



Reply Reply All Forward

Sun 4/22/2018 3:54 PM



Google My Business <googlemybusiness-noreply@google.com>

Rick McMahan added a new question to your listing

To CA.Clark@milespartnership.com

If there are problems with how this message is displayed, click here to view it in a web browser.

Google My Business

THE MODERN HONOLULU

Rick McMahan added a new question  
to your listing

"Does every room have a balcony?"



THE MODERN HONO...  
1603, 1775 Ala Moana Blvd,  
Hon...

REPLY NOW

REPORT THIS QUESTION

Learn more



Ask an expert



Google LLC 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA

This email was sent to you because you indicated that you'd like to receive notifications about Questions and Answers on your business listing. If you don't want to receive such emails in the future, please [unsubscribe here](#). You can also change your preferences on your Google My Business settings page by logging into <https://business.google.com/settings>.

## THE MODERN HONOLULU

1603, 1775 Ala Moana Blvd, Honolulu, HI

[← All questions](#)



Rick McMahan

Does every room have a balcony?



Helpful?



THE MODERN HONOLULU (Owner)

Add an answer publicly

POST



Kat E

Local Guide · 14 reviews · 15 photos

4 days ago

Not all but most.



2



Rajesh Bahadur

Local Guide · 11 reviews · 40 photos

4 days ago

Most of yes.



Helpful?



vicky scharlau

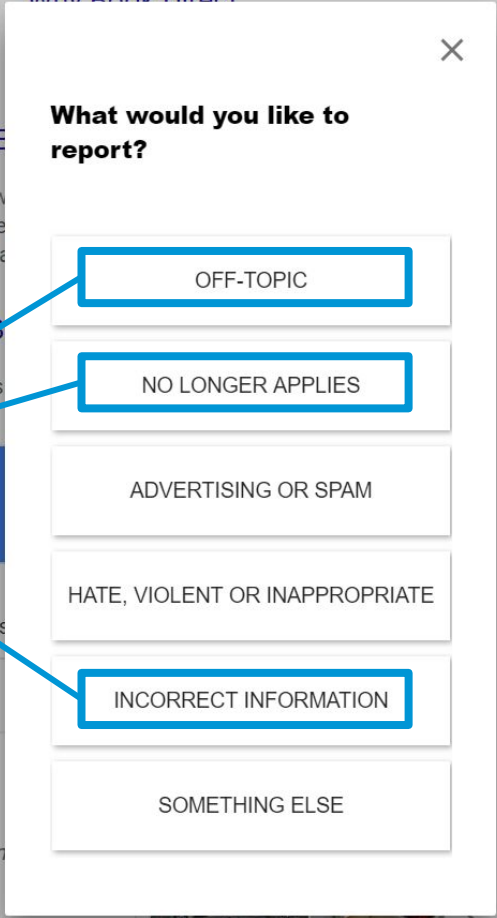
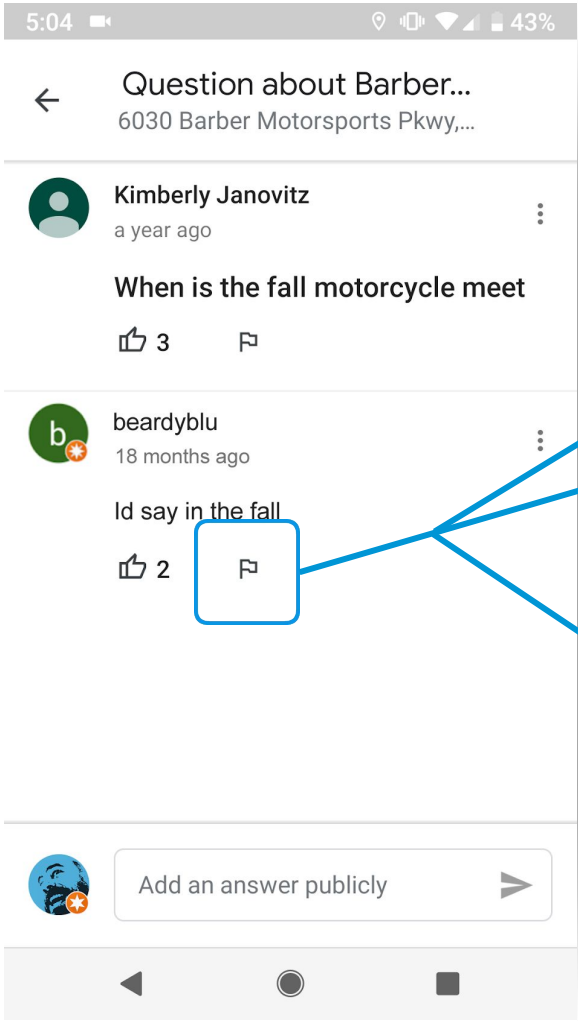
Local Guide · 4 reviews · 131 photos

4 days ago

Nope.



Helpful?



After you've provided your own answers, **report the bad answers in your profile.**

# Questions & Answers

## THE MODERN HONOLULU

1603, 1775 Ala Moana Blvd, Honolulu, HI

Does every room have a balcony?

Helpful? Answer

**Kat E**  
Local Guide · 14 reviews · 15 photos

4 days ago  
Not all but most.

👍 2

[5 more answers](#)

ing available?


Helpful? Answer

**Ryan Devlin**  
Local Guide · 93 reviews · 193 photos

6 months ago  
In the actual hotel it's valet parking only. There's room bill in addition to the \$35 per night. Self par

👍 2

[9 more answers](#)

 [Ask a question](#)

Know this place? Answer quick questions

### Review summary

[Write a review](#)

[Add a photo](#)



**Rooms** · 3.9 ★★★★★

Guests liked the large, clean, updated rooms, though some said maintenance could be improved · Rooms had views · Some guests noted the rooms could be quieter & beds could be improved

**Location** · 4.4 ★★★★★

Near the beach; shopping & sightseeing nearby · Easily accessible by car · Near public transit

**Service & facilities** · 4.3 ★★★★★

Guests enjoyed the pool · Guests appreciated the friendly staff · Guests spoke highly of housekeeping


[View all reviews](#)

### Questions & answers

[See all questions \(2\)](#)

[Ask a question](#)

**Ask a question**  
THE MODERN HONOLULU

 **THE MODERN HONOLULU**  
Posting publicly

How far is the hotel from Ala Moana Shopping area?

[CANCEL](#) [POST](#)

Google Business Profiles

# Reviews and Online Reputation

# Respond to Reviews

Customer reviews are posted by users directly to your Google Business Profile. They appear wherever your profile appears, and are the source of your “star rating”

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](mailto: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 - [redacted]

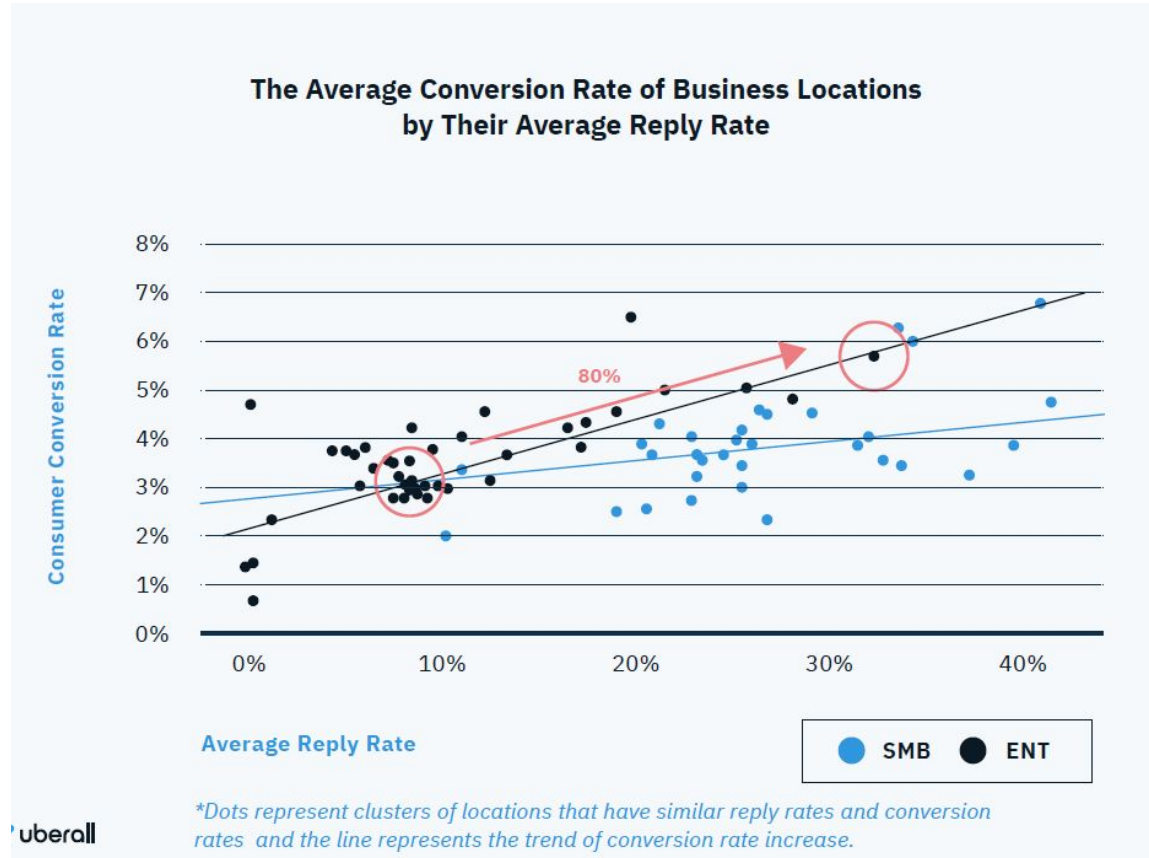


**Kenny Yuen**

1 review

# Respond to Reviews

Respond to 30% of your reviews for an 80% boost in conversions. Responses show you are attentive to customers.



miles partnership sarasota



All News Images Maps Shopping More Tools

About 651,000 results (0.62 seconds)



### Your business on Google

1,448 views this month

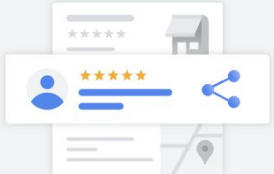
Edit profile

Promote

**Customers**

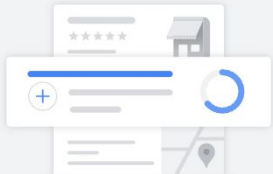
Get more reviews

Share your review form with past customers



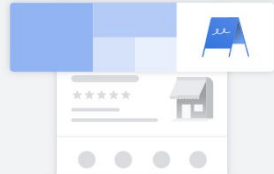
Turn more views to customers

Complete your profile to convert your 1029 monthly views into customers



Add exterior photo

Help customers locate your storefront



Only managers of this profile can see this

# Responding to reviews

Instead of “Edit profile” select “Customers” on the SERP profile edit box.

# 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 from your customers

### 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.

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

← 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

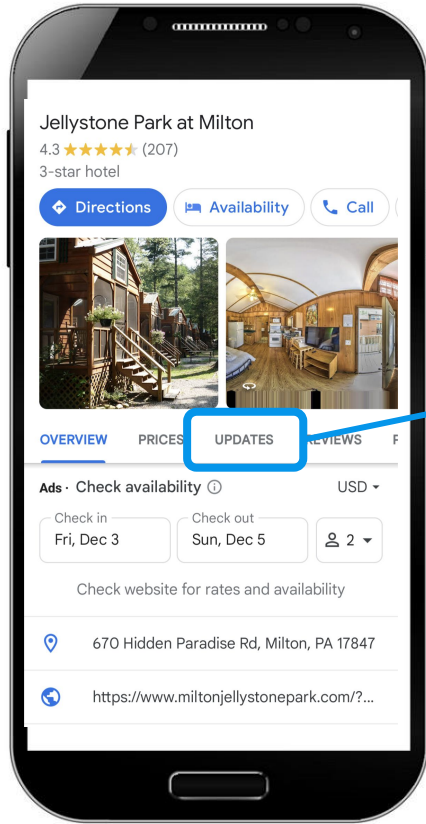
This customer will be notified about your reply, and it will be publicly visible on your Business Profile

Reply



Google Business Profiles

# Posts



By owner By visitors

Jellystone Park at Milton Nov 11, 2021

**WE APOLOGIZE FOR THE INCONVENIENCE**

We are experiencing a phone outage. The phone company cannot provide us with an update on when the phone lines... [more](#)

Jellystone Park at Milton Nov 7, 2021

# Post Updates

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

- **Free:** no cost per click
- **Trackable:** with views and clicks or with your own analytics codes
- **Visual:** include images or videos
- **Engaging:** include direct links to more info on your website

- Home
- Posts**
- Info
- Menu
- Food ordering
- Insights
- Reviews
- Calls
- Messages
- Photos
- Bookings
- Products
- Website

- All**
- Offers
- What's new
- Events



Posted 2 days ago

Hook & Cook Special  
Nov 30, 2021 – Jan 4, 2022

Bring your fresh Florida Keys catch in and our talented chefs will cook up you up a delicious meal to enjoy dockside. Choose from blackened, grilled, fried or a combination. Reserve your table online!

\*Catch must be cleaned, deboned and filleted. Must be in season and of legal size.

[Learn more](#)

131 views 0 clicks [Share post](#)

Your posts  
New views this week  
**1004**  
Updated just now  
[Reach more customers through posts](#)

# Post Updates

The **Posts** feature in allows you to share updates directly on your business listing

Once logged in, go to the **Posts** tab and click the create button to get started

Views and clicks are tracked for every post

Need some ideas? Look at some sample posts.



Write your post

Try our new maple bacon banana short stack! Order it with a tall flat white to go and enjoy the best breakfast in town!

100 - 300 words

Order online

Link for your button

[http://yourrestaurant.com?utm\\_source=pastg&utm\\_medium=email](http://yourrestaurant.com?utm_source=pastg&utm_medium=email)

# Post Updates

- 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.

# Hotels get Posts!

Accommodation business types (finally!) get access to posts!

But, not all the types of posts - only announcements and events - no offers.

The screenshot shows the Google Business Profile Manager interface. At the top, there's a navigation bar with the Google logo, 'Business Profile Manager', a search bar, and a user profile icon. The main content area is divided into a left sidebar and a main right section. The sidebar, under the 'ORGANIZATION Miles Partnership' header, lists various management options: Home, Posts (highlighted in blue), Info, Insights, Reviews, Messages, Photos, Services, Website, Users, Create an ad, Businesses, and Settings. The main section displays a post from 'The Kahala Hotel & Resort' posted on April 1, 2022. The post features a scenic image of the hotel building overlooking a beach and ocean. Below the image, the text reads: 'Special Offers and Packages Apr 1 - May 2. The Kahala Hotel & Resort is currently offering a selection of packages and rates to help make your next stay with us even more perfect. Click 'Learn More' to see what options are currently being offered.' A blue 'Learn more' button is positioned below the text. At the bottom of the post, analytics show '2.21K views' and '15 clicks', along with a 'Share post' button and a three-dot menu. To the right of the post, a 'Your posts' summary box indicates 'New views this week: 1053 Updated just now' and includes a link to 'Reach more customers through posts'. A blue circular button with a post icon is located at the bottom right of the main content area.

# Maximizing Exposure



Photo Best Practices



**Flagging Photos** of poor or inappropriate quality



**Questions and Answers**



**Responding to Reviews**



**Posts**

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.

