

TRAVEL



OREGON

# Inspire Confidence with Online Listings

A COVID-19 Recovery Strategy

2020 Small Business Marketing Series

## Hello & Welcome



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#TravelConfidently

TRAVEL CONFIDENTLY msp



### Stay With Confidence

We're delivering an even cleaner stay from check-in to check-out and providing complete peace of mind when you stay with any of our 18 brands.

BOOK WITH CONFIDENCE

**AVIS IS HERE FOR YOU.**

Save up to 30% when you select Pay Now

## Confidence is Critical

Safety is top of mind for today's travelers and they **need information they can trust** before they will choose to visit

**miles**  
PARTNERSHIP

# COVID-19 Information Sought



Thinking about information/resources related to COVID-19, which of the following types of information, if any, are you specifically looking for? (Select all that apply) Base: 12,637

# **Keys for Inspiring Confidence with Travelers**

1. Establish Safety

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2. Share Information

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3. Grow Visibility



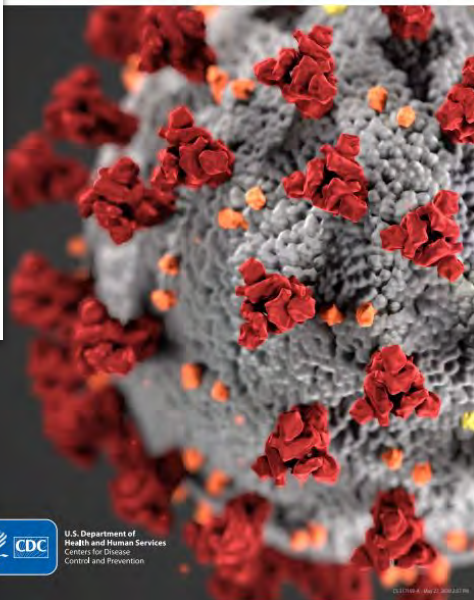
# **Establish Safety**

*Take steps to keep customers and employees healthy*



## Resuming Business TOOLKIT

Coronavirus Disease 2019 (COVID-19)



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention



**Follow guidance** from trusted sources

- CDC
- US Travel Association
- Oregon Governor's Office
- Oregon Health Authority

or relevant professional organizations

- Oregon Restaurant & Lodging Association
- Oregon Wine Board
- Travel Oregon

to establish safety for employees and customers.





The Dali Museum @TheDali · Aug 24

Smiles (and mustaches) for everyone! #TheDali



1

5

13



## Safety Doesn't Have to Be Boring

There have been numerous examples of businesses that have found ways to incorporate social distancing and other safety protocols that have been effective and fun.

Get creative with solutions for your business. Give customers a reason to feel safe.

*Above: Making mask requirements fun at The Salvador Dalí Museum in St. Petersburg FL*

*Below: The Social Distancing Skunk Ape at Gatorland in Orlando, FL*





86%

of consumers say cleanliness will be very important **when selecting an accommodation** after COVID-19

82%

say that the disinfecting of high-contact surfaces will be a very important consideration **when deciding to book tours, activities and attractions**

Source: <https://www.tripadvisor.com/Covid19WhitepaperMay2020>



# Share Information

*Make sure potential customers know what's different now*

# High Visibility Platforms

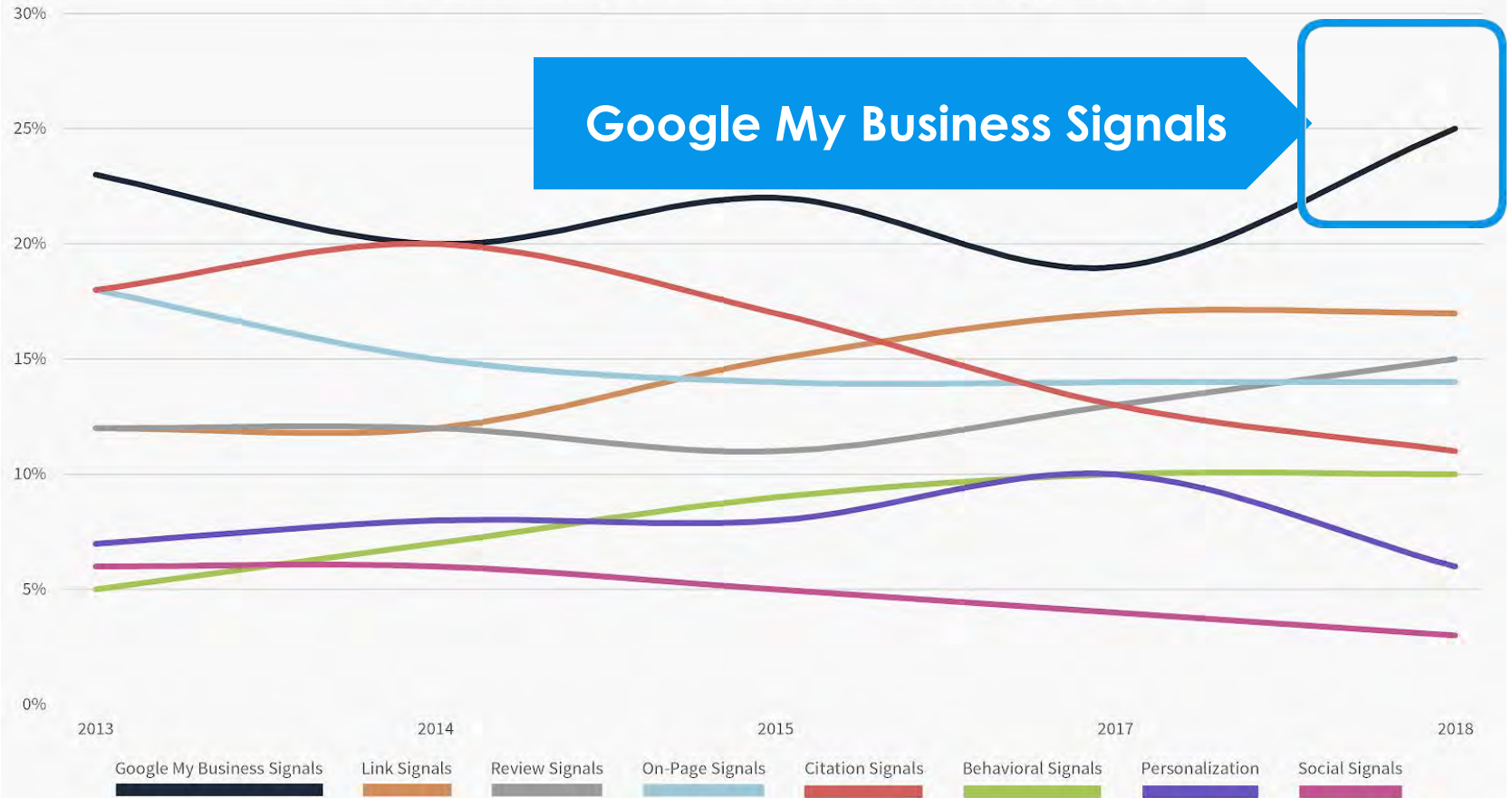


# Google & Google Maps

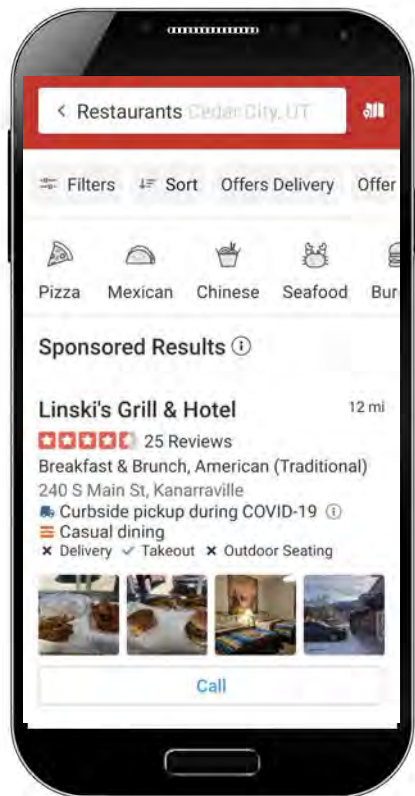


- The Maps product generates **3 billion direct connections** between businesses and users per month.  
(Google's Economic Impact data, 2019)
- **79% of consumers** who use navigation apps as part of leisure travel use Google Maps.  
(Skift Report, Deep Dive into Google, 2020)
- **67% of survey respondents** cited use of Maps' "Explore Nearby" feature as part of researching or booking a recent trip.  
(Phocuswright, Travel Technology Survey, Q4 2019)

# Local Pack/Local Finder Ranking Factors



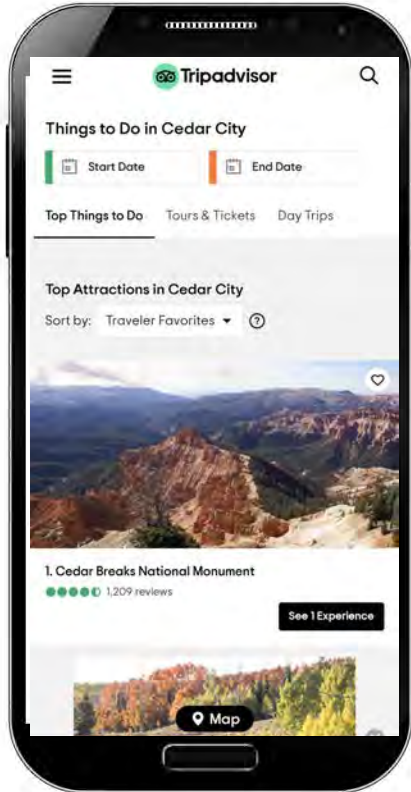
# Yelp



- Yelp has more than **178 million unique visitors monthly** across mobile, desktop and app platforms (Source: QSR Magazine)
- **45% of customers** are likely to check Yelp reviews before visiting a business (Source: ReviewTrackers)
- **35%** of people searching on Yelp will **make a visit to the site** they check within 24 hours (Source: Vivial)

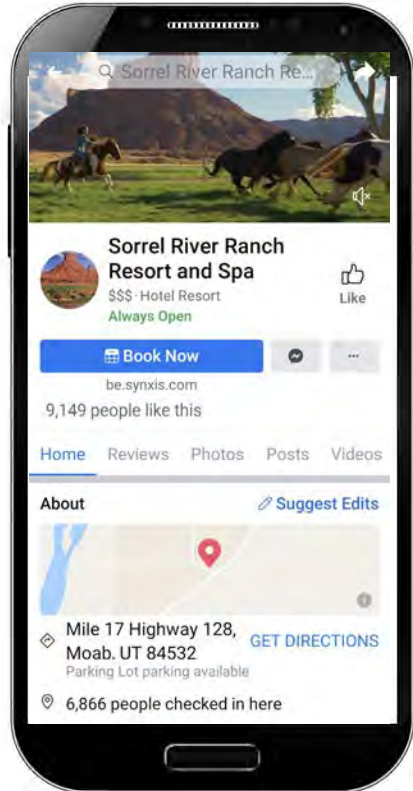


# Trip Advisor



- TripAdvisor has **463 million unique visitors monthly** across mobile, desktop and app platforms
- According to a customer survey in May 2020, have **spent up to five hours** in the last week planning their next trip post COVID-19
- 53% of respondents said they would **do more research** when planning their trip post COVID-19

# Facebook



- Facebook has more than **2.7 billion monthly active users** across mobile, desktop and app platforms
- **76%** of surveyed 18-34 year old travelers in the US who are weekly users of Facebook **use Facebook for travel-related activities** (vs 67% of travelers in the US over 35)

# First Steps



# Claim Your Listings



## Deepwood Museum & Gardens

4.6 ★★★★★ (307)

Museum



Directions



Save



Nearby



Send to your  
phone



Share

Formal gardens, nature trails & a Queen Anne  
Victorian home with history exhibits & guided tours.



1116 Mission St SE, Salem, OR 97302



**Closing soon:** 9AM–12PM



deepwoodmuseum.org



(503) 363-1825



WXH9+J9 Salem, Oregon



Claim this business



Add a label



Suggest an edit

## Google Business Profile

- Find your business in Google Search or Google Maps
- Click on “Claim this Business”

OR

- Go direct to [Business.Google.com](https://Business.Google.com)

***Miles can help you claim your Google Business Profile following this presentation***



Claim this business

# Claim Your Listings

The screenshot shows the Yelp profile for 'Pig 'N Pancake' in Pacific City, OR. The profile includes a header with the Yelp logo, search bar, and location. Below the header are four images: a stack of pancakes, the restaurant's interior, a close-up of a pancake, and the exterior of the building. The business name 'Pig 'N Pancake' is followed by 'Unclaimed', a 3.5-star rating, 338 reviews, and details about the cuisine (American), price range (\$5), and hours (6:00 AM - 8:00 PM). A red box highlights the 'Claim This Business' button at the bottom of the page. A red arrow points from the highlighted button to the 'Claim This Business' button on the right side of the page.

**Pig 'N Pancake** Unclaimed

3.5 stars 338 reviews Details

\$5 • American (Traditional), Breakfast & Brunch | Eat

Open 6:00 AM - 8:00 PM

[Write a Review](#) [Add Photo](#) [Share](#) [Save](#)

**COVID-19 Updates**

**Is this your business?**  
Claim your business to immediately update business information, respond to reviews, and more!

[Claim This Business](#)

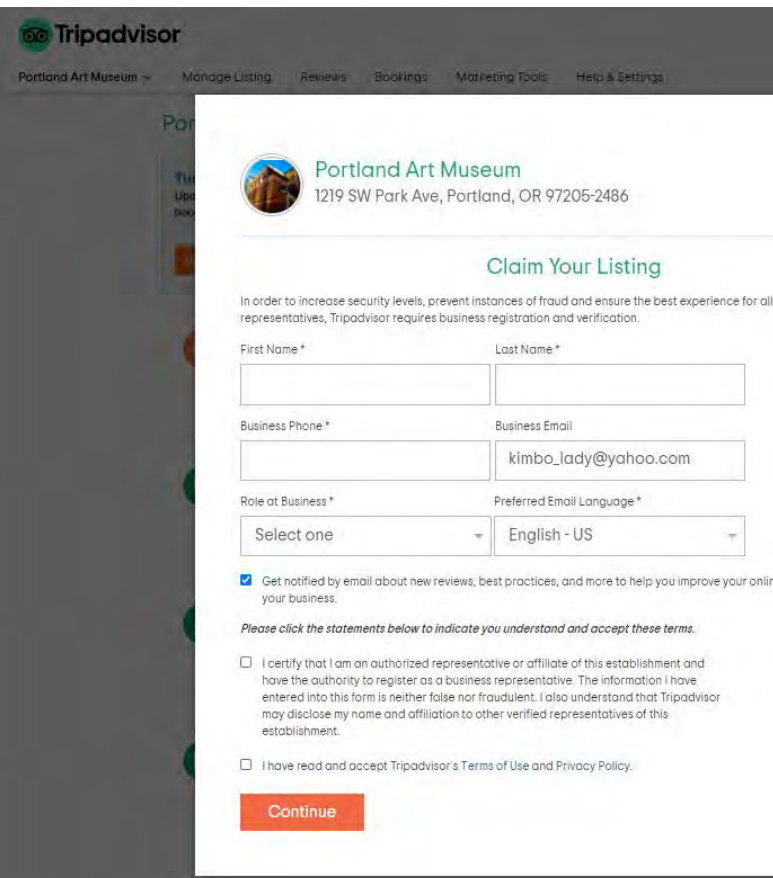
## Yelp

- Find your business in the app or online
- Click on “Claim this Business”

OR

- Go direct to [Biz.Yelp.com](https://biz.yelp.com)

# Claim Your Listings



The screenshot shows the TripAdvisor interface for the Portland Art Museum listing. The header includes the TripAdvisor logo and navigation links: Portland Art Museum, Manage Listing, Reviews, Bookings, Marketing Tools, and Help & Settings. The listing details show the museum's name, address (1219 SW Park Ave, Portland, OR 97205-2486), and a 'Claim Your Listing' button. Below this, a security notice states that business registration and verification are required for all representatives. The form contains fields for First Name, Last Name, Business Phone, and Business Email (pre-filled with kimbo\_lady@yahoo.com). It also has dropdown menus for Role at Business (set to 'Select one') and Preferred Email Language (set to 'English - US'). A checkbox for email notifications is checked. At the bottom, there are two terms of service checkboxes and a red 'Continue' button.

**Portland Art Museum**  
1219 SW Park Ave, Portland, OR 97205-2486

**Claim Your Listing**

In order to increase security levels, prevent instances of fraud and ensure the best experience for all representatives, Tripadvisor requires business registration and verification.

First Name \* Last Name \*

Business Phone \* Business Email

kimbo\_lady@yahoo.com

Role at Business \* Preferred Email Language \*

Select one English - US

☒ Get notified by email about new reviews, best practices, and more to help you improve your online business.

Please click the statements below to indicate you understand and accept these terms.

☐ I certify that I am an authorized representative or affiliate of this establishment and have the authority to register as a business representative. The information I have entered into this form is neither false nor fraudulent. I also understand that Tripadvisor may disclose my name and affiliation to other verified representatives of this establishment.

☐ I have read and accept Tripadvisor's Terms of Use and Privacy Policy.

**Continue**

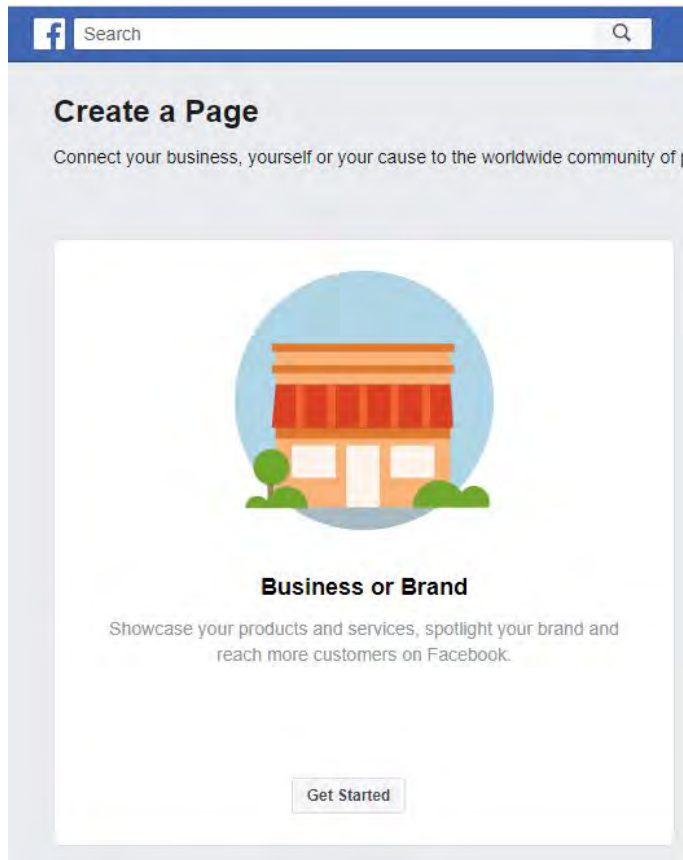
## Trip Advisor

- Find your business in the online
- Click on “Improve this Listing”

OR

- Go direct to [Tripadvisor.com/Owners](https://www.tripadvisor.com/Owners)

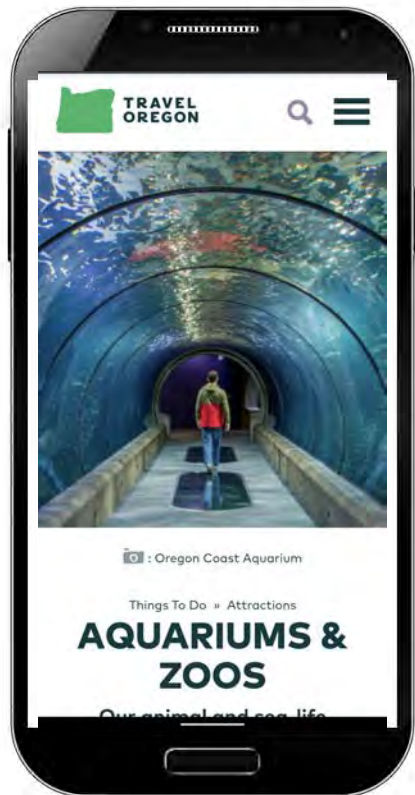
# Claim Your Listings



## Facebook

- Go direct to [Facebook.com/Business/Pages](https://Facebook.com/Business/Pages)
- Click on “Create a Page”
- Select “Business or Brand”





- If your business is not on **TravelOregon.com** or needs to be updated, reach out to **your local DMO** or Travel Oregon at **OTIS@traveloregon.com**

Google My Business

Search locations

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Casa Bacardi

Carretera 165  
Cataño, 00949  
Puerto Rico

Home

Posts

**Info**

Insights

Reviews

Messaging

Photos

Products (Beta)

Website

Users

Create an ad

**Casa Bacardi**

Tourist attraction  
Bar  
Distillery  
Alcohol manufacturer

Carretera 165 Cataño, 00949 Puerto Rico

Add service area

Sunday	9:00 am–4:30 pm
Monday	9:00 am–4:30 pm
Tuesday	9:00 am–4:30 pm
Wednesday	9:00 am–4:30 pm
Thursday	9:00 am–4:30 pm
Friday	9:00 am–4:30 pm
Saturday	9:00 am–4:30 pm

Add special hours

Your business is live on Google

View on Search

View on Maps

Close or remove this listing

Advanced information

Store code Enter store code

Labels Enter labels

Google Ads location extensions phone Enter Google Ads location extensions phone

Make sure your information is complete and consistent.

Check Your:

- ☐ **Business Name**
- ☐ **Address**
- ☐ **Phone Number(s)**
- ☐ **Website(s)**
- ☐ **Description**

# Business Hours

# Ensure Business Hours Are Up-to-Date

1. **Business hours impact visibility** of your listing across many different platforms, including Google, Yelp and Facebook when people search for businesses “open now,” for example.
2. **Business hours impact consumer confidence.** If someone can’t figure out whether your business is open, they’re likely to go somewhere else instead.
3. There are **two different ways you can update business hours** in these platforms, depending on whether the changes you’re making to operating hours are long-term or short-term.



Google My Business

Search locations

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Home

Posts

**Info**

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Create an ad

Tourist attraction  
Bar  
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Sunday	9:00 am–4:30 pm
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Add special hours

Your business is live on Google

View on Search

View on Maps

Close or remove this listing

Advanced information

Store code *Enter store code*

Labels *Enter labels*

Google Ads location extensions phone *Enter Google Ads location extensions phone*

**For long-term changes to business hours** use the Business Hours section of Google My Business, which is in the Info section.


This updates hours for the foreseeable future.

Example: You're no longer open on Mondays

Special hours

Enter hours for days when this business has an irregular schedule

Easter

 4/12/20 [Confirm Hours](#)

Memorial Day

 5/25/20 [Confirm Hours](#)

[Add new date](#)

[Cancel](#) [Apply](#)



3/20/20	Closed
3/21/20	Closed
3/22/20	Closed
3/23/20	Closed
3/24/20	Closed
3/25/20	Closed
3/26/20	Closed
3/27/20	Closed
3/28/20	Closed
3/29/20	Closed
3/30/20	Closed
3/31/20	Closed
4/1/20	Closed
4/2/20	Closed

There's a separate section in **Google My Business** called **Special hours**, which is directly below the Business Hours. Exceptions to your business hours can be created for individual dates.

This is normally used to update holiday hours for businesses (if you're not open on Labor Day, for instance), but it can be used for short-term changes, like if you have limited hours when initially re-opening.

The screenshot displays the Google My Business interface. On the left, the 'Info' tab is selected and highlighted with a blue border. The main content area shows a list of days and their corresponding hours: Sunday (10:00 AM–2:00 PM, 5:00 PM–10:00 PM), Monday (5:00 PM–10:00 PM), Tuesday (5:00 PM–10:00 PM), Wednesday (5:00 PM–10:00 PM), Thursday (5:00 PM–10:00 PM), Friday (5:00 PM–10:00 PM), and Saturday (10:00 AM–2:00 PM, 5:00 PM–10:00 PM). Below this list, the 'More hours' option is highlighted with a red box. A red arrow points from this box to a modal window titled 'More hours'. The modal window contains the text 'You can add hours for specific services or specials to your business on Google' and a section titled 'Add hours' with buttons for '+ Access', '+ Brunch', '+ Delivery', '+ Drive through', '+ Happy hours', '+ Kitchen', '+ Pickup', '+ Senior hours', and '+ Takeout'. At the bottom of the modal are 'Cancel' and 'Apply' buttons.

Google My Business

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Home

Posts

Info

Insights

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Messaging

Photos

Products (Beta)

Website

Users

Create an ad

Sunday 10:00 AM–2:00 PM 5:00 PM–10:00 PM

Monday 5:00 PM–10:00 PM

Tuesday 5:00 PM–10:00 PM

Wednesday 5:00 PM–10:00 PM

Thursday 5:00 PM–10:00 PM

Friday 5:00 PM–10:00 PM

Saturday 10:00 AM–2:00 PM 5:00 PM–10:00 PM

More hours Add hours

Add special hours

business is live on Google

on Search

on Maps

remove this listing

ed information

Enter store code

More hours

You can add hours for specific services or specials to your business on Google

Add hours

+ Access + Brunch + Delivery + Drive through + Happy hours + Kitchen

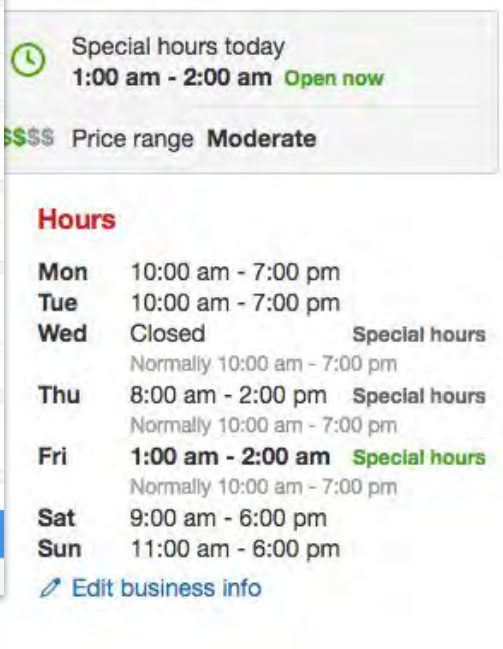
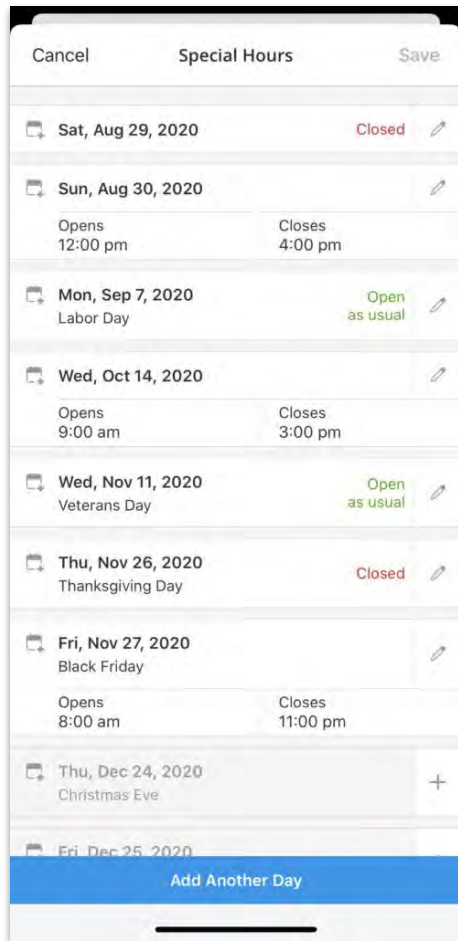
+ Pickup + Senior hours + Takeout

Cancel Apply

In **June**, Google added a new custom Hours feature for businesses.

The **More Hours** is located in the Info tab and allows businesses to specify types of hours. Available options vary by category.

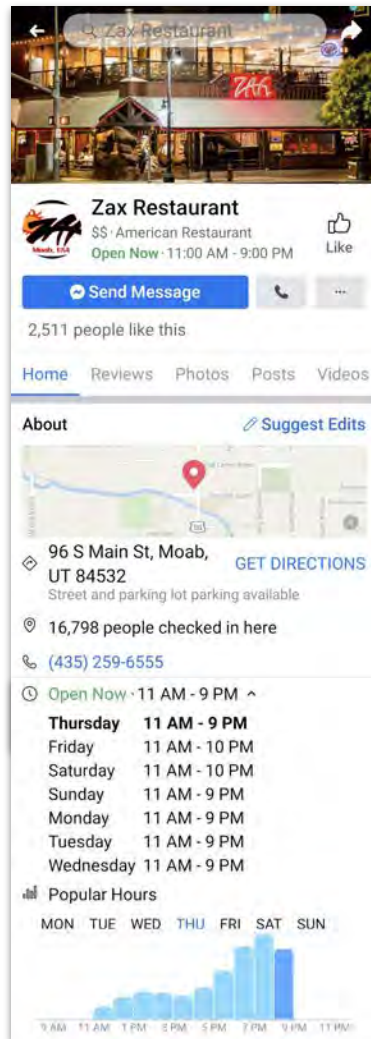
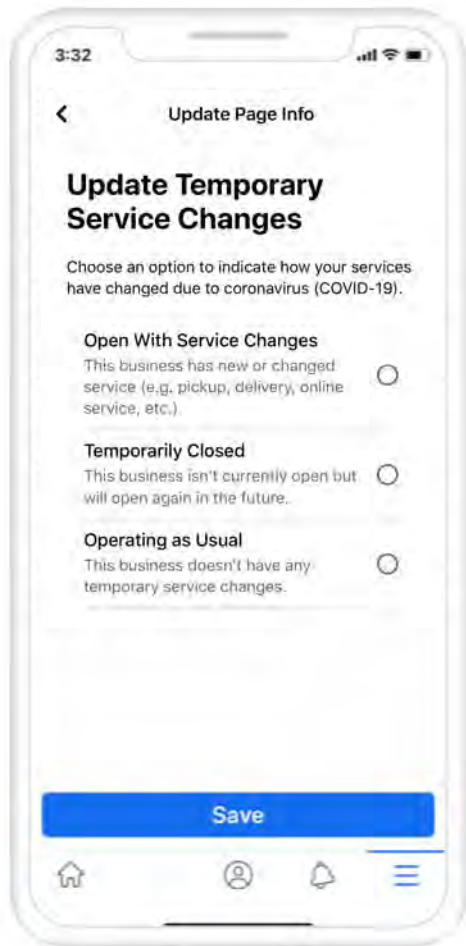
This allows businesses to identify when they have **unique offerings** such as happy hour or designated time for high-risk populations like seniors.



**Business Hours and Special Hours** in Yelp function the same way as Google and allow you to create short-term schedule changes that are highlighted when someone looks at your listing.

You'll find this option under in the Business Information tab of **Yelp for Business**. You can edit your regular business hours or keep scrolling to "Upcoming Special Hours" and then enter dates for specific changes.





**Business Hours and Holiday Hours** also exist in Facebook.

You'll find this option under the **About** section on the left side of the business page.

**To update service changes for your Facebook page:**

- Select "Edit Page Info"
- Select "Temporary Service Changes"

# Distributing Updates

# Best Practices for Sharing Information

1. **Share updates across multiple platforms** because you don't know where potential customers are looking for info.
2. **Don't post just once.** Maintain that information for as long as it seems relevant.
3. **Provide visitors with helpful information** about current circumstances.
4. Focus on **safety** information for visitors and employees as well as **changes** to services or products.
5. **Be brief** and link to more information on your website when needed.
6. **Be genuine.**

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Home



Posts



Info



Menu



Insights



Reviews



Messaging



Photos



Bookings



Products



Website



Users



Create an ad

COVID-19  
update

Add Update



Add Event



Add Offer



Add Product

All

What's new

Events

Offers

Posted 3 days ago



Daily Take Out at Angler &amp; Ale

Mar 23 – Apr 30

Order your favorite local dishes to-go! Angler & Ale will be offering daily take out between 12:00 p.m. and 8 p.m.

Call now



22 views



1 click



Share post



Your posts

New views this  
week

114

Updated just now

[Reach more  
customers  
through posts](#)

## Posts in Google My Business

Share updates directly on your business listing in search results, Google Maps and more.

Go to the Posts tab and click the create button to get started.

Posts are available for most business types except hotels.





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Products



Website



Users



Create an ad

COVID-19  
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Add Update



Add Event



Add Offer



Add Product

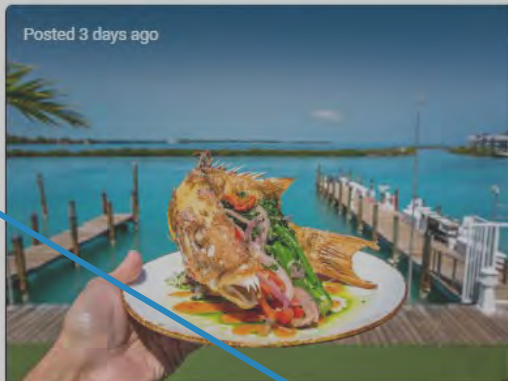
All

What's new

Events

Offers

Posted 3 days ago



Daily Take Out at Angler &amp; Ale

Mar 23 – Apr 30

Order your favorite local dishes to-go! Angler & Ale will be offering daily take out between 12:00 p.m. and 8 p.m.

Call now

22 views

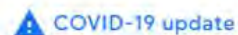
1 click

Share post



Updated 3 days ago

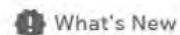
## Create post



COVID-19 update



Offer



What's New



## Changes to your business?

Let customers know about any changes to your business due to COVID-19

## Update your status

As per official recommendations, our facility is now temporarily closed. We look forward to welcoming our loyal customers back when restrictions are lifted.

## Add a button (optional)

Learn more



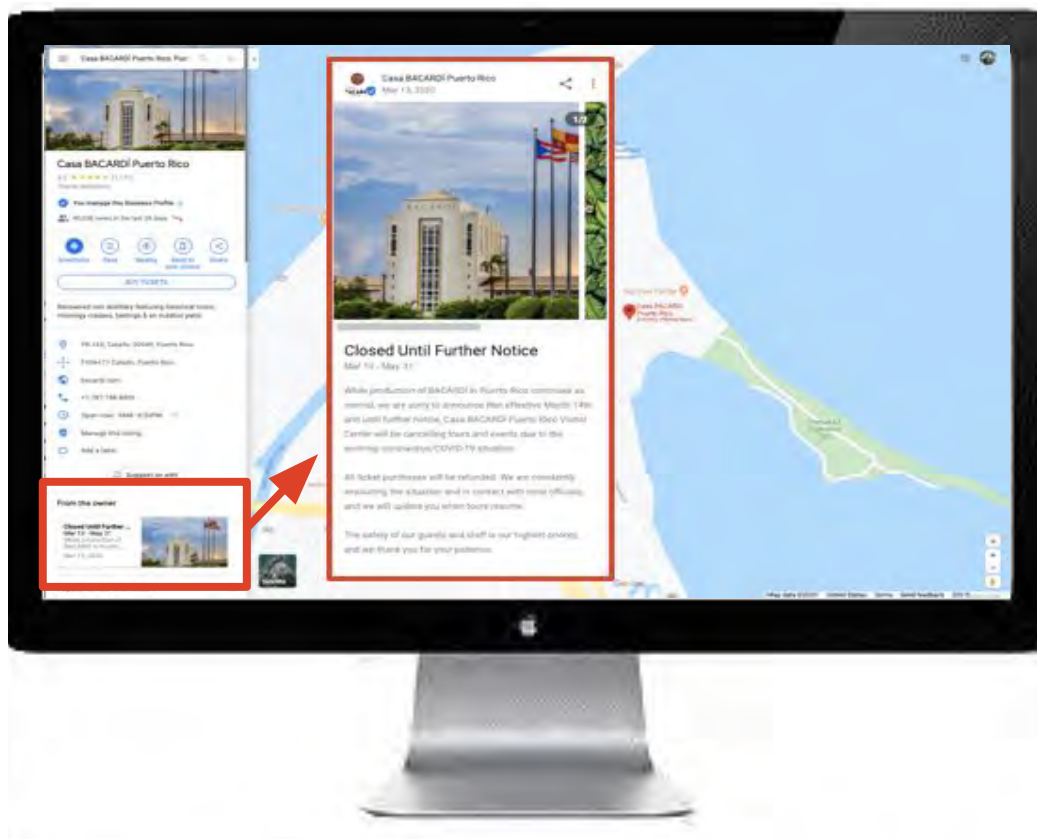
## Link for your button

www.yourwebsite.com/covid-19-updates

(Example: google.com)

Preview

Publish



## Google Posts Are:

- **Free:** no cost per click
- **Trackable:** with views and clicks or with your own analytics codes
- **Visual:** include images or videos
- **Engaging:** include direct links to more info on your website

Provide high-visibility updates about changes in services, changes in hours, special offers, updates to sanitation practices or other business operations.

# Yelp Health & Safety Updates

- **Expanded details** surrounding operations during COVID-19
- **Banner message** for your page that can be custom-written
- **Featured offerings** and **additional safety measures** are also featured

## Updates during Coronavirus

Tell customers how you're currently operating and what safety measures you're taking.

### Are you operating right now?

☒ Yes, I'm operating

#### Currently offering (Select all that apply)

- |                 |                           |                          |
|-----------------|---------------------------|--------------------------|
| Offers Takeout  | <input type="radio"/> Yes | <input type="radio"/> No |
| Offers Delivery | <input type="radio"/> Yes | <input type="radio"/> No |
| Dine-in         | <input type="radio"/> Yes | <input type="radio"/> No |
| Curbside Pickup | <input type="radio"/> Yes | <input type="radio"/> No |
| Outdoor Seating | <input type="radio"/> Yes | <input type="radio"/> No |

#### Additional safety measures (Select all that apply)

- |                                                       |                                                     |                                               |                                                  |
|-------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Limited capacity             | <input type="checkbox"/> Social distancing enforced | <input type="checkbox"/> Masks required       | <input type="checkbox"/> Staff wears masks       |
| <input type="checkbox"/> Staff wears gloves           | <input type="checkbox"/> Temperature checks         | <input type="checkbox"/> Contactless payments | <input type="checkbox"/> Hand sanitizer provided |
| <input type="checkbox"/> Sanitizing between customers |                                                     |                                               |                                                  |

☐ No, I'm closed

### Update your hours of operation

#### Regular hours

Let your customers know when they can stop by or give you a call.

[Update operation hours](#)

#### Special hours

Make sure your customers know when you've changed your schedule. Add holidays, closures, and other schedule changes.

[Edit special hours](#)

### Banner message for your page

Give customers additional updates at the top of your Yelp page.

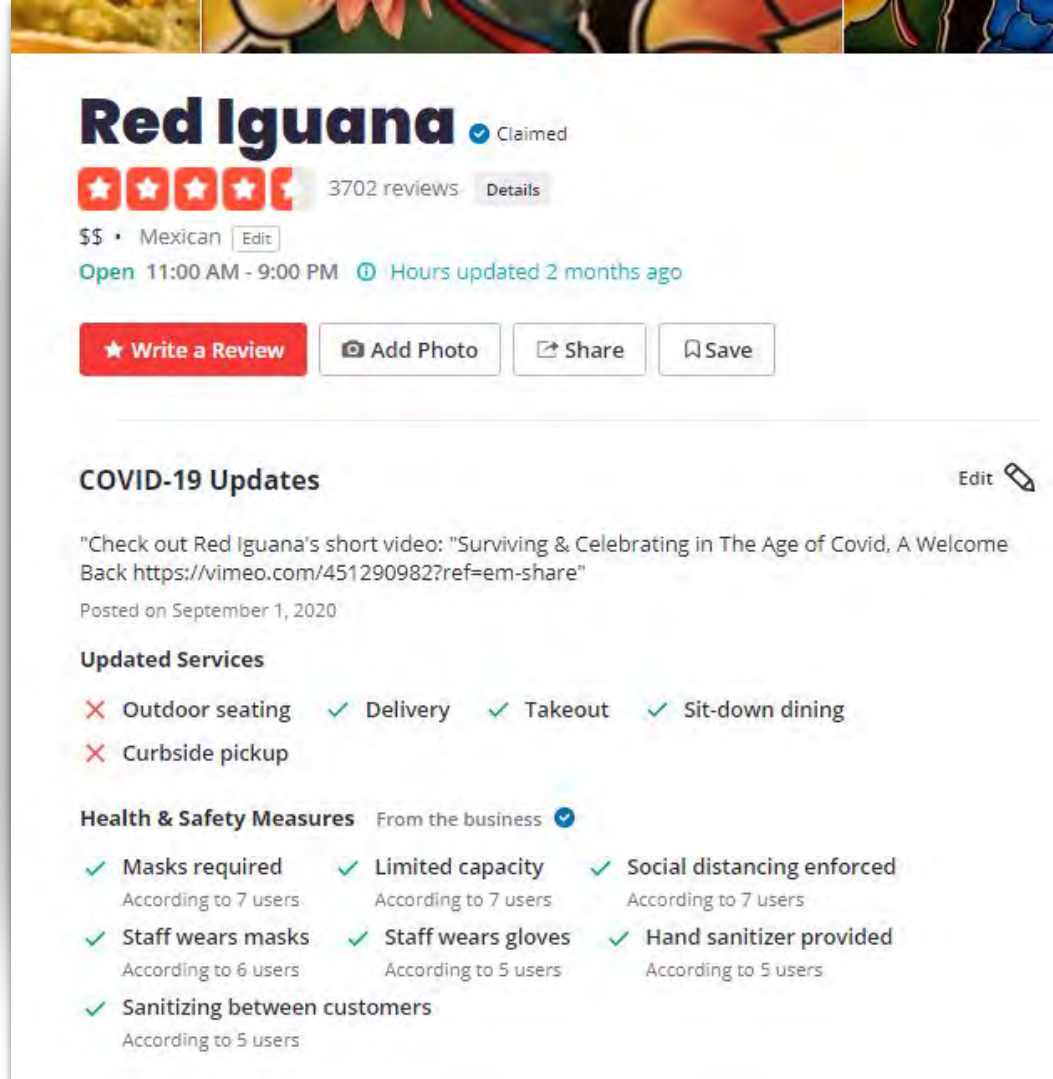
All business owner content is reviewed against [Yelp's Content Guidelines](#).

[Save Changes](#)

[Cancel](#)

# Health & Safety Updates

- Health & Safety Measures can also be confirmed by customers
- Your listing also identifies last time your hours were updated



**Red Iguana** ✓ Claimed

★★★★☆ 3702 reviews Details

\$\$ • Mexican Edit

Open 11:00 AM - 9:00 PM ⓘ Hours updated 2 months ago

★ Write a Review Add Photo Share Save

---

### COVID-19 Updates Edit

"Check out Red Iguana's short video: "Surviving & Celebrating in The Age of Covid, A Welcome Back <https://vimeo.com/451290982?ref=em-share>"

Posted on September 1, 2020

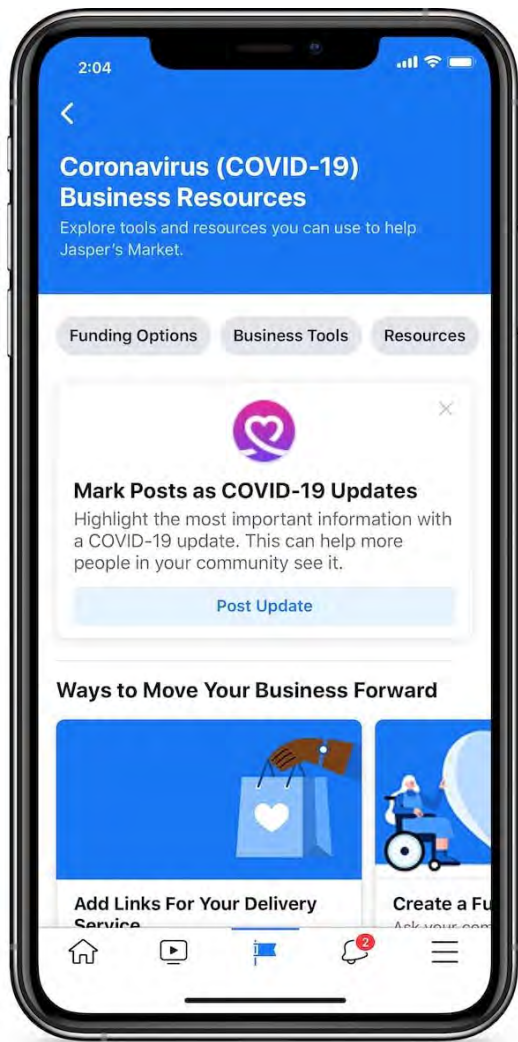
#### Updated Services

✗ Outdoor seating ✓ Delivery ✓ Takeout ✓ Sit-down dining

✗ Curbside pickup

#### Health & Safety Measures From the business ✓

✓ <b>Masks required</b> According to 7 users	✓ <b>Limited capacity</b> According to 7 users	✓ <b>Social distancing enforced</b> According to 7 users
✓ <b>Staff wears masks</b> According to 6 users	✓ <b>Staff wears gloves</b> According to 5 users	✓ <b>Hand sanitizer provided</b> According to 5 users
✓ <b>Sanitizing between customers</b> According to 5 users		



## Facebook COVID-19 Updates

Business Pages in **Facebook** have access to new information and functionality via the COVID-19 tab, which is accessible for page owners.

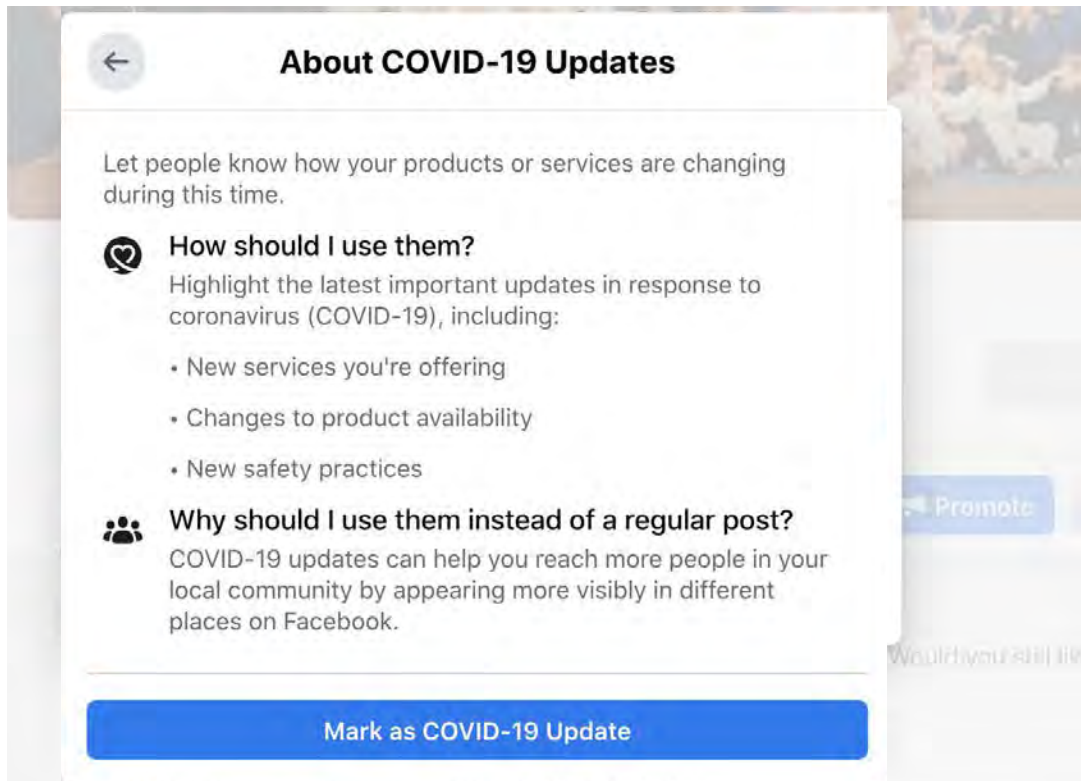
You can find more information about **new COVID-19 Update functionality** as well as access a list of resources for small businesses navigating the pandemic.



# Facebook COVID-19 Updates

The functionality is the same as making a regular post on Facebook, but you can specifically **indicate information is COVID-related**. This type of post will have more visibility than a regular piece of content you'd share.

You can access this feature via your business's Facebook page (it needs to be a Business Page and not a profile).





### Share more details about your property's response to COVID-19

Once you've selected your safety measures, add a customized message to your Tripadvisor listing to share even more details about what you're doing to minimize the impact of COVID-19. Your message, contact details and a link to the Q&A feature will appear on your listing page.

#### Your message

"Hoku's welcomes diners with reservations nightly for dinner and Sunday brunch. In honoring social distancing guidelines, seating is limited. With the health and safety of our patrons and staff as our number one priority, Hoku's asks all guests to wear face coverings until seated and upon leaving your table. We thank you for your support and look forward to welcoming you back and celebrating Hawaiian cuisine."

- Kahala Resort Hawaii, General Manager

Edit message

Remove message

## Tripadvisor COVID-19 Updates

**TripAdvisor has added a COVID-19 Response Center** that allows businesses to share specific messages with consumers who are viewing businesses in the platform.

# Attributes & Amenities

# Attributes Influence Business Visibility

1. **Attributes help to identify relevance** of businesses for specific types of user searches, so when you have complete and accurate info, you'll be visible to more people who are actively looking for what you offer.
2. There is **considerable value in attributes** even beyond recently added options related to COVID-19. For example, users may be searching for wheelchair accessible businesses, kid-friendly establishments or other audience-specific needs.



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Products (Beta)



Website



Users



Create an ad

## Attributes

Only attributes you can edit are shown below.

[Learn more](#)



Search these attributes



Delivery



Dessert



Dine-in



Dinner



Lunch



Table service



Takeout

Cancel

Apply

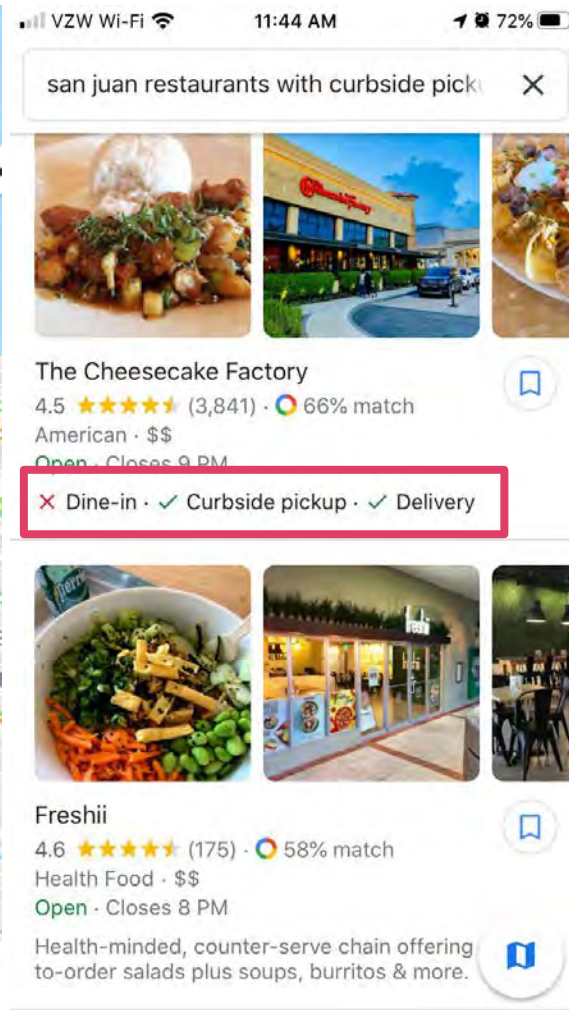
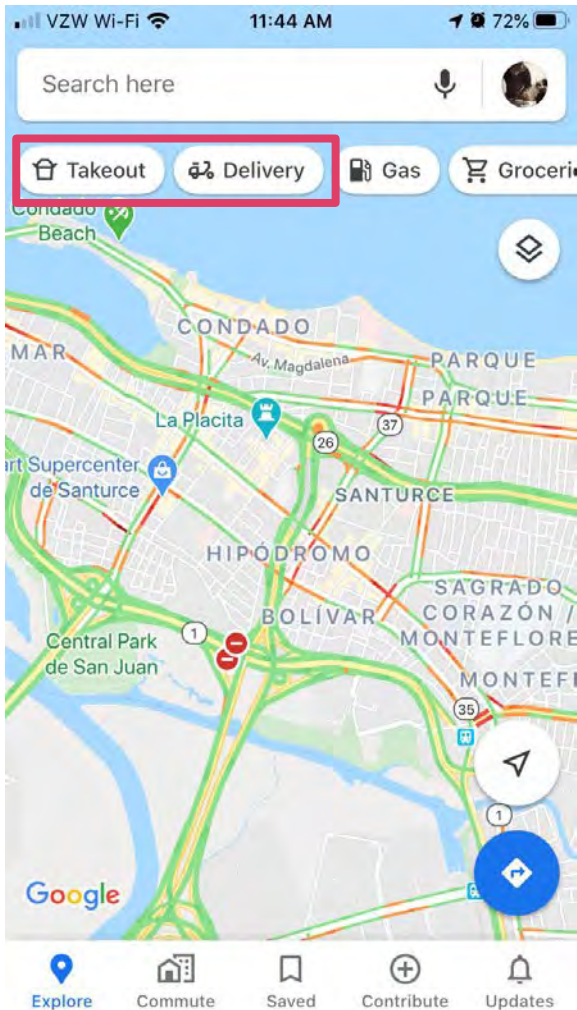
## Google My Business

In response to changes in user searches, Google added new attributes for some business categories:

- Curbside Pickup
- No Contact Delivery
- Dine-In

As well as virtual offerings, including:

- Online Classes
- Online Estimates
- Online Appointments



Attributes influence visibility in specific types of search results and can change the appearance of your listing by highlighting information you've added.

This can help visitors find accurate information quickly and easily while also making you stand out from competitors.



## Apply Health & Safety Attributes

Go to Info tab, select “Attributes” and click on the applicable safety measures

### Attributes

 Search these attributes


Let customers know more about your business by adding attributes to your Business Profile.

[Learn more](#)


### Health & safety

 Mask required

 Reservations required

 Staff get temperature checks

 Staff wear masks

 Temperature check required

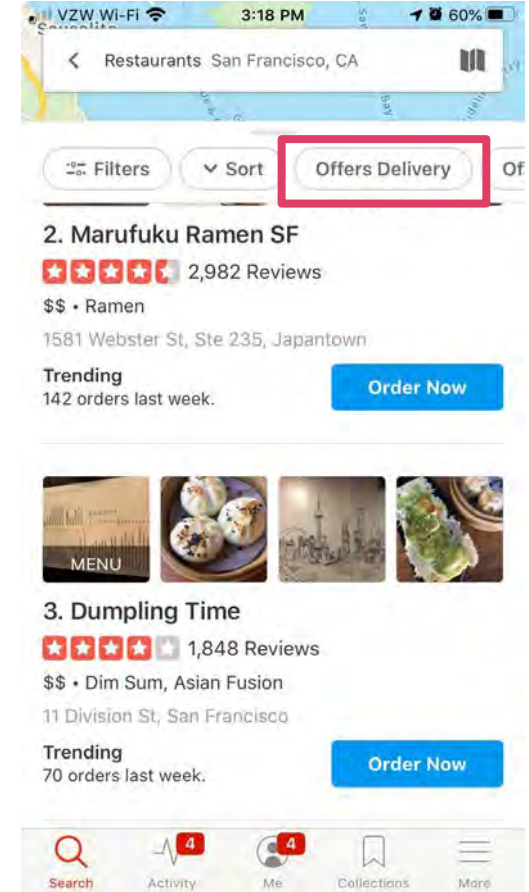
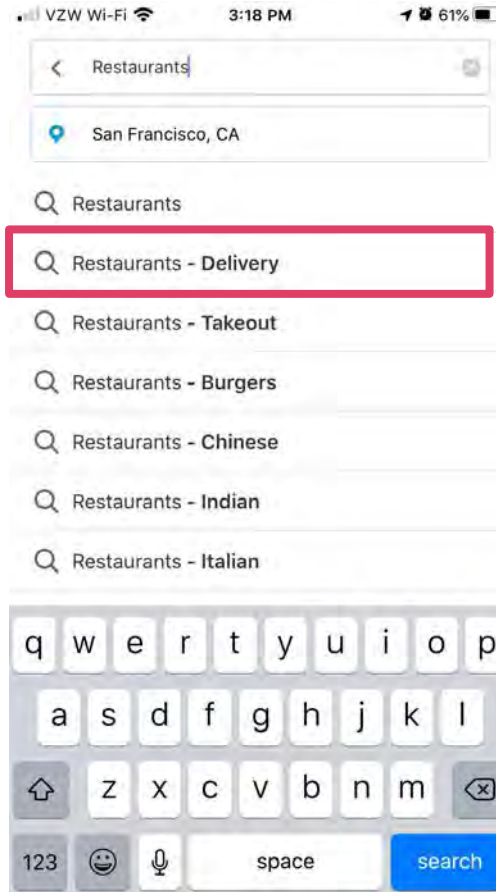
# Yelp Services

To update service options:

- Select “Basic Information”
- You'll find service and attribute options that vary by business category

Under Categories, you may find **new virtual service options**, including

- Virtual Consultations
- Virtual Classes
- Virtual Tours
- Virtual Experiences
- Virtual Performances

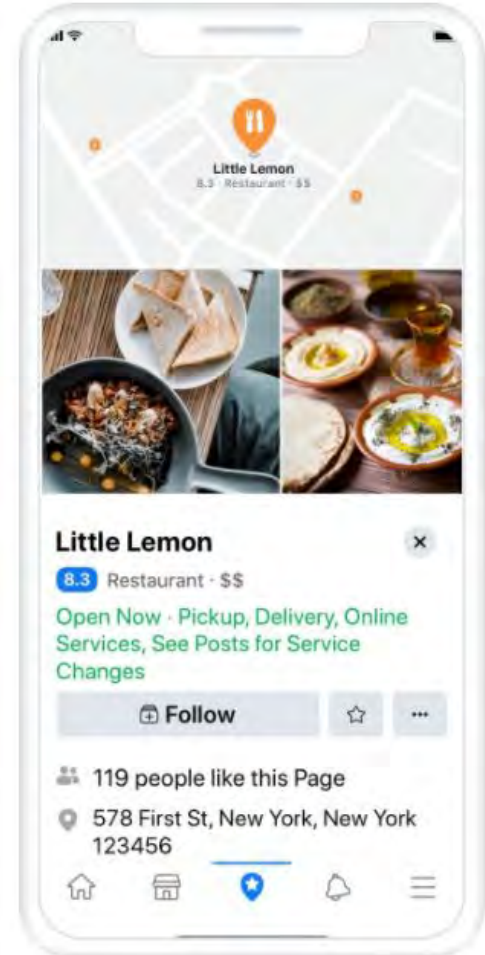
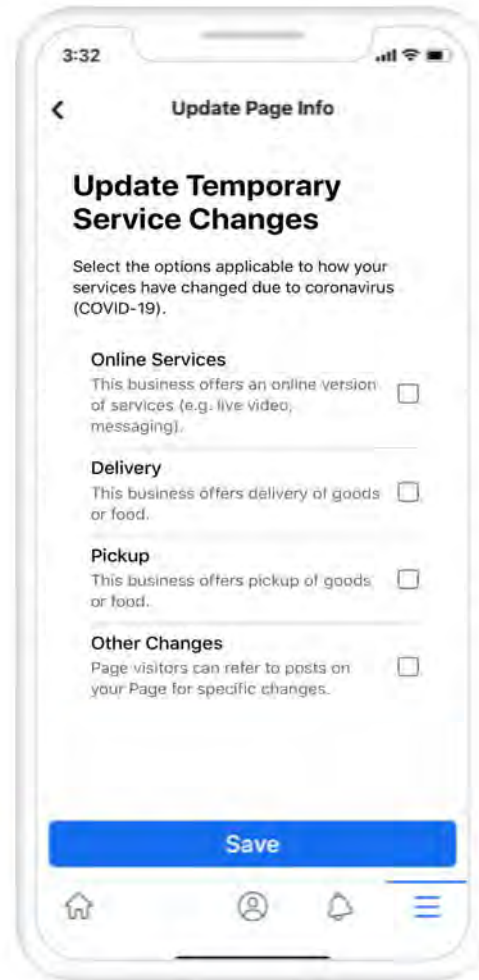


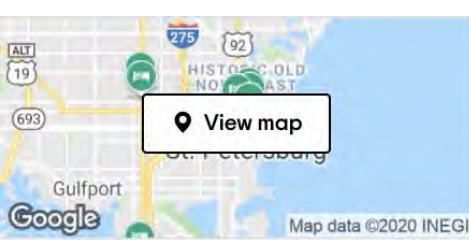
# Facebook Temporary Services

Include helpful options like:

- Online Services
- Delivery
- Pickup
- And more

Temporary service changes can appear on the business' Page, the Page preview, in search and in curated lists of local resources on Facebook.



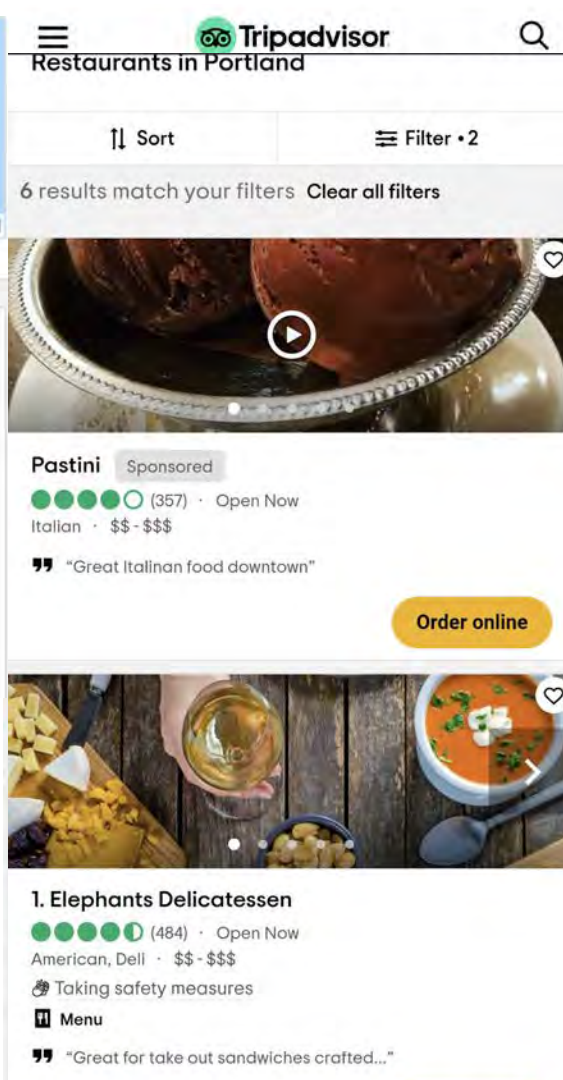


### COVID-19

☒ Properties taking safety measures

### Deals

- ☐ Free cancellation ⓘ
- ☐ Reserve now, pay at stay ⓘ
- ☐ Properties with special offers



**Tripadvisor has added accommodations & restaurant filters** that allows customers to only look at businesses that are taking safety measures.

**You must fill out your health and safety features to show in these results**

## COVID-19 Response Center

### Share the safety measures you're taking in response to COVID-19

 [11 Safety measures are pending](#)

Select the safety measures you're currently using today. These measures will appear on your listing page and will also make you eligible to appear in our COVID-19 safety search filter for your destination. Please be honest and thoughtful, so you properly set diners' expectations when they visit your restaurant. For additional best practices, check out [this](#) article.

- |                                                                                                                                                                     |                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Face masks required for staff in public areas  | <input checked="" type="checkbox"/> Face masks required for guests in public areas    |
| <input checked="" type="checkbox"/> Hand sanitizer available to guests & staff     | <input checked="" type="checkbox"/> Floors marked for social distancing               |
| <input checked="" type="checkbox"/> Regular temperature checks for staff           | Single-use/Individually wrapped condiments                                                                                                                               |
| <input checked="" type="checkbox"/> Socially distanced dining tables               | Contactless ordering                                                                                                                                                     |
| <input checked="" type="checkbox"/> Staff required to regularly wash hands         | Contactless payment                                                                                                                                                      |
| <input checked="" type="checkbox"/> Tables disinfected between guests              | <input checked="" type="checkbox"/> Paid stay-at-home policy for staff with symptoms  |
| <input checked="" type="checkbox"/> Single-use or sanitized menus                  | <input checked="" type="checkbox"/> Reservations & call-ahead seating only            |





# Grow Visibility

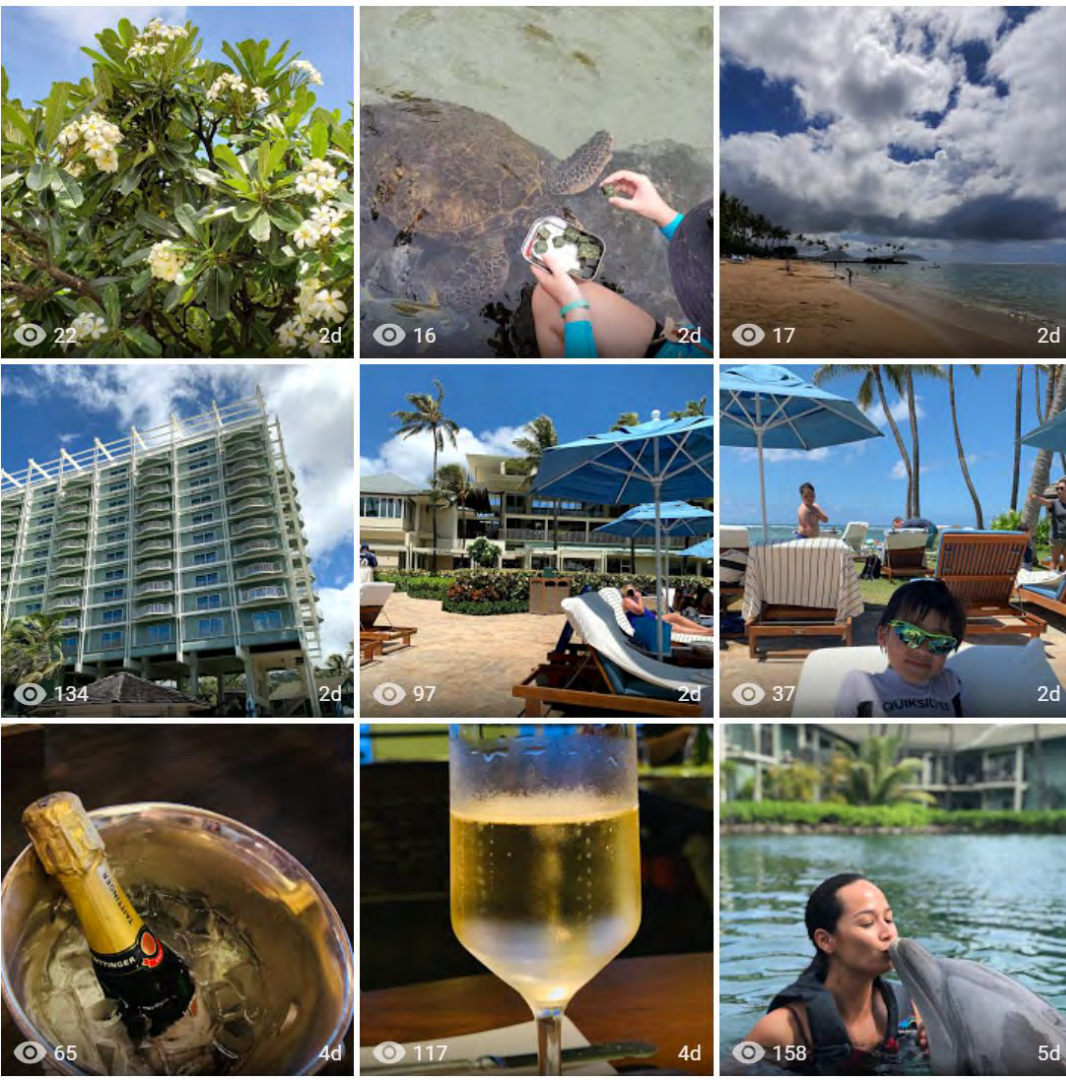
*Following best practices makes your business profile more effective*



# Following Best Practices Will Help Grow Your Visibility

1. Recent research shows **using GMB Posts regularly** can improve business listing visibility
2. Having **business hours, services and attributes completed** will improve your visibility across all of these platforms right now, and will generate value from long-tail search visibility
3. Having **a high-quality listing photos** for your business can increase the likelihood of a visitor showing up in-person by 2x
4. **Monitoring & responding to customer reviews** demonstrates responsiveness and can increase conversion

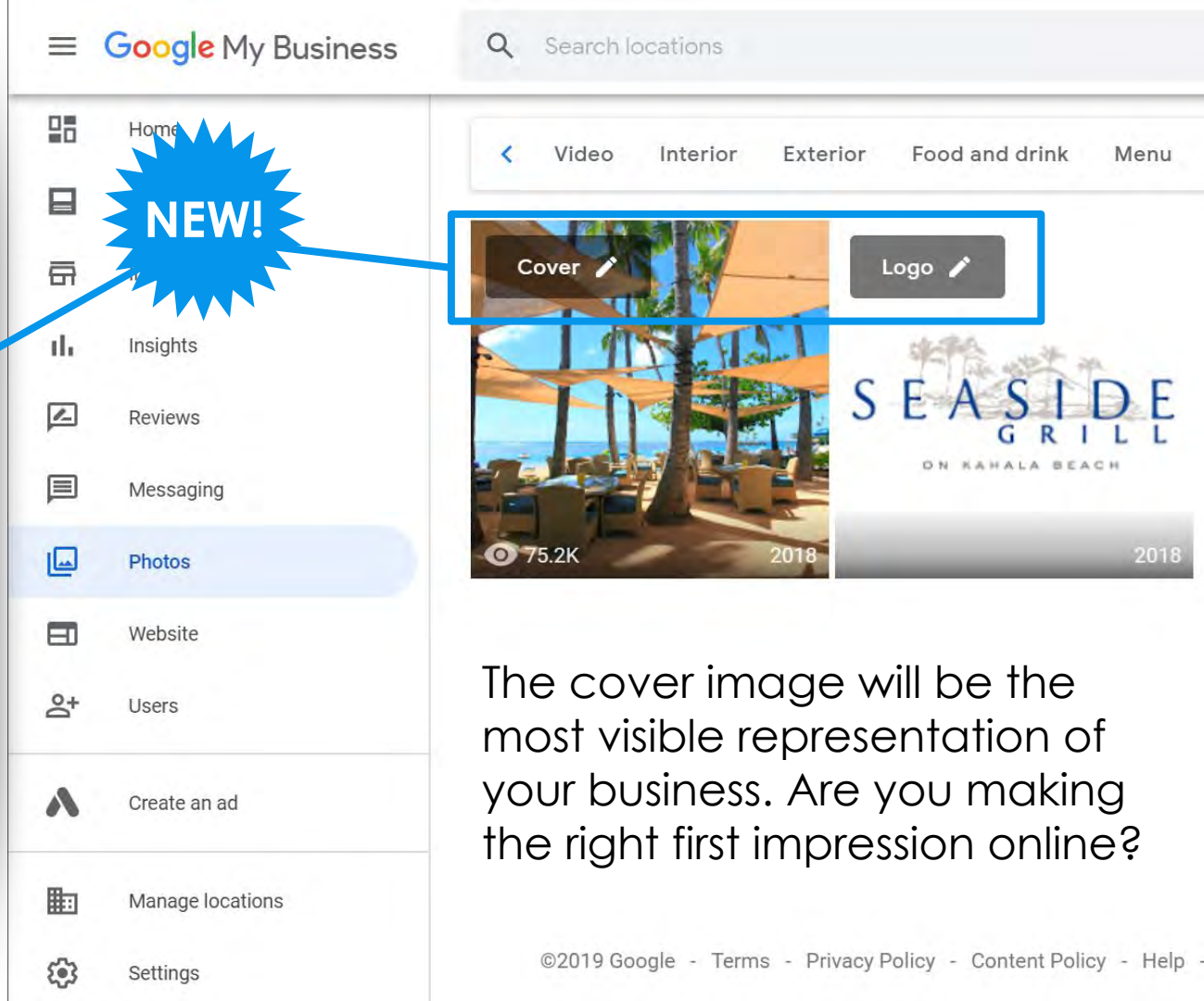
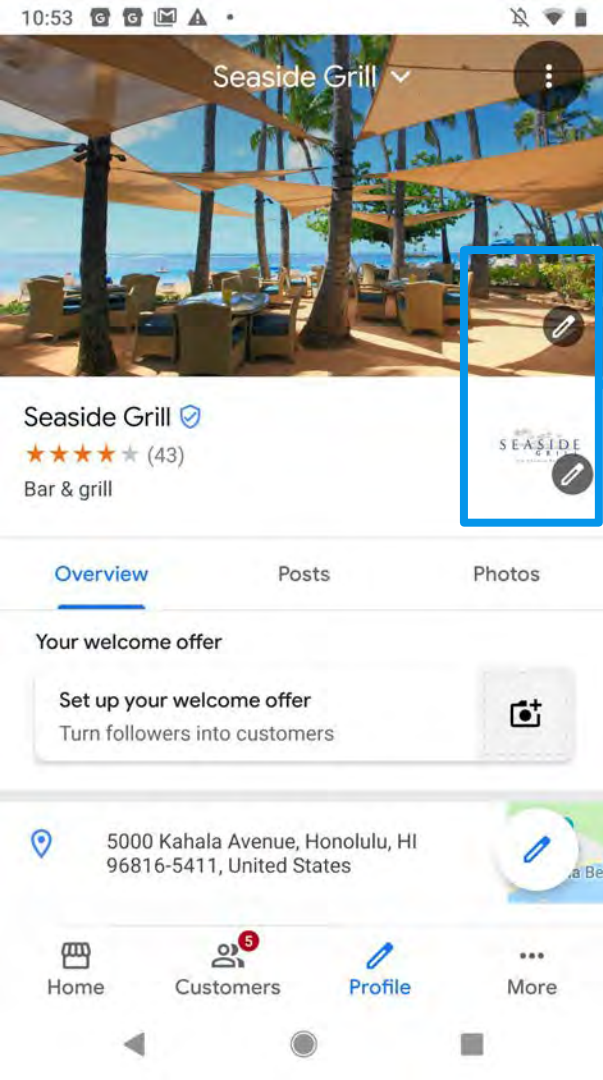
Pay Attention to Images



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

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

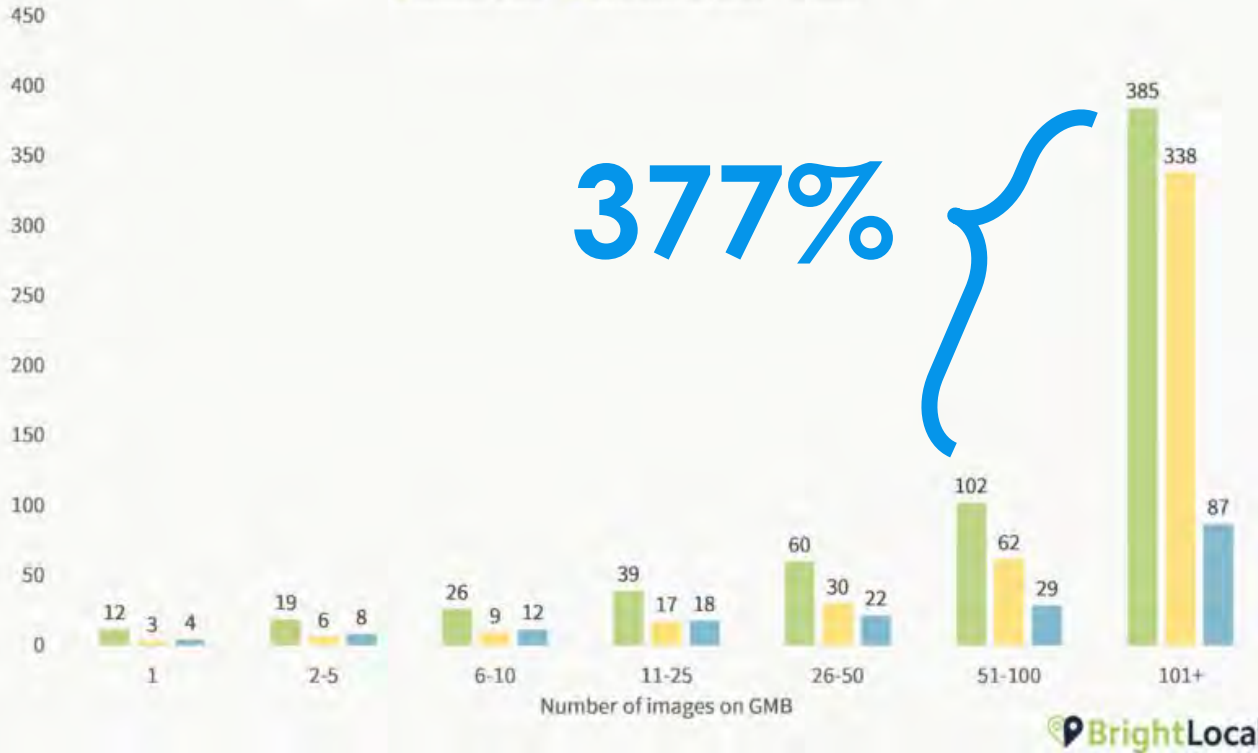
Make sure your business is represented consistently and accurately across platforms like Google My Business, Yelp and Facebook.



The cover image will be the most visible representation of your business. Are you making the right first impression online?

Average monthly customer actions by number of images

Website visits Direction requests Calls

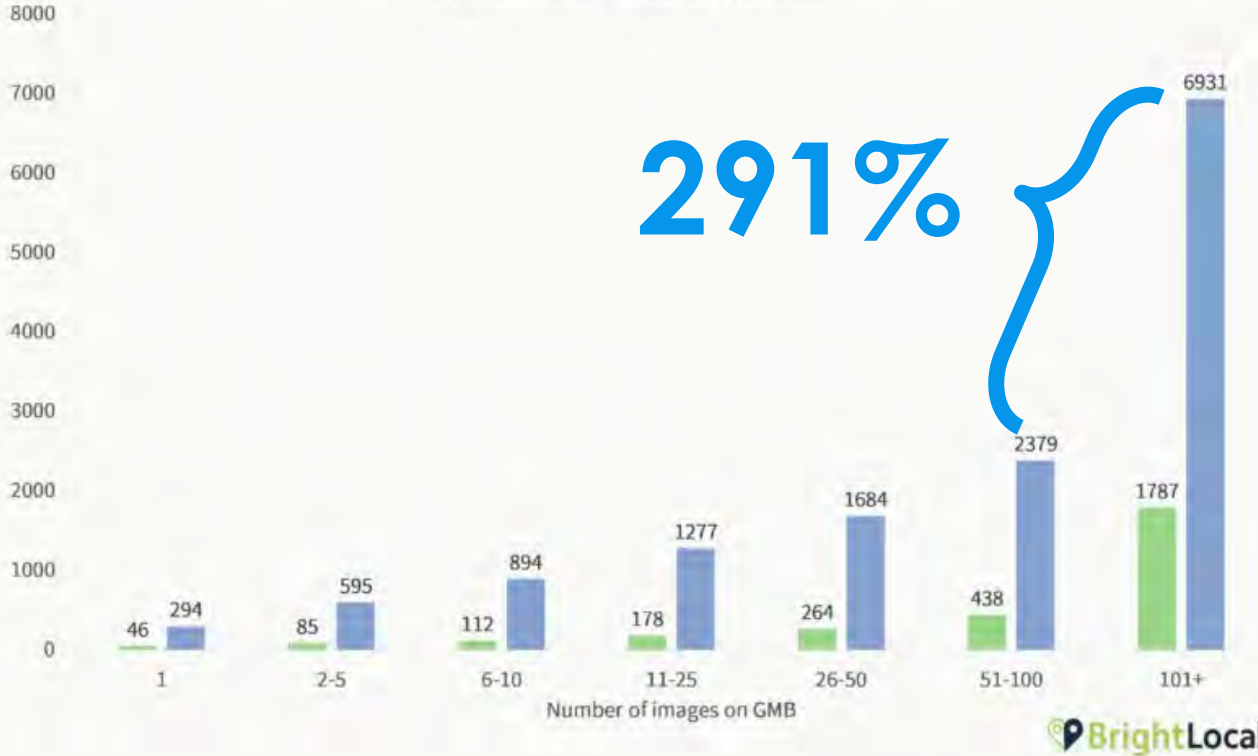


Businesses with more than 100 images have significantly higher conversion



Average monthly Direct and Discovery searches by number of images

■ Direct searches ■ Discovery searches



They also have **higher exposure rates** - suggesting that photo volume (and frequency) is an important ranking signal



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Miles Partnership



Overview

By owner

By customer

360

Video

Interior

Exterior

Food and drink

Menu

T



Add 4-5 photos per  
month for a

**10-30%**

Lift in exposures for  
your business



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Bookings



Products (Beta)



Website



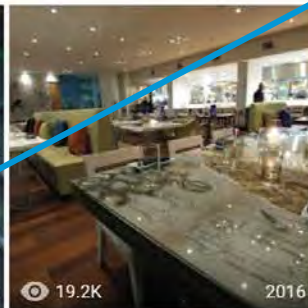
Users



2016



10.5K



19.2K

2016



2016



34.6K



14.1K

2016



# Stay on Top of Reviews

# 86%

**Of consumers  
read reviews  
for local  
businesses**

BrightLocal: <https://www.brightlocal.com/research/local-consumer-review-survey/>

86%

Of consumers  
read reviews  
for local  
businesses

57%

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

86%

Of consumers  
read reviews  
for local  
businesses

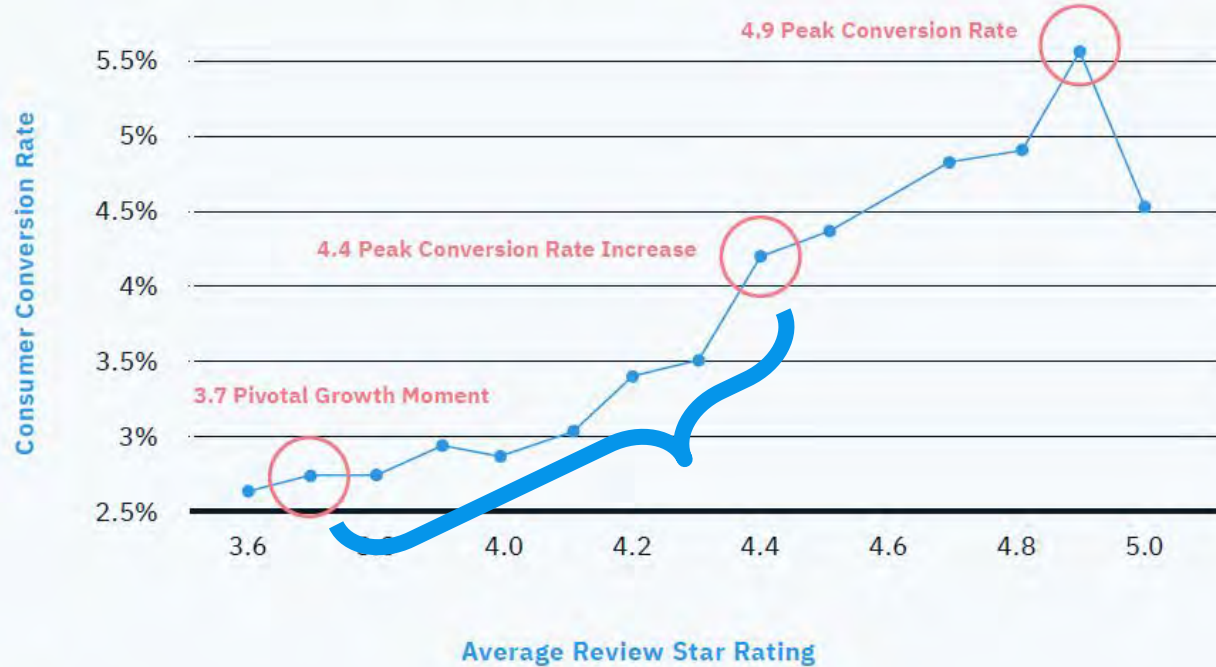
57%

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

89%

Of consumers  
read  
businesses'  
responses to  
reviews

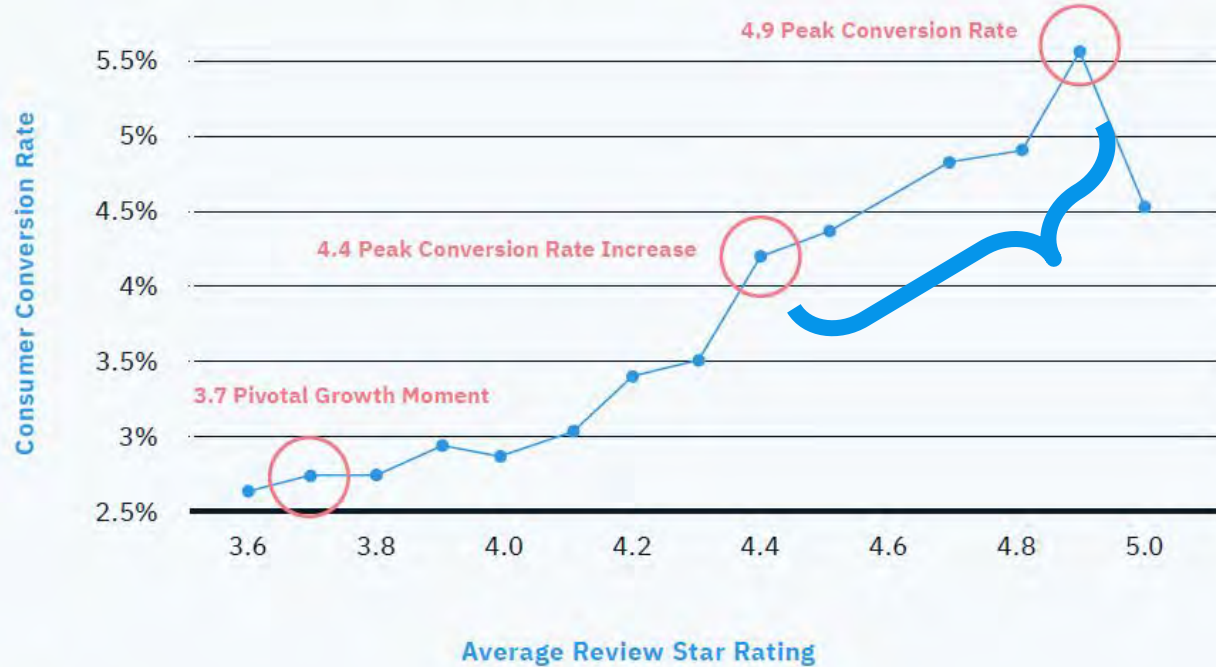
## Consumer Conversion Rate Increase by Average Review Star Rating



A ratings increase  
from 3.7 to 4.4 can  
increase  
conversion rate by  
**80% to 120%**



## Consumer Conversion Rate Increase by Average Review Star Rating



You should be  
targeting an  
average rating of  
**4.4** or higher to  
maximize  
conversion.

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Miles Partnership



Manage locations



Settings



Support

10:25

Edit response



Melissa Salgado

January 25, 2019

★★★★★ Seaside Grill is a wonderful beach side restaurant at the Kahala Resort. Although seating can be limited, you can eat al fresco with gorgeous ocean views. The servers are all very nice and attentive and the food is delicious. You can also sit at the bar and chat with the knowledgeable and friendly bartenders. Valet parking will be validated for 4 hours. Go check it out!

Mahalo for the 5-star review, Melissa! We hope to see you again soon!

## Important updates

Google may send you important updates about your account



## Customer reviews

Alerts when customers post reviews of your business to your Business Profile



## Questions and answers

Alerts about questions and answers posted to your Business Profile



## Photos

Tips and updates about photos on your Business Profile



## Business Profile health

Alerts and suggestions to help you keep your info accurate on your Business Profile



## Product updates

Occasional updates about new features and offers to improve your Business Profile



## Posts

Updates and suggestions about posts on your Business Profile



## Feedback

Occasional opportunities to send product feedback to Google



Know when reviews are posted



- Home
- Posts
- Info
- Insights

Reviews

Messaging

Photos

Bookings

Products (Beta)

Website

Users

Create an ad

Manage locations

Settings

All

Replied

Haven't replied



Cornelia Baumer

★★★★★ 7 hours ago

Eine super Location, um abends den Sonnenunter freu... [More](#)



Reply



Guillermo Montjoy CPA

★★★★☆ 17 hours ago

Fish tacos were great. Yellowtail special not so sp



Reply



Xiaoyi Peng

★★★★★ 23 hours ago

The user didn't write a review, and has left just a r



(owner)

24 mins ago

Your perfect score has brightened our day, thank y

Edit

Delete

## Best practices for responding to reviews

1. Ignore minor complaints
2. Address issues constructively
3. Don't use responses to advertise
4. Don't offer users anything
5. Be professional and polite

Please note that your reply will be displayed publicly on Google and must comply with [Google's content policies](#).

[Learn more](#)

OK

Google My Business

Search locations

Home

Posts

Info

Insights

**Reviews**

Messaging

Photos

Bookings

Products (Beta)

Website

Users

Create an ad

Manage locations

Settings

res

Your customers now

All Replied Haven't replied

**Cornelia Baumer**  
★★★★★ 7 hours ago  
Eine super Location, um abends den Sonnenunter freu... [More](#)

[Reply](#)

**Guillermo Montjoy CPA**  
★★★★☆ 17 hours ago  
Fish tacos were great. Yellowtail special not so sp

[Reply](#)

**Xiaoyi Peng**  
★★★★★ 23 hours ago  
The user didn't write a review, and has left just a n

(owner)  
24 mins ago  
Your perfect score has brightened our day, thank y

[Edit](#) [Delete](#)

Keep responses to negative reviews short encourage them to contact you offline.

# Grow Your Reviews

- It all starts with making your customers happier than when they walked in.
- Don't be afraid to **ask customers** to leave online reviews about your business
- Utilize your **owned channels** to drive traffic to your review sites.

68%

**of consumers will leave a  
local business review  
when asked to do so**

*Bright Local, 2019*



[marketingkit.withgoogle.com](https://marketingkit.withgoogle.com)

Free stickers, posters,  
social posts, and more  
– from your Business  
Profile on Google

Enter business name



review us  
on Google

Google My Business

Search locations:

ORGANIZATION  
Miles Partnership

Casa Bacardi  
Carretera 165  
Cataño, 00949  
Puerto Rico

Home  
Posts  
Info  
Insights  
Reviews  
Messaging  
Photos  
Products (Beta)  
Website  
Users

Create an ad

Thursday 9:00 am–4:30 pm  
Friday 9:00 am–4:30 pm  
Saturday 9:00 am–4:30 pm

Add special hours

(787) 788-8400

CasaBACARDI-PR

[https://www3.bacardi.com/casa-bacardi/?utm\\_source=gmb&utm\\_medium=listing](https://www3.bacardi.com/casa-bacardi/?utm_source=gmb&utm_medium=listing)

Menu  
Add or edit items

Products  
Add or edit products

Accessibility  
Wheelchair accessible entrance  
Wheelchair accessible parking lot

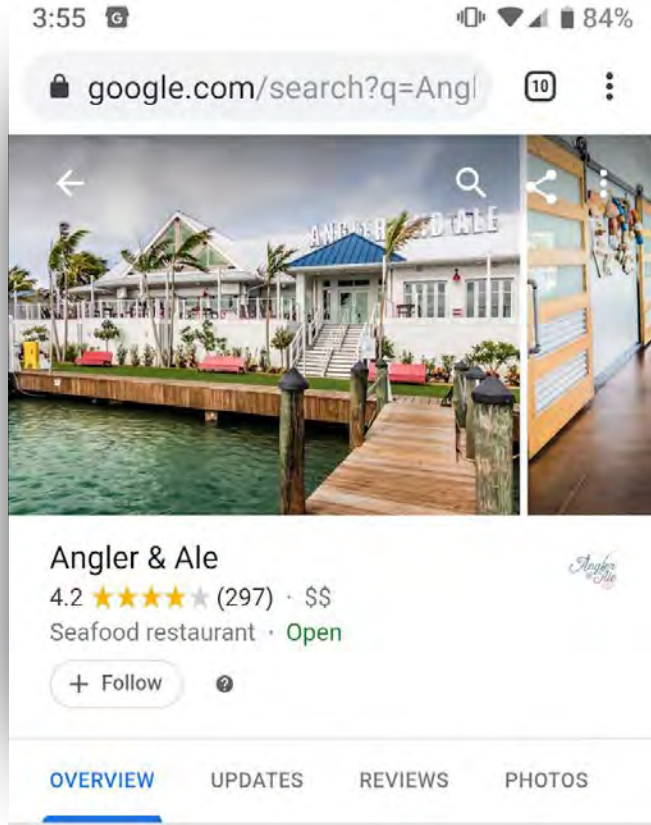
Casa BACARDI is the home of the most awarded rum... visit the world's largest



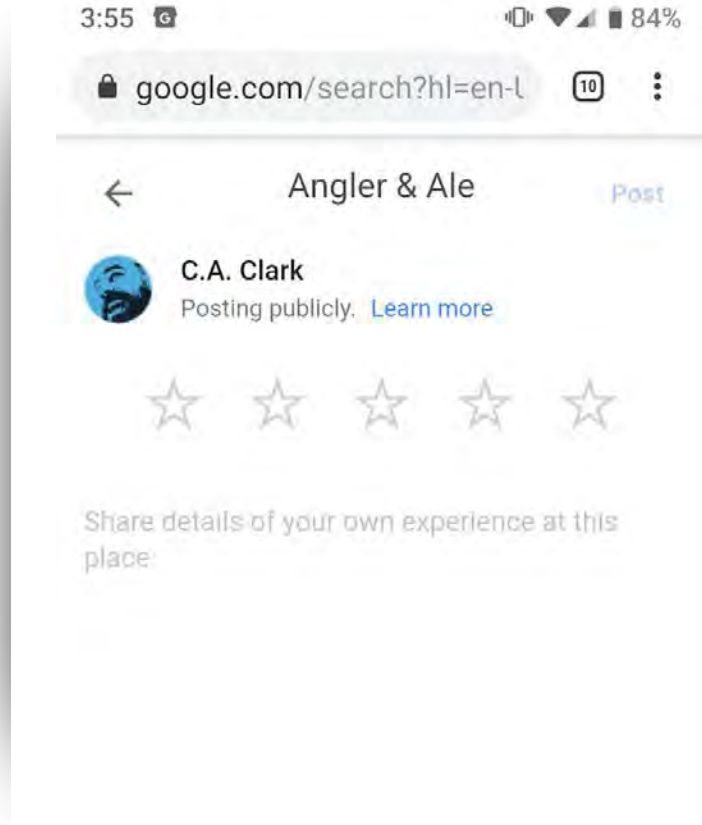
**Set up a “short name”** for your business. Short names are unique, and have to be based off :

- display name
- existing branding
- current custom URLs
- name of your linked website

[g.page/YourShortname](https://g.page/YourShortname)



[g.page/YourShortname/review](https://g.page/YourShortname/review)



## Request a Free Tripadvisor Sticker



Looking for a great way to show that you value guest feedback and encourage new reviews, while increasing walk-in traffic? Get a free Tripadvisor sticker for your front door, window or high-traffic area of your hotel, restaurant or attraction today by using our sticker request tool:

[www.tripadvisor.com/StickerRequest](https://www.tripadvisor.com/StickerRequest).

- After receiving different thresholds of reviews businesses can upgrade to a flag and receive ratings certificates of excellence
- Businesses can also download a widget to be utilized on their website to encourage customers to leave reviews about their visit

<https://www.tripadvisor.com/Widgets>

### ⚙️ Tripadvisor Widgets

Want to enhance your website with valuable reviews, ratings, photos and more from Tripadvisor? Our free widgets make it easy.



# Yelp Resources

- “Find Us On Yelp” sticker
  - Fill out the form to request the sticker



The screenshot shows the top portion of a web form. At the top is a red header with the Yelp logo. Below the header is a section titled "Find Us On Yelp" Sticker Request. A paragraph of text explains that sticker shipments may be delayed due to COVID-19 and that stickers are only shipped to the U.S. and Canada. A red asterisk indicates required fields. The form includes a "Country" section with radio buttons for "United States" and "Canada". Below this is a "First Name" field, also marked as required.

**yelp**

## "Find Us On Yelp" Sticker Request

Thank you for your interest! Given the current COVID-19 situation, sticker shipments may be delayed. If you are unsure your request was received, please re-submit your information. Please note, stickers are currently shipped to addresses within the U.S. and Canada only.

\* Required

Country \*

☐ United States

☐ Canada

First Name \*

[https://docs.google.com/forms/d/e/1FAIpQLSd-04M9tynlgZ2cxXTMzc0POU75\\_uRXXmB01REqpcN1mmshXWQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSd-04M9tynlgZ2cxXTMzc0POU75_uRXXmB01REqpcN1mmshXWQ/viewform)



# **Keys for Inspiring Confidence with Travelers**

1. Establish Safety

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2. Share Information

---
3. Grow Visibility

TRAVEL



OREGON

# Inspire Confidence with Online Listings

## A COVID-19 Recovery Strategy

Questions?