



**TRAVEL
OREGON**

Travel Oregon

GOOGLE BUSINESS PROFILE FUNDAMENTALS

August 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.



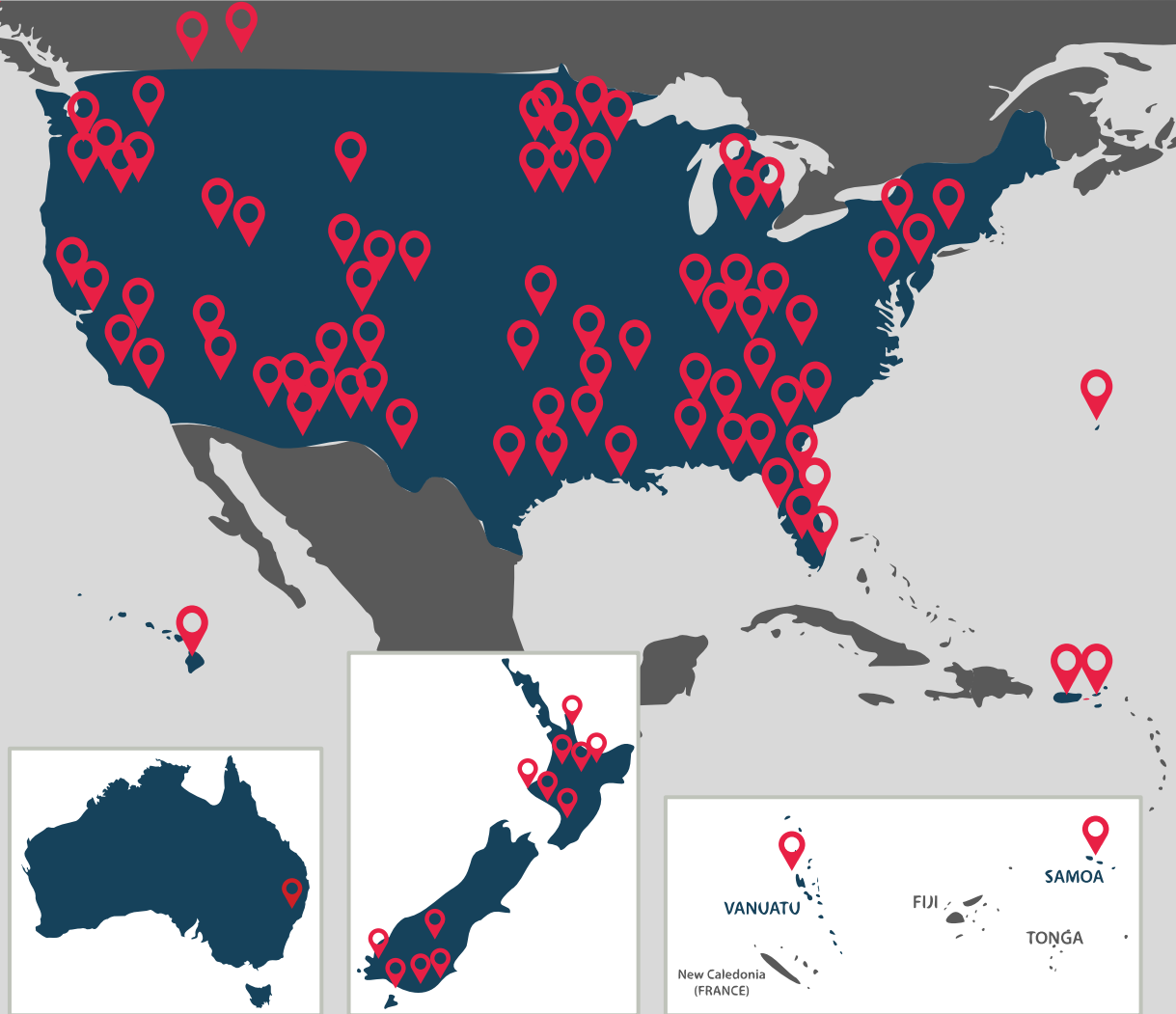
Kim Palmer

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?

About 7,600,000 results (0.54 seconds)

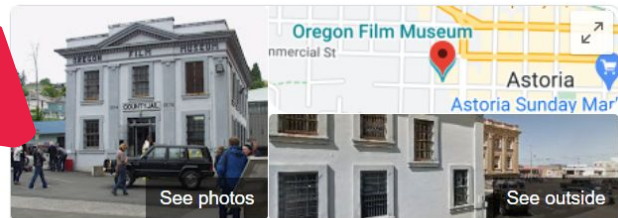
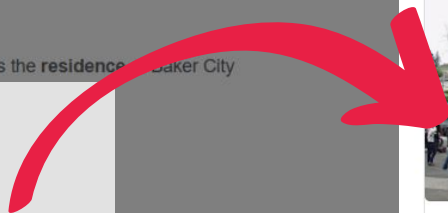
<https://traveloregon.com> > ... > Attractions > Museums

✓ 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...

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 ▼

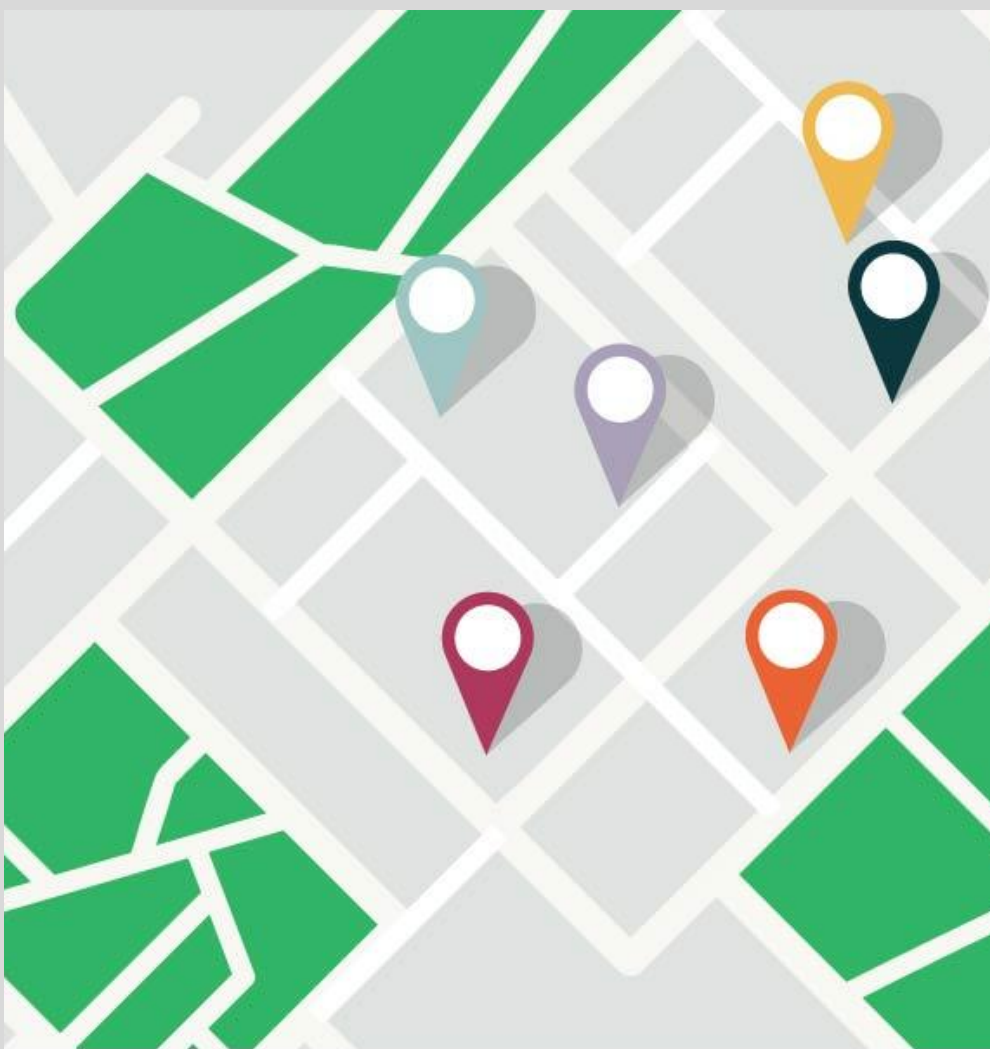
Phone: (503) 325-2203

Added to NRHP: May 19, 1983

NRHP Reference Number: 83002145

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

The screenshot displays a travel application interface. At the top, there's a header with a map of San Diego and a red location pin. Below the map, the listing title 'Mudville Flats - Luxury Room, Convention, Boutique Hotel, Downtown Vacation Rental Hotel' is prominently displayed. Underneath the title, there are two buttons: 'See photos' and 'See outside'. A row of three buttons follows: 'Website', 'Directions', and 'Save'. Below these buttons, a row of five gold stars indicates a high rating, followed by the text '36 Google reviews'. A blue button labeled 'BOOK A ROOM' is positioned to the right. The listing details include the address '127 Tenth Ave, San Diego, CA 92101', a phone number '619 232-4045', and a 'Check availability' link. A date selector shows 'Mon Jul 28' and 'Wed Jul 31'. A price tag of '\$199' is shown with a right-pointing arrow. Below the price, there's a section for 'Hotel details' listing amenities: 'Wifi', 'Free parking', 'Accessible', 'Air-conditioned', 'Kitchen in all rooms', and 'Smoke-free'. A description of the property is provided, mentioning its history as a family-run, baseball-themed boutique hotel. At the bottom, there's a section for 'Reviews' with a prompt 'Know this place? Answer quick questions' and a 'Write a review' button. A 'Add a photo' button is also visible. The app's interface is in English, and a yellow highlight is placed over the word 'es' in the search bar at the top left.



Google reports
local search
delivers over

4 BILLION

direct connections
for businesses
every month.



Trips



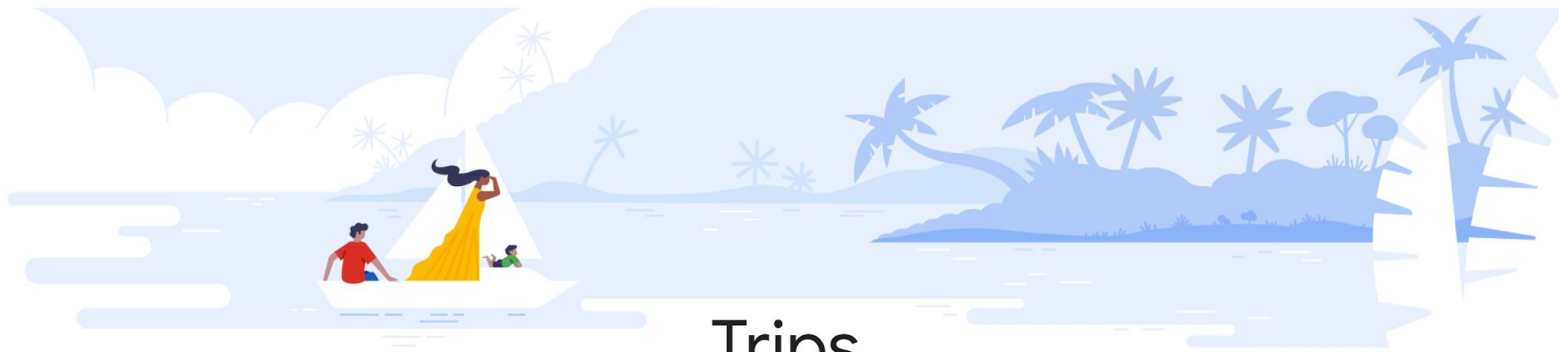
Things to do



Flights



Hotels



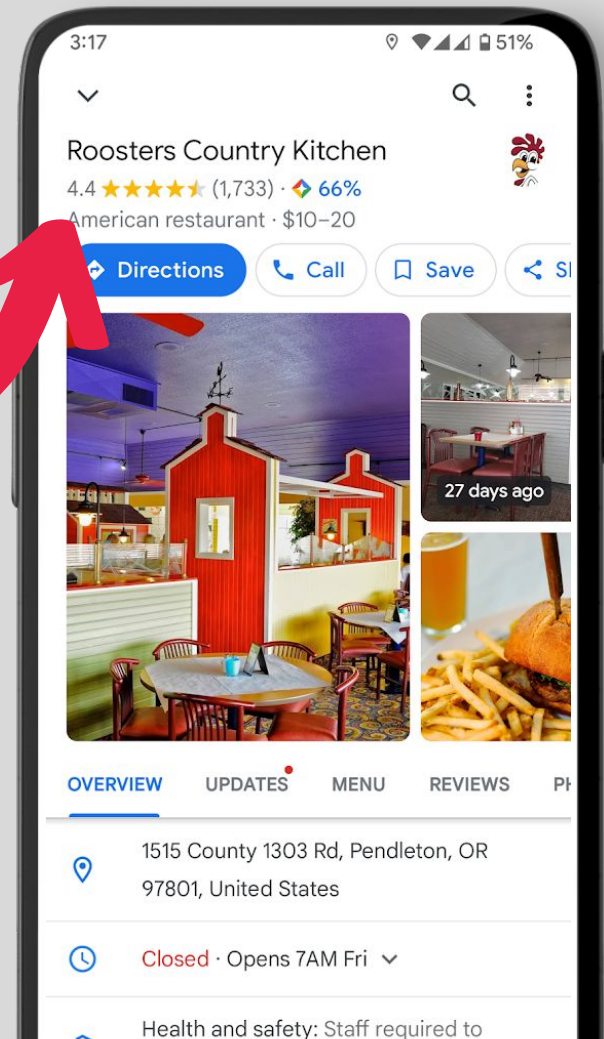
Trips

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



The "Local Pack"

restaurants in grants pass oregon

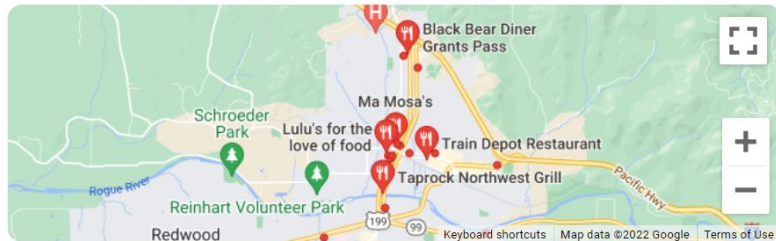


All Maps News Images Shopping More

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



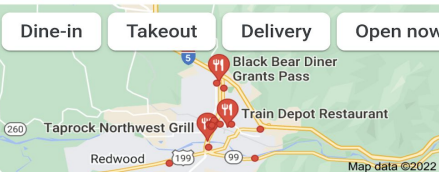
More places

restaurants in grants pass...

All Maps News Images Videos Shopping

Restaurants

near Grants Pass, OR · [Choose area](#)



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



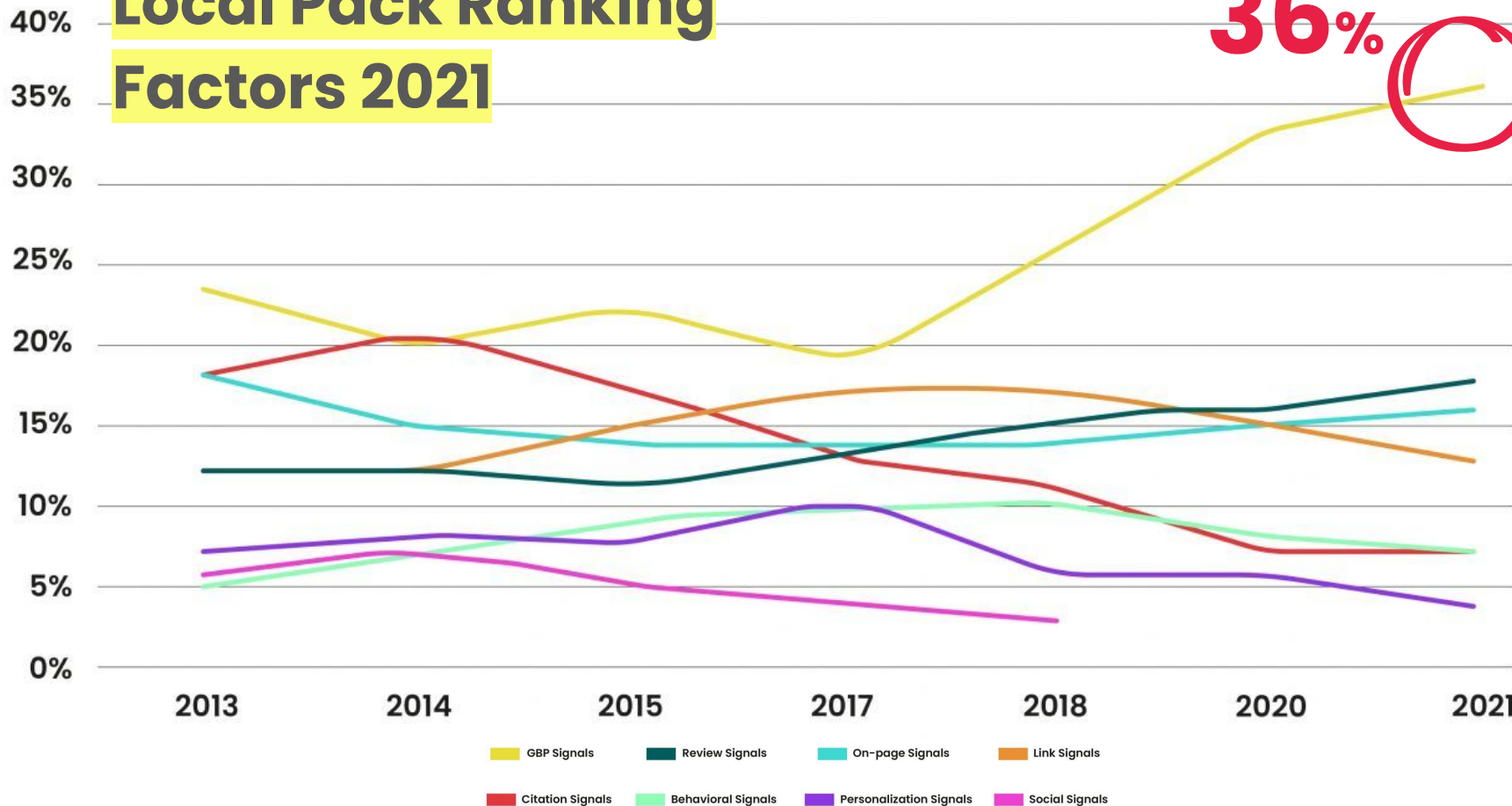
Search



Collections

Local Pack Ranking Factors 2021

36%



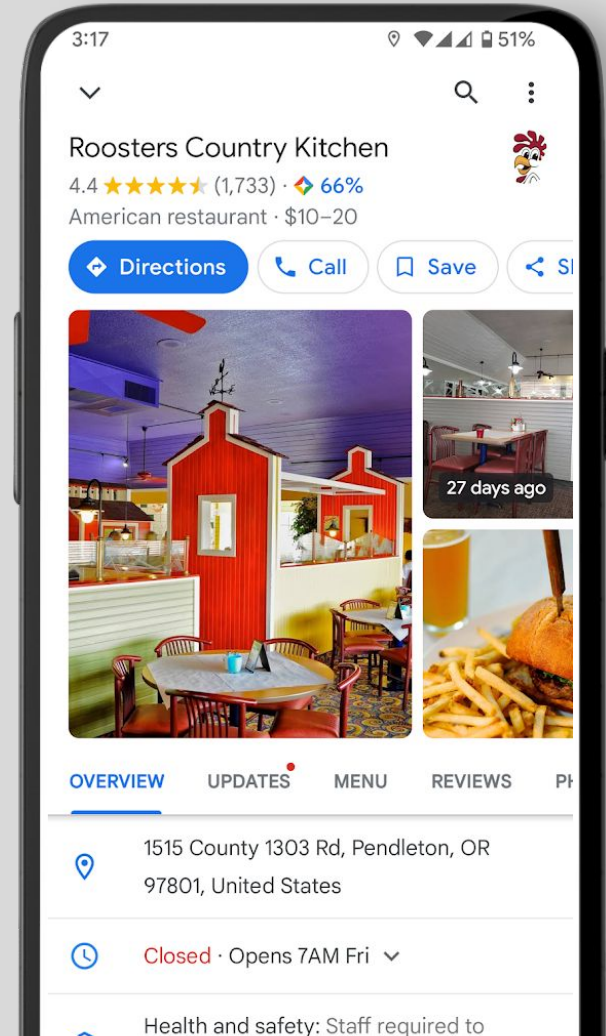
Up-to-date profiles are:

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

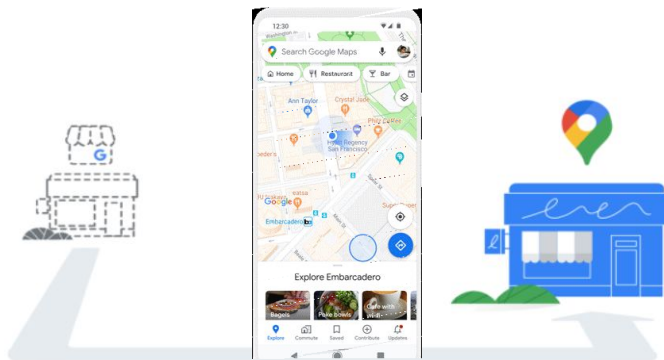
Google is retiring the name “Google My Business” and rebranding everything as “**Google Business Profile**”



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.



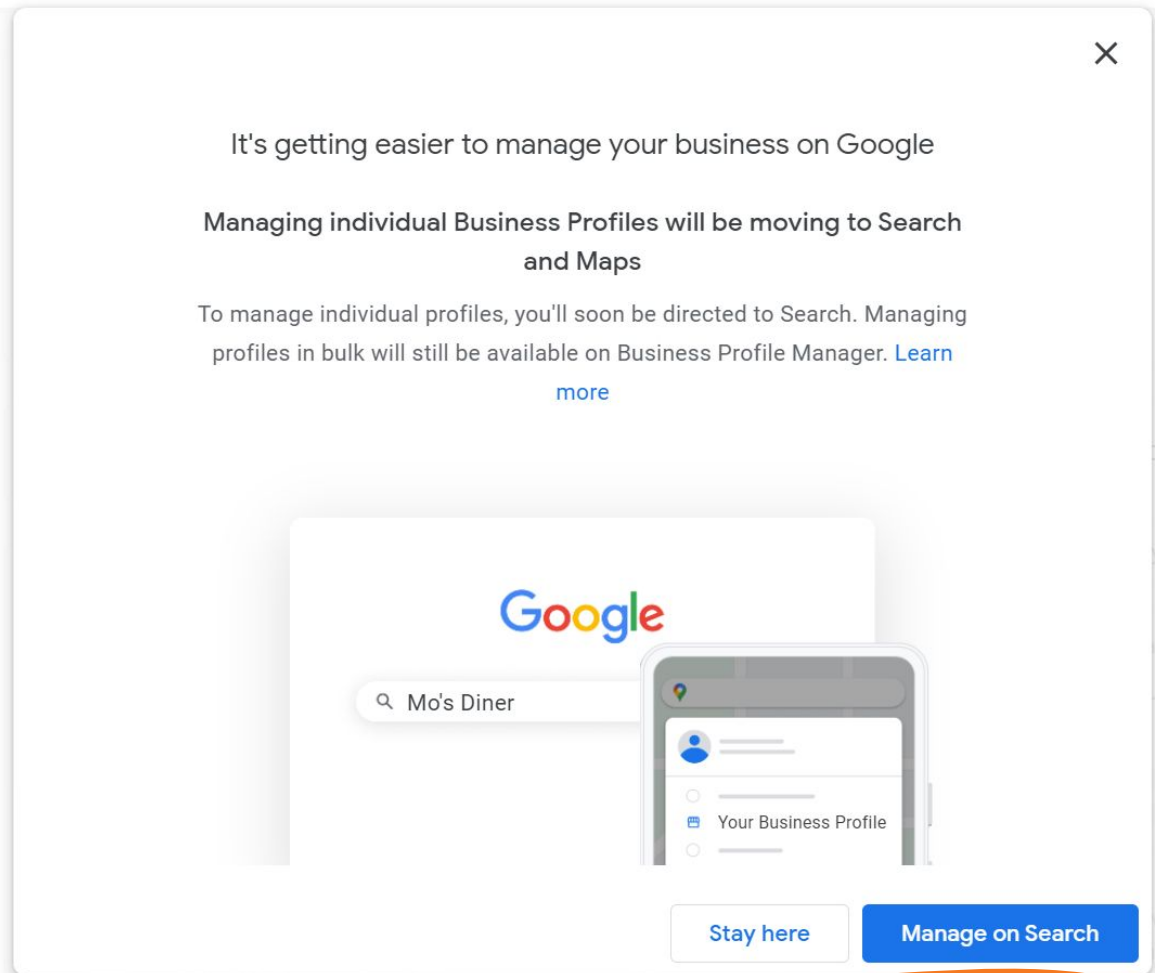
Visit the [Help Center](#) to learn more.

GMB App

The Google My Business App **has been removed** from Google Play and Apple app store.

Two new edit options

Editing your Google Business Profile will now be done in **SERP** or in the **maps app**. Once you switch, you can't go back.



Two new edit options


To edit in **SERP**
log in to your
Google account
and search for
you business by
name + city.

Google

cac enterprises waterloo iowa

Q All Maps Images News Videos More Tools

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

Only managers of this profile can edit

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 ...

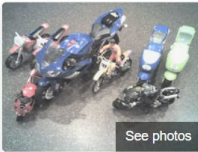
<https://usa-education.worldorgs.com/catalog/waterloo>

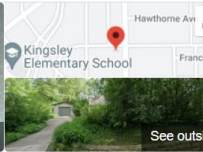
1 CAC Enterprises in the city Waterloo
Address: 520 Maryland Ave, Waterloo, IA 50701, United States ; Phone: +1 941-224-6545.

<https://www.enterprise.com>

✓ 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

 See photos

 See out

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
Phone: +1 941-224-6545

Edit your business information

Add missing information
Add website
Add appointment link

Know this place? Share the latest info

Products

+ Add

bikes

I'm a big fan
US\$5.00--155.00

Explore categories
bikes fans

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

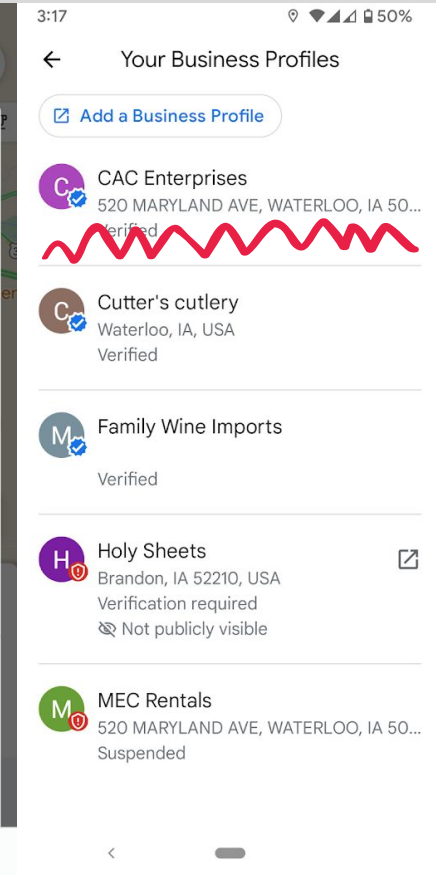
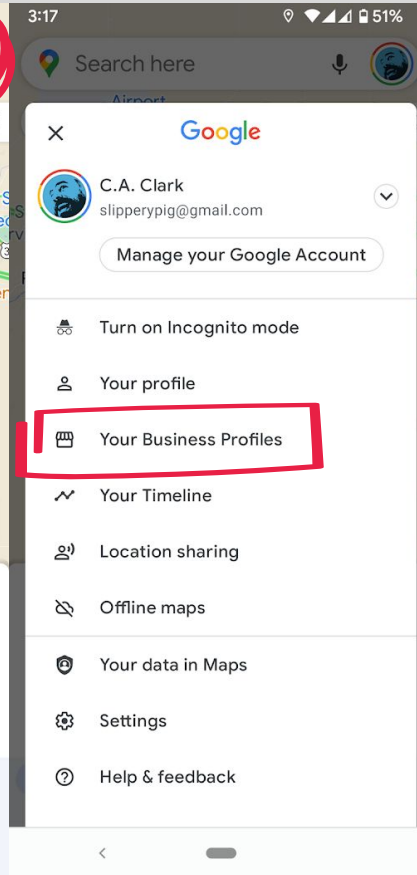
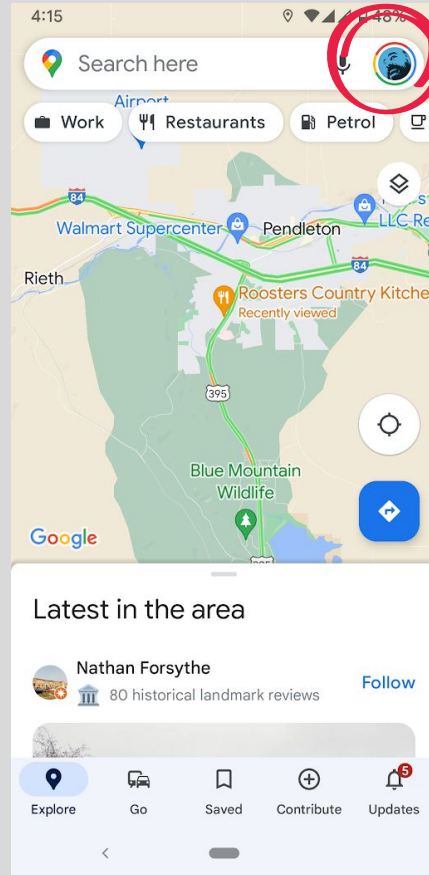
You manage this Business Profile ?

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

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

Two new edit options

To edit in the
maps app, click
on the menu
and select “Your
Business
Profiles”



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.

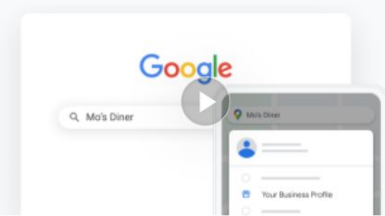
[Get Started](#)

[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 insurance

Getting started is simple - we walk you through the process. Set your own 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.

The screenshot displays the Google Business Profile Manager interface. At the top, the header includes the Google logo, the text "Google Business Profile Manager", a search bar with the placeholder "Search businesses", and a user profile icon. The main content area is divided into a left sidebar and a central panel. The sidebar, under the "ORGANIZATION Miles Partnership" header, lists navigation options: Home, Posts (highlighted), Info, Insights, Reviews, Messages, Photos, Services, Website, Users, Create an ad, Businesses, and Settings. The central panel shows the profile for "The Kahala Hotel & Resort" with its address: "5000 Kahala Avenue, Honolulu, HI 96816, United States". It features a large image of the hotel building at sunset, with the text "Posted Apr 1, 2022" above it. Below the image, the post is titled "Special Offers and Packages" with a date range of "Apr 1 – May 2". The post text states: "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." A blue "Learn more" button is positioned below the text. At the bottom of the post, engagement metrics are shown: "2.21K views" and "15 clicks", along with a share icon and the text "Share post". To the right of the main content, a "Your posts" sidebar indicates "New views this week" as "1053" and "Updated just now", with a link to "Reach more customers through posts". A blue circular button with a post icon is located at the bottom right of the interface.

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.

Bohemia Gold Mining Museum

5.0 ★★★★★ (32)

Museum

Directions

Call

Directory



REVIEWS PHOTOS UPDATES ABOUT



308 S 10th St, Cottage Grove, OR
97424



Suggest an edit



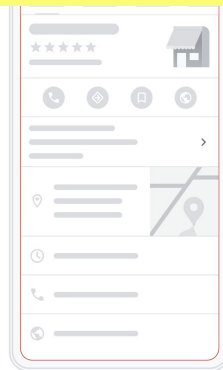
Claim this business



(541) 942-5022

But First – Claim Your Business

Availability of specific verification methods will vary by business type. Choose whichever works best for the business.



In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)

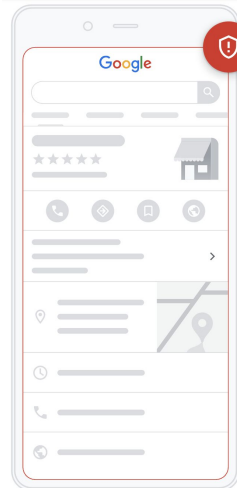
Postcard by mail

Have a postcard with your code mailed to this address
This may take up to 5 days to arrive

Shenandoah Park
801 Maplewood Drive, Shenandoah, Texas 77381-1052,
United States

Mail

[More options](#)



Verify

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)

(787) 289-2121

Get your code at this number now by voice, email or text message.
Standard rates apply.

Language

English

Call

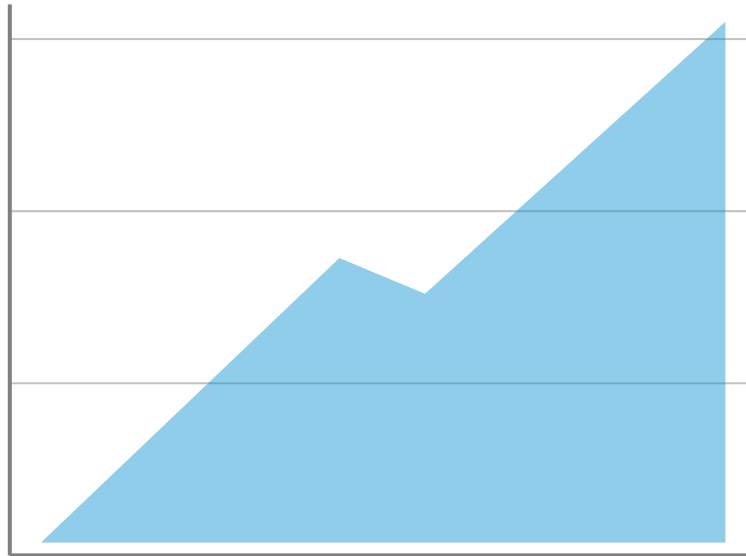
Text

[More options](#)

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”



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

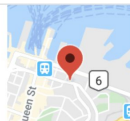


SAVE



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: 09 057 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



[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



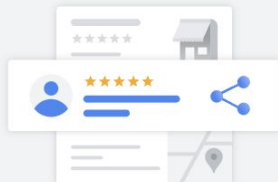
Promote



Customers

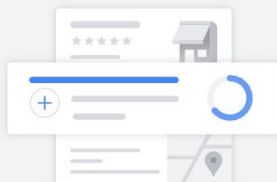
Get more reviews

Share your review form
with past customers



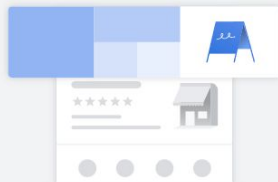
Turn more views
to customers

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

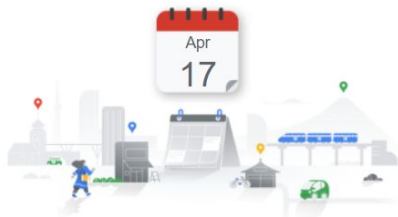
Open with main hours

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

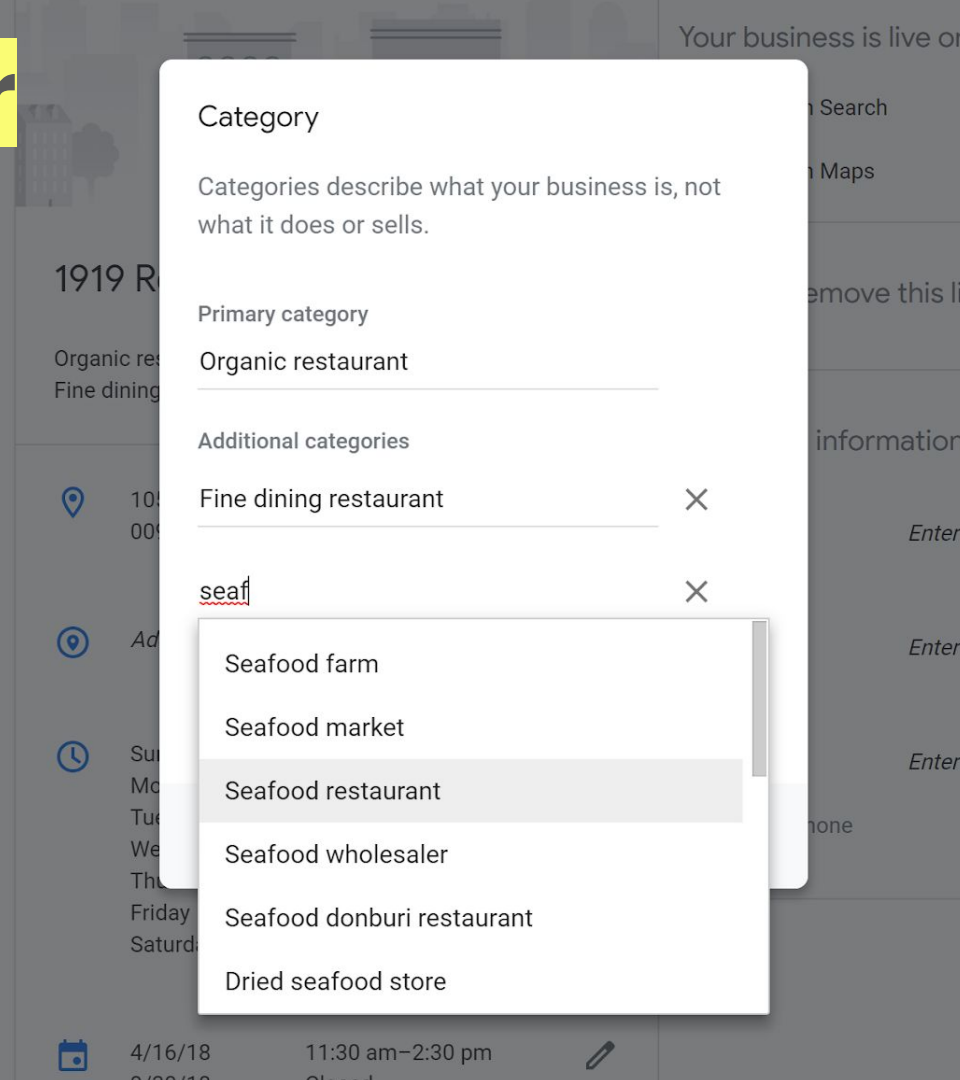
Anzac Day
(Wednesday 4/25)

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

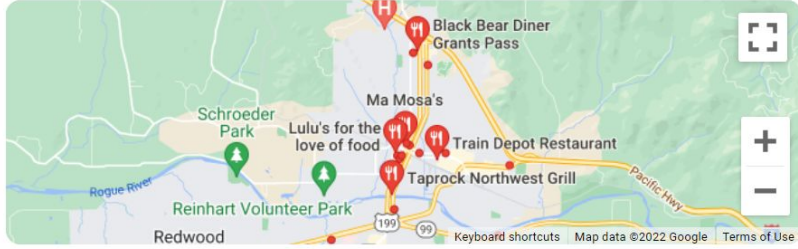
Categories can also influence your opportunities to appear in the local pack.

restaurants in grants pass oregon

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
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Ma Mosa's
4.6 ★★★★★ (738) · \$\$ · Brunch
118 NW E St
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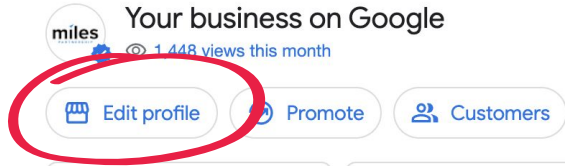
→ More places

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

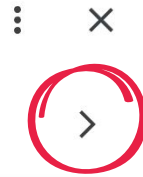
Categories

← Edit profile

Business information


Let customers learn more about your business

Hours



Business name

Miles Partnership

Business category 

Marketing agency

Description

Add

Look for
“Business
information”
then “Business
category”

Category

Help customers find your business by industry.

Primary category

Restaurant

Additional categories

Lunch restaurant



Brunch restaurant



Breakfast restaurant



Cancel

Apply

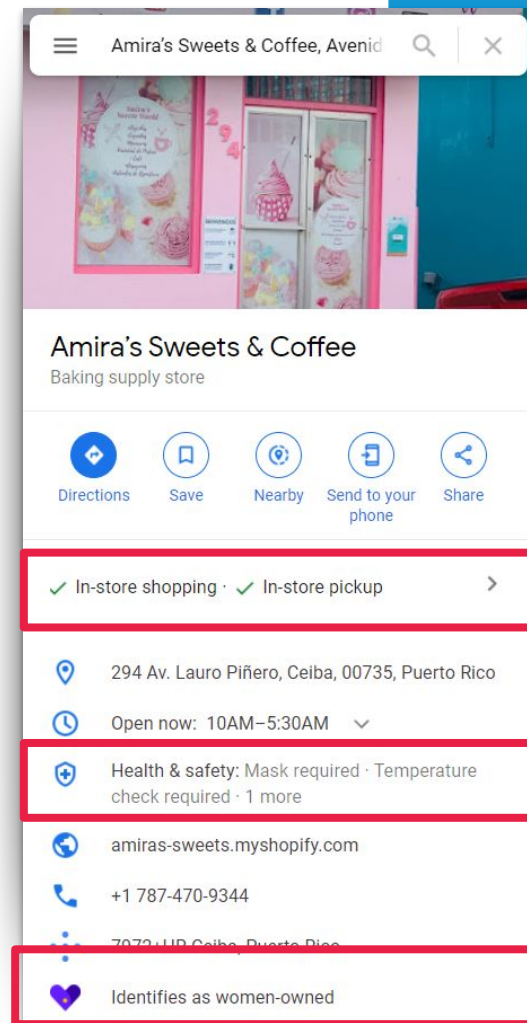
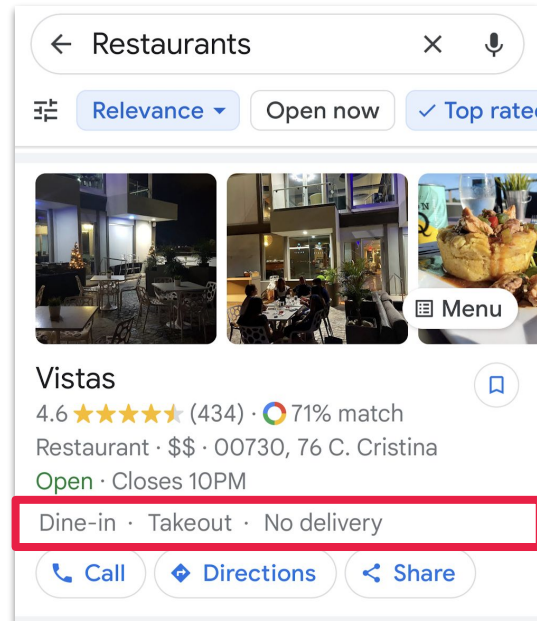
Edit

Categories

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

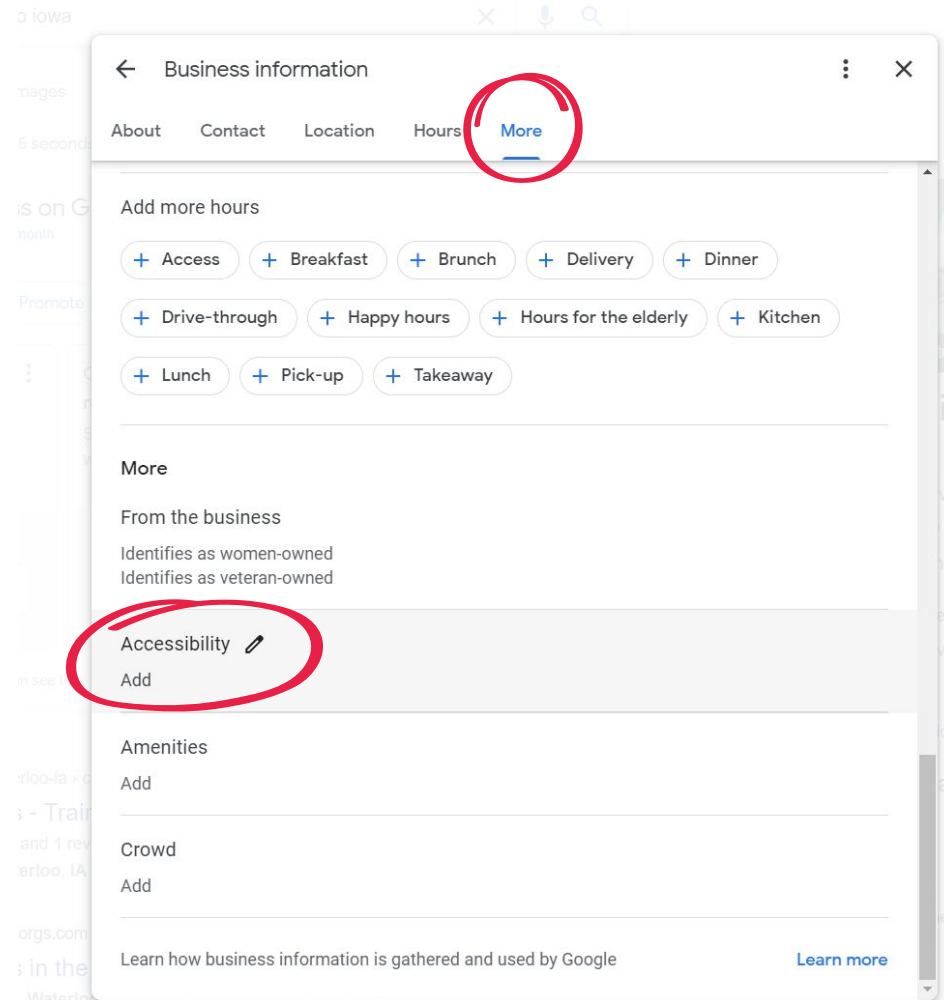
3. Monitor Attributes

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”



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

Attributes

Only attributes you can edit are shown below.

[Learn more](#)

[Search these attributes](#)

✓ Laundry service

✓ Meeting rooms

+ Newspaper delivery

Parking

⊘ Free

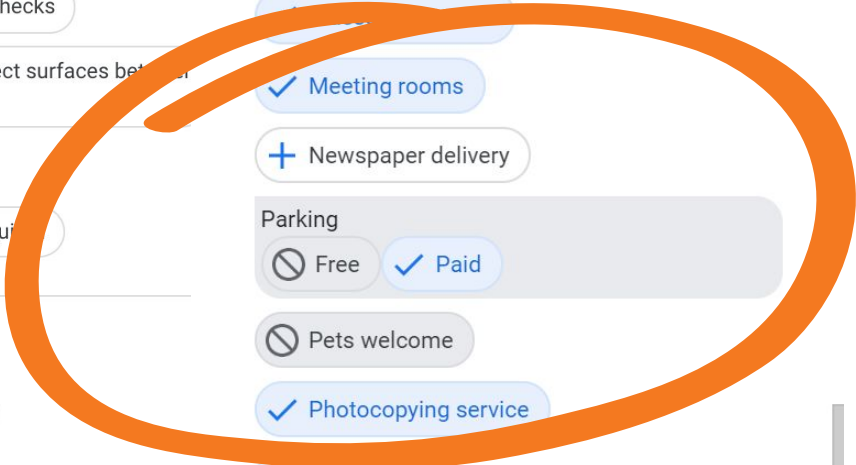
✓ Paid

⊘ Pets welcome

✓ Photocopying service

✓ Restaurant

✓ Room service



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.



1

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



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



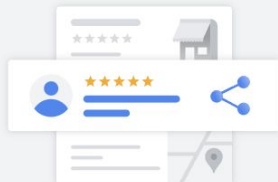
Promote



Customers

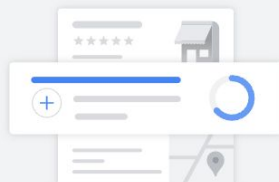
Get more reviews

Share your review form
with past customers



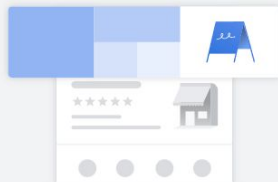
Turn more views
to customers

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. [Learn more about how to respond to reviews.](#) Business Profile

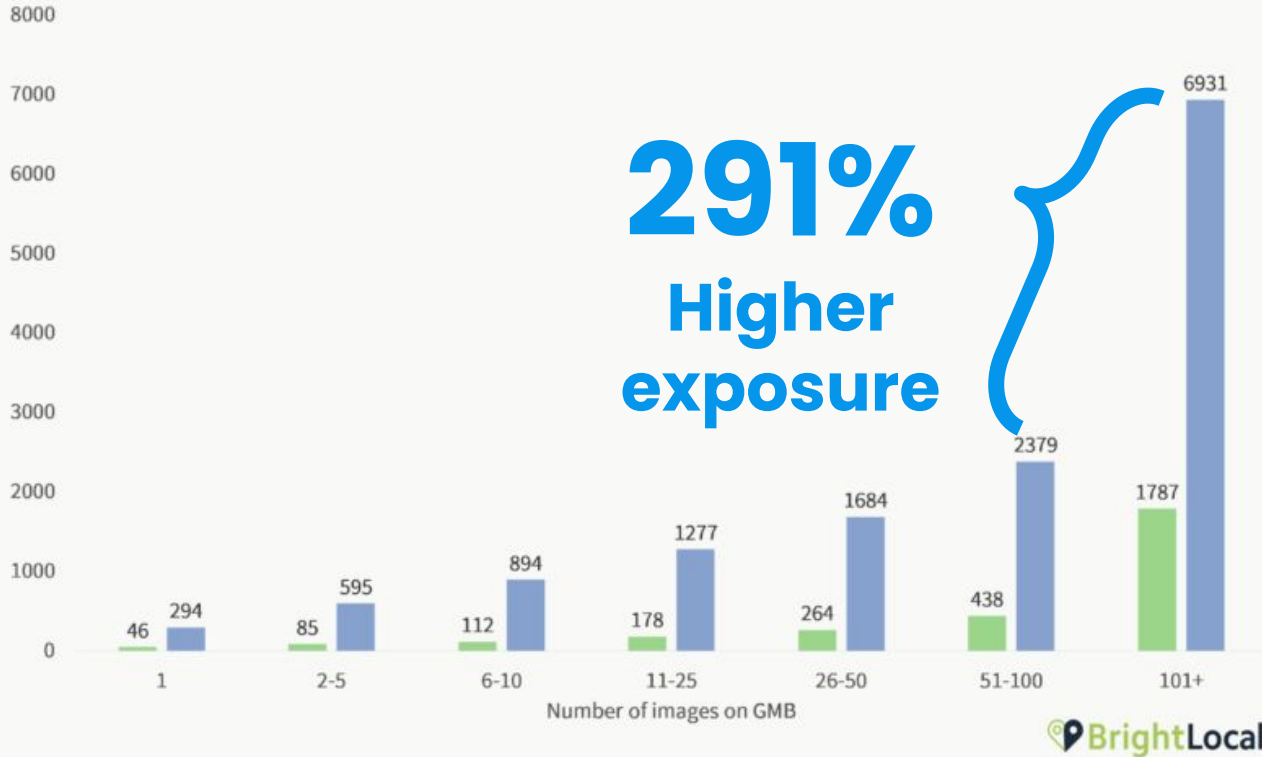
Reply

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



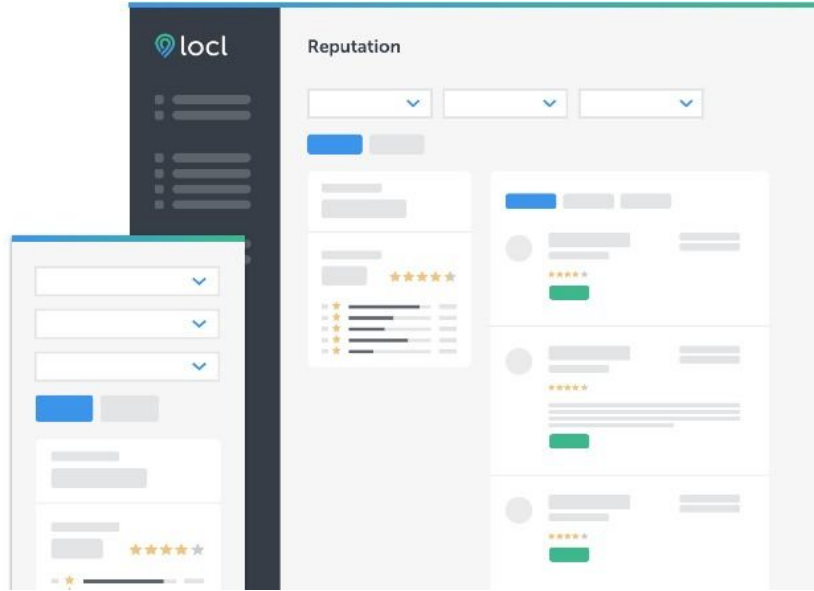
Respond to 30% of your **reviews** for an 80% lift in conversions



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

Google Business Profiles

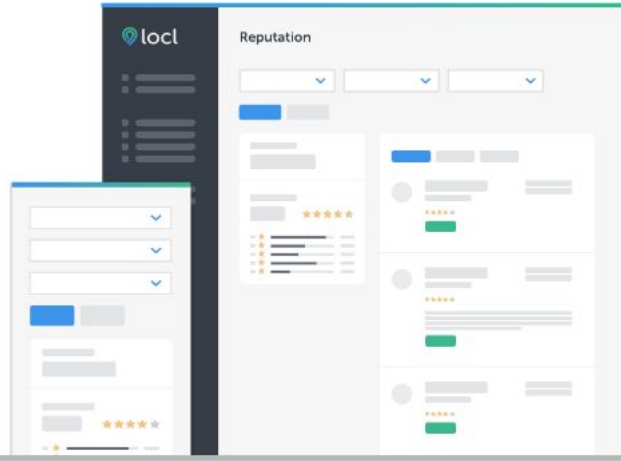
Free Management Tools



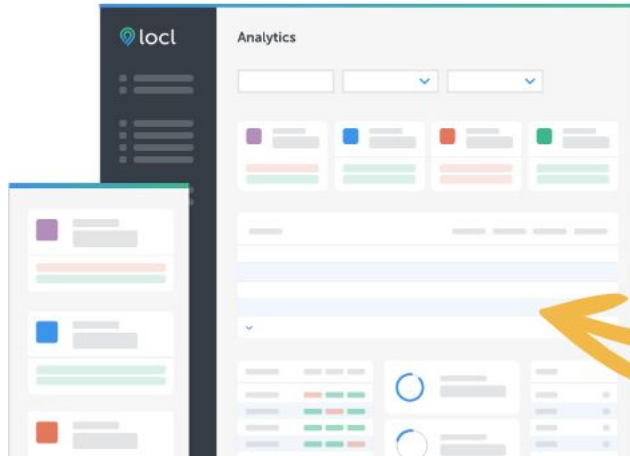
If you're thinking that this **sounds like a lot to manage** – you're right!

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:
August 25:
<https://industry.traveloregon.com/opportunities/event/locl-fundamentals-august-2022/>
- Visit the Business Listings Toolkit
industry.traveloregon.com/listings



Questions & Discussion

**Thanks for joining us
today!**