



**TRAVEL
OREGON**

GOOGLE BUSINESS PROFILE FUNDAMENTALS

June 2022



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.



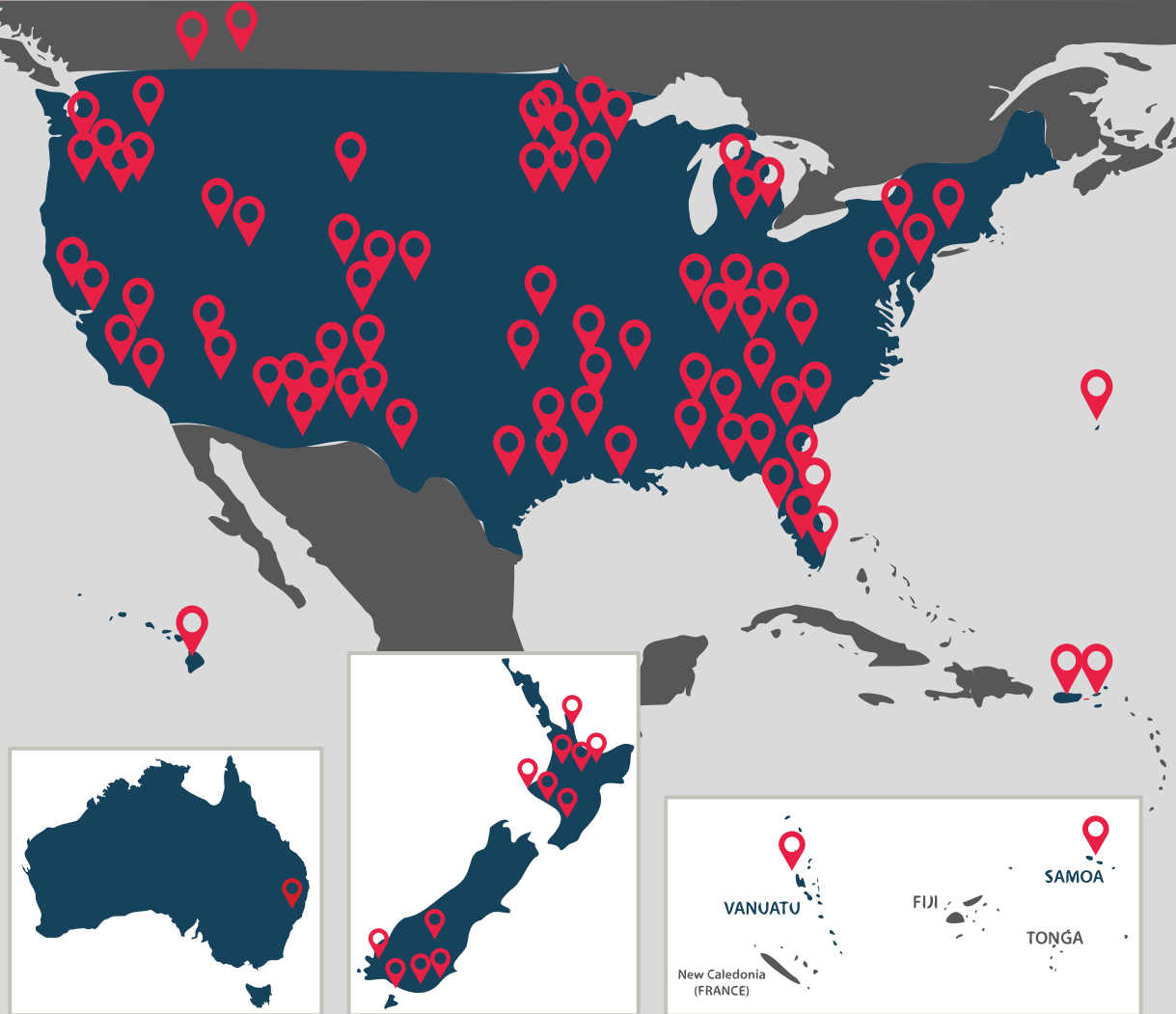
Kim Palmer

Destination Optimization
Program Director

In addition to more traditional agency services, we provide support across a wide variety of Google Products

to to improve exposure, conversion, quality and accuracy of information about the destination and businesses.





230+

Destinations have participated in some version of our program

92,000+

Businesses and POI have been audited and analyzed

8,000+

Business owners and managers received in-person or virtual training

Google Business Profiles

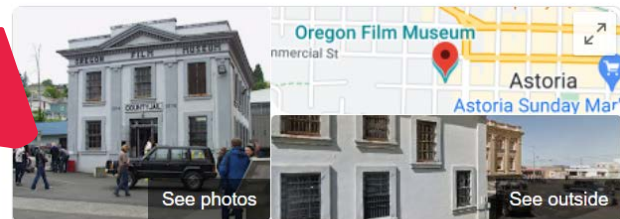
Why Is This Important?

Your Google Business Profile is
the **single most significant**
source of organic exposure for
your business online.

Wait... what's a Business Profile?

Business Profile in SERP (Search Engine Results Page)

Example of a Google Business Profile "card" for a local business.



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?](#)

The Freakybuttrue Peculiarium and Museum

4.2 ★★★★★ 741 Google reviews

Art gallery in Portland, Oregon

Museum featuring strange & creepy exhibits, artwork & merchandise (not recommended for children).

Address: 2234 NW Thurman St, Portland, OR 97210

Hours: Open - Closes 6PM

Tickets: \$5.00 - peculiarium.com

Phone: (503) 227-3164

Events

Date	Event
Fri, Aug 2 8:00 PM	A Night With Ghosts
Fri, Oct 18 7:30 PM	A Night With Ghosts in Portland
Sat, Oct 26 7:30 PM	A Night With Ghosts in Portland

Questions & answers

Q: Do they accept credit cards for the entrance fee?

A: Yes. But why not wear an amazing costume and get in free... (5 more answers)

Popular times

3 PM: Usually not too busy

Leo Adler House Museum

4.7 ★★★★★ 22 Google reviews

Museum in Baker City, Oregon

Tours are available of this preserved 1889 Italianate estate once owned by a local philanthropist.

Address: 2305 Main St, Baker City, OR 97814, United States

Hours: Closed - Opens 10AM Fri

Phone: +1 541-523-7913

Know this place? Share the latest info

Questions & answers

Be the first to ask a question

Live performances - Upscale - Great cocktails

Address: 17 Andrew Young International Blvd NE, Atlanta, GA 30303

Address: QJ57+R6 Atlanta, Georgia

Address: redphonebooth.com

Address: (404) 228-7528

Address: Open now: 4PM-2AM

Address: Add a label

From the owner

Looking for the code?

Apr 1 - Dec 31

To keep with the...

May 23, 2019

LEARN MORE

The Wicker Park Secret Agent Supply Co.

4.3 ★★★★★ (36)

Non-profit organization - 826LA for 3

Address: 1276 N Milwaukee Ave, Chicago, IL 60622

Hours: Closed - Opens 11:00 AM Fri

Phone: (773) 772-8108

Website: http://www.secretagentsupply.com

Address: W83J+W9 Chicago, Illinois

Suggest an edit

826LA & The Echo Park Time Travel Mart

826LA for 3

Address: 1714 Sunset Blvd, Los Angeles, CA 90026

Hours: Open now: 12-6PM

Phone: (213) 413-3440

Website: http://www.826la.com

Address: W83J+W9 Chicago, Illinois

Suggest an edit

Mudville Flats - Luxury Room, Convention, Boutique Hotel, Downtown Vacation Rental Hotel

4.1 ★★★★★ 36 Google reviews

1300-1400M

Address: 1300-1400M

Hours: Open now: 12-6PM

Phone: (213) 413-3440

Website: http://www.mudvilleflats.com

Address: W83J+W9 Chicago, Illinois

Suggest an edit

Business Profiles

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



Google reports
local search
delivers over

4 BILLION

direct connections
for businesses
every month.



Trips



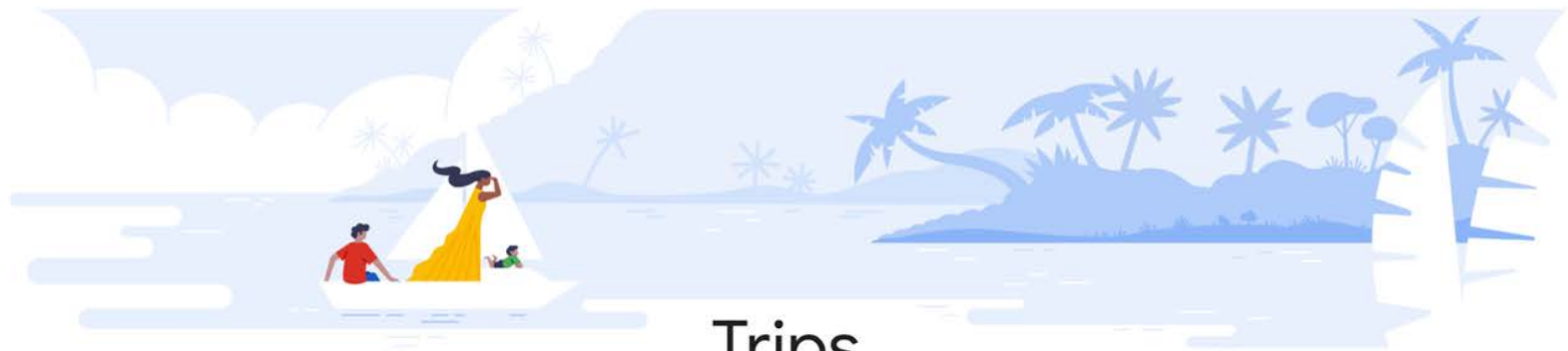
Things to do



Flights



Hotels



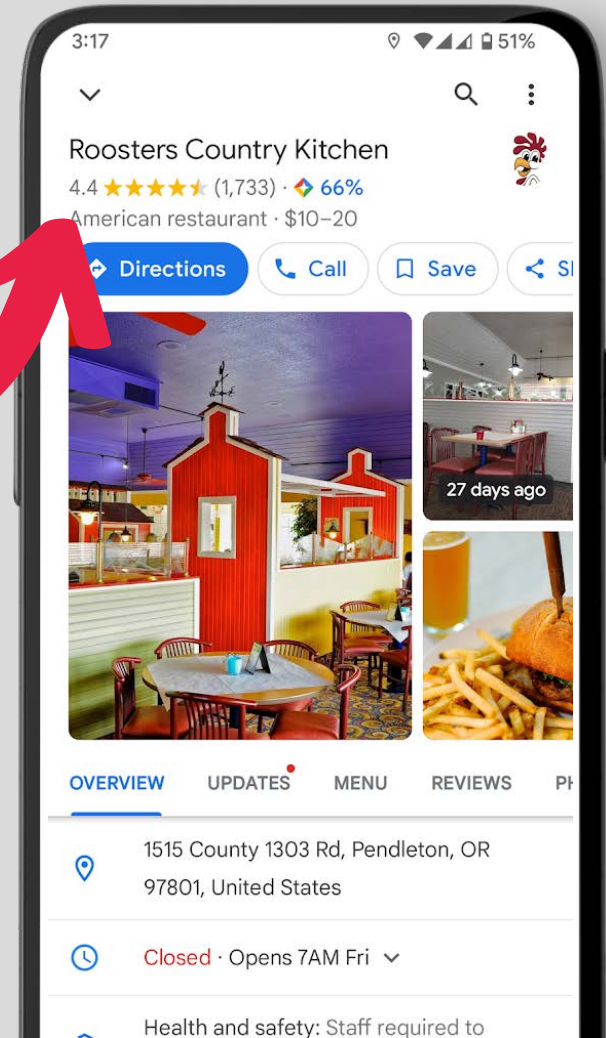
Trips

Google is the world's
most important online
travel platform

90%+
of travelers

Use Google at some point
in their trip planning
process*

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



restaurants in grants pass oregon

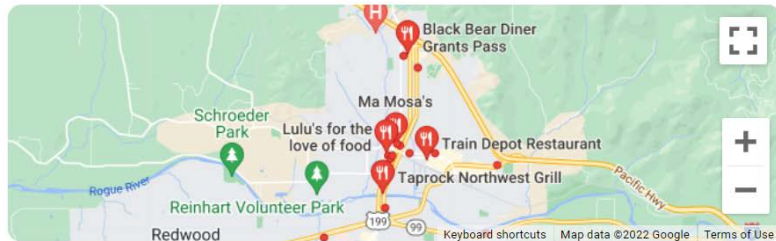


All Maps News Images Shopping More

Tools

About 4,470,000 results (0.71 seconds)

Restaurants



Rating

Cuisine

Price

Hours

Black Bear Diner Grants Pass

4.2 ★★★★★ (2K) · \$\$ · American

1900 NW 6th St

Dine-in · Drive-through · Delivery



Taprock Northwest Grill

4.1 ★★★★★ (2K) · \$\$ · American

971 SE 6th St

Dine-in · Curbside pickup · Delivery



Ma Mosa's

4.6 ★★★★★ (738) · \$\$ · Brunch

118 NW E St

Dine-in · Takeout · No delivery



More places

The "Local Pack"

restaurants in grants pass...

All Maps News Images Videos Shop

Restaurants

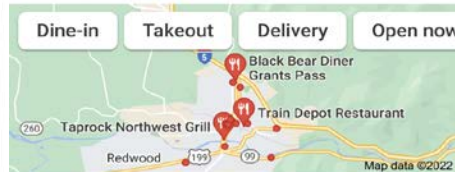
near Grants Pass, OR · Choose area

Dine-in

Takeout

Delivery

Open now



Black Bear Diner Grants Pass

4.2 ★★★★★ (2K) · \$\$

American · 1900 NW 6th St

Dine-in · Drive-through · Delivery



Taprock Northwest Grill

4.1 ★★★★★ (2K) · \$\$

American · 971 SE 6th St

Dine-in · Curbside pickup · Delivery



Train Depot Restaurant

4.1 ★★★★★ (556) · \$\$

American · 577 NE F St

Dine-in · Takeout · No delivery



Discover



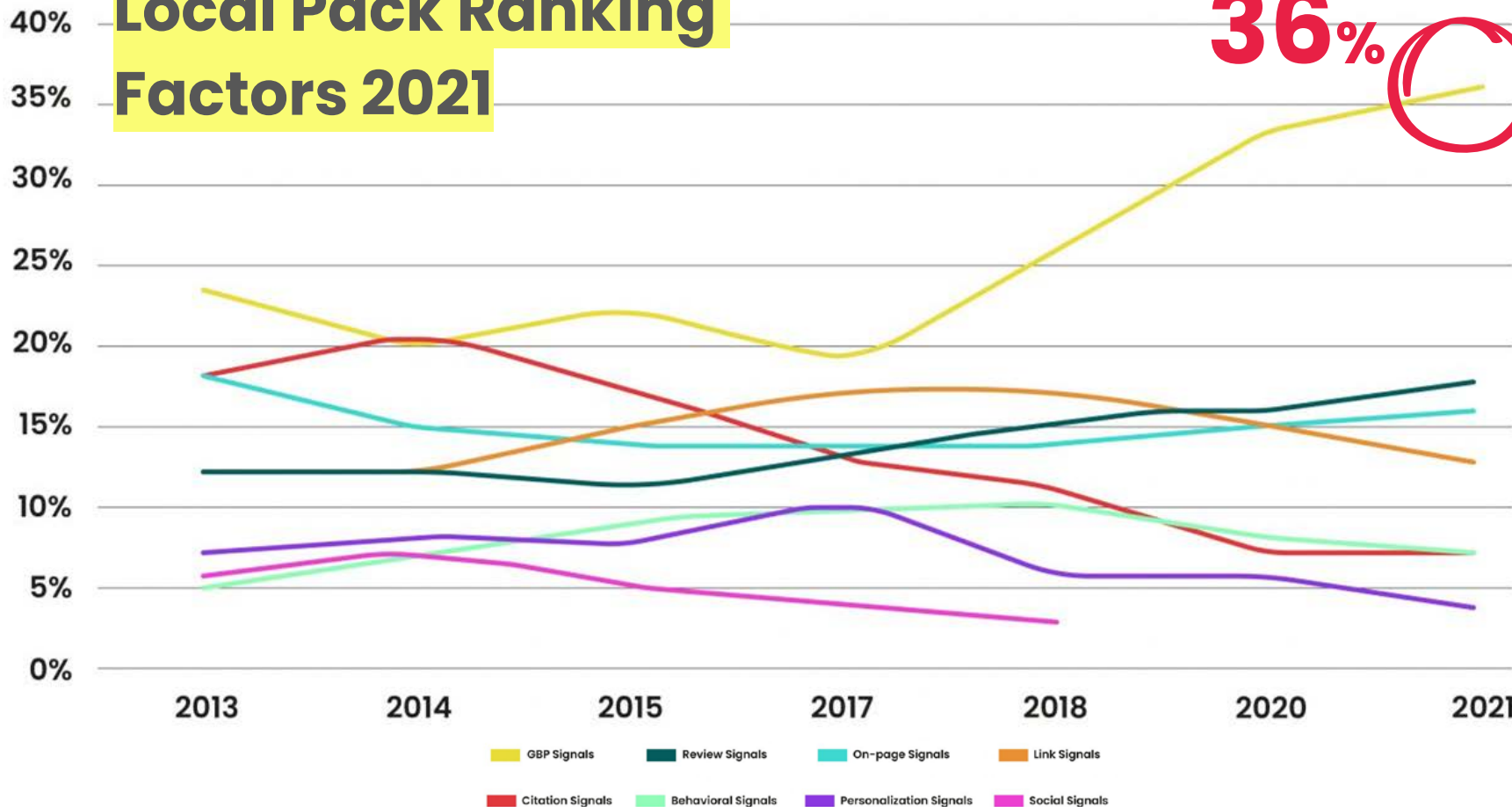
Search



Collections

Local Pack Ranking Factors 2021

36%



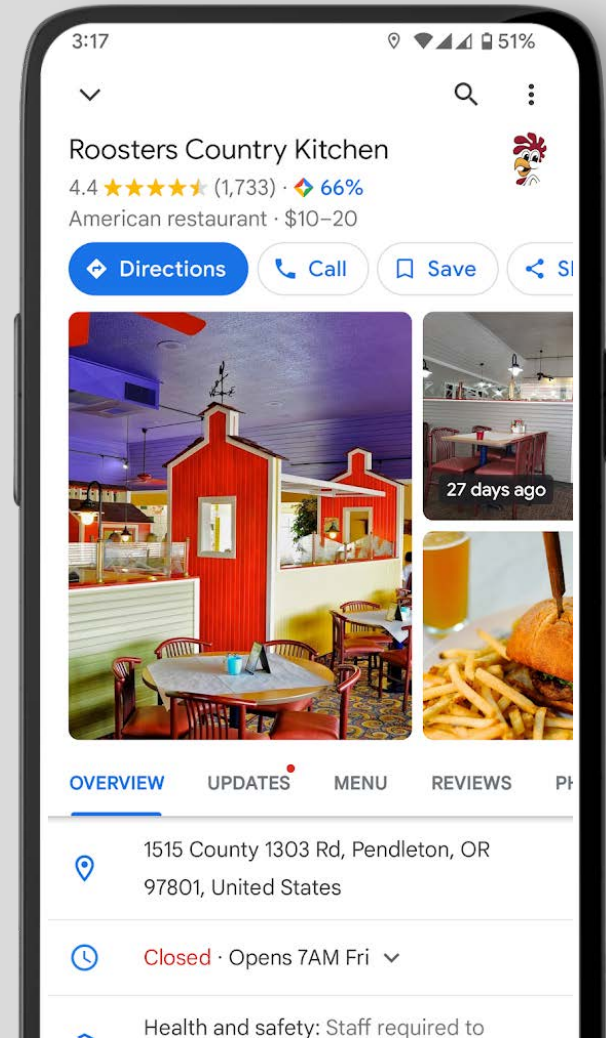
Up-to-date profiles are:

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



Google Business Profiles

What's New

Name Change

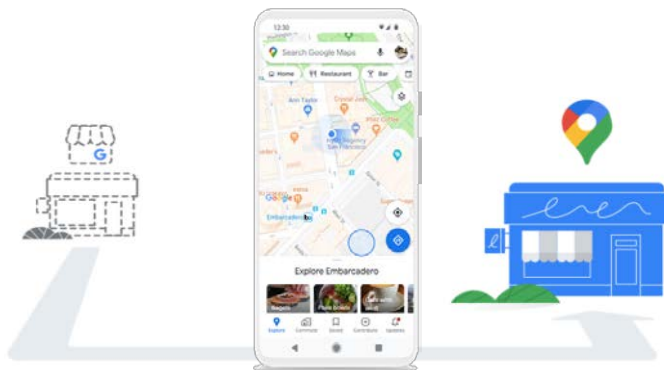
Google is retiring the name “Google My Business” and rebranding everything as “**Google Business Profile**”



The Google My Business app is being replaced

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

Try it on Google Maps:



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



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

GMB App

The Google My Business App **will be removed** from Google Play and Apple app store later this year.

Two new edit options

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

The screenshot shows a Google search for "cac enterprises waterloo iowa". The search results page includes a Google Business Profile for "CAC Enterprises" on the right and search results on the left. The Business Profile shows a 5.0 rating, address, hours, and phone number. The search results include a link to "CAC Enterprises - Training courses in Waterloo - Nicelocal.com" and "Waterloo Car Rental - Enterprise Rent-A-Car".

Google Business Profile for CAC Enterprises:

- Address:** 520 Maryland Ave, Waterloo, IA 50701, United States
- Hours:** Closed · Opens 7AM Sun · More hours
- Phone:** +1 941-224-6545
- Rating:** 5.0 ★★★★★ 1 Google review
- Motorcycle driving school in Waterloo, Iowa**
- You manage this Business Profile**

Search Results:

- https://nicelocal.com/waterloo-ia/cac_enterprises
✓ **CAC Enterprises - Training courses in Waterloo - Nicelocal.com**
This organization has an average score of 5 by NiceLocal users and can be found by the official address: Waterloo, IA 50701, 520 Maryland Ave. GPS coordinates ...
- <https://usa-education.worlddorgs.com/catalog/waterloo>
📌 **CAC Enterprises in the city Waterloo**
Address: 520 Maryland Ave, Waterloo, IA 50701, United States; Phone: +1 941-224-6545.
- <https://www.enterprise.com/us/ia>
✓ **Waterloo Car Rental - Enterprise Rent-A-Car**
Enterprise Rent-A-Car offers flexible & convenient car rental backed by our Complete Clean Pledge at Waterloo. Reserve your car today!
Missing: eae | Must Include: cac

Images for cac enterprises waterloo iowa

About 128,000 results (0.53 seconds)

Your business on Google

2,699 views this month

- Edit profile
- Promote
- Customers

Complete your profile

Add details and get discovered by more customers

Get your first reviews

Share your review form with past customers

Add exterior photo

Help customers locate your shop front

Ac

St

bu

Only managers of this profile can see this

See photos

See outside

CAC Enterprises

Directions

Save

Call

5.0 1 Google review

Motorcycle driving school in Waterloo, Iowa

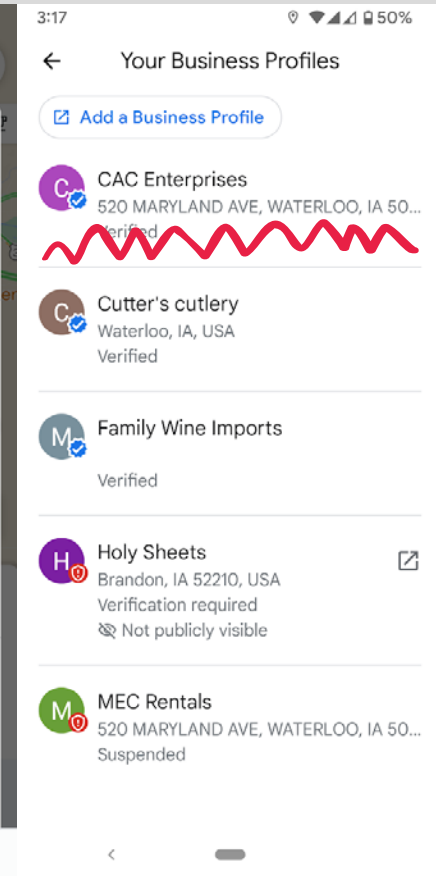
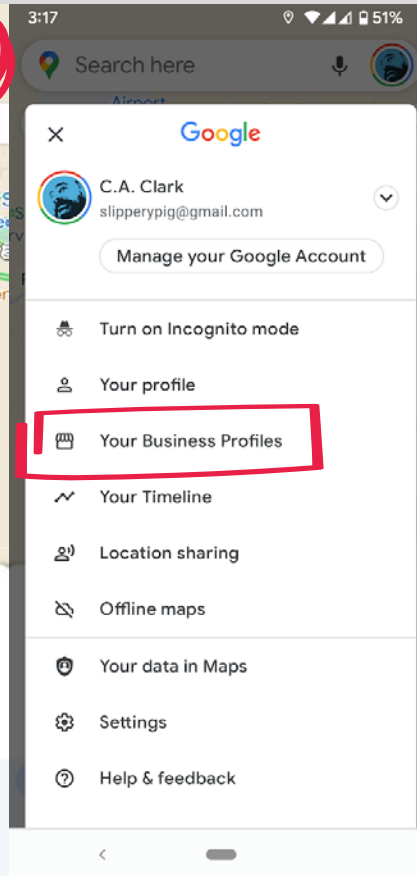
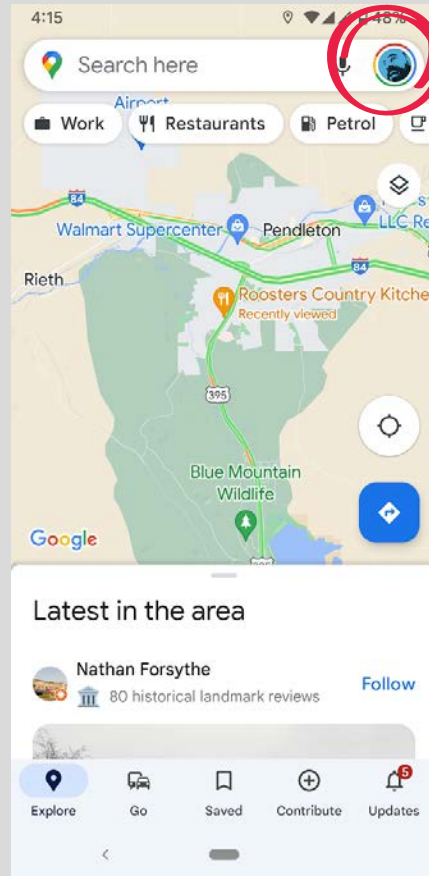
You manage this Business Profile

Address: 520 Maryland Ave, Waterloo, IA 50701, United States

Hours: Closed · Opens 7AM Sun · [More hours](#)

Two new edit options


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



CAC Enterprises
520 MARYLAND AVE
WATERLOO, IA 50701
United States

- Home
- Posts
- Info
- Insights
- Reviews
- Messages
- Photos
- Products
- Website
- Users
- Create an ad
- Get custom Gmail
- Add new business

- Businesses
- Link to ads
- Settings



Keep customers up to date

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


[Get Started](#)

[Create post](#)
[Add photo](#)
[Create ad](#)

New

Now manage your Business Profile directly on Google Search & Maps

Easily edit info, post updates, and connect with customers



[Try it on Search](#) [Learn more](#)

PERFORMANCE

Views	Searches	Activity
2 54K	1 27K	1 62K

Claim your \$500 free

Motorcycle driving school in WATERLOO

Ad • www.example.com

CAC Enterprises - Great

Getting started is simple - we walk you through the process. You can start with a small budget and only pay when people click your ad. [Learn more](#)

[Claim your credit](#)

Stay connected during COVID-19

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

[Update business hours](#)

[Post your COVID-19 update](#)

“Desktop”
profile
manager

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

Hotels get Posts!

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

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

Google Business Profile Manager

Search businesses

ORGANIZATION Miles Partnership

The Kahala Hotel & Resort
5000 Kahala Avenue
Honolulu, HI 96816
United States

- Home
- Posts**
- Info
- Insights
- Reviews
- Messages
- Photos
- Services
- Website
- Users


Create an ad

Businesses

Settings

All What's new Events

Posted Apr 1, 2022



Special Offers and Packages
Apr 1 – May 2

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

[Learn more](#)

2.21K views 15 clicks Share post

Posted Mar 2, 2022

Your posts

New views this week

1053
Updated just now

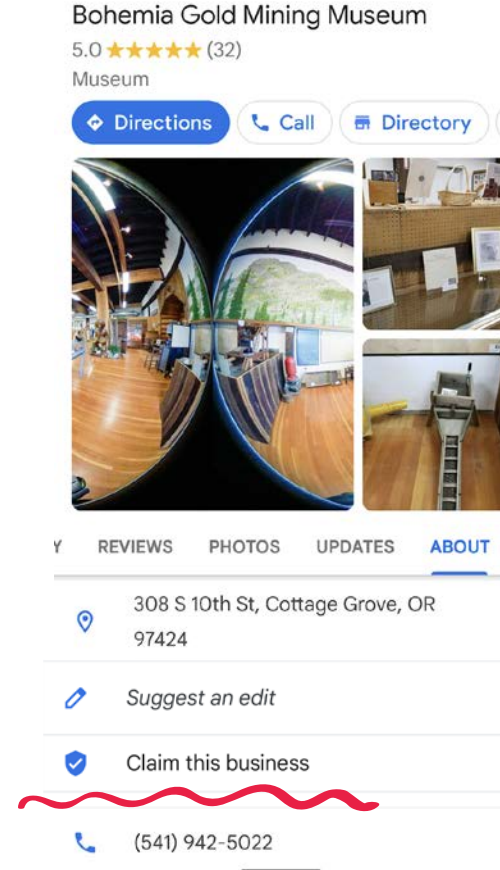
[Reach more customers through posts](#)

Google Business Profiles

Five Fundamentals

But First – Claim Your Business

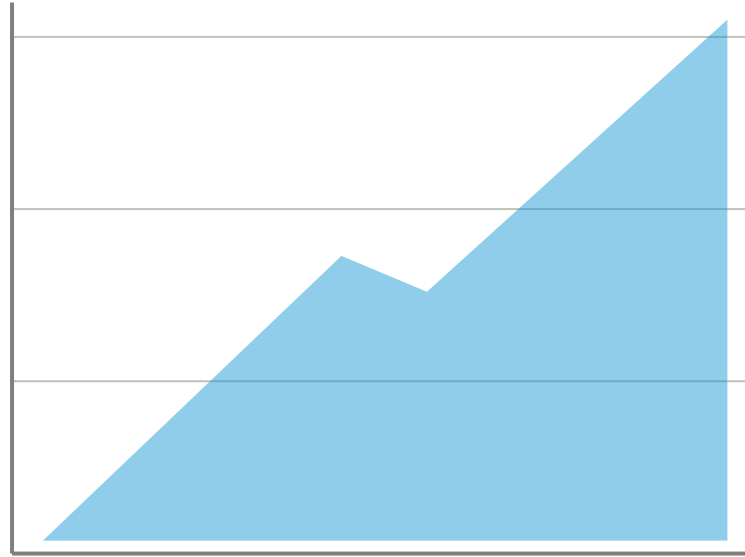
In Google Maps look for the “Claim this Business” button to begin the process of claiming and verifying your business.



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

Hours last updated.

DIRECTIONS

START

CALL

SAVE

Eclectic gift shop offering an array of vintage & fair-trade wares, plus goods from local artisans.



107 S Public Rd, Lafayette, CO 80026



Closed · Opens 11 AM

Updated by business 8 days ago

[See more hours](#)



(720) 502-4463



shop-tri.com



XWX5+3M Lafayette, Colorado



Open · Closes 5PM

Updated by business under 1 hour ago



miles partnership



ALL

NEWS

MAPS

IMAGES

VIDEOS

Miles Partnership

5.0 ★★★★★ (1)

Marketing agency in Auckland

Open



OVERVIEW

UPDATES

REVIEWS

PHOTOS



CALL



DIRECTIONS



SAVE



WEBSITE



Level 1/18 Emily Place,
Auckland CBD, Auckland
1010



Open · Closes 5PM

Updated by business under 1 hour ago

More about Miles Partnership

Miles Partnership

miles

Website

Directions

Save

Call

5.0 ★★★★★ 1 Google review

Marketing agency in Auckland

Address: Level 1/18 Emily Place, Auckland CBD, Auckland 1010

Hours: **Open** · Closes 5PM

Updated by business under 1 hour ago

Phone: 09 555 2432

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

Questions & answers

[Be the first to ask a question](#)

[Ask a question](#)

Reviews

1 Google review

[Write a review](#)

[Add a photo](#)

From Miles Partnership

'At Miles we deliver visitors. We offer global and South Pacific expertise, insights and partnerships in Tourism Marketing.'

Updates from Miles Partnership

[View previous updates on Google](#)

miles partnership sarasota



miles
PARTNERSHIP

[All](#) [News](#) [Images](#) [Maps](#) [Shopping](#) [More](#) [Tools](#)

About 651,000 results (0.62 seconds)



Your business on Google

1,448 views this month



Edit profile



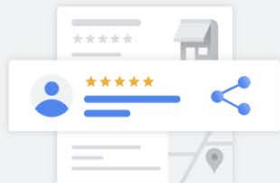
Promote



Customers

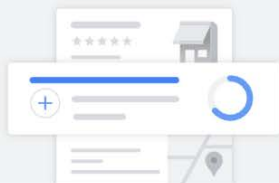
Get more reviews

Share your review form
with past customers



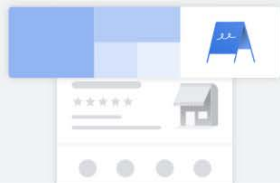
Turn more views
to customers

Complete your profile to
convert your 1029 monthly
views into customers



Add exterior photo

Help customers locate
your storefront



In the SERP,
search for your
business and
go to edit
profile.

Only managers of this profile can see this

← Edit profile



Business information

Let customers learn more about your business



Hours

← Business information



About Contact Location **Hours** More



Service area

Add

Business hours

Hours

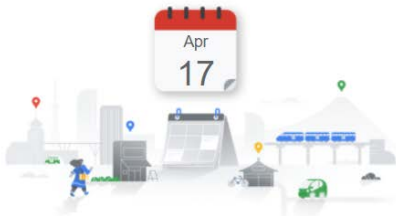
Open with main hours

Sunday	Closed
Monday	8:30 AM–5:00 PM
Tuesday	8:30 AM–5:00 PM
Wednesday	8:30 AM–5:00 PM
Thursday	8:30 AM–5:00 PM

Edit Hours

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

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



Let customers know your holiday hours for April

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

Update my holiday hours

☐ April holiday hours:

Easter
Sunday 4/17

7:00 – 7:30 AM



Update my holiday hours

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



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

Special Hours

Don't ignore hours update reminders like these. If you don't positively confirm your hours, (even if they're the same!) Google will show a warning in your listing.

Easter Monday
(Monday 4/2)

10:00 AM – 7:30
PM

Hours may differ

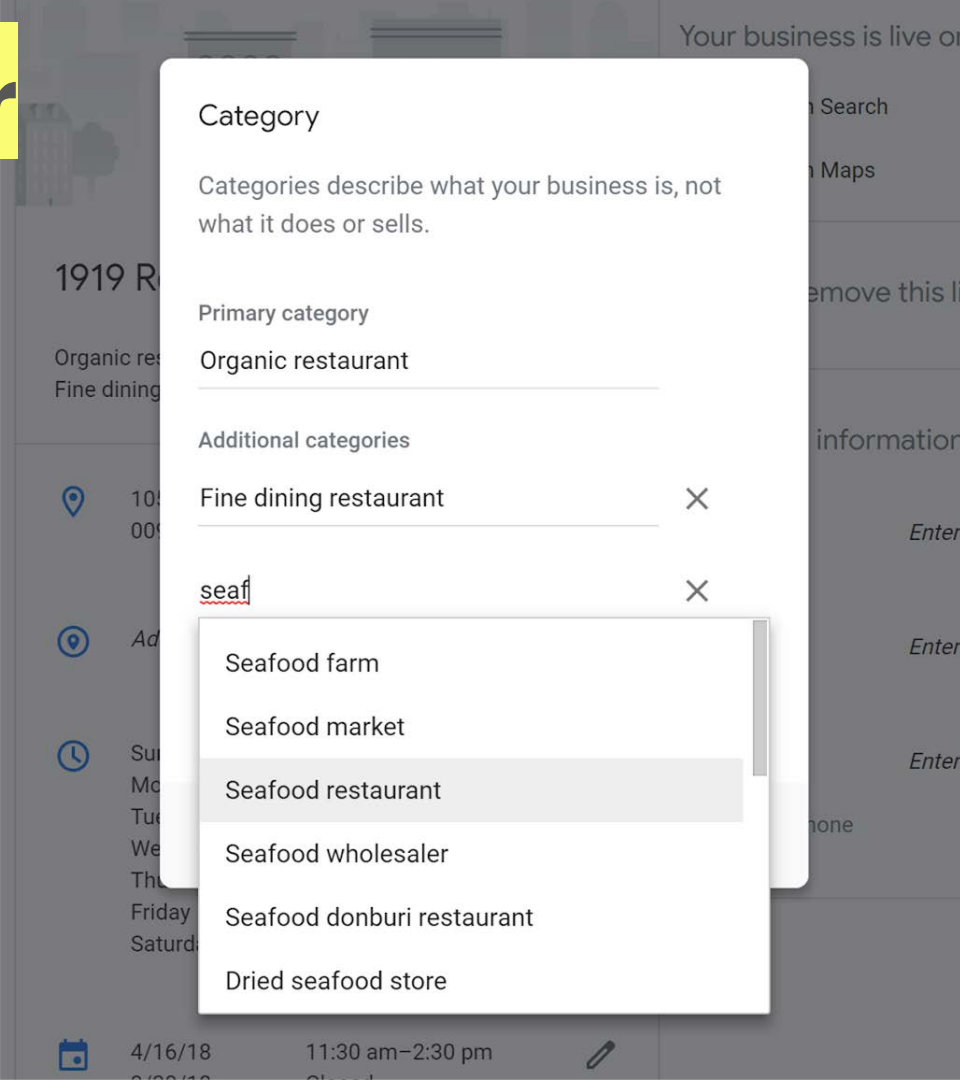
Anzac Day
(Wednesday 4/25)

10:00 AM – 7:30
PM

Hours may differ

2. Categories Matter

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



2. Categories Matter


Categories can also influence your opportunities to appear in the local pack.

restaurants in grants pass oregon

Search filters: All Maps News Images Shopping More Tools


About 4,470,000 results (0.71 seconds)

Restaurants




Rating Cuisine Price Hours


Black Bear Diner Grants Pass
4.2 ★★★★★ (2K) · \$\$ · American
1900 NW 6th St
Dine-in · Drive-through · Delivery



Taprock Northwest Grill
4.1 ★★★★★ (2K) · \$\$ · American
971 SE 6th St
Dine-in · Curbside pickup · Delivery



Ma Mosa's
4.6 ★★★★★ (738) · \$\$ · Brunch
118 NW E St
Dine-in · Takeout · No delivery



→ More places

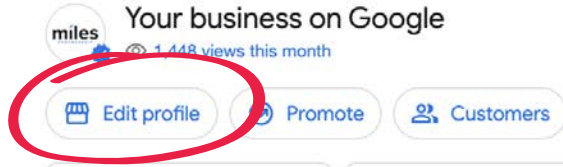
Edit Categories

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

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

Edit Categories

Look for
“Business
information”
then “Business
category”



← Edit profile



Business information


Let customers learn more about your business



Hours

Business name

Miles Partnership

Business category 

Marketing agency

Description

Add

Category

Help customers find your business by industry.

Primary category

Restaurant

Additional categories

Lunch restaurant



Brunch restaurant



Breakfast restaurant



Cancel

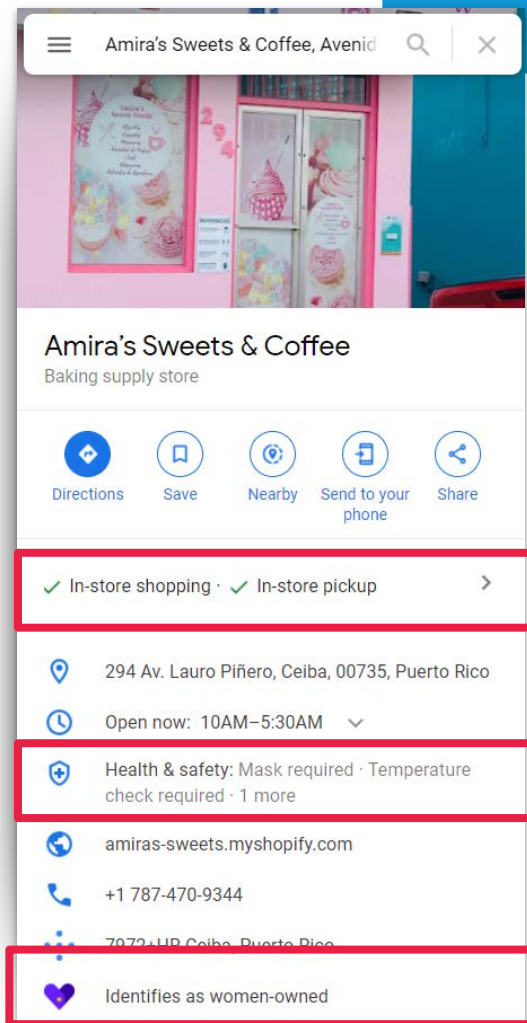
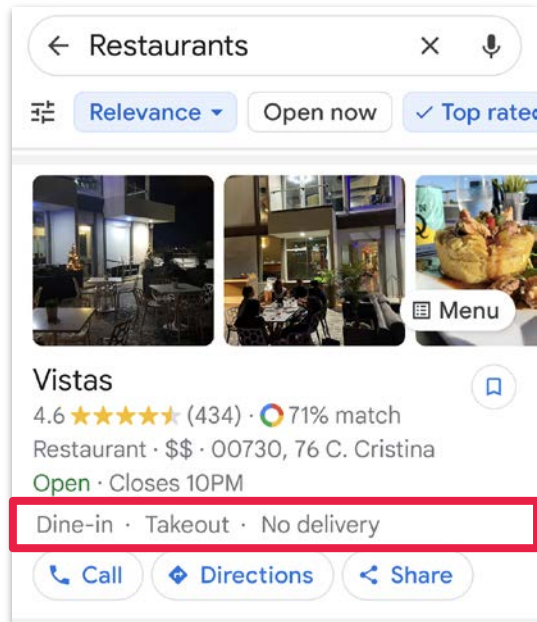
Apply

Edit Categories

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

3. Monitor Attributes

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



Edit Attributes

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

The screenshot shows the 'Business information' page. At the top, there are tabs for 'About', 'Contact', 'Location', 'Hours', and 'More'. The 'More' tab is circled in red. Below the tabs, there is a section titled 'Add more hours' with buttons for '+ Access', '+ Breakfast', '+ Brunch', '+ Delivery', '+ Dinner', '+ Drive-through', '+ Happy hours', '+ Hours for the elderly', '+ Kitchen', '+ Lunch', '+ Pick-up', and '+ Takeaway'. Below this is a section titled 'More' with the sub-header 'From the business'. It lists 'Identifies as women-owned' and 'Identifies as veteran-owned'. The 'Accessibility' option is circled in red and has an edit icon. Below it is the 'Amenities' section with an 'Add' button. The 'Crowd' section also has an 'Add' button. At the bottom, there is a link to 'Learn how business information is gathered and used by Google'.

Business information

About Contact Location Hours **More**

Add more hours

+ Access + Breakfast + Brunch + Delivery + Dinner

+ Drive-through + Happy hours + Hours for the elderly + Kitchen

+ Lunch + Pick-up + Takeaway

More

From the business

Identifies as women-owned

Identifies as veteran-owned

Accessibility ✎

Add

Amenities

Add

Crowd

Add

Learn how business information is gathered and used by Google [Learn more](#)

Edit Attributes

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

From the business

+ Identifies as Black-owned

+ Identifies as Latino-owned

+ Identifies as veteran-owned

+ Identifies as women-owned

Accessibility

✓ Wheelchair accessible entrance

+ Wheelchair accessible restroom

+ Wheelchair accessible seating

Amenities

+ Gender-neutral restroom

Cancel Apply

Attributes

[Search these attributes](#)



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

+ Mask required

+ Staff get temperature checks

+ Staff required to disinfect surfaces between visits

+ Staff wear masks

+ Temperature check required

Service options

+ Online appointments

+ Onsite services

Cancel Apply

Attributes

[Search these attributes](#)



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

Amenities

+ Gender-neutral restroom

Crowd

+ LGBTQ+ friendly

+ Transgender safespace

Health & safety

+ Appointment required

+ Mask required

Cancel Apply

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”

Kreuther
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 - 🚩



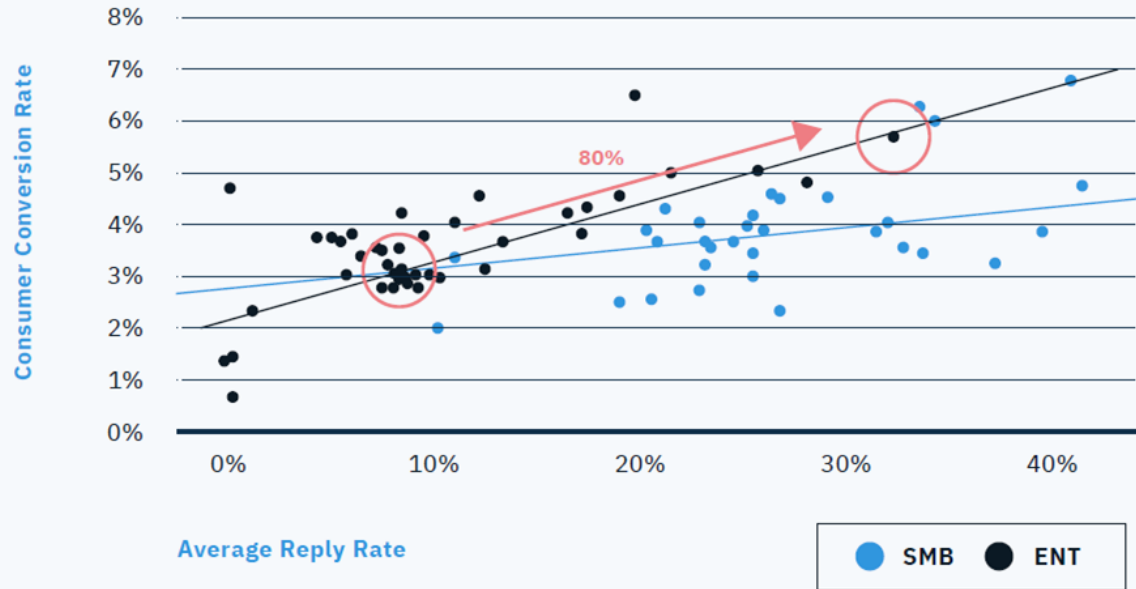
Kenny Yuen

1 review

4. Respond to 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.

miles partnership sarasota



[All](#) [News](#) [Images](#) [Maps](#) [Shopping](#) [More](#) [Tools](#)

About 651,000 results (0.62 seconds)



Your business on Google

1,448 views this month



Edit profile



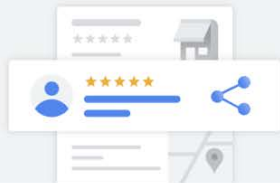
Promote



Customers

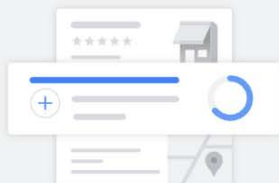
Get more reviews

Share your review form with past customers



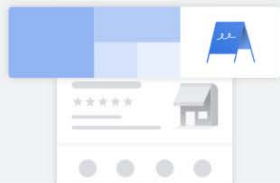
Turn more views to customers

Complete your profile to convert your 1029 monthly views into customers



Add exterior photo

Help customers locate your storefront



Only managers of this profile can see this

Responding to reviews

Instead of “Edit profile” select “Customers” on the SERP profile edit box.

Responding to reviews

← Customers

Reviews

View and reply to feedback from customers on Search and Maps

Messages

View and respond to messages from your customers

Q & A

Answer questions

Cutter's cutlery

5.0 ★★★★★ 2 reviews

Sort by

Most relevant

Newest

Highest

Lowest



Michelle Clark

Local Guide · 90 reviews · 991 photos

★★★★★ 2 years ago

Very lovely staff, answered all of my questions expertly.

← Reply 1



Claude Clark

Local Guide · 1 review · 73 photos

★★★★★ 2 years ago

this place is the best

← Reply 1

← Reply to review



Michelle Clark

Local Guide · 90 reviews · 991 photos

★★★★★ 16 Jun 2019

Very lovely staff, answered all of my questions expertly.



Cutter's cutlery

Owner

Replying publicly

0 / 4000

This customer will be notified of your response to their review. [View Business Profile](#)

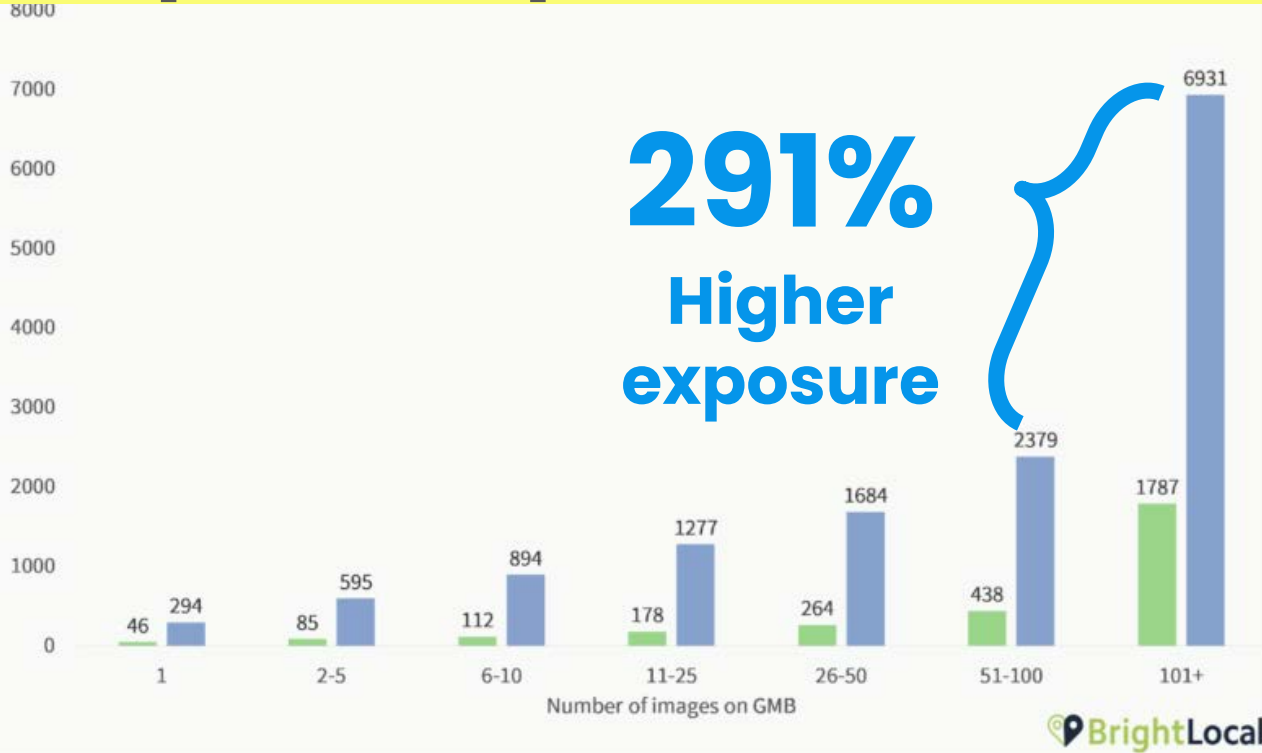
Reply

5. Upload 4 photos a month

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



5. Upload 4 photos a month



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

5. Upload 4 photos a month



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



This photo is good! It's both informative and attractive. Easy to understand what it is, where it's taken from, bright colors good contrast, good framing.



This photo is bad. It isn't attractive – off-kilter horizon, muddy colors, and it isn't particularly informative – unreadable signs/context.

Add photos

Back to “Edit Profile” but select “Photo” option this time. Drag and drop or upload images.

← Edit profile ⋮ ×

Business information
Let customers learn more about your business >

Hours
Let customers know when your business is open >

Products
Showcase products sold by your business >

Photo
Let customers peek inside your business >

Upload public photos of Cutter's

Upload

Drag photos here

Or, if you prefer...

Choose photos to upload

Select

Cancel

Posting publicly as Cutter's cutlery

? Learn more

Five Fundamentals



Up to date **hours** are critical



Categories influence where your business can appear



Attributes support customer confidence



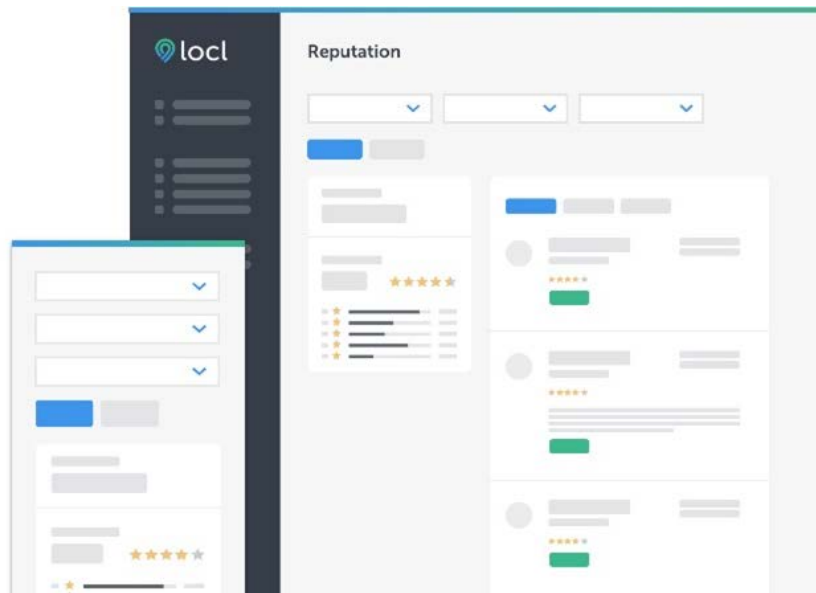
Respond to 30% of your **reviews** for an 80% lift in conversions



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

Google Business Profiles

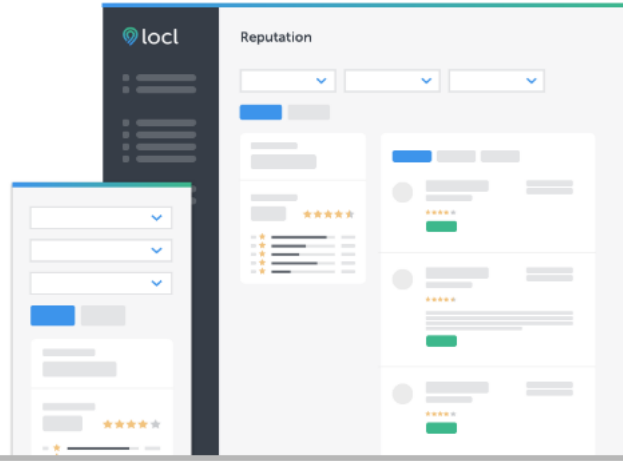
Free Management Tools



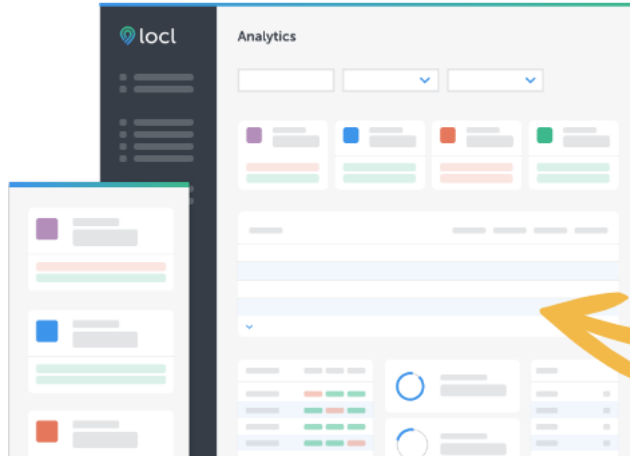
If you're thinking that this **sounds like a lot to manage** – you're right!

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



locl
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

- Attend a training:

June 23:

industry.traveloregon.com/locl-june

- Visit the Business Listings Toolkit

industry.traveloregon.com/listings



Questions & Discussion

Thanks for joining us today!