

# REGISTER FOR THE GOOGLE BUSINESS OPTIMIZATION WORKSHOPS

Develop tools to improve how customers find you on Google, Yelp, and Tripadvisor.

ROOST is partnering with Miles Partnership on a Destination Optimization program that is focused on improving consumer-facing content for the region across a range of Google's products and tools. As part of this program, businesses are invited to participate in a virtual workshop series and to take advantage of other free resources designed to ensure their online presence on Google, Yelp, and Tripadvisor is in great shape.

## About the Workshops

These free workshops are designed to assist businesses with implementing the best practices to optimize their Google presence to maximize conversions. The instruction will be led by Miles Partnership, a strategic marketing company focused exclusively on travel and tourism and have developed a tactical workshop to assist in navigating the Google Business Profile platform.

Each workshop will have two timeslots to help best accommodate your busy schedule.

## Schedule

### Workshop #1: Fundamentals of Google Business Profiles

*Wednesday, April 26 at 9:00 a.m. and 3:00 p.m.*

### Workshop #2: Maximizing Exposure of Google Business Profiles

*Wednesday, May 17 at 9:00 a.m. and 3:00 p.m.*

### Need additional help?

Book a one-on-one virtual sessions with Miles' Program Specialist for assistance with claiming your Google Business profile or other questions surrounding Google, Yelp and Tripadvisor. Scan QR code below for scheduling details.



Visit [www.roostadk.com/business-workshops](http://www.roostadk.com/business-workshops)  
or scan the code to register.

