

MAXIMIZING EXPOSURE FOR YOUR GOOGLE BUSINESS PROFILE

February 2024

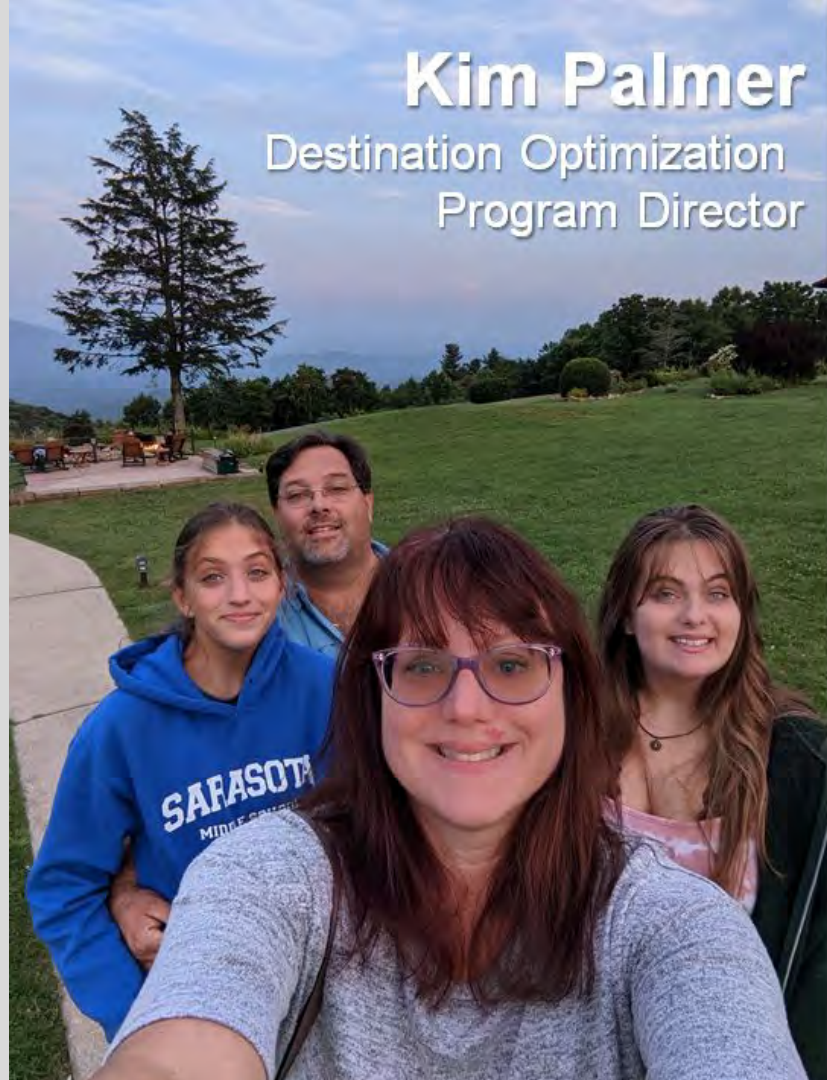


**TRAVEL
OREGON**

miles
PARTNERSHIP

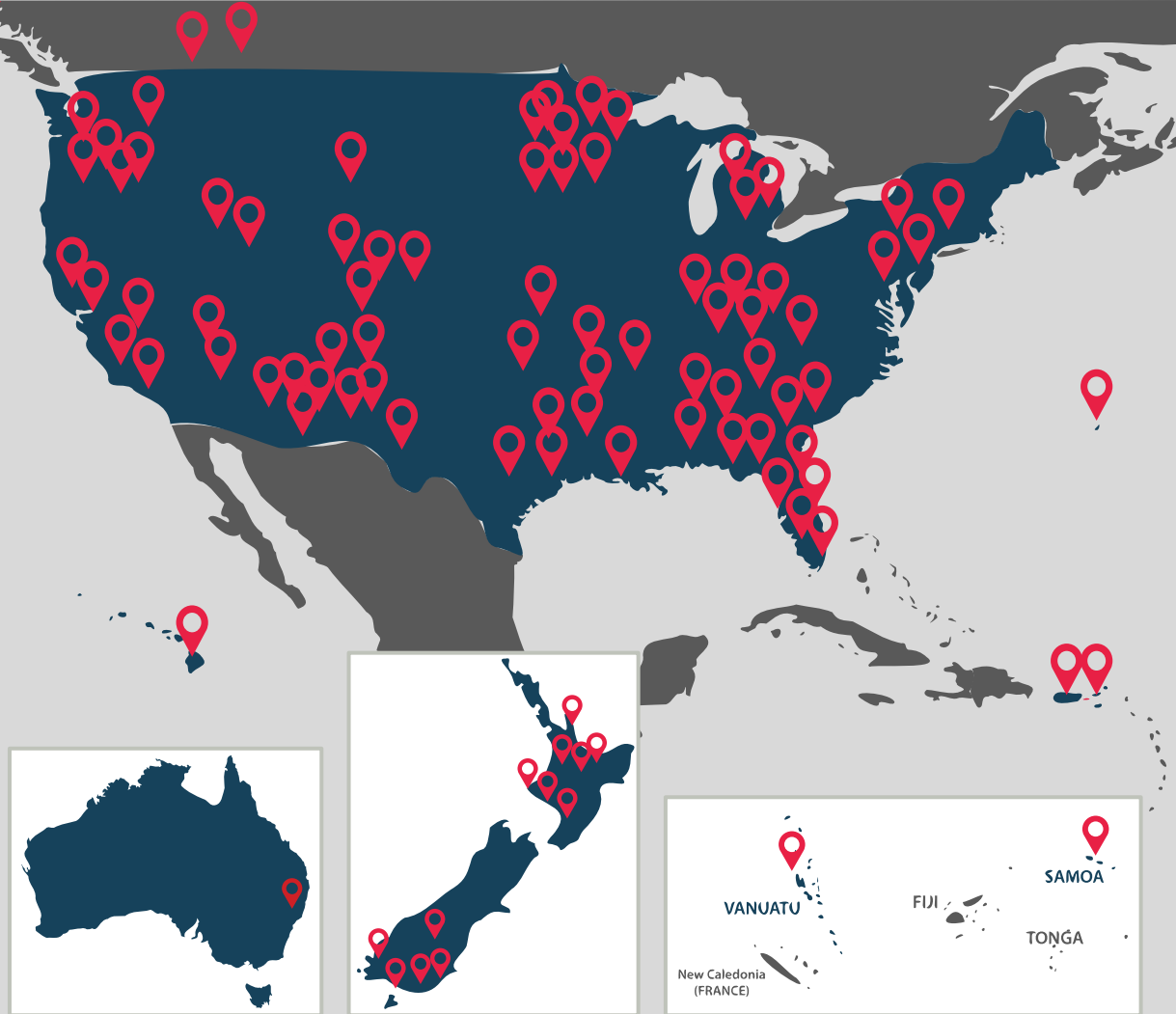
Miles is a **strategic marketing company** focused exclusively on travel and tourism.

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



Kim Palmer

Destination Optimization
Program Director



300+

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

What We'll Cover Today



Today's Travel Search Trends



Best Practices & New Tools



Updating With Posts



Responding to Questions & Messages



Integrating Conversions



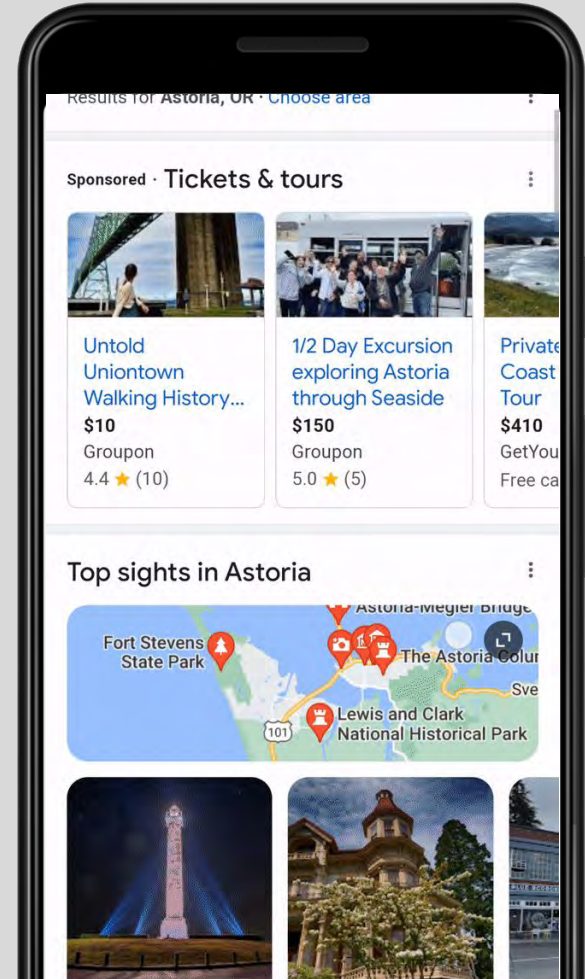
Monitoring Performance

Today's Travel Search Trends



Today's Travel Search Results Are

- Primarily Mobile
- More Visual + Video
- More Transactional
- Powered by AI



More Visual Results

Tripadvisor
https://www.tripadvisor.com › Hotel...

THE 10 BEST Hotels in Oregon Coast 2024 (from \$59)



Popular hotels by the beach in Oregon Coast include The Ocean Lodge, Agate Beach Motel, and Lanai at the Cove. See the full list: Orego...



Schooner's Cove Inn
4.8 ★ (382)
"It's my favorite place to stay ..."



Sailor Jack's Oceanfront Inn
4.4 ★ (1K)
Simple quarters in a beachfront hotel

travelmedford.org
https://www.travelmedford.org › re...

top attractions and things to do in southern oregon



Discover the best things to do in Southern Oregon. Day trip from Medford to Crater Lake National Park, Table Rocks & Southern...

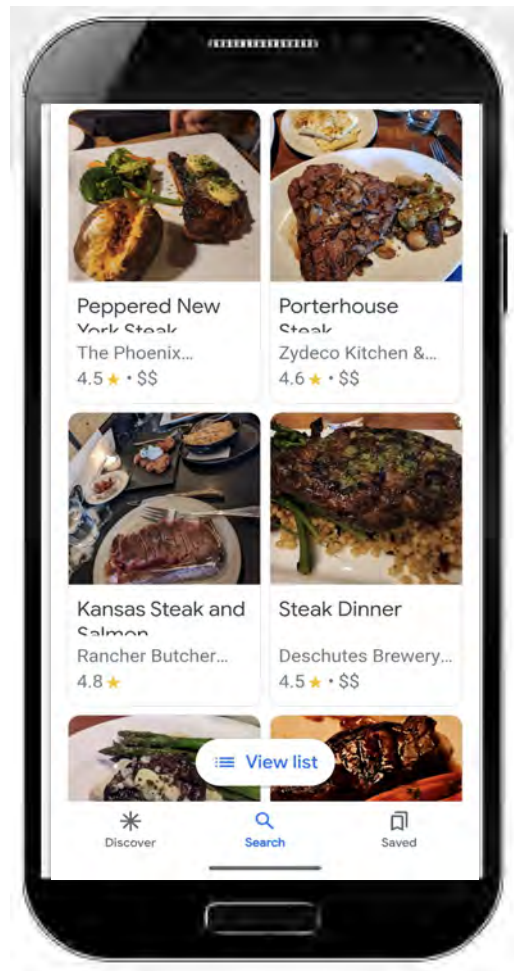
[Outdoor Adventure](#) [Table Rocks](#) [Arts & Cult](#)

Eater Portland
https://pdx.eater.com › maps › best...

The Hottest New Restaurants in Portland, February 2024



[Queen Mama's Kitchen](#) [Pasar](#) [Alpenrau](#)



More Visual Results

“Related Searches” call outs are now visual cards for article results.

 Things to do in Medford, Oregon 



20 Things To Do In Medford Oregon In 2024

 Travel2Next · Nov 13, 2022



14 Top-Rated Attractions & Things to Do in Medford,...

Mar 1, 2023
 PlanetWare



TOP 11 INDOOR ADVENTURES IN MEDFORD

Dec 1, 2021
 Travel Medford

 Things to do in Portland, Oregon 



The 17 best things to do in Portland right now

 TimeOut · Feb 22, 2023



11 Best Things to Do in Portland, Oregon

May 30, 2023
 Walkit



Free & Nearly Free | The Official Guide to Portland

1 week ago
 Travel Portland

More Visual Results

←

restaurants in astoria oregon

Q

MAP

Dine-in

Takeout

Delivery

Open now

Seafood

M



Mo's Restaurant

4.2 ★★★★★ (3K) · \$\$

Family-friendly · 101 15th St

Casual option for seafood & cocktails

 Order

 Call

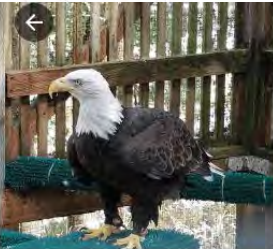
 Directions

 Share



Top sights in Eugene

←



Q



Cascades Raptor Center

4.8 ★★★★★ 1,155 reviews

Nature preserve

 Directions

 Call

 Save

 Share

Nature center displaying nearly 50 birds of prey in big outdoor aviaries, plus a wildlife hospital.

>

 32275 Fox Hollow Rd, Eugene, OR 97405

 Closed · Opens 10 AM Tue ▾

 cascadesraptorcenter.org

 (541) 485-1320

 XWPC+QF Eugene, Oregon ⓘ

Photos



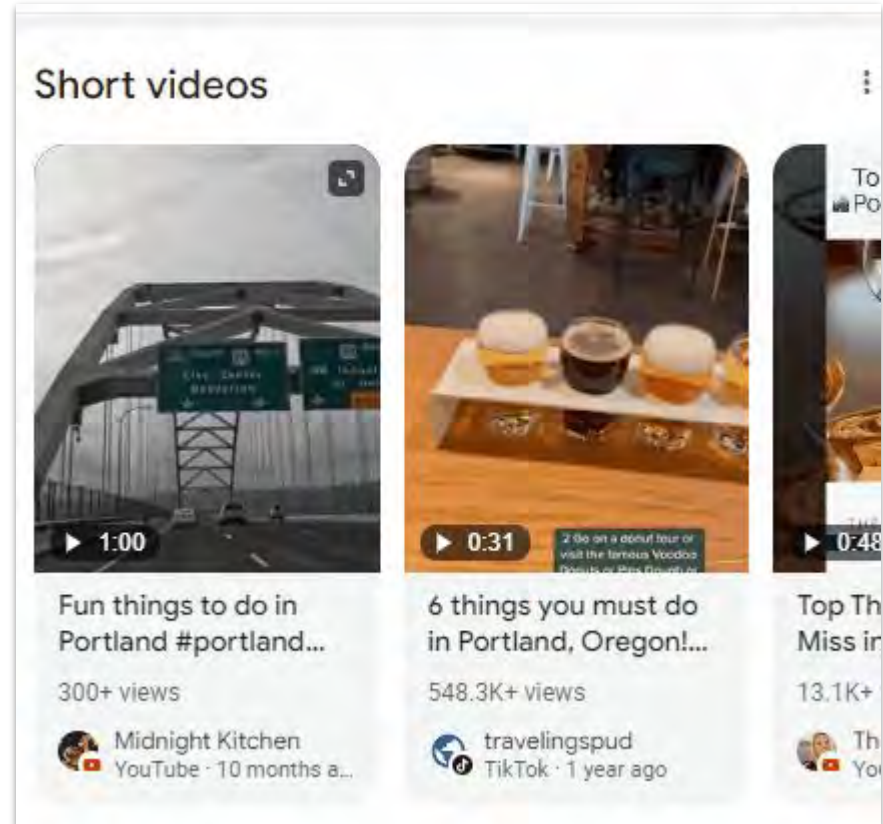
Short Form Video in Results

Visible on mobile only

Destination & Things to Do
Searches

Sources include YouTube
Shorts, TikTok, Facebook

Expected expansion in to
dining searches



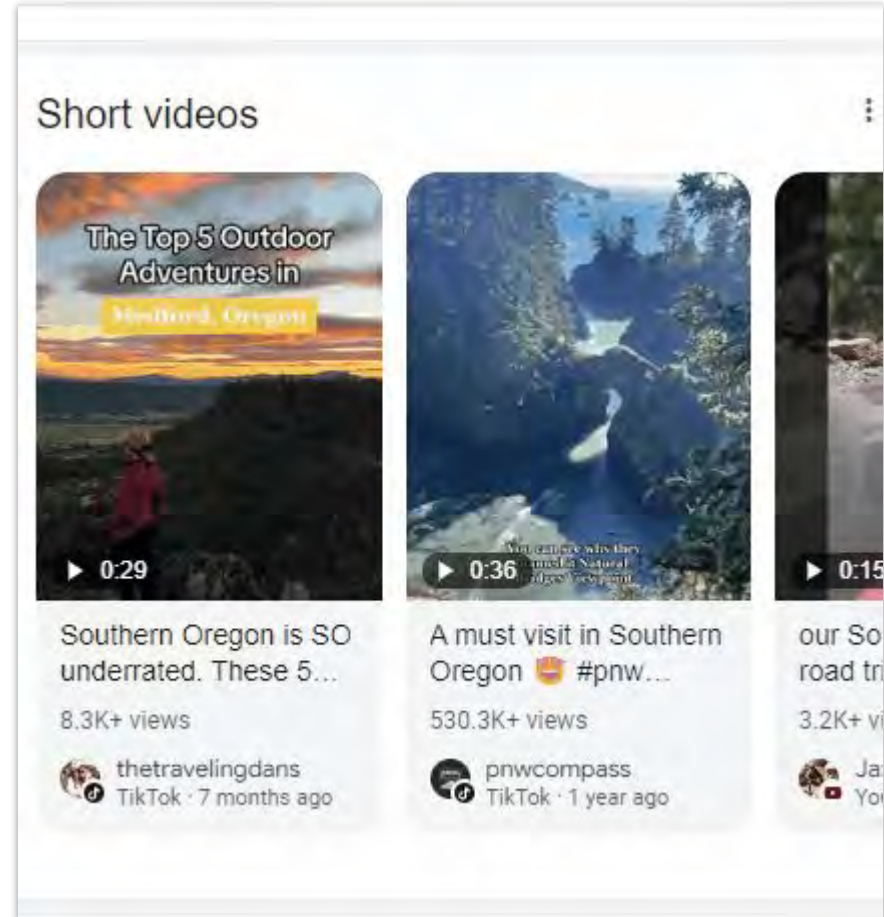
Short Form Video in Results

It's all about SEO-friendly:

- Video titles
- Descriptions
- Hashtags

Things that help:

- Text on the screen
- Voiceover
- High view count
- High interactions



Emphasis On Conversions

The Oregon Garden

4.5 ★★★★★ (2,857)

Botanical garden · 📍

Directions

Tickets

Call

OVERVIEW

TICKETS

DIRECTORY

REVIEWS

Tickets

About these results ⓘ

The Oregon Garden

\$8.00 >

Official Site

📍

879 W Main St, Silverton, OR 97381

🕒

Closed · Opens 10 AM Thu

🌐

http://www.oregongarden.org/

Agave

4.2 ★★★★★ (356)

Mexican restaurant · 📍 · \$10–20

Directions

Reserve

Order

OVERVIEW

MENU

REVIEWS

PHOTOS

Reserve a table

Order online

📍

5 Granite St, Ashland, OR 97520

🕒

Open · Closes 8 PM

💵

\$10–20 per person

Reported by 36 people

👤

Suggest an edit

EcoTours Of Oregon Day Tours

4.8 ★★★★★ (86)

Sightseeing tour agency

Call

Book

Chat

Save

OVERVIEW

PRICES

SERVICES

REVIEWS

Booking options

About these results ⓘ

EcoTours Of Oregon Day Tours

Official Site

Multnomah Falls/ Columbia Gorge Waterfalls/Mount Hood ...

\$119 >

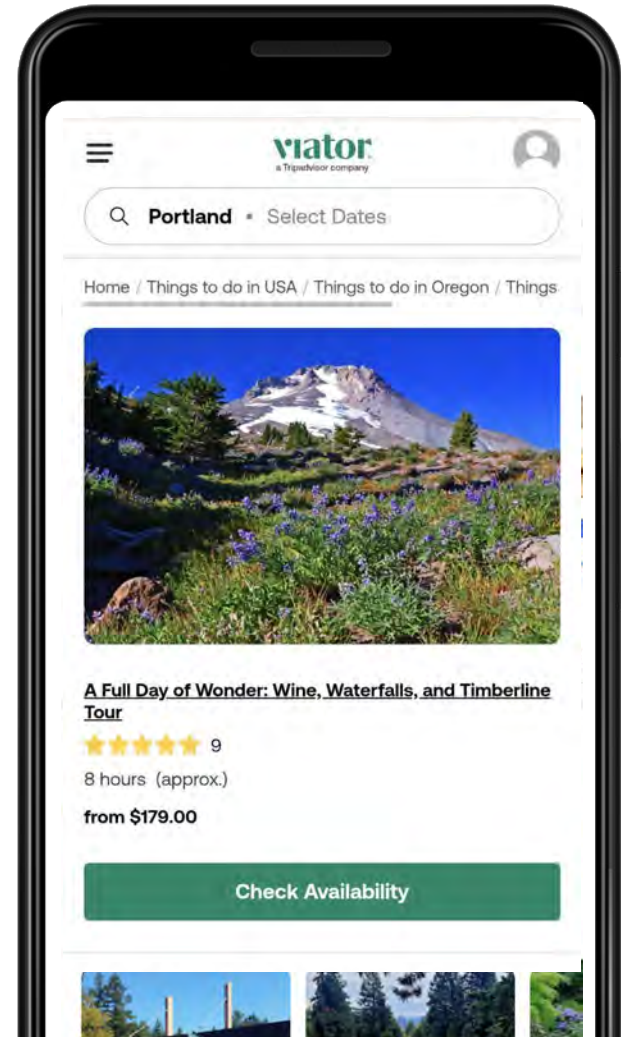
Whale Watching & Oregon Coast

\$159 >

Tickets & Tours Ad Unit

Appears in destination & “things to do” searches in markets with critical mass of tours available

PPC ad unit primarily featuring Viator, Get Your Guide, Groupon and other major aggregators



Generative AI Is Changing Search



ChatGPT 3.5



You

I have one day in Florence Oregon. What are the best hiking trails in the area for wildlife?



ChatGPT

Florence, Oregon, offers some beautiful hiking trails with opportunities to experience wildlife. Here are a few suggestions for the best hiking trails in the area for wildlife:

1. **Sweet Creek Trail:**

- This trail features a series of waterfalls and lush greenery along Sweet Creek. Keep an eye out for various bird species and small mammals. The trail is about 2.2 miles one way, and it's relatively easy, suitable for all skill levels.

2. **Hobbit Trail:**

- Located in the nearby Heceta Beach area, the Hobbit Trail takes you through a coastal forest and opens up to stunning views of the ocean. Wildlife enthusiasts might spot birds, including eagles and other coastal fauna.

3. **Siltcoos River Trail:**

- This trail offers a mix of forested areas and wetlands along the Siltcoos River.

Get citation

Message ChatGPT...

≡ Gemini



I have one day in Florence Oregon. What are the best hiking trails in the area for wildlife?



Show drafts

Here are a few of the best hiking trails in the Florence, Oregon area for wildlife viewing, depending on your desired difficulty and scenery:

Easy:

- **Heceta Head Lighthouse Trail:** This short, paved trail leads to the Heceta Head Lighthouse, offering stunning ocean views and opportunities to see whales, seabirds, and tide pool creatures. Be sure to keep an eye out for harbor seals and sea lions basking on the rocks below.

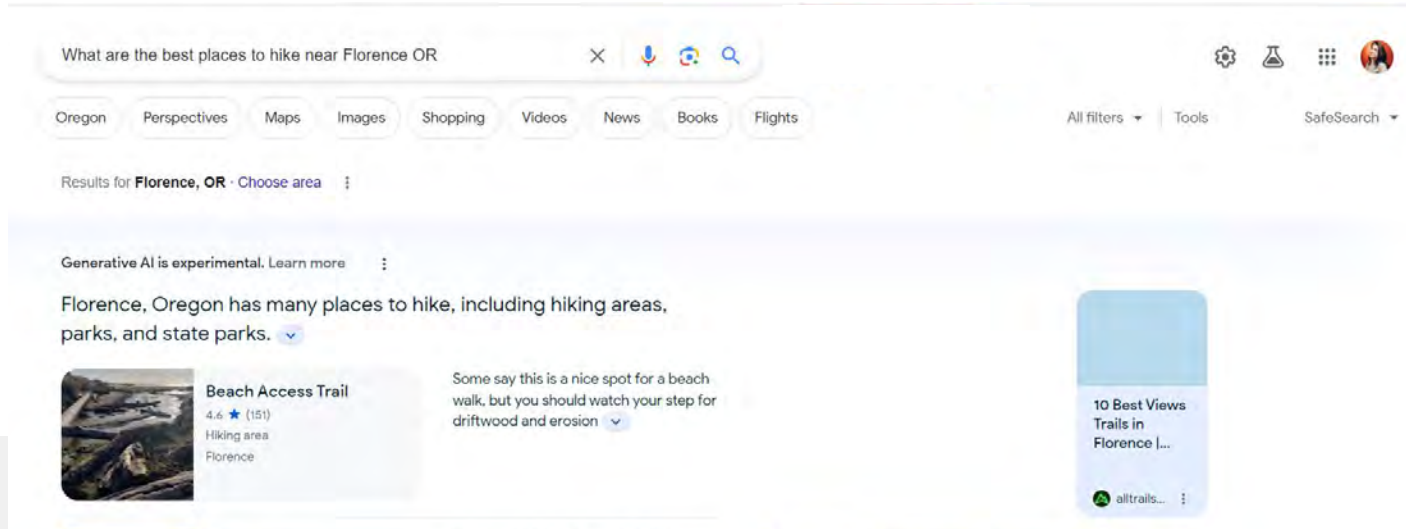


Enter a prompt here



Gemini may display inaccurate info, including about people, so double-check its responses. [Your privacy & Gemini](#)

Search Generative Experience (SGE)

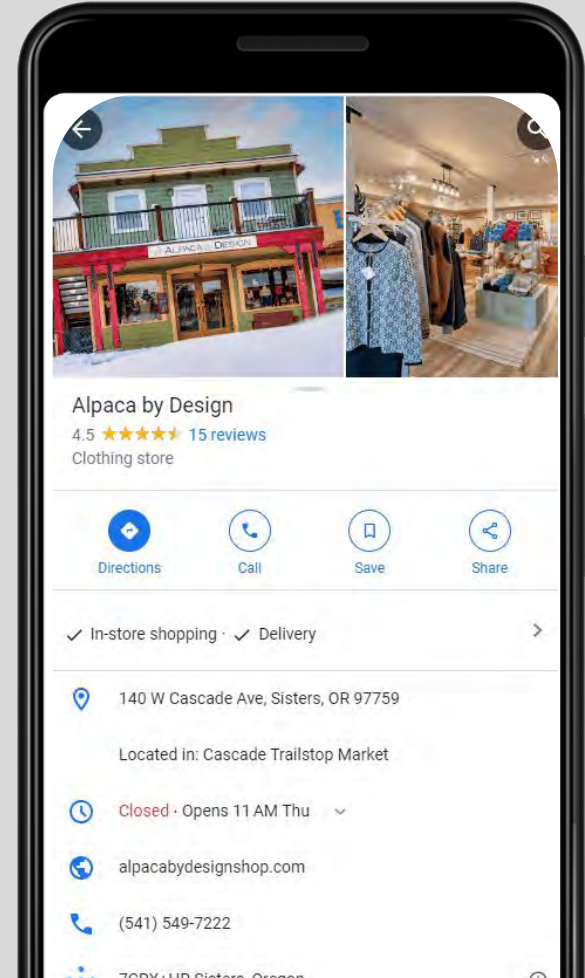


“If you ask detailed questions about a **place or destination** in Search, you’ll see an AI-powered snapshot that brings together the most helpful information available — not only from across the web, but also from the reviews, photos and Business Profile details”

Business Profile Best Practices & New Tools

Five Best Practices

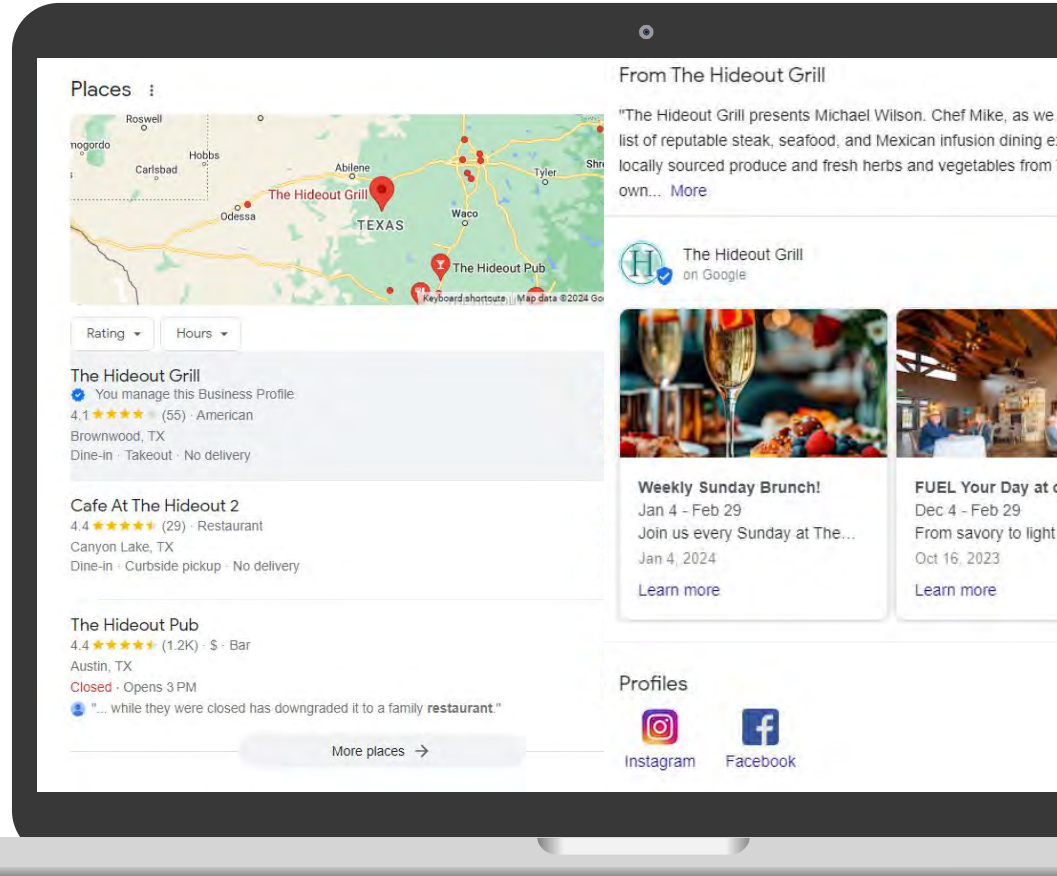
1. Claim your business profile
2. Keep hours current
3. Check relevant attributes
4. Add fresh pictures regularly
5. Respond to reviews



Start Managing Your Social Links

Businesses can now fully manage their social links through the Google Business Profile Editor.

So far, these only show in desktop search.



Adding Social Links

← Business information ⋮

About Contact Location Hours M

Social profiles

Build customer trust by sharing your social profiles. [Learn more about social profiles](#)

Social profile

Facebook

Web address

<https://www.facebook.com/TheHide>

Social profile

Instagram

Web address

<https://www.instagram.com/thehide>

+ [Add social profile](#)

Save Cancel

1. Open the Google Business Profile Manager or search for your business
2. Click on “Edit Business Information”
3. Look for “Social Profiles” under “Contact”
4. Click on “Add social profile”

Small Business Attribute

← Business information

AboutContactLocationHoursMore

Identifies as Indigenous-owned

YesNo

Identifies as Latino-owned

YesNo

Identifies as LGBTQ+ owned

YesNo

Identifies as veteran-owned

YesNo

Identifies as women-owned

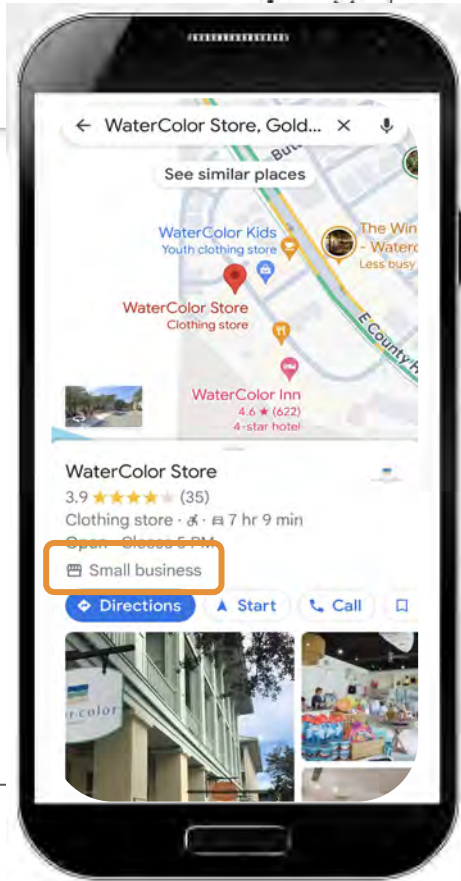
YesNo

Is a small business

YesNo

Save

Cancel



*“This new attribute will automatically appear for **some businesses** based on Google’s understanding of how many products they sell, the number of locations they have or how much web traffic they get.”*

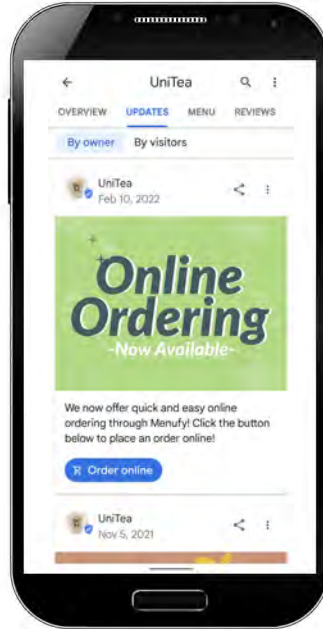
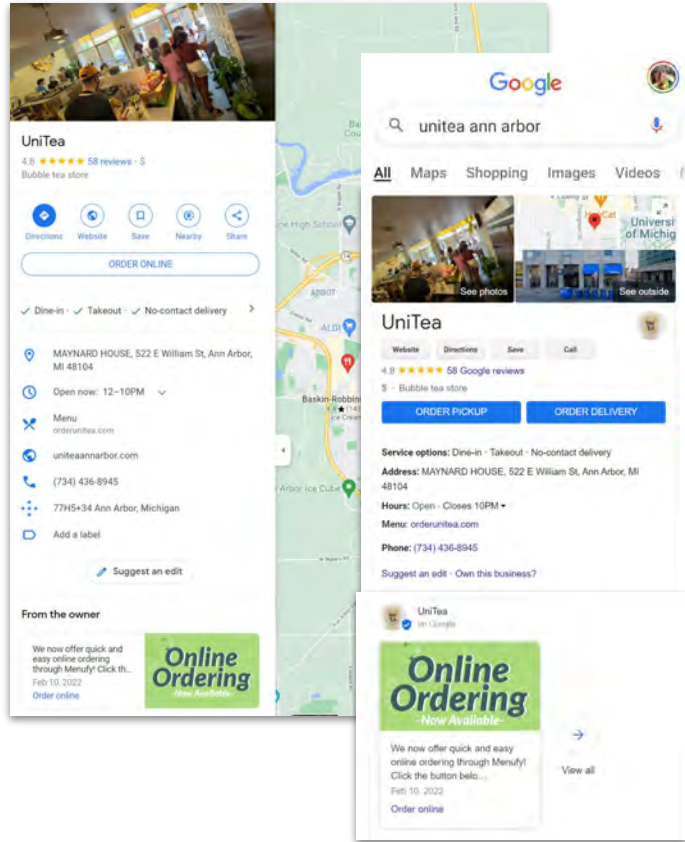
While this new attribute isn’t currently available to ALL businesses, it’s worth checking your settings in the profile manager. Click “Edit Profile,” select “more” then click on “Business information.”

Google also states that **users will be able to filter their search** results to find small businesses.

Google Business Profiles

Post Updates

Post Offers, Events & 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!)

How to Post

- 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.



Event title

Live Music at Rum Runner's!

(Example: Sale this week)

Add more details (optional) ▾

Event details

Relax by the fire at Rum



Add a button (optional)

Learn more ▾

Link for your button

ita.com/events?view=eventbox&cat

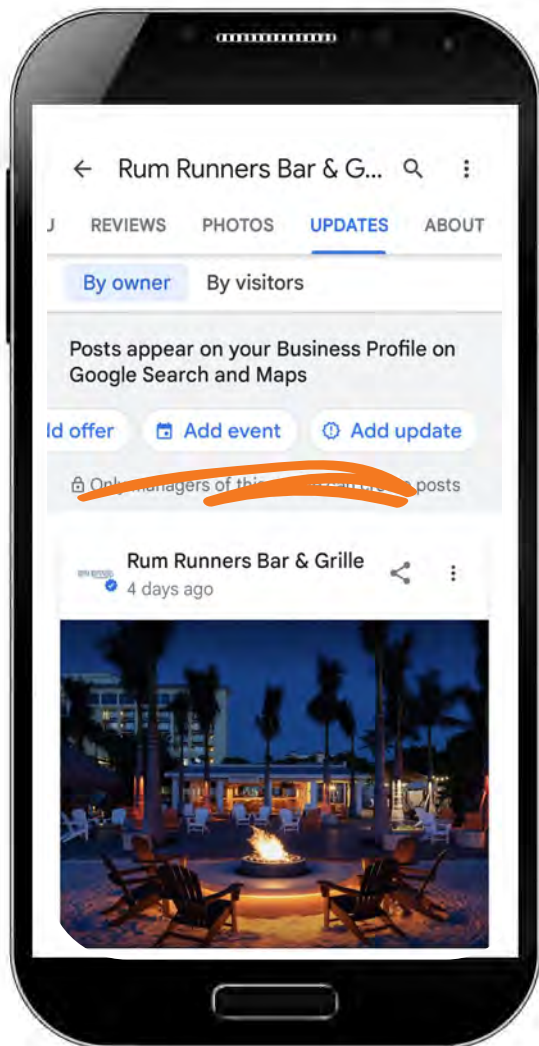
(Example: google.com)

Preview

Publish

Best Practices

- Post **early in the week** if you're promoting something the following weekend.
- **Post regularly!** Two to four times per month
- Review Google's **content guidelines**, particularly regarding alcohol promotion
- Do not **duplicate photos** in recurring posts – risk of account suspension

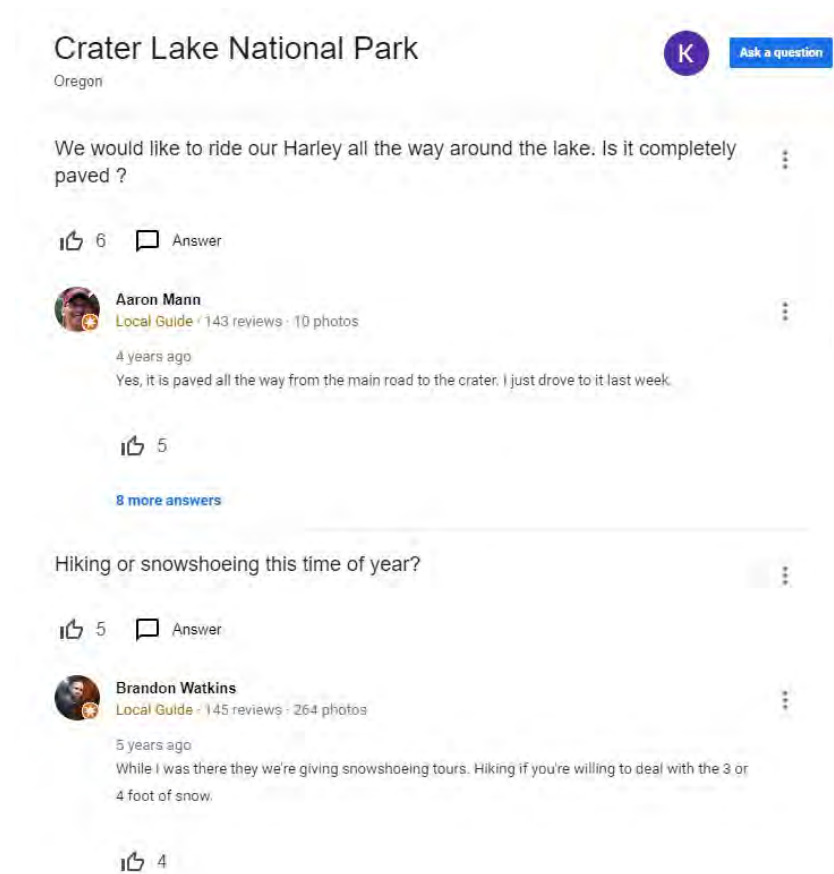


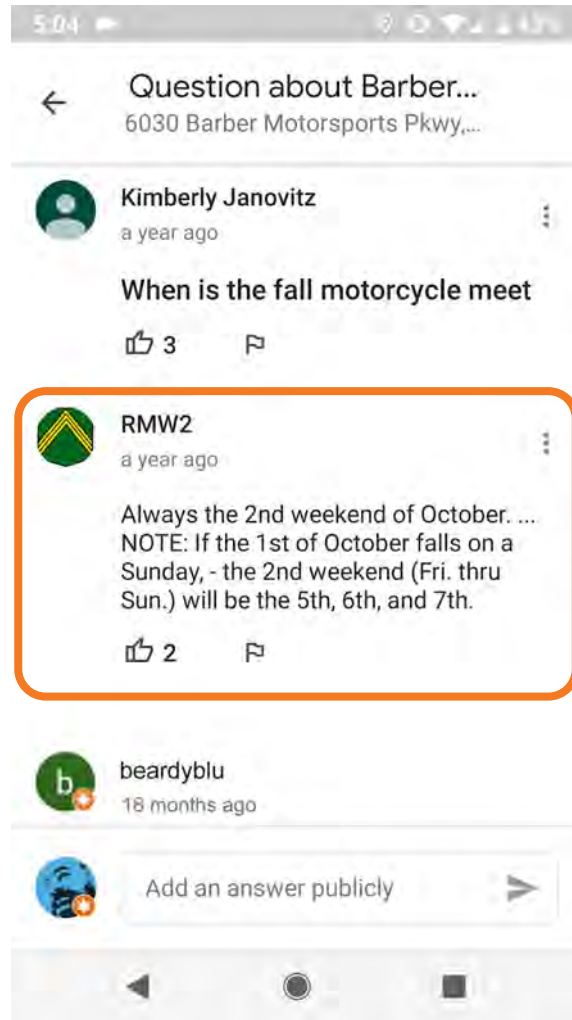
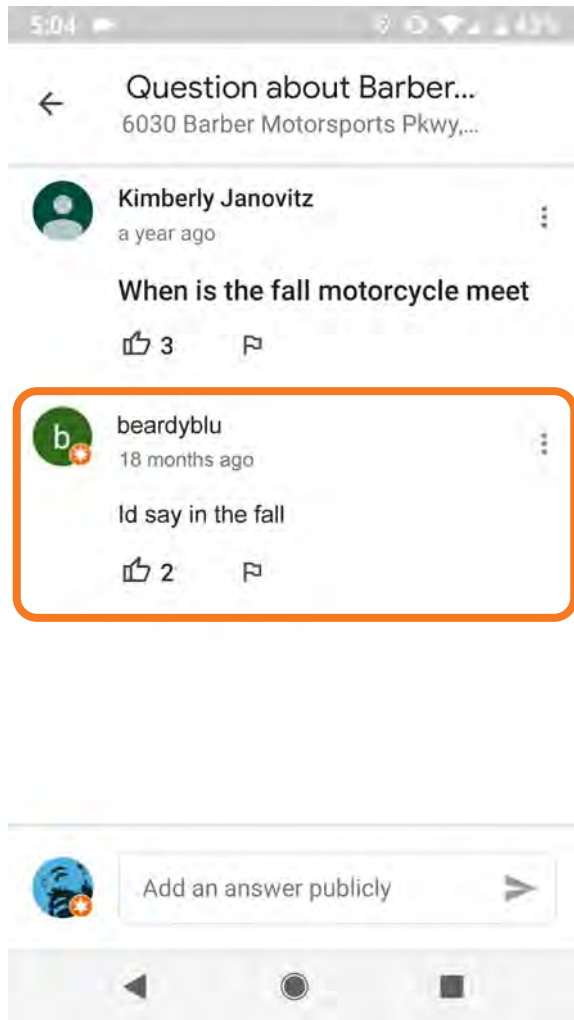
Google Business Profiles

Questions & 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.

Questions & Answers

Branson Ferris Wheel

3335 W 76 Country Blvd, Branson, MO

[← All questions](#)



Not saying

Is there senior discounts



2



Branson Ferris Wheel (Owner)

Answer the question

Your posts will appear publicly with your profile name and picture.
Your posts will appear on Google services across the web, like Maps and Search, and on third-party sites and apps that use Google services.
Your posts must comply with Google's policies. [Read more](#)

POST



venomousZ28 Vette

5 years ago

yes there is, my mother n law had got it



2

Branson Ferris Wheel

3335 W 76 Country Blvd, Branson, MO



Ask a question

Is there senior discounts



2

Answer



venomousZ28 Vette

5 years ago

yes there is, my mother n law had got it



2

What does it cost to ride



2

Answer



G. Martens

Local Guide · 181 reviews · 404 photos

6 years ago

\$12 for adults

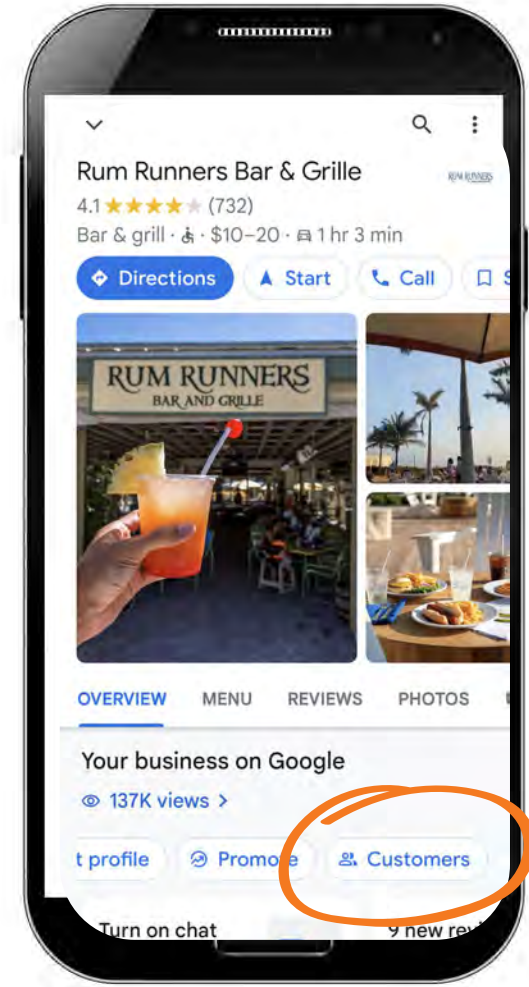
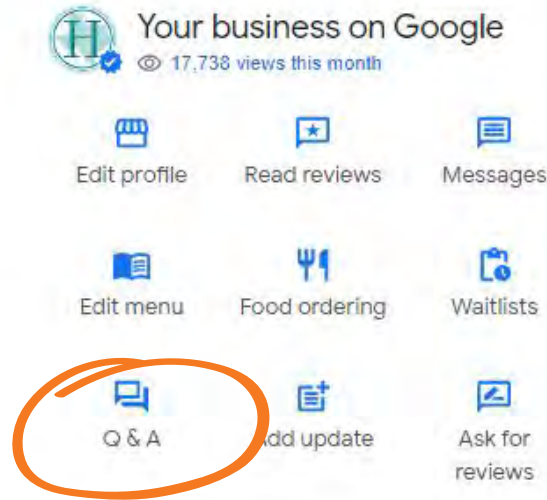
Answers coming from your business are **more reliable**.

Questions & Answers

Q&A is accessible **directly** through the business profile editing tools

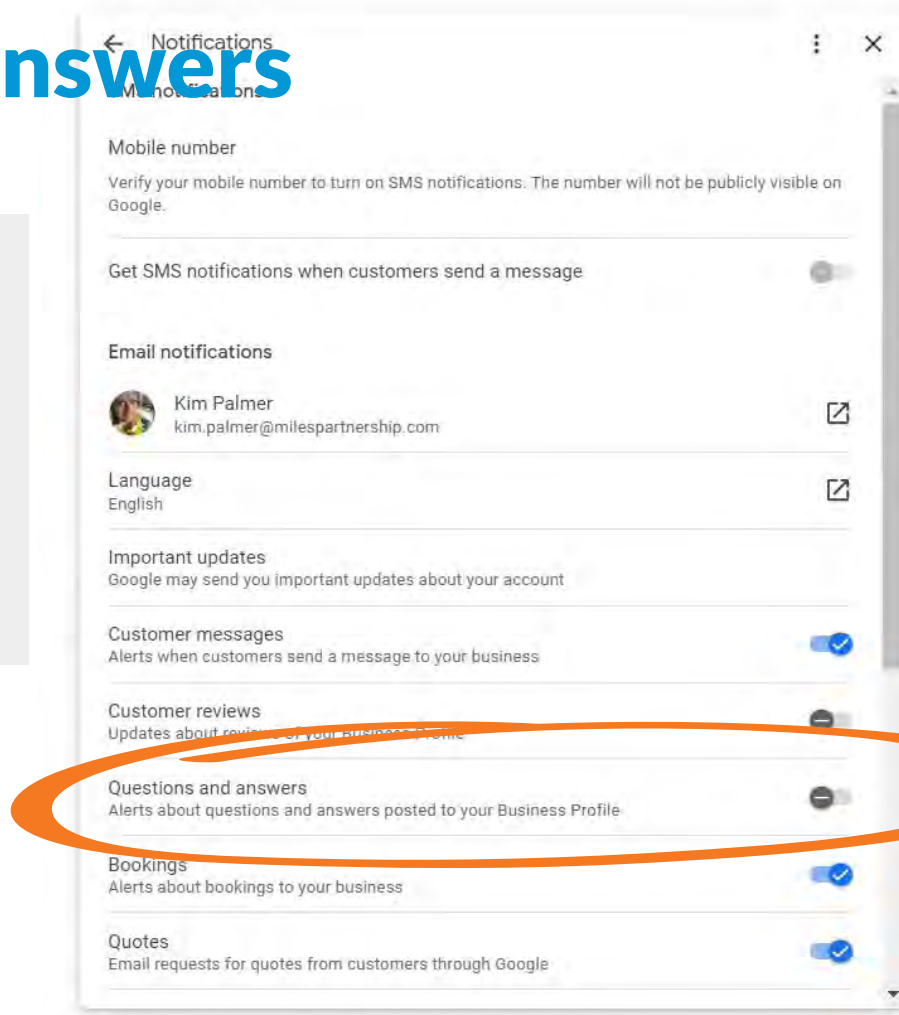
In Search, look for the **Q&A button**

In the Maps app, select **"Customers"** to access Q&A



Questions & Answers

Make sure you have **notifications turned on** for new questions from customers



Business Profile settings

Notifications

Add a new Business Profile

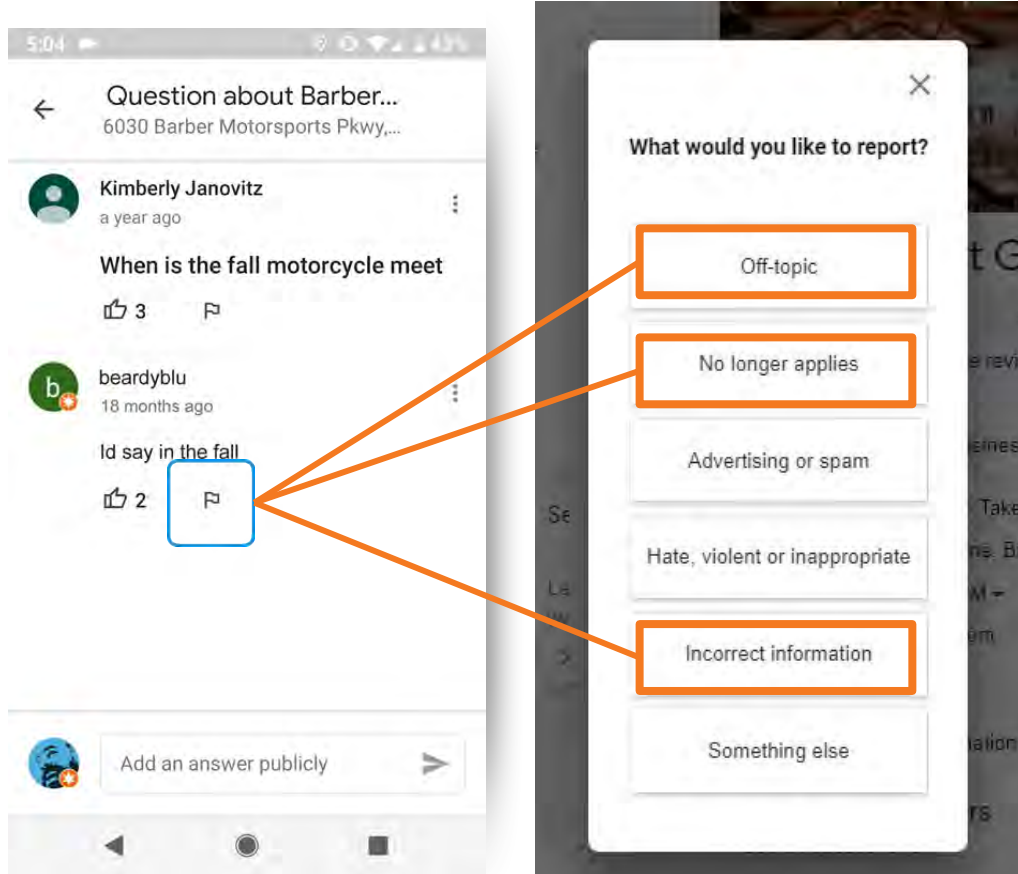
Your Business Profiles

Help & support

Send feedback

Terms of Service

Questions & Answers



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

Submit FAQs as Questions & Answers

The image shows a travel website interface for 'THE MODERN HONOLULU' hotel. A diagram with orange lines and boxes illustrates the process of submitting a question as a Q&A.

Hotel Listing Details:

- THE MODERN HONOLULU**
1603, 1775 Ala Moana Blvd, Honolulu, HI
- Does every room have a balcony?**
- Kat E**
Local Guide · 14 reviews · 15 photos
Not all but most.
- 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 section:

- Questions & answers** (highlighted with an orange box)
- [See all questions \(2\)](#)
- [Ask a question](#) (button)

Question submission flow:

- An orange box highlights the **Ask a question** button in the top right of the hotel listing.
- An orange line connects this button to a modal window titled **Ask a question**.
- In the modal window, the question **How far is the hotel from Ala Moana Shopping area?** is entered.
- An orange box highlights the **POST** button at the bottom right of the modal window.

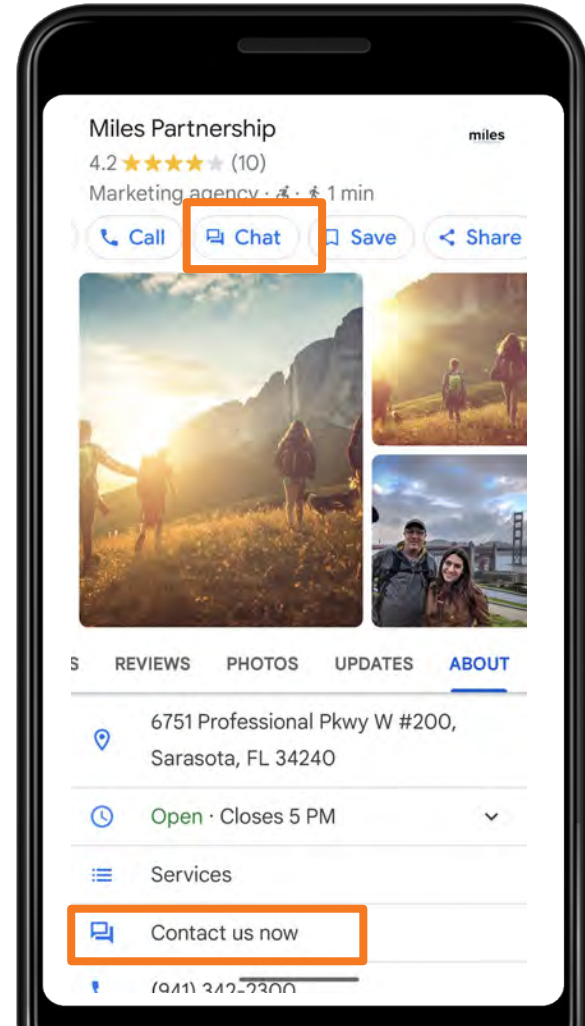
Google Business Profiles

Messaging

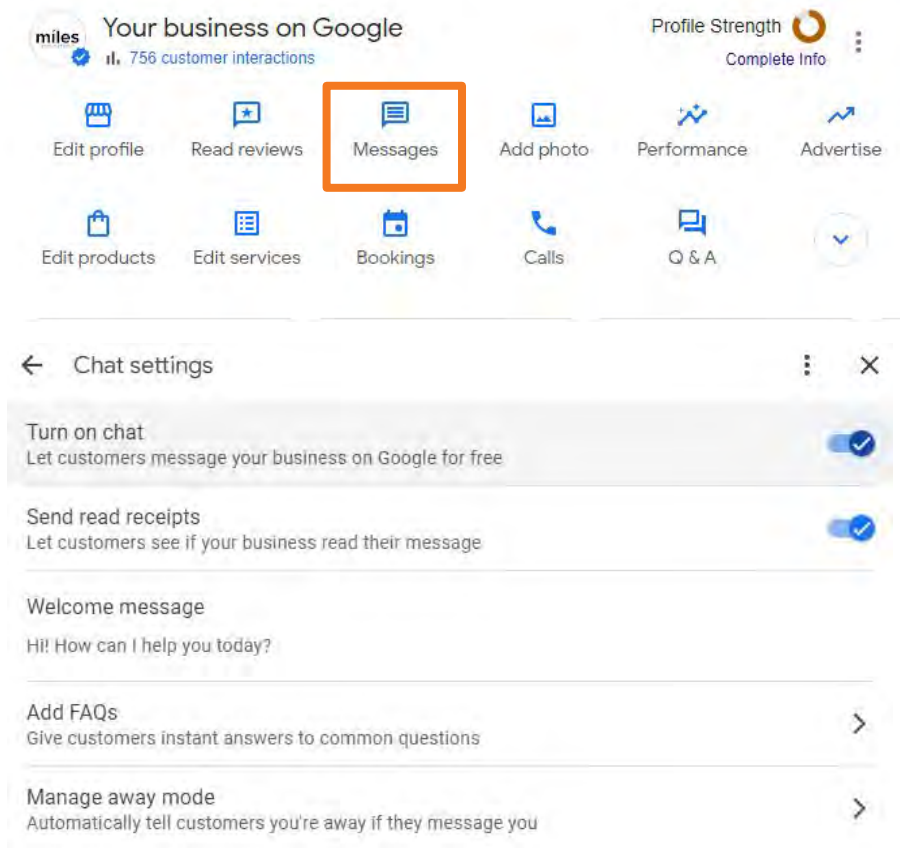
Direct Messaging

Engage with customers by and enabling **Messages**.

Turning on chat will create a **chat button** that customers can use to send questions.



Direct Messaging



You can automate a **welcome message** or include an **FAQ**

Encouraged to reply in **24 hours** – can be disabled for not doing so

You can continue to communicate with that customer for **30 days**

Google Business Profiles

Conversion Integrations

Attraction Ticket Links

Google

things to do in mount hood oregon

Sponsored · Tickets & tours :



A Full Day of Wonder: Wine, ...
\$179
Groupon
4.9 ★ (4)



Full-Day Mt Hood Waterfall ...
\$179
Groupon
4.8 ★ (173)



Mt Hood Day Trip from ...
\$130
Groupon
4.8 ★ (547)



A Full Day of Wonder: Wine, ...
\$179
Viator
4.9 ★ (9)



A Full Day of Wonder: Wine, ...
\$179
Tripadvisor
5.0 ★ (5)

Top sights in Mount Hood :



Timberline Lodge
4.6 ★ (9.4K)
Hotel



Mt. Hood Skibowl
4.5 ★ (3.5K)
Ski resort



Mt. Hood National Forest
4.8 ★ (8.8K)
National forest
\$5.00

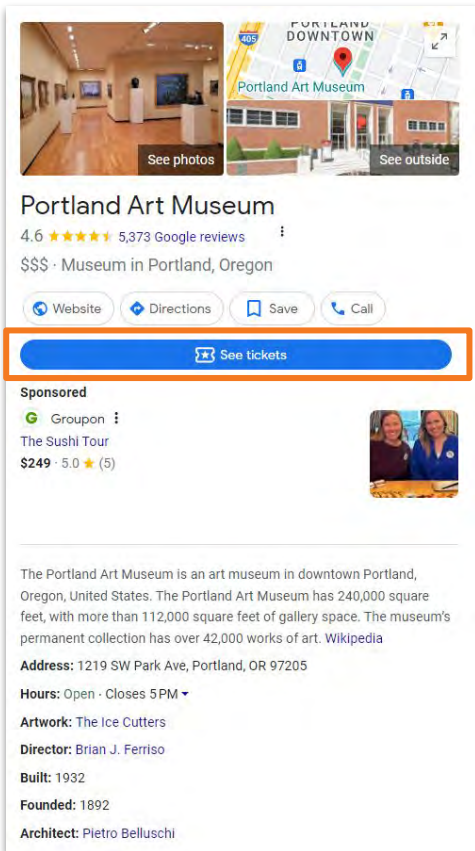


Mt. Hood Meadows
4.5 ★ (3.2K)
Ski resort

Published ticket prices can show up not only on your Google Business Profile when users search your business, but also in the local pack or other products.

A keyword search like “things to do in mount hood” could feature your business and the ticket pricing you’ve published.

Attraction Ticket Links



Portland Art Museum
4.6 ★★★★★ 5,373 Google reviews
\$\$\$ · Museum in Portland, Oregon

[Website](#) [Directions](#) [Save](#) [Call](#)

[See tickets](#)

Sponsored
Groupon
The Sushi Tour
\$249 · 5.0 ★ (5)

The Portland Art Museum is an art museum in downtown Portland, Oregon, United States. The Portland Art Museum has 240,000 square feet, with more than 112,000 square feet of gallery space. The museum's permanent collection has over 42,000 works of art. [Wikipedia](#)

Address: 1219 SW Park Ave, Portland, OR 97205
Hours: Open · Closes 5PM
Artwork: The Ice Cutters
Director: Brian J. Ferriso
Built: 1932
Founded: 1892
Architect: Pietro Belluschi

From Portland Art Museum

"The mission of the Portland Art Museum is to engage diverse communities through art and film of enduring quality, and to collect, preserve, and educate for the enrichment of present and future generations."

Admission About these results

 Portland Art Museum Official Site	\$25.00 >
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To make a reservation, contact tours@pam.org.

[PURCHASE TICKETS](#)

Discounts and free days

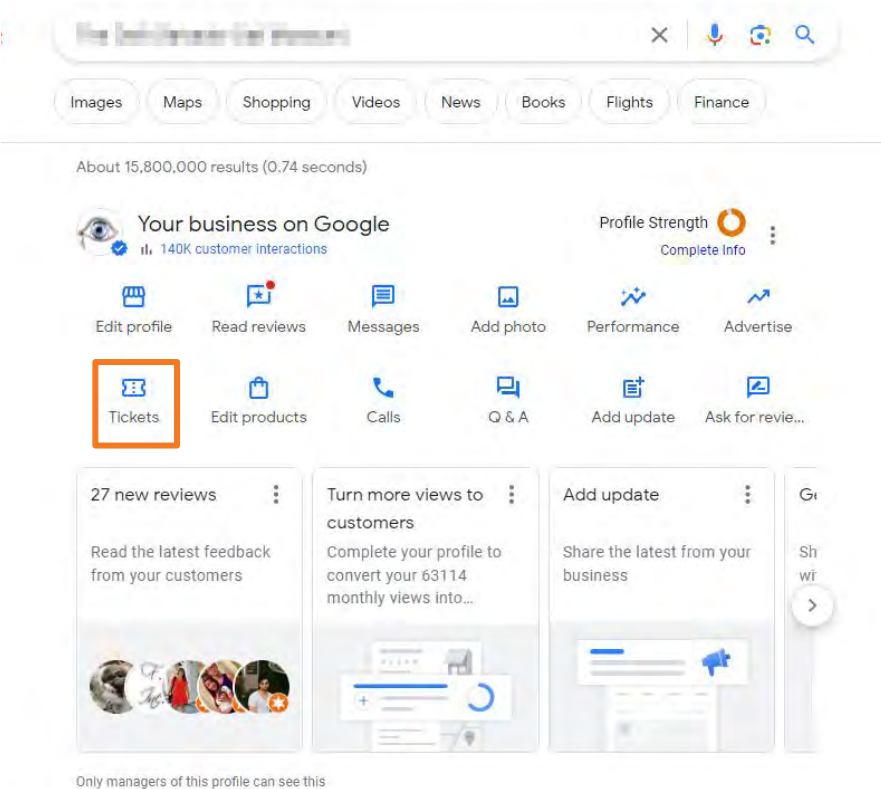
The Portland Art Museum and our donors are committed to making the

With a verified listing, **experience providers don't have to rely on third party sites for ticket sales.**

Instead, the business can add a **"see tickets" button**, highlight their ticket pricing and push traffic to their official website.

This is an opportunity that can **increase direct ticket sales.**

Attraction Ticket Links



Make sure that you are using “tourist attraction” as a primary or secondary GBP category.

In the Business Profile Manager, you should see a button in the menu for “tickets.” Optionally, you can click on **“Edit Profile,”** and go to **“Tickets.”**

According to Google **ALL “attraction businesses” are eligible.** If you don’t see “tickets” in the menu, you may need to contact support.

Lodging Free Booking Links



Super 8 by Wyndham Baker City

3.9 ★★★★★ 917 Google reviews ⓘ

2-star hotel

[Website](#) [Directions](#) [Save](#) [Call](#)

[Check availability](#)

Address: 250 Campbell St, Baker City, OR 97814

Phone: (541) 239-3020

Compare prices

Sponsored · Featured options

Expedia.com	\$85 >
Super 8 by Wyndham Baker City Official site	\$86 >
Hotels.com	\$85 >
Booking.com	\$86 >

All options

Super 8 by Wyndham Baker City Official site	\$86 >
hutchgo (Hutchison Travel Limited)	\$81 >



Tue, Feb 20 2024 - Wed, Feb 21 2024

Super 8 by Wyndham Baker City

250 Campbell St, Baker City, Oregon 97814
2256



[View Hotel Info](#)

VIEW RESULTS BY

Price

Wyndham Rewards Points

Filter

\$USD



With a verified listing, **lodging providers** don't have to rely on third party sites for bookings.

Instead, you can add a **free booking** link that will take travelers to your website to **book directly**.

You can also **add rates** that will appear within your profile listings.

Lodging Free Booking Links

Hotels | Baker City, OR :

Tue, Feb 20 Wed, Feb 21 2 Top-rated Budget opti



Best Western Sunridge Inn & Conference Center **\$112**

4.2 ★★★★★ (218) · 3-star hotel

Pool · Free parking



Super 8 by Wyndham Baker City **\$84**

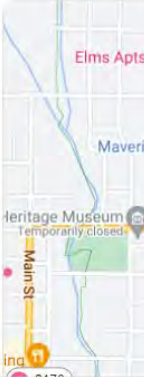
3.9 ★★★★★ (917) · 2-star hotel

Budget hotel with free WiFi & a pool

Pool · Free parking



Geiser Grand Hotel **\$178**



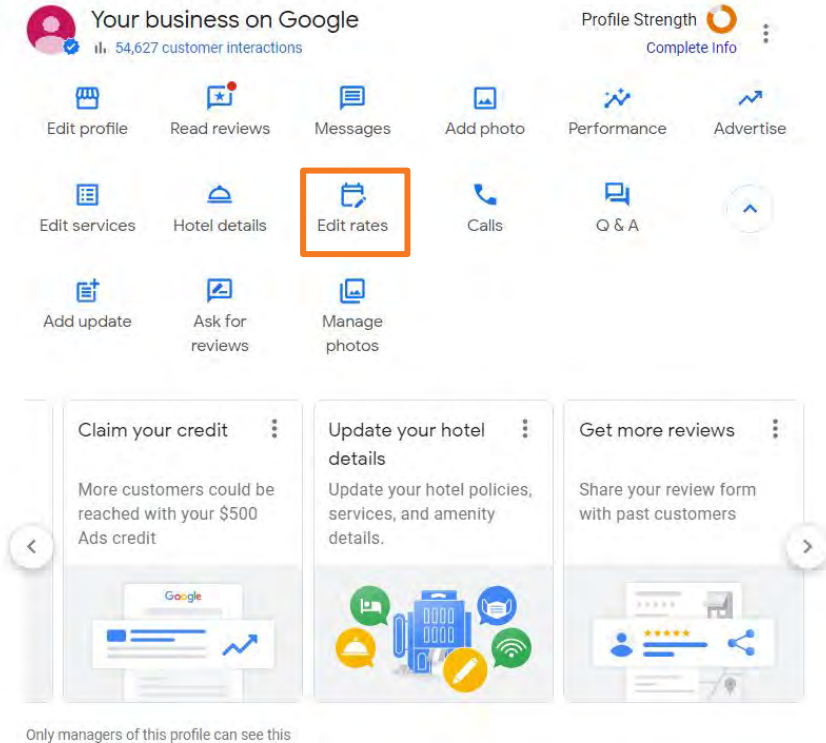
All options

-  Super 8 by Wyndham Baker City Official site **\$86** >
-  hutchco (Hutchison Travel Limited) **\$81** >

Published rates can show up not only on your Google Business Profile when users search your business, but also in the local pack.

A keyword search like “hotels in baker city oregon” could feature your business and your hotel’s rates.

Lodging Free Booking Links



Hoteliers should see “Edit rates” in the main menu of the Business Profile Manager.

You can use this feature to add various rates: *single room rate per night, double occupancy rates, discounts or promotions for multi-night stays, etc.*

You cannot add *multiple rates for different room types or refundable rates.*

Your rates may appear in *Google Search, Google Maps, and YouTube.*

Restaurant Reservations & Ordering

Allow users to book a table from SERP with “Reserve with Google.”

Dining businesses have access to Reserve with Google. You can add a direct link to your online booking pages and/or add a featured “book” button.

Let’s look at the steps for enabling these features and getting started.



Anthony's at the Old Mill District

4.2 ★★★★★ 921 Google reviews

\$\$\$ · Seafood restaurant



Website



Directions



Save



Call



Reserve a table



Order online

Down-to-earth Pacific Northwest-based seafood chain serving a menu of hearty local catches.

Service options: Serves happy hour food · Has fireplace · Has kids' menu

Located in: Old Mill District

Address: 475 SW Powerhouse Dr, Bend, OR 97702

Hours: Closed · Opens 3 PM

Restaurant Reservations & Ordering

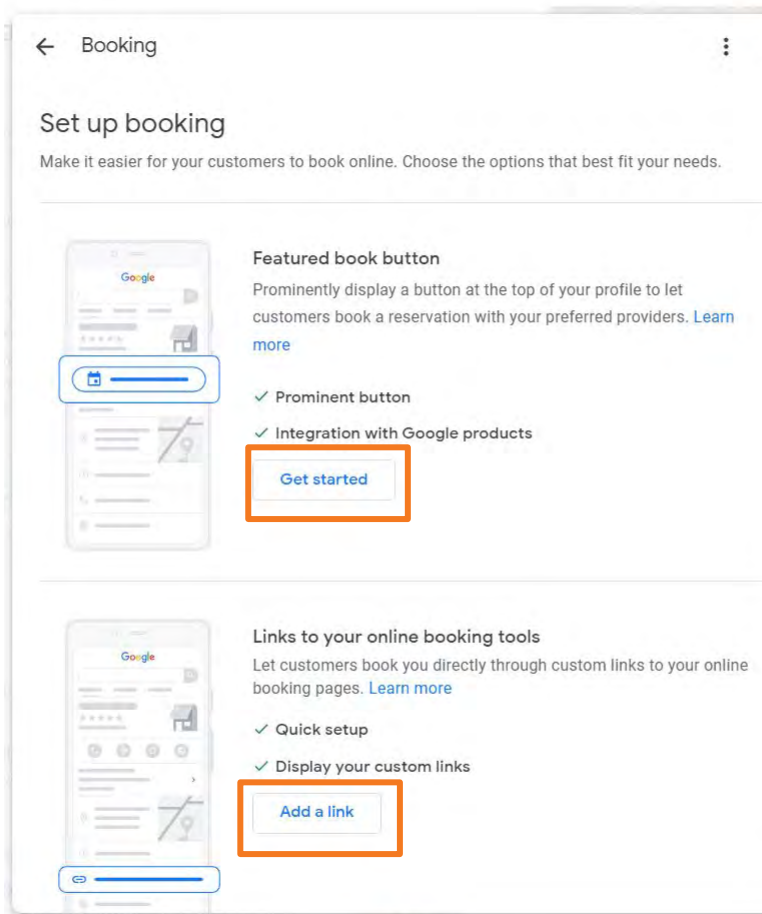
If your business is not already using an online **booking tool**, you'll need do some shopping for the right platform.

You may want to start your search with popular sites like **OpenTable** or **Resy**.

The screenshot shows the OpenTable homepage. At the top, there's a navigation bar with links for 'For Businesses', 'Mobile', 'Get help', 'FAQs', and 'EN'. The main heading is 'Find your table for any occasion'. Below this, there are filters for date (Sep 26, 2023), time (7:00 PM), and number of people (2 people). A search bar prompts the user to enter 'Location, Restaurant, or Cuisine', with a red 'Let's go' button. A message indicates the current location is Lafayette. Under the 'Available for lunch now' section, three restaurant cards are displayed: Marcello's of Lafayette (949 reviews, Italian, \$55), Social Southern Table and ... (746 reviews, Southern, \$55), and Don's Seafood - Lafayette (296 reviews, Seafood, \$55). Each card shows a photo of food, the restaurant name, star rating, review count, cuisine, price range, location, and booking status. At the bottom, there's a section for 'Order takeout'.

The screenshot shows the Resy website. The top navigation bar includes the 'RESY' logo, a location dropdown set to 'Portland', a search icon, and a menu icon. The main visual is a large image of a seafood dish. Below it, the text reads 'The Hit List' followed by 'De Noche, Quaintrelle, Jeju: Where You'll Want to Eat Right Now'. A quote follows: 'There's no question we hear more often: Where should I go eat? And while we at Resy know it's an...'. At the bottom, there are sections for 'Guides' and 'New on Resy', and a footer with '2 Today All Day'.

Restaurant Reservations & Ordering



Select “booking” in the main menu.

Under “Featured book button” select, “get started.”

From here, you can select from one of the eligible third-party providers.

Under “Links to your online booking tools” select, “add a link.”

From here, you can add a booking URL, then select save.

Your booking link should be published.

Restaurant Reservations & Ordering

← Anthony's at the Old Mill District
Seafood Restaurant

Party: 2, Date: Today, Time: 6:30 PM

Please choose a time below:

5:30 PM	5:45 PM	6:00 PM
6:15 PM	6:30 PM	6:45 PM
7:00 PM	7:15 PM	7:30 PM

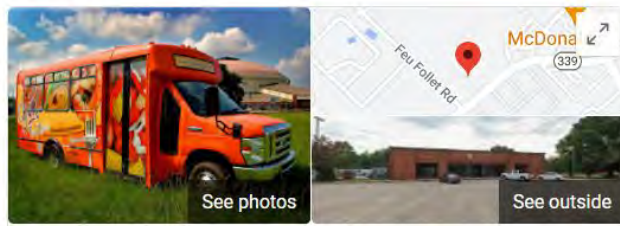
Booking times are provided in partnership with
 OpenTable

Continue

Booking will look a little something like this.

Once you're set up, users will be able to click on "Reserve a Table." This will take the user to Google Maps where a booking menu will appear with reservation options.

The integrated booking tool will appear in the bottom corner just like in this example where we see OpenTable as the source.



Cajun Food Tours



Website

Directions

Save

Call

5.0 ★★★★★ 371 Google reviews

Tour operator in Lafayette, Louisiana

Located in: [United States Postal Service](#)

Address: NO STORE FRONT LOCATION, 455 Feu Follet Rd #81082,
Lafayette, LA 70508

Hours: Open · Closes 6:30 PM ▾

Updated by this business 5 weeks ago

Phone: (337) 230-6169

Appointments: cajunfoodtours.com

Providers ⓘ

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

Booking options

About these results ⓘ

Cajun Food Tours Official site



Around the World In Acadiana Taste Tour

\$57 >

Mobile ticket



The Original Cajun Food Tour

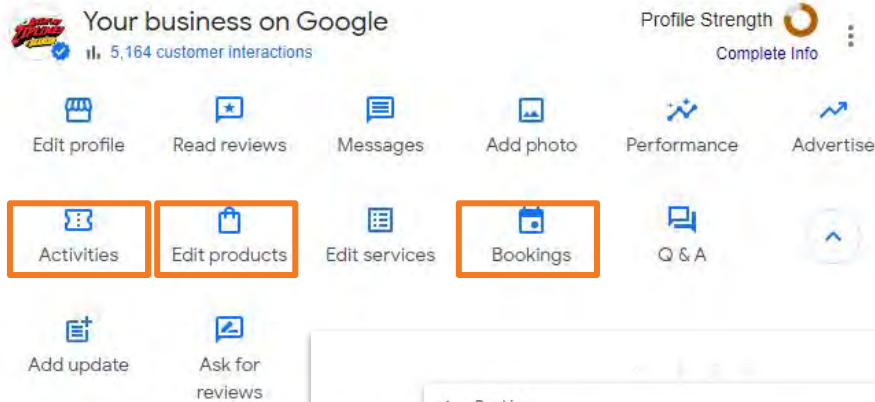
\$69 >

Mobile ticket

Other business categories will have access to “bookings” and/or “products” or “activities”

This is another great opportunity to get customers to **book directly** with your business, not a third party site.

Other Ways to Add Booking

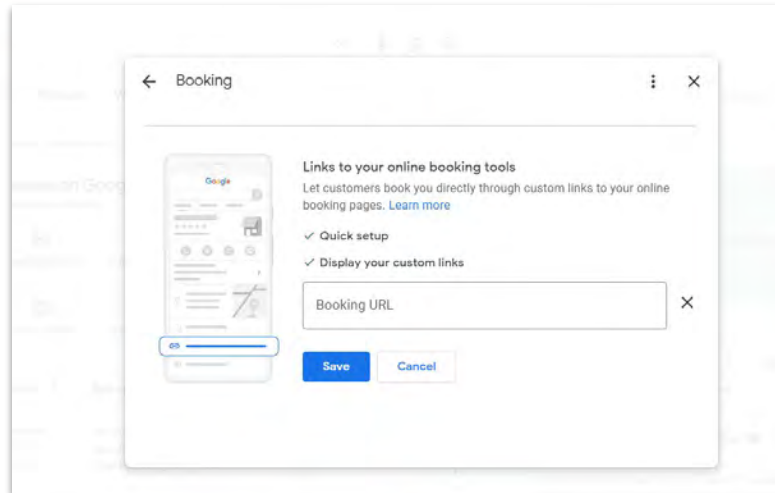


Select “booking” in the main menu via desktop

In the pop up window, click on “add a link.”

From here, you can add a booking URL, then select save.

Your booking link should be published.



Adding Products

Products

[View all](#)



Boat Rental
\$380.00



Tiki Boat Tours
\$189.00



Fishing Charters
\$400.00

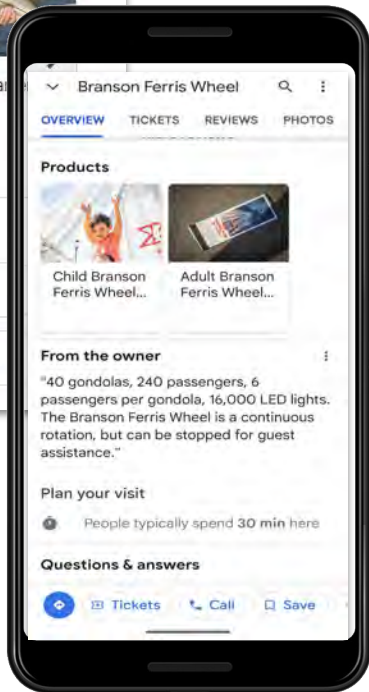
Explore categories

[Boat Rental](#)

[Boat Tour](#)

[Fishing Charters](#)

[Paddle Board & Kayak](#)



Products appear in the GBP in both SERP and Google Maps.

Products feature the name of the good(s), a photo and the price.

You can even **separate products into categories**. For example, you may want to have a section for tour packages and another for souvenirs like t-shirts and caps.

Adding Products

The screenshot shows a mobile app interface for adding a new activity. At the top, there's a back arrow and the title 'Activities'. Below this is a section titled 'Add activity' with a blue progress bar. The form is divided into sections: 'Basic information' and 'Where can people book this activity online?'. The 'Basic information' section includes a text input for 'Activity name*' (with a red border and a hint 'Such as Amsterdam bike tour'), a text input for 'Price (USD)', and a dropdown for 'Visitor type' (currently set to 'Adult'). The 'Where can people book this activity online?' section has a text input for 'Booking URL*'. At the bottom, there's a section 'What does this activity include?' with four toggle buttons: 'Instant confirmation', 'Mobile ticket', 'Free cancellation', and 'Audio guide'. The bottom of the screen features a '*Required fields' label, a 'Cancel' button, and a 'Save & continue' button.

← Activities

Add activity

Basic information

Activity name*

Such as Amsterdam bike tour 0 / 150

Price (USD)

Include taxes and fees

Visitor type

Adult

Where can people book this activity online?

Booking URL*

What does this activity include?

Instant confirmation Mobile ticket Free cancellation Audio guide

*Required fields

Cancel Save & continue

On Desktop!
Select “Products” in the main menu to begin editing.

First, decide if you are going to use categories.

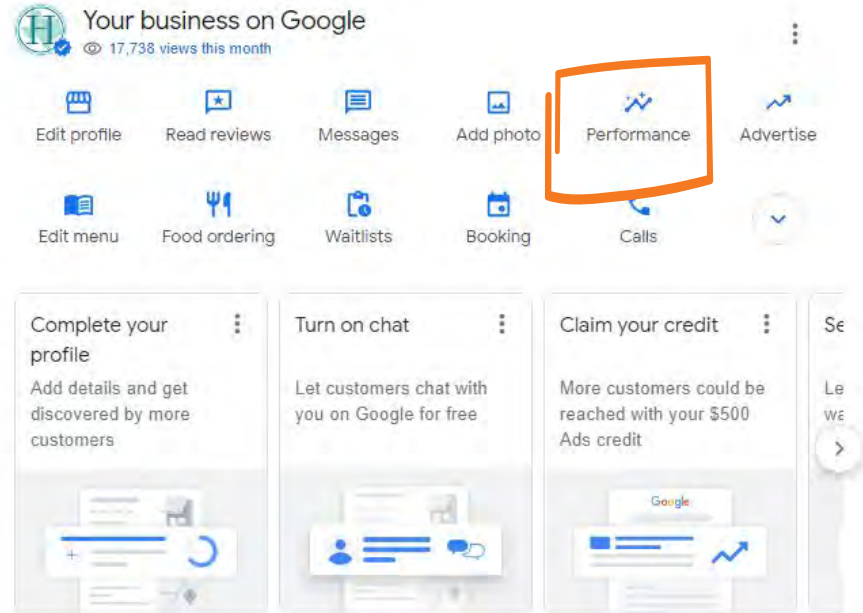
Next add product details like a name, price, description, and a landing page URL, then upload a picture of the product/tour and publish.

Google Business Profiles

Profile Performance

Profile Performance

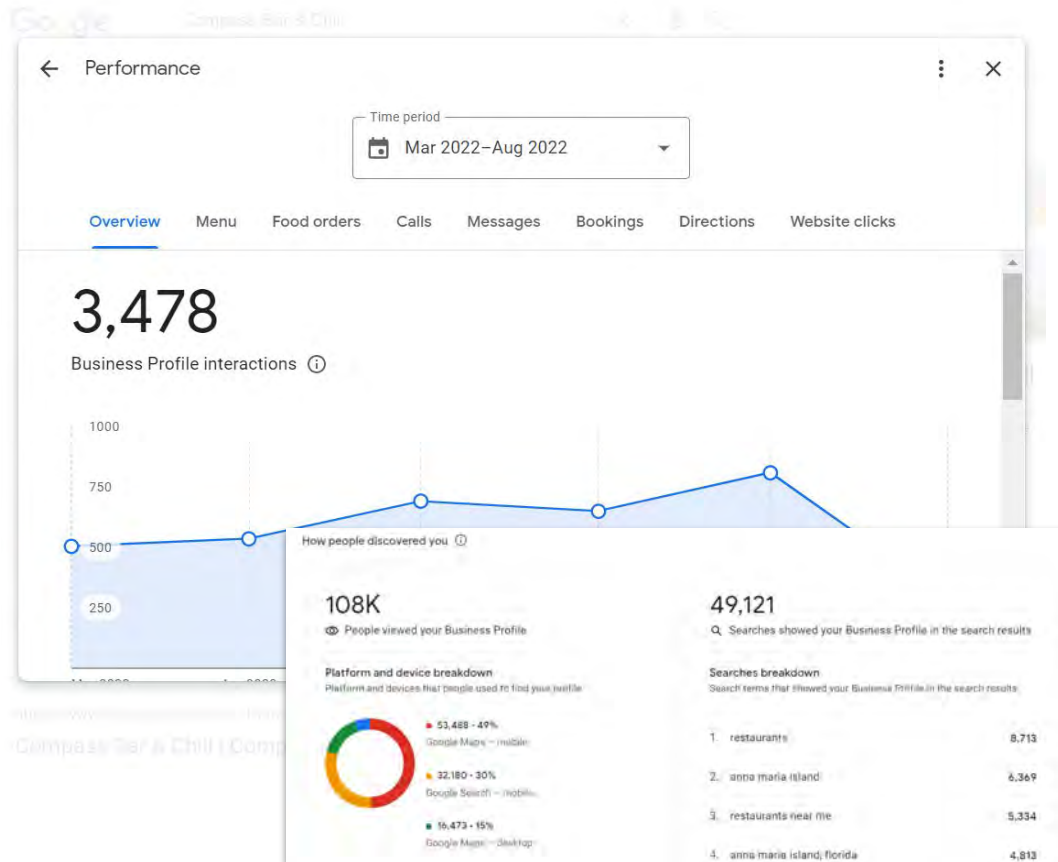
Profile Performance Reports can be accessed via Google search by clicking **Performance**.



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

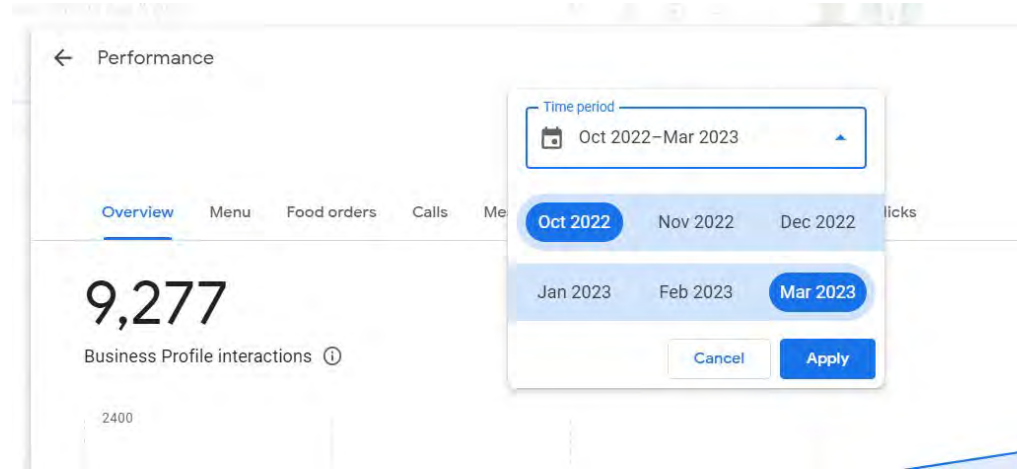


Profile Performance

Performance data is
updated monthly

Six months of
performance data is
available

You can select a
reporting timeframe
between one month and
six months





Business Profile Interactions are the total of calls, messages, bookings, directions and other conversions from the profile

Completed months will show a comparison to the same time frame of the prior year

Profile Performance

Profile views show how many people saw your business profile on Google Search or Google Maps

Distribution is broken down by **Search, Maps, Mobile** and **Desktop**

Completed months will show a comparison to the same time frame of the prior year

93,503

👁 People viewed your Business Profile

📉 -12.7% (vs Nov 2021–Feb 2022)

Platform and device breakdown

Platform and devices that people used to find your profile



Profile Performance

Searches shows the terms people used that returned your profile in the results

Click See more to get the **top 100 search terms**

Expect to see a mix of **business category terms** and variations of your **business name**

67,003

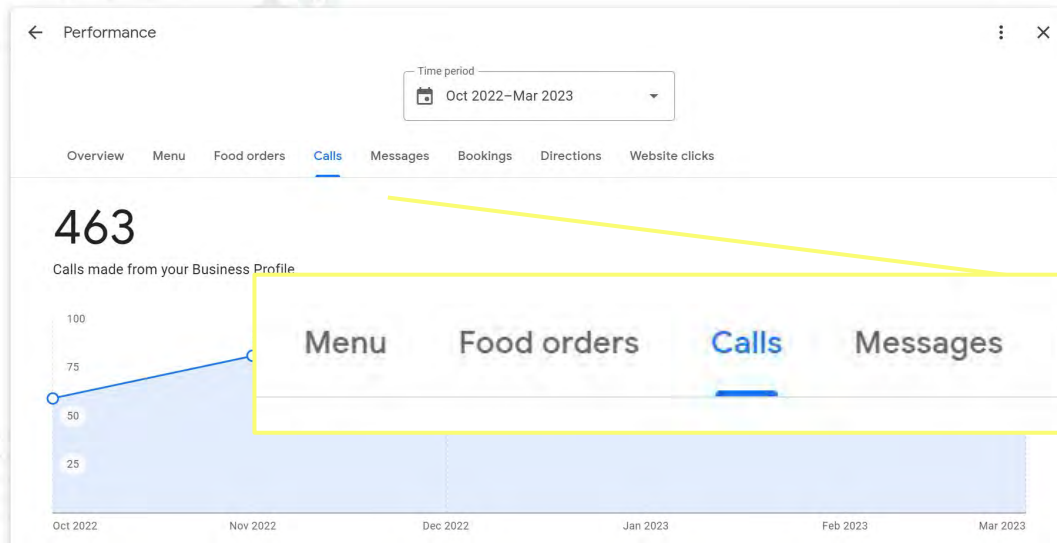
Q Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

1.	restaurants	17K
2.	rum runner	8,270
3.	restaurants near me	4,830
4.	food near me	2,373
5.	breakfast	2,024

[See more](#)



Reports are also available for **specific conversions and customer interactions** with your profile.

The reports available will depend on your **business category**

Completed months will show a comparison to the same time frame of the prior year

What We Covered



Today's Travel Search Trends



Best Practices & New Tools



Updating With Posts



Responding to Questions & Messages



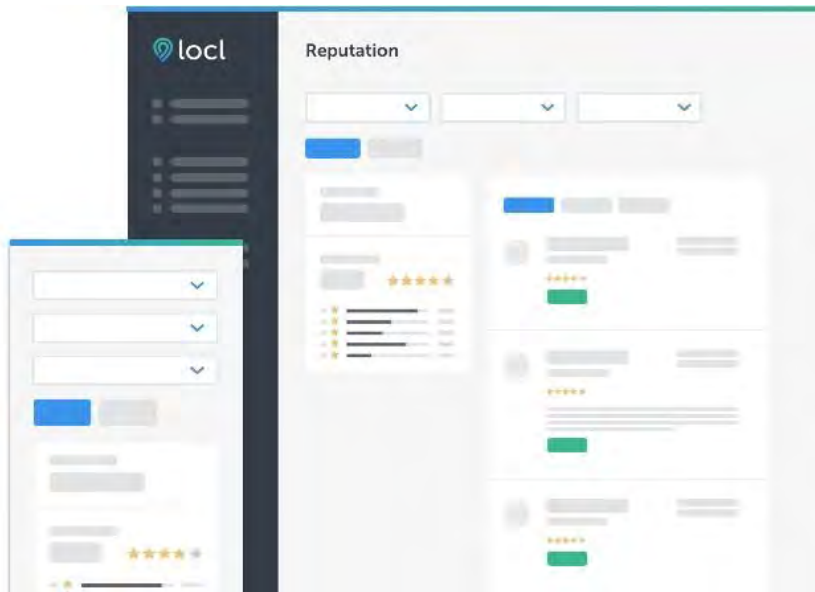
Integrating Conversions



Monitoring Performance

Google Business Profiles

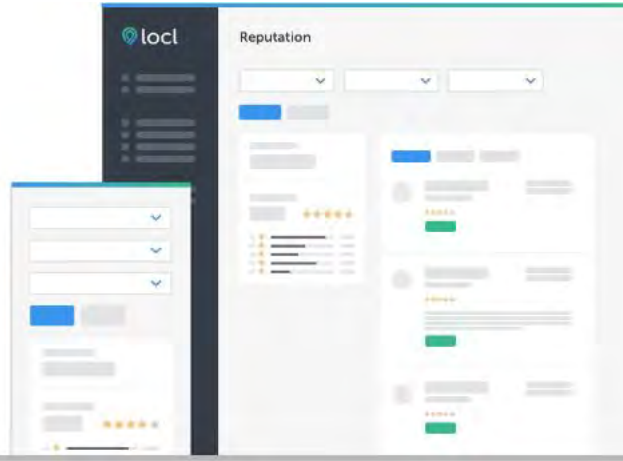
Free Management Tools



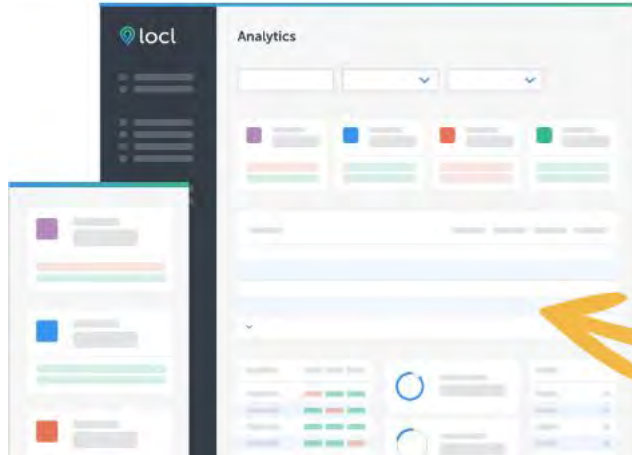
If you're thinking that this **sounds like a lot to manage** – you're right!

That's why Travel Oregon has teamed up with Oregon-based company, Locl, to offer you a **free way to manage and maximize your Google Business Profile** without all the clutter.

Manage your business reputation with customer reviews notifications, quick replies and insights



loc
exclusive
access for
Oregon
tourism
businesses



instant **18+ months of analytics data** vs Google's 3 or 6 month limitations

“ **Locl cuts the amount of time I spend managing and optimizing my Google My Business listing by at least 75%.** Locl is a must-have for any business and any business owner.”

Corey Rust, Owner
Envi Air Tours and Adventures



[Access Locl here](#)



Thanks for joining us today

Travel Oregon has **one-on-one support** available **free to Oregon Tourism businesses** if you have specific questions or you need help with verification, editing your listing or access to Locl.

- Questions? Office hours are free. Sign up for a time that is convenient for you to discuss GBP or Locl.
calendly.com/traveloregonlocl/support
- Visit the Business Listings Toolkit
industry.traveloregon.com/listings



Google Business Profiles

Questions & Discussion



**TRAVEL
OREGON**

Thanks for joining us today!

*For additional resources and support, visit the
Travel Oregon Business Listings Toolkit
industry.traveloregon.com/listings*