



**TRAVEL  
OREGON**

Travel Oregon

# **GOOGLE BUSINESS PROFILE FUNDAMENTALS**

April 2023



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.

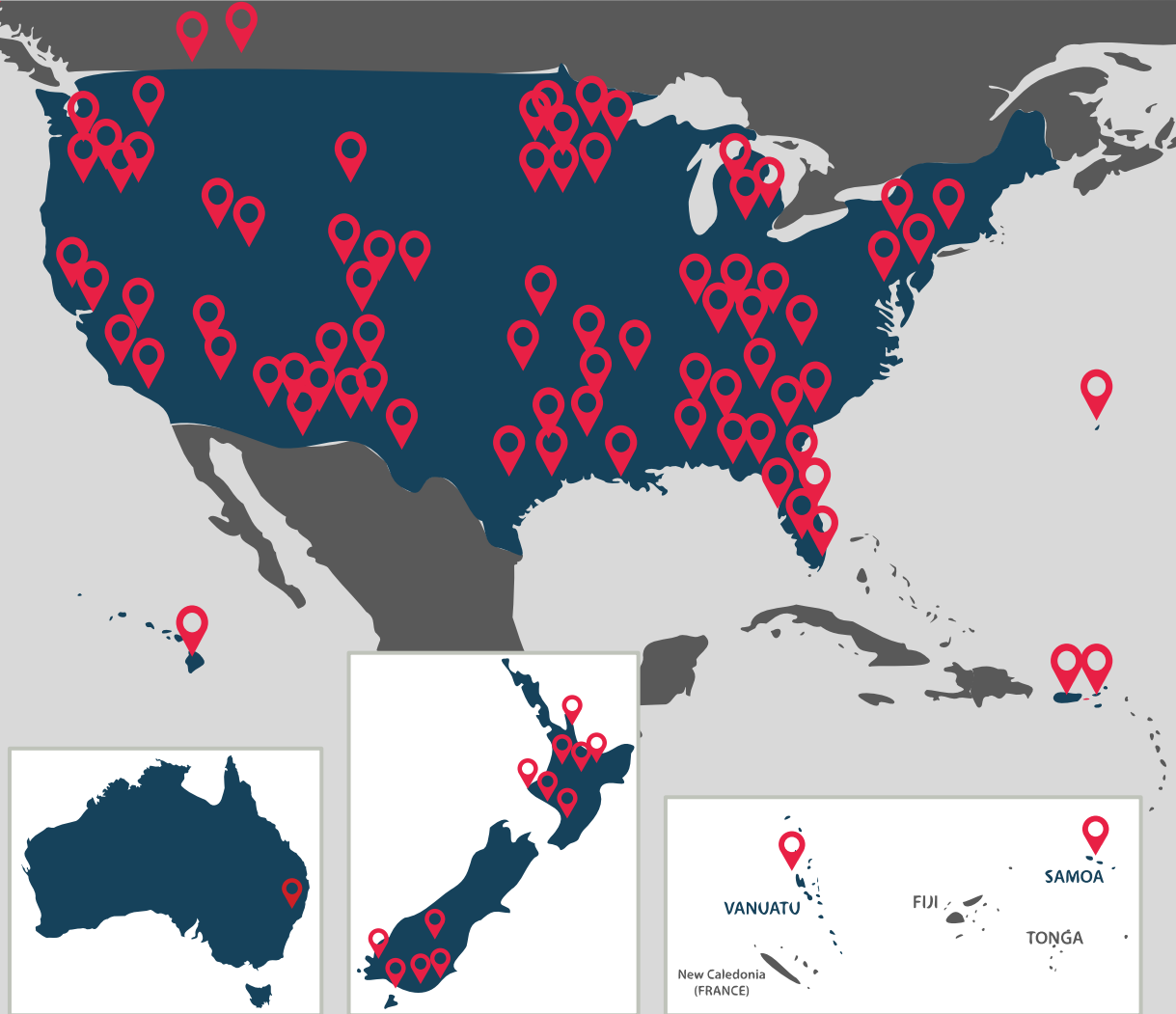


**C.A. Clark**  
GM Auckland Office

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.





**270+**

Destinations have participated in some version of our program

**150,000+**

Businesses and POI have been audited and analyzed

**8,000+**

Business owners and managers received in-person or virtual training



Google Business Profiles

# Why Is This Important?

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)

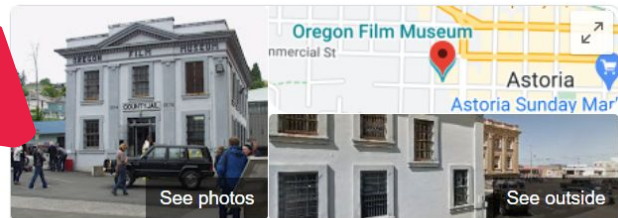
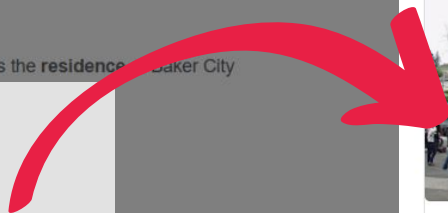
<https://traveloregon.com> > ... > Attractions > Museums

✓ 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 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

View 4+ more

**Know this place?** Answer quick questions

**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)

**See all questions (5)**

**Popular times**

Thursdays

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

17 Andrew Young International Blvd NE, Atlanta, GA 30303

QJ57+R6 Atlanta, Georgia

redphonebooth.com

(404) 228-7528

Open now: 4PM–2AM

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 · 6:00 AM–4:00 PM

**Overview**

**Directions** **Call**

Benefiting a nonprofit creative writing center, this quirky shop sells spy-related gifts.

1276 N Milwaukee Ave, Chicago, IL 60622

**Closed** · Opens 11:00 AM Fri

(773) 772-8108

http://www.secretagentsupplyco.com

W83J+W9 Chicago, Illinois

**Suggest an edit**

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

826LA & The Echo Park Time Travel Mart

**Overview**

**Directions** **Call**

1714 Sunset Blvd, Los Angeles, CA 90026

(213) 413-3388

Open now: 10:00 AM–6:00 PM

**Suggest an edit**

**Photos**

**Review summary**

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

4.8 ★★★★★ 36 Google reviews

1230 S 10th Ave, San Diego, CA 92101

(619) 232-4048

**Check availability**

**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 baseball games in Petco Park, and 2 miles from the... **MORE**

Free Wi-Fi Free parking Accessible Air-conditioned Kitchen in all rooms Smoke-free

**Know this place?** Answer quick questions

**Write a review** **Add a photo**

**Questions & answers**

Q: We had a small kitchen with all of the amenities and a nice bathroom.

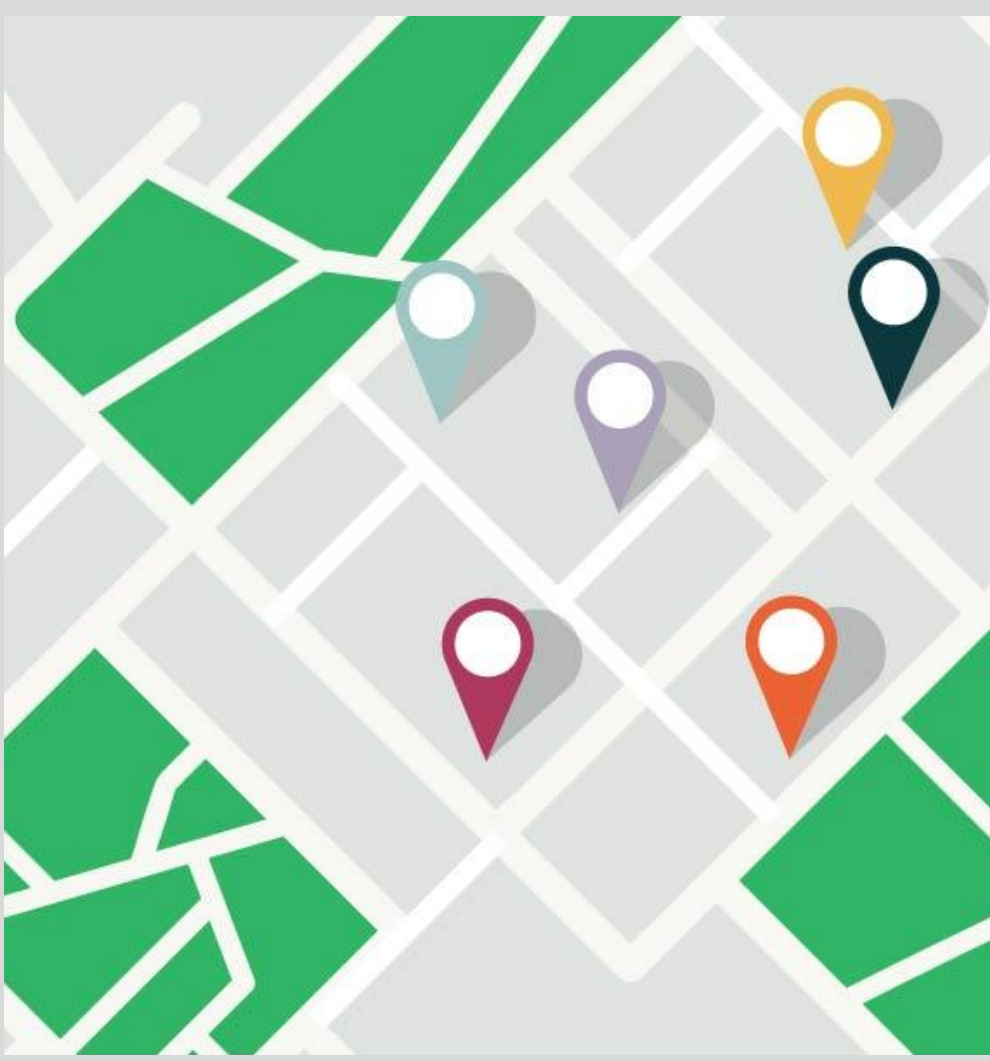
A: Absolutely LOVE this place and would highly recommend.

Q: Worst place in San Diego people there are extremely rude

**View all reviews**

**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



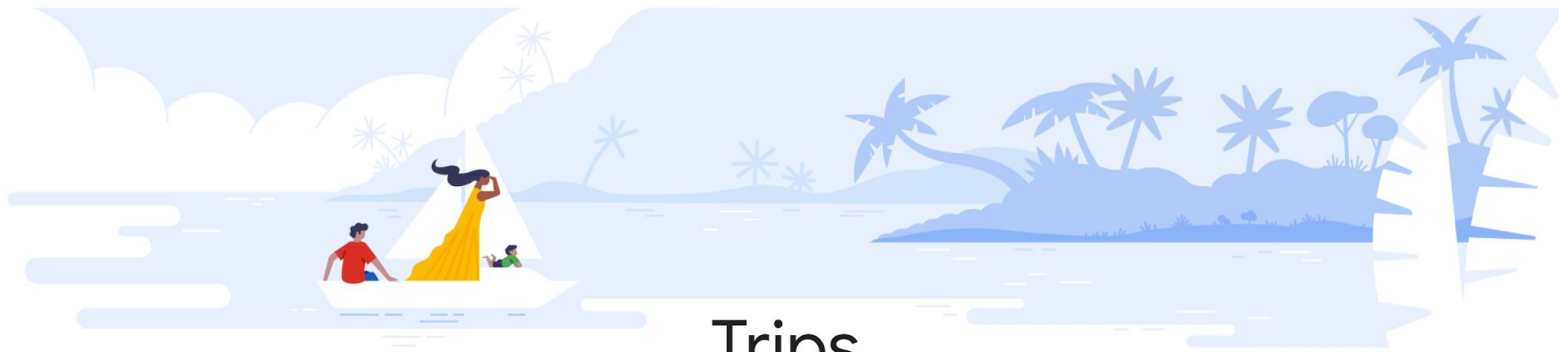
Things to do



Flights



Hotels



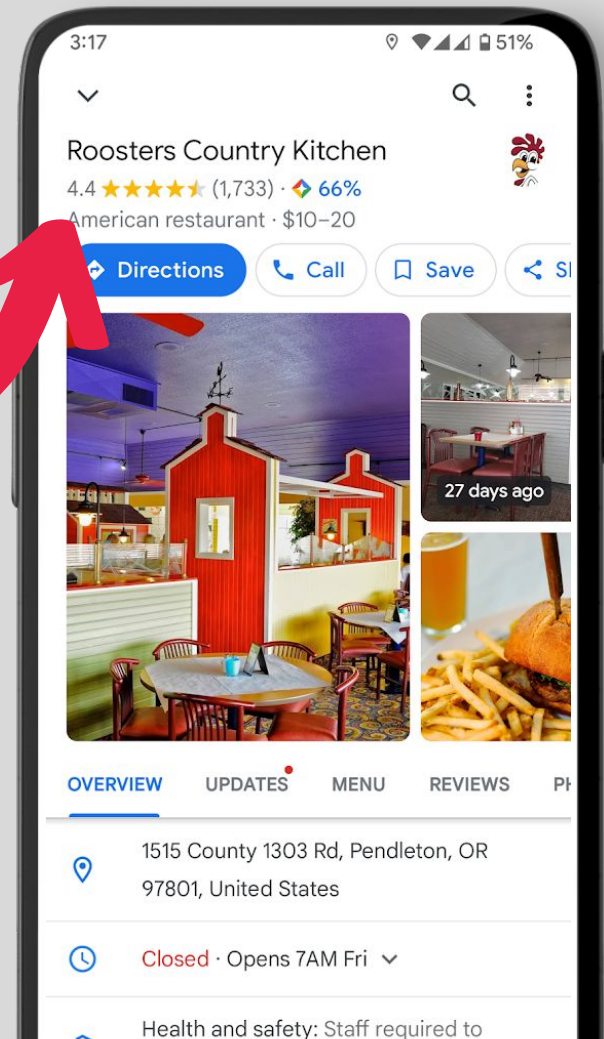
# Trips

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



# The "Local Pack"

restaurants in grants pass oregon

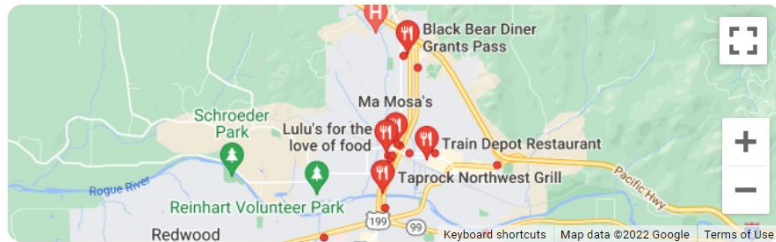


All Maps News Images Shopping More

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



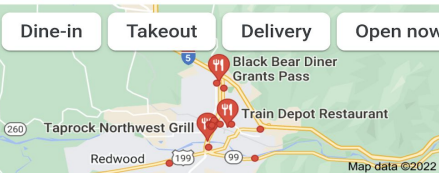
More places

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



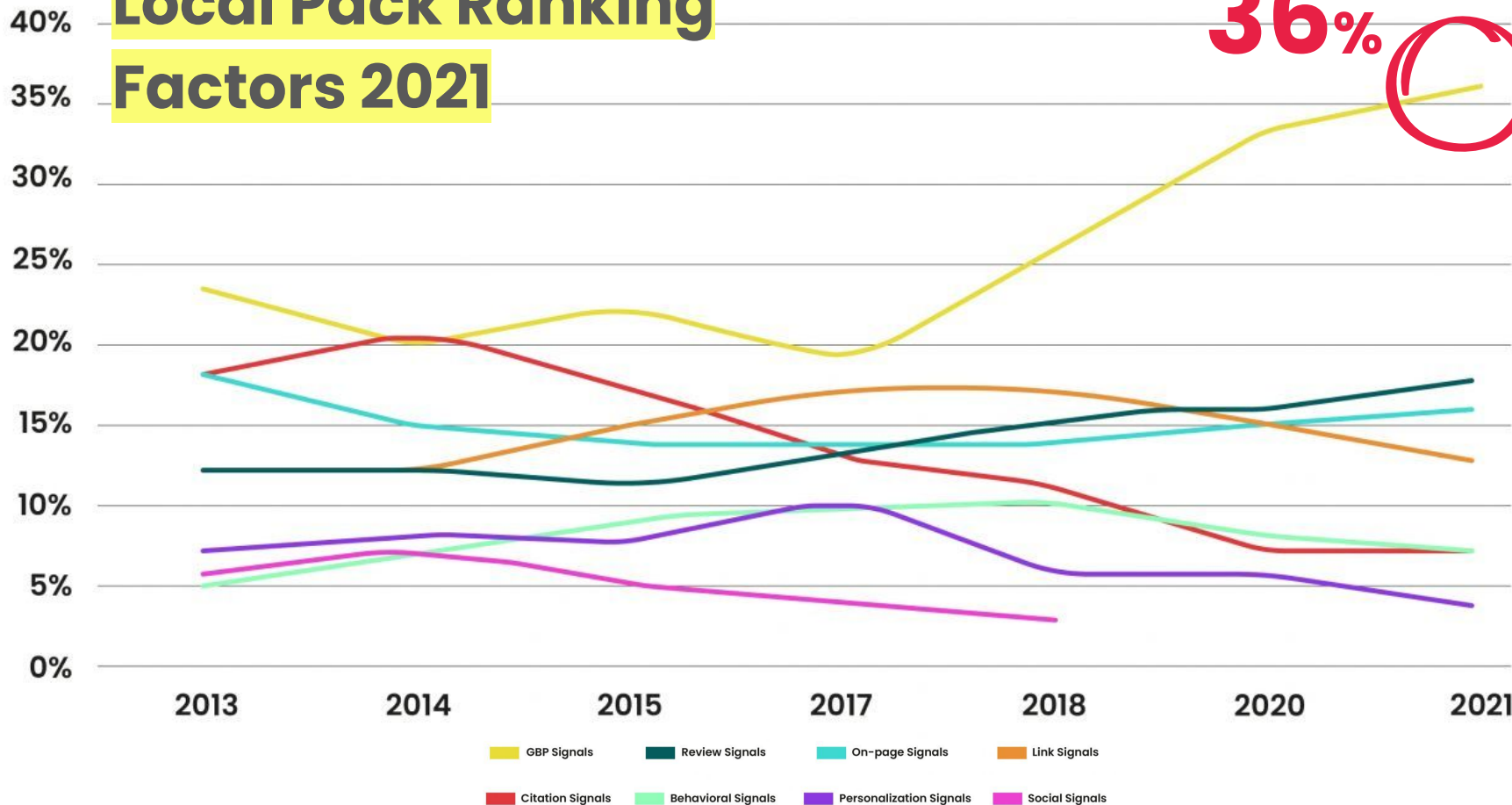
Search



Collections

# Local Pack Ranking Factors 2021

36%



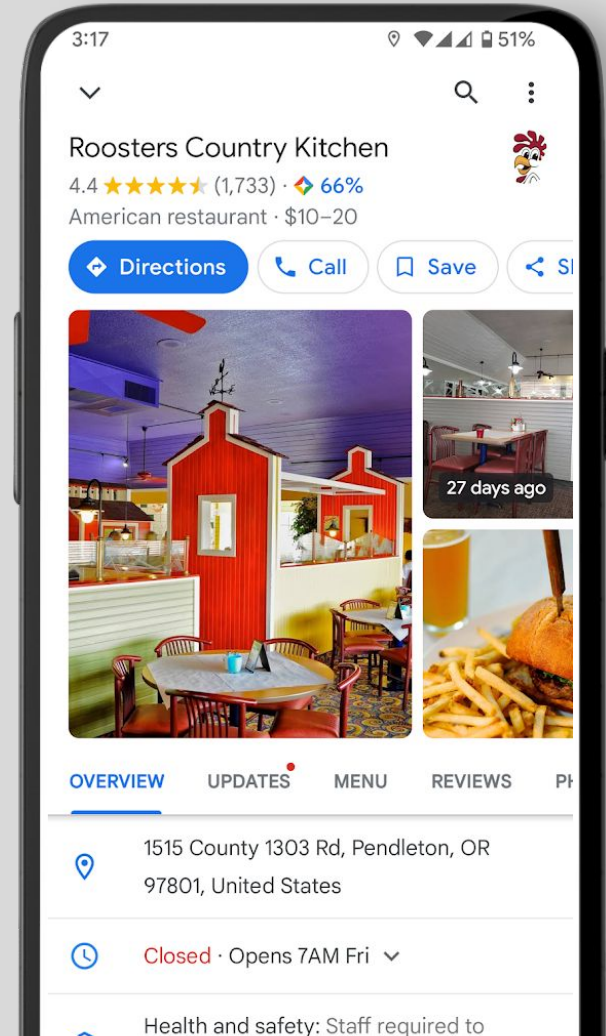
*Up-to-date profiles are:*

**2.7x** more likely to be  
considered reputable.<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

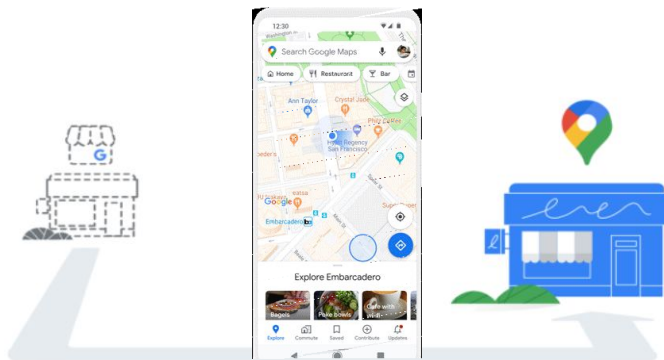
Google retired the name “Google My Business” and rebranded everything as “**Google Business Profile**”



## 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.



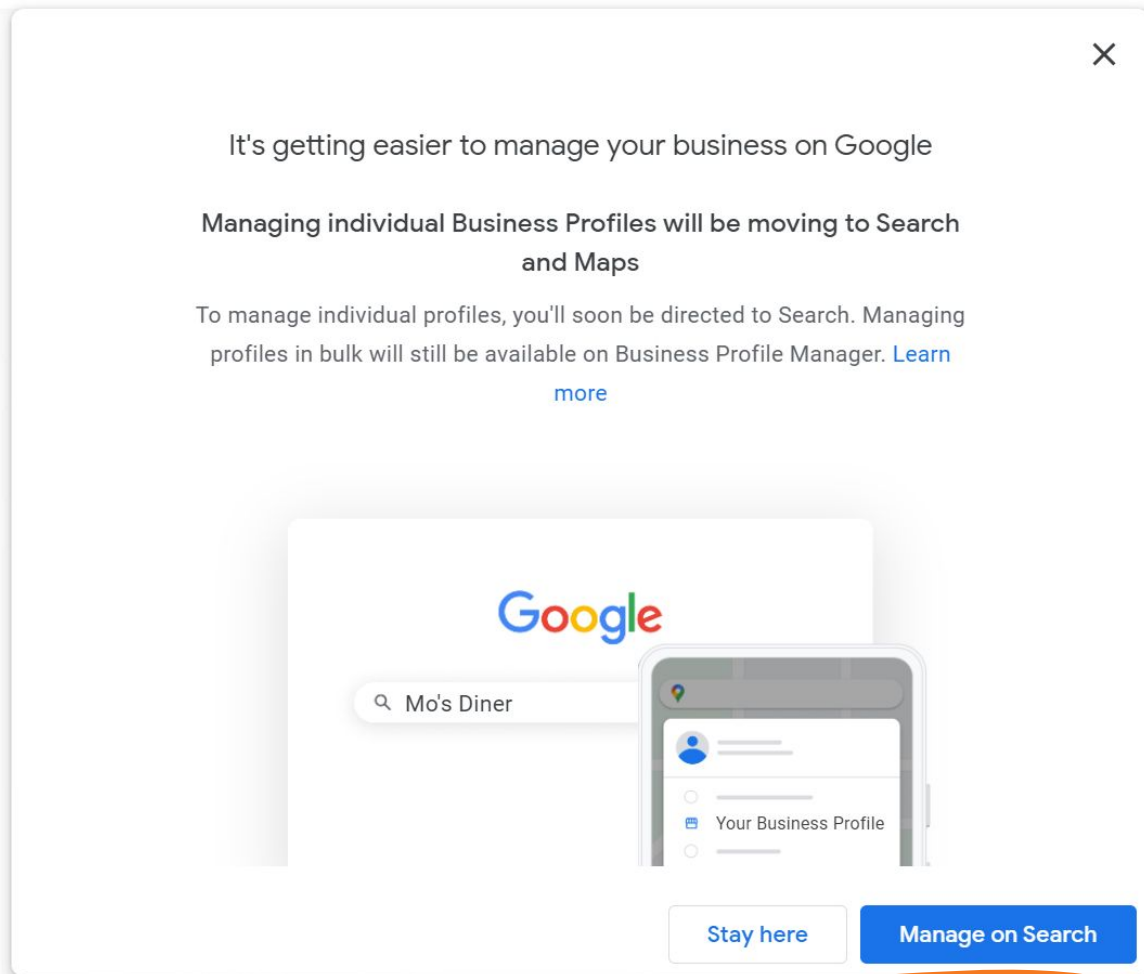
Visit the [Help Center](#) to learn more.

# GMB App

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

# Two edit options

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



# Two new edit options


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

cac enterprises waterloo iowa

Q All Maps Images News Videos More Tools

About 2,200,000 results (0.41 seconds)

**Your business on Google**  
215 customer interactions

Profile strength  Complete info

Edit profile Read reviews Messages Add photo Performance Advertise

Edit products Bookings Q & A Add update Ask for review...

Turn more views to customers  
Complete your profile to convert your 451 monthly views into customers

Set up booking  
Let customers book appointments and classes directly from your profile

View your 2023 record  
451 people saw your profile in their search results last month

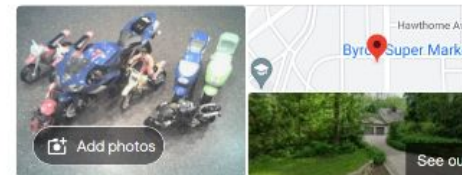
Only managers of this profile can see this

**Zaubeer**  
<https://zaubeer.com> · US · Waterloo

**CAC Enterprises - 520 Maryland Ave, Waterloo, Iowa, US**  
CAC Enterprises is a Motorcycle driving school located at 520 Maryland Ave, Waterloo, Iowa 50701, US. The business is listed under motorcycle driving school ...

**Nicelocal.com**  
[https://nicelocal.com/waterloo-ia/trainings/cac\\_e...](https://nicelocal.com/waterloo-ia/trainings/cac_e...)

**CAC Enterprises – IA 50701, 520 Maryland Ave**  
CAC Enterprises details with ★ 1 review, phone number, location on map. Find similar training centers in Waterloo on Nicelocal



## 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

You visited in January

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

**Phone:** +1 941-224-6545

[Edit your business information](#)

[Add missing information](#)

[Add website](#)

**Know this place?** [Share the latest info](#)

**Products**

+ Add



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

Account

Share

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

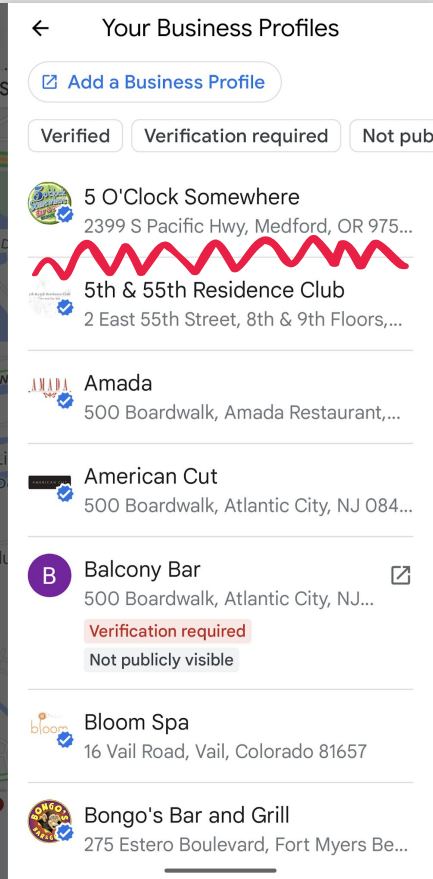
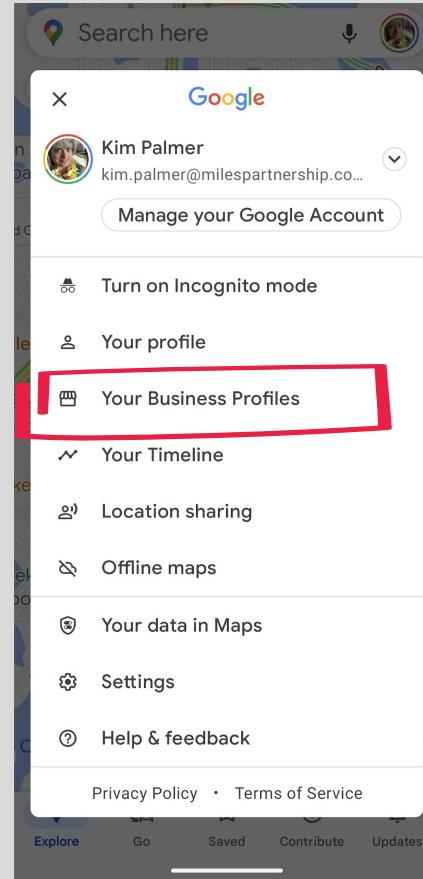
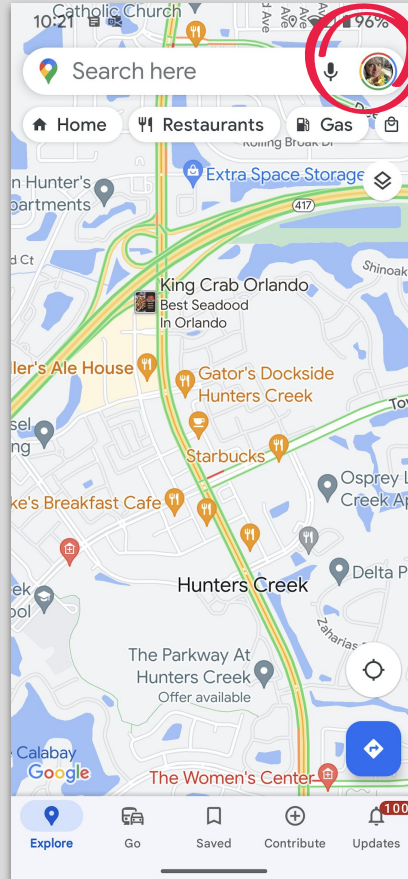
You manage this Business Profile

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

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

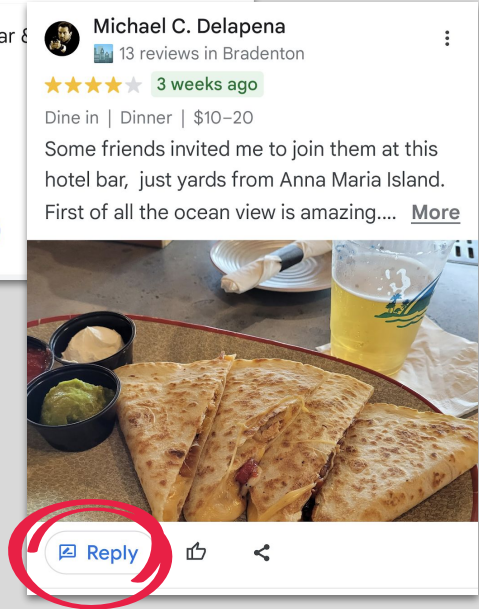
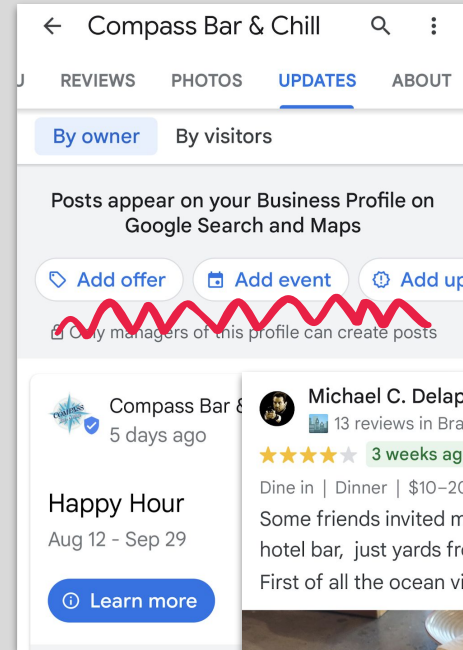
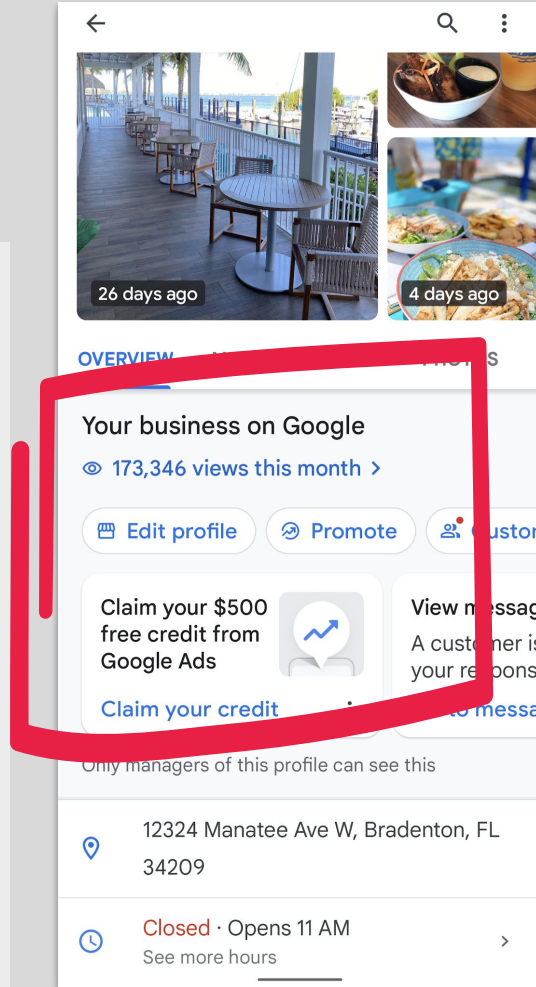
# Two edit options

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



# Two edit options

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



ORGANIZATION  
Miles Partnership

Overview



Businesses



Manage users



Manage invitations



Settings



Support

MilesNZ



Group settings

Create group

1 business

100% verified



## Businesses



Business

Status



CAC Enterprises

520 MARYLAND AVE, WATERLOO, IA 50701, United States



Verified

**“Desktop”  
profile  
manager**

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

# "Desktop" profile manager

It's just a series of shortcuts to the same overlay interface that you get in SERP.

← Business information

About

Contact

Location

Hours

More

About your business

Business name

CAC Enterprises

Business category

Motorcycle driving school **PRIMARY**

Motoring club

Description

Add

Opening date

Add

Contact information

Phone number

(941) 224-6545

Website

Add



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 for Google

Getting started is simple - we walk you through every step. You can 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

Sadly the old version of the profile manager with the tabs down the left side is gone.

# Hotel Posts (updates)

**Accommodation  
business types  
(finally!) got  
access to posts  
last year.**

But, not all the types  
of posts – no offers.



Hawks Cay Resort



Maps

Images

Videos

Shopping

More

Tools

About 2,130,000 results (0.55 seconds)



Your business on Google

112K customer interactions

Profile strength



Complete info



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit services



Hotel details



Q & A



Add update



Ask for review...



See photos

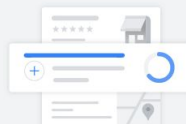
2 new reviews

Read the latest feedback  
from your customers



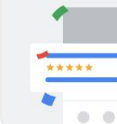
Turn more views to  
customers

Complete your profile to  
convert your 232724  
monthly views into...



View your 20  
record

232,724 people  
profile in their  
results last mo



Only managers of this profile can see this



Hawks Cay Resort

<https://www.hawkcay.com>

**Hawks Cay Resort: Florida Keys Resort & Marina**

Fishing, diving, dolphins and more in the Florida Keys. It's all waiting at Hawks Cay |  
60-acre tropical paradise situated between Key Largo and Key ...

You've visited this page many times. Last visit: 25/05/21

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](#)

miles  
PARTNERSHIP

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



Y REVIEWS PHOTOS UPDATES ABOUT



308 S 10th St, Cottage Grove, OR  
97424



Suggest an edit



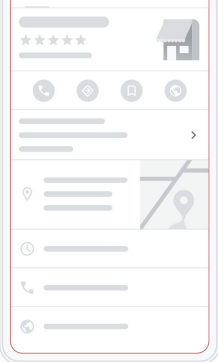
Claim this business



(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** ^

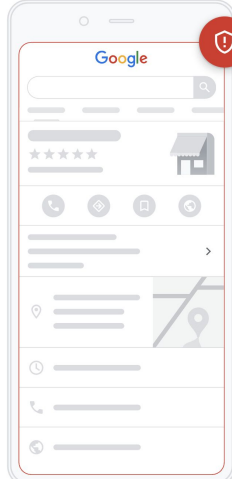
Have a postcard with your code mailed to this address  
*This may take up to 5 days to arrive*

Contact name

**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

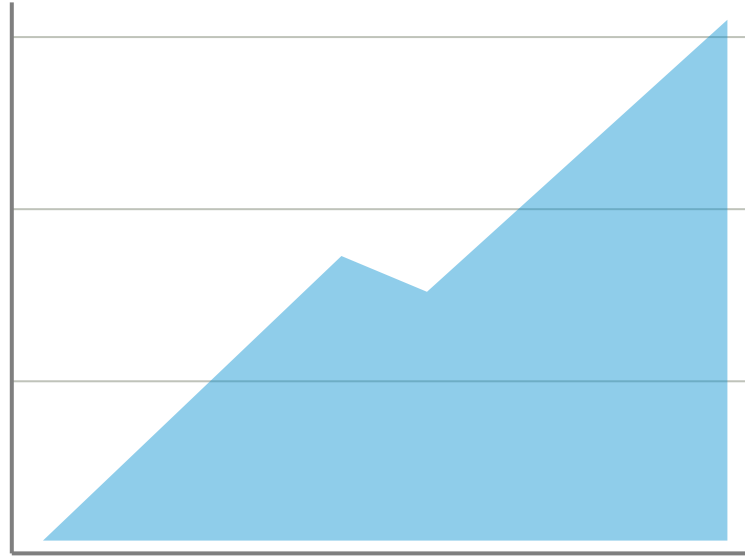
[Call](#) [Text](#)

[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



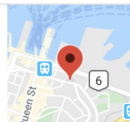
SAVE



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:** 09 075 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](#)



## Your business on Google

19,939 views this month



Edit profile



Read reviews



Messages



Edit menu



Food ordering



Waitlists

See your latest  
photos

Customers have added  
photos of your business



Only managers of this profile can see this

Turn more views  
to customers

Complete your profile  
convert your 4213 views into customers



The Hideout Grill



OVERVIEW

MENU

REVIEWS

PHOTOS

...

## Your business on Google

19,939 views this month >



Edit profile



Promote



Customize

See the latest  
photos of your  
business



See photos



Add exterior  
Help customize  
storefront

Add photos

Only managers of this profile can see this



185 Hideout Lane, Brownwood, TX  
76801



Open · Closes 9 PM



https://thehideouttexas.com/restaura...



\$10–20 per person  
Reported by 3 people



See all



Call

Save

Share

# Edit Hours

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.

← Business information

⋮ ×

AboutContactLocationHoursMore

Happy hours

Add hours for a typical week. [Learn more](#)

Sunday

☒ Closed

Monday

☒ Closed

Tuesday

☒ Closed

Wednesday

☒ Closed

Thursday

☐ Closed

Opens at

9:00 AM

Closes at

5:00 PM

+

Friday

☐ Closed

Opens at

9:00 AM

Closes at

5:00 PM

+

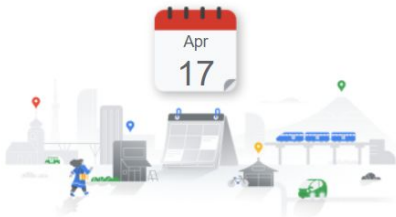
Saturday

☒ Closed

SaveCancel

# Detailed Hours

Set detailed hours for speciality services & meals offered



## 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!)

←

Business information

⋮

out

Contact

Location

Hours

More

Holiday hours

Confirm holiday hours to let your customers know when you're open for business.

[Learn more](#)

Sep 5, 2022

Labor Day

[Review](#)

☒

Aug 18, 2022

Custom date

Date\*

08/18/2022

📅

🗑️

MM/DD/YYYY

Opens at

11:00 AM

Closes at

10:00 PM

+

[+ Add a date](#)

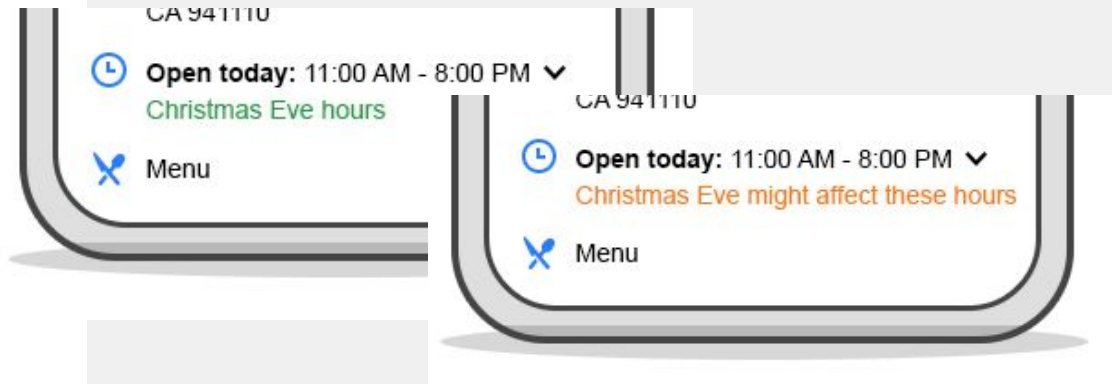
Save

Cancel

# Special Hours

Google will show a warning in your listing if holiday hours are not confirmed.

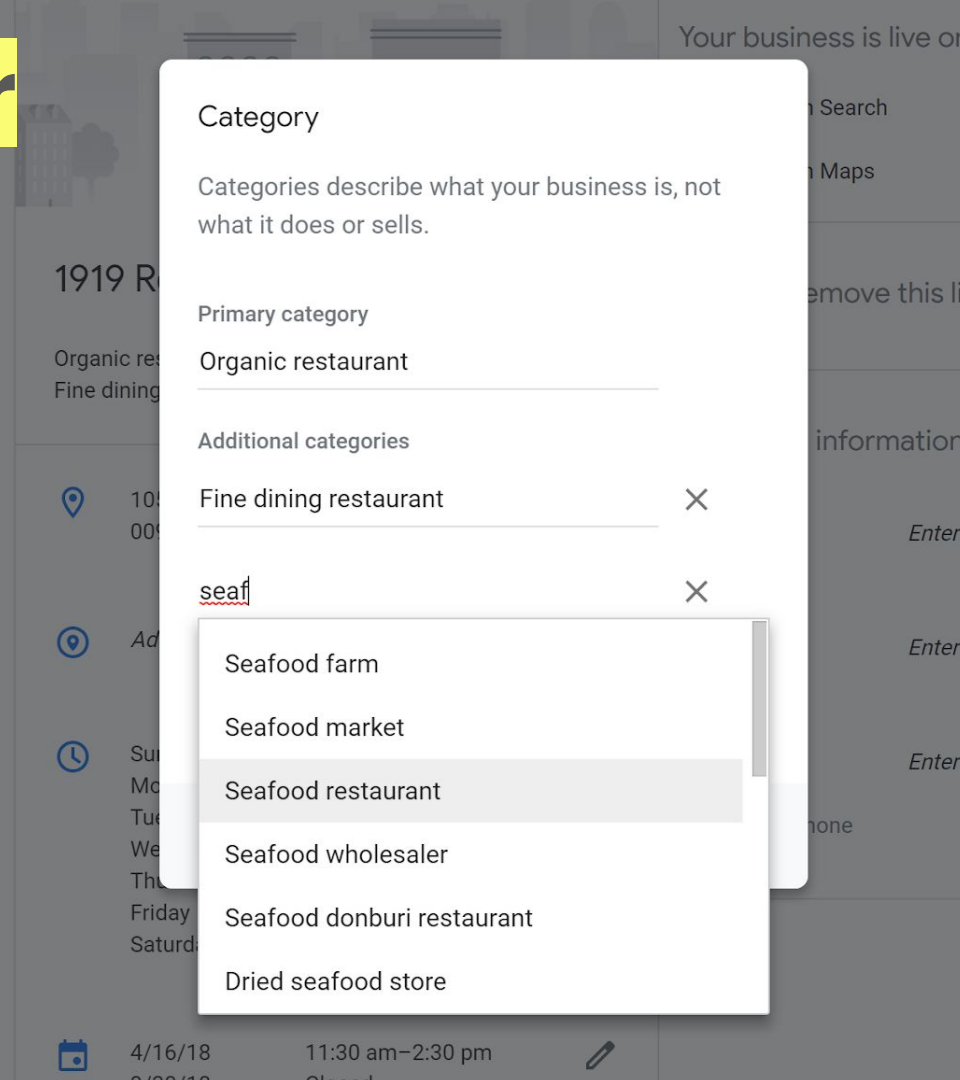
Use this tool for **other special circumstances** impacting hours. (even if they're the same!)





## 2. Categories Matter

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



## 2. Categories Matter

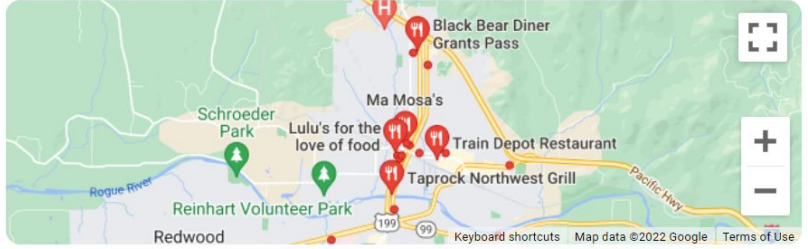
Categories can also influence your opportunities to appear in the local pack.

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  
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  $\pm 30$  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



Your business on Google

19,939 views this month



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise

Business information

About

Contact

Location

Hours

More

About your business

Business name

The Hideout Grill

Business category

American restaurant PRIMARY

Wine bar

Restaurant

Breakfast restaurant

Description

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

# Edit

# Categories

Look for "Edit profile" then "Business category" under "About"

## Business category

Help customers find your business by industry. [Learn more](#)

Primary category

American restaurant

Additional category

Wine bar



Additional category

Restaurant



Additional category

Breakfast restaurant



[+ Add another category](#)

Save

Cancel

# Edit

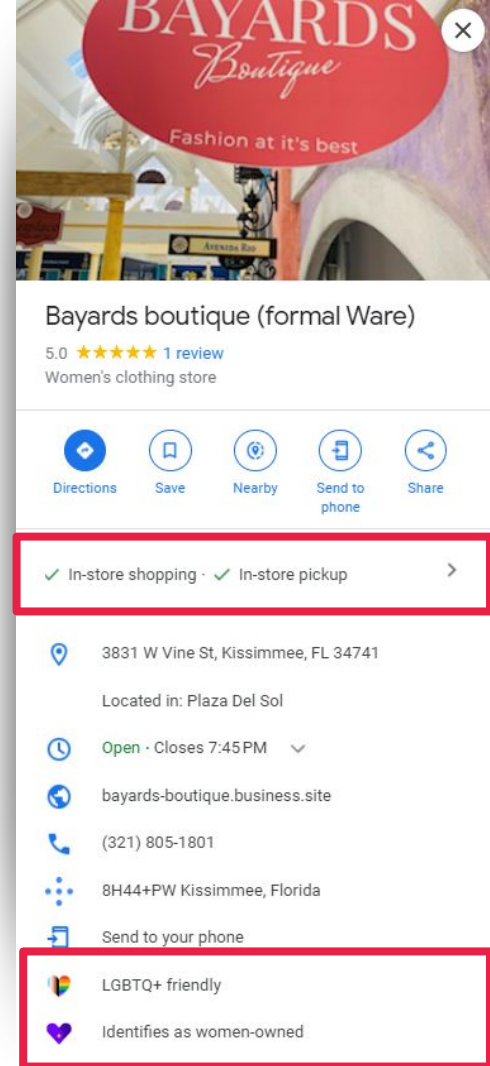
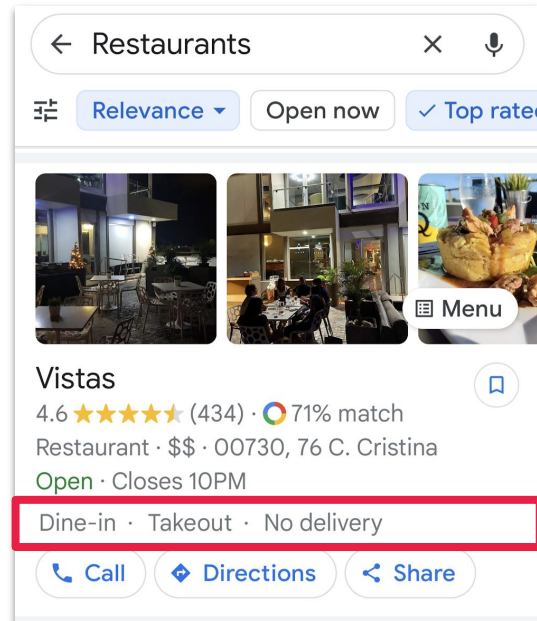
# Categories



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

# 3. Monitor Attributes

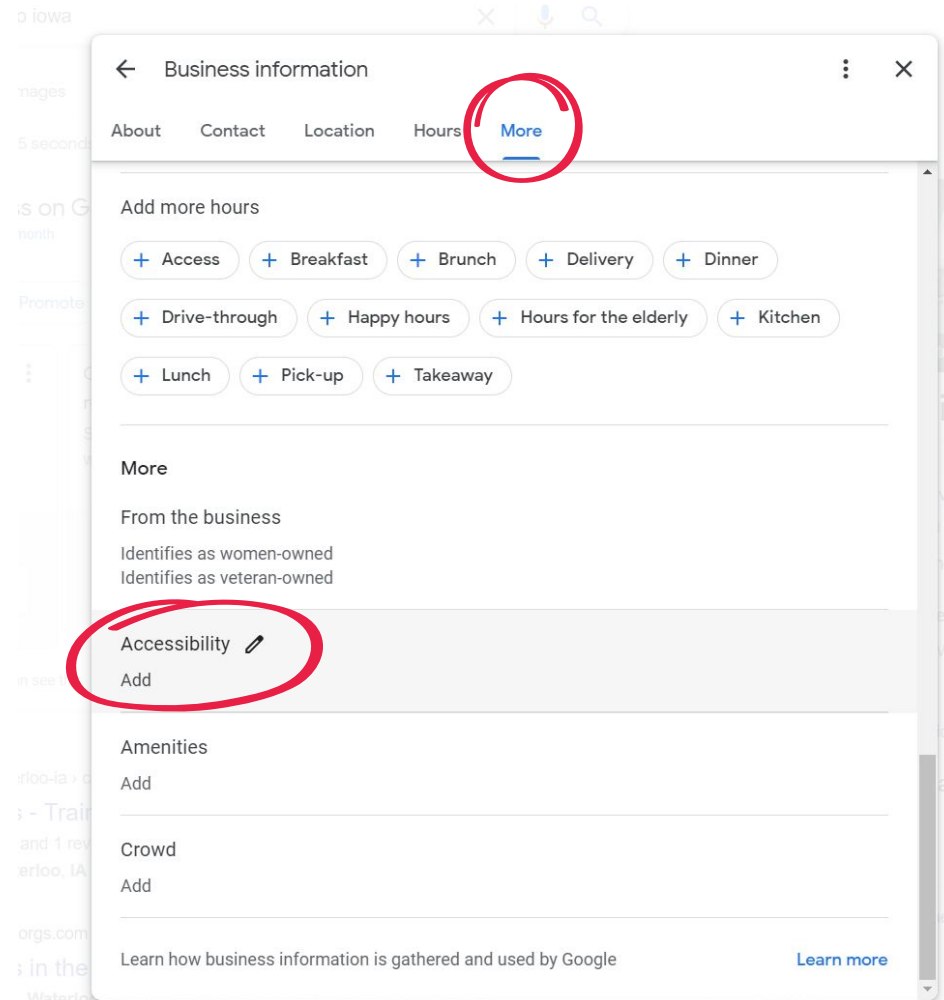
Adding attributes creates **customer confidence** that a business will meet their needs





# Edit Attributes

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



# Edit Attributes

← Business information

About Contact Location Hours More

## Accessibility

Has wheelchair accessible parking lot  
Has wheelchair accessible seating  
Has wheelchair accessible restroom  
Has wheelchair accessible entrance

## Amenities

High chairs available  
Good for kids  
Has bar onsite  
Has restroom  
Free Wi-Fi

## Crowd

Family-friendly

## Dining options

Serves lunch  
Has seating  
Serves breakfast  
Serves dinner  
Serves dessert

## Highlights

Has fireplace  
Has live music  
Good for watching sports

## Offerings

Serves alcohol  
Has kids' menu  
Serves beer  
Serves comfort food  
Serves hard liquor  
Serves cocktails  
Doesn't offer all you can eat

## Accessibility

Let customers know more about  
These may appear publicly on Se

Has assistive hearing loop

Has wheelchair accessible el

Has wheelchair accessible en

Has wheelchair accessible pa

Has wheelchair accessible re

Has wheelchair accessible se

Save

Cancel

## Amenities

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.

Has bar onsite

✓ Yes

No

Dogs allowed

Yes

No

Has gender-neutral restroom

Yes

No

Good for kids

✓ Yes

No

High chairs available

✓ Yes

No

Has restroom

✓ Yes

No

Wi-Fi

✓ Free

Paid

Don't set

Save

Cancel

# 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](mailto: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 - 



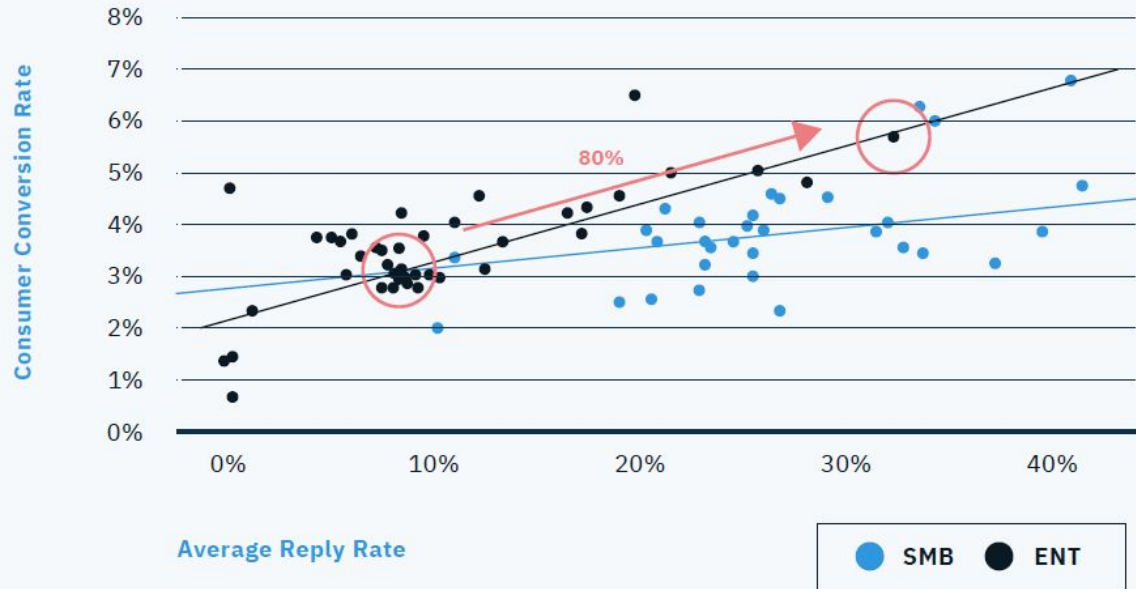
**Kenny Yuen**

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.

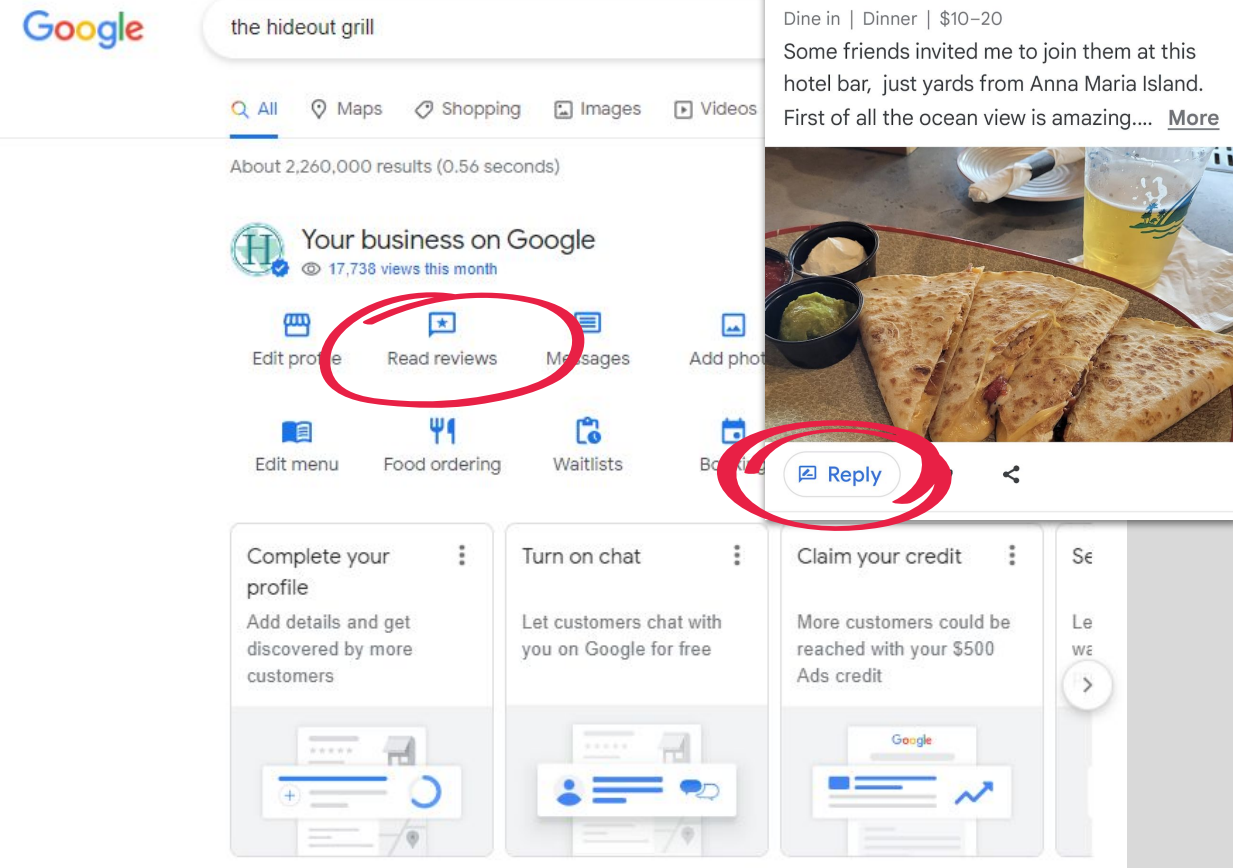
The Average Conversion Rate of Business Locations by Their Average Reply Rate



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

# Responding to reviews

Select “Read reviews” or use the “Reply” button integrated in the Maps app



# 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. Business Profile

Reply

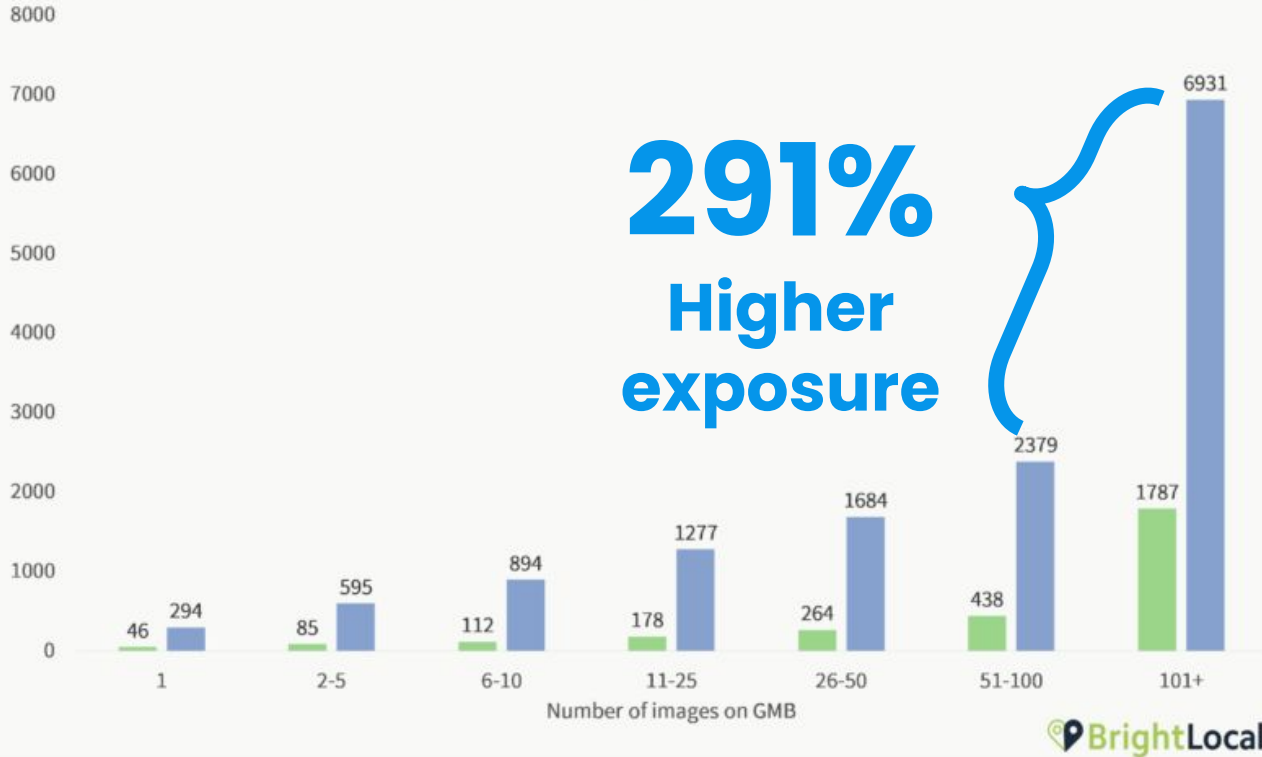


## 5. Upload 4 photos a month

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.



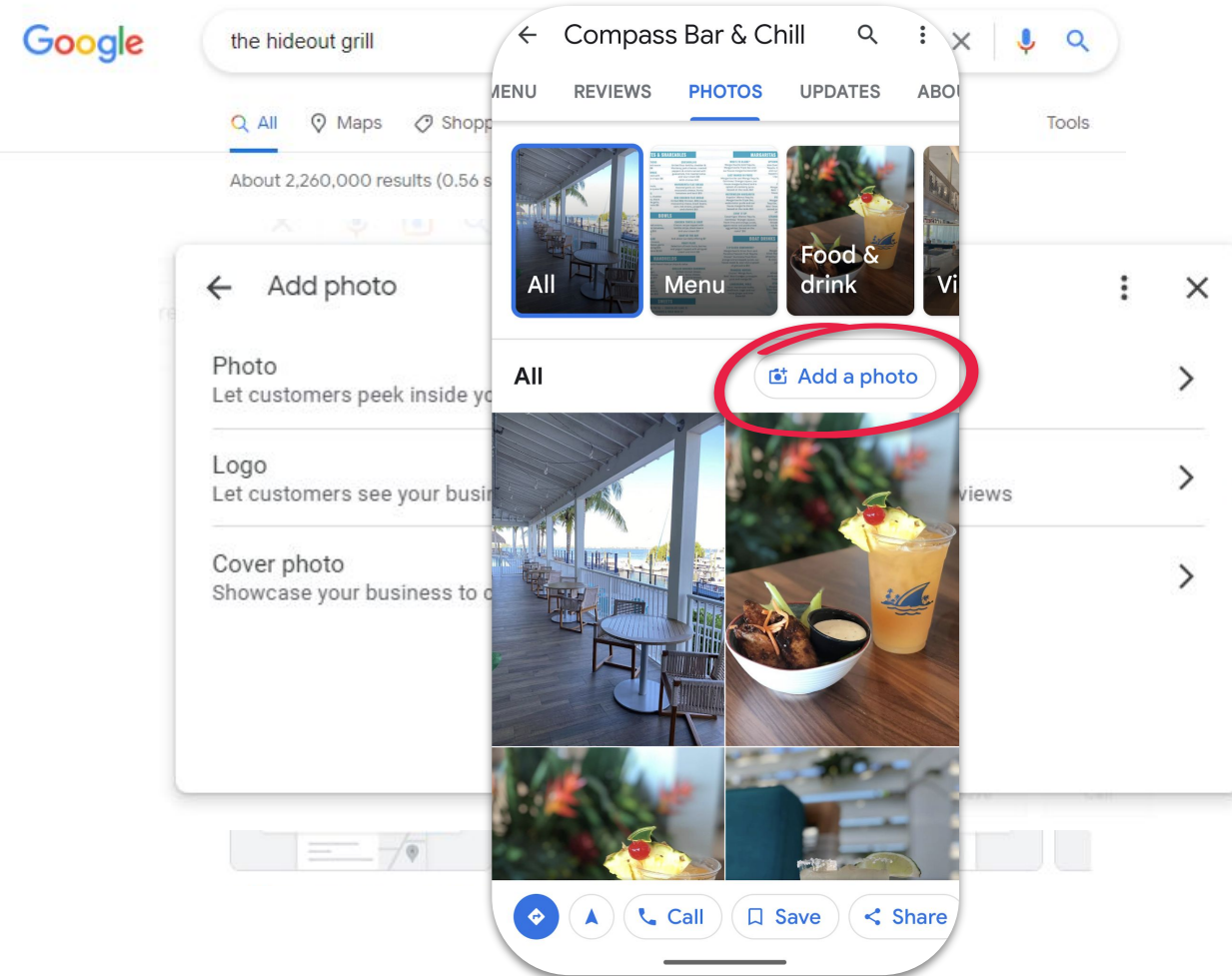
**This photo is bad.** It isn't attractive – off-kilter horizon, muddy colors, and it isn't particularly informative – unreadable signs/context.



# Add photos

Select “Add photo” to add photos, logo or designate cover photo.

Photos tab on Maps app



# 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

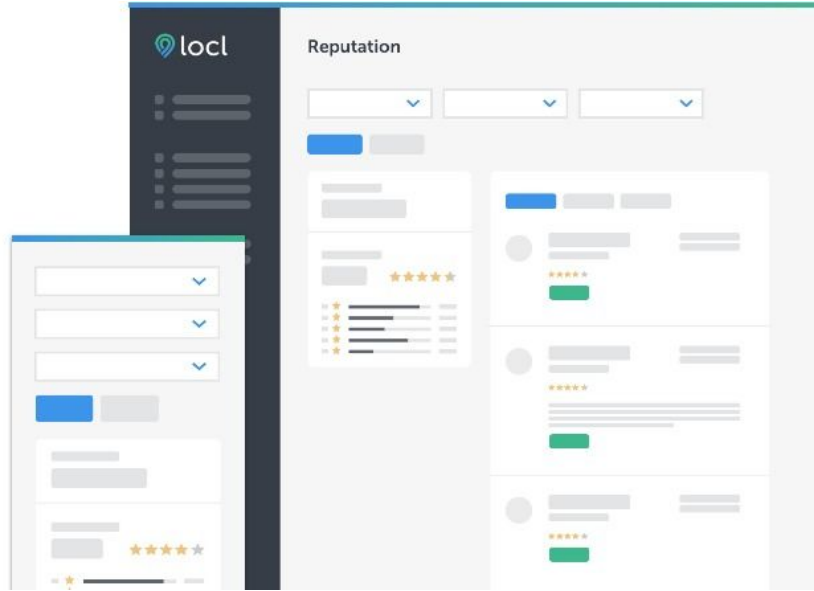


Post 4 **photos** a month for a 30% lift in exposure

Google Business Profiles

# Free Management Tools

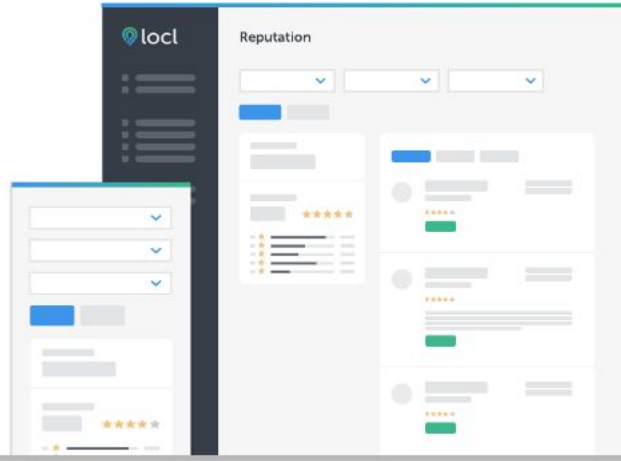




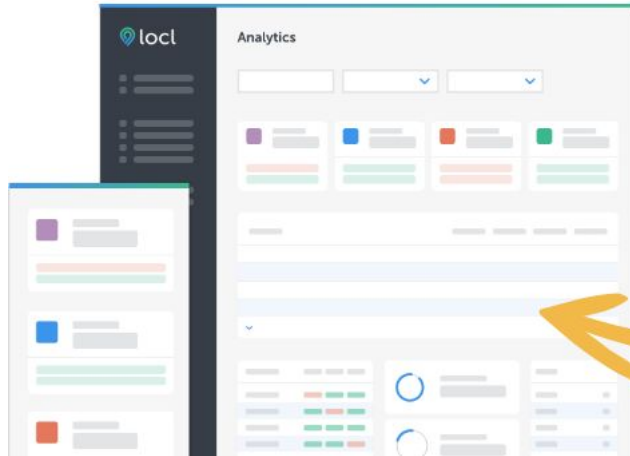
If you're thinking that this **sounds like a lot to manage** – you're right!

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](https://calendly.com/traveloregonlocl/support)***
- Visit the Business Listings Toolkit  
***[industry.traveloregon.com/listings](https://industry.traveloregon.com/listings)***



# Questions & Discussion



**TRAVEL  
OREGON**

**Thanks for joining us today!**

*For additional resources and support, visit the  
Travel Oregon Business Listings Toolkit  
[industry.traveloregon.com/listings](https://industry.traveloregon.com/listings)*