

# Inspire Confidence with Online Listings

March 2021

*The Outer Banks®*  
OF NORTH CAROLINA

**miles**  
PARTNERSHIP



This virtual workshop is brought to you by the **Outer Banks Visitors Bureau** in an effort to help community businesses **maximize their exposure** digitally on the world's largest platforms.

Content provided by our  
marketing partner:



**Josh Wray**

Program Specialist  
Miles Partnership







# 200+

Destinations in our support program

# 70,000+

Businesses and POI audited and analyzed

# 150+

Directly managed GMB Business Profiles



#TravelConfidently

TRAVEL CONFIDENTLY msp™



### Stay With Confidence

We're delivering an even cleaner stay from check-in to check-out and providing complete peace of mind when you stay with any of our 18 brands.

BOOK WITH CONFIDENCE

**AVIS IS HERE FOR YOU.**

Save up to 30% when you select Pay Now

## Confidence is Critical

Safety is top of mind for today's travelers and they **need information they can trust** before they will choose to visit



# Keys for Inspiring Confidence with Travelers

1. Establish Safety
2. Share Information
3. Grow Visibility



# **Establish Safety**

*Take steps to keep customers and employees healthy*



86%




of consumers say cleanliness will be very important **when selecting an accommodation** after COVID-19

82%

say that the disinfecting of high-contact surfaces will be a very important consideration **when deciding to book tours, activities and attractions**

## Health & safety

### Measures taken here

-  Mask required
-  Staff required to disinfect surfaces between visits
-  Safety dividers at checkout

### Public House — COVID-19

Are you the business owner? Go to your Business dashboard through your business dashboard.

#### Is this business operating right now?

☐ Yes ☐ No

#### What do they offer?

Curbside pickup

Sit-down dining

Delivery

Takeout

Outdoor seating

#### What safety measures do they enforce?

Staff wears masks

Social distancing enforced

Masks required

Limited capacity

☐ Yes ☐ No ☐ Not sure

☐ Yes ☐ No ☐ Not sure

☐ Yes ☐ No ☐ Not sure

☐ Yes ☐ No ☐ Not sure

## About COVID-19 Updates

Let people know how your products or services are changing during this time.



### How should I use them?

Highlight the latest important coronavirus (COVID-19), including:

- New services you're offering
- Changes to product availability
- New safety practices



### Why should I use them instead?

COVID-19 updates can help you reach your local community by appearing at the top of local places on Facebook.

Mark as COVID-19 Update

## Updates during Coronavirus

Tell customers how you're currently operating and what safety measures you're taking.

### Are you operating right now?

(Select all that apply)

- |                           |                          |
|---------------------------|--------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No |
| <input type="radio"/> Yes | <input type="radio"/> No |
| <input type="radio"/> Yes | <input type="radio"/> No |
| <input type="radio"/> Yes | <input type="radio"/> No |
| <input type="radio"/> Yes | <input type="radio"/> No |

## COVID-19 Response Center

### Share the safety measures you're taking in response to COVID-19

[11 Safety measures are pending](#)

Select the safety measures you're currently using today. These measures will appear on your listing page and will also make you eligible to appear in our COVID-19 safety search filter for your destination. Please be honest and thoughtful, so you properly set diners' expectations when they visit your restaurant. For additional best practices, check out [this](#) article.

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Face masks required for staff in public areas <a href="#">1</a> | <input checked="" type="checkbox"/> Face masks required for guests in public areas <a href="#">1</a>   |
| <input checked="" type="checkbox"/> Hand sanitizer available to guests & staff <a href="#">1</a>    | <input type="checkbox"/> Floors marked for social distancing <a href="#">1</a>                         |
| <input checked="" type="checkbox"/> Regular temperature checks for staff <a href="#">1</a>          | <input type="checkbox"/> Single-use/individually wrapped condiments                                    |
| <input checked="" type="checkbox"/> Socially distanced dining tables <a href="#">1</a>              | <input type="checkbox"/> Contactless ordering  |
| <input checked="" type="checkbox"/> Staff required to regularly wash hands <a href="#">1</a>        | <input type="checkbox"/> Contactless payment   |
| <input checked="" type="checkbox"/> Tables disinfected between guests <a href="#">1</a>             | <input checked="" type="checkbox"/> Paid stay-at-home policy for staff with symptoms <a href="#">1</a> |
| <input checked="" type="checkbox"/> Single-use or sanitized menus <a href="#">1</a>                 | <input checked="" type="checkbox"/> Reservations & call-ahead seating only <a href="#">1</a>           |

### Update for your page

Personal updates at the top of your Yelp page.

All business owner content is reviewed against Yelp's [Content Guidelines](#).

Save Changes

Cancel





# Safety Doesn't Have to Be Boring

There have been numerous examples of businesses that have found ways to incorporate social distancing and other safety protocols that have been effective and fun.

Get creative with solutions for your business. Give customers a reason to feel safe.

*Above: Inner-tube tables at Fish Tales Bar & Grill in Ocean City, MD*



*Below: The Social Distancing Skunk Ape at Gatorland in Orlando, FL*



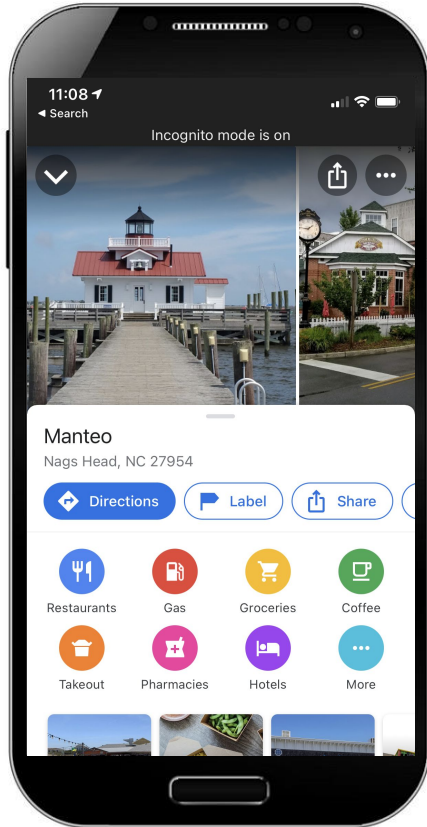
# Share Information

*Make sure potential customers know what's different now*



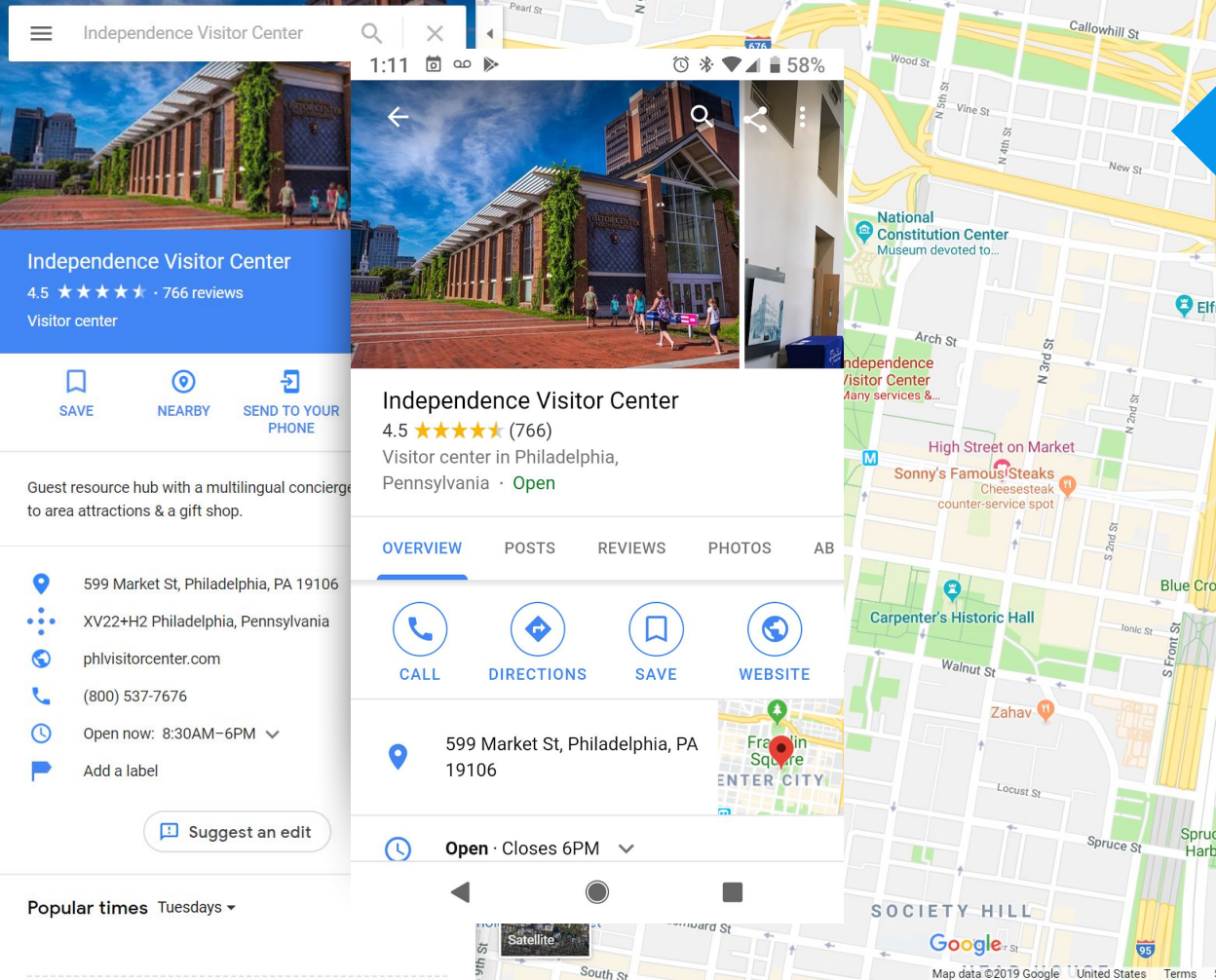
# High Visibility Platforms

# Google & Google Maps



- The Maps product generates **3 billion direct connections** between businesses and users per month.  
(Google's Economic Impact data, 2019)
- **79% of consumers** who use navigation apps as part of leisure travel use Google Maps.  
(Skift Report, Deep Dive into Google, 2020)
- **67% of survey respondents** cited use of Maps' "Explore Nearby" feature as part of researching or booking a recent trip.  
(Phocuswright, Travel Technology Survey, Q4 2019)





## Case Study

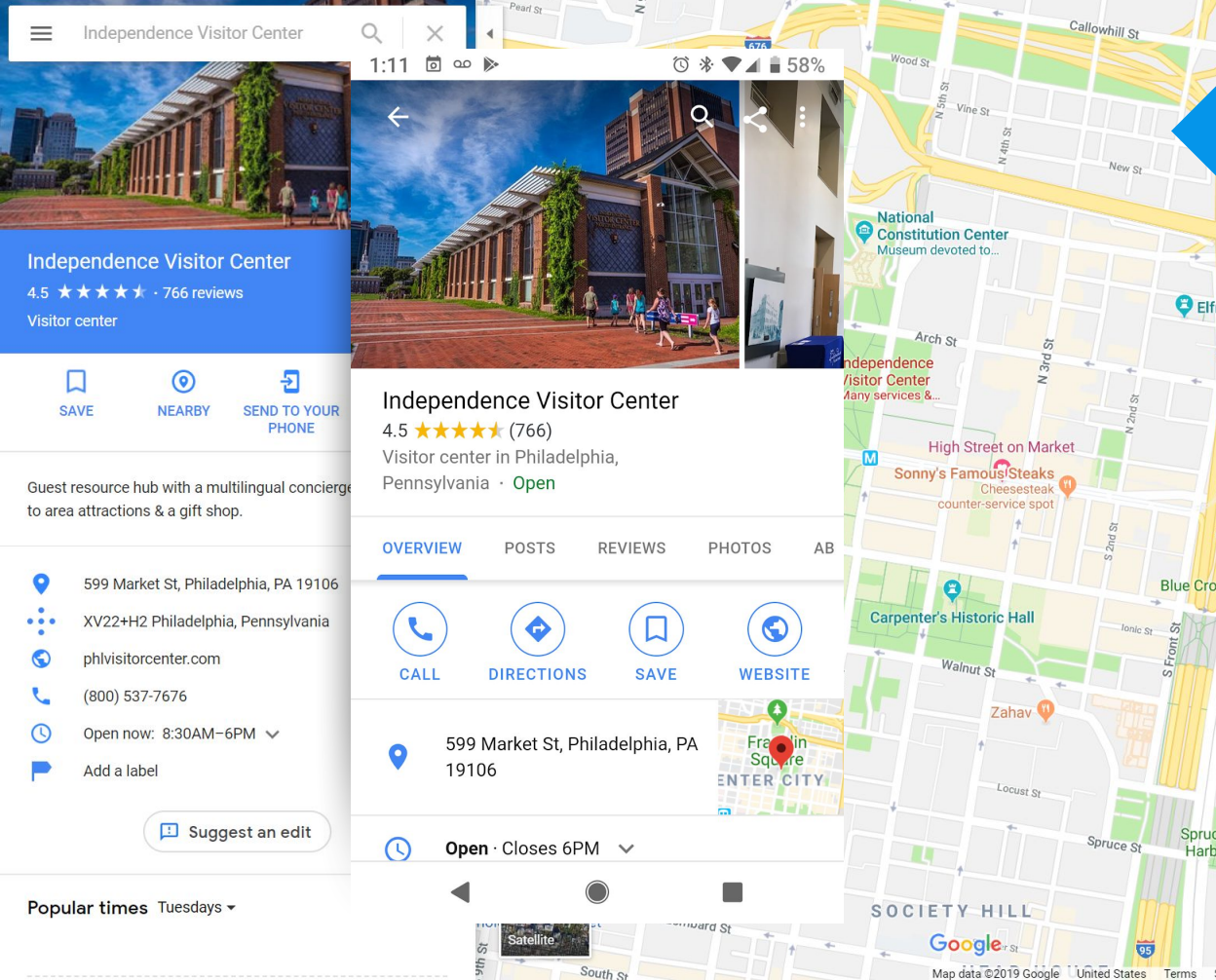
25,518,074

Total Audience 2018

*Including:*

Website visits, social media views, search exposures and maps exposures

Information provided by Nicole Woods for Independence Visitor Center Corp.



## Case Study

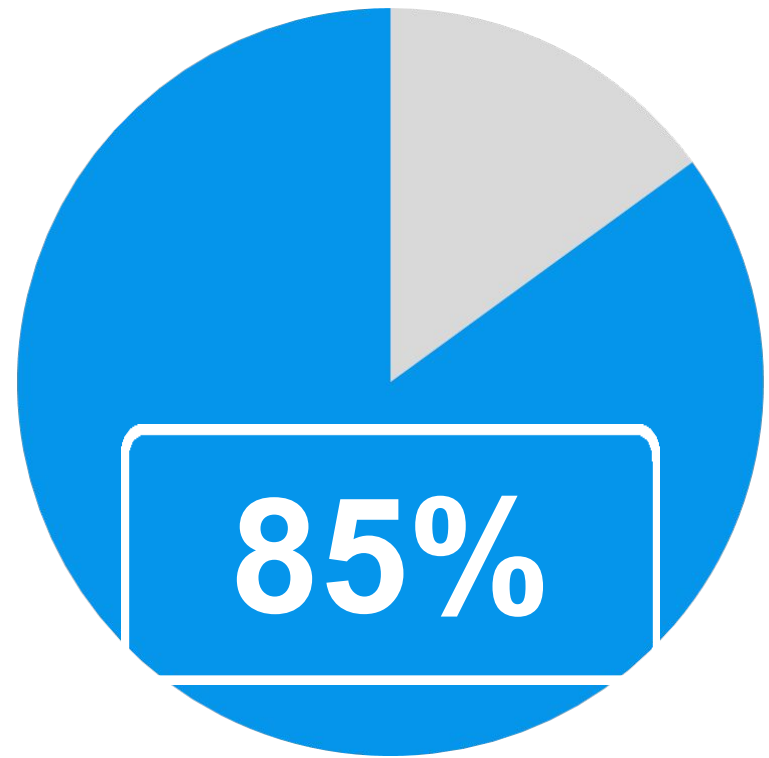
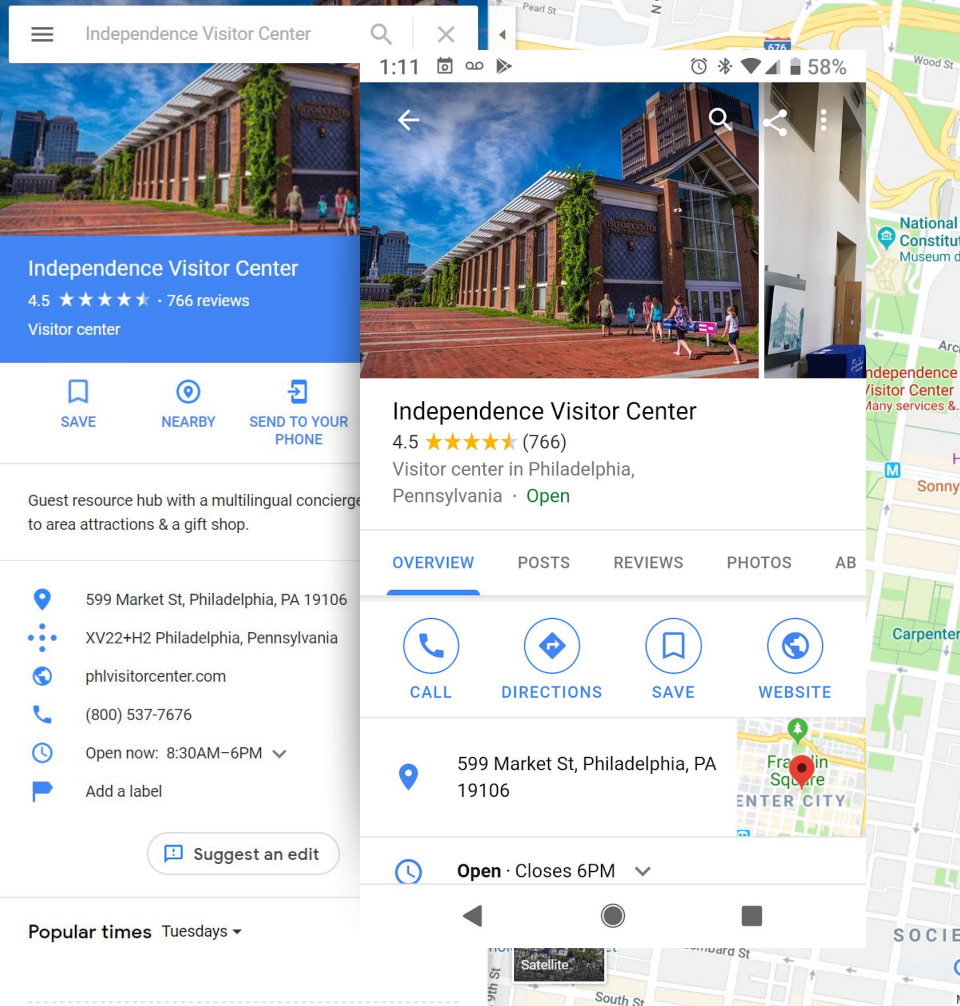
25,518,074

Total Audience 2018

22,542,336

Came from **Google**  
products and services,  
directly related to the  
business profile

Information provided by Nicole Woods for Independence Visitor Center Corp.

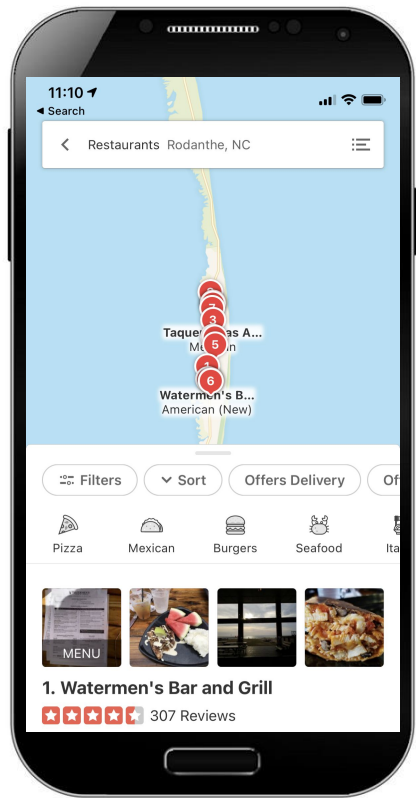


Of total online audience

Information provided by Nicole Woods for Independence Visitor Center Corp.

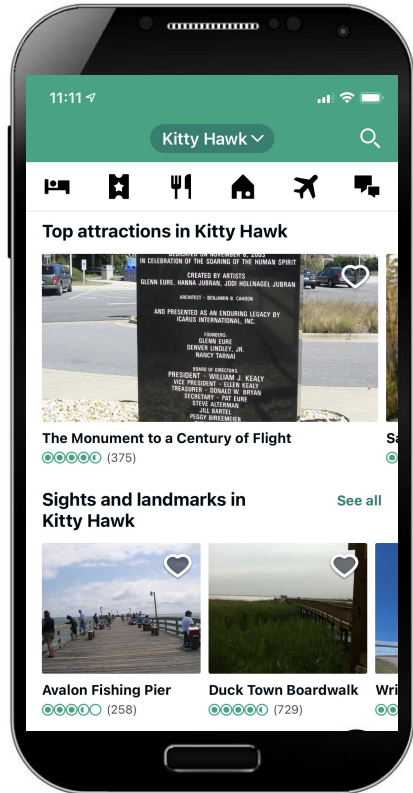


# Yelp



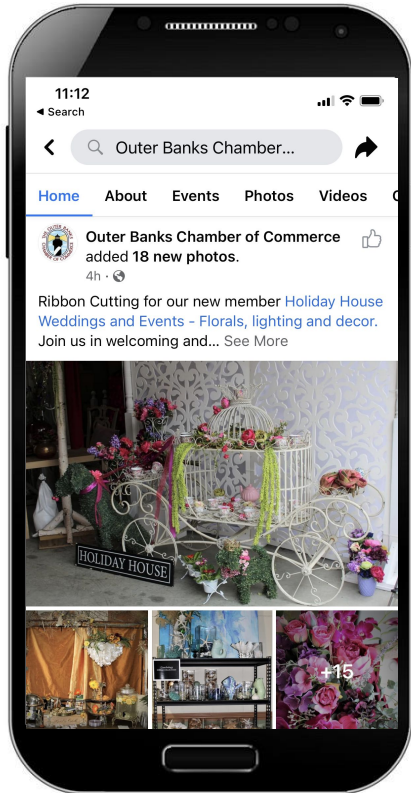
- Yelp has more than **178 million unique visitors monthly** across mobile, desktop and app platforms (Source: QSR Magazine)
- **45% of customers** are likely to check Yelp reviews before visiting a business (Source: ReviewTrackers)
- **35% of people** searching on Yelp will **make a visit to the site** they check within 24 hours (Source: Vivial)

# Tripadvisor



- TripAdvisor has **463 million unique visitors monthly** across mobile, desktop and app platforms
- According to a customer survey in May 2020, have **spent up to five hours** in the last week planning their next trip post COVID-19
- 53% of respondents said they would **do more research** when planning their trip post COVID-19

# Facebook

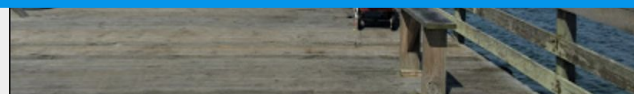


- Facebook has more than **2.7 billion monthly active users** across mobile, desktop and app platforms
- **76%** of surveyed 18-34 year old travelers in the US who are weekly users of Facebook **use Facebook for travel-related activities** (vs 67% of travelers in the US over 35)

# First Steps



## Claim Your Listings



### Outer Banks Fishing Pier

4.7 ★★★★★ 31 reviews

Fishing pier



Directions



Save



Nearby



Send to your  
phone



Share



8901 S Old Oregon Inlet Rd, Nags Head, NC  
27959



Open now: 5AM–11PM



fishingunlimited.net



(252) 441-5740



VCM8+WP Nags Head, North



Claim this business



Add a label



Claim this business

## Google Business Profile

- Find your business in Google Search or Google Maps

- Click on “Claim this Business”

OR

- Go direct to [Business.Google.com](https://business.google.com)

*Miles can help you claim your Google Business Profile following this presentation:*

<https://calendly.com/milespartnershipgoogledmo/obx-miles-partnership-office-hours>

ORGANIZATION

Miles Partnership

Casa Bacardi

Carretera 165  
Cataño, 00949  
Puerto Rico



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Products (Beta)



Website



Users



Create an ad



Casa Bacardi

Tourist attraction  
Bar  
Distillery  
Alcohol manufacturer



Carretera 165 Cataño, 00949 Puerto Rico



Add service area



Sunday	9:00 am–4:30 pm
Monday	9:00 am–4:30 pm
Tuesday	9:00 am–4:30 pm
Wednesday	9:00 am–4:30 pm
Thursday	9:00 am–4:30 pm
Friday	9:00 am–4:30 pm
Saturday	9:00 am–4:30 pm



Add special hours

Your business is live on Google



View on Search



View on Maps

Close or remove this listing

Advanced information

Store code *Enter store*

Labels *Enter labels*

Google Ads location extensions phone *Enter Google*

Make sure your information complete and consistent.

Check Your:

- ☐ Business Name
- ☐ Address
- ☐ Phone Number(s)
- ☐ Website(s)
- ☐ Description

ORGANIZATION

Miles Partnership

Casa Bacardi

Carretera 165  
Cataño, 00949  
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Home



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Products (Beta)



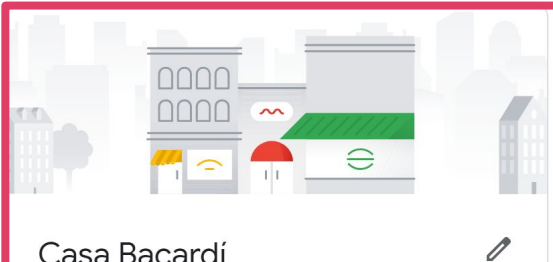
Website



Users



Create an ad



Casa Bacardi

Your business is live on Google



View on Search



View on Maps

Make sure this information is aligned with all of your other pages and online listings.

Sunday	9:00 am–4:30 pm
Monday	9:00 am–4:30 pm
Tuesday	9:00 am–4:30 pm
Wednesday	9:00 am–4:30 pm
Thursday	9:00 am–4:30 pm
Friday	9:00 am–4:30 pm
Saturday	9:00 am–4:30 pm



Add special hours

Labels

Enter labels

Google Ads

location  
extensions phone

Enter Google

Make sure your information complete and consistent.

Check Your:

Business Name

Address

Phone Number(s)

Website(s)



Description

# Claim Your Listings

**Great Gut Deli**  
★★★★★ 5 reviews  
Unclaimed • Delis, Sandwiches  
Open 11:00 AM - 3:00 PM  
See 10 photos

Write a Review Add Photo Share Save

**COVID-19 Updates**  
Contact the business for more information about recent service changes.

**Location & Hours**

Day	Hours
Mon	Closed
Tue	11:00 AM - 3:00 PM
Wed	11:00 AM - 3:00 PM
Thu	11:00 AM - 3:00 PM
Fri	11:00 AM - 3:00 PM
Sat	11:00 AM - 3:00 PM
Sun	11:00 AM - 3:00 PM

Open now

**Is this your business?**  
Claim your business to immediately update business information, respond to reviews, and more!

**Claim This Business**

## Yelp

- Find your business in the app or online
- Click on “Claim this Business”

## OR

- Go direct to [Biz.Yelp.com](https://biz.yelp.com)



# Claim Your Listings

## Claim Your FREE Listing

**Sugar Shack Seafood Market**

7340 S Virginia Dare Trl, Nags Head, NC 27959-9130

First Name

Josh

Last Name

Wray

Role at Business

Select one

☒ Get notified by email about new reviews, best practices, and more to help you improve your online reputation and build your business.

Please click the statements below to indicate you understand and accept these terms.

☐ I certify that I am an authorized representative or affiliate of this establishment and have the authority to register as a business representative. The information I have entered into this form is neither false nor fraudulent. I also understand that Tripadvisor may disclose my name and affiliation to other verified representatives of this establishment.

☐ I have read and accept Tripadvisor's [Terms of Use](#) and [Privacy Policy](#).

Continue

×

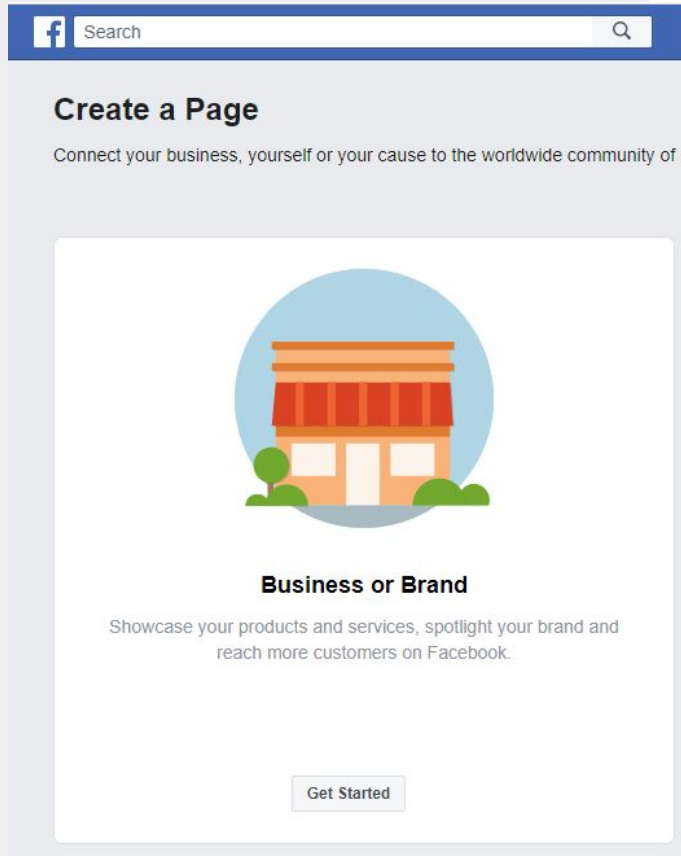
## Tripadvisor

- Find your business in the online
- Click on “Improve this Listing” or “Manage this business?”

OR

- Go direct to [Tripadvisor.com/Owners](https://www.tripadvisor.com/Owners)

# Claim Your Listings



## Facebook

- Go direct to [Facebook.com/Business/Pages](https://Facebook.com/Business/Pages)
- Click on “Create a Page”
- Select “Business or Brand”

Business Hours

# Google My Business

## Casa Bacardi

Carretera 165  
Cataño, 00949  
Puerto Rico



Home



Posts



Info



Insights



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Messaging



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Products (Beta)



Website



Users



Create an ad

## Casa Bacardi

Tourist attraction  
Bar  
Distillery  
Alcohol manufacturer



Carretera 165 Cataño, 00949 Puerto Rico



Add service area



Sunday	9:00 am–4:30 pm
Monday	9:00 am–4:30 pm
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Thursday	9:00 am–4:30 pm
Friday	9:00 am–4:30 pm
Saturday	9:00 am–4:30 pm



Add special hours

Your business is live on Google



View on Search



View on Maps

Close or remove this listing

Advanced information

Store code *Enter store code*

Labels *Enter labels*

Google Ads location extensions phone *Enter Google Ads location extensions phone*

For long-term changes to business hours use the Business Hours section of Google My Business, which is in the Info section.

This updates hours for the foreseeable future.

Example: You're no longer open on Mondays



# Google My Business

Easter  
4/12/20 [Confirm Hours](#)

Memorial Day  
5/25/20 [Confirm Hours](#)

[Add new date](#)

Cancel [Apply](#)

	3/20/20	Closed
	3/21/20	Closed
	3/22/20	Closed
	3/23/20	Closed
	3/24/20	Closed
	3/25/20	Closed
	3/26/20	Closed
	3/27/20	Closed
	3/28/20	Closed
	3/29/20	Closed
	3/30/20	Closed
	3/31/20	Closed
	4/1/20	Closed
	4/2/20	Closed

There's a separate section in **Google My Business** called **Special hours**, which is directly below the Business Hours. Exceptions to your business hours can be created for individual dates.

This is normally used to update holiday hours for businesses (if you're not open on Labor Day, for instance), but it can be used for short-term changes, like if you have limited hours when initially re-opening.

# Google My Business

10:00 AM–2:00 PM  
PM–10:00 PM  
M–10:00 PM  
PM–10:00 PM  
Wednesday 5:00 PM–10:00 PM  
Thursday 5:00 PM–10:00 PM  
Friday 5:00 PM–10:00 PM  
Saturday 10:00 AM–2:00 PM  
5:00 PM–10:00 PM



**More hours**

*Add hours*



*Add special hours*

## 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



Pickup



Senior hours



Takeout

Cancel

Apply

The **More Hours** is located in the Info tab and allows businesses to specify types of hours. Available options vary by category.

This allows businesses to identify when they have **unique offerings** such as happy hour or designated time for high-risk populations like seniors.

# Yelp

**Sun, Aug 30, 2020**  
Opens 12:00 pm Closes 4:00 pm

**Mon, Sep 7, 2020**  
Labor Day  
Open as usual

**Wed, Oct 14, 2020**  
Opens 9:00 am Closes 3:00 pm

**Wed, Nov 11, 2020**  
Veterans Day  
Open as usual

**Thu, Nov 26, 2020**  
Thanksgiving Day  
Closed

**Fri, Nov 27, 2020**  
Black Friday  
Opens 8:00 am Closes 11:00 pm

**Thu, Dec 24, 2020**  
Christmas Eve

**Fri, Dec 25, 2020**

[Add Another Day](#)

**Special hours today**  
1:00 am - 2:00 am **Open now**

**\$\$\$ Price range Moderate**

**Hours**

<b>Mon</b>	10:00 am - 7:00 pm
<b>Tue</b>	10:00 am - 7:00 pm
<b>Wed</b>	Closed <b>Special hours</b> Normally 10:00 am - 7:00 pm
<b>Thu</b>	8:00 am - 2:00 pm <b>Special hours</b> Normally 10:00 am - 7:00 pm
<b>Fri</b>	1:00 am - 2:00 am <b>Special hours</b> Normally 10:00 am - 7:00 pm
<b>Sat</b>	9:00 am - 6:00 pm
<b>Sun</b>	11:00 am - 6:00 pm

[Edit business info](#)

**Business Hours and Special Hours** in Yelp function the same way as Google and allow you to create short-term schedule changes that are highlighted when someone looks at your listing.

You'll find this option under in the Business Information tab of **Yelp for Business**. You can edit your regular business hours or keep scrolling to "Upcoming Special Hours" and then enter dates for specific changes.

# Facebook

☐ Always Open  
e.g. Parks, beaches, streets

☐ Permanently Closed  
This business has permanently closed

☒ Open on Selected Hours  
Input your own hours

Monday

Opening

Closing

+

Tuesday

Opening

Closing

+

Wednesday

Opening

Thursday

Opening

Friday

Opening

Saturday

Opening

Sunday

Opening

## Temporary Service Changes

☒ Open With Service Changes  
This business has new or changed service (e.g. pickup, delivery, online service, etc.)

☐ Online Services

☐ Delivery

☐ Pickup

☐ Other Changes

Enter pickup or delivery service URL

+

Update your business hours so search results show when your location is open.

Business Hours and Holiday Hours also exist in Facebook.

You'll find this option under the **About** section on the left side of the business page.

To update service changes for your Facebook page:

- Select "Edit Page Info"
- Select "Temporary Service Changes"

# Distributing Updates

# Best Practices for Sharing Information

1. **Share updates across multiple platforms** because you don't know where potential customers are looking for info.
2. **Don't post just once.** Maintain that information for as long as it seems relevant.
3. **Provide visitors with helpful information** about current circumstances.
4. Focus on **safety** information for visitors and employees as well as **changes** to services or products.
5. **Be brief** and link to more information on your website when needed.
6. **Be genuine.**



ORGANIZATION

Miles Partnership



Home



Posts



Info



Menu



Insights



Reviews



Messaging



Photos



Bookings



Products



Website



Users



Create an ad

COVID-19  
update

Add Update



Add Event



Add Offer



Add Product

All

What's new

Events

Offers

Posted 3 days ago



Daily Take Out at Angler &amp; Ale

Mar 23 – Apr 30

Order your favorite local dishes to-go! Angler &amp; Ale will be offering daily take out between 12:00 p.m. and 8 p.m.

Call now

22 views

1 click

Share post



Updated 3 days ago



Your posts

New views this  
week

114

Updated just now

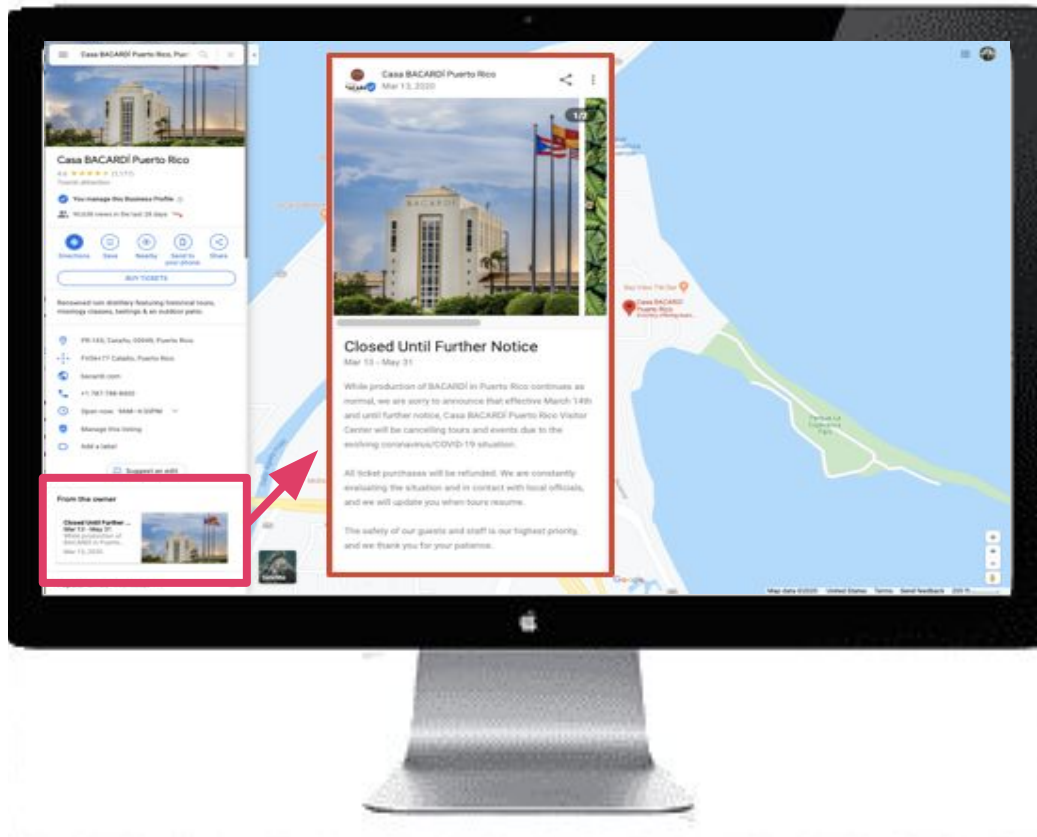
Reach more  
customers  
through posts

The **Posts** feature in **Google My Business** allows you to share updates directly on your business listing in search results, Google Maps and more.

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

Posts are available for most business types except hotels.





## Posts are:

- **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

Provide high-visibility updates about changes in services, changes in hours, special offers, updates to sanitation practices or other business operations.

ORGANIZATION

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Home



Posts



Info



Menu



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Photos



Bookings



Products



Website



Users



Create an ad

COVID-19  
update

Add Update



Add Event



Add Offer



Add Product

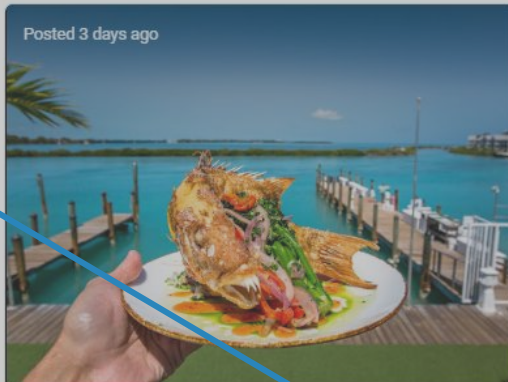
All

What's new

Events

Offers

Posted 3 days ago



Daily Take Out at Angler &amp; Ale

Mar 23 – Apr 30

Order your favorite local dishes to-go! Angler & Ale will be offering daily take out between 12:00 p.m. and 8 p.m.

Call now

22 views

1 click

Share post

## Create post



COVID-19 update



Offer



What's New



## Changes to your business?

Let customers know about any changes to your business due to COVID-19

## Update your status

As per official recommendations, our facility is now temporarily closed. We look forward to welcoming our loyal customers back when restrictions are lifted.

## Add a button (optional)

Learn more

Link for your button

www.yourwebsite.com/covid-19-updates

(Example: google.com)

Preview

Publish

# Yelp Health & Safety Updates

- Expanded details surrounding operations during COVID-19
- Banner message for your page that can be custom-written
- Featured offerings and additional safety measures are also featured

## Updates during Coronavirus

Tell customers how you're currently operating and what safety measures you're taking.

### Are you operating right now?

☒ Yes, I'm operating

#### Currently offering (Select all that apply)

- |                 |                           |                          |
|-----------------|---------------------------|--------------------------|
| Offers Takeout  | <input type="radio"/> Yes | <input type="radio"/> No |
| Offers Delivery | <input type="radio"/> Yes | <input type="radio"/> No |
| Dine-in         | <input type="radio"/> Yes | <input type="radio"/> No |
| Curbside Pickup | <input type="radio"/> Yes | <input type="radio"/> No |
| Outdoor Seating | <input type="radio"/> Yes | <input type="radio"/> No |

#### Additional safety measures (Select all that apply)

- |   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/> Limited capacity             | <input type="checkbox"/> Social distancing enforced | <input type="checkbox"/> Masks required       | <input type="checkbox"/> Staff wears masks       |
| <input type="checkbox"/> Staff wears gloves           | <input type="checkbox"/> Temperature checks         | <input type="checkbox"/> Contactless payments | <input type="checkbox"/> Hand sanitizer provided |
| <input type="checkbox"/> Sanitizing between customers |   |   |  |

☐ No, I'm closed

### Update your hours of operation

#### Regular hours

Let your customers know when they can stop by or give you a call.

[Update operation hours](#)

#### Special hours

Make sure your customers know when you've changed your schedule. Add holidays, closures, and other schedule changes.

[Edit special hours](#)

### Banner message for your page

Give customers additional updates at the top of your Yelp page.

All business owner content is reviewed against Yelp's [Content Guidelines](#).

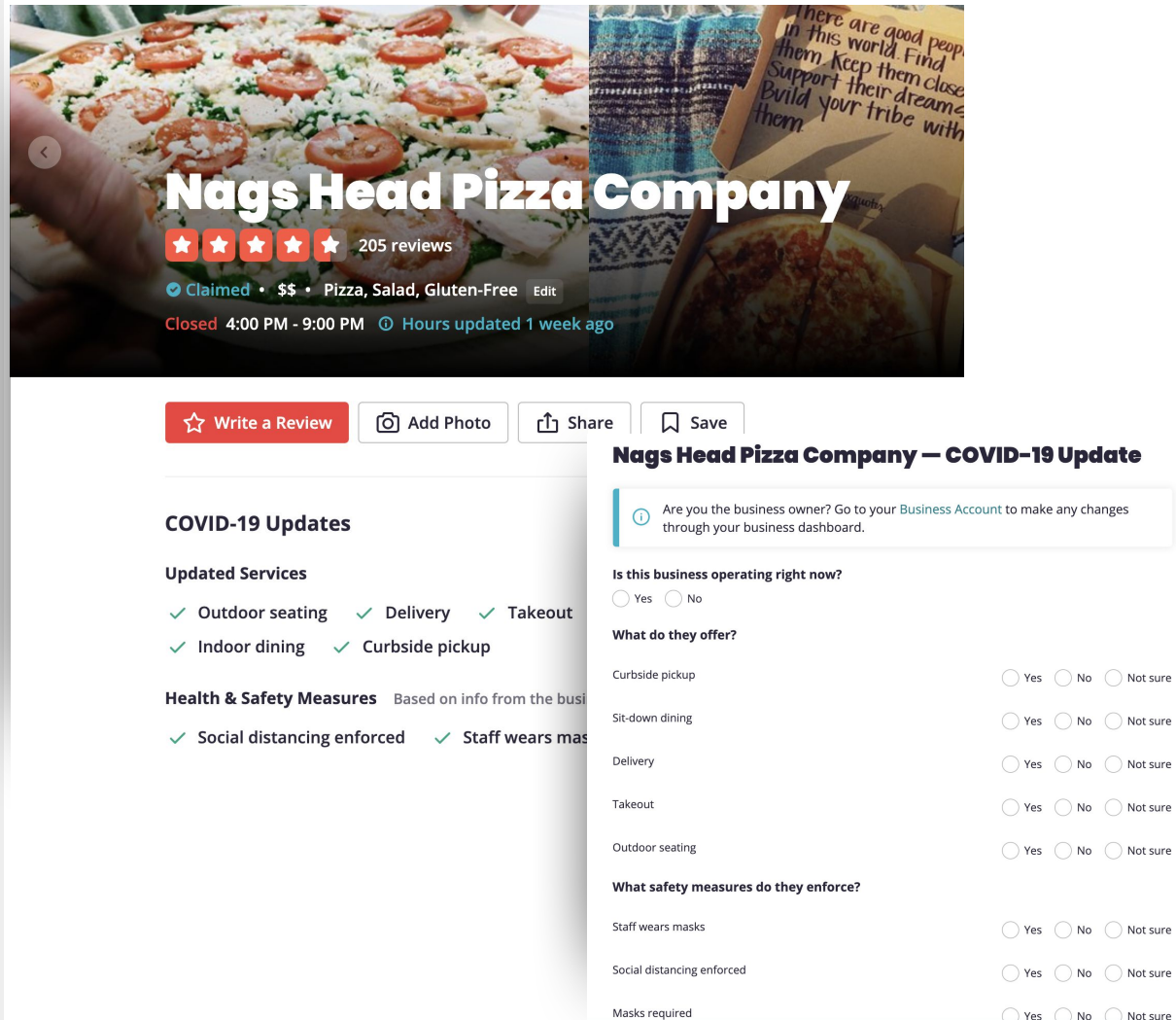
[Save Changes](#)

[Cancel](#)

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# Health & Safety Updates

- Health & Safety Measures can also be confirmed by customers
- Your listing also identifies last time your hours were updated



The image shows a business listing for "Nags Head Pizza Company" with a 4.5-star rating and 205 reviews. The listing includes details about its status (Claimed), price range (\$\$), and categories (Pizza, Salad, Gluten-Free). It also shows the current status as "Closed" with hours from 4:00 PM to 9:00 PM, and a note that the hours were updated 1 week ago. A "COVID-19 Updates" section lists services like outdoor seating, delivery, and takeout, as well as health and safety measures like social distancing and staff wearing masks. An overlay form titled "Nags Head Pizza Company — COVID-19 Update" contains a series of questions for business owners to update their status and safety measures.

**Nags Head Pizza Company**  
★★★★★ 205 reviews  
Claimed • \$\$ • Pizza, Salad, Gluten-Free Edit  
Closed 4:00 PM - 9:00 PM Hours updated 1 week ago

Write a Review Add Photo Share Save

**COVID-19 Updates**

**Updated Services**

- ✓ Outdoor seating ✓ Delivery ✓ Takeout
- ✓ Indoor dining ✓ Curbside pickup

**Health & Safety Measures** Based on info from the business

- ✓ Social distancing enforced ✓ Staff wears masks

**Nags Head Pizza Company — COVID-19 Update**

Are you the business owner? Go to your [Business Account](#) to make any changes through your business dashboard.

**Is this business operating right now?**

☐ Yes ☐ No

**What do they offer?**

Curbside pickup ☐ Yes ☐ No ☐ Not sure

Sit-down dining ☐ Yes ☐ No ☐ Not sure

Delivery ☐ Yes ☐ No ☐ Not sure

Takeout ☐ Yes ☐ No ☐ Not sure

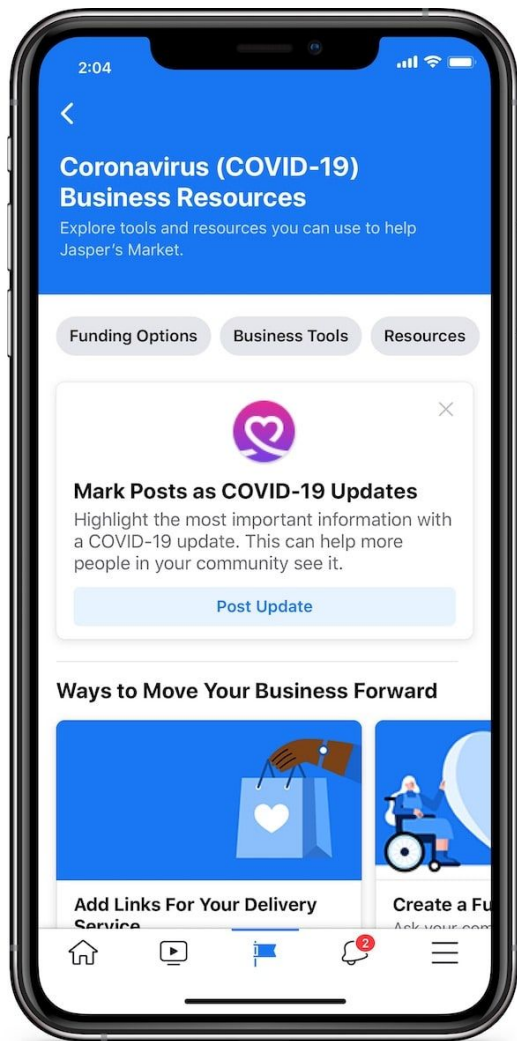
Outdoor seating ☐ Yes ☐ No ☐ Not sure

**What safety measures do they enforce?**

Staff wears masks ☐ Yes ☐ No ☐ Not sure

Social distancing enforced ☐ Yes ☐ No ☐ Not sure

Masks required ☐ Yes ☐ No ☐ Not sure



Business Pages in **Facebook** have access to new information and functionality via the COVID-19 tab, which is accessible for page owners.

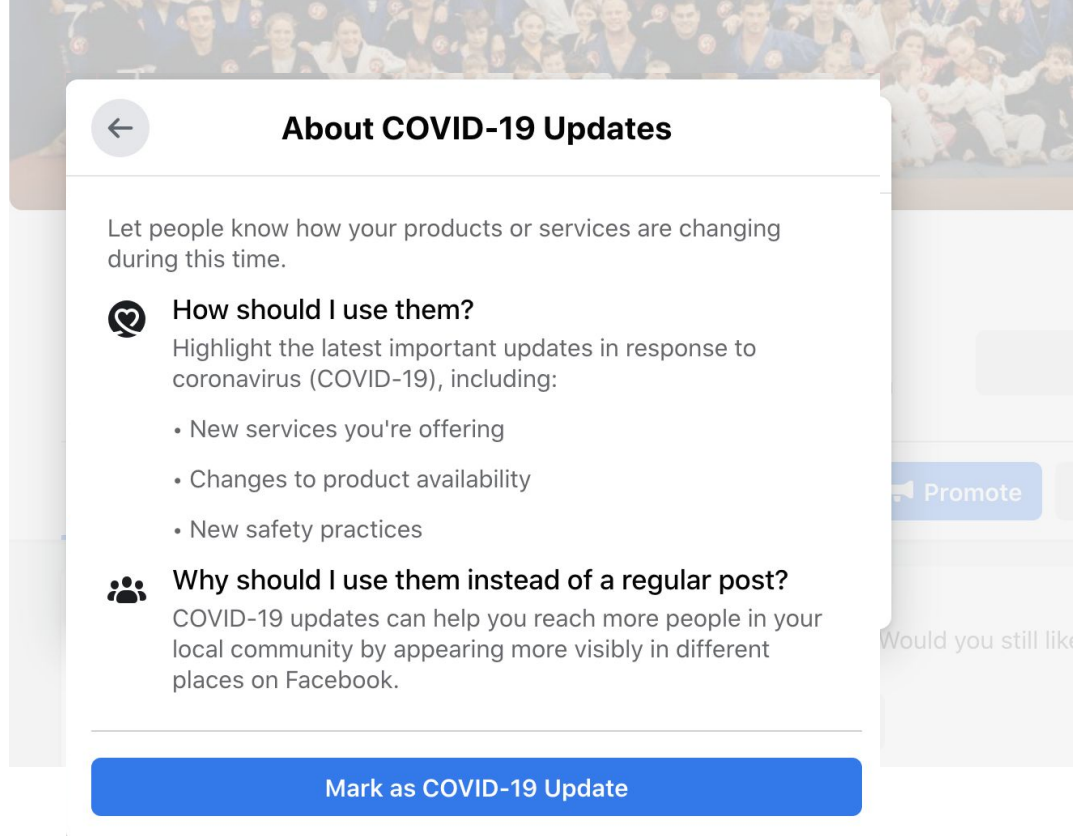
You can find more information about **new COVID-19 Update functionality** as well as access a list of resources for small businesses navigating the pandemic.



Facebook's **COVID-19 Update** feature was created to help businesses share specific information related to pandemic circumstances and response.

The functionality is the same as making a regular post on Facebook, but you can specifically **indicate information is COVID-related**. This type of post will have more visibility than a regular piece of content you'd share.

You can access this feature via your business's Facebook page (it needs to be a Business Page and not a profile).





## Share more details about your property's response to COVID-19

Once you've selected your safety measures, add a customized message to your Tripadvisor listing to share even more details about what you're doing to minimize the impact of COVID-19. Your message, contact details and a link to the Q&A feature will appear on your listing page.

### Your message

"Hoku's welcomes diners with reservations nightly for dinner and Sunday brunch. In honoring social distancing guidelines, seating is limited. With the health and safety of our patrons and staff as our number one priority, Hoku's asks all guests to wear face coverings until seated and upon leaving your table. We thank you for your support and look forward to welcoming you back and celebrating Hawaiian cuisine."

- Kahala Resort Hawaii, General Manager

Edit message

Remove message

# Tripadvisor COVID-19 Updates

Tripadvisor has added a COVID-19 Response Center that allows businesses to share specific messages with consumers who are viewing businesses in the platform.

# Attributes & Amenities

# Attributes Influence Business Visibility

1. **Attributes help to identify relevance** of businesses for specific types of user searches, so when you have complete and accurate info, you'll be visible to more people who are actively looking for what you offer.
2. There is **considerable value in attributes** even beyond recently added options related to COVID-19. For example, users may be searching for wheelchair accessible businesses, kid-friendly establishments or other audience-specific needs.

## Attributes

Only attributes you can edit are shown below.

[Learn more](#)

Search these attributes

+ Delivery

✓ Dessert

+ Dine-in

✓ Dinner

+ Lunch

+ Table service

+ Takeout

Cancel

Apply

## Google My Business

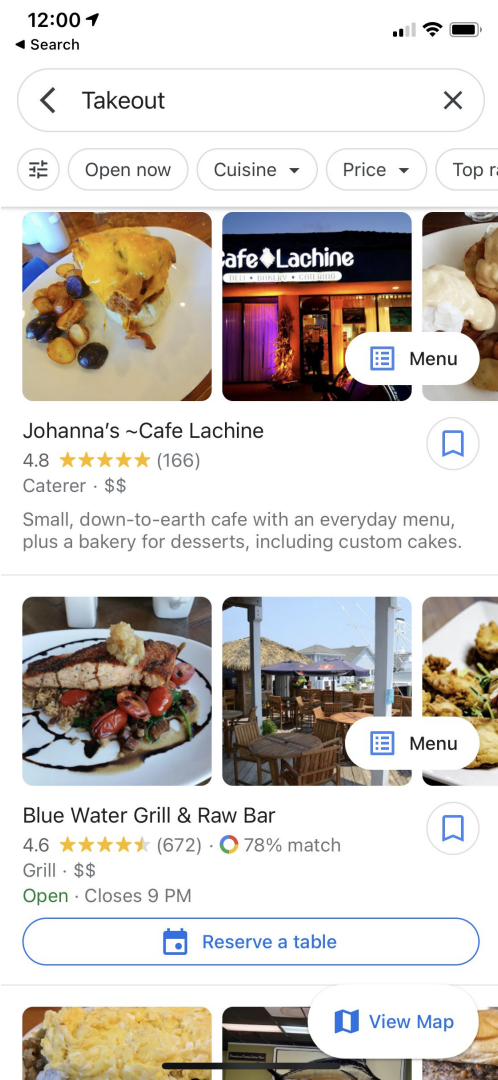
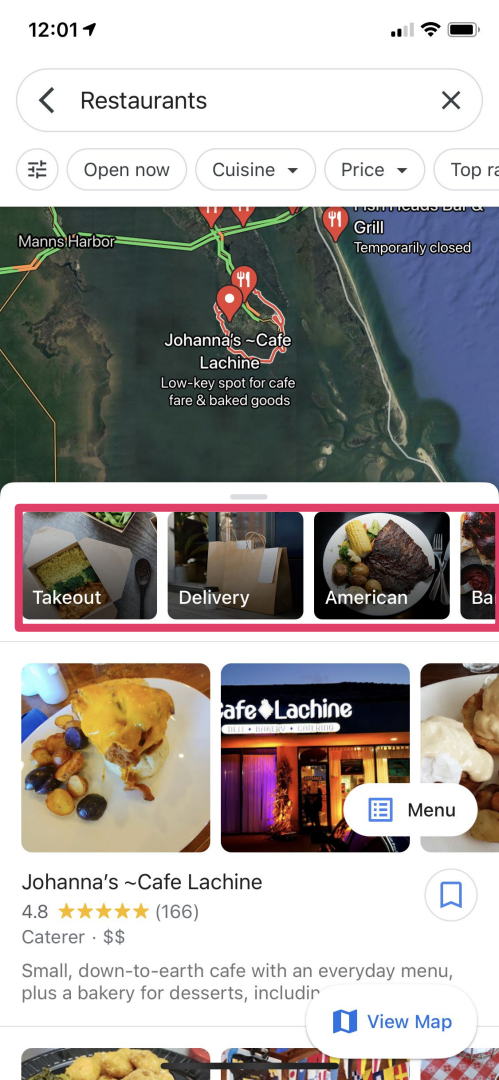
In response to changes in user searches, Google added new attributes for some business categories:

- Curbside Pickup
- No Contact Delivery
- Dine-In

As well as virtual offerings, including:

- Online Classes
- Online Estimates
- Online Appointments





Attributes influence visibility in specific types of search results and can change the appearance of your listing by highlighting information you've added.

This can help visitors find accurate information quickly and easily while also making you stand out from competitors.

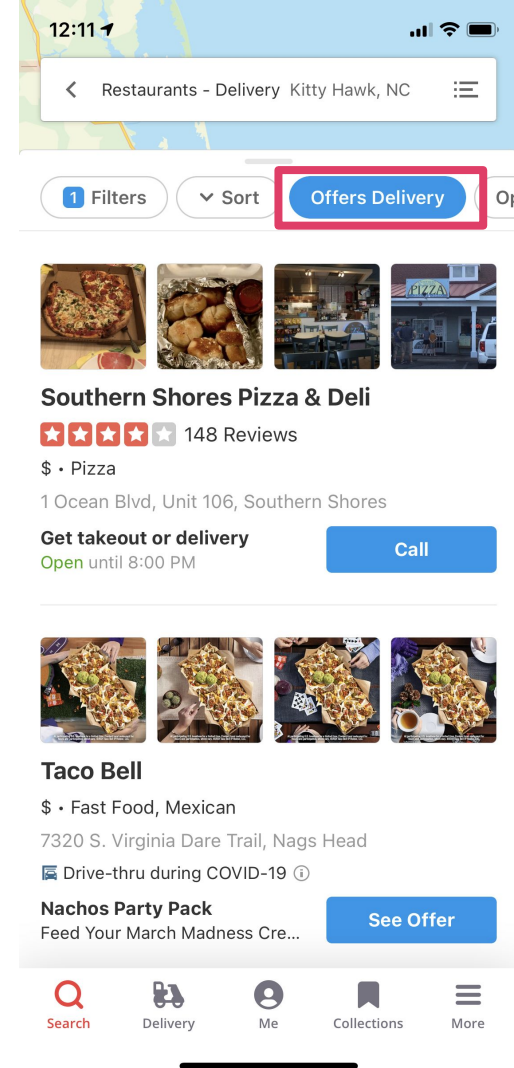
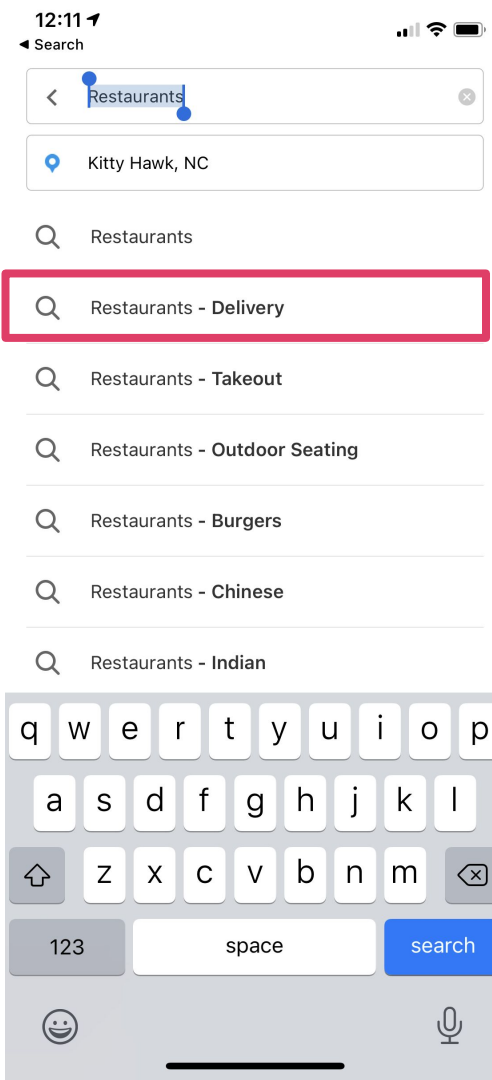
# Yelp Services

To update service options:

- Select “Basic Information”
- You’ll find service and attribute options that vary by business category

Under Categories, you may find **new virtual service options**, including

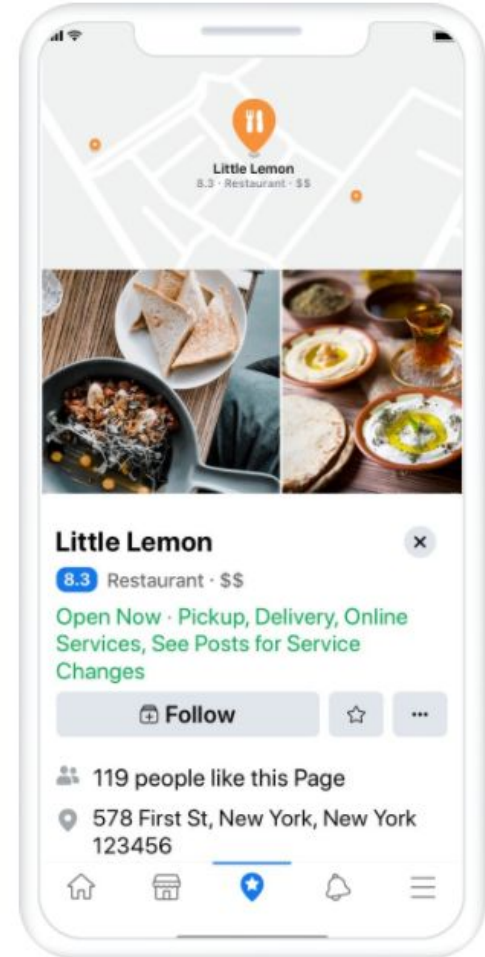
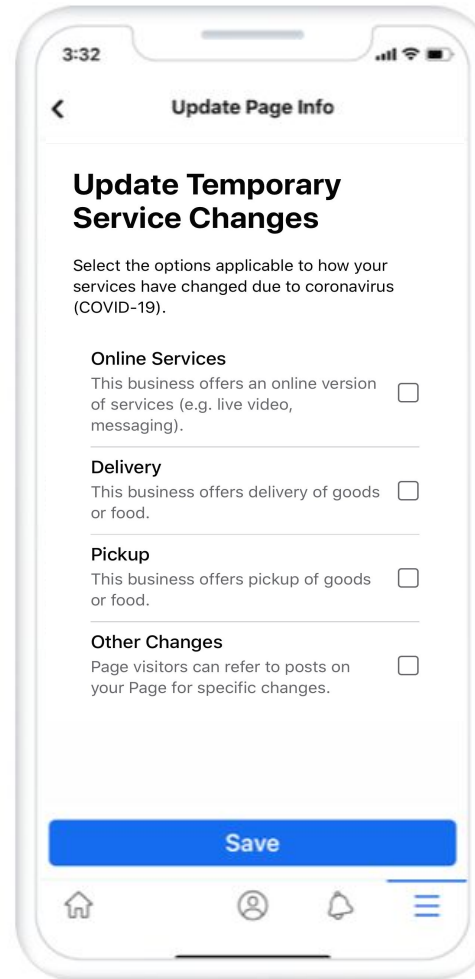
- Virtual Consultations
- Virtual Classes
- Virtual Tours
- Virtual Experiences
- Virtual Performances



On Facebook, new services vary by business category, but include helpful options like:

- Online Services
- Delivery
- Pickup
- And more

Temporary service changes can appear on the business' Page, the Page preview, in search and in curated lists of local resources on Facebook.



**Tripadvisor**

Nags Head Hotels and Places to Stay

Check In:  Check Out:  Guests: 1 room, 2 adults, 0 children

**COVID-19**

- ☒ Properties taking safety measures

**Deals**

- ☒ Free cancellation
- ☐ Properties with special offers

2 of 30 properties are available and match your filters. [Clear all filters](#)

Properties taking safety measures ☐ Free cancellation ☐

Sort by: Best Value

**Surf Side Hotel**

Breakfast included

Hotels.com <sup>®</sup> \$149  
Booking.com <sup>®</sup> \$149

2,205 reviews  
#1 Best Value in Nags Head that matches your filters

**Tripadvisor**

Restaurants in Nags Head

Filter and search through restaurants with gift card offerings.

4 results match your filters. [Clear all filters](#)

Restaurants taking safety measures ☐ Restaurants ☐

We found great results, but some are outside Nags Head. Showing results in neighboring cities. [Limit search to Nags Head.](#)

**Mulligan's Grille in Historic Cottage Row** Sponsored

1,324 reviews · Open Now  
American, Bar · \$\$-\$\$\$ · [Menu](#)

"Love the Tiki Bar"  
"Best food we ate while in OBX."




Tripadvisor has added accommodations & restaurant filters that allows customers to only look at businesses that are taking safety measures.










You must fill out your health and safety features to show in these results

## COVID-19 Response Center

### Share the safety measures you're taking in response to COVID-19

 [11 Safety measures are pending](#)

Select the safety measures you're currently using today. These measures will appear on your listing page and will also make you eligible to appear in our COVID-19 safety search filter for your destination. Please be honest and thoughtful, so you properly set diners' expectations when they visit your restaurant. For additional best practices, check out [this](#) article.

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Face masks required for staff in public areas  | <input checked="" type="checkbox"/> Face masks required for guests in public areas    |
| <input checked="" type="checkbox"/> Hand sanitizer available to guests & staff     | <input checked="" type="checkbox"/> Floors marked for social distancing               |
| <input checked="" type="checkbox"/> Regular temperature checks for staff           | <input type="checkbox"/> Single-use/Individually wrapped condiments  |
| <input checked="" type="checkbox"/> Socially distanced dining tables               | <input type="checkbox"/> Contactless ordering  |
| <input checked="" type="checkbox"/> Staff required to regularly wash hands         | <input type="checkbox"/> Contactless payment   |
| <input checked="" type="checkbox"/> Tables disinfected between guests              | <input checked="" type="checkbox"/> Paid stay-at-home policy for staff with symptoms  |
| <input checked="" type="checkbox"/> Single-use or sanitized menus                  | <input checked="" type="checkbox"/> Reservations & call-ahead seating only            |





# Grow Visibility

*Following best practices makes your business profile more effective*

# Following Best Practices Will Help Grow Your Visibility

1. Recent research shows **using GMB Posts regularly** can improve business listing visibility
2. Having **business hours, services and attributes completed** will improve your visibility across all of these platforms right now, and will generate value from long-tail search visibility
3. Having **a high-quality listing photos** for your business can increase the likelihood of a visitor showing up in-person by 2x
4. **Monitoring & responding to customer reviews** demonstrates responsiveness and can increase conversion

# Using GMB Posts

ORGANIZATION

Miles Partnership



Home



Posts



Info



Menu



Insights



Reviews



Messaging



Photos



Bookings



Products



Website



Users



Create an ad

COVID-19  
update

Add Update



Add Event



Add Offer



Add Product

All

What's new

Events

Offers

Posted 3 days ago



Daily Take Out at Angler &amp; Ale

Mar 23 – Apr 30

Order your favorite local dishes to-go! Angler & Ale will be offering daily take out between 12:00 p.m. and 8 p.m.

Call now

22 views

1 click

Share post



Your posts

New views this  
week

114

Updated just now

[Reach more  
customers  
through posts](#)

The **Posts** feature in **Google My Business** allows you to share updates directly on your business listing in search results, Google Maps and more.

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

Posts are available for most business types except hotels.



ORGANIZATION

Miles Partnership



Home



Posts



Info



Menu



Insights



Reviews



Messaging



Photos



Bookings



Products



Website



Users



Create an ad

COVID-19  
update

Add Update



Add Event



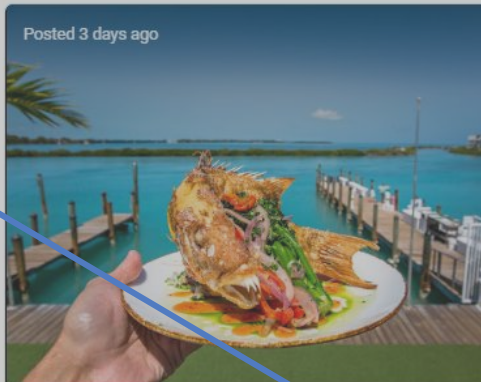
Add Offer

All

What's new

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Posted 3 days ago



Daily Take Out at Angler &amp; Ale

Mar 23 – Apr 30

Order your favorite local dishes to-go! Angler & Ale will be offering  
between 12:00 p.m. and 8 p.m.

Call now

22 views

1 click

Updated 3 days ago

Create post



COVID-19 update



V



Changes to your business

Let customers know about  
business due to COVID-19

Update your status

Add a button (optional)

None

Book

Order online

Buy

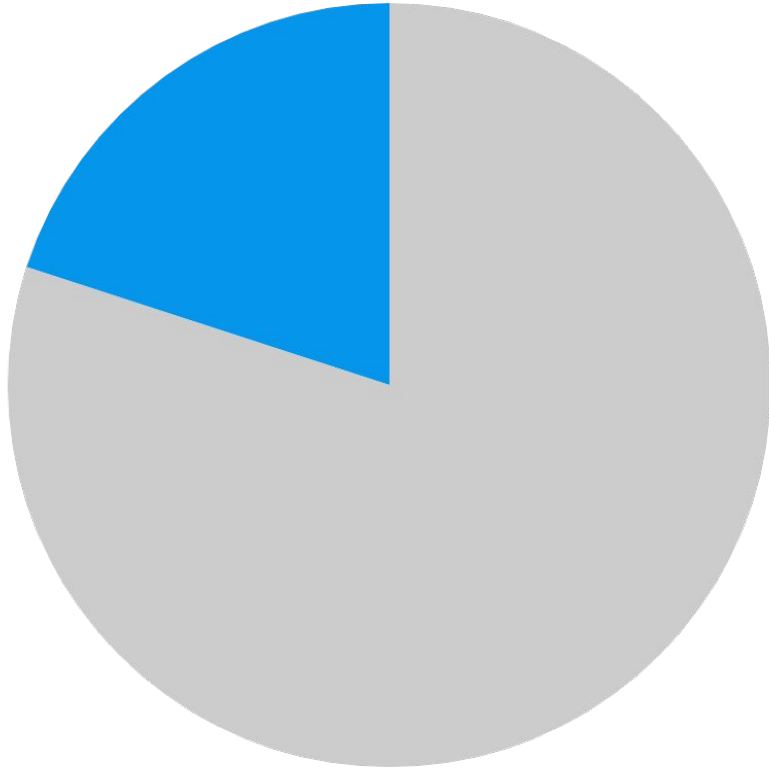
Learn more

Sign up

Call now

Preview

Publish



<18%

Of audited listings are **actively** using posts, and **less than 40% have used a post ever.**



Updated Dec 26, 2018



## Famous Sunday Brunch at Hoku's

Dec 30, 2018

Sunday Brunch at its best in the Honolulu and Waikiki area featuring Maine Lobster, Poke Bar, rolled sushi, King Crab legs, hand carved Rack of Lamb, and an assortment of the finest desserts. In addition enjoy made-to-order French toast, Avocado toast, famous Hoku's Ahi Poke Musubi, fried soft shell crab, eggs any style and omelets. Last seating at 2:00 pm.

Book



3.95K views



26 clicks



Share post



Median views per week is about **3,000**. Average interaction rate is about **.4%**.

**Top Performer Secrets**



**Using Posts Effectively**

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! ⓘ

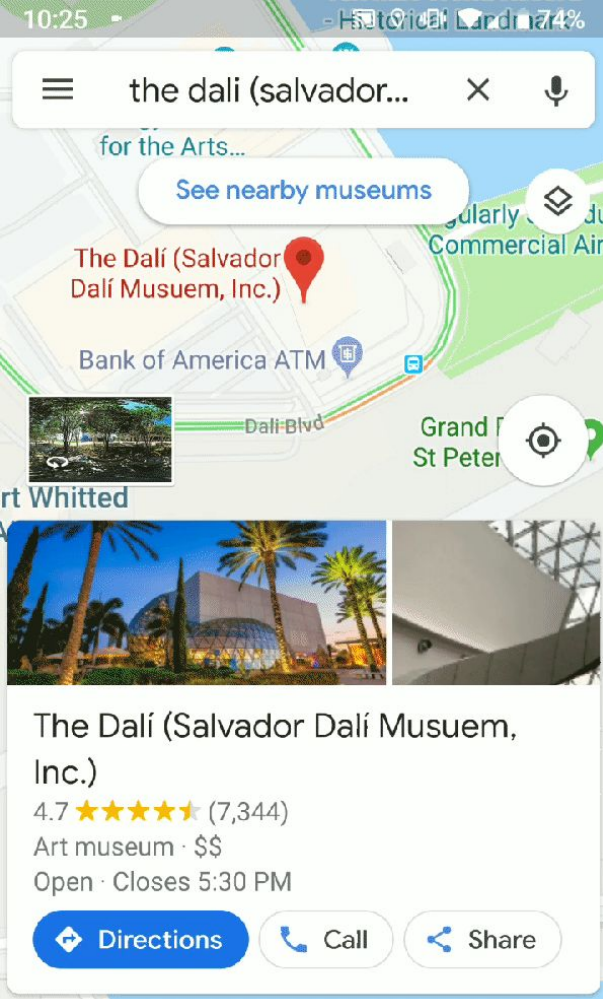
100 - 300 words

Order online ▼

Link for your button

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

- 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.



## Best Practices for using GMB Posts:

- Keep **two posts live at a time** to maximize view rate for your content. More than two will reduce viewability of your oldest post.
- Posts are live for a max of 7 days - **repost each week.**
- Post **early in the week** if you're promoting something the following weekend.

✕ Create post

⚙️ What's New 📅 Event 🏷️ Offer 🛒 Product >



Make your post stand out with a photo or video

Event title

(Example: Sale this week)

☐ Add Event Time

Start Date

Aug 6, 2019

End Date

**Event-type** posts have the **best overall performance\*** for our directly-managed profiles. Events have the greatest number of available options and are presumably viewed as more timely.

*\*ymmv*

Pay Attention to Images

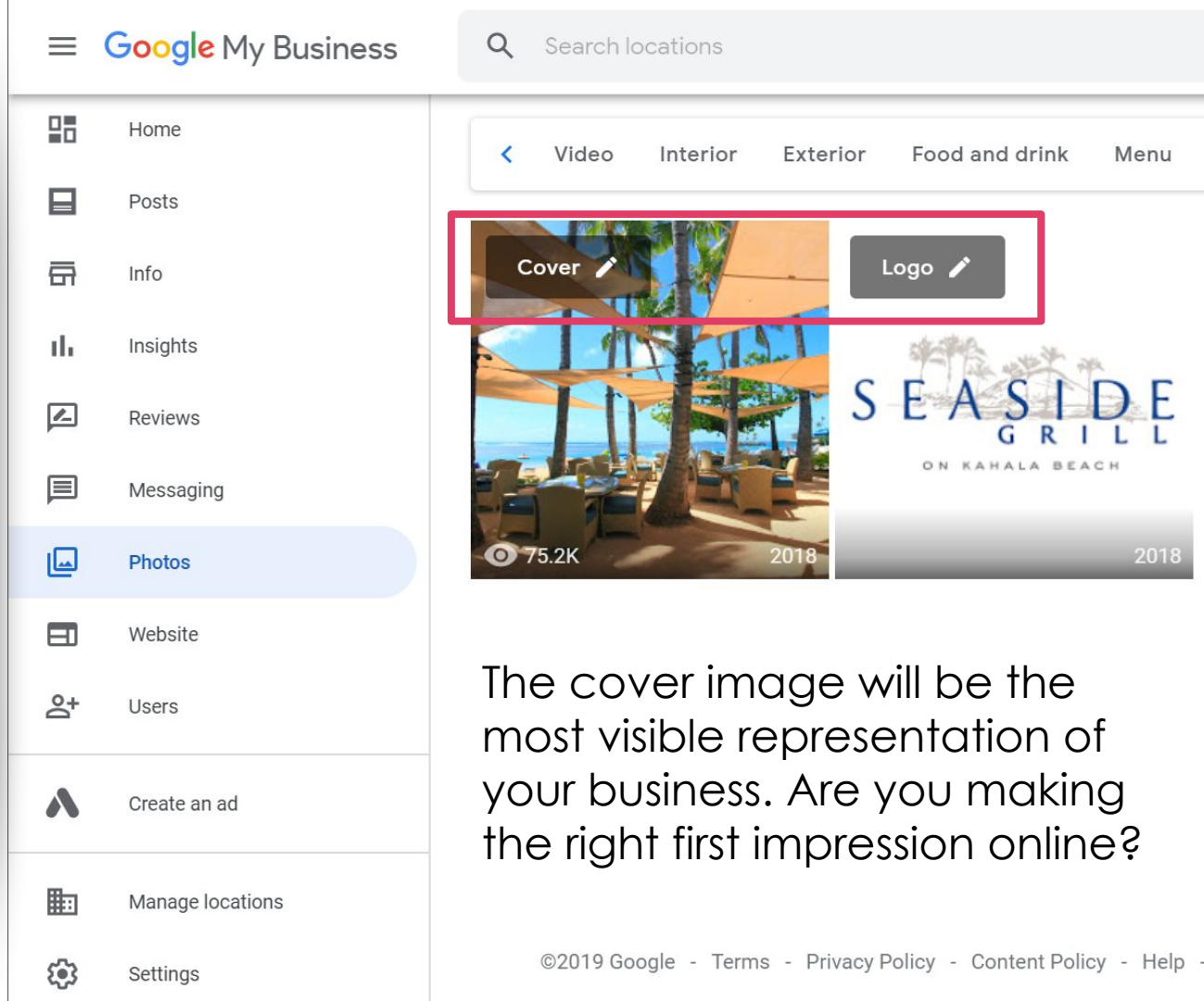
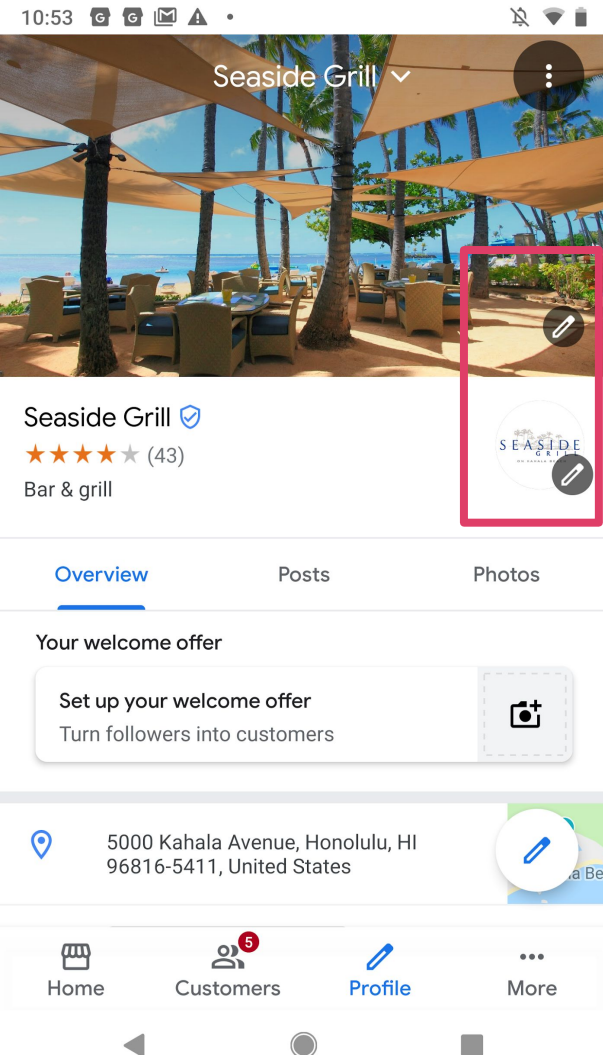




Photos are a key part of **how potential customers make decisions** about your business.

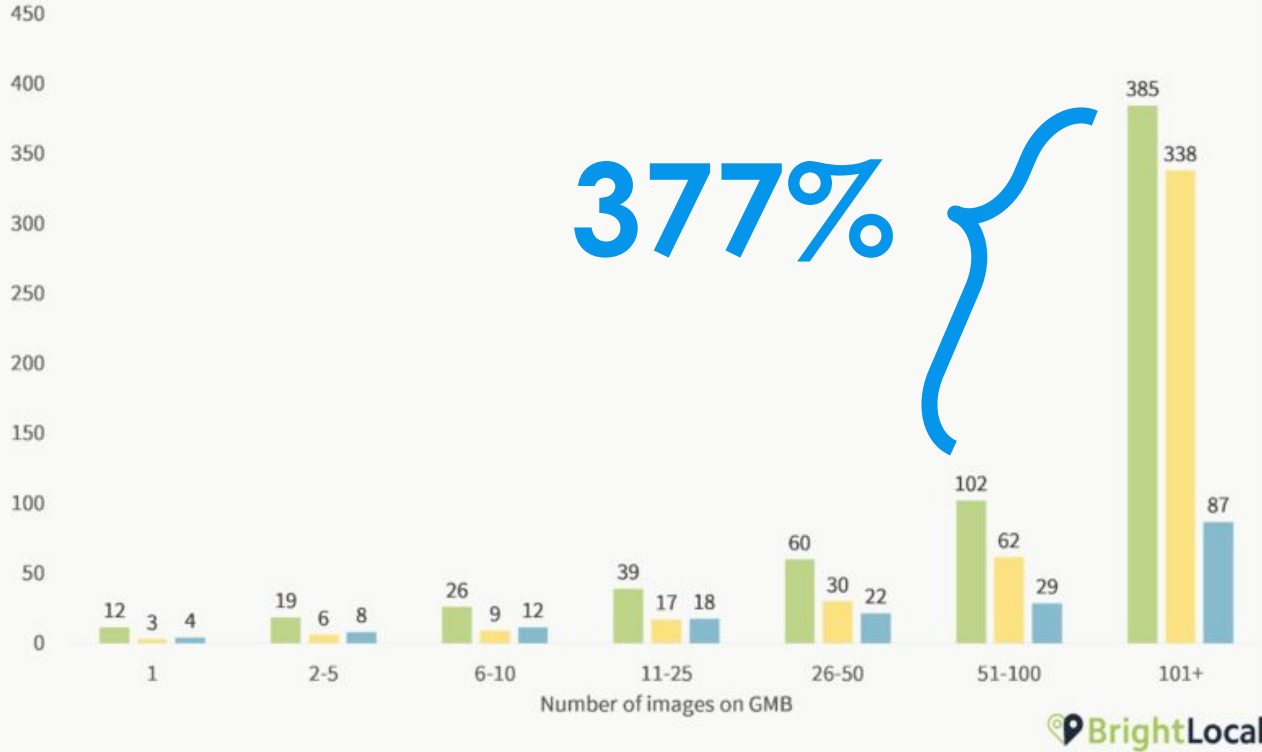
Listings with quality photos are **twice as likely** to generate engagement with customers.

Make sure your business is represented consistently and accurately across platforms like Google My Business, Yelp and Facebook.



Average monthly customer actions by number of images

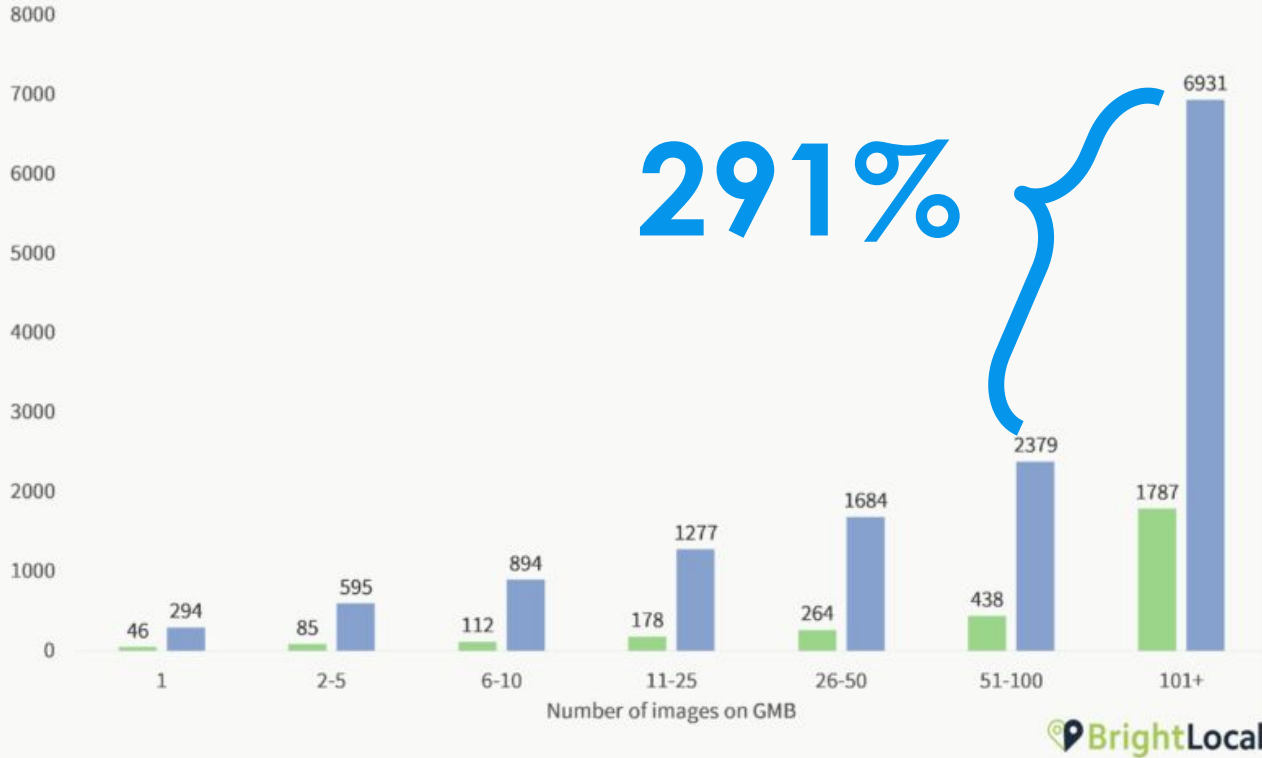
Website visits Direction requests Calls



Businesses with  
**more than 100  
images have  
significantly  
higher conversion**

Average monthly Direct and Discovery searches by number of images

Direct searches Discovery searches



They also have **higher exposure rates** - suggesting that photo volume (and frequency) is an important ranking signal



ORGANIZATION  
Miles Partnership

Overview

**By owner**

By customer

360

Video

Interior

Exterior

Food and drink

Menu

T

>

≡

Cover

Logo



Add 4-5 photos per  
month for a

**10-30%**

Lift in exposures for  
your business



Home



Posts



Info



Insights



Reviews



Messaging



**Photos**



Bookings



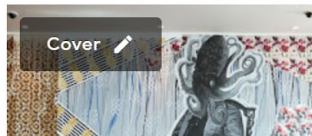
Products (Beta)



Website



Users

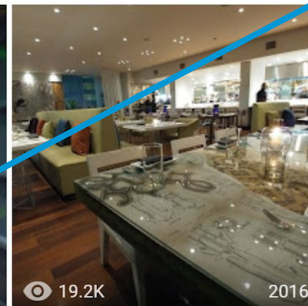


2016

10.9K



2016



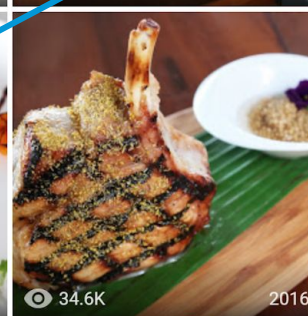
19.2K

2016



2016

34.6K



2016



14.1K

2016



# 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.





# 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**.



# 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.

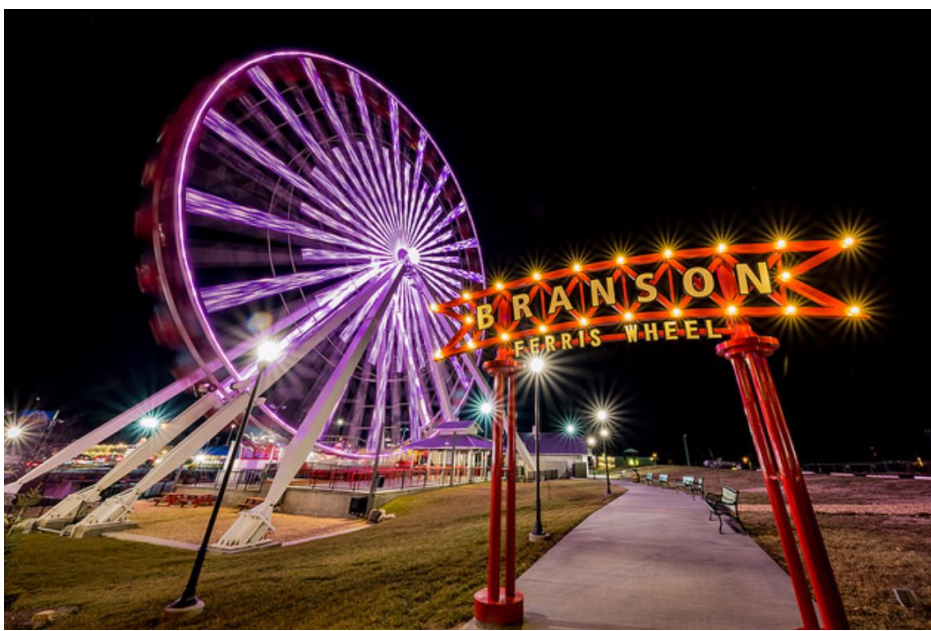
## 2. ATTRACTIVE

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



## 3. REPRESENTATIVE

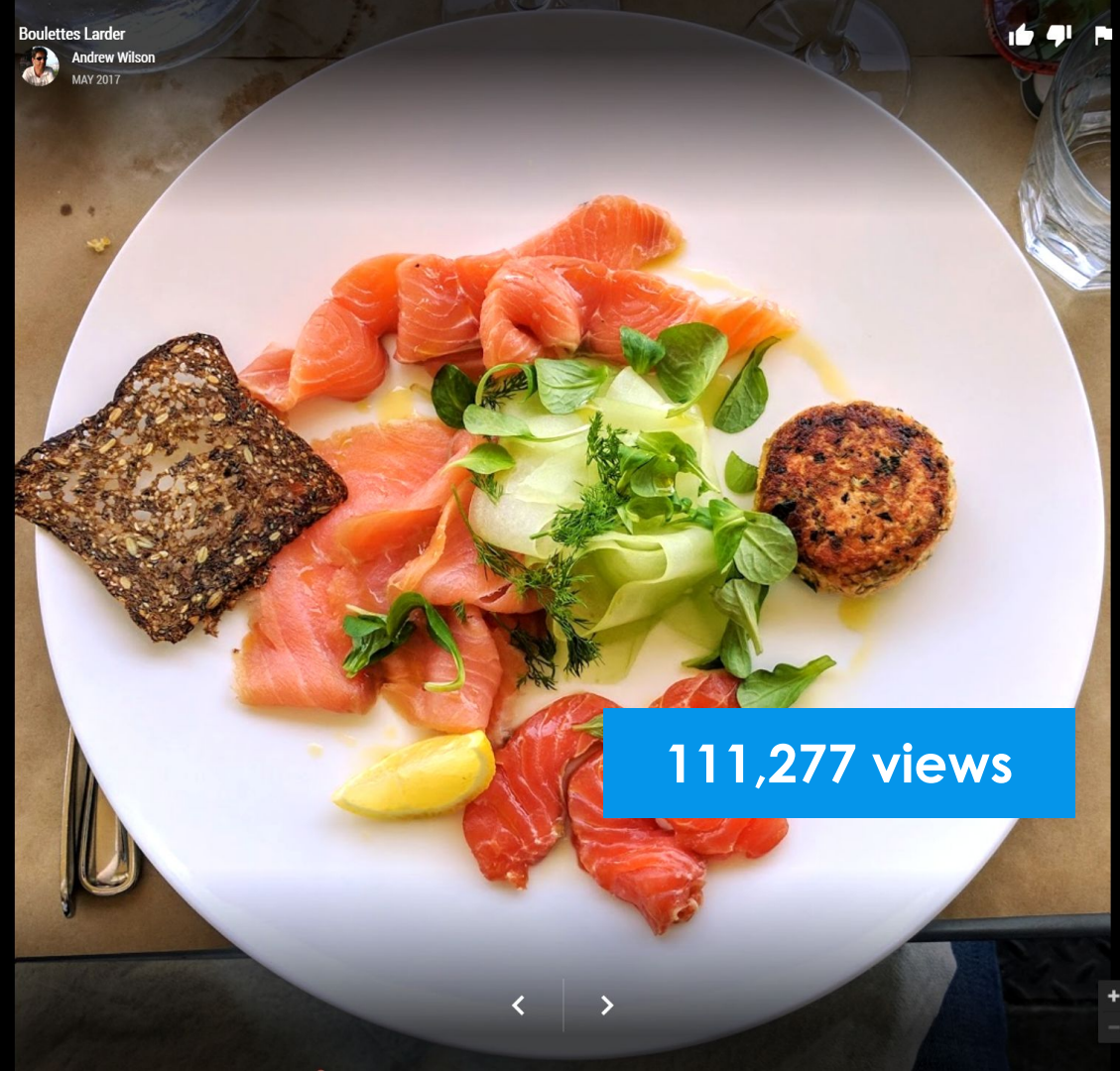
Represents what the place would **typically look like**. **Avoid** featuring **specific events**, **seasons** or **conditions**.



**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.







## 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 faces & Personally Identifiable Information (PII), or have release forms.



**Top Performer Secrets**



Set Cover Photo & Logo

10:53

Seaside Grill

Seaside Grill

★★★★☆ (43)

Bar & grill

Overview

Posts

Photos

Your welcome offer

Set up your welcome offer

Turn followers into customers

5000 Kahala Avenue, Honolulu, HI 96816-5411, United States

Home

Customers

Profile

More

Google My Business

Search locations

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Website

Users

Create an ad

Manage locations

Settings

Video

Interior

Exterior

Food and drink

Menu

Cover

Logo

75.2K

2018

2018

©2019 Google

Terms

Privacy Policy

Content Policy

Help

**Top Performer Secrets**



Flag Poor Quality & Irrelevant  
Images for Removal



### What's wrong with this content?

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

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

CANCEL REPORT

Ravish Honolulu

Stay on Top of Reviews

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

★★★★★ 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](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



Kenny Yuen

1 review

★★★★★ 2 months ago



Mark Rogers

Local Guide · 147 reviews · 116 photos

★★★★★ 2 months ago

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

# 86%

**Of consumers  
read reviews  
for local  
businesses**



86%

Of consumers  
read reviews  
for local  
businesses

57%

Of consumers  
will only use a  
business if it  
has 4 or more  
stars

86%

Of consumers  
read reviews  
for local  
businesses

57%

Of consumers  
will only use a  
business if it  
has 4 or more  
stars

96%

Of consumers  
read  
businesses'  
responses to  
reviews

ORGANIZATION

Miles Partnership



Manage locations



Settings



Support

10:25



Edit response



Melissa Salgado

January 25, 2019



★★★★★ Seaside Grill is a wonderful beach side restaurant at the Kahala Resort. Although seating can be limited, you can eat al fresco with gorgeous ocean views. The servers are all very nice and attentive and the food is delicious. You can also sit at the bar and chat with the knowledgeable and friendly bartenders. Valet parking will be validated for 4 hours. Go check it out!



Mahalo for the 5-star review, Melissa! We hope to see you again soon!

## Important updates

Google may send you important updates about your account



## 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



## 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



Know when reviews are posted

Google My Business

Search locations

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Bookings

Products (Beta)

Website

Users

Create an ad

Manage locations

Settings

All

Replied

Haven't replied

Cornelia Baumer

★★★★★ 7 hours ago

Eine super Location, um abends den Sonnenunter freu... [More](#)

↩ Reply

Guillermo Montjoy CPA

★★★★☆ 17 hours ago

Fish tacos were great. Yellowtail special not so sp

↩ Reply

Xiaoyi Peng

★★★★★ 23 hours ago

The user didn't write a review, and has left just a r

(owner)

24 mins ago

Your perfect score has brightened our day, thank y

Edit

Delete

## Best practices for responding to reviews

1. Ignore minor complaints
2. Address issues constructively
3. Don't use responses to advertise
4. Don't offer users anything
5. Be professional and polite

Please note that your reply will be displayed publicly on Google and must comply with [Google's content policies](#).

[Learn more](#)

OK

Google My Business

Search locations

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Bookings

Products (Beta)

Website

Users

Create an ad

Manage locations

Settings

res

Your customers now

AllRepliedHaven't replied

Cornelia Baumer

★★★★★7 hours ago

Eine super Location, um abends den Sonnenunter freu... [More](#)

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The user didn't write a review, and has left just a r

(owner)

24 mins ago

Your perfect score has brightened our day, thank j

Edit

Delete

Keep responses to negative reviews short encourage them to contact you offline.

# Reporting Reviews

Most common:

1. Off topic
2. Spam

\* Flag 1 star reviews that don't contain a reason

← Why are you reporting this review?⋮×

Off topic

Review doesn't pertain to an experience at or with this business

>

Spam

Review is from a bot, a fake account, or contains ads and promotions

>

Conflict of interest

Review is from someone affiliated with the business or a competitor's business

>

Profanity

Review contains swear words, has sexually explicit language, or details graphic violence or other illegal activity

>

Bullying or harassment

Review personally attacks a specific individual

>

Discrimination or hate speech

Review has harmful language about an individual or group based on identity

>

Personal information

Contains personal information such as address or phone number

>

To report a review for legal reasons, go to [Legal Help](#)

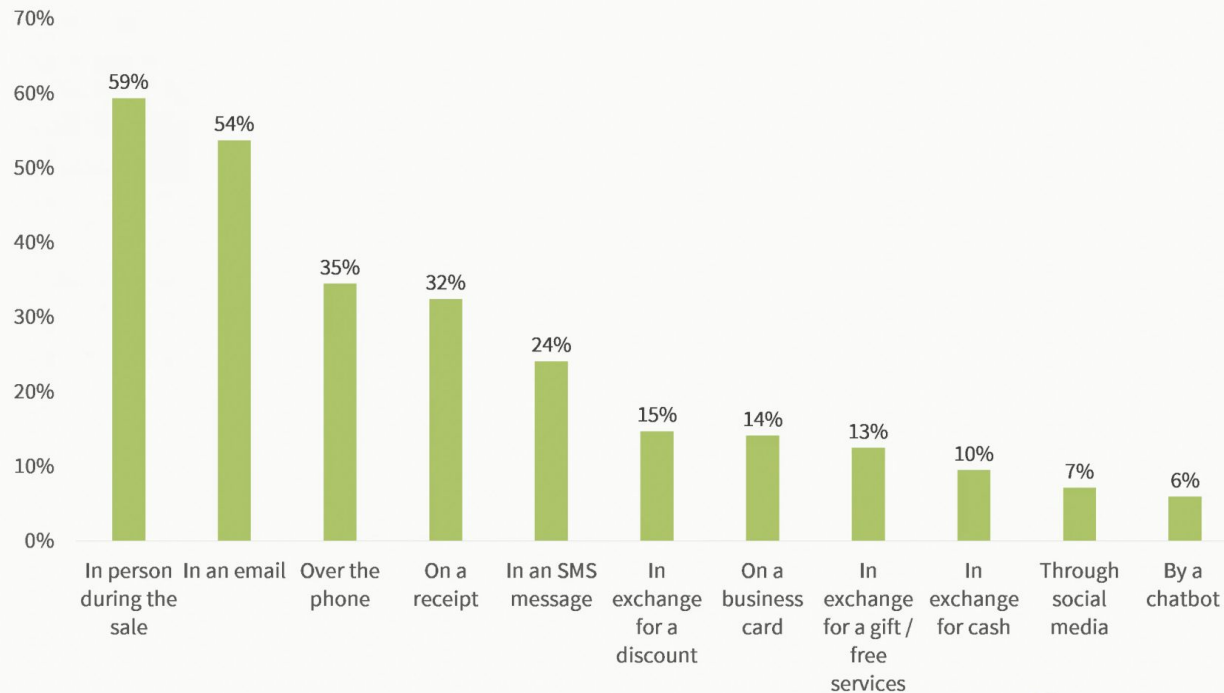


Top Performer Secrets



Encouraging Positive Reviews

### In which ways have you been asked by a local business to leave a review?



Local Consumer Review Survey 2019



### Top ways to ask for a review

1. In person during the sale
2. In an email
3. Over the phone
4. On a receipt
5. In an SMS message

Google My Business

Search locations

ORGANIZATION  
Miles Partnership

Casa Bacardí  
Carretera 165  
Cataño, 00949  
Puerto Rico

Home  
Posts  
**Info**  
Insights  
Reviews  
Messaging  
Photos  
Products (Beta)  
Website  
Users

Thursday 9:00 am–4:30 pm  
Friday 9:00 am–4:30 pm  
Saturday 9:00 am–4:30 pm

Add special hours

(787) 788-8400

**CasaBACARDI-PR**

[https://www3.bacardi.com/casa-bacardi/?utm\\_source=gmb&utm\\_medium=listing](https://www3.bacardi.com/casa-bacardi/?utm_source=gmb&utm_medium=listing)

**Menu**  
Add or edit items

**Products**  
Add or edit products

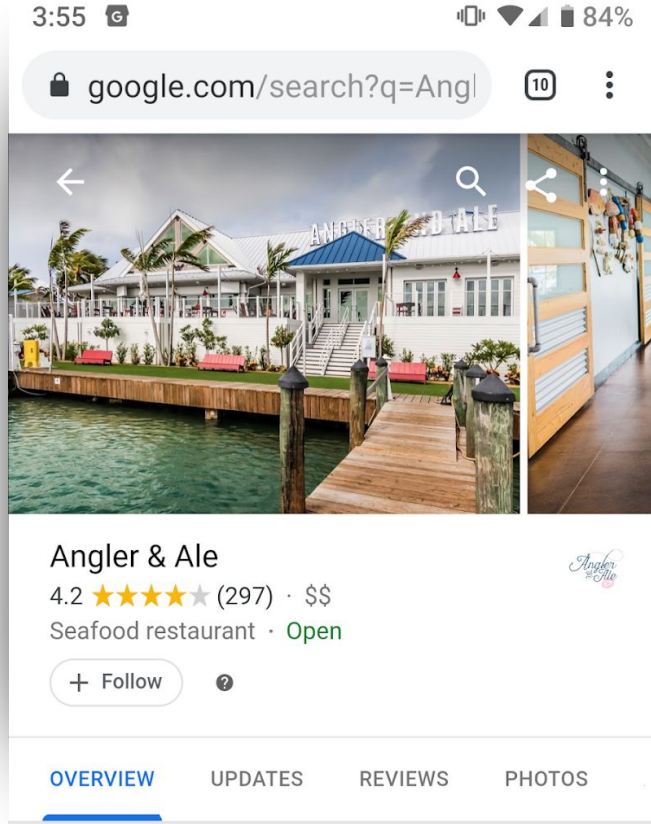
**Accessibility**  
Wheelchair accessible entrance  
Wheelchair accessible parking lot

Casa BACARDÍ is the home of the most awarded rum – visit the world's largest

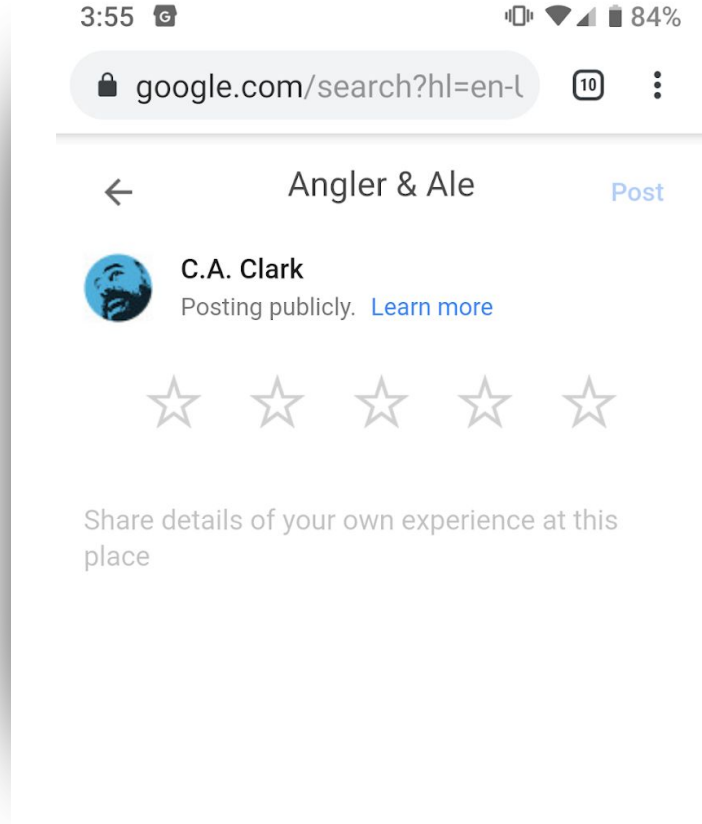
**Set up a “short name”** for your business. Short names are unique, and have to be based off :

- display name
- existing branding
- current custom URLs
- name of your linked website

[g.page/YourShortname](https://g.page/YourShortname)



[g.page/YourShortname/review](https://g.page/YourShortname/review)



[marketingkit.withgoogle.com](https://marketingkit.withgoogle.com)

Free stickers, posters,  
social posts, and more  
– from your Business  
Profile on Google

Enter business name



review us  
on Google

# Keys for Inspiring Confidence with Travelers

1. Establish Safety
2. Share Information
3. Grow Visibility





**Need  
Assistance  
With Online  
Listings?**

Schedule Office Hours  
With Miles

[https://calendly.com/milespartnershipgoogledmo/  
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# Thank You

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