



**TRAVEL
OREGON**

Travel Oregon

GOOGLE BUSINESS PROFILE FUNDAMENTALS



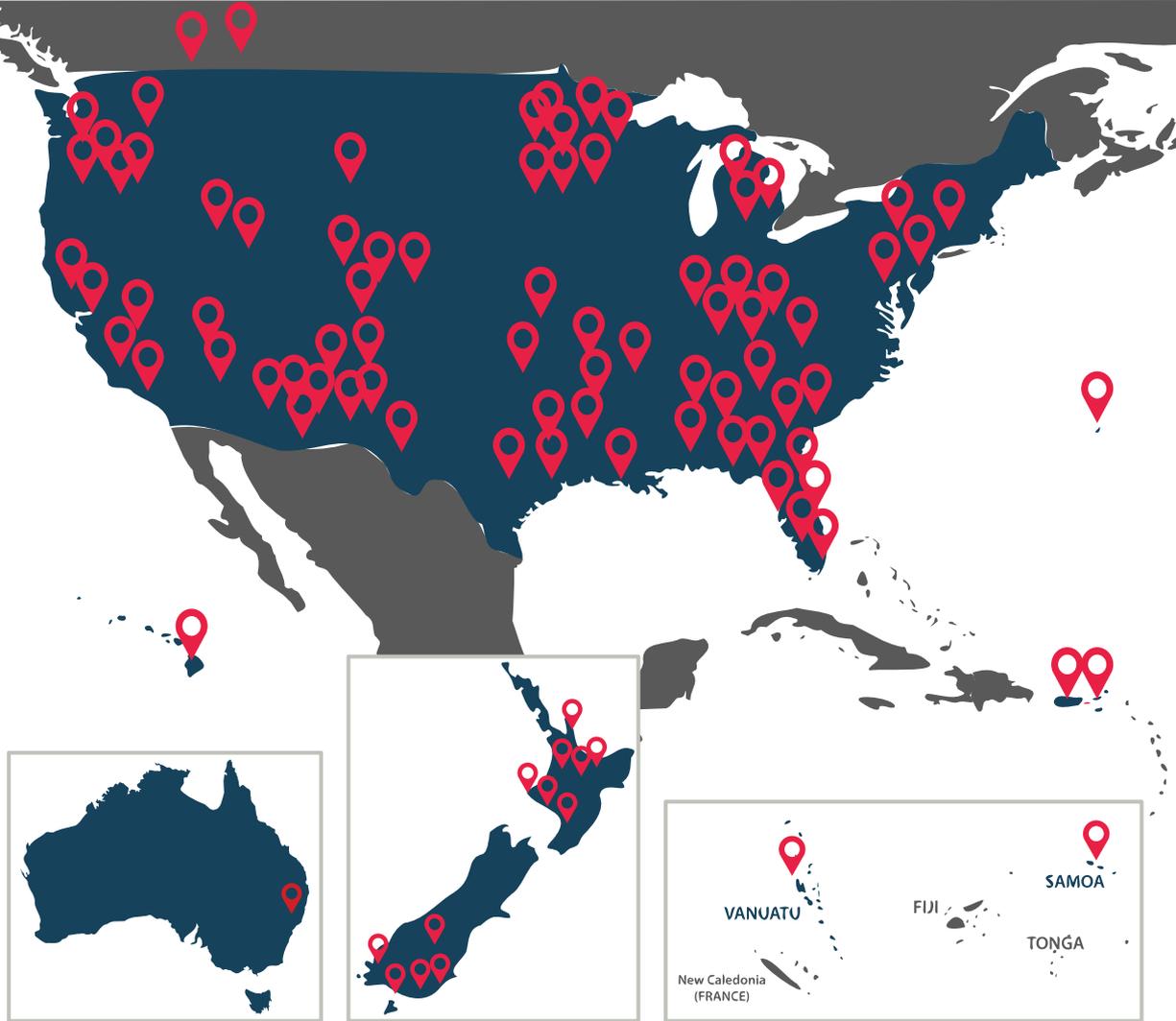
Miles is a **strategic marketing company** focused exclusively on travel and tourism.

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

Google Business Profiles

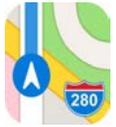
Why Is This Important?

Where Will You Make Your First Impression



Google

Connects 4 billion consumers to businesses monthly



Apple Maps

Default mapping app for EVERY Apple device



Tripadvisor

#1 Travel & Tourism site in the US by traffic



Bing

Default search engine on Windows



Yelp

More than 178 million users check reviews monthly

Wait... what's a Business Profile?

About 7,600,000 results (0.54 seconds)

https://traveloregon.com > ... > Attractions > Museums

Adler House Museum - Travel Oregon

The completely renovated and restored 1889 Italianate home was the residence of Baker City philanthropist, Leo Adler, for 94 years. Listen to his story and.



It's the first thing people see about your business and the single most significant source of organic exposure for your business online.



Oregon Film Museum

Website Directions Save Call

4.1 ★★★★★ 635 Google reviews

Museum in Astoria, Oregon

The Oregon Film Museum is a museum highlighting and celebrating movies that were made in the U.S. state of Oregon. The museum is housed in the old Clatsop County Jail in Astoria, Oregon, which is on the National Register of Historic Places. [Wikipedia](#)

Address: 732 Duane St, Astoria, OR 97103

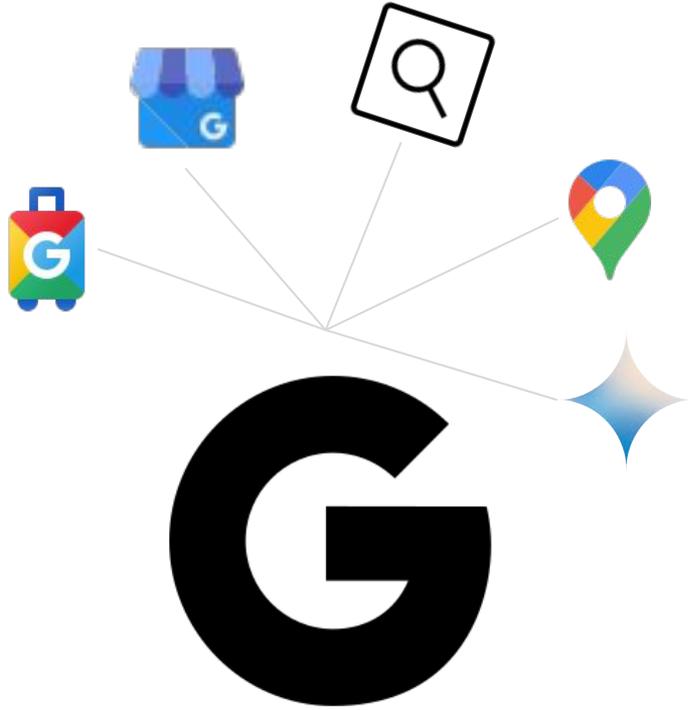
Hours: Opens soon · 10AM ▾

Phone: (503) 325-2203

Added to NRHP: May 19, 1983

NRHP Reference Number: 83002145

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



Business Profiles
appear throughout
the **Google**
Ecosystem and
aggregate everything
Google knows about
your business.

Google Business Profiles

Mo's Seaside

4.1 ★★★★★ (1,984) · \$\$

Seafood · 30 N Prom

Casual option for seafood & cocktails

Closed · Opens 11 AM

★ Restaurants in Seaside Oregon

ORDER ONLINE



Dooger's Seafood & Grill

4.3 ★★★★★ (3,284) · \$\$

Seafood · 505 Broadway St

Classic American chowder house

Closed · Opens 11:30 AM

★ Restaurants in Seaside Oregon

CHECK WAIT TIME



Finn's Fish House

4.1 ★★★★★ (3,075) · \$\$

Seafood · 227 Broadway St

Classic seafood restaurant with a bar

Open · Closes 2:30 AM

★ Restaurants in Seaside Oregon



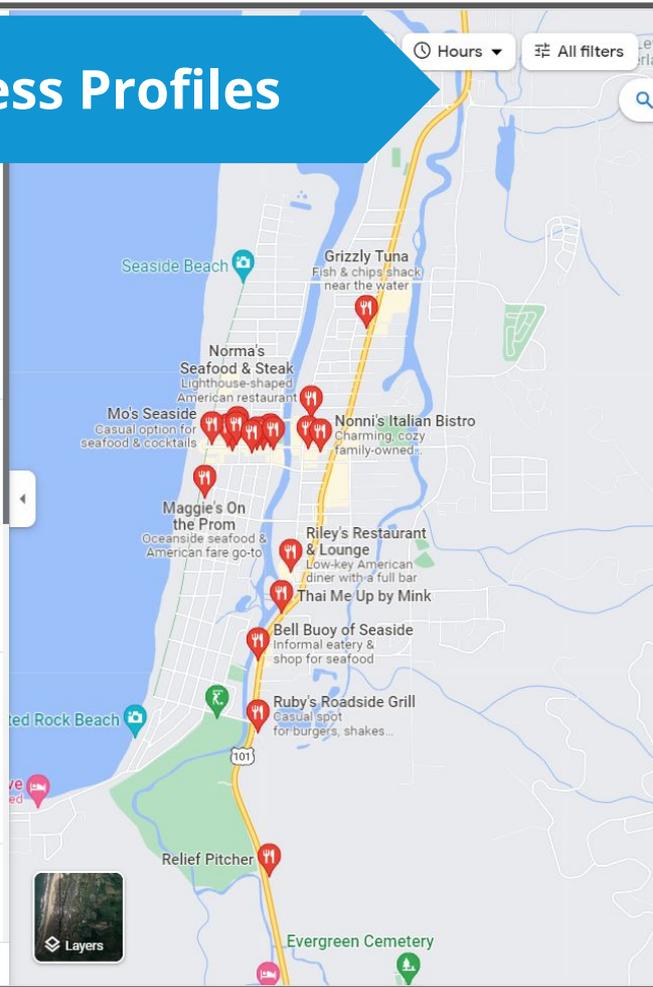
The Crabby Oyster

4.0 ★★★★★ (1,367) · \$\$

Seafood · 150 Broadway St



Update results when map moves



Business Profiles help customers discover:

- Hours
- Products & services
- Location & directions
- Reviews & ratings
- Photos & video

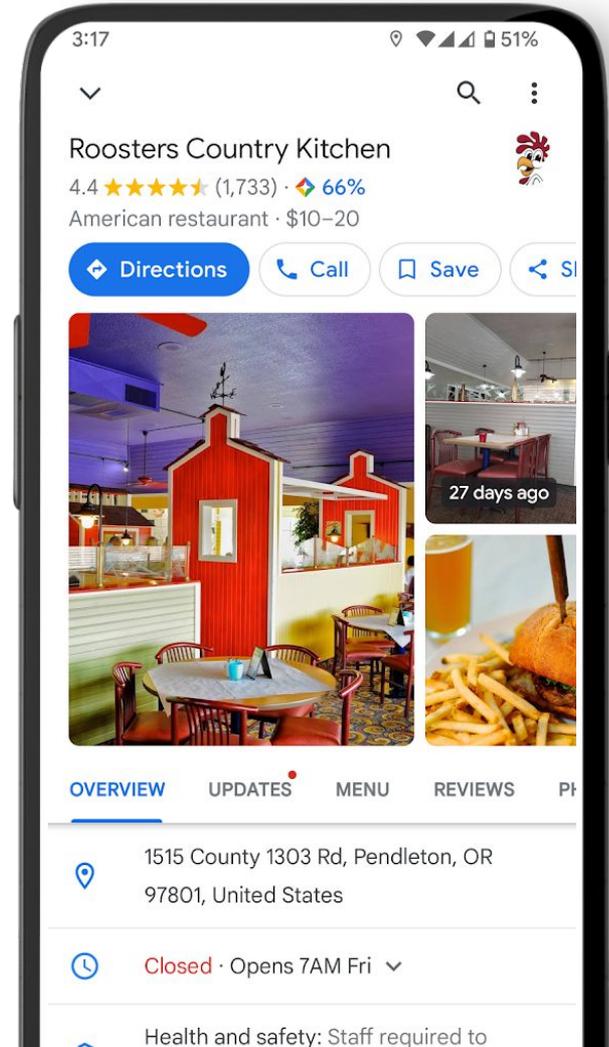
Up-to-date profiles are:

2.7x more likely to be considered reputable.¹

70% more likely to attract location visits.¹

50% more likely to lead to a purchase.¹

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



Step One

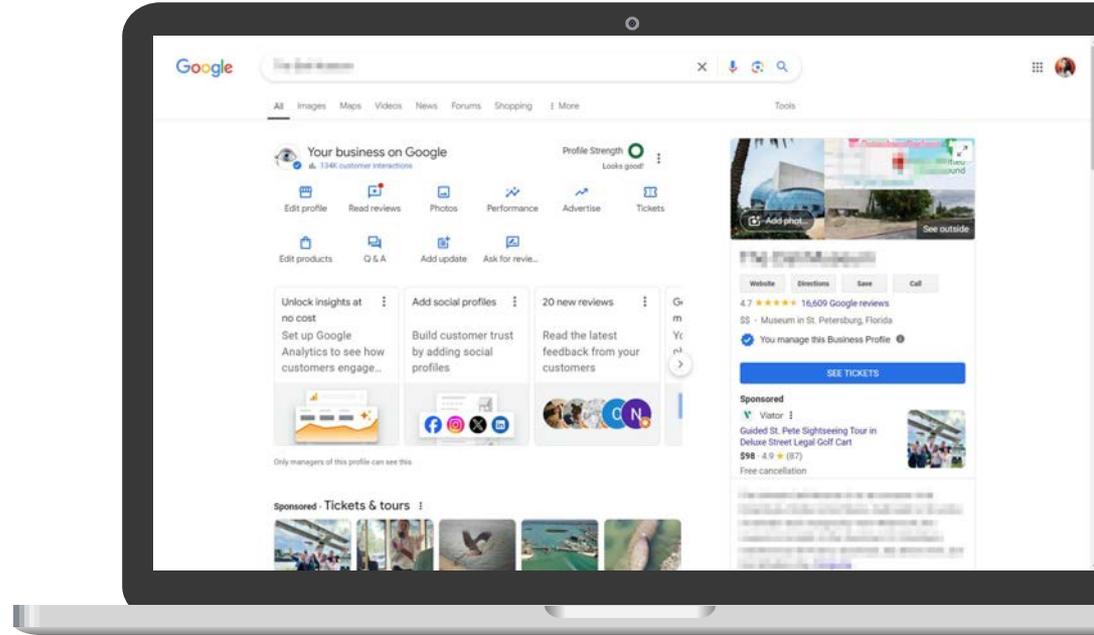
Claim Your Business

First – Claim Your Business.

Claim your business to get full access to your profile.

Claiming a profile is the first part of a two step process. Verification in the final step.

Verified businesses can update listing, respond to reviews and more.



Create an account.

Before a business owner can claim their Google Business Profile, they need to have a Google Account.

Register an existing email or create a new account. Use a general email address.



Create your Google Account

First name		Last name
------------	--	-----------

Username	@gmail.com
You can use letters, numbers & periods	

[Use my current email address instead](#)

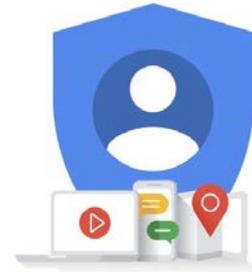
Password		Confirm	
----------	--	---------	--

Use 8 or more characters with a mix of letters, numbers & symbols

Show password

[Sign in instead](#)

Next



One account. All of Google working for you.

Visit accounts.google.com/signup

Look for the shield.

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

IF there is no profile for your business, open the Maps menu and select “add your business.”

Bohemia Gold Mining Museum
5.0 ★★★★★ (32)
Museum

Directions Call Directory

Y REVIEWS PHOTOS UPDATES ABOUT

308 S 10th St, Cottage Grove, OR 97424

Suggest an edit

Claim this business

(541) 942-5022

The screenshot shows the Google Maps interface for the Bohemia Gold Mining Museum. The business name, rating (5.0 stars from 32 reviews), and category (Museum) are at the top. Below are buttons for Directions, Call, and Directory. A grid of photos shows the museum's interior. At the bottom, there are tabs for REVIEWS, PHOTOS, UPDATES, and ABOUT. The address is 308 S 10th St, Cottage Grove, OR 97424. There are options to 'Suggest an edit' and 'Claim this business', with the latter highlighted by a red wavy underline. A phone number (541) 942-5022 is also visible.

Google Maps

Show side bar

Saved

Recents

Your contributions

Location sharing

Your timeline

Your data in Maps

Share or embed map

Print

Add a missing place

Add your business

Edit the map

Tips and tricks

Get help

Consumer information

Language

Search settings

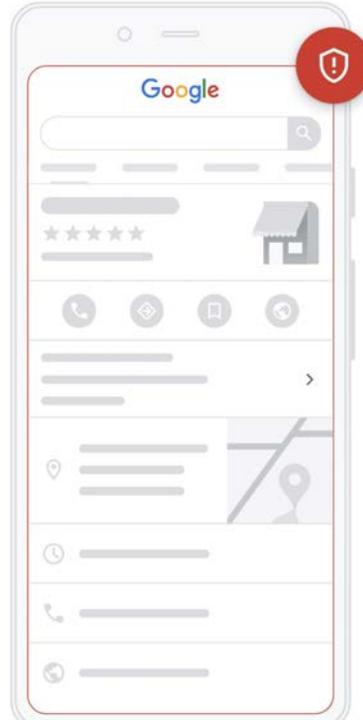
The screenshot shows the Google Maps menu. At the top is the Google Maps logo and a close button. Below are several menu items: 'Show side bar' with a toggle switch, 'Saved', 'Recents', 'Your contributions', 'Location sharing', 'Your timeline', and 'Your data in Maps'. A horizontal line separates these from the next group: 'Share or embed map', 'Print', 'Add a missing place', 'Add your business' (highlighted with a yellow circle and a hand cursor), and 'Edit the map'. Another horizontal line follows. The bottom group includes 'Tips and tricks', 'Get help', 'Consumer information', 'Language' (with a flag icon), and 'Search settings'.

Verify with Google.

Availability of specific verification methods will vary by business type.

Choose whichever works best for the business.

You must be able to directly answer a call for phone verification.



Verify

Select a way to get verified

Google needs to verify that you manage this business.

[Learn more about verification](#)

Phone code

Business video

Record a video of your business

Show your location, equipment and proof of management. Your video is only used for verification and won't be shown publicly

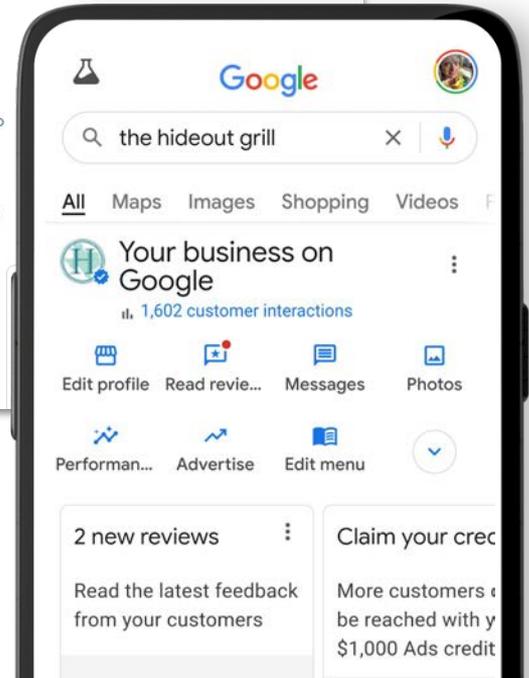
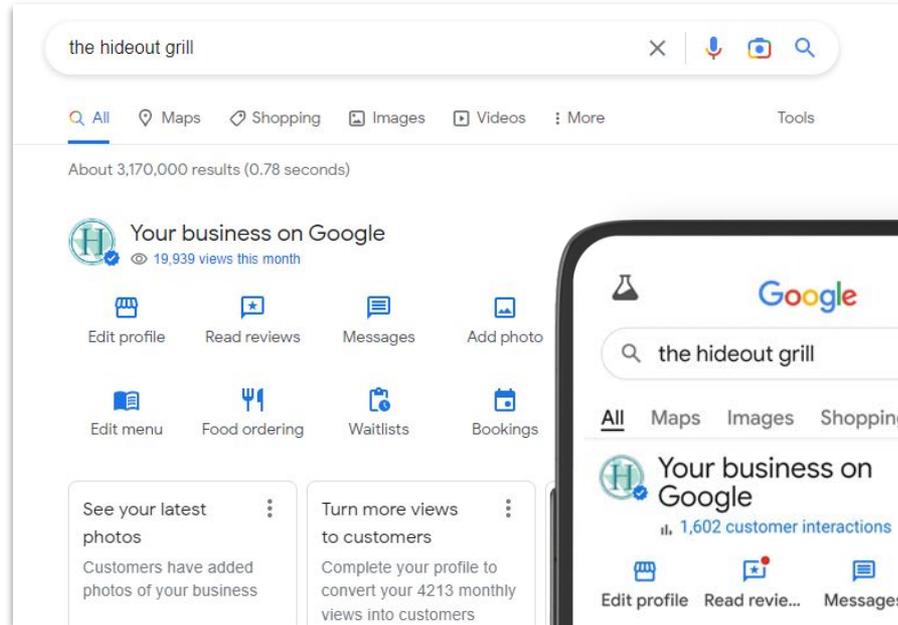
∨ More options

Next

Access your profile.

Manage your business through **Google Maps**, or manage your profile in **SERP** by searching for your business name and location.

Here's what the interface will look like on desktop vs mobile.



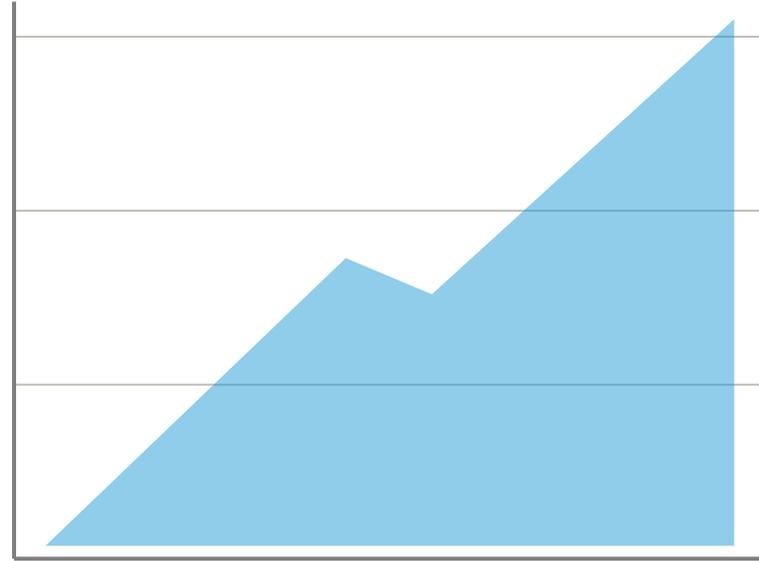
Google Business Profiles

Five Fundamentals

1. Hours are critical

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

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



3X

← Business information



About

Contact

Location

Hours

More

Service area

Add

Business hours

Hours

Open with main hours

Sunday

Closed

Monday

8:30 AM–5:00 PM

Tuesday

8:30 AM–5:00 PM

Wednesday

8:30 AM–5:00 PM

Thursday

8:30 AM–5:00 PM

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

Edit Hours

In the profile manager main menu, select “edit profile.”

Next, select the **“hours” tab.**

Select **“open with no main hours,”** or add business hours. Keep this info up-to-date.

More Hours Options

Set **detailed hours** for speciality services & meals offered.

Set **special hours** for days your business will be closed like holidays.

← Business information

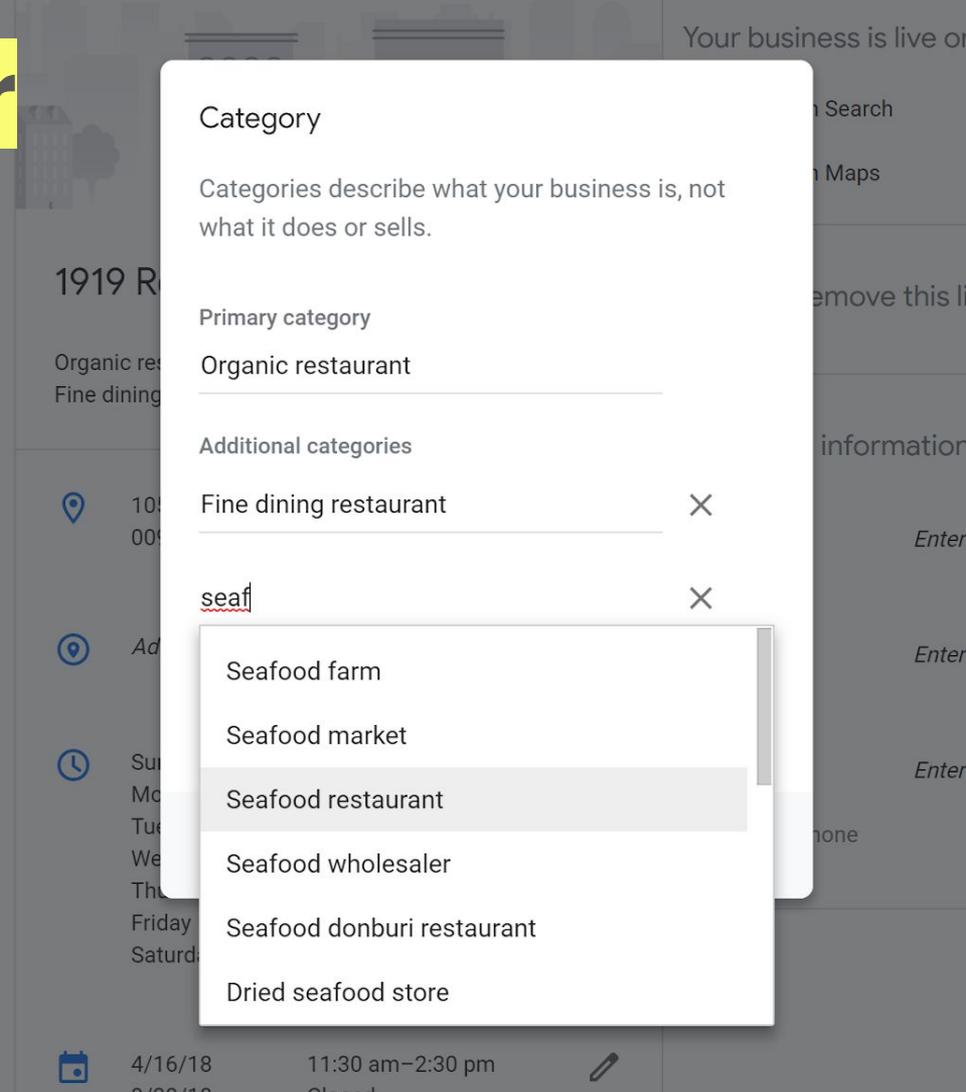
About Contact Location **Hours** More

Special hours

Jul 4, 2024	10:00 AM–8:00 PM
Jul 23, 2024	10:00 AM–5:00 PM
Sep 2, 2024	Labor Day 10:00 AM–6:00 PM
Oct 26, 2024	10:00 AM–3:00 PM
Nov 28, 2024	Thanksgiving Closed
Nov 29, 2024	Black Friday 10:00 AM–8:00 PM
Nov 30, 2024	10:00 AM–8:00 PM
Dec 24, 2024	Christmas Eve 10:00 AM–4:00 PM
Dec 25, 2024	Christmas Closed
Dec 27, 2024	10:00 AM–8:00 PM

2. Categories Matter

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





Your business on Google

19,939 views this month



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise

Edit

Categories

In the main menu, go to **“Edit profile.”**

Go to **“Business category”** under **“About.”**

Business information

About

Contact

Location

Hours

More

About your business

Business name

The Hideout Grill

Business category

American restaurant **PRIMARY**

Wine bar

Restaurant

Breakfast restaurant

Description

The Hideout Grill presents Texas-style cuisine from award-winning chef, Kevin Sickles. Chef Kevin uses locally sourced produce and fresh herbs and vegetables from The Hideout's very own garden ensuring farm-to-table freshness. Expect a variety of flavors from savory to light and fresh that please every part of the pallet.

Select 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.**

They fluctuate by
+/- 30 or so each
year, but you're
limited to what's
available.

3. Add Attributes

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

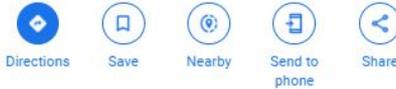
Customers can use these attributes to **search or filter results.**



Bayards boutique (formal Ware)

5.0 ★★★★★ 1 review

Women's clothing store



✓ In-store shopping · ✓ In-store pickup

3831 W Vine St, Kissimmee, FL 34741

Located in: Plaza Del Sol

Open · Closes 7:45 PM

bayards-boutique.business.site

(321) 805-1801

8H44+PW Kissimmee, Florida

Send to your phone

LGBTQ+ friendly
Identifies as women-owned

black owned restaurants near me

RESERVE A TABLE

Di Jerk Stop

4.6 ★★★★★ (219) · \$10-20

Restaurant · 4416 Johnston

St Building 9D

Open · Closes 10 PM

Identifies as Black-owned

ORDER ONLINE

Restaurants

Relevance

Open now

Top rated



Vistas

4.6 ★★★★★ (434) · 71% match

Restaurant · \$\$\$ · 00730, 76 C. Cristina

Open · Closes 10PM

Dine-in · Takeout · No delivery

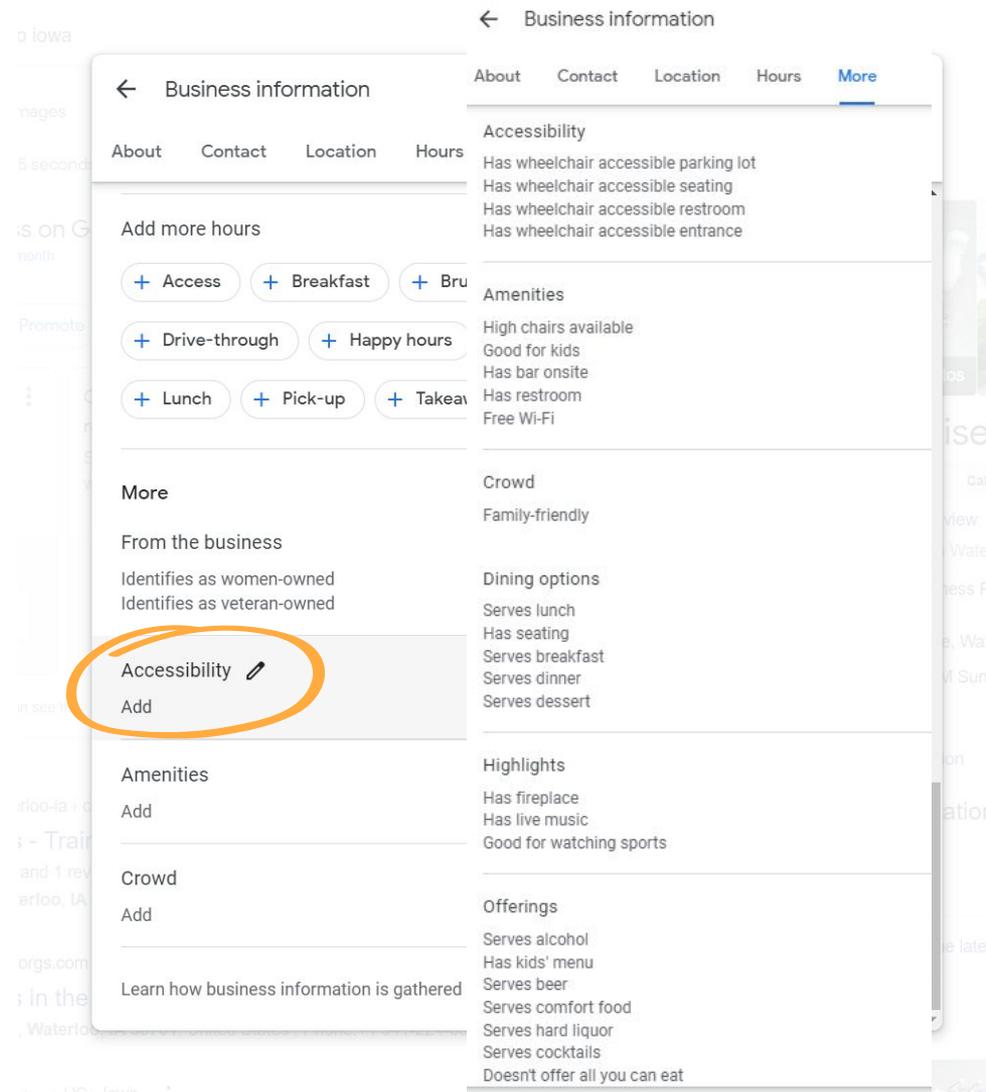
Call · Directions · Share

Edit Attributes

In the profile manager, select “Edit profile.”

Next click on the “**more tab.**”

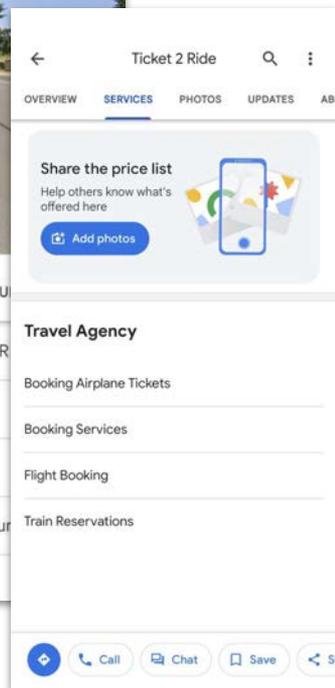
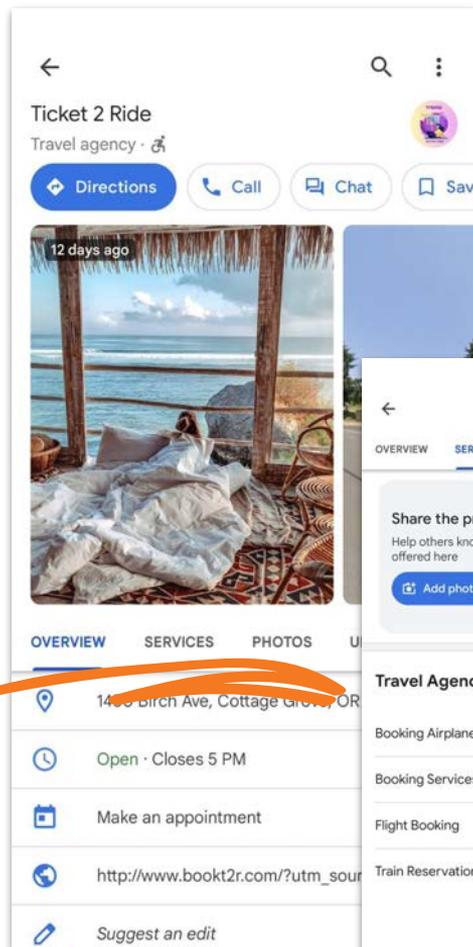
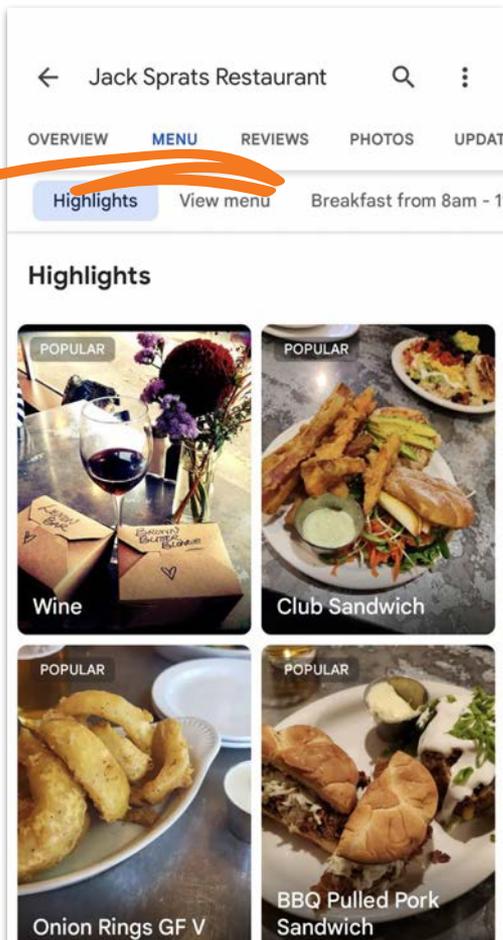
Here you can update identity attributes, accessibility information and more.



Add Products & Services

Depending on your business category, you can show off your **menus**, **products** or **services** and help customers find your business.

Use the main menu to find these tools.



Expand your categories to access these options.

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

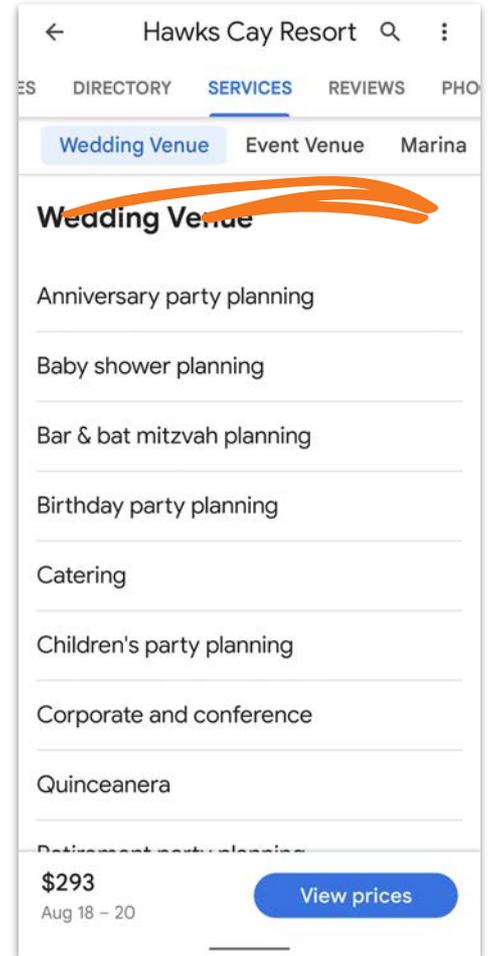
Event venue ×

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](#)



4. Respond to Reviews

Customer reviews are posted by users directly to your Google 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.



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@gknyc.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

The power of reviews

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

The Average Conversion Rate of Business Locations
by Their Average Reply Rate



*Dots represent clusters of locations that have similar reply rates and conversion rates and the line represents the trend of conversion rate increase.

How to get there

In the main menu, select “Read reviews” or use the “Reply” button integrated in the Maps app.



the hideout grill

Q All Maps Shopping Images Videos

About 2,260,000 results (0.56 seconds)

Your business on Google
17,738 views this month

Edit profile **Read reviews** Messages Add photos

Edit menu Food ordering Waitlists Bookings

Michael C. Delapena
13 reviews in Bradenton
3 weeks ago
Dine in | Dinner | \$10-20
Some friends invited me to join them at this hotel bar, just yards from Anna Maria Island. First of all the ocean view is amazing.... [More](#)

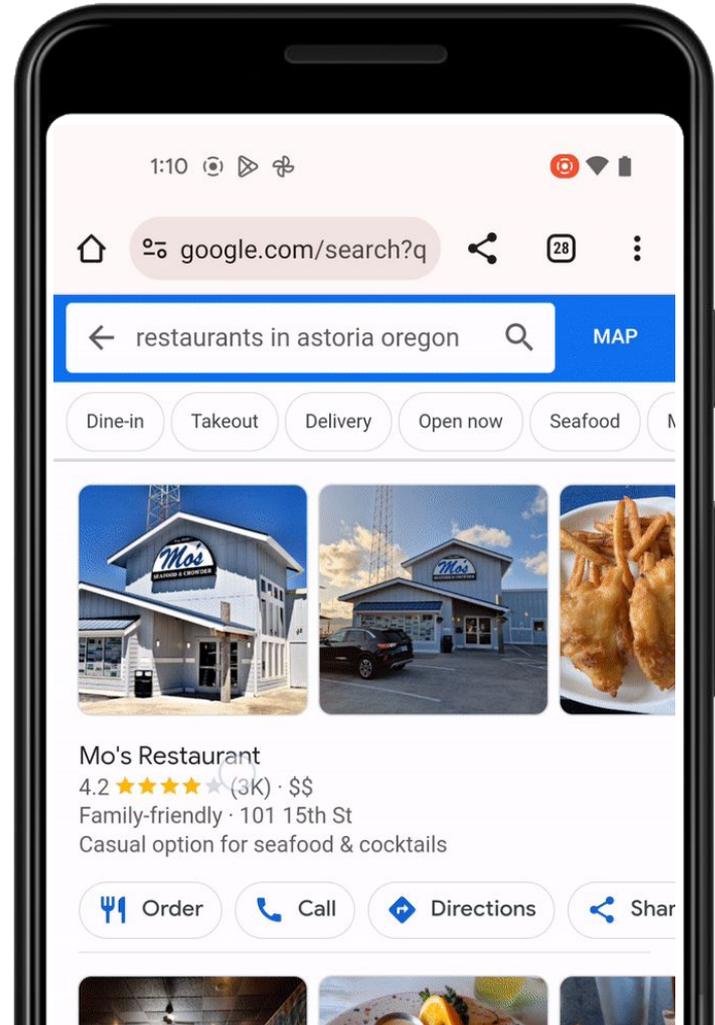
Reply

Complete your profile
Turn on chat
Claim your credit

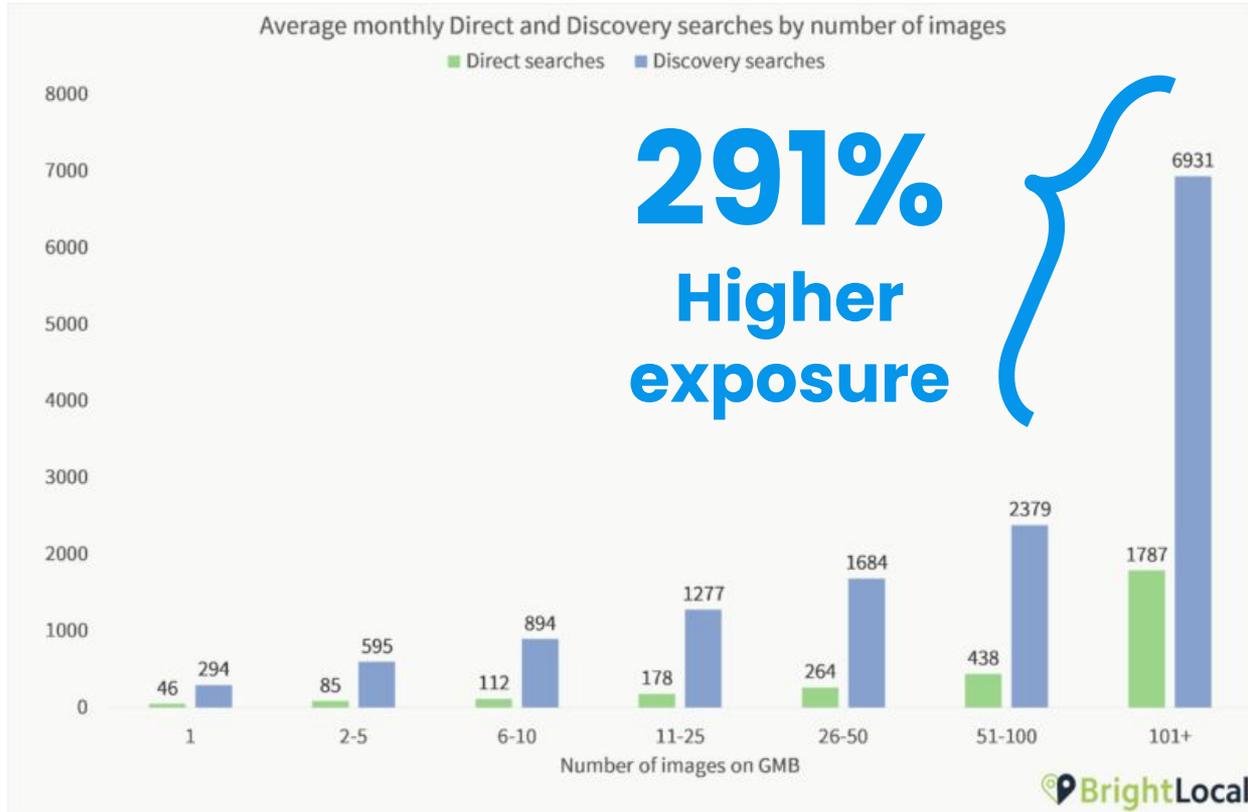
5. Upload owned photos & video

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

Research even shows a correlation between **photo quantity** and exposure.



Increase exposure with photos

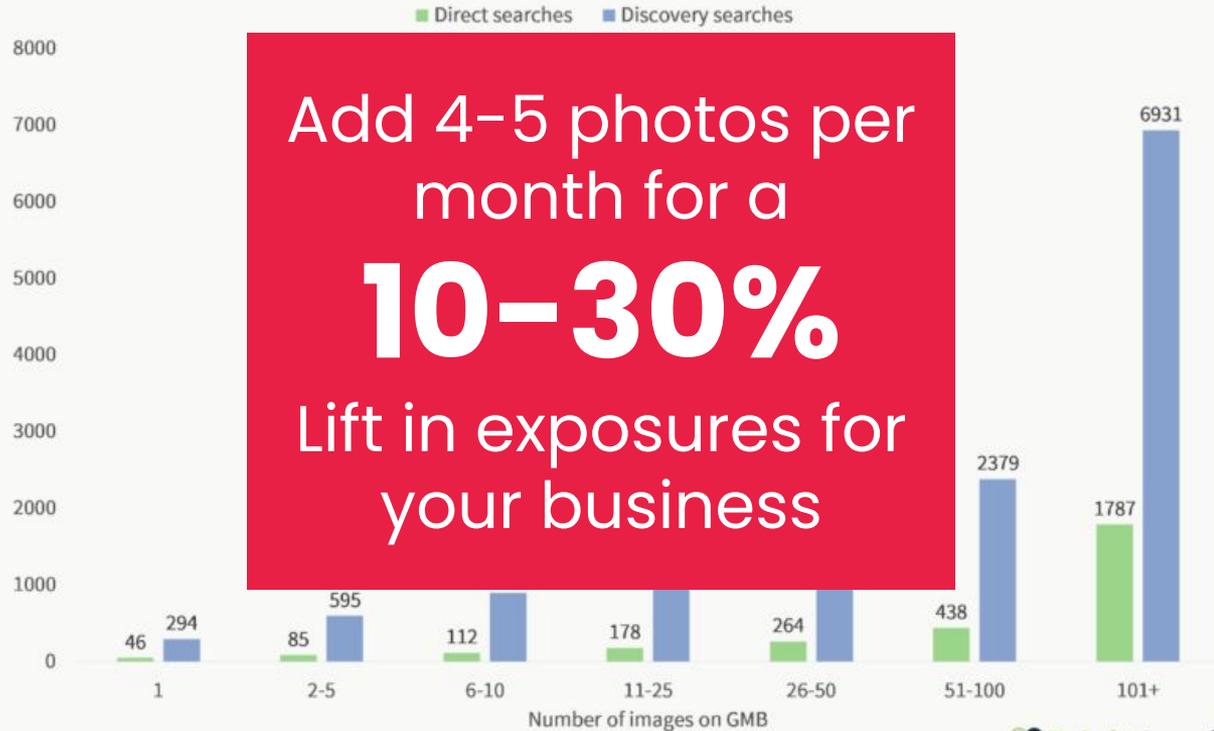


Businesses with **more than 100 images** have significantly higher exposure rates.

User-generated content can increase photos quantity. Encourage customers to share their experiences.

Increase exposure with photos

Average monthly Direct and Discovery searches by number of images

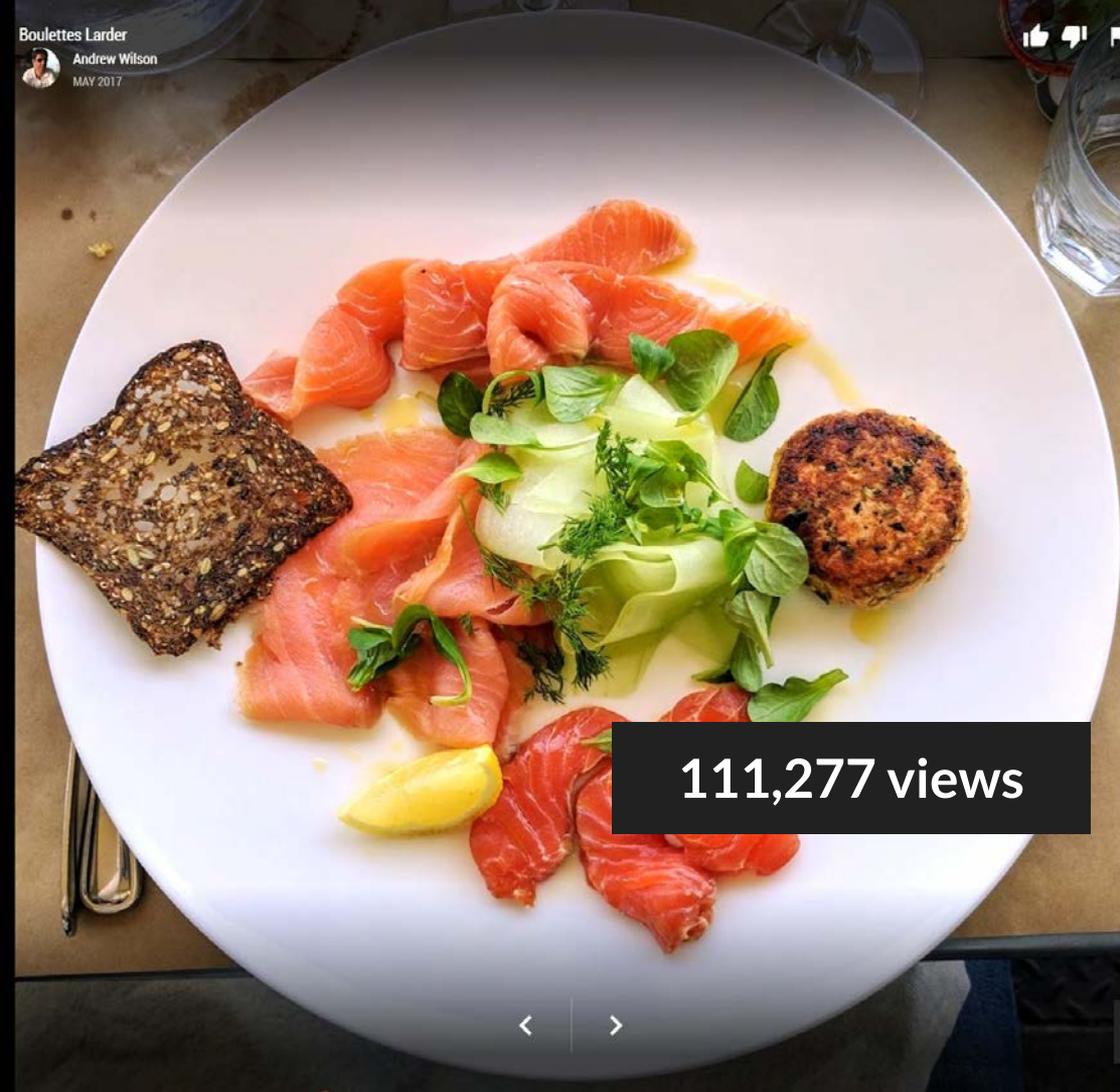


Add 4-5 photos per month for a
10-30%
Lift in exposures for
your business

BrightLocal

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

User-generated content can increase photos quantity. Encourage customers to share their experiences.



Boulettes Larder
Andrew Wilson
MAY 2017

111,277 views



10,757 views



Photo Best Practices

- Only upload photos you created or own the complete rights to.
- Don't use filters or overlay text
- Avoid seasonal images, keep it evergreen.
- Interiors without people are preferred to those with people. Avoid identifiable faces & PII, or have release forms.



Five Fundamentals



Up-to-date **hours** are critical



Categories influence where your business can appear



Attributes support customer confidence



Respond to 30% of your **reviews** for an 80% lift in conversions

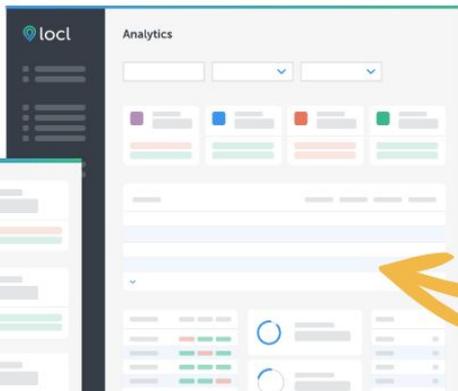
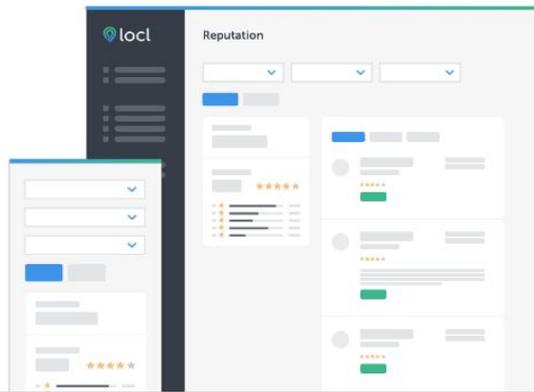


Post 4 **photos** a month for a 30% lift in exposure

Google Business Profiles

Free Management Tools

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



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



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.



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.

Thanks for joining us today.

- 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



Questions & Discussion