



**TRAVEL  
OREGON**

Travel Oregon

# GOOGLE BUSINESS PROFILE FUNDAMENTALS

May 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



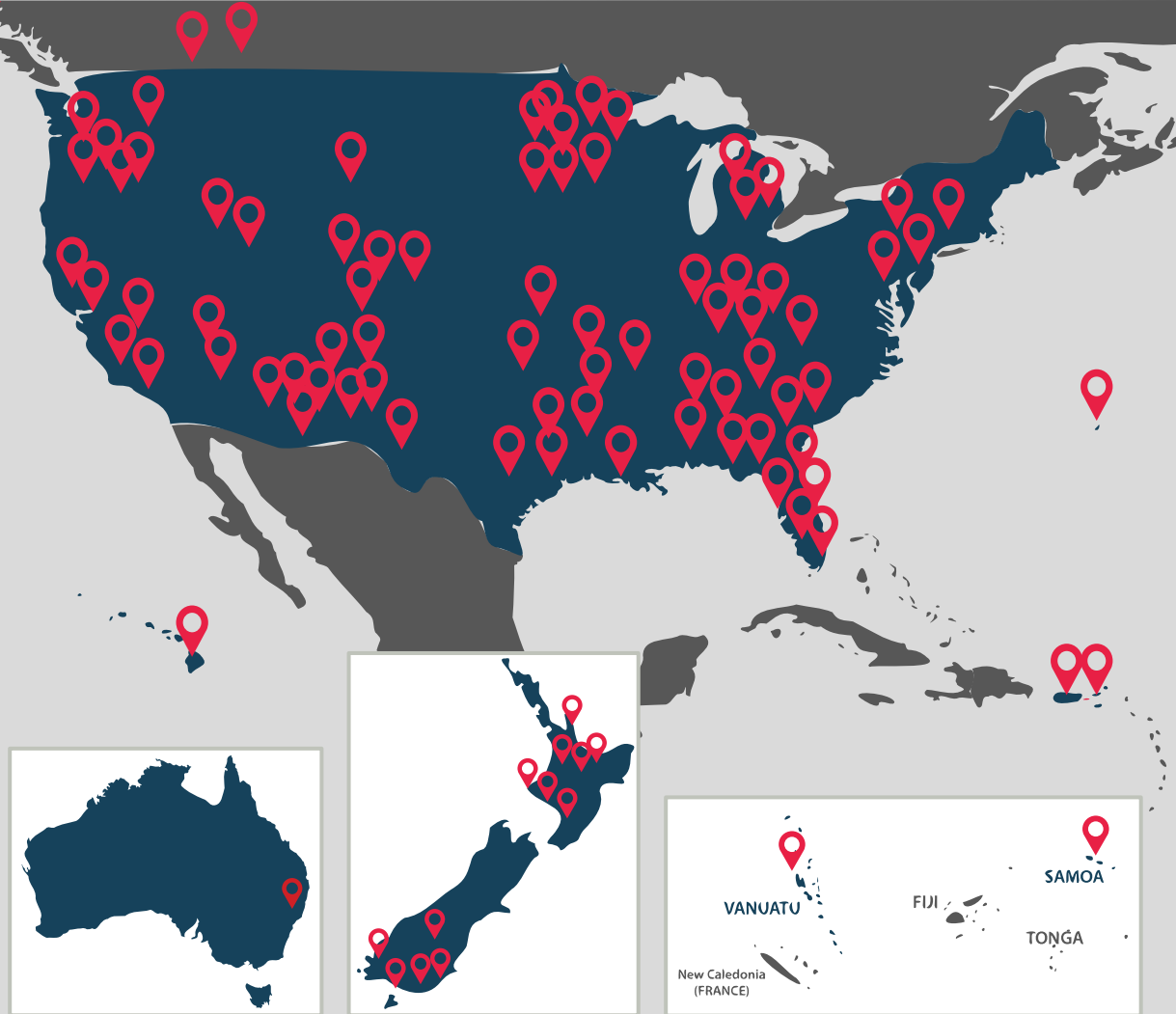


In addition to more traditional agency services, we provide support across a wide variety of Google Products

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?



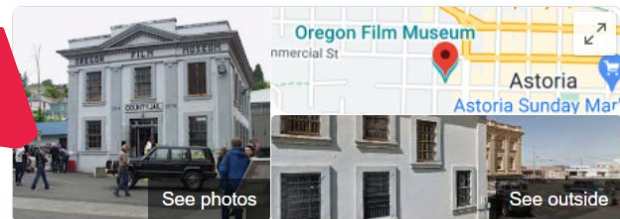
Your Google Business Profile is  
the **single most significant**  
**source of organic exposure** for  
your business online.



# 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

**Phone:** (404) 228-7528

**Open now:** 4PM - 2AM

**From the owner**

Looking for the code? Apr 1 - Dec 31 To keep with the... May 23, 2019

**The Wicker Park Secret Agent Supply Co.**

4.3 ★★★★★ (36)

Non-profit organization - Chicago, IL

**Address:** 1276 N Milwaukee Ave, Chicago, IL 60622

**Hours:** Closed - Opens 11:00 AM Fri

**Phone:** (773) 772-8108

**Website:** http://www.secretagentsupplyco.com

**Address:** W83J+W9 Chicago, Illinois

**826LA & The Echo Park Time Travel Mart**

4.3 ★★★★★ (36)

Non-profit organization - Los Angeles, CA

**Address:** 1714 Sunset Blvd, Los Angeles, CA 90026

**Hours:** Open now: 12-6PM

**Phone:** (213) 413-3440

**Website:** http://www.826la.org

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

4.1 ★★★★★ 36 Google reviews

Hotel in San Diego, CA

**Address:** 1301 La Jolla Village Dr, San Diego, CA 92101

**Phone:** (619) 444-4444

**Website:** mudvilleflats.com

**Hotel details**

Dating from 1905, this family-run, baseball-themed boutique hotel in a Craftsman-style home in the East Village is a 13-minute walk from downtown San Diego.

**Room rates:** Free Wi-Fi, Free parking, Accessible, Smoke-free

**Reviews:** "We had a small kitchen with all of the amenities and a nice bathroom." "Absolutely LOVE this place and would highly recommend."

**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



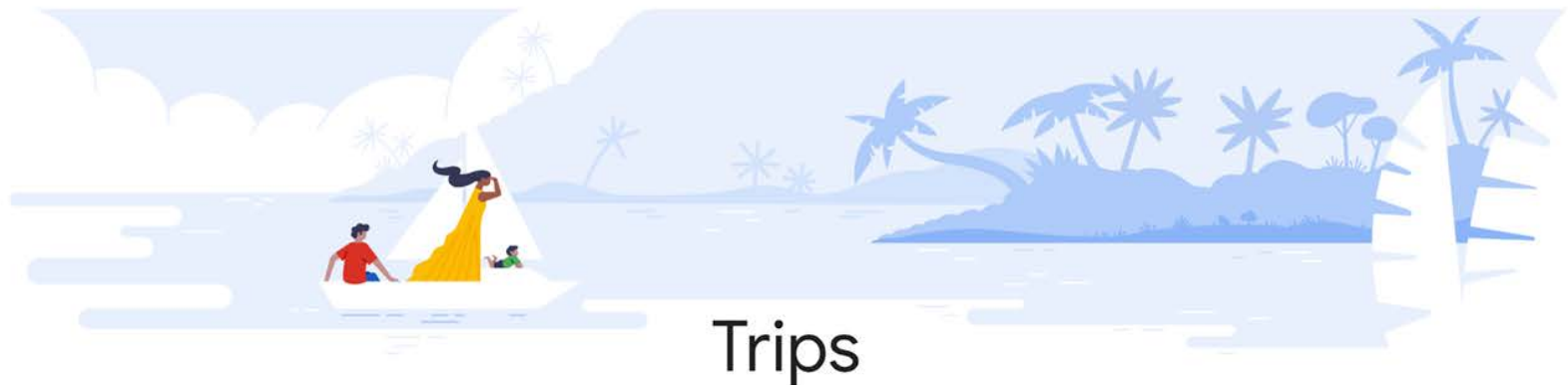
Things to do



Flights



Hotels



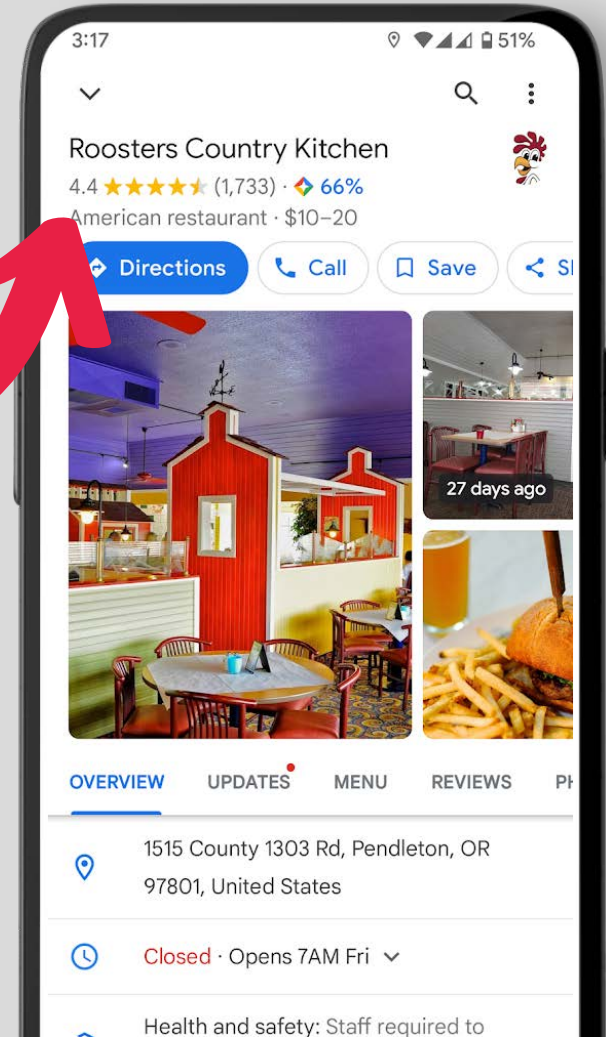
Google is the world's  
most important online  
travel platform

**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

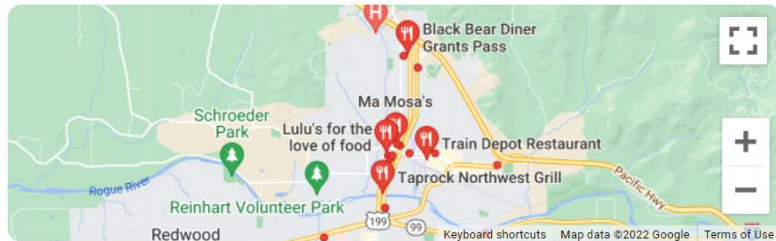


All Maps News Images Shopping More

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

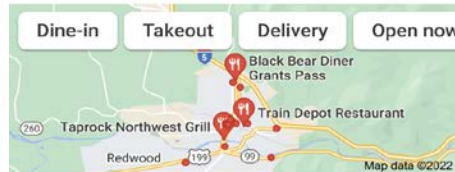
near Grants Pass, OR · Choose area

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

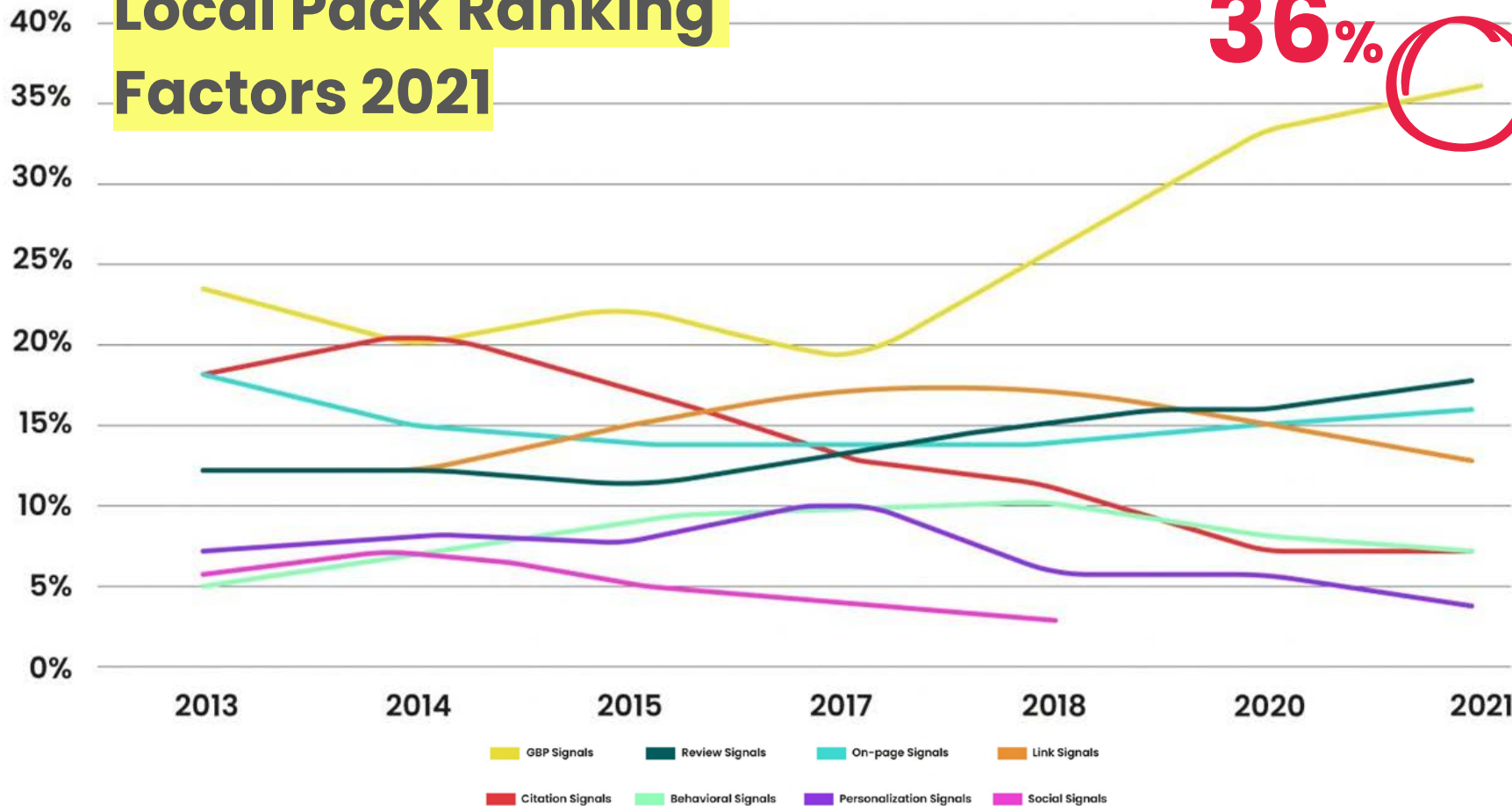


Collections



# Local Pack Ranking Factors 2021

36%





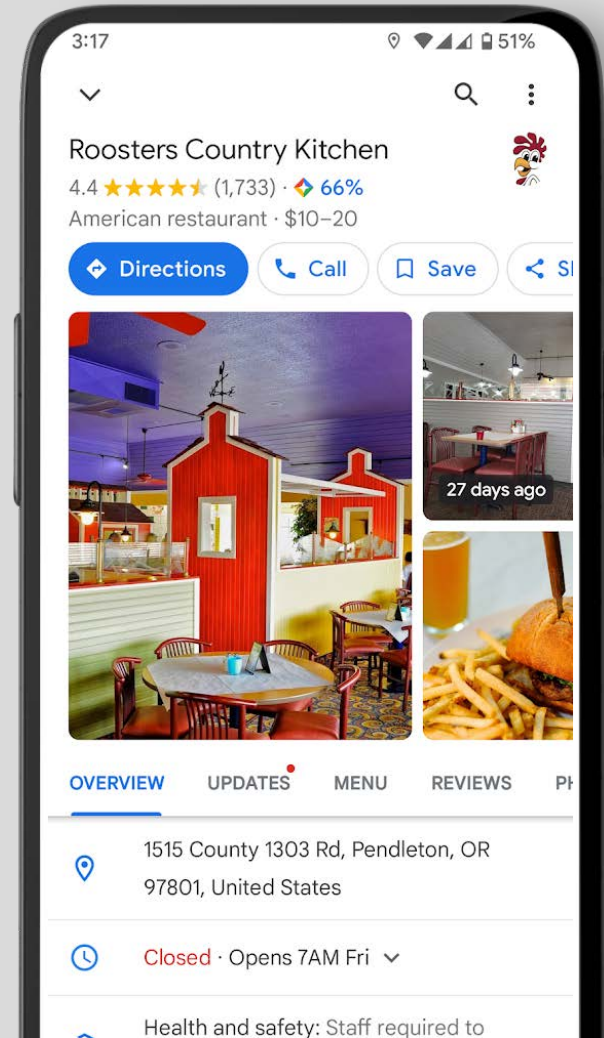
*Up-to-date profiles are:*

**2.7x** more likely to be  
considered reputable.<sup>1</sup>

**70%** more likely to  
attract location visits.<sup>1</sup>

**50%** more likely to lead  
to a purchase.<sup>1</sup>

<sup>(1)</sup> 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**”

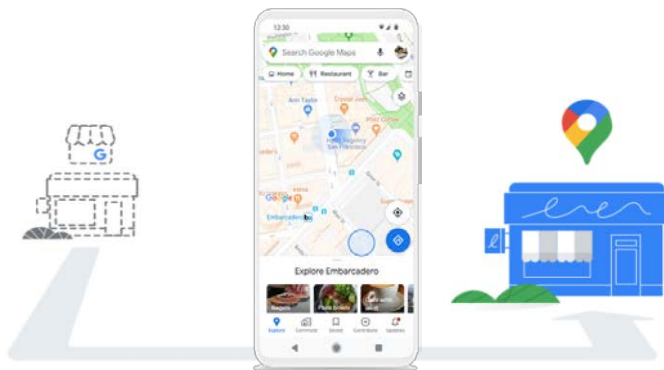




## The Google My Business app is being replaced

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 include a Google Business Profile for "CAC Enterprises" and several organic search results. A red scribble is drawn over the organic search results.

**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)
- Category:** Motorcycle driving school in Waterloo, Iowa
- Manage:** You manage this Business Profile

**Organic Search Results (Red Scribbled Out):**

- [https://nicelocal.com/waterloo-ia/cac\\_enterprises](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

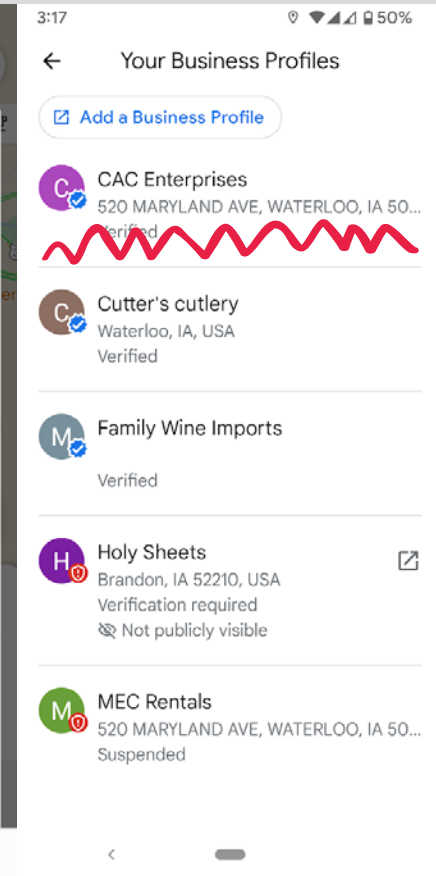
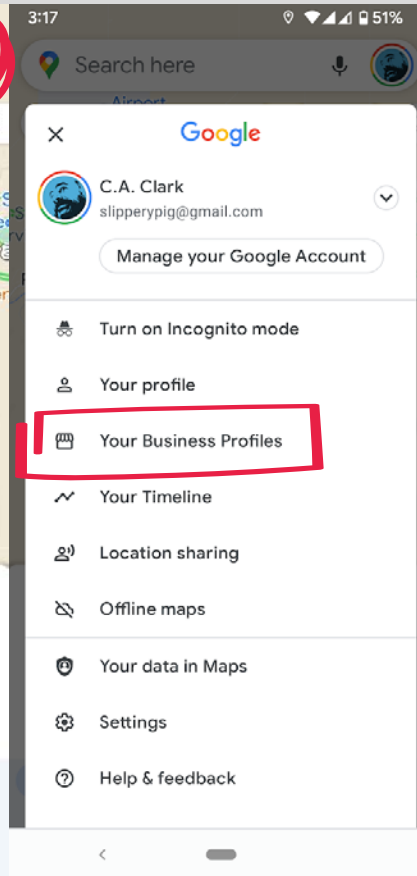
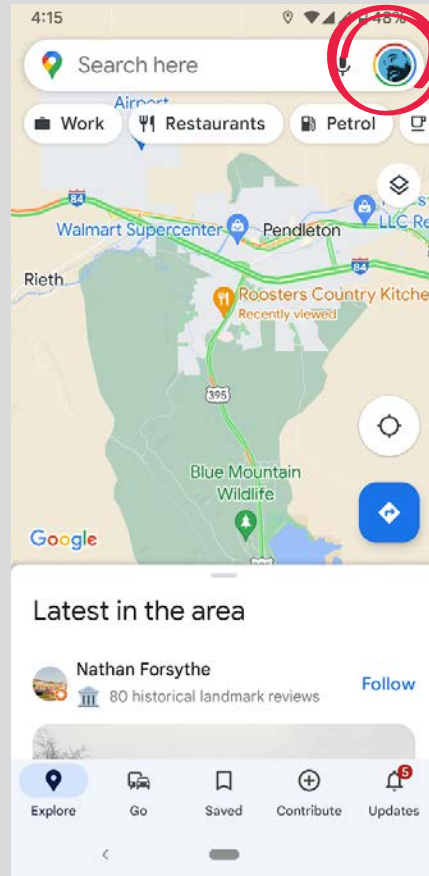
**Address:** 520 Maryland Ave, Waterloo, IA 50701, United States

**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

Your posts

New views this week

1053  
Updated just now

[Reach more customers through posts](#)

Posted Mar 2, 2022



Google Business Profiles

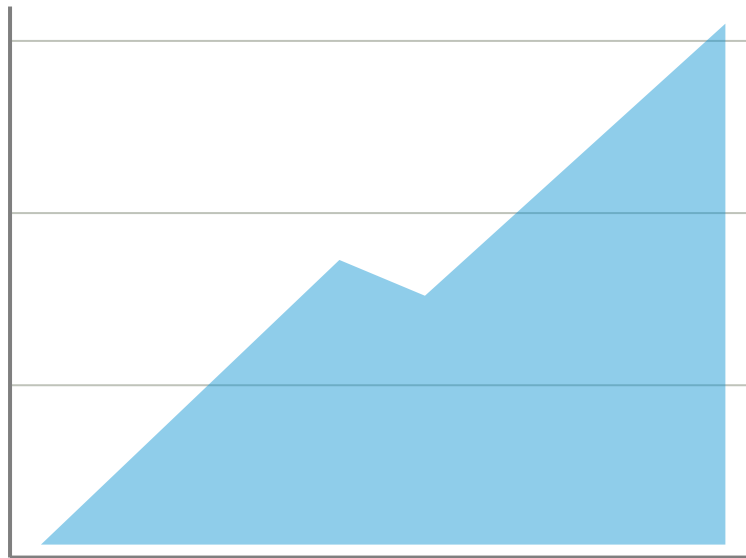
# Five Fundamentals



# 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**



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



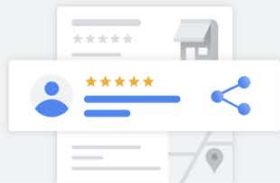
Promote



Customers

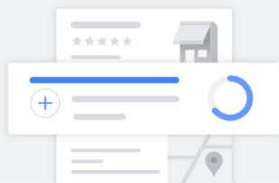
Get more reviews

Share your review form  
with past customers



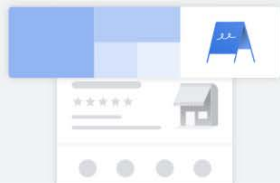
Turn more views  
to customers

Complete your profile to  
convert your 1029 monthly  
views into customers



Add exterior photo

Help customers locate  
your storefront



Ke  
up  
An  
an



Only managers of this profile can see this

# Edit Hours

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



← 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

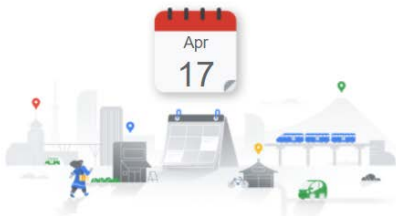
Sunday	Closed
Monday	8:30 AM–5:00 PM
Tuesday	8:30 AM–5:00 PM
Wednesday	8:30 AM–5:00 PM
Thursday	8:30 AM–5:00 PM

# 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)

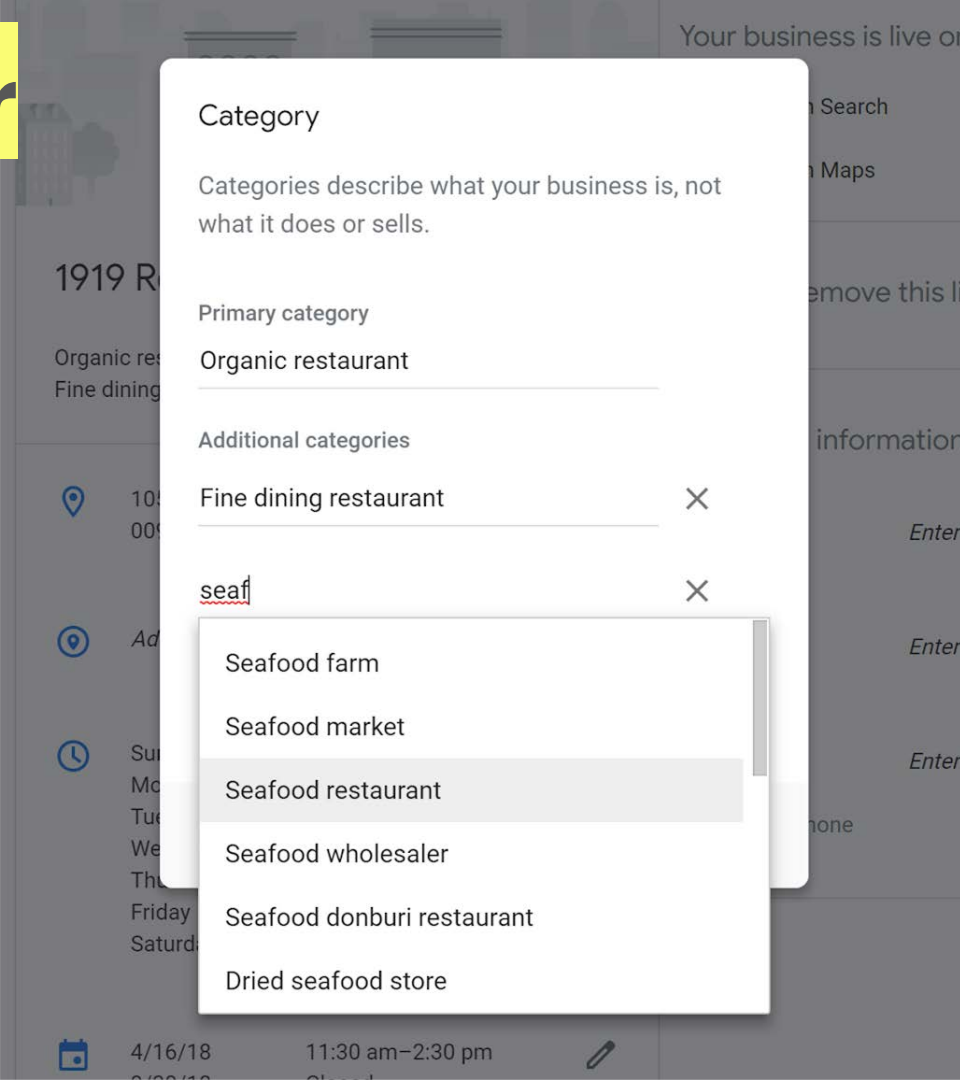
10:00 AM – 7:30  
PM

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



# Edit Categories

Look for  
“Business  
information”  
then “Business  
category”



Your business on Google

1,448 views this month



Edit profile



Promote



Customers



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

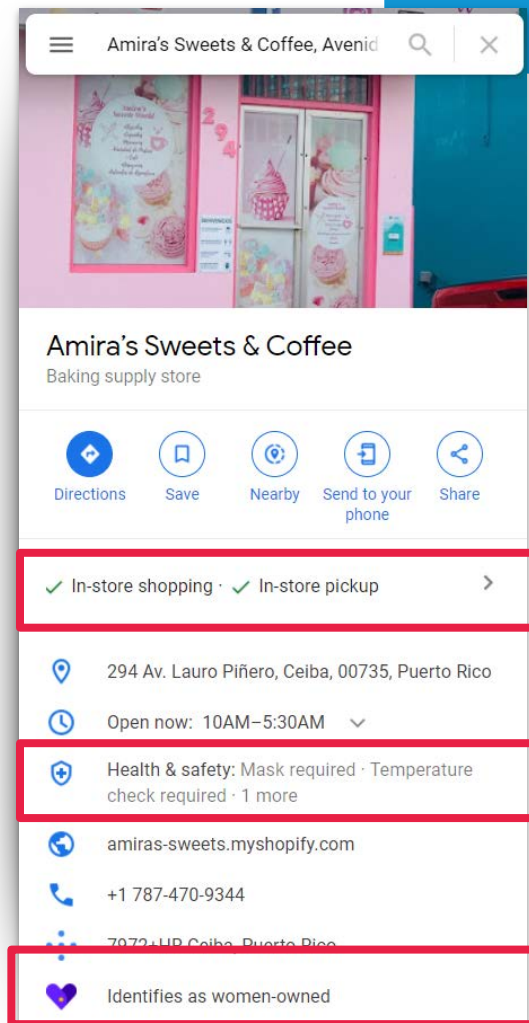
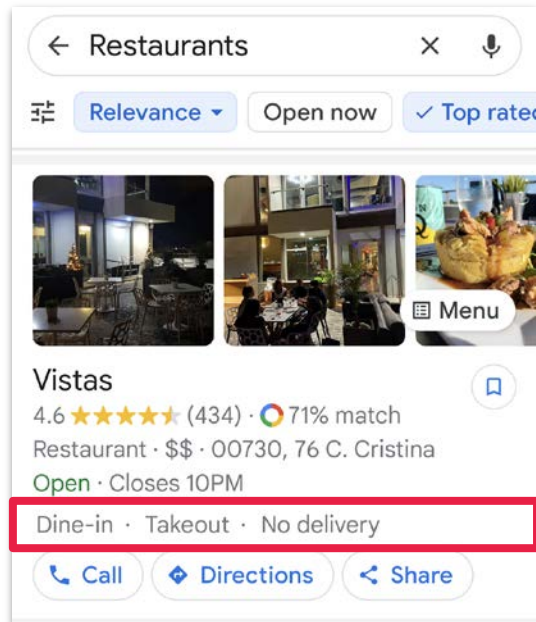
# Edit Categories

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, there is a section titled 'More' with the following options: 'From the business', 'Identifies as women-owned', 'Identifies as veteran-owned', 'Accessibility' (which is circled in red and has an edit icon), 'Add', 'Amenities', 'Add', 'Crowd', 'Add', and 'Learn how business information is gathered and used by Google' (with a 'Learn more' link).



# 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**

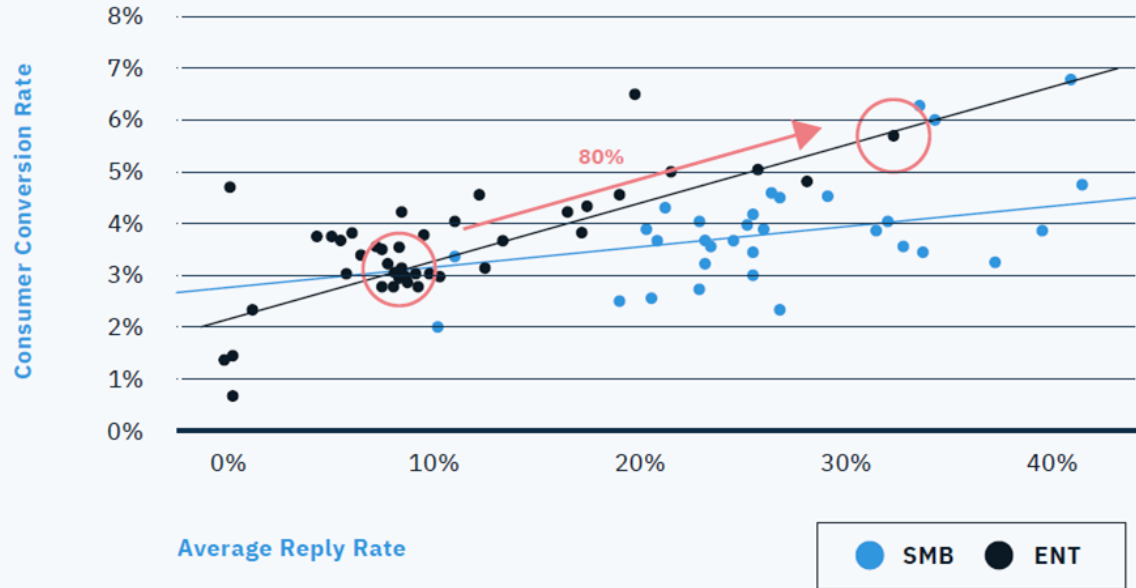
1 review



# 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



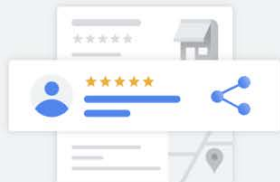
Promote



Customers

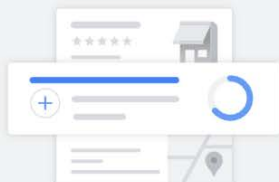
### Get more reviews

Share your review form with past customers



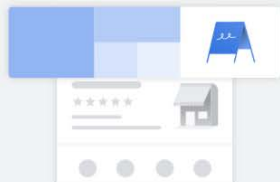
### Turn more views to customers

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



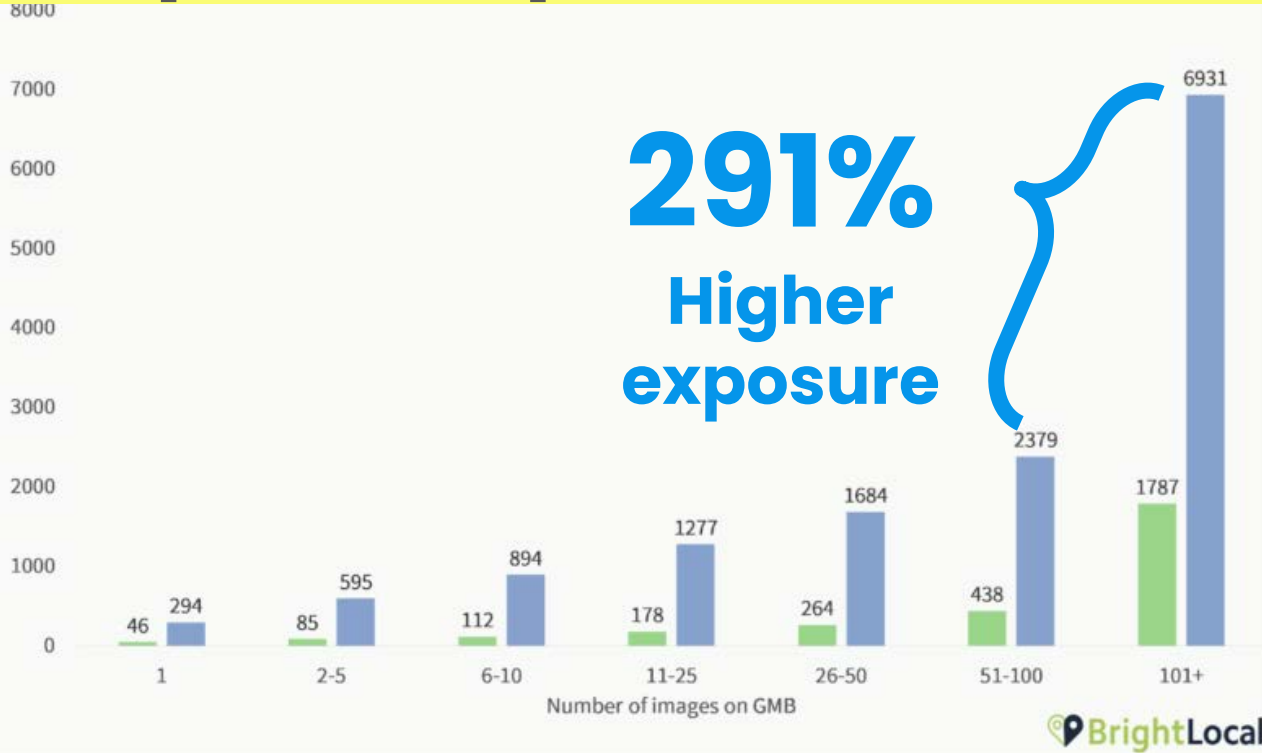
# 5. Upload 4 photos a month

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





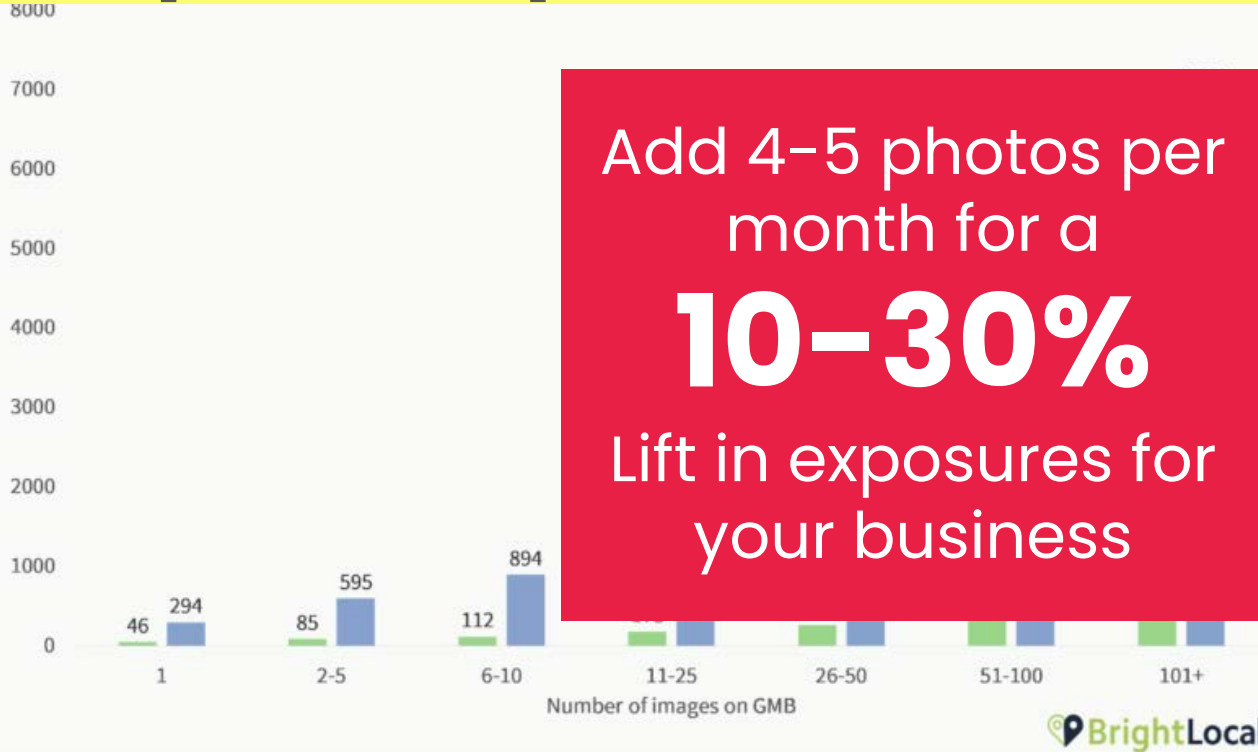
## 5. Upload 4 photos a month



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.

Upload public photos of Cutter's

Upload

← 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

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



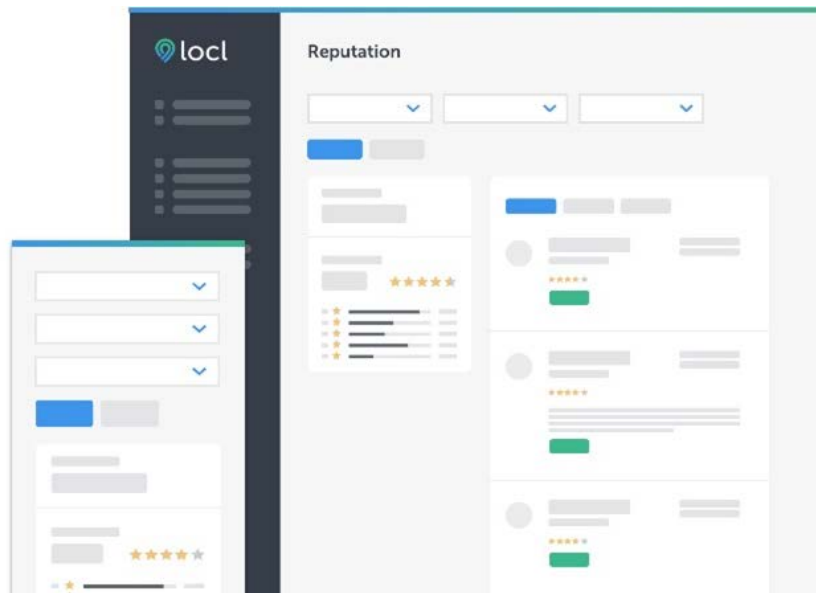
Post 4 **photos** a month for a 30% lift in exposure



Google Business Profiles

# Free Management Tools



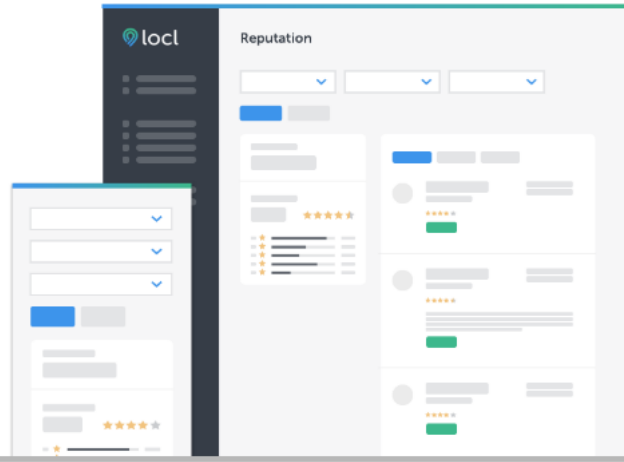


If you're thinking that this **sounds like a lot to manage** – you're right!

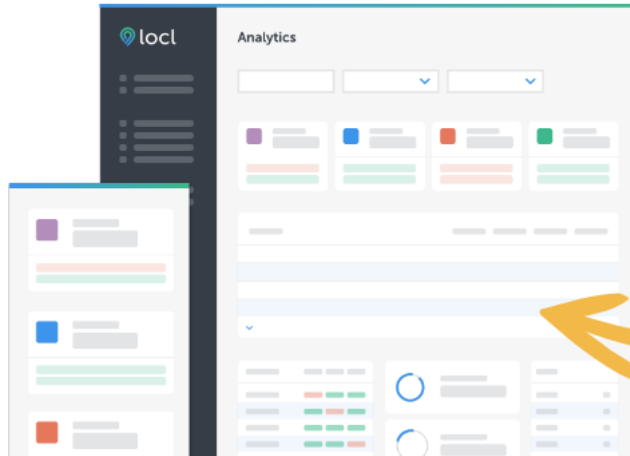
That's why Travel Oregon has teamed up with Oregon-based company, Locl, to offer you a **free way to manage and maximize your Google Business Profile** without all the clutter.



**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



[\*\*\*https://locl.io/traveloregon\*\*\*](https://locl.io/traveloregon)





## 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](https://calendly.com/traveloregonlocl/support)***

- Attend a training:

***[June 9: industry.traveloregon.com/gbp-june](https://industry.traveloregon.com/gbp-june)***

***[June 23:](https://industry.traveloregon.com/locl-june)***

***[industry.traveloregon.com/locl-june](https://industry.traveloregon.com/locl-june)***

- Visit the Business Listings Toolkit

***[industry.traveloregon.com/listings](https://industry.traveloregon.com/listings)***





# Questions & Discussion



**Thanks for joining us today!**