

ROOST

MAXIMIZING EXPOSURE FOR YOUR GOOGLE BUSINESS PROFILE

May 2023

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

Session 1 Recap: 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

What We'll Cover Today

Session 2: Maximizing Exposure

-  Increasing Relevance
-  Leveraging Photography
-  Updating With Posts
-  Responding to Q & A
-  Managing Customer Reviews
-  Monitoring Performance



**Need
Assistance
With Your
Business
Profile?**

Schedule Office Hours With Miles



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

Choosing Categories

Categories Matter

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

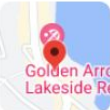
Places : Rating Hours



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



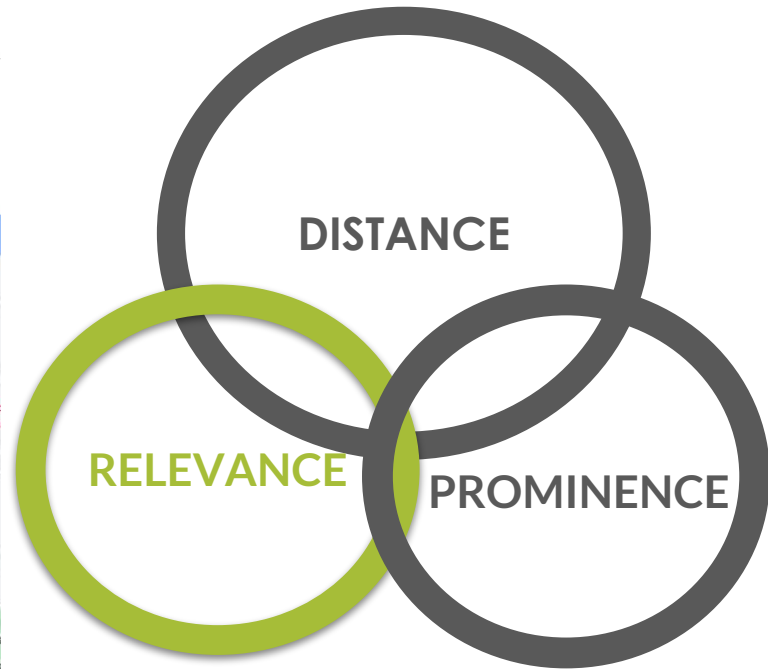
Ben & Jerry's
4.3 ★★★★★ (151) · \$\$ · Ice Cream
2423 Main St
Closed · Opens 2 PM
Iconic, creative ice cream parlor chain



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

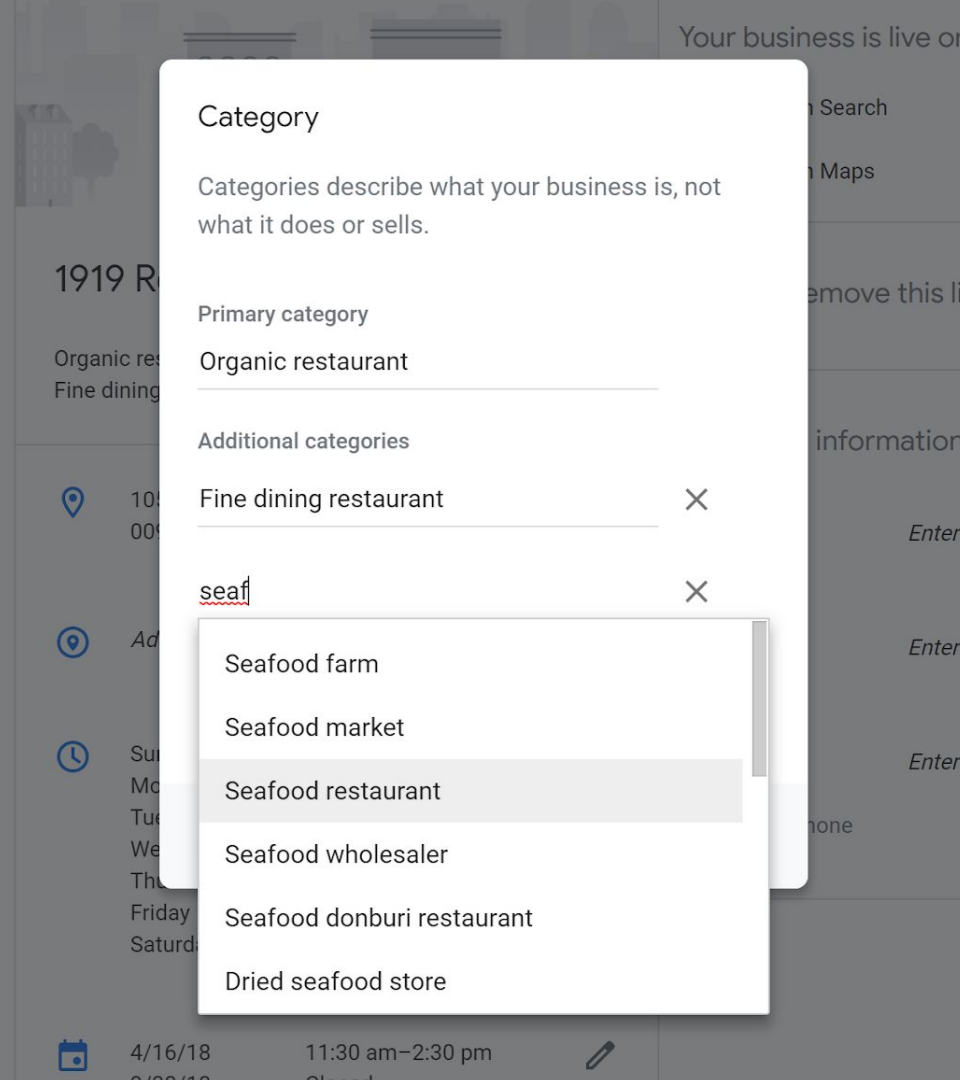
More places →

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



Categories Matter

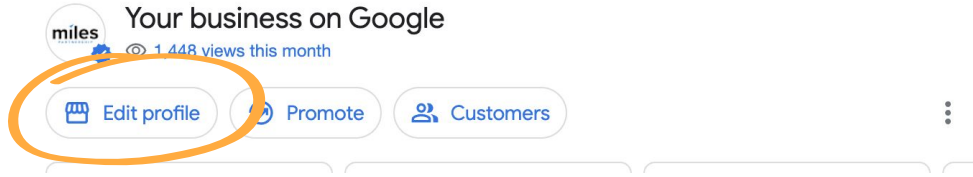
Adding relevant categories can significantly expand where a business shows up because it matches more searches



Edit Categories

hungarian_restaurant	Hungarian restaurant	Related Categories
hunting_and_fishing_store	Hunting and fishing store	Related Categories
hunting_area	Hunting Area	Related Categories
hunting_club	Hunting club	Related Categories
hunting_preserve	Hunting Preserve	Related Categories
hunting_store	Hunting store	Related Categories
hvac_contractor	HVAC Contractor	Related Categories
hydraulic_engineer	Hydraulic engineer	Related Categories
hydraulic_equipment_supplier	Hydraulic equipment supplier	Related Categories
hydraulic_repair_service	Hydraulic repair service	Related Categories
hydroelectric_power_plant	Hydroelectric power plant	Related Categories
hydroponics_equipment_supplier	Hydroponics equipment supplier	Related Categories
hygiene_articles_wholesaler	Hygiene articles wholesaler	Related Categories
hygiene_station	Hygiene station	Related Categories
hypermarket	Hypermarket	Related Categories
hypnotherapy_service	Hypnotherapy service	Related Categories
hyundai_dealer	Hyundai dealer	Related Categories
ice_cream_equipment_supplier	Ice cream equipment supplier	Related Categories
ice_cream_shop	Ice cream shop	Related Categories
ice_hockey_club	Ice hockey club	Related Categories
ice_skating_club	Ice skating club	Related Categories
ice_skating_instructor	Ice Skating Instructor	Related Categories

There are over **4000 categories** to choose from - and they fluctuate by +/- 30 or so each year, but you're limited to what's available.



Edit Categories

← Edit profile




Business information

Let customers learn more about your business

Hours

Business name

Miles Partnership

Business category 

Marketing agency

Description

Add

Look for
“Business
information”,
then “Business
category”

Edit Categories

Category

Help customers find your business by industry.

Primary category

Restaurant

Additional categories

Lunch restaurant



Brunch restaurant




Breakfast restaurant



Cancel

Apply

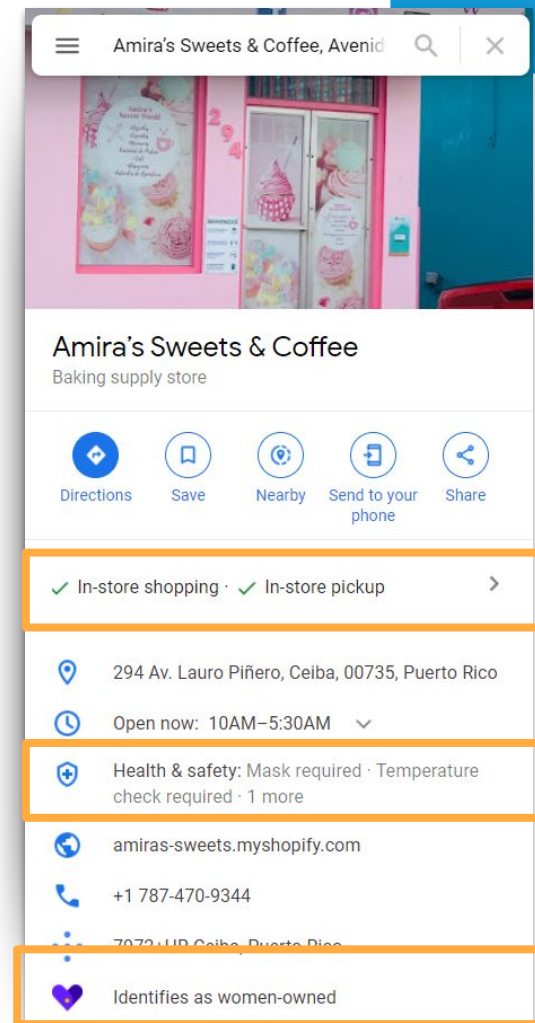
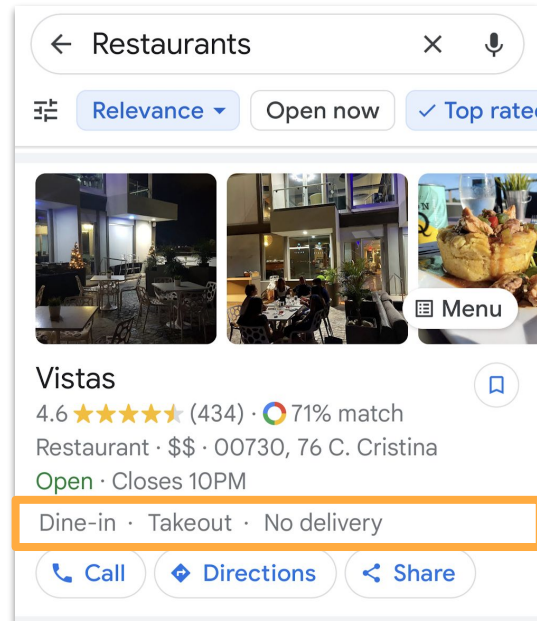


After choosing a primary category, you are allowed to select 9 more additional categories to support the listing

Monitoring Attributes

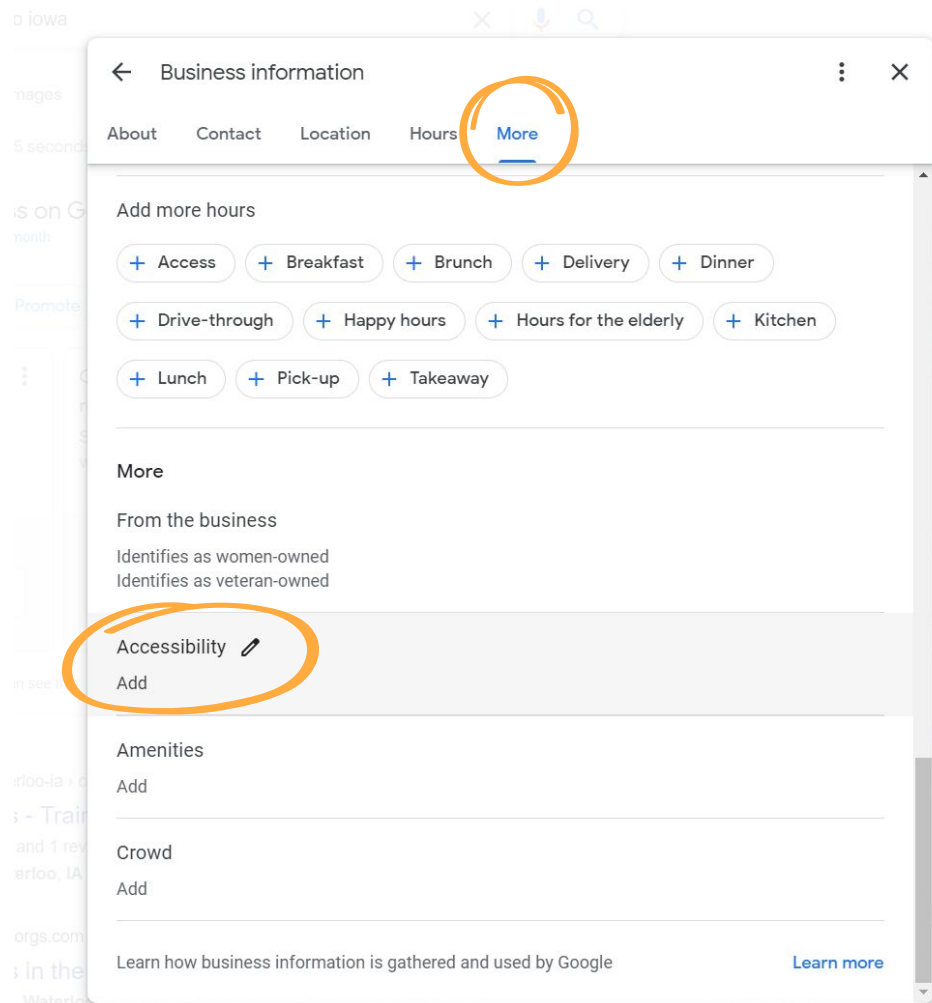
Monitor Attributes

Adding attributes
creates **customer
confidence** that a
business will meet
their needs



Edit Attributes

Search for your business, go to “Edit profile”, then “Business information”, then “More”



Edit Attributes

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)

From the business

+ Identifies as Black-owned

+ Identifies as Latino-owned

+ Identifies as veteran-owned

+ Identifies as women-owned

Accessibility

✓ Wheelchair accessible entrance

+ Wheelchair accessible restroom

+ Wheelchair accessible seating

Amenities

+ Gender-neutral restroom

Cancel Apply

Attributes

Search these attributes



Let customers know more about your business showing attributes on your Business Profile. They may appear publicly on Search, Maps, and other Google services. [Learn more](#)

+ Mask required

+ Staff get temperature checks

+ Staff required to disinfect surfaces between visits

+ Staff wear masks

+ Temperature check required

Service options

+ Online appointments

+ Onsite services

Attributes

Only attributes you can edit are shown below.

[Learn more](#)



Search these attributes

✓ Laundry service

✓ Meeting rooms

+ Newspaper delivery

Parking

⊘ Free

✓ Paid

⊘ Pets welcome

✓ Photocopying service

✓ Restaurant

✓ Room service


Cancel Apply



Edit Attributes

Listings can feature
“diversity attributes”

Business owners can
self-identify with a
number of attributes
such as “Black Owned”
or “Women Led” & more.

In **Yelp, Google, and
Tripadvisor** these
attributes are
searchable and highly
visible

Black Owned Restaurants | Philadelphia, PA 



4. 48th Street Grille

★★★★☆ 289

Caribbean \$\$ • Garden Court

Open until 9:00 PM

Family-owned & operated • Minority-owned & operated ⓘ

Black-owned

[Find a Table](#)

Celebrate Pride!

Support Open to All and LGBTQ-owned businesses.

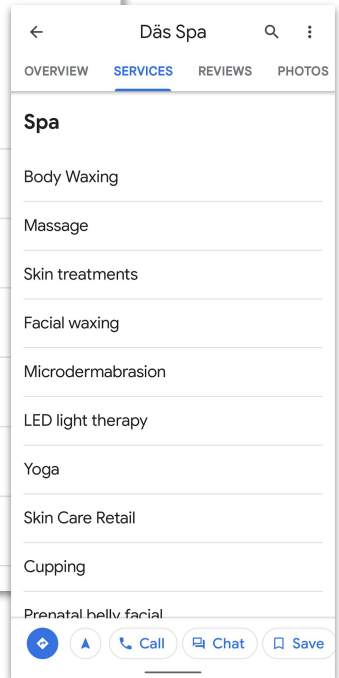
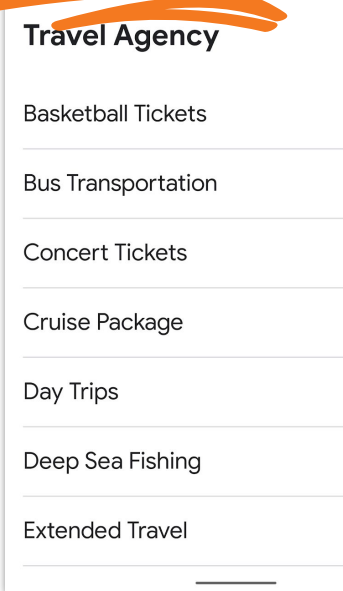
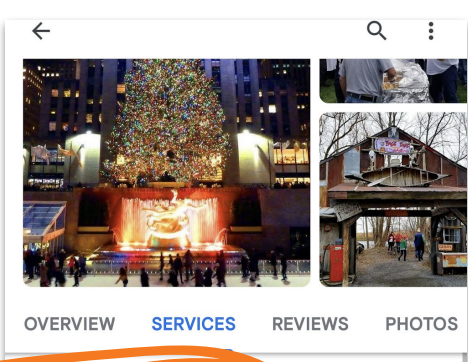
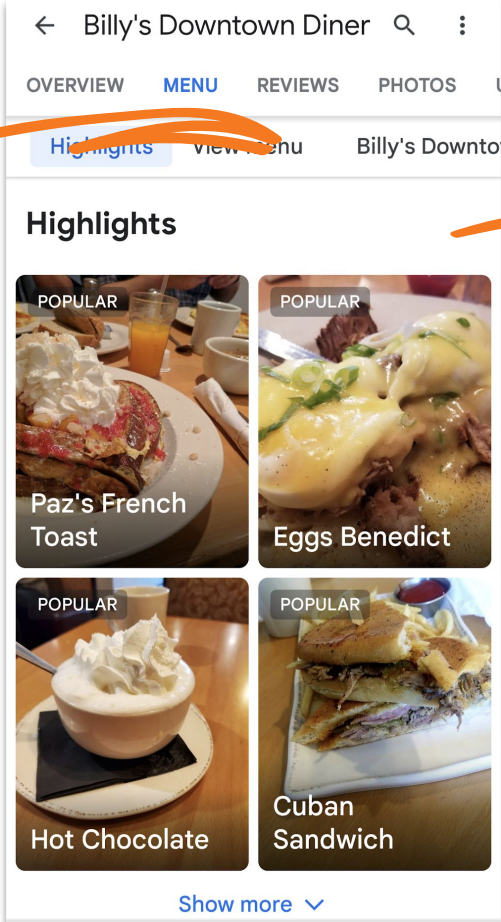
[Find Open to All Businesses](#)



Menus & Services

Menus & Services

Depending on your business category, you can use **menus** or **services** to expand the content in your business profile.



Menus & Services

Accommodations have limited access to some of these features - but, if you are **also an event or wedding venue**, you can add those categories to get access to “services”

Category

Categories describe what your business is, not what it does or sells.

Primary category

Hotel

Additional categories

Event venue



Wedding venue



[Add another category](#)

Cancel

Apply

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

← Hawks Cay Resort 🔍 ⋮

ES DIRECTORY **SERVICES** REVIEWS PHO

Wedding Venue Event Venue Marina

Wedding Venue

Anniversary party planning

Baby shower planning

Bar & bat mitzvah planning

Birthday party planning

Catering

Children's party planning

Corporate and conference

Quinceanera

Retirement party planning

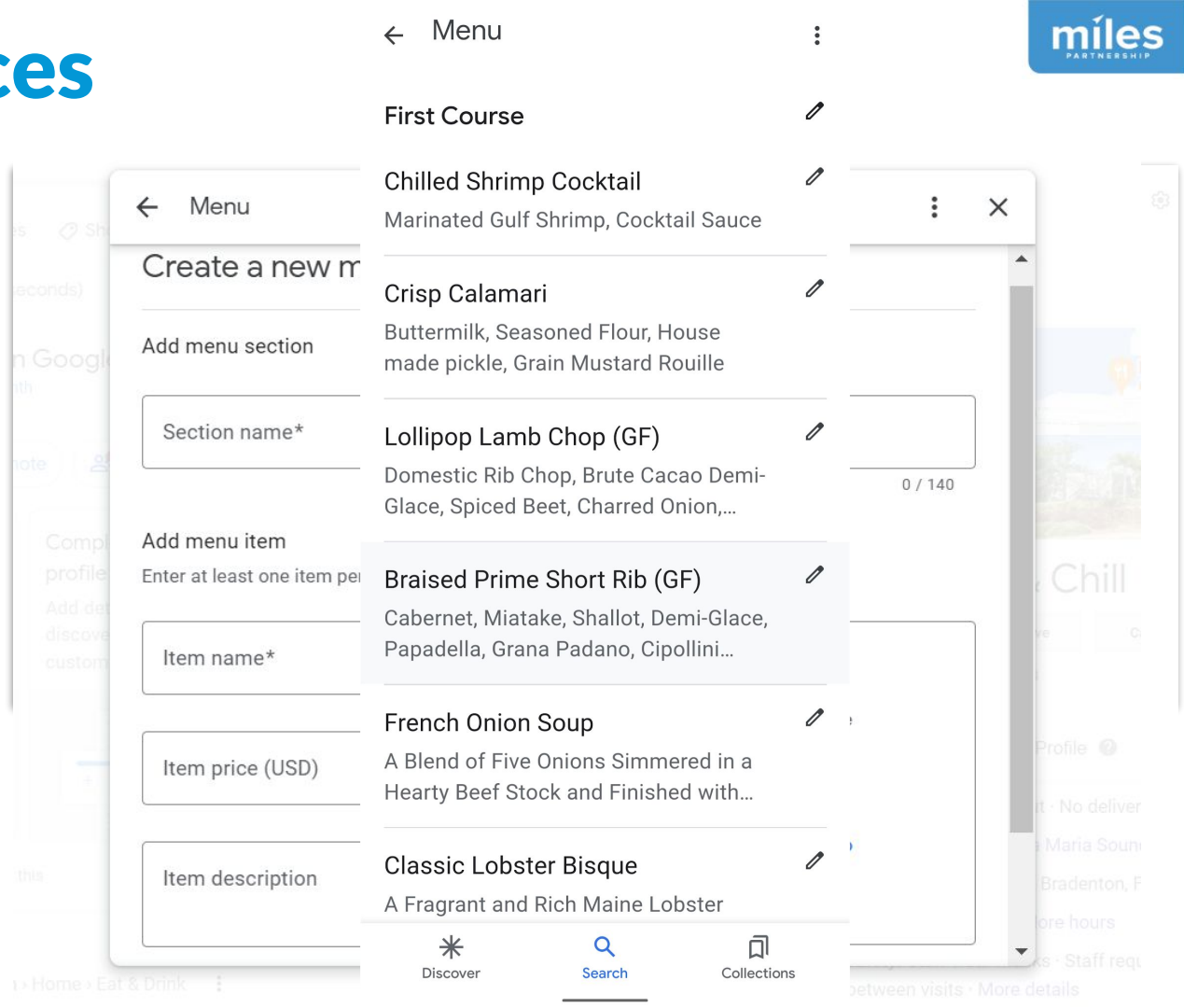
\$293
Aug 18 – 20

[View prices](#)

Menus & Services

Use the **SERP** editing tool to access the Menu edit feature.

Not available through Maps!



Menus & Services

Menu Highlights
are generated by
Google based on
customer photos
and reviews.

You can suggest an edit
to the names of the
dishes featured.

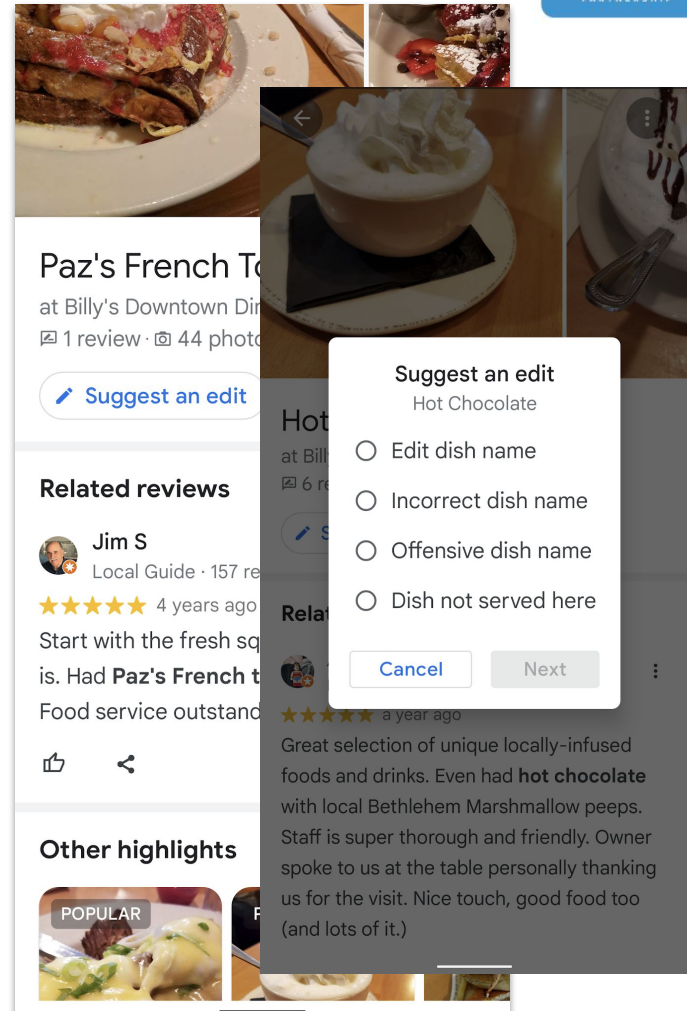
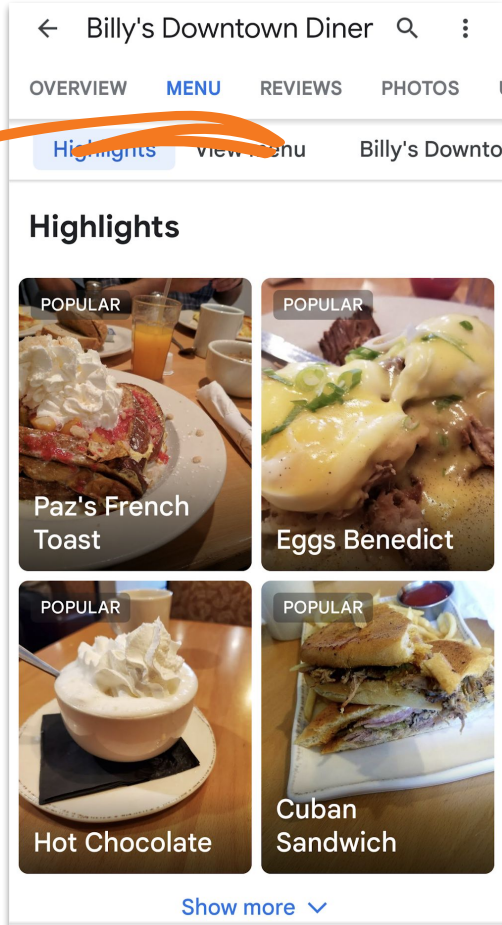
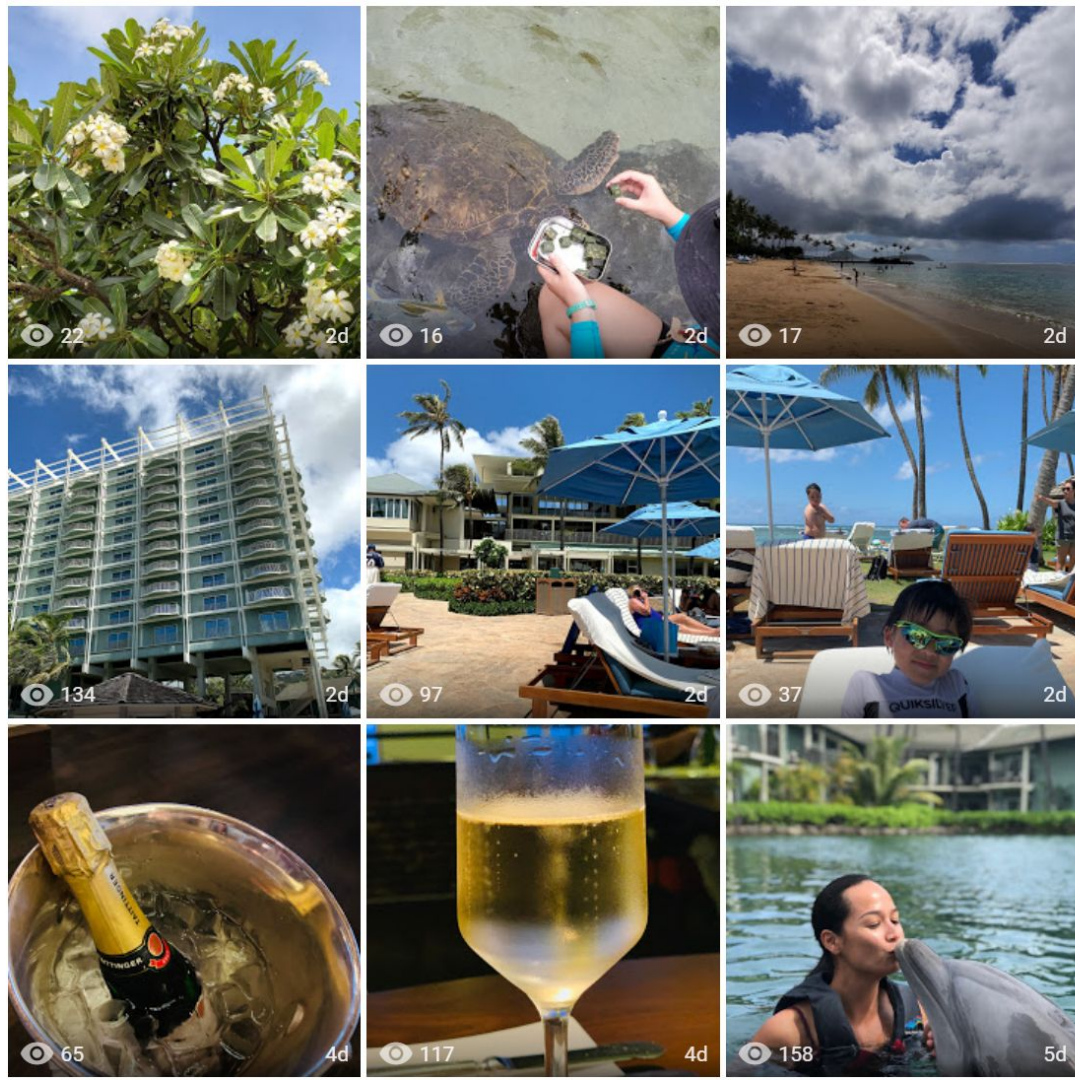


Photo Best Practices

Images Inspire

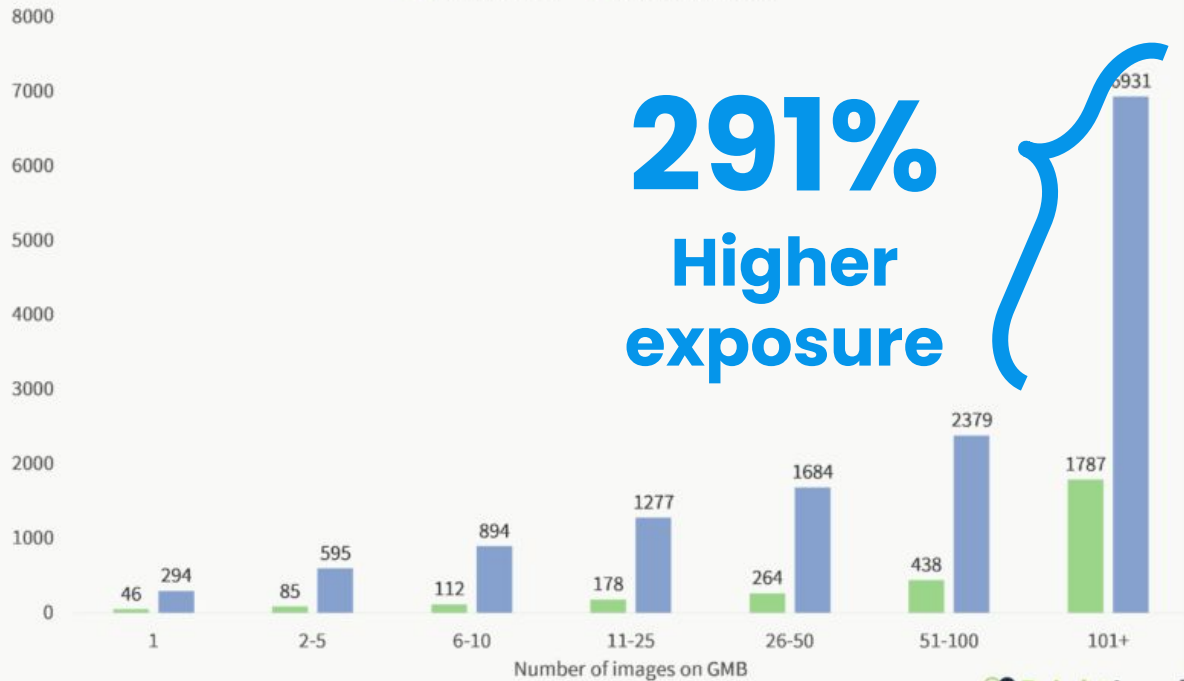
Photos are a key part of how potential customers make decisions about your business.



Impact of Photos

Average monthly Direct and Discovery searches by number of images

Direct searches Discovery searches

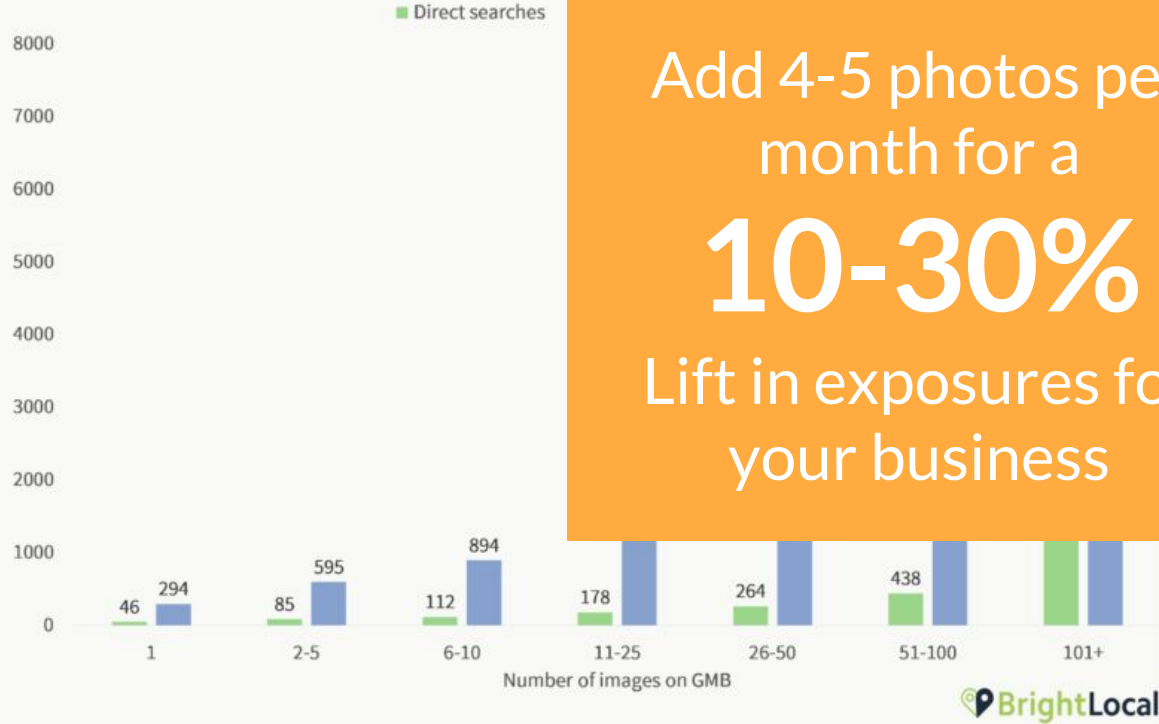


BrightLocal

Businesses with more than 100 images have significantly higher exposure rates.

Impact of Photos

Average monthly Direct and Discovery searches by number of images



Add 4-5 photos per month for a

10-30%

Lift in exposures for your business

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

Photo Best Practices

1. INFORMATIVE

What would a potential visitor want to know or see about this place? Consider the **scope**, the **scale** and the **context** of the place you're capturing.

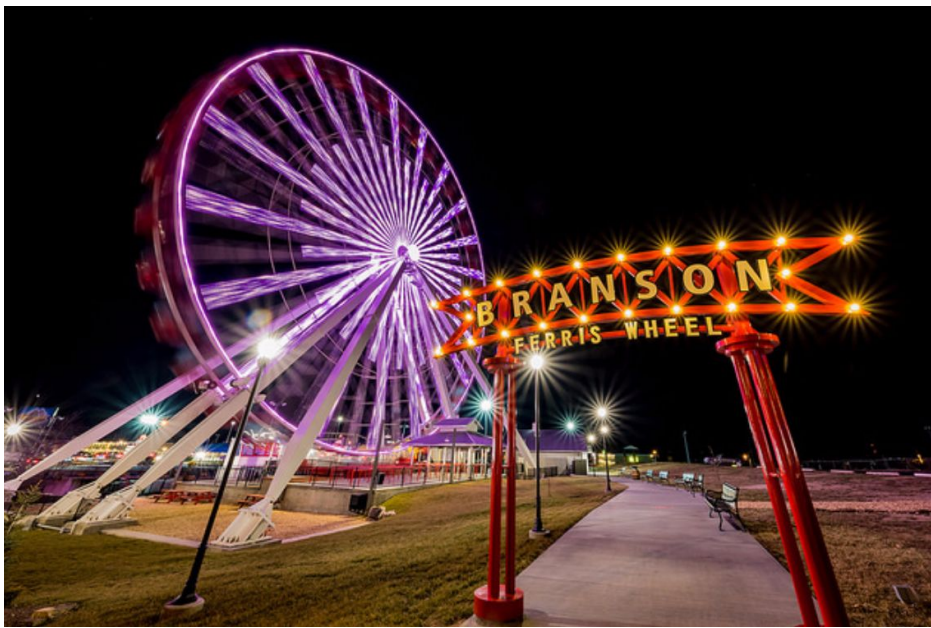
2. ATTRACTIVE

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



3. RECENT

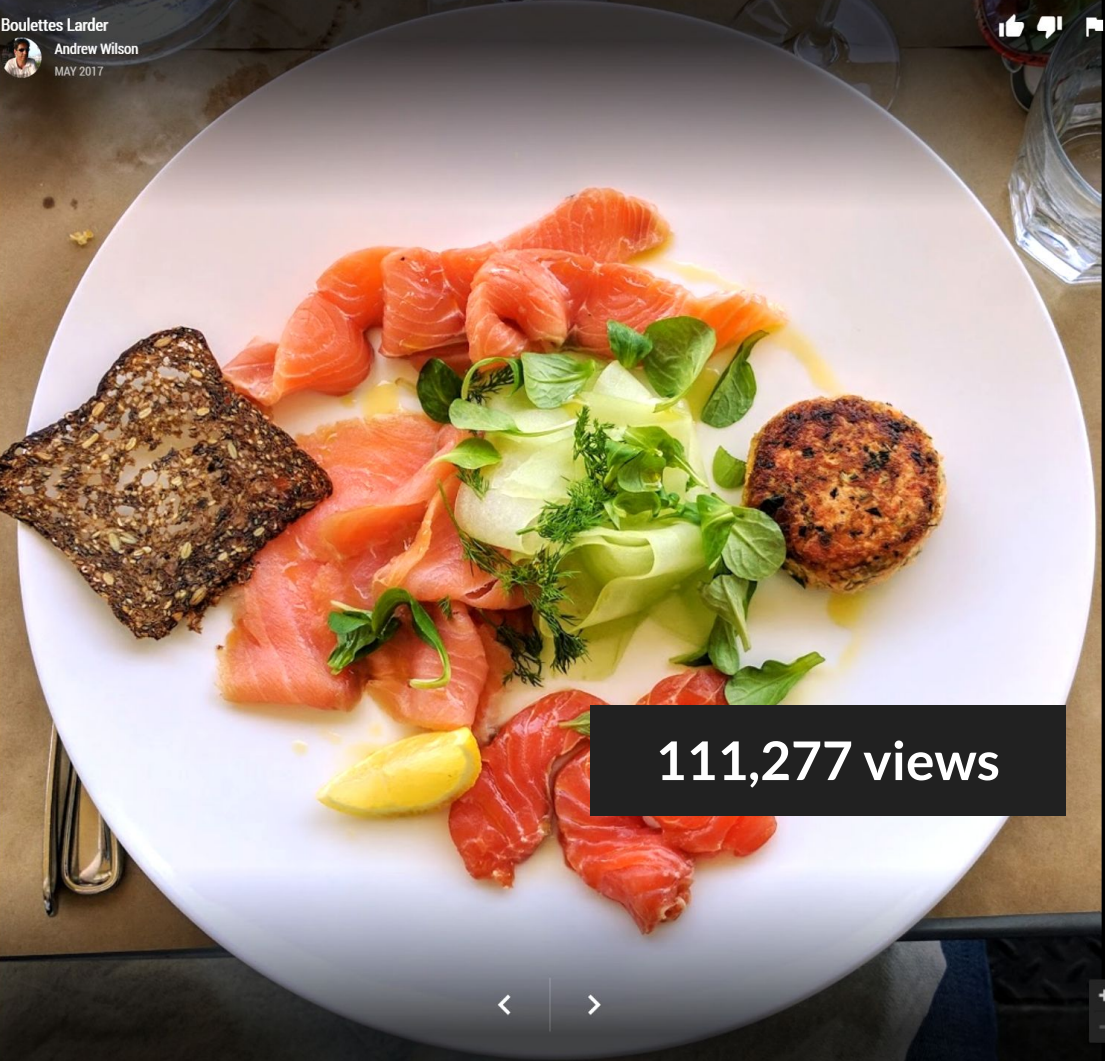
Customers want to know what things look like right now, they're looking for reassurance - yes, this place is open, yes it's safe, etc.



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

Photo Best Practices

- Only upload photos you created or own the complete rights to.
- Upload at least 4K images (3840x2160).
- Don't use filters - limit your edits to brightness, color, contrast & saturation.
- Avoid seasonal images, unless that's relevant to the location you're shooting.





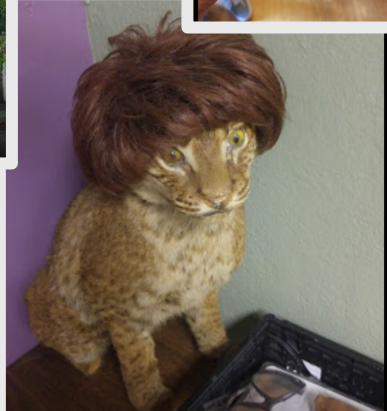
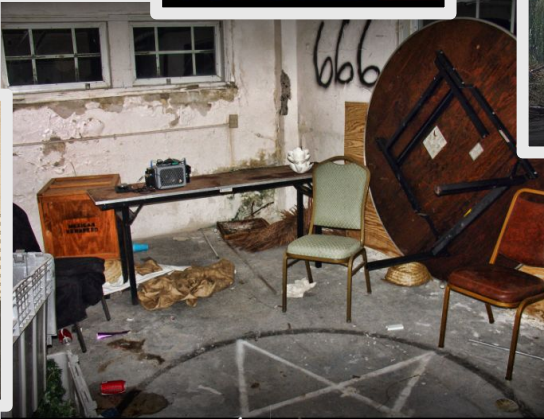
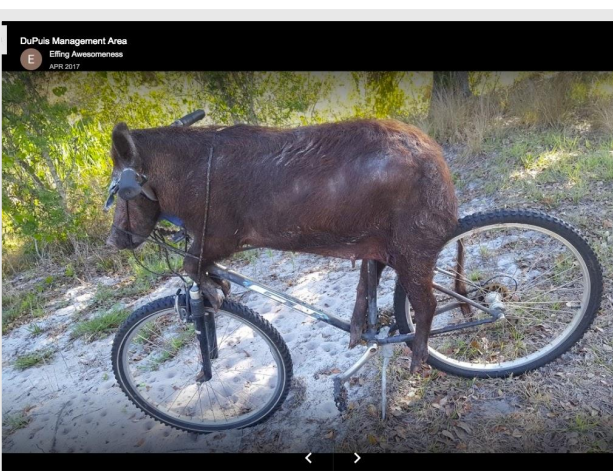
Photo Best Practices

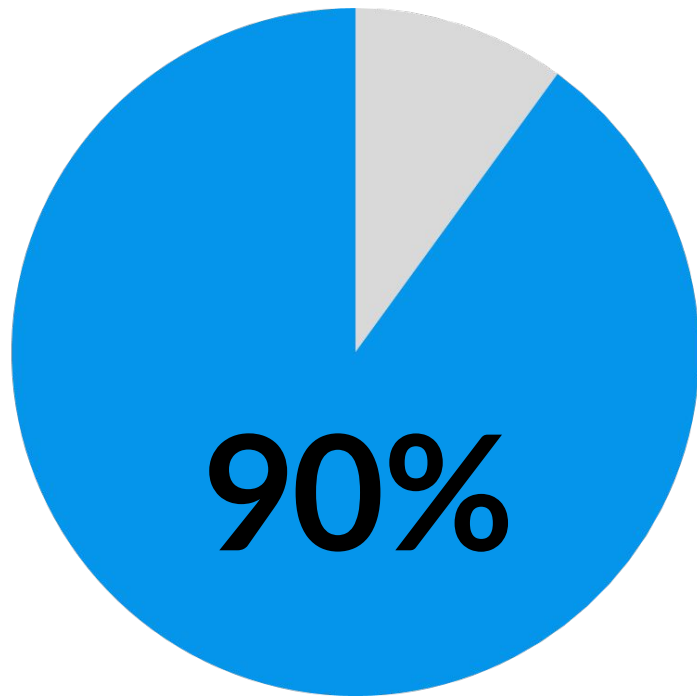
- Keep your vertical and horizontal lines as straight as possible.
- Shoot mostly horizontal images - the products make much better use of them than portrait images.
- Interiors without people are preferred to those with people. Avoid identifiable faces & PII, or have release forms.



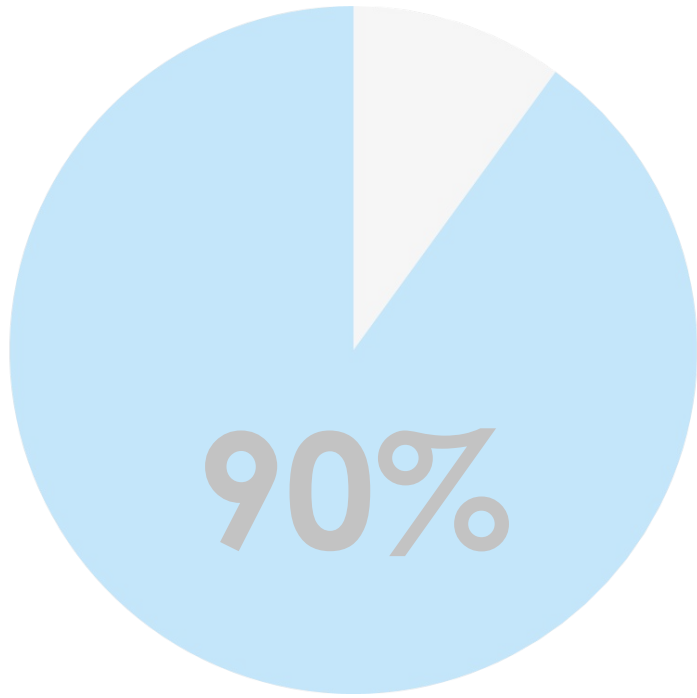
Flagging Photos

Flagging Photos

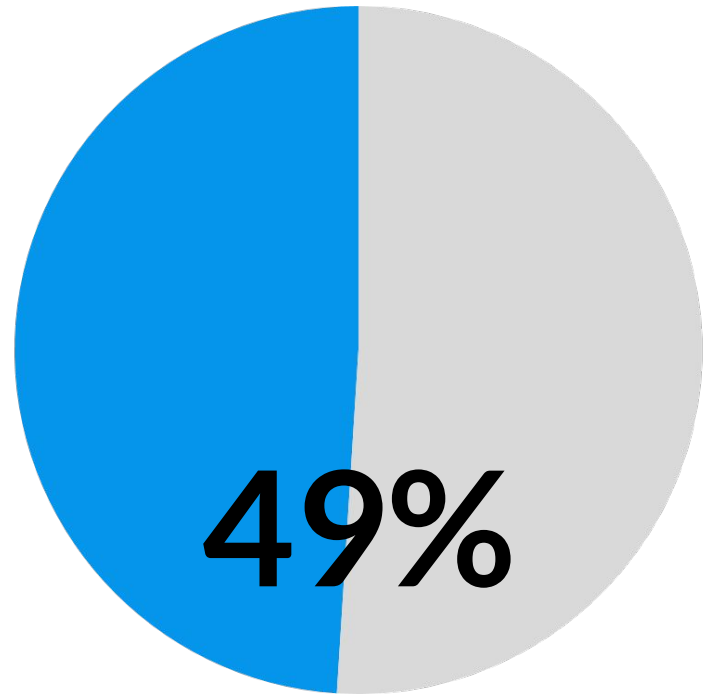




Of photos available for your
business are supplied by your
customers

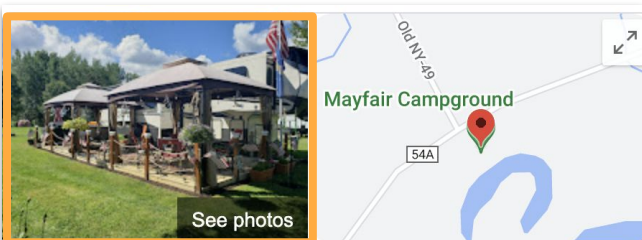


Of photos available for
your business are supplied
by your customers



But, customer photos account
for less than half of all views

Flagging Photos



Mayfair Campground

Website

Directions

Save

Call

4.0 ★★★★★ 74 Google reviews

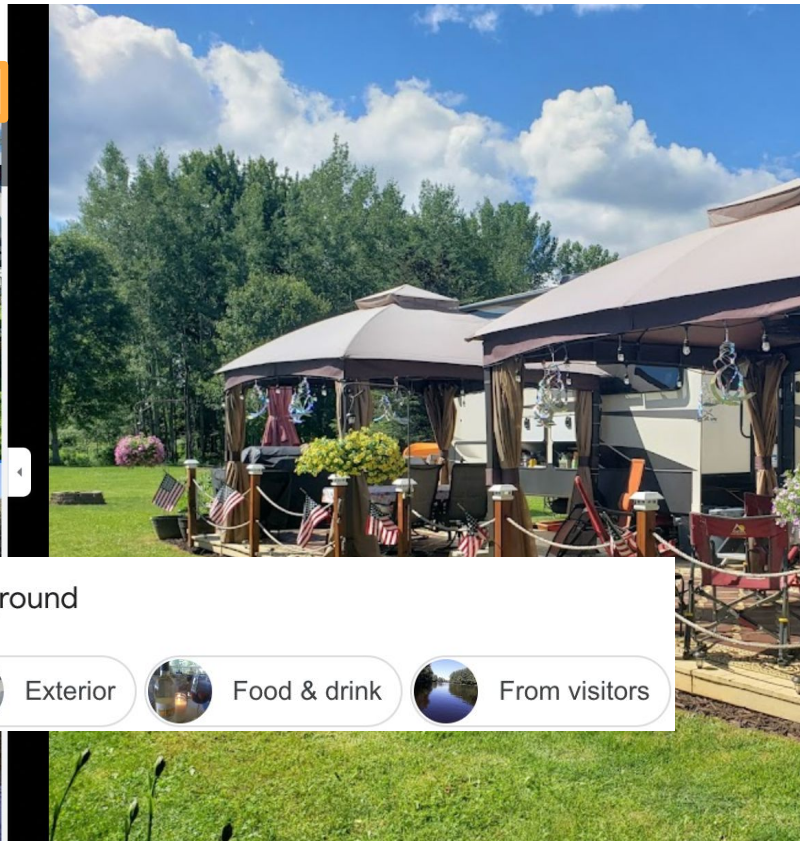
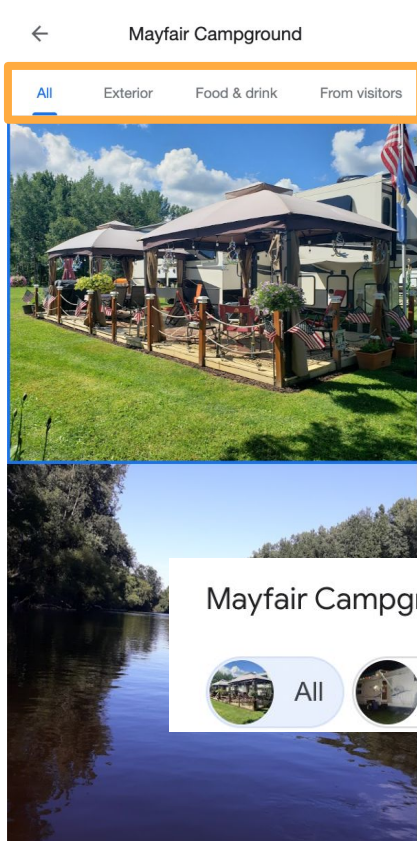
Campground in Blossvale, New York

Address: 3250 Old State Rte 49, Blossvale, NY 13308, United States

Phone: +1 315-245-3870

[Suggest an edit](#) · [Own this business?](#)

Questions & answers





Images may be subject to copyright.

Why are you reporting this photo? (Required)

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

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

Email address:
(Required)

reCAPTCHA verification:
(Required)

☐

I'm not a robot

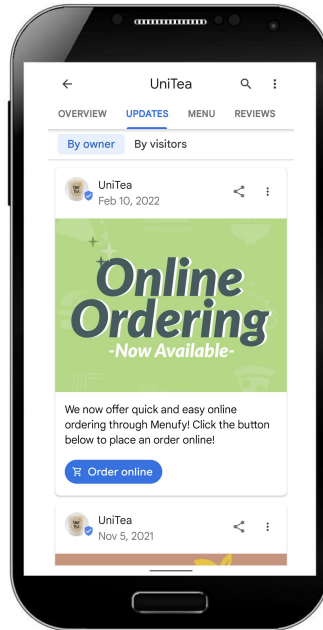
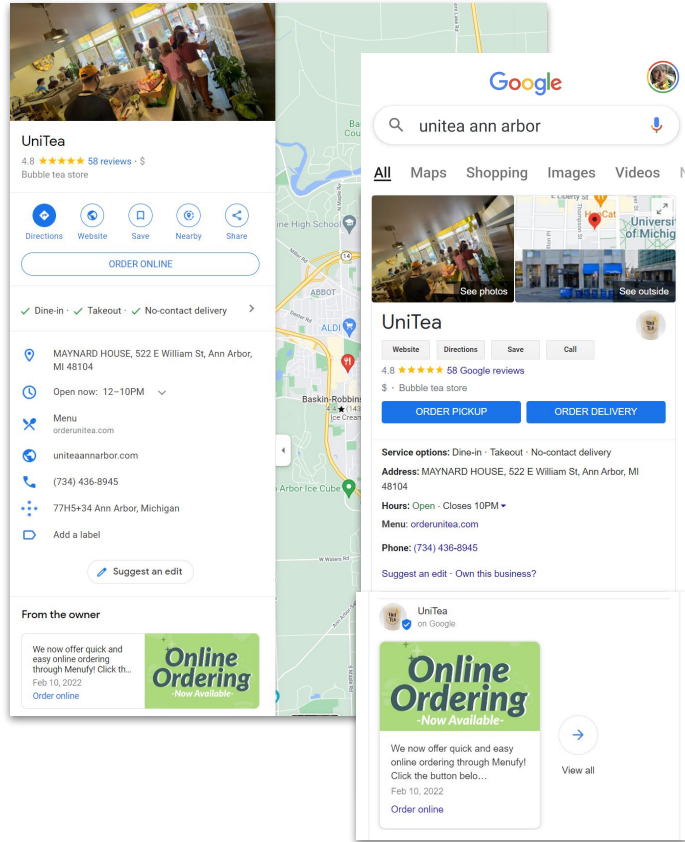


Submit



Post Updates

Post Updates



Posts appear in your business profile throughout Google Search and Google Maps on mobile & desktop

This provides a huge amount of organic visibility for your message.

(That means free!)

Hotels get Posts!

Accommodation business types (finally!) get access to posts!

But, not all the types of posts - only announcements and events - no offers.

Google Business Profile Manager

Search businesses

ORGANIZATION

Miles Partnership

The Kahala Hotel & Resort

5000 Kahala Avenue
Honolulu, HI 96816
United States

Home

Posts

Info

Insights

Reviews

Messages

Photos

Services

Website

Users

Create an ad

Businesses


Settings

All

What's new

Events

Posted Apr 1, 2022



Special Offers and Packages

Apr 1 – May 2

The Kahala Hotel & Resort is currently offering a selection of packages and rates to help make your next stay with us even more perfect. Click 'Learn More' to see what options are currently being offered.

Learn more

2.21K views 15 clicks Share post

Posted Mar 2, 2022

Your posts

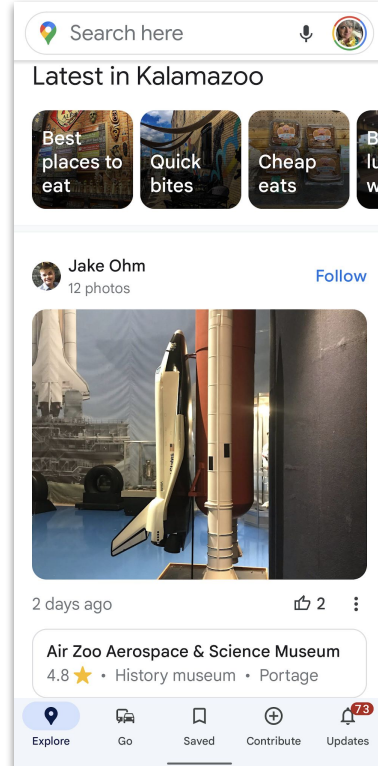
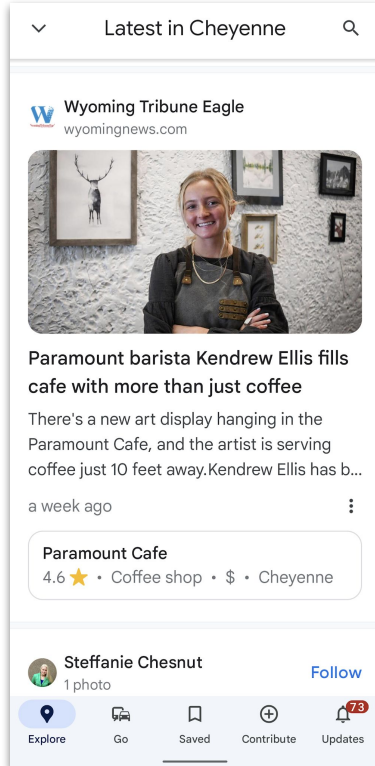
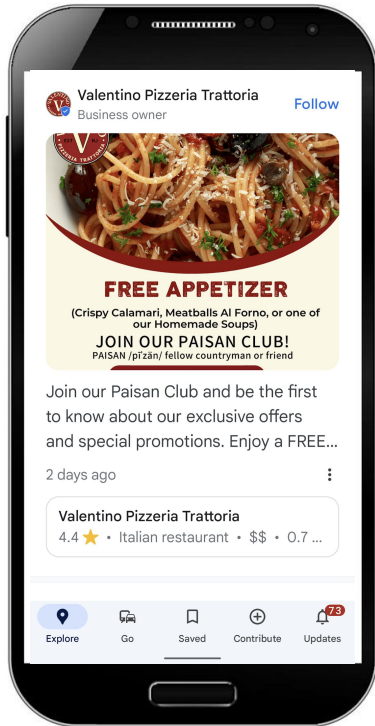
New views this week

1053

Updated just now

Reach more customers through posts

Post Updates



Posts also appear as part of the **Explore** section of the Google Maps mobile app

Recent updates from businesses, customers and local media are featured to those exploring your area



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

Post Updates

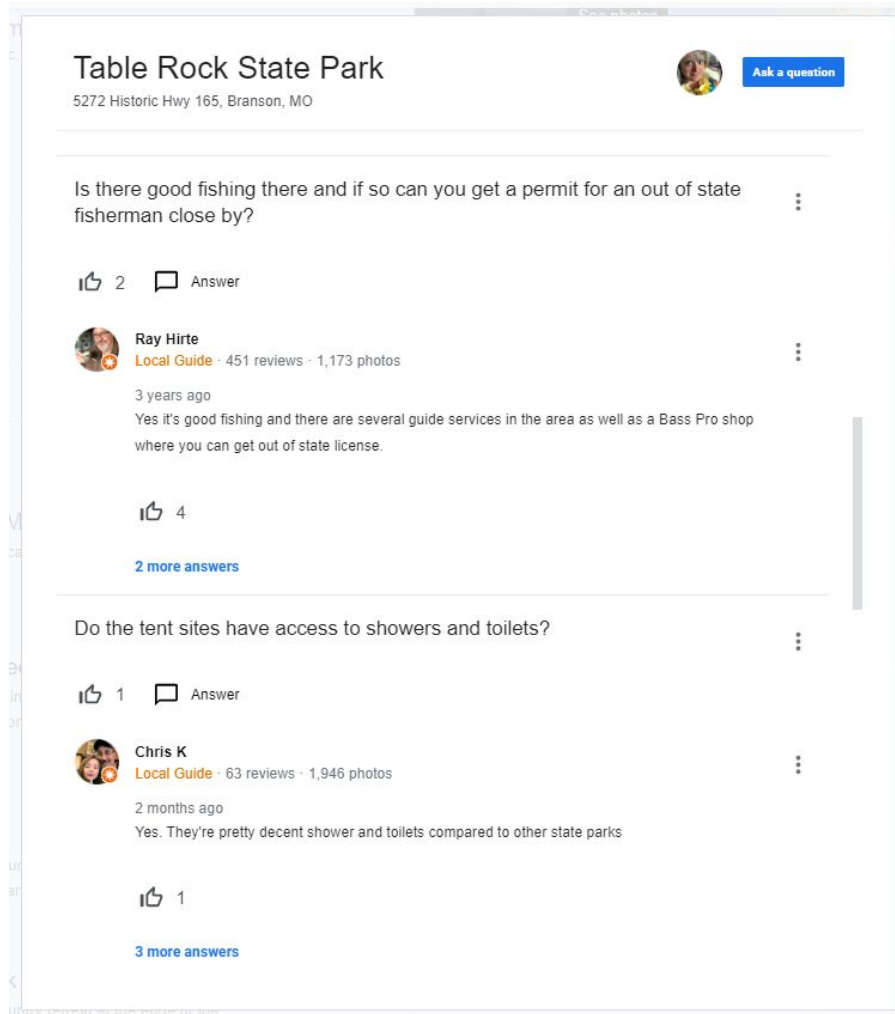
- Use an **attention grabbing photo** - bright colors, simple, single subject.
- Focus your message on the **first 100 characters**.
- Add your own **tracking codes** to your call-to-action button.
- Post **early in the week** if you're promoting something the following weekend.

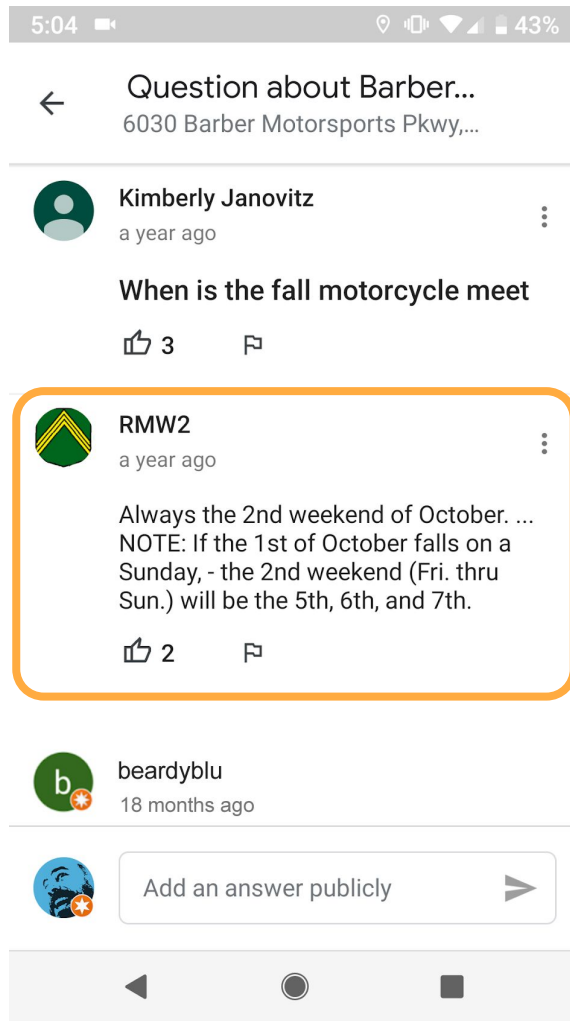
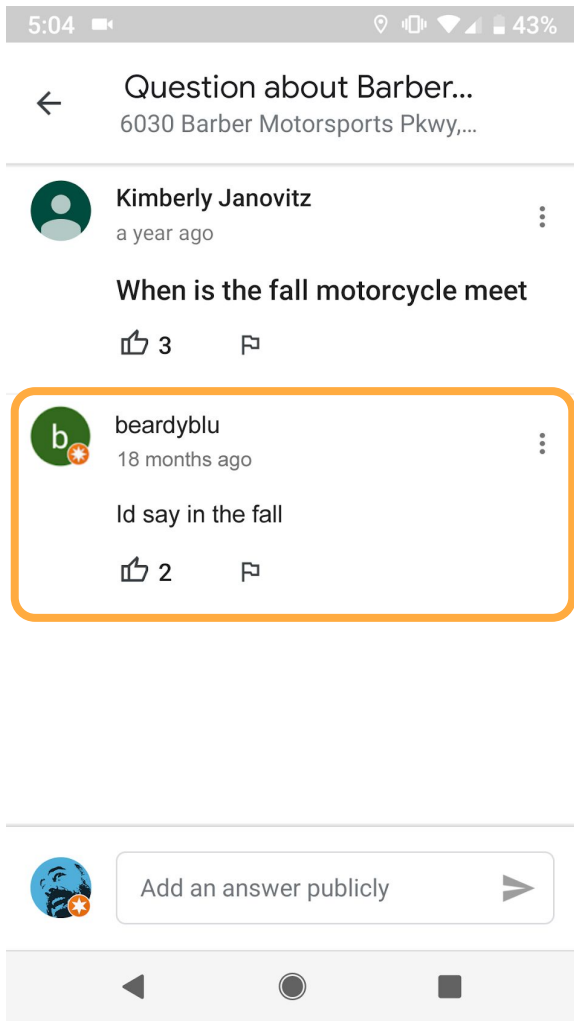
Google Business Profiles

Questions and Answers

Questions & Answers

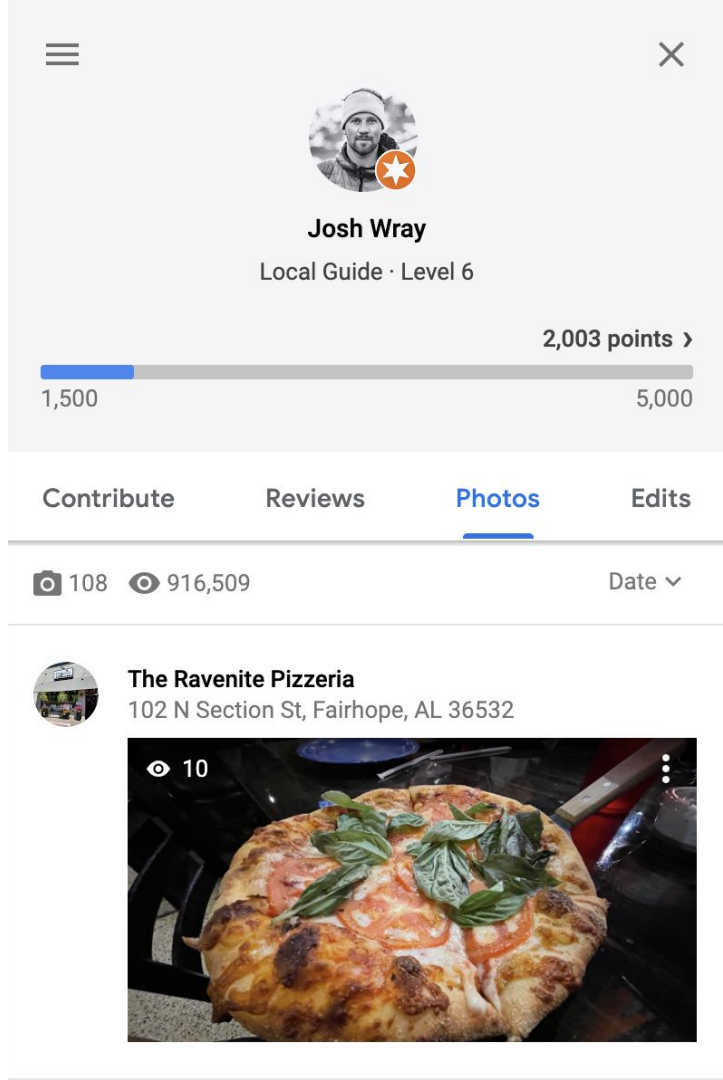
Questions & Answers is a public feature which appears as part of your Business Profile. **Anyone can ask, and answer questions about your business.**





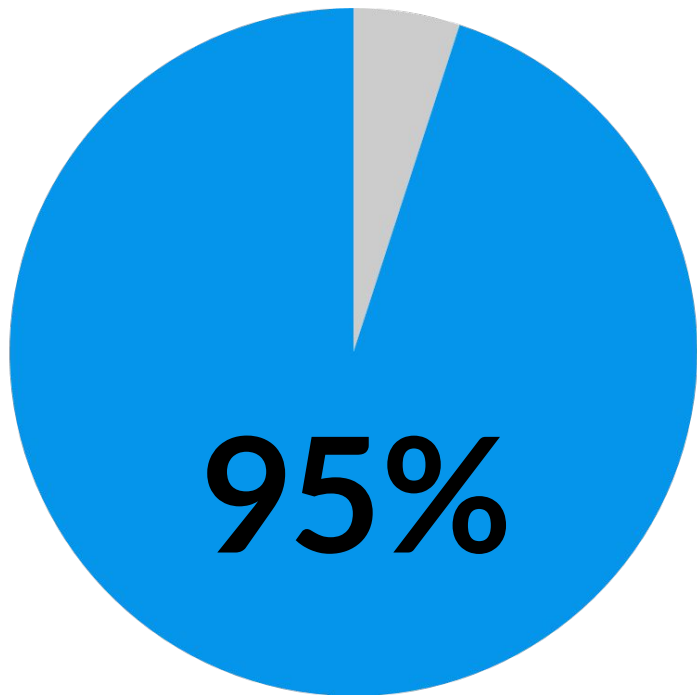
Questions & Answers

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

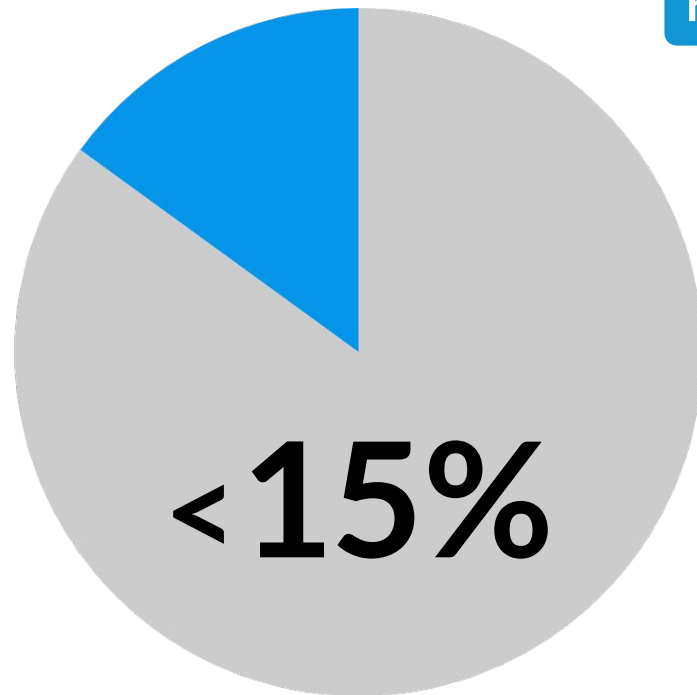


What is a Local Guide?

- Photos, Videos & 360s
- Edit Facts
- Add Places
- Questions & Answers
- Reviews
- Ratings

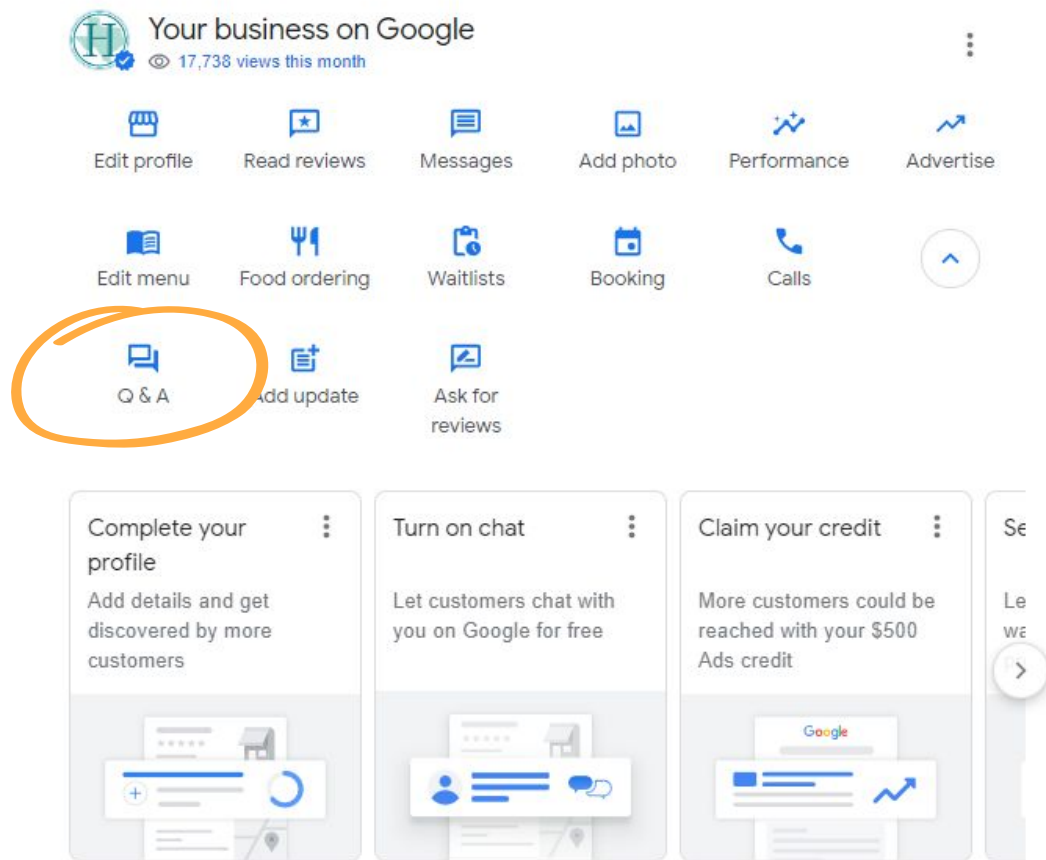


Of audited listings had **questions**
from **customers**

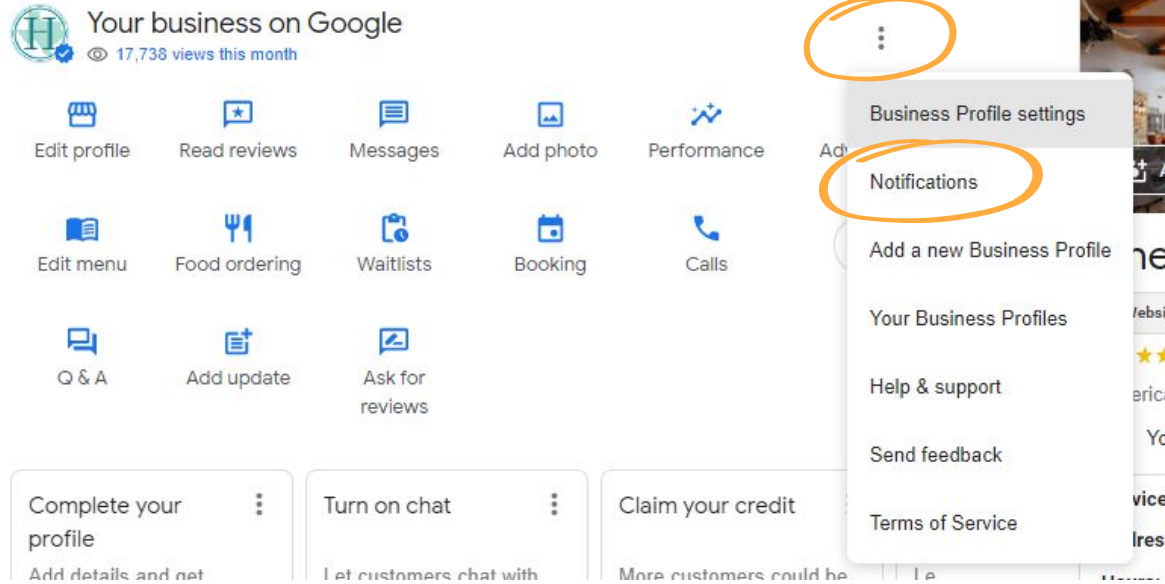


Have **answers** from the business
owner

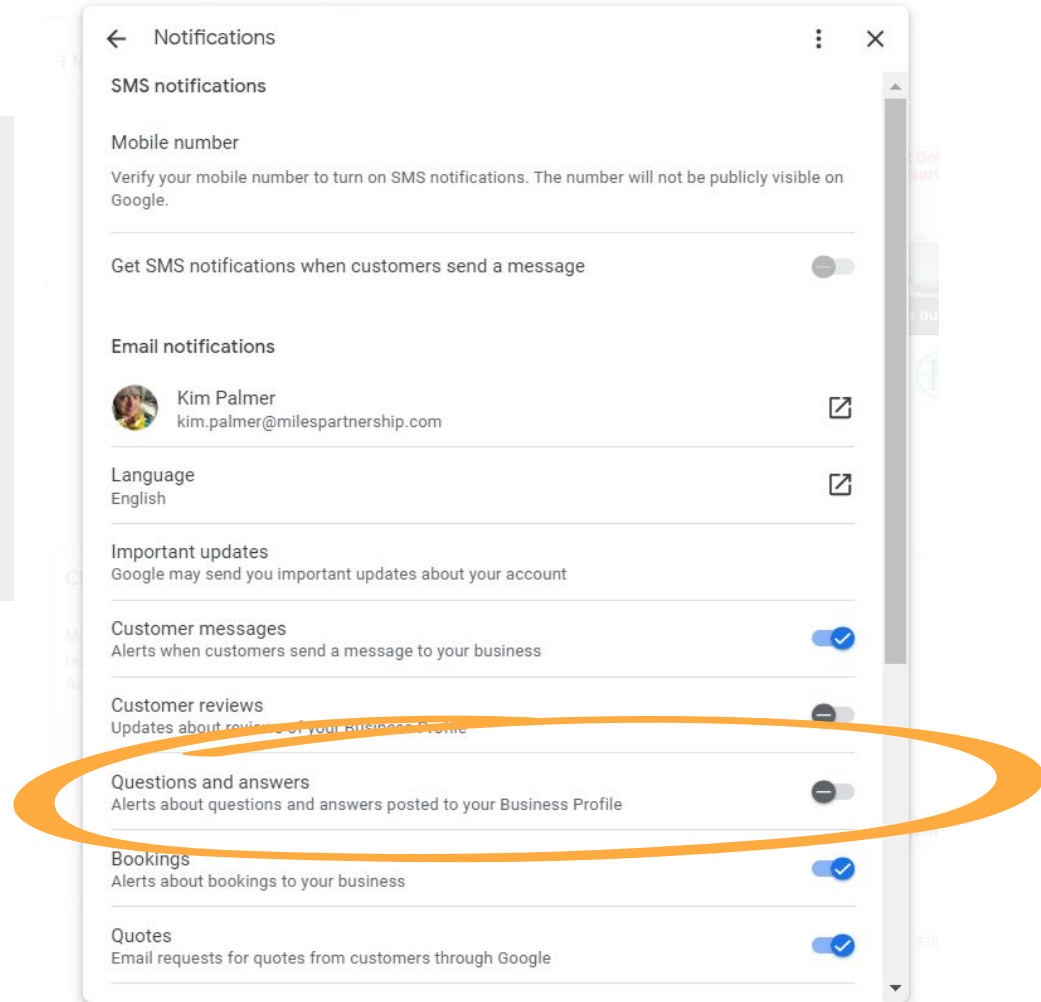
New! Q&A is now accessible via the profile editing tools



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



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>.

THE MODERN HONOLULU

1603, 1775 Ala Moana Blvd, Honolulu, HI

[← 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

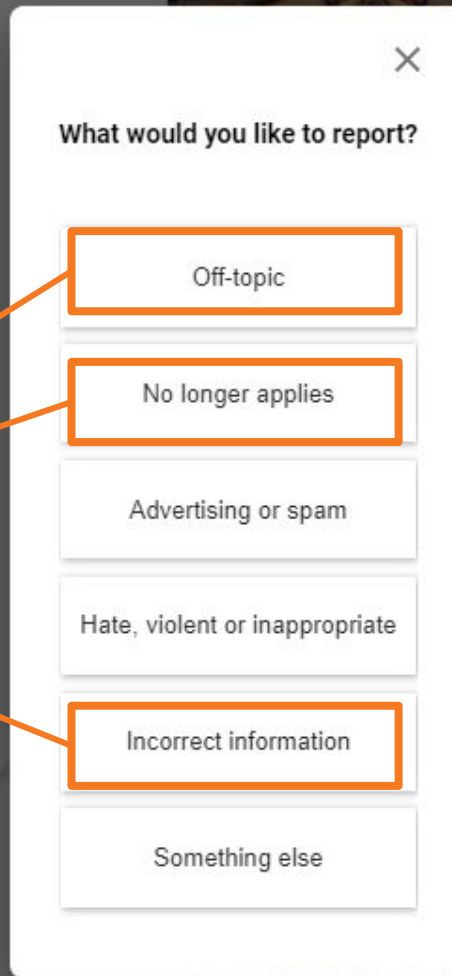
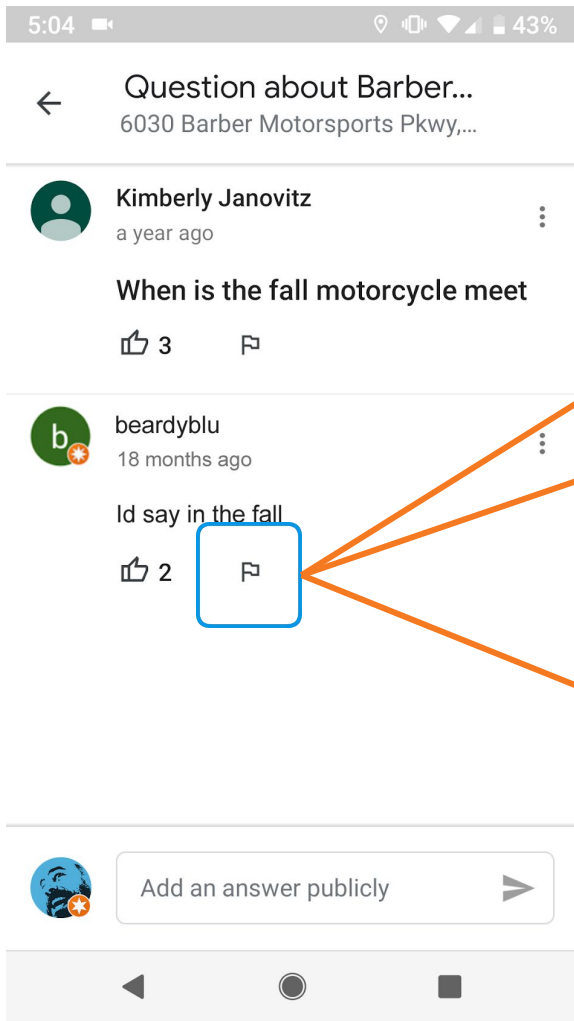
Local Guide · 4 reviews · 131 photos

4 days ago

Nope.



Helpful?



After you've provided your own answers, **report the bad answers in your profile.**

Submit FAQs as Questions & Answers

THE MODERN HONOLULU
1603, 1775 Ala Moana Blvd, Honolulu, HI

Does every room have a balcony?

Kat E
Local Guide · 14 reviews · 15 photos
4 days ago
Not all but most.

2

5 more answers

ing available?

Ryan Devlin
Local Guide · 93 reviews · 193 photos
6 months ago
In the actual hotel it's valet parking only. There's room bill in addition to the \$35 per night. Self pa

2

9 more answers

THE MODERN HONOLULU
Posting publicly

How far is the hotel from Ala Moana Shopping area?

CANCEL POST

Know this place? Answer quick questions

Review summary Write a review Add a photo

Rooms · 3.9 ★★★★★
Guests liked the large, clean, updated rooms, though some said maintenance could be improved · Rooms had views · Some guests noted the rooms could be quieter & beds could be improved

Location · 4.4 ★★★★★
Near the beach; shopping & sightseeing nearby · Easily accessible by car · Near public transit

Service & facilities · 4.3 ★★★★★
Guests enjoyed the pool · Guests appreciated the friendly staff · Guests spoke highly of housekeeping

[View all reviews](#)

Questions & answers
[See all questions \(2\)](#)

Ask a question

Reviews and Online Reputation

98%

**Of consumers
read reviews
for local
businesses**

98%

Of consumers
read reviews
for local
businesses

40%

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

98%

Of consumers
read reviews
for local
businesses

40%

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

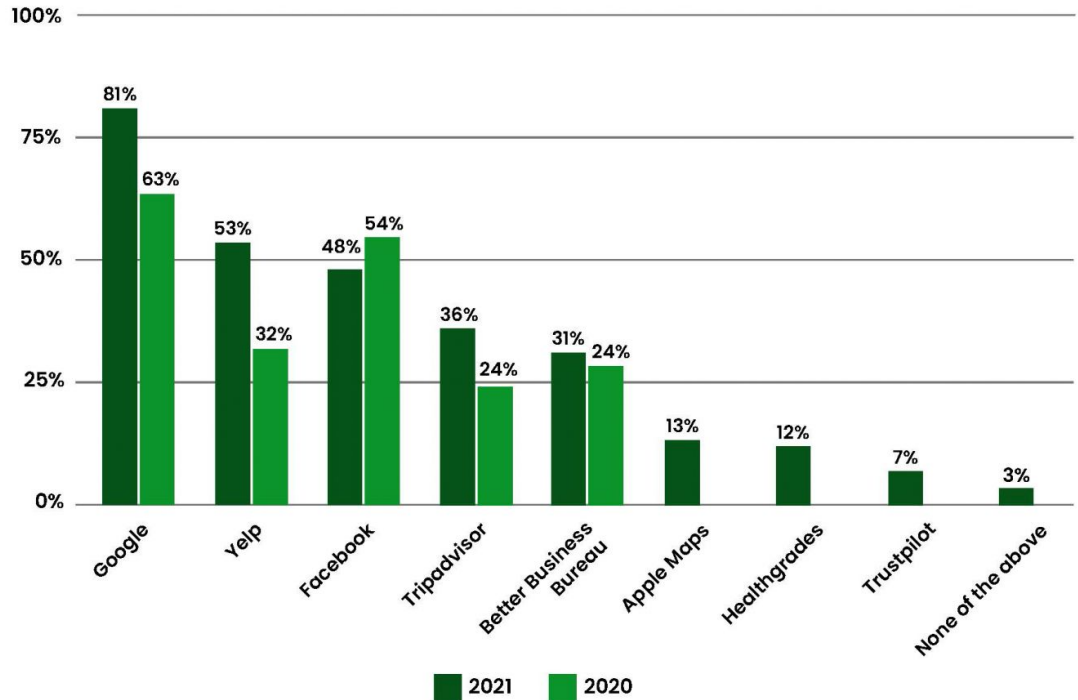
89%

Of consumers say
they would be
'fairly' or 'highly'
likely to use a
business that
responds to all
reviews

Respond to Reviews

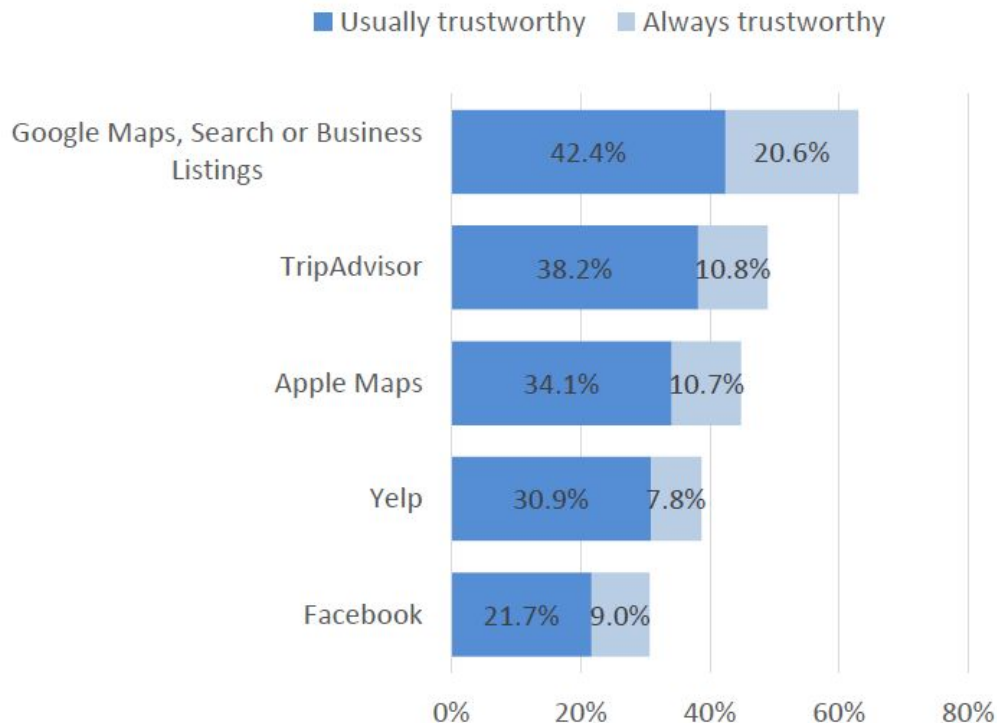
The most frequently used platforms for local business reviews are Google, Yelp, Facebook & Tripadvisor.

Which of the following sites or apps have you used to evaluate local businesses in the last 12 months?



TRUSTWORTHINESS: RATINGS & REVIEWS

Question: Please
evaluate how trustworthy
is the customer
rating/review information
available on each
platform?



Reviews Influence Rank

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

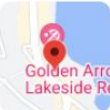
Places : Rating Hours



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



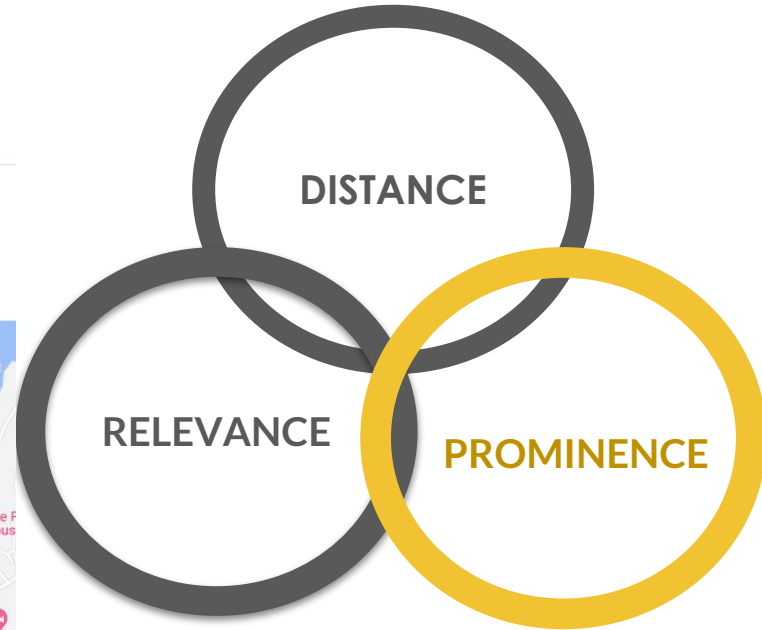
Ben & Jerry's
4.3 ★★★★★ (151) · \$\$ · Ice Cream
2423 Main St
Closed · Opens 2 PM
Iconic, creative ice cream parlor chain



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.



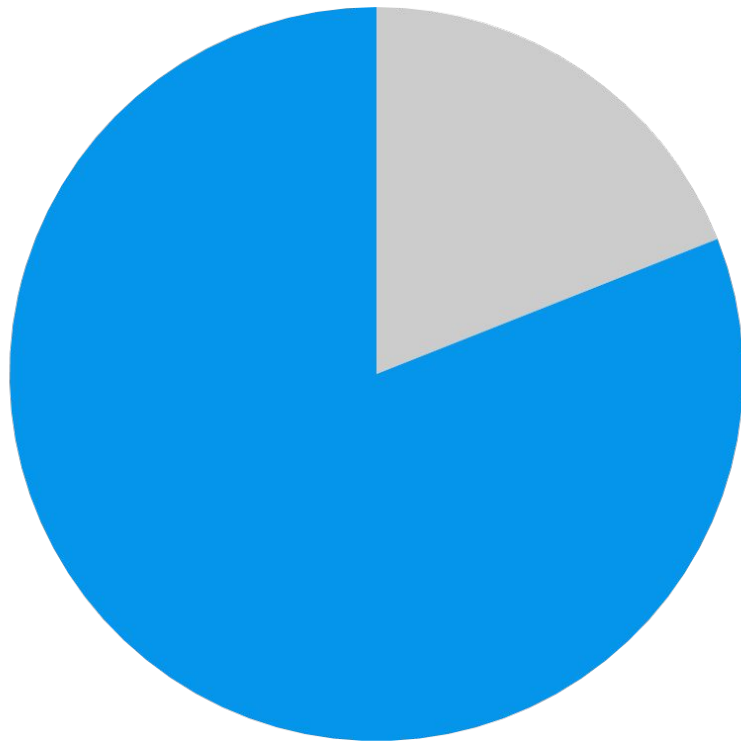
Google

81%

**Of reviews are 4.0+
Less than 4% are one star**

4.4

Median Rating



Respond to Reviews

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

Gabriel Kreuther

41 W 42nd St, New York, NY

 Write a review

4.6 ★★★★★ 393 reviews ?

Sort by: Newest ▼



Jean Philippe Guy

Local Guide · 119 reviews · 642 photos

★★★★★ 2 months ago

Very disappointing experience. High dollar with sub par food and very average service. Not worthy of a Michelin Star.



1

Response from the owner 2 months ago

Dear Mr. Guy,

Thank you so much for taking the time to share your feedback about your experience at Gabriel Kreuther. We are very regretful to hear that we did not meet your expectations. If you would allow, I would love to be in touch with you to further discuss your experience. I can be reached at jean@gnyc.com. Thank you in advance for your time and I look forward to speaking with you.

Best Regards,
Jean Lee
Guest Relations Manager



Felipe Archondo

Local Guide · 1 photo

★★★★★ 2 months ago



Ready2 Retire

Local Guide · 32 reviews · 1 photo

★★★★★ 2 months ago -

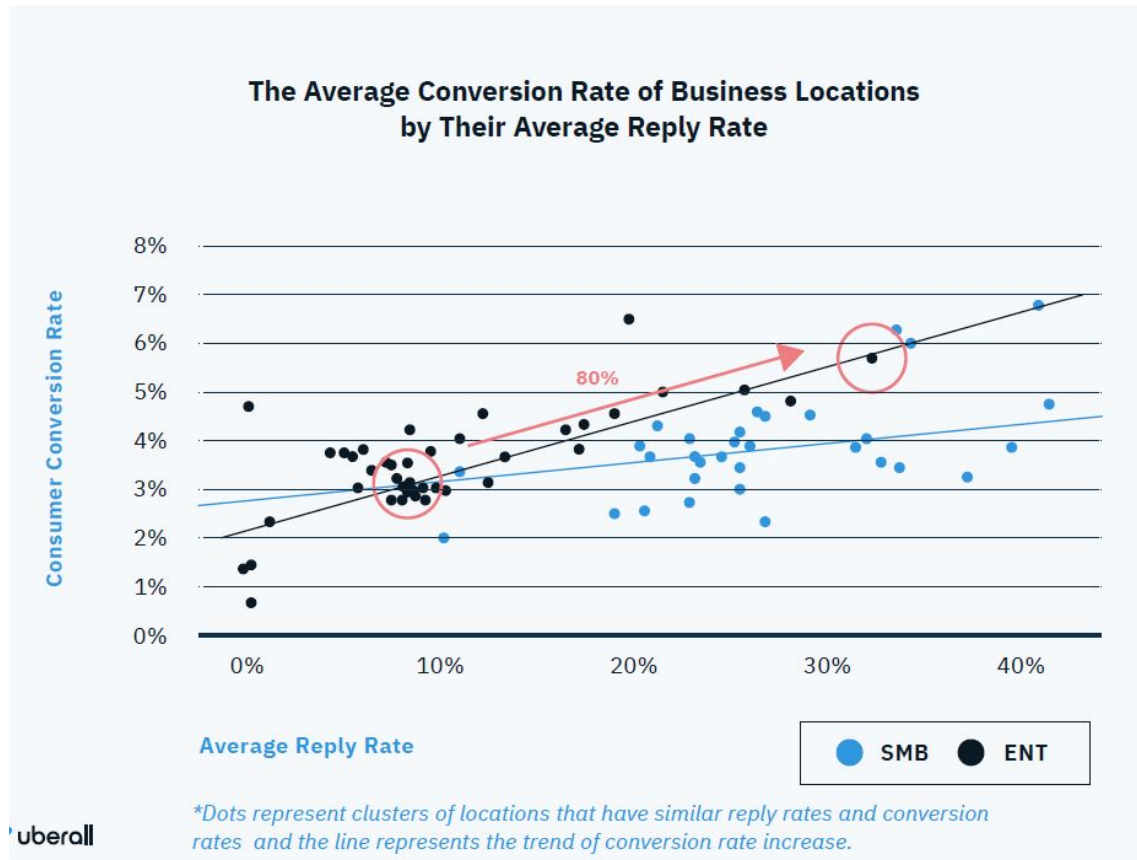


Kenny Yuen

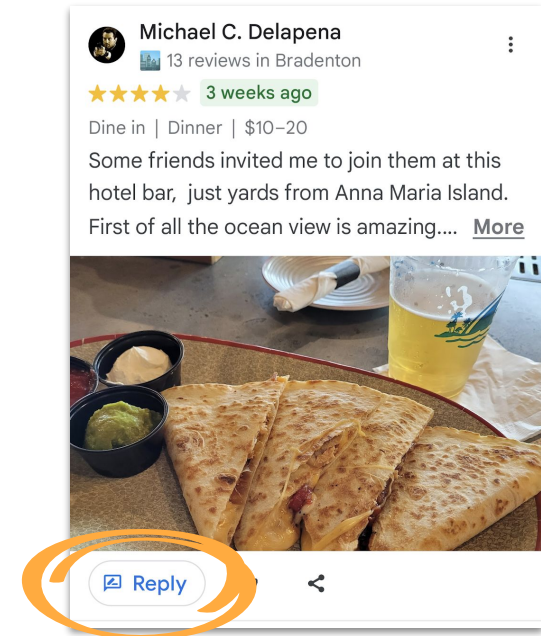
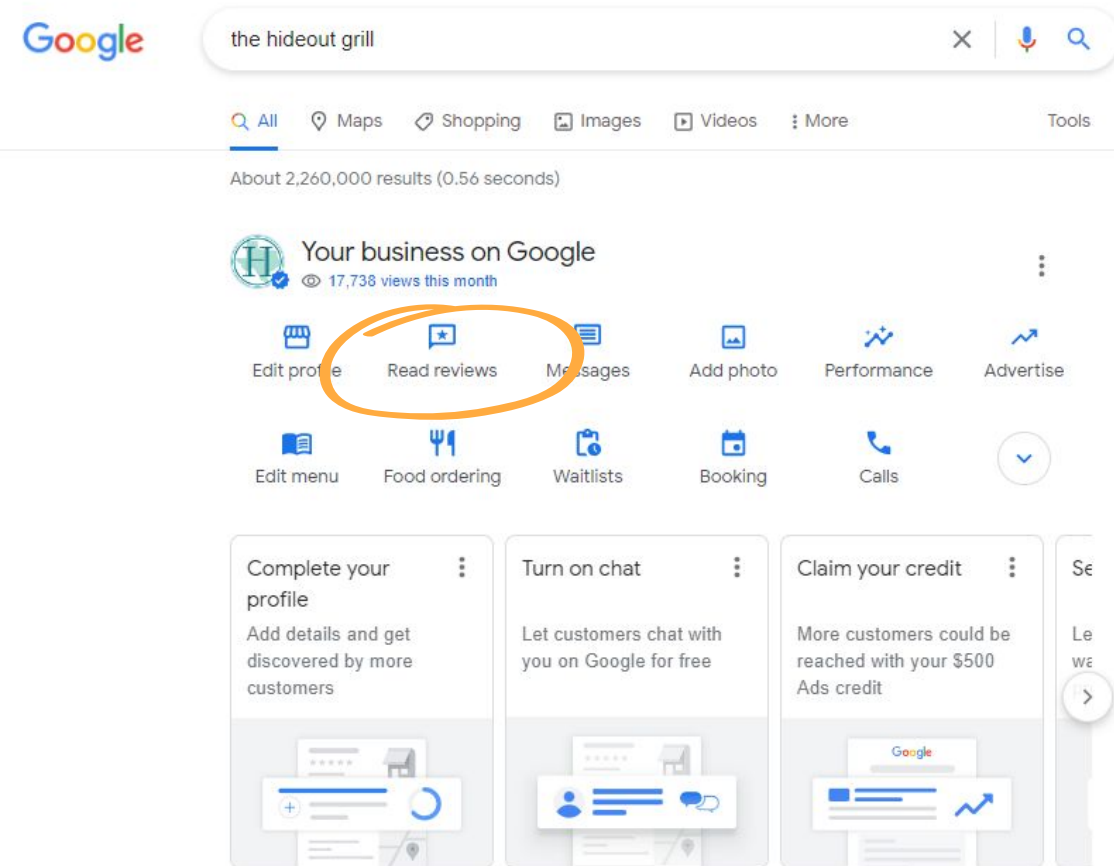
1 review

Respond to Reviews

Respond to 30% of your reviews for an 80% boost in conversions. Responses show you are attentive to customers.



Responding to Reviews



Responding to Reviews

Customers

Reviews

View and reply to feedback from customers on Search and Maps

Messages

View and respond to messages from your customers

Q & A

Answer questions from your customers

Cutter's cutlery

5.0 ★★★★★ 2 reviews

Sort by

Most relevant

Newest

Highest

Lowest

Michelle Clark

Local Guide · 90 reviews · 991 photos

★★★★★ 2 years ago

Very lovely staff, answered all of my questions expertly.

Reply

1

Claude Clark

Local Guide · 1 review · 73 photos

★★★★★ 2 years ago

this place is the best

Reply

1

Reply to review

Michelle Clark

Local Guide · 90 reviews · 991 photos

★★★★★ 16 Jun 2019

Very lovely staff, answered all of my questions expertly.

Cutter's cutlery

Owner

Replying publicly

0 / 4000

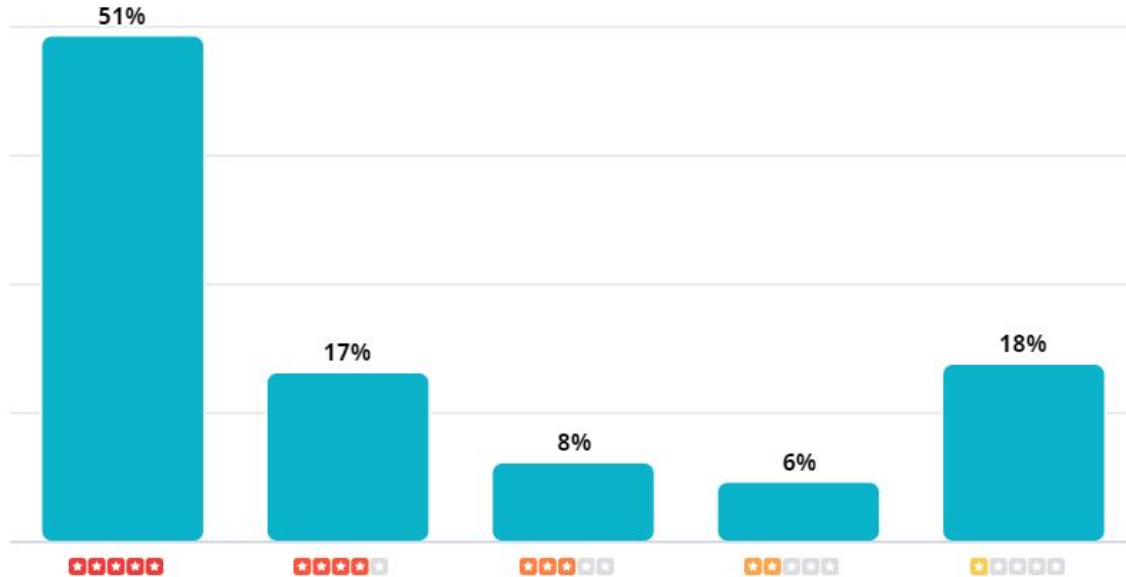
This customer will be notified about your reply, and it will be publicly visible on your Business Profile

Send to your phone

Reply



Star Rating Distribution



68% of the star ratings provided by users on Yelp are 4 or 5 star.

18% are one star poor reviews.

Recommended Reviews

Search within reviews

Yelp Sort



Username

Location

0 0



Start your review of Rustoni's Pizza.



Luana V.

Newark, NJ

166 1



3/27/2020

Great pizza, Great staff, Outstanding service
This place is the official pizza of Raritan Medical Center ,
or should be, I LOVE THAT FOOD.
THIS PLACE IS THE BEST!!!!

Useful

Funny

Cool



Sushma T.

Elite 2022

Edison, NJ

438 211 1653



8/25/2020

1 photo ROTD 12/8/2020

I went during closing time and on a Monday night during the pandemic so it's possible I didn't get the premium slices to sample. My pizza was dry without much sauce and a little sedated on flavor. Sauce that was there was a bit sweet. I do think a fresh pie would have been better, and I'm willing to try that the next time I'm the area. Customer service was great. Place was clean. Everyone wore masks. Overall, a place I would retry but definitely go for a fresh pie.



Useful 12

Funny 6

Cool 8

“Recommended Reviews” the **only** reviews visible on your Yelp page

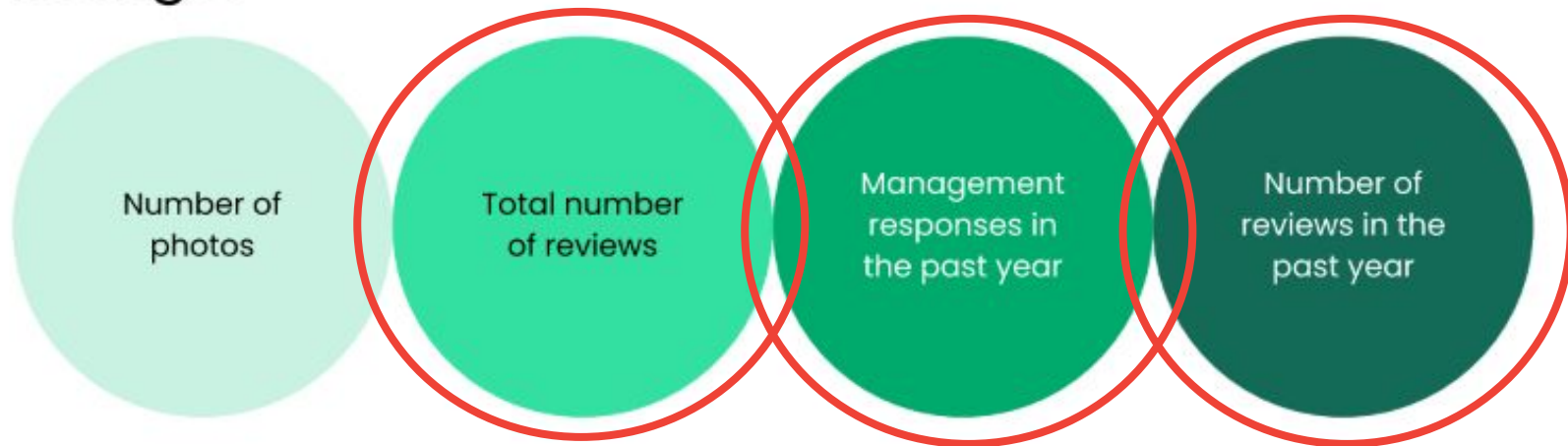
Recommendation software chooses the most usable and reliable reviews from active users

Yelp **does not** want businesses to ask customers to write reviews

Their software **actively** targets reviews that have been solicited.

What drives traveler engagement with listings?

Tripadvisor's research says review factors make up **three of the four** key drivers of traveler engagement



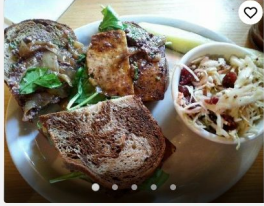
Top Restaurants in Kalamazoo

Sort by: Highest Rating



311 results match your filters Clear all filters

Restaurants X

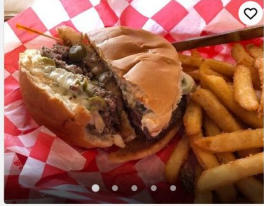


1. Crow's Nest

★★★★☆ 337 reviews · Open Now
American, Cafe · \$\$-\$\$\$

“Absolutely loved the **vegan** selections but all the dishes coming from kitchen...”
“It's a very young crowd but since we eat **vegan** we decided to check it out.”

Order online



2. The Studio Grill

★★★★☆ 198 reviews · Closed Now
American, Cafe · \$

“Best.Wait.Ever...”
“amazing breakfast”



3. Kalamazoo Beer Exchange

★★★★☆ 368 reviews · Open Now
American, Bar · \$\$-\$\$\$

“Great food and service”
“Beat my expectations.”

Order online



4. Erbelli's Gourmet Pizza

★★★★☆ 458 reviews · Open Now
Italian, Pizza · \$\$-\$\$\$

“Great Take-Out”
“Yummy food and friendly service”

Order online

Tripadvisor Popularity Ranking is unique to the Tripadvisor platform

Based on **user reviews** and reflects **your standing against other businesses** in your geographic location

Ranking is based on **Quality, Quantity & Recency** of guest feedback of both your business and those around you

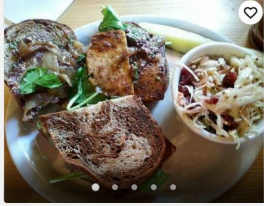
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Sort by: Highest Rating



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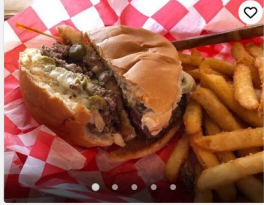


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Italian, Pizza · \$\$-\$\$\$

“Great Take-Out”
“Yummy food and friendly service”

Order online

Popularity Ranking is recalculated by Tripadvisor **every day**

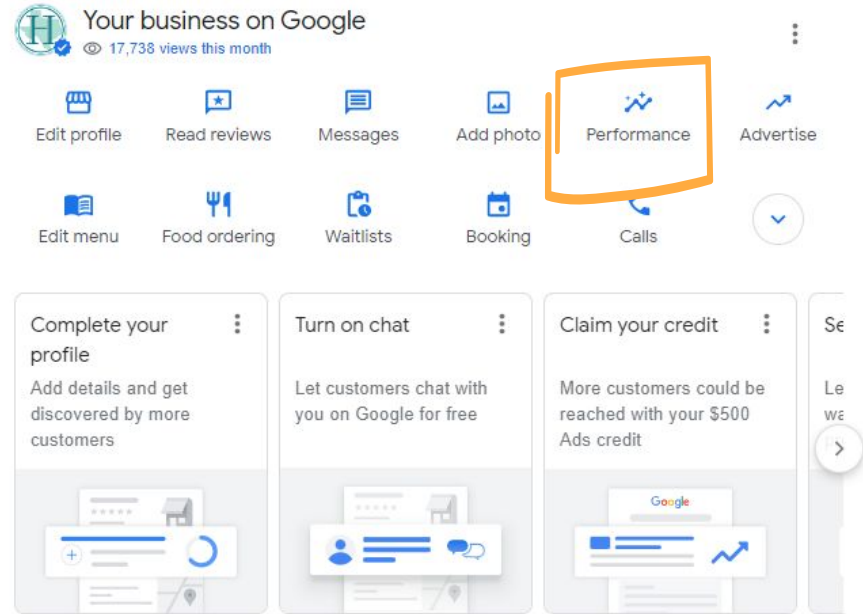
A commercial relationship with Tripadvisor has **no impact** on ranking

Management Responses to reviews & sub-ratings (cleanliness, service, etc.) are **not factored**

Profile Performance

Profile Performance

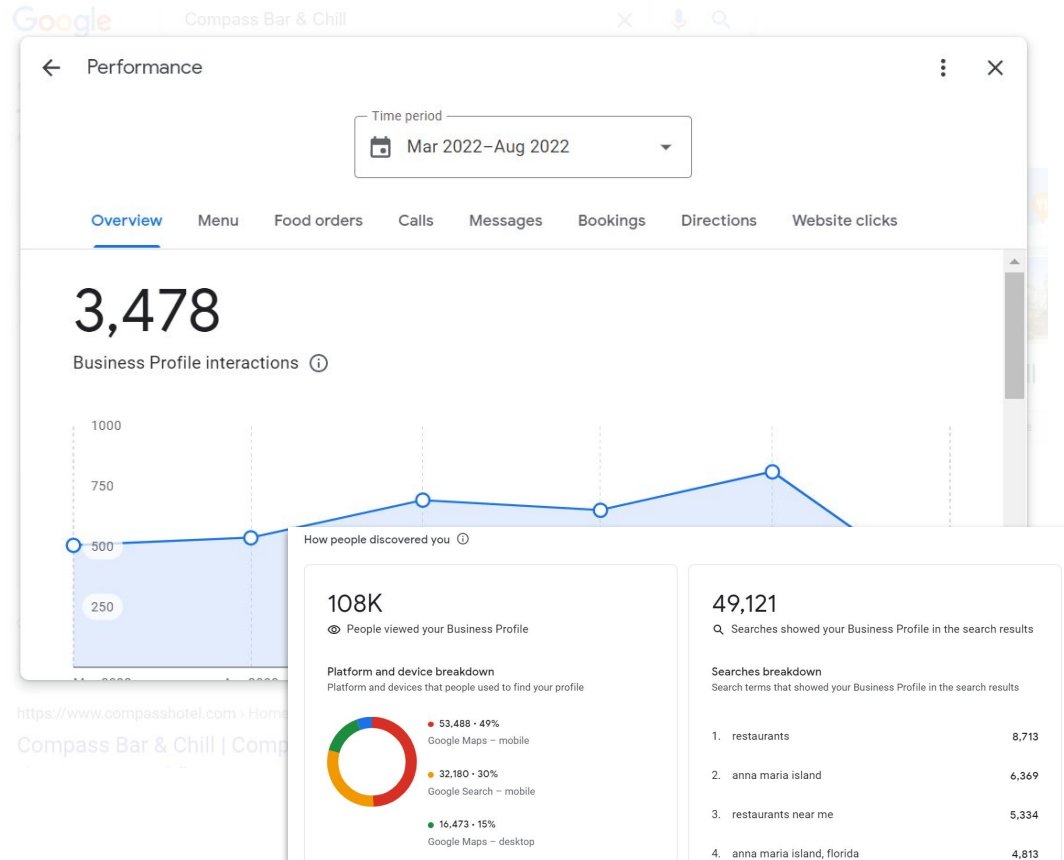
Profile Performance Reports can be accessed via Google search by clicking **Performance**.









Profile Performance

Performance reporting tracks **customer exposures** and **engagement** inside Google's platform - you can't get these numbers anywhere else.

- Customer actions
- Bookings
- Visibility in Search & Maps
- Search terms



Business Profiles: Maximize Your Exposure

-  Up to date hours are critical
-  Categories & Attributes influence where your business can appear
-  Post 4 photos a month for a 30% lift in exposure
-  Post updates and events for free visibility
-  Respond to 30% of your reviews for an 80% lift in conversions
-  Monitor profile performance and conversions

Tools & Resources

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.

Create Your Account



Sign up with Google

By creating an account, you agree to our [Terms of Service](#) and acknowledge our [Privacy Policy](#) and [Terms of Service](#).





Your Progress: Complete articles to earn badges.



Newbie

Earned Jun 2022



Rookie

Read 5 Articles



Skilled

Read 10 Articles



Account

Google My Business ▼

Knowledge Panels ▼

Google Analytics ▼

Content Marketing ▼

Social Media ▼

Optimization Tips ▼

SEO ▼

Digital Advertising ▼

Other Products ▼

Tools And Resources ▼

ASK A QUESTION

Tags

Analytics 3 Best Practices 12

Content Marketing 5

Digital Advertising 5 GMB 14

Knowledge Panel 4

Optimization 1 SEO 2

Social Media 6 TripAdvisor 3

Search for

Easy navigation by topic

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



Complete articles to progress through the badges

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

We'll periodically recommend new content

Search

Account

- Google My Business ▾
- Knowledge Panels ▾
- Google Analytics ▾
- Content Marketing ▾
- Social Media ▾
- Optimization Tips ▾
- SEO ▾
- Digital Advertising ▾
- Other Products ▾
- Tools And Resources ▾

ASK A QUESTION

Tags

- Analytics 3 Best Practices 12
- Content Marketing 5
- Digital Advertising 5 GMB 14
- Knowledge Panel 4
- Optimization 1 SEO 2
- Social Media 4 TripAdvisor 3
- Video 2 Yelp 3 YouTube 1

ROOST ROOST

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>

Questions & Discussion