

VISIT



SAN LUIS OBISPO COUNTY  
CALIFORNIA®

***THE SLO CAL VISITOR***  
***Brooke Burnham, Vice President of Marketing***



# STRATEGIC TARGETING: WHO, WHERE, WHEN & HOW



Awareness	→	<b>Lower awareness</b> = opportunity
Average Travel Spending	→	<b>\$2,500+</b> avg. target
Likelihood to Visit	→	<b>High likelihood</b> = opportunity
Familiarity with the Destination	→	As a <b>reason to visit</b>
Average Advertising Cost	→	<b>Cost to reach</b> the market

*SLO CAL VISITORS*

# *WHO: OPPORTUNITY PERSONAS*



*#1 ACTIVE  
ADVENTURER*



*#2 MOM TO  
THE MAX*



*#3 CULTURED  
CLASS*

# TARGET MARKETS

## LOS ANGELES, CA

Ventura & Los Angeles County

TARGET  
A

## SAN FRANCISCO, CA

San Francisco City, Contra Costa County,  
Alameda County & Santa Clara County

TARGET  
B

## SEATTLE, WA

Snohomish County &  
King County

TARGET  
C

## DENVER, CO

Denver County, Arapahoe County, Jefferson County,  
Adams County, Douglas County, El Paso County,  
Boulder County & Larimer County

TARGET  
D

## PHOENIX, AZ

Maricopa County

TARGET  
E

## LAS VEGAS, NV

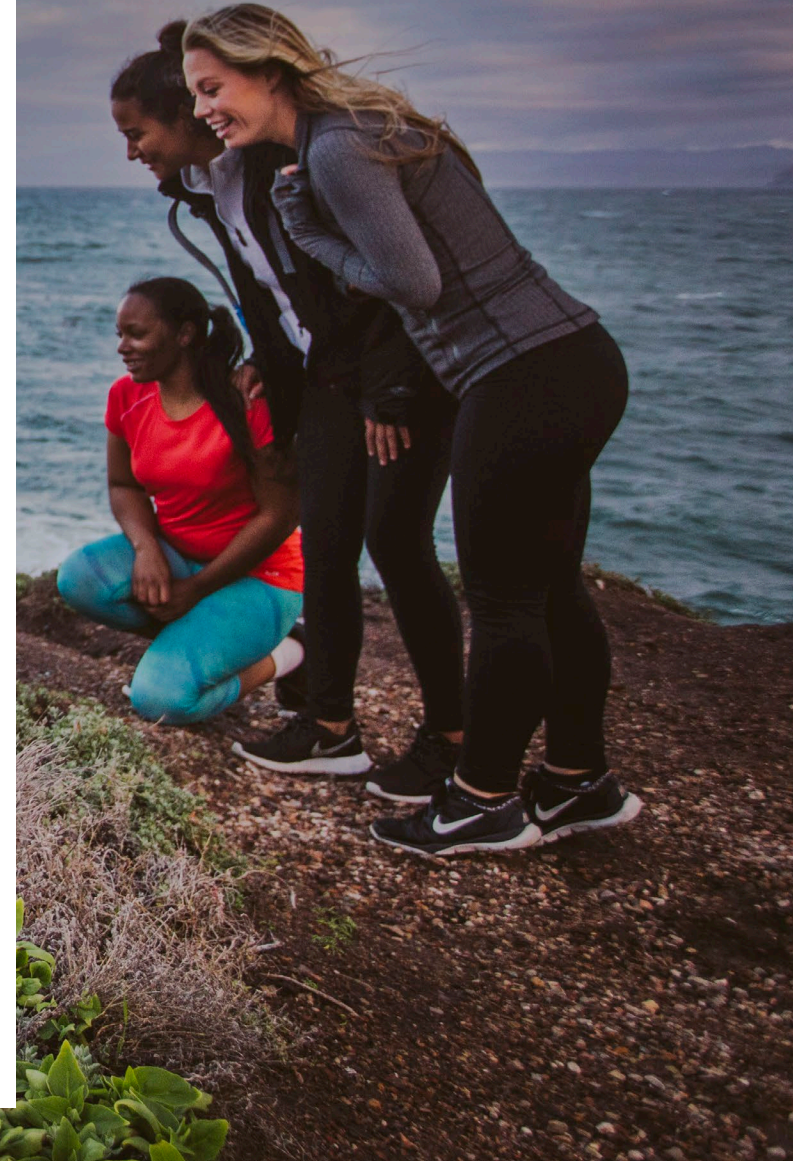
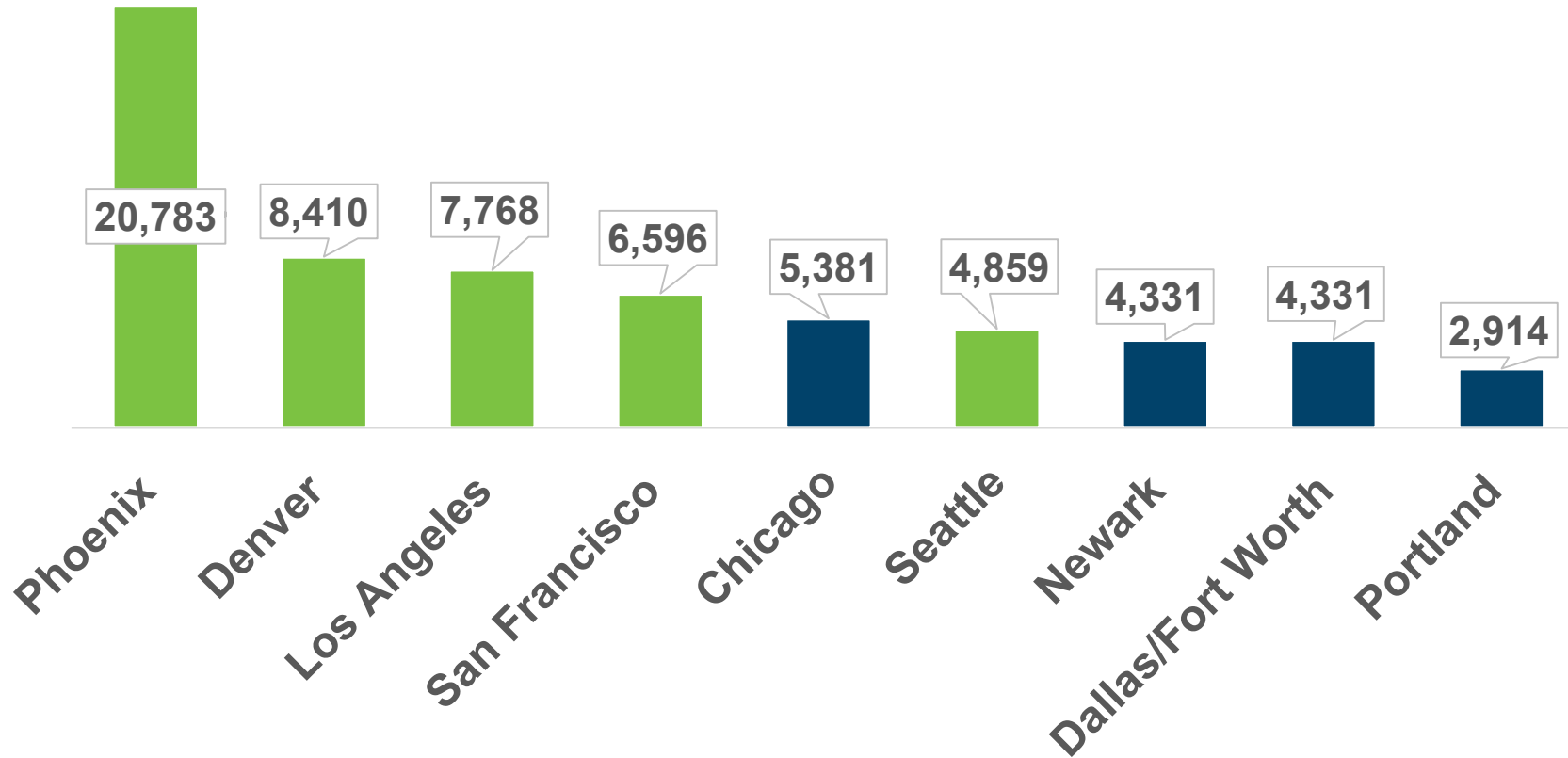
Clarke County

TARGET  
F



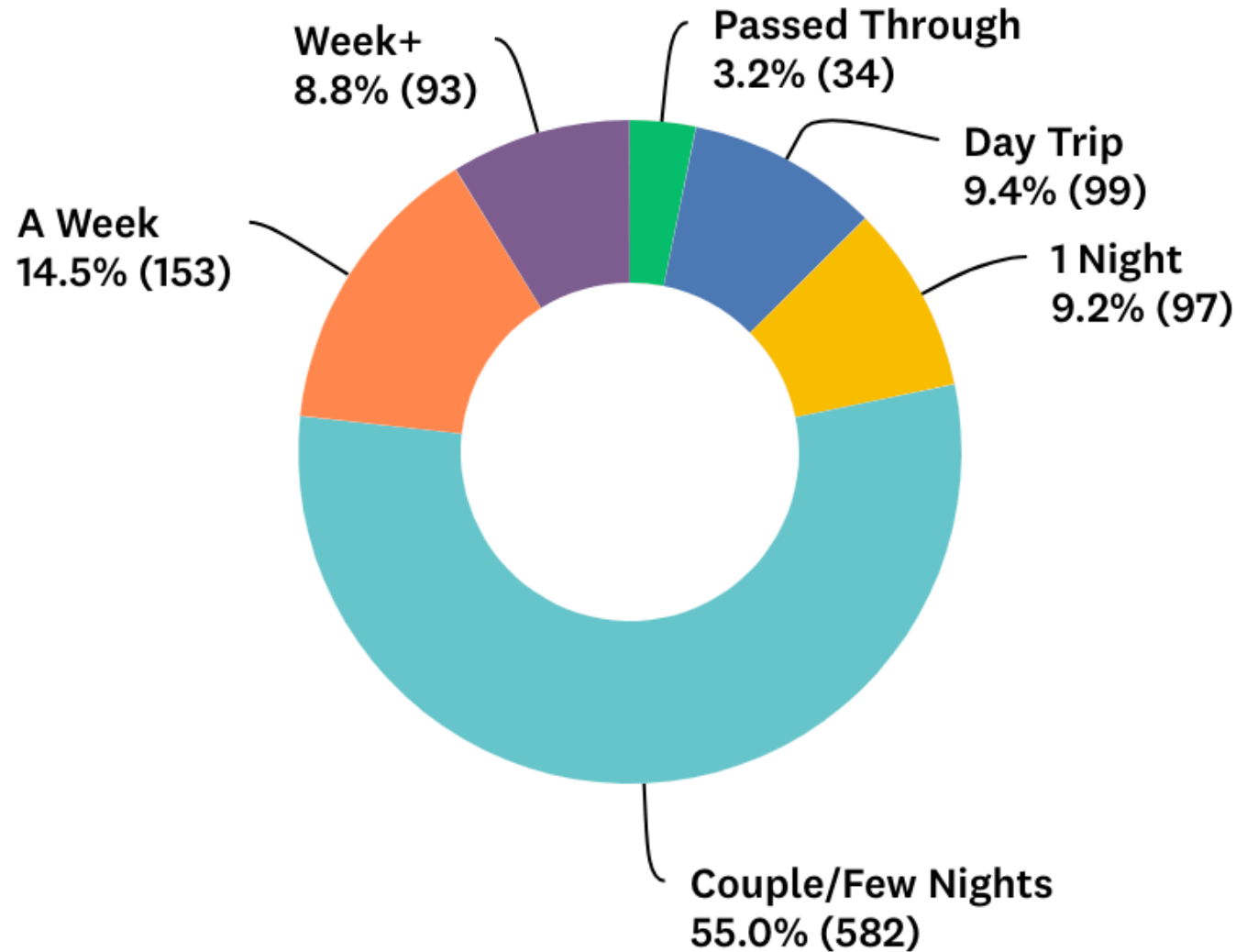
# WHO: OPPORTUNITY MARKETS

## TOP TEN IN-BOUND FLIGHT ORIGIN MARKETS



# *WHO: HIGH-CALIBER TRAVELER*

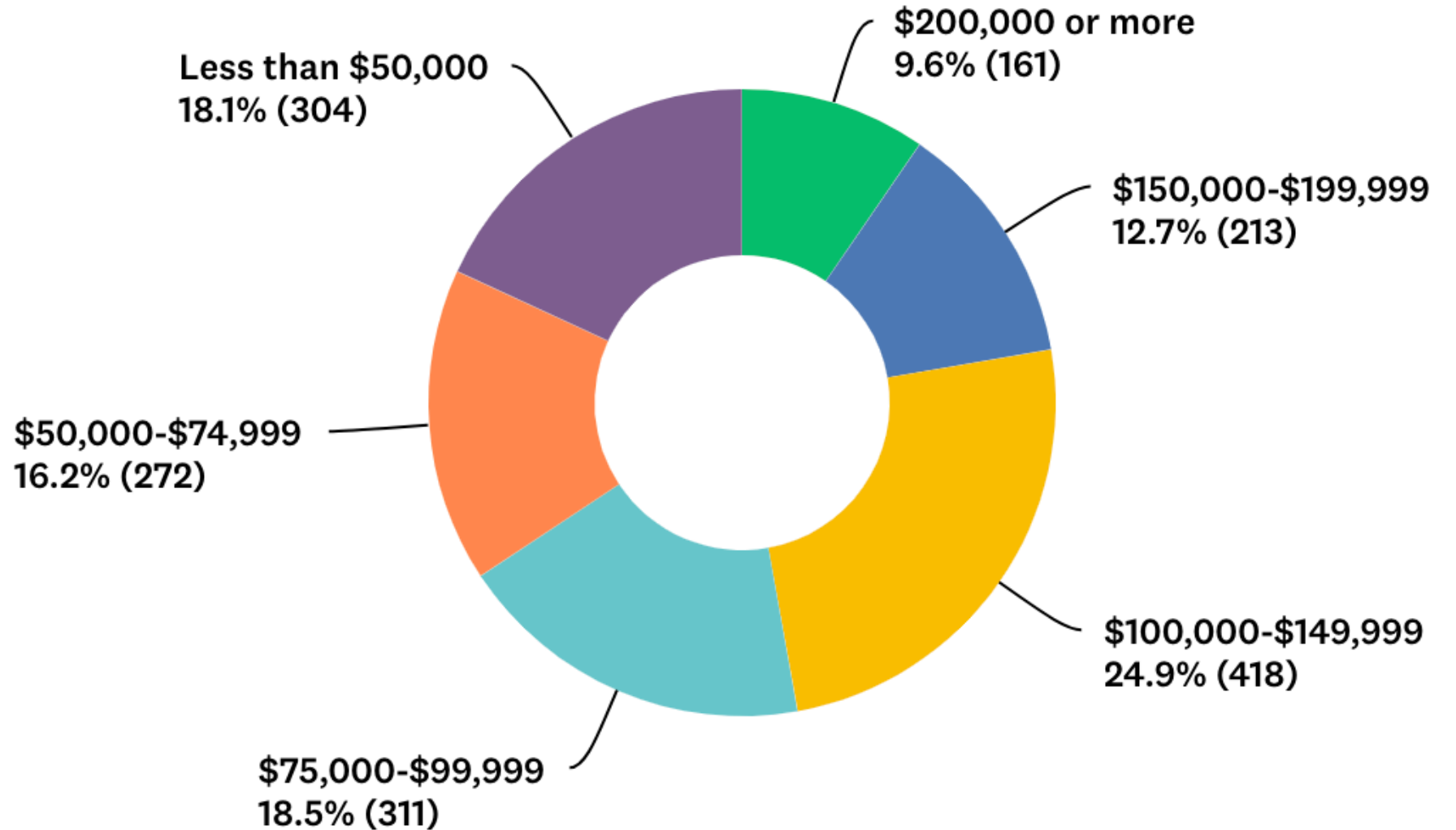
## *LENGTH OF STAY*



*SLO CAL VISITORS*

# *WHO: HIGH-CALIBER TRAVELER*

## *ANNUAL HOUSEHOLD INCOME*



*SLO CAL VISITORS*

# ***WHEN: TRAVEL PLANNING CYCLE***

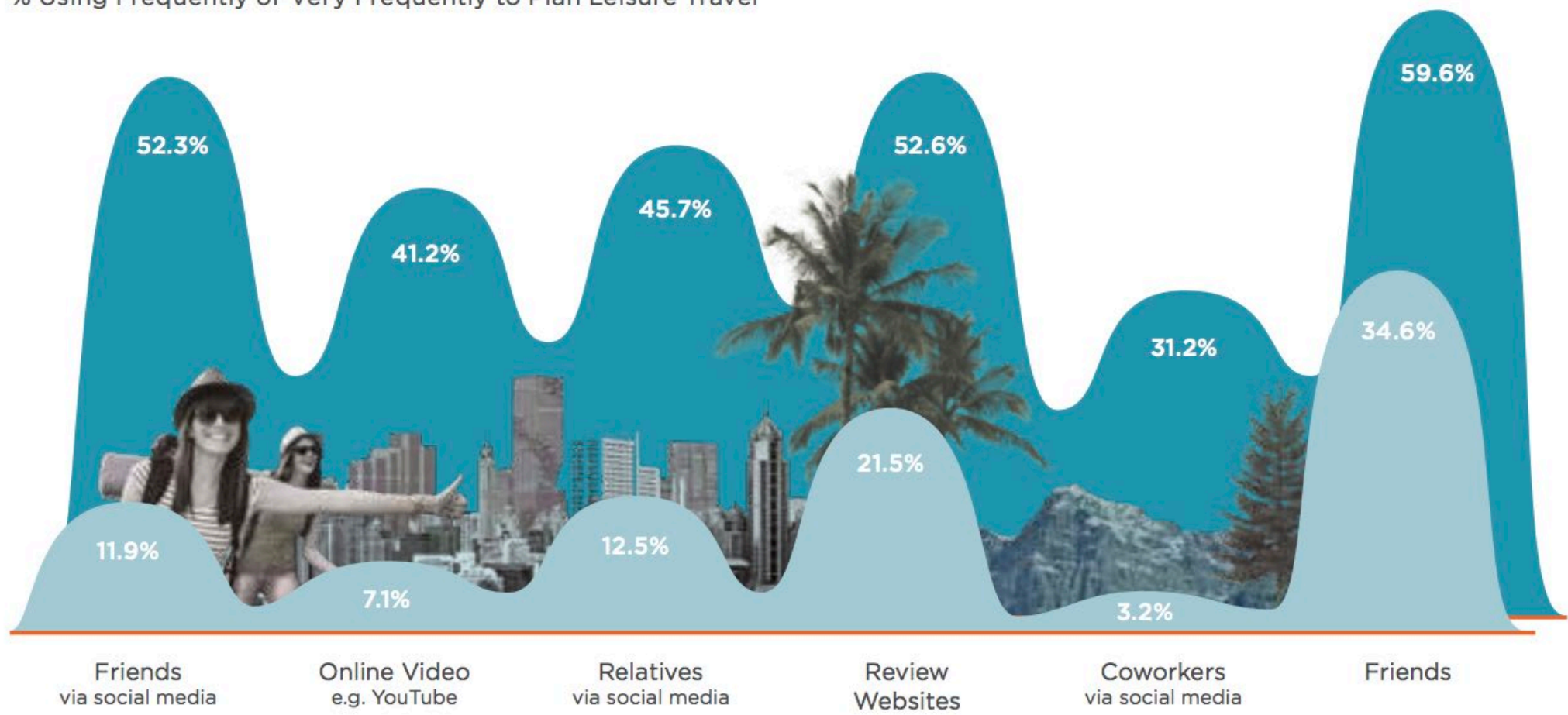




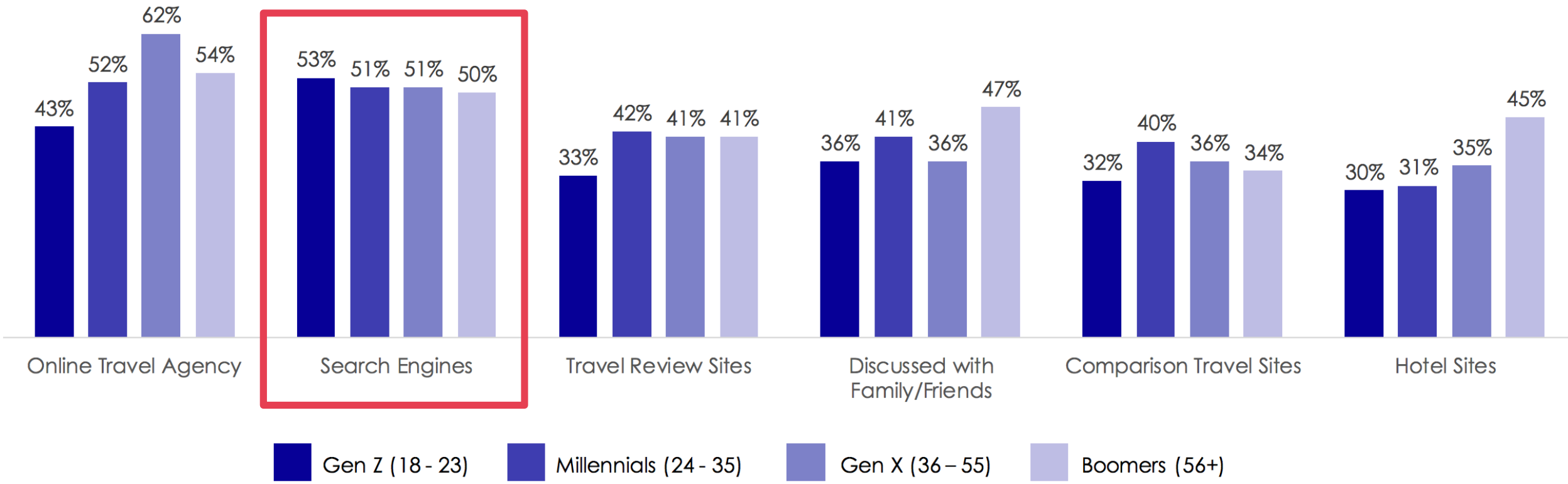
# SLO CAL VISITORS HOW: TRAVEL PLANNING TRENDS

Millennials use social resources drastically more than Boomers.

% Using Frequently or Very Frequently to Plan Leisure Travel



# SLO CAL VISITORS HOW: TRAVEL PLANNING TRENDS



*SLO CAL VISITORS*

# *HOW: TRAVEL PLANNING TRENDS*



Search Google or type a URL



**69% OF CONSUMERS TURN TO SEARCH TO START THEIR TRAVEL PLANNING**



***NATE HUFF***  
***Senior Vice President, Miles Partnership***



# **Maximizing** Exposure

## For Your Business in Google's Products

Visit SLO CAL Industry Presentation  
Oct. 24, 2018

# With You Today



**Nate Huff**

*Senior Vice President  
Miles Partnership*

## Today's Agenda

- **How are consumers discovering SLO CAL** through the world's largest online ecosystem
- **Where** is your business information appearing in Google's products.
- Why it's **important to care**
- How you can access, control and **improve** your business's **exposure** in Google products

Understanding **how travelers search** for  
information about **SLO CAL**  
and **what the destination looks like**  
when they do.



40%

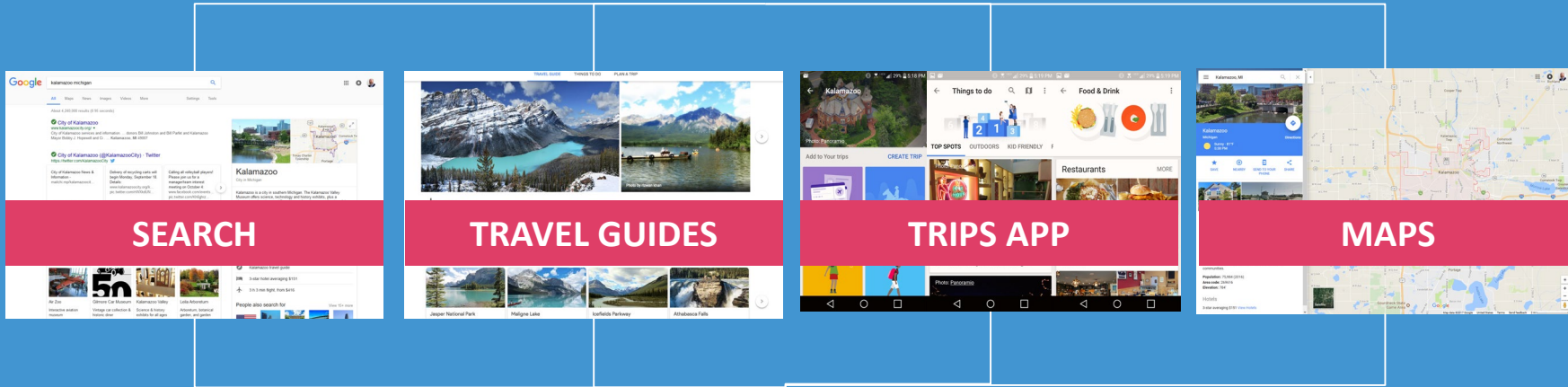
won't result in an external click.

~~630,218,000~~

Google Search

I'm Feeling Lucky

There's a **significant shift** going on in organic website traffic in travel and hospitality.



HOTELS



RESTAURANTS



ATTRACTIONS



MUSEUMS



ACTIVITIES

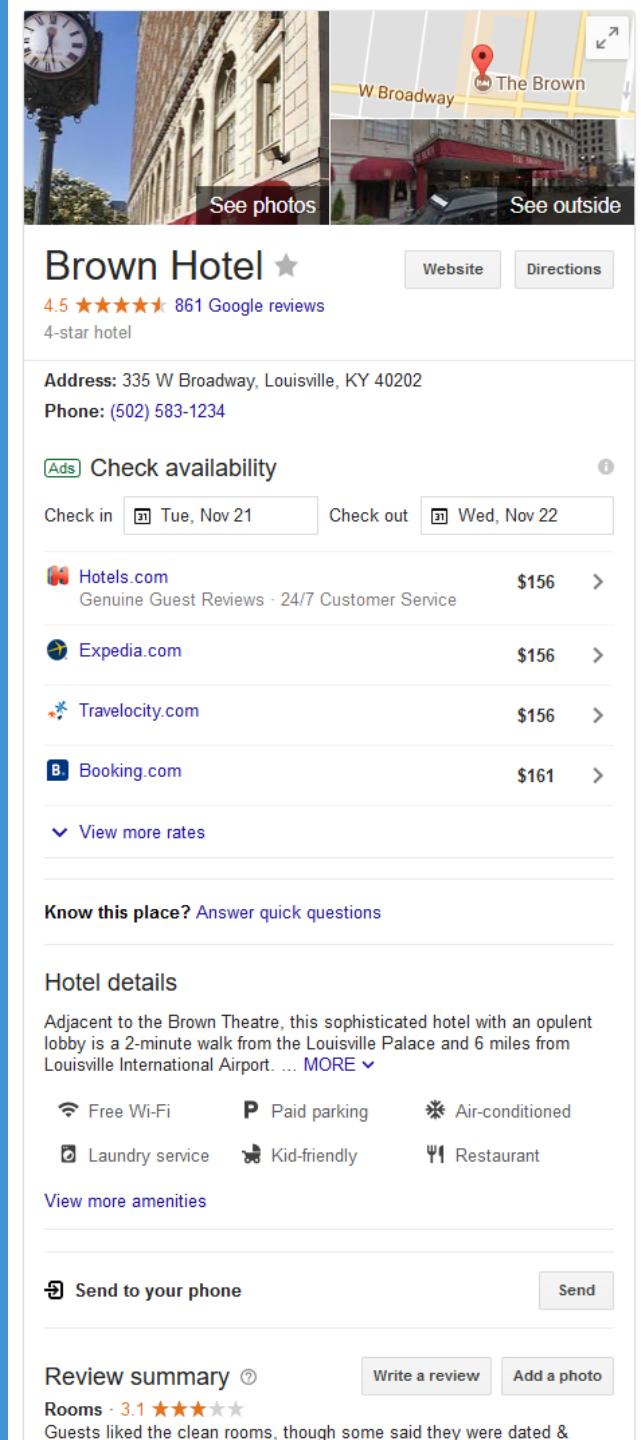
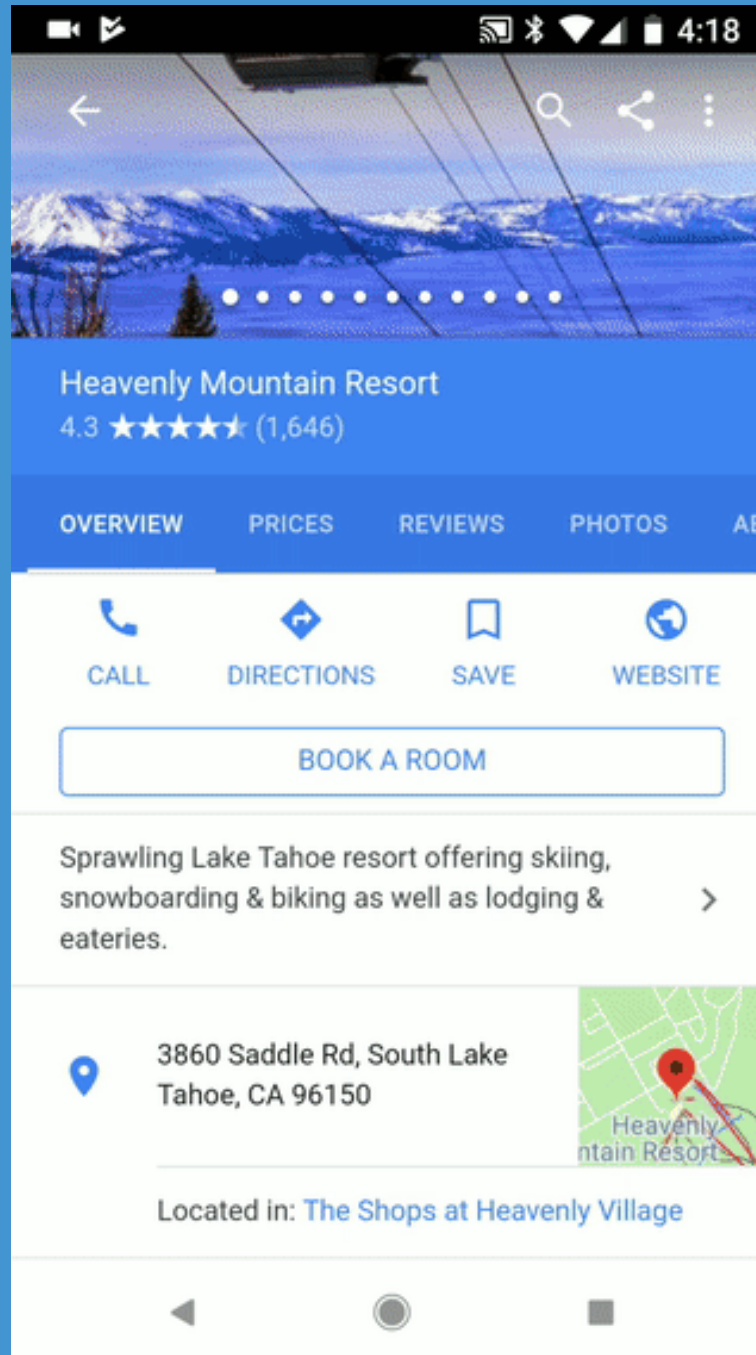


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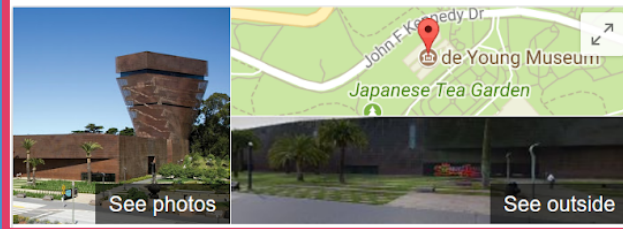


We want to help you **maximize** your exposure in Google's products because it benefits **you**, the **consumer** and your **market**.

# This is the Knowledge Panel



Photos



## De Young

4.5 ★★★★★ 1,037 Google reviews

Museum in San Francisco, California

The de Young, a fine arts museum located in San Francisco's Golden Gate Park, is one of the Fine Arts Museums of San Francisco along with the Legion of Honor. The de Young is named for its founder, early San Francisco newspaperman M. H. de Young. [Wikipedia](#)

**Address:** 50 Hagiwara Tea Garden Dr, San Francisco, CA 94118

**Hours:** Open today · 9:30AM–5:15PM

**Phone:** (415) 750-3600

**Founded:** March 24, 1895

**Parent organization:** [Fine Arts Museums of San Francisco](#)

[Suggest an edit](#)

### de Young Museum on Google



Sabías que nuestro #TeotihuacanNow Historia Digital está disponible en español? Léelo aquí: ... [more](#)

5 hours ago

[Share](#)



'Teotihuacan: City of Water, City of Fire' is now open! Learn about the latest discoveries and what we can... [more](#)

2 days ago

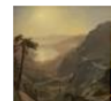
[Share](#)

### Artworks

[View 45+ more](#)



**Rainy Season in the Tropics**  
Frederic Edwin Church



**View of Donner Lake, Cal...**  
Albert Bierstadt



**A Dinner Table at Night**  
John Singer Sargent

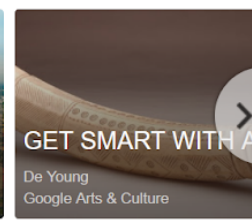
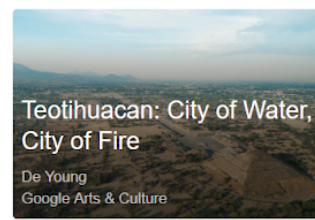


**Sunlight and Shadow**  
Albert Bierstadt



**Mrs. Daniel Sargent (Mary Tur...)**  
John Singleton Copley

### Stories from the collection



### Popular times

Thursdays

Now: Usually a little busy



**Plan your visit:** People typically spend up to 1 hour here

### Reviews

[Write a review](#)

[Add a photo](#)

A diverse collection of fine arts in a building with a dramatic copper facade in Golden Gate Park. - Google



"Great **collection** of American Art, fantastic **location** and **fun place** to visit."



"Not to mention **Friday night** free music and museum parties"



"Stroll the outdoor **grounds** and breathe in the **bay area**."

[View all Google reviews](#)

[Send to your phone](#)

[Send](#)

### Profiles



Facebook



Twitter



Instagram

### People also search for

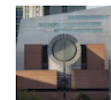
[View 15+ more](#)



Legion of Honor



Arts  
sums of  
Francisco  
Fine Arts  
Museums of  
San Fr...



San  
Francisco  
Museum...



Golden  
Gate Park



Explorato...

[Feedback](#)

Times

Reviews

Social Icons

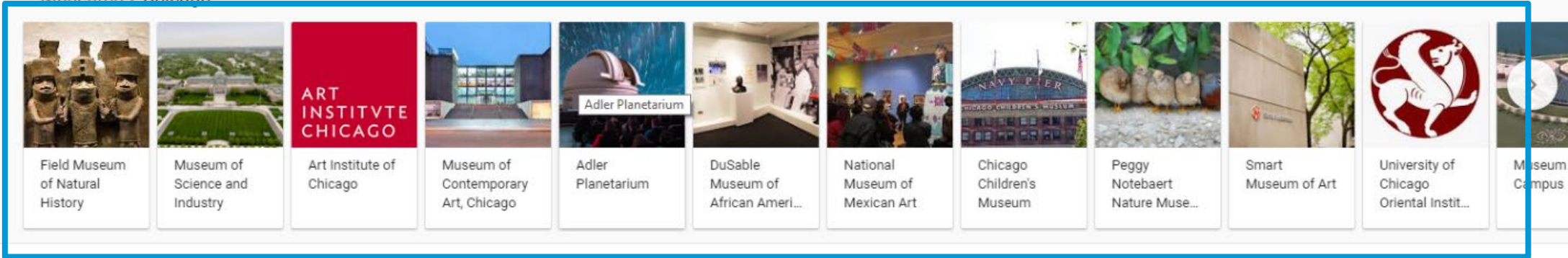


museums in chicago



All Maps Images News Shopping More Settings Tools

Museums > Chicago



Peggy Notebaert Nature Museum - Explore Beautiful Nature

[www.naturemuseum.org/](http://www.naturemuseum.org/)

One Of Chicago's Most Family Friendly Science Museums For Children And Adults. Live Animals · Workshops and Classes · Interactive Exhibits · Daily Programming

The Field Museum | Welcome to The Field Museum

<https://www.fieldmuseum.org/>

Talk with our scientists about their work and see real artifacts and specimens from the approximately 30 million items in The Field Museum's collection. Topics ...

The 10 Best Museums in Chicago - TripAdvisor

<https://www.tripadvisor.com> > ... > Illinois (IL) > Chicago > Things to Do in Chicago

Top Chicago Museums: See reviews and photos of museums in Chicago, Illinois on TripAdvisor.

Museum of Science and Industry: Home

<https://www.msichicago.org/>

Welcome to the Museum of Science and Industry, Chicago—the largest science center in the Western Hemisphere.

10 best Chicago museums for art, history, nature and culture - Time Out

<https://www.timeout.com/chicago/.../10-best-chicago-museums-top-institutions-to-visit...>

Feb 6, 2017 - The best Chicago museums. Art Institute of Chicago. The Field Museum. Museum of Contemporary Art. Museum of Science and Industry. National Museum of Mexican Art. Adler Planetarium. DuSable Museum of African American History. Chicago History Museum.



Museums  
Parks  
Events

About 2,640,000 results (0.91 seconds)



Rating Cuisine Price Hours

- Bella Notte**  
4.5 ★★★★★ (305) · \$\$ · Italian  
Rustic Italian grilled-meats specialist  
3715 Nicholasville Rd  
Comfort food · Healthy options · Great dessert
  - Merrick Inn**  
4.7 ★★★★★ (135) · \$\$\$ · American  
Genteel Southern restaurant  
1074 Merrick Dr  
Closed · Opens 5:30PM
  - Joe Bologna's Restaurant & Pizzeria, Inc**  
4.5 ★★★★★ (488) · \$\$ · Pizza  
Pizzas & breadsticks in a former temple  
120 W Maxwell St  
Happy hour food · Late-night food · Comfort food
- [More places](#)

✓ [The 10 Best Lexington Restaurants 2018 \(with Prices\) - TripAdvisor](https://www.tripadvisor.com/Restaurants-g39588-Lexington_Kentucky.html)  
Reserve a table for the best dining in Lexington, Kentucky on TripAdvisor: See 38417 reviews of 971 Lexington restaurants ... Best Restaurants in Lexington, KY.  
Vegan Restaurants in Lexington · Restaurants near Keeneland · Merrick Inn · Josie's

✓ [The 17 Essential Lexington Restaurants - Thrillist](https://www.thrillist.com/eat/louisville/best-restaurants-in-lexington-ky)  
Sep 14, 2015 - But Lexington has become something of a dining destination now, too, ... This is one of chef Ouita Michel's restaurants, so it's way more than fried fish. .... 141 E Main St, Lexington, KY 40507 · 859.253.0014 · Website · Menu.

✓ [Restaurants in Lexington, KY: Horse Capital of the World - VisitLex](https://www.visitlex.com/restaurants/)  
Restaurants: Beyond Grits! A.P. Suddins Bar & Grill. 345 Romany Road, Lexington. Al's Bar. 601 North

# Local 3-Pack

**TIP:**  
Locations with a high customer rating and a lot of reviews tend to show in the top 3 here

Most other business categories:  
Restaurants  
Hotels  
Art galleries,  
Shopping centers  
Plumbers, etc.

About 10,700,000 results (1.03 seconds)

Things To Do In KY | Visit Kings Island Theme Park | visitkingsisland.com

(Ad) www.visitkingsisland.com/

Roller Coasters, Fun Rides, Live Entertainment, Food & Thrills For Everyone!

Military Days: May 25-28 · First Responders Days

Things to Do

Check Out Our Thrill Rides, Live Entertainment and Much More!

Plan A Visit

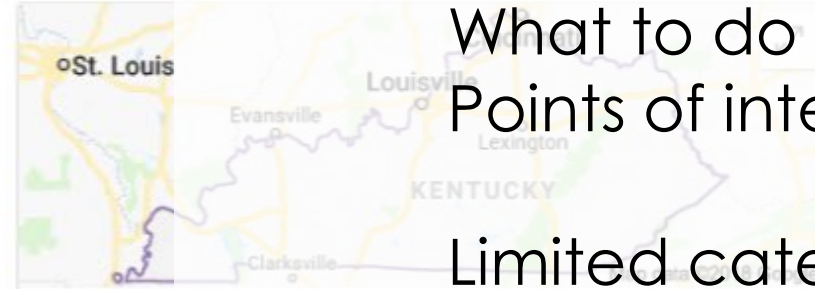
Tips, FAQs & More Information to Help Plan a Visit to Kings Island

# Top Sights

Things to do  
What to do  
Points of interest

Limited categories:

- Parks
- Museums
- Attractions
- Theme parks
- Public spaces
- Lakes/Beaches
- Landmarks
- Zoos, etc.



## Kentucky

US State

Kentucky is a southeastern state bounded by the Ohio River to the north and the Appalachian Mountains in the east. Its capital, Frankfort, is the state's largest city. Louisville, is home to the Kentucky Derby, the renowned horse race held at Churchill Downs on the first Saturday in May. The race is preceded by a 2-week festival, the Kentucky Derby Museum year-round.

Capital: Frankfort  
Abbreviation: KY  
Governor: Matt Bevin

### Plan a trip

Kentucky travel guide

2 h 31 min flight

### Destinations

View 15+ more



### Things to do in Kentucky



Mammoth Cave National Park

Mammoth Cave, Cedar Sink & park trails



Red River Gorge

Natural landmark with sandstone arches



Creation Museum

Interactive biblical scenes & exhibits



Land Between the Lakes National...

Sprawling nature preserve

More things to do

The 10 Best Things to Do in Kentucky - 2018 (with Photos) - TripAdvisor

https://www.tripadvisor.com/Attractions-g28938-Activities-Kentucky.html

Book your tickets online for the top things to do in Kentucky, United States on TripAdvisor. See 110786 traveler reviews and photos of Kentucky tourist attractions.

Kentucky TripAdvisor · Kentucky Kingdom · Red River Gorge Geological ...

45 Cool and Unusual Things to Do in Kentucky - Atlas Obscura

https://www.atlasobscura.com/things-to-do/kentucky



## Visit SLO CAL | Things to Do, Hotels, Restaurants, Maps & Guides

<https://www.slocal.com/>

Located in the heart of California, SLO CAL is known for its relaxed pace. Discover the benefits of taking it easy by exploring award-winning wineries, fun things ...

[Things to Do](#) · [San Luis Obispo 58](#) · [Things to do in San Luis Obispo](#) · [San Simeon](#)

## San Luis Obispo, California - Wikipedia

[https://en.wikipedia.org/wiki/San\\_Luis\\_Obispo,\\_California](https://en.wikipedia.org/wiki/San_Luis_Obispo,_California)

San Luis Obispo or SLO for short, is a city in the U.S. state of California, located roughly midway between Los Angeles and San Francisco on the Central Coast.

**Named for:** [St. Louis of Toulouse](#) **Founded:** September 1, 1772

**State:** [California](#) **Incorporated:** February 16, 1856

[History](#) · [Geography](#) · [Demographics](#) · [Government](#)

## City of San Luis Obispo, CA | Home

<https://www.slocity.org/>

What's New In SLO. LaurelCompleteStLgThb Laurel Lane Complete Streets Ribbon Cutting Ceremony · 1 · 2 · 3 · 4 · 5 · 6 · logo thumb trans bkgnd City Seeks ...

## Visit SLO | San Luis Obispo CA - the Happiest Place in America

[visitslo.com/](https://visitslo.com/)

Nestled between the Coast Range, the Pacific Ocean and Wine Country, San Luis Obispo enjoys all the spoils of a life well lived on the California coast.

### Things to do in San Luis Obispo



**Madonna Inn**  
Whimsical lodging & a 45-ft waterfall



**Mission San Luis Obispo de Tolosa**  
18th-century Spanish mission & museum

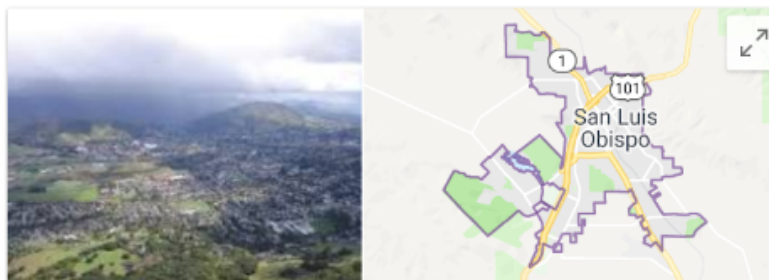


**Bubblegum Alley**  
Pedestrian alley lined with chewed gum



**Bishop Peak**  
Scenic mountain for hiking & climbing

[San Luis Obispo travel guide](#)



## San Luis Obispo

City in California

San Luis Obispo is a city in California's Central Coast region. On Mission Plaza, the Mission San Luis Obispo de Tolosa is a 1700s Spanish mission with a museum. Nearby, pieces of chewed gum cover the walls of Bubblegum Alley. Vendors selling produce, flowers and food take over Higuera Street for the Downtown SLO Farmers' Market. The San Luis Obispo Museum of Art focuses on work by contemporary California artists.

**Elevation:** 233'

**Weather:** 55°F (13°C), Wind W at 3 mph (5 km/h), 87% Humidity

**ZIP codes:** 93401–93403, 93405–93410, 93412

**Population:** 47,541 (2017)

### Plan a trip

[San Luis Obispo travel guide](#)

3-star hotel averaging \$195

7 h 4 min flight, from \$644

**Colleges and Universities:** [California Polytechnic State University](#), [MORE](#)

### People also search for



California



Santa



Santa

# Travel Guides

San Luis Obispo

TRAVEL GUIDE

THINGS TO DO

PLAN A TRIP



Photo by Margaret B.

# San Luis Obispo

City in California

San Luis Obispo is a city in California's Central Coast region. On Mission Plaza, the Mission San Luis Obispo de Tolosa is a 1700s Spanish mission with a museum. Nearby, pieces of chewed gum cover the walls of Bubblegum Alley. Vendors selling produce, flowers and food take over Higuera Street for the Downtown SLO Farmers' Market. The San Luis Obispo ... [MORE](#)

THINGS TO DO

[SEE ALL](#)



Madonna Inn  
4.5 ★★★★★ (3,003)



Mission San Luis Obispo de Tolosa



Bubblegum Alley  
4.0 ★★★★★ (711)



Bishop Peak  
5.0 ★★★★★ (21)

Park, museum, zip-line, haunted house, history, outdoor recreation, riverboat. Based on actual visits

Park, walking, bluegrass, haunted house, history, art museum, music, art, bowling. Based on actual visits

Park, museum, art, zip-line, history, river, walking, bluegrass, fishing, Convention. Based on actual visits

Park, equestrian, museum, camping, hiking, zip-line, hunting, history, haunted house. Based on actual visits

**FLIGHTS TO KENTUCKY FROM LAKEWOOD**  
Jun 3 - 7 round trip

CINCINNATI \$250 Nonstop - 2h 27m	LOUISVILLE \$550 Nonstop - 2h 25m	LEXINGTON \$511 1-stop - 4h 22m
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[SEE ALL](#)

**WHEN TO VISIT**  
Most visitors arrive in summer (May–Aug), when the weather is warm and sunny, though Jul–Aug can be hot and humid. Winters are cold and sometimes snowy on higher elevations. Big events include the Kentucky Derby and Kentucky Derby Festival (Apr–May), and the Kentucky State Fair (Aug), all in Louisville.

	High / Low	Precip
May	75° / 53°	34%
June	83° / 62°	29%
July	87° / 66°	30%

All months

**TRAVEL ARTICLES**

 Things to Do in Louisville <a href="#">tspeichannel.com</a>	 10 of the Best Hiking Trails in Kentucky <a href="#">rootrated.com</a>	 50 FREE Fun Things to do With Kids in Central KY <a href="#">lexfun4kids.com</a>	 Kentucky (U.S. National Park Service) <a href="#">nps.gov</a>
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**TRAVEL VIDEOS**

# Travel Guides

miles  
PARTNERSHIP



Plan a trip

Popular flights

Flights from American, Delta, United, and Frontier. Convenient airports include The Eastern Iowa Airport and Waterloo Regional Airport. [SEE ALL](#)

	6:09 AM-10:35 AM American	3h 26m CID-SDF	1 stop	<b>\$385</b> round trip
	1:28 PM-6:57 PM American	4h 29m CID-SDF	1 stop	<b>\$385</b> round trip
	6:20 AM-12:47 PM Delta	5h 27m CID-SDF	1 stop	<b>\$407</b> round trip

Popular hotels

Average price per night for a 3-star hotel is \$147 and for a 4-star hotel is \$203. [SEE ALL](#)



Aloft Louisville East



Courtyard by Marriott Louisville Northeast



21c Museum Hotel Louisville

You must log in to this network before you can access the Internet.

Open Network Login Page

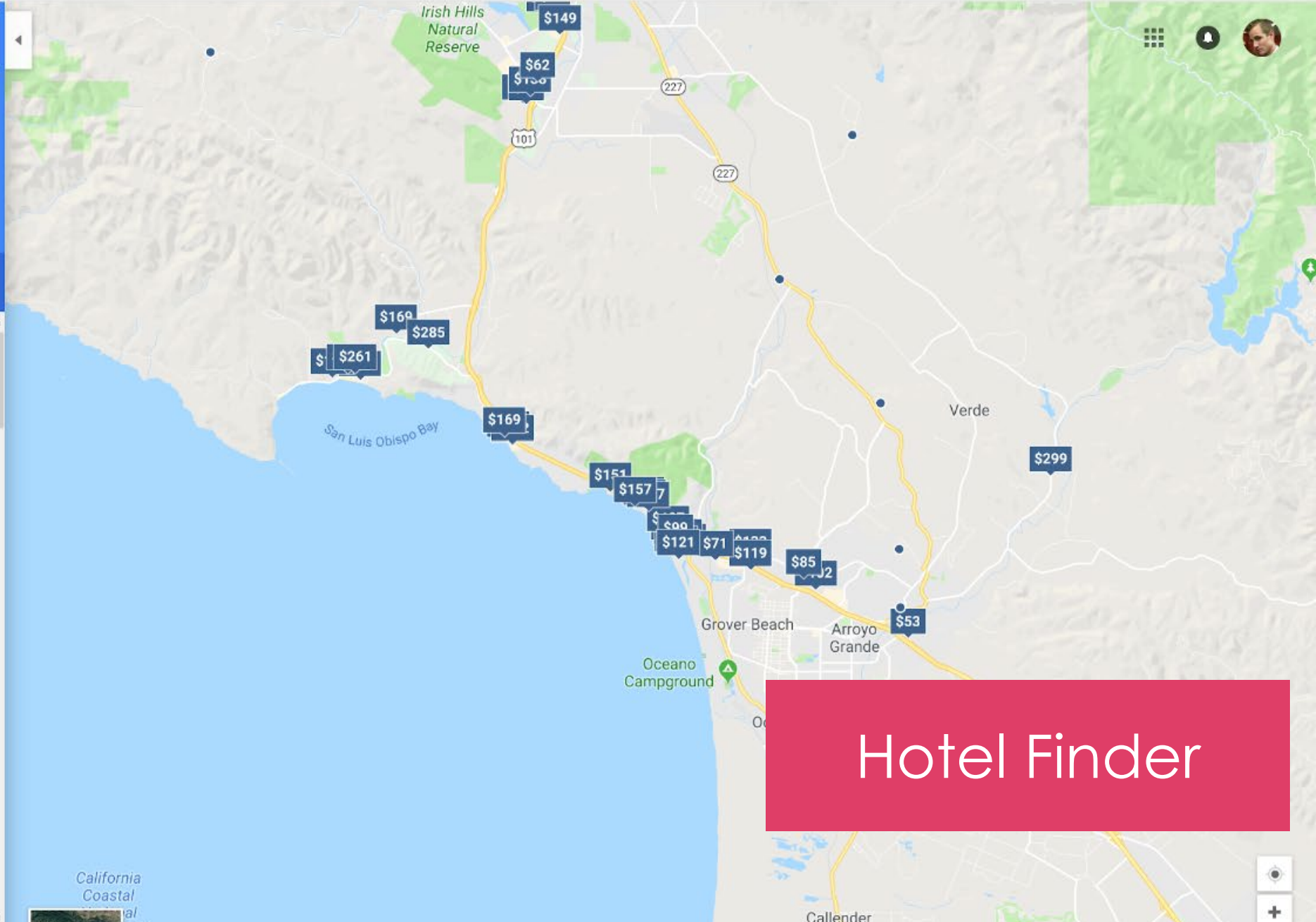
hotels in pismo beach

Check in: Sun, Nov 18 | Check out: Mon, Nov 19 | Guests: 2

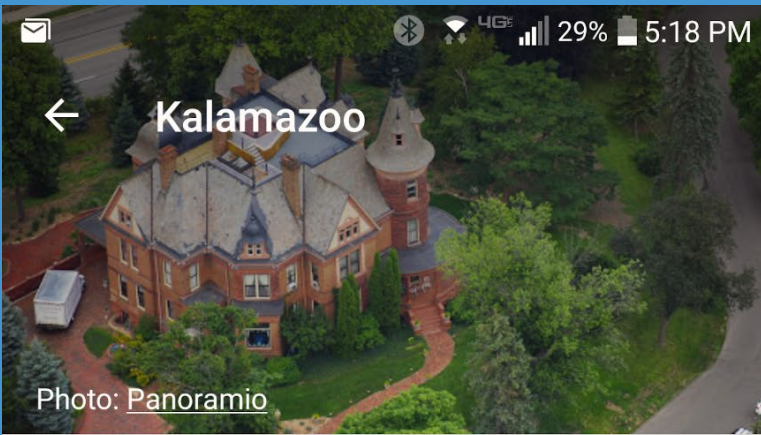
Max price/night: \$0 to \$218+

Sort by: [dropdown] | MORE OPTIONS

- Shore Cliff Hotel** \$121  
 Ad 4.5 ★★★★★  
 3-star hotel  
 Ocean-view lodging with free breakfast  
 Free breakfast
- SeaVenture Beach Hotel** \$121  
 Ad 4.5 ★★★★★  
 3-star hotel  
 Casual hotel with oceanfront dining  
 Free Wi-Fi
- Quality Inn Pismo Beach** \$71 / \$80  
 3.6 ★★★☆☆  
 2-star hotel  
 Simple hotel with an outdoor pool  
 Free breakfast  
 DEAL
- Oxford Suites Pismo Beach** \$119  
 4.3 ★★★★★  
 3-star hotel  
 Casual hotel with a pool & free Wi-Fi  
 Free Wi-Fi | Free breakfast

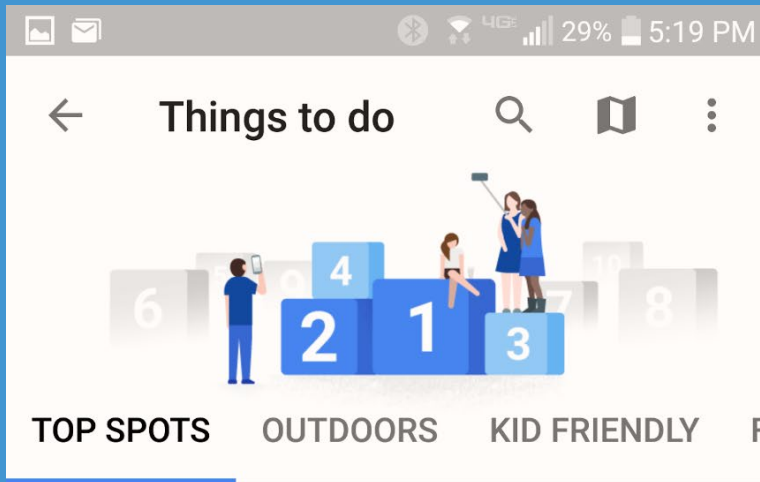
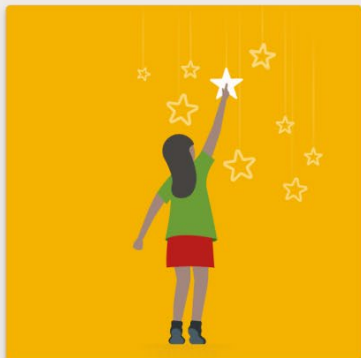
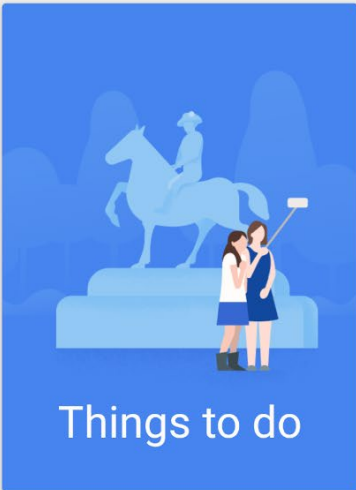
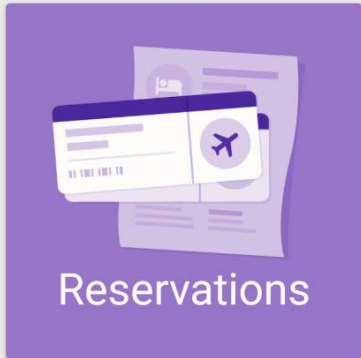


Hotel Finder



Add to Your trips

CREATE TRIP



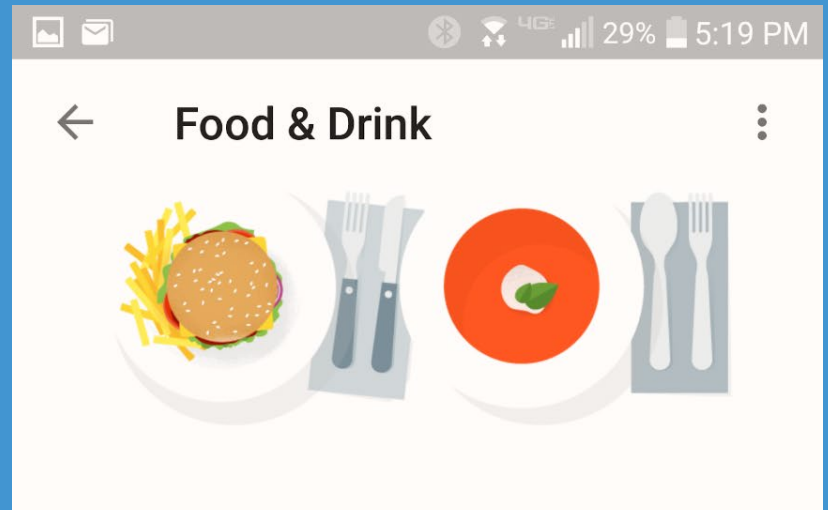
4.7 ★★★★★ 172 reviews



CLOSED AT 5:00 PM

Science & history exhibits for all ages

Trips App



Restaurants MORE

<p>Theo &amp; Stacy's ...</p> <p>4.4 ★★★★★ (106)</p>	<p>Bob Evans</p> <p>4.1 ★★★★★ (88)</p>
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Cafes MORE

--	--



Hi, how can I help?

Voice Assistant

Field Museum of Natural History

Here's some more info

**The Field Museum**  
4.6 ★★★★★ 2624 Reviews · \$\$\$  
Museum  
Open · Closes 5PM

State-of-the-art museum of science & invention, with the world's largest Tyrannosaurus Rex.

Search Call Direc... Street... Website

Address Events Museums in Ch

© 2017 Google

3  
2M  
2  
1  
LL

The Field Museum

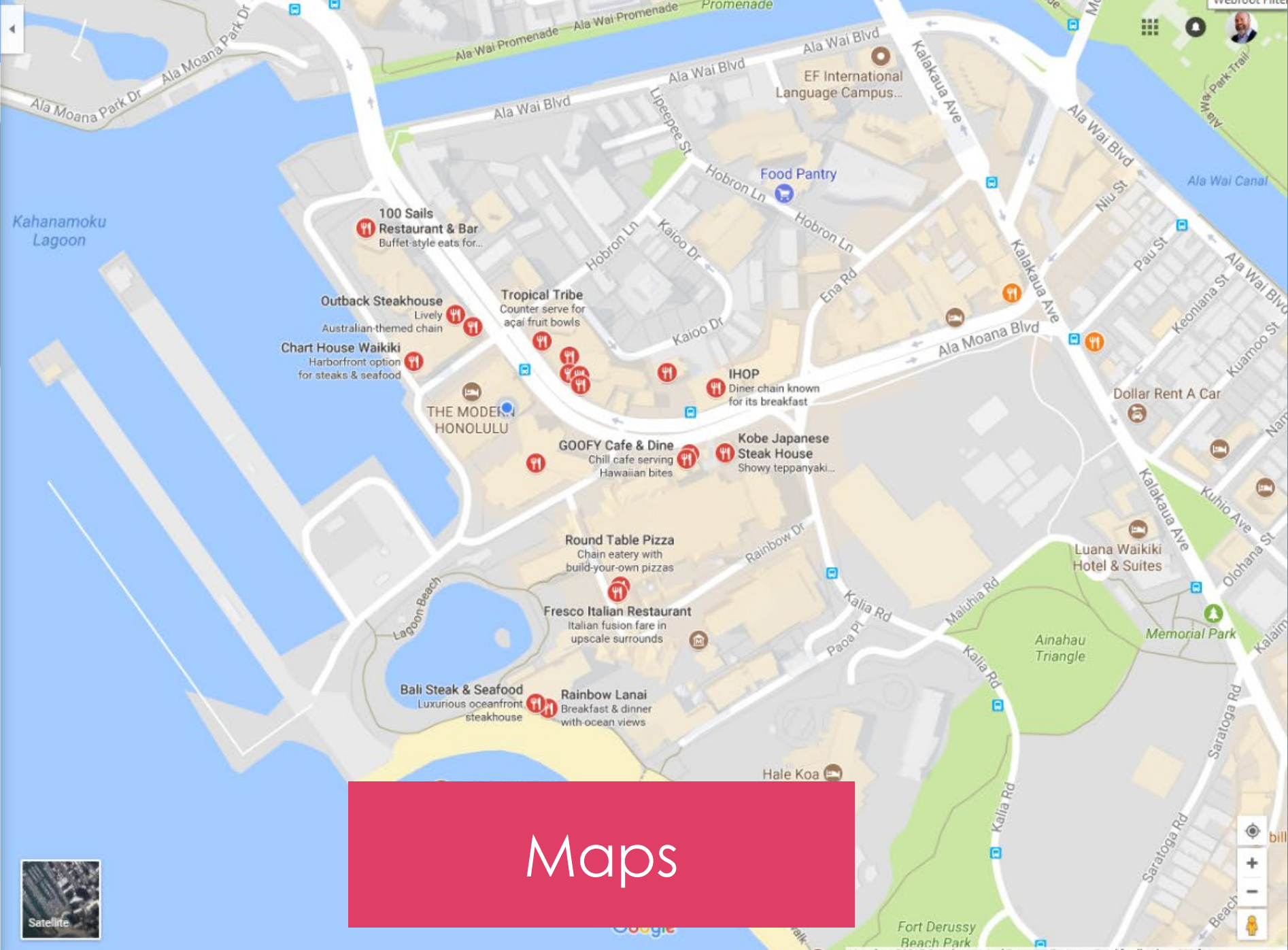
Restaurants

Price: Any price | Rating: ★★★★★ | Cuisine: Any cuisine | Hours: Any time

- Chart House Waikiki**  
3.8 ★★★★★ (183)  
\$\$ - Seafood · 1765 Ala Moana Blvd  
Harborfront option for steaks & seafood  
Open until 12:30 AM
- Snapper's Sports Bar & Grill**  
3.2 ★★★★★ (136)  
\$\$ - Grill · 1778 Ala Moana Blvd  
Pub with live music, pool & flat-screens  
Open until 2:00 AM
- Red Lobster**  
3.7 ★★★★★ (201)  
\$\$ - Seafood · 1765 Ala Moana Blvd  
New England-themed seafood chain  
Open until 10:00 PM
- Outback Steakhouse**  
3.9 ★★★★★ (182)  
\$\$ - Steak · 1765 Ala Moana Blvd  
Lively Australian-themed chain  
Open until 10:00 PM
- Buffalo Wild Wings**  
3.5 ★★★★★ (180)  
\$ - Chicken Wings · 1778 Ala Moana Blvd  
Sports-bar chain serving American fare  
Open until 2:00 AM
- Bombay Palace Hawaii**  
3.6 ★★★★★ (147)  
\$ - Indian · 1778 Ala Moana Blvd  
Halal Pakistani & Indian restaurant  
Open until 10:00 PM
- Cinnamon's at the 'Ilikai**  
3.9 ★★★★★ (119)  
American · The Ilikai, 1777 Ala Moana Blvd

Showing results 1 - 20

Update results when map moves



Maps



Improving processes and customer care

"The improvements we've made with Google Maps have made us realize that we can genuinely make a difference in our customers' lives."

Dean Peck  
Senior Business Solutions Analyst and Project Manager

READ STORY



Improving patient care

"Google Maps make our user experience much more satisfying, which means patients will use our service again."

Fil Dindl  
Senior Software Engineer

READ STORY



Bringing Winnie-the-Pooh's Hundred Acre Wood to life

"Google Maps APIs are great to have in your creative toolkit, and they let you think and work in unexpected ways."

Arena Hill  
Chief Marketing Officer

READ STORY



Delivering groceries across 25 cities in India

"We've built Bigbasket from the ground up using Google Maps APIs. It makes sure we have the right customer locations and deliver to them on time."

Pranav Jais  
Chief Technology Officer

READ STORY



Improving mobile workforce productivity

"Happy customers translate into growth for us. We have Google Maps to thank, by providing the tools to help us build a single platform unifying drivers and the back office."

Martin Post  
CIO

READ STORY



Helping build a new Chicago

"Thanks to a partnership with Google, the City of Chicago is showing people that government can embrace innovative solutions, make their money go further and improve their lives."

Lorenson Olszak  
IT Director

READ STORY



Driving people from small cities to large airport hubs

"Our shuttle service is built for convenience and Google Maps makes sure everything goes smoothly for picking up and dropping off passengers."

Alan Orlandi  
Chief Technology Officer

READ STORY



Delivering a regional transportation platform in Asia

"Google Maps offers stable technology, as familiar to our customers as let us focus on delivering the most useful transportation solutions."

Andrius Vasilevicius  
Vice President of Engineering

READ STORY

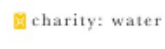


Improving the package-tracking experience

"Google Maps' live tracking makes waiting for a parcel an interactive experience. Every recipient can ensure their delivery fits into their daily routine."

Stefan Müller  
IT Project Manager

READ STORY



Providing clean water and reinventing charity

"With Google Maps APIs, we were able to create a new way for donors to view exactly where their dollars go."

Alexandra Moser  
Senior Product Designer

READ STORY

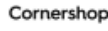


Making it easy to find vacation rentals

"With the help of the Google Maps APIs, Tripping.com's traffic has grown 2,918%, to more than two million unique monthly visitors."

Danny Chi  
Director of Engineering

READ STORY



Delivering groceries on-demand in Latin America

"With Google Maps, we've built an on-demand grocery delivery service from scratch, and can deliver orders within 90 minutes."

Daniel Lombardi  
Founder and Chief Technical Officer

READ STORY



Enabling more intuitive and relevant property searches

"Google has been leading the way in mapping technology for a long time. Users tend to be familiar with experience, making it easier to use — and the tool has a vast amount of information."

Michael Reed  
former head of IT, Douglas and Gordon

READ STORY



Locating methane leaks beneath our city streets

"We chose to use Google Maps APIs because they have the design features and flexibility we needed to visualize the data in a way that can be easily understood."

Cecile By  
Manager in the Office of Chief Scientist

READ STORY



Helping motorcyclists plan and share road trips

"The app has been a huge success—people have planned hundreds of thousands of rides on the website, and the apps are each downloaded between 3,000 and 5,000 times a month."

Heidi Skinner  
Social Strategy Manager

READ STORY



Helping guests book a room

"Through technology, we make it easier for our guests to book a perfect room, have a great stay, and come back for another."

Virginia Salzman  
Vice President of Digital Design

READ STORY



Helping consumers research properties

"Google Maps APIs help us give context to customers as they conduct research and evaluate possible options with respect to location."

Amil Kumar Singh  
Senior Vice President of Product Management

READ STORY



Helping consumers research properties

Helping consumers research properties

Amil Kumar Singh  
Senior Vice President of Product Management

READ STORY



Helping consumers research properties

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Senior Vice President of Product Management

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Helping consumers research properties

Helping consumers research properties

Amil Kumar Singh  
Senior Vice President of Product Management

READ STORY



Helping consumers research properties

Helping consumers research properties

Amil Kumar Singh  
Senior Vice President of Product Management

READ STORY



Helping people find what they need

Helping people find what they need

Amil Kumar Singh  
Senior Vice President of Product Management

READ STORY



Displaying modern, interactive route maps

"We have been able to increase the percentage of flights booked via the route map by more than 40 percent. In the future we are planning to integrate prices into our map—similar to Google Flight Search."

Fabian Mochter



Helping homeowners see their homes in a whole new way

"It's all about personalization and relevance. My agent sending me a site map with personalized information based on how I can better protect my home and family. That's powerful."

Elizabeth Schrier  
Director of Digital and Social Engagement

READ STORY



Directing drivers to free parking spots

"AppyParking has helped more than 100,000 users find parking spaces faster and with less stress."

Dan Hubert  
CEO and Co-founder

READ STORY



Making sales data actionable

"Google Maps makes it easy for our customers to get more out of Salesforce with accurate, approachable visuals."

Scott Westmeyer  
Co-founder

READ STORY



Improving on-the-road productivity of financial consultants

"With Google Maps APIs, we've improved the productivity of our mobile financial consultants by helping them visit more people every day, and giving them financial data at their fingertips."

Amil Kumar Singh  
Senior Vice President of Product Management

READ STORY



Visualizing ecological and social impact

"Through GRAS, we've made this information accessible not only to governments and NGOs, but also to businesses, financial institutions and individuals."

Dr. Norbert Schmitz

READ STORY



Building interactive mall experiences for kiosks and mobile

"We decided to build a solution that would work on touchscreen kiosks and mobile devices to detect visitors' locations and give them interactive walking directions in real time."

Amil Kumar Singh  
Senior Vice President of Product Management

READ STORY



Enhancing intelligence visualization

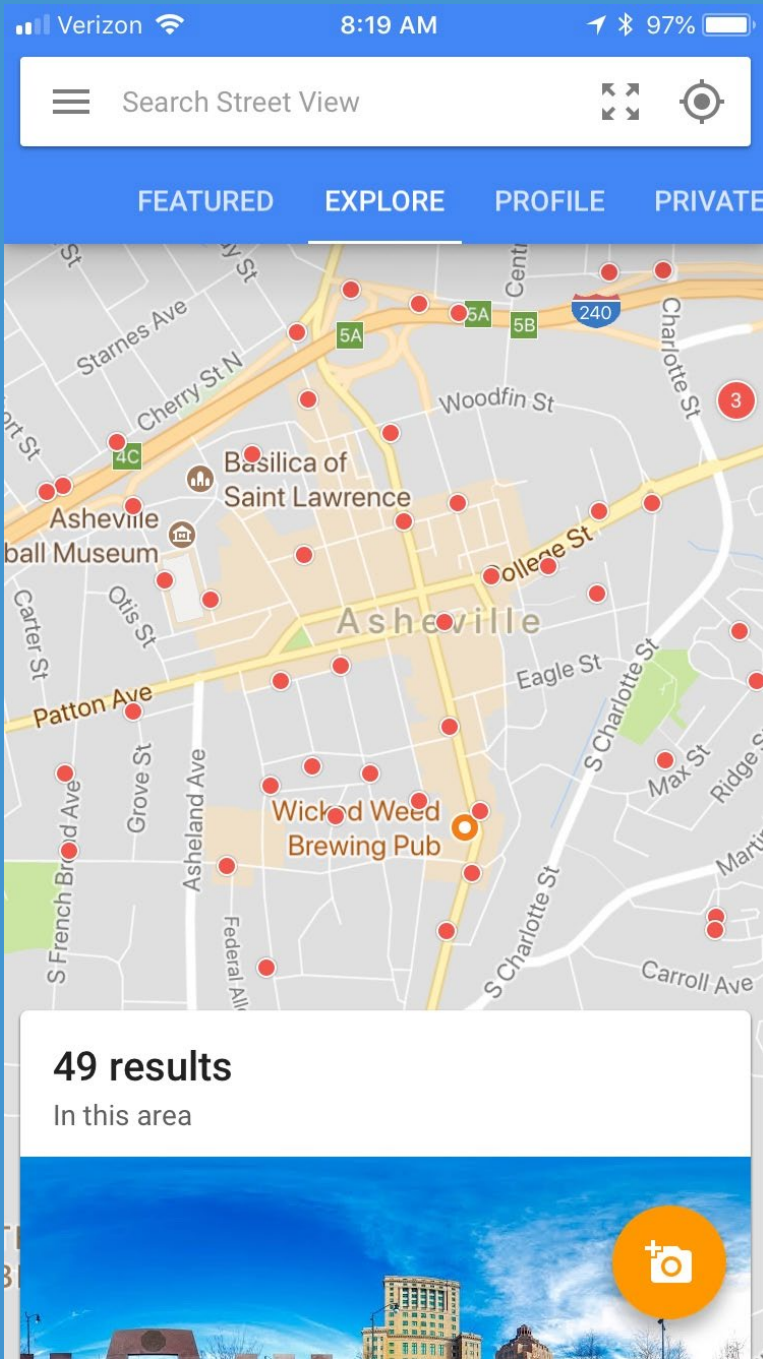
"Google definitely played a key role in helping Madras Central Bank market share in the insurance business - a significant industry."

Amil Kumar Singh  
Senior Vice President of Product Management

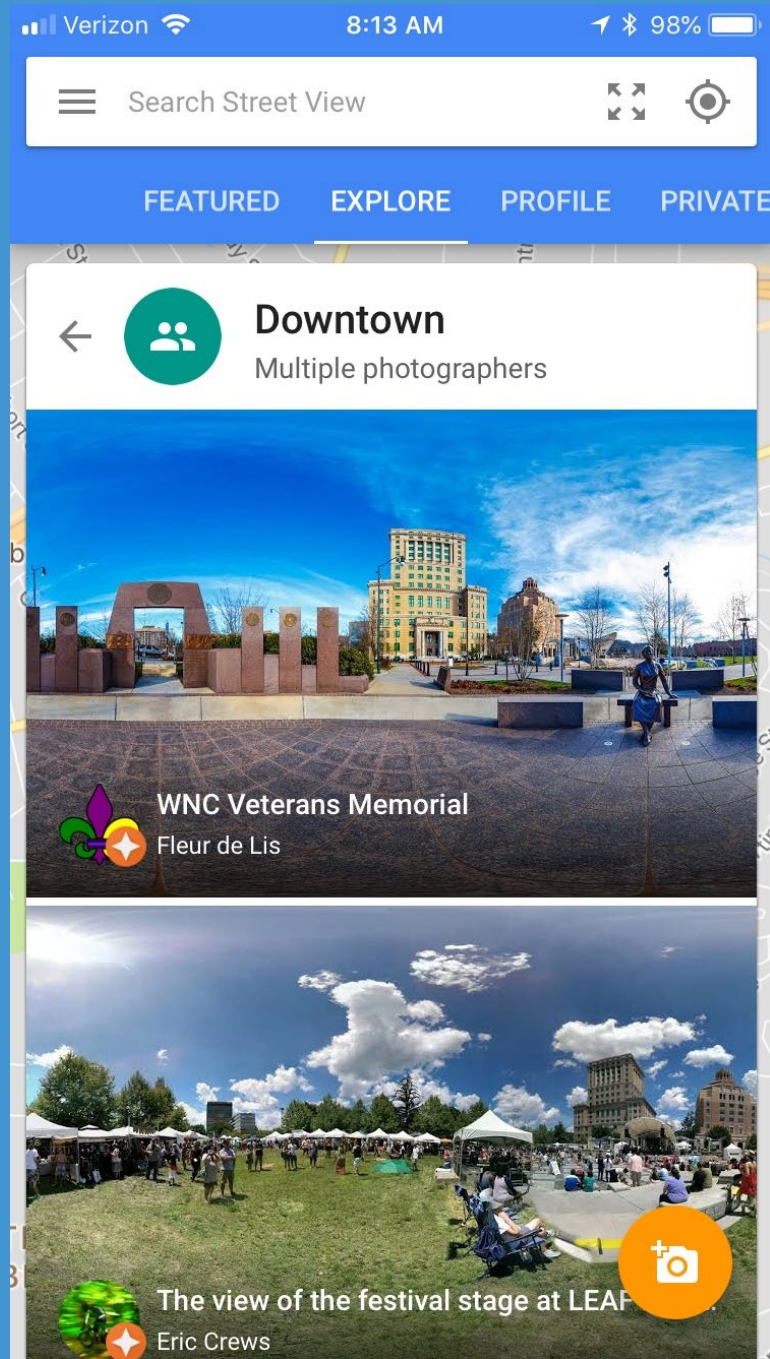
READ STORY

# Thousands of Maps API customers





# Street View





HOTELS



RESTAURANTS



ATTRACTIONS



MUSEUMS

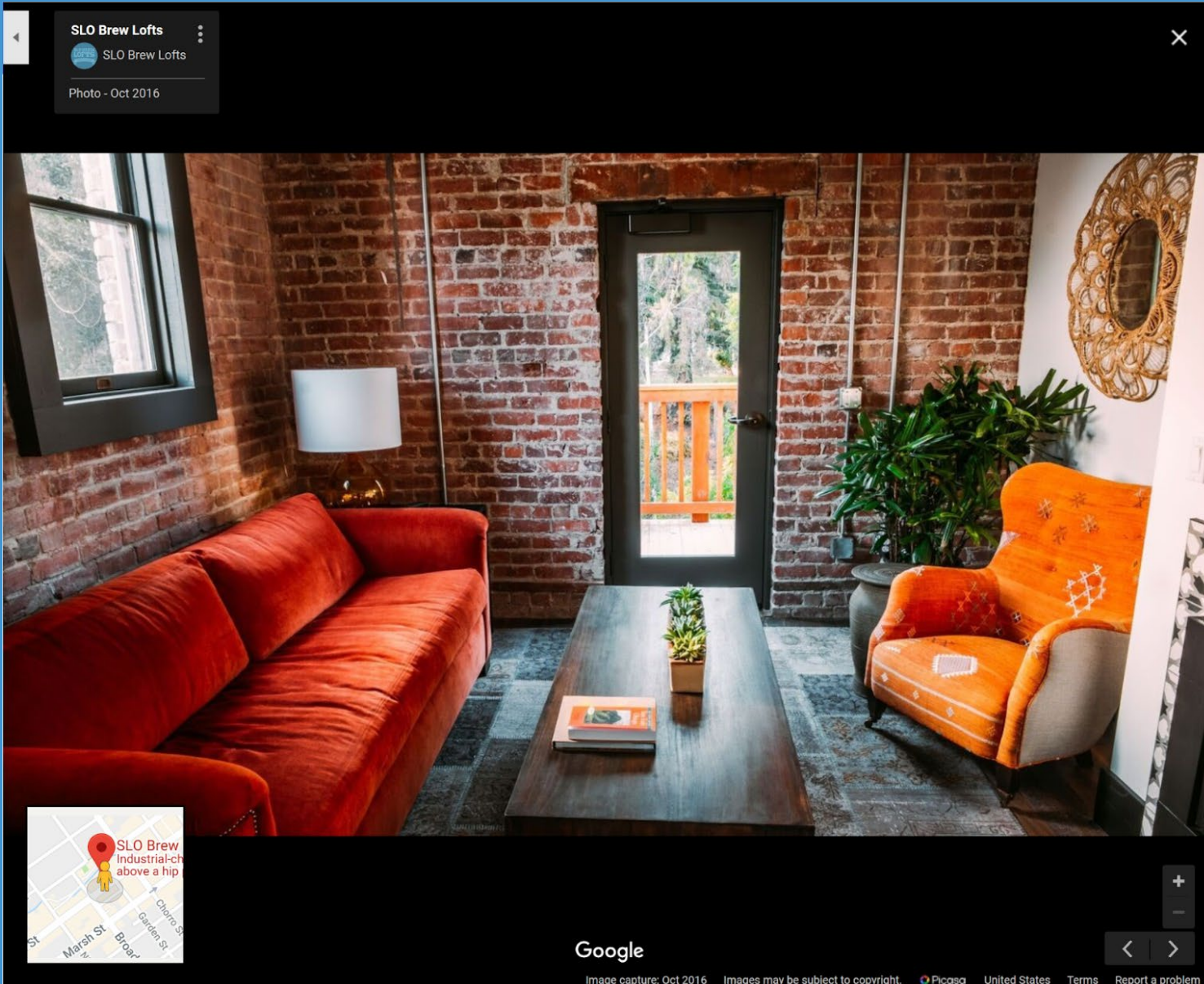


ACTIVITIES



...

These products are important to *Visit SLO CAL* and to *your businesses* when a potential visitor is planning a trip.



Sometimes we  
find things that  
look great!



This was the cover photo for a hotel in Florida.

This was the  
cover photo for  
a park in  
Tennessee.



**+40%**

Missing important  
information  
*30% missing hours!*

**+35%**

Business listings are  
unverified

**7X**

Seven times  
more likely  
to generate  
a click

**2.7X**

as likely to  
be  
considered  
reputable

**70%**

More  
likely to  
visit the  
location

**Completed listings**



Website Visits  
**11,585**

Views on Google Search:  
**252,397**

Views on Google Maps:  
**11,082,365**

**1000x!**

Independence Visitor Center

4.5 ★★★★★ · 331 reviews

Tourist Information Center

SAVE NEARBY SEND TO YOUR PHONE SHARE

Guest resource hub with a multilingual concierge staff, tickets to area attractions & a gift shop.

599 Market St, Philadelphia, PA 19106

phlvisitorcenter.com

(800) 537-7676

Open now: 8:30AM–6PM

Add a label

SUGGEST AN EDIT

Popular times Fridays

Where customers view your business on Google

The Google services that customers use to view your business on Google

1 quarter

Total views 104K

2,000

1,500

1,000

500

0

Jan 1

independence visitor center

ALL IMAGES MAPS NEWS VIDEOS

Independence Visitor Center

4.5 ★★★★★ · 325 reviews · 74 ft

Building in Philadelphia, Pennsylvania

CALL DIRECTIONS WEBSITE

599 Market St, Philadelphia, PA 19106

Closes soon: 6PM · Opens 8:30AM Wed

The Independence Visitor Center is the Official Visitor Center for the Greater Philadelphia Region, located in Independence National Historical Park at 599 Market Street, One North Independence Mall West, in Philadelphia, PA 19106. Wikipedia

- Listing on Search 51K
- Listing on Maps 53.3K

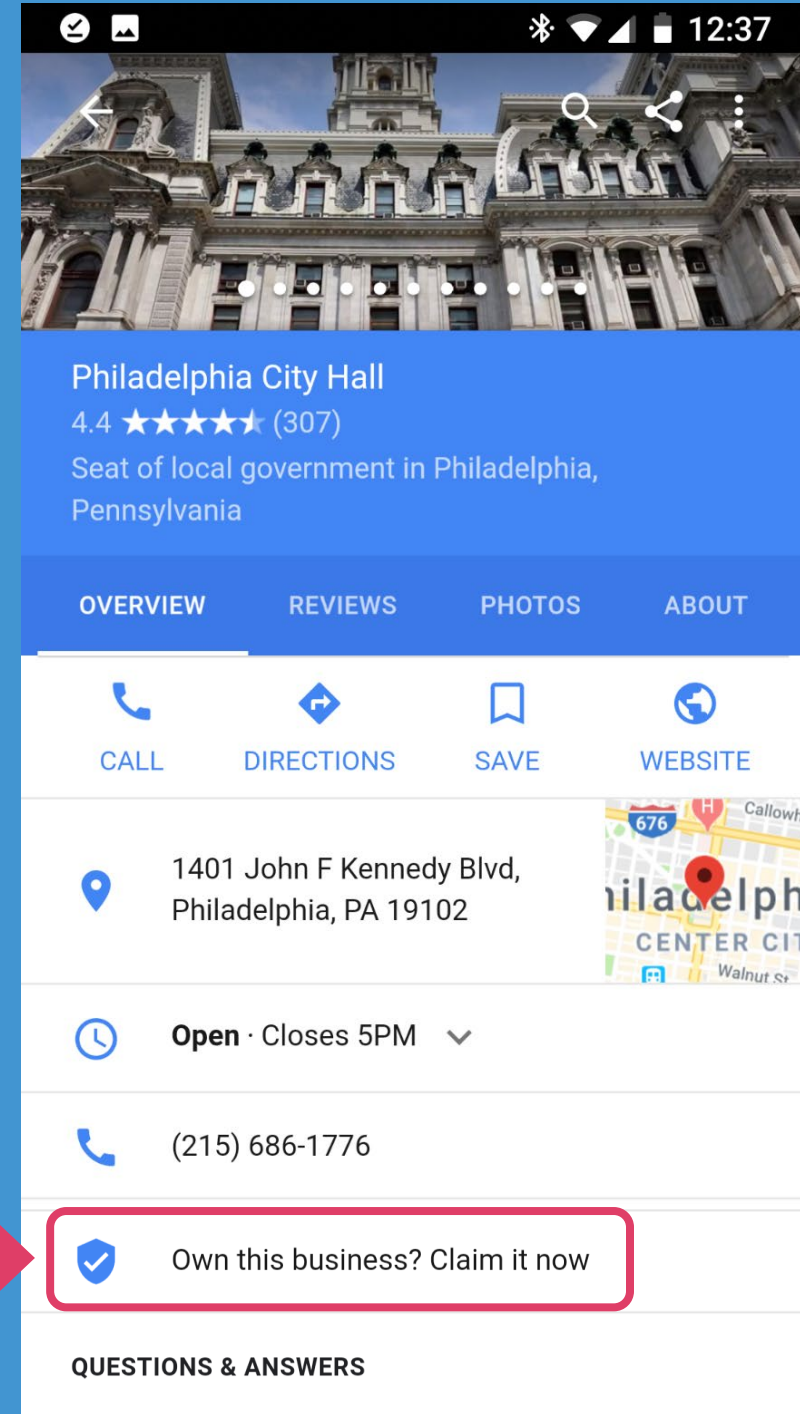
Information provided by Nicole Woods for Independence Visitor Center Corp.

**6!** ways to **maximize** your **exposure** in  
Google products.

ONE

Make Sure Your Business is Verified & Up  
to Date

Make sure you've  
claimed and verified  
your business listing.



# Business descriptions are back

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Settings
- Support

Monday 8:30 am-5:00 pm  
Tuesday 8:30 am-5:00 pm  
Wednesday 8:30 am-5:00 pm  
Thursday 8:30 am-5:00 pm  
Friday 8:30 am-5:00 pm

Advanced information  
Store code 19008869

From the business

Write a brief description of your business. [Learn more](#)

---

0 / 750

CANCEL APPLY

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

- Add business description
- Add opening date
- Add photos

Ravish Honolulu

OVERVIEW POSTS REVIEWS PHOTOS

FROM RAVISH HONOLULU

"Serving innovative dishes and cocktails, RAVISH at THE MODERN HONOLULU is about reveling in Hawaii's culinary renaissance. Believing food should be experienced, not just enjoyed, Our team will take you on an innovative culinary journey from the...[More](#)

WEB RESULTS

[Ravish Honolulu - Book A Table - 418 Photos & 123 Reviews - ...](#)  
<https://www.yelp.com/biz/ravish-hon...>

123 reviews of Ravish Honolulu "My longtime friend and I had a lot of catching up to do, and Ravish was the perfect place for our ... Photo of Ravish Honolulu - Honolulu, HI, United States.

Know this place?  
Answer quick questions

OK CLOSE

Make sure hours are accurate

Miles Partnership  
6751 Professional Parkway West Suite 200  
Sarasota, FL 34240

- Home
- Posts
- Info**
- Insights
- Reviews
- Messaging
- Photos
- Website
- Users

Sunday	Closed	
Monday	8:30 am-5:00 pm	
Tuesday	8:30 am-5:00 pm	
Wednesday	8:30 am-5:00 pm	
Thursday	8:30 am-5:00 pm	
Friday	8:30 am-5:00 pm	
Saturday	Closed	

Advanced information

Store code 19008869

- Add special hours
- (941) 342-2300  
(800) 683-0010  
(877) 342-2300  
(877) 342-2424
- Website  
http://www.milespartnershi
- Appointment URL  
Add URL
- Add attributes
- Add business description
- Add opening date
- Add photos

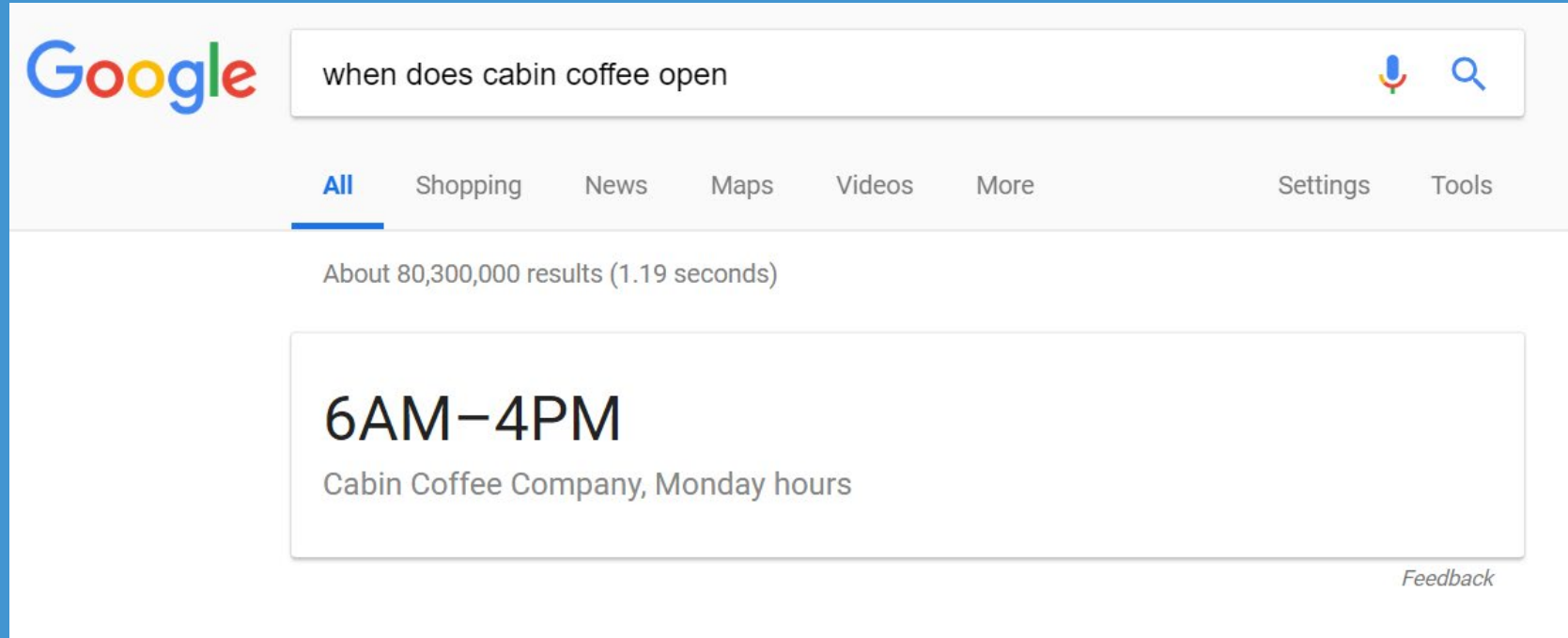
### Hours

Sunday	<input type="checkbox"/> Closed			
Monday	<input checked="" type="checkbox"/> Open	8:30 am	5:00 pm	<a href="#">ADD HOURS</a>
Tuesday	<input checked="" type="checkbox"/> Open	8:30 am	5:00 pm	<a href="#">ADD HOURS</a>
Wednesday	<input checked="" type="checkbox"/> Open	8:30 am	5:00 pm	<a href="#">ADD HOURS</a>
Thursday	<input checked="" type="checkbox"/> Open	8:30 am	5:00 pm	<a href="#">ADD HOURS</a>
Friday	<input checked="" type="checkbox"/> Open	8:30 am	5:00 pm	<a href="#">ADD HOURS</a>
Saturday	<input type="checkbox"/> Closed			

[CANCEL](#) [APPLY](#)

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

Hours are now displayed as quick answers (and as spoken responses from Google Assistant!)



**NEW!**

These exposures are now counted in your Insights tab of GMB.

BONUS FOR HOTELS

Update & Monitor Amenities





Home



Info



Insights



Reviews



Messaging



Photos



Bookings



Website



Users



Create an ad



Add new location



Manage locations



### Accessibility

- Wheelchair accessible entrance
- Wheelchair accessible parking lot
- Wheelchair accessible elevator
- Wheelchair accessible



### Amenities

- No convenience store
- Swimming pool
- ✓ Outdoor

### Spa

- Room service
- Air conditioning

- Not all-inclusive
- Bar onsite

### Business center

- No child care
- Concierge
- Dogs allowed
- No currency exchange
- Pets welcome

- Fitness center
- No free breakfast

- Good for kids
- No hot tub

- In-room safe
- Laundry service

- Massage services
- Meeting rooms

- Parking
- ✓ Paid

- Restaurant

### Crowd

## Attributes

Only attributes you can edit are shown below. [Learn more](#)

Search these attributes

### Amenities

✓ Air conditioning

+ Airport shuttle

⊘ All-inclusive

+ Baggage storage

✓ Bar onsite

+ Beach access

✓ Business center

⊘ Child care

✓ Concierge

⊘ Convenience store

⊘ Currency exchange

✓ Dogs allowed

✓ Fitness center

⊘ Free breakfast

TWO

Check “Insights” in Google My Business  
Regularly

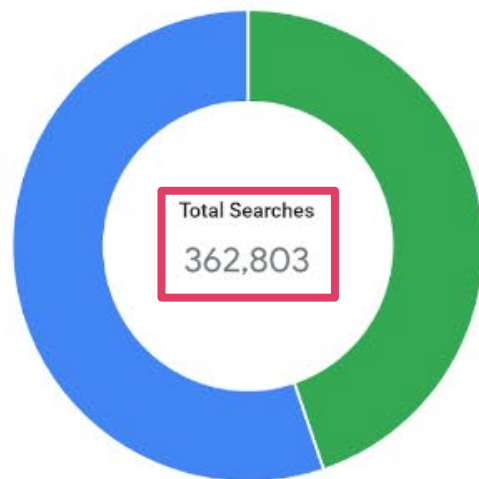
- Home
- Info
- Insights**
- Reviews
- Messaging
- Photos
- Bookings
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Linked accounts
- Settings
- Support

### Data improvements underway

You may notice some changes to the direct and discovery search numbers. For more information please visit the [Help Center](#).

### How customers search for your business

1 quarter



- Direct**  
Customers who find your listing searching for your business name or address
- Discovery**  
Customers who find your listing searching for a category, product, or service



Businesses with recent photos typically receive more clicks to their websites. [Post photos](#)

### Where customers view your business on Google

The Google services that customers use to find your business

1 quarter

Total views 2.02M



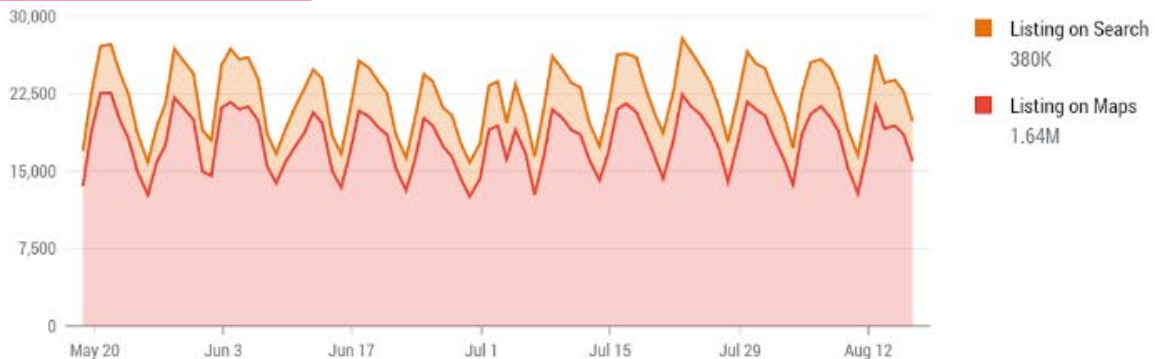
- Home
- Info
- Insights**
- Reviews
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1 quarter

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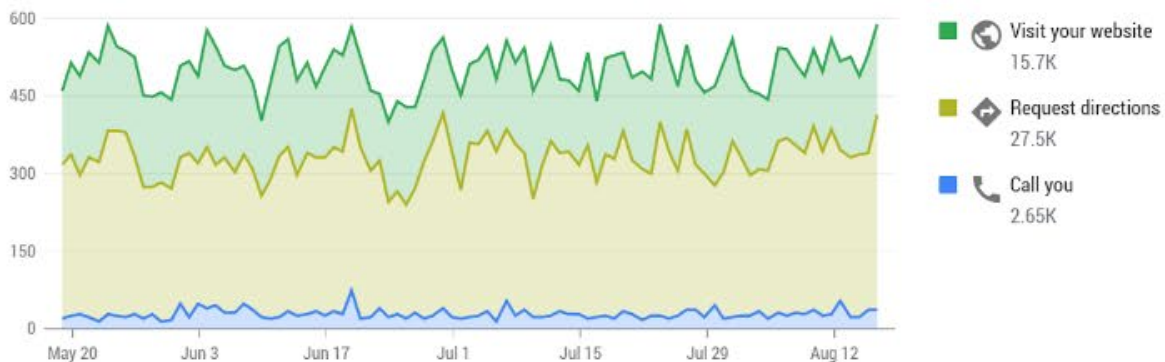
2.0m

### Customer actions

The most common actions that customers take on your listing

1 quarter

Total actions 45.8K



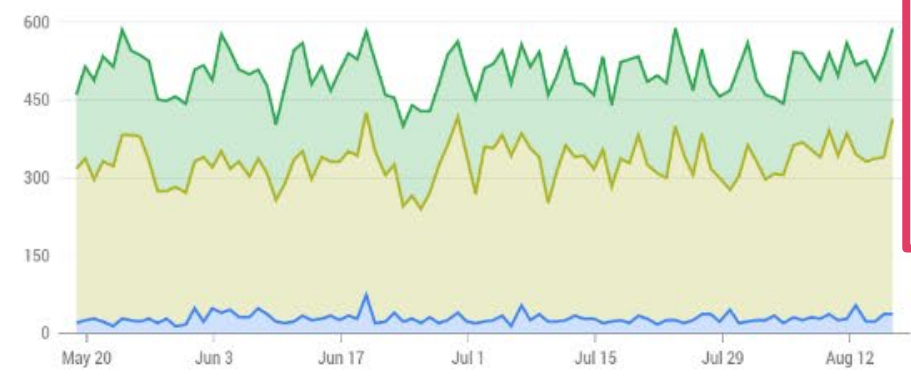
- Home
- Info
- Insights**
- Reviews
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1 quarter

Total actions 45.8K



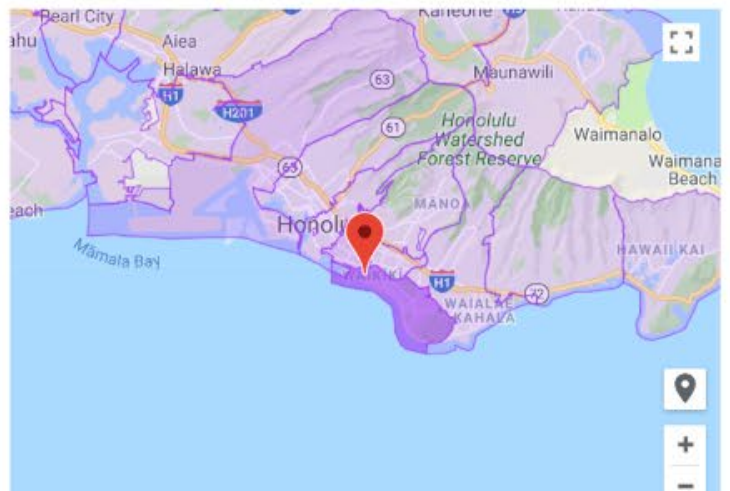
- Visit your website  
15.7K
- Request directions  
27.5K
- Call you  
2.65K

### Directions requests

The areas where customers request directions to your business from

1 quarter

96815	7,233
96814	1,846
96819	1,589
96826	883
96813	685
96817	525
96816	482
96825	291
96744	259
96797	249
96818	207
96822	206
96821	109
96706	97
96701	82
96734	66



**NEW!**

# Queries used to find your business

- Home
- Posts
- Info
- Insights**
- Reviews
- Photos
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Linked accounts
- Settings

Queries used to find your business • [Send feedback](#) ?

The most popular queries for your business by unique users

1 month ▾

	Query	Users
1	wanaka tree	4,514
2	that wanaka tree	795
3	lake wanaka tree	495
4	the wanaka tree	467
5	that wanaka tree (#thatwanakatree) wanaka-mount aspiring road, wanaka, new zealand	234
6	that wanaka tree (#thatwanakatree) wanaka-mount aspiring road, wanaka	134
7	lone tree wanaka	107
8	wanaka tree location	107
9	wanaka	95
10	lonely tree wanaka	89

**NEW!**

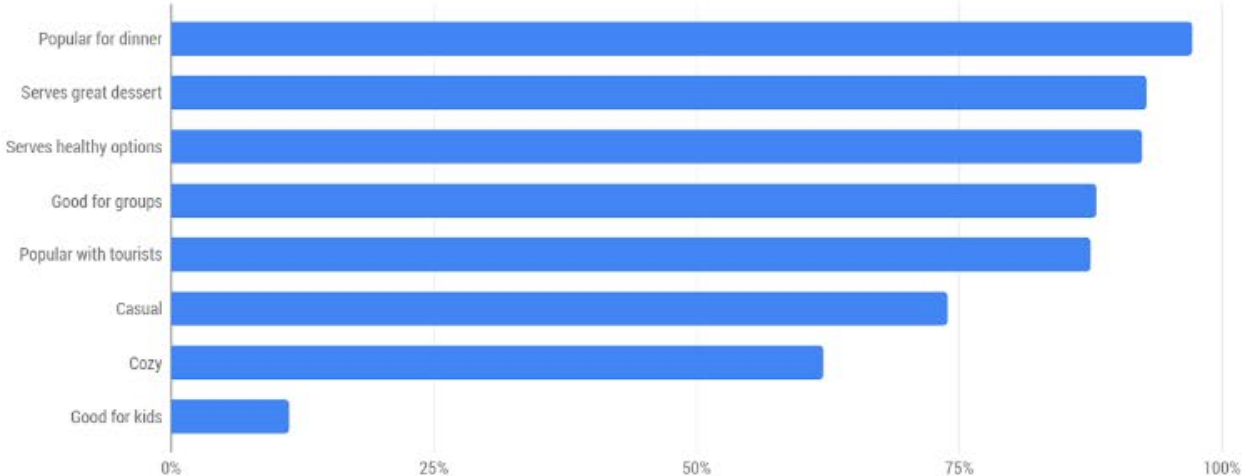
# What your business is known for

- Home
- Posts
- Info
- Insights**
- Reviews
- Messaging
- Photos
- Bookings
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Linked accounts
- Settings
- Support

## What your business is known for



How you score on key attributes that help customers decide where to go

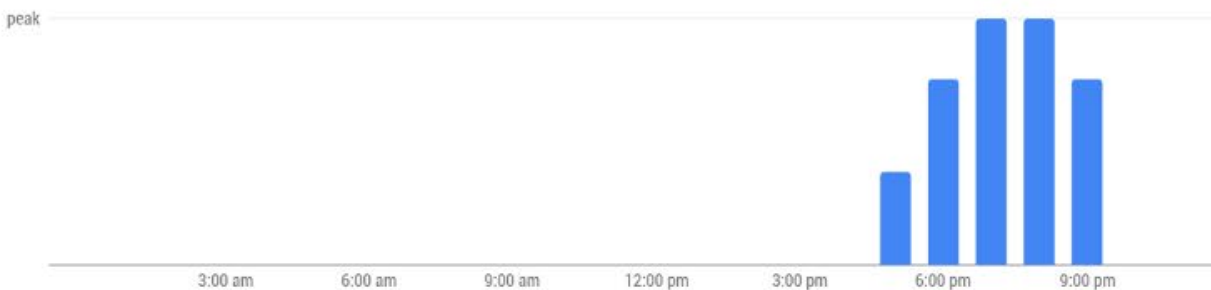


## Popular times



Your most popular time is around 8:00 PM on Friday

Friday



THREE

Respond to Reviews Quickly





Manage locations



Linked accounts



Settings



Support

### Important updates

Google may send you important updates about your account



### Customer reviews

Alerts when customers post reviews of your business



### Questions and answers

Alerts about questions and answers posted to your business on Google



### Photos

Tips and updates about photos on your Google listing



### Listing health

Timely alerts to help you keep your business info accurate on Google



### Insights

Personalized insights and tips about your customers and listing



### Product updates

Occasional alerts about new features and offers to improve your listing's performance



### Feedback



Make sure you know when reviews are posted



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Bookings



Website



Users



Create an ad

← Back



Ashley Biehl

★★★★★ 24 weeks ago

Great service, great cocktails, delicious food. Have the pork belly bao if you want your life to be complete. Mom had the lobster poached in butter with lemon ricotta ravioli and I had sushi. All of it was delicious. Servers were attentive and knowledgeable. Fantastic atmosphere—definitely sit outside. It's a covered patio with little fire heaters. We were very comfortable.



(owner)

Just now

[Your reply](#)

Thanks so much for your review, so glad you had a good experience at Ravish Honolulu. We pride ourselves on delivering quality service to our customers in Waikiki. If you liked our pork belly bao, you should try our double cut smoked pork chop on your next visit! Hope to see you again soon!

Please note that your reply will be displayed **publicly** on Google and must comply with Google's local content policies.

[Learn more](#)

Post reply

Cancel

## Responding to **Positive** Reviews:

- Say thanks
- Mention your **business name**
- Mention your **location/city**
- Mention a **product or service** that's not mentioned in the review, or that's new

*The meal and service we're the best I've had in years. Try the steak and brussel sprouts and you will see what I mean. After dinner have a 1930 recipe for an Amaretto Sour that was off the chart good, not sweet but just perfect. Remarkable dinner near one of a kind.*

Thanks so much for your review, so glad you had a good experience at The Chop Shop. We pride ourselves on delivering quality service to our customers in Kalamazoo. If you liked our steak, you should try our double cut smoked pork chop on your next visit! Hope to see you again soon!

So sorry you had a bad experience, we typically begin our light show promptly at 10. During your visit we experienced some technical difficulties with the ride. My name is Robert, I am the manager. Please call our office and ask for me and I will provide you with free passes for your next ride.

## Responding to **Negative** Reviews:

- Say you're sorry they had a bad experience
- Don't mention your business name or location
- Suggest they contact you offline
- Keep it short



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Bookings



Website



Users



Create an ad

All

Replied

Haven't replied



Greg Dalin

★★★★★ 16 weeks ago

Sigh sucks they shut down. Glad I was able to go a week before they did

Reply



Tânia Duarte

★★★★☆ 17 weeks ago

Food and drinks were just ok for the high price. Expected way more taste from what was on the menu prices.

Reply



Flag as inappropriate



Kyle Holtzman

★★★★★ 18 weeks ago

Great service! Our waitress was so friendly and accommodating. If you can, sit outside. There is a beautiful view of ... [More](#)

Reply



Andrew Newbery

★★★★★ 22 weeks ago



*Maps user contributed content is most valuable when it is honest and unbiased. Examples of disallowed practices include, but are not limited to:*

***Reviewing your own business.***

***Posting content about a current or former employment experience.***

***Posting content about a competitor to manipulate their ratings.***

FOUR

Add Great Photos (and Videos) Frequently

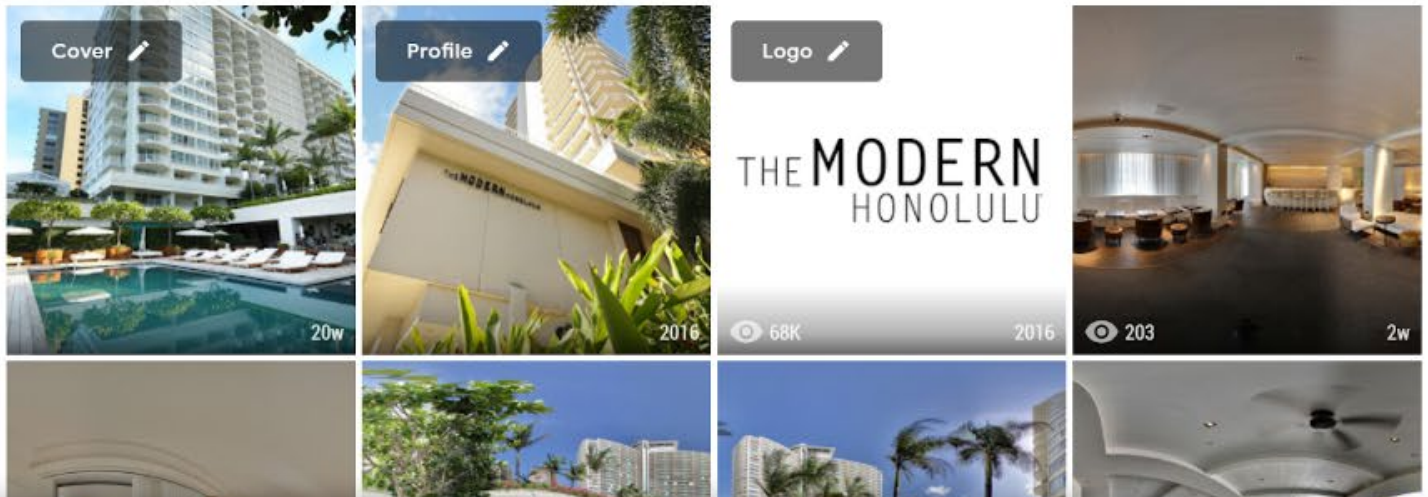
- Home
- Info
- Insights
- Reviews
- Messaging
- Photos**
- Bookings
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Linked acc
- Settings
- Support

Overview By owner By customer 360 Video Interior Exterior Food and drink Common a > ☰

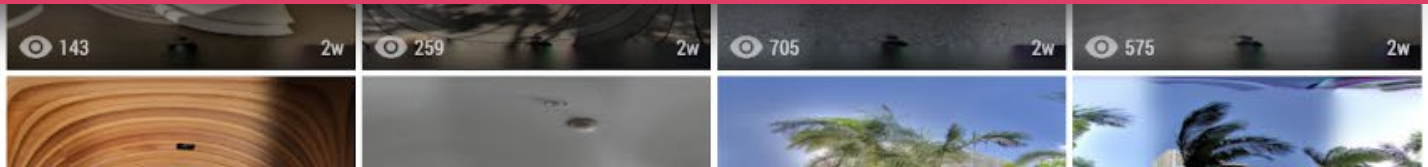


Video  
Use a video to tell the story of your business and what makes it unique.

Add videos

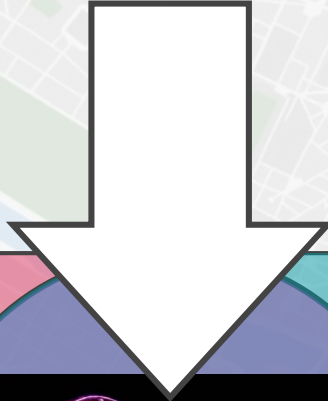


Create a calendar for uploading new visual content





# Photo Sweet Spot



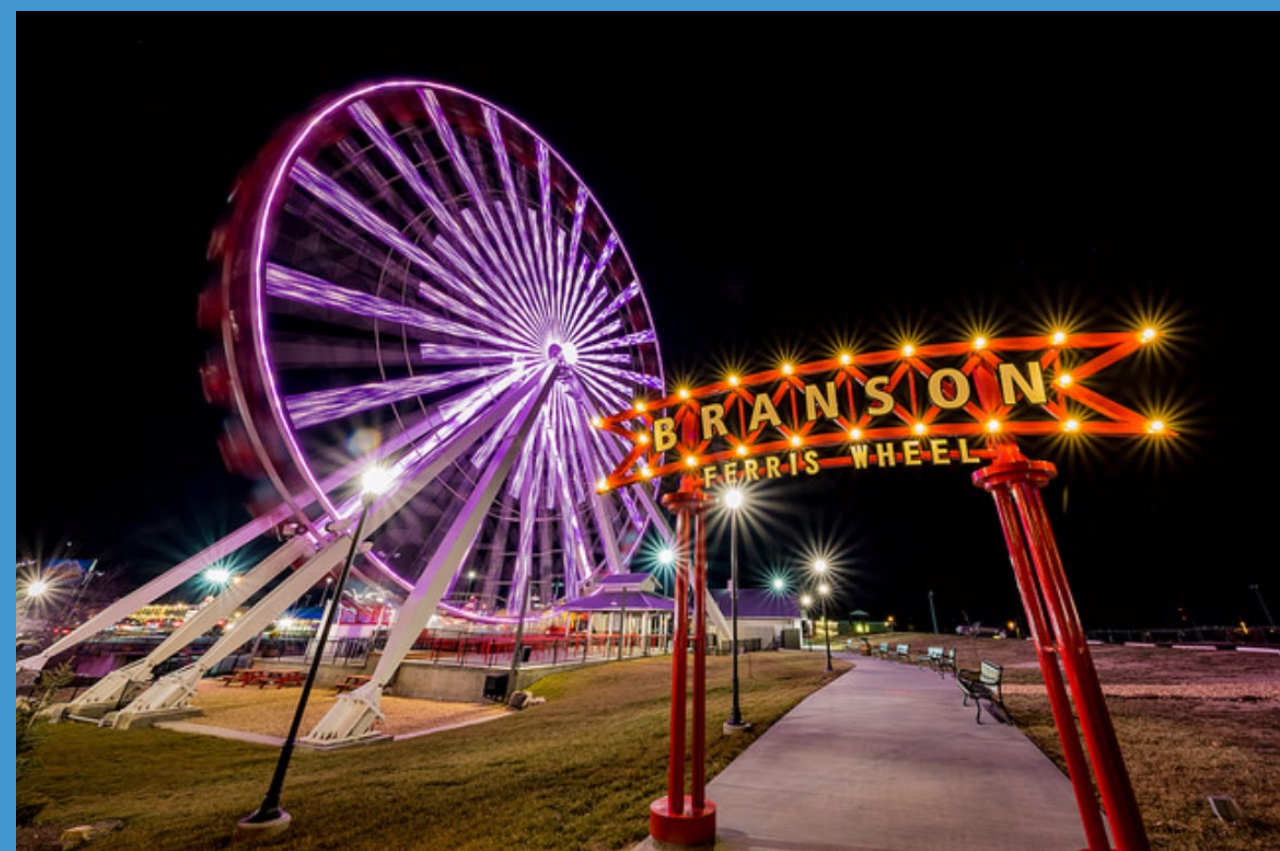
## 1. INFORMATIVE

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

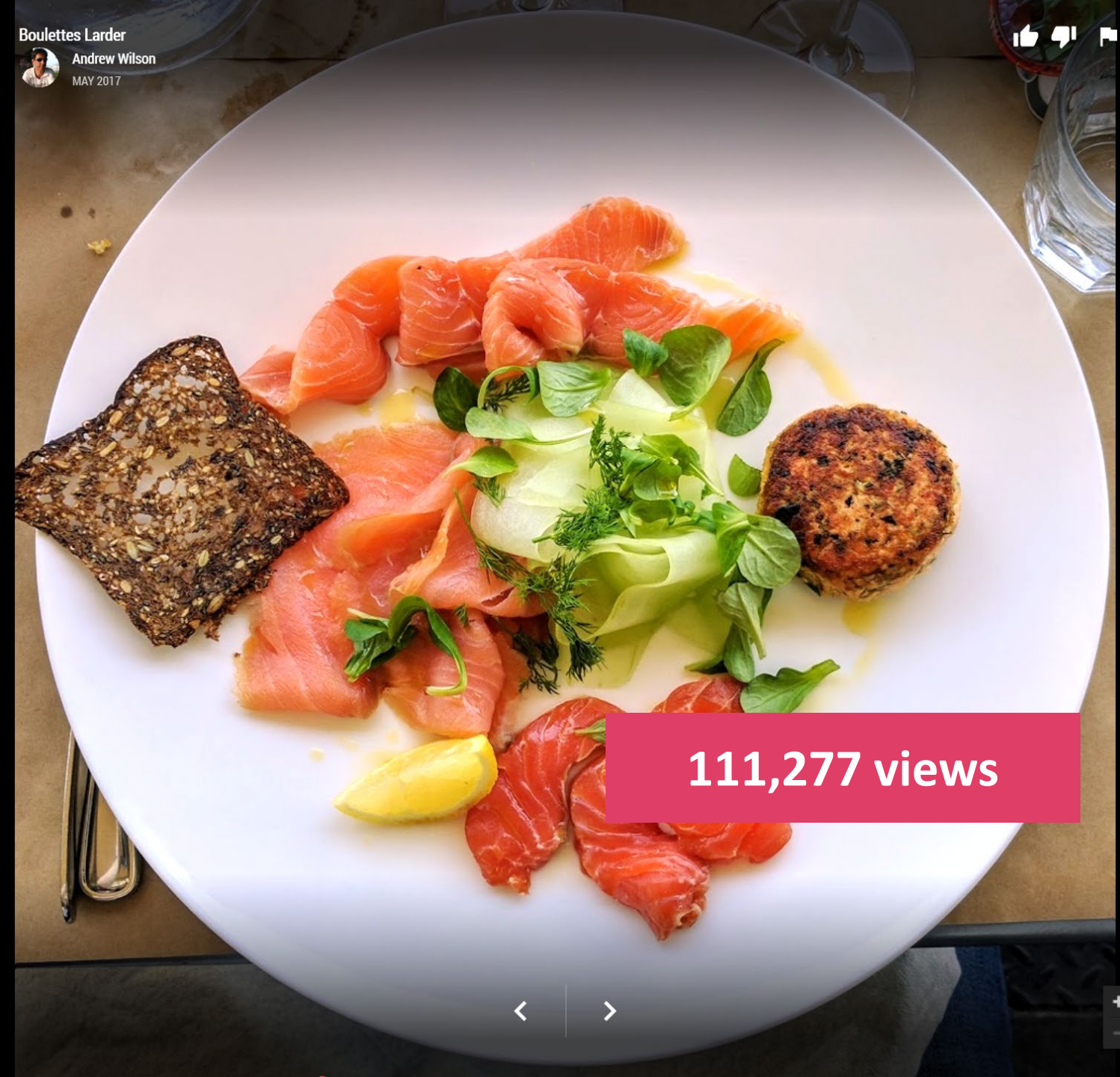
What makes this photo eye-catching? Consider **color**, **contrast**, **saturation**, **lighting**, **focus** and **leading lines**.



**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.



111,277 views



10,757 views

10X

## 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.
- Don't **composite** images.
- You are *allowed* to add caption/credit/logo to the images, as long as they occupy less than 10% of the total area along one side but **they don't tend to perform as well**.
- Shoot **mostly horizontal** images.
- Interiors **without people are preferred** to those with people. Avoid identifiable faces & PII, or have release forms.



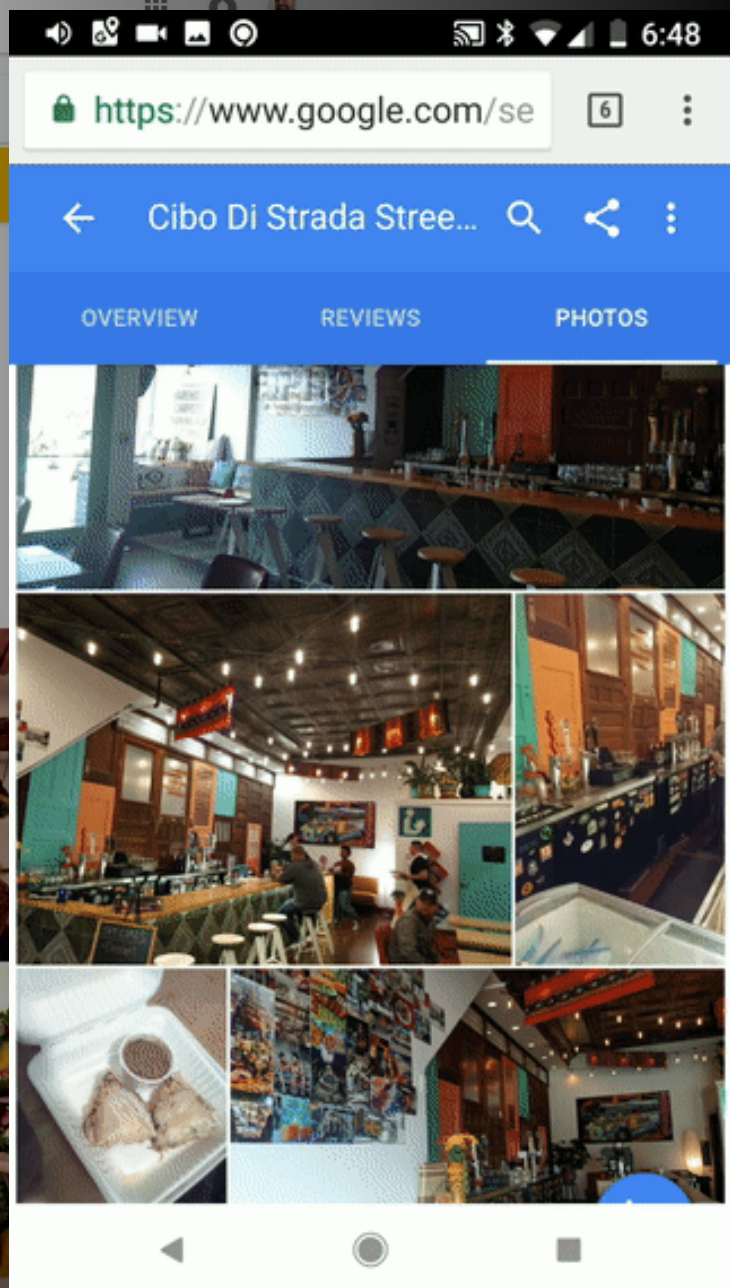
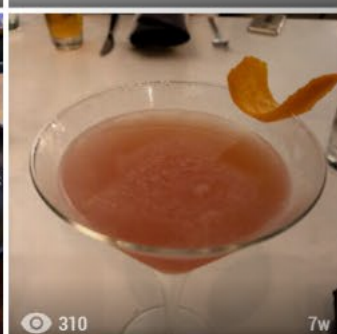
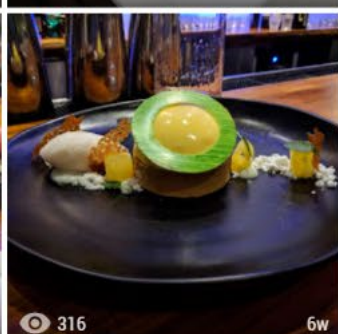
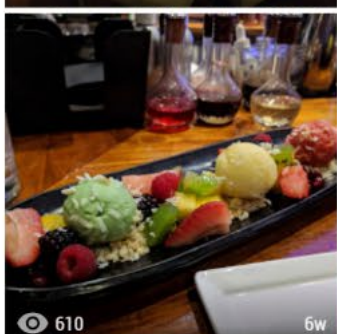
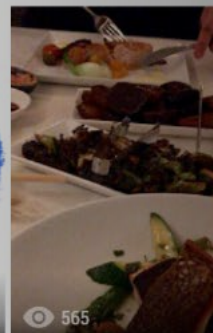
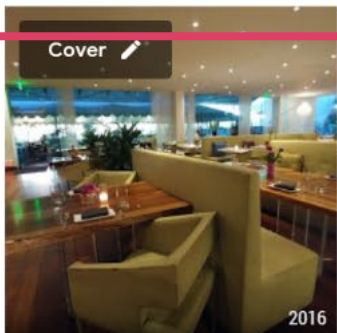
We have updated your business information based on user reports and our data. [Learn more](#) [Review updates](#)



### Video

Use a video to tell the story of your business and what makes it unique.

[Add videos](#)





Another day in the woods



**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](#)

BONUS  
Set Cover Photo

NEW!

Setting your cover photo tells Google your “top pick”

The image shows the Google My Business interface for 'Ravish Honolulu'. The left sidebar contains navigation options: Home, Posts, Info, Insights, Reviews, Messaging, Photos (highlighted), Bookings, Website, Users, Create an ad, Add new location, Manage locations, Linked accounts, Settings, and Support. The main content area shows the business name, address (1775 Ala Moana Blvd, At The Modern Honolulu, Honolulu, HI 96815), and a 'Video' section with an 'Add videos' button. Below this is a grid of photos with edit icons for 'Cover', 'Profile', and 'Logo'. A 'Set cover' dialog box is open, showing 'Upload', 'Albums', and 'Cover photos' tabs. The 'Upload' tab is active, displaying a dashed box for a photo and a 'Select a photo from your computer' button. A red line connects the 'Cover' edit icon to the dialog box.

Google My Business

Search locations

Ravish Honolulu  
1775 Ala Moana Blvd  
At The Modern HONOLULU  
Honolulu, HI 96815

Home  
Posts  
Info  
Insights  
Reviews  
Messaging  
Photos  
Bookings  
Website  
Users  
Create an ad  
Add new location  
Manage locations  
Linked accounts  
Settings  
Support

Overview By owner By customer 360 Video Interior Exterior Food and drink Menu T >

Video  
Use a video to tell the story of your business and what makes it unique.  
Add videos

Cover Profile Logo

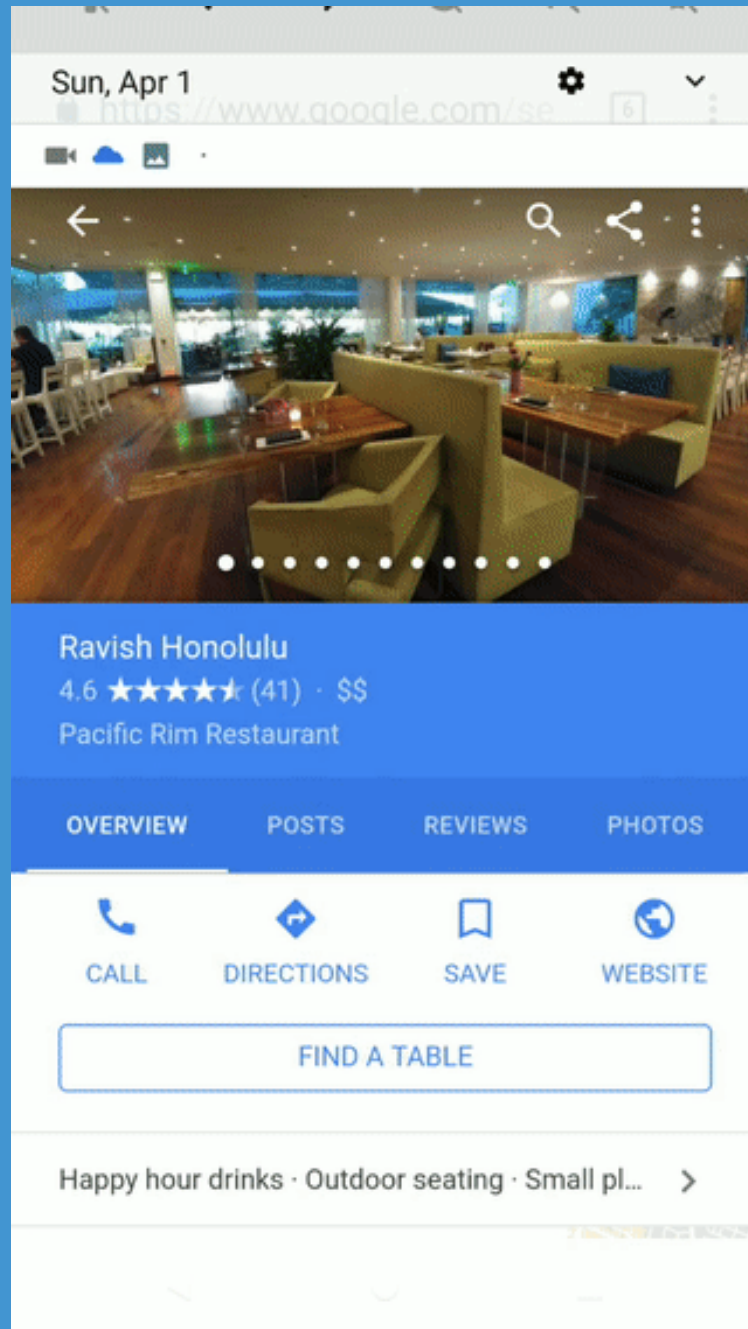
Set cover  
Upload Albums Cover photos  
Drag a photo here  
Select a photo from your computer



FIVE

Pay Attention to “Questions & Answers”

Questions & Answers are a great way to interact with customers.



*"Do you have a grain free or gluten free menu?"*



**RAVISH HONOLULU**

1775 Ala Moana Blvd, At THE  
M...

REPLY NOW

10:17  
https://www.google.com/search  
Barber Vintage Motorsports Mus...  
Ask the community  
When is the fall motorcycle meet  
2  
Answer  
beardenjim  
Local Guide · 286 reviews · 213 photos  
2 months ago  
I'd say in the fall  
4  
1 MORE ANSWER  
What's the cost  
1  
Answer  
Thomas Rutherford

5:46 100%  
Barber Vintage Motorsports Mus...  
Kimberly Janovitz  
11 months ago  
When is the fall motorcycle meet  
3  
AbnCavScout  
4 months ago  
Always the 2nd weekend of October. ...  
NOTE: If the 1st of October falls on a Sunday, - the 2nd weekend (Fri. thru Sun.) will be the 5th, 6th, and 7th.  
2  
Julie Hobgood  
6 months ago  
I think it's the third weekend in October.  
1  
Add an answer publicly

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

Analysis of 123 SF area  
businesses.

25%

Had questions

0%

Had answers from the  
business owner.



Manage locations



Linked accounts



Settings



Support

### Important updates

Google may send you important updates about your account



### Customer reviews

Alerts when customers post reviews of your business



### Questions and answers

Alerts about questions and answers posted to your business on Google



### Photos

Tips and updates about photos on your Google listing



### Listing health

Timely alerts to help you keep your business info accurate on Google



### Insights

Personalized insights and tips about your customers and listing



### Product updates

Occasional alerts about new features and offers to improve your listing's performance



### Posts

Tips and updates about your posts on your Google listing.



### Feedback

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

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>.

← 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?

# Report bad answers (or questions)

8 more answers

---

When is the fall motorcycle meet

2   Answer

**beardenjim**  
Local Guide · 328 reviews · 212 photos

3 months ago  
Id say in the fall

5

2 more answers

---

What's the cost

1   Answer

**Thomas Rutherford**  
Local Guide · 3 reviews · 14 photos

7 months ago

What would you like to report?

- OFF-TOPIC
- NO LONGER APPLIES
- ADVERTISING OR SPAM
- HATE, VIOLENT OR INAPPROPRIATE
- INCORRECT INFORMATION**
- SOMETHING ELSE



Jose Realty

Is parking available?

Helpful?



THE MODERN HONOLULU (Owner)

Add an answer publicly



Jose Realty

Is parking available?

Helpful?



Ryan Devlin

Local Guide · 93 reviews · 193 photos

6 months ago

In the actual hotel it's valet parking only. There's also an additional car retrieval fee that was on our room bill in addition to the \$35 per night. Self parking across the road.

2



Chaz Kahalehoe

Local Guide · 135 reviews · 241 photos

6 months ago

Yes, it's very expensive parking in Waikiki is hard to find and will cost you money

1



Ron Cole

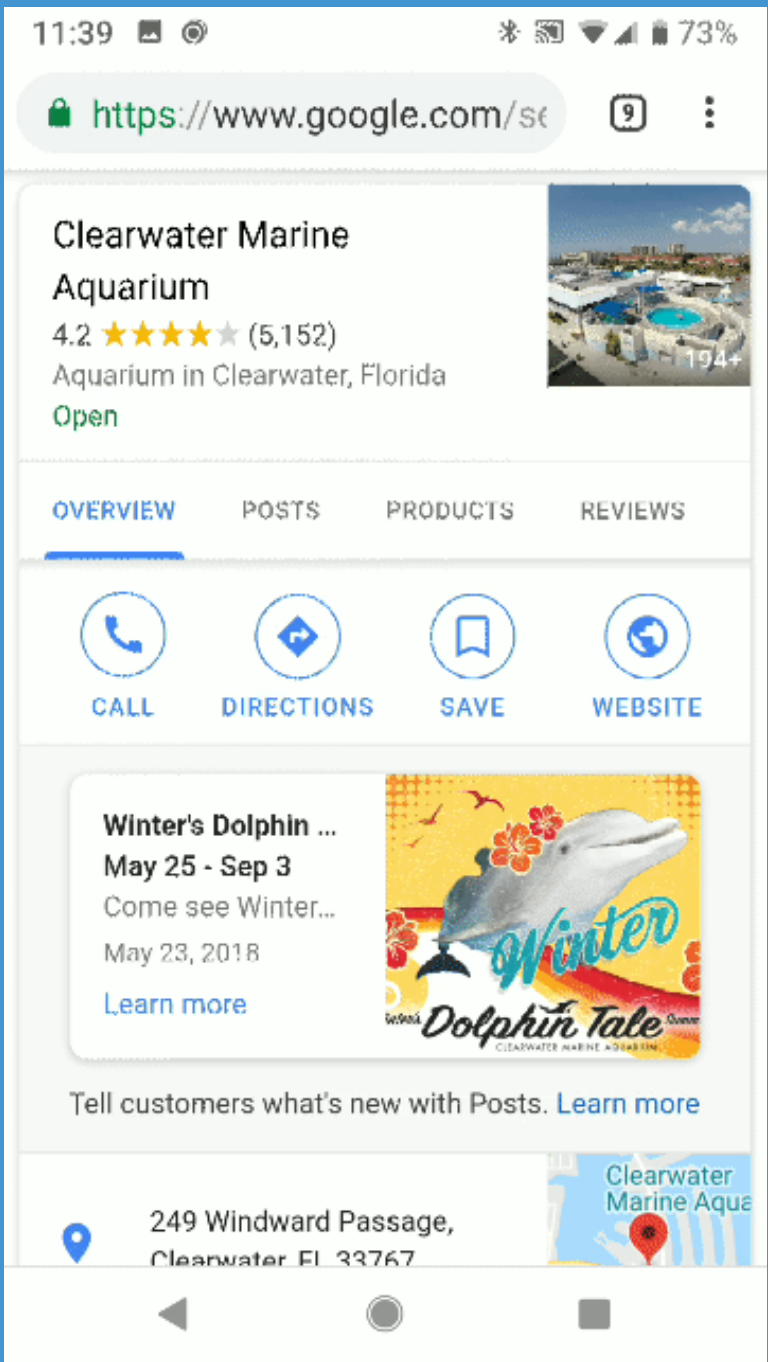
6 months ago

Upvote the best questions  
and answers



SIX

Grab Free Screen Real Estate with Posts



Posts appear in your knowledge panel and provide a huge amount of real estate for your business (free!)

Miles Partnership  
6751 Professional Parkway West Suite 200  
Sarasota, FL 34240

Home

**Posts**

Info

Insights

Reviews

Messaging

Photos

Website

Users

Create an ad

Add new location

Manage locations

Linked accounts

Settings

Support

Write your post



Your posts

Last 28 days

Views

258

24%

Clicks

Not enough data

[Learn more](#)

All What's new Events Offers Products

Posted Jul 20, 2018

### The State of the American Traveler: Traveler Segments Edition Webinar



Register Now

#### Webinar: The State of the American Traveler

Aug 1, 3:00 PM - 4:00 PM

The Traveler Segments Edition of The State of the American Traveler takes a look at different age groups and expands into what defines different segments of U.S. travelers. From generational attributes and travel interests to activities and behaviors, this webinar will share how different groups of U.S. leisure travelers plan, book and experience travel. Sign up now to reserve your spot in this free webinar!

Sign up

268 views

0 clicks

Share post



Create post

PREVIEW

PUBLISH

What's New

Event

Offer

Product

Need some ideas? Look at some sample posts.



Make your post stand out with a photo or video

Write your post

100 - 300 words

Add a button

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)

example.com

- 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.

# Products, menu items, events, offers, updates, news, videos...

EVENT



Posted 1 day ago

### Luxury high-rise open house this weekend Aug 5 – 7, 2017

Ravenscroft Tower's modern apartments are now available to view. Come take a walk through your future home! Two- and three-bedroom apartments are coming on the market soon, and waiting lists are now open.

[Learn more](#)

OFFER



Posted 1 day ago

Get your best friend ready for summer with a complete grooming and paw cleanup for only \$50, now through Friday. (Be sure to ask to see our selection of snazzy bandanas, complimentary with any grooming service!)

[Book](#)

NEWS



Posted 1 day ago

We're happy to announce Holliman Tower's state-of-the-art apartments are now available for rent. These modern homes are located on the edge of Riverview Park, boasting access to running and cycling paths as well as a playground and exercise area. Sign up on our website to be notified when further units become available.

[Learn more](#)

[BOOK](#)

[ORDER ONLINE](#)

[BUY](#)

[LEARN MORE](#)

[SIGN UP](#)

[GET OFFER](#)

× Create post PREVIEW PUBLISH

What's New Event Offer Product >

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)

## 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.

6!

# ways to **maximize** your **exposure** in Google products.

1. Claim your listing & keep key info current
2. Check Insights regularly
3. Respond to reviews quickly
4. Add great photos frequently
5. Pay attention to Questions & Answers
6. Leverage free promotion with Posts

# Thanks!

Visit SLO CAL Educational Symposium  
October 24, [2018](#)