

ROOST

GOOGLE BUSINESS PROFILE FUNDAMENTALS

April 2023



"This project is supported by a grant awarded to NYSTIA by New York State's Empire State Development and the I LOVE NY Division of Tourism under Governor Kathy Hochul's Regional Economic Development Council Initiative."

Miles is a strategic marketing company focused exclusively on travel and tourism.

We've worked with hundreds of destinations and hospitality businesses around the world to create forward-thinking content marketing solutions.



Henry Winkle

Destination Optimization
Program Coordinator

In addition to more traditional agency services, we provide **support across a wide variety of Google Products** to improve exposure, conversion, quality and accuracy of information about the destination and businesses.





270+

Destinations have participated in some version of our program

150,000+

Businesses and POI have been audited and analyzed

8,000+

Business owners and managers received in-person or virtual training



**Need
Assistance
With Your
Business
Profile?**






Schedule Office Hours With Miles



<https://calendly.com/milespartnershipgoogledmo/roost-ny-office-hours?month=2023-04>

What We'll Cover Today

Session 1: Fundamentals

-  Why This is Important to Your Business
-  Claiming Your Business on Key Platforms
-  What's New on Google
-  Updating Critical Business Data
-  Q & A

How are customers finding your business?

Online Business Listings

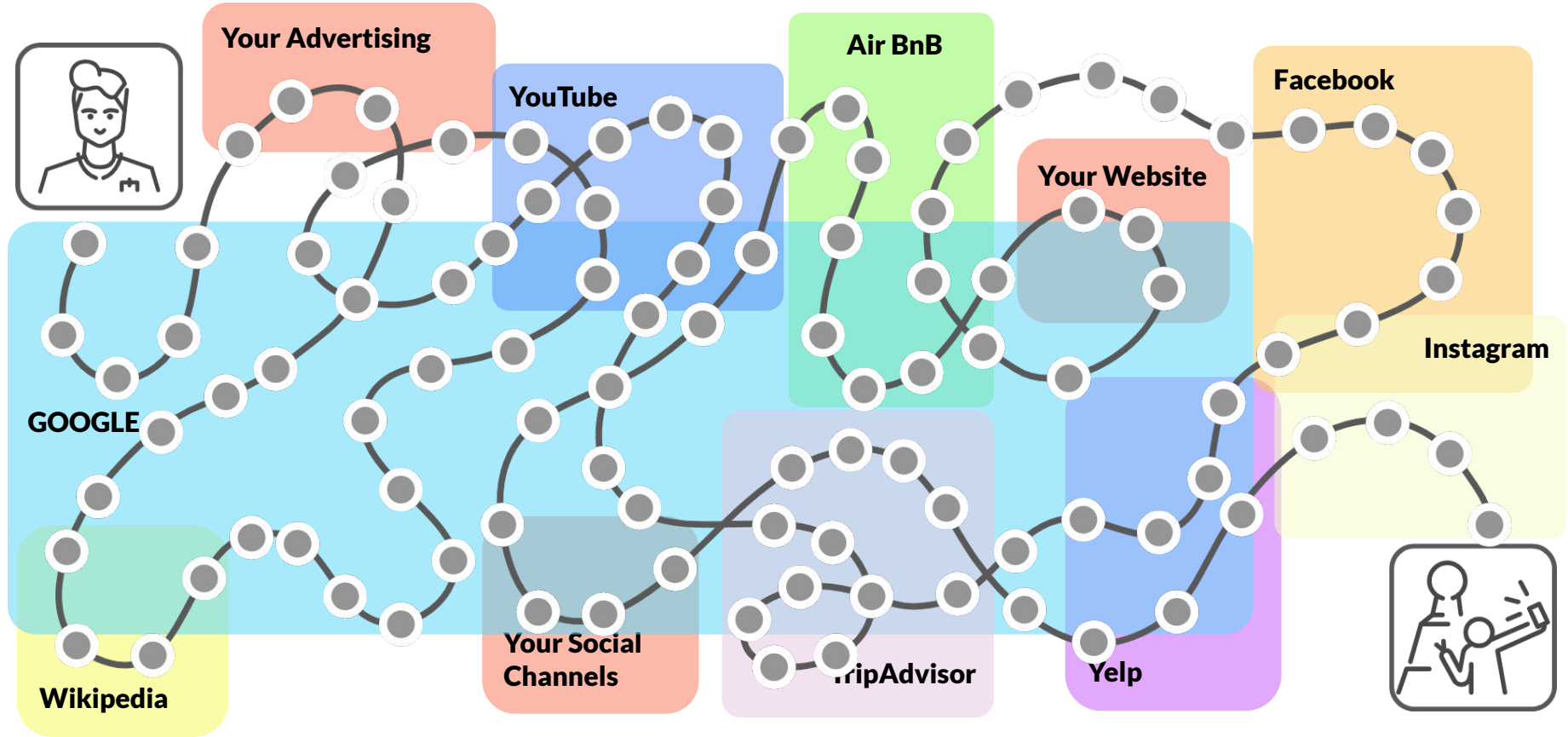
Marketing to Drive Demand is HALF THE EQUATION

Destination Demand
Marketing/Advertising



Consumer Confidence
Destination Optimization

Meet Your Customer WHERE THEY ARE



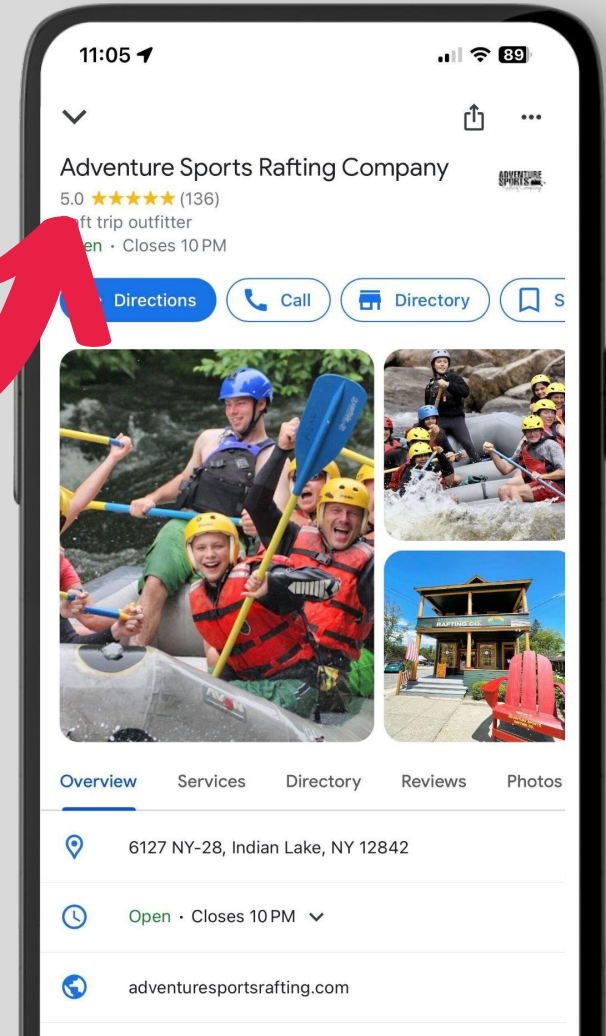


Google reports
local search
delivers over

4 BILLION

direct connections
for businesses
every month.

Your Google
Business Profile is
the **first thing**
people see about
your business
when they search



The "Local Pack"



Ice Cream in lake placid NY



Maps

Images

Shopping

Videos

News

Books

Flights

Finance

About 2,230,000 results (0.58 seconds)

Results for **Lake Placid, NY** · Choose area

Places

Rating

Hours



Emma's Lake Placid Creamery

4.6 ★★★★★ (613) · Ice Cream

2507 Main St

Closed · Opens 12:30 PM Thu

In-store shopping



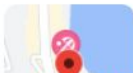
Ben & Jerry's

4.3 ★★★★★ (151) · \$\$ · Ice Cream

2423 Main St

Closed · Opens 2 PM

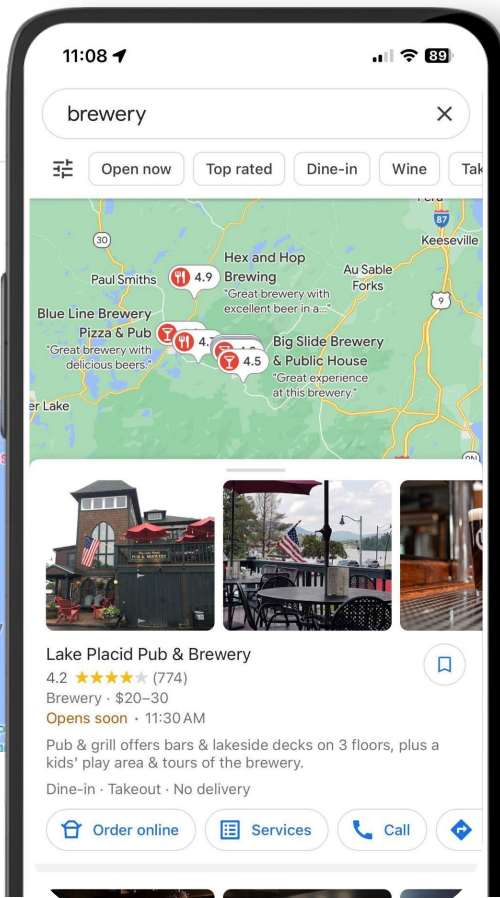
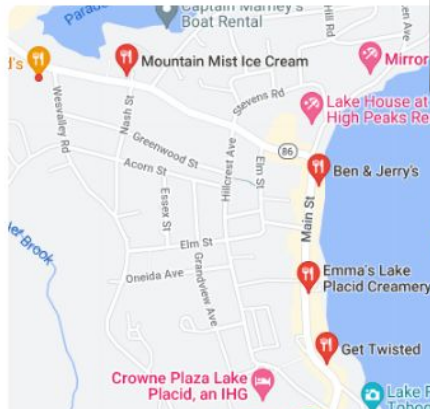
Iconic, creative ice cream parlor chain



Get Twisted

No reviews · Ice Cream

2567 Main St



The “Local Pack”

Google


Ice Cream in lake placid NY

Maps Images Shopping Videos News Books Flights Finance


About 2,230,000 results (0.58 seconds)

Results for **Lake Placid, NY** · Choose area

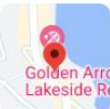
Places : Rating Hours



Emma's Lake Placid Creamery
4.6 ★★★★★ (613) · Ice Cream
2507 Main St
Closed · Opens 12:30 PM Thu
In-store shopping



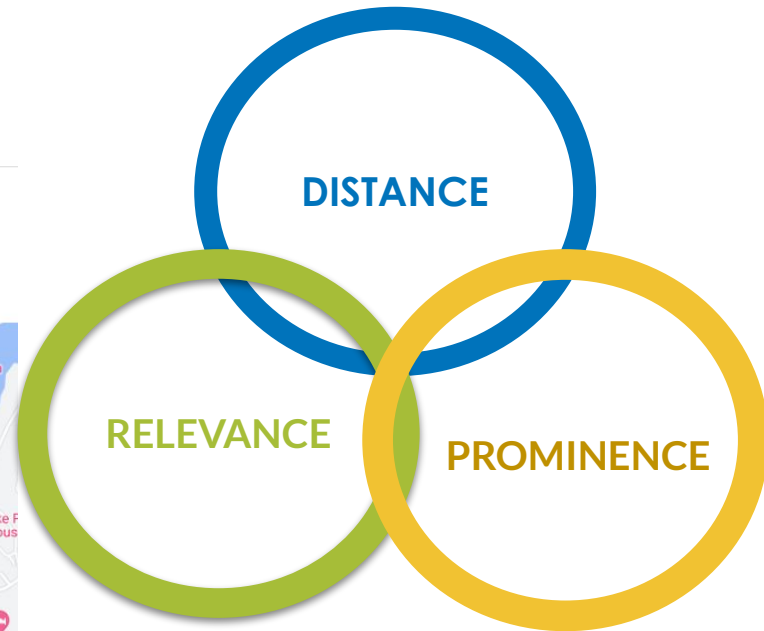
Ben & Jerry's
4.3 ★★★★★ (151) · \$\$ · Ice Cream
2423 Main St
Closed · Opens 2 PM
Iconic, creative ice cream parlor chain



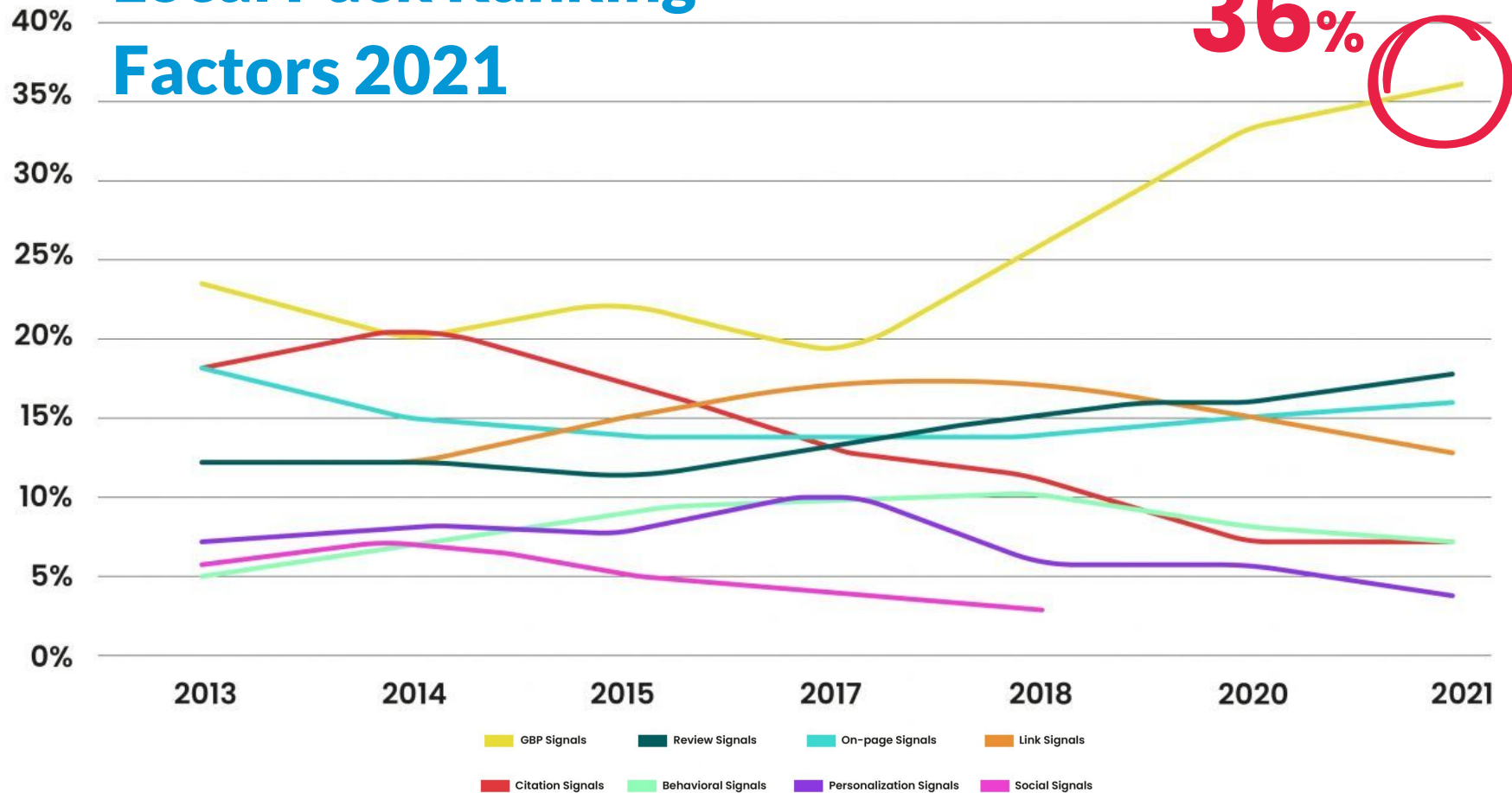
Get Twisted
No reviews · Ice Cream
2567 Main St
Closed · Opens 11 AM Wed
Takeout · No delivery

More places →

Map showing Lake Placid, NY area with various locations marked, including Emma's Lake Placid Creamery, Ben & Jerry's, Get Twisted, and others.



Local Pack Ranking Factors 2021





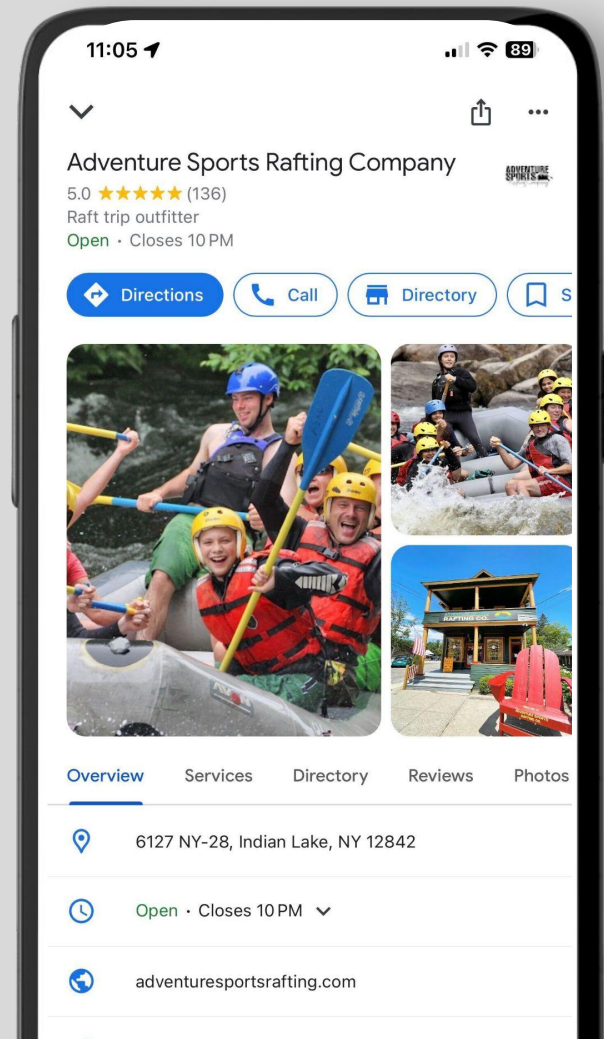
Up-to-date profiles are:

2.7x more likely to be considered reputable.¹

70% more likely to attract location visits.¹

50% more likely to lead to a purchase.¹

⁽¹⁾ Ipsos research: Benefits of a complete listing 2017



Better business profiles
drive more exposure
and more engagement

Claim Your Business

But First - Claim Your Business

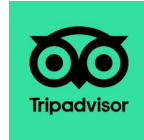
Every major platform allows you to claim access to your business & offers tools to manage your information.



Google



Apple Maps



TripAdvisor



Microsoft Bing

Bing

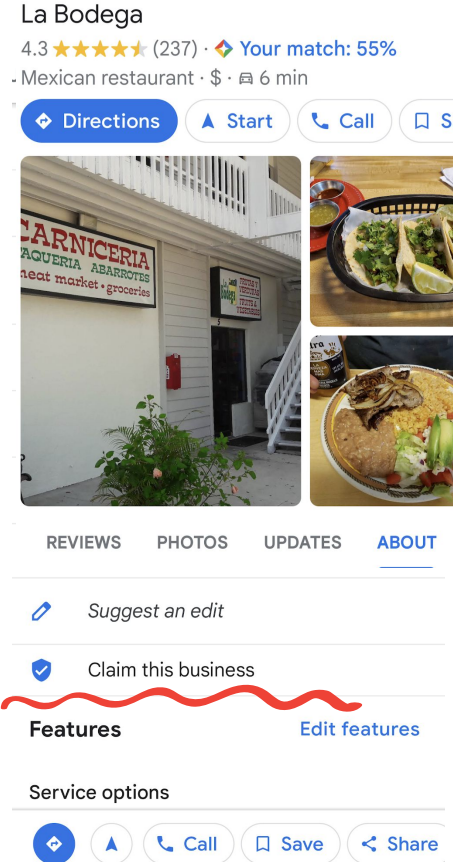


Yelp

Claim Your Business

In Google Maps look for the “Claim this Business” button to begin the process of claiming and verifying your business.

You will verify via a code sent by mail or a phone call.

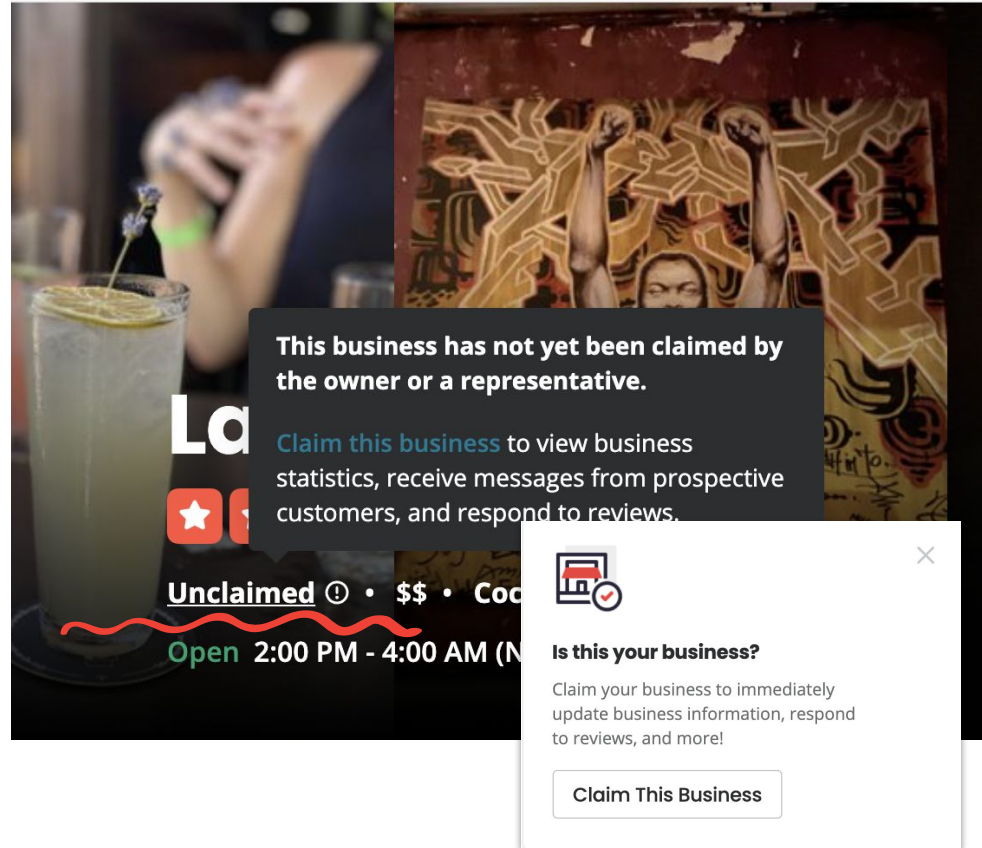


Claim this business

Claim Your Business

On Yelp, look for the “Unclaimed” link or the Claim This Business call out box to begin.

You will verify via a call or text to the primary business phone number.



Claim Your Business

Tripadvisor.com/Owners
to find your business and start
the process.

You must first have a
Tripadvisor account in your
name. You will verify via a call
to the primary business phone
number or a personal credit
card.

Tripadvisor

Sign in Claim Your Listing Products Marketing Tools Help

Trips Inbox Profile JOIN

Claim Your Free Tripadvisor Listing

Kalamazoo, Michigan, United States

Search Joes

Pastrami Joe's
Battle Creek, Michigan

Jungle Joe's Family Fun Center
Portage, Michigan

Tripadvisor

Sign in Jungle Joe's Family ... Manage Listing Reviews Marketing Tools Help & Settings

Trips Inbox Profile JOIN

Jungle Joe's Family Fun Center
Portage, Kalamazoo County, Michigan

Not your business? Search again Claim your free listing

Claim Your Business

Register.Apple.com
/PlacesOnMaps
to find your business and begin.

You must have an Apple ID and
sign in.

You will verify via phone call or
by uploading official
documents.

Places on Maps

Claim your business places and manage them across Apple.

Get started by finding one of your places.

Already claimed a place? [Sign in with your Apple ID](#)

< My Places

Places on Maps



Rosetta Cafe
 153 Davison Rd, Mammoth Lakes, CA 93546
Not claimed

[Verify Ownership](#)
[Claim a different place](#)

Review your place details and verify ownership.

You can edit the details after verification.

Information on Apple Maps

● This place is open.

^ Display Names

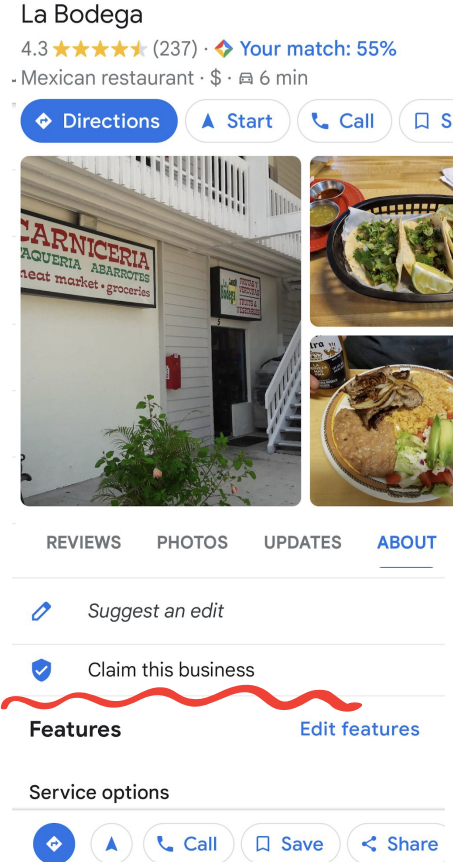
English (United States)
Rosetta Cafe

Google Business Profiles

Claim Your Business

Claim Your Business

In Google Maps look for the “Claim this Business” button to determine if you need to begin the process of claiming and verifying your business.



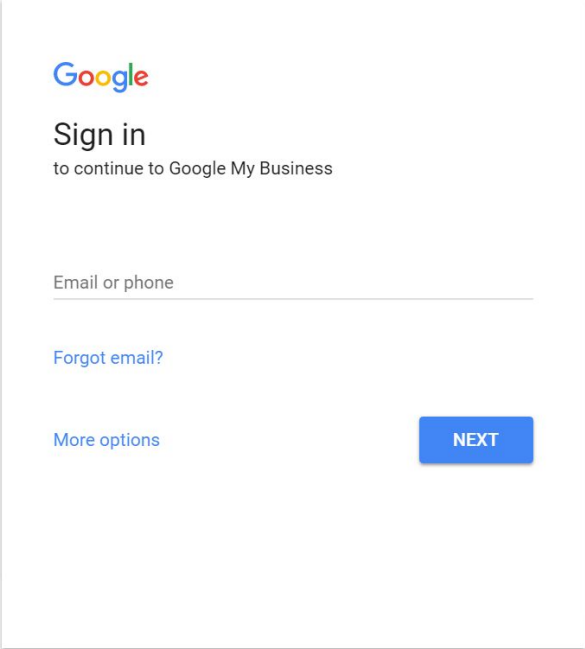
Claim this business

Step #1

Owner Login

Sign into the business' Google Account.

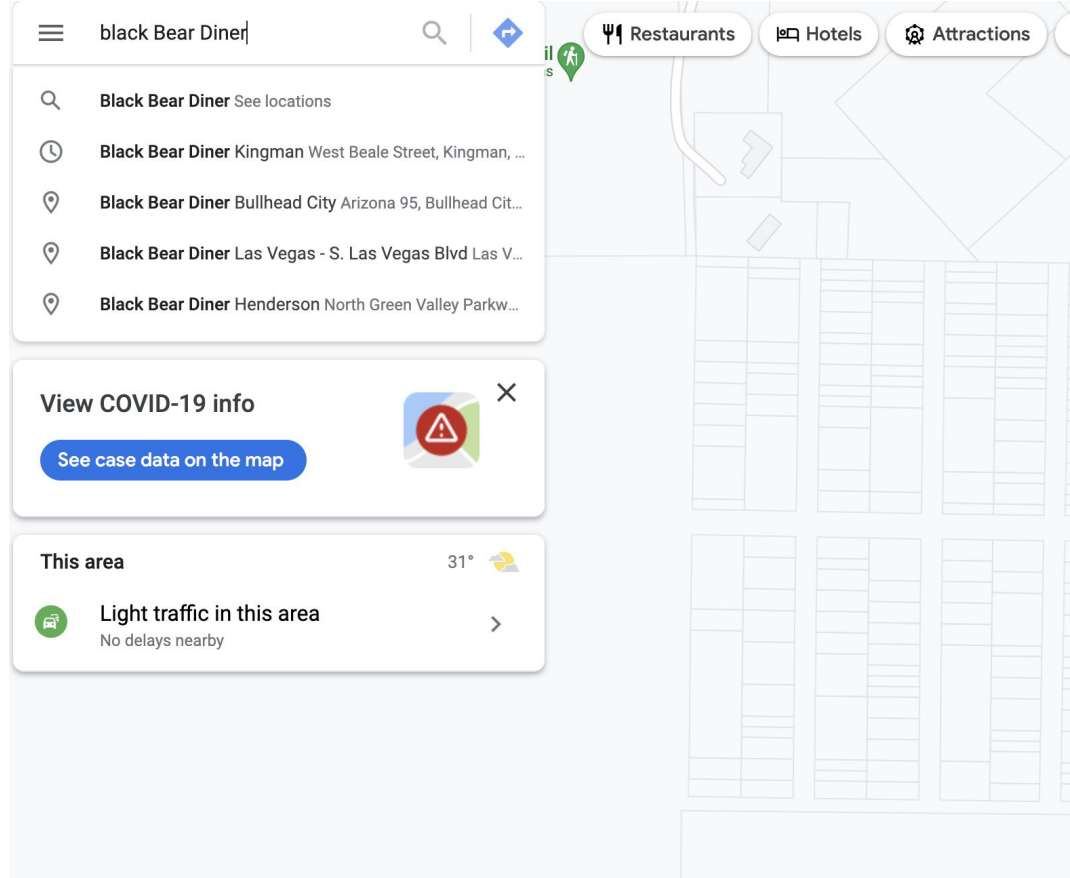
Preferably a general email or Gmail that's already tied to the business i.e. "info" or "admin" account. Not an individual's personal account.



The screenshot shows the Google My Business sign-in interface. At the top is the Google logo. Below it, the text "Sign in" is followed by "to continue to Google My Business". There is a text input field labeled "Email or phone". Below the input field are two links: "Forgot email?" and "More options". A blue "NEXT" button is positioned to the right of the "More options" link. At the bottom of the page, there is a language selector showing "English (United States)" with a dropdown arrow, and three links: "Help", "Privacy", and "Terms".

Step #2

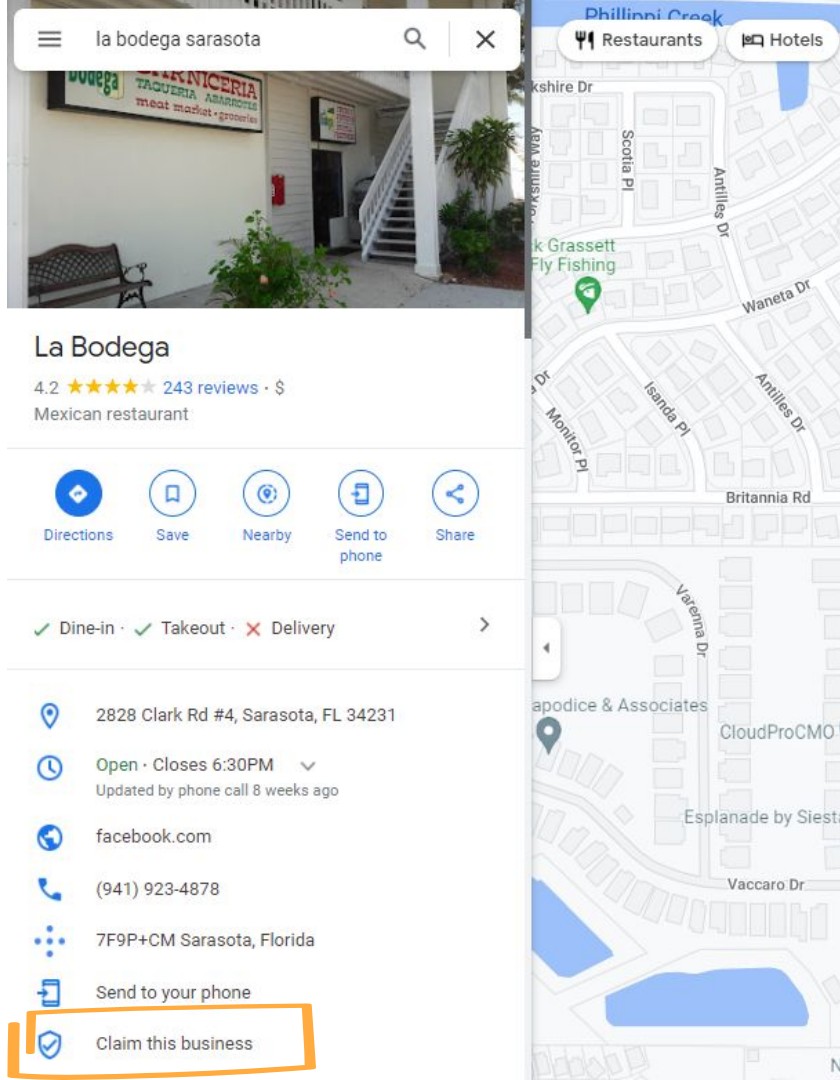
Search
for your Business by
name on Google Maps.



Step #3

Look
for “Claim this business”
on your Business Profile.

Click on it to begin the
claiming process




Step #4

Manage Now

This will begin the process of claiming your listing inside of Google Business Profile



Manage this business to reply to reviews, update info and more

 kimannpalmer@gmail.com

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Manage now

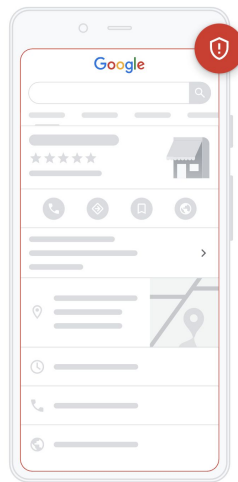
[I own or manage another business](#)

Step #5

Verification

Select the type of verification method in order to proceed.

Availability of specific verification methods will vary by business type. Choose whichever works best for the business.



Verify

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)

Postcard by mail

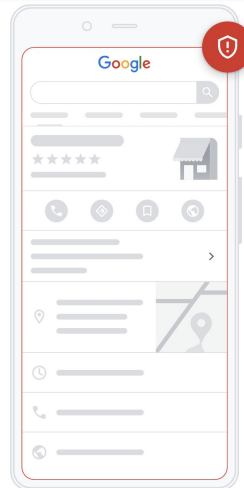
Have a postcard with your code mailed to this address
This may take up to 5 days to arrive

Contact name
|

Shenandoah Park
801 Maplewood Drive, Shenandoah, Texas 77381-1052,
United States

Mail

[More options](#)



Verify

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)

(787) 289-2121

Get your code at this number now by automated call or text message.
Standard rates apply.

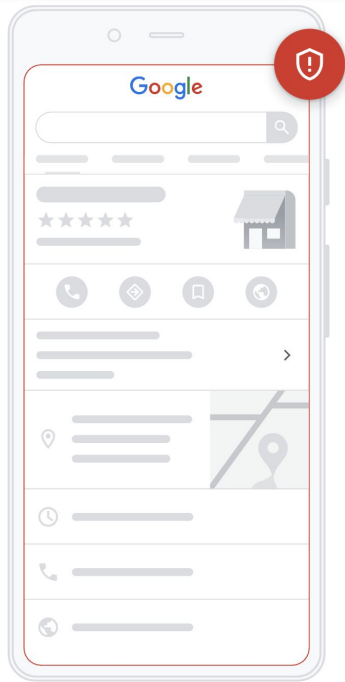
Language

English

Call

Text

[More options](#)



Verify

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)

📞 (787) 289-2121

Get your code at this number now by automated call or text message.
Standard rates apply.

Language

English ▾

Call

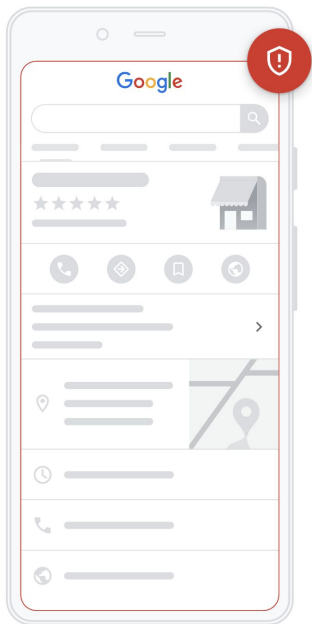
Text

[More options](#)

Verification by Phone

Be ready to receive a call or text to the phone number that appears in the listing.

Must be able to directly answer the phone number listed.



Verify

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)

✉ Postcard by mail

Have a postcard with your code mailed to this address
This may take up to 5 days to arrive

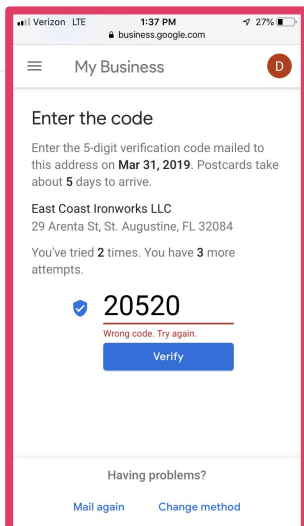
Contact name

Shenandoah Park

801 Maplewood Drive, Shenandoah, Texas 77381-1052,
United States

Mail

[More options](#)



Verification Postcard by Mail

The postcard can take up to 5
days or more to arrive.

Will not send to a PO Box.

←

Help

×

What is your name? *

What is your email address? *

What is the official email address used to manage your Google Business Profile?

Business name *

As seen in the Google Business Profile Manager.

Business address *

What is your relationship to the business? *

Select one

The information you provide helps us direct your question.

←

Help

×

Enter the official company email that we can use to confirm your affiliation with the business

The email ID should have the company domain in the address

Picture of storefront which clearly shows permanent signage

No file chosen

+ Choose file

Picture of storefront which clearly shows address adjacent storefronts and respective signage

No file chosen

+ Choose file

Picture of storefront taken from across the street which clearly shows address markers (e.g. street name signs and address numbers)

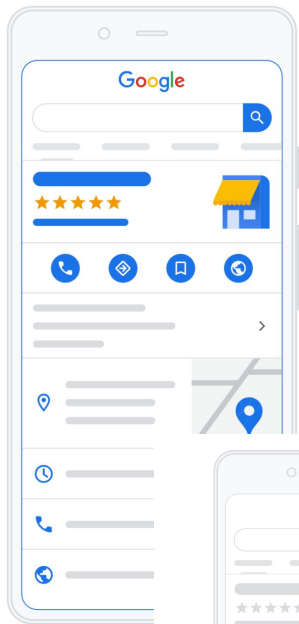
No file chosen

+ Choose file

Verification by Video

This is done through Google Support.

Will not put you into a live chat, only an email to fill out all details.

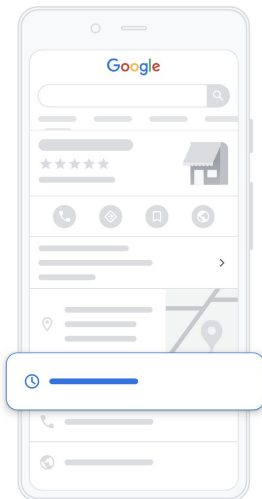


Customize profile

Your Business Profile is almost ready

You can continue making updates and edits to your profile at any time. Your edits will be visible to customers on Google after you've been verified.

Continue



Customize profile

Add business hours

Let customers know when you are open for business

[Learn more](#)

Sunday ☐ Closed

Monday ☐ Closed

Tuesday ☐ Closed

Wednesday ☐ Closed

Thursday ☐ Closed

Friday ☐ Closed

Saturday ☐ Closed

Skip

Next

Success!

After verification, the Business Profile is **ready** to be updated and managed

Change is the only constant

What's New on Google

Name Change

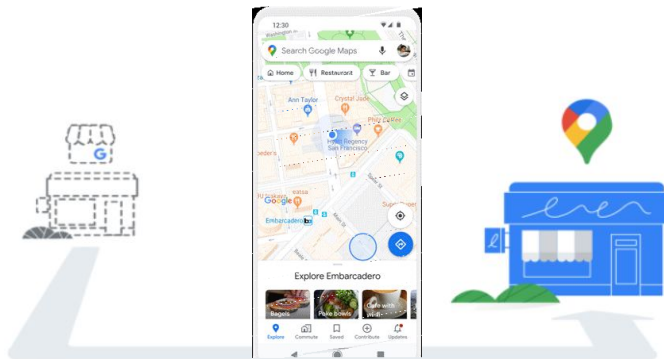
Google is retiring the name “Google My Business” and rebranding everything as “**Google Business Profile**”



The Google My Business app is being replaced

Start using Google Maps and Search to keep your Business Profile up to date and connect with customers.

Try it on Google Maps:



Holy Sheets, update the way you interact with your customers. Soon, Google Maps and Search will replace the Google My Business app as the way to [manage your profile](#). Millions of merchants already use either Google Maps or Search to connect with their customers.



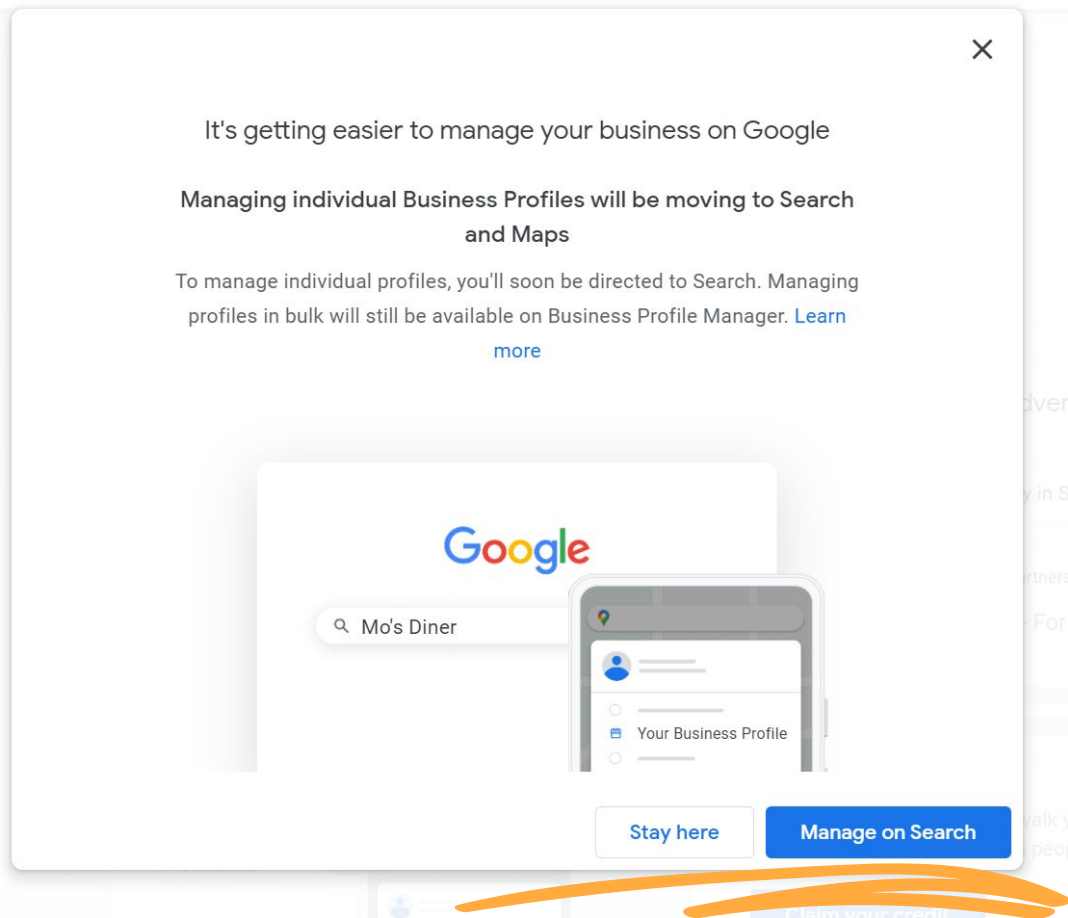
Visit the [Help Center](#) to learn more.

GMB App

The Google My Business App **has been removed** from Google Play and Apple app store.

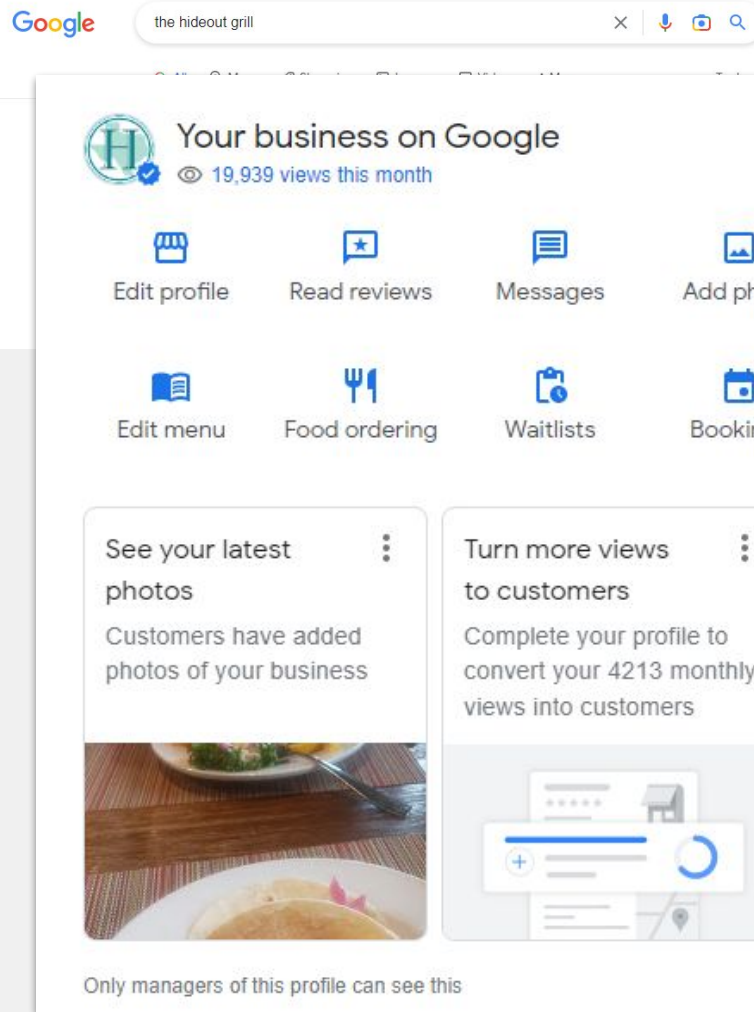
Two New Edit Options

Editing your Google Business Profile will now be done in **SERP** or in the **Google Maps app**.



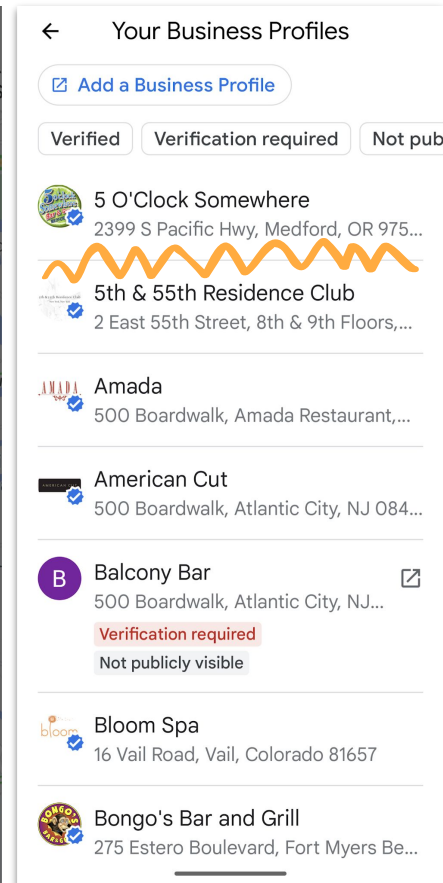
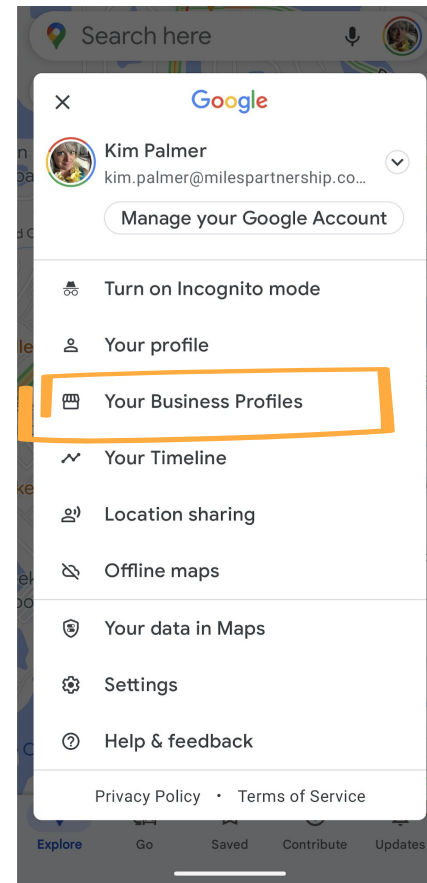
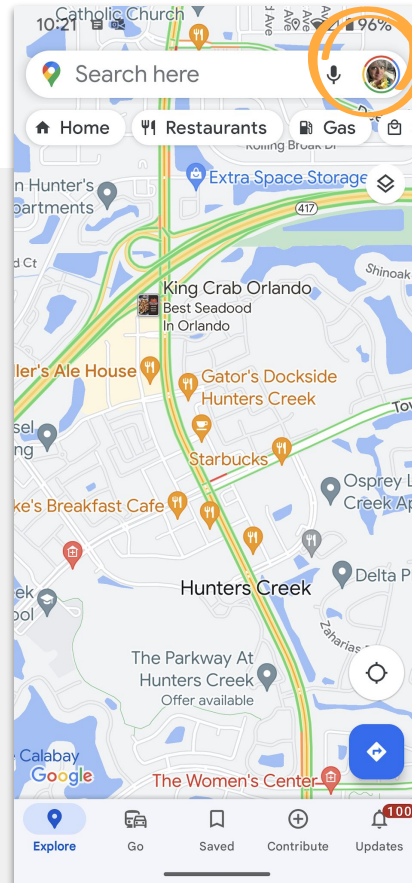
Two New Edit Options

To edit in **SERP**, log in to your Google account and search for your business by name + city.



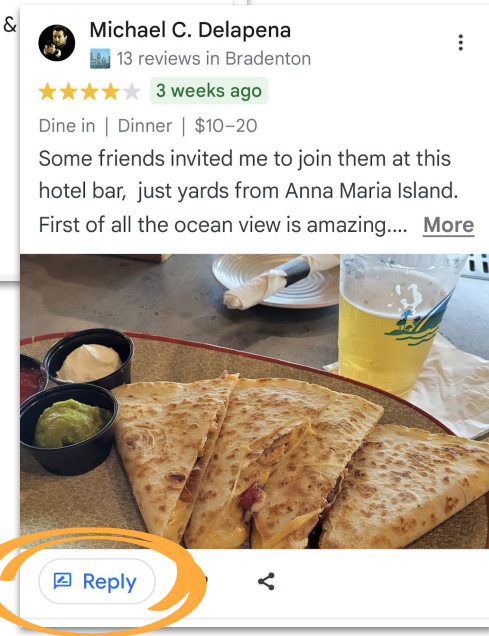
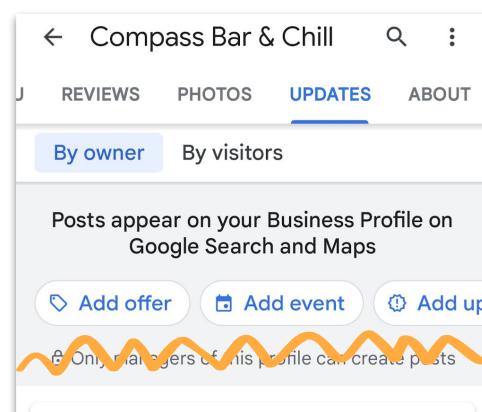
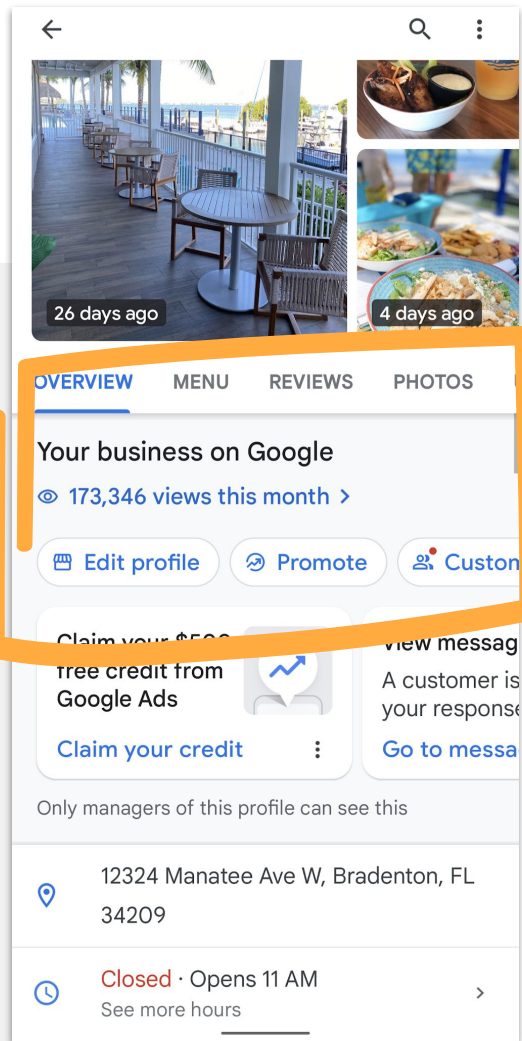
Option #2

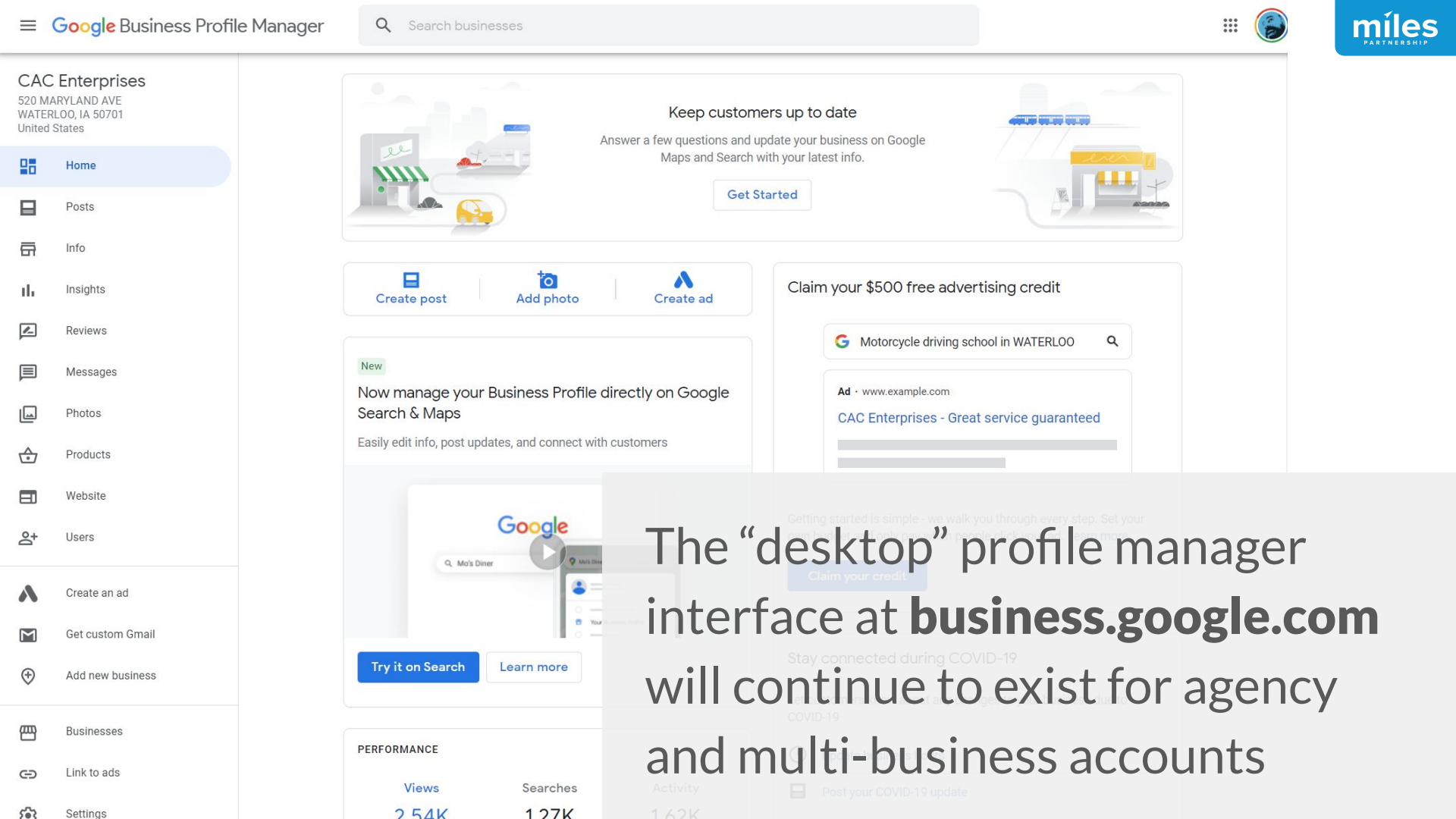
To edit in the Google Maps app, click on the menu and select “Your Business Profiles”



Option #2

To edit in the maps app, click on the menu and select “Your Business Profiles”





CAC Enterprises
520 MARYLAND AVE
WATERLOO, IA 50701
United States

Home

Posts

Info

Insights

Reviews

Messages

Photos

Products

Website

Users

Create an ad

Get custom Gmail

Add new business

Businesses

Link to ads

Settings

Keep customers up to date

Answer a few questions and update your business on Google Maps and Search with your latest info.

Get Started

Create post

Add photo

Create ad

Claim your \$500 free advertising credit

Motorcycle driving school in WATERLOO

Ad · www.example.com

CAC Enterprises - Great service guaranteed

New

Now manage your Business Profile directly on Google Search & Maps

Easily edit info, post updates, and connect with customers

Try it on Search

Learn more

PERFORMANCE

Views

2 54K

Searches

1 27K

The "desktop" profile manager interface at **business.google.com** will continue to exist for agency and multi-business accounts

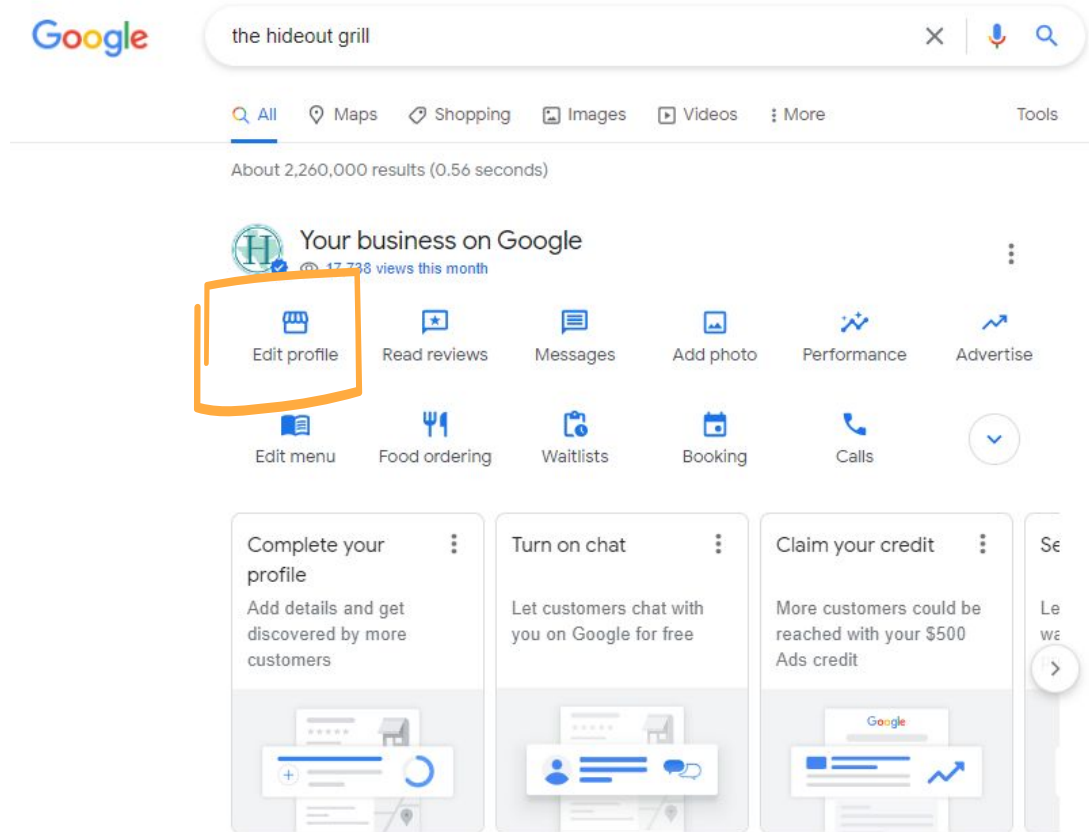
Updating

Critical Business Data

Core Information

Core Information

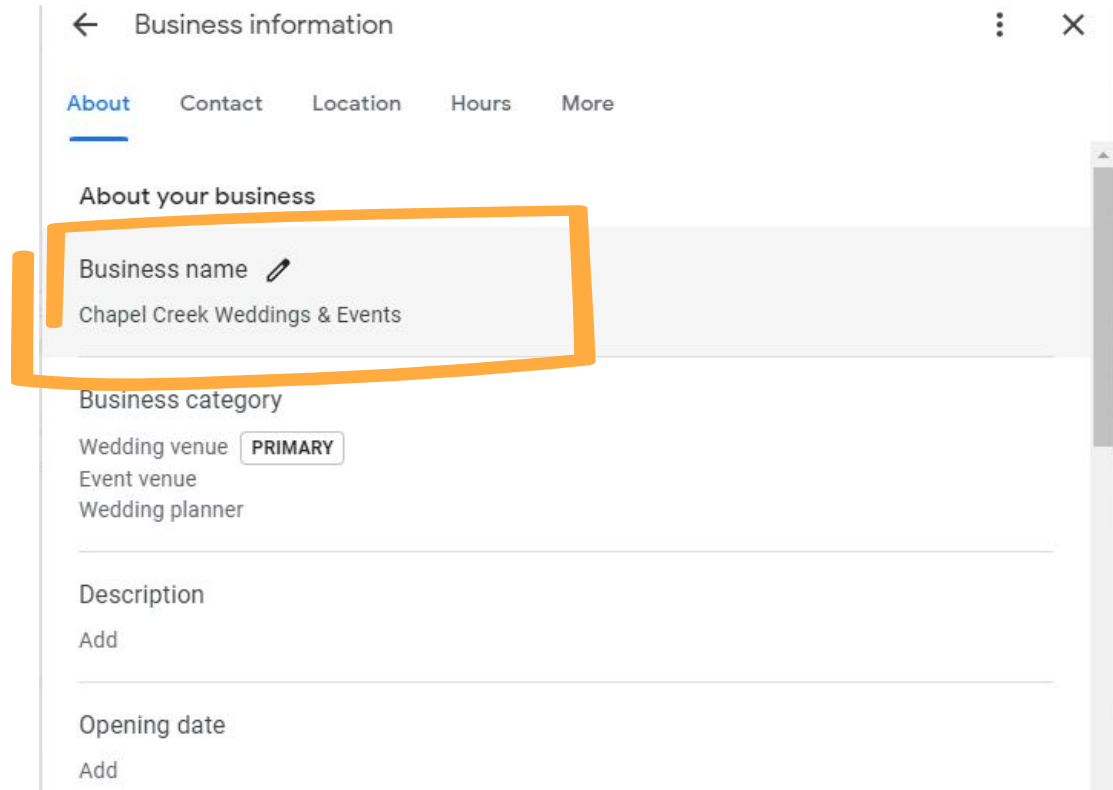
Start by **logging in** to the Google account that manages your business. Search for your business to **access management tools**.



Core Information

Remember Your **NAP!**


Name, Address, Phone
Number. **Consistency**
across the Internet is a
critical ranking factor in
Local SEO



← Business information

About Contact Location Hours More

About your business

Business name 
Chapel Creek Weddings & Events

Business category

Wedding venue **PRIMARY**

Event venue

Wedding planner

Description

Add

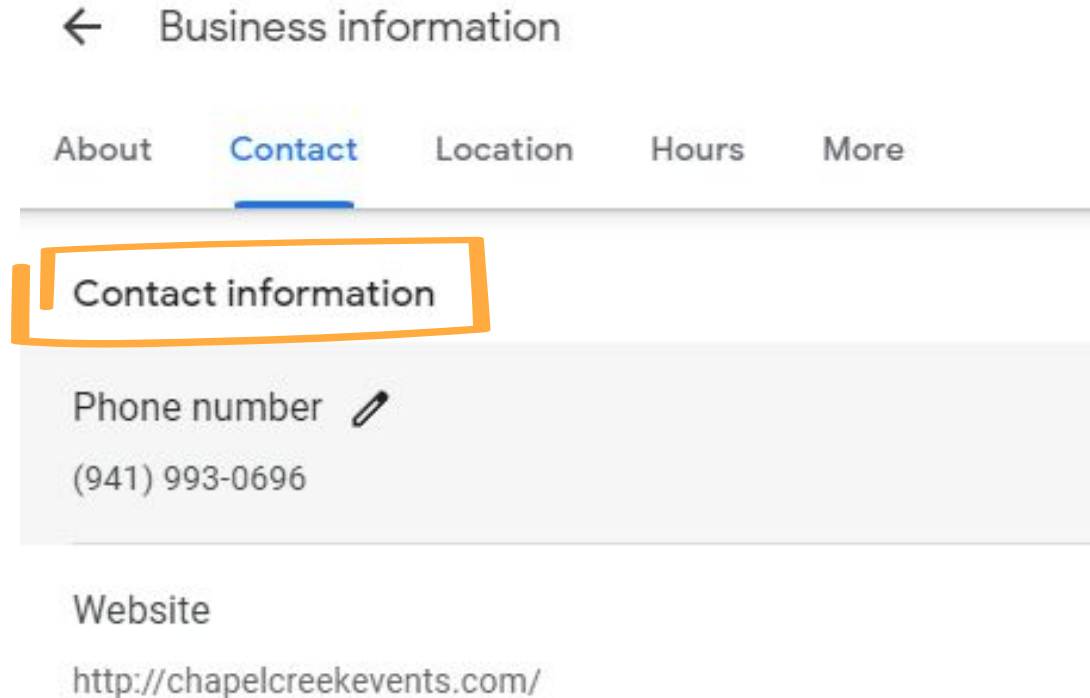
Opening date

Add

Core Information

Remember Your **NAP!**

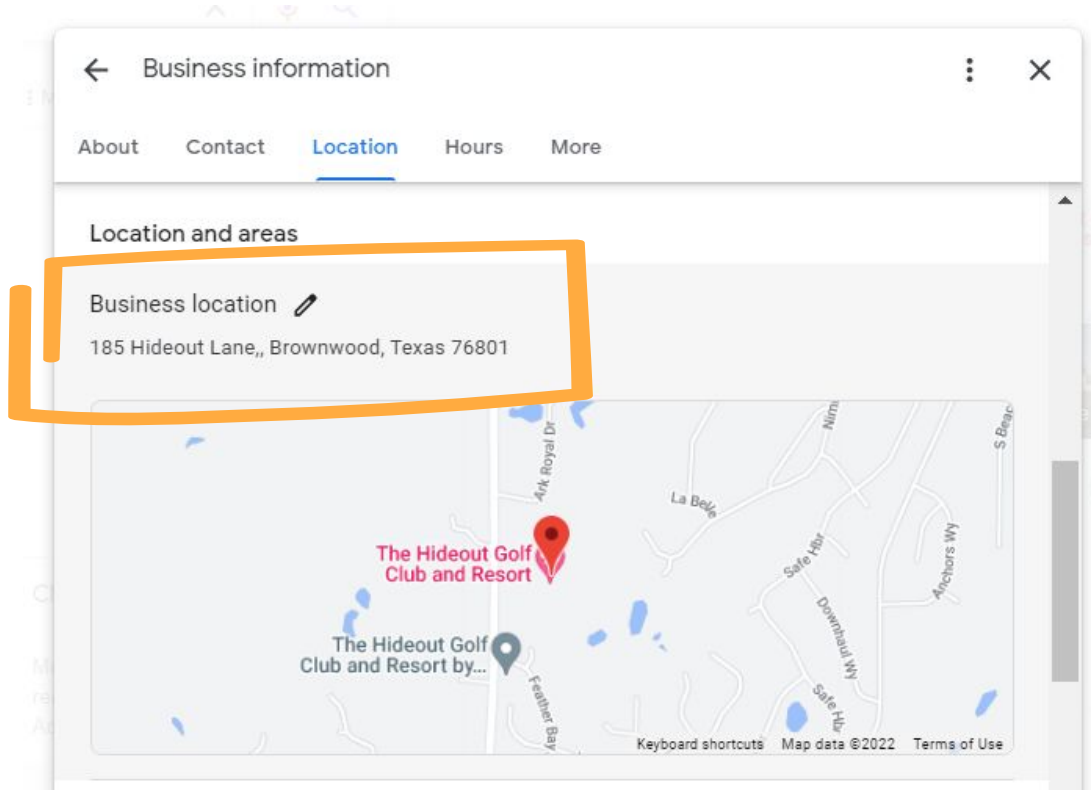
Name, Address, Phone Number. **Consistency across the Internet** is a critical ranking factor in Local SEO



Core Information

Remember Your **NAP!**

Name, Address, Phone
Number. **Consistency**
across the Internet is a
critical ranking factor in
Local SEO



Core Information

Your map pin location is the source of all navigation to your business.

Sometimes adjustments are needed to **direct guests to the right entrance**.

Business information

About

Contact

Location

Hours

More

Location and areas

Business location

If customers visit your business, add an address and adjust the pin on the map to its location.
[Learn more](#)

☒ Show business address to customers

Country / Region

United States

Street address

185 Hideout Lane,

+ Add address line (optional)

City

Brownwood

State

Texas

ZIP code

76801

Adjust

The Hideout Golf Club and Resort

The Hideout Golf Club and Resort by...

Keyboard shortcuts

Map data ©2022

Terms of Use

Save

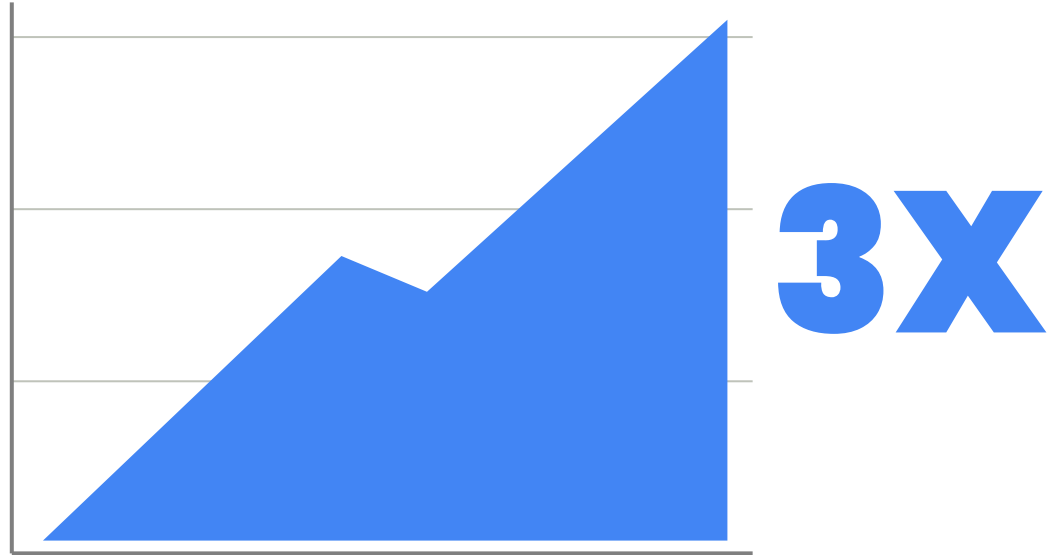
Cancel

Updating Hours

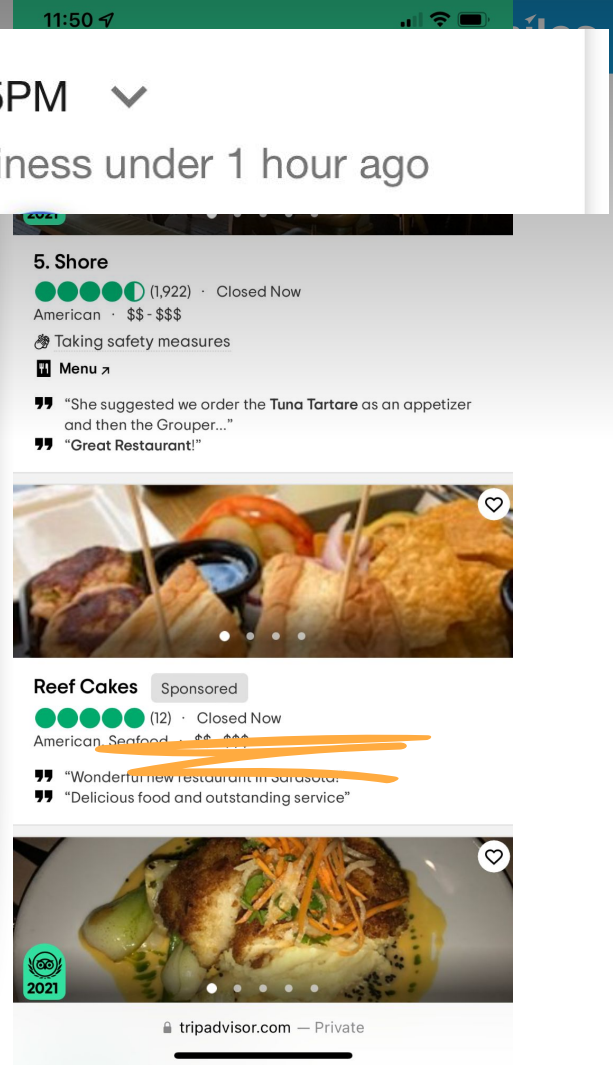
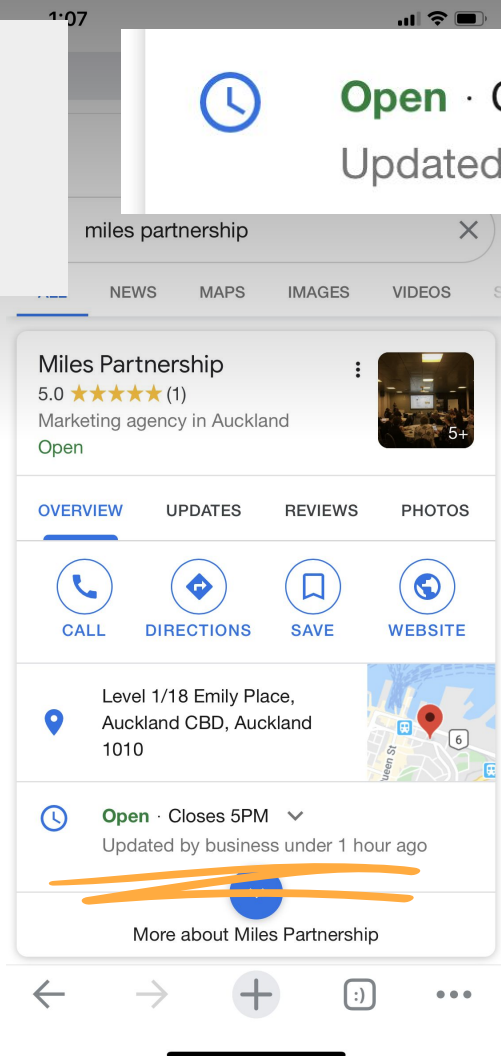
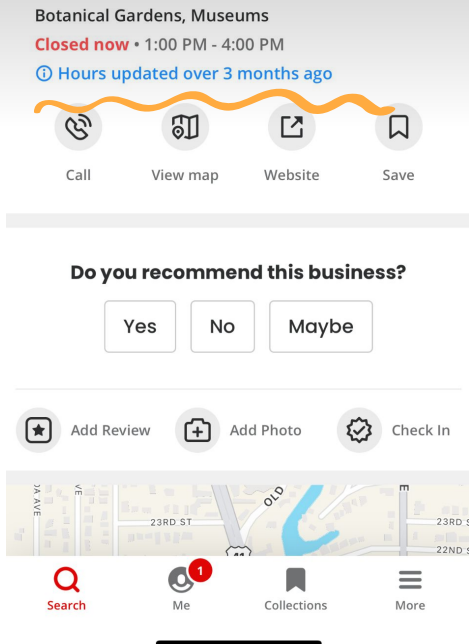
Hours are Critical

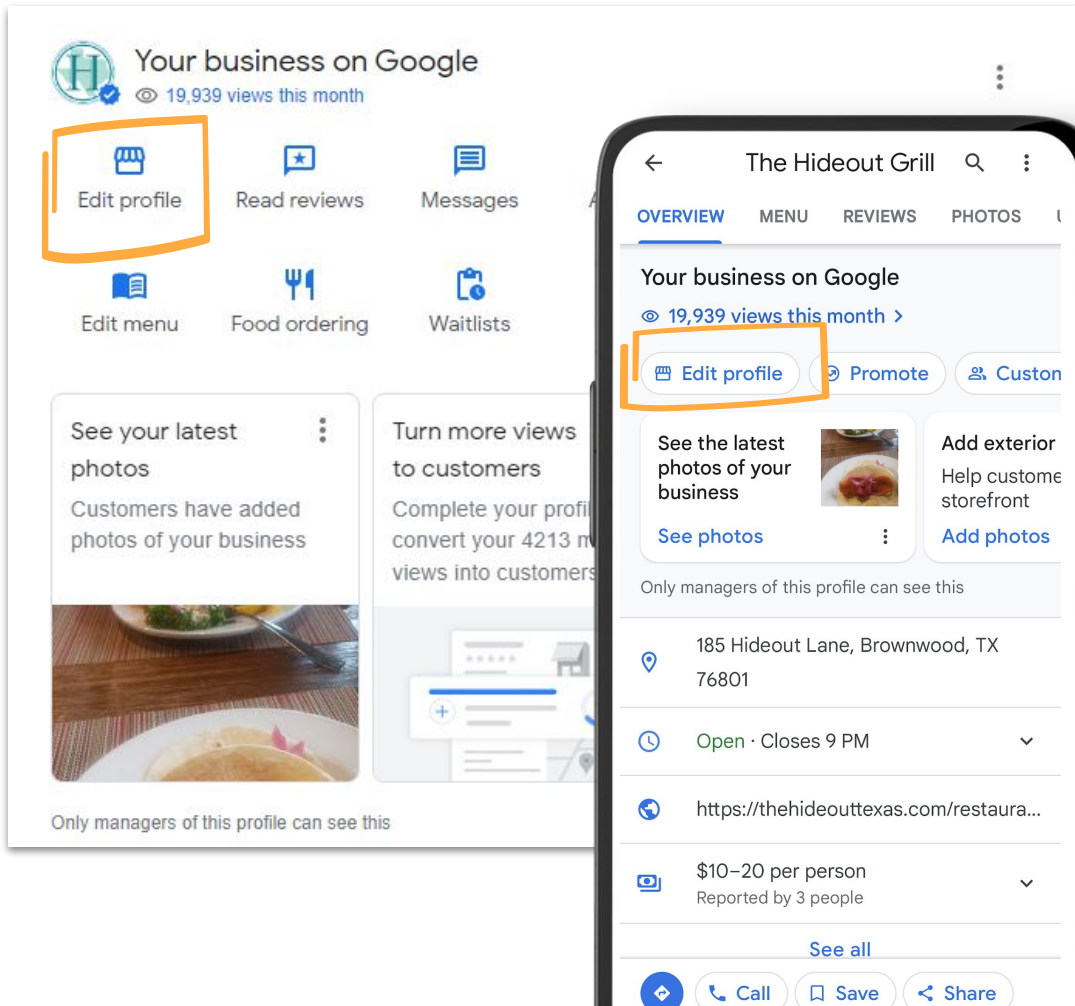
Searches for “open now” have skyrocketed over the last 2 years

300% increase in search for “open now” and 200% increase in searches for “open now near me”



Hours Last Updated

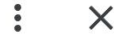




Edit Hours

Search for your business and go to Edit Profile.

← Business information



About

Contact

Location

Hours

More

Service area

Add

Business hours

Hours

Open with main hours

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

Edit Hours

Hours and “open now” are the most frequent customer searches for a business.

Keep regular daily hours up-to-date under Business hours.

←

Business information

⋮

×

About

Contact

Location

Hours

More

Happy hours

Add hours for a typical week. [Learn more](#)

Sunday

☒ Closed

Monday

☒ Closed

Tuesday

☒ Closed

Wednesday

☒ Closed

Thursday

☐ Closed

Opens at

9:00 AM

Closes at

5:00 PM

+

Friday

☐ Closed

Opens at

9:00 AM

Closes at

5:00 PM

+

Saturday

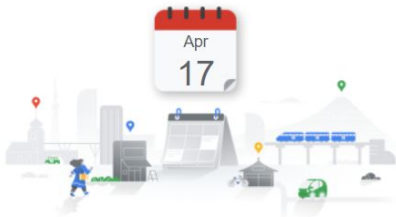
☒ Closed

Save

Cancel

Detailed Hours

Set detailed hours for speciality services & meals offered



Let customers know your holiday hours for April

When your business has an irregular schedule, like holidays or special events, you can enter special hours in advance to let customers know when you're open. Here's what customers see when they view your business on Google.

Update my holiday hours

☐ April holiday hours:

Easter
Sunday 4/17

7:00 – 7:30 AM



Update my holiday hours

If you haven't updated your hours, we recommend that you do. We may call you to make sure they're accurate. We'll never ask for payments over the phone.



Visit the [Help Center](#) to learn more.

Special Hours

Don't ignore hours update reminders like these.

If you don't positively confirm your hours, (even if they're the same!)

←

Business information

⋮

out

Contact

Location

Hours

More

Holiday hours

Confirm holiday hours to let your customers know when you're open for business.

[Learn more](#)

Sep 5, 2022

Labor Day

[Review](#)

☒ Aug 18, 2022

Custom date

Date*

08/18/2022

📅

🗑️

MM/DD/YYYY

Opens at

11:00 AM

Closes at

10:00 PM

+

[+ Add a date](#)

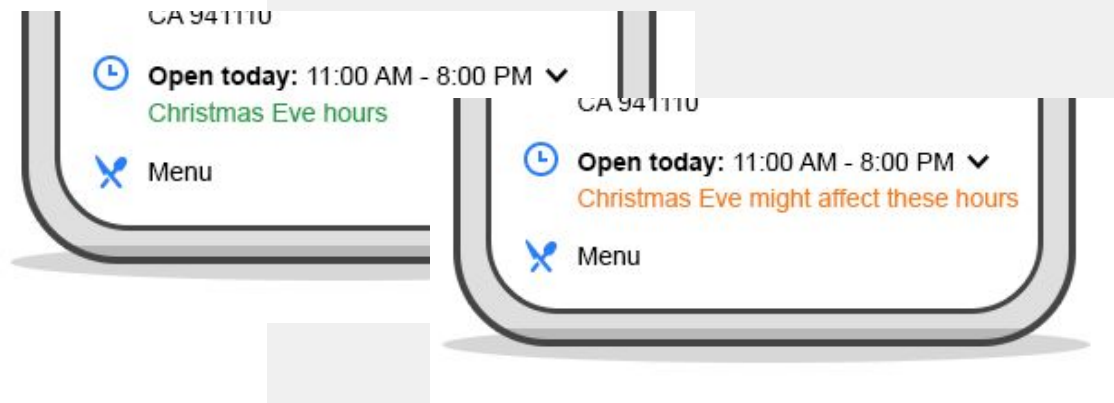
Save

Cancel

Special Hours

Google will show a warning in your listing if holiday hours are not confirmed.

Use this tool for other **special circumstances** impacting hours.



Tools & Education

Local Tourism Marketing Academy



Your Progress: Complete articles to earn badges!



Newbie

Earned Jun 2022



Rookie

Read 5 Articles



Skilled

Read 10 Articles



Advanced

Read 20 Articles



Expert

Read 50 Articles

Welcome to the Local Tourism Marketing Academy brought to you by ROOST.

In an effort to help you effectively market your business, we've created this online library of materials specifically for businesses and organizations like yours. The library contains a collection of documents, resources, reference materials, and tools to help you maximize your visibility on digital marketing platforms.

We have over 100 articles available already and are adding and updating content monthly. Use the filters on the right to find articles relevant to your interests.

Latest Updates

Marketing Academy Overview

Provided for **FREE** by ROOST

Online resource of digital marketing intelligence for businesses

Maximise the digital readiness of your business for when visitors return

Access through December 2023

Email reminder functionality of new content

<https://roost.tourismbusinessmarketing.com/>

Access Code is ROOST

ROOST Marketing Academy

To help you effectively market your business, this online library of educational and how-to materials has been specifically created for businesses and organizations like yours. Create your account to access best practices, reference materials, videos and other resources to help improve the success of your digital marketing efforts.

Sign in using your Google account to continue.

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Your Progress: Complete articles to earn badges.



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ASK A QUESTION

Tags

Analytics 3 Best Practices 12

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Topic Tags at bottom identifies number of content pieces on that topic

More Than 60 Articles & Videos on Digital Marketing updated regularly

Latest Updates

Earn Badges

hotels have aggressive direct booking campaigns, such as Hilton's "Stop Clicking Around."

In building a smart balance of online bookings, hotels need to develop a strong online presence; reach and engage with travelers; plus provide a compelling reason to book direct. Without this properties are resigning themselves to having more and more of their bookings controlled by OTAs – with the resulting impact on yield, ownership of the guest and their ability to control their future.

OTAs can be powerful and valuable marketing partners – but as with all successful partnerships, hotels need to ensure they are valued, equal and nondependent partners in the relationship.

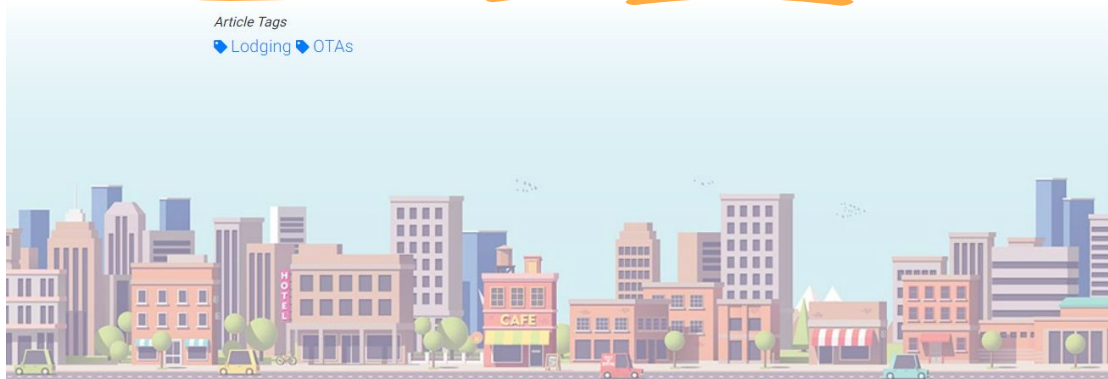
Go back to read about the [Risks and Rewards of OTAs](#), or consider [listing optimization for your hotel on TripAdvisor](#).

Mark This Article As Complete!

★ **Newbie** - Read 3 more articles to reach **Rookie**

Article Tags

◆ Lodging ◆ OTAs



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Just check “mark as complete” as you finish the content

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- Content Marketing 5
- Digital Advertising 5 GMB 14
- Knowledge Panel 4
- Optimization 1 SEO 2
- Social Media 4 TripAdvisor 3
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Question Form

Your Name

Business Name

Your Location
(City and State)

Contact Email

Your Question
Let us know what you need help with.

Suggestions?
Let us know if you have any suggestions for additional content.

☐ I'm not a robot

SUBMIT QUESTION

Ask a Question

Questions submitted to the Miles Partnership support team

Suggest a content topic you would like to see added to the Academy



**Need
Assistance
With Your
Business
Profile?**

Schedule Office Hours With Miles



<https://calendly.com/milespartnershipgoogledmo/roost-ny-office-hours?month=2023-04>

Session 2: Maximizing Exposure



Increasing Relevance



Leveraging Photography



Updating With Posts



Responding to Q & A



Managing Customer Reviews



Monitoring Performance

First Session

May 17 @ 9 am



Second Session

May 17 @ 3 pm



Questions & Discussion