



## Tourism Partner Learning Session

### Google My Business (GMB) Optimization Guide: Dominate Local Search

A well-optimized Google My Business (GMB) profile is crucial for local businesses. It's your online store. It helps people find you on Google Search and Maps. It brings visitors to your website and increases customer engagement via easy contact and credibility via reviews. This guide outlines key strategies to maximize your GMB potential.

#### Setting Up Your GMB Profile (or Auditing an Existing One):

- **Claim and Verify Your Listing:**  
If you haven't already, claim your business listing on Google My Business. Verification is essential for managing your profile and appearing in local search results. Follow Google's verification process, which usually involves receiving a postcard in the mail with a code. Secondary verification may include a phone call.
- **Choose the Right Business Category:**  
Select the most accurate primary category representing your core business. You can also add secondary categories to further specify your services. Be precise and avoid choosing categories that are too broad or irrelevant.
- **Complete Your Business Information:**  
Fill out every section of your GMB profile with accurate and up-to-date information:
  - Business Name
  - Address
  - Phone Number
  - Website + Social Media Platforms
  - Business Hour
  - Description
  - Attributes

#### Checklist for Success

- ✓ GMB Profile is fully completed and updated
- ✓ High-quality images and videos uploaded
- ✓ Reviews actively managed and responded to
- ✓ Special offers and promotions highlighted

#### Next Steps:

- Spend 15 minutes updating your profiles this week!
- Track engagement through Google Insights and website analytics.
- Reach out for support if needed.